

PARTNER CASE STUDY

How Miami University Used Digital Marketing to Strengthen Their Annual Giving Program

Midsize, public, four-year institution in Ohio with approximately 16,500 undergraduates

CHALLENGE: Miami University was at a pivotal moment in their annual giving efforts, with high staff turnover, increased fundraising goals, and a decline in engaged alumni and donors. They needed to find new ways to engage their audiences and bring in revenue for the university. They wanted to focus on digital investments but needed outside expertise for this new frontier.

SOLUTION: EAB created digital marketing strategies that mimicked ecommerce best practices, engaging Miami’s alumni and prospective donors consistently throughout the year. EAB also revitalized Miami’s phonathon program with digital components for increased conversion rates and an expanded reach. Finally, EAB provided tailored digital support for Miami’s annual giving day, driving increased participation and growth in online fundraising revenue.

IMPACT: Miami’s partnership with EAB has allowed them to be agile in an evolving industry, stay relevant on digital platforms, and grow their annual giving program. Since partnering with EAB in 2013, Miami has increased their dollars raised from undergraduate alumni by 171%. Miami has also seen a 226% growth in annual funds raised from #MoveInMiami since EAB began supporting their digital ads and strategy in 2018. With an average retention rate of 63.6%, Miami has successfully kept their existing donors engaged while also focusing on capturing new ones.

IMPACT HIGHLIGHTS

171%

Increase in undergraduate alumni dollars raised (since 2013)

63.6%

Average donor retention rate (since 2013)

226%

Increase in annual giving dollars donated on Giving Day (since 2018)

Creating a Yearlong Digital Journey Using Ecommerce Strategies

EAB implemented omnichannel digital campaigns that mimicked ecommerce remarketing strategies to ensure Miami’s content stays in front of their audiences on platforms they are already using, throughout the entire year. Miami saw an uptick in donations throughout the year from donors who were also engaging with their digital content. Miami discovered that the rate their target audience was engaging with their digital content throughout the year correlated with the rate of online donations received.



Innovating Phonathon Programs Using Digital Tactics

Phonathon programs have traditionally played a vital role in annual giving strategies to communicate and engage with donors. But many institutions are experiencing diminishing returns on this tactic. Miami sought EAB's support to reignite donor participation.



Background

Miami had seen a decline in ROI in their phonathon program for years and needed to find an innovative way to invigorate this effort.



Strategy

EAB launched digital campaigns leading up to Miami's phonathon program, targeting their phone audience online. Content addressed barriers to phone giving and re-introduced the program and value to their target audience.



Outcome

Miami saw a major increase in donation conversion rates and engaged donors through their phonathon program.

CAMPAIGN RESULTS

320 Online Donors

\$188k Gift Value

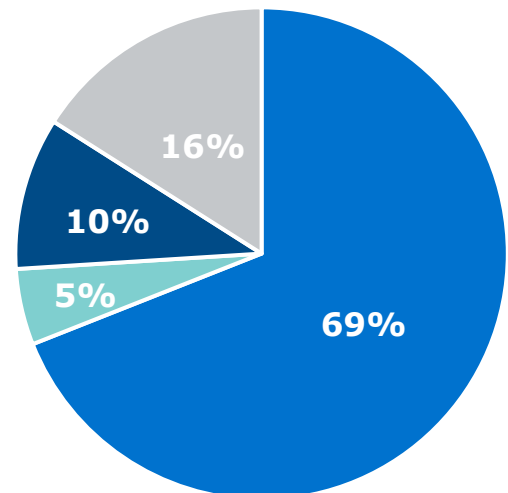
44.63k Reach

72% SYBNT Donors

Growing Digital Engagement Around Giving Day

Miami's Giving Day, #MoveInMiami, has been a flagship tradition of their annual giving program since its inception. With EAB's help, Miami aimed to expand this fundraising initiative beyond campus and its traditional audiences. EAB launched digital campaigns to expand #MoveInMiami's reach to new desired audiences, ultimately increasing donor engagement and online revenue generated.

Donations by Audience



CAMPAIGN RESULTS

283

Online Donors

\$83k

Gift Value

4,447

Link Clicks

- Alumni
- Faculty and Staff
- Friends of Alumni
- Parents/ Family of Alumni