



Increasing alumni participation and giving through omnichannel engagement



LOUISIANA TECH
UNIVERSITY

About Louisiana Tech University

Louisiana Tech University is a public research university founded in 1894 and located in Ruston, Louisiana. It has nearly 12,500 students, with a record number of freshmen enrolled in the fall of 2018. For the last eight years, Louisiana Tech has been named one of the top national research universities by *U.S. News & World Report*. Other accolades include being ranked on *Forbes'* 2019 Best Value Report, recognized as No. 5 on *The Wall Street Journal's* list of the nation's Best Public Universities for Return on Investment, and being named to the 2018 THE World University Rankings, as well as being one of 27 universities in the U.S. named to the THE University Impact Rankings.

About RNL Synergy

RNL Synergy is an integrated, data-driven fundraising solution that:

- Identifies which donors are your best prospects
- Deploys a strategic omnichannel mix to engage more of those donors
- Amplifies the donor experience with compelling creative that taps into their passions
- Delivers the best results possible within your budget

Opportunity

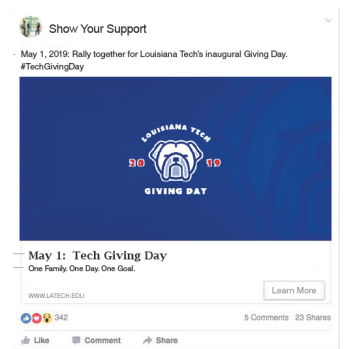
Like most colleges and universities, Louisiana Tech saw a decline in alumni donor participation earlier in the decade. The good news is that's the past—participation and giving are on the rise. For Louisiana Tech, its innovative fundraising strategies coupled with embracing new ways to connect with alumni donors has yielded tremendous success for fundraising.

Partnership

In partnership with RNL, Louisiana Tech's Division of University Advancement—including the Louisiana Tech Foundation, Alumni Association, and the Louisiana Tech Athletic Club—targeted alumni and donors in the communications channels they use every day, to reach them with compelling creative and messaging, including digital advertising, retargeted ads using the Google Ad Network, crowdfunding, text messaging, email, phone, direct mail, and a Giving Day campaign that was promoted with Facebook posts and live videos, a specially-designed Giving Day logo, emails, and postcard mailings. The results speak for themselves.

In the past four fiscal years, Louisiana Tech has seen:

- An 80 percent increase in donors
- A 75 percent increase in alumni donors
- A 6 percent increase in alumni participation, bucking a nationwide 20-year decline in alumni participation



Louisiana Tech embraced digital advertising, retargeting, a Giving Day, and other innovative techniques to engage more donors.

WRITE YOUR OWN FUNDRAISING SUCCESS STORY WITH RNL

Visit RuffaloNL.com/Consultation



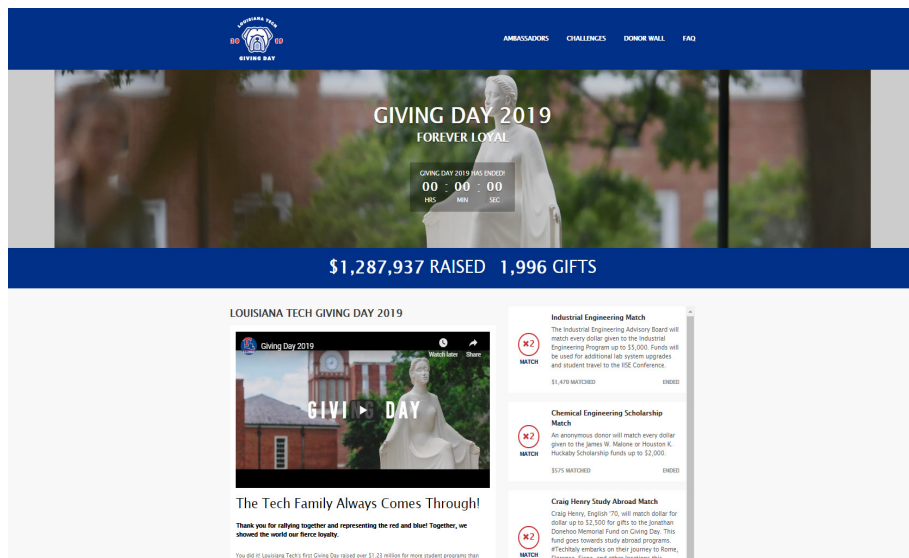
Tremendous success in FY 2019

Most recently, Louisiana Tech continued its success this past year, with a number of impressive results in FY 2019.

- A 28 percent increase in donors, with a record donor count of more than 10,000
- A 77 percent increase in annual contributions
- A Forever Loyal Capital Campaign that is pacing ahead of expectations, having already achieved 90% of its \$125 million fundraising goal

A million-dollar Giving Day

Louisiana Tech also held its first-ever Giving Day in May 2019. Hosting the event on the RNL Giving Day Powered by ScaleFunder platform, the university was able to coordinate digital communication, social media, ambassador efforts, and results tracking from one centralized platform—delivering a Giving Day that really motivated its constituents.



In honor of these innovative strategies and impressive fundraising results, Louisiana Tech received a 2019 RNL Fundraising Innovation Award.

“The engaging omnichannel program included a mix of traditional and nontraditional channels, which helped us engage our alumni and exceed donor and dollar goals. We achieved the highest number of donors in Louisiana Tech history and have built a strong foundation for the future.”

Brooks Hull
Vice President
University Advancement

KEY RESULTS IN FY 19

28%

INCREASE IN DONORS

10,000+

DONOR COUNT (UNIVERSITY RECORD)

77%

INCREASE IN CONTRIBUTIONS

\$1.3 MILLION

GIVING DAY

WRITE YOUR OWN FUNDRAISING SUCCESS STORY WITH RNL

Talk with our fundraising experts about how you can elevate donor engagement and exceed your fundraising goals.