



**NEAT Institution:** Mizzou Alumni Association

**Project Title:** Mizzou Gold Medal Program

**Project Dates:** October 2022-March 2023

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## Executive Summary

The Mizzou Alumni Association (MAA) sought a NEAT Grant for Alumni Relations to engage the senior alumni population in a purposeful way. One-sixth of the University's alumni base graduated 50 or more years ago, and the Association expects 25,000 additional alumni to enter this segment within the next 5 years. Senior alumni remain an important audience for both fundraising and volunteerism, so the Association aims to develop meaningful opportunities to engage them. The Mizzou Alumni Association did not have funding allocated for senior-specific programming during the current fiscal year, so the NEAT Grant allowed our organization to pilot a program to engage this important population.

Mizzou Alumni Association held Gold Medal Luncheons honoring 50+ year graduates in its two largest alumni markets: Kansas City and St. Louis. Both events engaged 100+ attendees and were very well received by Mizzou's "Golden Graduates".

## Overview

### *Project Scope*

The Mizzou Alumni Association launched a 3-year strategic plan in September 2022, which includes enhanced programming for alumni in various life stages. Through the NEAT Grant we were able to engage senior alumni (specifically those who graduated 50+ years ago) by hosting Gold Medal Society Programming. The senior audience possesses both "time" and "treasure"—and stewarding them via this meaningful recognition program could yield returns for other Association programming (e.g. Touring Tigers travel program) as well as gifts to the University. As a pilot effort, the Association focused on senior alumni engagement within its two largest alumni markets (Kansas City and St. Louis) where nearly 8,500 senior alumni live.

### *Process*

The Association engaged 50+ year graduates in two strategic alumni markets: Kansas City and St. Louis through mailers/postcards and in-person events. A multi-channel approach was used to invite alumni to the celebrations:

- Email invitation to all 50+ year graduates in Kansas City and St. Louis
- Postcards to current MAA members who graduated 50+ years ago
- Included event link in chapter e-newsletters (sent to all alumni in KC & STL)

The Gold Medal events were hosted as weekday luncheons and included remarks from MAA's Executive Director and a recognition ceremony where attendees were honored with a medallion. Both events were hosted in private spaces in Italian restaurants; attendees paid \$25 member/\$30 non-member. Guests found this to be an affordable price point, and the menus were well-received by attendees.

Guests were assigned to tables based on their graduation year, which helped foster discussion about their shared experiences at Mizzou. As grads were presented with their medals, they were invited to give short remarks about their favorite Mizzou memories. Although it took time to honor 80+ individuals, sharing and listening to each attendee's memories was very impactful—and many guests indicated that was their favorite part of the event.

These luncheons allowed for strong collaboration with Advancement colleagues. MAA shared registration lists in advance of the events and notified the relationship managers who had assigned donors in attendance. Three to four fundraising colleagues opted to attend each luncheon and found them to be an excellent way to touch base with and steward current donors, while also meeting potential prospects. While the events had very few "no-shows", the Advancement officers used those opportunity to follow up with the honorees who were absent and offer an alternate time to present the medallion and chat about Mizzou.

After each Gold Medal luncheon, MAA surveyed attendees about their event experience as well as share information about other relevant Association programming (Touring Tigers travel, membership, volunteer opportunities, etc.). In the surveys, respondents were very complimentary of the events.

### *Timeline*

- **October 2022**
  - Mailed postcards/e-mails for Kansas City luncheon
- **November 2022**
  - Hosted Kansas City event on November 3
  - Sent Kansas City post-event email and survey
- **February 2023**
  - Postcards/E-mails for St. Louis event
- **March 2023**
  - Hosted St. Louis event on March 2
  - Sent St. Louis post-event email with photos and survey

## Findings and Conclusions

Staff from the Mizzou Alumni Association are very pleased with the outcome of these events. The luncheons were fairly simple and affordable to host, and fostered high engagement and affinity for Mizzou.

Both Kansas City and St. Louis luncheons reached max capacity with 100-120 attendees at each event, and the Association honored 150+ Golden Graduates in total. After hosting the events, MAA staff feel reassured that 120 attendees per event is the maximum size to feel celebratory, yet still intimate enough to recognize everyone.

MAA used the Net Promoter Score (NPS) survey instrument to assess the success of the event. Feedback was very complimentary (Kansas City score=75; St. Louis score = 88). Attendees seemed to appreciate the gold medal honor and enjoyed the opportunity to share their favorite Mizzou memory—and hear others' memories.

The comments also identified a few areas to consider for the future. Although attendees appreciated sitting with other graduates from their class year, conversations were mostly restricted to the tables. In the future staff may look for venues with reception space to accommodate additional socialization outside of the table assignments. There was also feedback about timing. Staff allotted an hour for dining/food service and an hour for the program, but lunch service often ran long. Some guests had to leave for other commitments, although most attendees were not bothered by longer lunch.

In addition to engagement, the luncheons were excellent stewardship events. Many of the attendees were also donors—in total, the Gold Medal attendees have given \$4M+ in gifts to Mizzou! As a result, these events enhanced collaboration with colleagues, and helped to reinforce the Alumni Association's importance and value to Advancement.

The Mizzou Alumni Association plans to host similar events in other strategic markets, as well as repeat events in St. Louis and Kansas City next year. Staff must consider whether to continue to invite all 50-year graduates and older (which would allow repeat attendees), or specifically limit attendance to the 50-year class and their guests. Venue availability and budget may impact that decision.

**APPENDIX:** Budget, Survey instrument, Collateral, Photos, etc.*Budget*

Guests registered to attend (\$25 member/\$30 non-member) and the Mizzou Alumni Association subsidized remaining expenses.

**Revenues**

- Kansas City registrations (95 ppl) = \$2,420
- St. Louis registrations (105 ppl) = \$2,630
- Total Revenue = \$5,050

**Expenses**

- Kansas City venue/catering = \$5,174
- Kansas City postage for 500 postcards = \$310
- St. Louis venue/catering = \$4582
- St. Louis postage for 620 postcards= \$385
- 500 medallions\* x \$3.29 = \$1,645
- Total Expense = \$12,096

\*Ordered 500 medallions to gain economies of scale; will use for future events

*Event Photos*



*Event Photos (continued)*

*Email Invitation*

# **MIZZOU** **ALUMNI ASSOCIATION**

SAINT LOUIS

## *Gold Medal Luncheon*



*Celebrating graduates of 50 years!*

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**Thursday, March 2**  
11:30 a.m. to 2:00 p.m.  
[Maggiano's Little Italy](#)  
2 The Blvd St. Louis | Richmond Heights | [MAP](#)

The Mizzou Alumni Association is pleased to celebrate Tigers who graduated 50 years (or more) ago! University of Missouri graduates that earned degrees in 1973 or earlier are invited to connect with one another and Mizzou at this special event in St. Louis which includes:

- \* Presentation of 50-year medallions to all graduates
- \* An update from campus
- \* A three-course private lunch hosted at [Maggiano's Little Italy](#)

**Tickets:**  
\$25 | Mizzou Alumni Association members (and their guests)  
\$30 | Non-members

**Register**

Business casual attire is suggested. Black & Gold always looks great!  
Advance registration closes on February 23 or when venue capacity is reached.



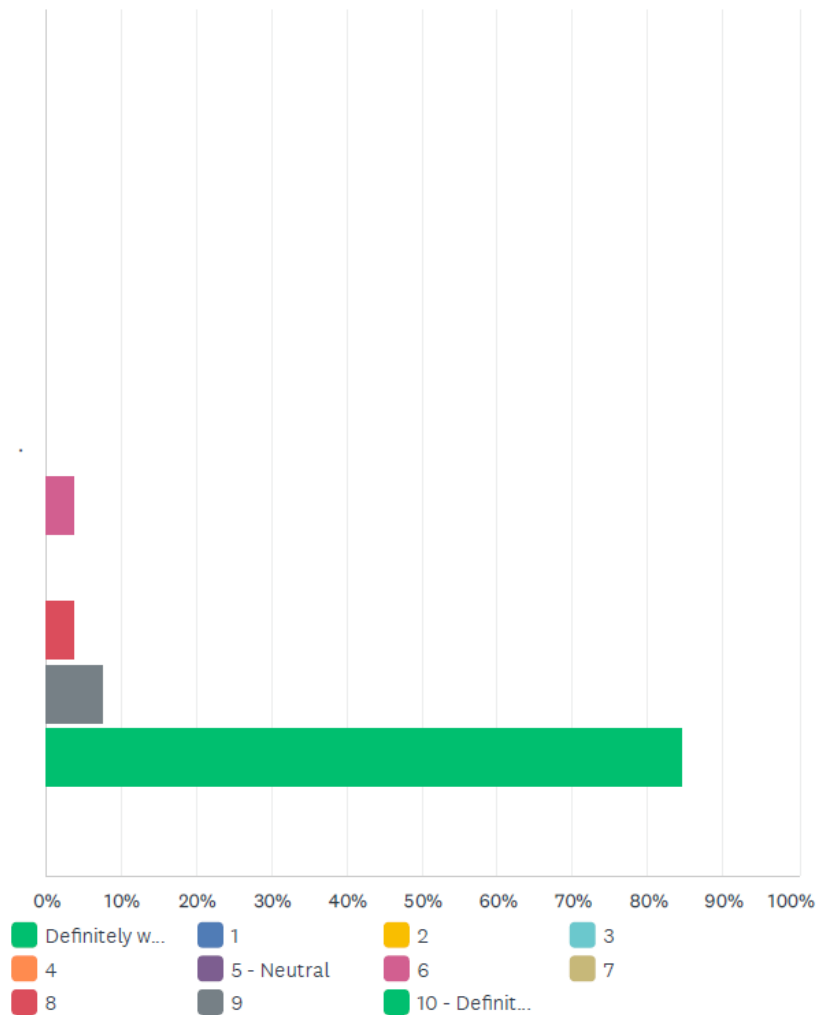
## NPS Survey

2023 St. Louis Gold Medal Luncheon - NPS

Q1 Based on your experience with the 2023 St. Louis Gold Medal Luncheon on March 2nd, how likely are you to recommend a similar event to a friend or family member?

Answered: 26 Skipped: 0

2023 St. Louis Gold Medal Luncheon - NPS



2023 St. Louis Gold Medal Luncheon - NPS

DEFINITELY WOULD NOT RECOMMEND	1	2	3	4	5 - NEUTRAL	6	7	8	9	10 - DEFINITELY WOULD RECOMMEND	TOTAL	WEIGHTED AVERAGE
0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	3.85%	0.00%	3.85%	7.69%	84.62%	26	10.69
0	0	0	0	0	0	1	0	1	2	22		

## Q2 Please share why you chose that number.

Answered: 23   Skipped: 3

#	RESPONSES	DATE
1	I think folks had a great time, but at my table they weren't sure if anyone from their college/school.	3/8/2023 10:33 AM
2	The event was well organized and everyone was made to feel welcomed and an important part of the Mizzou Tradition and Experience. Allowing each person some time to tell of a special memory made each one feel they were valued. Such a pleasant and heart-warming time! Thanks to all who planned and carried out the event!!!	3/6/2023 10:52 PM
3	I enjoyed the event and talking with fellow Mizzou alums. However, I would have appreciated more time or another means to talk with them. Although we arrived on time, there was not really a space to mingle and identify possible connections, class members or organizations members. When seated at the table, it felt like you could only have a conversation with the couple to your right and left and not anyone else.	3/5/2023 2:50 PM
4	Great food and very nice people	3/5/2023 11:20 AM
5	Quality event and opportunity to meet many different people	3/5/2023 6:07 AM
6	Excellent restaurant ,delicious food, pleasant staff, great presenter ,delightful afternoon.	3/3/2023 9:19 PM
7	Todd did a fantastic job MCing and I met some great Tigers. Fun memories shared. First class event	3/3/2023 8:33 PM
8	It was great to recognize the senior Members of the Mizzou Alumni. The metals and the food was great. I was able to reconnect with old class mates. From fifty years ago. Do it again.	3/3/2023 7:06 PM
9	This was a pleasant get together that brought together graduates who could share happy memories.	3/3/2023 6:55 PM
10	Enjoyed the opportunity	3/3/2023 5:30 PM
11	Took too long to get food and the entire program went way too long. Some folks had other commitments requiring them to leave the event	3/3/2023 4:38 PM
12	It was great to be at a table with other people who had graduated in the same year as I did, and to hear about their travels with Mizzou alumni. I had good conversations with them. Also, the food was excellent. The event was very well planned and enjoyable.	3/3/2023 4:32 PM
13	Wonderful event everyone was happy. Great job planning and presenting	3/3/2023 3:45 PM
14	Just an overall great and well done. Could not have been better.	3/3/2023 3:40 PM
15	Very well organized and set up for all of us senior alumni.	3/3/2023 3:25 PM
16	Great Event! Do it every year... a feel good affair.. Thank you!	3/3/2023 3:11 PM
17	Food was good, great to see old Mizzou grads.	3/3/2023 2:43 PM

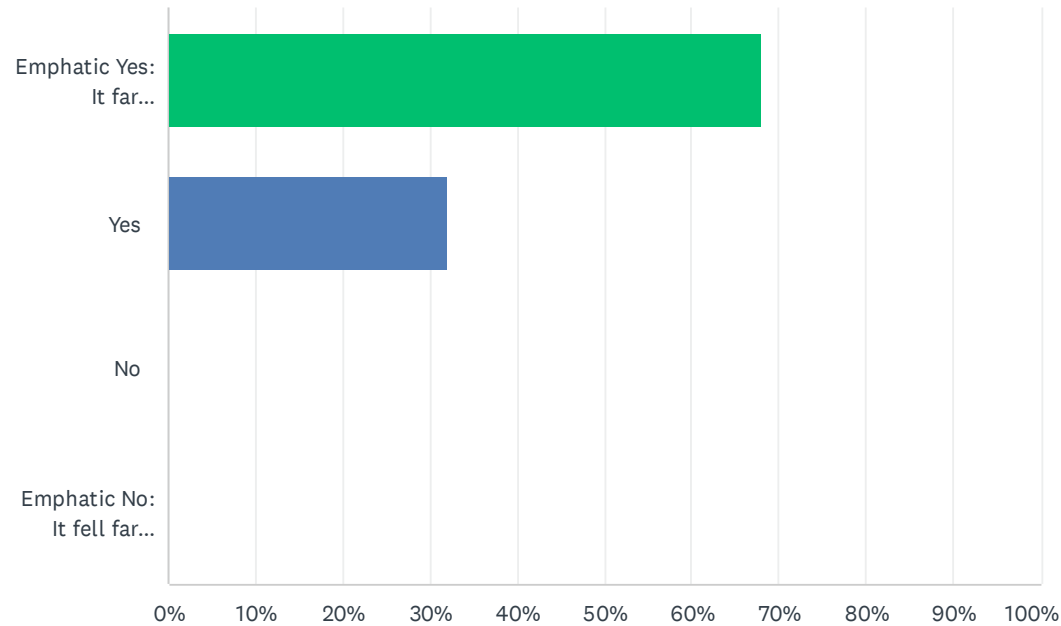


## 2023 St. Louis Gold Medal Luncheon - NPS

18	It's good to know that alumnae are appreciated and kept close to the University, even after 50 years	3/3/2023 2:37 PM
19	Very well run event. Loved the intro of all those 50 year graduates who could then tell a short story.	3/3/2023 2:23 PM
20	First of all the MU Alumni Association did an excellent job of preparing for the event. All the staff is friendly and eager to please. Todd did an excellent job, as always, as Master of Ceremonies. Secondly, it was nice catching up with old friends and making new ones. I was honored to receive a medallion and I think it is great for the university to make us feel appreciated.	3/3/2023 2:05 PM
21	We had never been to an alum event before and thoroughly enjoyed it. Saw a few people we knew. The food was excellent.	3/3/2023 1:27 PM
22	it was great getting together with fellow graduates. I came by myself, but met some very nice people. The food was excellent.	3/3/2023 1:14 PM
23	wonderful event, great setting,update on campus events appreciated, fellowship with grads-----priceless.!!!	3/3/2023 1:08 PM

### Q3 Did this event meet or exceed your expectations?

Answered: 25   Skipped: 1



ANSWER CHOICES	RESPONSES	
Emphatic Yes: It far surpassed my expectations!	68.00%	17
Yes	32.00%	8
No	0.00%	0
Emphatic No: It fell far short of my expectations.	0.00%	0
TOTAL		25

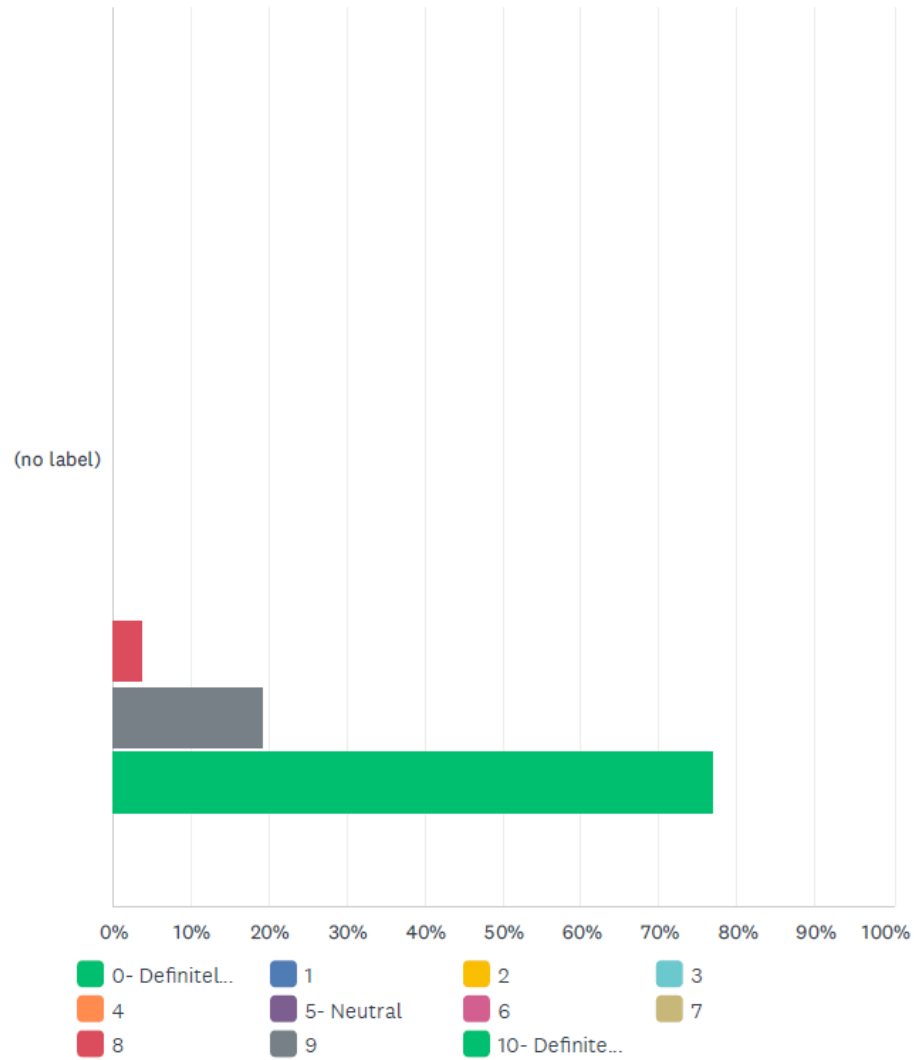


2023 St. Louis Gold Medal Luncheon - NPS

## Q4 How likely are you to promote or support Mizzou?

Answered: 26 Skipped: 0

2023 St. Louis Gold Medal Luncheon - NPS



2023 St. Louis Gold Medal Luncheon - NPS

	0- DEFINITELY WOULD NOT SUPPORT/PROMOTE MIZZOU	1	2	3	4	5- NEUTRAL	6	7	8	9	10- DEFINITELY WOULD SUPPORT/PROMOTE MIZZOU	TOTAL	WEIGHTED AVERAGE
(no label)	0.00% 0	0.00% 0	0.00% 0	0.00% 0	0.00% 0	0.00% 0	0.00% 0	0.00% 0	3.85% 1	19.23% 5	76.92% 20	26	10.73

## Q5 Anything else you would like us to know about your experience?

Answered: 15   Skipped: 11

#	RESPONSES	DATE
1	This is Ana...I'm sure you have no control over this at a venue, but I think those round tables made it a little more difficult for folks to get to know each other compared to in KC. There were three people who were really quiet and I'm not sure if they would have been like that anyway, or if they were like that because they had already said everything they wanted to say to the person next to them.	3/8/2023 10:33 AM
2	Food was great--tasty and hot and appreciated. I liked the opportunity to hear each attendee share a few of their "favorite memories" at Mizzou--but the microphone/sound system was terrible--needs to be audible for any audience--especially senior alums.	3/5/2023 2:50 PM
3	Wish we could do something like this yearly	3/5/2023 11:20 AM
4	Promote promote promote	3/3/2023 8:33 PM
5	It was a shame that we only had 30 seconds to speak but I understand why this was necessary.	3/3/2023 7:06 PM
6	Good idea to have this gathering and promote a stronger presence in StL	3/3/2023 4:38 PM
7	When the waiters brought dessert, I was surprised that each person could not have an individual dessert. We received a few slices of cheesecake, and had to share those slices with the others at our table.	3/3/2023 4:32 PM
8	Glad to see representative from CAFNR in attendance. Hats off to all who planned and worked at this event. Makes me proud of Mizzou	3/3/2023 3:45 PM
9	Just a great way to show us "oldies" that we are still remembered. The thirty second memory at the microphone was priceless! A classy way to show your appreciation. Please do it again next year in St.Louis. Location was fabulous!	3/3/2023 3:11 PM
10	Please have it again. Very enjoyable!	3/3/2023 2:43 PM
11	Thank you very much. My wife and I felt so good being amongst the MIZZOU grads of our era.	3/3/2023 2:37 PM
12	Restaurant was a good choice. Good good. Medal given to honorees was very nice.	3/3/2023 2:23 PM
13	Every time I attend an alumni event the MU Alumni Association always makes be proud to be an alumnus. MIZ	3/3/2023 2:05 PM
14	Thank you to whoever planned it. It was very well executed! Thoroughly enjoyed it!	3/3/2023 1:27 PM
15	continue with similar programs	3/3/2023 1:08 PM