

# ELECTRONIC MEDIA FOR SCHOLARSHIP STEWARDSHIP

February 19, 2013  
ADRP Webinar  
#estewardship



Brianna Clementz



Shannon Riffe  
@rifferaff



Melissa Cox  
@melissax\_umich

# Agenda

- Welcome from Patricia Berry
- U-M, Formstack - Brianna Clementz
- Facebook - Shannon Riffe
- Email Best Practices - Melissa Cox



# Goal

“Share U-M's success in using electronic media to better streamline manual processes as well as share how we use social media to generate excitement on upcoming events, share donor gratitude, and feature student spotlights via Facebook and e-newsletters”



**Brianna Clementz**

Alumni Relations Coordination, Columbia University  
Stewardship Communications and Special Projects Manager, University of Michigan



# University of Michigan

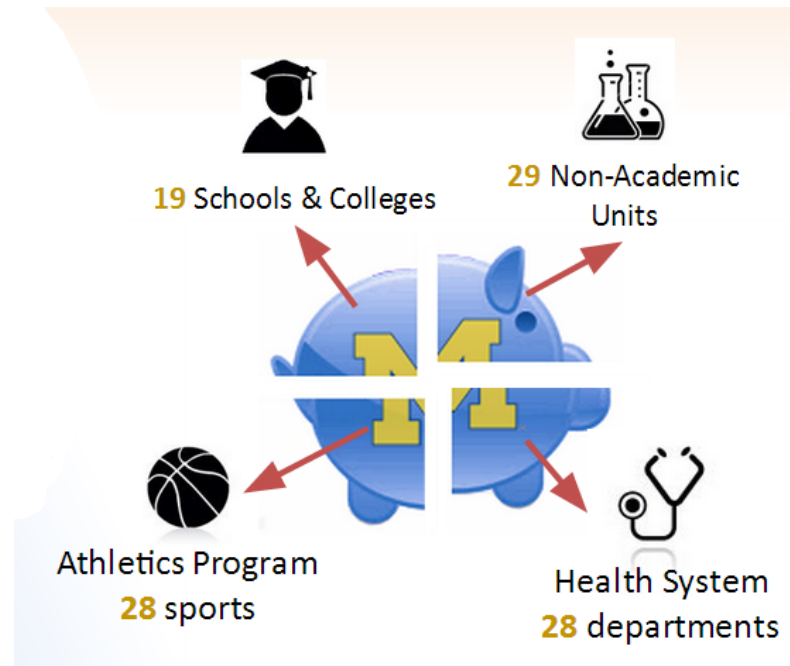
- Founded in 1817
- Recognized as U of M in 1821
- First recorded gift was in 1841
- Most recent campaign was the "Michigan Difference" which ended in 2008.



# University of Michigan



**700** Fundraising Professionals



# Scholarship at U-M

- 43,426 students on campus
- ~73% students receive financial aid
- 1/5 of Michigan's endowment is earmarked for financial aid
- 11,784 students received \$86,923,116 in donor funded support campus wide



# Formstack



The screenshot shows a web form for the University of Michigan Office of Financial Aid. At the top left is the large yellow 'M' logo, followed by the text 'UNIVERSITY OF MICHIGAN' in a blue serif font. Below this is a yellow header bar with the text 'University of Michigan Office of Financial Aid'. The main form area is white and contains the text 'Please select your status: \*' followed by two radio button options: 'New student' and 'Returning student'. At the bottom right of the form is a 'Next »' button.

# Formstack Blog



## College Spotlight: University of Michigan

*This post is a part of [Formstack's Back to School campaign](#). From Aug. 17-Sept. 21, we'll be sharing all things higher ed, from how to survive your first semester of college to what cloud computing tools you should use as an educator. Check out our [campaign page](#) for more information and enter to win a free semester of text books!*

While every college has its own unique challenges, one of the biggest obstacles for larger universities is maintaining contact with the hundreds of thousands of students, faculty, and alumni in its community. While email systems and direct mailings help reduce this volume issue, [Formstack](#) can help higher education administrators easily synchronize this information in one database, decreasing the time needed to organize thousands of student and alumni submissions.

Melissa Cox is the assistant director of web and data integration at the [University of Michigan](#). Her second title might as well be "Formstack Enthusiast" – at least we think that would be cooler. Cox uses Formstack on a regular basis to collect data from thousands of students and alumni, with the intention of meeting student engagement and fundraising



## 2012-2013 Student Profile

### The Maize and Blue Scholarship

*John Q. Michigan*

**Hometown:**

Ann Arbor, Michigan

**Email address:**

1234567@umich.edu

**School or College:**

College of Literature, Science, and the Arts

**Class Year:** Sophomore

**Activities:**

- 1) K-grams
- 2) Career Center Student Advisory Board
- 3) Michigan Solar Car Team
- 4) Random Acts of Kindness Club

**Favorite Class:**

One of my favorite classes at Michigan was Sociology 389. I had never had a service learning course previously and I loved my experience with it. My favorite part of the week was going to Ann Arbor Elementary School to work with students in Mr. Murphy's fourth grade class.

To me, this scholarship means getting the opportunity to have a world class education at one of our country's best academic institutions. It allows me to pick a career without too much worry about how I will pay off my undergrad loans. Also, it supports me in pursuing a career through which I can give back to my own community in the same way this scholarship has given to me. Thank you so very much for providing me with this scholarship support!

The information provided above is confidential and protected as required by the Federal Education Rights to Privacy Act (FERPA). The University of Michigan has obtained permission from the student to disclose this information. Please respect the confidentiality of the student and the integrity of the University.



#### THE DIFFERENCE YOU HAVE MADE

The University of Michigan's named scholarship program generates much needed financial support for our students while providing a meaningful way for alumni, parents and supporters to assist the next generation of students. As a supporter, you are invited to learn how your generosity is transforming the lives of Michigan students by taking the time to connect with your scholarship recipient. You can do so by allowing me to arrange a meeting with your recipient next time you are in town or by attending the Celebrating Donors Luncheon in April.



**Mark your calendar for U-M's annual Scholarship Donor Recognition Event Saturday, April 20, 2013**

Our annual scholarship event is a great time to visit Ann Arbor, take an opportunity to visit with the scholarship recipients that benefit from your generous scholarship support and see the impact that you are having on their lives. We hope you will find the time to join us on campus in April!



# Outcome

- Received 246 student submissions
- 174 submissions have living donors, 65 submission have deceased donors
- To date, 61 reports have been sent



# Questions?



**Brianna Clementz - [bc2553@columbia.edu](mailto:bc2553@columbia.edu)**

Alumni Relations Coordination, Columbia University

Stewardship Communications and Special Projects Manager, The University of Michigan



# Social Media Intro

Online Marketing Strategist since Sept 2011



<http://www.facebook.com/leadersandbest>

<http://twitter.com/leadersandbest>



**Shannon Riffe**

Online Marketing Strategist, University of Michigan

Electronic Media for Stewardship 2-19-13

@adrptweets #estewardship



# Best Practices

- Post content that brings value to your audience.
- Create a content calendar.
- Less is more. Keep word count low. Post 3 - 5 times/week.
- Create a spreadsheet to track post content, type of post, time of day. Over time, use this data to tweak the "what" and "when" of your content.
- Photos. Photos. Photos.



# FB Student Images

- Making data from Formstack accessible
- Humanizing the impact of philanthropy



The image shows a Facebook post from the page "Leaders and Best: Giving to Michigan". The post features a photograph of a young woman, Hayden Nickel, smiling. The text overlaid on the photo reads: "I cannot begin to express how blessed I am to have this. This scholarship means that I can take out less loans, and relieve stress on my mother. I appreciate this more than I could ever express. Thank you for helping me reach my educational dreams and goals." Below the photo, it identifies her as "Hayden Nickel, Freshman, Carol Leyshon Scholarship Fund". The Facebook interface shows the post was liked on December 20, 2012, and includes a comment from Ron Earnest: "GO BLUE!!!!!!!!!!".

**Leaders and Best: Giving to Michigan**  
Liked · December 20, 2012

Meet a Student: Hayden Nickel is from Clio, Michigan. She is a freshman in the Stamps School of Art & Design and a recipient of the Carol Leyshon Scholarship Fund.

When you support the University of Michigan, you support students like Hayden: <http://bit.ly/giftofmichigan>

Tag Photo Add Location Edit

Like · Comment · Share · Edit

27 people like this.

**Ron Earnest** GO BLUE!!!!!!!!!!  
December 20, 2012 at 5:49pm · Like

Write a comment...

# Facebook "Give Now" App

The image shows a Facebook page for "Leaders and Best: Giving to Michigan". The page has 4,841 likes and 44 people talking about it. It features a "Give Now" button and a "Like" button. Below the page header, there are tabs for "About", "Photos", "Likes", and "Give Now". The "Give Now" tab is selected, showing a large image of students in a classroom with the text "Every Gift Matters" and a yellow button that says "CLICK TO GIVE". Below the image, there is a description of the "Undergraduate Student Aid Fund" and a list of three bullet points: "provides a rigorous, world-class education to outstanding students with financial need", "attracts the finest talent from a diverse pool of applicants", and "supports the next generation of the leaders and best". At the bottom of the page, there is a link that says "Click to give to the Undergraduate Student Aid Fund" and the University of Michigan logo.

- Created in-house
- Highlights a single fund

# Facebook: Ad



## Targeting

**This ad targets 64,420 users:**

- who live in the United States
- age exactly 45 and older
- who graduated from Michigan
- who are not already connected to Leaders and Best: Giving to Michigan

- Budget: \$100
- Duration: 2 weeks
- Goal: Earn greater visibility for CDATS event.

# Facebook: Ad Results

- 240,996 Impressions, **295 Clicks** = CTR .12%
  - Industry benchmark CTR = .05% to .2%
  - Leaders & Best Avg CTR = .07%
- Spent \$98.49, **33 Likes** = \$2.98/Like
  - Leaders & Best Avg Cost of Like = \$0.52



# Facebook: Events

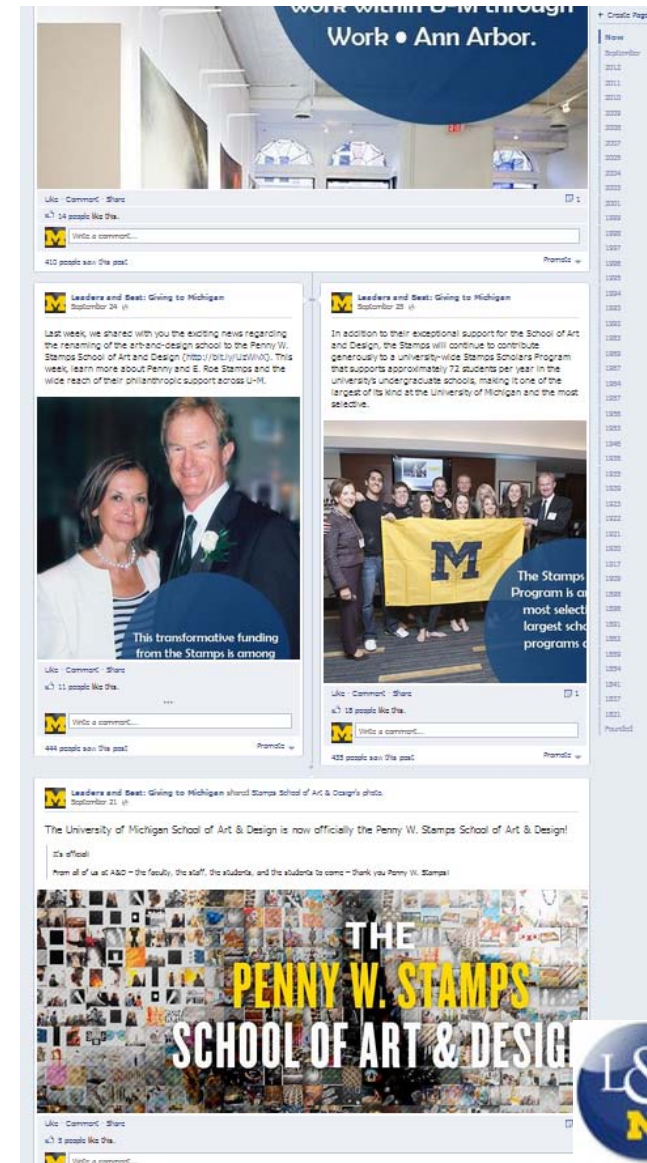
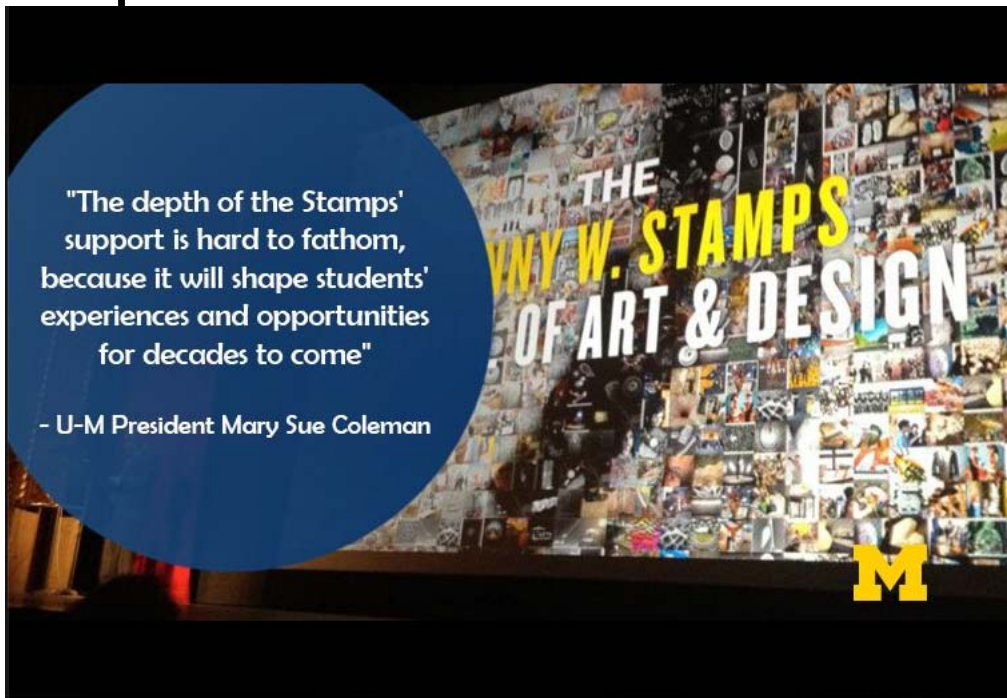


- 25 Likes ; 3 Shares
- "This event was very good. Glad I was able to attend. Thanks"
- "I have to say, the Victors Challenge was my favorite part of the weekend, and all the presenters were fantastic! Great idea to have this."



# Major Gift Stewardship

- Visual Storytelling
- Templates for different types of posts



Electronic Media for Stewardship 2-19-13  
@adrptweets #estewardship



# Major Gift Stewardship

- Meanwhile, on Twitter...



# Questions?



Shannon Riffe - [sriffe@umich.edu](mailto:sriffe@umich.edu)

Online Marketing Strategist, University of Michigan

[@rifferaff](https://twitter.com/rifferaff)



# Interactive Emails

- our team deploys ~300 emails a year for U-M fundraising & stewardship
  - emails & eNewsletters
  - holiday eCards
  - event save the dates, invitations, reminders
  - thank you/ stewardship emails



**Melissa Cox**

Associate Director, Development Services, University of Michigan  
@melissax\_umich



# Emails



"An email is like a retail store window; it needs to reveal just enough to compel viewers to enter the store"

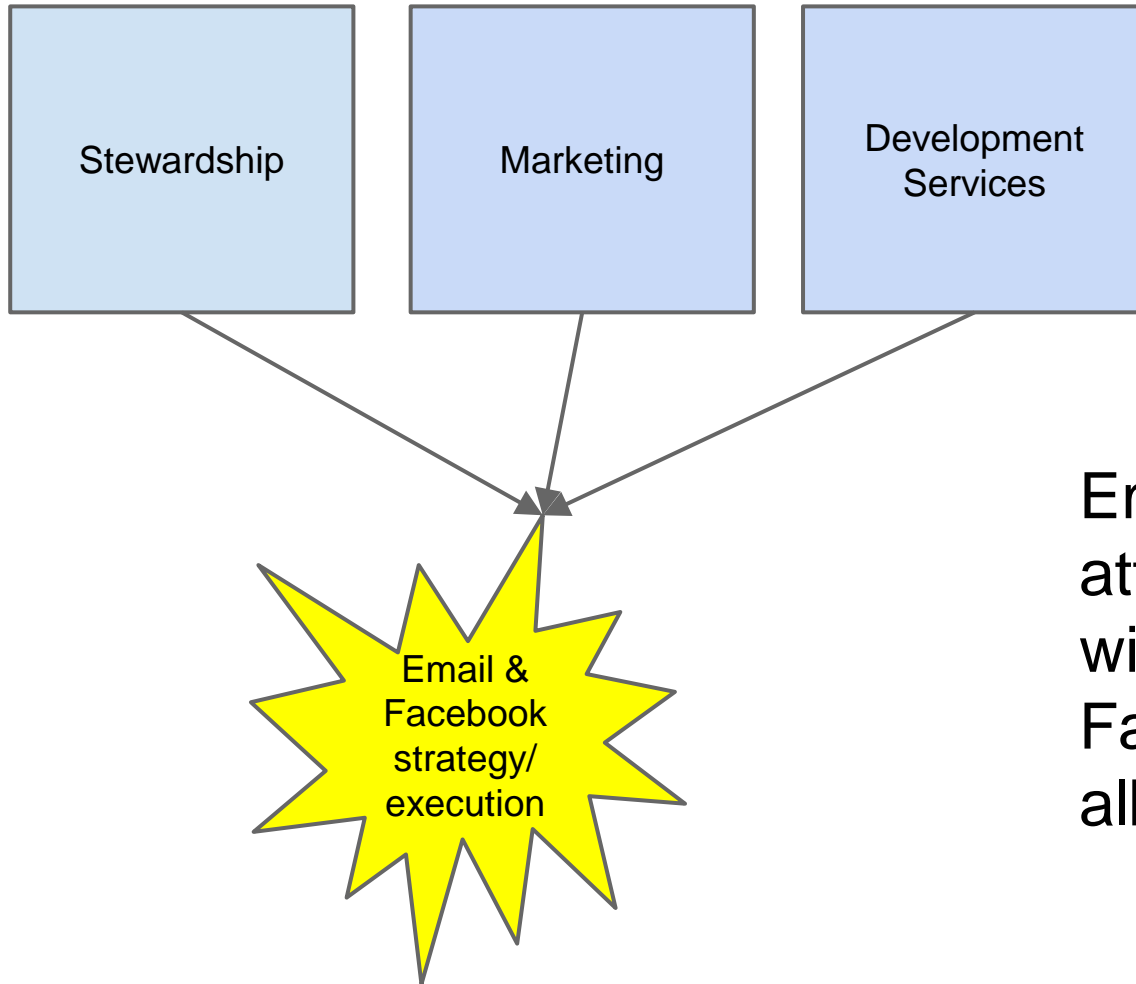
~ Lisa Harmon, principal of Smith-Harmon

# Emails

Every mass communication is an invitation to unsubscribe- ***give them a reason not to click that button***



# Follow-up Email



Emailed event attendees a thank you with a link to a Facebook photo album



## Thank you for attending!

I am so pleased that you were able to join us for the Celebrating Donors and Their Scholars "Creating a Modern Masterpiece" reception on Saturday, March 24th. I hope you enjoyed your visit to Ann Arbor following the event.

Your presence gave us an opportunity to thank you for the scholarship support you provide for our students. The students also enjoyed visiting with you and touring the museum.

We are deeply grateful for your attendance and for your support through the years. Because of you, the University has been able to remain accessible to many by providing help for worthy and needy students so they can attain a U-M education.

To view highlights from the event, please visit our Facebook [page](#).

Thank you. We look forward to seeing you again next year!

Jeannie Moody-Novak  
Assistant Director of Scholarship Stewardship  
University of Michigan

[Contact Us](#) | [Privacy Policy](#) | [Unsubscribe](#)

Copyright 2012 The Regents of the University of Michigan, Ann Arbor, MI 48109

## Results:

- 75% open rate
- no click-throughs
- no unsubscribes



### Celebrating Donors and their Scholars

Updated about 6 months ago

On Saturday, March 24, 2012, Vice President for Development Jerry May and Provost Phil Hanlon co-hosted the fourth annual scholarship donor event entitled "Creating the Modern Masterpiece," at the University of Michigan Museum of Art. 232 scholarship donors and student recipients, representing ten schools and units on campus including the University's Office of Financial Aid, were on hand to enjoy the festivities.



# Preparing for an Email:

- Test Emails: who needs to approve/ review it
- who is my audience?
  - all event attendees
- what is my overall communication plan?
  - print/email/social media
  - save the date, invitation, reminder(s)?, thank-you
- how does this advance my overall communication strategy?



# More Email Best Practices

- what is your call to action?
- try to limit the calls to action
- content strategy



*what would you stop your day to read or share with others?*

# Questions?



**Melissa Cox - [melissax@umich.edu](mailto:melissax@umich.edu)**

Associate Director, Development Services, University of Michigan  
[@melissax\\_umich](https://twitter.com/melissax_umich)



# Questions? Contact:



**Brianna Clementz - [bc2553@columbia.edu](mailto:bc2553@columbia.edu)**

Alumni Relations Coordination, Columbia University  
Stewardship Communications and Special Projects Manager, The University of Michigan



**Shannon Riffe - [sriffe@umich.edu](mailto:sriffe@umich.edu)**

Online Marketing Strategist, University of Michigan  
[@rifferaff](#)



**Melissa Cox - [melissax@umich.edu](mailto:melissax@umich.edu)**

Associate Director, Development Services, University of Michigan  
[@melissax\\_umich](#)

