ANNUAL GIVING COMMUNITY OF PRACTICE

SEPTEMBER 27, 2023



AGENDA

- INTRODUCTIONS
 - NEW CO-CHAIRS
 - NEW EXECUTIVE SPONSOR
 - SAME WONDERFUL SUPPORT FROM ADVANCEMENT COMMUNITY LEARNING
- INFORM: PREMIUM CAMPAIGNS
 - MEGAN POOLE, DIRECTOR, DIRECT MARKETING, UNIVERSITY OF VIRGINIA
 - GRACE CASTRO, DIRECTOR, ANNUAL GIVING PROGRAMS, UNIVERSITY OF FLORIDA
- COLLABORATE: TESTING-PAST, PRESENT, AND FUTURE
- EDUCATE: A/B TESTS IN SALESFORCE MARKETING CLOUD
 - JOE GEHLING, ASSOCIATE DIRECTOR OF ANNUAL GIVING, DARDEN

INFORM: PREMIUM CAMPAIGNS

MEGAN POOLE, DIRECTOR, DIRECT MARKETING, UNIVERSITY OF VIRGINIA

GRACE CASTRO, DIRECTOR, ANNUAL GIVING PROGRAMS, UNIVERSITY OF FLORIDA



University Annual Giving Premiums





Upcoming Premiums

Sock Campaign (Sept 25 – Oct 31)

Clear Bag Campaign (January 8 – 26)



Hat Campaign (March)

Run with Jim Campaign (April)



Premium Key Findings



Reactivation

Premium campaigns are better at reactivating long-lapsed donors than acquisition.



Demographics

The average donor age is 46-50.



Revenue

Return on investment is low. Remember, the goal is donors, not dollars.



Internal Partners

Start with University Counsel and University Advancement Services.



Social Media

Schools and units that do organic posts see an increase in giving to their area.



Second Ask

This doubles the likelihood of retaining a premium donor.





UNIVERSITY OF FLORIDA ADVANCEMENT ANNUAL GIVING + PREMIUM CAMPAIGNS

GRACE L. CASTRO

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Past Premium Campaigns



Beat Tee Campaign 1,200+ donors \$90,000+

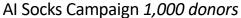


Giving Day VIG Giveaway 2,500+ donors \$115,000+

STANDUP HOLLER



Join in June 600+ donors \$30,000+







Li'l Albert Campaign 500+ donors \$15,000+



Lessons Learned

- ✓ Include VIP segments
- ✓ Omni-channel approach works best
- ✓ Longer campaign length
- ✓ Donor demographics compare similarly to traditional direct marketing, slightly higher response from young alumni
- ✓ Quality of item(s) matter
- ✓ Ambassadors are key to increasing participation
- ✓ Fulfillment plan finalized before launch



COLLABORATE: TESTING

CHOOSE YOUR BREAKOUT ROOM:

ROOMS 1-3: MARKETING AND COMMUNICATIONS FOCUS

ROOM 4: FRONTLINE FUNDRAISERS

ROOM 5: REUNION GIVING/REUNION YEAR FOCUS



COLLABORATE: TESTING

ROOMS 1-3: MARKETING & COMMS

- 1. WHAT DID YOU TEST IN FY23?
- 2. WHAT ARE YOU TESTING IN FY24?
- 3. WHAT DO YOU HOPE OTHERS WILL TEST AND REPORT BACK ON?

ROOM 4: FRONTLINE FUNDRAISERS

- 1. WHAT NEW PARTNERSHIPS ARE YOU TRYING TO BUILD THIS YEAR?
- 2. ARE YOU USING
 DIFFERENT LANGUAGE
 THAN IN PAST YEARS?
- 3. ARE YOU ADJUSTING YOUR APPROACH OR GOALS?

ROOM 5: REUNION GIVING/REUNION YEAR FOCUS

 CHOOSE QUESTIONS FROM ROOMS 1-4 TO GUIDE YOUR CONVERSATION



EDUCATE: A/B TESTS IN SFMC

JOE GEHLING, ASSOCIATE DIRECTOR OF ANNUAL GIVING, DARDEN



THANK YOU

- REACH OUT IF YOU HAVE A GREAT IDEA OR WANT TO BE MORE INVOLVED
 - BRAD NEATHERY: <u>NEATHERYB@DARDEN.VIRGINIA.EDU</u>
 - LINDSEY PAYNTER: <u>LPAYNTER@VIRGINIA.EDU</u>
- WE WILL SEE YOU AGAIN IN NOVEMBER