

VOLUME 10

# SOLUTION of the MONTH



Pledgimine is pleased to announce the November 2016 Solution of the Month! Thanks to a rapidly growing and highly innovative community of clients, the Solutions Library has become an indispensable resource for fundraising ideas at more than 300 institutions across the country. In combination with the existing portfolio of exceptional samples, this newest addition to the Solutions Library is designed to inspire your future projects.

All candidates for the Solution of the Month program provide unique, memorable, or particularly timely samples to spark ideas for future projects. With the end of a calendar year rapidly approaching, the tax season

can be a great time to strengthen connections with donors and facilitate opportunities for future giving.

The November 2016 Solution of the Month is awarded to the Advancement team at the Delta Sigma Phi Foundation. This innovative solution recognizes donors for their contributions to the fraternity through a tax receipt while featuring unique stories that emphasize the specific impact of individual gifts. Through its use of advanced segmentation, the Delta Sigma Phi Foundation has created a vital stewardship piece that donors look forward to receiving every year.

## VOLUME 10 SELECTION DELTA SIGMA PHI FOUNDATION



LETTER IN #10 ENVELOPE

FLAT: 8.5" x 11"

Stock: 70# Text Smooth

# TAX RECEIPT APPEAL

DELTA SIGMA PHI FOUNDATION



## AN INTERVIEW WITH DELTA SIG

### NATHAN WIGHT

Chief Advancement Officer | Delta Sigma Phi Foundation

Nathan has worked in Advancement for over 11 years. Currently he oversees alumni relations, fundraising, and communication/marketing efforts for the foundation. Nathan earned his Bachelor of Science from Illinois State University and his Master's in Student Affairs Administration in Higher Education from Ball State University.

**Q Is this a new design/concept/format or have you used it before?**

**A** This format has been used for our previous tax receipt communications and has gone over really well with our donors.

**Q Can you share the specific objectives that you had for this campaign?**

**A** Our main two objectives were:

1. Inform our donors of the impact of their giving by featuring a testimonial from one of our members.
2. To provide our donors their calendar-year giving in an appealing format that would engage them in starting their new year giving earlier.

**Q What factors influenced your decision to use this format? Any constraints or challenges?**

**A** The main factor was the ability to feature a story from one of our members, and the letter gave us enough space for better effect. We believe in sharing statistics of the impact donors are making, but this format provided a more personal way to share how their investment is making a difference. It brought a unique dynamic to a normally straightforward direct mail piece.

**Q What was the size of your intended audience? What % is this of your entire database?**

**A** The size of our intended audience was over 1,400. This is less than 1% of our current database that stores information for over 100,000 members.

**Q Was segmentation an important part of your strategy?**

**A** Yes, we believe segmentation is everything. Knowing how to target the different demographics of your database is key. For this mailing, we had the opportunity to target all of our supporters from throughout our calendar year, and this piece provided the relatability to each demographic within that population.

**Q Did you achieve your objectives for this mailing? Can you share results to date?**

**A** We did achieve our objectives for this mailing, as I still hear some of our donors say how the tax receipt is one of their favorite mailings to get from us because they never know what unique story will be featured next! We are still in the process of analyzing our results for this mailing, but we would have the most accurate results before the end of this calendar year.

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**Q Do you have any other noteworthy insights or conclusions that relate to this campaign?**

**A** I think that the tax receipt mailing an organization/institution does can really become one of their most successful endeavors if done well. This direct mail piece showcases that even the simplest update can have an immense amount of power in donors deciding to continue to support. I would think about every mailing from the potential or current donor's perspective.