Making the Most of Your Annual Campaign Resources

Experiences with Outsourcing

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Reasons to Consider Outside Help

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.



Offering multiple content choices:

Regional content, varying frequencies, custom news.



Contact Us | Unsubscribe | Request a Text-only Version Privacy Policy



Tracking Results

			Total	Response	Avg
Appeal	Net Sent	# of Donations	Donations	Rate	Gift
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

tracked urls	subscribe	ers	
nats Totals	Rate	Change vs. Previous	Change vs. List
2210		14 ★	22 🛨
3	0.001%	4.3% ♣	5.3% ♣
2197	99.4%	4.3% 🕈	5.3% ◆
2143	96.9%	38.4% ★	1.3% ◆
2019	91.3%	4.9% 🕈	4.4% 🕈
2189			
2175			
	nats Totals 2210 3 2197 2143 2019 2189	Totals Rate 2210 3 0.001% 2197 99.4% 2143 96.9% 2019 91.3% 2189	nats Totals Rate Change vs. Previous 2210 14 ↑ 3 0.001% 4.3% ↑ 2197 99.4% 4.3% ↑ 2143 96.9% 38.4% ↑ 2019 91.3% 4.9% ↑ 2189



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.

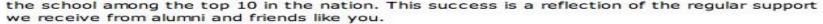




Dear Ben,

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



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

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



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

Pepperdine University: ONE Pepperdine www.pepperdine.edu/alumni/one

Northwestern University: It All Adds Up pdlb.eonstreams.com/erroyo/nw/NU_general.html

Tulane University: Athletics www.erroyo.com/tulane/RollWave.html

American University: The Faces of American pdlb.eonstreams.com/erroyo/au/mailer.html

Emory: The Annual Fund's impact on Alex Newell 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

Fuel4Arts.com: Email Promotions – How To Guide:

www.fuel4arts.com/sauce/11 email promotion/email how.htm

Groundspring.org: Online Fundraising Handbook:

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

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

More resources are at: www.rlweiner.com/resources.html

