

Waves of Service



Same Issues

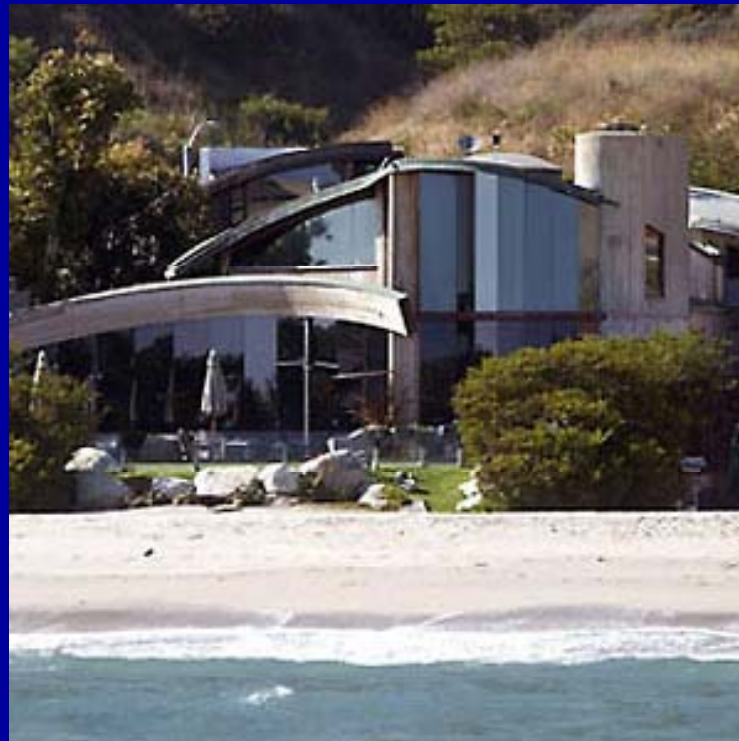
Do we have trouble getting alumni back here?



Yes!

Same Issues

Do we have trouble getting them to give?



Yes!

Same Issues

Get alumni:

- Informed
- Interested
- Involved
- Invested



Mission Statement

The logo for Pepperdine University, featuring the words "PEPPERDINE" and "UNIVERSITY" stacked vertically in a serif font, with a stylized flourish under the "Y".

PEPPERDINE
UNIVERSITY

Pepperdine University is a Christian institution committed to the highest standards of academic excellence and Christian values where students are strengthened for purpose, service and leadership.

Table Time

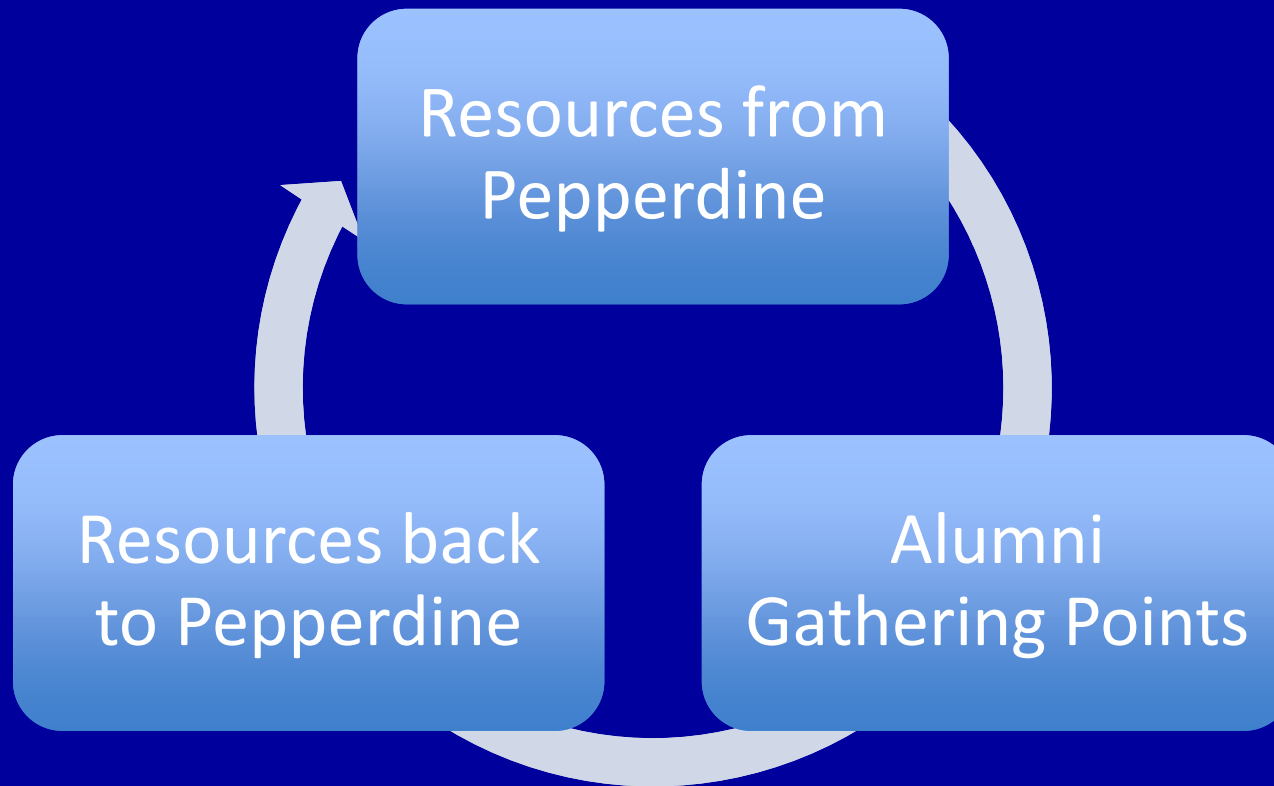
What makes your institution distinctive?

Events

30 alumni chapters x 10 events = 300 events



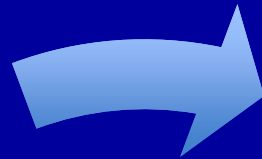
How Do We...



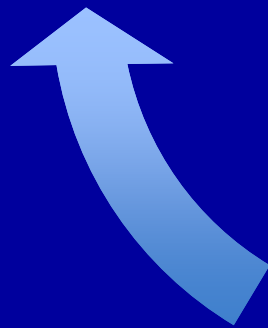
How we were formed



Alumni



Alumni
Leadership
Council



President



Waves of Service



[Video](#)

Waves of Service

Mission: The Waves of Service movement celebrates, supports, and connects Pepperdine alumni committed to volunteerism and careers of service worldwide.

Vision: The vision of Waves of Service is to become the most active alumni service movement in the world.

Lighten University Staff Workload



Chapter Events

Easier when produced by Waves of Service Leader



Event at
Red Cross

Chapter Events

More because of Waves of Service Leaders



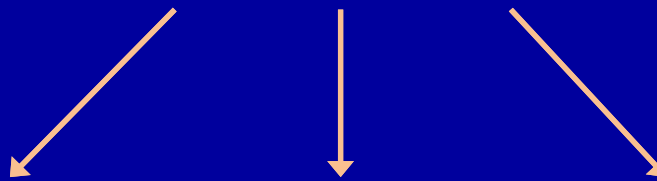
Event at
Red Cross



Event at
Habitat for
Humanity

Non Chapter Events

Happening because of Waves of Service Leaders



Event at
Habitat
for
Humanity



Event at
American
Heart
Association



Event at
Red Cross



Snippet: Seth Godin



Inciting Controversy



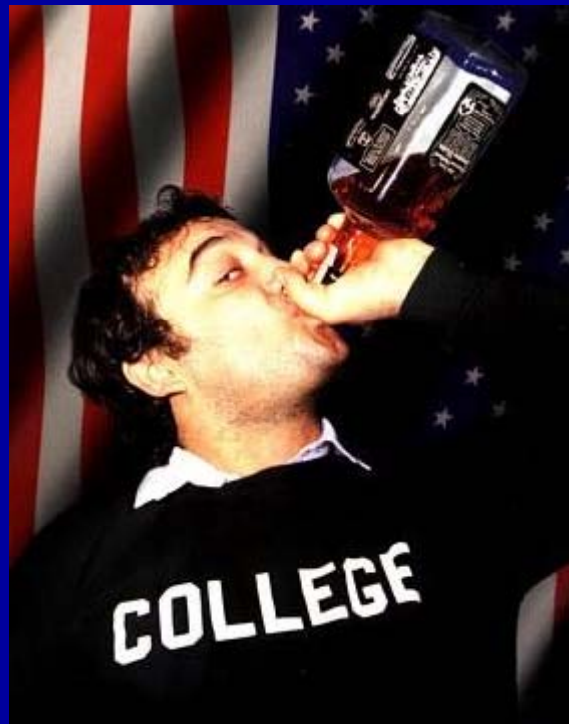
Inciting Controversy

Why are we sending people and resources away from Pepperdine to other organizations?



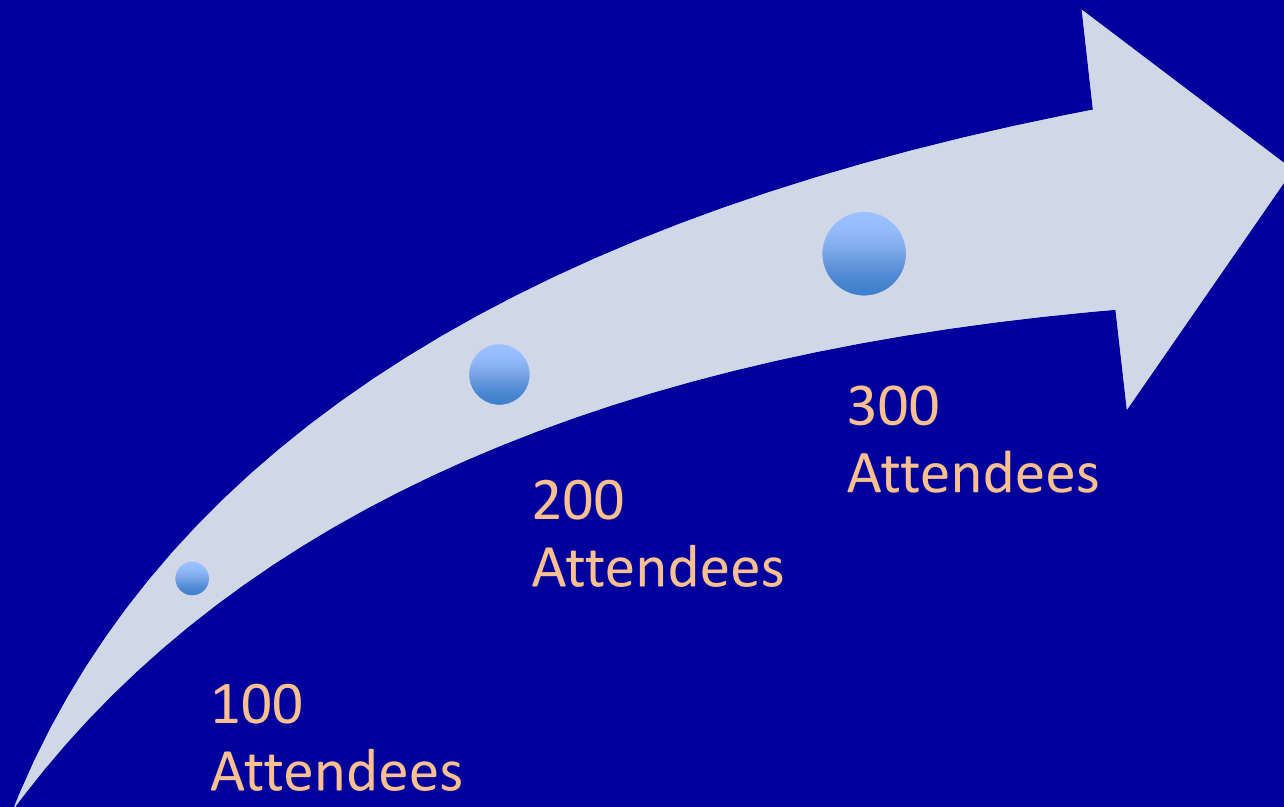
Inciting Controversy

What if someone thinks it's a Pepperdine event?



Inciting Controversy

Why set up what you can't track?
Can't measure success.



Completing the Circle

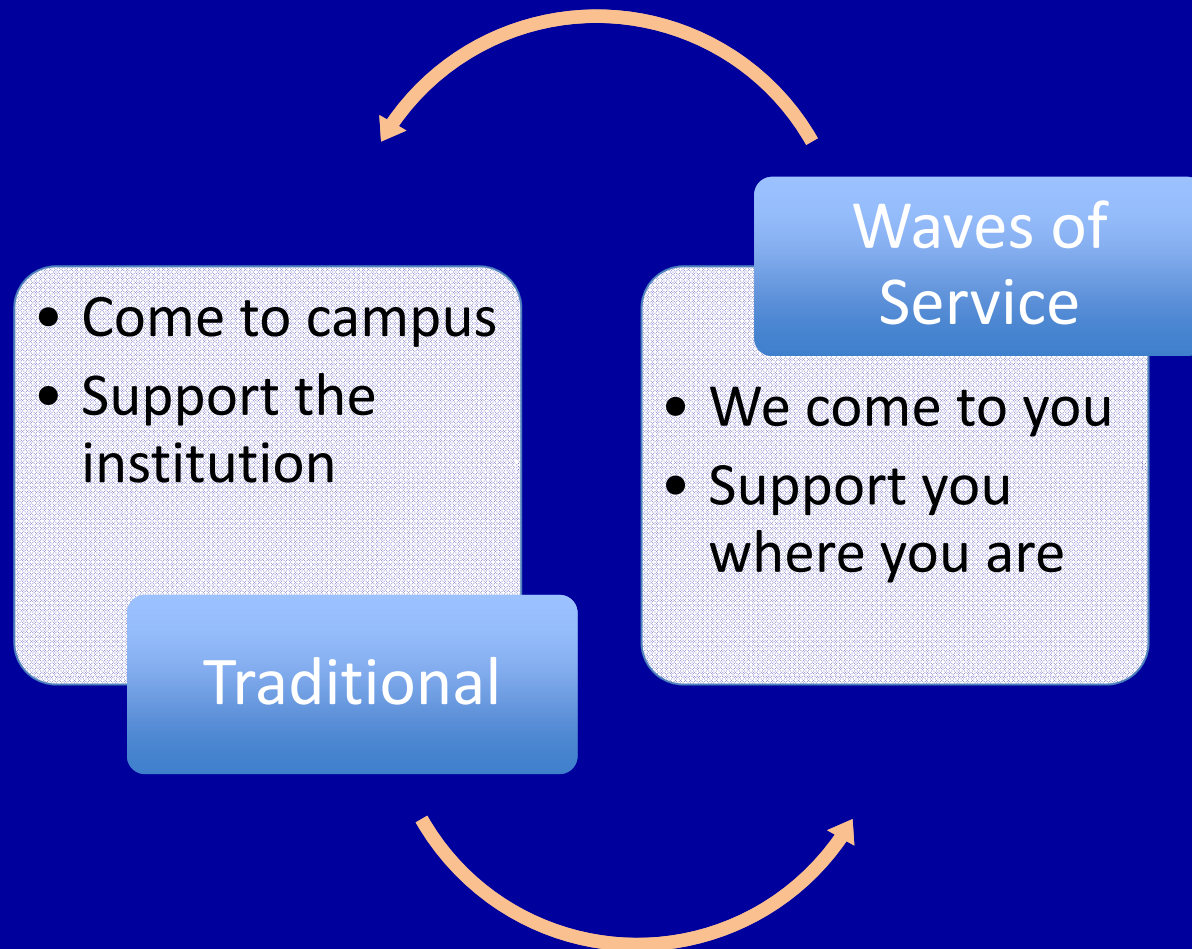


Table Time

What kinds of events are you alumni producing,
but not producing for the institution?

Non Pepperdine Events



**American
Red Cross**



**Habitat
for Humanity®**

American Heart
Association®



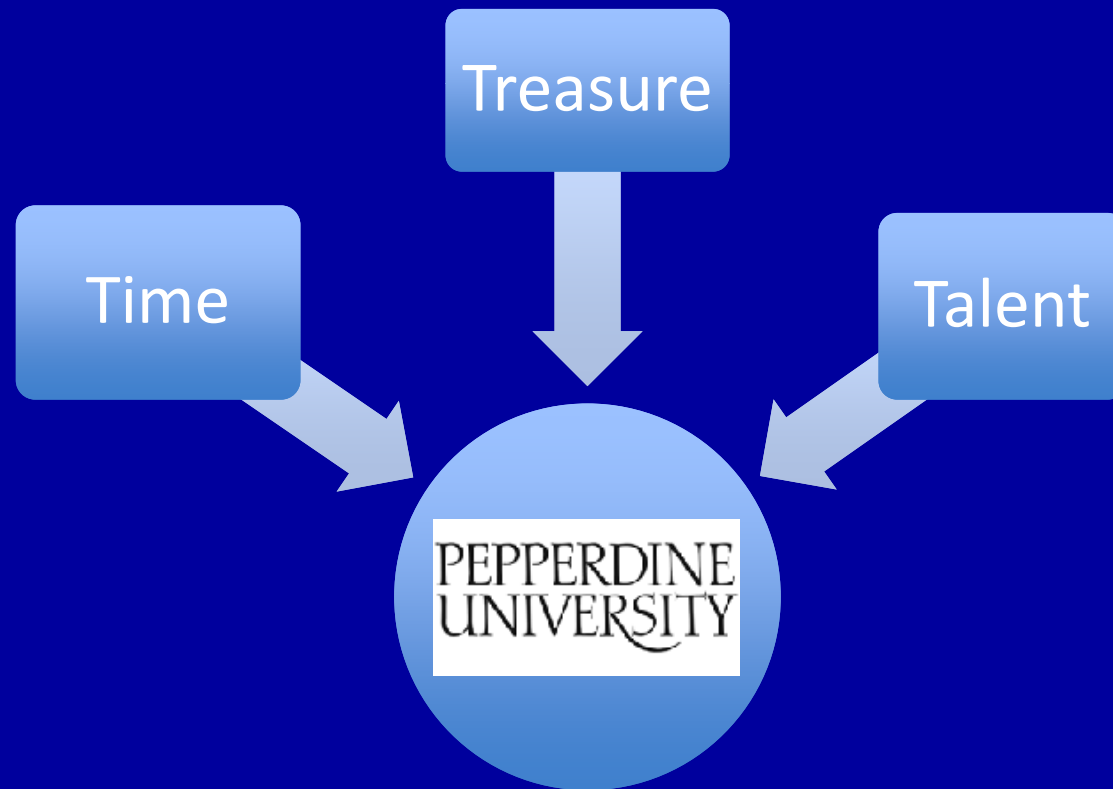
Waves of Service

Mission: The Waves of Service **movement** celebrates, supports, and connects Pepperdine alumni committed to volunteerism and careers of service worldwide.

A movement is out of our control.

Yeah, but...

When do they give to alma mater?



Resources back to University

Nonprofit as Learning Site
WOS Leader as Teachers



Resources back to University

Alumni volunteers for board positions



Involvement Before Investment

Ryan Created Event



Ryan got volunteers from alma mater



Ryan hired alumni as interns



Ryan became chapter officer



Soccer Mom Movement

More events =

More opportunities to:

- Connect with Pepperdine people
- Get excited about Pepperdine product
- Want to part of process



They're wearing our colors

But it's not our event



Variety of Events

Not just more events:

- More locations
- More causes
 - Education/Literacy
 - Hunger/ Homelessness
 - Advocacy
 - Environment
 - Health/ Wellness



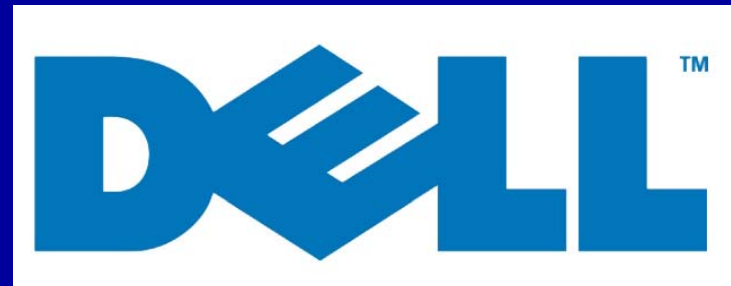
New Alumni Event Locations



Table Time

Which types of organizations do your alumni work for that would allow use of hosting facilities in exchange for awareness of their organization?

Ingredient Brand



Ingredient Brand



Chapters

Have
Volunteers

Need
Events



Nonprofit
Alumni

Have
Events

Need
Volunteers

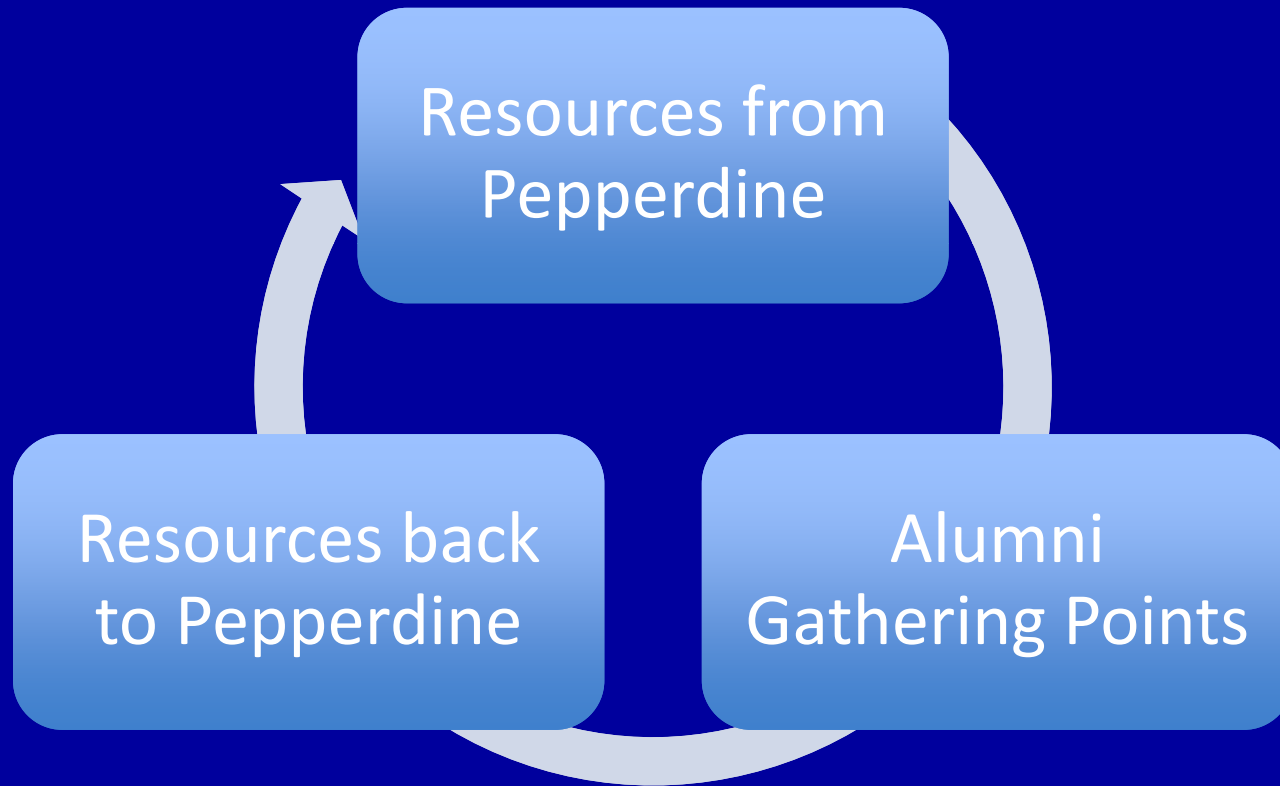
Events

Before: 30 chapters x 10 events = 300 events

1st Year of Waves of Service = 400+ events



We Did It



Experiential Learning



Volunteers in Board Positions



Alumni Gathering Points



Thank You

