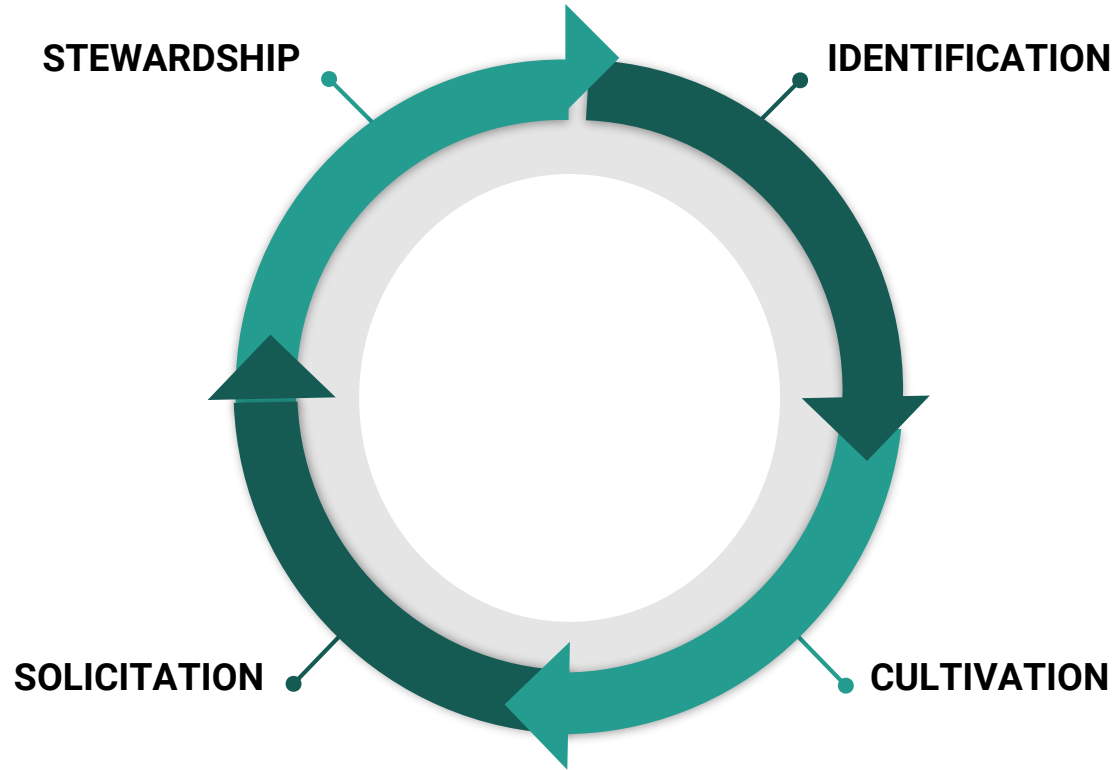




DON'T BURY THE LEAD

WHY CULTIVATION MATTERS

What is the cultivation cycle?



Importance of Engaged Alumni



**STREET
CREW**



***FUND-RAISING EFFORTS THRIVE GIVEN THE EFFORTS OF INSPIRED
VOLUNTEERS, AND STAGNATE WHEN THE VOLUNTARY SPIRIT IS ABSENT.***

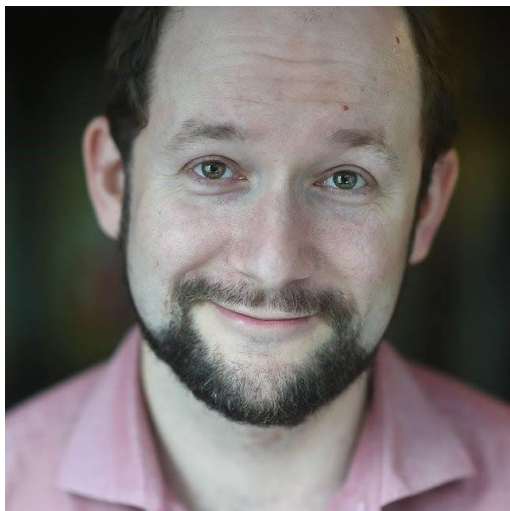
Building Your Leads



- Actively recruit
- Personally invite
- Phone calls
- Email
- Social Media



LET'S HEAR FROM THE EXPERTS



Jack Cesareo, FOX '06
TUAA Director at Large



Amy Larovere, TFM '83
TUAA Vice President,
External Affairs



Robin Thomas, CLA '12
Co-Chair,
Metropolitan New York
Chapter