

News
Campus News
Academic Spotlight
Student Profiles

Headlines →

Academic
Dept.
Home
pages

Athletics

Academics
Faculty Resources
content different
from CFR content!

Bowdoin
Home

Parents -
Families

The hop into the Giving site
has been eliminated already
and now all "Make a Gift"
links go directly to form!

**Online Gift
Form**

Headlines →

Alumni

Giving

- * Alumni
 - * Reunion
 - * Homecoming
 - * Alumni Club Events
 - * Other On-Campus Alumni Events
 - * Alumni Travel
 - * Volunteering
 - * Alumni Council
- Giving to Bowdoin
- * See how your class is doing in the Alumni Fund!
- Alumni Relations Contacts

Current Navigation

- * Giving to Bowdoin
 - * How to Give
 - * Giving to our Funds
 - * Gifts for Endowment, Facilities & Special Projects
 - * Planned Giving
 - * Information for Corporations & Foundations
 - * Naming Opportunities
 - * Bowdoin Benefactors
 - * Named Endowment Fund Summaries
- Class Contributions
- * See how your class is doing in the Alumni Fund!

The Life of the Gift

- Alumni Profile of Jane Smith
- Benefactor Profile of Jane Smith
- Course profile of Program funded by Jane Smith
- Student Profile of student affected by gift
- Class Year
- Theater & Dance
- Other Gifts

Jane Smith gives 10k for new Theater & Dance Program

Associated Links, Stories, and attributes

Headline teaser

Story

News
current topics (campus news, academic news, student profiles)

Adding topics:
Benefactor Profiles
Alumni Profiles
Bowdoin Magazine
Horizons
Fund Summaries
Grants Awarded
Whispering Pines

Theater & Dance Home Page

- Bowdoin Home
- Athletics
- Parents - Families
- Other Pages...

Online Gift Form

Academics
Faculty Resources
IS the CFR content + Acad.Affairs own content!

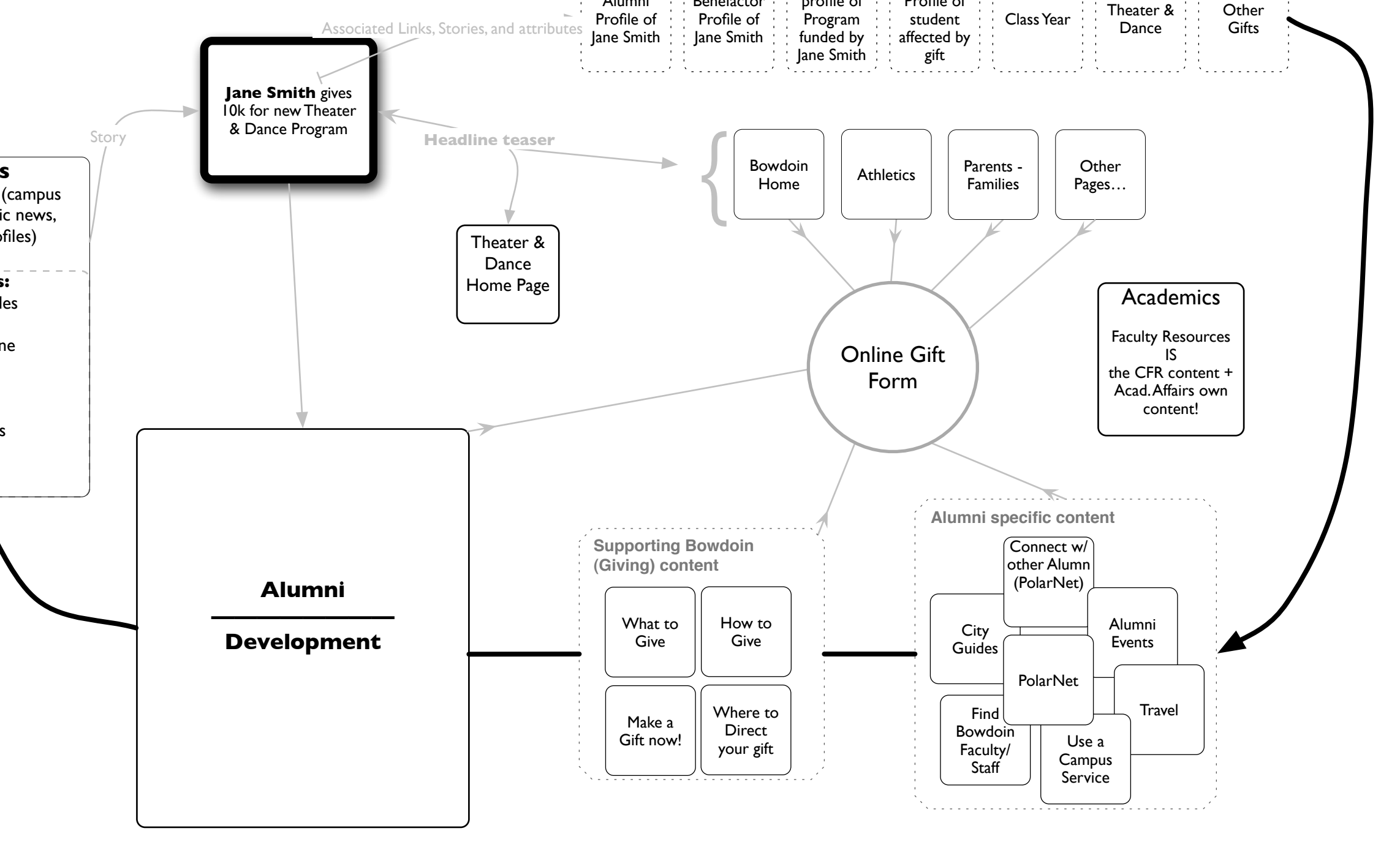
Alumni
Development

Supporting Bowdoin (Giving) content

- What to Give
- How to Give
- Make a Gift now!
- Where to Direct your gift

Alumni specific content

- City Guides
- Connect w/ other Alumn (PolarNet)
- Alumni Events
- Travel
- PolarNet
- Find Bowdoin Faculty/ Staff
- Use a Campus Service



I would like to:

- **Support Bowdoin**
 - Make a Gift Now
 - How to Give
 - What to Give
 - Where to Direct your Gift
- **Connect with other Alums**
 - What is PolarNet?
 - How do I register?
 - Email forwarding
 - PolarNet Online Directory
 - Register for Services
- **Find Bowdoin Faculty/Staff**
 - Break out Development staff
- **Attend an Event**
- **Use a Campus Service**
 - Request Transcript
 - Report Class News
 - Update Your Address
 - Alumni Weddings in the Bowdoin Chapel
 - Alumni Scholarships
 - Use of Campus Facilities
 - Career Planning Center
- **Learn about Travel Opportunities**

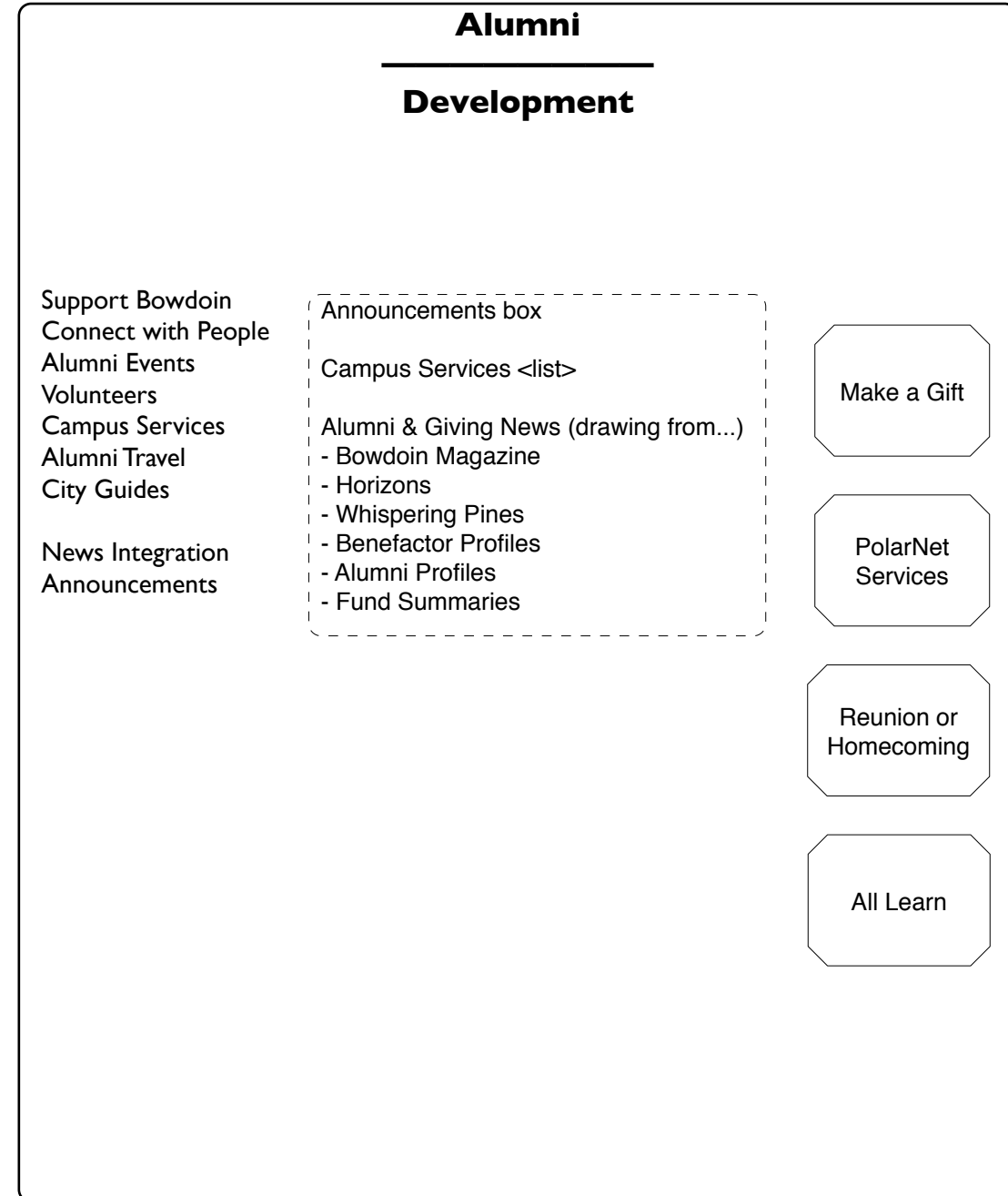
Badges for front page (based on events):

<AllLearn – LifeLong Learning>
<Reunion>
<Homecoming>

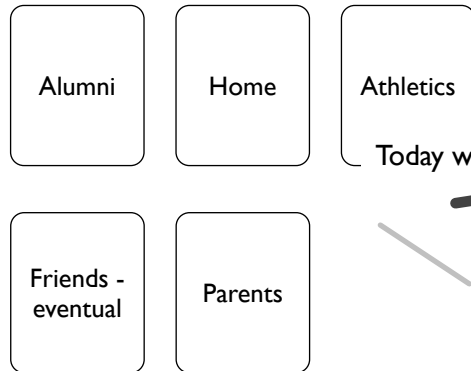
Badges for other pages:

Parents
Athletics

Bowdoin Home page gets more prominent text link



Make a Gift (now!) badge/link locations



Today we direct people here, except for the Athletic fund (why?).

Ideal world directs visitor to form.
- However, form must be integrated into site. See questions below...

Make a Gift (now) traffic cop page

- Support Bowdoin
- Connect with People
- Alumni Events
- Volunteers
- Campus Services
- Alumni Travel
- City Guides

Online

- Alumni Fund
- Friends Fund
- Parents Fund
- Polar Bear Athletic Fund

Where does my donation go?
Ways to give

By Phone

By mail

Contact Bowdoin Staff

Do we want custom (as currently on Athletics) badges for each fund? e.g., Friends

Yes:

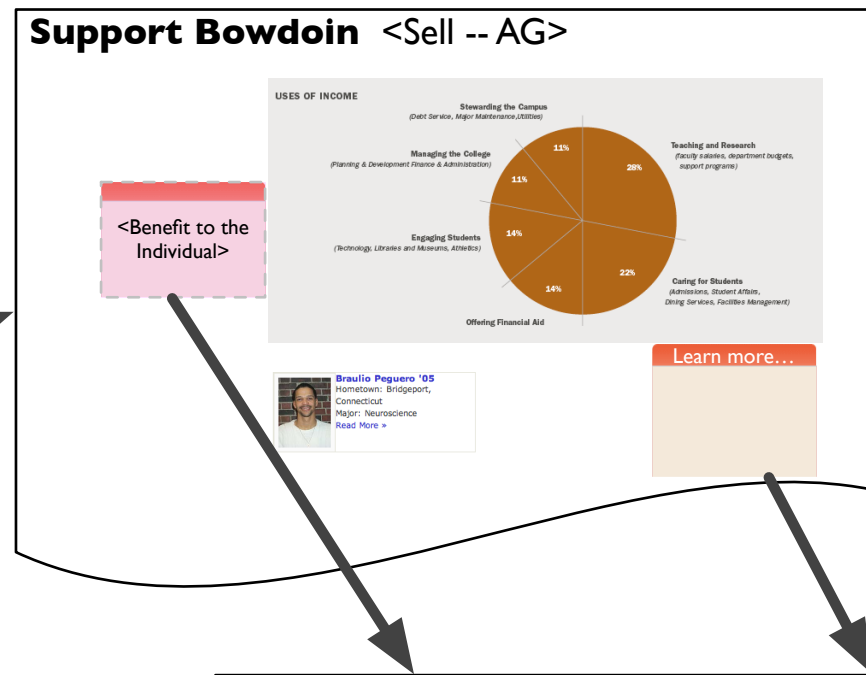
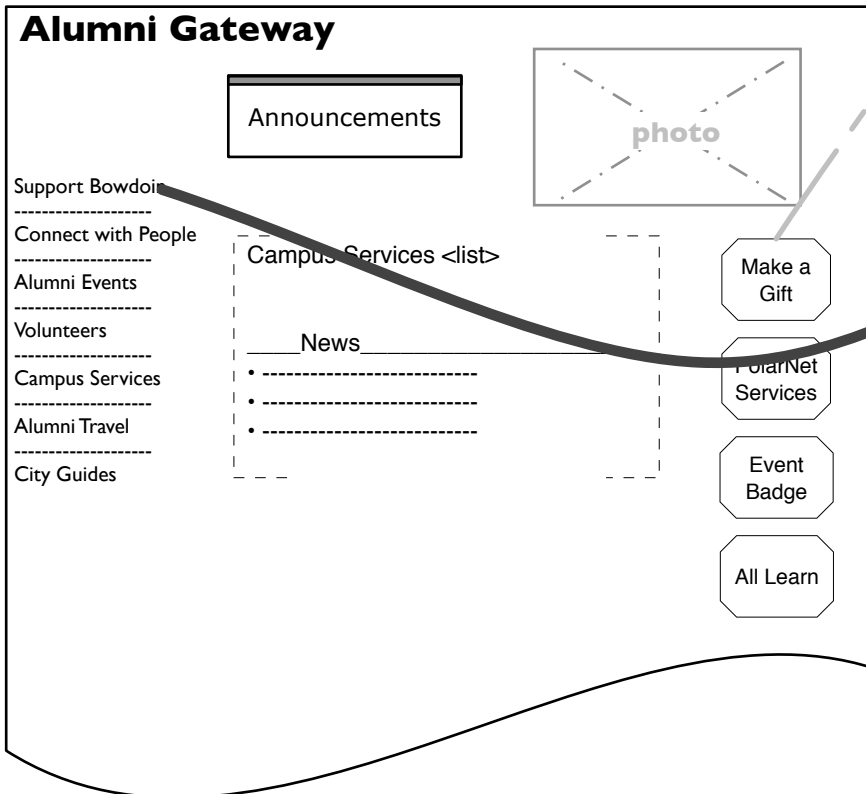
- Does each link to its own form? (and lock the visitor into one fund?)
- What if the visitor doesn't know what the fund is
 - If fund name is confusing do you support the custom badge with a generic "make a gift" link
 - How do we instruct people on the meaning of the fund
- What about a generic "make a gift" badge? where does it lead?

No:

Then "Make a Gift" goes to the traffic cop page which provides a choice of funds, and allows us to link to supporting material.

Online Gift Form

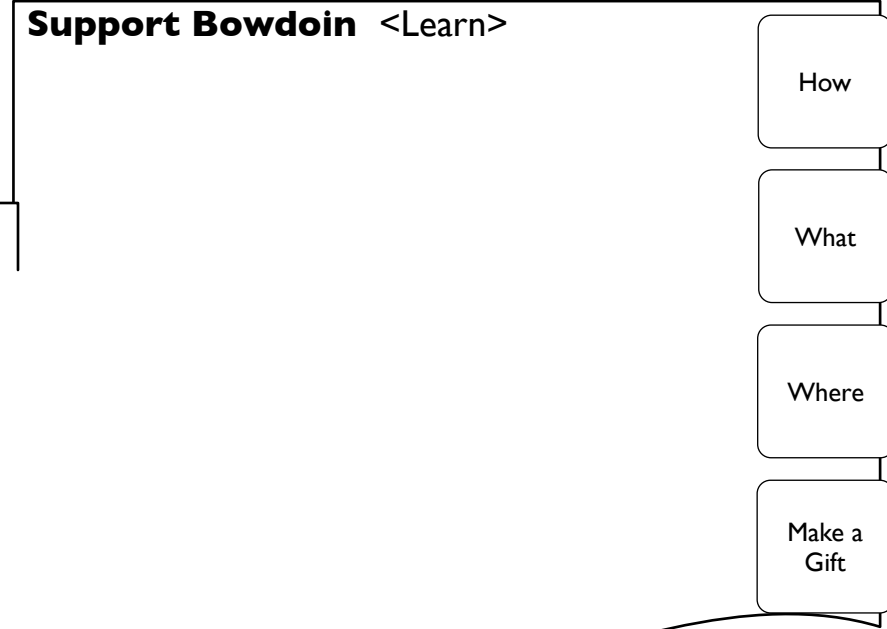
ID each form with custom header, e.g., if you click the "Parents Fund" then the page should say Parents Fund



- Benefit the College:**

 - AG Pie Chart/Case for unrestricted (explicit or implicit)
 - Campaign priorities (academics; facilities; housing; aid; etc.)
 - Reunion?
- Benefit to Individual:**

 - Tax break
 - Life income
 - ?Unload inconvenient assets?



- ▼ Definition of AG (& other?) funds

 - Alumni
 - Parents
 - Friends
 - Athletics

▼What

Cash

 - Check
 - Credit Card
 - Cash wire transfer

Securities

 - Stock
 - Mutual fund shares
 - Real Estate
 - Tangible property
 - How

▼Pros/cons to giving at diff. times of year

 - Campaign
 - Fiscal
 - Reunion
 - Tax Year

▼Size/frequency (lingo -- recurring vs. "one-time")

 - Longer term financial planning
 - Retirement planning
 - Estate planning
 - Gifts to the endowment

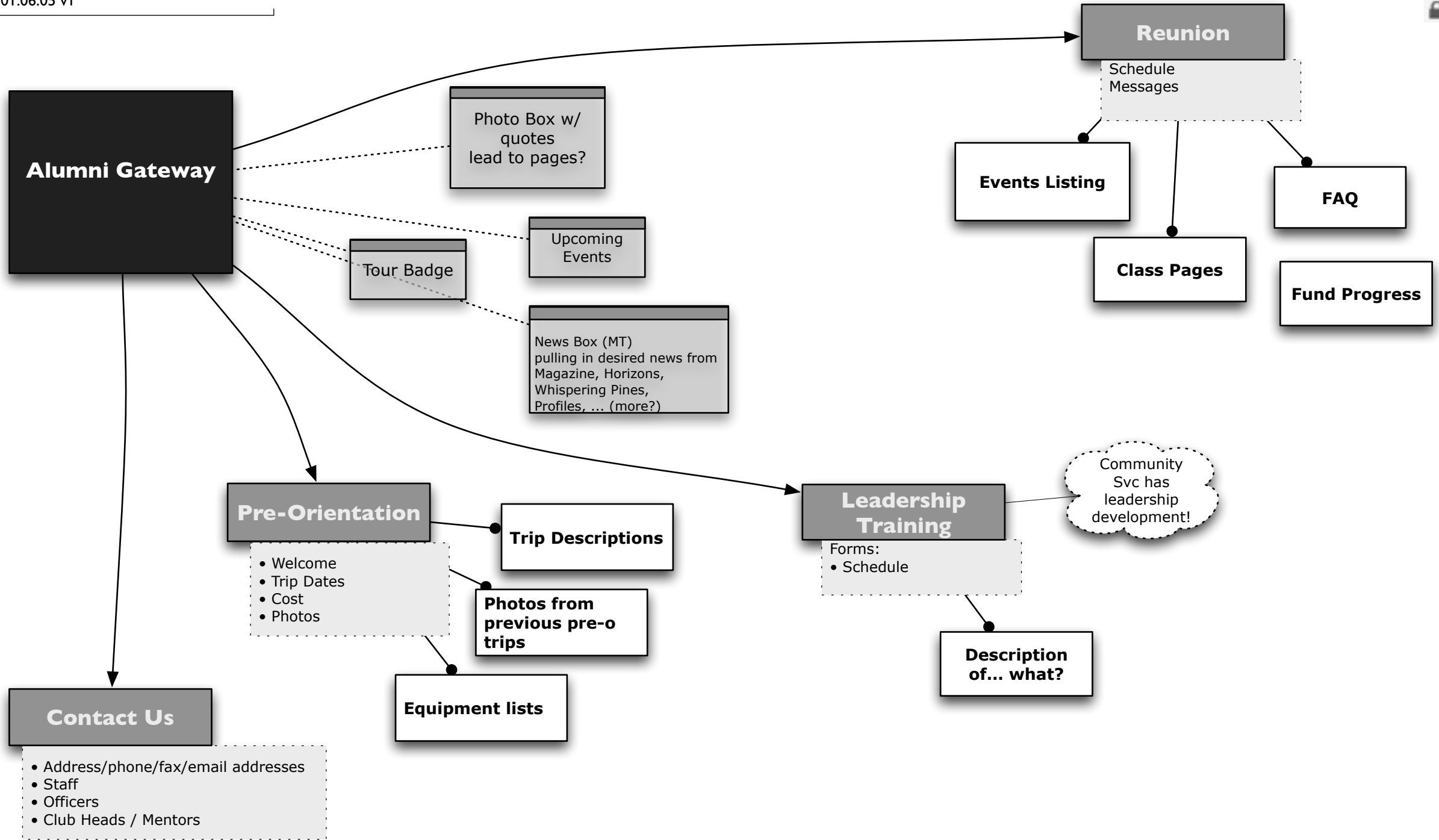
Leading the Donor through the Giving matrix

...or helping the Donor sort out the choices

personal and
institutional
benefit

What	Where	Why	When	How
Stock	Alumni Fund	Tax Benefit	End of Year	Online
Cash	Parent's Fund	Reason A	Now	Recurring
Real Estate	Program	Reason B	Next Year	Call J. Smith
Trust Income	Polar Bear Fund	Reason C	Quarterly	Call L. Jones

Alumni Gateway - Basic Structure



The screenshot shows the Bowdoin website layout. At the top, there's a navigation bar with 'About', 'Academics', 'Admissions', 'Campus Life', and 'Gateways'. A left sidebar contains 'Gateways' with sub-links for 'Alumni', 'Faculty/Staff', 'Parents & Families', and 'Students', plus a 'Support Bowdoin' section with links like 'Connect with People', 'Alumni Events', 'Volunteers', 'Campus Services', 'Alumni Travel', and 'City Guides'. The main content area features an 'Announcements' box with a link to 'Reunion 2004 Photos available for order' and a large image of a door with 'BB' on it. Below this is a search bar and a 'PolarNet Services' box with links for 'What is PolarNet?', 'PolarNet Online Directory', 'PolarNet Email Forwarding', and 'Register for PolarNet Secure Services'. A central banner reads 'Bowdoin invites you back to school - ONLINE!' with a link to 'AllLearn'. Below the banner are sections for 'Alumni Services' (Request Transcript, Report Class News, etc.), 'News' (Campus News, ISLE Program, etc.), 'Events' (Grant-Writing Workshop, Skating Classes, etc.), and 'Informational City Guides' (Baltimore, Boston, Chicago, New York, Portland). At the bottom, there's a 'Bowdoin Webcams' section showing a live view of the 'Smith Union Morrell Lounge' and a 'Brunswick, ME' link.

I would like to:

- **Support Bowdoin**
 - Make a Gift Now
 - How to Give
 - What to Give
 - Where to Direct your Gift
- **Connect with other Alumni**
 - What is PolarNet?
 - How do I register?
 - Email forwarding
 - PolarNet Online Directory
 - Register for Services
- **Find Bowdoin Faculty/Staff**
 - Break out Development staff
- **Attend an Event**
- **Use a Campus Service**
 - Request Transcript
 - Report Class News
 - Update Your Address
 - Alumni Weddings in the Bowdoin Chapel
 - Alumni Scholarships
 - Use of Campus Facilities
 - Career Planning Center
- **Learn about Travel Opportunities**

Announcements box

Campus Services <list>

Alumni & Giving News (drawing from...)

- Bowdoin Magazine
- Horizons
- Whispering Pines
- Benefactor Profiles
- Alumni Profiles
- Fund Summaries

Mak

Po
Se

Reu
Home

All

Badges for front page (based on events):

<AllLearn – LifeLong Learning>

<Reunion>

<Homecoming>

Badges for other pages:

Parents

Athletics

Bowdoin Home page gets more prominent text link