

VOLUME 5

SOLUTION *of the* MONTH



Pledgemine is happy to present June's issue of our Solution of the Month! As the end of the fiscal year approaches, we know the Annual Giving community is hard at work. With the support of a rapidly growing and highly innovative group of participating clients, Pledgemine's Solution Library has become a vital resource for many colleges and universities when it comes to producing successful year-end campaigns. The Solutions Library provides institutions with cutting edge ideas, inspiration, and execution of high quality communication solutions to promote and facilitate strong engagement with alumni, parents, and friends.

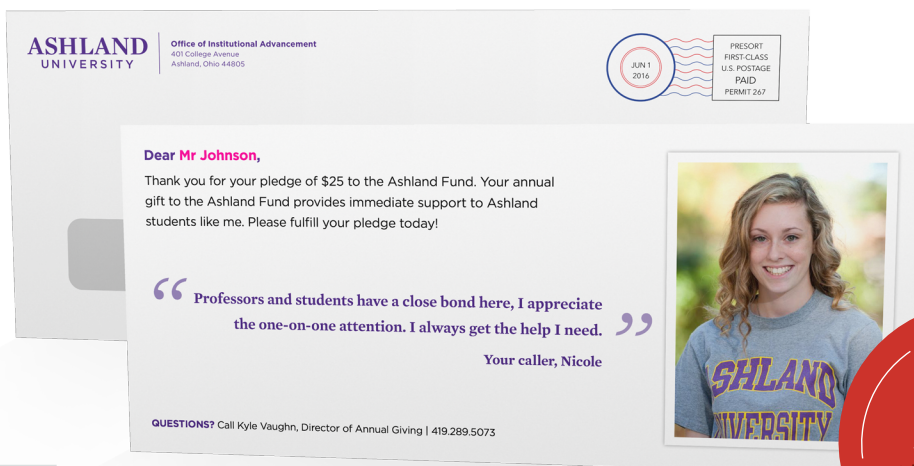
The exceptional examples provided in the Solutions Library ensure your institution's message is unique, personal, and memorable. Each month, a stand-out solution will be selected for inclusion in

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 happy to award June 2016's Solution of the Month to Kyle Vaughn and Amanda Middis at Ashland University. Kyle and his team are celebrating a successful pledge fulfillment campaign after using our efficient and intuitive platform. Kyle knew that personalization is a key factor in producing a strong solution. On behalf of the Pledgemine team and the Solutions Library community, we'd like to express our appreciation to Kyle for sharing the process and results of a highly collaborative and successful campaign.

VOLUME 5 SELECTION

ASHLAND UNIVERSITY



BUCKSLIP IN #10 WIN

FLAT: 8.5" x 3.625"

Stock: 80# Cover Smooth



To view previous selections, please visit www.pledgemine.com/solution-of-the-month

PHONATHON FULFILLMENT BUCKSLIP

ASHLAND UNIVERSITY
Kyle Vaughn & Amanda Middis



AN INTERVIEW WITH ASHLAND

KYLE VAUGHN

Kyle Vaughn has been working in higher education for five years. This is his first year in advancement. His goal for the Ashland Fund is to have a campaign that is personalized and informs constituents of what is happening at AU. Pledgemine allows his department to meet their goals by delivering truly personalized pieces.

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

A We have a different approach to Annual Giving than a lot of other institutions; we want to do a lot more educating and less soliciting. This approach has been successful as we are seeing great growth in our donor count. This fulfillment buckslip is completely different from what was used in the past for our Phonathon fulfillment. Through collaboration with Pledgemine, we now send a personalized piece that is yielding great results. Ashland's callers also use the caller photo on mailers during Phonathon to develop a relationship between our institution and donors considering a gift, saying "If nothing else you will have a great picture of me!"

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

A This year a key objective was to create a simple yet meaningful piece to engage our donors. With more than 80% of our Phonathon pledges fulfilled so far, it's working!

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

A When I looked at previous mailers sent from the Ashland Fund, everything was in a boring letter format. With Pledgemine, we had the opportunity to deliver elegant, more personalized pieces, so we jumped in to identify what would resonate most with our donors. Working with Pledgemine was a breeze.

“
A key objective was to create a simple yet meaningful piece to engage our donors. With more than 80% of our Phonathon pledges fulfilled so far, it's working!
”

Q How did this process differ from your previous strategy?

A This is a very personalized approach compared to what we've used previously. The result is something that can only be accomplished because of the unique way Pledgemine works.

Q Was this approach to pledge fulfillment a success? If yes, can you share any pertinent metrics or data?

A Our fulfillment campaign was a massive success. Individual donors have fulfilled at a rate of 87% (vs. 68% PY) and dollars pledged through Phonathon have been fulfilled at a rate of 80% (vs. 75% PY). "Considering cards" led to \$7,950.08 in gifts, more than double the previous year!