

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**
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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)



Hat Campaign
(March)

Clear Bag Campaign
(January 8 – 26)



Run with Jim Campaign
(April)

Premium Key Findings

1

Reactivation

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

2

Revenue

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

3

Social Media

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

4

Demographics

The average donor age is 46-50.

5

Internal Partners

Start with University Counsel and University Advancement Services.

6

Second Ask

This doubles the likelihood of retaining a premium donor.



**UNIVERSITY OF FLORIDA
ADVANCEMENT
ANNUAL GIVING + PREMIUM
CAMPAIGNS**

GRACE L. CASTRO

Go Gators! Gators!

Past Premium Campaigns



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



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



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

AI Socks Campaign 1,000 donors

\$30,000+



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



Go Gators!

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: NEATHERYB@DARDEN.VIRGINIA.EDU
 - LINDSEY PAYNTER: LPAYNTER@VIRGINIA.EDU
 - WE WILL SEE YOU AGAIN IN NOVEMBER
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