



Digital Fundraising

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Defining Digital Fundraising

- ❖ Emails/E-Solicitations
- ❖ Social Media
 - ❖ Facebook
 - ❖ Twitter
- ❖ YouTube
- ❖ Purls
- ❖ Blogs
- ❖ Mobile Giving
- ❖ Anything Missing?

Lessons Learned

- ❖ Engage donors
- ❖ Go in with a strategy
- ❖ Coordinate and leverage other fundraising efforts
- ❖ More targeted = more successful
- ❖ Effective stewardship and cultivation tool
- ❖ Timely
- ❖ Track results

Engage Donors

Allow donors to share their stories and promote their giving

- ❖ [Donor Stories](#)
- ❖ [Share giving on social media](#)

Go in With a Strategy

Participation vs. Average Gift

- ❖ Retention rate data
- ❖ Upgrade rate data

Coordinate and Leverage Other Fundraising Efforts

Carry message/theme through multiple solicitations

- ❖ Cultivation Pieces, Direct Mail, e-solicitation
- ❖ Educational Video, solicitation phone calls

More Targeted = More Successful

Click through and viewing rates increase
with a more targeted approach

- ❖ [Women's Giving Circle Valentine](#)
- ❖ [Alumni married to alumni card](#)
- ❖ [Pursuant: Athletic Fundraising](#)

Effective Stewardship and Cultivation Tool

Cost effective way to educate, cultivate and steward your donors

- ❖ First Time Donor Package – [Thank you video](#), [Survey](#), [handwritten note](#)
- ❖ [Thank you e-postcards](#)
- ❖ [Holiday Card](#)
- ❖ E-Newsletter

Timely

Allows you to keep your donors up to date

- ❖ Campaign Extension Kick Off
- ❖ Announcing new faculty/staff

Track Results

Incorporate tracking techniques to help develop future strategies

- ❖ [Develop a tracking report](#)

Contact Information

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