

Digital and donor-centered

Engaging and stewarding donors online

Robyn White

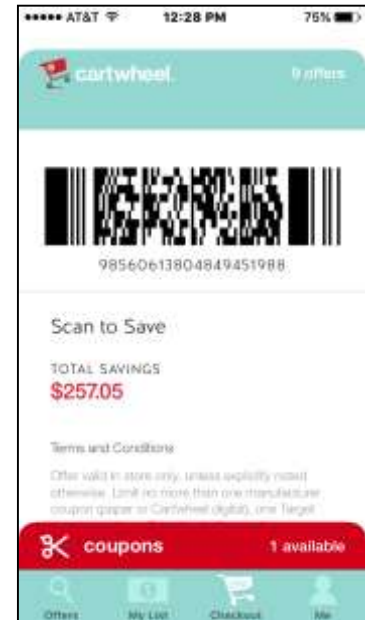
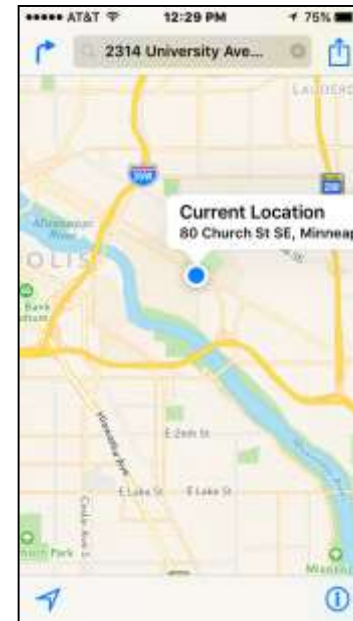
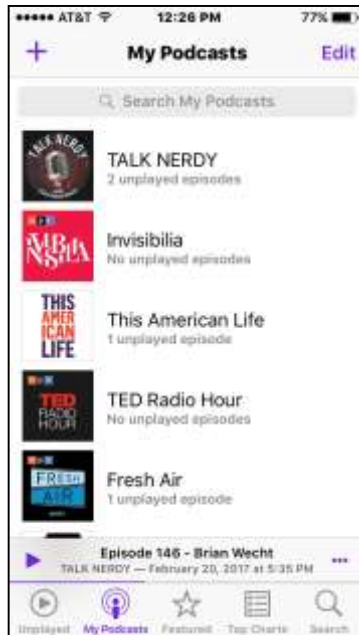
Assoc. Director, Digital Marketing
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What was life like before the internet?

- Most tasks done in person.
- Got paid by check.
- Went to the library to look up information.
- Had fewer spoiler alerts.
- Remember mixed tapes?



How has tech changed our lives?



We need to meet donors where they are—and that's online.

The screenshot shows a mobile browser interface. At the top, the status bar displays 'AT&T', signal strength, Wi-Fi, '12:48 PM', and '73%' battery. The address bar shows 'makingagift.umn.edu'. Below the address bar is a red header with the University of Minnesota logo and the text 'UNIVERSITY OF MINNESOTA Driven to Discover™'. The main content area features the heading 'Complete your gift to: CLA Annual Scholarship Fund' and a sub-heading 'This fund supports annual scholarships for undergraduate students in the College of Liberal Arts at the University of Minnesota Twin Cities.' Below this is a 'Your Gift' section with an 'Amount' field set to 'US\$' and a text input box. There are two radio button options: 'Make this a one-time gift' (checked) with the subtext 'Your donation will be charged to your credit card today.', and 'Make this a monthly gift' (unchecked). At the bottom, there is a navigation bar with icons for back, forward, share, bookmarks, and tabs.

Digital stewardship

Communicating donor impact broadly

www.give.umn.edu

The screenshot shows the University of Minnesota Foundation website. At the top, there is a dark red header with the University of Minnesota logo and the tagline "Driven to Discover". Below this is the "UNIVERSITY OF MINNESOTA FOUNDATION" text. A navigation menu includes "Home", "Ways to give", "Impact of giving", "Recognition", "Events", "Campaigns", and "Fundraise for us". A prominent yellow "Give now" button is on the right. The main content area features a large image of a grand interior with the text "Explore the mysteries of Glensheen Mansion" and a link "Learn how philanthropy helps preserve a UMD treasure". Below this is a "FIND A CAUSE" section with a search bar. The "STORIES" section contains four items:

- Major gift for Medical School program**: A gift from the Tawani Foundation supports the Program in Human Sexuality and serves as an incentive for additional gifts. [Read more.](#)
- Crowdfunding reaches \$1 million milestone**: U of M crowdfunding has reached a \$1 million fundraising milestone. Congratulations to all on this achievement! [Learn more.](#)
- Read the new issue of Legacy**: The cover story in the Winter 2017 issue of Legacy magazine features a Polish family that has new hope thanks to donor-funded U of M research. [Read more.](#)
- Transforming immigration law**: A \$25 million gift from the Robina Foundation will fund the Law School's newly named James H. Binger Center for New Americans. [Read more.](#)

Your Connection to
Inspired
Stewardship

What about our closest friends?

Principle gift websites for corporations and foundations

- Start with select pilot groups based on audience interest, scope, and promotional expectations.
- Provide more accessible way to communicate impact.
- Analyze resources and donor expectations to determine the best approach.
- Research donor expectations and needs.
- Adjust content production workflow.

Website: masons.umn.edu

The screenshot shows the homepage of the Masonic Cancer Center website. At the top, there is a dark red header with the University of Minnesota logo and the text "University of Minnesota Foundation". Below this is a navigation bar with the tagline "Building a Healthier Future Together" and the "MINNESOTA MASONIC CHARITIES" logo. A main banner image shows a group of people, including a mascot, at an event. Below the banner are sections for "Featured Stories" and "Multimedia".

Featured Stories

- Nurturing the developing brain**
The first years of life are crucial for the developing world. But mental health services are often not available for infants. The goal of the B-3 Brain Initiative is to bridge the gap in care... Read more
- Immune-based cancer therapies**
Mason Cancer Researcher Sachdev, M.D., Ph.D., a hematologist, oncologist, and immunologist, is leading research and Dr. Valera, Ph.D., leader of a reproductive cancer therapeutics program at the U of M... Read more

Multimedia

- A shared mission: Minnesota Masons and University of Minnesota**

Facebook Widgets:

- Masonic Cancer Center Facebook**
- U of M Masonic Children's Hospital Facebook**

Audiences

- Primary: Charity board
- Secondary: Fraternity

Content

- Annual updates

Website: landolakes.umn.edu

University of Minnesota
Drives to Discover

University of Minnesota Foundation

Building the Future Together
Land O'Lakes and the University of Minnesota

LAND O'LAKES, INC.

Featured stories

Land O'Lakes welcomes Class of 2020

9 months in 66 seconds: Land O'Lakes Center for Excellence rises in time lapse video
Friday, February 17, 2017, 3:15pm

Time Lapse: Minnesota Athletes Village Spring 2016 - January 31, 2...

Watch the Land O'Lakes Center for Excellence rise from the ground in this 66-second time lapse video of progress on the Athletes Village project. A \$10 million leadership commitment from Land O'Lakes is supporting construction of the innovative center on the left portion of the village.

Learn more about the [Land O'Lakes - Enterprise](#)

Topics: [Athletes Village](#)

Key:

- CFANS College of Food, Agricultural and Natural Resource Sciences
- CSE College of Science and Engineering
- ESOM Carlson School of Management
- ICA Intercollegiate Athletics

Multimedia:

Latest from Preskaler

Twitter: @preskaler

Audiences

- Primary: Corporate foundation contacts and leaders
- Secondary: Employees and cooperative members

Content

- Biweekly updates

New templated digital donor reports

Project goals

- Once a year online delivery to major corporate donors at a specific giving level. Starting fall 2017.
- Intended to ease donors out of print reports.
- Offers more accessible report options.
- Reports viewable on many devices.
- Reach a broader range of people in a more easily shareable format.

Working draft of templated report



Working draft of templated report



WORKFORCE DEVELOPMENT

UnitedHealth Group's involvement helps the University provide a high-quality education to tomorrow's healthcare, technology, and business professionals. UHG also supports programs to enhance the skills of its current UHG employees and has an active recruiting presence on campus.

- Nursing, technology, business education
- Talent recruitment
- Engagement with students
- Executive and continuing education
- Support for scholarships and fellowships



52
RECRUITED
FROM CSE



51
RECRUITED
FROM CSOM



ERIC MARX



\$1
MILLION
TO BHCIC

Digital donor engagement

Social engagement

Guiding strategy

- Have a mix of content.
- Use photos and video.
- Say THANK YOU often!
- Use hashtags. #UMNGive
- Tag others in posts.
- Identify ambassadors and ask for help.



A digital giving day



**GIVE TO THE
MAX DAY**
17 NOVEMBER 2016

Give to the Max Day

Interactive website

UNIVERSITY OF MINNESOTA
Driven to Discover™

GIVE TO THE MAX DAY
17 NOVEMBER 2016

FAQ | MATCHED | PRIZES | [Give now](#)

Thank you!
We are overwhelmed by the generosity of the U community. The final results are in and more than 2,950 donors contributed \$1,011,600 to a record-breaking year. Thank you!

\$1,011,600
dollars raised

2,950
donors

GRAND PRIZES
Results are in! Congratulations to the winners!

- 1st place - \$12,000**
College of Business
- 2nd place - \$8,000**
The Raptor Center
- 3rd place - \$5,000**
Athletics
- 4th place - \$3,000**
College of Science and Engineering

BONUS - \$5,000 to the U fund with the most donors
The Raptor Center

ALL DAY PRIZES

\$1,000 Prize Winners

- Genevieve C. - The Raptor Center
- Debra W. - College of Science and Engineering
- John A. - Hopkins School
- Andrew C. - Department of Physics
- Richard D. - U of M Youth Development
- Thomas K. - CHASE Engineering Student Support
- Robert D. - University Health Programs/Community Based

\$2,000 Prize Winners

- Clayton W. - School of Public Health
- Thomas C. - College of Business

\$3,000 Prize Winner

- Paul D. - UMC Wildlife Support

MORE PRIZES

\$1,000 Prize Winners

- Donor writing in monthly giving
- John R. - Family Medicine and Health
- Donor Richard Ross MN
- Donor Mr. Steve Kuchler - Special Education
- Donor with quarterly email address
- Dr. Alan E. - UMC Wildlife

\$500 Prize Winners

- Living #UofMNow
- College of Liberal Arts
- Red Museum
- Submit with #UofMNow
- 100% Veterans - Red Starlet Scholarship
- University - UMC Wildlife Support/Donor @ UMC Wildlife Support

UNIVERSITY OF MINNESOTA
Driven to Discover™

GIVE TO THE MAX DAY
17 NOVEMBER 2016

FAQ | MATCHED | PRIZES | [Give now](#)

Matching gifts

<p>ELA Matching Gift</p> <p>\$8,000</p> <p>Claim now</p>	<p>Carlson School Matching Gift</p> <p>\$50,000</p> <p>Claim now</p>	<p>CFANS Matching Gift</p> <p>\$7,000</p> <p>Claim now</p>	<p>HELP US MAX OUR MATCH!</p> <p>\$53,000</p> <p>Claim now</p>
<p>Bell Museum - Planetarium</p> <p>\$10,000</p> <p>Claim now</p>	<p>School of Dentistry</p> <p>\$5,000</p> <p>Claim now</p>	<p>Rumsey School of Public Affairs</p> <p>\$5,000</p> <p>Claim now</p>	<p>Law School Matching Gift</p> <p>\$20,000</p> <p>Claim now</p>
<p>Alumni Association matching gift</p> <p>\$8,100</p> <p>Claim now</p>	<p>College of Biological Sciences Scholarship</p> <p>\$5,000</p> <p>Claim now</p>	<p>Petry Index</p> <p>\$5,000</p> <p>Claim now</p>	<p>School of Public Health</p> <p>\$5,000</p> <p>Claim now</p>

Give to the Max Day

Social media influencers

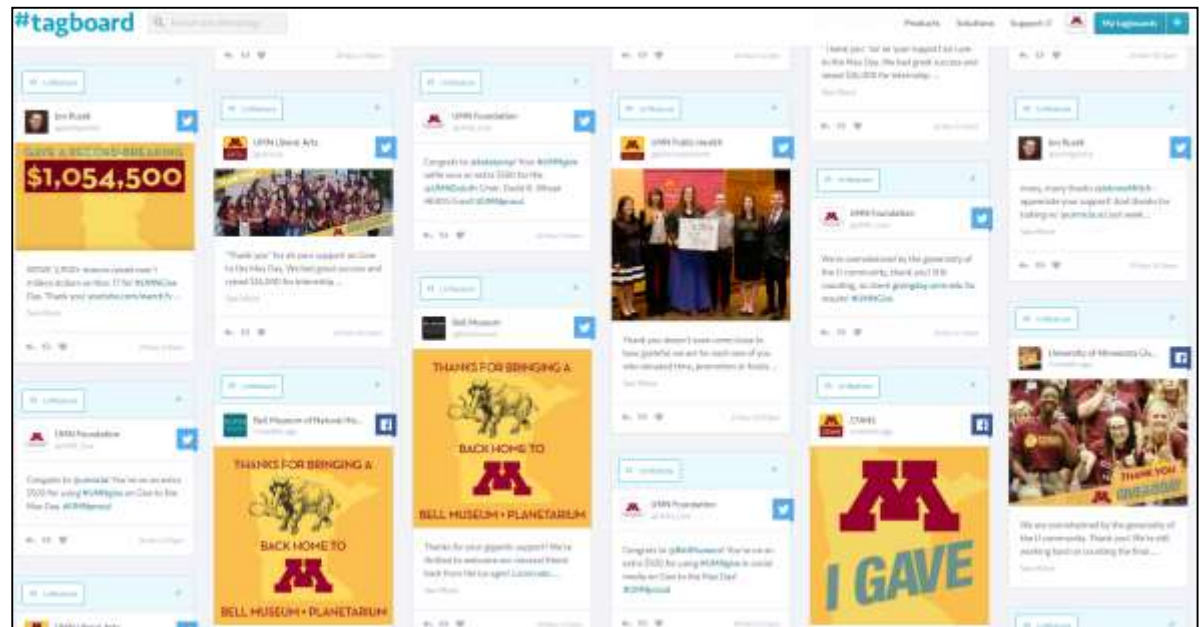
- Breakfast with key U social influencers.
- Outreach bootcamp for U units to guide influencer cultivation and engagement.
- Social media guide for U units' with big social influencers with U ties.



Give to the Max Day

Social media outreach and engagement

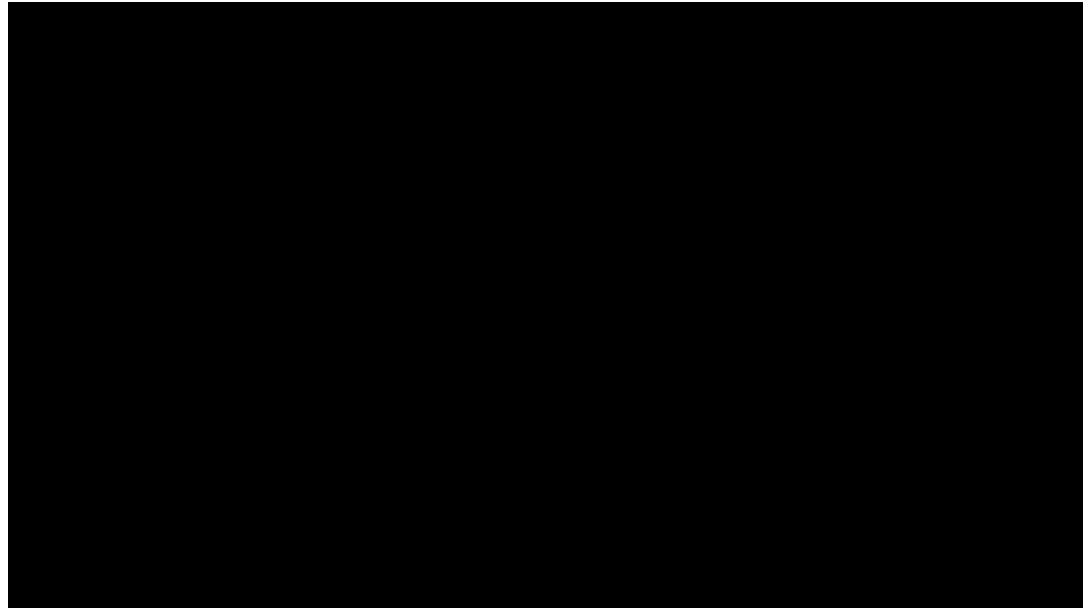
- Gifs and videos
- #UMNGive trending in Minneapolis all day
- Success with Twitter and Facebook ads
- Partnership on Snapchat



Give to the Max Day

Creative recognition and stewardship

- Thank-you video
- Prizes, donor posts, calls
- Leadership Annual Giving follow-up calling
- Hand-written thank-you notes to donors



Give to the Max Day

Long-term value of the day

- **Acquired, reactivated, or retained:** 1K+ donors for the first time (\$140,397 impact)
- **Alumni donors way up!**
2016: 1,467 donors 2015: 763 donors
- **Second gifts:** 34% of the donors on the day had already given this year – that accounts for over \$445,000 of the total raised.

Digital empowerment

Crowdfunding

UNIVERSITY OF MINNESOTA
Driven to Discover

Search crowdfunding pages

U Raise MN

Home How it works FAQ My Account Login

8,800+ Gifts

8,281+ Donors

Over \$1 million raised

737+ Pages created

Create a page

Thanks to our amazing supporters, U of M crowdfunding reached a \$1 million fundraising milestone. Our fundraisers have gone from quirky and heartfelt things to support U causes, and we can't wait to see what you'll do next. Congratulations to all on this achievement!

Fundraising Campaigns

Goldy's Run



U of M fundraising pages



Give to the Max Day



Climb 4 Kidney Cancer



Plunging for Pink



Marrow on the Move



Crowdfunding

Who is crowdfunding?



Patient families



U groups



Research advocates



Event participants



Scholarship donors



Semi-famous friends



Your Connection to
Inspired
Stewardship

Crowdfunding

Who is donating?



Alumni 34%



Gen Y 48%



In MN 69%



NEW 48%




63%

Crowdfunding

Stewardship







Donors

- Email confirmation and thanks from page owner.
- Email thank-you series and first-time donor welcome kit, if applicable. (New e-version)
- Possible newsletter sent, depending on cause supported.
- New—Cause updates and new fundraising campaigns.



UNIVERSITY OF MINNESOTA
Driven to Discover™



Crookston | Duluth | Morris | Rochester | Twin Cities




<i>first</i> TEACHER 	<i>first</i> ROOMMATE 	<i>first</i> JOB 
<i>first</i> PET 	<i>first</i> ADDITION 	<i>first</i> CHOICE 


Welcome, FIRST NAME

Thank you! Your donations, when pooled with those of other alumni and friends, enhance and enrich the student experience and help provide opportunities found nowhere else in Minnesota.

Because of donors like you...

 1,058 undergraduate students received scholarships and 352 graduate students received fellowships in 2015-2016.	234 Gifts 234 gifts supported experiential learning opportunities for students in 2015-2016.	 Faculty and students were able to conduct cutting-edge research to better Minnesota and the world.
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 Events	 Stay informed	 Impact
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Crowdfunding


Stewardship

Fundraisers—All new!

- Email series with tips for success and a guide to thanking donors.
- Emails thanking people for fundraising and updating on the cause impact.
- Online ambassador program engagement
- Give to the Max outreach.



Contributing to the University of Minnesota



Your crowdfunding page has been approved!

What does that mean exactly? It means your page is now live and it's time to tell everyone about it! You can do anything to get the word out, and the more people you tell, the faster you'll reach your goal. Share your campaign through email and social media, or add a link and your campaign information to your own personal website.

Spread the word about your campaign

PREVIEW/UPDATE PAGE
Use this link to login to your account. When you view your campaign page while logged in, the page includes links to edit, market, and update your page and contact info.

QUESTIONS?
Send an email to crowdfnd@umn.edu

Good luck and thanks for fundraising for such an important cause!

Key presentation takeaways

Partnerships

- Close collaboration with stewardship and digital teams is crucial. Rely on subject matter experts!

Customizable tools

- Create customizable communication vehicles/tools, for internal partners AND donors.

Measurement and analysis

- Digital offers unique measurement tools—take advantage and adjust strategy accordingly.

Discussion/questions

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 @UMN_Give

