

# Making the Most of Your Annual Campaign Resources

## *Experiences with Outsourcing*

*CASE District VII Conference*

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<b>Robert Weiner</b>	President, Robert L. Weiner Consulting	robert@rlweiner.com www.rlweiner.com
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# *Reasons to Consider Outside Help*

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Automating signups, unsubscribe, bounces.

- Can quickly become a full-time job (or several).
- CAN-SPAM requires honoring unsubscribe requests within 10 business days.
- Full automation requires integration between email, on-line signups, and email database.

# Reasons (con't)

Offering multiple content choices:

- Regional content, varying frequencies, custom news.



The screenshot shows the 'connect@UCLA' logo with the tagline 'Bringing UCLA to You' and a small image of a UCLA building. Below the logo is a blue banner with the text 'Archived Editions of the HTML E-mails'. The main content area is dark blue and contains the following text: 'For upcoming events in a specific region, click on the most recent C@U e-mail for that region.' Below this text are two columns of underlined links for different regional editions.

connect@UCLA  
Bringing UCLA to You

Archived Editions of the HTML E-mails

For upcoming events in a specific region,  
click on the most recent C@U e-mail for  
that region.

[Los Angeles Edition](#)  
[Orange County Edition](#)  
[San Fernando Valley Edition](#)  
[Greater Pasadena Edition](#)  
[Ventura County Edition](#)  
[San Diego County Edition](#)  
[South Bay Edition](#)  
[Bay Area Edition](#)  
[National Edition](#)  
[International Edition](#)  
[Greater California](#)

[Los Angeles Edition](#)  
[Orange County Edition](#)  
[San Fernando Valley Edition](#)  
[Greater Pasadena Edition](#)  
[Ventura County Edition](#)  
[San Diego County Edition](#)  
[South Bay Edition](#)  
[Bay Area Edition](#)  
[National Edition](#)  
[International Edition](#)  
[Greater California](#)

[Contact Us](#) | [Unsubscribe](#) | [Request a Text-only Version](#)  
[Privacy Policy](#)

# Reasons (con't)

## Tracking Results

<b>Appeal</b>	<b>Net Sent</b>	<b># of Donations</b>	<b>Total Donations</b>	<b>Response Rate</b>	<b>Avg Gift</b>
Undergraduate AF Solicitation	11758	184	18,124	1.6%	98.50
Law AF Solicitation	8847	23	5,990	0.3%	260.43
Medical AF Solicitation	1998	2	200	0.1%	100.00
Class of 1999 AF Solicitation	1068	41	2,254	3.8%	54.98
Class of 1997 AF Solicitation	931	31	1,652	3.3%	53.29
Class of 1993 AF Solicitation	864	16	1,145	1.9%	71.56
Class of 1995 AF Solicitation	603	18	1,615	3.0%	89.72

# Results (con't)

## Campaign Detail: Performance Summary

summary	tracked urls	subscribers		
Show Content Formats	Totals	Rate	Change vs. Previous	Change vs. List
<b>Attempts</b>	2210		14 ↑	22 ↑
<b>Bounces</b>	3	0.001%	4.3% ↓	5.3% ↓
<b>Deliveries</b>	2197	99.4%	4.3% ↑	5.3% ↑
<b>Unique Opens</b>	2143	96.9%	38.4% ↑	1.3% ↑
<b>Unique Clicks</b>	2019	91.3%	4.9% ↑	4.4% ↑
<b>Total Opens</b>	2189			
<b>Total Clicks</b>	2175			

# *Reasons (con't)*

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## List segmentation, 1 to 1 Marketing:

- Targeting newsletters & appeals based on class year, major, region, giving level, interests, responses to previous appeals, etc. Tailoring content to constituent.


## Georgetown:

- In 2003: 365 distinct messages sent to 2.3 million constituents.
- Since launch, achieved 30.4% unique open rate.

# Reasons (con't)

Recent Achievements in the School of Information


Reply Link Flag Move Categories



the university of texas  
School of Information

Dear Ben,

A new generation of students has just graduated and is moving on to careers in cities across Texas, the United States, and beyond. Their degrees from the School of Information are opening new doors and opportunities, providing them with career opportunities for a lifetime.



As a graduate of the School of Information, you can take great pride in the accomplishments of your school. *U.S. News & World Report* ranks the school among the top 10 in the nation. This success is a reflection of the regular support we receive from alumni and friends like you.

We are committed to transforming lives through innovative research, education, and service. [Visit our web site](#) to find out what your school is doing to maintain academic excellence and how you can make a difference.

Andrew Dillon  
Dean and Professor

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This email has been customized for Ben Kimball. If you're not Ben Kimball, please delete this message. This email was sent to you because you have provided your email address to the University of Texas at Austin. The University is committed to protecting your privacy. Please read our [privacy policy](#) to learn more.

[Unsubscribe from future emails on this topic](#)

# *Reasons (con't)*

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Integration with other systems:

- web content management.
- online giving.
- surveys.
- constituent databases.

Design expertise (HTML, Flash).

Marketing expertise: message, integration of fundraising & marketing.



# Sample Email Fundraising Campaigns

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Pepperdine University: ONE Pepperdine

[www.pepperdine.edu/alumni/one](http://www.pepperdine.edu/alumni/one)

Northwestern University: It All Adds Up

[pdlb.eonstreams.com/erroyo/nw/NU\\_general.html](http://pdlb.eonstreams.com/erroyo/nw/NU_general.html)

Tulane University: Athletics

[www.erroyo.com/tulane/RollWave.html](http://www.erroyo.com/tulane/RollWave.html)

American University: The Faces of American

[pdlb.eonstreams.com/erroyo/au/mailer.html](http://pdlb.eonstreams.com/erroyo/au/mailer.html)

Emory: The Annual Fund's impact on Alex Newell

[pdlb.eonstreams.com/erroyo/emory/emory.html](http://pdlb.eonstreams.com/erroyo/emory/emory.html)

# Resources

dotorgEssentials: *Best Practice for Email Campaigns:*

[http://www.dotorgessentials.net/browse\\_issues.php?switch=1&dir=20040116](http://www.dotorgessentials.net/browse_issues.php?switch=1&dir=20040116)

Fuel4Arts.com: *Email Promotions – How To Guide:*

[www.fuel4arts.com/sauce/11\\_email\\_promotion/email\\_how.htm](http://www.fuel4arts.com/sauce/11_email_promotion/email_how.htm)

Groundspring.org: *Online Fundraising Handbook:*

[www.egrants.org/techniques/handbook.cfm](http://www.egrants.org/techniques/handbook.cfm)

One/Northwest & TechSoup: *Online Donations: Sorting Out the Chaos:*

<http://www.techsoup.org/howto/articlepage.cfm?ArticleId=545>

Schwartz, Nancy: *Checklist for E-News Service Provider Selection:*

[http://nancyschwartz.com/email\\_newsletter\\_provider\\_checklist.html](http://nancyschwartz.com/email_newsletter_provider_checklist.html)

Stoner, Michael: *Creating Effective Email Campaigns:*

<http://www.mstonerblog.com/archives.php?id=A2004081>

Warwick, Hart, Allen: *Fundraising on the Internet:*

[www.malwarwick.com/internet.html](http://www.malwarwick.com/internet.html)

More resources are at: [www.rlweiner.com/resources.html](http://www.rlweiner.com/resources.html)