

#ALAGivesBack

An ALA Alumni Campaign for the future of the Academy

The *ALA Gives Back* campaign aims to mobilize our alumni to give back to support ALA's financial aid fund. It is an effort led by a team of alumni who have come together to rally our network for the future of ALA

Our goal is to raise US\$30,000 from our alumni by June 30, 2016, in order to have the first-ever alumni-sponsored student enrol at ALA in 2016.



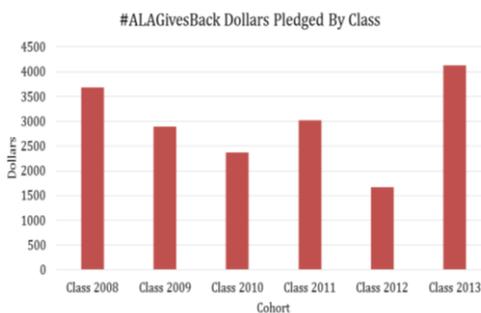
We believe this target is fundamentally achievable by our alumni body.

We officially launched *ALA Gives Back* during our Community Call on Friday 27 November with an ambitious challenge...



...which they far surpassed! In just 4 days, 147 alumni have already pledged US\$18,627 to ALA!

26% Alumni Community pledged → **\$126 Average Yearly Commitment** to raise → **62% of total dollar goal!**



Surprisingly, our Class of 2013, our youngest cohort, have committed the greatest dollar amount, representing how much they valued their ALA experience.

“Our achievement to date is significant, humbling, and unprecedented.”

- *Akan Nelson, ALA Class '09, Head of #ALAGivesBack Alumni Team*



To learn more, please contact us or find us online
alumni@africanleadershipacademy.org | <http://www.africanleadershipacademy.org/community/>
https://twitter.com/ala_family
<https://twitter.com/hashtag/alagivesback>

Please rally behind our alumni!

We still have to reach the remaining 74% of the alumni body. Please help us motivate them to join our cause! For most of our alumni, this will be their first experience as philanthropists, so your encouragement and leadership will go a long way in creating this movement.

BECOME A MATCHING DONOR

You can match the alumni donations at any multiplying rate. For instance, you could match every alum dollar with a 50c gift. All matching multipliers will be added up to provide a strong incentive for alumni to give.



BECOME A MILESTONE DONOR

You can encourage alumni participation by offering Milestone Awards. These are one-off gifts and incentives that are only “unlocked” once we reach certain dollar or participation milestones.



THANK YOU!!!



To learn more, please contact us or find us online
alumni@africanleadershipacademy.org | <http://www.africanleadershipacademy.org/community/>
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