GRADUATE SCHOOL ALUMNI GIVING: AN IDENTITY SALIENCE MODEL OF NONPROFIT RELATIONSHIP MARKETING SUCCESS APPROACH

by

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ABSTRACT

Development officers and those who research philanthropic giving frequently explore the factors that motivate donors to give or the demographic variables that enable donors to give, less often is the concept of identity as mediating variable in philanthropic giving. Using the Identity Salience Model of Nonprofit Relationship Marketing Success proposed by Arnett, German, and Hunt (2003) as a theoretical framework, this dissertation explores the understudied giving behaviors of alumni of graduate degree programs at a large, southeastern, Carnegie classified highest research activity, doctoral institution. This study examines the giving behavior of this population through the survey responses and institutional data of 707 graduate program alumni. The survey seeks to measure the perceived prestige of the institution, participation in institutional activities, perceived reciprocity between alum and institution, satisfaction with the institution, and identity salience of the alumnus in order to describe their relationship with supporting behaviors, particularly donating behavior. The findings of this dissertation may have implications for how development officers tailor their work focused on graduate program alumni.