

04.7.2025

**Author**

NEWMAN, Melissa D.

**Title**

Does membership matter? : examining the relationship between alumni association membership and alumni giving

**Publisher**

Basingstoke : Palgrave Macmillan, 2011

**Collation**

17 B.

**Publication year**

2011

**Source/Footnote**

In: The International journal of educational advancement. - Basingstoke : Palgrave Macmillan. - 10 (2011) 4, S. 163 - 179

**Inventory number**

44273

**Keywords**

Hochschulmarketing ; Hochschule und Öffentlichkeit ; Ausland : USA : einzelne Hochschulen

**Abstract**

The author examined the relationship between alumni giving and membership in a dues-based alumni association. The researcher used the chi-square test of association to analyze population data derived from the database of a public doctoral-granting research university in the South. The study unveiled a relationship between membership and giving, with current alumni association members being 4.8 times more likely to be current university donors than non-members and 11.5 times more likely to be current donors with cumulative giving of at least US

**Signature**

**04.7.2025**

10?000 as compared to non-members. Members were more likely to be donors and conversely, donors were also more likely to be alumni association members, but slightly more member donors became alumni association members before making their first gift to the