

Alumni Relations

Deliver diverse perspectives, broad experience, better ideas.



Transforming Traditional Alumni Associations

The Phoenix Philanthropy Group works with educational institutions to develop alumni programs, services, and events that will significantly enhance student and alumni engagement. We also help transform traditional alumni associations into professional associations that deliver better and stronger benefits to their membership – all with the ultimate goal to help increase alumni engagement and annual giving.

“For the past two years, The Phoenix Philanthropy Group has consecutively provided valued assessment and counsel to restructure, redirect and strengthen our alumni program. Their 360° approach to provide a short and long term strategic plan included onsite visits and the engagement of top-down and inside-out commitment to a successful implementation.”

Margarita Méndez

**Former Associate Vice-President of
Development and Alumni Affairs**

Sistema Universitario Ana G. Méndez

Alumni Services Offered

- Engagement strategies to create strong bonds between alumni, students, and the institution
- Professional and personal development programs and services
- Programs and services for traditional and non-traditional students and alumni, including executive education clients, corporate clients, volunteer leaders, and more
- Innovative professional associations and networks
- Volunteer leadership and management, including boards, councils, and chapters
- Branding, marketing, and communications
- Virtual networks
- Special events, conferences, and seminars
- Measurement tools and protocols to evaluate the impact and ROI of programs and services for both alumni and the institution
- Developing and enhancing strategic campus partnerships
- Strategic planning, governance, and bylaws for alumni associations and alumni boards
- Social media outreach and engagement
- Strengthening faculty partnerships and alumni lifelong learning
- Create a culture of philanthropy throughout your alumni program

Our Promise

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broad experience, better ideas.**



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