



Driving Alumni Engagement and Donations with Marketing Automation

Teaming Up

Saint Francis University & Pacesetter Enterprises, Inc.

Located in Loretta, PA, Saint Francis University (SFU) is a Catholic Franciscan Division 1 liberal arts college offering associates, bachelors, masters, and doctorate degrees in arts, business, health science, and science.

Pacesetter Enterprises, Inc. partnered with SFU in 2013 and increased alumni donations by augmenting their static direct mail and telephone campaigns with a fully personalized multi-channel campaign that integrated personalized emails and landing pages.

For SFU's 2014 Annual Fund Campaign, the Pacesetter team took the previous year's multi-channel approach a step further by integrating it with social media.

The key to increasing SFU's alumni donations was engaging them in personal, relevant communications throughout the year. Here are the multiple programs that were implemented to stimulate SFU's relationship with their alumni:

- Video Updates
- Main Annual Fundraising Campaign
- Social Media Contest
- Giving Tuesday Campaign
- Christmas e-Cards

This eBook illustrates the details of these campaigns and demonstrates how Pacesetter utilized marketing technology to exceed their client's expectations.

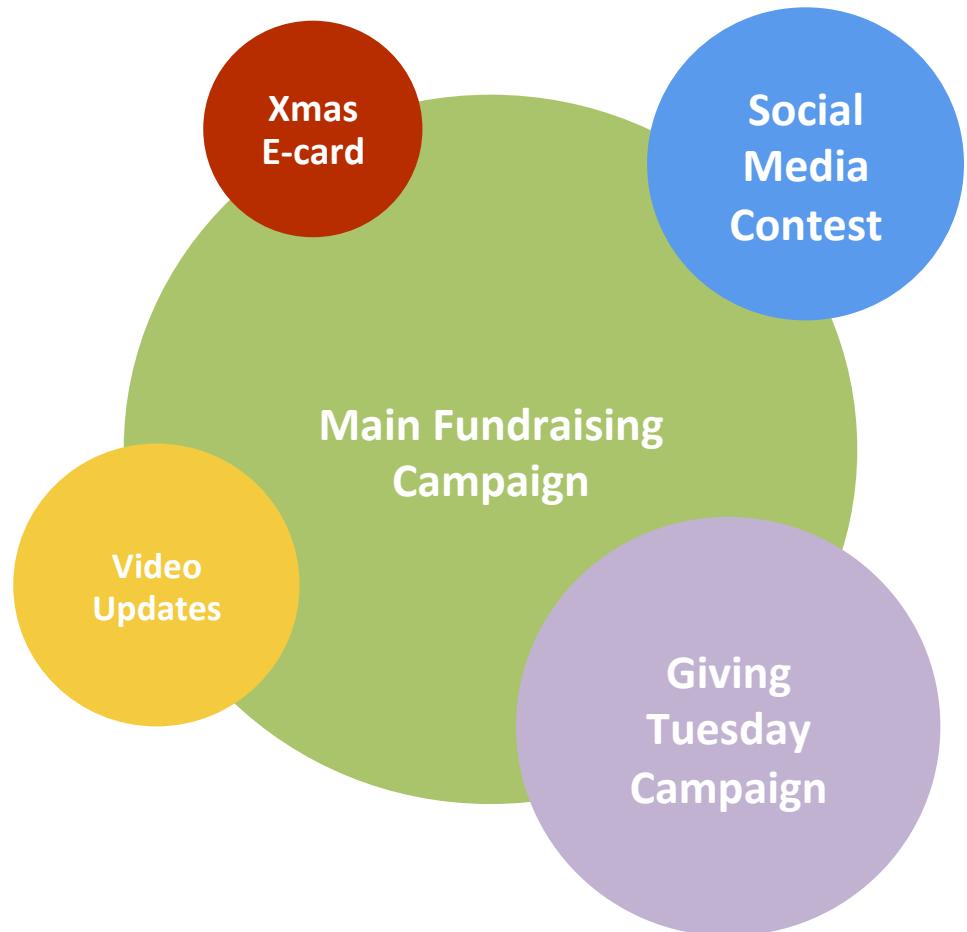
Campaign Objectives

Pacesetter and SFU worked together to design and execute a year-long campaign with the following objectives:

- Engage young alumni by creating a fun, relevant experience
- Increase participation on social media sites (mainly Facebook and Twitter)
- Increase donations from alumni

"It takes more than just one channel to make a fundraising campaign work. There are a lot of moving parts and we have to give ourselves enough time to execute all of those effectively."

-Kim Gross on why year-long campaigns have been successful for their clients at Pacesetter



Target Audience



10,000 SFU alumni

Graduates from 1950 to 2013

Creative Strategy

With today's ever expanding expenses, the tough job market, and tens of thousands of philanthropic charities, getting alumni to donate to their university can be tough.

When most of us see emails or phone calls from our alma mater, we know what it's for and we usually aren't rushing to respond. Pacesetter understood this.

By designing a campaign that equally balanced emotional engagement and fundraising efforts, SFU nurtured a relationship with their alumni that was based on more than just money.

Pacesetter's strategy was this:

Engage alumni with ongoing communications via a year-round campaign with multiple themes.

Pacesetter created a main fundraising campaign with multiple complementary campaigns throughout the year to execute this brilliant strategy.

- Video Updates
- Main Fundraising Campaign
- Social Media Contest
- Giving Tuesday
- Christmas e-Card



Video Updates

Objective

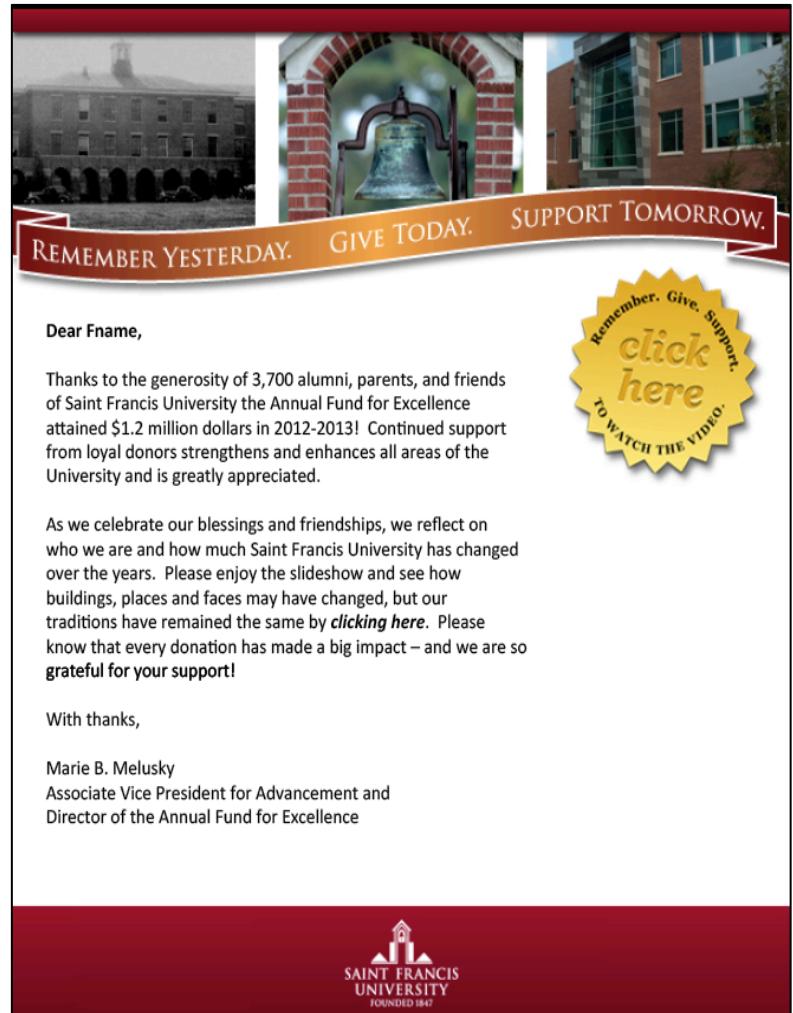
Keep alumni informed about SFU through personalized video updates.

Pacesetter sent a video update via email to SFU alumni that was personalized, engaging, and informative.

Whether an SFU alumni graduated in 2010 or 1950, the video update they received was relevant to them. Having multiple variations of the video update allowed for SFU to re-establish a relationship with their alumni before asking them for a donation.

Results

By integrating relevant video updates with personalized emails, Pacesetter found that **overall response rates increased by as much as 112%!**



Main Fundraising Campaign

Objective

Engage with SFU alumni using personalized emails and landing pages to generate donations.

Personalized Variables

Solicitation Email

Personalized communications are key when trying to connect with your target audience.

Pacesetter utilized marketing automation technology to add variables within emails that linked relevant information to individual SFU alumni.

An alumni's name, major, and an update on their major's department were all matched according to the alumni receiving the email.



Main Fundraising Campaign

Objective

Engage with SFU alumni using personalized emails and landing pages to generate donations.

Microsite

Since smartphones and tablets have become an integral part of our day-to-day lives, Pacesetter strategically designed SFU's microsite to have an app-like interface.

Using data SFU had about their alumni, Pacesetter was able to utilize marketing technology to design a microsite that was personalized for each alumni.

This familiar, user-friendly layout, combined with customized content, led alumni to feel comfortable and engaged with the microsite.



Social Media Contest

Objective

Not everything is about donations! No one likes to keep in contact with someone who only seems to want something from them.

Alumni can be reluctant to stay in communication with their university if they feel their alma mater only checks up on them to see how their bank account is doing.

Rather than create another donation-centered campaign, Pacesetter designed a social media contest to interact with young alumni through channels they use: Facebook and Twitter.

SFU implemented a social media campaign to fulfill two objectives:

- Gain a larger following on Facebook and Twitter
- Gather valuable information on young alumni to use in other appeals



Social Media Contest

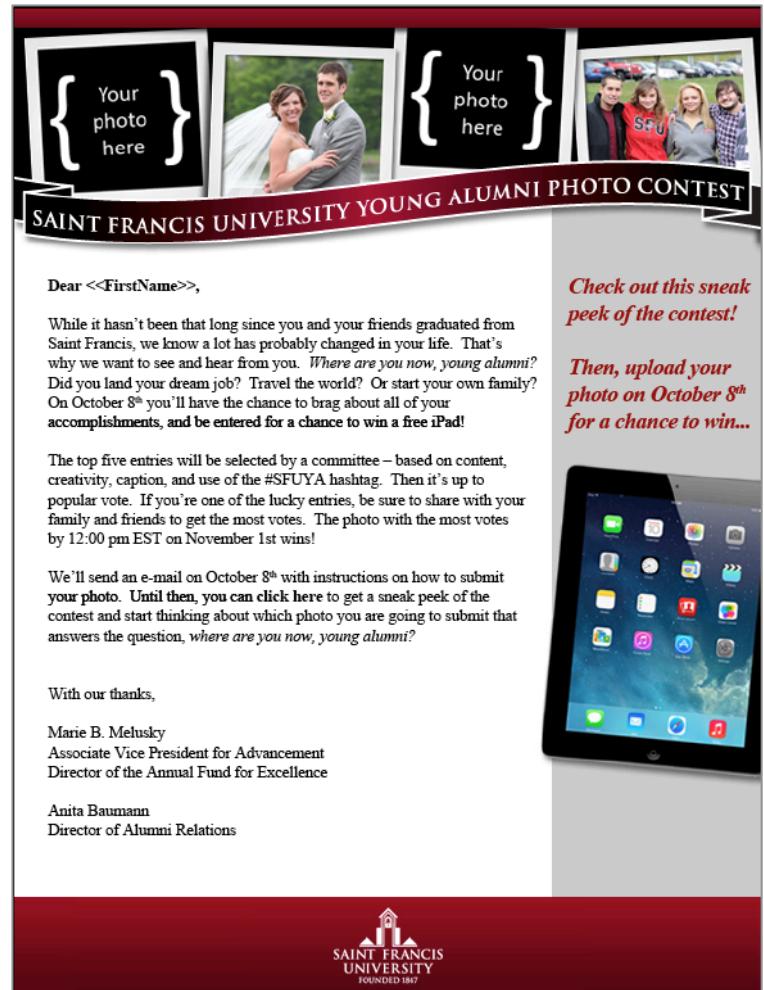
How did they do it?

SFU launched their “Where are you now?” campaign by encouraging young alumni to upload a photo and tell SFU and their peers what they’ve been up to since they graduated.

If alumni participated by uploading a photo, liking SFU’s Twitter and Facebook pages, and using the #SFUYA hashtag, they were entered to win a Free iPad.

SFU rekindled their relationship with young alumni by communicating with them on familiar channels and offering a prize rather than inquiring for a donation.

By doing so, SFU was able to increase their social media followers and gain information on young alumni they could use to tailor future donation-centered campaigns.



The graphic features a red banner at the top with the text "SAINT FRANCIS UNIVERSITY YOUNG ALUMNI PHOTO CONTEST". Below the banner are two black boxes with white brackets containing the placeholder text "Your photo here". To the right of these boxes is a photo of a bride and groom. Further to the right is another black box with the placeholder text "Your photo here", followed by a photo of a group of people. At the bottom right is a photo of an iPad displaying various app icons. To the left of the iPad, there is text encouraging users to check out the contest and upload their photos by October 8th for a chance to win a free iPad. The bottom of the graphic includes the Saint Francis University logo and the text "FOUNDED 1847".

Check out this sneak peek of the contest!

Then, upload your photo on October 8th for a chance to win...

Dear <>FirstName<>,

While it hasn't been that long since you and your friends graduated from Saint Francis, we know a lot has probably changed in your life. That's why we want to see and hear from you. *Where are you now, young alumni?* Did you land your dream job? Travel the world? Or start your own family? On October 8th you'll have the chance to brag about all of your accomplishments, and be entered for a chance to win a free iPad!

The top five entries will be selected by a committee – based on content, creativity, caption, and use of the #SFUYA hashtag. Then it's up to popular vote. If you're one of the lucky entries, be sure to share with your family and friends to get the most votes. The photo with the most votes by 12:00 pm EST on November 1st wins!

We'll send an e-mail on October 8th with instructions on how to submit your photo. Until then, you can click [here](#) to get a sneak peek of the contest and start thinking about which photo you are going to submit that answers the question, *where are you now, young alumni?*

With our thanks,

Marie B. Melusky
Associate Vice President for Advancement
Director of the Annual Fund for Excellence

Anita Baumann
Director of Alumni Relations

SAINT FRANCIS UNIVERSITY
FOUNDED 1847

Giving Tuesday Campaign

I'm sure you've heard of Black Friday and Cyber Monday. But what about Giving Tuesday?

Giving Tuesday is a new holiday created to promote philanthropic donations. On this day, people show their support to their favorite non-profit or institution by giving a donation.

SFU invited their alumni to participate in #GivingTuesday by making a donation to their alma mater. Pacesetter launched this multi-channel campaign by creating:

- Direct mail pieces
- Emails
- Personalized landing pages

THERE'S A DAY FOR GIVING THANKS.
THERE'S A DAY FOR GETTING DEALS.

HELP US CELEBRATE A DAY
FOR GIVING BACK.

#GIVINGTUESDAY

WILL YOU MAKE
SAINT FRANCIS
YOUR CHOICE
THIS #GIVINGTUESDAY?

DECEMBER 3RD, 2013

Giving Tuesday Campaign

Results

Saint Francis was hugely successful with their participation in Giving Tuesday. They raised over \$17,000 in only 24 hours!



YOU GAVE THANKS,
YOU GOT DEALS,
AND YOU GAVE BACK.

#GIVINGTUESDAY

IN HONOR OF THE NEW HOLIDAY,
OUR ALUMNI & FRIENDS
RAISED \$17,325.00!

THANK YOU FOR
SUPPORTING
SAINT FRANCIS UNIVERSITY.

Christmas e-Card

Objective

Again, it's not all about the donations! SFU sent personalized Christmas e-Cards to reinforce the university's values and strengthen alumni's emotional connection to the institution.

Results

Responses to the Christmas e-Card came flooding in. SFU alumni loved the heartfelt holiday wishes, some so much that they expressed their gratitude by making another donation!

Even without a fundraising objective, a well-crafted, sentimental campaign nurtures the relationship between the alumni and their alma mater in a way that can ultimately generate donations.



Dear <>Kim<>,

On behalf of everyone at Saint Francis University, we would like to personally wish you and your loved ones a Merry Christmas and Happy New Year.

As we look upon the Christmas scenes in the churches and homes surrounding us, we remember our dear patron, Saint Francis, who has a special love for the Christ Child.

To view this year's electronic Christmas card, and our special message in honor of this joyous time, please [click here](#).

Sincerely,
The Office of Advancement

[CLICK HERE](#)



Campaign Results

Results

- 28% increase in email engagement over national average
- 4% increase in donations
- 9.4% increase in pledges from calling program
- \$40,000 increase in gifts received online

SFU secured a competitive advantage by integrating powerful marketing technology with creative marketing campaigns.

Year-long campaigns + multiple channels + personalized content + customized landing sites =
the ***right*** message, delivered at the ***right*** time, for the ***right*** person.