

# DAYS OF GIVING PARTNERSHIPS

Marquette University



**WITH YOUR SUPPORT,  
MARQUETTE  
STUDENTS  
WIN BIG.**

National Marquette Day  
48-hour Giving Challenge

A photograph of the Marquette University mascot, a brown hawk wearing a yellow jersey with a white "M" and "U" on it. The mascot is standing against a dark blue background with a yellow triangle on the left side.

**\$1M**  
**CHALLENGE**  
EVERY GIFT COUNTS

The text is arranged vertically. The "\$1M" is in a large, bold font, with the "1" in yellow and the "M" in blue. Below it, "CHALLENGE" is in blue, and "EVERY GIFT COUNTS" is in a smaller blue font.

## What remained the same?

- Various solicitation pieces
- Phonathon
- Postcard
- Social Media
- In-game and regional game watching parties

# Partnerships

- Within University Advancement
  - Annual Giving
  - Advancement Services
  - Engagement
  - Donor Relations
- Office of Marketing & Communications
- Athletics

## FY14: Battle of the Beaks

- Creighton University & St. John's University
- Who was responsible for what?
  - Combined logo
  - Website updates
  - Promo video
- Athletics
  - Flyers on all seats in lower bowl of Bradley Center


## FY15: National Marquette Day Giving Challenge (NMDGC)


- Parameters determined internally
- New Pep-rally
- Paid social media advertisements
- Texting
- Robo calls
- LED sign in the Bradley Center


## FY16: \$1 Million Challenge

- Celebrity alumnus
- Special website developed
- Overlapped with National Marquette Day
- #MUSocialAmbassador
- Radio ads
- Buckslips

Everyo

 **Jim McIlvaine**  
January 18 · 🌐

 Marcus Lemonis has challenged the Marquette University community to raise \$1 million. Find out more at SportsBlog.com-







**Million Dollar Challenge**

The challenge officially runs January 5 through March 12. The challenge has no minimum donation, and the maximum donation is \$5,000.

[MU.EDU/MILLIONDOLLARCHALLENGE](https://mu.edu/milliondollarchallenge) Donate Now

Not affiliated with Facebook

 Like  Comment  Share  Buffer

edia  
um

is'



## Unique tactics

- **FY14: Battle of the Beaks**
  - Flag campaign
  - Anonymous match donor
- **FY15: NMDGC**
  - National Marquette Day pep rally
- **FY16: \$1 Million Challenge**
  - Celebrity alumnus
  - Socks and 24 hour calling

	<b>Battle of the Beaks</b>	<b>NMDGC</b>	<b>\$1 Million Challenge</b>
<b>Timeframe</b>	3 weeks (did not overlap w/ NMD)	48 hours (Friday and Saturday of NMD)	3 months (overlapped with NMD)
	February 19 - March 11, 2014	February 20 & 21, 2015	January 5 - March 12, 2016
<b>Goal</b>	% Participation	Donor Count (500 donors)	Dollars
<b>Parameters</b>	Alumni and Undergraduate students	No parameters	Cash gifts under \$5,000
<b>Total Donors</b>	1,160	573	3,702
<b>Total Dollars</b>	\$365,801.00	\$68,627.00	\$1,301,029.00

# Donor Results (a closer look)

	Battle of the Beaks	NMDGC	\$1 Million Challenge
<b>First gift of the fiscal year donor count</b>	626	276	2061
<b>% of total participants</b>	54%	48%	56%
<b>Non - Donor count</b>	187	55	859
<b>% of total participants</b>	16%	10%	23%

## So what was done differently?

- Partnerships evolved and deepened over time
- Changed based on what resources were available
  - Technology
- Learned something new each mini-campaign

## What did we learn?

- Celebrity alumni with a social media presence
- The more team members aware and involved the better
- Get social!

# Day of Giving Partnerships

How Advancement Services Can Provide Innovations for Smooth Sailing on Days of Giving

# USF's Five Busiest 24-Hour Giving Periods

---

	Primary Driver	Date	Gifts
1	DAY OF THE DONS #2	April 7, 2016	1,382
2	DAY OF THE DONS #1	April 23, 2015	1,160
3	YEAR-END EMAILS	Dec 31, 2015	121
4	YEAR-END EMAILS	Dec 31, 2014	108
5	YEAR-END EMAILS	Dec 31, 2013	77

# USF's Five Busiest 24-Hour Giving Periods

	Primary Drive		Gifts
1	DAY OF THE D	2016	1,382
2	DAY OF THE D	2015	1,160
3	YEAR-END EMA	2015	121
4	YEAR-END EMA	2014	108
5	YEAR-END EMA	2013	77





# Testing the Gift Processing Team

---



# USF's Gift Processing Team

---





# Five purposes for the live Google Doc

---

# Five purposes for the live Google Doc

---

- #1. Let gift officers review/thank in real time their prospects



# Five purposes for the live Google Doc

---

- #2. Avoid soliciting donors after they've given

***ONE HOUR LATER,  
ANOTHER EMAIL  
ARRIVES ...***





# Five purposes for the live Google Doc

---

- #3. Queue up donors for personalized thank-you videos





# Five purposes for the live Google Doc

---

- #3. Queue up donors for personalized thank-you videos



# Five purposes for the live Google Doc

- #4. Real-time accuracy in donor and dollar counts

Day of the Dons 4.7.16 ☆ 🗑️

File Edit View Insert Format Data Tools Add-ons Help All changes saved in Drive

fx Faculty/Staff 2016 Giving Campaign

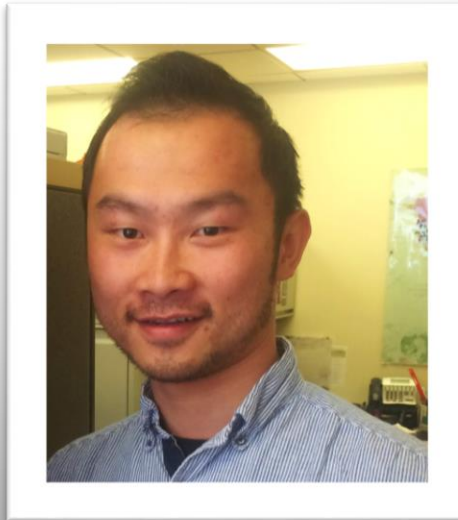
	A	B	C	D	E	F	G	H	I
1		CWID	Spouse CWID	Spouse Count =	337	Form Name	Last Name	Dollar Total:	\$124,291.50
983		20307432		Giving to USF	M200	University of San Francisco	Gates	Bill	
984	P	10129674	20336893	Giving to USF	M200	University of San Francisco	Simpson	Homer	
985		20158624		Phonathon		University of San Francisco	Dion	Celine	
986	P	11279860		Phonathon		University of San Francisco		Madonna	
987	P	10861952	11281280	Union Bank Lockbox		University of San Francisco	Duck	Donald	
988		20266593		Cybersource 4/7/16		University of San Francisco	Washington	George	
989		10860319	20436462	Giving to USF	M200	University of San Francisco	Jolie	Angelina	
990		11280785		Giving to USF	M200	University of San Francisco	Sinatra	Frank	
991		20092656	20092662	Giving to USF	M200	University of San Francisco	Fiasco	Lupe	
992	P	10088757	20018827	Officer: Rachel C.		University of San Francisco	Winfrey	Oprah	
993		10859879		Officer: Stephen D.		University of San Francisco	Feeny	Shirley	
994		11257984		Giving to USF	M200	University of San Francisco	DeFazio	Laverne	
995	P	10863493	20244258	Giving to USF	M200	University of San Francisco	Drew	Nancy	
996		20274487		Officer: Rachel C.		University of San Francisco	Cruise	Tom	
997		20373150		Giving to USF	M200	University of San Francisco	Willis	Bruce	
998		10033552		Giving to USF	M200	University of San Francisco	Cooper	Alice	
999		10007926	20412269			FS Payroll Deduction	Brooks	Garth	



# Five purposes for the live Google Doc

---

- #5. Feeding a forecaster model that we were creating in Dev Services



# Five purposes for the live Google Doc

---

- #1. Let gift officers review/thank in real time their prospects
- #2. Avoid soliciting donors after they've given
- #3. Queue up donors for personalized thank-you videos
- #4. Real-time accuracy in donor and dollar counts
- #5. Feeding our forecaster model

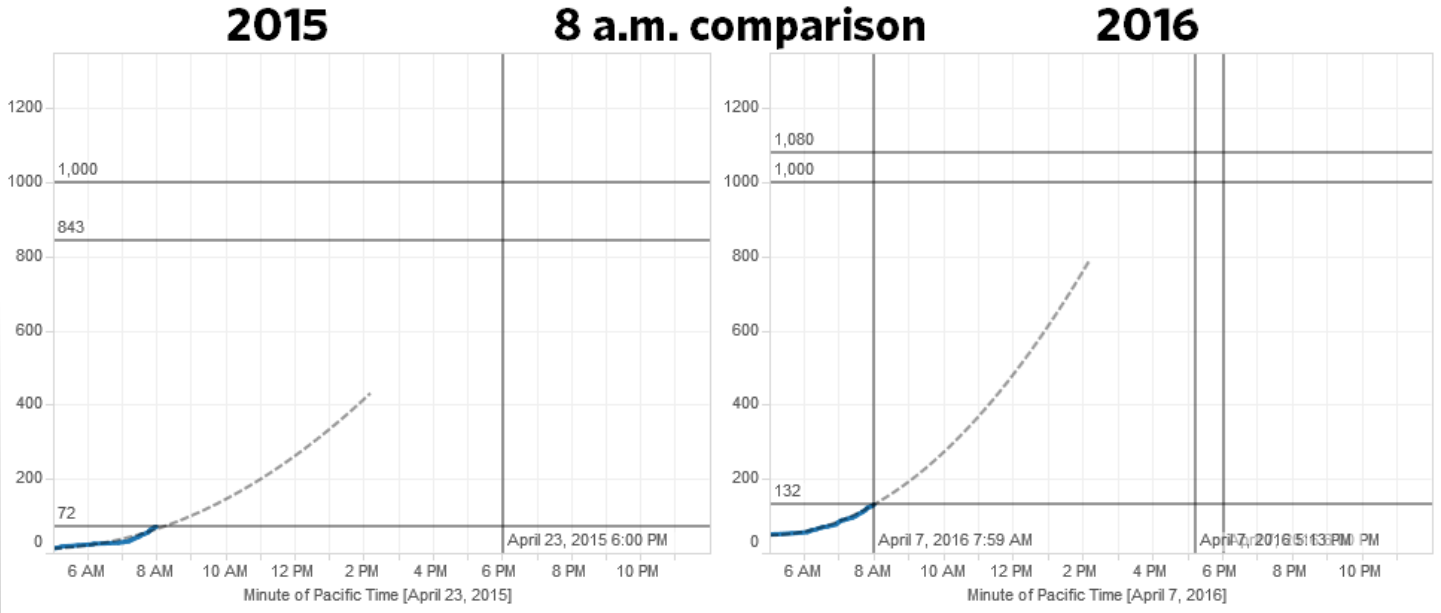


# 5 a.m. on the Day of Giving

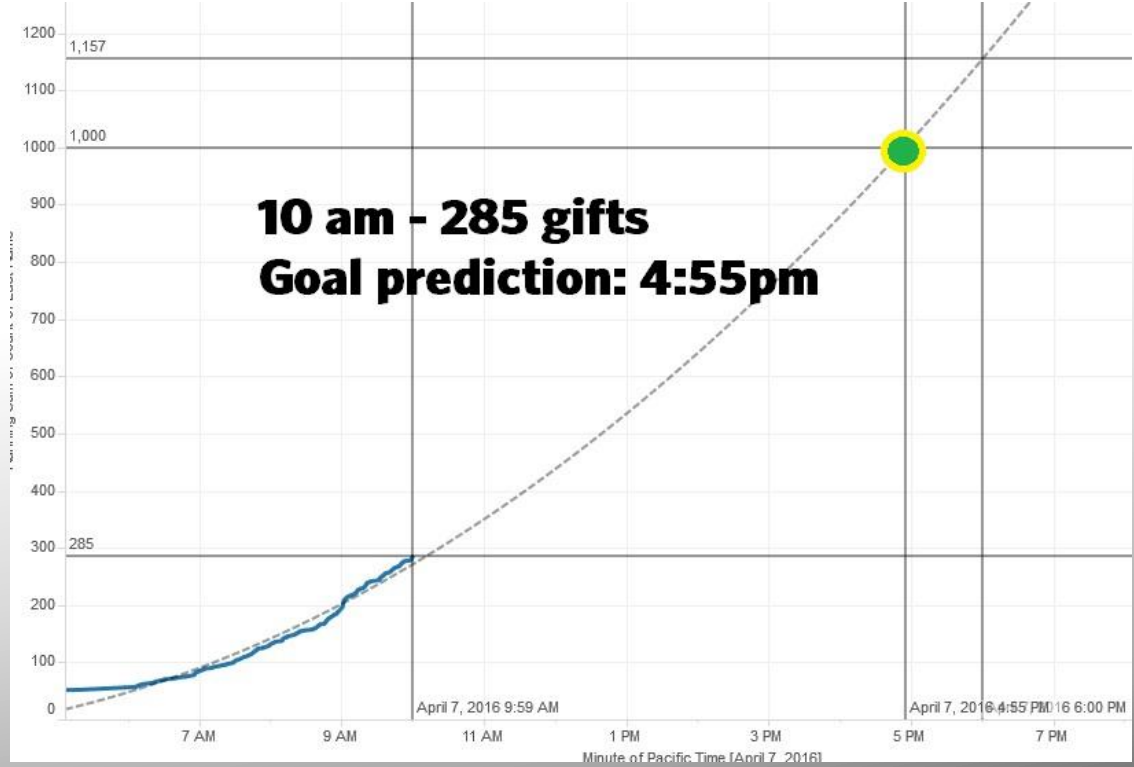
---



# Innovation #2: The Forecasting Model



# Innovation #2: The Forecasting Model



# How the Forecasting Model Guided Us

---

**We have one day to change the world. Help us get to 1,000 donors and unlock a \$175,000 challenge gift. Your gift always matters, but never more than right now.**

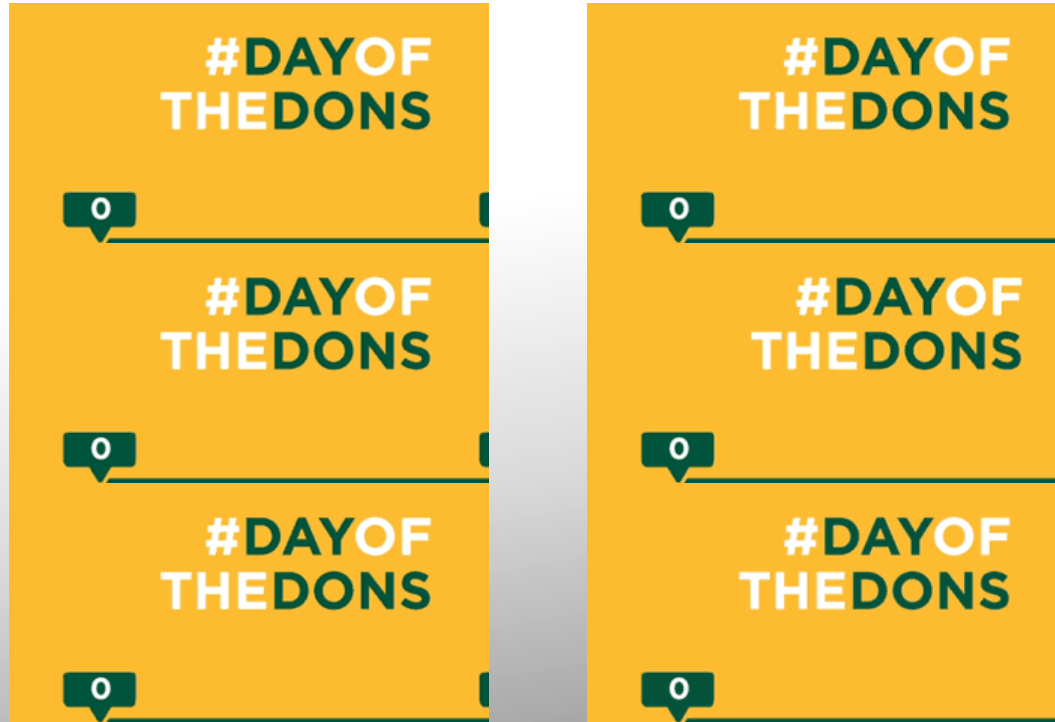


UPDATE: We've just surpassed 100 gifts before finishing our coffee! We will post updates here throughout the day. For more Day of the Dons information, click [here](#). We welcome your comments, questions, and suggestions at [annualgiving@usfca.edu](mailto:annualgiving@usfca.edu) or (415) 422-6638. Thank you.



# How the Forecasting Model Guided Us

---



# Behind the Scenes in Advancement Services

---

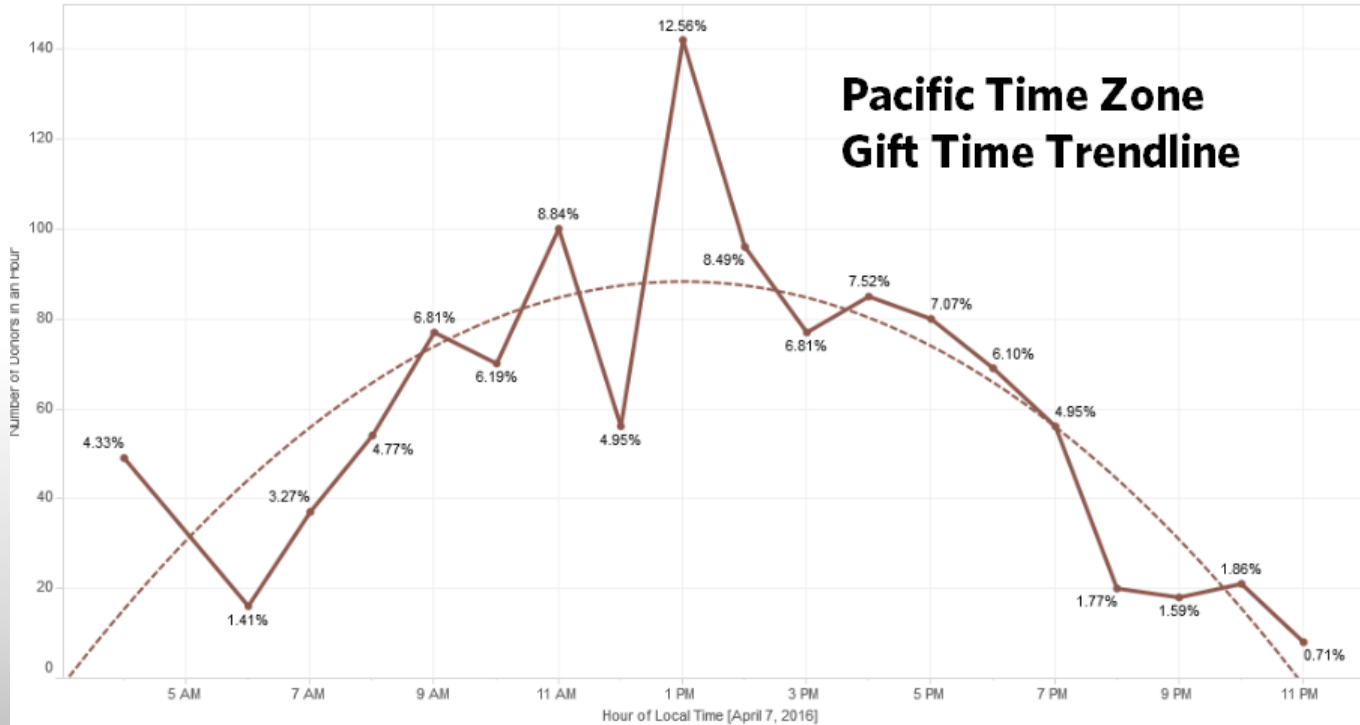
## Fundraiser Grrl

BECAUSE NON-PROFIT SHOULDN'T BE NON-FUN

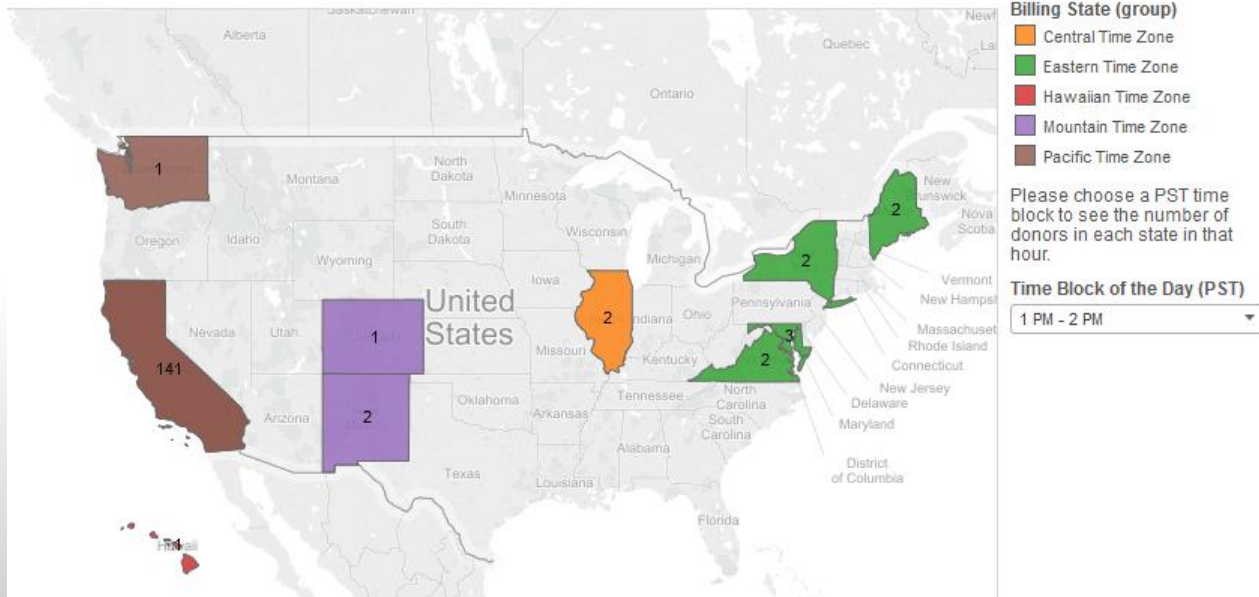
Being too busy to take a lunch break



# Forecaster Breakdowns by Time of Day



# Forecaster Breakdowns by State and Hour



# Forecaster Shows We're Halfway There

[USF] We're halfway to goal -- calling all Dons



Rev. Paul J. Fitzgerald, S.J. [annualgiving@usfca.edu](mailto:annualgiving@usfca.edu) via [imodules.com](https://www.imodules.com)

to me



## Reaching Goal at 5:00 p.m.

---



# Next Morning's Celebration Video



**Day of the Dons 2016: Thank You!**

from **University of San Francisco** PRO 3 months ago

More from **University of San Francisco**

 Autoplay on







MARQUETTE  
UNIVERSITY

---

**BE THE DIFFERENCE.**