

VOLUME 6

SOLUTION *of the* MONTH



The team at Pledgemine is pleased to present July's Solution of the Month featuring the Annual Giving team at Florida State University. This appeal joins the many exceptional examples in Pledgemine's Solution Library. Our rapidly growing and highly innovative group of clients have helped make the Solution Library a vital resource for Annual Giving at universities and institutions throughout the country. With the beginning of a new fiscal year, and the team here at Pledgemine is excited and ready to help facilitate successful giving campaigns!

Each example included in the Solutions Library is unique, personal, and memorable. Every month, a stand-out solution will be selected for inclusion in The Solutions Library, as

well as awarded the title of Pledgemine's "Solution of the Month." These innovative and creative examples showcase successful collaboration, cutting edge design and impactful engagement with an institution's intended audience.

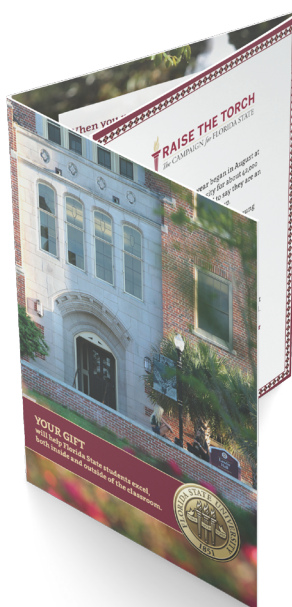
July 2016's Solution of the Month is awarded to Susan Savage and the Annual Giving team at Florida State University. This end-of-year appeal was FSU's first Pledgemine collaboration and the result was a visually stunning and unique tri-fold solution. Susan wanted to be sure this solution stood out to donors during the busy holiday season, and saw positive results from FSU's target segments. Congratulations, Susan!

VOLUME 6 SELECTION FLORIDA STATE UNIVERSITY

SMALL TRIFOLD

FLAT: 6.125" x 13.5"

Stock: 80# Cover Smooth

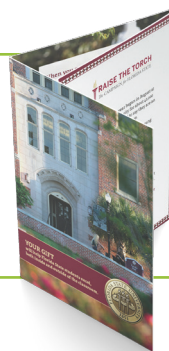


To view previous selections, please visit www.pledgemine.com/solution-of-the-month

FSU FOUNDATION TRIFOLD APPEAL

FLORIDA STATE UNIVERSITY

Susan Savage



AN INTERVIEW WITH FSU

SUSAN SAVAGE

While serving as Director of Annual Giving for the past three years, Susan is responsible for developing and executing the strategic plan for annual giving programs at Florida State University. At FSUF, she has introduced a highly segmented and donor-centric direct mail program which has greatly reduced costs for printing and also raised the ROI.

Q Is this a new design and format or has it been used in previous campaigns?

A This was the first direct mail appeal that we have collaborated on with Pledgemine. The collaboration was definitely a positive learning experience as we worked through a new vendor and a new design process. The Pledgemine design team helped make the process simple and provided a quick turnaround on any design changes we requested.

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

A This solution was sent as an end of calendar year appeal to 40,000 Florida State alumni and friends, which represents approximately 16% of our mailing prospects. Our primary objective was to encourage these donors to give their gifts before the start of the new year.

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

A Since this was mailed during the busy holiday season, we wanted to use a format that would stand out to donors. The vibrant colors and weight of Pledgemine's tri-fold solution set it apart from standard carrier envelopes.

One challenge we faced; since this was our first Pledgemine project, it took us longer than we anticipated to complete the design process and receive internal approval on the design.

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

A Yes, segmentation was a crucial component in this campaign. We used ten segments with this appeal. We break out our segments so that we can assess the success rate of the appeal based on constituent code and donor history. This helps us determine which segments best responded to the appeal, what factors increased engagement, and how we can be more successful in future campaigns. In addition to the tri-fold, we used a Pledgemine letter appeal template that went out to 4,000 annual giving leadership prospects.

“
[Segmentation] helps us determine which segments best responded to the appeal, what factors increased engagement, and how we can be more successful in future campaigns
”

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

A The segment that responded with the most donors was our LYBUNTs (last gift was in the previous fiscal year), which was our target audience. We also had a positive response from a new segment; Alumni Association members who are not donors to academics.

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

A Our most important lesson on this first project was understanding the content requirements associated with execution of segmented appeals and how to gather content for future appeals. Understanding the overall production process has enabled us to use the same template for three additional appeals with special segments, expanding to include the Graduate School, Undergraduate Studies and University Libraries.