



Using new channels to create FOMO (and pipeline)





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Think about how we're treated everywhere.



How do you expect to hear from your alma mater?

- ✓ Text
- ✓ Phone Call
- ✓ Video Updates
- ✓ Social Media
- ✓ Congrats on Career Change
- ✓ Email event invites
- ✓ Mail
- ✓ Giving Report
- ✓ 1:1 Outreach from University Ambassadors

This is EverTrue.



Donor Experience Programs



Powerful Dashboards



Relationship Management



Endowment Solutions

Grow



EverTrue



Career Moves



Windfall

Identify



ThankView

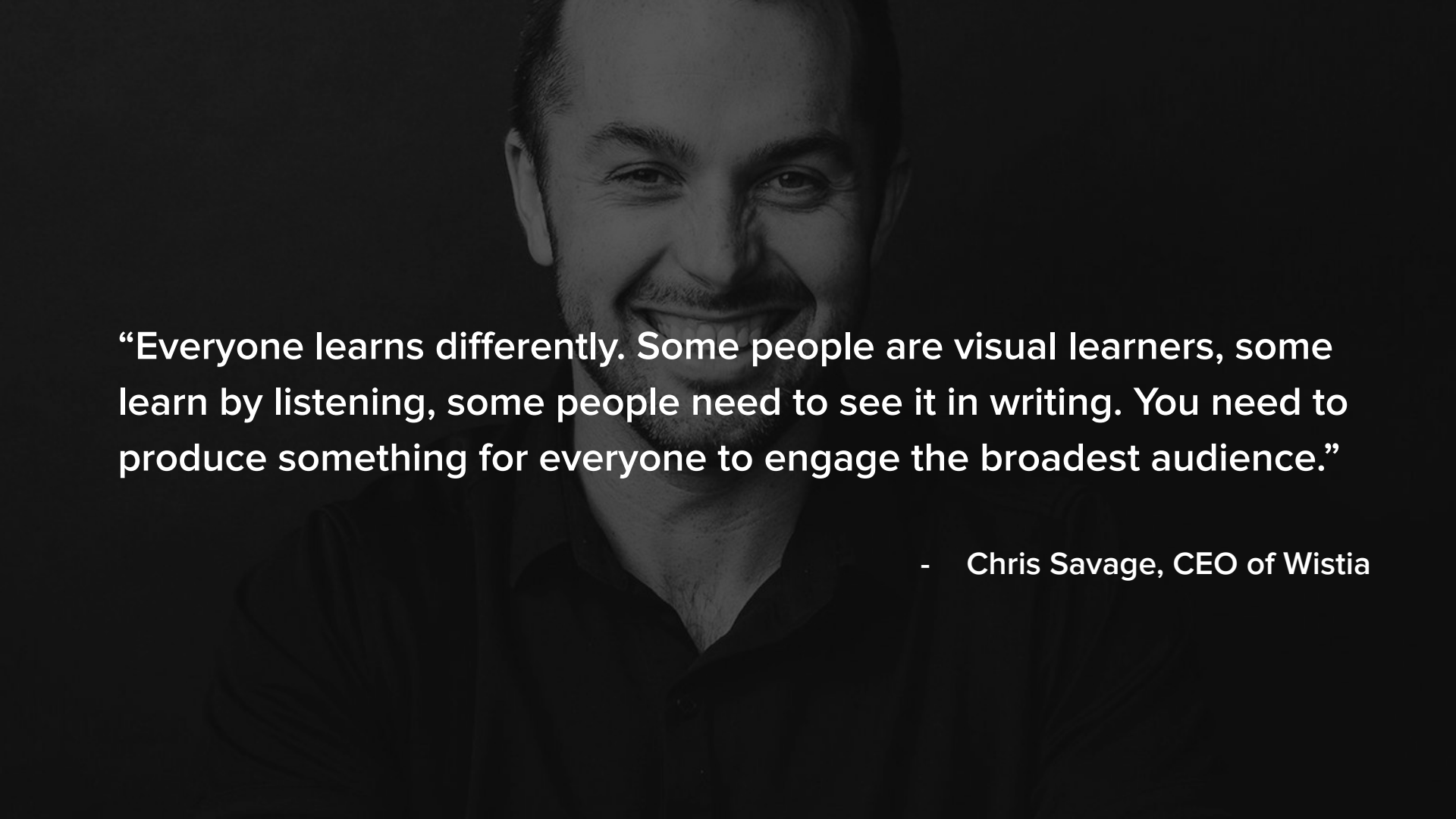


Pledgemine



Volunteer

Engage



“Everyone learns differently. Some people are visual learners, some learn by listening, some people need to see it in writing. You need to produce something for everyone to engage the broadest audience.”

- Chris Savage, CEO of Wistia



The lineup for today:

- ✓ Being new is a great opportunity
- ✓ Lessons learned from year 1 in a leadership role
- ✓ Showcasing your campus celebs
- ✓ The power of video
- ✓ Omni-channel FTW





“In your first 6-12 months in a new gig at a new org, you have real but fleeting opportunity to help the organization spot its nonsensical business practices that have become normalized.

... before you, too, assimilate!”

-David Lively, Sr. AVP, Northwestern

Ellen's Day 1 at Seattle U:



- ✓ 1st non-alum AVP of Alumni Engagement ever
- ✓ Joined alongside a brand-new SU President
- ✓ 1st new president in 24 years
- ✓ First president of color
- ✓ Waning alumni engagement

Marching orders:

- ✓ Re-build trust with alumni
- ✓ Build trust with internal team
- ✓ Engage more alumni
 - ▶ Meetings
 - ▶ Phone calls
 - ▶ LinkedIn detective work
 - ▶ Event attendance
- ✓ Share our WHY: authentic and reciprocal relationships with alums

Alums are humans, too.

- ✓ Personalization
- ✓ Transparency
- ✓ Authenticity
- ✓ Relatability
- ✓ Contact with other humans

Video matters.



Using video in cold outreach increases reply rates by **26%**.

(Source: SalesLoft)



Donor retention increases as much as **65%** when donors are thanked with a personalized video.

(Source: ThankView analysis)



81% of donors who made a gift in the last year and then received a personalized video made another gift.

(Source: EverTrue analysis)

It's a Tik Tok world and we're living in it.

8 seconds

Avg attention span in 2022

(source: devrix)



100 minutes

Avg time spent per person per day watching video content
([source: oberlo](#))



1.5BB

Active Tik Tok users in 2022



60,000x

Our brains process images 60,000x faster than text

Inspiration: Monthly video updates to alumni community



Year 1 goals:

- Rebuild Alumni Engagement Office
- Travel to 5 major markets with President Peñalver
- 3 signature events in Washington state
- Get 250 alums to join Seattle U Night at the Mariner's Game

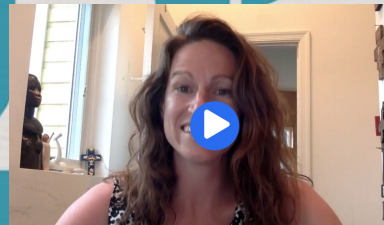
Step #1:
Find your biggest fans.

Getting the word out from local alums

Redhawk Reception



Bay Area

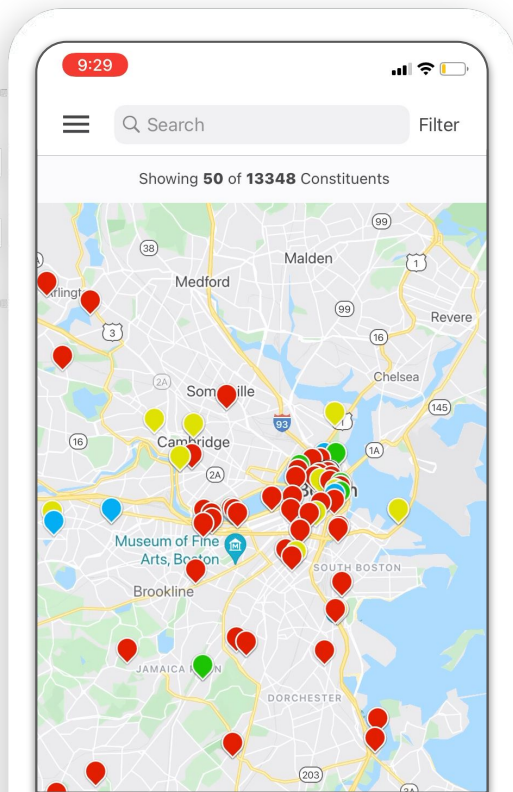


Washington, DC



Honolulu, HI

Get more donors on the map



Mrs. Virginia Osborne
Alumni - Class of 1996
Remote Id: 1431717231HKGA

[Contact Virginia](#) [Actions...](#)

SUMMARY CONSTITUENT INFO ENRICHMENT ENGAGEMENT GIVING INTERACTIONS PROPOSALS

LIFETIME GIVING
\$2,150
In total gifts

LAST GIFT
\$45
3 years ago
Giving Pattern: SYBUNT

ASSIGNMENT

Julia Sementilli
Primary Solicitor
(+10 more)

FACEBOOK
100
Constituent not matched

Recent Interactions [Add interaction](#)

EverTrue Comment
Julia Sementilli You should meet with Virginia during your next trip to Boston!

09/27/2021
Christina Chalmers

Social

Google "Virginia Osborne..."

Find on LinkedIn



**SEATTLE UNIVERSITY
TICKET SPECIAL** TICKETS STARTING AT \$23

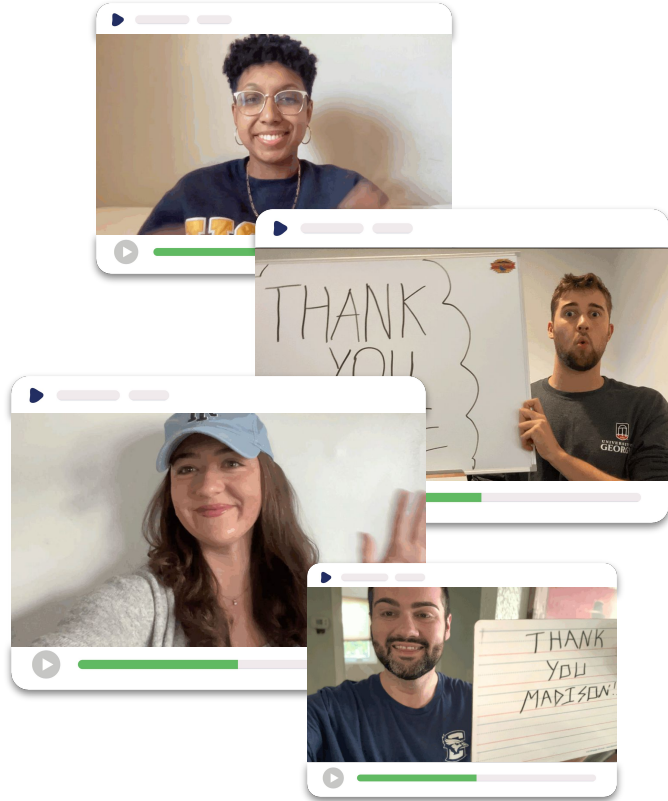
MONDAY, AUGUST 8
7:10 PM **NYC** vs. **S**

Price Includes Mariners-Themed T-shirt



Step 2: Choose your moment, and build towards it.

Use video to promote all the things that punctuate the year



- ✓ Giving days
- ✓ Athletic events
- ✓ Reunions
- ✓ Commencement
- ✓ Campus celebrations



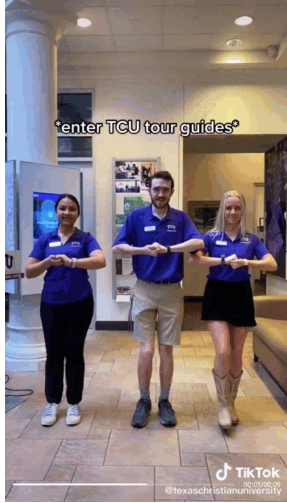
Step 3:
Choose your campus celeb
(and set them at ease on camera).



SEATTLEU

evertrue

Who are your campus celebs?





100%

portfolio coverage of 20,000 donors

300+

warm leads passed to Donor Experience Officers

4,000

donors retained since program launch – a 12% increase

\$700k

increase in amount raised year-to-date since launching

TCU Gives Day 2022

54.2% open rate
(more than 2.5x the
industry average)



**31% of all TCU Gives
Day donors were in a
DX:CC portfolio**

(4 in 5 made their first
gift of the FY)



**Identified 52 engaged
& unassigned donors
with major gift
potential, creating
\$5.2M in potential
pipeline**

Response

Reactivation

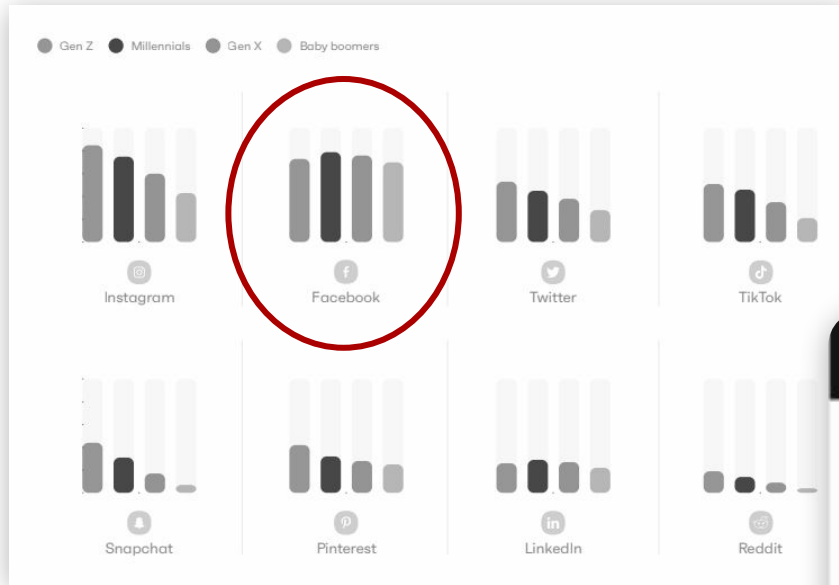
Pipeline

Ellen's production tips

- ✓ Quiet room
- ✓ iPhone
- ✓ Ring light
- ✓ Microphone
- ✓ Background

Step 4:
Take it to social
(and track engagement)

Facebook



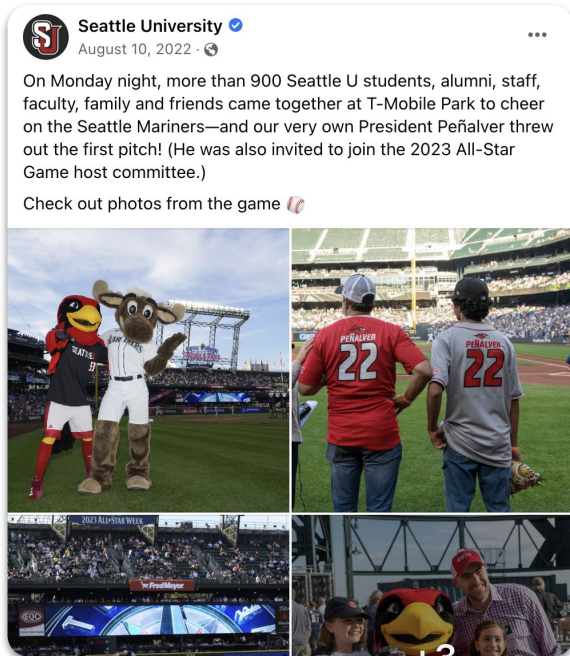
Top 3 reasons consumers give for using Facebook:

Facebook/Facebook Messenger

- 1 Message friends/family
- 2 Post/share photos or videos
- 3 Keep up-to-date with news/the world

Smart

Facebook engagement in EverTrue



Matched Constituent Stats	
242	Engaged Constituents
241	Reactions
7	Comments
\$3,556,303	Total Lifetime Giving
\$14,695	Average Lifetime Giving

Step 5: Follow-up and generate pipeline

1:1 post-event follow-up at LA Tech

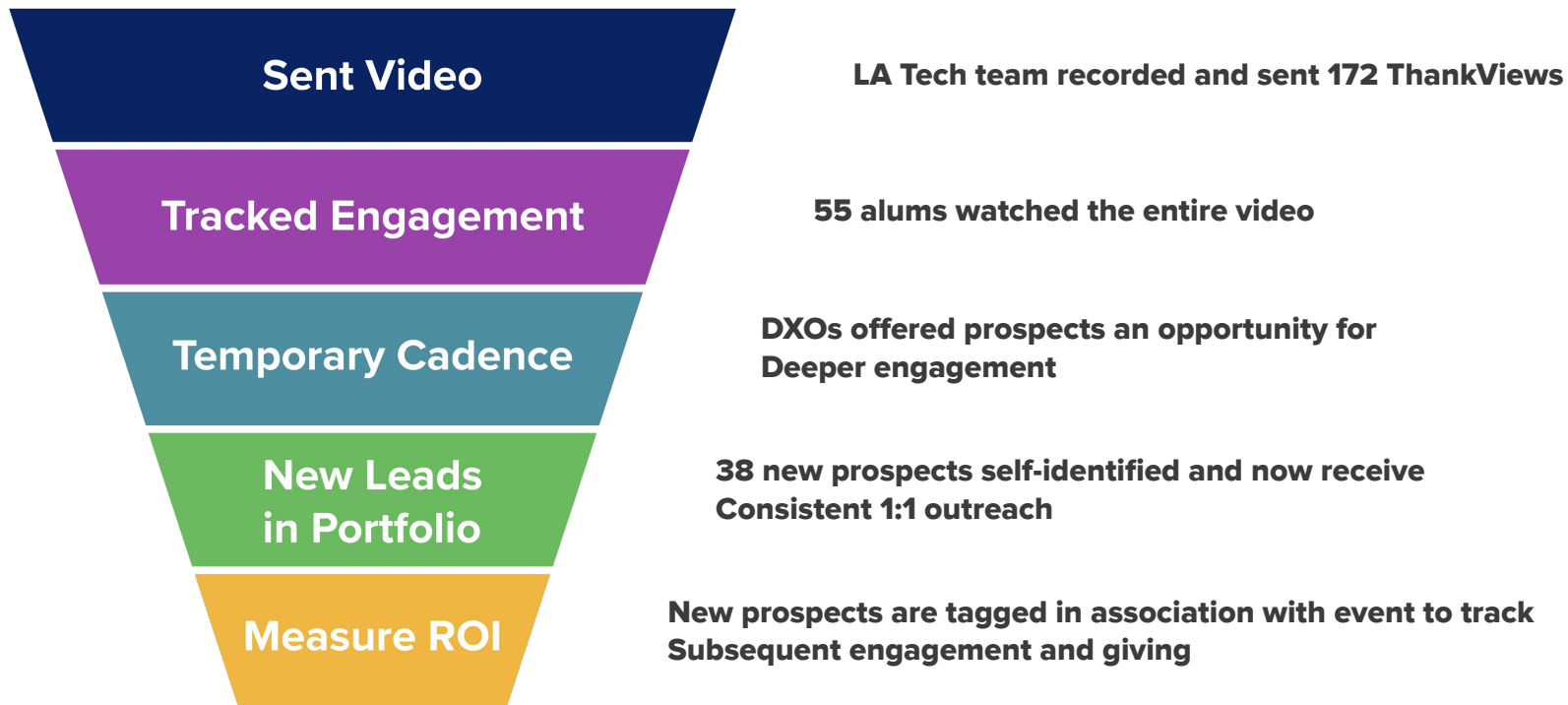


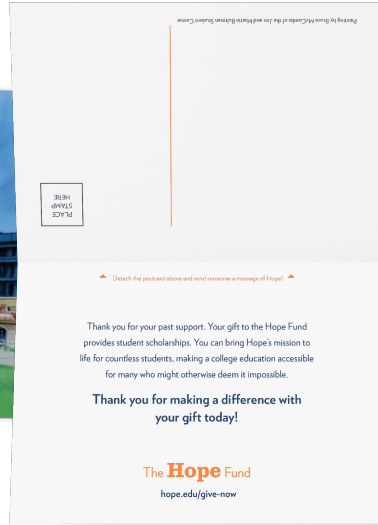
Thanks for coming! Let's schedule a Zoom?



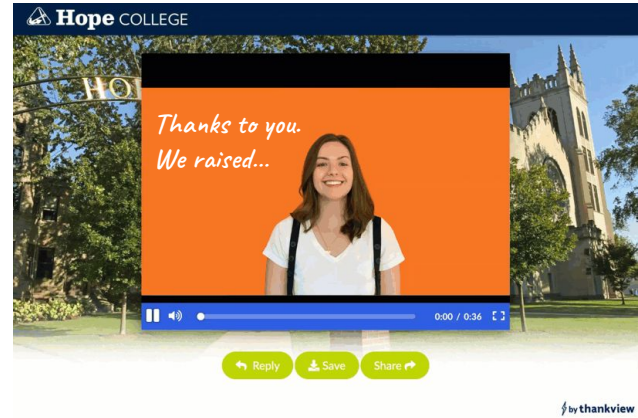
"We hate that we missed you! Can we catch up via Zoom, instead?"

The Post-Event Engagement Funnel



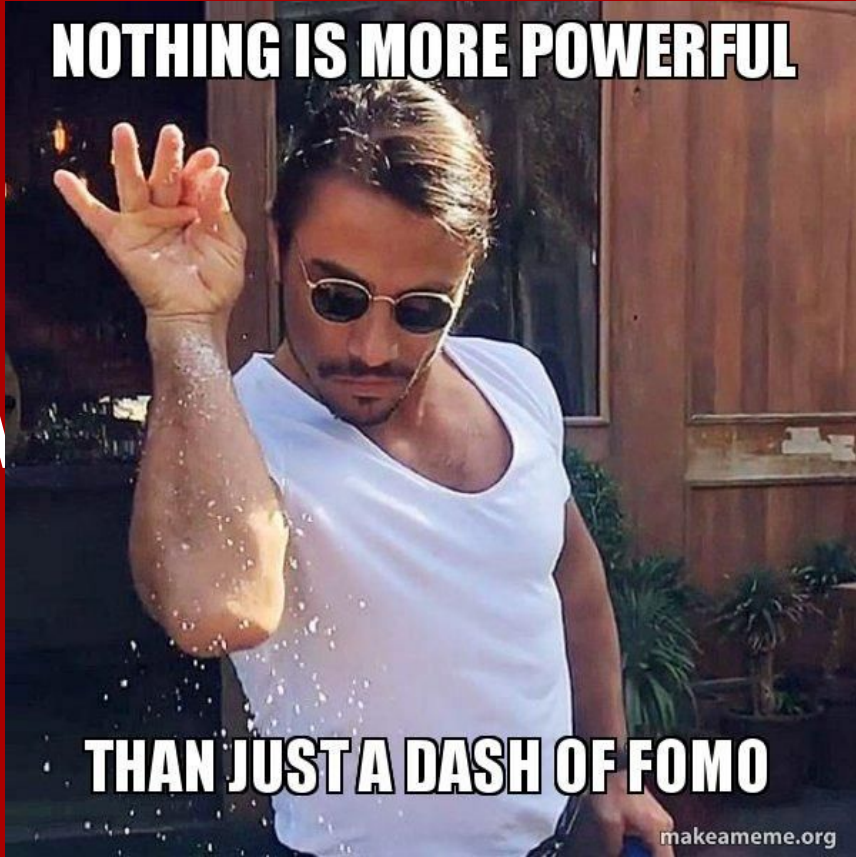


Send thank you following event via direct mail



Send event recap via ThankView

NOTHING IS MORE POWERFUL



ALW

OMO

THAN JUST A DASH OF FOMO

makeameme.org



**Event goal:
250 attendees**

**Outcome:
1,000 attendees
(sold out)**



Takeaways

- ✓ Keep the “new” mindset. Fight the urge to join the “dysfunction.”
- ✓ Partner with your campus celebs.
- ✓ Use video to amplify everything you’re already doing.
- ✓ Always be building FOMO.

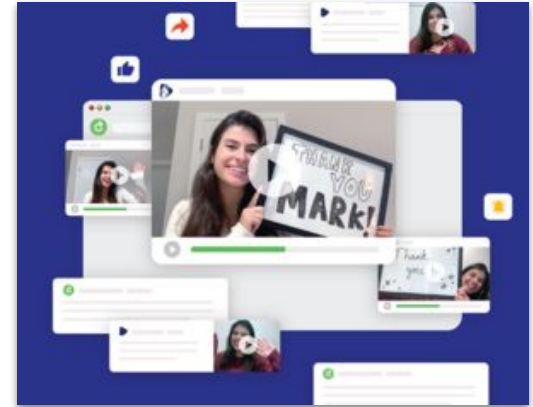
Resources to embrace the “new” mindset and become a FOMO-generating machine



Turning your best student callers into Campus Creators



5 steps to convert event registrants into managed prospects



Authentic video engagement: 6 steps to an awesome presidential video campaign



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