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2010

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Project:	Allegheny College Young Alumni Challenge
Vertical Market:	Education
Business Application:	Direct Marketing/Direct Order

Business Objectives

Allegheny College is a national liberal arts college located in Meadville, PA with a student population of approximately 2,100. Allegheny, like many colleges, had been treating its young alumni the same as the rest of the alumni population. However, they were finding that this segment needed to be engaged in a different manner.

Working with their service provider, Pacesetter Enterprises, a cross-media campaign was developed to connect with young alumni. The goals of the campaign were to:

- Increase the engagement level of young alumni
- Increase participation rate from young alumni in the Annual Fund drive

Results

Allegheny College was very pleased with the response to this campaign.

- Raised \$3,725 from 66 donations to the Annual Fund
- 32% of the donors increased their gift size compared to the previous year
- Increased the number of donors from the young alumni segment by 11%

Campaign Architecture

The campaign strategy was to create a competition among young alumni to see which class year would have the highest participation rate (number of donors). The fiscal year was already underway when the challenge was created, so special attention was given to those alumni who had already made a contribution to the college's annual fund.

The campaign used variable direct mail, email and personalized landing pages.

Direct mail: A personalized direct mail piece was sent to all young alumni. The piece consisted of an 18" x 6" self-mailer that folded to 9" x 6". There were a total of 21 variables in the direct mail piece including copy and imagery. The personalization focused on the recipient's involvement at Allegheny, graduation year, and donor status.



520 N. Main Street, Meadville, Pennsylvania 16335

Kim Gross
759 Roble Road
Allentown, PA 18109

Show your class spirit at
KimGross.AlleghenyTopClassChallenge.com



Bob Jones gave already


Mary Smith gave again.

John Brown gave, too.

There is strength in numbers.

Years of Drama Club.
Dozens of hours committed to Honor Society activities.
Member, Class of 2003.

Kim, make your impact stronger at
KimGross.AlleghenyTopClassChallenge.com



Our strength is your strength.

When you give to the Allegheny College Annual Fund, you don't just fortify programs, teams and facilities. You also help maintain and grow the reputation of the college – and your degree.

ALLEGHENY COLLEGE

2000?
2001?
2002?
2003?
2004?
2005?
2006?
2007?
2008?

Kim,

This is your opportunity to prove what you've known all along – that the Allegheny College Class of 2003 is the strongest of all!

This year, we're challenging your class to claim the right to call yourselves Allegheny's Top Young Alumni Class by giving \$75 each to the Allegheny Annual Fund. The more class members who donate, the closer you'll be to calling yourselves the Top Young Alumni Class!


With your gift, you'll help nurture Allegheny organizations like the Drama Club and help students pursuing a Chemistry degree.

Please consider giving to the Annual Fund to make your class and every one that follows as strong and successful as they can be. And remember – any donation amount, small or large, is important and deeply valued.

Which class will win the Top Class Challenge, Kim?

Keep Allegheny College going strong with a donation! Just visit KimGross.AlleghenyTopClassChallenge.com today!

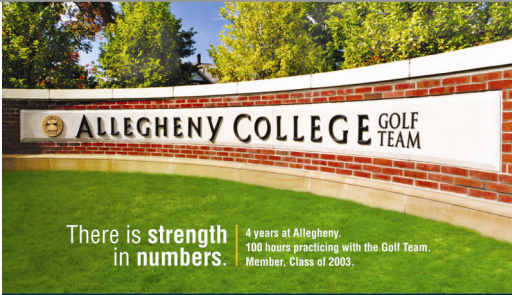
PS: Thank you again for your previous 2008-2009 gift. We deeply appreciate your generosity, and we hope you'll consider becoming a part of this special Top Class Challenge by making another donation and helping your class stay on top!



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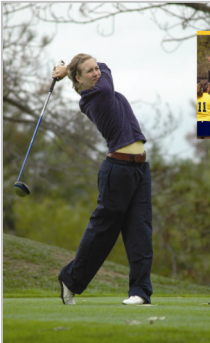
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4 years at Allegheny.
100 hours practicing with the Golf Team.
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This year, we're challenging your class to claim the right to call yourselves Allegheny's Top Young Alumni Class by giving \$75 each to the Allegheny Annual Fund. The more class members who donate, the closer you'll be to calling yourselves the Top Young Alumni Class!

With your gift, you'll help ensure that Allegheny sports programs like the Golf Team get everything they need to maintain their sharpest competitive edge.

Please consider giving to the Annual Fund to make your class and every one that follows as strong and successful as they can be. And remember – any donation amount, small or large, is important and deeply valued.

Which class will win the Top Class Challenge, Kim?

Keep Allegheny College going strong with a donation! Just visit KimGross.AlleghenyTopClassChallenge.com today!

PS: Thank you again for your previous 2008-2009 gift. We deeply appreciate your generosity, and we hope you'll consider becoming a part of this special Top Class Challenge by making another donation and helping your class stay on top!



Email: An email announcing the Top Class Challenge was sent to alumni just before the direct mail piece was delivered. After the direct mail was sent, two follow-up emails were delivered. The emails were personalized with 30 variables and gave updates as to which class was in the lead for the “Top Young Alumni Class” recognition.

Web: The direct mail piece and emails contained personalized URLs (PURLs) that alumni could visit. Once there, they were encouraged to make a donation.



PURL screen shot

Target Audience and Messaging

The target audience was alumni who graduated between 2000 and 2008.

Relevant information was used to draw an emotional connection back to the college and to encourage giving. Copy and imagery focused on clubs and sports the recipient was involved with when a student. Their major was also included, along with the message that ‘supporting the Annual Fund helps fortify programs, teams and facilities and helps maintain the reputation of your degree.’

The class year of the recipient was also featured prominently throughout the mailer. The suggested donation amount was based upon an average of previous donations received by donors in that class year.

Alumni who had already given a donation received a special thank you message and were encouraged to participate in the Top Class Challenge by making another donation.

Offer

While no monetary or product incentives were given, the class winning the challenge would earn the right to call themselves “Allegheny’s Top Young Alumni Class.”

List

The list came from Allegheny’s database.

Creative and Outbound Piece

The creative was done by the service provider and used variable imagery related to the recipient’s interests while they were on campus.

Reasons for Success

Following this campaign, Allegheny College received an engagement report that classified young alumni as either high, warm or cold leads for donations. This report will be invaluable to the college in future marketing efforts.

Pacesetter Enterprises received several recognitions for this campaign earning the following 2009 DICE awards:

- First place in the Multi-channel Personalized Marketing category
- First place in the Variable Data Printing Powerhouse category

Best practices learned from this campaign are:

- **Relevant communications increase response.** By personalizing each communication with activities, sports, and education interests that alumni had while on campus, Allegheny College was able to tie into what they were passionate about. This emotional trigger resulted in increased response and donations.
- **Maintain good data on your customers.** Allegheny College has a wealth of information about its students and their interests. It was this data that allowed them to make donation appeals so relevant. In Pacesetter's experience not all organizations have this much data or it is not in an easily retrievable format.

Client	Allegheny College www.allegheny.edu Allegheny College is a national liberal arts college located in Meadville, PA with a student population of approximately 2,100.
Service Provider	Pacesetter Enterprises, Inc. www.pacesetterglobal.com Pacesetter is a full service marketing provider located in Allentown, PA. Pacesetter offers cross-channel communications and printing services to companies of all sizes as well as to the higher education industry.
Hardware	Xerox DocuColor 240
Software	Composition Engine: Pageflex PURLs: MindFireInc
PPML	Produced using PPML
Finishing	Morgana DigiCutter / Morgana Docucrease
Target Audience	Alumni graduating between 2000-2008
Distribution	3,665 direct mail pieces
Date	March – April 2008



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- Theresa Cloutier, Principal, DMM

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