

The Power of Peer-to-peer

Laura Day, Williams College
Judy Doherty, Dartmouth College
Claire Evans, Whitman College

Introductions



Laura Day
Director of Annual Giving



Judy Doherty
Executive Director of Information
Management Systems and New Media



Claire Evans
Reunion Giving Officer

Williams



DARTMOUTH

RAISE 2018



WHITMAN
COLLEGE

Your Program



Success Metrics



Using Data



Recruitment



The Fit of Affinity-driven Fundraising



Advice



Questions?

