

STATE OF ALUMNI

460,219 TOTAL ALUMNI

93.2%

Ratio of Contactable Alumni

3760

TOTAL BYU LICENSE PLATES

75.1%

Confirmed Alumni Email Addresses

4250 PINTS OF ICE CREAM SERVED

10,647,295 emails sent

28,610 BYU CONNECT USERS

15% BYU Connect User Increase from 2023

\$142,000

RAISED FOR STUDENT SCHOLARSHIPS THROUGH LICENSE PLATE PROGRAM

13,000

Total Tailgate Attendees

12,033

PARTICIPANTS IN STUDENT ALUMNI EVENTS

1280

HOMECOMING FROM HOME PARTICIPANTS

EMAIL OPEN RATE

46.8%

12,214 CHAPTER VOLUNTEER HOURS

5000 LBS OF FOOD AND 5800 ITEMS DONATED AT TAILGATES

593

Replenishment Grants awarded resulting in

\$883,034

of student scholarships

597 ALUMNI EVENTS

3724 Chapter Volunteers

1000+ MARKETING ASSETS & 50+ PROJECTS