

# Alpha Delta Pi Foundation Giving Day

A Giving Day Success Story



**RUFFALO**<sup>SM</sup>  
NOEL LEVITZ



**ScaleFunder**<sup>®</sup>  
A Ruffalo Noel Levitz Platform

# How did one foundation raise nearly \$400,000 from 1,700 gifts?

The Alpha Delta Pi (ADPi) Foundation recently completed the most successful single-day online fundraising campaign in Panhellenic history. Entitled “We Believe. We Give.” as part of the larger “We Believe” comprehensive campaign, the 27-hour event on July 13, 2016, was a celebration of fundraising in support of the ADPi community and all the organizations it supports.

The ADPi Foundation's online giving day:

**Received 1,718 gifts**

**Raised \$393,681**

**Reached several thousand ADPi supporters**  
through social media and email, expanding the culture  
of philanthropy in support of the ADPi Foundation

**ADPi used two key strategies that have become best practices for successful giving days:**

- **Leveraging online ambassadors**
- **Offering highly targeted giving opportunities**

**Read the rest of this case study to see how this strategies can boost your giving day results.**

# Online ambassadors lead the way

Of the 1,718 gifts raised through the ScaleFunder crowdfunding platform from Ruffalo Noel Levitz, 837 were the direct result of the Alpha Delta Pi team of online ambassadors. To achieve those substantial peer-to-peer fundraising numbers, ADPi activated 153 online ambassadors to help with fundraising through the Scalefunder platform. This team of ambassadors raised more than \$78,000 through their sharing across digital channels (primarily email and social media). The Alpha Delta Pi online ambassadors drove impressive results:

- **Substantial big gift giving**—a single ambassador had an average gift of \$2,150.
- **Higher average gift rate for ambassadors** versus the overall fundraising activity.
  - ✓ Average gift through ambassadors = \$94.03
  - ✓ Average gift overall = \$91.92
- **14 ambassadors securing 20 or more gifts** from their online networks throughout the day.

## A sample of results from more than 150 online ambassadors during the ADPi Foundation giving day

Miriam	Web	miriam@adpi.org	✓ Verified	2	\$125.00	\$62.50		
Cindy	Web	cindy@adpi.org	✓ Verified	32	\$3,094.57	\$96.71		
Sara	Web	sara@adpi.org	✓ Verified	22	\$1,522.02	\$69.18		
Maureen	Facebook	maureen@adpi.org	✓ Verified	2	\$4,300.00	\$2,150.00		
Jeannine	Facebook	jeannine@adpi.org	✓ Verified	0	\$0.00	\$0.00		
Amanda	Web	amanda@adpi.org	✓ Verified	24	\$1,590.05	\$66.25		
Sara	Web	sara@adpi.org	✓ Verified	20	\$862.12	\$43.11		

*More than 150 online ambassadors shared the giving day with their online networks throughout the day. Some of this sharing activity brought in large gifts with several ambassadors averaging more than \$500 per gift.*

*Actual results. Last names and emails obscured for privacy.*

Great ambassador programs—much like great giving days—often combine sophisticated technology with forward-thinking strategy. The ADPi Foundation team activated their ambassadors with a webinar orientation and emails inviting them to create their accounts. This synchronized approach led to 153 active ambassadors.

The ScaleFunder dashboard allows ambassadors to share across multiple social media networks with one click. It tracks how much an ambassador's connections gave as a result of social media sharing. These real-time updates keep ambassadors motivated to share more frequently throughout the day.

## Giving Day 2016

Ends at 4PM PCT

With only 3 hours left, we need everyone to dig deep. Get out those Address books everyone, it's time to share! Already Ambassadors have brought in more than \$20,000! Let's keep it up.

### Your Current Totals

**\$1,000** raised from **10** donors

Share your **Referral Link** with friends and family to track your impact.



Facebook



Twitter

Or use this link to your personal referral page:



Referral Link

See more stats, like which of your friends gave, in your personal [Ambassador Dashboard](#).

During the giving day, the ADPi Foundation team sent email reminders to their ambassadors encouraging them to give and, more importantly, to invite those within their networks to give. The messaging that the ADPi Foundation provided led to ambassadors directly soliciting and bringing in half of the day's overall fundraising activity.

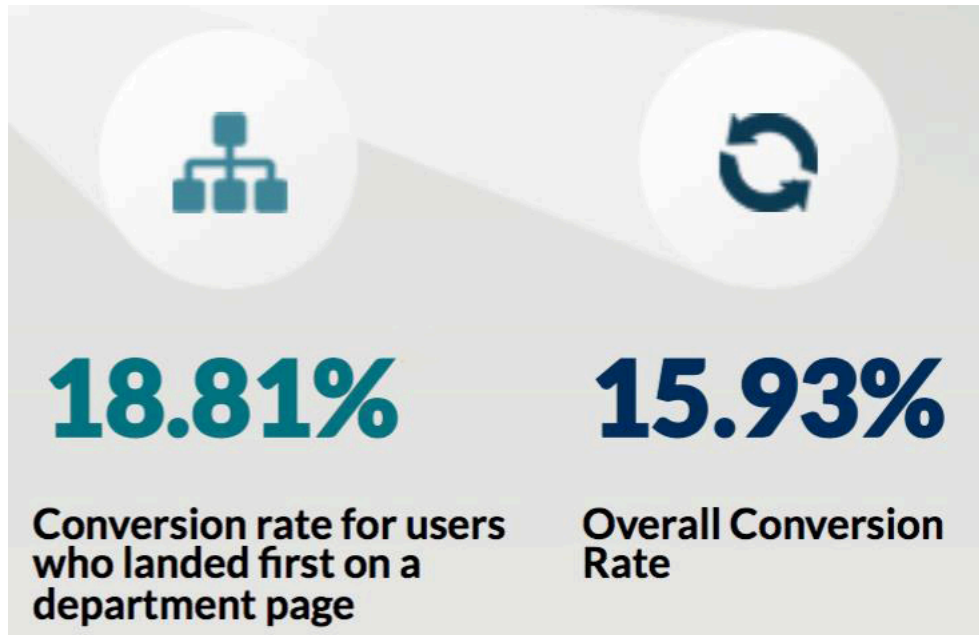
### Takeaway tips: online ambassadors

- Provide a live, web-based orientation for online ambassadors. Deliver at least once.
- Record a brief video orientation that can be emailed. This should be a condensed version of the web-based training.
- Provide ambassadors with technology that allows for easy sharing of giving day content and real-time updates on their fundraising activity.

*Email your ambassadors directly during your giving day, with one-click sharing built into the email as well as real-time updates on their fundraising activity.*

**More donor choice = more gifts**

To ensure that donors had adequate giving options, the Alpha Delta Pi Foundation created many dynamic “Areas of Need” pages for their giving day. Donors who landed first on a specific Area of Need page converted at a higher rate than the overall rate for the ADPi giving day.



*The conversion rate for ADPi Foundation donors who landed on an “Area of Need” page first was nearly 19 percent while the overall conversion rate was just under 16 percent.*

Alpha Delta Pi was able to create 15 “Areas of Need” at the bottom of their giving day page, showcasing their fundraising priorities and historically well-performing fundraising areas within the organization.

AREAS OF NEED		
WE BELIEVE CAMPAIGN FUND	ANNUAL FUND – AREA OF GREATEST NEED	SCHOLARSHIPS
CHAPTER LEADERSHIP FUNDS	HISTORY AND HERITAGE	EDUCATIONAL HOUSING FUNDS
CLASPED HANDS FUND	ABIGAIL DAVIS FUND	RONALD MCDONALD HOUSE ENDOWMENT
LEADERSHIP CONSULTANT ENDOWMENT	SIGNATURE LEADERSHIP PROGRAM	EMERGING LEADERS PROGRAM
SOCIAL ISSUES PROGRAMMING	FAMILY AND FRIENDS OF ALPHA DELTA PI	OTHER FUNDS

Each giving option led to additional smaller funds, providing donors with even more choices and ways to connect with local chapters. For example, the “Scholarships” area took visitors to a list of every participating ADPi chapter around the country. Allowing donors to target their donation to an area that is personally meaningful helps donors connect with a cause and be persuaded to give.

**Takeaway tips: targeted giving**

- Research your donors' preferences and areas of affinity so that you increase their likelihood to give.
- Build your online campaigns around popular donor fund choices.
- Deploy additional online fundraising opportunities throughout the year to gather more donor behavior information. For example, crowdfunding projects can provide a great deal of insight into donor giving preferences.

The Alpha Delta Pi Foundation is yet another example of how deploying the right tactics can ensure online giving day success for many different types of organizations with a wide range of missions. In this case, online ambassadors plus highly targeted giving opportunities led the way.

# What makes for a great giving day? Talk to us today to find out.

To get started on your best ever giving day, and learn more about the ScaleFunder platform and additional digital fundraising solutions from Ruffalo Noel Levitz, contact us today for a free consultation with our digital giving experts. We have worked with nonprofit organizations and higher education institutions to build giving days that:

- Excite donors.
- Turn traffic into donations.
- Provide a seamless, customized, and branded experience.
- Create a spark that turns a giving day into a giving year.

Email [LetsTalk@ScaleFunder.com](mailto:LetsTalk@ScaleFunder.com), or visit [ScaleFunder.com](http://ScaleFunder.com) for a free demo.

## About Ruffalo Noel Levitz

### **Technology-enabled services, software, and analytics, that foster productive, lifelong engagement**

Ruffalo Noel Levitz partners with more than 1,800 colleges and universities and hundreds of nonprofit clients worldwide each year. We empower our clients to aggressively rethink the status quo and reach their mission even as they face a complex and ever-shifting environment.

Our work in higher education fundraising ranges from partnering with 81 out of the top 100 *U.S. News & World Report* institutions to working with hundreds of colleges and universities of every size and mission.

We can assist with:

- Developing optimal fundraising strategies.
- Creating multichannel programs and campaigns across digital, phone, mail, and email channels.
- Building a pipeline for major gifts.
- Engaging young donors and cultivating lifelong support.