

VOLUME 23

# SOLUTION *of the* MONTH



No matter what your current campaign is, the goal remains the same: engage donors and increase responses. Heather Coontz at Notre Dame College, our January Solution of the Month, did just that with her Events campaign. Her goal was to increase the attendance of alumni events as well as shine a spotlight on ways to donate to the alumni association.

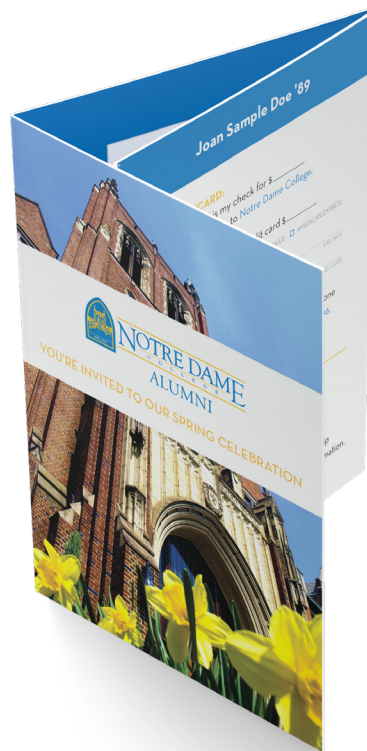
With multiple objectives, it was important for Heather to simplify and streamline her process. Pledgeminé's

Smart Segment filters let her customize and manage content for every segment that she wanted to target.

Creating simple and personalized outreach for your giving segments has never been easier. Adding or changing Smart Segment filters is simple and lets you easily manage your communication strategy. The Solution of the Month program continues to inspire by sharing creative campaigns to ignite ideas for future projects! Thank you Heather for your contribution.

## VOLUME 23 SELECTION

NOTRE DAME COLLEGE



# FORMAT DETAILS



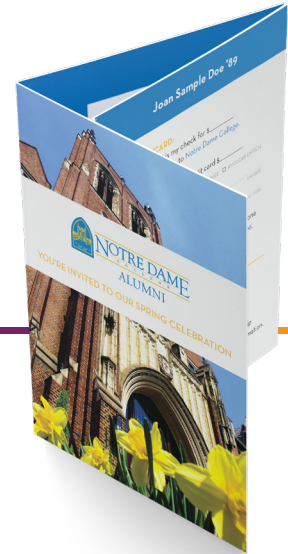
## SMALL TRIFOLD

FLAT: 6.125" x 13.5"  
FOLDED: 6.125" x 4.5"



## #7 REPLY ENVELOPE

3.75" x 6.75"



## AN INTERVIEW WITH NOTRE DAME

### HEATHER COONTZ

Director of Alumni Relations

I am the Director of Alumni Relations at Notre Dame College. I coordinate all of the communications with our Alumni. Since I started 2 years ago, I have been looking for ways to streamline the process we use for inviting alumni to our events.

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

**A** In the past we used a full size postcard in a 6"x9" envelope with a reply card and envelope for our major alumni events. The trifold mailer allows us to include the same amount of information in a more compact design. The size and full color image on the front also helps it stand out in a stack of mail. Several of our alumni mentioned the new look when they called to register for our Spring Celebration.

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

**A** We wanted to increase our attendance for our alumni events as well as draw attention to opportunities to donate to the alumni association and special projects at NDC.

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

**A** Yes, some of our events feature opportunities for different groups of alumni. This allows us to feature those as well as encourage them to add a donation to an area of the college meaningful to them.

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

**A** We liked the visual appeal of the piece and the ability to feature large photos that help us stand out.

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

**A** For major alumni events this is sent to over 5,000 alumni, which is 70% of our alumni database.

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*This piece gave us a lot of flexibility - not just for alumni events, but for several events around campus as well.*

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

**A** This helped us to bump up our event attendance, and we received several comments from our alumni about how nice the invitations looked.

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

**A** This piece gave us a lot of flexibility which will allow us to use it not just for alumni events but for several events around campus as well.