

encoura[®]

where informed decisions begin

The Power of an Omnichannel Approach for Driving Alumni Giving

Wednesday, January 26, 2022



Today's Pitcher & Batter



Agenda

- It's a New Day in Alumni Giving
- Swing for the Fences
- Ideas to Expand & Optimize Your Outreach
- The Importance of Mobile Geo Fencing
- Make Alumni Giving Evergreen

It's a New Day in Alumni Giving

Why Do Alumni Give?

FOUNDATION FOR YOUR ALUMNI GIVING

Why major donors give to colleges and universities

The most common motives people cite for higher education donations of \$50 million or more include repaying schools for benefits the donor feels that they or their loved ones have received and expressing their moral principles and values.

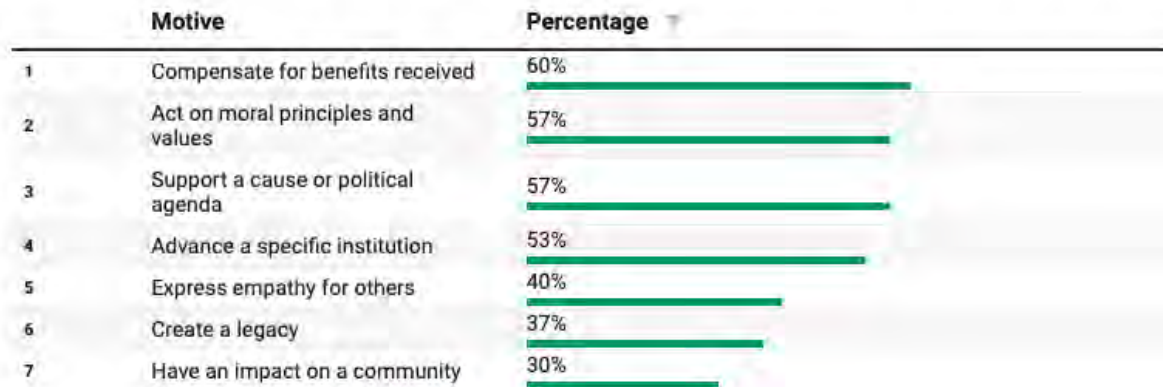


Table: The Conversation, CC-BY-ND / Source: Michael Worth, Sanjay K. Pandey and Sheela Pandey • Get the data

Alumni Giving by the Numbers

WHAT ARE INSTITUTIONS SEEING

- Higher Education fundraising hit a **record of \$49.6 billion in 2019** and **remained flat in 2020**
- The average gift size was \$1,671
- Community colleges are experiencing a steady decline (down 5% from 2019 to 2020)
- Online giving was **up 20% in 2020**
- **Donor pools are declining, due to the persistence of the pandemic and uncertainty about the market**



AD
S
M

lets
love our
community



...Peaceful Progress



What About Young Alumni?

FOUNDATION FOR YOUR ALUMNI GIVING

- Lag preceding generation's trends in donating
- Reasons include increased college debt + living expenses
- Uncertainty related to the pandemic
- Disconnect from campus community
- Only feel that "giving" is tied to dollars
- Cause > Campaign Goal

What is important to your alumni? Ask them!

You Can't Always Use the Same Pitch

FOUNDATION FOR YOUR ALUMNI GIVING

- Find what's important to them through surveys
- Turn the messaging around from the donation amount to its impact
- **Let their voices lead**
- Create new tables across the university to welcome alumni
- Create social interaction through groups & pages on social platforms
- Create on-campus positions to support key groups
- Constituency groups

Alumni Story

NC STATE UNIVERSITY

- Class of 2006
- Support with Florida recruitment
- Latinx Alumni Network (LAN)
- LAN Scholarship

- Alumna of the Year 2021
- Women in Philanthropy
- Pack Partners
- Poole Diversity



Office for Institutional Equity and Diversity

News

Below are some great ways that you can learn more about the contributions of our Latinx community:

Latinx at NC



October 15, 2021

- Visit the Librarie
- Join virtual camp
- Series on Instag
- Reach out to Al
- Berdecia, BSBA
- student organiz
- Watch *Immigrat*
- Read *Understan*
- experience of La
- Read *White Guy*
- *Higher Educatio*
- the Study of Hig
- higher educatori

Alumni Drive

Alumni Association News

Two Honored for Service

Alumni Association Awards given during Red & White Week.



Lyndene Berdecia '06



Daniel Gunter '00

Two NC State alumni have been honored by the Alumni Association for their commitment and contributions to NC State, their profession and community. The awards were presented as part of Red & White Week, the university's homecoming celebration during the last week of October.

Lyndene Berdecia '06 of Miami, Fla., was named Outstanding Young Alumna. Berdecia is a digital strategist for a higher education research company and founder of Berdecia, a nonprofit that provides college admissions and career coaching to historically excluded communities. She is a co-founder of the Latinx Alumni Network and established the Latinx Alumni Network Scholarship in 2020. Berdecia is a diversity adviser to the Poole College of Management.

Daniel Gunter '00 of Raleigh received the Award for Meritorious Service. An attorney, Gunter is counsel to Lee-Moore, a commercial real estate development firm. He has served on the dean's advisory board of the College of Humanities and Social Sciences and is a past president of the Alumni Association Board of Directors. In 2012, he received the Outstanding Young Alumna Award. Gunter serves on the board of directors of Habitat for Humanity of Wake County.

Making Those Career Connections

Trying to figure out how to land a great new job? Or do you just want to do better in the job you have, putting yourself in position for a promotion? The Alumni Association provides access to all sorts of career advice in its new Career Connections blog on the association's website careers.alumni.ncsu.edu/blog/.



Anna Velleggia

Recent topics covered include tips for pushing for diversity and inclusion in your workplace, interview skills that will help you

stand out from the crowd, and the value of having a mentor to help your career flourish. The blog is one of many career services—including webinars, career fairs and one-on-one career coaching—offered to Alumni Association members. Anna Velleggia, director of alumni career services, says the blog was launched in March to provide a wide range of tips and advice. Velleggia says the blog is frequently updated, so users can check back regularly for new items. "We want it to be a resource to you at different stages in your career," she says. "This is about making resources available 24/7 that aren't just stagnant."

ON THE JOB

Anna Velleggia, director of alumni career services, and one of our alumni, offer career advice.

Q: What is the best decision you made or step you took to prepare yourself to ensure a successful job or career shift?

A: "I was a natural leader and was already the go-to person for the team, but when a manager role opened up I was nervous and nervous about moving my name in the hat for it. But I focused on what I had accomplished in my career, evaluated my strengths and weaknesses, and knew in my heart that I would be a great manager. So I went for it! It was the best decision I ever made. I have now been a manager for over 20 years."

Jennifer Tilling '03, of Apex, N.C., senior director of global talent at questions with the Hispanic which provides her career advice services.

A: • Identify your 3-5 non-negotiables. This is a "must-have list."
• Tap into your network: Talk to others to learn about opportunities.
• Stay focused and organized: Set deadlines/goals.

Anna Velleggia, director of alumni career services

Have a question for Anna? Email alumni.careers@ncsu.edu

Alumni N



hunk connects Latinx



Change the Narrative

FOUNDATION FOR YOUR ALUMNI GIVING

- Focus on what matters today = Food Pantry + Emergency Fund
- Stories matter more than ever
- Acknowledge the “middle” donor
- What about your friends?
- Partnerships = Community + Businesses
- Where are your former student athletes?

It's time to change the pitch!

Gameday Prep

ALUMNI GIVING

- Ambassador Sign-up
- Social Media Toolkit
- Challenges
- FAQs
- Countdown
- Stories

Favorites

ALUMNI GIVING


NC STATE
 DAY OF GIVING

Volunteer Fundraisers
 Toolkit
 Challenges
 FAQ
 Matches

Ambassador Toolkit

Spread the word about NC State Day of Giving with special-edition cover photos and shareable graphics for your social media accounts. Join the conversation using #GivingPack.

Profile Picture Frame



Update your profile picture with an NC State Day of Giving frame.

Step 1: Click the profile picture frame.

Step 2: Set the frame as your temporary Facebook profile picture.

Step 3: Save your new profile picture to your camera roll so you can use it across all your social media accounts.

USE THIS FRAME

Facebook Cover Photos



North Carolina State University

Social Media Toolkit



Game Day!

Gameday Engagement

ALUMNI GIVING

- Repurpose content on social
- Let alumni voices lead!
- Bring students into the mix
- Use videos to show appreciation
- Highlight new initiatives
- Don't leave out faculty and staff

Recap, reengage, and grow!

Favorites

ALUMNI GIVING

M | **Giving Tuesday**
INVESTING IN FUNDS FOR MOREHOUSE

AMBASSADORS CHALLENGES DONOR WALL FAQ

MISSING GIVING TUESDAY? YOU CAN STILL SUPPORT MOREHOUSE COLLEGE BY CLICKING HERE!

GIVING TUESDAY 2021
#TUESDAY4THEHOUSE

GIVING TUESDAY 2021 HAS ENDED!
00 : 00 : 00
HRS MIN SEC

\$1,115,143 RAISED 2,492 SUPPORTERS

GIVE TOGETHER FOR TOMORROW'S LEADERS

 **Who supports Morehouse?**
We are so grateful to all of our benefactors!

Morehouse College

Challenges

Favorites

ALUMNI GIVING

Meet Our Ambassadors

Representing the Highest Ranked Public HBCU!



ASHLEIGH WILLIS
Ambassador

FAMU Today! FAMU Tomorrow! FAMU Forever!!!

I'm fundraising for the #1 Public HBCU in the land...Florida Agricultural and Mechanical University!!!

I'm inviting friends like you to support my campaign.

Thanks for taking a moment to check it out. Any amount is greatly appreciated!!!



Florida A&M University

Ambassadors & Stories

How Can YOU Still Throw a Strike?

ALUMNI GIVING

- Listen to your alumni
- Listen to your students
- Listen to your community

Swing for the Fences



Are You Counting All Your Chickens?

If the donor pool is shrinking, let's make sure we count all of your chickens first:

- Are you taking into consideration certificate and credential holders?
- Distance learners?
- Residents?
- Area congregations?
- Lifelong learners?
- Honorary degree holders and honorary alumni?
- What about those that had a relationship with your institution that did not graduate?

Do you have a single repository for all this data? **A MUST!**

Are You Accounting for Digital Acceleration?

ONLINE GIVING GREW 20% FROM 2019 TO 2020. WHY?

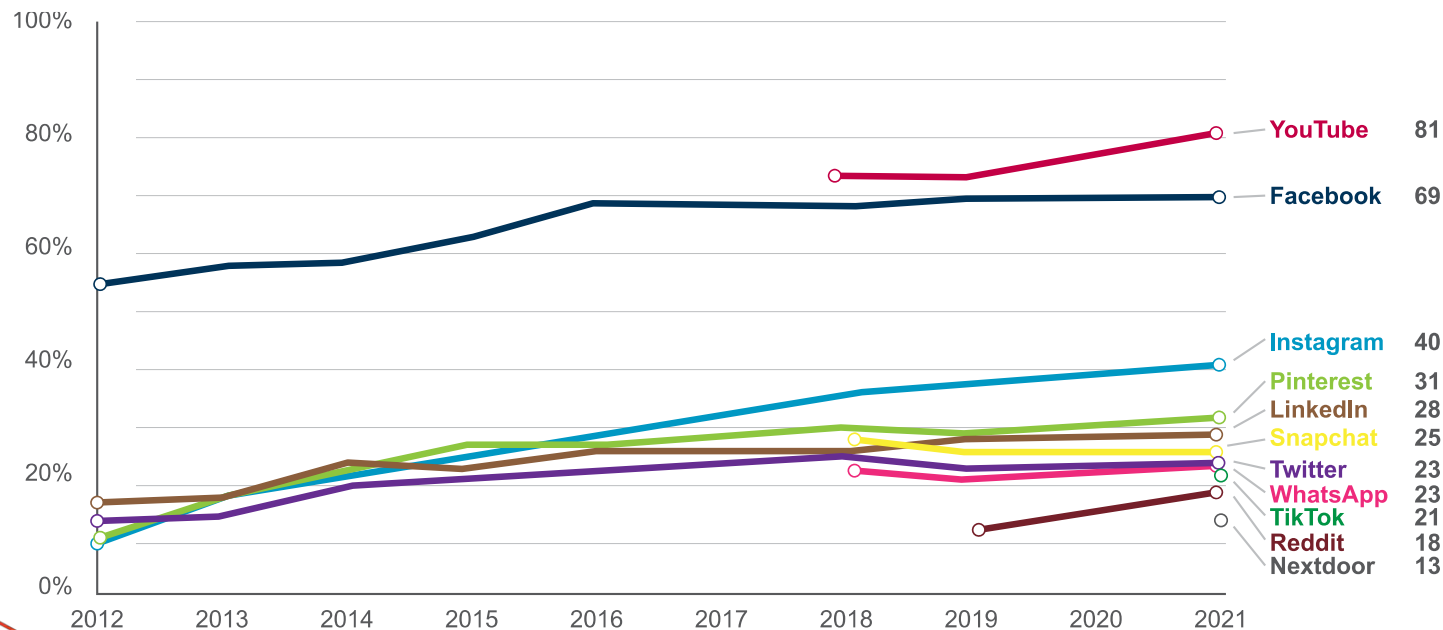
Digital adoption accelerated by 3 years thanks to the pandemic. In North America, **65% of customer interactions are now digital**, compared to 41%.

Source: McKinsey & Company Survey

Favorite Social Media Sites for US Adults

**GROWING SHARE OF AMERICANS SAY THEY USE YOUTUBE.
FACEBOOK REMAINS ONE OF THE MOST WIDELY USED ONLINE PLATFORMS AMONG
U.S. ADULTS**

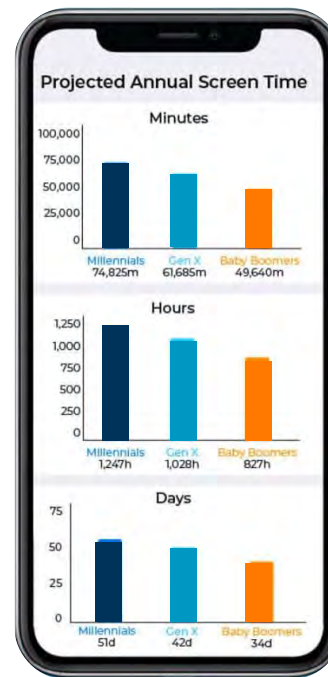
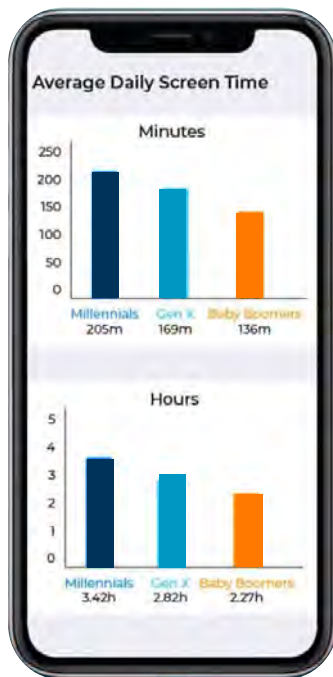
% of U.S. adults who say they ever use...



Source: Pew Research Center, "Social Media Use in 2021". Survey of U.S. Adults 1/25/21 thru 2/8/21.

Smartphone Usage Among U.S. Adults Today

COMPARING THE SCREEN TIME HABITS OF GENERATION GROUPS



Source: US User's Screen Time Statistic, Apple

Segmentation is Key in a Digital Age

More flexible,
likely to change
what
organization they
give to. Loyalty
is not automatic.
The organization
they give to is
heavily
influenced by the
political and
social identity of
the institution.



Giving based on
credibility, trust and familiarity with
your institution plus prior giving
habits.

Ideas to Expand & Optimize Your Outreach

Traditional Custom Audience Targeting

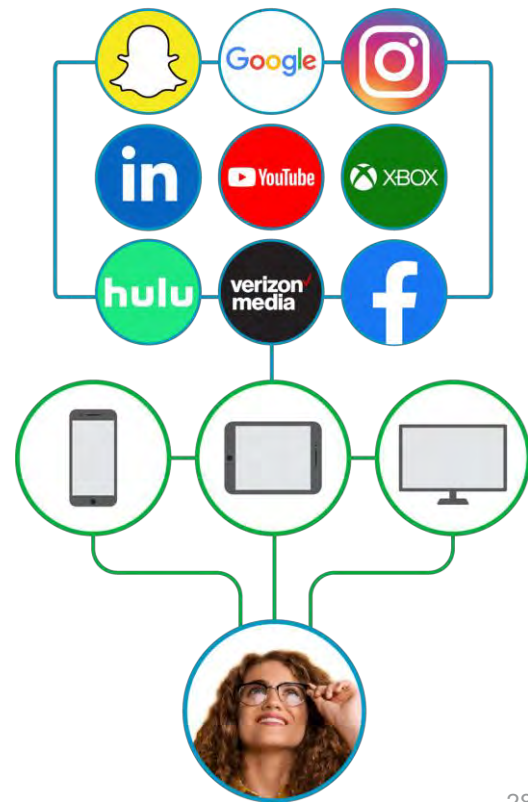
Traditional Custom Audience Drives Giving

Technology exists today that matches your pool of alumni, faculty and donors to their individual...

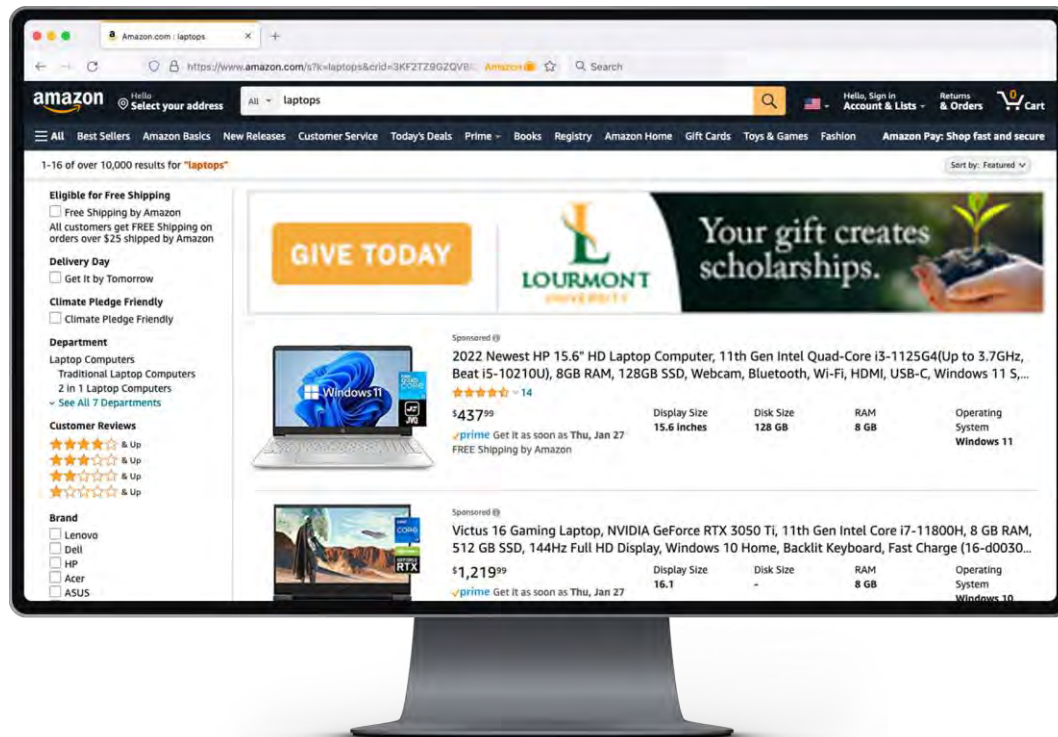
YouTube, Facebook, Instagram, Snapchat and LinkedIn accounts

Their connected TV via their Roku and other streaming devices

At Encoura, we do all of the above PLUS we match your list to their mobile devices and at-home devices

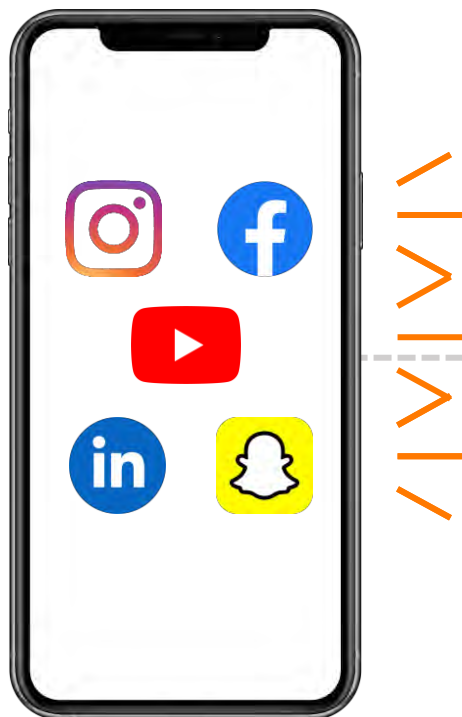


How Custom Audience Targeting Works



Encoura is an Alumni Team's Best Ally

CLIENT: MID-SIZE PRIVATE COLLEGE W/ GOAL OF BRINGING "GIVE TODAY" CAMPAIGN TO MARKET QUICKLY



RESULTS:

12,603

verified actions to the EDU site

658

verified actions to pledge form

55

donations

*Campaign was a success
and client has renewed
twice since then.*

Custom Audience Targeting Increases Gifting

CLIENT: MID-SIZE PRIVATE COLLEGE W/ GOAL OF INCREASING AVERAGE GIFT SIZE



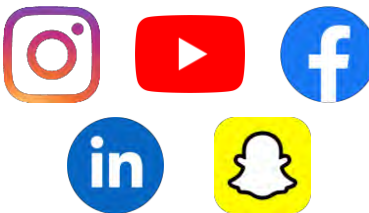
Postcard &
Phone Call

\$100

Avg. gift



Email



Match Social IDs

\$250

Avg. gift

Lookalike Custom Audience Targeting

A close-up photograph of a parrot's feathers, showing a vibrant array of colors including deep blue, bright yellow, and fiery red. The feathers are layered and overlapping, with fine details of their structure visible. The text is centered over the image.

Birds of a feather, flock together
~ Proverb

Lookalike Custom Audience Targeting Can Grow Your Donor Base



Lookalike Custom Audience Targeting takes your list of people who have given to your institution.

It then deciphers the online interests, mailing lists, groups joined, sites visited, products shopped of your source data and finds people with similar habits and characteristics.

Then your ads for your Institution are pushed to the Lookalike Audience over their individual Facebook and Instagram accounts.

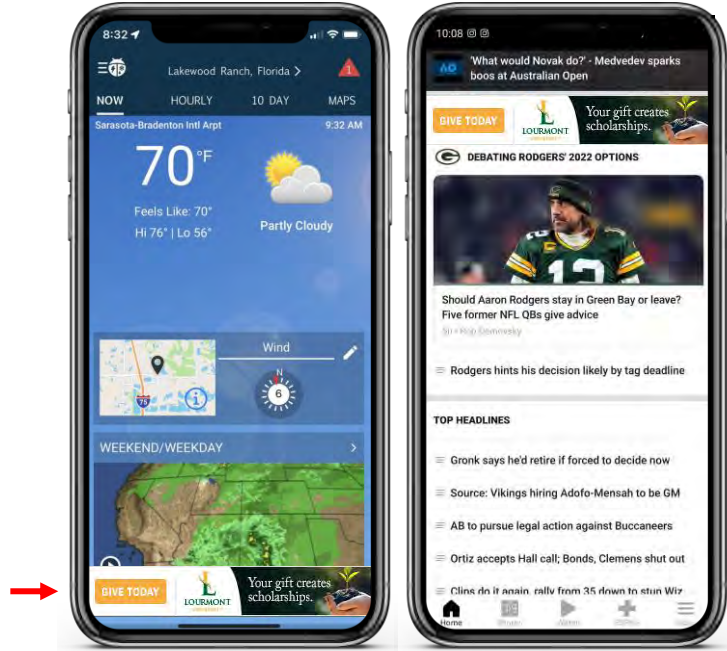
Sample Results in December 2021

Institution / Type	Impressions	Clicks	CTR	Cost Per Click
Public University in the East Undergrad Focus	215,000	2,330	1.10	\$1.38
Large Public Research University in the West Undergrad Focus	156,000	1,085	0.70	\$2.15
Private Faith Based University in Midwest Undergrad Focus	52,200	450	0.86%	\$1.74
Private University in Midwest Grad Focus	76,220	1,945	2.55%	\$0.58

The Importance of Mobile Geo Fencing



Mobile Geo Fencing Can Grow Your Donor Base



1. Geo fencing of local area churches can remind parishioners of how your institution strengthens the community.
2. Geo fencing of corporations can remind employees of your athletics program and scholarship funds and how you build a talent pipeline that fuels their business, etc.)
3. Geo fencing your own campus is another way to tell current students, faculty and staff that alumni giving is open.
4. Radial geo fencing of your surrounding community can reach neighbors, local restaurant and coffee houses and their patrons.
5. Geo fencing of Jackson Hewitt & H&R Block offices (Feb thru April) reaches folks who may be coming into a refund and allows you to suggest they earmark some of those dollars for your institution.

Make Alumni Giving Evergreen

Is Your Giving Strategy Evergreen?

1. Right now, Traditional Custom Audience Targeting or Mobile Geo Fencing could be planting the idea of earmarking part of one's tax return for your institution.
2. Geo fencing of local area churches can remind parishioners of how your institution strengthens the community.
3. Geo fencing of corporations can remind employees of your athletics program and scholarship funds and how you build a talent pipeline that fuels their business.
4. Lookalike Custom Audience Targeting Campaigns can put your institution on the radar of thousands of adults you don't know with messages about your plans to build a new School of Engineering, your new focus on sustainability or inspiration from the Provost/President.

Additional Resources

Digital Enrollment Predictions for 2022: Keeping Up with Gen-Z

In this webinar, we forecast our predictions for the digital enrollment landscape in 2022.

1. The importance of personalization in digital marketing and how to effectively scale your approach using Student Mindsets™
2. The continued rise of the short video as the new cornerstone for strategic engagement
3. Expectations for the most popular platforms in 2022
4. How evergreen campaigns can build your brand at any time of the year or admissions cycle



Jason Stevens
Director of Digital Strategy

encoura.org/webinars



Have You Unlocked Your Digital Voice?

Craft a Compelling Story. Leverage the Latest Platforms.
Engage Your Best-Fit Students.

Backed by a best-in-class digital operations team,
Encoura Digital Solutions create customized, turnkey
digital enrollment solutions that leverages the most
popular platforms and networks among today's students.

encoura.org/digital



Case Study: University of Nebraska-Lincoln

Keeping in Mind What Students Really Value



Challenge

- Pandemic limited traditional recruitment methods
- Communication to students needed at exact right time in decision-making process

Outcome

- Website engagement **5 times higher** than with previous campaigns
- Student communications customized to what they individually value most in a college
- Thousands of new students visited website
- Highest levels of in-state student post-view and post-click interactions
- Delivering the right message at the right time in students' decision-making processes

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Thank you.

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