



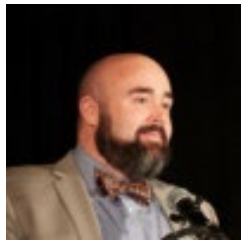
**2023 RNL NATIONAL
DONOR ENGAGEMENT
WORKSHOP** July 26-27

WELCOME



The Future of Omnichannel Donor Engagement

Howard Heevner



Executive Director of Annual Programs, University of California, Berkeley

Nicole Allen Cook



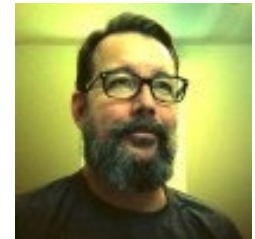
Director, Donor Participation and Marketing Strategy, Cornell University

Meg Ackerson



Associate Vice President for Strategic Engagement, Oklahoma State University

Erick Weber



Assistant Vice Chancellor for Annual Giving, University of Tennessee, Knoxville

Omnichannel strategy matters



Texting



Calling



Personalized
Video



Crowdfunding



Digital Ads



Email



Direct Mail



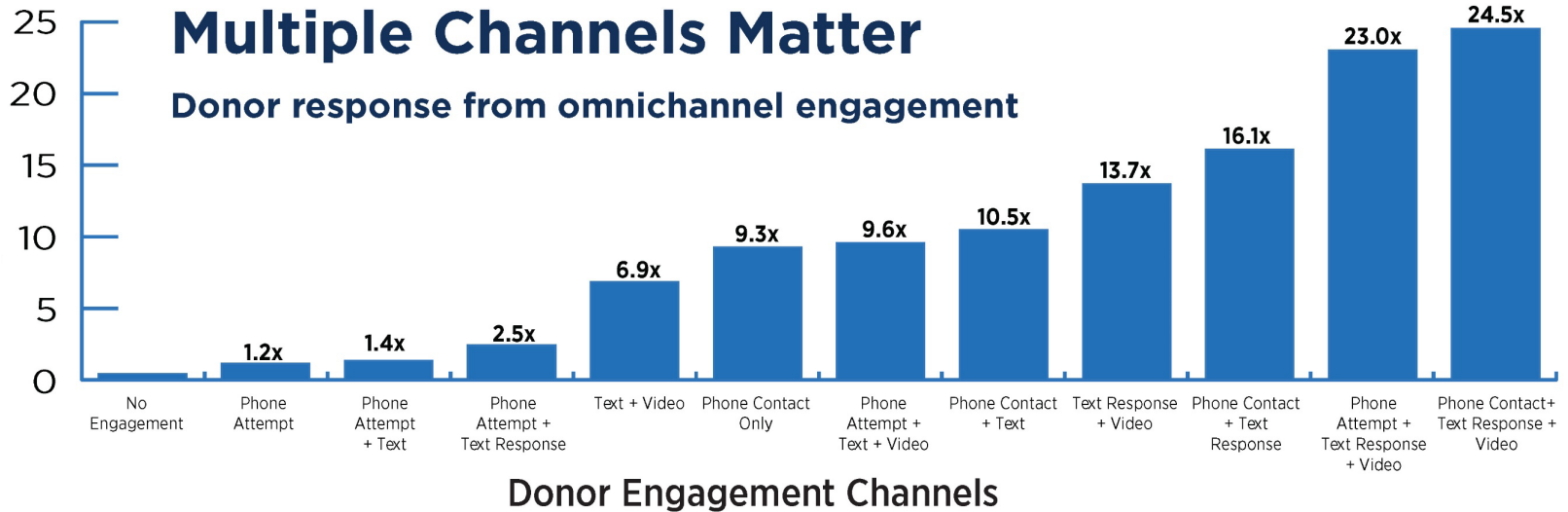
Giving Days

25X

RESPONSE

with donors engaged
across 3 or more
channels

Omnichannel coordination makes a difference



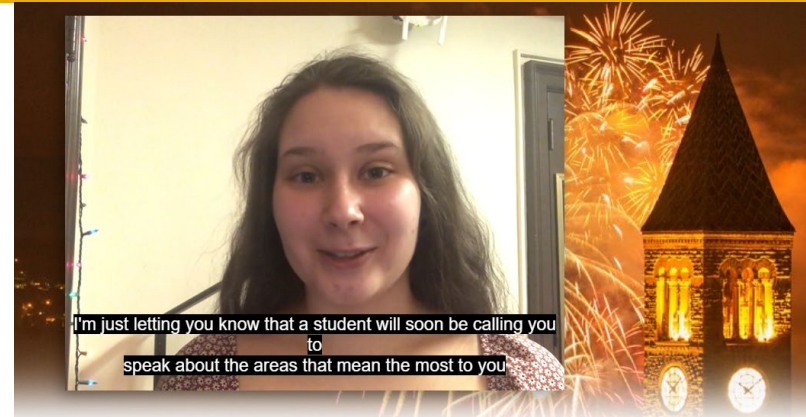
RNL Analysis of 506,050 constituents during 2022, with engagement completed in the RNL Engage platform and integrated technologies across phone call attempts, completed calls, texting and response, along with views of video messaging.

A person is seen from behind, sitting at a desk and using a laptop. The scene is overlaid with a semi-transparent blue filter. On the laptop screen, there is a faint graphic of two hands holding a heart, with the word 'DONATE' and a 'CLICK' button visible. The main text is centered over the image.

Are you
omnichannel? How
have you evolved?

Personalized Video

- Population: Leadership w/o FY23 gift that had been attempted in fall
- Dropped late December giving donor option to fulfill before CYE and notifying them a student will be calling
- Calling Pool created for same student to call in late Dec.-Jan., yielding –
 - Higher contacts/hr. (4.6 v. 2.8)
 - Stronger pledge rate (70% v. 54%)
 - Higher average gift (\$286 v. \$156)
- 60% opened, 8% clicked, over 365 total views



[Support Cornell Students Now!](#)

Miranda,

Your past support to Cornell has allowed students like me to access extraordinary experiences in and out of the classroom.

I hope you will renew you will make a gift to the area of Cornell that means the most to you before 12/31. Your 100% tax deductible gift will be put immediately to work for Cornell students.

Every gift to the university allows Cornell to continue to teach, conduct world-class research, and make the world a better place.

Thank you for investing in the next generation of Cornelians.


Gratefully,
Alison M., Class of '25

If you've already made your gift, thank you!

[Reply](#)

[Save](#)

[Share](#)

A woman with glasses, wearing a business suit, is sitting at a desk with a laptop. She has her hand to her chin, appearing thoughtful. The background is a blurred office setting. The entire image has a blue tint.

How does mail play
a role in your
omnichannel
approach?

Fall Appeal Omnichannel Series

1,394



Gifts secured

Michigan Technological University

MOVE TECH FORWARD

IMPACT ALL OF MTU WITH A GIFT TODAY.

[Salutation]

Your gift last year helped move Michigan Technological University forward. Thank you for helping to create real-world experiences for current and future students with your generous support.

Please consider renewing your impact on today's students with a gift to The Fund for Michigan Tech—which directly addresses the greatest needs of our students, faculty, and staff.

Your support empowers Michigan Tech to create a unique learning environment filled with caring professors, hands-on training, and nationally-ranked academic programs that translate into future success.

Make a tangible difference in the lives of Michigan Tech students today with a gift of (ASK1), (ASK2), or (ASK3).

Tomorrow needs Michigan Tech to educate inventors, artists, engineers, innovators, coders, and communicators equipped to improve an evolving world. Thank you for preparing Michigan Tech students with your generosity.

Sincerely,
Karla Aho
Karla Aho
Assistant Vice President
Advancement and Gift Planning

P.S. While The Fund for Michigan Tech broadly impacts all of MTU, you can also designate your gift to a fund, scholarship, or program that is dear to your heart.

Yes, I'll make a real-world impact for MTU students!

ENCLOSED IS MY GIFT OF: (ASK1) (ASK2) (ASK3) Other \$ _____

DESIGNATE MY GIFT TO:
 The Fund for Michigan Tech (address MTU's greatest needs)
 (List_Gift_Designation)
 Scholarships and fellowships
 Other _____

If you recently made a gift, thank you!

PAYMENT OPTIONS: (ID NUMBER/APRIL CODE)
 Give Online: mtu.edu/giveonline
 Check: Make payable to Michigan Tech Fund
Credit Card: Visa Mastercard Discover American Express

Name on Card: _____
Exp. Date: _____
Credit Card Number: _____
Signature: _____ Security Code: _____

ANNUAL SCHOLARSHIPS THAT OPEN DOORS TO THE MICHIGAN TECH EXPERIENCE

INNOVATIVE PROGRAMS TO PREPARE STUDENTS TO EXCEL IN THE 21ST CENTURY

LABORATORY FACILITIES WHERE STUDENTS CAN SEEK SOLUTIONS FOR OUR EVOLVING WORLD

EMERGENCY ASSISTANCE FOR STUDENTS FACING FINANCIAL, MEDICAL, OR HOUSING CHALLENGES

TOP FACULTY WHO INSPIRE AND EMPOWER YOUNG MINDS TO PURSUE BIG IDEAS

Your gift to The Fund for Michigan Tech provides students with opportunities for success.

MAKE YOUR GIFT >

5:08 AM 59%
Messages Details

Hi {Name}, this is Karla Aho ('93) from the Fund for Michigan Tech. Thank you for your past support of MTU. Can I count on you to continue your giving tradition today? Reply YES to give or STOP to opt out.

Messages

I The you

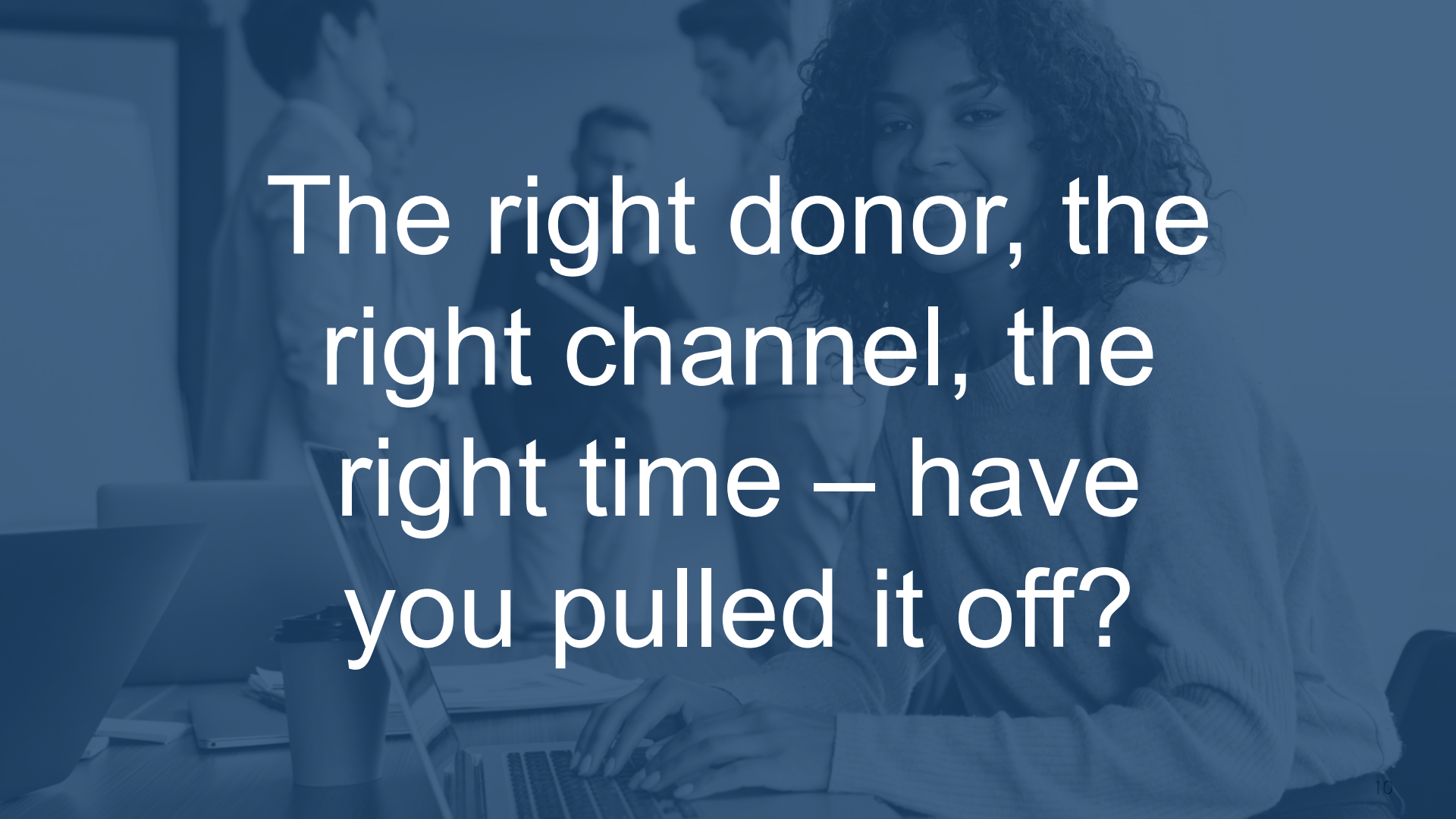
Q W E R T Y U I O P
A S D F G H J K L
Z X C V B N M <X>
123 space return

MOVE TECH FORWARD

Hi {Name}, this is Karla Aho ('93) from the Fund for Michigan Tech. Thank you for your past support of MTU. Can I count on you to continue your giving tradition today? Reply YES to give or STOP to opt out.

EVERY HUSKY WHO GIVES BACK MOVES MICHIGAN TECH FORWARD.

MAKE YOUR GIFT >

A woman with curly hair is smiling while working on a laptop in an office setting. The image is overlaid with a blue tint. The text is centered and reads: "The right donor, the right channel, the right time – have you pulled it off?"

The right donor, the right channel, the right time – have you pulled it off?

Digital Engagement Center Outcomes

Hi Michelle - Nathanael here from NYU. So sorry we missed you! We called to thank you for being a loyal donor to NYU in past years, and we thought a text might work better for you. Can we count on your support to renew your gift of {\$xx} again this year?


- Pre-Call Text
 - FY22 text donors solicited via that channel first in FY23
 - 176 replies with 157 commitments (89%)
- Attempts Text
 - 81% increase in contacts/hour
 - 141% increase in commitments/hour
 - Maximize student labor hours; saving ~250 hours

3x

Increase



In number of commitments by layering text



How are you
effectively
coordinating with
partners?

Coordinating with Partners

- Athletics
- College/Units
- Donor Relations
- Alumni Association
- Vendors



A person is seen from the side, wearing a dark sweater, typing on a laptop. The laptop screen displays a website with a heart icon held by two hands, the word "DONATE" in large letters, a "CLICK" button, and the text "click here for more information". The entire scene is overlaid with a semi-transparent blue filter.

Final Thoughts

Key Takeaways

- Omnichannel is more than multichannel
- Coordinate multiple channels to maximize giving
- Adopt new tech, new strategies and test
- Use the data to determine who is primed for solicitation, more expensive engagement or low engagement/warming
- Partnerships are crucial



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Connect with us on 

Howard
Heevner



Executive Director of
Annual Programs,
University of California,
Berkeley

Nicole Allen
Cook



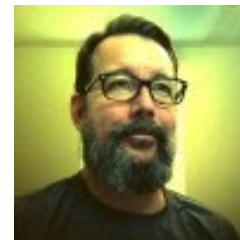
Director, Donor
Participation and
Marketing Strategy,
Cornell University

Meg
Ackerson



Associate Vice President
for Strategic
Engagement,
Oklahoma State University

Erick Weber



Assistant Vice
Chancellor for Annual
Giving,
University of Tennessee,
Knoxville

Thank You

Please reach out to connect!

Autumn Horton | autumn.horton@ruffalonl.com



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