



Meaningfully Engaging Constituents Online: Strategies for Personalized Communications and Content Management

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October 30, 2008



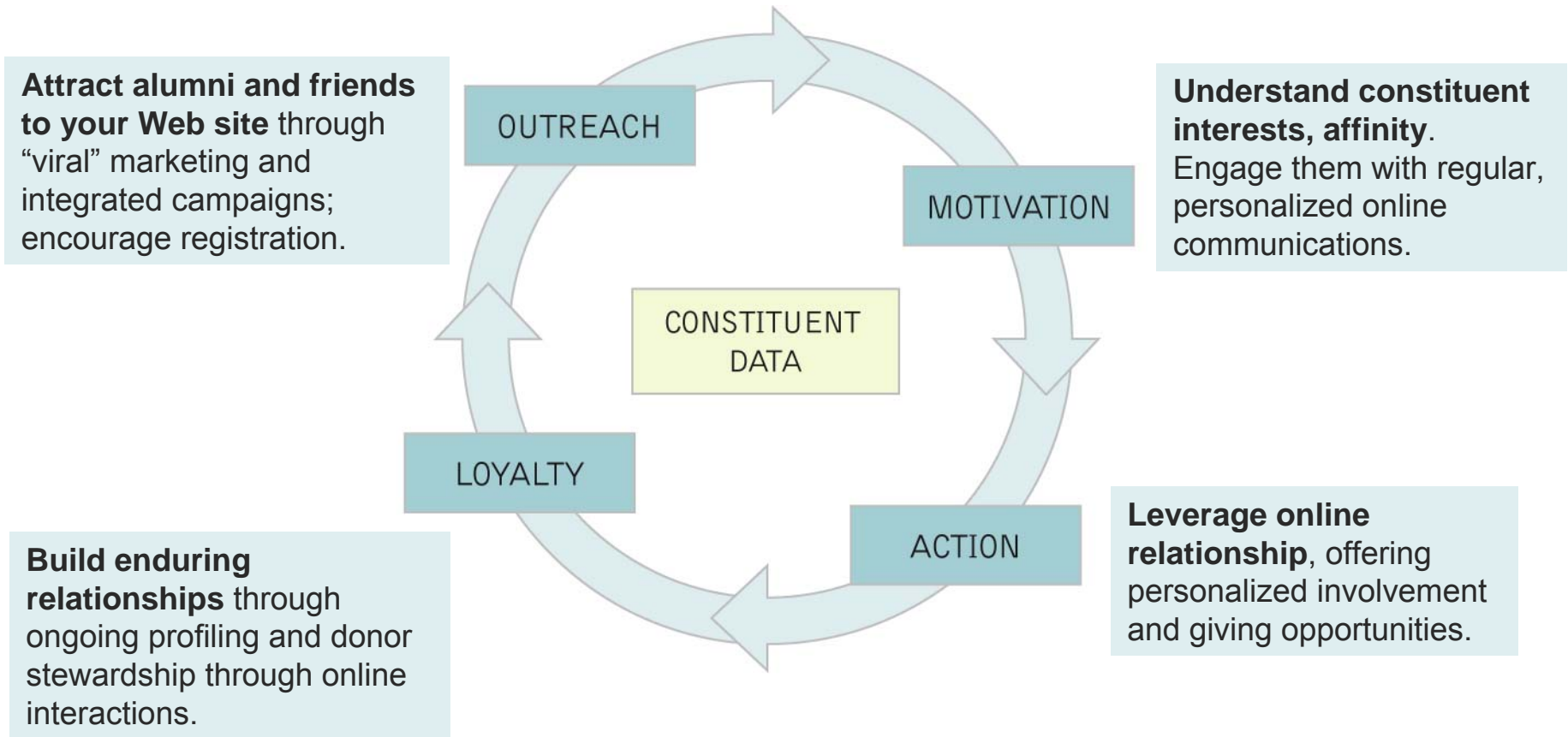
Key Messages

- Online relationship management needs to be an integral part of the overall advancement mix
 - ▶ Increasingly the giving channel of choice
 - ▶ Enhances direct mail and telephone efforts
 - ▶ Supports major gifts
- Most colleges and universities are not completing basic online best practices
- Critical to coordinate across alumni relations, development, and schools/units
- Social networks like Facebook represent an exciting new engagement opportunity

Challenges in Connecting with Alumni

- Decreasing effectiveness of traditional channels
 - ▶ Younger alumni not as receptive to direct mail
 - ▶ Cell phones vs. land lines
 - ▶ Do Not Call lists challenge for telemarketing
- Increased competition for alumni mindshare and dollars
 - ▶ Alumni have less time to devote to institution news
 - ▶ Increasing sophistication of fundraising from other nonprofits
- Online communication limited, usually “one size fits all,” viewed as expense vs. investment

The eCRM Approach



A philosophy that can be *enabled* by technology



Reaching Alumni/ Friends

- Primary goal = capture email addresses for a majority of your alumni and friends
- Secondary goal = capture mail addresses and key interest and life update information
- Strategies:
 - ▶ Optimize “conversion” of Web site visitors
 - ▶ Encourage people to visit your site
 - ▶ Capture email addresses through offline venues
 - ▶ Reach alumni through social networks

Offer Registration Incentives

- Special content areas only for registered alumni
- Ability for alumni to submit class notes online
- Discounts on school merchandise
- Personalized Web, email content based on constituent interests
- Enable “viral” marketing (i.e. e-Cards to find lost alumni)

Site design optimized for conversion

The screenshot shows the Kansas Alumni Association website with several key elements circled in red:

- Navigation Bar:** Home, Join Now, Chapters, What We Do, Alumni Store, Update Alumni Profile, Contact Us, Just for Students, Just for Fun.
- Search Bar:** search the site, Go.
- Hero Section:** "Give your graduate a reminder of the Hill" (circled), "Display your KU Diploma with pride!" (circled), and "Alumni Events" / "Ultimate Football Guide" (circled).
- Helpful Links:** Flying Jayhawks—Australia, Sign up for KU Connection (circled), University of Kansas Home Page.
- Hot Topics:** Register for the official KU ONLINE DIRECTORY and catch up with old friends! (circled), 2005 Directory of Members and Graduates, 40th Anniversary Reunion (circled), 2005 Black Alumni Chapter Weekend, Game Day at the Adams, Homecoming.
- Online Services:** Member Log-In (circled), New user? Register here for username and password. (circled), Renew Membership, Forgot username/password?, Rock Chalk Ball 2006 (circled).

E-Commerce

Events

Newsletter

Reunion

Membership



Reach Alumni Through Social Networks

The screenshot shows the Facebook profile of the Caltech Alumni Association. The page header includes navigation links for Profile, Friends, Networks, and Inbox (1), along with utility links for home, account, privacy, and logout. The left sidebar contains the Facebook search bar and a list of applications such as Photos, Groups, Events, Marketplace, iLike, and DGH_Convio_1. The main content area features the Caltech Alumni Association logo, which includes a stylized orange flame and the text 'CALTECH Alumni ASSOCIATION'. Below the logo, contact information is provided: Location (345 S. Hill Avenue, Pasadena, CA, 91125) and Phone (626/395-6592). An 'Information' section lists the website as http://alumni.caltech.edu. A 'Simply RSS' section is also present. The 'Alumni Association Feeds' section lists several events: 'Quantum Hoops' in Berkeley (Feb 8-14), Enterprise Forum (Feb 9, 8AM-12PM), Boston Networking Lunch (Feb 10, 12:30-1:30PM), President Chameau in San Diego (Feb 13, 6:30-8:30PM), and Monthly South Bay Luncheon (Feb 14, 11:45AM-1:15PM). On the right side, there are sections for 'Become a Fan', 'Share with Friends', 'Fans' (6 of 20 fans), and 'My Flickr' (showing 4 randomly selected photos).

P2P Outreach Through Social Networks

The screenshot displays a Facebook interface for a fundraising page titled "The Salvation Army USA". The page is designed to invite friends to support a cause. At the top, navigation links include "Profile", "edit", "Friends", "Networks", "Inbox", "home", "account", "privacy", and "logout".

The main content area features a header with the Facebook logo and navigation options. Below this, a search bar and a list of applications are visible. The central focus is a section titled "Invite your friends to join you in supporting The Salvation Army USA." This section includes a "Skip" button and a prompt: "Add up to 20 of your friends by clicking on their pictures below." A search bar labeled "Find Friends:" is provided for identifying friends.

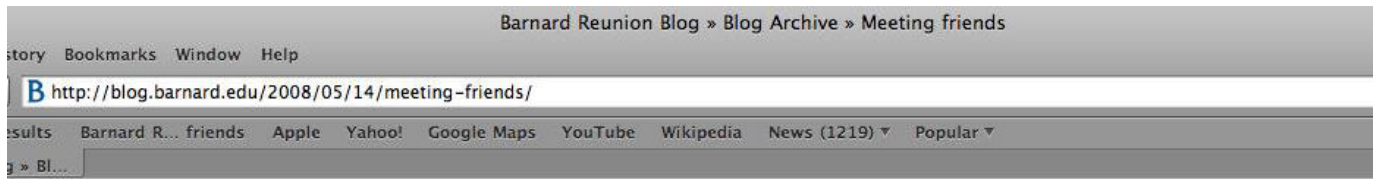
A grid of friend profiles is displayed, categorized into "View All", "Selected (0)", and "Unselected". The "Selected" column is currently empty. The "Unselected" column contains a list of friends, each with a profile picture and name: Akash Agarwal (Harvard), Amanda Terry (New York, NY), Andrew Mosawi, Anthony Edw. J Campbell, Bjorn Billhardt, Alex Wettreich (Austin, TX), Ambar Pansari (Google), Andrew Shaindlin (Caltech), Avnish Bajaj (Harvard), Bo Durickovic, Alexandra Burrall (Austin, TX), Amy McGeever (London), Andrew Tiedemann (Harvard), Ben Smith (New York, NY), Bob Evans (Charlotte,...), Amanda Justice (Austin, TX), Andrea J. Wilson (Hawaii, HI), Angie McDermott (Austin, TX), Bijoy Goswami (Austin, TX), and Brad Duff-Hud... (North Park). Some profiles are marked with question marks, indicating they are not yet identified or are unknown to the user.

At the bottom of the grid, there are two buttons: "Send Fundraising Invitation" and "Skip".

Motivation/ Communications

- Continue to build alumni/ friend profiles
- Communicate effectively
 - ▶ Be “constituent centered”
 - ▶ Communicate as “one organization”
 - ▶ Personalize/ segment content
- Provide engagement opportunities
 - ▶ For people to share content and opinions
 - ▶ For people to connect, network

Leverage Online Ambassadors



BARNARD REUNION 2008 May 29 – June 1



[Atoosa '93](#), [Ruby '93](#), and [Galaxy '93](#) talk Barnard — read the blog, join the conversation

[Home](#)

 [Subscribe to blog](#)

Reunion Info

[Read More »](#)

Latest Posts:

[Are you involved at all with Barnard?](#)

[Meeting friends](#)

[Loving NYC](#)

[Homesickness](#)

[I've never gone to a Barnard reunion... have you?](#)

Archives

[May 2008](#)

[April 2008](#)



Posted
by [galaxy](#)
on 05/14/08

[Email to a Friend](#)
[Link to Post](#)



[« Loving NYC](#)

[Are you involved at all with Barnard? »](#)

MEETING FRIENDS

My senior year at high school, I knew I had to go to Barnard. Like falling in love, or an obsessive crush I doodled the name on notebooks, tracked down friends of friends who had gone to Barnard and might in some way, possibly, be able to "introduce me" or "put in a good word" with the admissions office. Not surprisingly, given the time I spent talking (instead of studying) with my two best friends about the things that really interested us: like our lives and ourselves, I was only wait-listed.



I went to Sarah Lawrence, where there was no required math or French, re-applied to Barnard and was accepted as a transfer student. I heard the news that summer, while I was answering phones at my internship for *Interview Magazine*.

Maybe, because I was a transfer, or because I was admitted late, I was given a room with another transfer student on 110th street in a building called the College residence hall. Later, I found out it was known as the college roach motel.

The room was down a dark hallway, lit with buzzing lights and from the closed doors came the sound of radios and voices. An old woman always stood by the railing of the stairs in her nightgown and slippers, a cigarette in her hand. There was one other student on my floor, a senior, a studious girl who seemed to be always heating rice and black beans on her hot plate.

Value of Segmentation

For-profit Industry Data:

Audience Size	Segmented		Not Segmented	
	Opens	Clicks	Opens	Clicks
< 5K	50.50%	11.70%	5.60%	0.60%
5K – 10K	48.80%	9.00%	3.90%	0.30%
10K – 50K	28.50%	7.60%	4.00%	0.50%
50K – 100K	13.40%	4.00%	3.70%	0.80%
> 100K	13.10%	1.10%	3.50%	0.20%
Averages	30.86%	6.68%	4.14%	0.48%

© 2005 MarketingSherpa, Inc.

Source: Topica for MarketingSherpa, October 2005

Nonprofit Example:

2007 - Not Segmented

Audience: 67,325

Open Rate: 17.07%

Click-through Rate: 0.19%

2007 - Segmented

Audience: 15,891

Open Rate: 26.77%

Click-through Rate: 2.08%

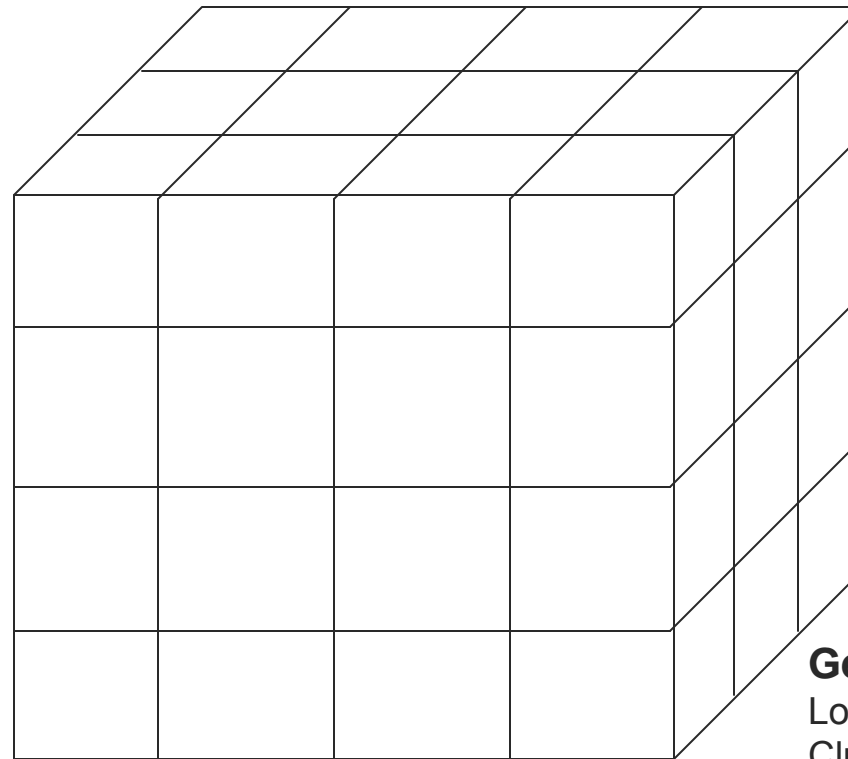
Source: MarketingSherpa and Convio analysis



Content Segmentation Strategy

Participation History

Donor status (current, lapsed, major)
Reunion attendance
Volunteer
Local club participation



Geography

Local events
Club affiliation

Affinity/Interests

Parent, alum
Major/ school of graduation
Current profession
Passions

Understanding Affinity

Would you like to continue receiving e-mail updates from Texas Exes Online Services?

Yes, please keep **sachin@convio.com** on your e-mail list but change the format of messages that you send me:
 HTML Plain Text

Yes, but only about the topics I've selected below

No, please remove **sachin@convio.com** from all UT e-mail lists.

Would you like to receive only certain e-mail updates from Texas Exes Online Services?

I would like to receive e-mail about the following selected topics

Expand All Collapse All

E-mail Interests	Description
<input checked="" type="checkbox"/> @Texas Newsletter	Biweekly newsletter to keep you informed about the University and its impact on the world
<input checked="" type="checkbox"/> Alumni News from the Texas Exes	The Texas Exes - 'Til Gabriel Blows His Horn!
<input type="checkbox"/> Blanton Museum of Art	UT's fine art museum
<input type="checkbox"/> Colleges and Schools	
<input type="checkbox"/> Continuing Education	Academic and professional classes for students of all ages
<input type="checkbox"/> Daily Texan headlines	Links to articles from UT's student newspaper
<input type="checkbox"/> McDonald Observatory	UT's center for astronomical research
<input type="checkbox"/> Ransom Center	UT's principal rare books and manuscripts library
<input type="checkbox"/> Recent Achievements	Email about recent achievements at UT Austin
<input type="checkbox"/> Support UT	Ways you can make a difference through your financial support

■ Explicit interests

- ▶ Web site registration
- ▶ Surveys

■ Implicit interests

- ▶ School/year of graduation
- ▶ Past giving
- ▶ Clicked links

Using Affinity Data for Appeals

- Personalized appeals using affinity information can drive 2-3x higher response rates

The American Society for the Prevention of Cruelty to Animals **ASPCA**

Help us Find Safe Homes for the Holidays



Thousands of shelter pets like these have found safe homes throughout the year thanks to the compassion of people like you. **Can you sponsor one of these still waiting animals or any of their friends this holiday?** Please make a sponsorship gift to support their care at the ASPCA while they wait for a forever home.

CRISCO
Found on the street as a stray, this poodle mix is over ten years old. He had to have thirteen of his teeth pulled because they were rotten, he had a heart murmur, was covered in scratches and had patches of his hair missing. Despite all of this, he's still adorable and has the energy of a puppy.



[read more →](#)

ROCKY
Rocky's family of five years planned a move and was not able to take him along. ASPCA staff spends lots of time with Rocky to lessen the separation anxiety that he suffers and give him the attention that he deserves.



[read more →](#)

The American Society for the Prevention of Cruelty to Animals **ASPCA**

Help us Find Safe Homes for the Holidays



Thousands of shelter pets like these have found safe homes throughout the year thanks to the compassion of people like you. **Can you sponsor one of these still waiting animals or any of their friends this holiday?** Please make a sponsorship gift to support their care at the ASPCA while they wait for a forever home.

MR. GREY
A loving, floppy cat who loves to sleep all day in his pink kitty bed, Mr. Grey tested positive for Feline Immunodeficiency Virus (FIV). The ASPCA's FIV program will help him find a home where he is either the only cat or with another cat who is FIV positive.



[read more →](#)

QUINBY
Quinby has been with the ASPCA for nearly a year. Though he has been adopted into two loving homes, he was returned twice to us because he couldn't get along with other pets. Quinby currently resides in our Urban Cat Habitat with several other cats.



[read more →](#)

Affinity Fundraising: Healthy Competition



How does your city stack up?

Please join the growing number of Chicago GSB Fund donors and help put your city on the map!

Chicago GSB Fund is critical to the work of the GSB, and participation is the key to our success. The Fund's progress and participation rates signal, in undeniable ways, your confidence in the value of a GSB degree. That confidence, in turn, creates momentum, inspiring support from others.

We only have 60 days left until the end of our fiscal year, and we need your help.

Stewardship Segmentation



Welcome to the University of San Francisco President's Ambassadors electronic connection, *Connection*. This quarterly communicate will update you on USF accomplishments, awards, and happenings, and let you know how your gifts are being used. We'll also let you know what the President's Ambassadors Executive Committee is doing.

To me, this connection is all about pride - pride in the institution we support, pride in its mission, pride in the accomplishments of its students, faculty, alumni, and staff who are distinguishing themselves in and out of the classroom through mission-based research, and in industry, and service to others. After all, we want you to know how your gifts are being used to invest in our current student body, and to invest in USF's future so it can meet the needs of future students and educate minds and hearts to change the world.

While you may read about flagging donations at other universities and non-profits, USF enjoyed its best year in memory in terms of dollars received and in the number of donors.



After an extensive search, USF has found a new head coach for the men's basketball team. Jessie Evans comes to USF from the University of Louisiana, Lafayette, and emphasizes success on and off the court. [Full story](#)



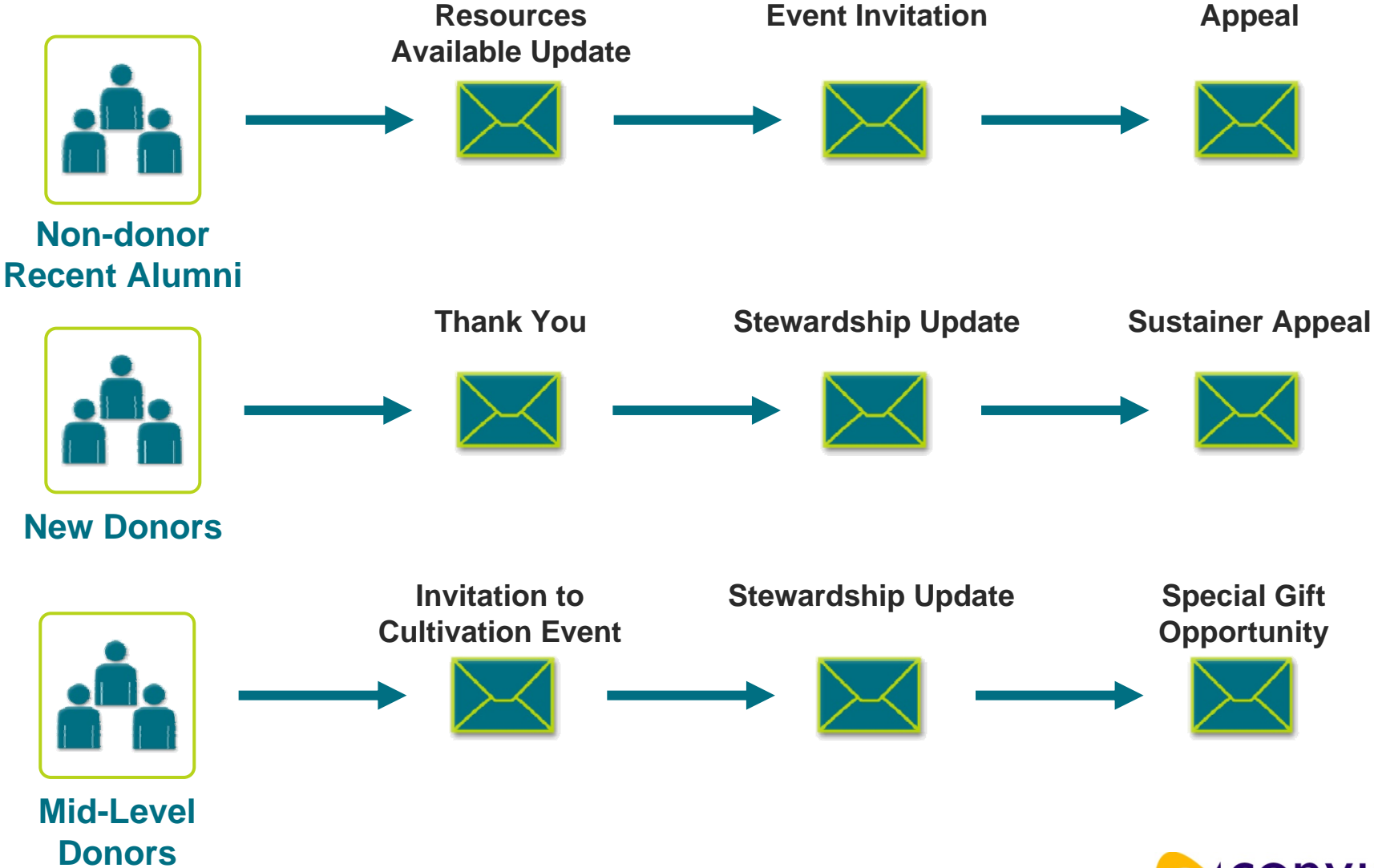
USF has received a \$600,000 challenge grant from The Kresge Foundation to help renovate and expand the School of Business and Management (SOBAM). The Kresge Foundation, founded in 1924 by Sebastian S. Kresge, awards grants to institutions operating in the areas of higher education, health and long-term care, arts and humanities, human services, science and the environment, and public affairs. The Kresge Challenge requires that USF bring in several thousand new donors and raise the remaining balance of the project (\$1.8 million) by December 31, 2004. Every gift, regardless of size, can make a positive impact in helping USF meet this challenge. To participate in The Kresge Challenge, please click www.usfca.edu/qiving/form.html to make your gift.



This fall, USF will welcome the largest incoming freshman class in the University's 149-year history. Approximately 950 freshmen will be starting classes this August, and with applications and enrollment at an all-time high, USF is developing a strategic plan to

The University of San Francisco sends a unique e-newsletter to its President's Ambassadors (donors of \$1,000 or above).

Relationship Pathways



Case Study – University of Washington

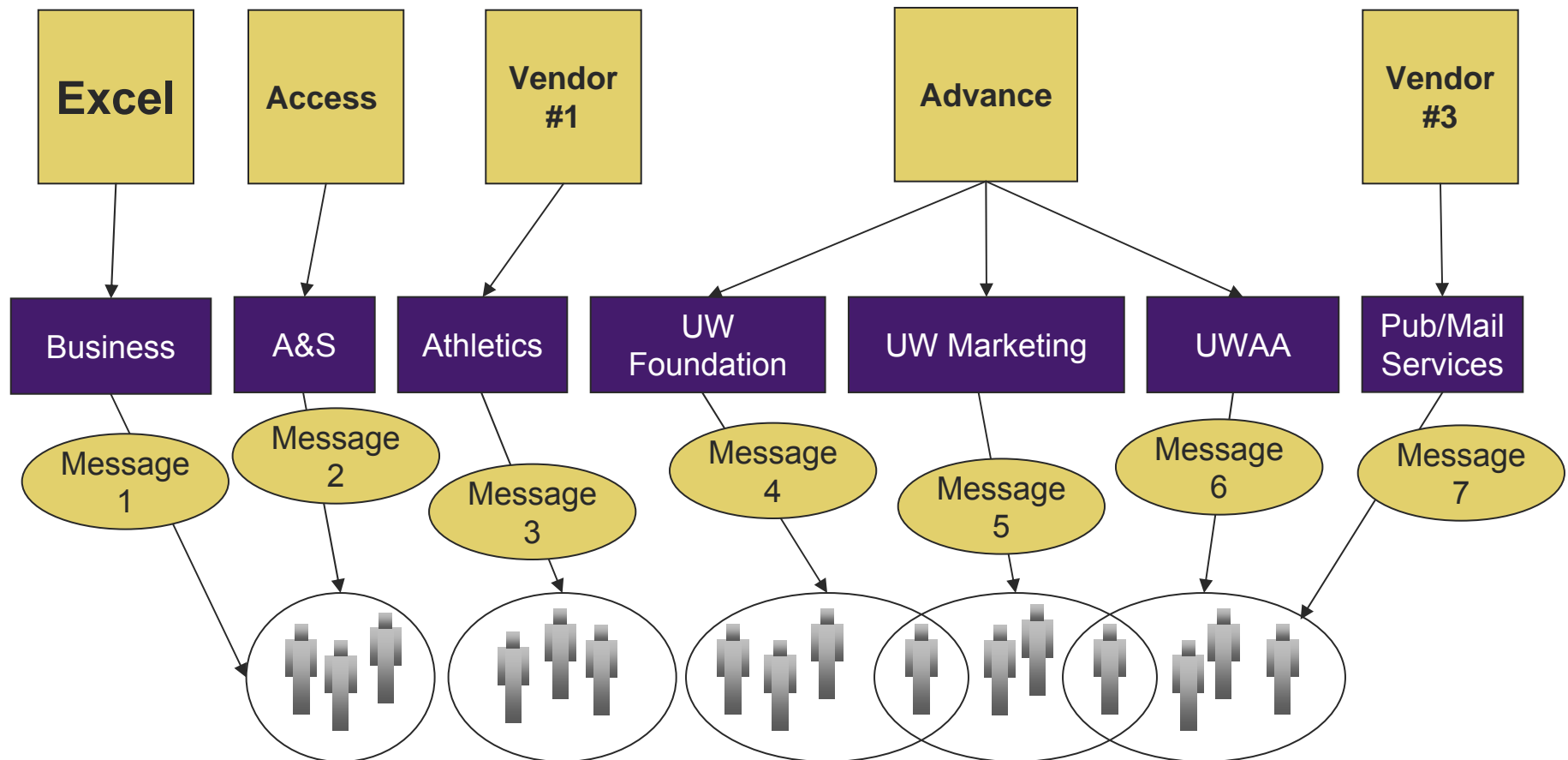
In 2006 the UW Foundation set out on finding a solution that would allow us to email donors and make very specific asks in a highly dynamic way.

Up until this point, email was sent mostly ad-hoc by lots of people around campus, often targeting the same constituents. No one had a good grasp on how many times someone was being emailed or what the content was.


Many units were storing data and sending emails individually. This created a program centered vs. constituent centered environment.

Case Study – University of Washington

Our past e-communication landscape




Case Study – University of Washington




UW School of Law


e-Briefs
An Online Newsletter for Friends of the Law School
Summer 2007 | University of Washington




UNIVERSITY OF WASHINGTON FOUNDATION
CAMPAIGN UW: CREATING FUTURES




Congratulations!
The law school conferred 184 J.D. and 94 c memory of alumnus and King County Prose




Outstanding La
On May 22 the **Law School Alumni Assoc** Distinguished Alumni Awards at the 2007 A Seattle. [more...](#)




First
Don Fleming is the second alumnus to parti Donald D. Fleming Endowed Scholarship wi



LRAP Receives
A \$500,000 appropriation for the UW Schoo endowment fund, was included in the Wash



It's Reunion Ti
The **Alumni Association** invites you to joi times as a law student or catch up on rece




Meet the 2007

I'm passing Please support those w

Dear Mr. McClure,

Last year, you may remember that I walked a long awareness for the University of Washington **Stude** to this effort, we raised more than \$100,000 for the triggered a \$50,000 match from the University.

Since that snowy day last November, others have t students at the University of Washington... this tim



Inspired by my effort last year, Professor Bob Crut and alumni to complete the 2007 Seattle Half Mar **Challenge Fund.**

I'm very happy to pass the torch to Bob and his ent in supporting their efforts.

The **Graduate Students First Challenge Fund** will p in all disciplines, ensuring talented scholars can re


The goal for this campaign is to raise \$100,000 for the University will provide an additional \$50,000 in

Bob Crutchfield is a UW Sociology professor and for highlight graduate students' thriving collaborative every aspect of the University's threefold mission o students and faculty are finding solutions to serio

As Bob has said, "**Graduate students are central to do. What I'm doing is a demonstration of support**


I hope you will [make a gift to the Graduate Studen](#) all of our participants good luck in this year's mara participation.

Sincerely yours,



Daniel J. Evans

P.S. [Make a gift online now!](#)



UW BUSINESS SCHOOL

UNIVERSITY OF WASHINGTON

Dear Colin,


Thank you for showing your Hus Washington this year! Your supp that alumni and friends can have our students.


The Business School also relies o environment and unique curricul allow us to continue to offer suc

- The [CIE Business Plan Co](#) develop their ideas for ne ups, and network with lea community.
- Our [Business and Econo](#) a racially and ethnically d businesses grow, create for under-represented m economic development re
- The Global Business Cent allow students to experie acquired in their coursew both undergraduate and group of peers, refine bu variety of business comm of Washington.

We hope you will make a gift to world experiences and innovativ [click here to make a gift online.](#)

Thank you again for your suppo Washington!





Happy Holidays

Dear Colin,


As we race through this holiday season, we would like to take a moment and thank you for your generous support of the University of Washington this fiscal year. Private support from donors like you renews our shared goal of creating futures through education and research.

This is the time of year when we celebrate with our family and friends—a community that we love and treasure. Thank you, from our family to yours.

We wish you Happy Husky Holidays, and a healthy and prosperous new year.

UW Foundation

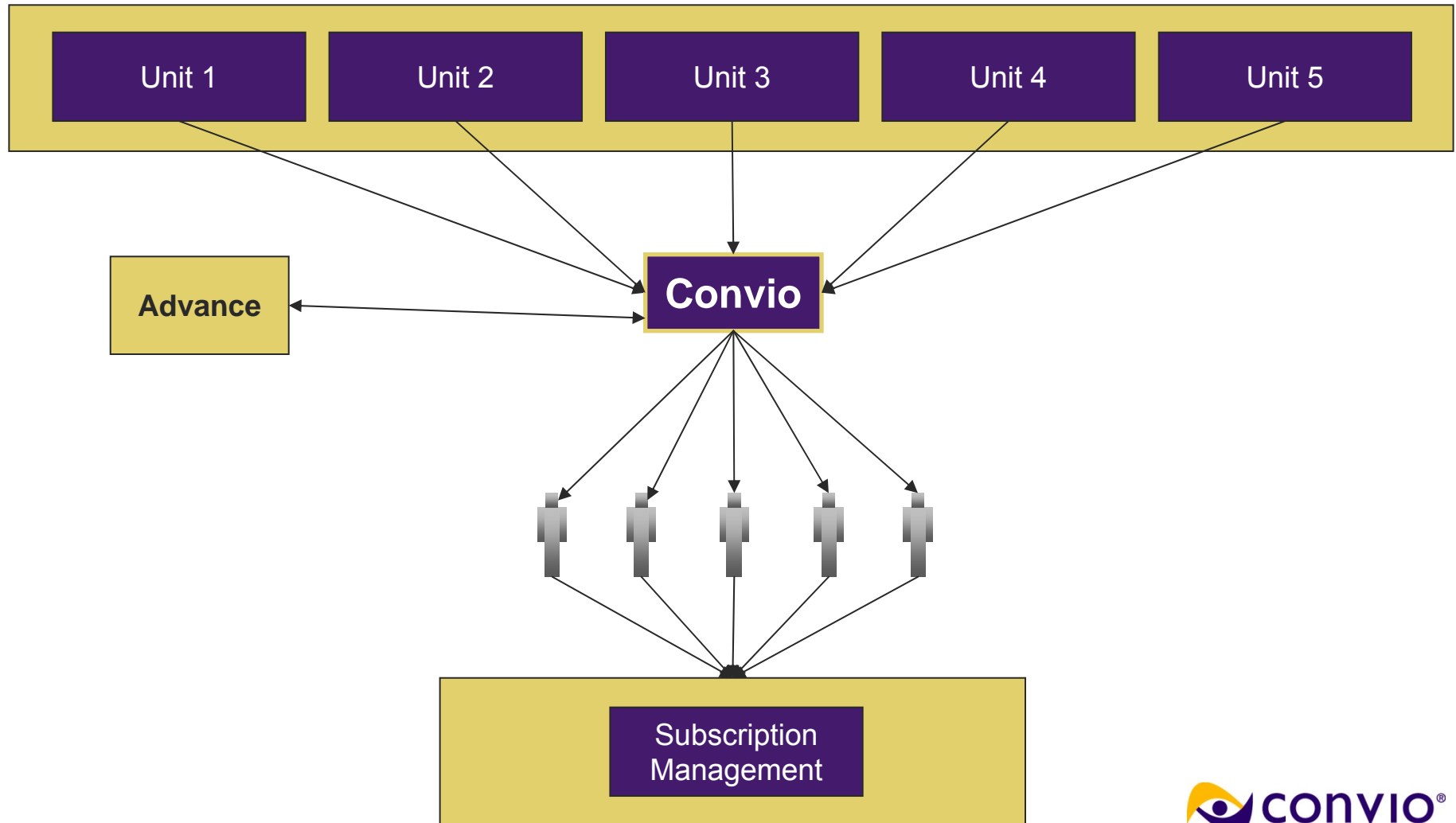
P.S. Please be sure to visit our website, [uwfoundation.org](#), to



Case Study – Vision

- Can SPAM adherence
- Data synchronization with one database
- Constituent subscription self-management
- Highly variable content
- Central view of volume and timing
- Localized administration
- Unified brand look and feel
- Establish a set of best practices

Data Synchronization – Where we want to be



Constituent Subscription – Self Managed

Email Preferences for Ryan Hagg

We want to stay in touch, but only in ways that you find helpful. Using this screen you can remove yourself from our mailing list, change your e-mail address or just update your preferences to only receive e-mail on topics that are important to you.

Thank you for subscribing to our mailing list.

Would you like to continue receiving email from the University of Washington?

- Yes, please keep **ryanth@u.washington.edu** on your email list.
- No, please completely remove **ryanth@u.washington.edu** from your email list and send no further emails.

[Unsubscribe me from this e-newsletter](#)

Would you like to receive only certain email updates from University of Washington?

I would like to receive email about the following selected topics

- UW Foundation Subscriptions > Dan Evans Marathon Challenge
- UW Foundation Subscriptions > News & Information
- UW Foundation Subscriptions > Urgent Opportunities

[Update my Email Interests](#)

Would you like to change the format of email you receive from University of Washington?


Please change the format of messages that you send **ryanth@u.washington.edu** to:

- HTML
- Plain Text

[Change my Email Format](#)

How can we better serve you? [Send us your feedback.](#)

Variable Content – Email/Phone Coordination



UNIVERSITY OF WASHINGTON FOUNDATION
CAMPAIGN UW: CREATING FUTURES

Dear Colin,

This email is a heads up to inform you that one of our student callers will be trying to contact you during our upcoming fundraising campaign via telephone beginning **this evening** to ask for your support to the Daniel J. Evans School of Public Administration and Social Policy. We will be reaching out to students each year, the need for support is great.

Gifts to the Evans School fund:

- Student support and scholarships
- Faculty retention and recruitment
- Opportunities such as our new building

We look forward to talking with you and your support continues to shape the future of the Evans School.

We look forward to your participation in our upcoming campaign.


Sincerely,

Sarah Couch
Project Manager, Student Calling Program
University of Washington Foundation
www.uwfoundation.org/student_calling

This message was sent to colinm@u.washington.edu. Visit your [subscription management page](#) to modify your email communication preferences or update your personal profile. To stop receiving News & Information, click to [unsubscribe](#). To stop ALL email from UW Foundation e-communications, click to [remove](#) yourself from our lists (or reply via email with "remove or unsubscribe" in the subject line).

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Read our [Privacy Policy Statement](#)
Contact UW Development and Alumni Relations: 1-877-UW GIFTS (1-877-894-4387) [More >>](#)
For comments or suggestions, contact the [UW Foundation Webmaster](#).

**Evans School Pre Phone
Emails Delivered: 297
Open Rate: 19.40%
Click Throughs: 1.30%**



UNIVERSITY OF WASHINGTON FOUNDATION
CAMPAIGN UW: CREATING FUTURES

Dear Colin,

This email is to inform you that one of our student callers tried to contact you during our annual fundraising campaign to ask for your support to reach you over the phone to share the importance of your support.

As you are probably aware, it is a number of students and in the state of Washington *more important than ever*.

Gifts to UWT fund a number of opportunities:

- Attracting the best faculty
- Upgrading labs and technology
- Increasing student scholarships

Please visit [us online](#) or call 1-800-425-2222

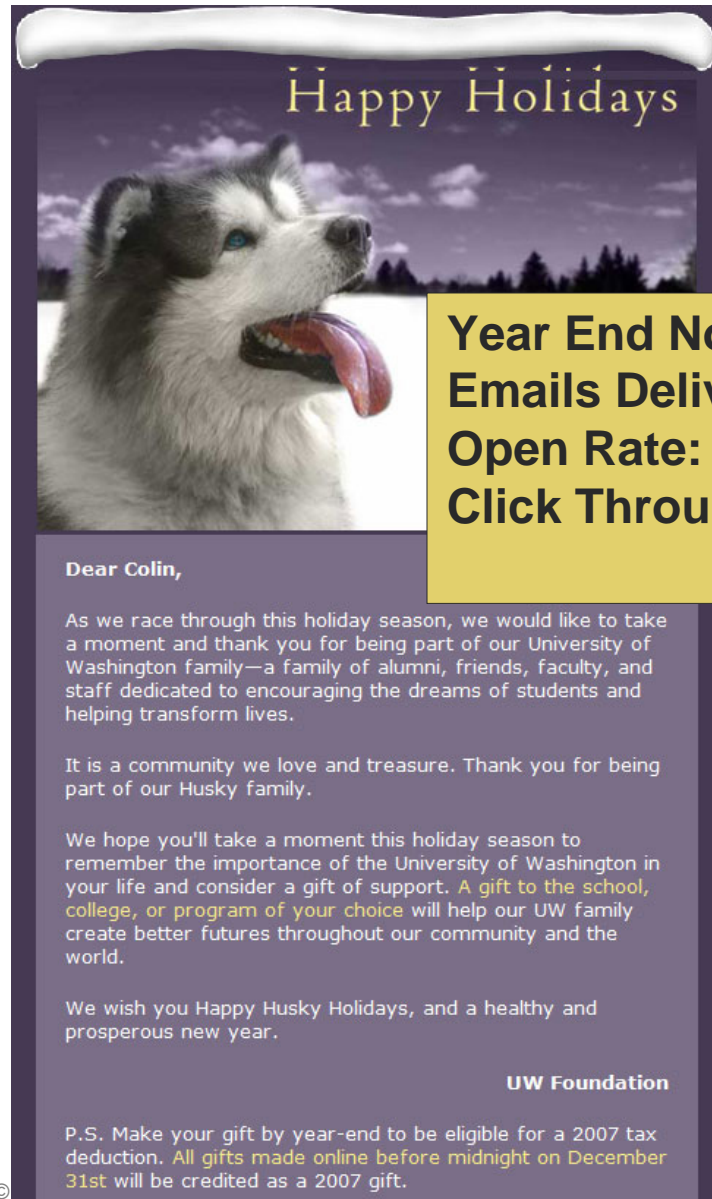
Sarah Couch
Project Manager, Student Calling Program
University of Washington Foundation
www.uwfoundation.org/student_calling

This message was sent to colinm@u.washington.edu. Visit your [subscription management page](#) to modify your email communication preferences or update your personal profile. To stop receiving News & Information, click to [unsubscribe](#). To stop ALL email from UW Foundation e-communications, click to [remove](#) yourself from our lists (or reply via email with "remove or unsubscribe" in the subject line).

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Contact UW Development and Alumni Relations: 1-877-UW GIFTS (1-877-894-4387) [More >>](#)
For comments or suggestions, contact the [UW Foundation Webmaster](#).

**Tacoma Post Phone
Emails Delivered: 264
Open Rate: 18.90%
Click Throughs: 0%**

Variable Content – Donor/Non Donor



Happy Holidays

Year End Non-Donors
Emails Delivered: 42,004
Open Rate: 15.90%
Click Throughs: 0.63%

Dear Colin,

As we race through this holiday season, we would like to take a moment and thank you for being part of our University of Washington family—a family of alumni, friends, faculty, and staff dedicated to encouraging the dreams of students and helping transform lives.

It is a community we love and treasure. Thank you for being part of our Husky family.

We hope you'll take a moment this holiday season to remember the importance of the University of Washington in your life and consider a gift of support. A gift to the school, college, or program of your choice will help our UW family create better futures throughout our community and the world.

We wish you Happy Husky Holidays, and a healthy and prosperous new year.

UW Foundation

P.S. Make your gift by year-end to be eligible for a 2007 tax deduction. All gifts made online before midnight on December 31st will be credited as a 2007 gift.



Happy Holidays

Calendar Year End Donors
Emails Delivered: 18,225
Open Rate: 22.30%
Click Throughs: 1.79%

Dear Colin,

As we race through this holiday season, we would like to take a moment and thank you for your generous support of the University of Washington this fiscal year. Private support from donors like you renews our shared goal of creating futures through education and research.


This is the time of year when we celebrate with our family and friends—a community that we love and treasure. Thank you, from our family to yours.

We wish you Happy Husky Holidays, and a healthy and prosperous new year.

UW Foundation

P.S. Please be sure to visit our website, uwfoundation.org, to see how support from level donors like you helps our family.

Variable Content – Urgent Opportunity


CAMPAIGN UW: CREATING FUTURES  Quick Links: Home | News | FAQ | UWAA | Contact Us | Site Map

UNIVERSITY OF WASHINGTON FOUNDATION

Ryan,

**I've decided to run again...
Please contribute to my campaign!**

Actually, I'll be walking a long way very fast in Seattle's Half Marathon Walk in order to raise support for the University of Washington's Students First program.



Students First is the largest provider of scholarships to students at all levels on all three campuses of the University of Washington. The Students First scholarships will help fund the education of Washington students who come from lower income families.


This is such a terrific cause that I've made a commitment. On November 26, I'll be rising with the sun, braving the elements on a 13.1 mile half marathon speed walk. That is a total of 69,217.5 feet in 131 minutes.

My "campaign" goal is to raise the first \$100,000. If I raise \$13,000 or more, the University will provide an additional \$50,000 in matching funds. You can participate by becoming a sponsor. That way you get to experience none of the agony but all of the thrill as I cross the finish line. More exciting than finding out how fit I really am, you'll have an opportunity to make a difference in the lives of some exceptional young people.

I hope you'll give generously to my campaign and send your contribution for Students First, because tuition and expenses shouldn't prevent any deserving student from attending college. Thanks for your support, and wish me luck!

[Follow this link to give now](#)
[Or here to make a pledge](#)

Sincerely yours,



**Dan Evans Email
Results**

**Emails Delivered:
32,941**

Open Rate: 21.21%

Click Throughs: 3.11%

Variable Content – Constituent specific variables



Variable Bullets

Dear Beth,

It's back-to-school time! You should soon be receiving our letter highlighting some of our fantastic students. We hope you enjoy their stories. Our students and faculty are facing the

This constituent is a non-donor with an interdisciplinary degree from the Graduate school

undergraduate alumni giving at 36%. The tremendous community—faculty, current students, and graduate fellowship fundraising across campus throughout recent Graduate Students First Challenge Fund effort continues to provide rigorous programs that prepare their roles as future academic, business, cultural, and professional leaders. Fellowships are a powerful resource - they help us prepare them for leadership roles in society.

Private support helps the UW provide a world-class education. Your participation will make a real difference in the quality of education. We will help our students succeed by making a gift.

Your gift to the UW provides our students with opportunities to reach their academic and personal goals. Together, we are creating better futures for students, the people of the state of Washington, and the world beyond.

Thank you for joining us in this effort.

All the best,

Dear Sarah,

It's back-to-school time! You've probably received our recent letter about the exciting things happening here on campus. Our students and faculty are facing the new academic year with renewed vigor, pushing the leading edge of current knowledge and future possibilities as they tackle the challenges and opportunities of our day.

This constituent is a donor to Arts & Sciences, Medicine and the College of the Environment

Students well as they go out into the broader world. We are pleased to report that university scientists and researchers have been awarded a grant from the Life Sciences Discovery Fund to launch the Center for Genetic Medicine, a collaborative effort between researchers at the Children's Hospital Research Institute, Group Health and local universities. The goal of the Institute is to prevent illness and speed up the most effective treatment for patients and high-risk

The UW Regents created the new College of the Environment, one of the largest programs to focus on environmental science, policy, and practice. The college's environmental expertise comprises more than 400 faculty members, and extends across fields of study ranging from the natural resources, and from climate dynamics to environmental health. The college will provide students a single place to turn for help with their research opportunities concerning the environment.

Your previous support has helped UW provide a world-class education to our students. I hope you will make a gift again this year.

Your gift to the UW provides our students with opportunities to reach their academic and personal goals. Together, we are creating better futures for students, the people of the state of Washington, and the world beyond.

Thank you for joining us in this effort.

All the best,

Localized Administration – Multi-center

- Units will have their own view into Convio.
- Units can create, manage and send their own emails using centralized predefined datasets (defined by affinity or affiliation). They can further segment if desired.
- Ability to create permission sets that allow work flow to happen smoothly within the unit.
- Currently we have 12 centers. We envision as many as 50.

Unified Brand – University of Washington

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College of Education e-news
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College of Education Home Page | News & Events | Make a Gift

Fall 2008
Hello Again, UWT Huskies
An October chill hangs in the air as we summer and another fantastic fall starts. Welcome to the UW Tacoma Class of 2012—our third crop of fresh picturesque campus community, and celebrate the opening of the brand-new

Fall 2008
In the Spotlight
Theresa Mudrock Named Distinguished Librarian
Theresa Mudrock, history librarian at University Libraries, is the recipient of the first-ever Distinguished Librarian Award. She created the online exhibit, *Interrupted Lives*, which deals with Japanese American students at the University during World War II. Mudrock's (MOOD-rock) work sparked two stories in *Columns* on the Board of Regents to grant honors to students affected by the relocation of May 18 formally awarded these degrees.

Mary Randlett Photos Shine Light on Seattle's Baltic Community
After attending a conference in Helsinki in 2003, Nicolette Bromberg, visual materials curator for UW Libraries Special Collections, toured Estonia, Latvia and

Fall 2008
From the Chairs
Chair Jerry Baldasty, on temporary leave, recaps highlights from a successful 2008. David Domke shares exciting news about department review. [More ...](#)

Innovative Teaching
The Future Belongs to the Fearless Student Journalists & the 2008 Presidential Campaign
Last January, 16 UW journalism students and a professor set out to cover this year's presidential campaign armed with a modern media mindset and traditional reporting practices. They were hoping for a grand time. What they got was so much more. [Read more ...](#)

MCDM and Rising from Ruins
Hanson Hosein applies the same philosophies of storytelling and social media to his role as MCDM director as he does to his films. See how the two come together in his latest work, *Independent America: Rising from Ruins*, a look at the experiences of local businesspeople who, after Hurricane Katrina to help rebuild how, three years later, their struggle continues.

Fall 2008
The College of Education e-newsletter publishes features and news four times a year for alumni and friends of the College.
Letter from the Dean
It's fall again. In classrooms across our nation, students are headed back to school. Here at Miller Hall, our stairwells are bustling with new students and bright-eyed faculty. As summer's heat subsides and fall foliage emerges, the atmosphere is charged with a sense of curiosity, of eagerness. Classes are once again in session.
I'm happy to report that we have a lot of news and many events for our alumni. [Read more ...](#)

Table of contents

- Letter from the Dean
- News Features
- Featured Event

Upcoming Events

- Oct. 12: Dawg Dash
- Oct. 16: Engineering Lecture Series
- Oct. 17-19: Homecoming Weekend

Featured Links

- Join the UWAA
- Access Husky Career Network
- Tap into the Resources of Husky Connect
- Listen Up: UWAA on iTunes U

News Features

Joys of an Early Childhood Outdoor Classroom
The Early Childhood Outdoor Classroom program, a curriculum designed for culturally and

Best Practices – Building your email list

- Continue to add newsletters and reasons for people to give us their email address
- API functionality to interact with Convio
- Work to get every form previously asking for contact info to include email
- Store all email addresses in a central database
- Use a third party email finder?

Best Practices – Have an e-solicitation calendar

September – Constituent based
Foundation Branded



Oct/Nov – Uni
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December – C
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Feb/Mar – Uni
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April/May – Cc
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Dear Name,



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June – Foundation branded end of fiscal year

Best Practices – Communicate with each other

■ Timing

- ▶ We don't want to send six emails to the same person on the same day

■ Volume

- ▶ We need to be aware of how much email our constituents are receiving









■ Coordination

- ▶ We want the constituent to understand that we're all talking

■ Joint Messaging

- ▶ There is great power in units sharing information on behalf of each other

Case Study – Summary

- Can SPAM adherence 
- Data synchronization with one database 
- Constituent subscription self-management 
- Highly variable content 
- Central view of statistics 
- Localized administration 
- Unified brand look and feel 
- Establish a set of best practices 

Summary

- The Internet represents a strategic opportunity to build relationships in a scaleable fashion
- Social networks are a new exciting opportunity
- The power of developing e-relationships extends far beyond gifts made online
- To realize success you need a strategic online relationship plan, appropriate staffing and the right technology infrastructure