



High-Touch Prospect Communications

Tool

This tool details how a team analyzed the engagement patterns and behaviors of high-potential prospects to tailor specialized communications for them. For more information on this topic, refer to the New Frontiers in Pipeline Development study.

High-Touch Prospect Communications

Warm the Unengaged

Practice in Brief

Advancement communications or marketing/communications staff track and analyze engagement rates on communications to identify meaningful touchpoints for high-potential unassigned prospects. They then segment these prospects for customized messaging in broader communications campaigns.

Problems Addressed

High-potential prospects who are currently unassigned receive the same one-size-fits-all messaging as all other constituents. Many of them are not yet engaged enough to acquiesce to a visit with an MGO, yet communications staff do little to target them with content that would meaningfully increase their engagement rates.

Institution Profiled

McGill University

Nurturing Leads Through MarCom

Specialized Messaging Will Target 10,000 Prospects in Qualification

McGill University Segments Discovery Prospects

- 1 Identify**
Maintain list of 10,000 prospects in qualification
- 2 Target**
Segment out from general communications pool
- 3 Manage**
Assess behaviors and customize communications



Segmented Emails Reach Pre-Qualification Prospects



Track Prospect Micro-Behaviors

Monitor and analyze click-throughs, open rates, time on page, and more for prospects in qualification



Customize Scripting

Tailor mass communications to qualification prospects based on lessons learned from micro-behavior tracking

Communicating Now to Cultivate Later

“ We knew we needed to communicate differently to our high-potential prospects—the ones who fundraisers weren’t reaching. We had to make that audience feel special **so when our fundraisers do reach out, they decide to engage with us.**”

*Paul Chesser, Assistant Vice-Principal, Development
McGill University*

McGill University is moving toward segmenting out tomorrow’s prospects for specialized communications streams.

The marketing and communications team has begun analyzing engagement patterns and behaviors that this group exhibits when the university sends out communications.

They will use that data in the future to customize mass communications and address the prospects in a way they will find particularly meaningful.

Ultimately, McGill hopes to warm tomorrow’s prospects up so that they will welcome conversations about major gifts in the future.