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Digital Stewardship: Creating a Better Donor Experience

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Digital Stewardship: Breaking through Barriers

- Limited Resources
- “But we have older donors...they don’t use the internet”
- Change resistant leadership and peers



Digital Stewardship: Breaking through Barriers

- Limited Resources
 - Analyze, utilize and amplify what you already have
 - Audit your campus area
 - Cost Collaboration



Digital Stewardship: Breaking through Barriers

- “But we have older...they don’t use the internet”
 - **FALSE!**
 - TRUE: 15% of Americans are over the age of 65. 67% of our seniors use the internet.
 - TRUE: 42% of adults ages 65+ now report owning a cellphone



Digital Stewardship: Breaking through Barriers

- Change Resistance
 - Leadership, peers
 - Just functioning
 - Lack of Awareness

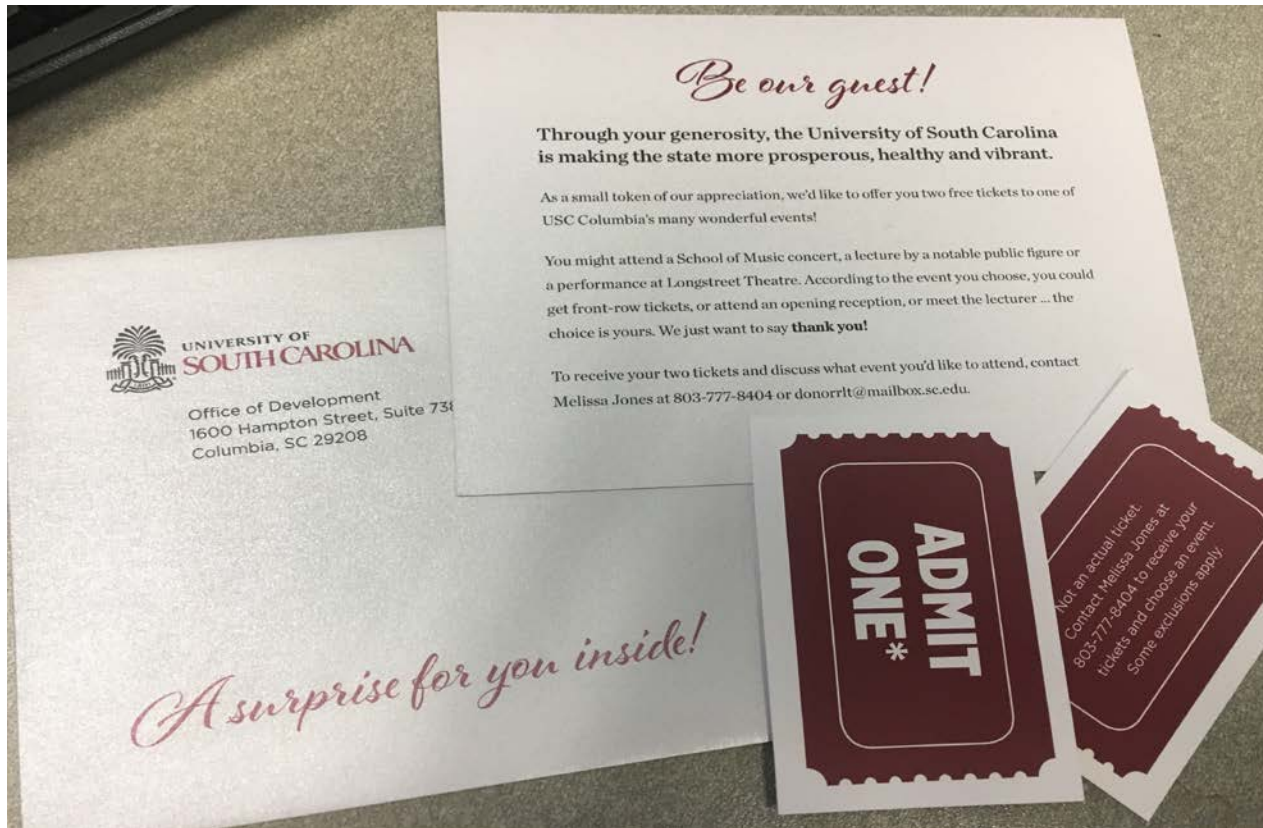


Digital Stewardship: Who, What, Where, When and Why?

- Who are our donors?
- How are our donors engaging?
- What do they really want?
- Where do they spend their time?
- When do they come to the University?
- Why do we need to change?



Digital Stewardship: Surprise Stewardship Tickets!



Digital Stewardship: Surprise Stewardship Tickets

- Pilot Program
 - 50 First Time/Loyal (25+) donors
 - Variant Ages and Gift Type
 - Mailed Tickets at start of Calendar Year (2017)
 - E-Monthly event updates
 - Individual follow-up



MailChimp

- Free e-mail service or pro (\$\$\$)
- Use phone, tablet, or computer
- Paid service gives more customizable options for your email/marketing campaigns
- Drive action to websites, giving pages, donor stories
- See instant results!



MailChimp®



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Digital Stewardship: Surprise Stewardship Tickets

Did you get your tickets from USC? Be our guest!

[View this email in your browser](#)



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Be our guest!

Through your generosity, the University of South Carolina is making the state more prosperous, healthy and vibrant.

Haven't used
your tickets
yet?

Click the link below to see some of our upcoming exclusive events.

[Donor Relations and Stewardship Calendar](#)

Events may include a reception, special seating, or exclusive opportunities

YOU ARE A V.I.P.

ADMIT ONE*

How will you use your tickets?

Enjoy a V.I.P. experience at one of our upcoming events below.



The Department of Sport and Entertainment Management Presents

Armen Shaomian, DMA in Concert
Wednesday, May 3, 2017
@ 7:00 p.m.
Reception to follow
School of Music Recital Hall



Columbia Baroque Presents

The Imperial Palace of Vienna
Friday, May 12, 2017
@ 7:30 p.m.
School of Music Recital Hall

RSVP



Grammy Award-Winning Quartet: The Parker Quartet

Parker Quartet Concert

Thu., April 6, 7:30 p.m.
USC School of Music Recital Hall

Mendelssohn-Quartet No. 1 in E-flat Major, Op.12

Rebecca Saunders-Fletch

Britten - Quartet No.2 in C Major, Op.36

RSVP



McCutcheon House

Enjoy a beautiful lunch on the Horseshoe.

RSVP



Animal Farm: Theatre Production

Reception and a Show
Thu., April 13, 2017
6:30 p.m - Reception
7:30 p.m. - Performance

RSVP



Celebrate Nursing Gala and Auction

Thur., April 20, 2017
6:00 p.m. - 9:00 p.m.

RSVP



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Digital Stewardship: Surprise Stewardship Tickets

- Results
 - New donor for School of Medicine
 - New donor for College of Education and Theatre
 - Re-engaged through McCutcheon House (student-run restaurant on campus)
 - Re-engaged through athletics (basketball)



Digital Stewardship: Surprise Stewardship Tickets

Was it Worth It?

Yes!

“Out of my number of years giving, I’ve never seen anything like this from USC”

-the happiest donor ever!

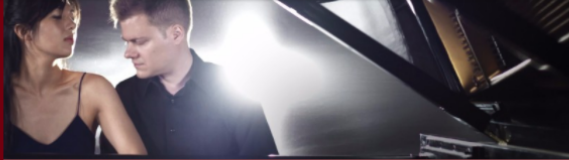


Digital Stewardship: What have we done!?

- Full implementation of MailChimp
- Implementing “Additional Interests”
- More engagement to Giving Societies
 - Darius Rucker Concert
 - Southeaster Piano Festival
 - Thomas Rhett Concert
 - Athletic Tickets
 - Bernstein’s Mass



Digital Stewardship: Success Story!!! Southeastern Piano Festival



Celebrating 15 years of the Southeastern Piano Festival!

Thank you for your continued support!

As a token of our appreciation, you are invited to submit your request for two premier seating tickets at the Southeastern Piano Festival Opening Night!

Event Details

Sunday, June 18, 2017
Reception: 2:30 p.m.
1801 Grill - 700 Lincoln Street
Performance: 4:00 p.m.
Koger Center
Valet Parking Available

After the performance you will also have the opportunity to meet guest artists as well as USC pianist competition participants in the Koger Center Lobby.

Please respond no later than
Friday, June 9, 2017

RSVP



Pre-performance reception will be hosted by esteemed faculty and program directors, Marina Lomazov and Joseph Rackers of USC School of Music.



*Need more information?
Click [HERE](#) for Program Schedule*



Check out these highlights from yesterday's evening performance. We look forward to many more opportunities throughout the year to connect with you.

Thank you for all you do to support our University.



Enjoyed opening night? Were you unable to attend?
[Click Here](#) to see the schedule and experience more this week.



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Digital Stewardship: Just Ask!

“This was an outstanding event. As I listened and watched the performers, I felt so proud to be a member of the USC Horseshoe Society...I can truthfully say we have never seen a program of the caliber that we witnessed at the University of South Carolina this past Sunday, June 18th. I do not intend to take away anything from the University of Georgia with this remark. It's just that I was so very impressed with the USC program. Congratulations to all of the performers, to Dean Harding, and to the Directors of the Southeastern Piano Festival, Marina Lomazov and Joseph Rackers. A special thanks to Melissa Jones who did so much to take care of us before and during the performance.”

What other opportunities would you like to explore at UofSC?



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Here's a sample campaign from Darius Rucker concert last year



Darius Comes Home!

Thank you for your continued support!

As a token of our appreciation, you are invited to submit your request for two tickets to Darius Rucker's live performance.

Event Details

Wednesday, April 5, 2017



Darius Came Home. Check out these highlights from last night's live performance. We look forward to many more opportunities throughout the year to connect with you.

Thank you for all you do to support our University.



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Digital Stewardship: First Time Donor Onboarding Series



Thank you for your first gift!

Thank you for your first gift to the University of South Carolina! Because of like-minded individuals like you, we are able to continue to do great things at our flagship University.

We want to keep in touch. By providing your e-mail address below you will be subscribed to receiving **exclusive university updates, special event invitations, and so much more!**

We look forward to treasured moments with you in the future!

Preferred E-mail Address

Birthdate

First Name

Last Name

Interest(s)? (Example: Opera, Lectures, History)

Let's Stay Connected!

Welcome First Time Donors

Workflow recipe

Welcome Message

List name

First Time Donors_FY19 (0 subscribers)



Trigger: 1 day after subscribers join your list - [Edit trigger](#)



Welcome Edited 1 month ago by you

Schedule: Weekdays, between 8:00am and 5:00pm · [Edit schedule](#)

Segment: None · [Edit segment](#)

Action: Update merge field · [Edit actions](#)



Trigger: 2 weeks after subscribers do not open previous email - [Edit trigger](#)



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Digital Stewardship: ThankView


- Personalized and creative communications to donors
- Use phone, tablet, or computer
- Students, Deans, Development staff, Leadership, and donors all have the ability to create a video
- Authentic thank you messages for greater impact
- Drive Action to websites, giving pages, donor stories
- See instant results!

THANKVIEW



Digital Stewardship: ThankView

Metrics | AG- Spring Donor TY ▾

Export .csv 

Total Sent: 7,873
Unsubscribed: 23 (0.3%)

Opened: 3,379 (42.9%)

Clicked: 1,908 (24.2%)

Started Watching
1,632 (20.7%)

Finished Watching
1,197 (15.2%)

Total Views
1,846

Average View %
80.0%

CTA Clicks
39

Shares
9

Downloads
11

Replies
5



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Check out this ThankView
that involved some of our
[students!](#)



Digital Stewardship: ThankView: We're learning

- [ThankView Request Form](#)
- Establish Guidelines and Training
- Aesthetics are key!

THANKVIEW





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Any thoughts? Questions?
Shareables?