gravyty

GRAVYTY BY THE NUMBERS

The measurable impact of a Gravyty engagement platform

Engagement is key to a thriving, connected, and philanthropic community. But how can you truly measure ROI of your Gravyty-powered alumni platform? And what does real success look like?

Although each school may define success differently, there are key metrics and statistics that can serve as common benchmarks.

Alumni speak on the value of virtual gathering places

20 - 30%

Nearly one-third of your alumni community will engage in your Gravyty-powered alumni network within 3 years of implementation.

60%

Of alumni are **using virtual networks** like alumni platforms or social networks to connect with fellow alums.

93%

Of alumni who are donors engage with their institutions through a virtual alumni network like Gravyty.

Alumni engagement directly influences giving

9 in 10

Alumni who serve as mentors say they are **likely to donate to their institution**

156% more likely

Alumni who participate in a mentoring program are 156% more likely to have donated to their institution

Brentwood College School **doubled alumni giving on their giving days** when they leveraged both their Gravyty-powered alumni engagement and digital giving platforms for their advancement strategy.

BRENTWOOD COLLEGE SCHOOL

2x alumni giving

But money isn't the only measure of success...

10% → 44%

Florida Tech boosted their enrollment rates by 340% by using the Gravyty platform to connect prospective students with alumni donors.

500 → 1,500

Florida Tech grew alumni engagement at in-person events from roughly 500 alumni to 1,500 per event by promoting events ahead of time on their Gravyty platform.

Key performance indicators for your alumni network

Use these benchmarks from our data of peer institutions to track your own platform's success and find areas of improvement.

User engagement & platform adoption

New users

Gravyty's real-time analytics shows the number of overall users and compares it with your pre-populated alumni data. Gravyty partner **The John Cooper School** has a 40% alumni adoption rate, more than their social platforms combined.

Cooper

Return users

See how many users – and which ones – are returning to the platform. **CU Boulder** and **Wesleyan University** see a 70-75% return user rate on their Gravyty alumni networks.

University of Colorado Boulder · WESLEYAN UNIVERSITY

Page views

See number of page views broken down by sections of your platform, making it easy to see which services and initiatives are most popular amongst your community.

Most active monthly users

This metric can signify those community members most likely to give, give more, volunteer, or participate in ambassadorship.

Newsletter opens/clicks

Mulgrave School in Vancouver reports platform newsletter open rates upwards of 90%.

MULGRAVE SCHOOL

New/updated profile information from users

Profile updates to fields including email, phone, address, social URLs, career data, and education data tracked through Gravyty's CRM integration. Alternatively, you can extract user profile updates manually via downloadable reports.

Networking, mentorship & career development

Number of messages or networking activities between users

In addition to tracking how many messages are sent, Gravyty provides a Safeguarding Report so that schools – particularly those with minors on their platform – can easily see individuals' engagement activity with other platform users.

Number of formal mentoring relationships

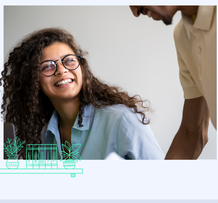
This metric can vary widely, depending on institutions' size and type of mentoring initiatives. While some schools prefer to focus on small, niche mentoring programs for select groups, others choose to prioritize large flash mentoring programs with **hundreds of participants**.

Number of user career updates

Alumni career data – such as current and former job titles and employers – can be easily synced back into your records via CRM integrations. This metric can help you report on alumni career outcomes and to assist with donor prospect research.

Number of jobs & internships

Measure job board activity in the analytics dashboard. See how many jobs are shared, clicked on by alumni users, and applied to. You can also track how many users are accessing career resources like videos, templates, and links.



Program & volunteer engagement

CASE Alumni Engagement Metrics

Gravyty's analytics dashboard features a **CASE Alumni Engagement Metrics** tracking feature that collects alumni activity from across the platform and segments the activity into their respective CASE categories (Philanthropy, Volunteer, Experiential, Communication). Within two years using Gravyty for alumni engagement, **The University of Houston** doubled their CASE alumni engagement metrics.

Users who are "willing to help"

This is your "volunteer pipeline." On average, 60% of users across all Graduway platforms indicate that they are willing to help the school or their peers in some way

Events & content interaction

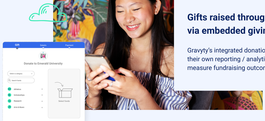
Event RSVPs

See this metric in the automated RSVP-list for each event.

Listings & special offers in the Business Directory

This is a great way to discover business owners within your community. Several Gravyty partners have reported new corporate sponsorship relationships that have blossomed as a result of this feature.

Fundraising impact



Gifts raised through the platform via embedded giving forms

Gravyty's integrated donation forms come with their own reporting / analytics dashboard to measure fundraising outcomes.

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