

VOLUME 4

SOLUTION *of the* MONTH



Pledgemine is happy to present another issue of our Solution of the Month! With the support of a rapidly growing and highly innovative group of participating clients, Pledgemine's Solutions Library has become a vital resource for many colleges and universities. The Solutions Library provides these institutions with cutting edge ideas, inspiration, and execution of high quality communication solutions to promote and facilitate strong engagement with alumni, parents, and friends.

The outstanding examples provided in the Solutions Library ensure your college or university's message is unique, personal, and memorable. Each month, an exemplary solution will be selected for inclusion in the Solutions Library, and

will be granted the title of Pledgemine'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.

We are pleased to award May 2016's Solution of the Month to Valerie Fessler at Pennsylvania College of Technology (Penn College.) Valerie, the college's Annual Giving Team of one, was able to pull off a successful pledge fulfillment campaign with the help of our efficient and easy-to-use platform. On behalf of the Pledgemine team and the Solutions Library community, we'd like to express our appreciation to Valerie for sharing the process and results of a highly collaborative and successful campaign.

VOLUME 4 SELECTION

PENNSYLVANIA COLLEGE
OF TECHNOLOGY



LETTER IN #10 WIN

FLAT: 8.5" x 11"

Stock: 70# Text Smooth

PHONATHON FULFILLMENT LETTER

PENNSYLVANIA COLLEGE OF TECHNOLOGY



AN INTERVIEW WITH PENN COLLEGE

VALERIE FESSLER

Valerie joined the Institutional Advancement team in 2009. She received a Bachelor of Arts degree in Communication Studies and a Master's in Business Education, both from Bloomsburg University. In her annual giving director role, Valerie is responsible for developing and executing a comprehensive annual giving program, raising funds to support the Penn College Fund, student scholarships, and other college priorities.

Q Is this a new approach to pledge fulfillment than you've used previously?

A Yes, in the past, we used a basic plain "thank you" letter format which contained a reply form and business reply envelope. When we discovered the high-quality of their work, the efficiency of the Solutions Library, and the low cost of their plans, it was a no-brainer to move all of our phonathon fulfillment and reminders to Pledgemine.

Q Can you share the objectives that you had for this pledge fulfillment project?

A We've historically had a strong appeal program, but our pledge fulfillment packages were not equally thoughtful and well-designed. This piece is part of a comprehensive increase in quality of our post-solicitation pieces. We wanted to create a consistent high standard for all of our mailers, which Pledgemine is able to deliver. Best of all, the service is provided at a much faster turn-around.

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

A This format allows for a longer personalized letter while also looking very well-designed. Compared to our previous pledge reminders, this format is more engaging and visually appealing to donors.

Q How did this process differ from your previous strategy?

A The presentation to the donor reflects our overall commitment to improve our brand message and engagement. The Pledgemine production process is much faster and also extremely cost efficient.

Q Was this approach to pledge fulfillment a success?

A Yes! Our phonathon campaign is still ongoing and our fulfillment rate is currently 78%. These are great numbers for this campaign! In addition to these fulfillment materials, we've added an appeal campaign with Pledgemine this year. The product was creative, integrated our brand, and was turned around very quickly. The service can't be topped!