The Power of an Omnichannel Approach for Driving Alumni Giving

Wednesday, January 26, 2022
Today's Pitcher & Batter
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 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>
<thead>
<tr>
<th>Motive</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Compensate for benefits received</td>
<td>60%</td>
</tr>
<tr>
<td>Act on moral principles and values</td>
<td>57%</td>
</tr>
<tr>
<td>Support a cause or political agenda</td>
<td>57%</td>
</tr>
<tr>
<td>Advance a specific institution</td>
<td>53%</td>
</tr>
<tr>
<td>Express empathy for others</td>
<td>40%</td>
</tr>
<tr>
<td>Create a legacy</td>
<td>37%</td>
</tr>
<tr>
<td>Have an impact on a community</td>
<td>30%</td>
</tr>
</tbody>
</table>

Table: The Conversation, CFO/IND / 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

Source: McKinsey & Company Survey
lets
love our
community
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
Below are some great ways that you can learn more about the contributions of our Latinx community:

- Visit the Libraries
- Join virtual camp
- Series on Instag
- Reach out to Alum Berdecia, BSBA student organizer
- Watch Immigration
- Read Understudies experience of Lz
- Read White Guy, Higher Education: A Study of High education

Alumni Drive

Alumni Association Awards given during Red & White Week.

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 annual week of celebrations during the last week of fall semester.

Lyndsay Lesina, ‘71, of Miami, Fla., is named Outstanding Young Alumna. Berdecia is a digital strategist for a higher education research company and founder of Berdecia, a nonprofit that provides college scholarships and career counseling to Latinx students. She is also the founder of the Latino Alumni Network and established the Latino Alumni Network Scholarship in 2017. Berdecia is also the director of the IPV (International Gala) of Management.

Brendan Granger, ‘07 of Raleigh, received the Award for Meritorious Service. An attorney, Granger is named to the Board of Directors of the College of Family and Human Services and is a past president of the Alumni Association Board of Directors. In 2012, he received the Outstanding Young Alumni Award. Granger serves on the Board of Directors of Habitat for Humanity in Wake County.

Making Those Career Connections

This is the figure that shows how to build a great resume! Or do you want to do better in the job you have? Picking yourself in position for a promotion? The Alumni Association provides access to all of these career services, and more, in its new Career Connections blog at the Alumni Magazine’s website. Alumni Magazine’s online career advice series includes tips for standing out from the crowd, and the value of having a mentor to help your career flourish. The blog is a great resource for career services, including webinars, career fairs and one-on-one career coaching—offered by Alumni Association members, Alumnae, and the leaders of alumni career services. Each post covers a wide range of tips and advice. Visit the blog frequently, and follow us on social media for new content.

What’s the best advice you received in college for a successful career so far?

A: I think the best advice I received was to go for the opportunity, even if it scared me. I took a leap, and I’m excited I did. Because I went into the job, I felt excited, and I decided that I didn’t like the type of work. I felt like I was just fulfilling the role of a manager, and I really wanted to be more of a leader. I think that’s a great opportunity. I think it was a great learning experience. I think it was a great way to grow professionally, and it was a great way to develop my skills.

Jennifer Cheung, ‘08 of Cary, N.C., received the Outstanding Young Alumni Award in 2017. She now serves as an advisor at the University of North Carolina at Chapel Hill. She has served as an advisor at the University of North Carolina at Chapel Hill for nearly 10 years.

How to find an intern

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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
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.

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!
Morehouse College

Challenges
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!
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
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...

Smartphone Usage Among U.S. Adults Today

Comparing the Screen Time Habits of Generation Groups

Source: US User’s Screen Time Statistic, Apple
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
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

- Email
- Match Social IDs
- Postcard & Phone Call

$100
Avg. gift

$250
Avg. gift
Lookalike Custom Audience Targeting
Birds of a feather, flock together
~ Proverb
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

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

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