



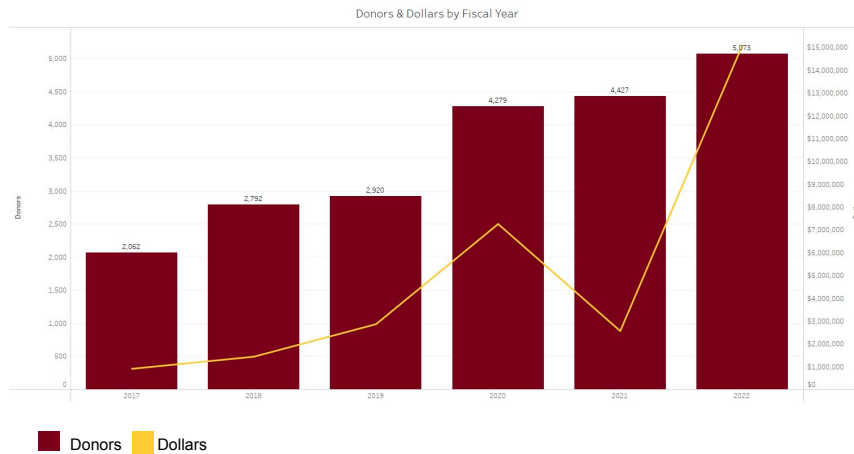
GIVE TO THE DAY MAX DAY

GIVINGDAY.UMN.EDU

OVERVIEW & ASSESSMENT

Driven. The University of Minnesota Campaign

Give to the Max Day year over year growth

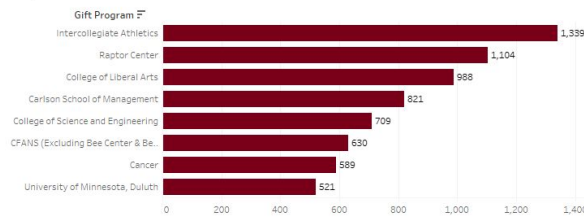


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- steady increase in participation and donors year over year for 5 years.
- steady increase in dollars raised year over year until pandemic hit. FY20 (right before pandemic) we had 6M in athletics dollars.
- huge dip in athletics dollars and donors (in 2020 athletics donors made up 17% of donors and 2021 it was 7%) this year but our number of donors still increased- huge indication of an increase in partic

Numerous Areas benefit from GTMD

Top Donors



Top Funds

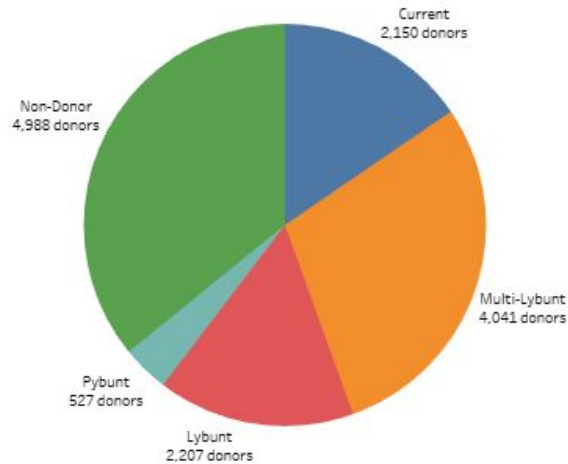
Fund Name	Donors	Dollars	Avg. Gift
Raptor Center Fund (1684)	1,077	\$626,588	\$263
Golden Gopher Fund (7392)	770	\$429,789	\$440
Carlson School of Management Dean's Excellence Fund (1040)	650	\$825,632	\$753
Masonic Cancer Center, University of Minnesota (18704)	283	\$61,213	\$189
Alumni Association Career Support Fund (22547)	270	\$55,427	\$179
VMC General Support Fund (2088)	250	\$83,349	\$242
The Fund for CLA (1767)	247	\$61,061	\$202
CLA Student Emergency Support Fund (23204)	231	\$56,015	\$212
CSE Alumni Scholarship (2439)	214	\$68,835	\$257

5 campuses • 54 units • 323 departments • 1,340 funds

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- Over the last 5 years GTMD gifts have supported all 5 campuses, 54 units, 323 departments, and 1,340 funds at the University of Minnesota.
- Gifts have helped support scholarships, research, program enhancements, medicine and health, community advancement, facilities, student emergency, DEI initiatives, sustainability, dean's discretionary funds and much more.
- GTMD is an opportunity for departments to cost-effectively fundraise on the departmental level with support from their development and communications partners. Many of these departments use this as their one fundraising push annually. For example, in 2021 CFANS had 11 departments participate, the Medical School 7 departments, and CSE had 6 departments.

GTMD engagement covers all donor types



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- 36 percent of GTMD are new donors building the U's number of renewable donors and prospective major donors- we always struggle with getting donors in the door and any opportunity we can find to do that is really impactful.
- GTMD is a popular opportunity for donors to give second gifts with 15 percent of donors being current donors. This increases the average gifts per donor we see each year. We know the more gifts per year a donor gives the more likely they are to become a lifetime donor. which is our ultimate goal
- Asking Tim: biggest evolution with GTMD donors over the last 5 years is getting more consistent, loyal, and higher end donors involved year over year which yields larger gift amounts and a higher percentage of donors who are multi-year lybunts.

GTMD: positive impact on key metrics

- Enhances donor loyalty:
 - 43% give an additional gift later in the fiscal year
 - 75% give the following GTMD (overall retention average approx. 56%)
- Average gift size grown from \$374 in FY17 to \$1,334 in FY21
- Recurring donors acquired increased by 200% since FY17
- Over 150 matches promoted, 75% of gifts go to units with matches

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- On average 43% of GTMD donors give an additional gift later in the fiscal year.
- Retention rate of GTMD donors is high at 75% compared to our average around 56%.
- Over the last 5 years the average gift size of a GTMD donor has grown from \$374 in FY17 to \$1,334 in FY20.
- The percentage of recurring donors acquired on GTMD has increased by 200% since FY17.
- Over the last 5 years there have been over 150 matches promoted on GTMD and on average, 75% of gifts to to units with matches. 19 matches in FY17 and 42 in FY21. Securing matching gifts helps engage larger donors and move mid level donors up the pipeline.

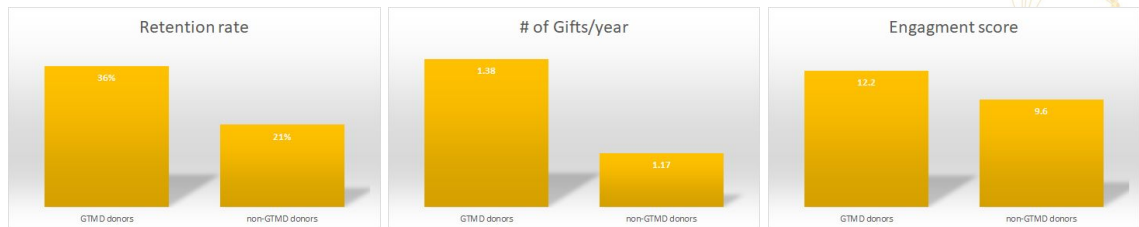
Donors at all giving levels participate in GTMD

Pres Club Level	Donors	Dollars	% PC
1851 Society	3	\$31,000	0.03%
John Sargent Pillsbury Socie..	8	\$108,033	0.07%
Builders Society	50	\$3,179,656	0.44%
Morrill Society	225	\$3,466,098	1.96%
Heritage Society	231	\$179,298	2.01%
Charter Members	419	\$1,117,783	3.65%
Non-PC Member	10,543	\$6,979,463	91.85%

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- GTMD focuses on annual giving level gifts and is a great opportunity to market different causes, interests and funds to AG level donors to grow lifetime engagement.
- Since 80% of our current major gift donors' first gift was under \$5K and 60% was under \$100, GTMD plays a role in building and growing the major gift pipeline.
- 80 donors acquired on GTMD whose gift was under \$100 have become donors of \$1,000 or more and 2 have become President's Club donors.

Donors acquired on GTMD



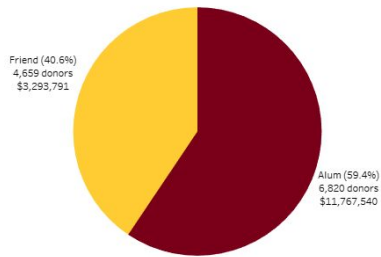
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Donors acquired on GTMD are stronger annual giving donors than donors acquired through other annual giving channels (mail, email, telemarketing, or crowdfunding) in several ways:

- their retention rate is 15% higher
- their number of gifts per year is higher
- their engagement score is almost 3 points higher

Donor alumni and faculty/staff participation

Alum



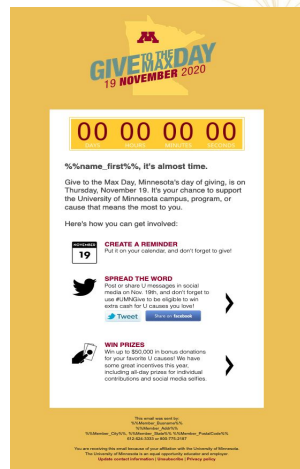
Staff Faculty Status	Donors	Dollars	Avg. Gift
Staff	356	\$35,702	\$51
Faculty	1,476	\$627,019	\$189
Past	1,589	\$901,498	\$321
Not S/F	7,815	\$9,271,907	\$773
Organization	243	\$4,225,204	\$2,639

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- The University's GTMD efforts and Faculty/staff campaign are closely linked. The momentum and excitement of GTMD is used to push the faculty/staff giving campaign forward and motivate giving. About $\frac{1}{3}$ of our gifts on GTMD come from current or former faculty and staff.
- Outside of athletics, most alumni donors give back to their alma mater while friend donors give to areas of medicine and health and non degree granting groups (top 3: Raptor, Cancer, Children's Health).

GTMD: great digital testing ground

- Accelerated “digital forward” strategy
- Grew successful email channel
- Nearly 2 million emails have been sent
- Open rates have grown each year
- Click rates average average around 1.2%
- Video has made impact on GTMD emails
- Able to update on the fly



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GTMD allows us (and last year forced us) to be digitally forward when it comes to strategy. Since we are currently in a largely digital space this has allowed us room to try new things when it comes to email, web, video, and social media.

We have done extensive analysis of our GTMD emails to help grow our understanding of what makes a successful email (length, copy, video, images, etc). It has helped us define best practices and grow the channel.

Between 2018-2020 we've sent nearly 2 million emails for GTMD, and the open rates for those emails continue to grow year after year. This isn't something you typically see in an email campaign so it is encouraging to see we continue to grow.

The click rates for our emails have been steady and remain right around average for our typical appeal emails.

We've been able to incorporate video into your emails and last year we were able to make changes for emails from the AM to the PM. We could update on how close a unit is to their goal or if they have another match. This was new for us and an area we can continue to work on.

Crowdfunding: key tactic for GTMD

Crowdfunding took a big leap between 2019 and 2020

- Dollars raised from crowdfunding grew 30%
- Amount of gifts grew 3%
- More pages met their match goal (65%)
- 63% of pages with a video met their goal
- Over 60% of the pages were cause based
- The number of pages stayed around 100

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Crowdfunding plays a major role in GTMD and we see a lot of traffic to the website in the weeks before and on GTMD. From all the traffic we see on GTMD we are able to get more alumni, donors, staff faculty and students on the crowdfunding site, gaining added exposure to the platform.

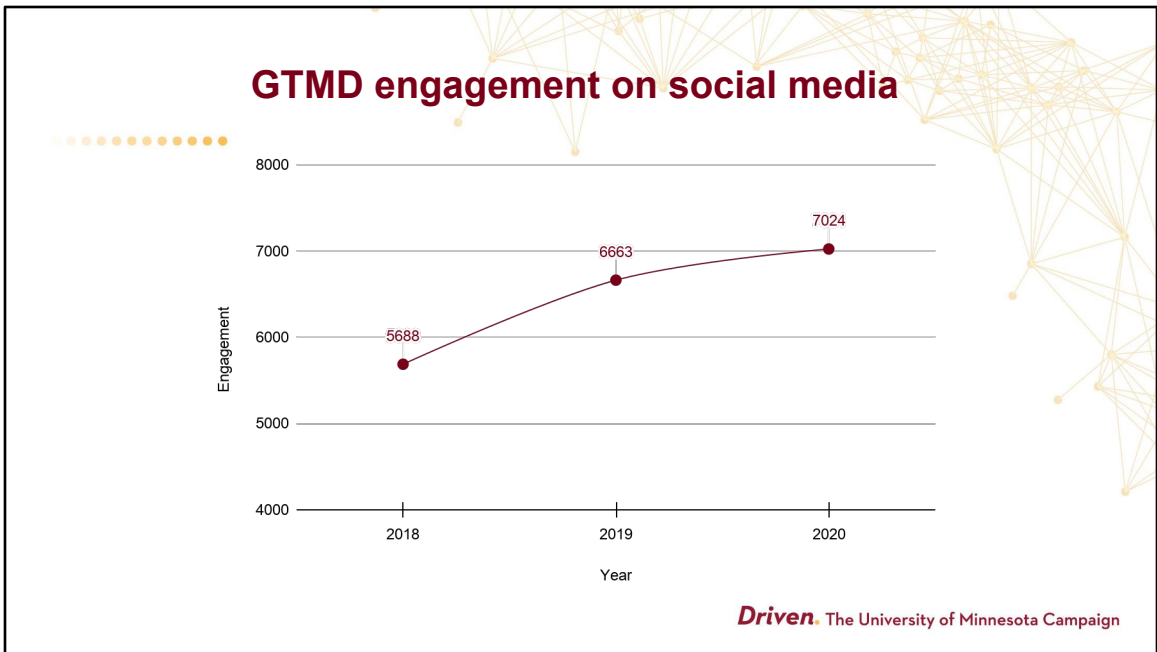
For many of our faculty, staff, and students creating a CF page for GTMD is their first experience asking for money and has led to subsequent CF campaigns at other times of the year.

It is another area we are able to refine year after year, as we perfect what type of content works best for a crowdfunding page such as videos, length of content, and promotion.

In 2020 we had a new platform and due to the all digital GTMD we saw major growth in crowdfunding compared to 2019.

Crowdfunding dollars \$754,586 vs \$1,040,510
Gifts 3,915 vs 4,042
Match goal 65% vs 47%
Pages fell 97 vs 90

Cause based 63% vs 38%

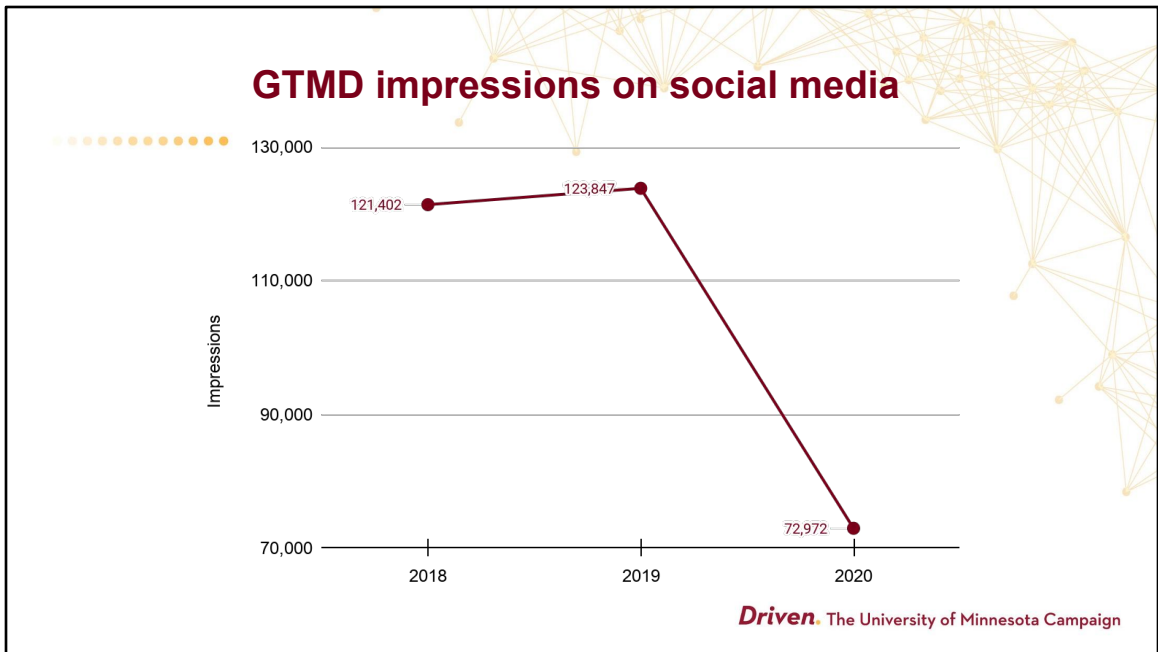


We also see continued growth from our social media especially when it comes to engagement.

Engagement is one of the key metrics we look at for social media as it tells us that people are willing to interact with our content by sharing, liking or watching a video we post.

We have made lots of changes to our social media strategy in the last few years such as:

- Creating an Instagram account - focused towards students
- Fine tuning our advertising during GTMD and also year round. The page sees growth throughout the year in terms of followers.
- Strong partnerships with Units. When we help them create content, they are more willing to share on their own page, getting more eyes on the content we post.



I wanted to share this metric as it shows that one of our key GTMD strategies plays a large role in how we do impression wise on social media.

Last year we didn't have Facebook Live which is our largest asset for GTMD when it comes to impressions.

We are always looking for new ways to grow our Facebook Live program and the pandemic has made Facebook refine their tools which will allow us to do new and exciting things with our broadcasts.

GTMD paid Facebook advertising

Year	Impressions	Reach	Engagement	Spent
2018	70,078	39,068	10,968	\$913.25
2019	53,784	32,288	4,498	\$750.00
2020	69,246	34,159	3,198	\$886.12



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Our paid social media advertising is a key part of our GTMD strategy.

We typically use a paid strategy that costs right around what we spend per month on retargeting (in non pandemic years)

This is also across Facebook/Instagram, want to expand advertising to LinkedIn.

We use this as an opportunity to market towards a large audience as well, we focus on the greater University of Minnesota community as a whole, which leads to our large reach.

2020 was a hard year for social ads due to the election and restrictions put on by Facebook for advertising, but we were able to do a shortened campaign that still led to lots of impressions and engagement.

Telemarketing/texting Tactics

- Creative use of student callers
 - Center open all day for drop in calling for projects that had matches
 - Average of 90 donors
- Switched to texting in 2020
 - Targeted monthly donors for an additional 1 time gift.
 - 12,000+ texts sent
 - 9% response rate

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In years past, our call center was open all day. This year with the closure of our call center, we utilized texting on GTMD, prioritizing units with matches just like we would in the call center.

One of most successful texting campaigns ever was texting our monthly donors asking for a second gift on GTMD. Monthly donors had the highest response rate (17% vs 7% other texts that day), highest rate of recipients asking for the link (40% vs 18% for other texts that day), highest “already gave rate” (14% vs 10% for other texts that day) and the lowest opt out rate (6% vs 17% for other texts that day) and the

Telemarketing numbers from 2017-2019

Texting could do more with more people to help with texting

Smaller more targeted/niche pools lead to higher gifts

Unit benefits of GTMD



GTMD has built a culture of philanthropy among faculty and staff at our college.



GTMD gives our [AG] team and development a level recognition and access to leadership and dean we would not get otherwise.



GTMD has introduced philanthropy and fundraising on the department level. Before GTMD departments did not want to do any type of fundraising [...] now many do an additional appeal or CF campaign at a different time of the year.



GTMD introduces philanthropy to students sooner and allows for philanthropic participation without having to make a gift.

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According to our unit partners the greatest benefits of GTMD on their unit are:

- Building a culture of philanthropy among faculty and staff at the unit level.
- Introducing philanthropy and fundraising on the department level. Before GTMD most departments did not do any type of fundraising and were overall uncomfortable asking alumni for money. Now many fundraise on GTMD and do an additional appeal or crowdfunding campaign at a different part of the year. It helped department heads take the first leap into asking for money, asking development for help/advice when needed, and gaining the skills and confidence to move forward independently and fundraise on their own. Example: Forest resources example from CFANS: Super opposed/uncomfortable asking for money- finally lamented and did GTMD and raised \$2500 and now does two additional asks a year- one appeal and one CF campaign.
- Builds and awareness and trust of the development and annual giving teams to other teams, departments and staff. Development has become

- more approachable and trustworthy because GTMD has forced collaboration between teams and has had proven results and success.
- Introduces philanthropy sooner to students and recent alumni. Allow philanthropic participation without having to make a gift.
- Acquiring new donors who are not giving via main marketing channels (mail, email, and telemarketing).
- Interest in GTMD and philanthropy from other teams, departments, and faculty and staff grows more and more every year.
- Gives annual giving and development recognition from Dean and other leadership within the unit that they usually would not have the opportunity to get otherwise.



Measurable benefits of GTMD

- 
- Build major gift pipeline
 - Grow number of renewable donors
 - Increase in second gifts and number of gifts/year
 - Increase in donor retention
 - Increase faculty and staff giving
 - Grow number of recurring donors
 - Grow number of loyal and lifetime donors
 - Enable departments and small groups to fundraise economically and with support
 - Increase number of social media followers
 - Social media engagement in the weeks leading up to and day-of

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Intangible benefits

- 
- Build a culture of philanthropy on campus
 - Build excitement around philanthropy with all donors & prospects
 - Social media engagement
 - Interdepartmental collaboration and creation of shared goals
 - Program faculty and staff participation in philanthropy
 - Student engagement/awareness in philanthropy
 - Spread awareness of impact stories
 - Build collaborative and positive partnerships with unit partners
 - Able to experiment with new ideas on social media
 - Building a strong video library for any future use/reuse
 - Strong day for influencer marketing

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-building community

-Creating friendly competition and gamification around fundraising

Interdepartmental collaboration (communications, development, department staff)

Recommendations

- Continue participation in our state's giving day and add our own day in the spring
- Continue to promote GTMD as an online day of giving
- Implement and invest in a more robust GTMD online retargeting campaign
- Expand our Facebook Live broadcasts with new features/technology
- Continue to support departmental level campaigns on GTMD
- Use GTMD as an opportunity to encourage faculty/staff participation
- Focus on annual giving level donors during GTMD to continue participation growth
- Focus spring giving day around themes that are in line with U of M priorities

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Second giving day proposal

Concept: A spring giving-day campaign focused around 1-3 U Wide priorities. Would include a postcard mailing, social media ad campaign, and email marketing campaign targeted at a smaller audience to boost participation.

Purpose:

- Increase participation from a target audience (ie young alumni/recent graduates).
- Generate excitement and urgency with a second day of giving that focuses on U-wide priorities.
- Provide an engagement opportunity and message that is separate from one that is on the unit level.
- Acquire new donors and encourage second gifts.

Timeline: Sometime in spring (April: maybe Springjam, maybe Earth Day)

Potential cause/fund ideas:

- George Floyd/DEI
- Food Shelf
- Environmental (Beautiful U Day, U Pride Day)
- Mental Health
- Scholarships
- Student emergency
- Textbooks

Potential target audiences:

- Young alumni/recent graduates
- Students
- Nondonors with interest in cause/fund (prospect management scores)
- Past donors to similar cause/fund
- Past GTMD donors

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Second giving day proposal (cont)

Strategy:

Postcard Mailing with QR code/creative needs

Social Media Campaign

- 6 week campaign
- Focused on finding a new audience
- Use of videos created specifically for these funds, with a focus on creative/engaging content
- First 4 weeks of campaign spent on gathering interested donors
- Final 2 weeks of campaign push towards making a gift, remarketing to people in the initial campaign.

Email Marketing

- 3 emails sent over 6-8 week period
- Reuse video content created for social media campaign
- List to be targeted based on Annual Giving priorities.

Texting

- Texting audience to people who opened either of the first 2 emails

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