Administrative Professional Training

NEXT LEVEL COMMUNICATION



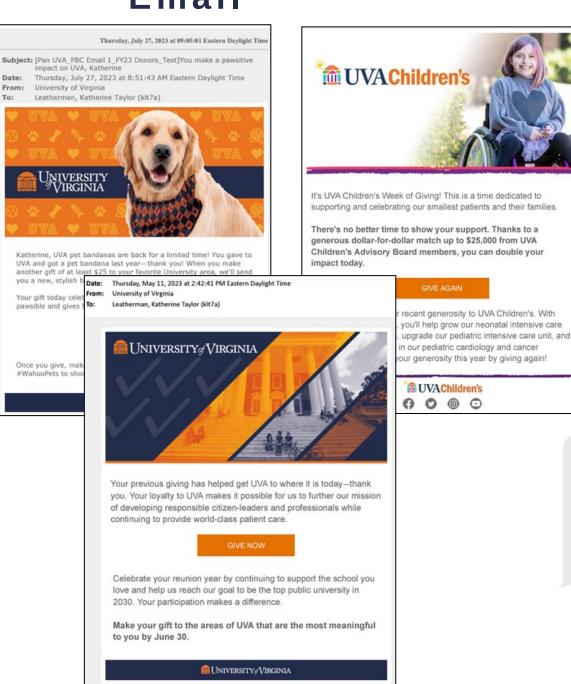
Advancement Administrative Professionals Training Program

What does UAG do?





Email



Text Message



Text Message Today 9:19 AM

Hi John! Thank you for giving t UVA Library this academic yea Your generosity makes learning more affordable and accessible the UVA community. Will you magnify your impact and give a http://at.virginia.edu/ Give2UL Text STOP to end

> The sender is not in your con Report Junk

+1 (707) 361-7580

Text Message Today 4:46 PM

Hi Alexis! I'm Rachel Sigler, Associate Director for The Virginia Fund here at UVA. Thank you for your past generosity! Will you join us again this year to help make UVA possible for even more Hoos? https://at.virginia.edu/textvf

Text STOP to end



GIVE DAYS





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Email Excellence



SalesForce Marketing Cloud vs. Microsoft Outlook

- Audience size
- Purpose of the email
- Automation needs
- Tracking and Analytics
- Content and Design
- Personalization and Segmentation
- Training and Support









Email Best Practices

- Only one call to action!
- Stay on brand (brand.virginia.edu)
- Add contrast
- Short paragraphs
- Bulleted lists
- · White space is good
- Mobile first

Jefferson Blue	RGB: 35, 45, 75	HEX: #232D4B
Rotunda Orange	RGB: 229, 114, 0	HEX: #E5720







Print Prowess



Print Vendor Comparison

VENDOR	LOCAL	CONTRACT	LARGE PROJECTS	TURNAROUND TIME	SERVICE
UVA PCS			X		
MCR	X			X	
CDS	X			X	X
Press America	X	X		X	
MSV				X	X
T&N			×		

Vendor Selection

- Audience size
- Tracking and Analytics (informed delivery)
- Timeline
- Personalization and Segmentation (data complexity)
- Premiums or "freemiums" included?
- Who will send you or the vendor?



Quality Assurance Quest



Quality Assurance

- Make a process and stick to it
- Two sets of eyes on everything
- Send yourself a test (email)
- Grammarly
- Email on Acid (email testing software)
- Scribendi (paid proofreading service)
- •5 Samples with data from each segment (print)
- Make a process and stick to it





Decoding Appeal Codes



Appeal Code Basics

- 10 digit alpha numeric code on reply devices
- Five key indicators are identified:
 - Fiscal Year
 - School or unit
 - Channel
 - Timing
 - Audience



• Fiscal year/unit code/project type or channel/ time of year/audience or description



Appeal Code Basics

PLEASE ACCEPT THIS SUSTAINING MONTHLY GIFT:	PAYMENT METHOD:
Section 1.	☐ Check made payable to University of Virginia
PLEASE ACCEPT THIS ONE-TIME GIFT OF: □ \$750 □ \$850 □ \$1,000 □ \$	Charge Card number
	Exp. date
DESIGNATED TO: \$ School of Law D3492-TR \$ The Virginia Fund 22016	GIVE ONLINE: www.virginia.edu/give or scan the QR code If this crossed paths with your gift, thank you! Michael Cappucci
	UVA000 24AGQ1PNAD220161

24 AG Q1 P NAD



Results Reporting





Tableau vs. Cognos/AP



- New
- Future
- Use friendly
- More flexible
- Can build in charts



- Older
- Reliable



Presentation

- Images/Icons
- Canva
- Brand.virginia.edu
- Icons with numbers
- Know your audience
- Tell a story



DIRECT MARKETING FY23 SUMMARY REPORT

DATA AS OF 7/21/2023



DONORS



Donors are up 49% YOY due to the increase in premium campaigns (pet bandanas, socks, hats, and tote bags).



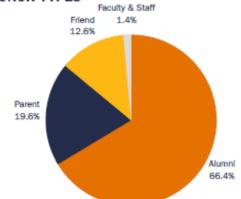
REVENUE



Revenue is flat YOY. Due to the November tragedy, some Q2 solicitations were cut or pushed back to Q4. This resulted in a decline in performance.



DONOR TYPES



Alumni donors are up 60% YOY and saw the most growth (from 8,327 in FY22 to 13,313 in FY23). There was also a 53% increase in Parent donors YOY (from 2,566 in FY22 to 3,935 in FY23).

KEY DONOR DRIVERS

PREMIUM CAMPAIGNS

These four campaigns resulted in over 6,828 unique donors-3,446 of these donors (50%) were undergrad alumni donors who made their first gift in FY23.

DIRECT MAIL

Direct mail is a top revenue driver, but it also plays a key role in donor retention and renewal. 11,957 gifts were made via a direct mail appeal. The majority of these gifts were from lapsed

The number of Direct Marketing online gifts is up 122% YOY (from 3,604 in FY22 to 8,003 in FY23) due to the increase in Giving Days, premium campaigns, and targeted social media



KEY REVENUE DRIVERS

DIRECT MAIL

Direct mail has the highest average gift (\$359) of all channels. It is the foundation of University Annual Giving Direct Marketing and drives over

December emails are still the top-performing emails for schools and programs. These emails resulted in over \$94K.

MULTI-CHANNEL MICRO CAMPAIGNS

Short, multi-channel giving campaigns that utilize a matching gift are key revenue drivers for partners. In FY23, 10 schools and programs leveraged a matching gift to drive donor acquisition and revenue.

SNAPSHOT





300 Appeals



10 Micro Campaigns



27,710 Gifts



Questions?

LPAYNTER@virginia.edu

