Who we are

• Advocating for the university since 1861.

• Alumni association based, grass roots advocacy program. WFAA is an independent, not for profit organization.

• Key to our success: Close collaboration and partnership with the Chancellor, Office of University Relations and State Relations staff.
What we do

• Facilitate direct connections between alumni and elected officials.
• Educate alumni and the general public about UW-Madison and the value of higher education.
• Provide alumni with another opportunity to give back to their university.
How we do it

Events that engage alumni with legislators

• Meet your legislator receptions across the state
• Participate in direct lobby activities and events (Posters in the Rotunda, UW Day at the Capitol)
• Invite and involve legislators in key WAA and UW events (Chapter events, Founders’ Day, Distinguished Teaching Awards)
How we do it

Actively promote advocacy message throughout WAA programing and marketing

- *On Wisconsin*, Badger Voice, WAA e-mail, Social Media

Utilize modern campaign tools

- On line advocacy tools
- Direct mail
- Tele-town Hall
- Social media advertising
- Targeting and list management
  (donors, Board of Visitors, key alumni leaders)
You can measure it!

WAA goals 2015-2017 state budget advocacy

November 5, 2014 – July 1, 2015

• Involve **250 alumni** in direct face-to-face communication with elected officials

• Generate **400 unique** alumni communications (email, phone, letter) to elected officials in support of the UW budget

• Generate **150 unique** parent communications to elected officials in support of the UW budget

• Engage **500 new alumni** in support of the Alumni for Wisconsin campaign
  Baseline – 13,253

• Drive **10,000 alumni** to engage with advocacy messages via technology-based tactics

• Host **40 members of the Wisconsin Legislature** at WAA-sponsored advocacy events
uwalumni.com/advocacy
THANKS, and ON, WISCONSIN!!!