

VOLUME 11

# SOLUTION *of the* MONTH



Pledgemin is pleased to announce the December 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. Knowing how to target your donors creatively is key.

The December 2016 Solution of the Month is awarded to Jaime Griffis at Central Michigan University. The CMU piece utilized segmentation to target a small percent of their donors. Through its use of advanced segmentation, CMU has created a valuable piece to be used for other campaigns.

## VOLUME 11 SELECTION CENTRAL MICHIGAN UNIVERSITY



Horizontal Trifold

**FLAT: 17.625" x 5"**

**FOLDED: 7" x 5"**

**Stock: 80# Cover  
Super Smooth**



# GRAWN HALL RENOVATION

TRIFOLD APPEAL

CENTRAL MICHIGAN UNIVERSITY



## AN INTERVIEW WITH CMU

JAIME GRIFFIS

Associate Director of Annual Giving | Central Michigan University

I started out at CMU in 2005 as the Assistant Director of Annual Giving and ran the telephone solicitation program. In this role, I used Pledgemine for acknowledgement letters and SWMY clean up each semester. In April, I moved into the Associate Director role and now I use Pledgemine for all direct mail solutions.

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

**A** The Grawn Hall Renovation mailing is something totally new, which has sparked a lot of interest with our other Units. In the past, donors would receive a traditional letter, but this year we tested the trifold. Additionally, we have never segmented our mailings by generation or utilized Alumni to sign letters.

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

**A** This piece was sent to major prospects, donors, and some non-donors both to solicit for the renovation and as an invite to the renovation open house and homecoming events.

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

**A** Most of our mailings have been in a letter format and we were looking for something totally different and photo driven. Many of the photos on the front cover were from the signatory's personal collection.

The challenge we had was in how we segmented the data. This mailing ended up being a 7 segment mailing. There were 10 donors in various graduation years who agreed to sign the letters, so that drove our decision.

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

**A** We mailed to 4,409 households which is less than 2% of our entire database.

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

**A** Segmentation was everything in this mailing. The whole point was for donors to receive a mailing that contained photos they would recognize from their time here at CMU.

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

**A** Our objective was twofold. First, we wanted to inform donors of homecoming activities- objective met. Secondly, we were trying to raise funds for the Grawn Renovation- gifts are still coming in so it is too early to determine success.

“

*The whole point was for donors to receive a mailing that contained photos they would recognize from their time here at CMU.*

”

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

**A** Ten signatures, 35 photos, 7 introductions (to each letter)... it was quite a job, but the donors loved it. We are testing the same trifold format with our Library donors, but without this level of segmentation to see how well it performs.