
Cutting Through the Noise: Part Three of the Winning Donor Mindshare Webconference Series

Translating Insight Into Action

A Discussion/Self-Reflection Guide

Instructions:

Use the following discussion/self-reflection guide to connect today's webconference presentation to your own experiences and institutional context.

1. How many times every year do we send fundraising appeals to our alumni?
 - A. What channels do we use for these appeals (e.g., direct mail, phone, email, social media, web ads, website pop-ups, etc.)?
 - B. Do we cluster these appeals into short, concentrated micro-campaigns, or space them out individually over time?
2. If we were to launch a new micro-campaign, which channel would we want to experiment with first?
 - A. Do we have any planned single-channel campaigns that would benefit from adding an additional channel to support?
3. What language do we use to communicate the urgency of giving right now?
 - A. Does this language include a giving deadline?
 - B. If so, what is the deadline based on (e.g., arbitrarily selected campaign end, giving society membership call-to-action, fiscal- or calendar-year end)?
4. Do we have a loyalty giving society that could be used to inspire deadline-driven gifts?
 - A. If not, should we start one? How many years should the minimum cut-off be?
 - B. If so, what is a good time of year to do a "pulled forward" deadline campaign?
5. What do donors currently receive in exchange for a donation (e.g., tax receipt, thank-you letter, car decal, socks, T-shirt, etc.)?
 - A. What incentives could we offer that might entice them to give?
 - B. Which hard-to-reach prospect populations might be inspired to donate by a give-to-get campaign?

Implementation Matrix

Instructions:

Based on your institution's goals and available resources, map out which of the tactics profiled in today's presentation you want to prioritize in the chart below. Use this implementation matrix to assess viability and determine next-steps.

Tactic	Notes	Applicability to Our Institution	Next-Steps for Implementation	Potential Challenges
Concentrated Email Blitzes (Georgetown University, University of Florida)		1 2 3 4 5		
Multiplatform Digital Nudges (Muhlenberg College, University of Southern California, Boston College, UC-San Diego)		1 2 3 4 5		
Society Membership Calls to Action (Georgetown University)		1 2 3 4 5		
"Give to Get" Fundraising Campaigns (University of Chicago)		1 2 3 4 5		
No-Cost Experiential Rewards (Wake Forest University)		1 2 3 4 5		