

VOLUME 26

# SOLUTION *of the* MONTH



Sometimes a good idea sparks an interest that becomes a great idea. That's the story behind the Pledgimine June 2018 Solution of the Month.

We've had the pleasure of serving Hope College since 2013. During that time we've worked with Amy Borgman on a wide range of projects and appeals. A couple of years ago she noticed a format in our Solutions Library that caught her eye. She asked if she could work in some changes to

develop a new piece in a larger format designed to be used as a gift anniversary thank card. The new format worked great! Amy has made tweaks to the format over the last couple years and continues to see a very strong response.

We caught up with Amy Borgman, the Director of Annual Giving - Operations, at her office in Holland, Michigan for the following interview. Thank you, Amy, for meeting with us and sharing your ideas and insights.

## VOLUME 26 SELECTION

HOPE COLLEGE



# FORMAT DETAILS



## BIFOLD CARD

FLAT: 7" x 10"  
FOLDED: 5" x 7"



## A7 ENVELOPE

5.25" x 7.25"



## BUCKSLIP

6.25" x 3.5"



## #7 REPLY ENVELOPE

3.75" x 6.75"

## AN INTERVIEW WITH HOPE COLLEGE

### AMY BORGMAN

Director of Annual Giving, Operations

I'm starting my 12th year at Hope College. I started out managing our call room and developed a passion for Hope and our students. I transitioned to associate director in 2014 and to director in 2016. I enjoy the new challenges and opportunities within each position. Working in Annual Giving at Hope is extremely rewarding – I know the work I do helps students daily.

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

A We've been using this same format since its conception in FY2016. We've made minimal changes. Each year we change the cover image and the inside wording, but the reminder stays the same. In the past, we mailed this strictly to Lybunts, but last year we started testing segments of one year lapsed Sybunts.

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

A This appeal focuses on retention and upgrades with our Lybunt segments and reactivation with our Sybunt segment.

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

A Using data and my prior experience, I was looking for a donor-centric way to ask our most loyal donors to renew their gift. Pledgemine was able to help streamline the process and made it simple to upload our data and send out our cards in a timely manner.

I liked the look of the A2 format, but wanted to turn it into an appeal. I was able to explain what I wanted and the team at Pledgemine worked with me to create a perfect appeal.

#### Q Who is the intended audience?

A This appeal is for Lybunts and one year lapsed Sybunts: Alumni, Parents and Friends.

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

A The only segmentation that we're currently using is 12th month or 24th month since last gift.

#### Q Did you achieve your objective for this mailing? Can you share results with us?

A We definitely achieved the objectives we had in mind for this project. It is our top performing direct mail effort. Our cost per dollar raised is very low, it's running between 1 and 2 cents.

The return on investment is more than 100:1. As I mentioned earlier, this piece has performed very consistently for us since we started using it three years ago. We'll continue to use this design or something similar for the near future as long as we get such a strong return.

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

A We're a small shop, so I like to try to develop projects that will perform consistently. I think timing plays an important role in the overall success of a campaign. I've found that timing a mailing or series of mailings is one of the key advantages when working with Pledgemine. The fulfillment solution that they offer lets me select the ideal time to mail each segment.

The success we've had with this project has prompted me to look into other ways we can create timely appeal efforts for other segments of our donors. I guess that is one of the reasons why I like working in Annual Giving, there are always new challenges and creative ways to address them.