

PODi CASE STUDY

ROSEMONT COLLEGE

INCREASES GIVING BY 25%



**ROSEMONT
COLLEGE**

*Kim,
Rosemont's students need your help.
Give today and help move Rosemont's
students forward!*

Leave Your **MARK**.
Change the **FUTURE**.
Strengthen **The ROSEMONT EXPERIENCE**.

Visit KimGross.RosemontExperience.com to give now!

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www.podi.org

ROSEMONT COLLEGE INCREASES GIVING BY 25%

VERTICAL MARKET: Education

BUSINESS APPLICATION: Direct Marketing/Direct Order

BUSINESS OBJECTIVES

Located in Philadelphia, Pennsylvania, Rosemont College is a private liberal arts college founded in 1921, strongly rooted in Catholicism, with an enrollment of approximately 900 students.

Like other colleges Rosemont College wanted to continue to increase Annual Fund participation and total dollars raised for their latest fiscal year. However there was a complicating factor. Rosemont was currently in the middle of another campaign: a capital campaign, which ultimately limited the number of prospects Rosemont could reach out to, as many of their larger (and consistent) donors had made a pledge to the capital campaign. To achieve their goal of increasing donations to the Annual Fund, Rosemont College had to convert non-donors into donors, and increase the gift size from past donors.

CAMPAIGN STATISTICS/RESULTS

Rosemont College increased their total giving to the Annual Fund by 25% and saw an almost 1700% return on investment. Almost 88% of Rosemont's donors either increased their gift size from the previous year, or maintained their last gift. Rosemont also saw an increase in online giving of 165% over 2011. Increasing online giving is particularly important as online donations require significantly less staff time to process.

TARGET AUDIENCE

Alumni, parents, friends, campaign prospects

CAMPAIGN ARCHITECTURE

Rosemont's service provider, Pacesetter, created a yearlong campaign with five phases that utilized four variable direct mail pieces and a total of 12 variable emails with Personalized URLs throughout the duration of the campaign. Each piece built upon the last, and the overall theme for the entire year was carried through all outbound communication channels.

Personalized URLs were used throughout the campaign to point the respondents to different areas of the College's website that were pertinent to them.

Respondent activity was tracked and used to craft future messages. To make

managing copy changes and links easy for the personalized microsite a variable template was created.

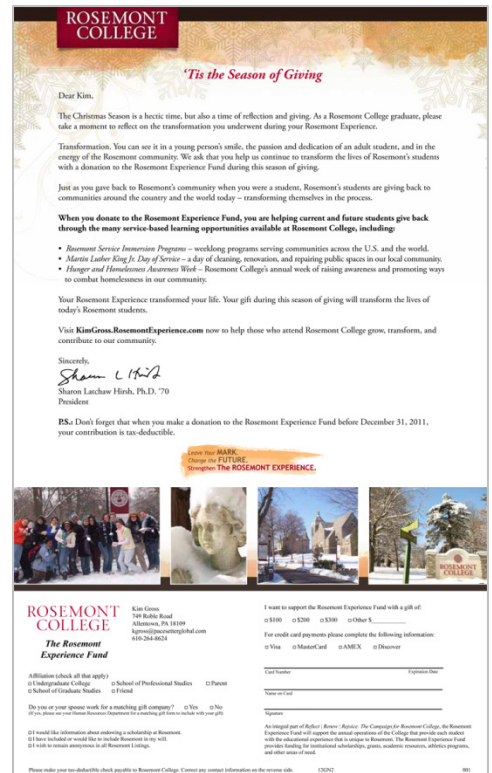
All donation reply cards were customized with variable ask amounts, which were directly related to their last gift amount or graduation year for those who were non-donors. Research has shown, that donors will typically pick the middle ask amount - they don't want to look cheap, but they also don't want to give the most expensive option. For this reason each ask sequence began with their last gift amount and built up from there. Due to this formula, many donors picked the middle amount, thus increasing their gift size over the previous year. All emails were also customized with a very specific ask amount, which contributed to the increase in gift amounts over the previous year.

Data that was used to determine variable copy and images:

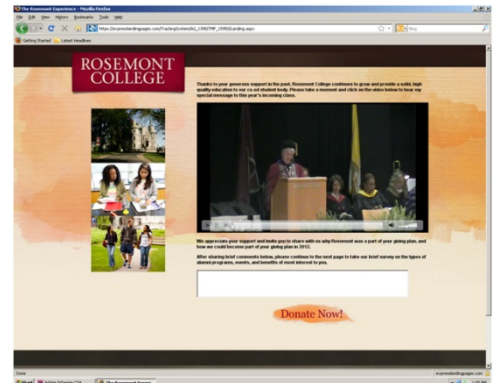
1. Graduation year
2. Donor status
3. Past gift amount
4. College relation

Phase 1. Direct mail and emails were sent that directed recipients to a video embedded into personalized landing pages, which showcased footage from Rosemont's convocation. From there, respondents were asked to talk about why they keep Rosemont a part of their giving plan each year, or for non-donors, what criteria they have when deciding where to make their charitable donations. The goal of the first phase was to gather decision making information for their solicitation base, in order to optimize contributions from non-donors and continue speaking the right language to past donors.

Phases 2-4 were focused on how each recipient is related to the college (i.e. traditional undergraduate, graduate, parent/friend, campaign prospect, etc.). Variable copy, variable signatures and variable images were used based upon these criteria. The focus for each direct mail piece and email focused on the



Holiday appeal letter with variable ask amount



Phase 1 personalized landing page

Rosemont Experience that each recipient had, and how the Annual Fund played a role in helping make that a reality.

"Rosemont's Experience Fund helps our students and their families overcome financial challenges to achieve their educational dreams. We need your support to strengthen our ability to help!"
- Dr. Dick Donaghy

Change the future at: KimGross.RosemontExperience.com

ROSEMONT COLLEGE

Kim, Rosemont's students need your help. Give today and help move Rosemont's students forward!

Learn Your **MARK**.
Change the **FUTURE**.
Strengthen **The ROSEMONT EXPERIENCE**.

Visit KimGross.RosemontExperience.com to give now!

Thank you for your past gift of \$100 that has helped move Rosemont forward.

The College developed and implemented a new website serving students with real-time advice services.

Rosemont welcomed 21 new students and 22 returning students to our re-established Honors Program.

Give A Gift, Change A Life!

Rosemont College students need financial aid and academic support more than ever. Help change their world by giving today!

Kim,
Your educational opportunities at Rosemont College changed your world, didn't they? Now you can leave your mark on Rosemont's future by changing the world of tomorrow's students.

It's harder than ever to meet the cost of a college education, but Rosemont is committed to helping our students overcome this challenge by providing financial aid when they need it. Please help us strengthen our Endowed Scholarship Fund by making a gift to the Rosemont Experience Fund today!

To renew your gift of \$100 and help current and future Rosemont students, please visit KimGross.RosemontExperience.com or simply mail your contribution to:

Office of College Relations
Rosemont College
1400 Montgomery Avenue
Rosemont, PA 19010

Sincerely,
Dr. Dick Donaghy

Go to KimGross.RosemontExperience.com and make a special gift today to help current and future Rosemont students!

Direct mail piece to non-responding donors

During the holiday season a giving back campaign was launched which included a versioned appeal focused on how Rosemont students give back to the community, as well as a Holiday video email that showcased Rosemont College through the holiday season.

Phase 5. Rosemont ended with a 60-Day Challenge that challenged all past donors (and non-donors) to renew their gift by June 30th. By instituting a giving challenge, it was a last effort to get past donors to make their gift and help Rosemont hit their participation and dollar goals by their June 30th deadline. A 60-Day Challenge brand was created that was used on all variable direct mail and emails.

ROSEMONT COLLEGE **60 DAY CHALLENGE** *June 30, 2012*

Join Our 60-Day Challenge for the Rosemont Experience Fund by making your gift by June 30th!

Dear Kim,

I am so grateful for your past gift to Rosemont College. With your gift of \$50.00 in 2011, we have made great progress towards achieving the goals in our Strategic Plan. However, our work is not finished and we need your support. I am asking if you would consider renewing your gift to the Rosemont Experience Fund this year. When you make a gift by June 30th, you are helping us ensure that we're able to provide Rosemont's unique educational experience to future students.

A community is only as strong as the people who support it. And when we all come together, the combined gifts create big results. Next year we'll begin Phase One of a new athletic complex and renovate Cardinal Hall, turning it into a "campus commons" with a dining eatery, bookstore, and additional multipurpose spaces. We are improving Rosemont because of the generous support of alumni like you.

Make a difference in the lives of Rosemont's students by participating and giving today. A gift of \$50.00 by June 30th, when combined with gifts from other supporters, will help us reach our goal. Please help me ensure a bright future for Rosemont College.

Please visit KimGross.RosemontExperience.com and renew your generous donation of \$50.00 before June 30th.

Or, simply mail your contribution check to:

Office of College Relations
Rosemont College
1400 Montgomery Avenue
Rosemont, PA 19010

Questions? Call Helen Scibba, Development Associate at 610-527-0200, or email hscibba@rosemont.edu

Sincerely,
Sharon
Sharon Litchaw Hersh, Ph.D. '70
President

P.S.: Get a head start on your 2012 tax deductions! Your donation to the Rosemont Experience Fund is tax deductible.

REFLECT • RENEW • REJOICE
THE CAMPAIGN FOR ROSEMONT COLLEGE

ROSEMONT COLLEGE
The Rosemont Experience Fund

Kim Gross
1000 Main Road
Allentown, PA 18109
kim.gross@rosemont.edu
610-264-8620

I want to support the Rosemont Experience Fund with a gift of:
 \$50 \$100 \$150 Other \$ _____

For credit card payments please complete the following information:
 Visa MasterCard AMEX Discover

Card number _____ Expiration Date _____
 Name _____
 Address _____
 City _____ State _____ Zip _____

Are you a past donor of Rosemont College? Yes No
 If Yes, please use your former Rosemont Department for matching gift forms include with your gift.

Do you or your spouse work for a matching gift company? Yes No
 If Yes, please use your former Rosemont Department for matching gift forms include with your gift.

(1) I warrant the information about including a beneficiary in Rosemont.
 (2) Your inclusion or exclusion for a special Rosemont tax rule.
 (3) I wish to remain anonymous in all Rosemont Letters.

Please make your tax-deductible check payable to Rosemont College. Contact any contact information on the reverse side. 12004 001

Phase 5 letter

REASONS FOR SUCCESS

The main reason for success was that the campaign used consistent relevant communications throughout the entire year. Communications were crafted based on the recipients' profile and activity on their personalized microsite.

And the Annual Fund campaign was integrated well with the Capital Campaign. This meant that donors to the Capital Campaign were not asked to contribute to the Annual Fund. Rather communications were sent to keep this group of donors informed of progress.

CLIENT	Rosemont College www.rosemont.edu Located in Philadelphia, PA, Rosemont College is a private liberal arts college founded in 1921, strongly rooted in Catholicism, with an enrollment of approximately 900 students.
SERVICE PROVIDER	Pacesetter Enterprises, Inc. www.pacesetterglobal.com Pacesetter specializes in partnering with companies to help streamline overall business and marketing process and help increase revenue while cutting costs and improving efficiencies. Pacesetter has developed state-of-the-art solutions by integrating traditional print with cutting edge web technology.
HARDWARE	Ricoh C901
SOFTWARE	MindFireInc, Mailchimp
TARGET AUDIENCE	Alumni, parents, friends, campaign prospects
DISTRIBUTION	10,000
DATE	The campaign ran from June 2012 to August 2013