

VOLUME 14

SOLUTION of the MONTH



Pledgmine is pleased to award the March 2017 Solution of the Month to Erika Bernal at Marshall B. Ketchum University! As a small graduate health care university, MBKU is dedicated to the development of future optometrists, physician assistants, and pharmacists. Creating and delivering personalized, relevant messages to a small but diverse donor base presents a unique challenge for many Annual Giving programs.

Alumni and donors particularly appreciate and remember creative pieces that speak to them on a personal level and let them know how their donation is being used. Through the use of segment-driven imagery and personalized outer envelopes,

Erika was able to produce an appeal that overcame the challenge associated with MBKU's diverse donor base. Congratulations to Erika and her team at Marshall B. Ketchum University!

The Solution of the Month program continues to highlight innovative solutions. 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 350 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.

VOLUME 14 SELECTION

MARSHALL B. KETCHUM UNIVERSITY



BIFOLD IN A7 ENVELOPE

FLAT: 14.25" x 5"

Stock: 80# Cover Super Smooth in A7 Envelope

FY17 FALL APPEAL

MARSHALL B. KETCHUM UNIVERSITY



AN INTERVIEW WITH MARSHALL B. KETCHUM

ERIKA R. BERNAL, MBA, CFRE

Sr. Director of Development & Alumni Relations

I am the Sr. Director of Development & Alumni Relations at Ketchum University. Ketchum is a small graduate health care university dedicated to the development of future Optometrists, Physician Assistants and Pharmacists. I am responsible for all levels of fund-raising, not the least of which is our semi-annual appeal, which we use to engage all levels of support and specifically promote special giving initiatives related to our current Campaign for MBKU.

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

A This specific design has been revamped to meet the needs of our current campaign for support, but the use of Pledgemin's template has been part of our repertoire for a little over a year now. We find that the color and image-rich approach is working well for our alumni and donors, and given our small mailing list, it provides us with the flexibility we need to appeal to all three programs.

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

A This campaign reflects our 2016 year-end appeal to all of our alumni and donors across programs. For Ketchum University, it has been a multi-year rebranding effort, introducing alumni of the Southern California College of Optometry—a century-old, stand-alone institution—to a new university structure. With this type of appeal, we are hoping to enliven support of the broader university by using familiar snapshots of the campus and lecture halls as well as images of new technology and program developments made possible by philanthropic support.

“

Pledgemin has helped reduce our expenses dramatically while still allowing for solid design and segmentation.

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

A We decided on this format to break away from the standard 8.5" x 11" letter format and reply card. The hope was to familiarize our

intended audience with the new Ketchum brand while sharing recognizable experiences photographically. With regard to constraints, we have departed from the long descriptive letter by using this format. We have yet to determine any positive or negative effects on the response rate. Given our small mailing list, we are pleased with the overall reception of this appeal among donors in relation to the smaller cost outlay. Pledgemin has helped reduce our expenses dramatically while still allowing for solid design and segmentation.

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

A This year-end appeal went to our entire mailable donor and alumni database—roughly 4,700 mailed.

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

A Yes. Beyond just the variety of images that we were able to use to attract the attention of our diverse alumni and donor base, and the personalization we applied to the outer envelopes, salutations and gift strings, we specifically segmented out our current donors in order to offer a special thank you message for their recent and continued giving. All “current” donors—defined as donors who had given once or more since the beginning of the previous fiscal year—received a small magnetic bookmark as a special thank you gift. Pledgemin was instrumental in helping to make the delivery of this small gift possible.

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

A It is too soon to tell as the appeal dropped just under one month ago. I can say we are pleased with year-end results, though, which have shown an increase of about 10% over last year's December donor counts as well as an increase of 5% in the new donor category.

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

A When all is said and done, it is a relatively seamless process working with the team at Pledgemin. Even if there are concerns or questions, the team members are always willing to seek out the best solutions possible. We are still building our relationship, but all signs are positive.