

VOLUME 2

SOLUTION *of the* MONTH



Pledgemine is pleased to present our latest installment of the Solution of the Month program. Each month, Pledgemine will be selecting an exceptional solution for inclusion in the Solutions Library. With the support of a rapidly growing and highly innovative group of participating clients, Pledgemine's Solutions Library has become a vital resource for many colleges and universities.

The Solutions Library provides institutions with cutting edge ideas, inspiration, and execution of high quality communication solutions to promote and facilitate

strong engagement with alumni, parents, and friends. The outstanding examples provided ensure your college or university's message is unique, personal, and memorable.

We are pleased to award March 2016's Solution of the Month to Ryan Hershey and the Planned Giving Team at Gonzaga University. On behalf of Pledgemine and the Solutions Library community, we'd like to express our appreciation to Ryan and the team for sharing the process and results of a highly collaborative and successful campaign.

VOLUME 2 SELECTION GONZAGA UNIVERSITY



VERTICAL BIFOLD

FLAT: 8.5" x 11"

FOLDED: 8.5" x 6"

Stock: White 80# Cover
Super Smooth

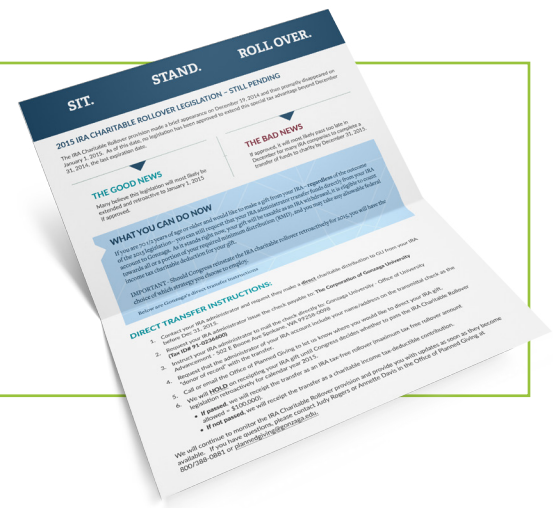


IRA ROLLOVER APPEAL

GONZAGA UNIVERSITY

CREATED BY:

Ryan Hershey, Judy Rogers, Annette Davis, Elizabeth Kennedy



AN INTERVIEW WITH RYAN HERSHEY

ASSISTANT DIRECTOR OF ANNUAL CAMPAIGN

Ryan Hershey started working for Gonzaga University in 2013, initially overseeing the Telefund program. In his current role, he is responsible for communications regarding the Annual Campaign, which includes designing and implementing strategies to gain annual support for GU and to stewarding donors by demonstrating impact.

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

A The concept of “Sit, Stand, Rollover” has been used for the past few years with the bulldog image, but this campaign was a more robust version.

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

A The objectives of the Rollover Campaign were to prepare our donors for the pending passage of IRA rollovers and encourage alumni to take advantage of the tax benefits, prompting them to make their gifts through that vehicle by the year’s end.

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

A We chose this format because we liked the self-mailer and we liked that the header was clearly visible while folded and unfolded. The size worked really well for all of the information we wanted to include. Considering the passage of the IRA rollover law was not guaranteed, we had to include information for both scenarios. This format allowed us that additional space.

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

A The intended audience were alumni that are 70 years and older. This was about 7,000 people, about 5-6% of our database.

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We were glad to have sent the mail piece, as not all of our constituents in this specific age group would have responded to a similar email.

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

A Identifying alumni of the appropriate age was important in determining our segments. We then sub-divided them into two priority groups; first-class and non-profit. This was based on how likely we felt that they would make a gift. The messaging was the same for both groups.

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

A We achieved our objectives. A number of gifts came in through IRA rollovers. We were glad to have sent the mail piece, as not all of our constituents in this specific age group would have responded to a similar email.