



EasyCrossMedia

2010

**Best Practices in Digital Print
Case Study**

Project: **LSU SVM uses PURLs to improve alumni donations.**

Vertical Market: Nonprofit

Business Application: Direct Marketing / Direct Order

Business Objectives:

The objectives of this campaign were to:

- Invite SVM alumni to the milestone reunion.
- Increase alumni donations to the school.
- Update contact information and get email addresses from alumni
- Determine interest in attending the reunion
- Create an opportunity to donate to the Alumni Association

Results

Mail pieces were sent to 466 current and former members.

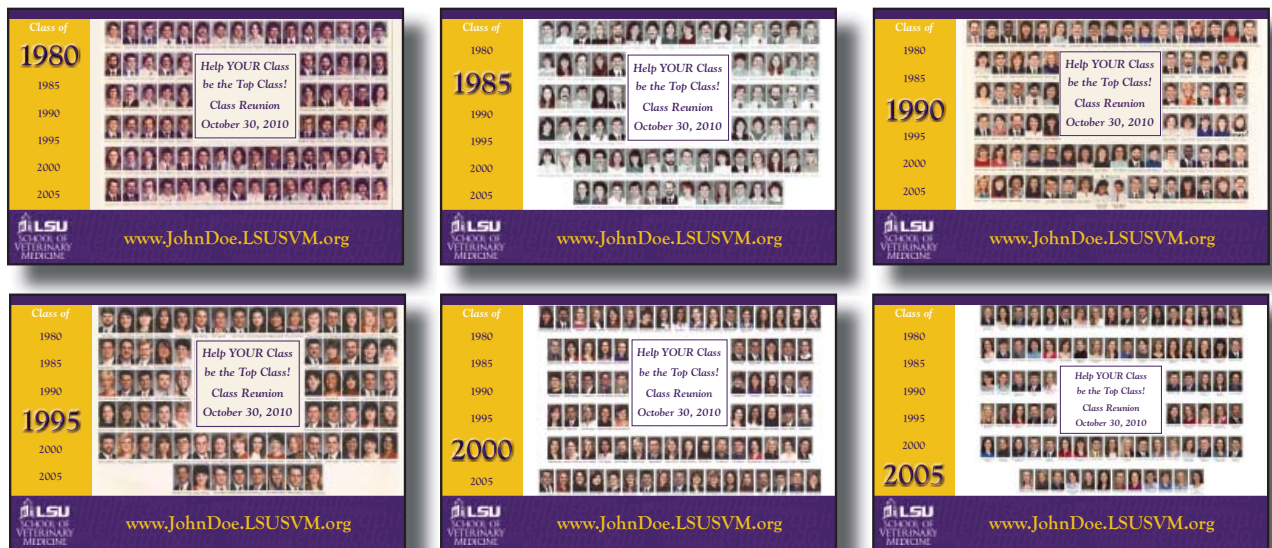
- Unique visits to personalized URLs: 73 (15.67%)
- Completed surveys: 29 (6.22%). Click through rate: 40%
- Number of donations: 29 (99%) - over 90% of respondents made a contribution; 62% of these were made online
- More than double the pre-reunion donations over previous year

Campaign Architecture

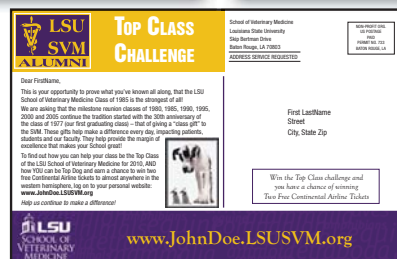
One postcard containing a personalized URL (PURL) was mailed to each alumnus. Their personalized landing page featured the year of their graduation as well as a picture of their class on their graduation year. The survey page followed the landing page and asked the following:

- Amount you would like to donate (\$100, \$500, \$1,000 or Other)
- How would you like to donate (online or mail-in)
- Are you planning to attend the Milestone Reunion

FRONTS



BACK



Web Pages

The collage consists of five overlapping web page screenshots:

- Top Left:** "Class of... 1976" page. Text: "Gretchen, This is your opportunity to prove what you've known all along... LSU School of Veterinary Medicine Class of 1976 is the strongest of all! We are challenging the Class of 1976 to claim the right to call yourselves the Top Class of the LSU School of Veterinary Medicine. Only the graduates in the class with the highest participation in alumni giving... Top Class - will have the opportunity to win two anywhere in the US (except Hawaii, Canada, Mexico or Central America that Continental Airline flies). Class and for every \$100 that you donate, your name entered into the drawing. Help us continue to make a difference." Includes an "Enter" button.
- Top Middle:** "Class of... 2005" page. Text: "Private support makes the difference between mediocrity and excellence. LSU SVM must continue to excel" -Dr. William Jenkins. Includes a donation form with options for \$100, \$500, \$1000, or "Other" (with a text input field). Includes a "Next" button.
- Top Right:** "Class of... 1976" page. Text: "Please take a moment to update your information:". Includes a form with fields for First Name, Middle Name, Last Name, Phone, Cell, Email, Address, City, State, Zip, and Country. Includes a "Next" button.
- Middle:** "Class of... 1976" page. Text: "Gretchen, Thank you for your support of your School! Your gift will help us continue in our mission of providing superior education, to offer superior services to the general public and the veterinary medical community, and to maintain a relevant, high-quality research program." Includes an image of a dog.
- Bottom Left:** "Class of... 1976" page. Text: "Gretchen, Thank you for your support of your School! Your gift will help us continue in our mission of providing superior education, to offer superior services to the general public and the veterinary medical community, and to maintain a relevant, high-quality research program. Thank you, Peter F. Haynes, DVM, DACV'S Dean, LSU School of School of Veterinary Medicine. You will receive an email with a link to your Gift Contribution form or you can click here to download your form now. Your gift must be received by October 29, 2010 to be included in the Top Class challenge." Includes an image of a dog.

Target Audience and Messaging

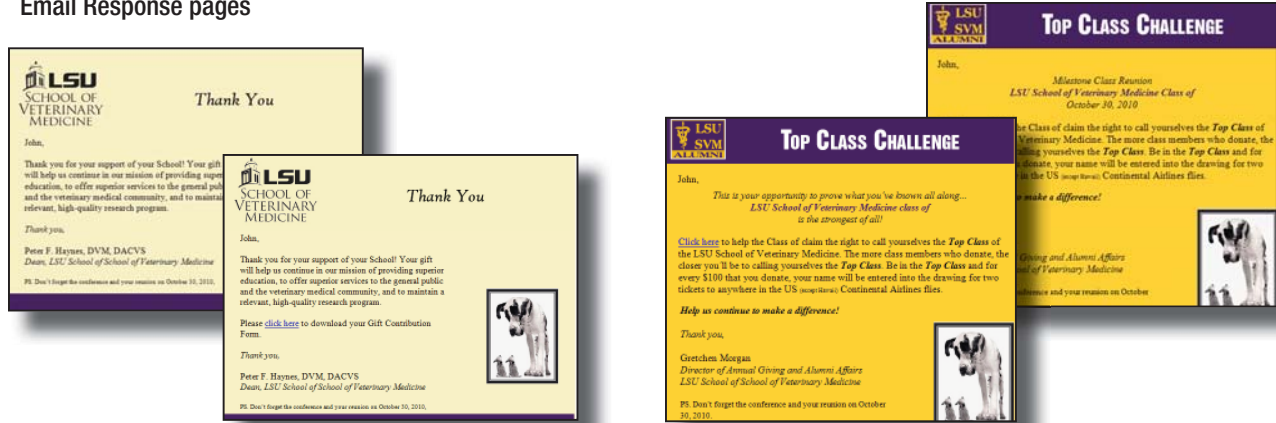
LSU SVM is the Louisiana State University School of Veterinary Medicine. The alumni association is charged with keeping contact with the graduating veterinarians and their practices. The association has in the past used direct mail to contact their alumni doing several direct mail blast each year. This was the associations first time to use PURLs to build interest in their alumni and to help with attendance tracking for the reunion.

The target audience was the 466 milestone alumni. A milestone class is a class that is celebrating its 5,10,15, 20 or 30 year reunion. The first graduating class for LSUSVM was 1977 as such the list was limited in scope. The messaging for the campaign played to the affinity alumni have for their class and their competitive nature with the other graduating classes.

Offer

The alumni class that contributed the most money before the reunion got into a drawing for two tickets to anywhere in the U.S. that Continental Airlines flies. The class was also recognized as the “Top Dog” class for this milestone reunion.

Email Response pages



Creative and Outbound Pieces

The front of the postcard was personalized to each recipient’s graduating class and included a PURL, class picture of the graduating class and a challenge to be the top class at the reunion. The back of the postcard contained a note explaining the contest, the importance of giving back to the school and the offer for the winning class. The PURL was featured in two places on the back with a call to action.

Questions encountered when they visited their PURL included:

- What amount would you like to donate
- How would you like to make your donation
- Are you planning to attend the Milestone Reunion

Reasons for Success

This campaign was very successful for the Alumni Association. They more than doubled their pre-reunion donation amounts and allowed the alumni veterinarians to donate directly online. The association set up a special page that pre-filled the donor’s name and other personal information acquired at the update profile page on the PURL, thereby speeding up the check out process significantly. The site also featured other offers and links pertinent to the alumni and LSU SVM.

Client: LSU School of Veterinary Medicine Alumni Association - www.vetsmed.lsu.edu - LSU SVM Alumni Association coordinates alumni activities for the LSU School of Veterinary Medicine.

Print Provider & Agency: EasyCrossMedia • www.easycrossmedia.net • EasyCrossMedia, founded in 2010, is a full service provider of integrated marketing campaigns that include print, internet, email and other methods of marketing communications.

Hardware: Konica C6500, Xerox 4110, Komori L420

Software: Accuzip, XMPie Udirect; Excel, Adobe Indesign; MindFireInc’s “LookWhosClicking”

Target Audience: Milestone Alumni

Distribution: 466

Date: August 2010