

BEST PRACTICES OF THE CEU ALUMNI RELATIONS TEAM

April 12, 2015

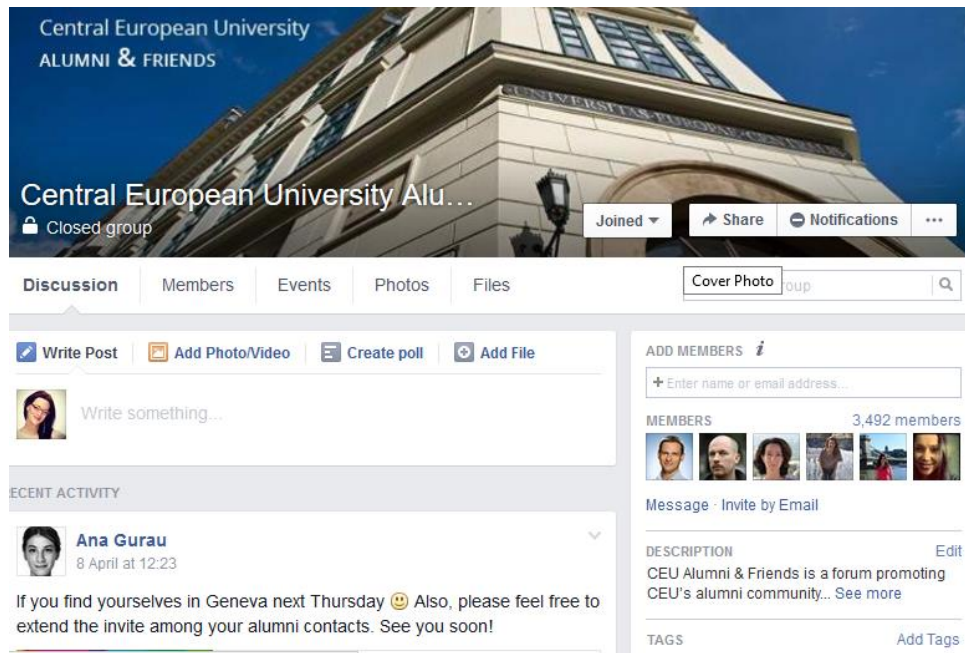


Our Dream Team



OUR COMMUNICATIONS

Social media: Central European University Alumni & Friends facebook group and 38 local Alumni Chapter groups



Alumni e-news four times/ academic year

CEU
ALUMNI E-NEWS
SPRING 2016



Dear Boriana

We're weeks away from CEU's special 25th Anniversary Alumni Reunion Weekend in Budapest. See below for details and we hope to see you soon!

CEUsilver 25th Anniversary Alumni Reception and Party Saturday, May 7. Budapest.

Response to this year's 25th Anniversary Alumni Reception and Party has been tremendous! To accommodate the unprecedented number of guests, we have established a fun, standing reception and party. We're almost at capacity, and will be closing **registration** by next week.



Alumni Reunion Weekend 2016 events



Welcome Evening Party, May 5

Kickoff Reunion Weekend with this special night out with your CEU friends and classmates. Register today for this fun, free event. [Details.](#)



Departmental Coffeehouse, May 6

Celebrate CEU's Silver Anniversary at this special coffee hour with your school or department. See who's participating and [register today.](#)



New CEU Campus Tour, May 7

Come get a firsthand look at CEU's brand-new campus during this fun, guided tour. Space is limited so check the video invite and [RSVP today.](#)

25th Anniversary News



Deadline: Take the Survey - and Win!

There's just one day left to take the 25th Anniversary Alumni Survey and win great prizes like a Kindle, reunion admission and more. [Take the survey.](#)



Make your Mark on CEU's New campus

For its 25th anniversary, CEU is building a brand new campus in the heart of Budapest. Learn how you can partner with CEU and make your mark on the new campus. [Details.](#)



Meet Alumni Impact Award winners

Join us at the May 7 reunion and meet the CEU Alumni Impact Award winners. Learn more about the awards and check the list of nominees [here.](#)

Department of International Relations news



Balázs receives Dr. Citizenship Award

Professor Péter Balázs was awarded the Dr. Jean Mayer Global Citizenship Award by Tufts University, Boston, in February. [Full story.](#)



CEU International Studies 40th in world

Your Department was ranked 40th in the world in the latest Quacquarelli Symonds (QS) subject ranking, published last month. [Learn more.](#)



Get the latest from your Department

Wherever in the world you are, get the latest Department of International Relations news, events, initiatives [and more.](#)

Department of History news



CEU Students at Herder Workshop

Last month CEU students attended a workshop on historical cartography in Marburg, Germany - thanks to the support of a CEU alumna! [Full story.](#)



Siefert Chosen as First NYU Fellow

Department of History Associate Professor Marsha Siefert is currently the inaugural fellow in the study of Russia at New York University. [Story.](#)



Rieber Shortlisted for Pushkin Prize

Professor Alfred Rieber's latest book on Stalin and Eurasia was recently shortlisted for the prestigious Pushkin House Book Prize. [Story.](#)

[Home](#) > [Upcoming Events](#) >

Events

APRIL							«	»
Sun	Mon	Tue	Wed	Thu	Fri	Sat		
					1	2		
3	4	5	6	7	8	9		
10	11	12	13	14	15	16		
17	18	19	20	21	22	23		
24	25	26	27	28	29	30		

Upcoming Events

ALUMNI EVENTS

CAREER EVENTS

THURSDAY
APRIL

14

Finance-Risk Open Day at Morgan Stanley

2:00pm to 6:00pm

April 14, 2016

Alumni Chapter Launch in Geneva

7:00pm to 9:00pm

April 14, 2016

FRIDAY
APRIL

15

Alumni Reunion in Chisinau

7:00pm to 9:00pm

April 15, 2016

OUR FUNDRAISING

CEU *next* 25TH ANNIVERSARY ALUMNI CAMPAIGN 2016

CEU *next* Alumni Campaign Timeline (2014-2016)



CURRENT STATS

STATISTICS FOR

ceu|next, The CEU Alumni Campaign



We've raised a total of:

\$921,277

\$324,882 *in 2014-15!*

2,522 *alumni donors have given!*

931 *gave in 2014-15!*



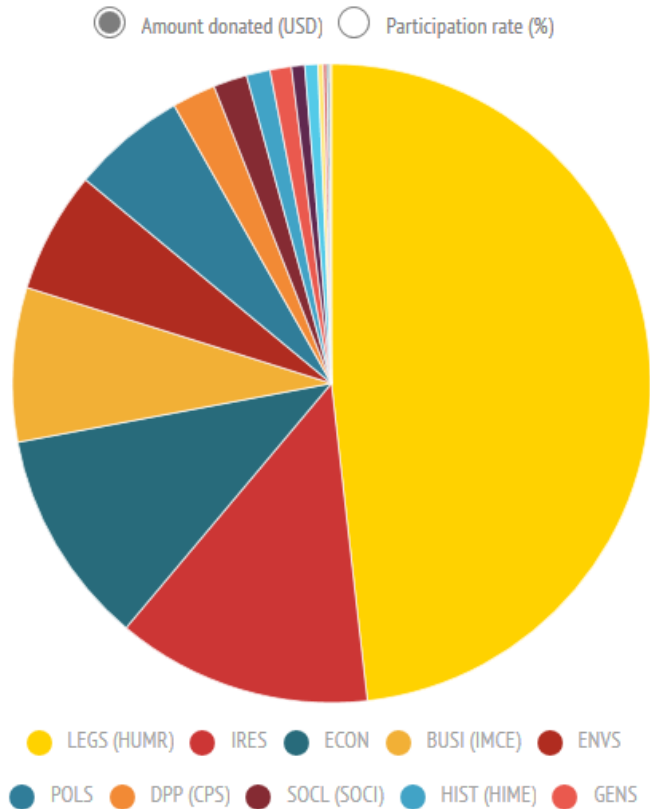
Most Generous Alumni Chapters

- | | |
|-----------------------|-----------------|
| 1. Ukraine | 11. France |
| 2. Hungary | 12. Slovakia |
| 3. United Kingdom | 13. Croatia |
| 4. U.S.A. | 14. Switzerland |
| 5. Russian Federation | 15. Georgia |
| 6. Belgium | 16. Poland |
| 7. Czech Republic | 17. Serbia |
| 8. Germany | 18. Italy |
| 9. Lithuania | 19. Bulgaria |
| 10. Romania | 20. Azerbaijan |

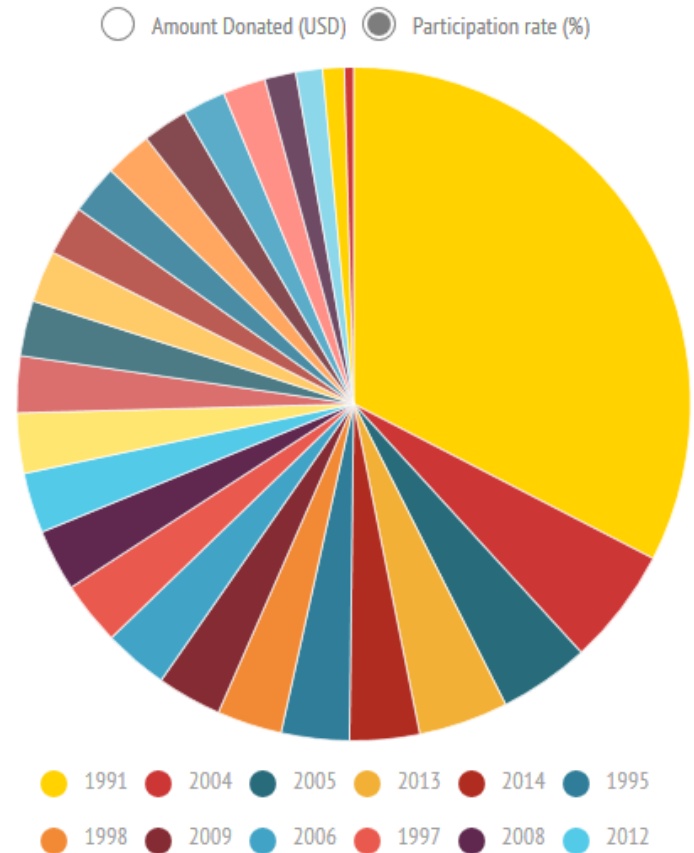
Most Active Alumni Chapters

- | | |
|-----------------------|------------------------|
| 1. Kosovo | 11. France |
| 2. Norway | 12. Spain |
| 3. Slovakia | 13. United Kingdom |
| 4. Belgium | 14. Croatia |
| 5. Switzerland | 15. Mexico |
| 6. Moldova | 16. Germany |
| 7. Bosnia Herzegovina | 17. Belarus |
| 8. Austria | 18. Kazakhstan |
| 9. Azerbaijan | 19. Russian Federation |
| 10. Czech Republic | 20. Latvia |

Most Generous/Active Departments



Most Generous/Active Classes



FOUR FUNDS WITHIN THE ALUMNI CAMPAIGN



NEXT: CAMPUS

CEU's campus redevelopment is kicking into high gear this year - with the help of alumni like you. **Be part of the change.**



NEXT: GENERATION

Alumni support has made CEU possible for hundreds of students worldwide. **Help make our next generation the biggest yet.**



NEXT: ACADEMIA

CEU is among the world's top universities for social sciences and humanities. **Support your school or**



NEXT: IMPACT

Want to support the university and provide assistance where it's a needed most? **Join the campaign and**

Alumni Scholarship Recipients 2015/16



<https://www.youtube.com/watch?v=ogNds0seBxs>

CEU Campus Sponsorship project



▼ The Alumni Campaign

next:campus

next:generation

next:academia

next:impact

[Campus Sponsorship Project](#)

► Make Your Gift

Campaign Statistics

► Campaign Donors

► Alumni Donor Societies

Alumni Volunteer Recognition



CEU is building a brand-new campus in the heart of downtown Budapest - and invites you, an alumni or friend of the University, to ***make your mark*** by supporting the specific design elements listed below!

By making a personalized gift in your name or that of a loved one, you not only support the ongoing CEU Renews Campus Redevelopment project, you also make a lasting physical sign of your commitment to the future of CEU and its mission.

SPONSORSHIP ITEMS

1. Buy a Brick: Make your mark and purchase a reclaimed, monogrammed (glass covered) brick with your name on it, displayed on the walls of Nador u. 13 or 15. \$250 per brick.

2. Save a Seat: Sponsor a flexible seat (\$550) or a premium fixed seat (\$2,500), affixed with an engraved metal nameplate with your name, in the new 400-person capacity Auditorium

next: academia

**MATTEO FUMAGALLI,
INTERNATIONAL RELATIONS**



**RUBEN MNATSAKANIAN,
ENVIRONMENTAL SCIENCES**



**MATHIAS MOSCHEL, LEGAL
STUDIES**



JULIUS HORVATH, ECONOMICS



**MATTHIAS RIEDL, HEAD OF
DEPARTMENT OF HISTORY**



**DANIEL ZIEMANN, MEDIEVAL
STUDIES**



Matching gift campaign

Strong Finish To Matching Gift Campaign

January 7, 2016



CHALLENGE
MET!

CEU #BLUMCHALLENGE
2015

last autumn, the campaign's original goal was \$50,000. (See? Overachievers.)

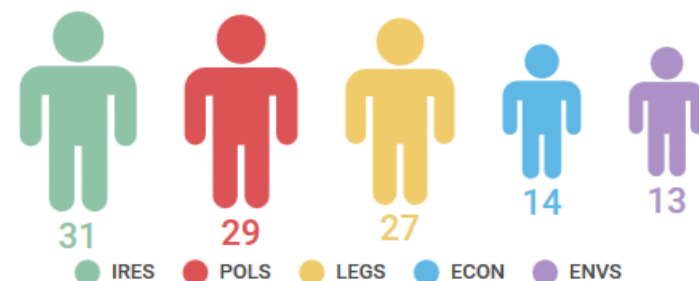
Alumni made more than 140 individual contributions to the campaign, which closed last week, raising a total of \$60,148.

The campaign sparked a competition between alumni of CEU's various schools and departments to see who the University's top supporters are. The top five active departments were **International Relations, Political Science, Legal Studies, Economics and Environmental Sciences**. Top five generous groups were Legal Studies, International Relations, Political Science, School of Public Policy and Economics. (See full stats **below**.)

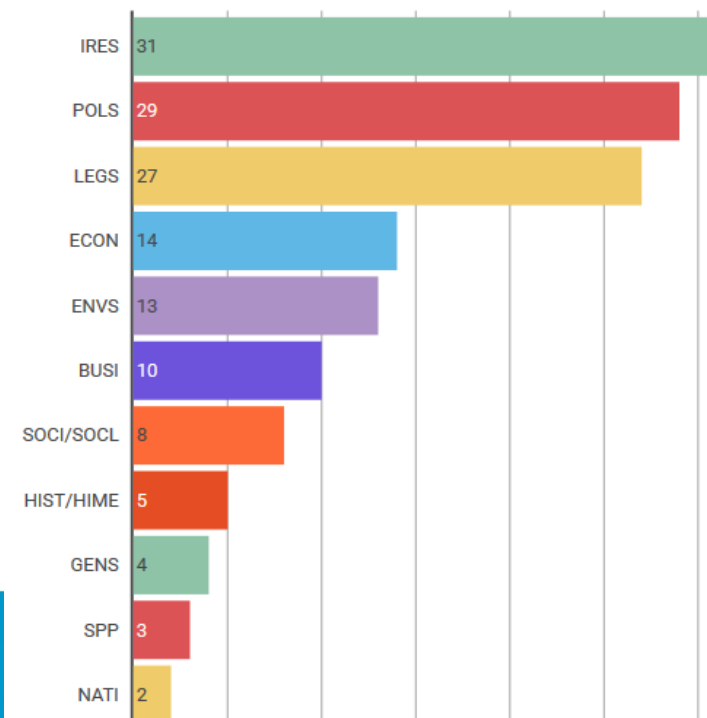
What a bunch of overachievers!

That's one way to describe CEU's amazing alumni donors, who just **raised more than \$60,000** in support of their University via the Blum Matching Gift Challenge. Launched

How did they rate? Top 5 Schools and Departments, by # of Donors



Number of Donors, per School or Department



IRES Alumni: Put your department in the lead!

<https://www.youtube.com/watch?v=nFByVhZpF5w>



IRES Alumni: Put your department in the lead!

Alumni Phonathon campaign

10 student callers

This year: **1,517 alumni spoken to** out of 10,000 dialling attempts

Over **15,000 USD came in** just during the campaign – predicted amount after pledge reminders: 25-30,000 USD



CEU CALLING!

ALUMNI PHONATHON **2016**

25TH ANNIVERSARY EDITION

Therefore, sometime between February 22 and April 3 we'll be phoning to share your University's 25th Anniversary news and to see how you're doing personally and professionally.

We have much to share with you:

- Your University's Silver Anniversary
- A very special Alumni Reunion Weekend lineup
- The latest from your school or department
- BIG news from the Alumni Campaign - and more!

OUR ALUMNI DONOR RECOGNITION

CEU Alumni Donor Societies

- ▶ The Alumni Campaign
- ▶ Make Your Gift
- Campaign Statistics
- ▶ Campaign Donors
- ▼ Alumni Donor Societies
 - Milestone Society Members
 - Loyalty Society Members
 - Alumni Volunteer Recognition



Annual
GIVING



Loyalty
SOCIETY



Milestone
SOCIETY

CEU has some of the most engaged, loyal alumni in the world! Since 2001 more than 2,500 alumni and friends have supported the future of their university, via the CEU Alumni Campaign. To celebrate their leadership, we've created the following Alumni Donor Societies. See below for details on each society and its membership. If you have supported your university, thank you very much! Find your name and those of your fellow donors on the [Honor Roll of Donors](#).

Launched in September 2015

Three groups of donors:

1. Annual donors
2. Consecutive donors (Loyalty Society)
3. Lifetime donors (Milestone Society)



Milestone Society – Philanthropic leaders who have made substantial monetary investments in the future of CEU totaling \$2,000 or more. Milestone Society members enjoy invitations to exclusive events, such as the annual Milestone Society Reception, special access to CEU leadership, exclusive gifts from CEU and more. Find [Milestone Society members](#).



Loyalty Society – Alumni who have made a philanthropic gift (excluding paid event fees), in any amount, for three consecutive years or more. Membership is renewed annually. Loyalty Society members enjoy special gifts from CEU, access to exclusive events such as the annual Loyalty Society Reception and more. Find [Loyalty Society members](#).



Annual Giving – The backbone of CEU alumni philanthropy, donations made during each calendar year support student scholarships, campus redevelopment, departmental aid and more. Donors are eligible for special recognition from CEU and can be found on our [Honor Roll](#).

OUR ALUMNI VOLUNTEER RECOGNITION

Three areas of volunteering:

1. Career
2. Recruitment
3. Local Chapter



Alumni Mentor Network



On the job he
be a big help.
options and p
and more.

LinkedIn is a
create valuab
and ask for th

Visit Central E

Not on Linked
alumni mento
discuss who a

▼ For Students & Alumni

Request a Career Consultation

Post-CEU Careers

[Alumni Mentor Network](#)

14 APR CEU Alumni & Friends: After Work in Geneva

Event for [CEU Alumni & Friends in Switzerland](#) · Hosted by Ana Gurau

🕒 Thursday at 19:00–22:00
2 days from now · 8–19° Partly Cloudy

📍 Les Recyclables
53, Rue de Carouge, 1205 Geneva, Switzerland

[Show Map](#)

✉ Invited by Ana Gurau

Fellow alumni and friends of CEU living in Switzerland,

To consolidate our emerging chapter, please join us for this first get-together in Geneva :) Hoping you will put to good use the country's *stellar* rail network, we also look forward to meeting those of you residing

CEU Alumni Impact Awards



A Message from the President

[CEU Alumni Impact Awards](#)

25th Anniversary Alumni Survey

► Alumni Reunion Weekend

CEUsilver 25th Anniversary Alumni
Reception & Party

As part of its 25th Anniversary, CEU is celebrating its many alumni doing great things all around the world. Therefore, we've created the **Alumni Impact Awards** to salute those **exceptional alumni** whose actions bolster CEU's overall mission and enhance its international prestige.

The two award categories are:

- **Outstanding Career Achievement Award:** This is for those graduates out there doing great things, making waves – and making a difference – in their chosen fields. This recognition is awarded based on nominees' position, overall job responsibility and public profile, and is open to alumni working in all sectors (academia, NGOs, business, etc.).
- **Contribution to the University Award:** For those alumni who have made a substantial volunteer contribution to CEU in areas of student recruitment, local alumni chapters, career assistance and/or have impacted CEU through substantial [major or consecutive] financial support.

Alumni Groups Worldwide

► Just Graduated?

► Benefits & Services

▼ Alumni Groups Worldwide

Alumni Group Leaders

Start Your Own Alumni Group!

► The CEU Alumni Scholarship

Update Your Record

► Get Involved!

BECOME AN ALUMNI CONTACT

Want to serve as an Alumni Contact for your area?

GET INVOLVED!

CEU's alumni community is one of the most diverse and far-reaching university networks in the world! On this page, you will find out how to sweep across the globe in one click by connecting with more than 13,000 alumni in 119 countries. Reach out and discover the wealth of resources and support of CEU's global network of alumni and friends!



View [CEU Alumni Groups Worldwide](#) in a larger map

Australia & Oceania

Australia [Garry Severine](#) (POLS '97), Melbourne
[Dalma Demeter](#) (LEGS '04), Canberra

Micronesia [Yancy B. Cottrill](#) (LEGS '12), Pohnpei

New Zealand [Anna Robinson](#) (GENS '15)


Europe & Caucasus

Albania **Alumni Chapter Leader:**
[Albana Karapanço](#) (LEGS '15), Tirana

Alumni Chapter Contact:
[Sokol Avxhiu](#) (POLS '00), Tirana

Armenia **Alumni Chapter Leader:**
[Anna Pambukhchyan](#) (IRES '12),
 Yerevan

Alumni Chapter Co-Leader:
[Hripsime Grigoryan](#) (POLS '11),
 Yerevan



The screenshot shows the Facebook group page for 'CEU Alumni & Friends in Germany'. The cover photo features a construction site with cranes and the text 'CEU Alumni & Friends in Germany'. The group is a 'Closed group' with 59 members. The page includes tabs for Discussion, Members, Events, Photos, and Files. A search bar is present. Below the tabs, there are options to 'Write Post', 'Add Photo/Video', 'Create poll', and 'Add File'. A post by Aida Ghazaryan is visible, dated 5 March in Turin, Italy. The post content reads: 'Dear Friends, hi! I am Aida, CEU alumnus from Legal studies. Will be soon moving to Bonn. Nice to be part of your chapter as well following Armenia and Kazakhstan:) I would appreciate if anyone could help out with tips to find an agent or an apt. in Bonn!! Thanks tons, A'.

[CEU Alumni and Friends in Armenia \(FB\)](#)

Your CEU Alumni Chapter Leaders

CEU is lucky to have dozens of hardworking and dedicated Alumni Chapter Leaders and Contacts organizing its many **Alumni Groups Worldwide** to serve you, wherever you are! Take a moment to find your local leaders (below), and click to read their stories and contact them today!



Petra Chaloupkova (NATI '11, Czech Republic)



Ana Gurau (DPP '11, Switzerland)



Jana Drlikova (POLS '11, Czech Republic)

CEU Alumni Leaders

Closed group

It takes a team ...

ALUMNI LEADERSHIP FORUM '15

MAY 7-8, BUDAPEST

Joined ▾

Share

Notifications

...

Discussion

Members

Events

Photos

Files

Search this group



[Write Post](#) [Add Photo/Video](#) [Create poll](#) [Add File](#)



Write something...

RECENT ACTIVITY



Alexandra Zontea

21 March at 15:45

Know someone interested in current topics in international business law, human rights or constitutional law? The Department of Legal Studies of

ADD MEMBERS *i*

+ Enter name or email address...

MEMBERS

92 members



Message · Invite by Email

DESCRIPTION

[Add a description](#)

Tell people what this group is about.

TAGS

[Add Tags](#)

Alumni Leadership Forum May 5-6, 2016



Reaching heights. **Together.**

CEU ALUMNI LEADERSHIP FORUM 2016

MAY 5-6. BUDAPEST



Dear Judit,

You've done great work over the years, helping build CEU's incredible global alumni community. It's time to celebrate what you've achieved - and look to the heights we'll reach together in the future!

Please **save the date** for a very special Alumni Leadership Forum, May 5-6 at CEU. Part of your University's 25th Anniversary Alumni Reunion Weekend, this will feature our exciting team-building talks, trainings and workshops - plus great new programs too.

I'll share details soon. In the meantime: have something you'd like to do (or do differently) this year? **Write me.**



OUR HIGH PROFILE EVENT- recipe for success:

- **Good message or theme**
This year is: CEU Silver Reunion & Party
- **Centrally located venue** (for easy access to most people)
- **Good view and good food** can also be an added advantage
- **Entertainment** with the right note for the theme and crowd - Charismatic and well known bands
- **A crown draw** (Having a name coming to the event, whether known or not adds prestige)
- **A good organization team** (run like clockwork at the event itself) This means an event script with exact times that must be followed.

But....the main goal is to show appreciation and pride in our alumni and bring out all those great memories experienced during study days to maintain a link with the CEU family.

25th Anniversary Alumni Reunion Weekend

CEU Alumni Reunion Weekend starts in:

22 : 19 : 37 : 37

DAYS

HOURS

MINUTES

SECONDS

A Message from the President

CEU Alumni Impact Awards

25th Anniversary Alumni Survey

▼ Alumni Reunion Weekend

Welcome Evening

Departmental Coffeehouse

New Campus Tour

CEUsilver 25th Anniversary Alumni
Reception & Party



th anniversary alumni reunion weekend
May 5-7, Budapest.



Join your fellow alumni and friends for three great days in Budapest during CEU's 25th Anniversary Alumni Reunion Weekend, May 5 to 7. The weekend will be highlighted by a brand-new format **alumni reception and party**, featuring a new location and events, a special reduced-rate admission and more!

This is a very special year, so come celebrate with us. See details below and **make your reservation** today.

ALUMNI REUNION WEEKEND 2016 EVENTS:

Welcome Evening

Thursday, May 5. (7 p.m.)

ALUMNI REUNION WEEKEND 2016 EVENTS:

Welcome Evening

Thursday, May 5. (7 p.m.)



Kick off Reunion Weekend with this fun, informal welcome party, hosted by Budapest-based alumni and alumni chapter leaders. This is a free event, but please [RSVP today](#) and we'll send you all the details. We look forward to seeing you there!

School/Departmental Coffeehouse

Friday, May 6. (5 p.m.)



Take a coffee break and reconnect with your CEU school, academic department or program and classmates during the 25th Anniversary Departmental Coffeehouse. Join your academic unit and fellow grads for this fun, informal and faculty-hosted sessions. Full list of participating

Schools/Departments coming soon. Until then let us know you're interested and RSVP your school/department today!

CEU Business School: Andrea Szilagyi G.- szilagyi@business.ceu.edu

School of Public Policy: Ann Gagliardi- gagliardia@spp.ceu.edu

Department of Legal Studies: Nora Kovacs- kovacs@ceu.edu

New Campus Tour

Saturday, May 7. (2 p.m.) (note: 11 a.m. / 12 p.m. / 1 p.m. slots are filled)



You won't believe the transformation CEU has made in recent months! Join us for a guided tour of your University's brand new campus building now standing at Nador u. 15, which when completed it will host all CEU schools and departments, the library and more. Come get a sneak peek

at your University's new home. [RSVP today](#).

CEUsilver

25th Anniversary Alumni Reception & Party

Saturday, May 7. (6:30 p.m. – Midnight)



EVENT FULL! Thank you to all who made their donation and official reservation.

THANK YOU

Any questions?

Judit Jakab

**Alumni Campaigns and Networks Officer:
Jakabj@ceu.edu**