Princeton University
The most committed alumni in the world…how do they do it?
Princeton Association UK

Welcome


Come listen to Professor Gary J. E. Filkins of The New York Times talk about his new book 'The Bloody Telegram.'

Tuesday October 29th, 2013

Alumni Association of Princeton > Enter

Follow Us On: 
| Events | Membership | Community Service | Young Alumni | School Committee | About Us |
Practical Tips & Key Concepts

• Start Early
  • Concept of alumni loyalty is introduced in the first week.
  • Concept of pride in your class (year of graduation) is introduced in the first week (JFK story).
  • Concept of The Endowment and financial aid are introduced in the first week.
  • Concept of alumni giving is introduced in the first week.
  • Concept of alumni network is introduced in the first week.
  • Concept of giving of time not just giving of money.

• Team Attitude
  • Focus on percentage donation per class
  • Focus on donations of the whole class
  • Secondary focus on how much
  • Habits of thanking and celebrating
  • It’s for the glory of the school – it’s about “giving something back”
  • It’s helping future generations – being part of something timeless and bigger than the oneself

• Gentlemanly Competition makes it FUN!
  • Concept of “major reunions” like 5th, 10th, 25th, etc
  • Competition between classes
  • Competition between major reunion classes
  • Sponsorship and partnership between older and younger classes
  • Competition with Harvard and Yale on size of the Total Endowment – who is richer?
  • Maybe … maybe contributing helps your kids get into Princeton someday
Practical Events & Activities

- Continuous Contact
  - Each Year has a Class President, Secretary, and Treasurer, FOREVER.
  - Alumni Magazines, Reports, Mailings, Birthday cards…..it is all a bit too much….but it works.
  - Alumni open house events and sports “tailgate parties” throughout the year

- Annual Giving & Naming Gifts
  - Annual giving is mostly unrestricted ..... Small gifts from everybody

- Special Campaigns and Naming Gifts
  - every 10 years of so there is a MASSIVE CAMPAIGN with huge stretch goals
  - Massive multi-year events with large dedicated staff
  - For larger projects, every single thing is sold and named, from a bench to a building.
  - Many major gifts are not buildings, can be a Scholarship, an Endowed professorship, a Research initiative

- Campus Reunion Parties every June
  - Gigantic tents for all Major Reunion classes
  - Several days of fancy lectures, and serious dancing and drinking
  - Culminates in the “P-rade” where all classes march through campus, oldest to the youngest.

- Local Alumni Clubs and Events world-wide
  - Visits and talks by Princeton Professors, Tours by Princeton Singing and Theater Groups, etc.
  - Arts and cultural events
  - Vacation cruises and events
  - Interviews of potential students by local alumni
True Loyalty – why it’s not just

B • The Undergraduate Student is King
  • Emphasis on Faculty-Student ratio
  • Emphasis on the Quality of Teaching, with tough independent reviews on each professor
  • Emphasis on Seminars with small groups getting direct teaching from most senior faculty
  • Emphasis on the Senior Thesis
  • HUGE Freedom to mix subjects and to “design your own major”

• Financial Aid for almost all students
  • When you get financial help – via alumni gifts – you want to give back when it is your turn

• University Sports build powerful memories & loyalty
  • Deep tradition of the scholar-athlete, school colours, school fight songs, school cheerleaders
  • Athletes often get better grades, not worse grades – they are healthier and disciplined
  • Professional, full-time coaching staff and world-class facilities in almost all sports
  • Very strong competitive traditions against Ivy League build VERY STRONG bonds to school.

• Residential Colleges & Quality & Variety of Life on Campus
  • Students live in residential colleges which have their own Faculty Godfathers and activities
  • Meals are taken together
  • Dormitory life is a rite-of-passage in every sense of the word
  • University gives huge support in money and facilities to an unbelievable range of clubs, orchestras, theatre groups, research clubs, political clubs, etc. etc.
  • Some non-university funded clubs even have their OWN ENDOWMENTS.
Engineering – within Princeton University

• Engineering mixed with a broad range of liberal arts
  • History, Psychology, Art, Architecture, Philosophy, Economics, Politics, etc.
  • Consciousness of engineering as a path to management & leadership

• Engineering mixed with a competitive sports tradition
  • Sports for teamwork – not just for health
  • Sports for very hard & tough competition
  • Sports for striving for excellence & character building
  • 40-60% of all Princeton University students are on a team (35 varsity sports)
Tampere University of Technology Rowing Team

• Re-Founded by students and coach last year

• Tomas Cervinka – part-time coach
• Researcher, TUT Dept of Electronics & Communications, prof. Minna Kellomäki
• Working on Human Spare Parts Project
• Former Czech National Team rower

• Training on Kaukajärvi
• Equipment & support from Tampere “Tako” rowing club
• Tampere-Turku-Helsinki University Race was held in September 2012

• Why not create a gentleman’s rivalry among Finnish Universities?
• Or a Nordic/Baltic University Rowing Championships in June in Tampere?
Turku University Rowers!

Current events

Come and enjoy the autumn colors on water!

We want to welcome all the students to row with us on Wednesdays at 6pm and Saturdays at 10am. It doesn’t matter if you haven’t rowed before. All that is needed is that you enjoy challenging yourself, good company and being on water. You will get a chance to try out rowing and meet new people. We will keep rowing at Uittamo until there is no more light and the water freezes. After this we shall train indoors again.

If you are interested and you would like to have more information, please contact us to venevaja(at)utu.fi

The coming competitions this summer

The coming competitions can be found on the Finnish canoeing and rowing organization’s website. Come and cheer!
A Summary…

- Start Early
- Team Attitude
- Gentlemanly competition makes it Fun! (by class/ by school)
- Check Finnish tax deduction law

- Continuous Contact to Alumni
- Annual Giving focused on percent participation, not size of gift
- Special Campaigns & Naming Gifts with own leadership committees
- Plenty of events for Alumni

- Undergraduate Student is King
- Alumni support for almost all students
- University sports build powerful memories and loyalty and image
- Quality & Variety of Residential life supported directly by university
Questions … ?