

A Strategic Advancement Partnership Delivers Standout Results at Florida A&M University

BACKGROUND

Florida A&M University (FAMU) is a large, public university located in Tallahassee, Florida that enrolls nearly 10,000 students a year. It is the only public Historically Black College and University (HBCU) in Florida, and the highest ranked public HBCU for five consecutive years.

CHALLENGE

Prior to their EAB partnership, FAMU struggled to consistently and effectively reach their full donor pool. They knew they were missing out on potential donors and wanted to leverage digital marketing, external capacity, and data insights to enhance their annual giving strategy.

SOLUTION

Through a new digital-first strategy and increased internal bandwidth from their partnership with EAB's Advancement Marketing Services, FAMU deployed their traditional fundraising campaigns with smarter audience targeting, refreshed creative, and deeper personalization efforts. These efforts allowed them to expand their donor reach, build deeper relationships with their alumni and donors, increase their digital footprint, and raise more funds for their institution.

IMPACT HIGHLIGHTS

FY23

9:1

Return on partnership

700+

Increase of multi-year donors since FY20

\$100k+

Revenue attributed to digital marketing efforts

A Partnership To Expand Internal Bandwidth and Provide Program Expertise

Thanks to the partnership, the FAMU team can focus on donor engagement, while EAB manages program logistics and offers data-driven recommendations for a more efficient and innovative program.

EAB

- Expands advancement team capacity and reachable audience
- Ensures campaign optimization so that donors are asked to contribute at the right time and place
- Delivers insights and provides expert guidance on annual giving strategy and initiatives



FAMU

- Creates and maintains strong internal content calendar
- Ensures donors are engaged with what's happening on campus and in the broader FAMU community
- Builds affinity and awareness among donor base, priming donors for consideration and intent

A Year of Engagement During FY23: How FAMU Elevated Their Campaigns

FAMU's flagship fundraising campaigns each year build brand affinity, drive donor engagement, and raise funds for the institution. Each campaign plays its own role in the year's plan and utilizes multi-media elements with unique messaging and creative to capture the attention of their alumni and donors.

Fall Campaign

The fall campaign is a crucial moment in the donor journey at FAMU. Combining a mix of print and digital elements, it attracts donors' attention and gives an immediate boost to FAMU's fiscal year fundraising goals.

600+ **Gifts** from EAB Campaign Audiences

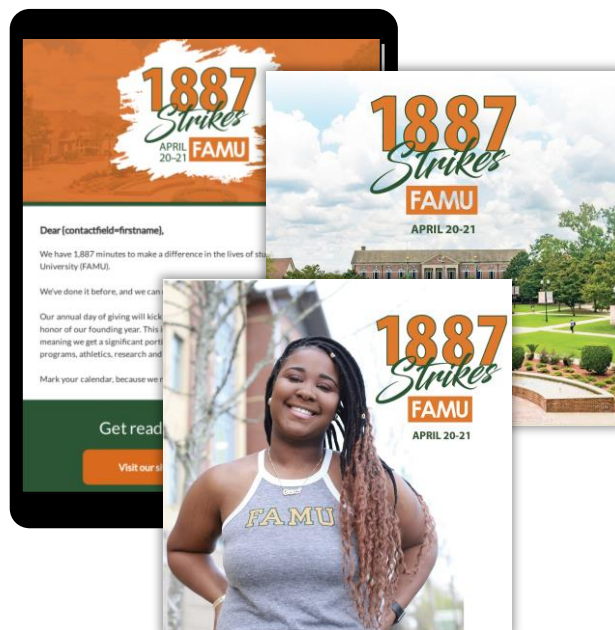
\$200k+ **Revenue** from EAB Campaign Audiences



Lead in Remarketing for Affinity Groups

Lead in remarketing uses relevant information, rather than asks, to drive donors to key partner pages. These efforts prime affinity groups (Greek life, alumni classes, athletics, etc.) for campaigns and asks later in the year.

13:1 **Return** on Ad Spend



Day of Giving (#1887Strikes)

FAMU hosted its first day of giving in spring 2020 and has seen continuous growth year over year since. The campaign engages the wider campus community, including fundraising initiatives from academic units and university departments. EAB supports this campaign with digital and email deployments.

\$361k **Revenue** from EAB Campaign Audiences

2,539 **Gifts** from EAB Campaign Audiences

7000+ **Unique Clicks** on Email Campaign

We used to hear:

We never hear from FAMU.

Now we hear:

I receive something from FAMU all the time.

- AVP OF ADVANCEMENT AND ALUMNI AFFAIRS