

VOLUME 20

SOLUTION *of the* MONTH



As the new school year gets under way, so do giving campaigns. Whether you are a small or large institution, your goals are the same: engage your donors so they respond to your requests. St. Francis College, our September Solution of the Month, did just that with their March Matchness campaign. They targeted four groups with a specific request to match an alum's donation in a specified period of time. They also made it easy to give.

Asking new and long-lapsed donors gives you a chance to increase your donor pool, a smart strategy for annual giving. Donor acquisition, repeat gifts and upgrading gifts are truly important.

Pledgemine's Smart Segment filters let you customize and manage content for every segment that you want to target. Creating personalized outreach for your giving segments has never been easier. Adding, deleting, and disabling Smart Segment filters is simple and lets you easily manage your communication strategy as it changes.

The Solution of the Month program continues to provide unique, memorable, or particularly timely samples to spark ideas for future projects. We hope you find St. Francis' piece to do just that. Thank you Benjamin Ciesinski for your contribution.

VOLUME 20 SELECTION



FORMAT DETAILS



HORIZONTAL TRIFOLD

FLAT: 17.625" x 5"

FOLDED: 7" x 5"

Stock: White 80# Cover Super Smooth

BRE: #7 (glued into center inside)



#7 REPLY ENVELOPE

3.75" x 6.75"

Stock: 24# White Wove



AN INTERVIEW WITH ST. FRANCIS COLLEGE

BENJAMIN CIESINSKI

DONOR RELATIONS ASSOCIATE

I recently completed my first 2 years of Development work – the last 1.5 years at St. Francis College as a Donor Relations Associate. Coming from Student Affairs, I enjoy using my creativity and experience connecting with people through Annual Giving appeals. Here at SFC, my time is split between Annual Giving, Scholarships, and me “extra” time dedicated to other mission advancement efforts.

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

A This is a new design and concept for us, prompted by March Madness. We were looking for something unique to do in the spring between our Christmas/year-end pieces and a specialized Easter effort. We had used a similar format earlier in the year, but we really felt good about the way this particular piece came together.

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

A The objectives were two fold – matching \$25,000 from a very generous alum and his wife and adding at least 250 new or long-lapsed donors.

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

A We knew that we were looking for space to hold large photos – almost like a mail-able billboard. This format allowed for that along with simple and direct text.

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

A We sent this piece to over 11,500 constituents, which represents about 55% of our contactable database.

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

A Yes. We segmented 4 different groups – Alumni, Parents & Friends, Students, and Faculty & Staff. Images, text, and the circled bracket aligned with the designated constituency. We wanted all SFC family members to feel a personalized connection to the piece, which we feel was achieved.

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

A We did! 259 donors contributed, and approximately \$40,000 was raised – totaling \$65,000 with the match.

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

A We spent a great deal of time researching ideas for this appeal, as well as taking into consideration our day-to-day effort to be at the forefront of best practices in Development. This piece really connected with our constituents and provided a great looking, relevant way of reaching our goal. We feel this speaks to the hard work and effort of being aware of what works and executing a successful plan. Hopefully the success and design of this piece will help others do the same.