

VOLUME 22

SOLUTION of the MONTH



As 2017 comes to a close, the Annual Giving community is hard at work preparing for the second half of the fiscal year. With the support of a rapidly growing and highly innovative group of participating clients, the Pledgimine Solutions Library has become a vital resource for many colleges and universities in producing successful campaigns.

We are happy to award December 2017's Solution of the Month to Emily Cavalier at Massachusetts Institute of Technology (MIT). Emily and her team are celebrating a successful appeal campaign after using Pledgimine's efficient and intuitive platform. Emily knew that personalization would

be a key factor in delivering a strong solution. On behalf of the Pledgimine team and the Solutions Library community, we'd like to express our appreciation to MIT for sharing the process and results of a highly collaborative campaign.

As Emily can attest, the collection of samples provided in the Solutions Library will ensure your institution's message is unique, personal, and memorable. Each month, a client project is identified and honored as Pledgimine's "Solution of the Month." These monthly examples are chosen to highlight the quality and creativity of an innovative solution, as well as its success in connecting with an intended audience.

VOLUME 22 SELECTION

MASSACHUSETTS INSTITUTE OF TECHNOLOGY



FORMAT DETAILS



LEGAL LETTER

FLAT: 8.5" x 14"



WINDOW 6x9

9" x 6.125"



8 5/8 (CHECK) REPLY ENVELOPE

3.625" x 8.625"

AN INTERVIEW WITH MIT

EMILY CAVALIER

Associate Director, Marketing and Participation

I have been working with the MIT Annual Fund for four years, first managing the Tech Caller program, MIT's phonathon, and for the past year in my current role as an Associate Director on the Marketing and Participation team. I got my start in Annual Fund work as a student caller at UNC Chapel Hill's phonathon, and then I spent two years teaching in Houston for Teach for America before joining the Annual Fund team at MIT. As part of my current role I work with academic departments on their email and direct mail appeals to graduate exclusive alumni.

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

A We have been sending this appeal for a number of years, and this will be our fourth year working with Pledgemine on this project. We have more than 20 campus departments and programs that are included as different segments, and since partnering with Pledgemine we have added several more logos and photos to tailor each segment to the audience.

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

A Keeping graduate school exclusive alumni engaged is challenging. We've found that they may have a stronger affinity to the program or department they received their degree from rather than the Institute as a whole. With that in mind, we want to send them an appeal that provides exciting news and updates from the department(s) they were a part of. We send this appeal every year and hope that it helps alumni feel connected to their MIT department even as it evolves over time. It also allows departments to share really specific details on their priority funding needs, and we include department priority funds on the reply slip.

Q Was segmentation an important part of your strategy?

A Segmentation was key to our strategy. The purpose of the appeal was to provide a department-specific update and case for support, so the more segmentation the more compelling we believe the piece would be.

Q What influenced your decision to use this format? Did you have any constraints or challenges?

A This appeal was a challenging project as we worked with more than 20 campus partners. Working with Pledgemine has made for a smooth process when so much segmentation was involved. Last year we had 22 different academic departments participate, and each department had its own logo, two photos for the envelope and letter, letter text, and priority funds. A lot of time was spent working with the departments to gather all of the required materials, and Pledgemine's ability to quickly turn around proofs for all of the different segments allowed my focus to remain on working with individual departments. This ensured the appeal's effectiveness by avoiding the use of generic images or text.

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

A The audience for this piece included approximately 12,000 alumni—around 9,000 domestic and 3,000 international. This is approximately 20% of our graduate alumni database.

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

A Having the ability to tailor our outreach is so helpful, particularly when trying to engage with our graduate exclusive alumni and inspire them to give back to MIT. This appeal has performed consistently over the last few years, and we're now also working with Pledgemine on a test to segment pledge reminders based on the student an alum spoke with when they made their pledge.