

## **GENERAL SESSION 1: Digital and Donor-Centered: Engaging and Stewarding Donors Online**

**Robyn White, Associate Director, Digital Marketing  
University of Minnesota Foundation**

**Session description:** More and more of our lives are lived online. It's where we pay bills, make charitable gifts, keep in touch with family and friends, and engage with organizations we love. At the University of Minnesota Foundation, we've found ways to use digital strategies to improve donor relations in a variety of ways. In this session, I will talk about a new online stewardship approach we're using with select principle-gift level donors, in which we produce customized websites to communicate the donor's impact, such as <http://landolakes.umn.edu>. I'll also talk about our digital engagement efforts, which include connecting with our audience in social media ([www.facebook.com/UofMGiving](http://www.facebook.com/UofMGiving) or @UMN\_Give on Twitter) and thanking and recognizing donors in creative ways during our record-breaking giving day in November ([givingday.umn.edu](http://givingday.umn.edu)). In addition, I'll mention a number of other donor-centered digital tools we've developed, including digital donor reports, a robust crowdfunding platform for donors wishing to fundraise for the U, and more.

**Robyn White, Associate Director, Digital Marketing  
University of Minnesota Foundation**



Robyn is the Associate Director of Digital Marketing at the University of Minnesota Foundation, where she helps shape the University's online fundraising and engagement strategy. She works on Foundation websites, special University-wide fundraising projects, and co-leads the U's annual giving day ([givingday.umn.edu](http://givingday.umn.edu)) held on Minnesota's statewide day of giving. Robyn also led the design and launch of the University's first crowdfunding platform ([crowdfund.umn.edu](http://crowdfund.umn.edu)) in 2014, which raised more than \$555,000 in 2016. Her team is responsible for managing the University's online giving systems, online donor engagement, digital marketing for major U fundraising events, and email and social media promotions. Robyn is a frequent speaker on the topic of digital fundraising and has more than 10 years of experience working in marketing. She's a #UMNproud alum, mom, and hopelessly optimistic

Vikings fan.