



HOW DO ALUMNI SUPPORT THE UNIVERSITY'S ENDOWMENT FUND?





ALUMNI - RENMIN UNIVERSITY OF CHINA

SEBASTIAN MAJCHRZAK
Koźmiński University (Poland)



**FUNDACJA
ROZWOJU**
AKADEMII LEONA KOŹMIŃSKIEGO



ALUMNI ROLE IN FUNDRAISING:

- **Donating** *to scholarship and research funds*
- **Sponsoring** naming rights for classrooms and facilities
- **Engaging their companies** as corporate sponsors for school events and programs
- **Participating in fundraising campaigns** initiated by the alumni association or the development office

WHAT TYPES OF INVOLVEMENT EXIST?

Alumni contribute in multiple forms:

- **Governance** - serving on advisory boards and alumni councils
- **Recruitment & Employment** - offering internships and full-time roles to students
- **Knowledge Sharing** - delivering lectures, co-designing programs, and providing industry insights
- **Entrepreneurship support** - participating in innovation labs and startup incubation



DONOR LOYALTY PROGRAMS

The school recognizes and honors donors through

- **Honor walls** and digital showcases featuring major contributors
- **Tiered recognition programs**, including exclusive events, certificates, and lifetime honorary status
- **Donor appreciation events** such as alumni banquets and private networking dinners



**ALL INFORMATIONS ARE FROM
MY INTERVIEWS WITH RENMIN'S
ALUMNI DURING GNW.**

SEBASTIAN MAJCHRZAK

**KOZ
MIN
SKI**
UNIVERSITY



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