



Building a Strong Partnership that Impacts Results

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RNL National Conference - July 2019

Presenters



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Session Description

Build an integrated omnichannel outreach program that generates excitement and helps exceed fundraising goals



Background

Partnership Begins

Summer 2016

- Louisiana Tech had not had a calling program for seven years
- Alumni participation was at 6.1%-6.4% from FY13-FY16
- A 13-week calling program began mid-June 2016
 - Seven weeks during the summer of 2016
 - Six weeks in the winter of 2016
- Launched crowdfunding program named Bull Market – Powered by RNL's ScaleFunder platform
- Direct mail and e-mail managed in-house

Phone Program – FY17

2,066 Calling Hours



PHONATHON CALL CENTER

After a seven-year hiatus, the Bulldog Call Center at Marbury Alumni Center is up and running. This summer, 22 of Tech's finest students called 8,418 alumni and asked them for an annual gift to their academic college or to the University Fund. This resulted in 1,095 total pledges and commitments of \$125,061, with an average pledge of \$114. Of these pledges, 263 were instantly fulfilled by credit card. Thank you if you spoke to our students during phonathon. If you want to make a gift or fulfill a pledge, visit LaTechAlumni.org. We will be calling again in January and February of 2017.

Results

\$204,823 pledged

1,830 pledges

\$112 average pledge

8,053 conversations

16,107 records updated

Phone Program – FY18

2,390 Calling Hours



Results

\$310,874 pledged

1,948 pledges

\$160 average pledge

8,354 conversations

12,408 records updated

Crowdfunding Program – FY17

Bull Market



7 Campaigns in Year One

\$273,784 raised

Bullmarket.LaTechAlumni.org

BULL MARKET CROWDFUNDING

There's a new way to invest in Tech. At our new crowdfunding website, Bullmarket.LaTechAlumni.org, alumni and friends will find a portfolio of blue-chip projects, all championed by our own students, faculty and staff. From new uniforms and instrument upgrades for The Band of Pride to sending Champ to Mascot Camp, the sky is the limit for investing in Louisiana Tech. Coming soon: light up the sky at the Planetarium with new renovations, plus, show your spirit by supporting the Loyal Blue Spirit Fund – a student organization that supports all things Tech.

Band of Pride Uniform Campaign

Dollars & Dogs 2016

100,000 Strong

Tech Tuesday 2016

335 Design/Build Tool Fund

Lift Powerlifting To South Africa

Send CHAMP to Camp!



Crowdfunding Program – FY18

Bull Market



Noble Trees

By Louisiana Tech University Foundation

Louisiana Tech alumni hold dear their pleasant walks underneath the noble trees of campus. Preserve that heritage for future generations of the Tech Family.

\$118,510

158%

Funded

191

Donors

0

days left

4 Campaigns in Year Two

\$155,199 raised

Bullmarket.LaTechAlumni.org

Noble Trees

Thomas Assembly Center Signage

Dollars & Dogs 2017

LA Tech CoRec Flag Football Team

Voluntary Support of Education

Higher Ed's survey of record for contributions since 1957



Louisiana Tech Alumni Participation (VSE)

6.1% in 2016

6.8% in 2017

7.4% in 2018



Self-reported information to the Council for Aid to Education



Synergy
Omnichannel
Fundraising

What is RNL Synergy?

New Approach in FY19



Why RNL Synergy?

Integrated Approach

- Omnichannel vs. Multichannel
 - Create a cadence with compelling creative
- Dynamic and flexible approach to annual giving
- Analyze data
- Develop consistency
- Consulting

Growing the Tech Team

RNL Staff Assigned to Tech

- RNL team of experts are assembled
 - Consultant
 - Project manager
 - Creative lead
 - Director of phone operations
 - Writer
 - Designer
 - Phone center manager
 - ScaleFunder expert
 - Data team



Tech Immersion

July 2018

- RNL consultant and creative director visit Louisiana Tech for a two-day immersion
 - Advancement leadership
 - Database/gift administration
 - Athletics
 - Student Advancement Team
 - Marketing and Communications
 - Deans and Development Officers
 - Alumni Engagement
 - Campus tour



Creative Brief

Brand and Messaging Cohesion

- A Creative Brief was developed and shared with the Tech team. The Brief was used throughout the year by RNL's creative team to ensure that messaging and design were on point.

Brief Includes:

- Background & Objective
- Communication Priorities
- Message Tone
- Design Concepts



Omnichannel Plan

Building the Timeline

- An initial timeline of omnichannel activities was created
 - Includes all channels
 - Data inclusions and exclusions
 - Ask amounts
 - Anticipated number of prospects
 - Fund options
 - Drop/Launch Dates
- Conference call to discuss each campaign
- As the year progressed, we pivoted when needed

Campus Staff

Time to Focus on Other Important Areas

- Point person for RNL
- Giving Day
- Crowdfunding
- Leadership Annual Giving
- Student Philanthropy
- Young Alumni Engagement
- Faculty and Staff Giving
- ... and More





Big Wins

Donor Count Record



RECORD-SETTING YEAR

10,106

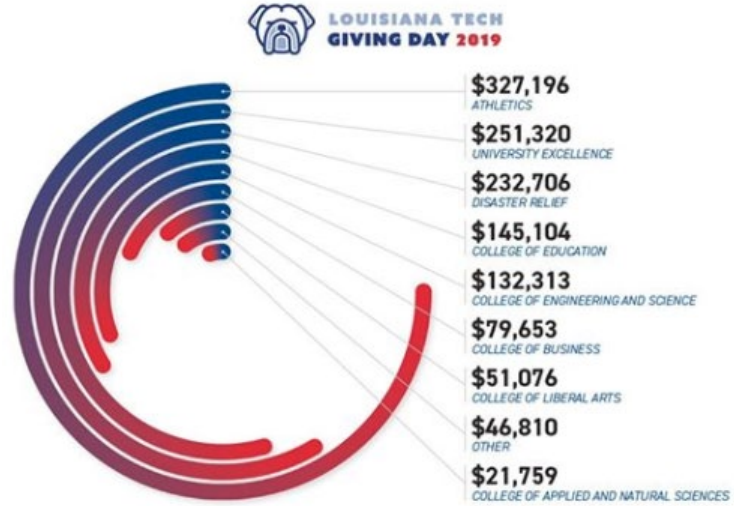
DONORS

WWW.LATECHALUMNI.ORG/GIVE



Giving Day 2019



THANK YOU!
\$1,287,937



Forever Loyal Capital Campaign



Six months after announcing the beginning of its Forever Loyal Capital Campaign, Louisiana Tech is 90 percent of the way to its goal of \$125 million.

Voluntary Support of Education

Higher Ed's survey of record for contributions since 1957



Alumni Participation (VSE)

6.1% in 2016

6.8% in 2017

7.4% in 2018

9.9% in 2019



Self-reported information to the Council for Aid to Education





Examples

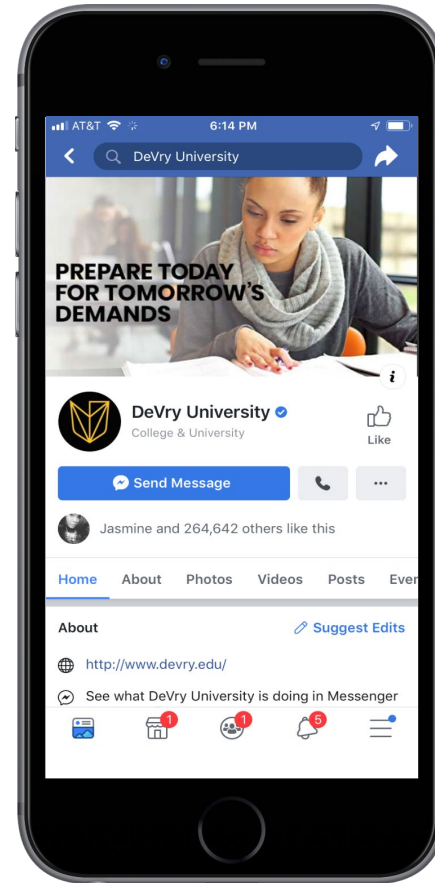
A blue-tinted photograph of a tulip field. In the foreground, several tulips are in focus, showing their characteristic cup shape and long, pointed leaves. The background is a blurred building with many windows, suggesting a campus or park setting. The overall mood is serene and academic.

Targeted and Retargeted Digital Ads

Getting Their Attention

Constant Distraction


- We're in a state of constant digital disruption
- The average person checks his/her phone **80x per day**
- **Three hours per day** are spent consuming content
- Every non-profit sector saw at least 15% online revenue growth in 2017*



eMarketer ApriSource: "Average Time Spent per Day with Major Media by US Adults," 2015


*Non Profit Source Online Fundraising Statistics for non-profits

Digital Ads

Help support cancer research by dining out with your Mastercard®

Learn more





Certain terms and conditions apply.

Blue Apron
Sponsored

Get \$80 off during Blue Apron's Summer Deal!

Flexible plans to fit your life:


- WW Freestyle™ Plan... See More



2-Person Plans!

Blue Apron Summer Deal!

Get \$80 Off Today



Vegetarian Plan


Blue Apron Summer Deal!

Get \$80 Off Today

1 Comment

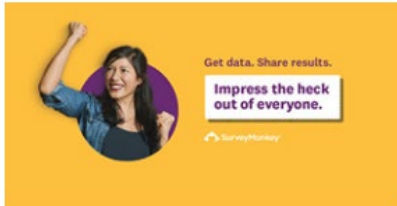
Like Comment Share

Sponsored Create Ad



Switch to GEICO
GEICO.com

Why not spend less for great coverage? Your savings jar will thank you.




Stop guessing. Get answers.
surveymonkey.com
Are your customers actually satisfied?

Sprint Wi-Fi 9:06 PM 97%

Instagram

allmodern Sponsored



FARMHOUSE COFFEE TABLES

Shop Now

1,159 likes

allmodern Up to 65% off modern farmhouse sofas,

Retargeted Ads (Google Ad Network)

Keep Your Brand Top of Mind



SUPPORT CHAMPIONS
ON AND OFF THE FIELD

LA TECH
COMPETITION
INTEGRITY
EXCELLENCE
YOU MAKE IT POSSIBLE
JOIN LTAC »

**YOUR HELP MAKES THE
TECH EXPERIENCE POSSIBLE**
LA TECH
FULFILL YOUR GIFT NOW »

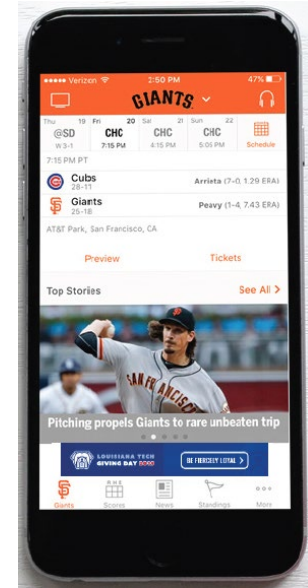
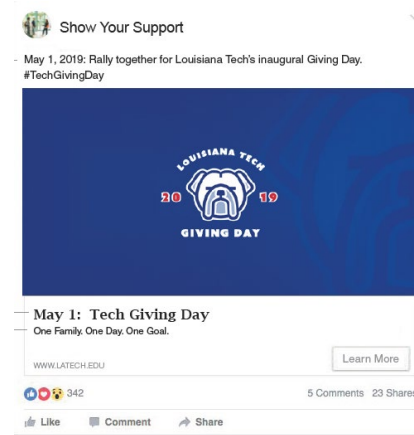
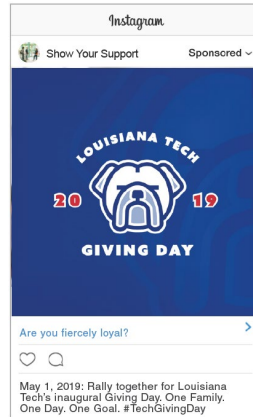
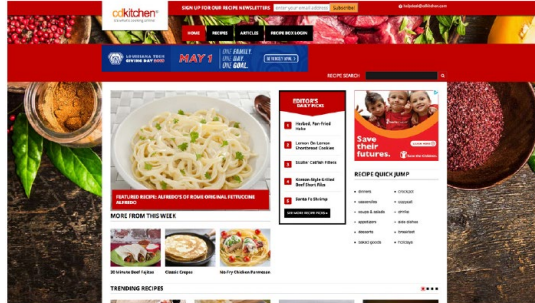
LA TECH
**YOUR FULFILLED
GIFT EMPOWERS
THE NEXT
GENERATION.**
SUPPORT BULLDOGS TODAY

**LOUISIANA TECH
UNIVERSITY**
**BULLDOGS
ARE COUNTING
ON YOU!**
GIVE NOW



Targeted Digital Ads

Giving Day 2019 - Google Ad Network, Facebook, IG



Direct Mail and Digital

Working Together

- Direct mail with digital ads yields a 28% higher conversion rate
- Marketing campaigns that used direct mail and one or more digital media experienced 118% lift in response rate compared to using direct mail only
- Website visitors who are retargeted are 70% more likely to convert
- 26% of visitors will return to a site through retargeting

Digital Ad Impact

Big Picture

Digital Ads will lift results in all channels. Review all giving in the campaign timeframe.



Engagement



Impact Email

Engagement



WELCOMING the Tech Family is unstoppable! Because we support one another and invest in our collective future, so many members of our Family are able to thrive. Thank you for giving back to Tech.

Check out some of these great stories:



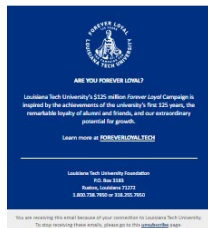
CINTHIA RINCON

Senior Studio Art major, Cynthia Rincon, pioneers the way in uncharted territory of pre-medical illustration at Tech. [Read more about Cynthia's story.](#)



DR. ST. AMANT

Dr. Kirk St. Amant partnered with colleague Dr. Rich Rice of Texas Tech to publish *Thinking Globally, Composing Locally: Rethinking Online Writing in the Age of the Global Internet*. [Click to learn more.](#)



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Donor Version

##SALUTATION##, the Tech Family is unstoppable! Because we support one another and invest in our collective future, so many members of our Family are able to thrive. Thank you for giving back to Tech.

Check out some of these great stories:

Non Donor Version

##SALUTATION##, the Tech Family is unstoppable! Because we support one another and invest in our collective future, so many members of our Family are able to thrive.

Check out some of these great stories:



A blue-tinted photograph of a crowd of graduates in academic regalia, with a bronze bulldog statue in the foreground. The word "Crowdfunding" is overlaid in white text.


Crowdfunding

Crowdfunding

Bull Market


BULL MARKET

[LATech Home](#)
[About](#)
[Apply Now](#)
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A PORTFOLIO OF BLUE CHIP PROJECTS

INVEST IN TECH



National Concrete Canoe Competition


By Louisiana Tech-ASCE Chapter
The Louisiana Tech American Society of Civil Engineers chapter needs your help to get to the National Concrete Canoe Competition!

\$1,000

59% Funded

17 Donors

0 days left



Good Nutrition Mission Food Pantry


By Louisiana Tech University Foundation
The Good Nutrition Mission Food Pantry provides non-perishable food items for Louisiana Tech students who are food insecure.

\$1,000

78% Funded

9 Donors

0 days left



Night of the Arts


By Penny Humphries
Come join us for an evening under stars featuring talent, music, and theater!

\$2,500

44% Funded

2 Donors

0 days left



Rock Steady Boxing Memorial Garden


By Skylar Temple
Our mission at Rock Steady Boxing is empower people to fight back against Parkinson's disease.

\$200

0% Funded

1 Donors

117 days left



2019 Orientation Student Leaders


By The 2019 OSLs
Help support the Orientation Staff as they prepare to welcome the incoming freshman class to the Tech Family!

\$1,200

26% Funded

13 Donors

0 days left



Louisiana Tech Science Olympiad Invitational


By UToachTech
Louisiana Tech hosts Louisiana's ONLY Science Olympiad invitational. SciOly is 35 years old and is one of the best STEM competitions in the country.

\$5,100

91% Funded

17 Donors

0 days left



Dollars & Dogs 2016


By Madeline Patton
Dollars & Dogs is a student giving day led by the Louisiana Tech Student Advancement Team.

\$1,000

100% Funded

179 Donors

0 days left



ExD STUDIO

Experiential Design Studio


By School of Design
Help this collaborative Interior Design / Graphic Design Studio provide materials for experimentation with fabrication equipment and for travel to project sites.

\$4,000

100% Funded

25 Donors

0 days left



Dollars & Dogs 2017

By Louisiana Tech University Foundation
Dollars & Dogs is a student giving day led by the Louisiana Tech Student Advancement Team.

\$3,010

150% Funded

605 Donors

0 days left

A blue-tinted photograph of a bulldog sitting in a field of tulips. The bulldog is the central focus, looking directly at the camera. It has a white face with dark patches around its eyes and a dark collar. The tulips are in various stages of bloom, with some showing dark centers. The background is a grassy area with a fence and trees in the distance. The text "Giving Day" is overlaid in white, centered on the image.

Giving Day

Giving Day – May 1, 2019

RNL Support - ScaleFunder

- Kick Off Call and Workshop Discussion
- Technical Training
- Onsite Giving Day Workshop
- Ambassador Program Development
- Match and Challenge Strategy
- Ambassador Training Call
- Mock Giving Day Call
- Additional Calls As Needed



LOUISIANA TECH
GIVING DAY 2019

Preparation

RNL Support - Content Development

TAGLINE

1. Be Ever Loyal. Be Louisiana Tech.
2. One Family. One Day. One Goal.
3. 1894/125 Reasons to Be Ever Loyal

SHOW YOUR LOYALTY

Tech's community is among the nation's most loyal and there is no family greater than the Tech Family. Can we count on you to proudly represent the red and blue?

- Issue a Giving Day Matching Gift or Challenge
- Spread the word: Use #TechGivingDay
- Become a Tech Giving Day Ambassador
- *Any other engagement efforts Tech may offer*
- Make your gift on May 1

FOREVER LOYAL

Gifts made in the 24-hour period of Tech Giving Day will also count toward our \$125 million Forever Loyal Campaign. Inspired by the achievements of the university's first 125 years, the remarkable loyalty of alumni and friends, and our extraordinary potential for growth, the Forever Loyal Campaign will lead Louisiana Tech University to global recognition. Together, we'll drive economic prosperity, educational attainment, and quality of life for the people of Louisiana and the surrounding region.

Will you show your loyalty? Be Forever Loyal today!



LOUISIANA TECH
GIVING DAY 2019



Giving Day 2019

RNL Support – Save the Date Postcard



MAY 1, 2019
ONE FAMILY. ONE DAY. ONE GOAL.

On this day, we ask the entire Tech Family – alumni, faculty, staff, students, parents, and family – to rally together during a 24-hour period: Show your loyalty and positively shape the future of our Tech Family.

ARE YOU READY?

- Mark your calendar for May 1
- Bookmark loisiatechgivingday.org
- Spread the word: #TechGivingDay

CAN WE COUNT ON YOU TO PROUDLY REPRESENT THE RED AND BLUE?

BE FIERCELY LOYAL.


Louisiana Tech University Foundation
P.O. Box 3183
Ruston, LA 71272-0001

(Mail_Name)
(Address1)
(Address2)
(Address3)
(City) (State) (Zip)

 **LOUISIANA TECH**
GIVING DAY 2019

MAY
01

BE FIERCELY LOYAL.

ONE FAMILY. ONE DAY. ONE GOAL.

Tech's first-ever Giving Day is quickly approaching!


Are you ready? Here are a few ways you can ensure our success.

- Mark your calendar for May 1
- Bookmark loisiatechgivingday.org
- Spread the word #TechGivingDay

Get ready to show the world there is no family greater than the Tech Family.

Louisiana Tech University Foundation
P.O. Box 3183
Ruston, Louisiana 71272
1.800.738.7950 or 318.255.7950

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 **LOUISIANA TECH**
GIVING DAY 2019

THANK YOU!

ONE FAMILY. ONE DAY. ONE GOAL.

The Tech Family always comes through.

Thank you for rallying together and representing the red and blue! Together, we showed the world our fierce loyalty.

While we tally up gifts and calculate final numbers, don't miss your chance to be part of our inaugural Giving Day: **[Make your gift now!](#)**

If you've already made your Tech Giving Day gift, thank you! We are grateful for your loyalty.

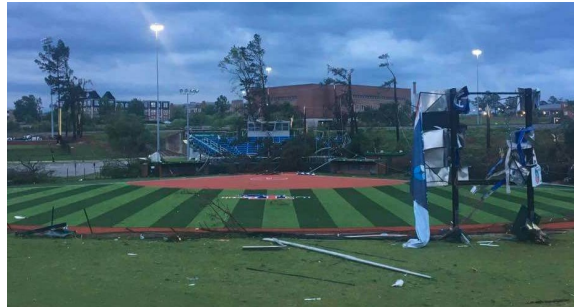
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Pivot


The Unexpected – April 26

Video shows extent of damage after major tornado slams Ruston, La. Tech area



Giving Day 2019

Facebook Posts

 Louisiana Tech University
May 1 · 🌐


Louisiana Tech Giving Day is here! Celebrate and support Tech students by giving at www.LouisianaTechGivingDay.org.
#TechGivingDay



Louisiana Tech Alumni Association
May 1 · 🌐

Good morning, Tech Family - it's #TechGivingDay!

As you start your day, take a moment to reflect on what Louisiana Tech University has done for you and how you ...
[See More](#)

 Louisiana Tech University
May 1 · 🌐

In the wee hours of the morning of April 25, Ruston was rocked by a tornado. The funnel cloud tore through the city and Louisiana Tech. Read more about the storm's impact at <https://buff.ly/2PNYFfr>.

Then, join us on Giving Day.
#BulldogsBounceBack #TechGivingDay



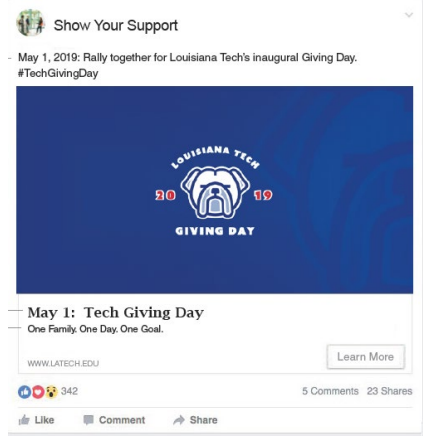
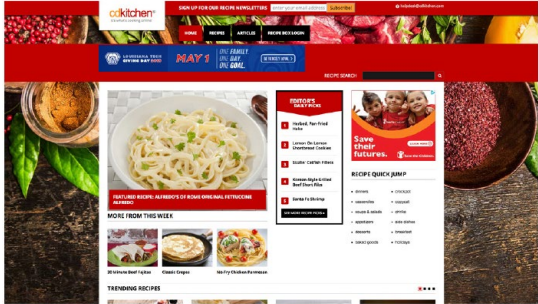
LATECH.EDU

Tech launches inaugural Giving Day | Louisiana Tech University

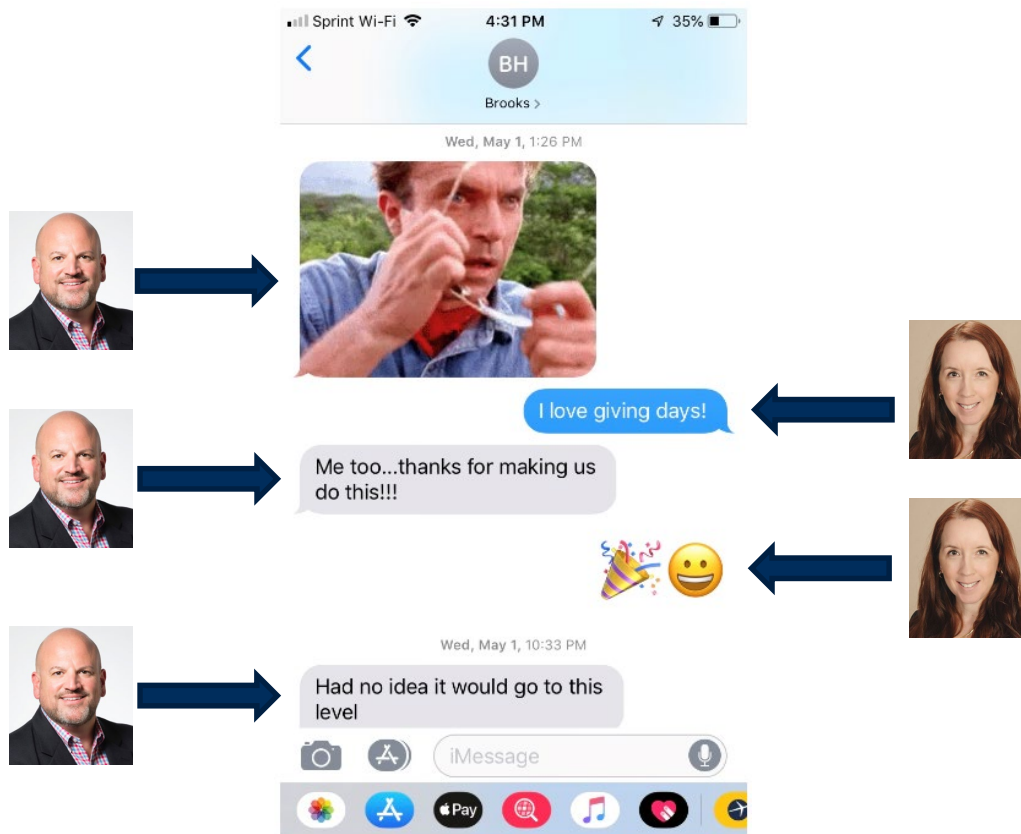
NEWS Home > General News > Tech launches inaugural Giving Day News Applied and Natural Sciences Business Education Engineering and...

Giving Day 2019

RNL Support – Digital Ads



Giving Day 2019



Giving Day 2019



GIVING DAY 2019
 FOREVER LOYAL

GIVING DAY 2019 HAS ENDED!
00 : 00 : 00
HRS MIN SEC

\$1,287,937 RAISED 1,996 GIFTS

\$1,287,937 RAISED 1,996 GIFTS

GIVING DAY

The Tech Family Always Comes Through

Thank you for rallying together and representing the red and blue! Together, we showed the world our fierce loyalty.

You did it, Louisiana Tech's first Giving Day raised over \$1.28 million for more student programs than ever before, and to match the outstanding support of the Donor's world efforts for our University. Thank you to the almost 2,000 donors who made this day possible. You showed that together we are #BuildingStrong.

"Many individuals contributed to all areas of our various initiatives," said Dr. Lee Cook, president of Louisiana Tech. "The way you gave for their generosity, their acts of giving will continue to help ignite innovation and help our campus prosper from the April 23 bonfire."

The University Foundation established a Donor's Success Fund shortly after the bonfire, and almost \$200,000 was raised during Giving Day for donor-reliant funds alone.

Chemical Engineering Scholarship Match
 An anonymous donor will match every dollar given to the James W. Mason or Houston K. Muckabay Scholarship funds up to \$2,000.
 \$275 MATCHED 000000

Craig Henry Study Abroad Match
 Craig Henry, English '70, will match dollar for dollar up to \$2,000 for gifts to the Jonathan Donahoe Memorial Fund on Giving Day. This fund goes towards study abroad programs. *Faculty awards on their journey to Rome, Florence, Siena, and other locations this summer from June 23 - July 16.
 \$6,300 MATCHED 000000

Margaret Evans Liberal Arts Graduate Scholarship Match
 Margaret Evans, Sociology '73, will match dollar for dollar up to \$10,000 for gifts to Liberal Arts Graduate Scholarship Fund.
 \$19,000 MATCHED 000000

Susan Pincus School of Music Match
 Susan Pincus will generously match dollar for dollar up to \$2,000 for gifts to the Iva School of Music. Please donate to the School of Music Central Use Fund.
 \$6,300 MATCHED 000000

CET Industry Advisory Board Match
 The Construction Engineering Technology Industry Advisory Board will match every dollar given to CET up to \$2,000 on Louisiana Tech Giving Day.
 \$2 MATCHED





The Future

RNL TXT

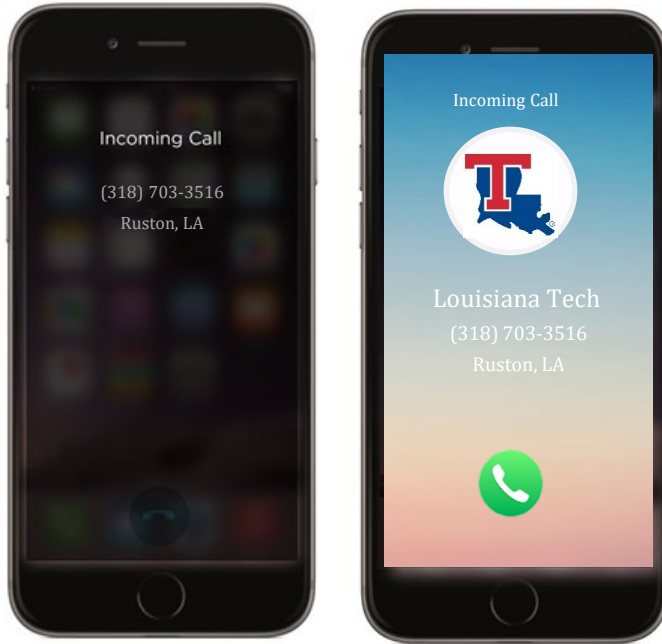
P2P Texting to Connect with Donors Now



- 1-to-1 conversations with donors on a preferred communications channel
- Louisiana Tech will be incorporating to help boost giving at CYE and FYE, during their giving day, and to renew LTAC memberships

RNL Visual Caller ID

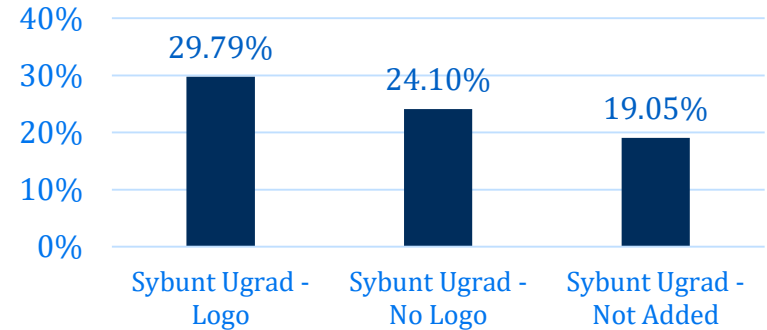
More Conversations, Fewer Calls



Increase constituent awareness and transparency

- RNL will utilize Tech's logo/image and tie that image into the phone numbers being used for the calling program

Visual Caller ID Impacts Pledge Rate



Looking Ahead

New in FY20

- Text message campaigns
 - CYE
 - Giving Day
 - Athletic Club Blitz
 - FYE
- Giving Anniversary Appeals
- Visual Caller ID
- Engagement postcards
- October crowdfunding blitz in conjunction with Homecoming
- Leadership Appeal



A blue-tinted photograph of a university courtyard. In the foreground, there are several large, ornate arches supported by columns. The arches frame a view of a large, multi-story building with a central dome and arched windows. The courtyard is green with some trees and a few people walking in the distance. The overall scene is peaceful and academic.

Questions?

A blue-tinted photograph of a university campus. In the background, a large brick building with many windows is visible. Several large, leafless trees are scattered across the scene, with one particularly large tree on the right side. In the foreground, there is a grassy area with some tulip plants. A few people are walking on a path in the middle ground. The word "Appendix" is overlaid in the center in a white, sans-serif font.


Appendix

Fall Campaign



Fall College Campaign

Direct Mail – Leadership Prospects




**EVERY STUDENT MATTERS,
EVERY GIFT MATTERS.**

The College of Applied and Natural Sciences is committed to creating tomorrow's leaders through applied, science-based education and research.

Dear [SALUTATION],

With the start of the fall Quarter, we welcomed a large, bright, and vibrant class to our Louisiana Tech family. As these new students bring a renewed sense of excitement and optimism for what the future may hold, we are faced with the challenge of providing the opportunities necessary to meet their academic and career goals.

Your continued leadership and support are crucial to ensure our students lead successful careers and lives.



Your gift today will allow us to:

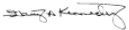
- Maintain our excellent student acceptance rates into professional schools of medicine, dentistry, veterinary medicine, etc., as well as our nation-leading NCLEX-RN pass rates in Nursing.
- Secure the latest science-based technology and applications to ensure our graduates are workforce ready.
- Acquire more opportunities for internships, practice, and clinical experiences that enable students in the College of Applied and Natural Sciences to earn college credit while working in a professional setting.

To remain at the forefront of applied, science-based education and research, we must continually advance our curricula, resources, and facilities. We can no longer depend on tuition revenues and state funding alone. The future success of our students relies on private contributions from donors like you to help bridge the gap. Every gift, every year matters.

Will you support our students and the future of the College of Applied and Natural Sciences with a leadership gift of (ASK1), (ASK2) or even (ASK3)?

With you by our side, the Louisiana Tech legacy of offering an unparalleled educational experience will continue for generations to come.

With appreciation,



Gary A. Kennedy, Ph.D.
Dean, College of Applied and Natural Sciences
Professor, Agricultural Sciences and Forestry

P.S. Our future is brighter with your ongoing dedication and leadership. Please consider making a gift today by returning the enclosed form with your contribution.



**YES! I WILL SUPPORT TECH STUDENTS
AT THE COLLEGE OF APPLIED AND NATURAL SCIENCES.**

This gift is from:

EO NUMBER (APPEAL CODE)
[Mail Name]
(Address1)
(Address2)
(Address3)
(City) (State) (Zip)

Please send me information about:

Giving through my will, trust, or retirement plan

Making a gift that provides me with income for life

Making gifts of stocks or securities

To discuss these and other giving options, please contact Penny Humphries, Director of Development, at 318.257.5479 or penny@latsachalumni.org.

Enclosed is my gift of:

(ASK3) (ASK2) (ASK1) Other \$_____

Designate my contribution to:

Applied and Natural Sciences Excellence Fund (formerly Applied and Natural Sciences General Fund)

Applied and Natural Sciences Scholarship Fund

Other_____

Payment Options:

ONLINE: LATEchAlumni.org/give

CHECK: Made payable to Louisiana Tech University Foundation

CREDIT CARD (DEBIT): Visa Mastercard Discover American Express

Card Number: _____


Exp. Date: _____ Security Code: _____

Name on Card: _____

Signature: _____

Phone: _____ Email: _____

I would like to make a monthly recurring gift.
(Your credit card will be debited the amount you chose to give today on a monthly basis, or until further notice.)






Louisiana Tech University Foundation | 318.255.7900 | P.O. Box 3183 | Ruston, LA 71272-0001
If you have recently made a gift, please accept our thanks.

- Recommendations:
- Simple design
- Full page personalized response form with last 3-5 gifts and number of years giving
- Larger carrier envelope

Fall College Campaign

Direct Mail – Leadership Prospects



EVERY STUDENT MATTERS, EVERY GIFT MATTERS.

The College of Applied and Natural Sciences is committed to creating tomorrow's leaders through applied, science-based education and research.

Dear (SALUTATION),

With the spirit of the Fall Semester, we welcome a large, bright, and vibrant class to our Louisiana Tech family. As these new students bring a renewed sense of excitement and optimism for what the future may hold, we are faced with the challenge of providing the opportunities necessary to meet their academic and career goals.

Your continued leadership and support are crucial to ensure our students lead successful careers and lives.

Your gift today will allow us to:

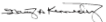
- Maintain our excellent student acceptance rates into professional schools of medicine, dentistry, veterinary medicine, etc., as well as our nation-leading NCLEX-RN pass rates in Nursing.
- Secure the latest science-based technology and applications to ensure our graduates are workforce ready.
- Acquire more opportunities for internships, practicums, and clinical experience that enable students in the College of Applied and Natural Sciences to earn college credit while working in a professional setting.

To remain at the forefront of applied, science-based education and research, we must continually advance our curriculum, resources, and facilities. We can no longer depend on public resources and state funding alone. The future success of our students relies on private contributions from donors like you to help bridge the gap. Every gift, every year matters.

Will you support our students and the future of the College of Applied and Natural Sciences with a leadership gift of (\$400), (\$400) or even (\$400)?


With you by our side, the Louisiana Tech legacy of offering an unparalleled educational experience will continue for generations to come.

With appreciation,



Gary A. Kennedy, Ph.D.
Dean, College of Applied and Natural Sciences
Professor, Agricultural Sciences and Forestry

P.S. Our future is brighter with your ongoing dedication and leadership. Please consider making a gift today by returning the enclosed form with your contribution.



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The College of Applied and Natural Sciences is committed to creating tomorrow's leaders through applied, science-based education and research.

Dear (SALUTATION),

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
Your gift today will allow us to:

- Maintain our excellent student acceptance rates into professional schools of medicine, dentistry, veterinary medicine, etc., as well as our nation-leading NCLEX-RN pass rates in Nursing.
- Secure the latest science-based technology and applications to ensure our graduates are workforce ready.
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With appreciation,



Gary A. Kennedy, Ph.D.
Dean, College of Applied and Natural Sciences
Professor, Agricultural Sciences and Forestry

P.S. Our future is brighter with your ongoing dedication and leadership. Please consider making a gift today by returning the enclosed form with your contribution.



EVERY STUDENT MATTERS, EVERY GIFT MATTERS.

The College of Business will continue to educate outstanding business leaders for generations to come.

Dear (SALUTATION),

With the spirit of the Fall Semester, we welcome another outstanding class to our Louisiana Tech family. These new students bring a renewed sense of excitement and optimism for what the future may hold. We are faced with the challenge of providing the opportunities necessary to meet their academic and career goals.

Your continued leadership and support are crucial to ensure our students lead successful careers and lives.


Your gift today will allow us to:

- Increase the number of students who graduate with a business degree.
- Increase the number of students who graduate with a business degree.
- Increase the number of students who graduate with a business degree.

To remain at the forefront of applied, science-based education and research, we must continually advance our curriculum, resources, and facilities. We can no longer depend on public resources and state funding alone. The future success of our students relies on private contributions from donors like you to help bridge the gap. Every gift, every year matters.


Will you support our students and the future of the College of Business with a leadership gift of (\$400), (\$400) or even (\$400)?

With appreciation,



David M. Anderson, Ph.D.
Dean, College of Business

P.S. Our future is brighter with your ongoing dedication and leadership. Please consider making a gift today by returning the enclosed form with your contribution.



EVERY STUDENT MATTERS, EVERY GIFT MATTERS.

The College of Education will continue to prepare the leaders of tomorrow.

Dear (SALUTATION),

With the spirit of the Fall Semester, we welcome another outstanding class to our Louisiana Tech family. These new students bring a renewed sense of excitement and optimism for what the future may hold. We are faced with the challenge of providing the opportunities necessary to meet their academic and career goals.

Your continued leadership and support are crucial to ensure our students lead successful careers and lives.


Your gift today will allow us to:

- Increase the number of students who graduate with a business degree.
- Increase the number of students who graduate with a business degree.
- Increase the number of students who graduate with a business degree.

To remain at the forefront of applied, science-based education and research, we must continually advance our curriculum, resources, and facilities. We can no longer depend on public resources and state funding alone. The future success of our students relies on private contributions from donors like you to help bridge the gap. Every gift, every year matters.


Will you support our students and the future of the College of Education with a leadership gift of (\$400), (\$400) or even (\$400)?

With appreciation,



David M. Anderson, Ph.D.
Dean, College of Education

P.S. Our future is brighter with your ongoing dedication and leadership. Please consider making a gift today by returning the enclosed form with your contribution.



EVERY STUDENT MATTERS, EVERY GIFT MATTERS.

Preparing the Engineers and Scientists of Tomorrow

Dear (SALUTATION),

With the spirit of the Fall Semester, we welcome another outstanding class to our Louisiana Tech family. These new students bring a renewed sense of excitement and optimism for what the future may hold. We are faced with the challenge of providing the opportunities necessary to meet their academic and career goals.

Your continued leadership and support are crucial to ensure our students lead successful careers and lives.


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- Increase the number of students who graduate with a business degree.
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- Increase the number of students who graduate with a business degree.

To remain at the forefront of applied, science-based education and research, we must continually advance our curriculum, resources, and facilities. We can no longer depend on public resources and state funding alone. The future success of our students relies on private contributions from donors like you to help bridge the gap. Every gift, every year matters.


Will you support our students and the future of the College of Applied and Natural Sciences with a leadership gift of (\$400), (\$400) or even (\$400)?

With appreciation,



Gary A. Kennedy, Ph.D.
Dean, College of Applied and Natural Sciences

P.S. Our future is brighter with your ongoing dedication and leadership. Please consider making a gift today by returning the enclosed form with your contribution.



EVERY STUDENT MATTERS, EVERY GIFT MATTERS.

The College of Liberal Arts is committed to quality in teaching, to research, and creative activity that prepares the leaders of tomorrow.

Dear (SALUTATION),

With the spirit of the Fall Semester, we welcome another outstanding class to our Louisiana Tech family. These new students bring a renewed sense of excitement and optimism for what the future may hold. We are faced with the challenge of providing the opportunities necessary to meet their academic and career goals.

Your continued leadership and support are crucial to ensure our students lead successful careers and lives.


Your gift today will allow us to:

- Increase the number of students who graduate with a business degree.
- Increase the number of students who graduate with a business degree.
- Increase the number of students who graduate with a business degree.

To remain at the forefront of applied, science-based education and research, we must continually advance our curriculum, resources, and facilities. We can no longer depend on public resources and state funding alone. The future success of our students relies on private contributions from donors like you to help bridge the gap. Every gift, every year matters.

Will you support our students and the future of the College of Liberal Arts with a leadership gift of (\$400), (\$400) or even (\$400)?

With appreciation,



David M. Anderson, Ph.D.
Dean, College of Liberal Arts

P.S. Our future is brighter with your ongoing dedication and leadership. Please consider making a gift today by returning the enclosed form with your contribution.

Fall College Campaign

Direct Mail - Non-Leadership Prospects



Every student matters,
every gift matters.

The College of Applied and Natural Sciences is committed to creating tomorrow's leaders through applied, science-based education and research.

Dear prospective donor,

With the start of the Fall Quarter, we welcomed a large, bright, and vibrant class to our Louisiana Tech family. As these new students bring a renewed sense of excitement and optimism for what the future may hold, we are faced with the challenge of providing the opportunities necessary to meet their academic and career goals.

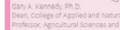
I'm hopeful you will help us meet this challenge to ensure our students lead successful careers and lives.

To remain at the forefront of applied, science-based education and research, we must continually advance our curricula, resources, and facilities. We can no longer depend on tuition revenues and state funding alone. The future success of our students relies on private contributions from donors like you to help bridge the gap. Every gift, every year matters.

Will you support our students and the future of the college of Applied and Natural Sciences with a gift of (ASR1), (ASR2) or when (ASR3)?

With you by our side, the Louisiana Tech legacy of offering an unparalleled educational experience will continue for generations to come.

With appreciation,


 Gary A. Reynolds, Ph.D.
 Dean, College of Applied and Natural Sciences
 Professor, Agricultural Sciences and Forestry

P.S. Please consider making a gift today by returning the form below with your contribution.



Your gift today will allow us to:

- Maintain our excellent student acceptance rates into professional schools of medicine, dentistry, veterinary medicine, etc., as well as our nation-leading NCLLEX RN pass rates in nursing.
- Secure the latest science-based technology and applications to ensure our graduates are workforce ready.
- Acquire more opportunities for internships, practice, and clinical experiences that enable students in the College of Applied and Natural Sciences to earn college credit while working in a professional setting.

Yes! I will support Tech students at the College of Applied and Natural Sciences

Enclosed is my gift of:
 (ASR1) (ASR2) (ASR3) Other \$ _____

Designate my contribution to:
 Applied and Natural Sciences Excellence Fund
 Primary Applied and Natural Sciences (Semester Fund)
 Applied and Natural Sciences Scholarship Fund
 Other: _____

or, if you have recently made a gift, please accept our thanks.

Name (Print) _____
 Address _____
 City (Print) (Zip) _____

Payment Option:
 ONLINE: LA Tech Alumni.org/Give
 CHECK: 21 Morey Avenue Louisiana Tech University Foundation
 GRRR CARD (Auto): Visa Mastercard
 Discover American Express

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

I would like to make a monthly recurring gift.
 (Your credit card will be debited the amount you choose to give each on a recurring basis, or until further notice.)

Louisiana Tech University Foundation | 338.255.7950 | P.O. Box 3183 | Ruston, LA 71272-0003



College of
Applied and
Natural Sciences



College of
Business



College of
Education



College of
Education













College of Liberal
Arts and Sciences



Fall College Campaign

Email

 <p>Your investment in College of Applied and Natural Sciences students today prepares them for success tomorrow!</p>  <p>GIVE NOW</p>	 <p>Your investment in College of Business students today prepares them for success tomorrow!</p>  <p>GIVE NOW</p>	 <p>Your investment in College of Education students today prepares them for success tomorrow!</p>  <p>GIVE NOW</p>	 <p>Your investment in College of Engineering and Science students today prepares them for success tomorrow!</p>  <p>GIVE NOW</p>	 <p>Your investment in College of Liberal Arts students today prepares them for success tomorrow!</p>  <p>GIVE NOW</p>
<p>#SALUTATION#</p> <p><u>Your gift to the College of Applied and Natural Sciences will:</u></p> <ul style="list-style-type: none"> Maintain our excellent student acceptance rates into professional schools of medicine, dentistry, veterinary medicine, etc., as well as our nation-leading NCLEX-RN pass rates in Nursing. Secure the latest science-based technology and applications to ensure that our graduates are workforce ready. Acquire more opportunities for internships, practice, and clinical experiences where our Agricultural Business, Animal Science, Forestry, Geographic Information Science, Biology, Environmental Science, Medical Technology, Health Informatics and Information Management, Family and Child Studies, Fashion Merchandising and Retail Studies, Nutrition and Dietetics, and Nursing students earn college credit while working in an applied, professional setting. <p>Your support ensures the College of Applied and Natural Sciences will continue to educate outstanding leaders for generations to come.</p> <p>Go Dogs!</p> <p>Gary A. Kennedy, Ph.D. Dean</p>	<p>#SALUTATION#</p> <p><u>Your gift to the College of Business will:</u></p> <ul style="list-style-type: none"> Enhance experiential learning opportunities — from investing real money through the Student Managed Investment Fund to pitching innovative business plans in the annual Top Dog and Top Pup competitions. Expand co-curricular programming designed to complement and enhance classroom experiences by focusing on technology, innovation, and entrepreneurship from an executive-level perspective. Maintain our impressive 83 percent placement rate for undergraduates and 100 percent placement for MBA and MAcc students by offering diverse career preparation opportunities. <p>Your support ensures the College of Business will continue to educate outstanding leaders in the business world for generations to come.</p> <p>Go Dogs!</p> <p>Christopher L. Martin, Ph.D. Dean, College of Business Chase Bank Endowed Professor</p>	<p>#SALUTATION#</p> <p><u>Your gift today allows us to increase and enrich our great students:</u></p> <ul style="list-style-type: none"> Psychological Services Clinic — offers low cost, high-quality clinical services provided by doctoral students supervised by licensed psychologists. U' teachtech — allows undergraduates in STEM disciplines (e.g., Biology, Engineering, etc.) the opportunity to earn a STEM degree and teacher certificate at no extra cost. Retention (Hardship) Scholarships — students in good academic standing remain in college despite undergoing short term, unforeseen financial stress. Human Performance Laboratories — students and faculty engage through interdisciplinary research and teaching spaces to examine sports (movement sciences), health, and wellness. <p>With you, we will continue to educate outstanding leaders for generations to come.</p> <p>Go Dogs!</p> <p>Donald N. Schillinger, Ph.D. Dean</p>	<p>#SALUTATION#</p> <p><u>Your gift to the College of Engineering and Science will:</u></p> <ul style="list-style-type: none"> Sustain and grow our enrollment, which saw a 30 percent increase in the past five years. Today, we serve nearly 3,000 students. Prepare future industry leaders by providing our students innovative curricular programs such as Living with the Lab and Living with Gator, as well as extracurricular ones like our National Academy of Engineering Grand Challenge Scholars program. Continue to offer a rigorous education paired with opportunities for practical, real-world experiences through company internships, research with faculty, competition teams, and student professional societies. <p>Your support ensures the College of Engineering and Science will continue to educate outstanding leaders for generations to come.</p> <p>Go Dogs!</p> <p>Hisham E. Hegab, Ph.D., P.E. Dean</p>	<p>#SALUTATION#</p> <p><u>Your gift to the College of Liberal Arts will:</u></p> <ul style="list-style-type: none"> Expand teaching innovations through emerging media technology and equipment and upgraded facilities, including studios, centers, and galleries. Provide resources for experimental design projects that serve our communities. Broaden horizons for our students through hands-on internships and fellowships, study abroad opportunities, and creative performances throughout the year. Ultimately, help students learn to think critically and communicate persuasively, develop global and creative perspectives, and prepare for careers in a fast-changing world. <p>Your support ensures the College of Liberal Arts will continue to educate outstanding leaders for generations to come.</p> <p>Go Dogs!</p> <p>Dr. Donald P. Kazvinsky Dean</p>
<p>Thank you for partnering with us and making a gift today!</p> <p>GIVE NOW</p> <p>Louisiana Tech University University Foundation P.O. Box 1585 Ruston, Louisiana 71272 1.800.798.7950 or 518.255.7950</p> <p><small>You are receiving this email because of your connection to Louisiana Tech University. To stop receiving these emails, please go to http://www.louisianatech.edu.</small></p>	<p>Thank you for partnering with us and making a gift today!</p> <p>GIVE NOW</p> <p>Louisiana Tech University University Foundation P.O. Box 1585 Ruston, Louisiana 71272 1.800.798.7950 or 518.255.7950</p> <p><small>You are receiving this email because of your connection to Louisiana Tech University. To stop receiving these emails, please go to http://www.louisianatech.edu.</small></p>	<p>Thank you for partnering with us and making a gift today!</p> <p>GIVE NOW</p> <p>Louisiana Tech University University Foundation P.O. Box 1585 Ruston, Louisiana 71272 1.800.798.7950 or 518.255.7950</p> <p><small>You are receiving this email because of your connection to Louisiana Tech University. To stop receiving these emails, please go to http://www.louisianatech.edu.</small></p>	<p>Thank you for partnering with us and making a gift today!</p> <p>GIVE NOW</p> <p>Louisiana Tech University University Foundation P.O. Box 1585 Ruston, Louisiana 71272 1.800.798.7950 or 518.255.7950</p> <p><small>You are receiving this email because of your connection to Louisiana Tech University. To stop receiving these emails, please go to http://www.louisianatech.edu.</small></p>	<p>Thank you for partnering with us and making a gift today!</p> <p>GIVE NOW</p> <p>Louisiana Tech University University Foundation P.O. Box 1585 Ruston, Louisiana 71272 1.800.798.7950 or 518.255.7950</p> <p><small>You are receiving this email because of your connection to Louisiana Tech University. To stop receiving these emails, please go to http://www.louisianatech.edu.</small></p>





CYE Campaign

CYE Campaign

Test: Letter vs. Card

YOU CAN CHANGE A LIFE THIS HOLIDAY SEASON.

Join together to share the warmth of the Tech Family.

Sessions drawings. **QUALIFICATIONS:**
As we prepare for holiday break, the festive mood is tangible across campus — reminding me how thankful I am to be part of the Louisiana Tech family. During this season of giving, no matter how you will help make the Tech experience possible for other deserving students.

For many of us, Tech is more than just a place to earn a degree — it's a home away from home. Students from across the country and around the world are drawn here, not only for the academic experience, but because we knew this was a place we would bring a place where we would succeed.

For one, the open and caring invested in students in what rings strong and true. Our professors care so much about our well being not only while we're here at Tech, but beyond graduation and into our careers. As empowering as this has been for students, I hope it inspires you as well. Will you share the warmth of the Tech Family with a gift of **ASK11**, **ASK21**, or **ASK31**?

Annual contributions play a significant role in maintaining everything from innovative academic programs and courses student organizations to state-of-the-art technology and welcoming living spaces. Support from donors like you is investment in the success of what we love most — the Tech Family. Each and every gift adds up to shape our time here, and in turn, our future as well.

Thank you for believing in us!

Sincerely,
Taylor Jennings
Taylor Jennings, Class of 2019

TAYLOR JENNINGS | CLASS OF 2019 | HOMETOWN: MONROE, LA
Forestry major with a concentration in Wildlife Habitat Management
Co-Chair of the Louisiana Tech Chapter of the Wildlife Society
Recipient of the Bulldog Out-Of-State and the Outstanding Student scholarships
Taylor wants to become a Certified Wildlife Biologist and a Certified Wildlife Rehabilitationist. With a degree in Forestry, her options are wide open.

“I know that the education I would get at Louisiana Tech would be the absolute best for my money. Along the way, I've found that I'm getting an even better deal than I thought! Professors are invested in our success. Whether it's help with grasping concepts and skills, practice out in the field, or making employers try out for interviews, I know that I am always covered. Almost every student who has graduated has a job lined up well before then — employers love Tech!”

YES I'LL INVEST IN THE TECH FAMILY THIS HOLIDAY SEASON.

Enclosed is my gift of:
 ASK11 ASK21 ASK31 Other \$ _____

Designate my contribution to:
 ASK11/ASK21/ASK31
 Louisiana Tech Scholarship Fund
 I have another area you care about! Let us know by indicating here: _____

We will be sure to label this gift tag with your best wishes.

My address: (Printed/Stamped)
Name (printed)
Address1
Address2
City (State) (Zip)

Payment Options:
Online: LTCyefund.org/Rise
Check: Make payable to Louisiana Tech University Foundation
CARD: VISA Discover American Express

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

I would like to make a monthly recurring gift. Your credit card will be debited the amount you choose to give later on a monthly basis, if we'll further notify a.

SEE HOW YOUR SUPPORT GOES FAR BEYOND TECH CLASSROOMS.

SUCCESS STORIES: WE ARE FAMILY.

QUENTON BUCHALTER
Major: Communication and Mass Studies, Spanish
Quenton hopes to bring his culture, witiness, and business to the industry of broadcast media as a News Correspondent & Social Media Influencer/Content Creator.
“When I think of Tech, I think of it as a special place in its own little bubble. It's safe, warm — there's no other place like it. It's loving, especially the student body and community of Ruston. As students, we get to Ruston and Ruston gives back to us by being here. It's unique to any other place.”

MADDIE BODDEN
Major: Elementary Education
Maddie plans to carry on the warmth and commitment of the Tech community into the lives of her students, once she has a classroom of her own.
“I chose Louisiana Tech because I love how it feels like a community, and that here really cares about our education.”

You can play a role in creating more stories like these by making a gift today at LTCyefund.org/Rise.

Does your (or your spouse/partner's) employer match charitable gifts? Yes, my firm is:
 Yes No
 I would like to submit supporting info.

Please send me information about:
 Giving through my will, trust, or retirement plan
 Making a gift that provides me with income for life
 Making gifts of stocks or securities
To discuss these and other giving options, please contact Gary Strates, Director of Development, at 338.235.4399 or gary@ltechyefund.org.

If you have recently made a gift, please accept our thanks.

Louisiana Tech University Foundation | 338.235.7900 | P.O. Box 3183 | Ruston, LA 71272-0001

Louisiana Tech University Foundation
P.O. Box 3183
Ruston, LA 71272-0001

Name (Name)
Address1
Address2
Address3
City (State) (Zip)

GIVE BRIGHTER FUTURES

MAKE A DIFFERENCE FOR BULLDOGS THIS HOLIDAY SEASON

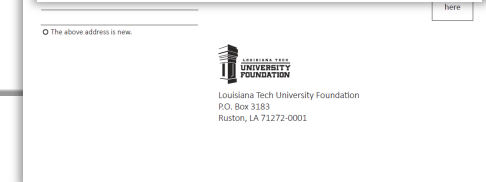
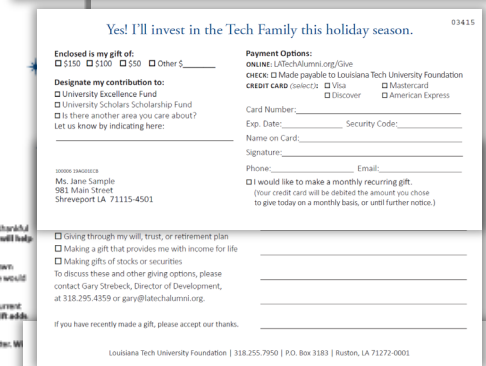
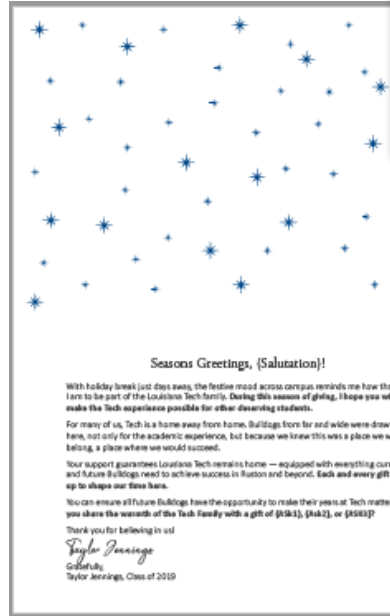
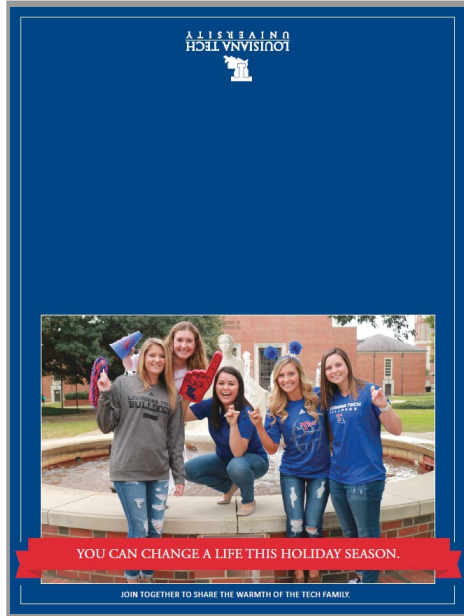
The above address is new.

Place stamp here

Louisiana Tech University
University Foundation
P.O. Box 3183
Ruston, LA 71272-0001

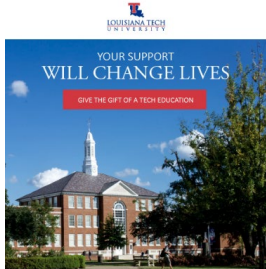
CYE Campaign

Test: Letter vs. Card



CYE Campaign

Email test: high design vs. low design



Dear #SALUTATIONIM,

This time of year is a great time to let your love and pride for Louisiana Tech shine on the next generation!

During this season of giving, will you help us share the best gift possible — a Tech education — with other deserving students by contributing today?

I love being able to share my appreciation for Tech with new Bulldogs. I'm honored to talk about the opportunities Tech has provided and how — because of donors like you — my future is bright with promise.

I'm grateful for the chance to make my years at Tech matter. Your generosity will create even more Tech experiences. Thank you!

Gratefully,
Taylor Jennings, Class of 2019

Louisiana Tech University Foundation
602, Box 1148
Ruston, Louisiana 71272
1.800.756.7950 or 318.251.7950

Launched 12/6/18: CYE Email #1



Dear #SALUTATIONIM, Quam aut exequi hinc lundane colliditque adoluptur accipit dentis coneturum. Nequequam ut ut nec maedignime defiletor accubor. Equae vide aut esse sarrile tem dispartitum aut apudales et a venenitibus. Ullupta et Claspere voluptate somnificae qui nempere lictectur, officii licturum.

Quamquam in velle officiosum id qui ad maedignim, officioque non nobilitate esse, officii ad Claspere non dolupta.

Ut accusat in velle, cum velle ut quibus oblectat. Horum enim, velle licturum maedignim licturumque pratum nec est. Gratefully,

Quarition Buckholter '20
Student Orientation Leader
On-site Major Communications and Media, Spanish

Gratefully,
Taylor Jennings, Class of 2019

Louisiana Tech University
Foundation
602, Box 1148
Ruston, Louisiana 71272
1.800.756.7950 or 318.251.7950



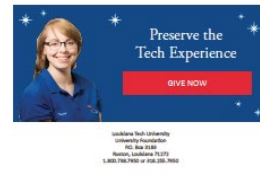
Dear #SALUTATIONIM,

Quam aut exequi hinc lundane colliditque adoluptur accipit dentis coneturum. Nequequam ut ut nec maedignime defiletor accubor. Equae vide aut esse sarrile tem dispartitum aut apudales et a venenitibus. Ullupta et Claspere voluptate somnificae qui nempere lictectur, officii licturum.

Quamquam in velle officiosum id qui ad maedignim, officioque non nobilitate esse, officii ad Claspere non dolupta.

Ut accusat in velle, cum velle ut quibus oblectat. Horum enim, velle licturum maedignim licturumque pratum nec est. Gratefully,

Taylor Jennings, Class of 2019

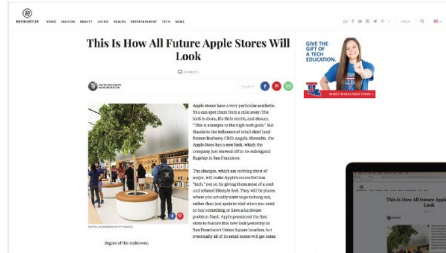


Louisiana Tech University
Foundation
602, Box 1148
Ruston, Louisiana 71272
1.800.756.7950 or 318.251.7950

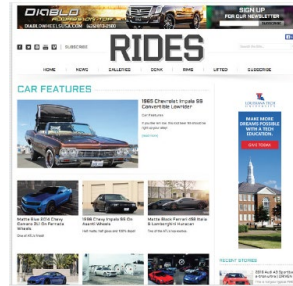
Launched 12/27/18: CYE Email #3

CYE Campaign

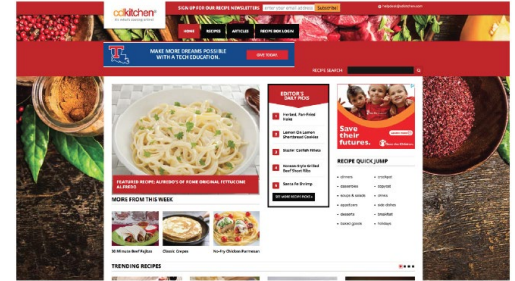
Targeted Digital Ads: Google Ad Network



300x250
Display Ad



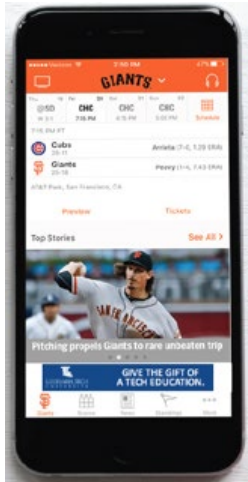
160x600
Display Ad



728x90
Display Ad

CYE Campaign

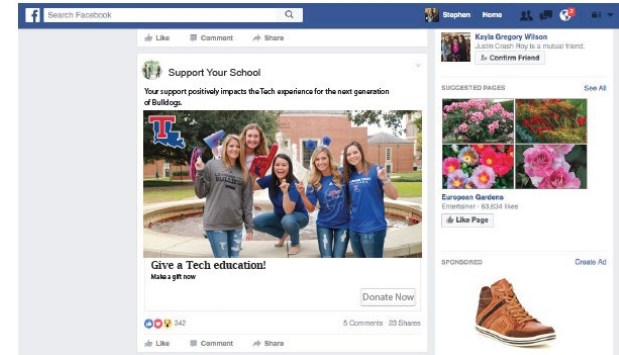
Targeted Digital Ads: Mobile (GAN), Facebook, Instagram



320x50
Mobile
Display Ad



Facebook Right
Column Ad



Facebook
Feed Ad



Instagram
Feed Ad

An aerial night photograph of a large football stadium. The stadium is filled with spectators, and the field is brightly lit by tall floodlights. The word "Athletics" is overlaid in white text across the center of the image. The field has "ATHLETICS" written on the end zones. The stadium is surrounded by parking lots and some buildings.

Athletics

Louisiana Tech Athletic Club (LTAC)

Brochure Email



[#SALUTATION# can we count on you?](#)

Our Bulldogs and Lady Techsters are true student-athletes. Whether on the field or in the classroom, the young men and women representing Tech Athletics compete with integrity, passion, and an unmatched commitment to excellence.

As an LTAC member, your support is critical in helping us provide a first-class student-athlete experience here at Tech — an experience that will not only produce champions, but also individuals who will contribute to our society's future and our Tech family.

Let's rally together to show our support: [Renew your 2019 LTAC membership today.](#)

Your loyalty, enthusiasm, and commitment drive our collective success.

Ever Loyal Be,

Solomon Randle
Director of LTAC

RENEW TODAY



You are receiving this email because of your connection to Louisiana Tech Athletic Club. To stop receiving these emails, please go to this [unsubscribe page](#).



[#SALUTATION# can we count on you?](#)

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As an LTAC member, your support is critical in helping us provide a first-class student-athlete experience here at Tech — an experience that will not only produce champions but also individuals who will contribute to our society's future and our Tech family.

Let's rally together to show our support: [Join LTAC today to fund scholarships and academic support for Louisiana Tech Athletics.](#)

Your membership will bring us one step closer to ensuring the success of our student-athletes and Tech Athletics for years to come.

Ever Loyal Be,

Solomon Randle
Director of LTAC

JOIN LTAC



You are receiving this email because of your connection to Louisiana Tech Athletic Club. To stop receiving these emails, please go to this [unsubscribe page](#).

Two email versions:

- Renew
- Join

Top image rotated between four different images.



Louisiana Tech Athletic Club (LTAC)

March Madness Direct Mail and Email

Champions
IN THE CLASSROOM. ON THE FIELD. IN LIFE.

IMPACT IN THE SUCCESS OF TODAY'S BULLDOGS AND LADY TECHSTERS

Dear (Addressee),

At Louisiana Tech, our student-athletes have achieved remarkable success on the field and court, but it is their academic achievements of which we are most proud. Just last year, more than half of our student-athletes boasted a 3.0 GPA or higher. A success made possible by supporters like you who rally behind our Lady Techsters and Bulldogs.

Louisiana Tech Athletic Club members are the backbone of Tech Athletics, helping to create an unparalleled educational and competitive experience. Will you make a gift of \$2,000, \$2,250, or \$2,500 to ensure our young men and women leave Tech equipped with the knowledge and skills to become leaders both in their communities and the world?

Take, for example, softball student-athlete Morgan Turkoly. The senior from Saratoga, CA, has enjoyed one of the most illustrious careers of any athlete to ever walk on Tech's campus. The three-time All-Conference USA and All Louisiana honoree started all 17 games in 2018, finished as only the third player in program history to hit over .400 in a season, and was named the 2018 Conference USA Player of the Year.

While those stats are remarkable, Morgan's academic record is just as impressive. The three-time Conference USA Academic Medalist and Commissioner's Honor Roll selection was one of only 11 athletes chosen for both the 2017 and 2018 C-USA Softball All-Academic Team. She was also chosen as the 2018 Spring C-USA Sport of Service Award winner, recognizing Morgan for her significant community service, exceptional academic standing, and sport participation.

Morgan's hard work paid off — she's already accepted a job with Enterprise Products in Houston and will suit up for her senior season down in a class.

Your contributions to LTAC impact the lives of Morgan and all our student-athletes that proudly don the red and blue. Together, we can continue to help them become champions — on the field, and in life.

Ever Loyally,
Solomon Rando
Director of LTAC

Champion
TURKOLY
Sr - Saratoga, Texas
Academically

Louisiana Tech gave me so many opportunities. I met the company that I am going to work for & serve for our country. They have one the franchise I love most, the people who will be in my life forever. And, without allowing me to play for something very "bigger than myself." Representing Louisiana Tech has been a dream come true.

Yes, I WILL BE A CHAMPION FOR OUR CHAMPIONS!

Enclosed is My LTAC Gift Of: \$2,500 \$2,250 \$2,000 Other \$ _____

Payment Options:
 Check: I would like to pay LTAC.
 Check: I'd like to pay to Louisiana Tech Athletic Club.
 Credit Card: Visa Mastercard Discover American Express
 Card Number: _____
 Exp. Date: _____ Security Code: _____
 Name on Card: _____
 Signature: _____

I would like to make a monthly recurring gift. The next card will be debited every month to pay for a monthly bill, or to make a gift.

Update Your Information:
 Name: (Full Name) _____
 Address: (Address) _____
 City: (City) _____ State: (State) _____ Zip: (Zip) _____
 Phone: _____
 Email: _____

Thank you for your past and continued loyalty to our student-athletes. We are grateful for your support to LTAC.

Louisiana Tech Athletic Club
P.O. Box 1100
Ruston, LA 71273

(Mail Name)
 Address1
 Address2
 Address3
 City (State) (Zip)

Champions need Champions
SUPPORT OUR BULLDOGS AND LADY TECHSTERS

Place stamp here

Louisiana Tech Athletic Club
P.O. Box 1100
Ruston, LA 71273

Louisiana Tech Athletic Club
P.O. Box 1100
Ruston, LA 71273

Champions
IN THE CLASSROOM. ON THE FIELD. IN LIFE.

IMPACT STUDENT-ATHLETES

Dear Tech student-athletes, you have the talent and skills to succeed. But their success on and off the field is largely thanks to the support of you and our Tech family. Will you invest in our Bulldogs and Lady Techsters with a gift to LTAC?

LTAC members fund scholarship, academic support, and all the fun work behind the scenes that create an unparalleled educational and competitive experience.

It's their experience, made possible by you, which creates champions like student-athlete Morgan Turkoly, who boasts an illustrious softball career with the grades to match and has a job waiting for her. Will you gift your gift to create more Tech Champions — in the classroom, on the field, and in life.

Ever Loyally,
Solomon Rando
Director of LTAC

TAKE THE 125% CHALLENGE

In honor of our PowerLoyal Campaign, we challenge all rejoining members to increase their 2018 gift amount to 125% of their 2017 contribution.

Louisiana Tech Athletic Club
P.O. Box 1100
Ruston, Louisiana 71273
1.800.798.5000 or 718.524.5000

You are receiving this small brochure of your connection to the Louisiana Tech Athletic Club. Be sure to include your entire envelope placed in the [envelope](mailto:ltac@louisianatech.edu).



LTAC May Blitz

Targeted Display Ads



SUPPORT CHAMPIONS

ON- AND OFF-THE FIELD

JOIN LTAC BY JUNE 1



COMPETITION

INTEGRITY

EXCELLENCE

CHAMPIONS

BULLDOGS

**YOUR
MEMBERSHIP
MAKES IT
POSSIBLE**

JOIN LTAC BY JUNE 1

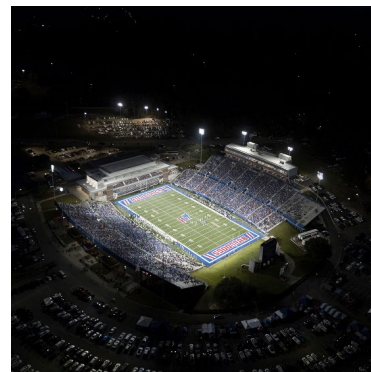


LTAC

INVEST IN ACADEMIC
& ATHLETIC SUCCESS

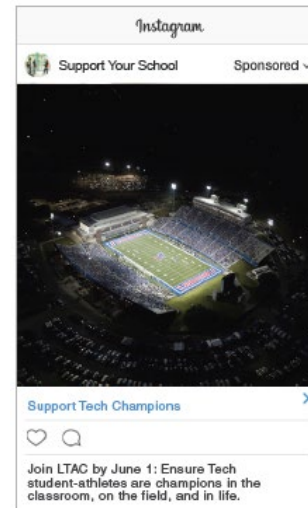
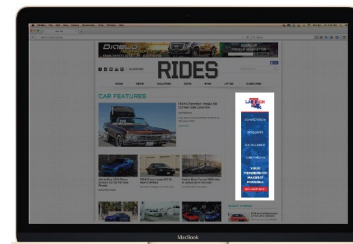
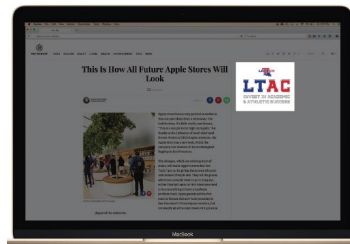
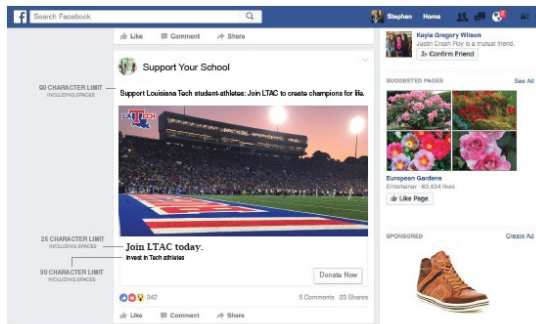
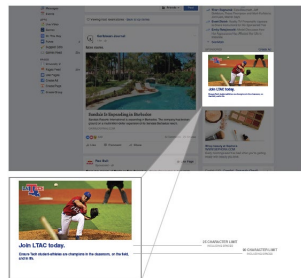
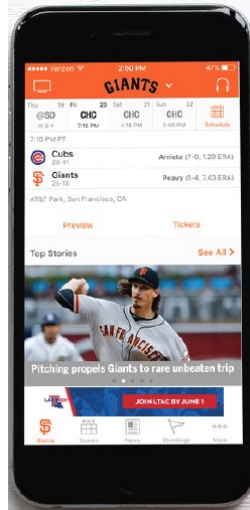


INVEST IN ACADEMIC
& ATHLETIC SUCCESS



LTAC May Blitz

Targeted Display Ads



LTAC May Blitz

Email #1



##SALUTATION##, IT'S TIME FOR YOU TO RENEW YOUR LTAC MEMBERSHIP.

RENEW TODAY

Over the last few weeks, our Bulldogs and Lady Techsters have battled extreme adversity. Through it all, they have persevered, representing this university valiantly in both competition and the community.

As an LTAC member, you have the ability to show your appreciation and help preserve the first-class educational and competitive experience our student-athletes have come to know.

When you [renew your LTAC membership](#), you provide vital resources:

- Scholarships and academic support
- Sport-specific equipment
- Strength and conditioning
- Sports medicine and nutritional guidance
- Travel for student-athletes

In honor of our Forever Loyal Campaign, we challenge you to renew your 2019 LTAC membership and increase your gift amount to 125% of your 2018 donation. [Renew your membership today.](#)

**CHALLENGE ACCEPTED?
RENEW NOW.**

Louisiana Tech Athletic Club
P.O. Box 1190
Ruston, Louisiana 71273
1.800.738.7950 or 318.255.7950

You are receiving this email because of your connection to Louisiana Tech Athletic Club. To stop receiving these emails, please go to this [unsubscribe](#) page.



##SALUTATION##, WE'D LIKE TO INVITE YOU TO THE LOUISIANA TECH ATHLETIC CLUB.

JOIN LTAC

Over the last few weeks, our Bulldogs and Lady Techsters have battled extreme adversity. Through it all, they have persevered, representing this university valiantly in both competition and the community.

As an LTAC member, you have the ability to show your appreciation and help preserve the first-class educational and competitive experience our student-athletes have come to know.

When you [secure your LTAC membership](#), you provide vital resources:

- Scholarships and academic support
- Sport-specific equipment
- Strength and conditioning
- Sports medicine and nutritional guidance
- Travel for student-athletes

You can ensure our Tech student-athletes are champions in the classroom, on the field, and in life. [Join LTAC today.](#)

JOIN LTAC

Louisiana Tech Athletic Club
P.O. Box 1190
Ruston, Louisiana 71273
1.800.738.7950 or 318.255.7950

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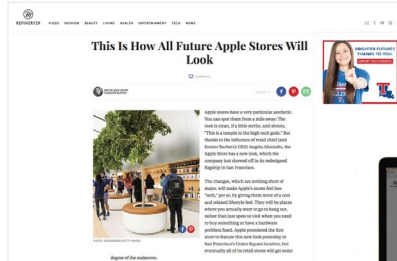




FYE Campaign

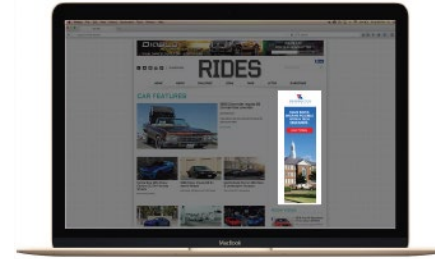
FYE Campaign

Targeted Digital Ads: Google Ad Network

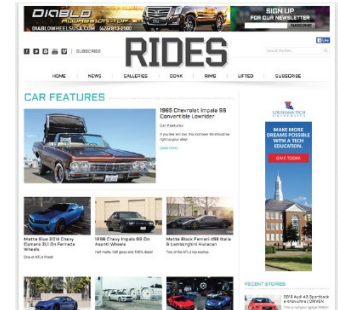


300x250 Display Ad

728x90 Display Ad

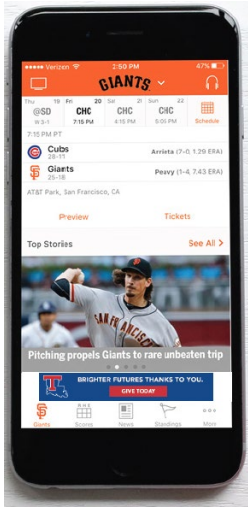


160x600 Display Ad



FYE Campaign

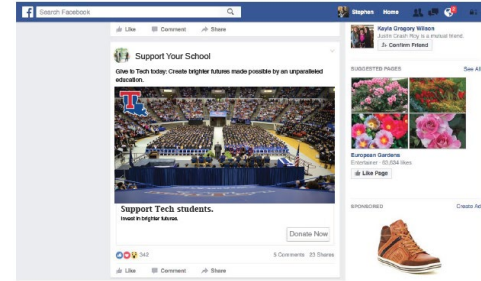
Targeted Digital Ads: Mobile (GAN), Facebook, Instagram



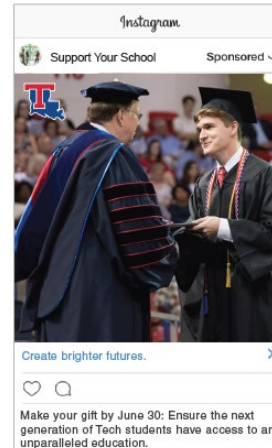
320x50
Mobile
Display Ad



Facebook Right
Column Ad



Facebook
Feed Ad



Instagram
Feed Ad

FYE Campaign

Direct Mail Second Gift Appeal





**YOUR COMMITMENT TODAY
WILL TRANSFORM LIVES**

LIVES LIKE GEORGE CAZNAVETTE

(Salutation),

We value and appreciate your loyalty to Louisiana Tech. As a donor, you demonstrate your commitment to a key aspect of the Tech experience – caring for each other. I am hopeful you will extend your giving and provide the additional resources students depend on to achieve success.

This time of year, enjoy watching campus bloom and energy build as we transition the seasons of nature and life. Spring represents a time for the Tech family to celebrate this growth, but also come together and propel the next class of graduates toward the end of one journey and the beginning of the next. With your support, they will achieve both.

George is just one example of how your contributions make a lasting impact. Past gifts made possible enhancements like the Cyber Engineering Program that caught George's eye. Thanks to donors like you, he's ready to combat cyber threats and create innovative solutions for our national infrastructure.

With nearly 90% of students joining George in utilizing some form of aid, your involvement is critical to our ability to make transformational learning opportunities available next semester and beyond. With this knowledge, I ask you to step forward with an additional gift of (ASK 1), (ASK 2), or even (ASK 3), to ensure all students have access to the scholarship aid necessary to start the new academic year on a strong note.

We're counting on your commitment to foster a place where opportunities remain within reach for the next generation of leaders. With you behind them, and a Tech education ahead of them, our partnership will build a promising future for us all. Thank you!

Bret Loyd,

Brooks Hill
Vice President for University Advancement

I was very impressed by the Computer Science and Cyber Engineering Program. The Presidential and National Merit Scholarships at Tech are so much better than scholarships given by other engineering schools, both in-state and throughout the country.



George Caznavette, Class of 2017, College of Engineering

HAVING SCORED A PERFECT 36 ON HIRACT, George joined the Tech family to participate in a new program that fuses science and humanities to form the Cyber Engineering Program, which trains students to be technical leaders in cybersecurity. Caznavette plans to pursue his PhD in order to become a professor or researcher in the industry.

YES, I'LL INVEST IN A PROMISING FUTURE FOR TECH STUDENTS!

Please Accept My Gift Of \$_____ Designate My Contribution To:

Payment Options: University Scholar (07150) College Scholarship Fund Other _____

Online: LATechNums.org/Give

Check: Made payable to Louisiana Tech University Foundation

Credit Card: Visa Mastercard Discover American Express

Card Number: _____

Exp. Date: _____ Security Code: _____

Name on Card: _____

Signature: _____

I would like to make a monthly recurring gift. (Your credit card will be debited the amount you chose to give today on a monthly basis, or until further notice.)

Thank you for supporting Louisiana Tech University. We are grateful for your loyalty and generosity.





YOUR GIVING MATTERS!

Did you know 89% of our students receive some form of financial assistance?

Loyal Tech supporters, like you, ensure the university remains #1 in affordability in the state of Louisiana and 25th overall in the nation. Help us carry on this important tradition of caring for each other.

The impact of scholarship support is far-reaching. Your contribution combines with those of other Tech donors to create life-changing opportunities. See how ...



MATTHEW BARKER

With the help of Tech's Student Managed Investment Fund program, Matt was among 12 students selected to apply their skills in a 10-month Credit Training Development Program that will lead to an official position as a credit underwriter. Thanks to scholarship support, Matt was able to make attending Tech a dream come true.



CAITLIN BANDLE

Scholarship support opened doors for Caitlin Bandle to grow personally and professionally. After graduation, she plans to pursue a PhD in Counseling Psychology at Louisiana Tech in order to influence the world in positive ways.



CYNTHIA RINCON

Cynthia Rincon maximized the opportunities scholarships created for her by participating in a new interdisciplinary minor – pre-medical illustration and scientific visualization. She's now helping us understand genome editing through her illustrations. Her artwork will be featured in the new Frontiers in Biomedical Research Seminar Series brochure.

YOU CAN PLAY A ROLE IN CREATING MORE STORIES LIKE THESE BY MAKING A GIFT TODAY!

LATECHALUMNI.ORG/GIVE

Take an extra step to make all the difference:

If anyone in your household works for a matching gift employer, your gift could potentially be doubled or even tripled! Please check with your HR Department to see if your contribution is eligible. My matching gift form: Is enclosed Will be sent Employer _____

Please send me information about:

Giving through my will, trust, or retirement plan


Making a gift that provides me with income for life

Making gifts of stocks or securities

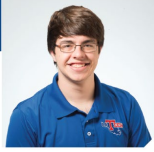
To discuss these and other giving options, please contact Gary Straback, Director of Development, at 318.295.4359 or gsar@lattechalumni.org

Louisiana Tech University Foundation | P.O. Box 3183 | Ruston, LA 71272-0001





Louisiana Tech University Foundation
P.O. Box 3183
Ruston, LA 71272-0001




GEORGE CHOSE TECH BECAUSE DONORS SUPPORTED HIS JOURNEY.

OPEN TO SEE HOW YOU CAN TRANSFORM LIVES.

(Mail Name)
(Address 1)
(Address 2)
(Address 3)
(City) (State) (Zip)

Place stamp here


The above address is new



Louisiana Tech University Foundation
P.O. Box 3183
Ruston, LA 71272-0001

FYE Campaign

Direct Mail with Design Level Test



0123456789

A PROMISING FUTURE

MADE POSSIBLE BY THE TECH FAMILY

(Salutation), will you play a part in strengthening the Tech Family?

Senior Finance major, Matthew Barker, knew his path would always lead to Tech. With a strong Tech family history, Matt knew his second home would also lead to hands-on experience and crucial opportunities.

"Louisiana Tech taught me how to form true, meaningful relationships with others and how to be a well-rounded individual. So many resources are available to help students succeed inside and outside of the classroom. The culture is second to none and students are encouraged to find what they are passionate about in life."

You can ensure a brighter future for more students like Matthew. Your support makes our unparalleled educational experience an accessible opportunity for driven students. **Please use the form below or visit LATechAlumni.org/Give to make your gift today.**

YES, I'LL INVEST IN BRIGHT FUTURES FOR TECH STUDENTS!

Enclosed is My Gift of:

(ASK3) (ASK2) (ASK1) Other \$ _____

Payment Options:

Online: LATechAlumni.org/Give

Check: Made payable to Louisiana Tech University Foundation

Credit Card: Visa Mastercard
 Discover American Express

Card Number: _____

Exp. Date: _____ Security Code: _____

Name on Card: _____

Signature: _____

Designate My Gift to:


DESIGN_LONG_DESCRIPTION

University Excellence Fund (Greatest Need)

Other: _____

(Id. number) (Appeal Code)
 (Mail Name)
 (Address 1)
 (Address 2)
 (Address 3)
 (City) (State) (Zip)

If you recently made a gift — thank you!



Invoice Mailer with photo



Louisiana Tech's Forever Loyal Campaign is driven by its commitment to improving the quality of life for the people of Louisiana by providing unparalleled education, tackling grand challenges, and creating a 21st Century campus.

How will you invest in Louisiana Tech? The extraordinary is possible when the Louisiana Tech family — alumni, friends, faculty, students, and staff — comes together with a common purpose. Join us as a donor to the Forever Loyal Campaign for Louisiana Tech University.

Learn more at FOREVERLOYALTECH

Stay connected to your Tech Family!

Name: _____

Home Address: _____

City: _____ State: _____ ZIP: _____

Phone: _____ Email: _____

Matching Gifts:

Your gift could be doubled or tripled! Check with your (or your partner's) HR department to see if your contribution is eligible for matching gift benefits.

My matching gift form: Is enclosed Will be sent

Employer: _____

Please send me information about:

Giving through my will, trust, or retirement plan

Making a gift that provides me with income for life

Making gifts of stocks or securities

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Louisiana Tech University Foundation
 P.O. Box 3183 | Ruston, LA 71272-0001

FYE Campaign

Direct Mail with Design Level Test



A PROMISING FUTURE, MADE POSSIBLE BY THE TECH FAMILY

0123456709

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YES, I'LL INVEST IN BRIGHT FUTURES FOR TECH STUDENTS!

Enclosed is My Gift of:

(ASK3) (ASK2) (ASK1) Other \$ _____

Payment Options:

Online: LATechAlumni.org/Give

Check: Made payable to Louisiana Tech University Foundation

Credit Card: Visa Mastercard

Discover American Express

Card Number: _____

Exp. Date: _____ Security Code: _____

Name on Card: _____

Signature: _____

Designate My Gift to:

(DESIG1_LONG_DESCRIPTION)

University Excellence Fund (Greatest Need)

Other: _____

(id_number) (Appeal Code)

(Mail Name)

(Address 1)

(Address 2)

(Address 3)

(City) (State) (Zip)

If you recently made a gift — thank you!

Invoice Mailer no photo



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Learn more at FOREVERLOYAL.TECH

Stay connected to your Tech Family!

Name: _____

Home Address: _____

City: _____ State: _____ ZIP: _____

Phone: _____ Email: _____

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My matching gift form: Is enclosed Will be sent

Employer: _____

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Louisiana Tech University Foundation
P.O. Box 3183 | Ruston, LA 71272-0001

FYE Campaign

Email #1 with targeted messaging



SUPPORT TECH STUDENTS

GIVE NOW



##SALUTATION##. how will you invest in Louisiana Tech?

Today's students are the tomorrow's leaders. They're counting on you to ensure the resources, opportunities, and mentors they need to succeed are available.

"Louisiana Tech taught me how to form true, meaningful relationships with others and how to be a well-rounded individual. So many resources are available to help students succeed inside and outside of the classroom." – [Matthew Barker](#), Class of 2019

[Make your gift today to pass the tools of success to the next generation of Bulldogs.](#) Your support will ensure more students like Matthew can triumph.

Thank you for strengthening our Tech Family.

Louisiana Tech University Foundation
P.O. Box 3183
Ruston, Louisiana 71272
1.800.738.7950 or 318.255.7950

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SUPPORT TECH STUDENTS

GIVE NOW



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Thank you for strengthening our Tech Family.

Louisiana Tech University Foundation
P.O. Box 3183
Ruston, Louisiana 71272
1.800.738.7950 or 318.255.7950

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Make your recurring gift today to pass the tools of success to the next generation of Bulldogs. Your support will ensure more students like Matthew can triumph.



FYE Campaign

Email #1; #2 with targeted messaging



INVEST IN BULLDOG SUCCESS

GIVE NOW



##SALUTATION##, the generosity of our Tech Family makes so much possible. [Add your impact today!](#)

Matthew Barker, Class of 2019, is a recent Tech graduate and a credit analyst with Texas Bank in Dallas. Matthew was offered this job after completing a summer internship with the company.

Matthew credits his success to hands-on learning, real-world experiences, and vested faculty — all of which are possible thanks to donor support!

[Make your gift to Tech by June 30 to ensure Bulldogs are off to a strong start next school year.](#)

P.S. [Click here](#) to read more about Matthew's story.

Louisiana Tech University Foundation
P.O. Box 3183
Ruston, Louisiana 71272
1.800.738.7950 or 318.255.7950



INVEST IN BULLDOG SUCCESS

GIVE NOW



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[Set up your recurring gift to Tech by June 30 to provide consistent, reliable support for the new school year.](#)

P.S. [Click here](#) to read more about Matthew's story.

Louisiana Tech University Foundation
P.O. Box 3183
Ruston, Louisiana 71272
1.800.738.7950 or 318.255.7950

##SALUTATION##, the generosity of our Tech Family makes so much possible. [Add your impact — set up your recurring gift today!](#)



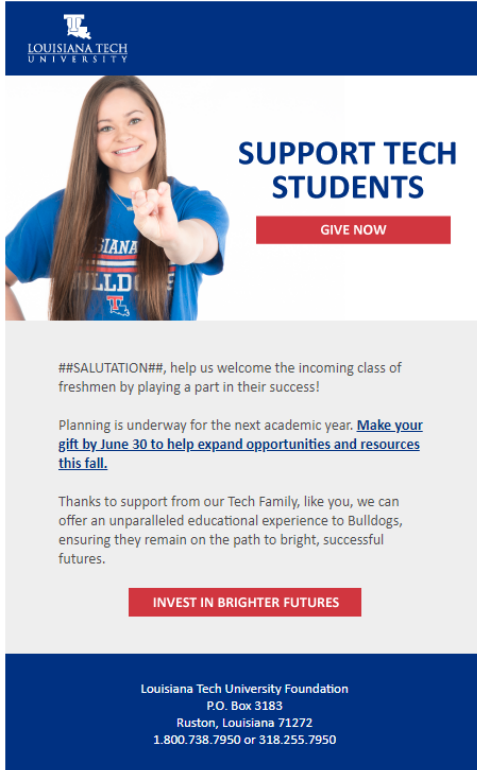
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FYE Campaign

Email #3 with Design Level Test



LOUISIANA TECH UNIVERSITY

SUPPORT TECH STUDENTS

GIVE NOW

##SALUTATION##, help us welcome the incoming class of freshmen by playing a part in their success!

Planning is underway for the next academic year. [Make your gift by June 30 to help expand opportunities and resources this fall.](#)

Thanks to support from our Tech Family, like you, we can offer an unparalleled educational experience to Bulldogs, ensuring they remain on the path to bright, successful futures.

INVEST IN BRIGHTER FUTURES

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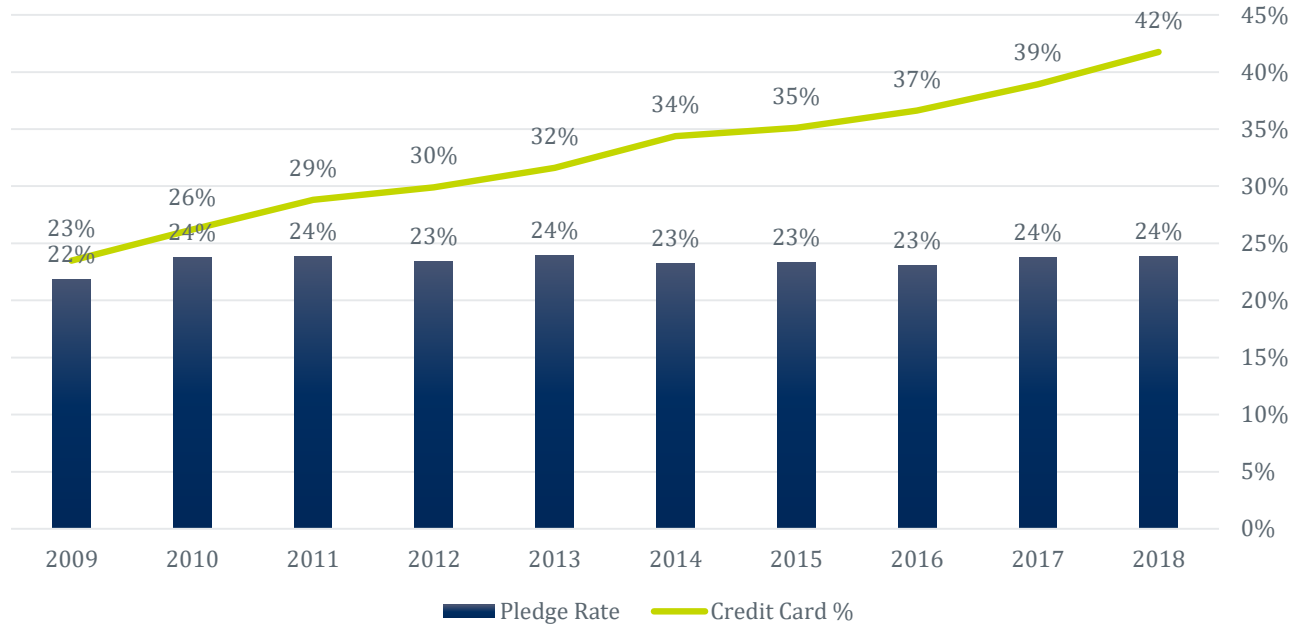




Phone Channel

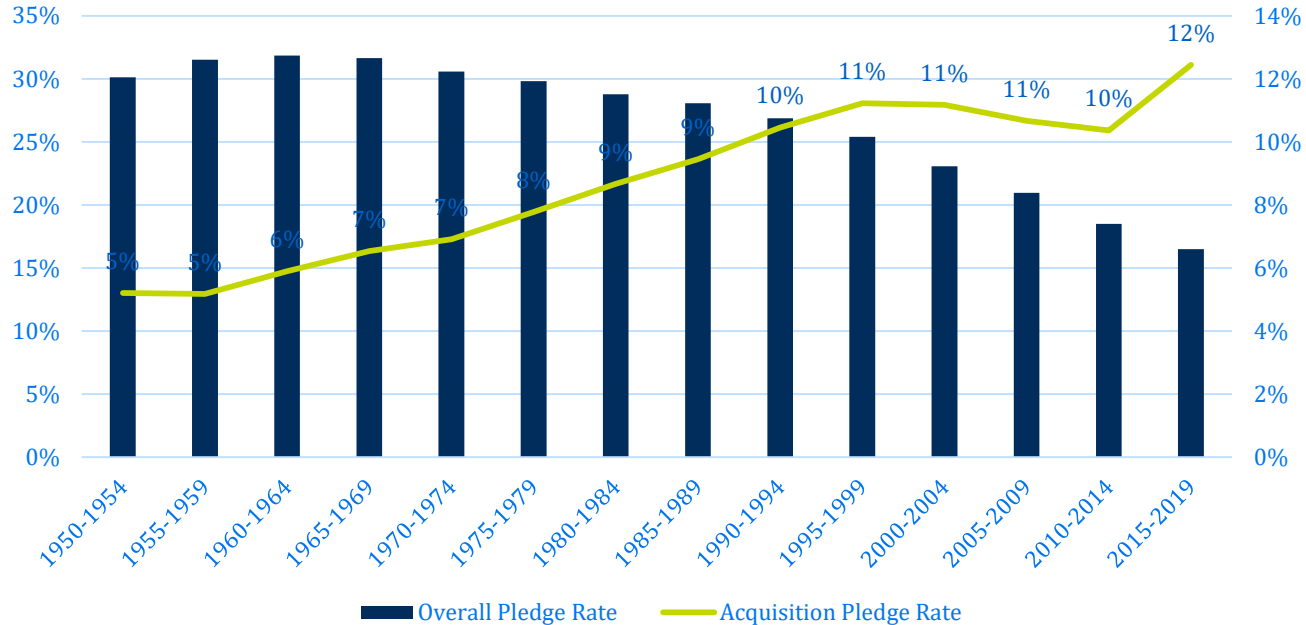
10 Year Phonathon Trends

When a prospect answers, just as likely to pledge and much more likely to fulfill instantly.



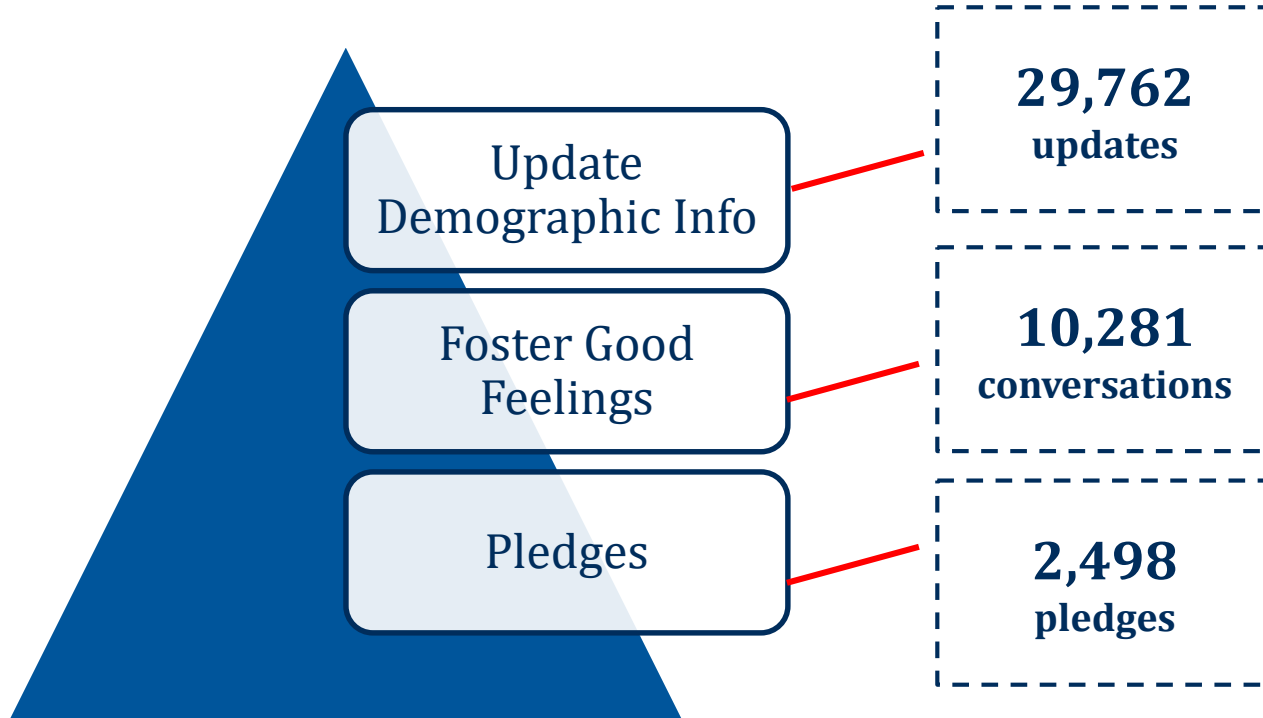
FY18 Phonathon Trends

Phone remains a more effective channel for acquiring new donors, especially with young alumni.



Impact of the Phone Channel

Louisiana Tech FY19



Phone Responsive Emails

Email



Hello again, **MSALUTATIONIB**!

We're excited to see your gift to work.

Please fulfill your pledge as soon as you can!

Once fulfilled, your contribution will have an immediate and powerful impact on students like me — **thank you**.

Ever Loyal,
MEMPLOYEE_FIRSTNAME
 Building Coder

P.S. Does anyone in your household qualify for a matching gift benefit? [Check here to learn more.](#)



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Next Day Pledge email



Hello again, **MSALUTATIONIB**!

Thank you! Every year leadership level donors like you enable Louisiana Tech University to achieve its highest goals across campus.

Please fulfill your pledge as soon as you can!

Once fulfilled, your contribution will have an immediate and powerful impact on students like me — **thank you**.

Ever Loyal,
MEMPLOYEE_FIRSTNAME
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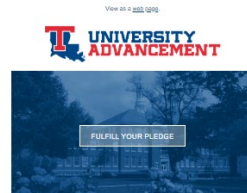
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Leadership Next Day Pledge email



MSALUTATIONIB, we're excited to put your pledge to work! **Please take a moment to complete the giving process.**

If you recently made your gift, thank you and please disregard this reminder.

Your gift is greatly appreciated from all of us here at Louisiana Tech!

Ever Loyal,
MEMPLOYEE_FIRSTNAME
 Building Coder

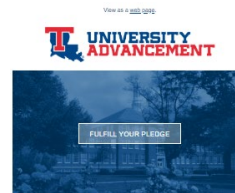
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8-day Reminder email



Dear **MSALUTATIONIB**,

We are still counting on you! The pledge you made on **MEMPLOYEE_DATE_STREET** is important to us.

Please fulfill your pledge today - click here.

Thank you again for your promise to support Louisiana Tech!

Ever Loyal,
MEMPLOYEE_FIRSTNAME
 Building Coder

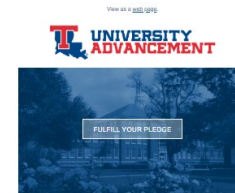
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30-day Reminder email



Happy Holidays, **MSALUTATIONIB**! We appreciate the commitment you made to Louisiana Tech earlier this year.

Calculate this season's business. Fulfill your holiday promise. Don't miss your gift!

We spoke on **MEMPLOYEE_DATE_STREET**, and now, there are just a few weeks left in 2019! Your tax deduction gift before Dec. 31 will make a difference for Bulldogs like me in 2020.

Best wishes from your Tech family,
MEMPLOYEE_FIRSTNAME
 Building Coder

If you gift crossed paths with the reminder, thank you for leaving our Tech spirit cozy at least during this holiday season!




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CYE Reminder email

Phone Fulfillment

Direct Mail

 **YES, I'LL FULFILL MY PLEDGE TO LOUISIANA TECH TODAY!**

PAYMENT OPTIONS:
Check: My check is enclosed payable to Louisiana Tech University Foundation
Credit Card: Visa Mastercard Discover American Express
Name on Card: _____
Card #: _____
Exp. Date: _____ Security Code: _____
Signature: _____
 One-time gift of \$ _____
 Continuous monthly payments of \$ _____
 Total pledge of \$ _____
to be paid in Monthly Quarterly
installments of \$ _____

MATCHING GIFT:
My matching gift form: is enclosed Will be submitted
Employer: _____

If you recently made your gift, thank you!

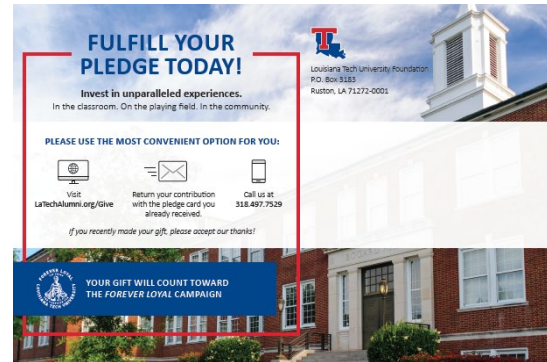
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Loyal donors like you make it possible to offer an unparalleled educational experience.

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Your gift will also count toward our Forever Loyal Campaign.
Inspired by the achievements of the university's first 125 years, the remarkable loyalty of alumni and friends, and our extraordinary potential for growth, the Forever Loyal Campaign will lead Louisiana Tech University to global recognition.

You can also make your gift:
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15-day postcard, 30-day buck slip, 45-day letter