

From *Brand Identity Guidelines*



<http://oregonstate.edu/bci/>

Sustained patterns of giving depend on building lasting relationships with your donors. The Building Community Initiative — BCI — can help you form, strengthen and sustain those relationships.

A unique market research project within the Oregon State University College of Business, the BCI can give your university or college specific information about your relationships with alumni, donors and friends. This research offers valuable tools for development officers, foundations, alumni associations and marketing professionals.

Understanding how people form a sense of belonging to and affinity for your institution can help you gauge their willingness to give. Not just a one-time gift, but a pattern of long-term financial support. What's more, BCI can help you identify new donors — people who are ready to give and just need to be asked.

Why is it important?

People that have affinity can be motivating to others and more inclined to give back to the institution through time or money.

Assessing your community — the BCI Score™

The proprietary BCI survey — measures current affinity for your institution in four categories:

- The personal impact of the educational experience
- Personal identification with the institution's identity or brand
- An evaluation of current and collective interactions and experiences with the institution itself
- The nature and strength of relationships with alumni peers and the community

Alumni who have higher BCI scores are those who are more willing and likely to give. Results from the BCI survey provide opportunities for both expanding your donor pool and focusing outreach efforts toward the most productive donors and strongest prospects. The BCI score, moreover, can be unbundled in ways to support advancement professionals as they work to build the relationships of a healthy and engaged alumni community.

Nationwide Benchmark

The BCI survey is grounded in years of research in industry that revealed the powerful loyalty that can come from "brand communities." We introduced the BCI Score as a product developed from published research using a national survey of alumni from both public and private colleges and universities. We had participation from all 50 states and our sample includes alumni of large, medium, and small schools. So you can have confidence that the results you receive are based on a proven benchmark.

Using the Results

The BCI survey provides multifaceted information about the state of your donor community, and the results can be integrated into your institution's existing alumni and donor databases. It also exists as a stand-alone database resource from which you can extract and segment information.

For example, you can extract responses from a person's survey, giving your development staff valuable context when meeting with prospective donors. From the aggregate scores, you can segment established donor and potential donor categories, assess the overall effectiveness of your existing programs and identify new development opportunities. You can also identify challenges and obstacles to giving.

Whatever information you extract from the BCI survey results, you can take specific actions that will strengthen and expand your donor community.