

Reaching the Masses for Final Campaign Gifts

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Council*

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Campaign All Volunteer Summit*
September 14, 2012

For the future
THE CAMPAIGN FOR PENN STATE STUDENTS



Annual Giving Mission

- *To raise funds and build awareness for university priorities by renewing, acquiring, and upgrading donors; and providing education on the importance of philanthropy.*

Annual Giving Toolbox

- *Direct Mail*
- *Phone (Lion Line)*
- *E-mail*
- *Social Media (Facebook & Twitter)*

Annual Giving Toolbox

- Direct Mail
 - Smeal Majors Appeal
 - Needed a way to fill pipeline for future major gift donors
 - In FY12, the mail portion of this appeal generated 54.35% more donors and 61.72% more dollars than the first appeal in FY11.
 - This appeal will mail again in spring of FY13.

Annual Giving Toolbox

- Phone (Lion Line)
 - Liberal Arts Dean Welch 20th Anniversary
 - Annual Giving partnered with the College to help raise more than \$3 million to honor the dean.
 - Sent a mail appeal in March to a broad group of Liberal Arts alumni, then followed up with a phone call from Lion Line.
 - Between the mailing and the calls, Annual Giving's efforts contributed about \$125,000 toward this effort.

Annual Giving Toolbox

- E-mail
 - Berks Perkins Plaza
 - The campus wanted to ask alumni to support the creation of this plaza honoring Dr. Harold Perkins, campus CEO from 1959-1984.
 - This project was comprised of a small mailing, then 2 follow-up emails.
 - Each email contained a custom URL so when the donor clicked on the link it took them to a page pre-populated with the Perkins Plaza allocation.

Annual Giving Toolbox

- Social Media
 - Facebook: Penn State Forever
 - Twitter: @PennStForever
 - Penn State Forever is focused on sharing the impact of giving to Penn State by sharing stories about opportunities made possible by private annual support.
 - Donor Tom Sharbaugh will donate \$1 to the Microfinance Match Loan Fund up to \$10,000 for every new Penn State Forever follower on Facebook and Twitter between October 1 – October 14, 2012.

Session Objectives

- *Share Annual Giving's broad-based communication plan for the remainder of the campaign.*
- *Relate how our efforts can be applied on a personal level to help your work as volunteers in supporting the final campaign push.*

7 Tips to Reach the Masses

1. Create a thoughtful strategy, and set realistic goals to measure success.
2. Put your content at the heart of your strategy. Donors are often ruled by their emotions and telling them a compelling story around a specific initiative will help you raise more money.

ANNUAL FUND

August 31, 2011

Dear Mr. and Mrs. Sample:

Hi, my name is Allison Shutt and I am a senior at Penn State.



Thank you for your gift to Penn State last year. Because of the support of donors like you, I've been given the opportunity to pursue an honors education and train with Penn State Crew, the rowing club. Penn State's challenging classes, outstanding faculty, and exciting extracurricular activities compelled me to be a leader and taught me the importance of team work.

When you make a gift to Penn State, you are also joining a team—a team dedicated to shaping the future. Every year, **the combined giving efforts of Penn State donors provide unparalleled educational and extracurricular opportunities to students.** Thanks to you, today's Penn State students are becoming tomorrow's leaders.

As I enter my senior year, I will make my first gift to the University through the Senior Class Gift. I am excited to give back to Dear Old State and join the team of donors supporting Penn State students. I invite you to **make your gift today** and become a part of the Penn State team!

Donate now by filling out the enclosed form or visiting www.GiveNow.psu.edu. Regardless of the amount, your gift will impact students and enhance their educational experience.

Sincerely,

Allison J. Shutt
Class of 2012

P.S. **Make an even greater impact** on the lives of our students by asking your company to match your gift! Find out if your employer offers a matching program by visiting www.Matching.psu.edu.

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7 Tips to Reach the Masses

3. Define your audience. Don't use the same fundraising speech with everyone you meet. If you are going to truly build relationships with your donors, you need to have a good understanding of how your donors are connected to Penn State.

7 Tips to Reach the Masses

4. Ask, Ask, and Ask Again – asking through a variety of methods, or multi-channel fundraising, (face-to-face, college or campus newsletters, personal note, etc.) is a way to have donors increase their giving to the institution. Building awareness of the need goes a long way in influencing donor choices.

7 Tips to Reach the Masses

5. Develop a plan to recruit new donors. Work with your development team to help you identify new people to contact.
6. Make sure stewardship is part of your solicitation plan.

7 Tips to Reach the Masses

7. Don't take your donors for granted – every gift matters, whether it is big or small! Say thank you, but also consider sharing interesting articles or pieces of information you find.
 - For example, if you know someone really likes to cook and you stumble on a local gourmet cooking class or a neat article, send it to them with a note (no ask).

Bringing It All Full Circle

- How will this information help you help us in the final push of the *For the Future: The Campaign for Penn State Students*?
- Put these 3 bits of advice in your back pocket:

3 Tips to Remember:

- Be personal.
 - Be influential.
 - Be thankful.
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- The Annual Giving team will be doing this right alongside you.

Thank you!

- Questions or Suggestions?
- If you'd like more information about our presentation:
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