

VOLUME 7

SOLUTION of the MONTH



The team here at Pledgemine is pleased to present August's Solution of the Month featuring the Annual Giving team at Western Illinois 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. As summer nears its end, we welcome the beginning of a new fiscal year. The team at Pledgemine is excited and ready to help facilitate successful giving campaigns for the coming year.

Each example included in Pledgemine's 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 be 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.

August 2016's Solution of the Month is awarded to Tim Hallinan and the Annual Giving team at Western Illinois University. This Parents appeal served to educate families and friends of WIU about the importance of the Student Emergency Fund. Pledgemine is proud to be a part of another successful collaboration. Way to go, Tim!

VOLUME 7 SELECTION WESTERN ILLINOIS UNIVERSITY



HORIZONTAL TRIFOLD

FLAT: 17.625" x 5"

Stock: 80# Cover Smooth

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

WIU PARENTS APPEAL

WESTERN ILLINOIS UNIVERSITY

Tim Hallinan



AN INTERVIEW WITH WIU

TIM HALLINAN

Tim joined the Western Illinois University Foundation in 2008 as Director of Annual Giving. In his role, Tim oversees all aspects of the Annual Giving Program. WIU uses direct mail, Phonathon, and electronic communications to reach out to over 130,000 alumni, parents, and friends to help gain annual support for Western's academic programs and scholarships.

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

A The solution was sent to a test population of about 1,000 parents and family members of our sophomore students which is <1% of our database. This appeal served as a basic acquisition piece to assess the feasibility for expanded direct mail outreach to our parents and family member population for next year. Given our results for this campaign, we are optimistic about next year's potential.

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

A This is a new concept for Western Illinois University in terms of reaching out to parents and family members of our current students via direct mail. Previously, our parent outreach was limited to our Phonathon program. This new direct mail initiative helped us better reach our target audience.

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

A We wanted to introduce our Parent and Family Association as a giving opportunity for parents to support a fund on campus that could benefit their own student in a time of crisis – The Student Emergency fund – as well as build upon our donor base of support.

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

A This solution proved to be an ideal way to educate parents and family members about the existence of The Student Emergency Fund, as well as introduce potential donors to a student who has benefited from it. This piece also served as a way to capture any address updates that may have occurred mid-year. Additionally, we found this solution to be a great way to present the student's story first hand, with details we could not adequately present with a student phone call alone.

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Our Phonathon callers referenced the piece in their follow-up phone call, which led to a more in-depth conversation about the impact of the fund
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Q Did you achieve your objectives for this mailing? Can you share results to date?

A Our results are positive enough to expand our Student Emergency Fund outreach next year. Our response rate is currently at about 5%, so this campaign has proved to be an acquisition mailing that resulted in a profit. We found this solution to be an effective pre-call piece as well. Our Phonathon callers referenced the piece in their follow-up phone call, which led to a more in-depth conversation about the impact of the fund; more so than would be attained by “cold calling.” Total Phonathon gifts from our sophomore parents were generally 25% higher compared to parents of other class years.

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

A This campaign was a very cost effective project that did not sacrifice quality or personalization. The success of this campaign helped us determine the program's scope of parent and family direct mail outreach for next year. We are pleased with the revenue results, as well as the insight we've gained to help guide future outreach.