

Unprecedented Growth: The Impact of EAB's First Year with Grambling State University

BACKGROUND

Grambling State University, a historically Black institution (HBCU) in Louisiana, is dedicated to educational opportunity, diversity, and the preservation of African American history and culture. However, their advancement team struggled to translate this strong mission and vibrant community into donor motivation. Facing increasing pressure to grow institutional support, they needed stronger strategies to connect with donors.

OPPORTUNITY

With a new VP of University Advancement and Innovation heading the team, Grambling State had a year of possibilities ahead. Their goal was to increase donor support and overall dollars raised as they built a new advancement program designed to fuel their mission.

OUTCOME

Grambling State focused on making their annual giving campaigns more consistent, frequent, and personalized. Their efforts lead to stronger relationships with donors and a shift from transactional to transformational engagement, with donors viewing themselves as investors in the university's mission. The result was a year of immense growth for Grambling State: they more than doubled the number of donors and raised more dollars than ever before.

Why Grambling State's New VP Turned to EAB to Help Build a New Program

EAB's Advancement Marketing Services provided:



Insights from a strategic partner as well as advancement research and best practices.



Greater impact with expanded capacity for Grambling State's small advancement team.



Access to real-time donor and campaign data, with experts providing insights for optimization

IMPACT HIGHLIGHTS

FY24

222%

Increase in number of donors

\$720k

Unrestricted dollars raised

87%

Donor retention rate
(compared to 46% in FY23)



"Through our partnership with EAB, **we have made the ceiling our floor.** In this first year, we have set the groundwork for even greater success for the future of Grambling State University."

- Brandon A. Logan,
VP of Advancement and Innovation



A Strategic Approach to Transforming Donor Relationships

Grambling State sought to redefine how donors view their role, transitioning from one-time supporters to long-term investors committed to enhancing the university's mission of boosting social and economic mobility for students. To achieve this, Grambling State:

- ▶ Developed a year-long strategy with **more frequent touchpoints**, including engagement opportunities and key fundraising campaigns.
- ▶ Focused on **consistent, impact messaging** to ensure that every interaction felt cohesive and aligned with the university's mission.
- ▶ Used donor data to better understand behaviors, interests, and motivations, allowing for **more personalized content**.

And it worked.

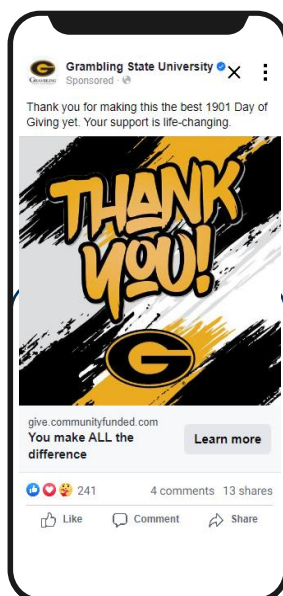
The focus on impact and establishing donors as investors kept them more engaged.

41 Percentage point increase in donor retention rate

A Peek into Grambling State's Key Campaigns

A Digital-First Campaign to Maximize Reach

Grambling State used their end-of-year campaign to expand their donor ecosystem. By focusing on a digital-first approach, the campaign successfully attracted many first-time donors, leading to a boost in engagement and donations.



\$55.6k
Dollars Raised

307
Donors
55% were first-time donors

15.9k
Link Clicks
76% of clicks were from new or unknown audiences

A Mission-Driven Campaign Focused on Impact

Grambling State launched a campaign to raise money for GAP scholarships, helping students who needed extra funds to stay in school. This mission-focused effort highlighted the importance of donor support in making a real difference for students and inspired donors to act.

\$21k
Dollars Raised

29
Donors

