SOLUTION of the MONTH

As the 2016-17 academic year comes to a close, Pledgemine is pleased to award the June 2017 Solution of the Month to Lucy Gage and the team at Texas Christian University! As the Direct Marketing Coordinator in the Office of Loyalty Giving at TCU, Lucy oversees content creation, design and production of direct mail projects to support donor campaigns.

It's been said that "nothing succeeds like success". In other words, momentum can be vital to the successful outcome of a strategic campaign. To get the ball rolling on this year's TCU Gives Day, Lucy and her team supported the campaign with a targeted, segmented direct mail piece to generate momentum! The main result of this multi-channel approach was impressive: The direct mail piece generated 172 gifts from Prior Year donors and alumni LYBUNTS and definitely jump-started the campaign!

The Pledgemine Solution of the Month program continues to highlight innovative concepts and solutions. Thanks to a rapidly growing and highly innovative community of clients, the Solutions Library has become an indispensable resource for fundraising ideas at more than 350 institutions across the country. In combination with the existing portfolio of exceptional samples, this latest addition to the Solutions Library is being shared to inspire future projects and continued innovation.

VOLUME 17 SELECTION

TEXAS CHRISTIAN UNIVERSITY





Small Trifold

FLAT: 6.125" x 13.5"

Stock: White 80# Cover Super Smooth BRE: #7 (folded & nested)



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GIVING DAY APPEAL

TEXAS CHRISTIAN UNIVERSITY



Giving TROG THING

Dear Brian and Ashleigh. Your participation has helped past TCU Gives Days be a hug - we can't thank you enough! We thought you should be the

You have the special opportunity this year to give early and be counted as one of the first dions for our 3rd annual TCU Gives Day hou return the enclosed envelope and reply card with your give and you will put us one step clears to our goal of TOO doness on November 17. Or, if you prefer to make a gift online, please go to

Stay up-to-date on this year's TCU Gives Day at our new and improved website, tragingesids/star.edu. Join us there on Novem 17 for fun social media challenges, webcarsts about inspirationa programs from across the University, TCU-thermed games and information about increasing the impact of your gift through challenges from other TCU donors!

Inspires you - our current and Freg students thank you!	Make a gift of any size to the University	C \$150	3150 3100 375 00her
Day I CHECK	program that inspires you - our current and future Horned Frog students thank you!	D PHONE	To give by phone, call us at [817] 257-7800.
D CARD	"To be counted as an early TCU Gives Day donor with will need to be received by	D CHECK	Enclosed is my gits of 8 payable to Texas Christian University,
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AN INTERVIEW WITH TCU

LUCY GAGE DIRECT MARKETING COORDINATOR

I am the direct marketing coordinator in the Office of Loyalty Giving at TCU. I manage all of the direct mail and email solicitation and stewardship that comes from our office, from writing and creating content and working with designers, to managing any production and mailing.

Q Is this a new design/concept/format or have you used it before?

A This is our second year of having a direct mail piece for TCU Gives Day, but this was the first self-mailer. We wanted to test whether it was more effective than just the standard "ugly betty" we sent last year.

66 Direct mail is a vital part of our TCU Gives Day marketing effort.

Q Can you share the specific objectives that you had for this campaign?

A First objective was to get some early gifts in the door for our giving day. We wanted to be able to load in gifts when our giving day started, so we could begin with momentum. The second objective was just to increase recognition for our annual, 24-hour giving day and act as another reminder of the date and goal for the day. We prioritized sending this to people who we did not have good email addresses for, so they were most likely missing our other communication via email and possibly social media.

Q What factors influenced your decision to use this format? Any constraints or challenges?

A We wanted to try a self-mailer that would be colorful and stand out in the mail.

Q What was the size of your intended audience? What percent is this of your entire database?

A We sent this to about 5,000 people. It's a small percentage of our database – we have about 88,000 living alumni.

Q Was segmentation an important part of your strategy? How?

A Yes. We had 2 segments for this piece: people who gave last year during TCU Gives Day, and alumni LYBUNTs.

Q Did you achieve your objectives for this mailing? Can you share results to date?

A I think so. We surpassed our 1,000 gift goal for TCU Gives Day, and I think that this piece definitely contributed to that. Our response rate was about 3%, but that equals to 172 gifts; pretty significant when your goal is 1,000!

Q Do you have any other noteworthy insights or conclusions that relate to this campaign?

A Direct mail is a vital part of our TCU Gives Day marketing effort. Even if our response rate is lower than we would hope for, we think it serves as a valuable reminder and promotion piece. Someone who receives this piece may not choose to give early with the BRE, but they may stick it on their fridge so they remember to give on the giving day – which works for us! We will continue to do this piece, and will continue to mix things up to see what works.