

VOLUME 13

# SOLUTION *of the* MONTH



Pledgemine is pleased to announce the February 2017 Solution of the Month! Thanks to the collective imagination of a truly dedicated community of Pledgemine clients, the Solutions Library has become an indispensable resource for fundraising ideas at more than 300 institutions across the country. The February 2017 Solution of the Month is awarded to Ashley Lee and the Annual Fund team at Columbus State University.

CSU's simple and effective follow up reminder for phone pledges reinforces the relationship value that inspired the pledge. Through the use of student caller photos and personalized messages, the CSU Fund is reminding donors of the positive impact they have on current students.

Like other solutions in the library, the February 2017 Solution of the Month is designed to inspire future projects and fuel the growth of giving in higher education.

## VOLUME 13 SELECTION

COLUMBUS STATE UNIVERSITY



BIFOLD SELF MAILER

FLAT: 14.25" x 5"

**Stock:** 80# Cover  
Super Smooth



# PLEDGE FULFILLMENT SELF-MAILER

COLUMBUS STATE UNIVERSITY



## AN INTERVIEW WITH CSU

ASHLEY LEE

Development Coordinator for the CSU Fund

I am the Development Coordinator for the CSU Fund. I work with all of our colleges and departments to find creative new ways to share their growth and success with alumni and friends of the university to inspire them to give back.

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

**A** The layout was clean, and we liked the bi-fold template because it was simple and concise. It allowed us to take a short message and a call to action and pair it with meaningful and engaging visual content.

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

**A** We have sent out follow-up reminders for donors that make pledges over the phone, but having the images of the student callers with whom the donors spoke as well as a brief personal message from the student is new.

**Q How did this differ from your previous strategy for pledge fulfillment?**

**A** For this mailing, we wanted something that would stand out and engage the donors through the same kind of interpersonal interaction that inspired them to make their pledge.

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

**A** The student callers who share their stories and speak with donors about their experiences and ideas make a positive impression on behalf of CSU, and we value all opportunities to remind donors that they make a difference in the lives of these individuals. This mail piece was a tool to remind donors not only of their pledge, but also of the relationships they have with CSU, which are at the heart of our mission to generate support through annual giving.

**Q Was this approach to pledge fulfillment reminders successful?**

**A** Every mail appeal we have coordinated with Pledgemine has been done professionally and in a timely and effective manner. They are always ready to assist in taking our data to make pieces that are personalized to our constituents. Pledgemine also did an outstanding job taking the template we preferred and incorporating our colors and our brand in a way that was professional and uniquely “CSU”. We appreciate the quality, speed, and overall effectiveness of this service.

“

*Pledgemine also did an outstanding job... in a way that was professional and uniquely “CSU”.*

”