



Making Multi-Channel Marketing Work: How to Successfully Integrate Online & Offline Communications and Appeals

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Rosa Unal, Assistant VP for Information Technology,
Iowa State University Foundation

October 31, 2008



A Tale of Two Alumni

Key Messages

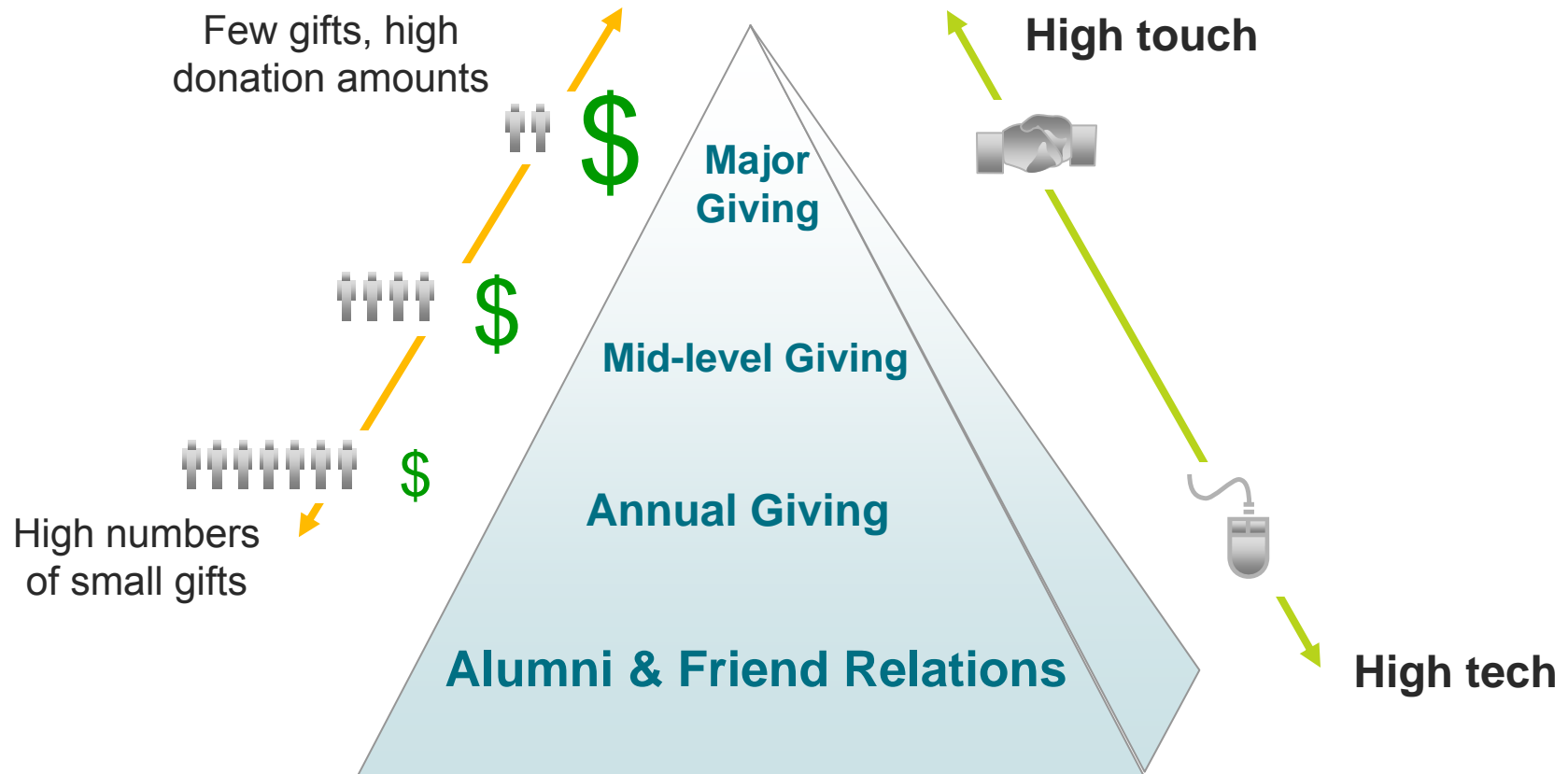
- Online relationship management needs to be an integral part of the overall advancement mix
 - ▶ Increasingly the giving channel of choice
 - ▶ Enhances direct mail and telephone efforts
 - ▶ Supports major gifts
- An integrated, multi-channel approach is required
- Segmentation of audience and personalization of content are critical to drive higher results

Challenges in Higher Education Fundraising

- Alumni participation continues to decline
 - ▶ 12.4% in 2006, declining since 2002*
- Solicitation effectiveness also dropping
 - ▶ # of donors as a % of those receiving solicitation
 - ▶ 15.9% in 2006, down from 17% in 2002*
- Non-alumni giving highly variable
 - ▶ Down 3.8% in 2005 after 21.5% rise in 2004*
- Gifts from alumni and other individuals accounts for nearly 1/2 of all giving*
 - ▶ Does not include gifts from family foundations, institutions, donor advised funds

Online Marketing & Advancement

- Online marketing provides a cost effective, scalable approach to build relationships and drive income



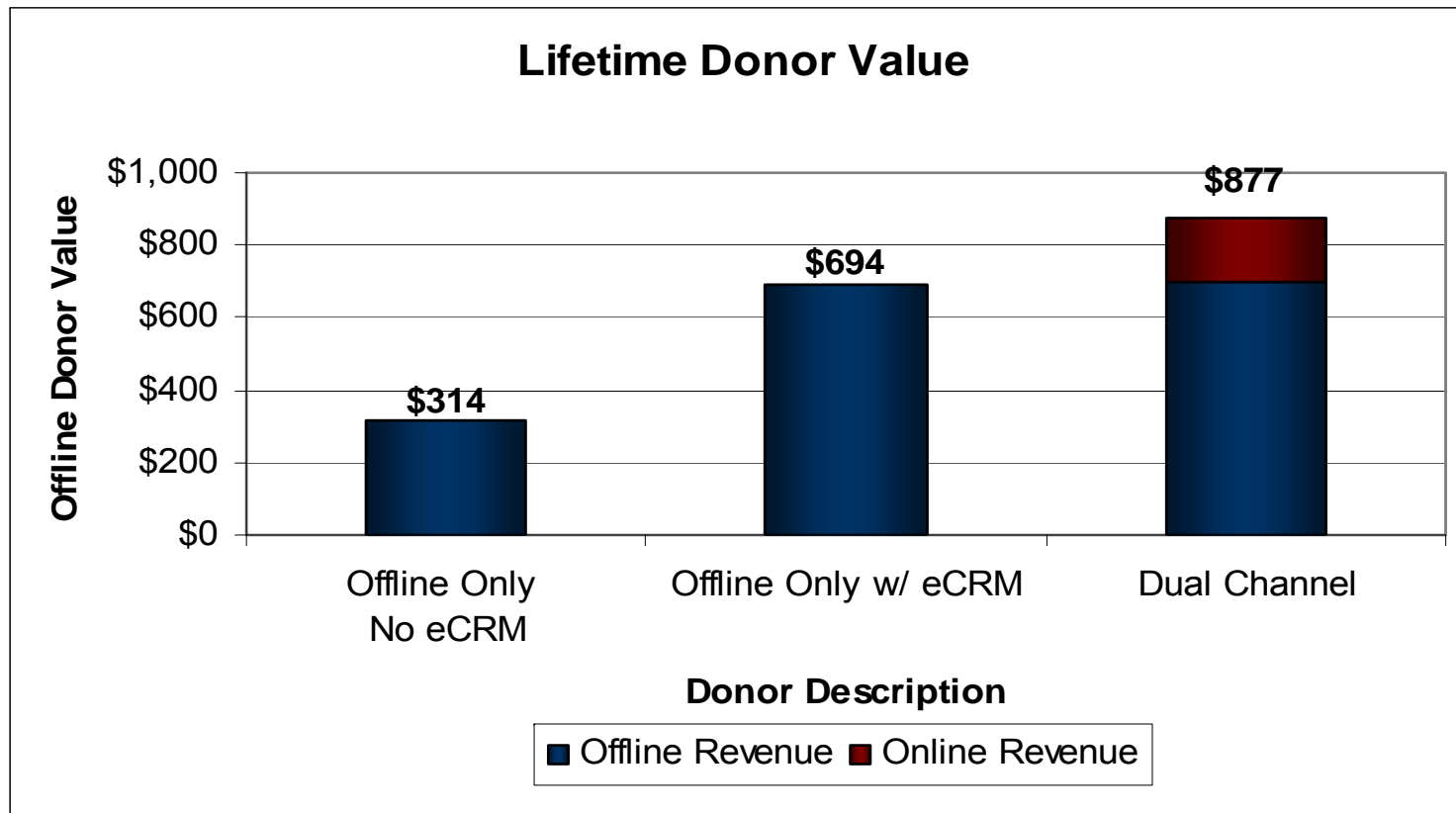
Online Fundraising Trends and Implications

- Online giving across nonprofits grew from \$250m in 2000 to \$10b in 2007
- 51% of online consumers say that despite the economic situation they plan to donate online during the 2008 holiday season, and nearly 7 out of 10 plan to donate the same amount or more online in 2008 than in 2007
- Over the past four decades, giving to higher education has grown persistently despite seven periods of stock decline
- Higher education online fundraising lags other sectors
- Demographics suggest a very high potential

Sources: 2008 Tedhart.com and Harvard University Initiative on Social Enterprise; 2008 Convio Jupiter Online Giving Study; Lees, Nelson C. 2008. Philanthropy through Downturns: How the Giving Continues.

Integrated Marketing Effect

- Online communications/ engagement enhances donor value, even if donors continue to give solely offline



Note: Metrics exclude transactions \$10k+ and one time only donors

Donors per segment:

Offline Only No eCRM: 55,042

Offline Only eCRM: 2,844

Dual Channel: 3,143

Major Donors

- A survey of 3,000+ high value donors indicated:
 - ▶ 51% prefer online giving
 - ▶ 42% are somewhat more likely and 18% a lot more likely to give again if sent email with news of recent victories and accomplishments
 - ▶ 41% are somewhat more likely and 33% a lot more likely to give again if sent email about how donation was spent, and what happened as a result
 - ▶ 34% are somewhat more likely and 37% a lot more likely to give again if permitted to control information received
 - ▶ 71% would find an email EOY tax receipt valuable

Source: Research by Convio, SeaChange Strategies and Edge Research

Best Practices - Email Direct Response Appeals

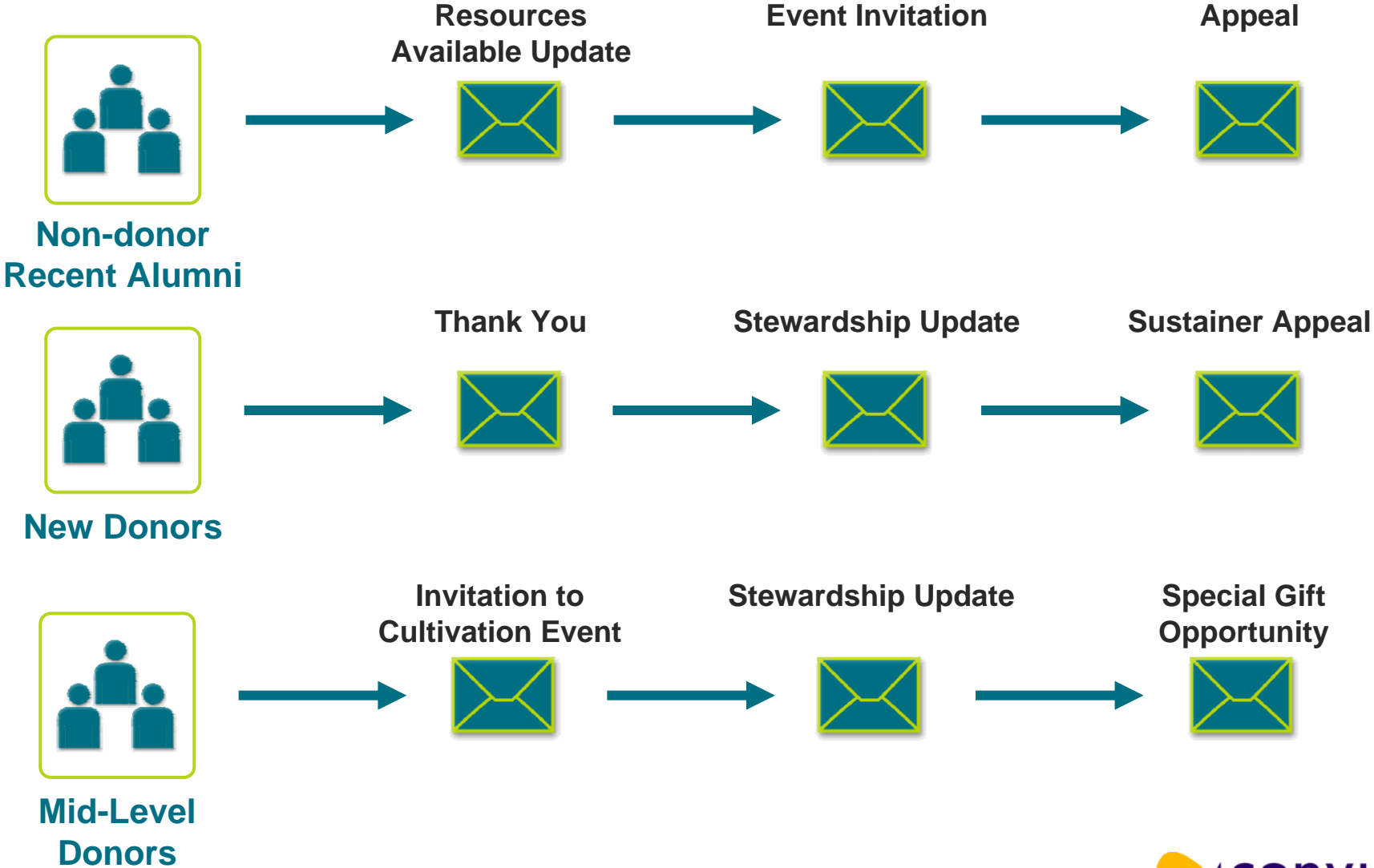
- Message testing (subject line, body)
- Personalizing the “ask” string
- Segment appeals using affinity information
- Send multiple emails in a sequence

Integrated Marketing In Action

- Coordinate direct mail and online appeals; actively drive direct mail donors online

The image displays a collage of marketing materials for ASPCA, illustrating an integrated marketing strategy. The central focus is a direct mail envelope and its corresponding donation form. The envelope features a photograph of three puppies and the text: "Together we can save lives this holiday season!". The return address is: "Ms. Mandy O'Neill, 1422 E. 8th Ave., Apt. 13, Denver, CO 80218-3528". The donation form, titled "I WANT TO HELP THE ASPCA STOP THE KILLING OF ADOPTABLE PETS!", includes a form for the donor's name and address, and a section for the donation amount with radio button options: "\$100", "\$75", "\$50", and "Other \$". A red oval highlights the text: "To make your gift go to work faster, log onto www.aspcas.org/action8". To the right, a "Pet Parenting Tips" card provides advice on pet adoption, such as "Animals are not disposable," "Protect your pet's health and safety," "Choose the right pet for your home," "Teach yourself, family and children about the pet before adopting," and "Make sure the pet suits your lifestyle." The card also includes the ASPCA logo and the text: "Together we can save lives this holiday season".

Relationship Pathways



Case Study: University of Texas Athletics

Starting Point:

Issue: Cost pressures forcing UT Athletic Department to think beyond their traditional primarily paper-based approach

Contributing Factors:

- Complex organization made planning and priority setting difficult
- Limited outbound email experience

Goals:


- Present personalized summary of lifetime giving history
- Display current football seat assignments (if any). Challenging because constituents could have multiple groups of seats.

Solutions and Outcomes:

- Developed integrated *retention* program with series of online appeals
 - Revenue up 17%
 - 9% more donors on the file
 - 46% of gifts given online versus <5% previous year
 - Estimated savings = \$49,000
- Developed *acquisition* program for building file and converting prospects to members
 - 11% more newly acquired donors than previous year
 - 74% of acquired donors gave online
- Converted 2 paper publications to online distribution-only
- **Total estimated annual savings = \$125,000**

Case Study: University of Texas Athletics

THE LONGHORN FOUNDATION 2004-05 ANNUAL MEMBERSHIP INVITATION



DRIVE...

It's squarely at the intersection of determination and hard work. Our players have the drive to win. Join us as we embark on a journey to fuel this drive and bring out the champions in all of us.

YOU MAY MAKE YOUR CONTRIBUTION THIS TAX YEAR

Dear Matt,

UT Athletics is thankful for your continued membership in the Longhorn Foundation, known nationally as **the most successful athletics annual giving organization in the country**.

We take great pride in our 20-sport men's and women's athletics program, and the student-athletes who represent The University in NCAA and Big 12 competition are thankful for your support. They take pride in their training, their academic responsibilities, and in representing a world-class institution with 420,000 living alumni.

These young men and women are direct beneficiaries of your unyielding support in the form of financial contributions, attendance at events, and efforts as ambassadors of the intercollegiate athletics program.

Matt Mielcarek's 2005 Football Seats*

Section : Row : Seats

1	: 35	: 5,6
1	: 31	: 1,2
2	: 55	: 23,26
3	: 51	: 1,4
1	: 34	: 5,6
1	: 32	: 3,4

Annual base contribution required to renew your priority benefits in the Longhorn Foundation or to match your prior discretionary gift: **\$7,500.00**

2004 Contribution: **\$7,500.00**
 2003 Contribution: **\$0.00**
 Cumulative total: **\$7,500.00***
 Your customer #: **329641**

Matt Mielcarek's 2005 Football Seats*

Section : Row : Seats

- 1 : 35 : 5,6
- 1 : 31 : 1,2
- 2 : 55 : 23,26
- 3 : 51 : 1,4
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2004 Contribution: **\$7,500.00**
 2003 Contribution: **\$0.00**
 Cumulative total: **\$7,500.00***
 Your customer #: **329641**

Case Study – Iowa State University Foundation



www.withprideandpurpose.org

- **July 2007 – New Site Launched**
- **October 2007 - Kick off Comprehensive Campaign Iowa State**
- **Increase overall fundraising and highlight campaign communications**
- **Successful integration of online and offline marketing strategies**

Case Study – Integrated Offline & Online Appeals



a SEASON of CELEBRATION and SHARING

Iowa State University Foundation | 2505 University Boulevard | P.O. Box 22301 Ames, Iowa 50010
 Phone: 515.294.4607 or 866.419.8788 | Fax: 515.294.6521 | E-Mail: isufoundation@foundation.iastate.edu
www.withprideandpurpose.org | Give online: www.foundation.iastate.edu/give_online.asp

November 2007

Dear Mr. _____

Throughout Iowa State's history, philanthropic support has played a critical role in help our university achieve excellence. In October, we launched *Campaign Iowa State: With Pride and Purpose*. This fundraising campaign – the largest in our university's history – offers unprecedented opportunities for growth and distinction.

I am excited and honored to serve as campaign chair. When I came to Ames in the fall 1976, I didn't realize the significant effect that Iowa State would have on my life. Through my education and campus experiences, Iowa State propelled me to a successful career.

Just as higher education transforms the lives of students, *Campaign Iowa State* will transform our university. Private philanthropy – your support – will empower Iowa State to achieve its full potential.

Never before has Iowa State been more prepared to make a difference globally than it is today. By fulfilling our mission to "create, share and apply knowledge to make Iowa a better world a better place," our university will play a role in solving our world's most significant challenges. And, Iowa State will continue to provide a world-class academic experience for today's students, who will become tomorrow's leaders.

I hope that you will support *Campaign Iowa State* by making your annual gift in 2007. You may choose to support one of the campaign priorities – students, faculty, program and facilities. Or, you may designate your gift to any area on campus.

Thank you for your continuing support of Iowa State University. Please join me by making a gift today.

With sincere thanks,

 Roger C. Underwood, B.S. 1980
 Campaign Chair

Yes, I will join Campaign Iowa State: With Pride and Purpose!
 Here is my gift for: \$50 \$75 \$100 Other \$ _____ 9002233880
 My employer will match this gift. Name of Employer: WestCo
Payment Options: Check (made payable to the ISU Foundation) or Please bill my credit card: MasterCard VISA Discover Exp. Date: _____
 Card #: _____ Signature: _____

Please designate my gift to:
 Senior Class Gift 2005 Career/Music Hall Renovations (2701464)
 College of Engineering Fund for Escotter (0921612)
 Civil & Construction Engineering Environ Lab Expansion (2700132)
 Greater University Fund for Excellence C
 Other _____

Thank you for your gift! To ensure your gift is credited properly, please return this form with your payment. If you prefer, make your gift online at: www.foundation.iastate.edu/2007_gift.

Celebrate 150 Years of Iowa State - Before December 31

[show details](#) 1

Iowa State University Foundation to me



a SEASON of CELEBRATION and SHARING

Make a Gift Dear Rosa and Ozer,

View ISU Greeting In this season of celebration and sharing, we honor 150 years of Iowa State University.

View and Update My Record This is a transformational and historic time for our university. Through a year-long celebration of our sesquicentennial, we take pride in Iowa State's many accomplishments and innovations. We invite you to [view a nostalgic online greeting from ISU](#).

Campaign Iowa State As you know, making your gift by December 31 can impact your tax return for the year. More importantly, you can feel proud of the impact you are making for our university.

Iowa State University Thank you and best wishes for the coming year!
 From your friends at the Iowa State University Foundation

P.S. You may now view and update your contact information via our secure Web site. Please [review and update your records](#) to continue receiving information from Iowa State University and the ISU Foundation.

[Privacy Policy](#) | [Unsubscribe](#)
 Local Phone: 515-294-4607
 Toll-Free: 1-866-419-8788
 Fax: 515-294-6521
isufoundation@foundation.iastate.edu

Iowa State University Foundation
 2505 University Boulevard | P.O. Box 2230
 Ames, IA 50010-2230
<http://www.withprideandpurpose.org/>

Case Study – Targeted E-mail Appeals



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HELPING IOWA AND THE WORLD PREPARE FOR THE FUTURE

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[Campaign Iowa State](#)

[College of Agriculture and Life Sciences Campaign Priorities](#)

[College of Agriculture and Life Sciences](#)

Dear Rosa and Ozer,

The [College of Agriculture and Life Sciences](#) provides a top-notch educational experience to today's students, who will become tomorrow's leaders and problem-solvers. Charitable support from alumni like you enables the college to provide more opportunities for our faculty, students and staff.

Many exciting things are happening at the College of Agriculture and

- This year, **undergraduate enrollment is up 5.5 percent** and life sciences students. This fall's class marks the fourth enrollment on record at ISU, and the second-largest freshman history.
- The College of Agriculture and Life Sciences **awarded more than \$1 million in scholarships last year**. These scholarships provide many deserving students. However, in today's environment of rising education costs and growing student need, we were only able to meet about 10 percent of the college's scholarship needs.
- Many alumni are choosing to support the **Future of Agriculture Scholarship Fund**, which provides scholarships to incoming students. As high school seniors make their choice about where to attend, this scholarship gives ISU an advantage over other schools. With a gift of \$500 or more, **you** can provide a scholarship to support a student in need **and** help bring more students to ISU.
- Through *Campaign Iowa State: With Pride and Purpose*, the College of Agriculture and Life Sciences will transform revolutionary ideas into realities. With support from alumni like you, the college will **attract and retain** some of our world's greatest challenges, **world-class teachers and researchers**, and **generate new discoveries** to address pressing needs.

As you consider your charitable giving options this fall, please remember that your support of Iowa State University College of Agriculture and Life Sciences and the impact you make on you as a student, alumnus and contributing member of the



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[College of Liberal Arts and Sciences Campaign Priorities](#)

[College of Liberal Arts and Sciences](#)

[Hach Hall](#)

Dear Rosa and Ozer,

The [College of Liberal Arts & Sciences](#) provides a top-notch educational experience to today's students, who will become tomorrow's leaders and problem-solvers. Charitable support from alumni like you enables the college to provide more opportunities for our faculty, students and staff.

Many exciting things are happening at the College of Liberal Arts and Sciences:

- On Sept. 6, the college **celebrated a groundbreaking ceremony for Hach Hall**, a new facility for the department of chemistry. More than 200 donors and chemistry alums made generous gifts and commitments toward this project, which is scheduled for completion in August 2010.
- The College of Liberal Arts and Sciences will celebrate its **50th birthday in 2009**. Founded as the Division of Science and Philosophy in 1898, it became the College of Science and Humanities in 1959. During a name change in 1990, the college acquired its current name.
- LAS continues to rank as **ISU's largest college** in terms of undergraduate students, graduate students, faculty and alumni. With 22 academic departments ranging from anthropology to statistics, the college is ISU's most diverse in terms of areas of study.
- Through *Campaign Iowa State: With Pride and Purpose*, the College of Liberal Arts and Sciences is focusing on people. With student scholarships, the college will prepare students to become **dynamic leaders and decision-makers** in the global environment, including opportunities to study or work abroad. Through faculty support, the college will recruit and retain **the very best scholars and researchers**: those who are well established in their fields and who represent diversity of people and cultures.

Case Study – Donor Segmentation Strategies

Remember your Graduation from Iowa State

Iowa State University Foundation [show details](#) May 9 [Reply](#)

If you are unable to view the message below, please go to <http://www.foundation.iastate.edu/site/MessageViewer>



Dear Rosa and Ozer,

This weekend, 3,100 Iowa State students will receive their diplomas and become ISU alumni. They'll join more than 200,000 people like you who attended and graduated from Iowa State.

As you reflect on your time as a Cyclone and your commencement, what is your favorite memory? We invite you to [complete a short survey](#) about your graduation memories. (Or, [click to view](#) memories from other Iowa Staters.) We also encourage you to [share your favorite graduation memory](#), which will be posted on our Web site.

As an ISU alumnus, you play an important role in the success of Iowa State University. Charitable gifts from alumni provide the "little extras" that help our university offer a world-class education and provide that unique experience that makes Iowa State so special to all of us.

Please [make a gift today](#) to support your alma mater. You may direct your gift to your college, your department, or any area that is close to your heart.

Spend some time today remembering your graduation from Iowa State!

Thank you for your continuing support of Iowa State University,
Your Friends at the ISU Foundation

PS: You may now [view and update your ISU records](#) on our secure Web site.

Iowa State University Foundation

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What do you and 3,100 ISU students have in common?

Iowa State University Foundation [show details](#) May 9 [Reply](#)

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Spend some time today remembering your graduation from Iowa State!

Thank you for your continuing support of Iowa State University,
Your Friends at the ISU Foundation

PS: You may now [view and update your ISU records](#) on our secure Web site.

Case Study – Gift Designation Options

The screenshot displays the Iowa State University online giving portal. The main page features the university's logo and navigation menu. A prominent red box highlights the 'Order of the Knoll' button, which is intended to guide users on how to become members. Below this, there is a 'Donor Information' form with fields for name, address, and contact details. A secondary window is open, showing a list of gift designations under the heading 'Colleges and Academic Units'. This list includes various departments and programs such as the College of Agriculture and Life Sciences, College of Business, and University Library. The designations are presented as a list of links for users to select their preferred area of support.


Order of the Knoll
find out how to become a member

Colleges and Academic Units

- [College of Agriculture and Life Sciences](#)
- [College of Business](#)
- [College of Design](#)
- [College of Engineering](#)
- [College of Human Sciences](#)
- [College of Liberal Arts and Sciences](#)
- [College of Veterinary Medicine](#)
- [University Library](#)
- [Athletics](#)
- [Honors Program](#)
- [Reiman Gardens](#)
- [University Extension](#)
- [University Museums](#)


Case Study – College Giving Forms

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College of Agriculture and Life Sciences



The Iowa State University College of Agriculture and Life Sciences is one of the world's leading of agriculture. The college has been providing leadership in science, education and extension since the beginning of our university, and in that time, much has been accomplished. Today, we continue our 150 years of excellence and are prepared to respond quickly to emerging needs and solving our most critical challenges.

Through *Campaign Iowa State*, the College of Agriculture and Life Sciences seeks funding to turn revolutionary ideas into realities. With support from donors like you, we will prepare future leaders to address some of our greatest challenges, attract world-class teachers and researchers, and generate new information to address pressing needs.

Allocate Your Gift

You can allocate your gift to a College of Agriculture and Life Sciences fund using the drop-down lists below. If you don't see the fund you're looking for in the drop-down lists for the college, you may enter special gift instructions and notes in the "Click here to designate your gift ..." area.


With questions, comments or suggestions, feel free to contact us at questions@foundation.iastate.edu or by phone at 515-294-4607. If you'd like to support another college or program at Iowa State, please visit our [main giving page](#) to see more gift options.

College of Agriculture and Life Sciences Gift Designations **Amount**

- Choose a Gift Designation -


- Choose a Gift Designation -

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College of Veterinary Medicine



For more than 125 years, the Iowa State University College of Veterinary Medicine has been committed to enhancing the health and well-being of animals throughout Iowa, the region, the nation, and the world. As the nation's first public veterinary college, we are widely recognized for the quality of our education and outstanding services for companion animals and livestock.

The interconnectedness between human and animal medicine is becoming more apparent. Iowa State is providing cutting-edge research and discoveries that will address critical human and animal health issues and make all of our lives safer, healthier and more prosperous.

Through *Campaign Iowa State*, the College of Veterinary Medicine seeks funding to answer the urgent demand for veterinary professionals. Support from donors like you will ensure we continue our long history of advancing animal and human health while also providing professional and educational leadership.

Allocate Your Gift

You can allocate your gift to a College of Veterinary Medicine fund using the drop-down lists below. If you don't see the fund you're looking for in the drop-down lists for the college, you may enter special gift instructions and notes in the "Click here to designate your gift ..." area.

With questions, comments or suggestions, feel free to contact us at questions@foundation.iastate.edu or by phone at 515-294-4607. If you'd like to support another college or program at Iowa State, please visit our [main giving page](#) to see more gift options.


College of Veterinary Medicine Gift Designations **Amount**

- Choose a Gift Designation -

Order of the Knoll
 find out how to become a member



Case Study – Special Projects Giving Forms



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WITH PRIDE AND PURPOSE

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STATE Science + Technology fair of IOWA

Support the Science Fair Fund Today

Welcome to our donation site! For comments or suggestions, feel free to contact us at questions@foundation.iastate.edu or by phone at 515-294-4607.

Each year the State Science and Technology Fair of Iowa provides hundreds of Iowa students with opportunities to explore science and technology and the inspiration to prepare themselves for professions rich in these disciplines. Your support is helping Iowa by creating an interest in our future employees in the science and technology industries. Thank you for your support!

Science Fair Gift Information

*Please Enter A Gift Amount:

Title:

*First Name:

Middle Name:

*Last Name:

Suffix:


*Street 1:

Street 2:

*City:

*State/Province:

*ZIP/Postal Code:




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Cyclone Hockey



Hold on tight to your dreams...

The Iowa State University Cyclone Hockey team focuses on strong academics and continuing a tradition of winning. Each year, the team grows stronger with better athletes, coaches and staff. Make a gift to Cyclone Hockey, and you will make a gift to a program that will benefit in many ways!

Order of the Knoll
find out how to become a member

What you are supporting:

- Transportation expenses
- Lodging and meals expenses
- Ice time for practices and games
- The finest equipment available
- A long-standing tradition
- A winning hockey team

Whether you played hockey for the Cyclones, are a friend of the team or just want to donate to a deserving group, your support to the team will go a long way!

Thank you for supporting Cyclone Hockey!

*Please Choose a Membership Gift Level:

Blue Line (\$50 - \$99) Enter an amount between \$50 and \$99.

Power Play (\$100 - \$249)

Hat Trick (\$250 - \$499)

MVP (\$500 - \$999)

Case Study – Online Event Registration

Subject: Order of the Knoll Young Donor Event Invitation



Campaign Iowa State: With Pride and Purpose is an opportunity to celebrate our pride in Iowa State and transform our university for many years to come.

Your generosity has made an impact at Iowa State University, we thank you and cordially invite you to the first-ever young donor reception.

Friday, February 15, 2008
6:30 p.m. to 8:30 p.m.
Centro party room
1007 Locust
Des Moines, IA 50309

Hosted by Andrew Lashier ('98) and Jennifer Lashier ('97)
Chad Dummermuth ('99, '05) and Amanda Dummermuth ('00),
Benjamin Washburn ('02) and Alicia Washburn ('01)

Please R.S.V.P. at www.foundation.iastate.edu/youngdonor
Due to limited space, a prompt reply is encouraged!

If you have questions please contact the special events office, at 515.294.5055
or by e-mail at EventRSVP@iastate.edu

Business Casual Attire
(Hors d'oeuvres and cocktails provided!)

Iowa State University Foundation

[Privacy Policy](#)

Subject: Thank you for attending the Order of the Knoll Young Donor Event



Campaign Iowa State: With Pride and Purpose is an opportunity to celebrate our pride in Iowa State and transform our university for many years to come.

Event Highlights

Forward to a Friend

Feedback Survey

Campaign Iowa State: With Pride and Purpose Web Site

Make a Gift Now

Update Your Records

Thank you for attending the first-ever young donor event in Des Moines on February 15! The evening was full of excitement and Iowa State pride; we hope you had fun mingling and meeting fellow ISU graduates in the area.

You can see some highlights from the evening by [clicking here](#) and enjoying the slideshow.

We also would like to hear your feedback about the evening, so please [click here](#) to share your thoughts on this event and future young donor events. It is an exciting time at Iowa State and we hope to see you again soon.

Thank you for all you do for your university!

Iowa State University Foundation
2505 University Boulevard | P.O. Box 2230
Ames, IA 50010-2230
www.withprideandpurpose.org

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Local Phone: 515-294-4607
Toll-Free: 1-866-419-6768
Fax: 515-294-6521

Case Study – Electronic Newsletters

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ORDER OF THE KNOLL | CAMPANILE SOCIETY



celebrating pride, purpose & passion

Contents

- Celebrating Pride, Purpose and Passion
- Building for Our Future
- Faculty Five
- Survey
- Together Again
- Student Foundation Committee
- Iowa State on the Road

Celebrating Pride, Purpose and Passion

Elizabeth Andre first made an impression — literally — on the Iowa State campus while she was a student in high school, when her name was impressed on a brick on ISU's **Plaza of Heroines**, front of Catt Hall, the Plaza of Heroines contains more than 3,600 bricks with the names of women who have made an impact on their communities and families as scholars, teachers, activists, friends, wives, and daughters. The Plaza's registry reads, in part: "Elizabeth's exemplary character, compassionate nature, and achievements have touched thousands of lives and will positively influence many more."



Those words have certainly come true. On October 1, 2008, Elizabeth Andre joined a select group of speakers for the 2008 State's Order of the Knoll. Like the others who have been inducted into the Order, she has shown an extraordinary passion, commitment to excellence, and dedication to dreams. Since graduating from Iowa State, she has devoted her considerable talent and energy to some of the most difficult challenges facing today's world. She serves as the education coordinator

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AUGUST 2008



CAMPAIGN IOWA STATE
WITH PRIDE AND PURPOSE



Contents


- Another Record Year
- Two Endowed Deanships
- New Chemistry Building
- Philanthropic ISU Students

Another Record Year

Thanks to the extraordinary generosity of more than 53,000 benefactors, the Iowa State University Foundation received a record-shattering \$135.4 million in gifts and commitments between July 1, 2007 and June 30, 2008. This figure represents a 28 percent increase over the previous year and a 253 percent increase since fiscal year 2003 — the year prior to the start of *Campaign Iowa State*.

"We are excited to see philanthropy to Iowa State reach this new level," said ISU Foundation President Dan Saffig. "And the impact is being felt throughout the university with nearly every

Case Study – View and Update Your Records



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Update Your Records

Has anything changed in your life? Have you recently changed your name, job or address? It's easy to update your ISU records. If you'd rather call or mail us your changes, click on "Contact Us" and we'll be happy to help. Please fill out this form then click SUBMIT at the bottom of the page and we'll update your records. If your contact information is not pre-populated, please use the "Sign In" link on the right hand side of the page.

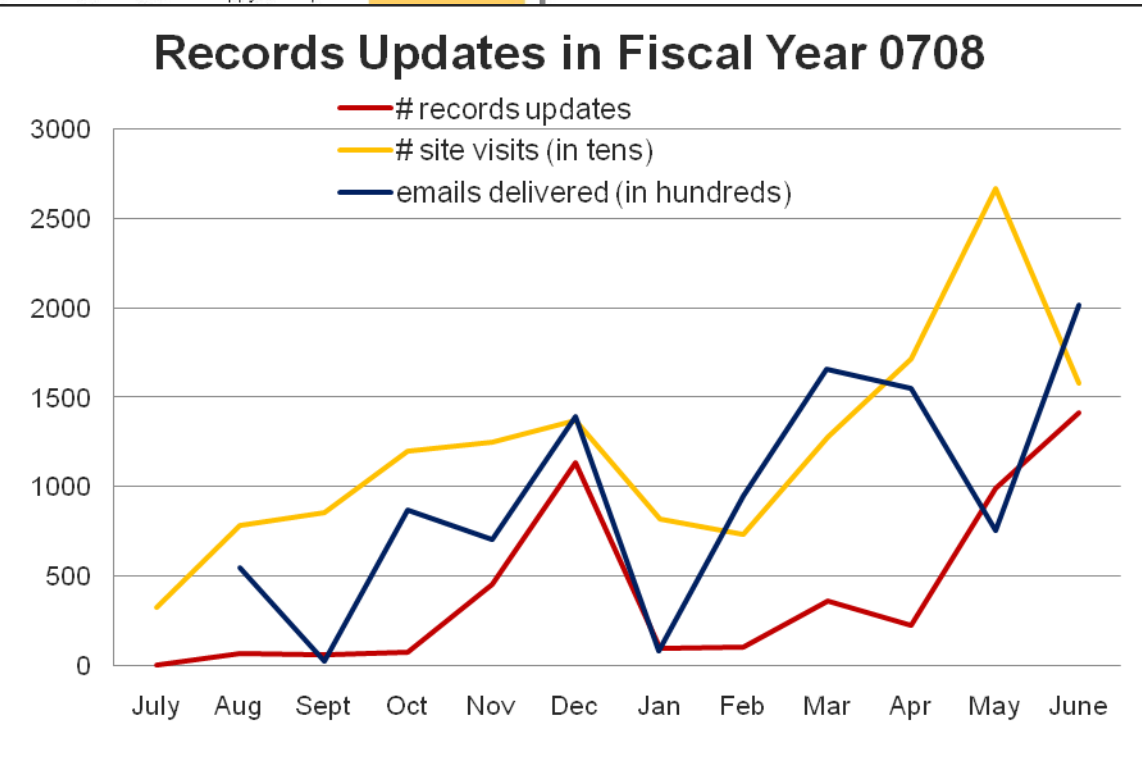
Personal Information

(* Indicates required field)

	Title	First	Middle	Last
* Name:	<input type="text" value=""/>	<input type="text" value="Rosa"/>	<input type="text" value=""/>	<input type="text" value="Una"/>
* Email:	<input type="text" value="rosa.una@gmail.com"/>			
* Street 1:	<input type="text" value="12345 Main Street"/>			
Street 2:	<input type="text" value=""/>			
* City/State/ZIP:	City	State	ZIP	
	<input type="text" value="Anywhere"/>	<input type="text" value="IA"/>	<input type="text" value="5"/>	
* Country:	<input type="text" value="Japan"/>			
Phone Number:	<input type="text" value=""/>			
Maiden Name	<input type="text" value=""/>			

* ISU Graduate?

Records Updates in Fiscal Year 0708



Month	# records updates	# site visits (in tens)	emails delivered (in hundreds)
July	0	350	0
Aug	100	800	550
Sept	100	850	100
Oct	100	1200	850
Nov	450	1250	700
Dec	1150	1400	1400
Jan	100	850	100
Feb	100	750	1000
Mar	350	1300	1650
Apr	250	1750	1550
May	1000	2650	800
June	1450	1600	2000

Case Study – Fun Stuff

Celebrate Iowa State - through Virtual VEISHEA

Iowa State University Foundation [show details](#)

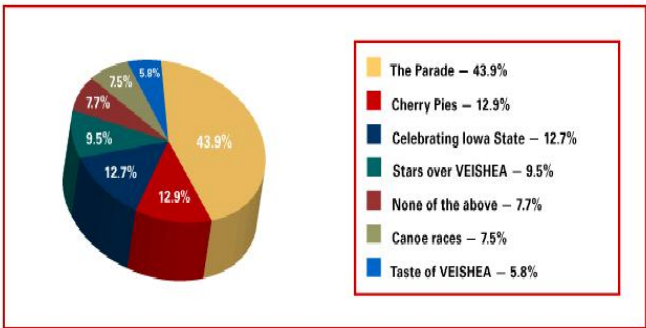
If you are unable to view the message below, please go to <http://www.foundation.iastate.edu/site/MessageViewer/>



Dear Rosa and Ozer,

It's VEISHEA week here in Ames, and Virtual VEISHEA is continuing on our Web site. For those who shared VEISHEA memories and participated in our survey, thank you!

We received lots of great [memories from Iowa State alumni and friends](#). Many of you voted for your favorite part of VEISHEA, and here are those results:



There's still plenty of time to participate in Virtual VEISHEA. [Visit our Virtual VEISHEA page](#) to learn how.



[Make a Gift Today](#)

- [Priorities](#)
- [Ways to Give](#)
- [Donor Stories](#)
- [Leadership](#)
- [News and Events](#)
- [Resources](#)
- [Programs](#)
- [Multimedia](#)
- [Home](#)

It's Virtual VEISHEA!

It's VEISHEA week at Iowa State, and we have much to celebrate!

Our year-long sesquicentennial celebration continues, honoring 150 years of history, tradition and accomplishments. The next 150 years hold great promise for our university.

Campaign Iowa State: With Pride and Purpose has generated more than \$565 million in charitable gifts and commitments from generous alumni, friends and donors. This campaign is already creating positive momentum and transformational change at Iowa State.

This year, we're asking alumni and friends of Iowa State to participate in Virtual VEISHEA. If you can't make it back to campus, this is a great way to relive your VEISHEA memories and share them with other Iowa Staters. You'll see below that many other Iowa Staters have already shared their stories and photos.

Here's how you can participate in Virtual VEISHEA:

1. **Share your favorite VEISHEA memory or photo.**
2. **Read VEISHEA memories** from other Iowa Staters.
3. **Vote** for your favorite part of VEISHEA online. ([View survey results](#) to date.)
4. **View a nostalgic VEISHEA flash movie**, with photos from past and present.
5. **Take a VEISHEA trivia quiz.**
6. **Make a charitable gift** to support the future of VEISHEA and/or your favorite part of Iowa State University.

See VEISHEA Memories from other Iowa Staters!

Video of 1941 VEISHEA Parade

Wednesday, April 16, 2008
 By: Patricia Pierce Patterson
 Submitted by Mary Patterson
 Large video file takes time to download.

Priorities

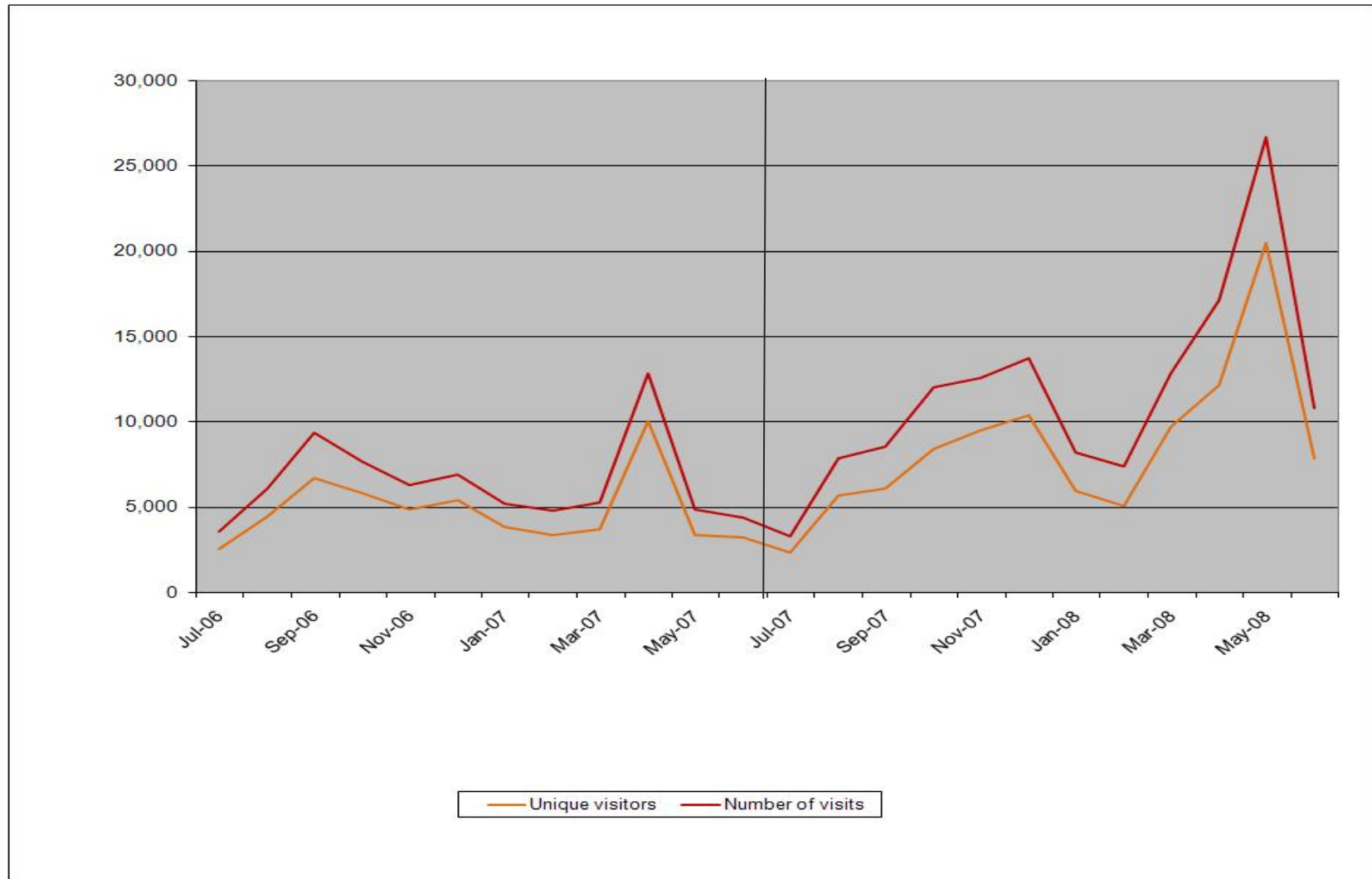
Saturday, April 12, 2008
 By: Lorris Foster
 Giving up my place on the sorority float

VEISHEA Parade 1969

Wednesday, April 9, 2008
 By: John Quandt

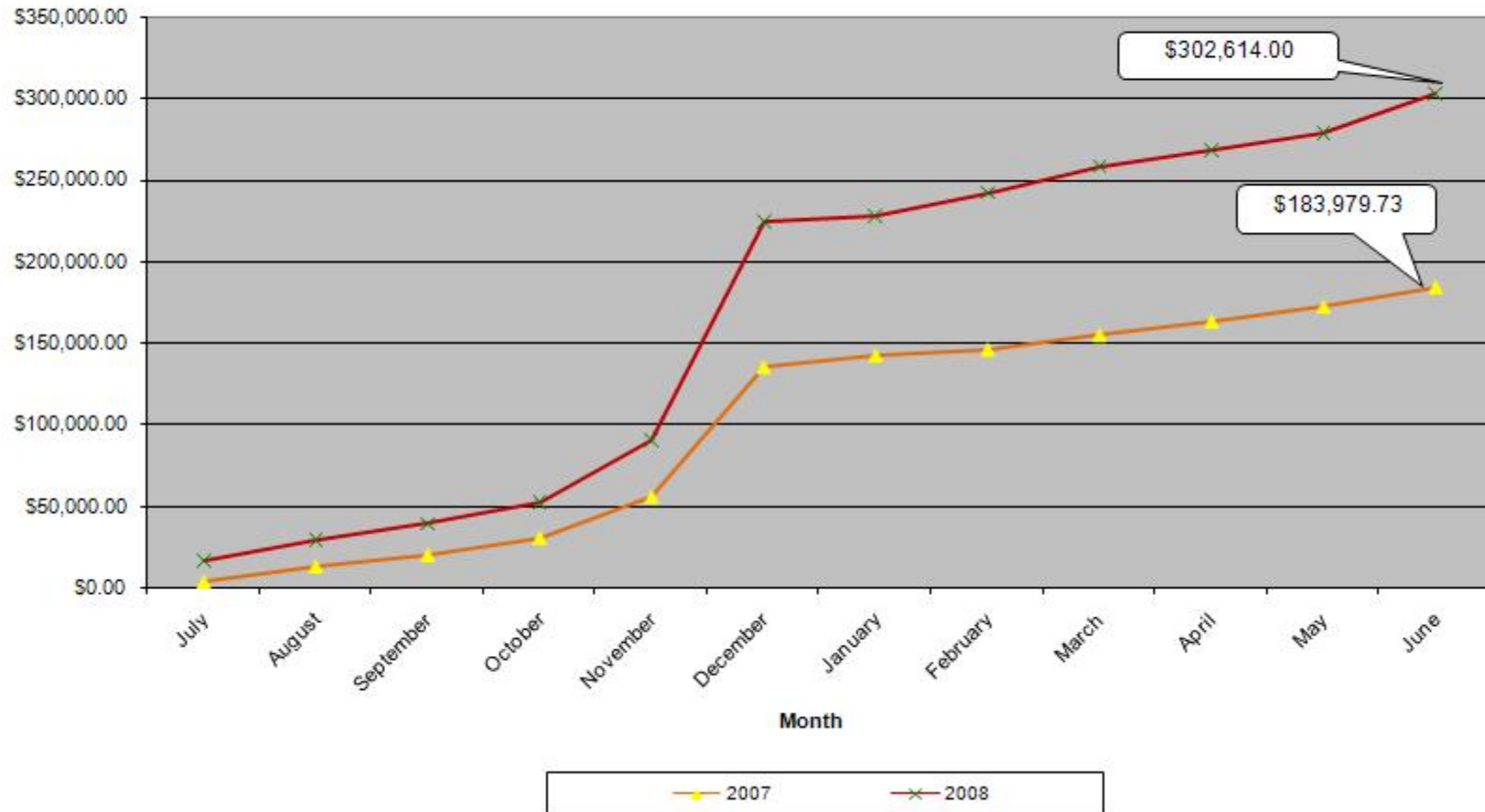


Case Study – Site Visits Results



Case Study – Online Giving Results

Online Giving History by Fiscal Year



Case Study – Other Metrics

- Over 100 e-mail messages sent to 1,285,189 addresses:
 - ▶ Average Open Rate: 20.9%
 - ▶ Average Clickthrough Rate: 3.0%
 - ▶ Average Action Rate: 0.5%
- Created 15 online event registration sites:
 - ▶ Total Online Ticket Purchases and RSVPs: 680
- Over 50 online donation forms created:
 - ▶ Number of Gifting Designations available: 194
 - ▶ Number of Gifts Received through Web site: 984
 - ▶ Average Gift Amount: \$295

* All figures for FY0708

Summary

- Online giving in general is growing rapidly and your demographic is online in large numbers
- The power of developing e-relationships extends far beyond gifts made online, and requires coordination across alumni relations, development and schools/units
- To realize success you need a strategic online relationship plan, appropriate staffing and the right technology infrastructure