



odder

ON DEMAND DIGITAL ENDOWMENT REPORTS



An  evertrue company

You ODDER Know Your Speakers



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You ODDER Know Your Speakers



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Foundation



#1

Highest-rated advancement software



1,500+

Advancement & nonprofit partners

75+

Of the Top 100 US News & World Report Universities



What is EverTrue?



We unlock the hidden potential of your entire donor pyramid.
EverTrue equips digital-first advancement teams with...



Always-fresh Data

To show you prospects
you don't know yet



Software You Need

To reach them at the
right time in the right channel



Next-level Services

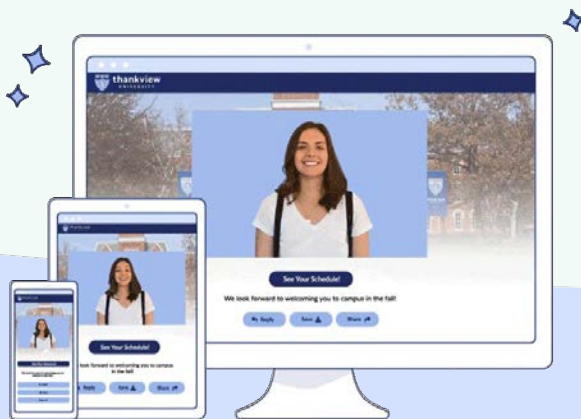
To partner for the best
possible results



The Video Platform That Builds Better Donor Relationships

Use it to

- ✓ Drive donations
- ✓ Promote events
- ✓ Send updates
- ✓ Thank supporters
- ✓ Automate outreach
- ✓ Collect video content



Must-have Features

- ✓ Collect and edit your video content
- ✓ Match your brand's experience
- ✓ Amplify your message and metrics



Closest Answer in the Chat Wins Coffee for 1 Week 🥤 🥤

1. What is the average OPEN RATE for an ODDER?

Industry average for email is 22.71%

2. What is the average CLICK RATE for an ODDER?

Industry average for email click rate is 2.91%

Digital Endowment Reports



Securely deliver your endowment reports online with ODDER. No complicated portals to maintain or new processes to adopt. Share password-protected reports paired with personalized videos to surprise and delight donors. ThankView Required.



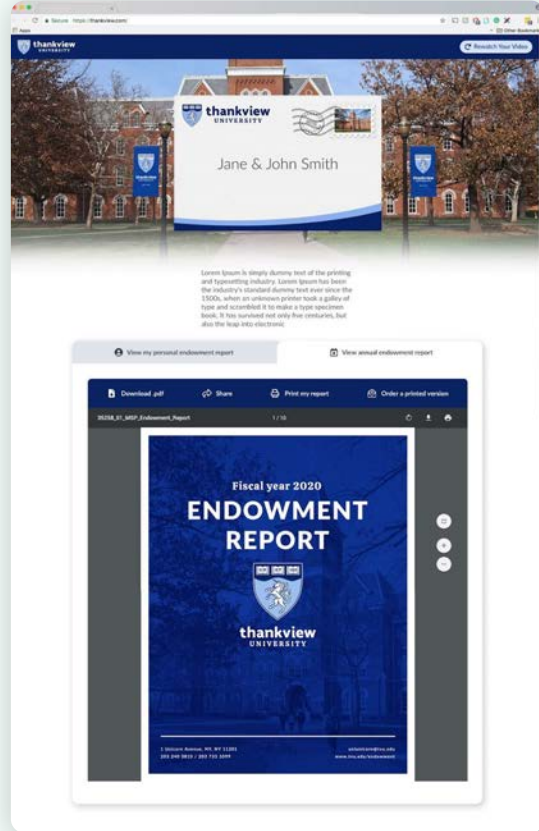
Share Reports Securely

Individual endowment report are stored and protected



Personalize Each Delivery

Allow donors to save, share, and print



Today's Agenda

1. Okay, so what is ODDER?
2. Stats don't lie: donors love digital reports
3. Best practices from Florida State, Oregon, and Whitworth
4. Live Q&A



The background features several teal-colored abstract elements: a large shape in the top right, a pattern of small triangles in the top left, and wavy lines in the bottom right. The number '01.' is partially visible in the bottom left.

ODDER in the Wild

01.

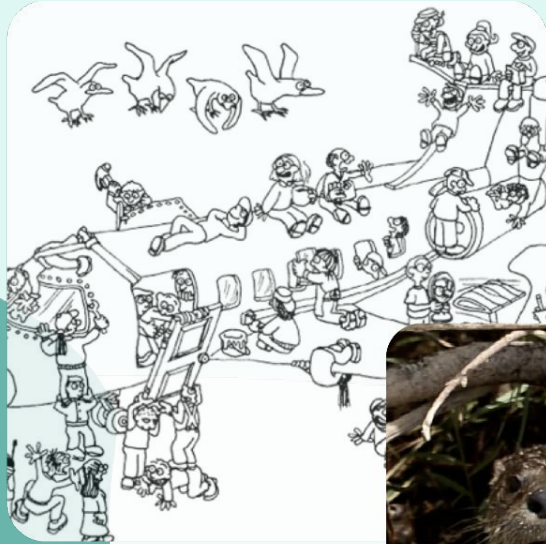
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Stop what you're doing and make ODDER a priority for your institution/organization. You will not regret it. It is easy to use, fully customizable, and most importantly you get to watch your donors engage with your storytelling and see their impact.



Shannon O'Neil,
Providence College

”



**2020, we built the plane.
2021, we decorated!**

The background features several teal-colored abstract elements. In the top left, there is a light teal shape filled with a pattern of small, dark teal triangles. In the top right, there is a solid light teal shape. In the bottom left, the large number '02.' is partially visible in a light teal serif font. In the bottom right, there are three wavy, dark teal lines.

2021 Recap

Here's What was New in '21

- 1. We grew our implementation team**
At your service!
- 2. Templates**
We have financial and narrative templates you can purchase for use with ODDER.
- 3. Lookbacks**
Let donors see their previous reports in one place.
- 4. Fundriver integration**
Connect Fundriver and deliver reports seamlessly into the ODDER platform.

**100% Success Rate
on Deployments**



Metrics that Matter: 2021 Open Rates



Highest Open Rate: 87%
Average Open Rate: 68%

Tip: Make it personal!
Did you know you can use merge fields in subject lines? Make your subject line personal by adding the recipient's name to increase your open rates.



Metrics that Matter: Click Through Rates



Highest Click Through Rate: 72%
Average Click Through Rate: 44%

Tip: Trim Your Content

Donors want us to deliver meaningful information in a concise format. Cut down those overview pieces, consider breaking your narrative and financial reports into two deployments.



Metrics that Matter: Video Watch Rates



Highest Watch: 78%

Average Watch: 42%

Tip: Closed Captioning

Add closed captioning to your videos directly in your ODDER portal for increased accessibility and watch rate!

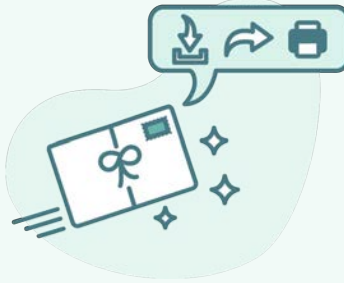


Let odder Do the Work



**Allow us to merge PDFs
for you**

Think about the hours, grief, and
money you can save



**Allow us to print and mail
your non digital reports**



**Consulting and project
management services**



Client Spotlight

03.



FSU



FLORIDA STATE
UNIVERSITY

Kimi Wilcoxon

FSU Foundation Report on Giving



FSU + ODDER:

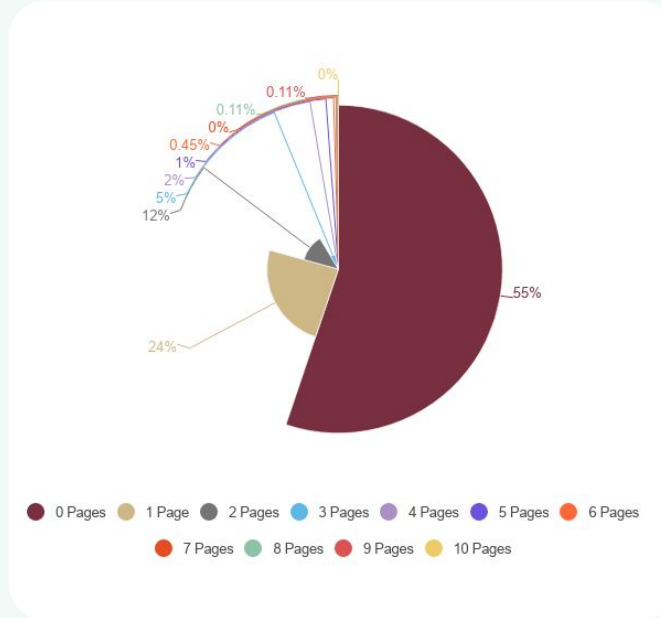
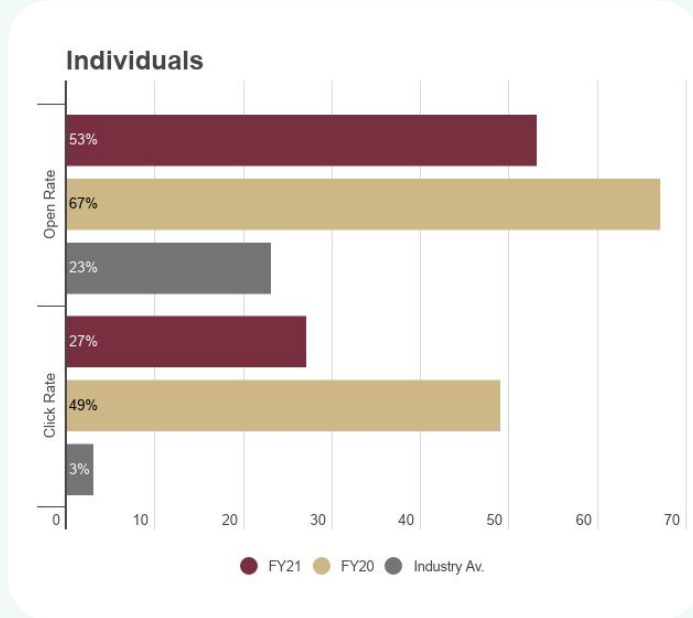
1. Two years digital
2. Rebranded to Report on Giving
3. Two versions—with and w/out endowment report
4. Over 3,000 emails sent last year
5. Almost 80% individuals

ODDER Goals:

1. Save time
2. Save money
3. Save people hours
4. Gain metrics



Sample Metrics



What We Learned *and* How We Adapted



1. Most donors did not scroll through the majority of what they received—condense and simplify
2. Place our most compelling content first
3. Shorten video length (and then shorten some more)
4. Consider breaking up content over multiple touches to increase viewership
5. Removed all introduction letters (yes, even from the president)
6. If it could be a hyperlink, it became one



What We Learned *and* How We Adapted

- 8 Utilized donor stories from throughout the year
- 9. Financials first
- 10. Cut video length by half
- 11. Scholarship/Professorship letters sent to donors in spring



Whitworth



Lisha White

Small School Success



1. | Moving to Digital-Welcomed by our donors
2. | Using ODDER Metrics to evaluate effectiveness and ROI
3. | Maximize the opportunity to create custom campaigns-using Gift Officer in increase engagement
4. | ODDER helped us:
 - a. Save time & money
 - b. Improve process and stay nimble
 - c. Target audience
 - d. Custom engagement
5. | Next Steps



Oregon



Mary Kay Hoffman



Megan Miller

UO's ODDER Experience



1. | We LOVE ODDER!
2. | In 2019, we mailed nearly 1500 endowment and donor reports and had a plan to go digital within five years
3. | Then came ODDER...
4. | Year 1: December 2020—digital delivery service of 1200 endowment and donor reports (includes endowment reports, annual donor giving summaries, unit reports, and an annual “Year in Review” report)
5. | Year 2: November 2021—digital delivery service in addition to
 - a. Endowment template design
 - b. Endowment report merge service



UNIVERSITY OF
OREGON

Outcomes



Feedback:

1. | Donors overall have shared positive feedback
2. | Handful of donors still want the paper copies, which we oblige
3. | Development staff are grateful they can digitally “deliver” reports to donors and a few are taking advantage of personalized video messages
4. | Foundation staff are pleased with the endowment template and the merge service

Outcomes



Data:

1. | Open, forward, print, etc. rates over time will help us plan for future reporting
2. | Development colleagues are given access to all data, which we prepare and share with them

ODDER as partners:

1. | Communication and ODDER Project Timeline has allowed us to plan for and launch, on time, two successful cycles of annual endowment and other reports
2. | Seeks and responds to feedback from users
3. | Regularly making improvements to services and outcomes



Outcomes



ODDER Savings:

1. | Time—saved our central office, Foundation, and units hours and hours of time during our endowment cycle
2. | \$\$\$—cost savings from not having to print and mail our reports
3. | Annual “Year in Review”—can be shared with all donors and prospects



Poll



Are you ready for a demo? We'd love to show you more.

Everyone who books a demo will be entered into a raffle to spend an hour with Lynne Wester — talk strategy, swap beverage recipes, the choice is yours!

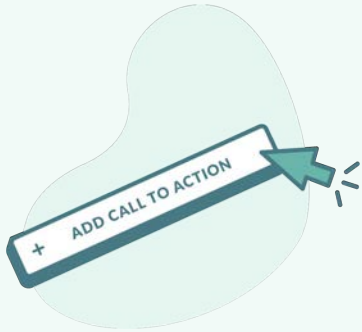




What's New in 2022

04.

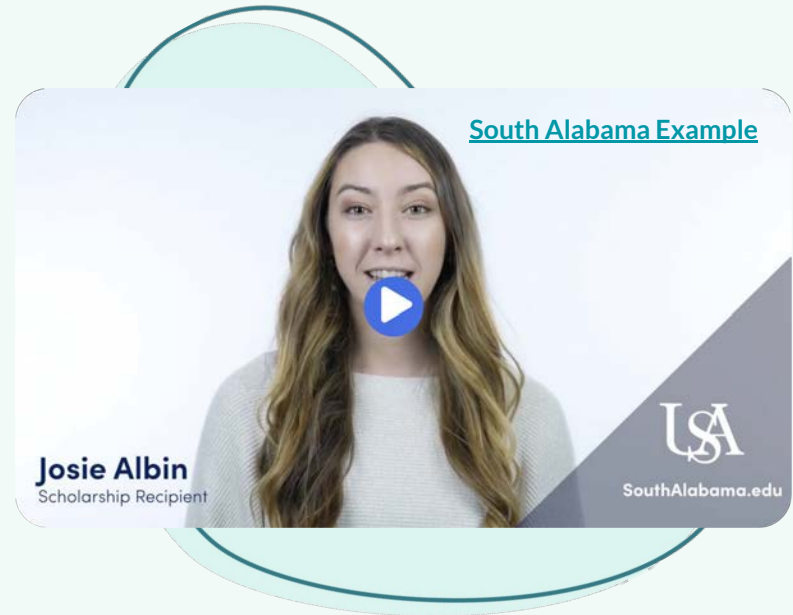
Call To Action Button



You asked for it!

You can now add a Call to Action Button at the bottom of your landing page!

♥ Want to help more students? Please visit here. ♥



Q&A

Poll



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