

PARTNER CASE STUDY

What One Large Public University Achieved by Strengthening Unit-Level Annual Giving

Pine University¹, Large Flagship Public R1 University With Over 40,000 Students

BACKGROUND

Pine University faced growing pressure to improve annual giving performance but lacked the capacity to manage outreach at scale. Its 17 decentralized funds each had their own goals and audiences, but the small central team struggled to support them all. Campaigns were fragmented, inconsistent, and hard to coordinate across units and the broader institution. As a result, alumni and donors received disconnected messages, with many stopping their engagement altogether.

OPPORTUNITY

The university needed a partner who could support and strengthen their unit-level performance. Pine sought support to re-engage alumni, grow donor participation, and deliver campaigns tailored to the unique needs of each unit. With limited internal bandwidth, the team needed help managing campaign logistics, scaling personalized outreach, and applying a more strategic, data-driven approach across the board.

OUTCOME

In its first year with EAB, Pine saw record growth across every major unit-based giving metric. Personalized outreach reactivated lapsed donors, brought in new supporters, and drove early upgrades. With EAB managing the heavy lift, Pine launched a more strategic and scalable unit-based program—laying the foundation for long-term growth and helping influence stronger results across its overall annual giving.

IMPACT HIGHLIGHTS

FY24

31%

Increase in total annual giving **revenue**

24%

Increase in total **gifts**

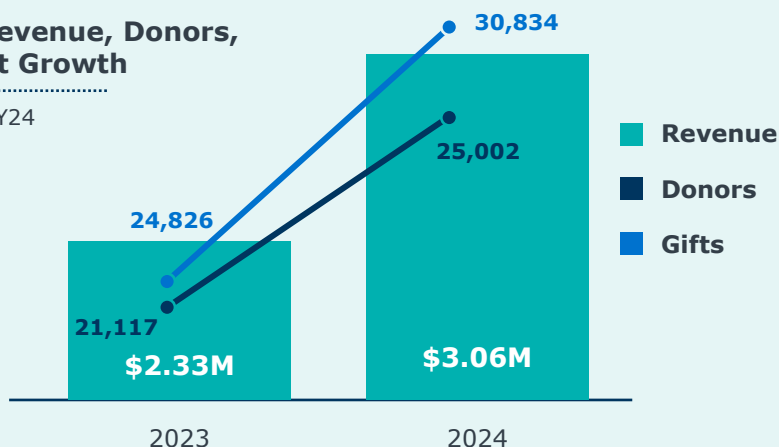
18%

Increase in total **donors**

Compared to FY23

Total Revenue, Donors, and Gift Growth

FY23 vs FY24



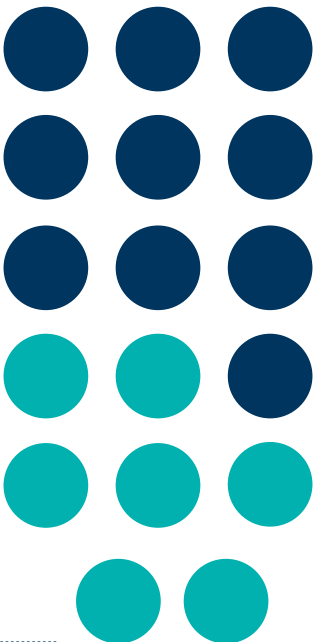
One Year In, The Results Speak for Themselves

In FY24, Pine University saw strong gains across its entire annual giving program. These results were largely influenced by the university's decentralized funds, where EAB supported more coordinated, targeted campaigns. With stronger execution and strategic outreach at the unit level, Pine expanded its reach, reignited giving, and set a more scalable foundation for continued growth across the entire program.

¹) University will remain anonymous.

Transforming a Decentralized Program into a High-Performing System

With 17 decentralized annual giving funds and a small central team, Pine University needed help managing the volume and complexity of unit-level outreach. Each fund—from general support to areas like Arts & Sciences, Student Life, and Capstone Programs—required its own message, strategy, and timeline. Partnering with EAB, Pine launched personalized appeals that reflected the unique identity of each fund while staying aligned with institutional goals. The result was a more coordinated and scalable program that drove record-setting growth in donors, gifts, and revenue.



321% Increase in donors

340% Increase in gifts

121% Increase in revenue

7 funds brought in more donors giving under \$5k than in any of the past five years.

Donor Engagement Wins Across Every Fund



Tailored outreach **brought lapsed donors back and attracted new supporters** across nearly every fund.

15 Of the 17 funds saw 100% or greater growth in new and reacquired donors

Lower-dollar donors increased their giving, showing stronger commitment and greater willingness to invest in the university.

71% Of \$1-24 donors upgraded 52% Of \$25-49 donors upgraded



Pine University's **young alumni participation is growing**, reflecting stronger engagement from a key pipeline audience.

5 pts Increase in percent of giving from graduates of the last 20 years