

VOLUME 24

SOLUTION *of the* MONTH



When it comes to annual giving, increasing donor participation and retention is the name of the game! Pitzer College, our February Solution of the Month, accomplished just that with their Spring Appeal. They targeted LYBUNTS and SYBUNTS and non-donors from various groups.

Pitzer successfully engaged donors by using segmentation to show gift history for SYBUNTS and LYBUNTS and drive various ask amounts across all the segments including non-donors. Pledgemin 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 and editing Smart Segment™ filters is simple and lets you easily manage your communication strategy as it changes.

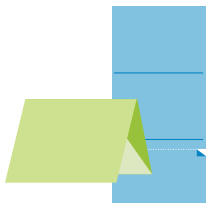
The Solution of the Month program continues to provide unique, memorable, and particularly timely samples to spark ideas for future projects. We hope you find Pitzer's piece to do just that. Thank you Kamalei Lee for your contribution.

VOLUME 24 SELECTION

PITZER 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 PITZER COLLEGE

KAMALEI LEE

Assistant Director of Annual Giving

My name is Kamalei Lee, and I'm the Assistant Director of Annual Giving at Pitzer College in Claremont, CA. My responsibilities include managing all of Pitzer's Direct Mail efforts, managing Pitzer's Advancement Ambassador Program (formerly known as the Phonathon Program) and carrying a portfolio of high-level donors. I have been employed at Pitzer for a little over one year now and truly enjoy working with my diligent, inventive and collaborative team.

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

A We have used this tri-fold solution over and over! We love the way the many photo spots bring life to the appeal while still complementing the important message we're trying to convey to donors.

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

A Our spring 2017 appeal highlighted Pitzer's science departments that have grown immensely in popularity over the past few years. Naomi's experience studying at Pitzer, abroad in Costa Rica and interning at the newly-built Robert Redford Conservancy is a prime example of how Pitzer students are applying their passions and skillsets, specifically for environmental sustainability, to make positive changes in their communities.

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

A We enjoy using this template because it's visually captivating. Sometimes it's necessary to have a letterhead with a long explanation of why constituents should support your cause, but a lot of the time too much text can be overkill. Donors like to see what they're impacting, and this solution does a great job at providing lots of visuals connecting the overall message conveyed through the brief text blocks

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

A This piece was sent to about 3,757 constituents. We have about 10,000 records in our overall database; however, this piece was only sent to LYBUNTS, SYBUNTS and non-donors from various

groups, including current parents, parents from the class of 2016, alumni who graduated within the past 10 years with invalid email addresses, alumni who've received internships or alumni who have provided internships.

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

A Segmentation was very important in this piece, particularly because we added merged giving amounts and gift dates as well as a participation call for the non-donors. Including the gift amounts for LYBUNTS and SYBUNTS aimed to honor their previous support and encourage a renewal, preferably at a higher amount than their previous donation. The encouraging text on the non-donor piece was particularly important because it stressed their involvement at any level and aimed to exemplify how big of a difference even the smallest gifts can make.

Although we've only been using Pledgmine for a couple years, we have already seen a significant increase in our Direct Mail profits.

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

A I'm happy to report that this appeal was very successful and well-received by donors. This piece brought in a total of \$58,115.26, resulting in a \$55,973.57 ROI. It was our most successful appeal of FY 16-17.

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

A We could not have achieved success with this appeal or any of our other appeals without the support of the Pledgmine team. Pledgmine's Client Service Representatives are helpful, communicative, responsive and proactive - they are always quick to answer my questions. Although we've only been using Pledgmine for a couple years, we have already seen a significant increase in our Direct Mail profits. It's always a pleasure to work with a team you know you can count on; thank you Pledgmine!