



5 Strategies for an Effective Alumni + Donor Digital Experience

EAB Advancement Marketing Services

Zoom Webinar Features

The screenshot shows a Zoom Webinar interface. At the top, there is a white header with the EAB logo (a blue circle containing a stylized building icon) and the text "EAB". Below the header is a dark blue background with a pattern of overlapping circles and squares. The text "EAB Virtual Session" is displayed in white and teal, with "2020" below it. Two callout boxes with orange borders and yellow dots pointing to the bottom toolbar are present. The first callout box, pointing to the "Chat" icon, contains the text: "Use the Chat feature to send messages to all panelists or everyone". The second callout box, pointing to the "Q&A" icon, contains the text: "Use the Q&A feature to ask questions". The bottom toolbar is dark grey and contains the following elements from left to right: "Audio Settings" with an upward arrow icon, "Chat" with a speech bubble icon, "Q&A" with a speech bubble icon, and "Leave Meeting" in red text.

EAB

EAB
Virtual Session
2020

Use the Chat feature to send messages to all panelists or everyone

Use the Q&A feature to ask questions

Audio Settings ^

Chat

Q&A

Leave Meeting

Meet Your Presenters



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How EAB Serves Advancement Leaders

Complementary Solutions for Immediate and Sustained Growth



Advancement Forum

Engage with best practice research and advisory services to benchmark performance, retain top talent, and engage alumni



Advancement Marketing Services

Collaborate with comprehensive fundraising partner, deploy multichannel alumni experience, increase donor participation and giving, and identify prospects for growth

STRATEGY

ANALYTICS/
BENCHMARKING

DONOR
EXPERIENCE

Quick Poll

- How are you utilizing digital marketing at your institution?
 - We post to social media accounts
 - We have a paid digital marketing strategy deployed internally
 - We work with a marketing/creative agency to support digital efforts
 - We don't know where to start



Navigating Shifts in Donor Interests and Behaviors

They are not
engaging with
their alma mater in
meaningful ways

43% of alumni are not
connected to their alma
mater at all

Their giving
behavior is
severely
unpredictable

42% of alumni
define themselves as
impulse givers

They are
receiving more
solicited
communication
than ever

57% increase in nonprofit
emails sent per person

They are
sending donations
to organizations
they are
passionate about

74% of Millennials donated to
family, friends or nonprofits
since the pandemic began



What We've Learned: Mind the P Words

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We've moved away from pandemic messages, but people have changed ...



1



Pivotal moments

Higher education and student needs were headlines. Emergent, easily understood, and compelling. Followed by civil rights movements and a tumultuous political season.

2



Changes to daily life

Remote work, essential work, hybrid work, no work at all. Our hobbies. Who we see and how we see them. Our lives shifted directly or indirectly along with how we spend our time.

3



Shifts in how we act

The content we consume and value – its tone, its message, its impact and our relationship to them. The stories we tell and value in relationship to what we choose to support.

As Audiences Evolve, Channels Must Too



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Why Digital?

What we love about this channel

- Frequent touchpoints that don't feel intrusive
- Flexibility in execution and budget
- Analytics-driven problem solving

3 Primary Platforms

Looking Ahead

- Diversifying platforms
- Evolving capabilities

5 Strategies for Effective Digital Experiences



#1: Reach audiences you aren't engaging elsewhere



#2: Use digital tools to mimic the ecommerce experience



#3: Think outside traditional fundraising campaigns



#4: Use cross-channel analytics to find new opportunities



#5: Optimize channel investments to increase media spend

Strategy #1: Reach Audiences You Aren't Engaging Elsewhere



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Digital campaigns reach alumni you don't have in your list and expand your audience with tools not available in other channels.



Rethink “meeting them where they are”

Joe and Jane LYBNT have their checkbook ready every December. Digital can prioritize those who aren't as far into the donor journey.



Digital flexibility drives connection

Are you missing touchpoints or opportunities along that journey? Direct mail isn't always the answer (and some are ignoring it).



Your list *isn't* as good as it could be

The email address you have on file for your alumni? That's not the one they're using on Facebook. We can reach them and expand that audience through digital tools.



What we hear

- “We’re not sure how strong our match rate is.”
- “We rely on a core group of donors to meet our goals every year, but the rest don’t care.”
- “There’s pride here, but it’s not translating to giving.”
- “We can’t keep up with our growing denominator.”

Spotlight on Audience Expansion Strategies

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Audience expansion reaches thousands of potential donors for an institution working to improve list quality

Quick stats



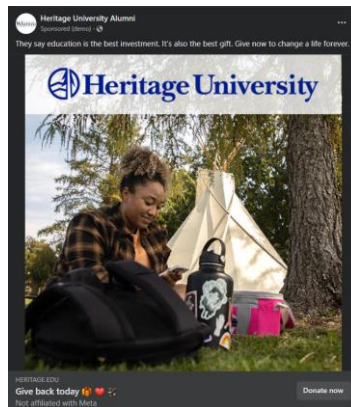
2,609

link clicks in ads from an audience that had not been previously engaged



148

link clicks in emails across the same campaign period



Heritage University's unique history and mission lend themselves well to audience expansion tactics to find cause-based and regional donors.

Strategy #2: Use digital tools to mimic the ecommerce experience



Ecommerce experiences and learnings provide powerful strategies and tactics (like retargeting) that is familiar to your audience.



Donors' habits have changed

Mobile audiences are growing. The traditional marketing funnel is evolving as the world interacts more in digital spaces.



Not everyone is ready to give

Getting buy-in means deploying the right messages at the right times. Then you remind them that they left something in their cart.



The Silver Bullet problem

Your donors aren't reading everything in their inbox or carefully choosing which channel they use to respond. The touchpoint through which they gave? Not the only touchpoint that impacted their decision.



What we hear

- "Donors only hear from us when we ask for money."
- "We're not sending enough communications."
- "Alumni like newsletters, but they aren't giving."
- "That email received more clicks than any other, should all emails be video?"

Remarketing Encourages Early Connection

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52% Of gifts came from users who didn't engage with the email

30% Of users who opened an email were shown or clicked on an ad

Strategy #3: Think outside traditional fundraising campaigns



Digital campaigns are powerful support tools for appeals, but they can be even more effective when used for longer periods or during pivotal events.



Content can be used again (and again)

Student impact videos, donor testimonials, longform stories should be reframed and repurposed throughout the year.



Ready when they are

A lot of different events can position someone to finally give. Ads can respond quickly to user interactions or provide a vehicle for quick deployment during pivotal moments of pride.



Not unlike your annual fund

Extended or evergreen digital journeys outside of campaign timing work behind the scenes to maintain momentum and ongoing interaction.



What we hear

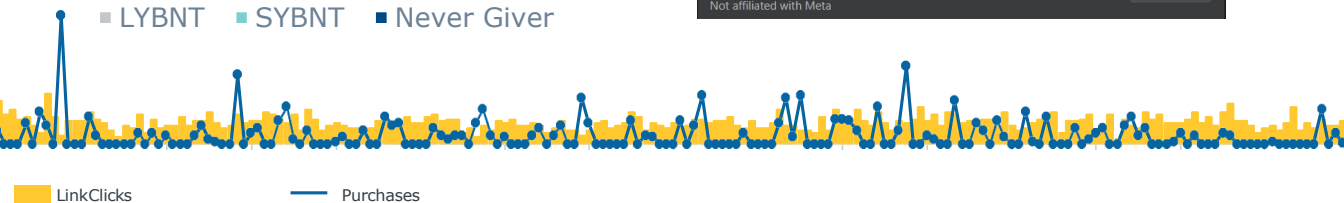
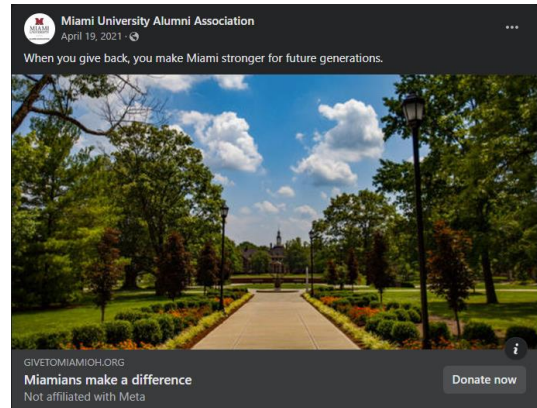
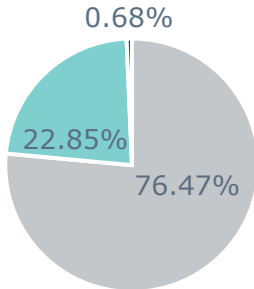
- “We just beat our rival for the first time in 30 years, what do we send?”
- “With so many open positions, we can’t get that campaign out as early.”
- “After spending so much time making content, no one really sees it.”

Spotlight on Yearlong Journey Impact

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Retargeting ads from giving content led to strong gift activity

Gift By Audience



1,480

Gifts

\$315K

Gift Value

5,561

Reach

1,826

Link Clicks

2,816

All Clicks

Strategy #4: Use cross-channel analytics to find new opportunities



15



Digital reporting can provide insights for other channels, and display ad tactics and tools can address issues as donor behavior changes.



Your donors might surprise you

Donors want to know how they made an impact, but do you know what messages and visuals *really* resonate? Digital results provide insight that can be used for future content.



A responsive investment easily shifted

What can reporting tell you about the best use of your digital investment? Some audiences have stronger response at better times of year where you can place targeted digital outreach.



Trade multichannel for omnichannel

Donor interactions don't exist in silos. Use digital as an onramp to other campaigns to prime an audience for an ask or increase engagement ahead of a larger digital push.



What we hear

- "We need to show images of students, so donors see their impact!"
- "We cut phone and those donors aren't giving anymore."
- "We gained a lot of Emergency Fund donors in 2020 but they didn't come back."
- "Acquisition mail never works with this audience."

Spotlight on Digital Insights for Creative

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Performance of copy and visuals in ads shaped segmented creative approaches in future campaigns



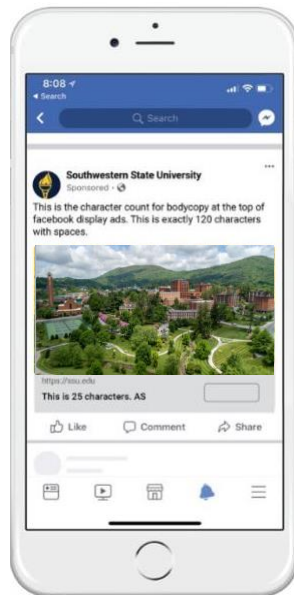
Dynamic ad served audience with **combinations of creative, optimized over time** by user interactions



Reporting identified **preferences between donors and non-donors**, especially in messaging



Future campaigns used these messages to **differentiate donor and non-donor experiences** based on the digital leanings of the audience



Strategy #5: Optimize channel investments to increase media spend



Healthy media budgets position you for flexible problem solving at a fraction of the cost of postage or phone programs.

Your competition isn't who you think



During peak fundraising periods, mail and email competes with non-profits around the world. In digital spaces, your competition is big brands with large budgets.



Not unlike your annual fund (again)

Healthy digital budgets open doors throughout the year, giving you flexibility to address opportunities as they arise.



New approach to old problems

Acquisition audiences are ignoring mail and phone donors are declining calls. Rethinking segments and shifting investments from flagging channels can provide a needed boost.

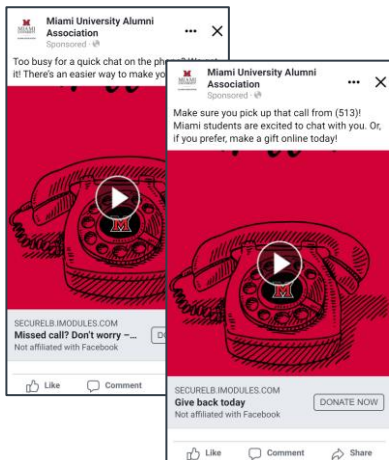


What we hear

- "Should I even be mailing never-givers this much?"
- "We need something different for acquisition, they aren't paying attention."
- "How much should we be investing in digital versus mail?"

Spotlight on Digital Reinvestment for Phone

Display ads recaptured lapsed donors at a fraction of the cost of phone



The Test: Digital + Phone



More users are giving through mobile devices. The channel remains the same, but contact method shifts



Add a targeted list that included acquisition audience that had a phone number on file to expand reach and increase cost effectiveness



Variable copy addressed barriers to giving via phone

RESULTS

320

Gifts

\$188K

Gift Value

72%

SYBNT Donors

44.63K

Reach

Questions?



Interested in More?

- **I'd like to speak further about...(select all that apply):**
 - Digital marketing consultation for my institution
 - Recent channel analysis from annual giving programs
 - Making a case for additional digital investments
 - Request a copy of today's slides



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