



# ALUMNI PROJECT

## Northwood University: ALUMNI PROJECT 100

Michigan Alumni Relation Professionals Conference 2024



# HISTORY OF PROJECT 100

- 100 Women Who Care



- Alumni Survey Results:  
"We want to feel more connected!"



# OVERVIEW OF PROJECT 100:

- Recruit 100 Alumni
- \$100 donation per semester
  - Quarterly payment options
- Young Alumni Discount



# THE PROCESS:

The Donor Side:



# The Student Side:



# CHALLENGES THAT THE PROGRAM HAS FACED

- Young Alumni Discount
- Lack of engagement for such a low price
- Reoccurring payments
- Unexpected project funding





# FUNDED PROJECTS:



**N** NORTHWOOD UNIVERSITY  
**ALUMNI PROJECT**  
**1000**



# IMPACT

- Student Presentations
- Impact on Campus Culture
- Impact on our Alumni Network





# Your Alumni Fundraising Initiatives

---

We want to hear from you!

## Words from Previous Project 100 Winners



I would like to extend a grateful thanks to the donors that funded my project. They took a chance on a group of freshmen who were set on passing on the values of the Northwood Idea and connecting high school students with the stories of successful alumni, students who are chasing their dream while attending Northwood, and the business professionals who have a high appreciation for the students that Northwood produces and the ideas they learn while in school.

Spring 2021 Winner, Jordan Barker '23



Winning Project 100 was a great vote of confidence from our successful alumni, that FANU's Financial Leadership Summit was a valuable endeavor, not only for the university, but primarily for the students. The achievement helped the organization open a realm of opportunities, both educationally and professionally, for many years to come! I was overwhelmed by the amount of support our organization received from the alumni and faculty throughout the entire experience.

Fall 2020 Winner, Jared LaRue, '22

