

VOLUME 9

SOLUTION *of the* MONTH



Happy holidays from the Pledgemine team! This month, we are pleased to feature a holiday stewardship solution from the Triangle Fund team. This solution joins the exceptional examples included in Pledgemine's Solutions Library. Our rapidly growing and highly innovative group of clients have helped make the Solution Library a vital resource in annual giving for esteemed institutions across the country.

Each "Solution of the Month" selected for inclusion in the Solutions Library is unique, personal, and memorable. These innovative and creative examples showcase successful collaboration, thoughtful design and impactful

engagement with an intended audience. The holiday giving season is quickly approaching, and this month's solution is a fun and festive example of year-end stewardship.

October 2016's Solution of the Month is awarded to Angie Christie, Annual Fund Director for the Triangle Education Foundation. This holiday solution showcases the importance of creating a lasting relationship with donors through stewardship. Angie collaborated with the Pledgemine team to create an original and memorable solution to wish Triangle donors a very happy holiday season. Well done, Angie!

VOLUME 9 SELECTION TRIANGLE EDUCATION FOUNDATION



BIFOLD CARD IN A7

FLAT: 7" x 10"

Stock:

Card - 80# Cover Linen

A7 Envelope - Neenah Linen

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

HOLIDAY CARD

TRIANGLE EDUCATION FOUNDATION
Angie Christie

AN INTERVIEW WITH TRIANGLE

ANGIE CHRISTIE

Angie Christie has worked as Triangle Fund Director for the Triangle Education Foundation for 12 years. As Director, Angie manages Triangle's annual fund campaigns through direct mail, online, and personal solicitations. Triangle, founded in 1906, is a social Fraternity comprised of engineers, architects, and scientists.



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

A Yes, we were looking for a different approach than what we've used in previous years. This holiday season, we added some humor using a fun photo of a member of the Fraternity to wish a very 'Happy Holidays' to our members. A soft, year-end solicitation for donations to the Triangle Fund was included by encouraging members to remember Triangle in their year-end and holiday gifts. Our past holiday cards were always straight-forward and professional, but the approach of using a young alumnus really allowed for a personal connection with our members; the humor helped too!

Q Can you share the objectives that you had for this piece?

A Our previous year-end giving campaigns had not been performing as well as they could have. They were yielding flat year-over-year numbers for the past several holiday giving seasons. Our hope in using this stewardship solution was to push the needle by prompting increased donations and improving renewal donations during the busy holiday giving season.

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

A We were inspired by popular and fun holiday themes like the "ugly sweater" and the like.

We had to find the right photo that the design team at Pledgeline could work with and get permission from the Alumnus to use that specific photo. The graphic designer at Pledgeline really listened to my concept and pulled the graphics together exactly how I envisioned it, and also developed a professional response slip and envelope, making it a very nice package.

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Q Was this approach to stewardship a success? If yes, can you share any pertinent metrics or data? Did you receive any feedback from your recipients?

A Yes, it was a success! We received great comments and feedback from our members about this solution. We were successful in meeting our objectives for this campaign, as our year-end giving increased over last year and we acquired several new or renewed donors.