

Expanding Internal Capacity and Strengthening the Donor Experience at Gonzaga University

BACKGROUND

Gonzaga University is a small, private university in Spokane, Washington, with an enrollment of approx. 7,400. Founded in 1887, it is a Jesuit institution that educates students for lives of leadership and service for the common good.

CHALLENGE

Gonzaga's Advancement team faced a significant but familiar hurdle: despite limited resources, they needed to expand revenue streams and engage more constituents within the institution in their annual giving efforts. The team was looking to better scale their efforts and open up resources to redirect to more personalized and customized outreach efforts.

SOLUTION

By partnering with EAB, Gonzaga was able to leverage newfound capacity and technology to increase the sophistication of their flagship fundraising campaigns within their annual giving program, with a renewed emphasis on personalized engagement strategies and an omni-channel deployment.

IMPACT

The impact of Gonzaga's partnership with EAB has been transformative. In just one year, Gonzaga experienced quick growth, achieving an initial ROI of 111% from the partnership. This was fueled by the acquisition of 1,605 new donors and the reacquisition of 1,267 donors, resulting in annual fund revenue of \$333,000 sourced just through EAB-powered initiatives.

IMPACT HIGHLIGHTS

FY23

\$333k

Total sourced revenue from EAB campaigns

111%

ROI from partnership

1,605

New donors acquired

1,267

Reacquired lapsed donors

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EAB's partnership has elevated our annual giving program and deepened our relationship with our alumni, parents, and donors across all fundraising channels. Our program has benefited from the personalized and cohesive campaign design and messaging that inspires investing in our mission. We're excited to continue a donor-centered trajectory of growth and innovation.

- Stephanie Rockwell

Assistant Vice President of Operations and Fundraising Strategy

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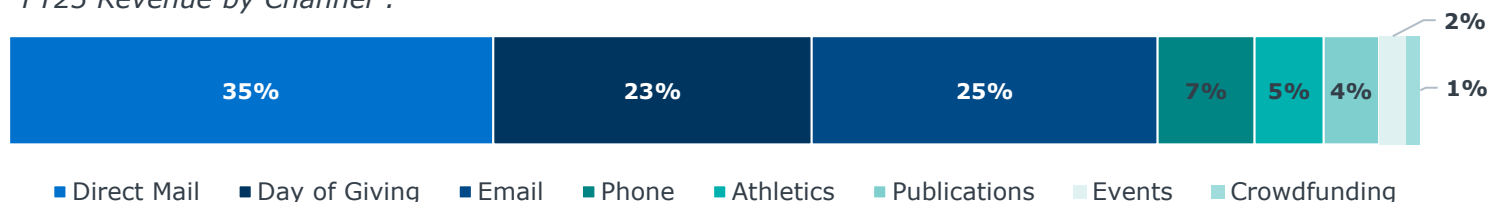
An Omni-channel Solution for a Stronger Donor Experience

With EAB's support and increased allocation to their annual giving program, Gonzaga implemented omni-channel campaigns to deliver a cohesive and impactful experience to their donors. By leveraging a mix of channels including direct mail, print, digital, phone, and more, Gonzaga successfully expanded their reach and solidified their presence in the hearts and minds of both new and existing donors. This not only fostered deeper donor engagement but also resulted in a significant boost in revenue generation.

Why omni-channel works: Omni-channel marketing is a user-centric strategy designed to ensure consistent messaging and branding across multiple channels. By seamlessly connecting touchpoints across platforms such as social media, email, and print, omni-channel marketing enhances donor engagement, ultimately increasing the likelihood of support for your institution.



FY23 Revenue by Channel¹:



The Digital Boost

Gonzaga deployed digital tactics alongside each of their fundraising campaigns. This helped push their reach even further to new audiences and drove higher conversion rates.

\$133k

Influenced gifts from digital ads



656

Upgraded Donors



1] Revenue by channel excludes digital tactics built to supplement campaigns.