

North Dakota State University raises \$313,299 in successful giving day



Partnership Abstract

Opportunity

North Dakota State University wanted a successful giving day to build on their incredible alumni and donor excitement about the institution.

Partnership

RNL provided the ScaleFunder giving day platform for success and NDSU supplemented digital efforts with direct mail and RNL calling to alumni.

Results

The 2016 NDSU Giving Day raised \$313,299 from 976 gifts, exceeding expectations.

NDSU FOUNDATION AND ALUMNI ASSOCIATION

Opportunity

“We knew we needed to do something different,” says Sara Wald, Vice President for Outreach at the North Dakota State University Foundation and Alumni Association. NDSU alumni are incredibly energetic about the institution, and the 2011-2015 run of five straight FCS football championships, along with great alumni events and outreach in recent years set the stage. “When you go to a national championship and see 10,000 people come to an event, you know you’re seeing more interest.” However, annual giving dollars were declining at the institution.

“We knew from all the national attention that the door was open for a further conversation.” So NDSU decided to implement a comprehensive giving day campaign, which they knew had been successful at other institutions.

Partnership

NDSU implemented the ScaleFunder giving day platform after receiving strategic help from the RNL team. NDSU turned to their trusted partner, Ruffalo Noel Levitz, to provide a platform, tactical advice and support with outreach during the giving day.

The ScaleFunder platform also helped energize volunteer ambassadors who pushed the message out via social media. “They got out there and spread the word about giving day,” says Wald. The RNL ScaleFunder platform also provided tracking of each ambassador’s activity and impact.

A key feature of the engagement of leaders across campus, who met with the NDSU giving team and crafted the giving day messages. “We got the highest needs of the university out there so they could be shared with donors.”

Results

By the end of the one day campaign, NDSU had raised \$313,299 from 976 gifts, a record for a single day at the institution. Multiple challenge match gifts were met, and 18 separate campus departments participated in the effort.



“The platform is extremely user-friendly. We were very pleased with RNL’s ScaleFunder platform and the features,” says Wald. “Whether your community has a large giving day or are doing something small, I highly recommend building it into your annual giving strategic plan and philosophy. This is how people want to be asked.”

In addition to online gifts and challenges, \$6,000 in pledges were secured through phone outreach during the giving day, provided by trained RNL callers. “We were trying to touch people who are not connected on social media, who were not seeing it on Facebook and Twitter.”

In the end, Wald said a major plus was working with an experienced, cutting edge team. “Take RNL’s advice. They are the big experts on this. They laid out the plan, we executed and we have an extremely successful day because we listened to their advice.”

PARTICIPATING GROUPS
ACADEMIC AFFAIRS
ADMISSION/FINANCIAL AID AND SCHOLARSHIPS
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ART, HUMANITIES AND SOCIAL SCIENCES
ATHLETICS
BUSINESS
DIVISION OF FINANCE AND ADMINISTRATION
ENGINEERING
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PERFORMING ARTS
RESEARCH AND CREATIVE ACTIVITY
SCIENCE AND MATHEMATICS
STUDENT AFFAIRS/TRIO

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Sara Wald
 Vice President for Outreach
 at the North Dakota State
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