



THE **INCLUSION** FIRM

A New E.R.A: Educate, Research, and Activate HBCU Alumni Leadership and Philanthropy 12th Annual NHBCUAAF Alumni Leaders Conference

August 8, 2026

Angelique Grant, Ph.D.
Senior Consultant + Principal

Reshunda Mahone, Ed.D., CFRE
Senior Consultant

The Inclusion Firm

a national nonprofit management consulting firm that provides
training, strategic counsel, and direct fundraising support to mission driven organizations.

SERVICES

Organizational Assessments

Programmatic to cultural assessments, internally and externally

Fundraising Campaigns + Counsel

Campaign readiness, feasibility studies, and implementation support

Training + Skills Development

Workshops, retreats, and executive coaching

Strategic Thought Partnership

Expert advisors supporting strategy, capacity building, interim leadership, and fractional support



OVERVIEW



- **What is the research telling us**

Industry research + best practices

- **What does it mean for Alumni Associations**

Critical application based on societal change

- **Practical Strategies + Examples**

So what, now what?

- **Questions**

What is the research telling us?

01

Broaden the Focus

Engagement is bigger than fundraising.

02

Strongest Predictor

Volunteerism is one of the strongest predictors of giving.

03

Impactful Interaction

Experiences matter.
Not events.

04

Strategic Investment

Institutions are investing in data.

What is the research telling us?

05

Trust Must be Earned

Declining participation is tied to lack of trust and misalignment with alumni expectations

06

Feeling Known Drives Giving

Majority of alumni feel not known personally nor understood interests and priorities

07

Alumni are Already Generous

Many are giving, just not to their alma mater and associations

08

Engagement Must be Specific

Find out what alumni want and are motivated by

What does this mean for alumni associations?



THE INCLUSION FIRM

01

Relationship Building

Shift from event planning to relationship building.

02

Movement Focus

We are seeing a shift from membership to movement.

03

Lifelong Engagement

Shift from annual fundraising to lifelong engagement.

04

Institutional Partners

Shift from isolated alumni associations to true institutional partners.



The New E.R.A.



EDUCATE

We cannot expect alumni
to support what they do
not understand.



RESEARCH

Leading institutions
make decisions
using data.



ACTIVATE

Move people.
Don't simply
invite them.



THE **INCLUSION** FIRM

Let's keep in touch!



QUESTIONS + FINAL THOUGHTS

Angelique Grant, Ph.D.

Senior Consultant + Principal

angelique@the**inclusion**firm.com

Reshunda Mahone, Ed.D., CFRE

Senior Consultant

mahone@the**inclusion**firm.com

The Inclusion Firm is a **national nonprofit management consulting firm** that provides strategic counsel, training, and direct fundraising support to mission driven organizations.

+1 (470) 855-4141