

THE TOOLKIT

Drive Objective

Encourage alumnae 16 years out and younger to make a gift to Wellesley this fiscal year, to achieve an incremental lift in our participation rate. Overall goal for Wellesley is to achieve a participation rate of 46.5% (represents 14,460 donors). The Drive is part of a larger effort to increase participation, which includes mobilizing volunteers and other “standard” direct response marketing efforts (mail, email, phone).

Last year, Count Me In leveraged class and color competition to encourage alumnae to participate – the campaign was exclusively about Wellesley. This year, not only are we continuing those elements of class and color competition, but we are also adding the element of Wellesley’s competition with its peers. In other words, how Wellesley stacks up externally.

Drive Facts and Figures

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|--|--------|
| Total alumnae donors needed to reach Wellesley goal: | 14,460 |
| Total goal for Count Me In: | 1,506 |

Drive Timeline

The “Warm-up” Phase (late February/March) is designed to generate awareness of (and interest in) the campaign, while generating response

Key activity:

- Full microsite live [wellesley.edu/countmein]
- First push sent: email and postcards (sent 2/28)
 - Sets stage for campaign
 - Uses charts, graphs, and data to explain the problem
 - AGRs build audience and reach via social media

The “Turn it up” Phase (March-April) is designed to engage young alumnae with the campaign while generating response

Key activity:

- Email and postcards continue every two weeks there’s a touch
- Social media outreach continues via AGRs

The “Turn it up louder” Phase (May) is designed to engage young alumnae through a fun, whimsical competition while generating response

Key activity:

- Formal, traditional letter appeal sent
- Viral effort in hyper drive
- Distribute videos via email and social media (FB ads)
- Two emails sent

The “Turn it all the way up” Phase (June)

Key activity:

- Frequent email and postcards weekly, increasing urgency
- Text giving option promoted
- Social media promotion continues

The “Wrap it up” Phase (July)

Key activity:

- Volunteers call their classmates (or email) to report on Drive
- College sends out acknowledgments
- CMI site updated with results

How you can help with the Drive

This drive will only be successful if volunteers help to spread the word. We know that peer-to-peer solicitation is the most effective way to garner support for Wellesley. We need your help – specifically around social media promotion.

How to be a social media activist!

- Push out campaign messages via your personal FB profile and Twitter feed
- Push out campaign messages to your class's FB page or group
- Encourage your friends and volunteers to become fans of Wellesley CountMeIn on Facebook and Twitter:
 - The group is: facebook.com/wellesley.countmein
 - The page is: facebook.com/ParticipationDrive
 - Encourage your friends and volunteers to encourage their friends to become fans of Wellesley CountMeIn on FB!
 - Encourage your friends and volunteers to follow WCcountmein Twitter
- What other ways can you help?

Social Media Editorial Calendar: Timing and Key Themes

Don't worry! We'll help. Wellesley will push key updates to you for you to edit as you see fit before posting to FB, Twitter, etc.

March + April: LAUNCH

Key themes will include: Join the Count! Stand Up! How high can we go? The Class of XXXX is catching up! Let's catch up to XXXX!

How can you help?

- Finalize identification of appropriate Facebook groups (class, affinity)
- Fan or follow other Wellesley groups
- Build your "readership"
- Class and color competition – updates
- Provide feedback to Wellesley

May: VIDEOS GO LIVE

Key theme will be all about Wellesley as it competes with its peers

How can you help?

- Continue to build "readership"
- Promote videos heavily via FB, Twitter, email, etc.
- Provide feedback to Wellesley

June: TEXT GIVING LIVE
Key theme will be all about urgency

How can you help?

- Encourage your friends and classmates to participate
- Text your friends and classmates – encourage them to check out our new(ish) way to give

Additional Reference Materials:

Frequently Asked Questions can be found on the microsite at
<http://www.wellesley.edu/countmein>

Enclosures:

1. Copy of *Wellesley* magazine ad
2. Copy of the launch postcard (pdf format)
3. Copy of the launch email (pdf format)
4. Copy of new CMI microsite (pdf format)