

GIVECAMPUS

Top 5 Reasons to Add Targeted Initiatives to Your Fundraising Strategy



Fundraising is really about relationships

Understanding who **people are and why they give** is essential to increasing both donors and dollars. After all, fundraising is really about relationships and—if you truly want to build a connection with someone that's lasting and meaningful—you need to get to know them first.

For example, you wouldn't ask an acquaintance that you barely know to drive you to the airport at 6 a.m. First of all, it's a huge imposition. Second, it's a bit presumptuous: you'd be assuming they have a license, access to a vehicle, and that they actually want to do you a favor. Nine times out of ten this new acquaintance would politely decline your request (and promptly block your phone number). And, that's sort of what happens when you reach out to a donor you don't know and ask for something they either don't care about or don't have the method or means to support.

Donor-centric appeals always win the day

That's why we at GiveCampus advise our partners in educational advancement to make targeted initiatives part of their everyday fundraising strategy. Whether your institution raises most of its dollars via the annual fund or through a variety of events and campaigns throughout the school year, targeted donor requests are key to maximizing your results.

By tailoring your appeals to specific audiences—such as alumni celebrating a reunion—you can connect to your donors on a deeper level. It's an opportunity to show them that you understand who they are and what matters to them. Donor-centric campaigns that go the extra mile to make that intimate connection inevitably win the day.

Let's get started

In the pages that follow, we'll show you how a tailored approach to fundraising can help you:

- [1. Cultivate new donors](#)
- [2. Increase giving amounts](#)
- [3. Identify potential sustainers](#)
- [4. Attract mission-driven volunteers](#)
- [5. Meet the moment](#)

1. Cultivate new donors

Targeted initiatives offer a unique opportunity to engage those audiences who maybe haven't responded to previous broader appeals.

Consider this: Perhaps some prospects aren't giving to your general fund because the request is, frankly, too general.

Studies show that young alumni in particular want to know where their support is going and what it's impacting. At GiveCampus, we've seen our partners successfully cultivate new donors simply by reframing their annual fund appeals in a way that highlights donor impact more clearly. Explaining how dollars are applied to specific needs—such as financial aid or campus beautification—may be all the motivation some prospective donors need to open their hearts and pocketbooks.

66%

Nearly two thirds of millennials track results for the causes they support.

Source: FIDELITY Charitable

2. Increase giving amounts

Relevance drives engagement and engagement drives conversion. Targeted initiatives are especially effective when they align with your donors' passions, identity, and/or capacity. For example, parents are an important and often overlooked constituency. Segmenting your annual fund appeal to include a parents' challenge is a great way to engage an audience that you know already has a vested interest in the success of your institution.

Likewise, if you know of a parent that's both willing and capable of contributing at a higher level, you can engage them directly with a personalized giving form that includes a custom ask amount. In either case, how a donor responds to a targeted appeal may help you to identify new wealth potential or zero in on a new major gift prospect.

4.7x larger

Blair Academy targeted a campaign specifically towards parents and witnessed a 4.7x larger average gift size than their general Giving Day.



3. Identify potential sustainers

Targeted initiatives can also help you acquire those elusive and coveted recurring donors. In one of our favorite partner campaigns from 2021, **Swarthmore College leveraged a fun Back to the Future-themed appeal** targeted at Young Alumni. It was a nostalgia play that wouldn't necessarily work for a broad audience but absolutely resonated with the College's youngest alumni.

A short video starring a beloved instructor as Doc Brown introduced the campaign which featured a tailored, recurring gift request for the annual fund. The "Back to Swatober" Young Alumni challenge featured a \$500 donor match for every \$5 monthly commitment. More than 400 donors gave to the campaign, and a whopping 25.1 percent of them made recurring gifts. By comparison, just 7 percent of gifts to the College's broader community-wide campaign were recurring.

650% more

The expected lifetime value of an indefinite recurring gift is 650 percent more than for one-time gifts.

4. Attract mission-driven volunteers

Volunteers are more excited to advocate for causes that they care about—and attracting passionate ambassadors can help you expand the reach of your campaigns exponentially. Produce targeted, relevant content that aligns with their passions and volunteers will happily amplify it, getting the word out to peers in ways that are organic and viral.



3x more likely

People are 3x more likely to open an email from a volunteer than from a school.

5. Meet the moment

Targeted outreach allows you to meet donors where they are—whether it's a campaign that's aligned with something personal that may be happening in their lives at that moment (like Covid-19 initiatives) or an impromptu appeal to meet an urgent campus need (like when a fire struck a sorority house at Marietta College). These are very specific targeted initiatives that you can deploy quickly to rally your community when every minute counts.

To speak to a fundraising expert, please visit: info.givecampus.com/schedule



44% more likely

People who land on a fundraising page by clicking a peer-shared link are 44 percent more likely to give.

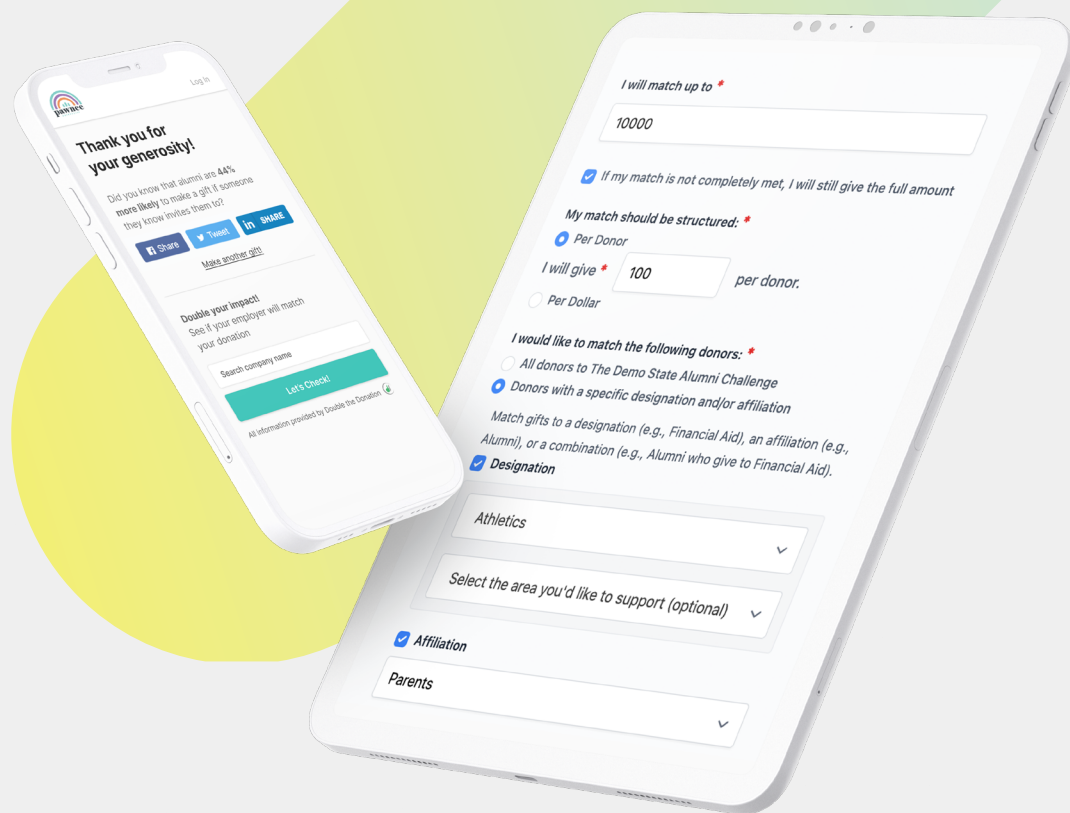


About GiveCampus

GiveCampus is the world's leading digital fundraising platform for education. Trusted by more than 1,300 colleges, universities, K-12 schools, and millions of donors, our mission is to advance the quality, the affordability, and the accessibility of education.

We provide software, services, and expertise that help schools raise more money, from more people, at a fraction of the cost of other fundraising methods.

To see GiveCampus in action, please visit:
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