The Distracted Constituent: Preparing for Advancement's Digital Future Series

Translating Insight Into Action

A Discussion and Self-Reflection Guide

Instructions:

Consider the following questions to connect today's webconference presentation with your own experiences and institutional context. The questions can be used for self-reflection or group discussion.

1. With which channels have we had the most success winning mindshare?

2. In what channels, or with what campaigns, have we had the least success? Why?

3. What new channels should we begin to explore? What are their pros and cons?

4. At what stage of their "journeys" do we believe our constituents drop off? Why?

5. What technology can we use to gather user input to optimize communications?

Prioritization Guide

Speeding Implementation and Ensuring Follow-Through

Instructions:

Based on your institution's goals and available resources, use the chart below to map out which of the practices profiled in this section you would like to prioritize. Use this document to assess viability and determine next steps.

Practice	My Institution Should Prioritize This Practice	Notes and Next Steps
Multi-Variable Email Campaigns *University of Chicago* Email campaigns with multiple versions of the same communication diversify the ask for attention.	1 2 3 4 5 *Disagree* *Agree*	
UX-Tested Website Design *Williams College, University of Minnesota* Updates to the giving website streamline the user's experience and render completing a gift easy and fast.	1 2 3 4 5	
Alternative Channel Engagement *Robert Morris University* Text message conversations replace phonathon calls as the channel through which to share event updates and make solicitations.	1 2 3 4 5	