

PARTNER CASE STUDY

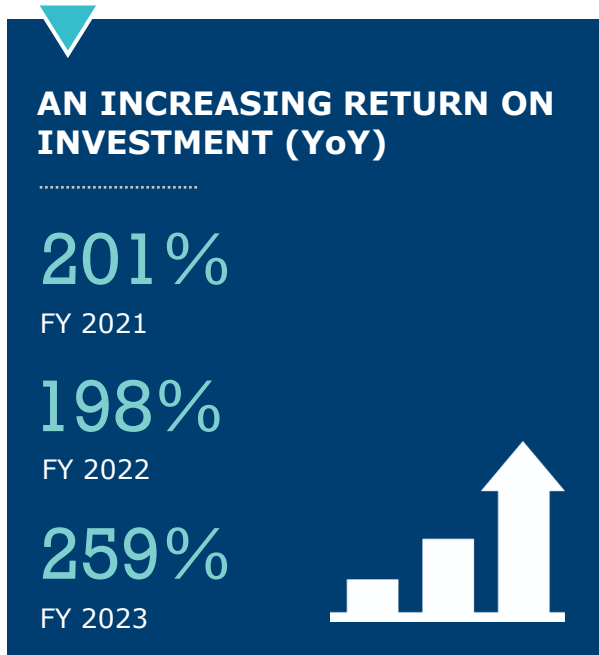
Building a Digital, Donor-Centric Annual Giving Program with Mount Marty University

Small, private, four-year institution in South Dakota with approximately 1,000 enrollment

Background: Mount Marty University's small Advancement team faced a daunting but all too familiar challenge: limited internal resources to meet increased revenue goals in an ever-evolving digital fundraising landscape. To address these pressing issues, the university's Advancement leadership looked to find a partner who could help expand their audience engagement and provide external digital expertise.

Since beginning partnership with EAB in 2020, Mount Marty's team has been able to focus on critical priorities such as leadership annual giving, while EAB takes on the logistical responsibilities of the university's annual giving program. With EAB, Mount Marty has implemented robust digital strategies for each of their flagship fundraising initiatives, enhanced their donor engagement through acquisition and re-acquisition tactics, and delivered a consistently growing return on investment (ROI).

The result: More revenue generated and more engaged donors for Mount Marty University.

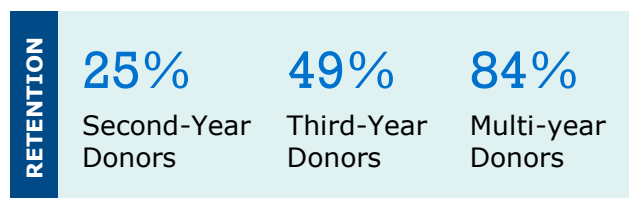
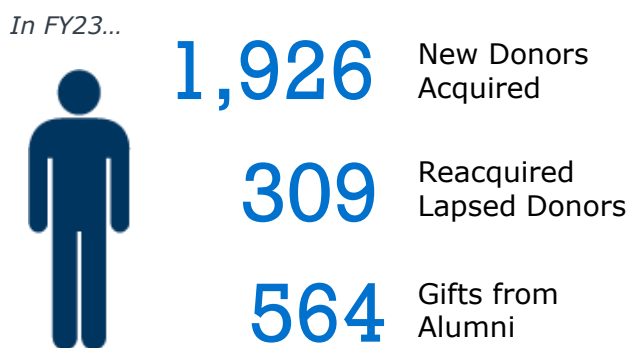


Establishing and Nurturing Donor Relationships

A diverse portfolio of donors and strong engagement strategies are crucial for any annual giving program. Mount Marty needed to increase their segmentation, personalization, and deployment efforts in order to successfully engage their target donor audiences.

Together with EAB, Mount Marty launched a series of customized, omnichannel campaigns aimed at re-invigorating their donor relationships, enhancing donor retention, attracting new supporters, and re-engaging donors who had lapsed.

With their new donor-centric strategy, Mount Marty attracted new donors and kept them engaged – ensuring a steadier stream of support and sustained revenue generation for the future.



A Digital Approach to Annual Giving

In an effort to modernize their annual giving program, Mount Marty created a series of strategic digital campaigns that aligned with their institution's existing fundraising initiatives. These campaigns featured innovative digital tactics including advanced re-targeting, personalized messaging, data-driven segmentation, and inspired creative. A move to a digital-focused strategy ultimately expanded their reach, bolstered engagement from their target audiences, and fueled revenue growth.

Day of Giving

Mount Marty breathed new life into their annual Day of Giving campaign through personalized email and digital tactics. The campaign yielded remarkable results, with significantly increased revenue and higher engagement rates than they had seen in previous years.



302%
Increase in Reach (YoY)

11.8%
Increase in Clicks (YoY)



Calendar Year End

Year End campaigns play a pivotal role in annual giving programs. Mount Marty took their Year End campaign to the next level by deploying customized digital ads that targeted and re-targeted their audiences. Expanding their digital footprint during year end proved successful in bringing in more revenue and helping them stay on pace with their fiscal year fundraising goals.



3,520 Reach

515 Clicks

142 Link clicks

