BREAKING OUT OF THE ROUTINE: HOW DELBARTON DRIVES ALUMNI GIVING

Presented by JESSE PARK and MARIA VANKIRK

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today’s landscape IS A CHALLENGE
our audiences are IN CONTROL

“[The modern, digitally-empowered consumer] is living life on [their] own terms and engaging with brands when and how it’s most convenient to [them].”

Marketo, “The Definitive Guide to Engaging Email Marketing”, 2013; IDC Workbook, “Graduating from Email to Engagement”, June 2013
plus, there are so many channels we can use

**TO COMMUNICATE**

**Web** (PURLs, ads, microsites)

**Social** (Twitter, Facebook, et al)

**Print/Mail** (Appeals, postcards)

**E-mail** (blasts, campaigns)

**Mobile** (SMS, Apps)

**Video** (Narrative, promotional, web series)

**Mass Media** (TV, billboards, radio)
On any given day, the average person is exposed to 2904 media messages. Of which they pay attention to 52 and positively remember 4.
So how did the Delbarton School overcome these challenges?

Our Keys to Success:

- Use Data to Target and Personalize
- Integrate Your Message
- Be Actionable with Analytics
KEY HIGHLIGHT #1

START WITH A PLAN

- Be pro-active not reactive
- Diagram your plan
KEY HIGHLIGHT #2

UTILIZE DATA FOR PERSONALIZED ASKS

* Utilize gift history for personalized asks

* Pre-populate address and donor ID#

* Be creative with versioning, e.g. recurring gift ask
This is an exciting time to be part of the Delbarton community. Homecoming at Delbarton brings alumni, parents, students, and friends to campus to celebrate what makes Delbarton extraordinary—its sense of community.

• Through financial aid to meet an ever-growing need,
• Through faculty compensation and professional development to retain and elevate our outstanding teachers, and
• Through curriculum enhancements that meet our high academic standards of excellence.

In fact, nearly 13% of the annual operating budget comes from gifts to the Delbarton Fund, gifts that are made by current parents, alumni, and parents of alums, like you. Last year, the Delbarton Fund raised $2.47 million, which added up to about $5,000 per student.

As a past donor, your continued support is essential. Please consider renewing or, if possible, increasing your gift to the 2016-2017 Delbarton Fund. Please take a moment to read the enclosed brochure and see how you can make a difference in the classroom or the lab, on the stage, on the field, or in the studio. All money raised this year will be spent during the current school year. Every gift, whether large or small, directly enhances each student’s educational experience.

Your participation matters!

On behalf of the monks, students, faculty, and staff of Delbarton, I extend our grateful appreciation for your support of our school.

Regards,

John E. Luke, Jr. ’78
Development Committee Chairman, Lay Board of Trustees
KEY HIGHLIGHT #4

#GIVINGTUESDAY IS MORE THAN A DAY

* Don’t wait for GivingTuesday, create a progressive ask

* Send a recap email after — with an ask

* Resulted in 75% increase in donors and 123% in dollars!
KEY HIGHLIGHT #5

TAKE ACTION WITH EMAIL ANALYTICS

* Utilize forward looking emails for recipients who opened but didn’t take action

* Re-send original email to those who did not open original

* Mix up sender and time of email sent

66% Open Rate
KEY HIGHLIGHT #6

PERSONALIZE CLASS COMPETITIONS

- Brand the competition
- Send regular updates
- Personalize emails for specific class status
- Use multiple awards to recognize more classes
RESULTS TO DATE

$112,000

89 DONORS

$52 / Donor (average)

25% Donors gave earlier

*Stats as of 2/1/17
ADDITIONAL TIPS & TRICKS

UTILIZE VIDEO

* Utilize Video in different formats

* Send to landing page that plays video and can donate — not YouTube

* These emails average over 22% click-through rate!
The Wrap Up

Be proactive with a plan
Use your data
Amplify through Integration
Start Somewhere

...and always remember

“Best Practices are those that are best for your audience. You must test to see what resonates most with your subscribers.”

Marketo, “The Definitive Guide to Engaging Email Marketing” 2013
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www.actiongraphicsnj.com/resources

Stay in touch!

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