Demonstrating the Travel Program’s Impact on your Institution

Debbie Vargo, Director, Ohio State Alumni Tours
1. Requested the total amount that non-travelers gave in FY18 and the total amount that travelers gave in FY18 and then divided the numbers in the group which gave an average donation of $486.66 to $1521.22:
2. Requested the total lifetime giving amount for travelers to showcase their contribution to the University:

$770,382,375.31
3. Requested the Engagement Score of Non-Travelers vs Travelers ranging from Not Engaged to Extremely Engaged:

![Engagement Score Comparison Chart]

- **Not Engaged**: 8.54% Travelers, 34.97% Non-Travelers
- **Modestly Engaged**: 7.18% Travelers, 27.28% Non-Travelers
- **Somewhat Engaged**: 12.35% Travelers, 24.16% Non-Travelers
- **Engaged**: 10.99% Travelers, 34.88% Non-Travelers
- **Very Engaged**: 6.03% Travelers, 6.03% Non-Travelers
- **Extremely Engaged**: 0.65% Travelers, 0.65% Non-Travelers
4. Requested general demographic data to show that travelers gave more and volunteered more than the general alumni population.
Additional Data Requests for Storytelling Include:

1. How many states are the travelers from
2. How many countries does the program visit
3. How many alumni have traveled (i.e. 1 out of 100)
4. How many travelers have traveled more than once
5. What percent of travelers are alumni
6. What percent of travelers give every year
7. Average age of traveler
8. How many travelers said they would travel again
Annual Fiscal Report

For FY18:
- Average annual donation for all previous travelers: $1,521.22
- Average annual donation for non-travelers: $486.66

33.6% of all previous travelers are sustaining members
In general alumni population, only 10.8% are sustaining members

Demographic Information
- 45.6% of all travelers have traveled more than once
- 60% of all travelers are alumni
- Those who traveled in FY18 came from 37 states and DC

Lifetime Information
- 83% of all travelers have given
- 54% of non-travelers have given
- 60% of travelers are either very engaged or extremely engaged
- 6.6% of non-travelers are either extremely engaged or very engaged

Total traveler lifetime giving amount:
$770,382,375
The Ohio State Alumni Tour Program

1969 Year the program was founded
1 out of 100 Alumni have traveled with us

Age of Travelers

- Age 50-59: 17%
- Age 61-70: 47%
- Age 71-80: 27%
- Age 81+: 4%

Average Age: 65

Types of Tours

- Private Jet: 3%
- Land/Cruise Combo: 18%
- Cruise: 29%
- Land: 51%

Graduating Senior Tour Participants Since 1995

495

Tour participants say
LET’S DO THAT AGAIN!

- 30% Have participated in two or more tours.
- 98% Indicated they would travel with us again!

In the last 10 years, our travelers have visited nearly 100 countries across all continents

Average Number of Tours Per Year

37

Average Number of Travelers per Year

1400

go.osu.edu/alumnitours
Alternate Avenues to Tell Your Story
50th Anniversary Promotion Video
50th Anniversary Rose Bowl Tour

Rose Bowl memories

If the Buckeyes’ win in the 2019 Rose Bowl left you yearning for more, come travel with alumni who share memories of past trips to Pasadena.

READ MORE
Alumni Association Board of Trustees Presentation
1969 to 2018
The Ohio State Alumni Tour Program

1969 Year the program was founded
1 out of 100 Alumni have traveled with us

AGE OF TRAVELERS

- AGE <50: 5%
- AGE 50-60: 17%
- AGE 61-70: 47%
- AGE 71-80: 27%
- AGE 81+: 4%

Average age: 65

In the last 10 years, our travelers have visited nearly 100 countries across all continents

TYPES OF TOURS

- 3% PRIVATE JET
- 18% LAND/Cruise Combo
- 29% CRUISE
- 51% LAND

AVERAGE NUMBER OF TOURS PER YEAR

32

945 Average number of travelers per year

GRADUATING SENIOR TOUR PARTICIPANTS SINCE 2003

604

Tour participants say
LET’S DO THAT AGAIN!

46%

Have participated in two or more tours.

98%

Indicated they would travel with us again!

go.osu.edu/alumnitours
ENGAGEMENT SCORE COMPARISON

<table>
<thead>
<tr>
<th>Engagement Level</th>
<th>Travelers</th>
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</table>
Average Donation Amount from May 2017 - May 2018

- Non_Traveler: $1,521.22
- Traveler: $486.66
Amount donated by travelers from May 2017 – May 2018 - $28,074,157

Lifetime traveler donation amount - $770,382,375
“I had yet to come across another local Buckeye in my time in Melbourne (~7 years), since there is no Alumni Association chapter in the city (to the best of my knowledge). This made it all the more enjoyable to see that I am ‘not alone’ in Melbourne in that respect.”

Trent Chamberlain Class of 2009
Opportunities for Collaboration

- Prospect managers
- Deans
- Specially-designed faculty-led tours for college units
- CFAES and ASC – weekend and bowl football tours
- VET Med – Alaska tour with now-retired Dean King
- WOSU – Downton Abbey inspired tour
- 2nd All-Big Ten cruise in 2019, featuring Ohio State faculty member Paul Sutter, also chief scientist at COSI, who will conduct star-gazing and pod-casts while in the Mediterranean
FUTURE ENGAGEMENT OPPORTUNITIES

Family Travel

Young Alumni

Active Tours
How do you tell your Story?