

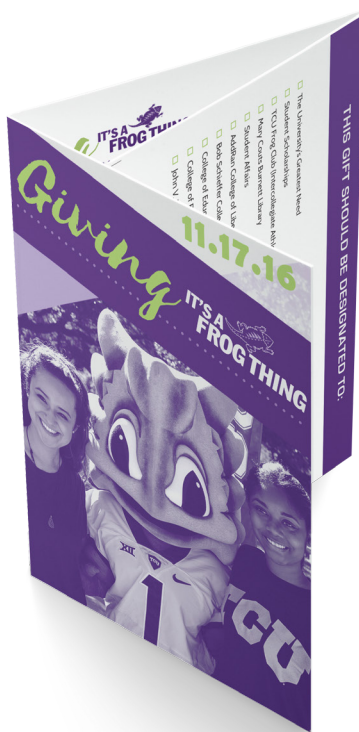
SOLUTION *of the* MONTH



It's been said that "nothing succeeds like success". In other words, momentum can be vital to the successful outcome of a strategic campaign. To get the ball rolling on this year's TCU Gives Day, Lucy and her team supported the campaign with a targeted, segmented direct mail piece to generate momentum! The main result of this multi-channel approach was impressive:

The Pledgeline Solution of the Month program continues to highlight innovative concepts and 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 latest addition to the Solutions Library is being shared to inspire future projects and continued innovation.

TEXAS CHRISTIAN UNIVERSITY



Stock: White 80# Cover Super Smooth
BRE: #7 (folded & nested)



GIVING DAY APPEAL

TEXAS CHRISTIAN UNIVERSITY

AN INTERVIEW WITH TCU

LUCY GAGE

DIRECT MARKETING COORDINATOR

I am the direct marketing coordinator in the Office of Loyalty Giving at TCU. I manage all of the direct mail and email solicitation and stewardship that comes from our office, from writing and creating content and working with designers, to managing any production and mailing.



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

A This is our second year of having a direct mail piece for TCU Gives Day, but this was the first self-mailer. We wanted to test whether it was more effective than just the standard “ugly betty” we sent last year.

“ Direct mail is a vital part of our TCU Gives Day marketing effort.

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

A First objective was to get some early gifts in the door for our giving day. We wanted to be able to load in gifts when our giving day started, so we could begin with momentum. The second objective was just to increase recognition for our annual, 24-hour giving day and act as another reminder of the date and goal for the day. We prioritized sending this to people who we did not have good email addresses for, so they were most likely missing our other communication via email and possibly social media.

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

A We wanted to try a self-mailer that would be colorful and stand out in the mail.

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

A We sent this to about 5,000 people. It’s a small percentage of our database – we have about 88,000 living alumni.

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

A Yes. We had 2 segments for this piece: people who gave last year during TCU Gives Day, and alumni LYBUNTs.

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

A I think so. We surpassed our 1,000 gift goal for TCU Gives Day, and I think that this piece definitely contributed to that. Our response rate was about 3%, but that equals to 172 gifts; pretty significant when your goal is 1,000!

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

A Direct mail is a vital part of our TCU Gives Day marketing effort. Even if our response rate is lower than we would hope for, we think it serves as a valuable reminder and promotion piece. Someone who receives this piece may not choose to give early with the BRE, but they may stick it on their fridge so they remember to give on the giving day – which works for us! We will continue to do this piece, and will continue to mix things up to see what works.