

# A DATA DRIVEN FUTURE

Activating donors through a record setting campaign



## SETTING THE STAGE NOW, FOR A PROSPEROUS FUTURE



**Oregon State University  
Foundation**

Oregon State University is Oregon's largest public research university, a school determined to forge solutions by building a future that's smarter, healthier, more prosperous and more just. Making those solutions a reality requires taking initiative on innovation, which is why the partnership between Oregon State

University Foundation and Fundmetric makes such perfect sense. By taking a data-driven approach to fundraising now, the OSU Foundation is positioning themselves for a prosperous future.

**1,000,000+**  
**DATA POINTS GENERATED**

## BEAVERS CARE 2020: STUDENT EMERGENCY FUND

OSU is at the forefront of the sector, and becoming a data-driven organization is a strategic, long term priority, which will deliver them long term, sustainable results. The goal of launching the Beavers Care campaign through Fundmetric was to generate the data set that will lay the foundation for their future.



By focusing on data-generation, OSU focused on getting to know the behavioral patterns of donors and not necessarily their transactional value.



This allowed for segments to be created based on both the way the university is structured and also the behavior of the donors themselves.



This blend of communication, provides the opportunity to increase the lifetime giving of donors by contacting them on their terms. The financial results indicate a campaign people paid attention to at a time when it was en vogue for many charities to be "respectfully silent."

## PROMOTING CROSS-FUNCTIONAL TEAMS...

# \$1 MILLION DOLLARS RAISED ACROSS 2000 DONORS

OSU embraces teamwork as a core value, but what does that really look like? Fundmetric knows that it is all too often that departments work in silos, rarely communicating with one another, often ending up duplicating work and having a low level of transparency.



Using the Fundmetric platform gives OSU staff across many departments a big picture look at their organization.



Unlimited user access across all departments promotes data literacy, team members are able to explore data and gain insight into the organization as a whole.








Being able to work holistically helps individuals understand how their role plays a part in the broader initiatives of their organization and how it relates to the work of their counterparts.

Afterall, departments are a necessary function of a whole organization, but we are all working toward the same goal aren't we?

## ... AND TEAM-BASED DATA LITERACY

### Engagement

Top 50 engaged constituents ordered by opens

-  **Alan Gutmann**  
Opened the message 4 time(s)
-  **Janice Powlowski**  
Opened the message 3 time(s)  
Clicked:  
Donate 1 time(s)
-  **Brody West**  
Opened the message 3 time(s)
-  **Eula Schulist**  
Opened the message 3 time(s)  
Clicked:  
Donate 1 time(s)
-  **Jaydon Frami**  
Opened the message 3 time(s)

**18 TARGETED  
GIVING PAGES  
SPAWNED**

**1,117 DONORS  
ABANDONED THE  
DONATION PAGE  
AND WERE  
IDENTIFIED FOR  
RE-TARGETING.**

**114 CONSTITUENTS  
BECAME REPEAT  
DONORS**

## WHAT ARE YOUR CONSTITUENTS ENGAGING WITH?

OSU staff was able to see what content constituents were engaging with inside their emails. Using dynamic tags allowed staff to see the areas of interest that were compelling for constituents and the structure of the best performing emails. The tagging empowers OSU to generate a more granular dataset for more accurate artificial intelligence.

### Tag Engagement

Total number of times each tag was engaged with ?

support Oregon State students 34

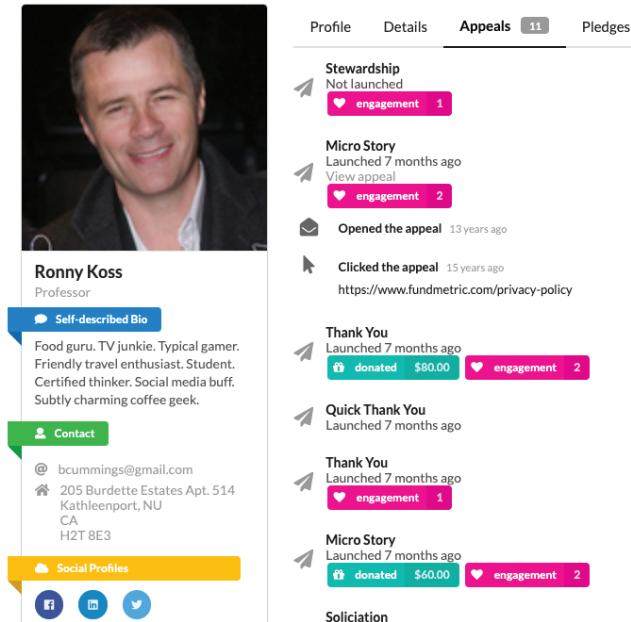
Give Now Button 30

Learn how you can make a difference. 23

header 13

## GETTING TO KNOW YOUR DONORS ... AT SCALE

Using Fundmetric, OSU staff from all departments gained visibility into how their constituents were interacting with the Beavers Care campaign in the real-time. They were then able to use those learning to make more donor-centric decisions, mid-campaign



**Profile** Details **Appeals 11** Pledges

**Stewardship**  
Not launched  
engagement 1

**Micro Story**  
Launched 7 months ago  
View appeal  
engagement 2

**Opened the appeal** 13 years ago

**Clicked the appeal** 15 years ago  
<https://www.fundmetric.com/privacy-policy>

**Thank You**  
Launched 7 months ago  
donated \$80.00 engagement 2

**Quick Thank You**  
Launched 7 months ago

**Thank You**  
Launched 7 months ago  
engagement 1

**Micro Story**  
Launched 7 months ago  
donated \$60.00 engagement 2

**Solicitation**

**Ronny Koss**  
Professor

**Self-described Bio**  
Food guru. TV junkie. Typical gamer. Friendly travel enthusiast. Student. Certified thinker. Social media buff. Subtly charming coffee geek.

**Contact**  
bcummings@gmail.com  
205 Burdette Estates Apt. 514  
Kathleenport, NU  
CA  
H2T 8E3

**Social Profiles**  
f i t

You can see who has opened which emails, what links they have clicked on and what actions a donor takes leading up to making a gift, all recorded in Fundmetric on that constituent's profile.

**33% OF DONORS WERE EITHER NEWLY ACTIVATED OR RECOVERED**

See non-donors turn to donors before your eyes and the path that they took to get there.

### Journeys

These are the **actions** that donors took before arriving at a donation



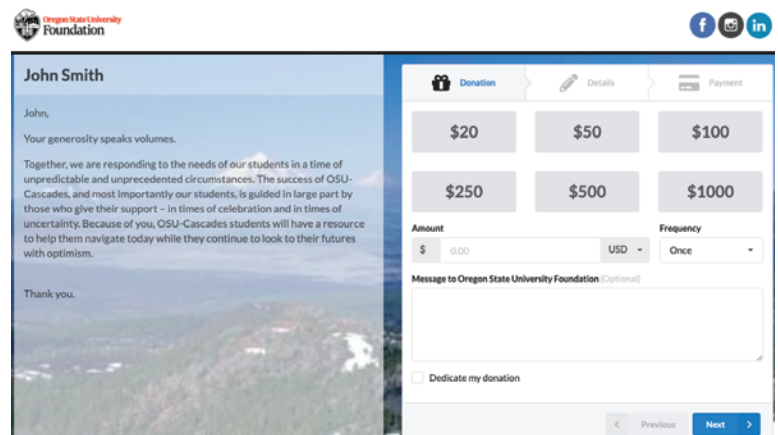
**Performed 18 times** **Clicked** **Delivered** **Opened** **Clicked** **Clicked** **Opened** **\$ \$17,670.00 Raised**

**All Events** **Group By:** Context Created By Type Stage City Amount **Explore:** Constituents Donations

## PERSONALIZING THE PIPELINE

Personalize the giving experience for donors at every stage of the giving pipeline.

Select donors received their own personalized giving pages made just for them and thousands of annual level donors received personalized emails addressed to them directly.



**John Smith**

John,  
Your generosity speaks volumes.

Together, we are responding to the needs of our students in a time of unpredictable and unprecedented circumstances. The success of OSU-Cascades, and most importantly our students, is guided in large part by those who give their support - in times of celebration and in times of uncertainty. Because of you, OSU-Cascades students will have a resource to help them navigate today while they continue to look to their futures with optimism.

Thank you.

**Donation** Details Payment

**\$20** **\$50** **\$100**

**\$250** **\$500** **\$1000**

Amount **\$ 0.00** USD Frequency **Once**

Message to Oregon State University Foundation (Optional)

☐ Dedicate my donation

**Previous** **Next**

## SUPPORT AND FLEXIBILITY ARE KEYS TO SUCCESS

With the uncertain circumstances brought on by an unprecedented pandemic, time was of the essence to launch a campaign for the OSU students who were experiencing financial hardship as a result of COVID-19. Using Fundmetric, the OSU Foundation was able to launch the Beavers Care campaign in a matter of days and provided ongoing support every step of the way



Fundmetric's ecosystem of fundraising tools made launching digital appeals and collecting online donations a breeze.



The flexibility of the Fundmetric team and our care for our customers means that the best support is always included.



"First, thank you and your entire team for all of the help and support you've offered during these crazy times! I can't think about where this campaign would be if we didn't have your partnership!!"

— **Emily Jones**, Associate Director of Integrated Marketing, Annual Giving



## PARTNERSHIP

Fundmetric maintains that communication and relationship building are always at the core of successful partnerships. Our regular meetings with the OSU Foundation made sure that our partners knew that we are always open to exploring new opportunities to create value. Regardless of what was on the agenda, Fundmetric has a pulse on what is important to OSU. This meant that when they felt the urgency to get their Beavers Care campaign up and running, Fundmetric felt it too. Accommodating client needs is always a priority, when we say don't hesitate to ask, we really mean it.



## IT'S NOT OVER WHEN THE CAMPAIGN ENDS









The data that is captured throughout the Beavers Care campaign does not sit stagnant in a CRM. This data feeds the artificial Intelligence in Fundmetric's predictive engine, continually learning and producing better results. The cycle continues; the more that the Fundmetric ecosystem is used, the more data is generated, and the smarter the predictive engine becomes. Helping the OSU Foundation to make better decisions, become more efficient, raise more money, retain more donors, and deliver the best donor experience at scale.



### Key Segments

Interesting segments within your data to inspire further exploration

#### Recommended

<b>Predicted Major Donors</b>  Predicted Major Donors, who, with stewardship, make a large impact. ★ Key segment <a href="#">Q Explore</a> <a href="#">Stats</a>	<b>Donors Predicted to Lapse</b>  Cultivating these donors to make another gift is important. ★ Key segment <a href="#">Q Explore</a> <a href="#">Stats</a>	<b>Donors Predicted to Renew</b>  These one time donors may become lifetime supporters if approached. ★ Key segment <a href="#">Q Explore</a> <a href="#">Stats</a>	<b>Donors Predicted to Upgrade</b>  These donors may give larger gifts if approached. ★ Key segment <a href="#">Q Explore</a> <a href="#">Stats</a>
<b>Predicted Leadership Donors</b>  These constituents are likely to give large gifts below the major gift level. ★ Key segment <a href="#">Q Explore</a> <a href="#">Stats</a>	<b>Predicted Volunteers</b>  These constituents have not yet volunteered but may if approached. ★ Key segment <a href="#">Q Explore</a> <a href="#">Stats</a>	<b>Predicted Planned Donors</b>  Cultivating these donors may lead to them making a planned gift. ★ Key segment <a href="#">Q Explore</a> <a href="#">Stats</a>	<b>Predicted Monthly Donors</b>  Donors who have enough frequency and impact to warrant targeting for a monthly donor campaign. ★ Key segment <a href="#">Q Explore</a> <a href="#">Stats</a>



"The machine learning expertise at Fundmetric is top notch. Their support team is flexible and focused on helping organizations such as ours manage the pain points and change management that migrating to a "brave new normal" holds. We find our partnership to be extremely valuable and look forward to expanding our outcomes throughout the enterprise."

— **Mark Koenig**, Chief Innovation Officer and Vice President, Technology at Oregon State University Foundation

## CONTACT US

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