

CASE STUDY

Aligning Robust Program with Best Practices Leads to Record Undergrad Alumni Participation

Private, Religiously Affiliated University

About: Strong faith-based institution, located in Southwest, has a high affinity with alumni located all across the country. A comprehensive fundraising model was in place prior to partnering with Royall, including a large contingency of non-alumni, faith-based donors.

Challenge: Despite strong affinity, donor participation dropped 11 percentage points between 2012 and 2016. The institution has aggressive participation goals to support quickly growing class sizes and an online education program. Additionally, young alumni giving lagged.

Solution: Our experts worked with the university to analyze data and develop a more effective segmentation strategy, actually decreasing the frequency of messages sent to some groups while producing better results.

Impact: Donor participation grew 8% in the first year of partnership (while nationally donor participation is down 6% year over year). Additionally, undergraduate alumni donor participation hit an all-time record with a 31% increase.

Impact Highlights

8 %

Increase in participation

71 %

Increase in donors from direct mail

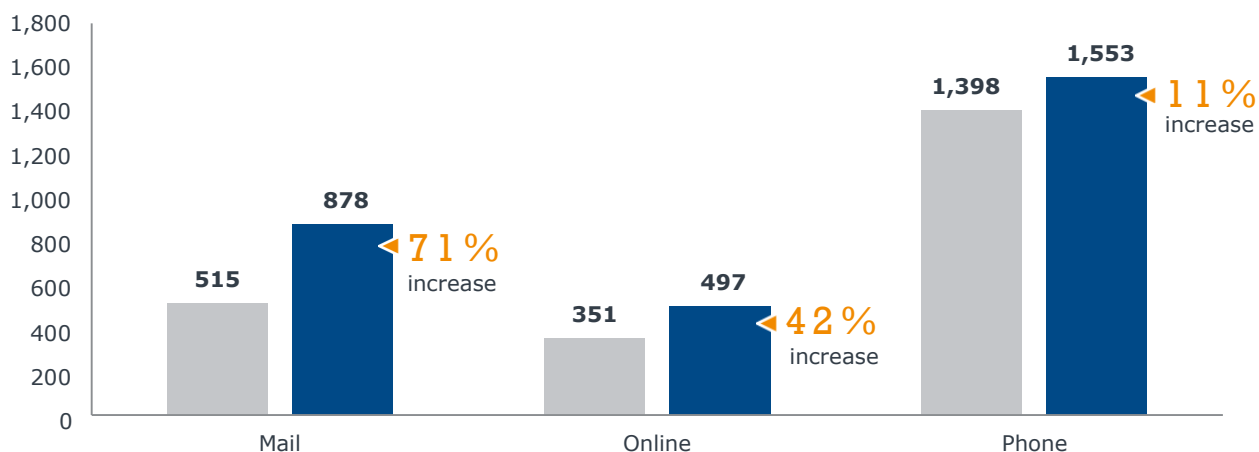
31 %

Increase in undergraduate alumni giving

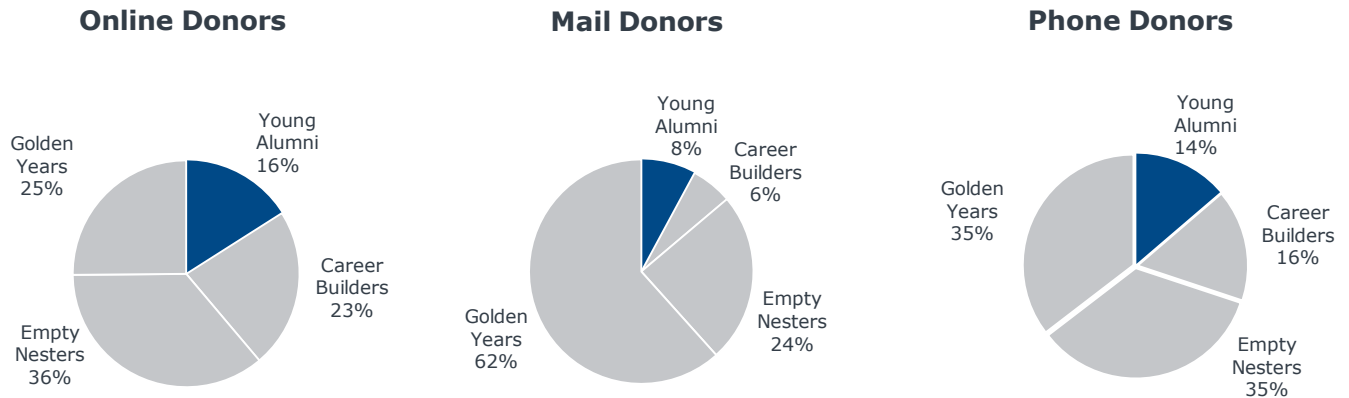
Coordinating Timing of Multichannel Messages Provides Big Lift

Donors by Appeal Type

FY 2016 and FY 2017 (through 1/26)



Giving Channel Preferences Will Influence Spring Strategies



Spring Planning: Engage More Young Alumni

Fall campaign numbers show that young alumni associated with this institution are less conditioned to give by mail than via email or phone. As a result, for the spring additional strategies are in place to get more young alumni engaged in giving online. Additionally, phone lists will be targeted to optimize the use of phone, based on behavioral data.

- Young Alumni** (0-10 years since graduating)
- Career Builders** (11-20 years since graduating)
- Empty Nesters** (21-35 years since graduating)
- Golden Years** (36+ years since graduating)

Fall and Calendar Year-End Campaigns Drive Big Impact on Participation

Donors by Month (All Giving)

