



Austin College fuels mid-level giving through personalized, data-driven engagement



About Austin College

Austin College is a small liberal arts college where big things happen. Students and faculty engage in partnerships in learning that allow students to become truly invested in their education. The mission of Austin College is to educate students in the liberal arts and sciences in order to prepare them for rewarding careers and for full, engaged, and meaningful lives.

Solutions used

- RNL Leadership Journey
- RNL Synergy

Summary

When Austin College was looking to more effectively engage leadership annual giving donors, they turned to the RNL Leadership Journey. A 90-day active campaign, driven by marketing automation, engaged target prospects with leadership giving potential. The first step was to ensure prospect data was up-to-date so the college could reach the appropriate audience. Throughout the journey, prospects were engaged through multiple channels and scored by activity and survey responses. Those pinpointed as highly engaged were transitioned to gift officers, who were provided with pertinent information needed to facilitate the next successful contact.

Austin College saw great success in response rate, as well as engagement and prospect identification. By the end of their Leadership Journey, the college had such exponential growth in potential leadership donors that it will help shape future staffing levels.

Results



• **59%** response rate.



• **527** new leadership-level donors identified (**21%** of the overall audience).



• **27** new leadership annual giving proposals submitted.



“Our Leadership Journey enabled targeted outreach to our leadership annual donors and prospects—our future major gifts pipeline—while operating within the staff and budget constraints that all advancement shops face. The data resulting from the Journey will inform our long-term engagement strategy and help front-line fundraisers get in front of the alumni who are most motivated to support our mission!”



—Gillian Locke, Interim Vice President for Institutional Advancement, Austin College

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