

VOLUME 25

SOLUTION *of the* MONTH



We are pleased to bring you the April 2018 Solution of the Month! First we want to thank all of our clients who have contributed ideas to the Pledgmine Solutions Library. Your support and innovation is essential in helping us grow with the new challenges grabbing our attention in direct mail.

The April 2018 Solution of the Month is awarded to Jaclyn Day at the University of North Carolina School of the Arts. UNCSA End of Year Solicitation Appeal

was extremely successful, raising twice the amount of the previous year. Jaclyn's use of segmentation was key, since she was needing a strong message to reach donors at six different schools of art. As a "one woman shop", we continue to be impressed by Jaclyn and her partnership.

We hope this Solution of the Month inspires you to try new ideas. We are so happy to feature UNCSA and look forward to more innovative ideas with Jaclyn.

VOLUME 25 SELECTION

UNIVERSITY OF NORTH CAROLINA
SCHOOL OF THE ARTS



FORMAT DETAILS



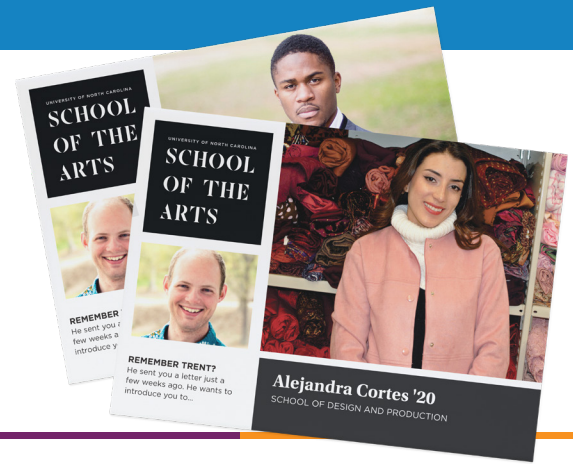
HORIZONTAL TRIFOLD

FLAT: 17.625" x 5"
FOLDED: 7" x 5"



#7 REPLY ENVELOPE

3.75" x 6.75"



AN INTERVIEW WITH UNCSA

JACLYN PINGEL DAY

Annual Giving Manager

I am the Annual Giving Manager at UNCSA and, as a one woman shop, I manage all things related to annual giving. My top priorities include the Giannini Society, our exceptional leadership gift society, direct mail, our annual Day of Giving, email/social media fundraising, and more.

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

A Traditionally, UNCSA would send an 8.5x14 perf letter in a white #10 envelope followed by a 6x9 folded card as a “bump” to the original letter. Both envelopes had graphics on the front to help draw attention to the piece. This year, I replaced the folded card with the self-mailer as UNCSA has never used the self-mailer format in the past.

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

A This was a part of our end of calendar year solicitation, so the goal was pretty simple: get as many gifts as possible and surpass last year's numbers.

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

A This year all of our constituents received a letter in a white #10 envelope. Since they did not respond to the first appeal, I wanted to do something that looked completely different and was visually appealing.

One of the benefits of using Pledgemine is that I can use any format in the Pledgemine library for the exact same cost. As a result, I wanted to switch out the original idea of using a folded 6x9 card sent in a matching envelope with the self-mailer format. My supervisor approved this approach since it wouldn't add to our bottom line.

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

A We sent this to everyone who had yet to make a gift this year, including alumni, friends, past donors, community members, those who have purchased tickets to performances, and more. They make up almost half of our active database.

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

A Segmentation was crucial. We had six versions, one for each of the schools and a general message for those not affiliated with any of the schools. Each of the schools are very different – we have a School of Dance, Drama, Design and Production, Film, and Music. As a result, our alumni have strong connections to their program of study.

We highlighted a different student from each school. Almost all of the students highlighted were personal friends of Trent, our original letter signer. We coordinated the solicitation so that alumni from a particular school would read about a current student enrolled in their program of study. For those not affiliated with a school, we featured Hasseim, our student body president.

“ the self-mailer... more than doubled the amount raised and had a higher gift average of more than 39% ”

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

A Currently, we are in the quiet phase of a campaign, and being able to test out new styles of direct mail formats, especially those that emphasize beautiful design, is a huge benefit to our program. It aligns well with our campaign branding that we are in the process of finalizing.

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

A The Pledgemine self-mailer did very well compared to last year's appeal. It brought in almost double the number of gifts, more than doubled the amount raised and had a higher gift average of more than 39%.