



Best Practices for Remote Student Ambassador Engagement

Today's Panel



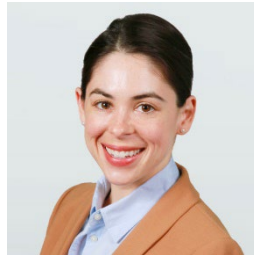
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RNL Remote Engagement

Powered by **RNL Engage** 

Maximize Donor Engagement From Anywhere

Now more than ever, you need a donor engagement solution that is flexible, easy, reliable, and can shift with both your needs and the changing landscape.

RNL Remote Engagement is a turnkey fundraising solution that maximizes your ability to reach out to donors immediately, even when your traditional call center isn't available. It enables your student ambassadors to keep working regardless of their location.



REMOTE MANAGEMENT



REMOTE CALLING



P2P TEXTING



PERSONALIZED VIDEO



PERSONALIZED EMAIL



PCI DSS VERIFIED BY
CALFIRE

RNL Remote Engagement



\$2 million+
in commitments

- 45,000 conversations
- 27% Pledge Rate
- \$116 Average Pledge
- 4.7 Contacts Per Hour

PCI DSS VERIFIED BY
CALFIRE

Statistics for RNL partner remote engagement during COVID-19, May-July

Northwestern goes remote with student ambassadors

Northwestern University



Danny Callison
Phonathon Program Coordinator
Northwestern University



RNL Digital Engagement Center

Advanced Analytics



Remote Engagement



Texting



Personalized Video



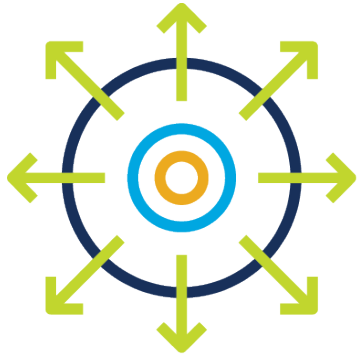
Calling



Email



RNL DIGITAL ENGAGEMENT CENTER



Advanced Analytics



Omnichannel Outreach



Remote Engagement



THE NEXT-GENERATION DIGITAL ENGAGEMENT CENTER

Personalized Video, Smart Targeting, Advanced Analytics, Phone, Stewardship, Digital, Email, Text, MG/PG Lead Identification

Talk time is up!

- It's easier to reach people – they are at home!
- Talk time is up in all types of calls.
- Private NY University – 40 second increase in talk time.
- 4 privates, 1 public cohort group – 28 second increase
- RNL can provide VOIP lines!



+20%



Talk time increases
at many
programs.

Remote card acceptance works!

- You can have donors fulfill live on the phone through RNL Engage's PCI-certified system.
- We encourage online fulfillment because your advancement services team may not be in the office.
- You can push texts for fulfillment right in the system.

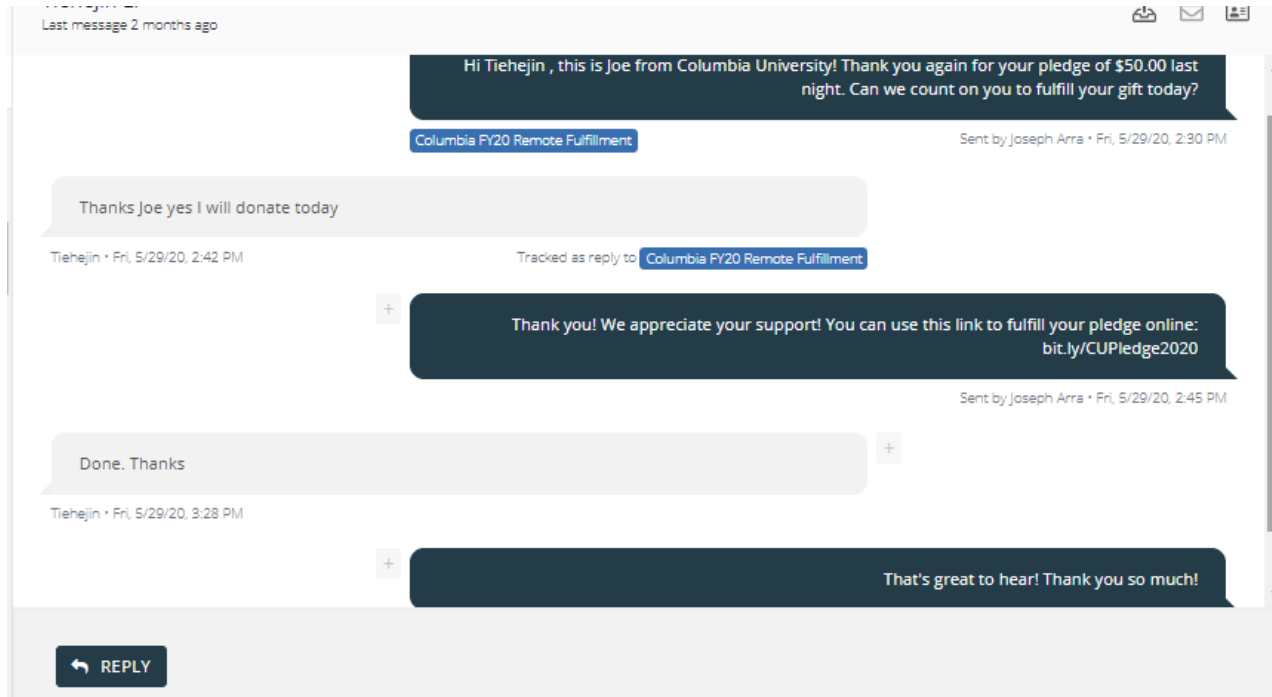


64%



Credit card giving
in the first week at
one program.

Text interactions are very positive



P2P Texting

- Engage with the donors you can't reach via phone
- Provide personal responses
- Let the donors choose their preferences

A vertical gray bar on the left side of the conversation area serves as a visual separator, mimicking a mobile phone text message thread. The messages are contained in speech bubble shapes, with outgoing messages in dark blue and incoming messages in light gray.

Hi Grayson. It's Sam, and I'm a student at Columbia University. Thank you for being a Loyal Blue Society member. Did you know that Giving Day is next week?

I did.

(but thanks for the reminder in any case)

also, question: is it possible to limit my correspondence with the Loyal Blue Society to email only?

Great! I hope you stand with us this year. As a reminder, you can always visit our website to find out more information on what's new: <http://bit.ly/cgdloyals1>

And no problem; you will no longer receive text messages about Columbia Giving Day.

thank you! and will make sure to give on giving day.

Remote engagement has other benefits

- **Additional data tracking:** Remote Engagement Users may choose to add refusal reasons or pledge reasons to track constituent responses
- **Finger on the pulse:** A large private university launched remote calling with RNL the week of the George Floyd murder and got a lot of quick feedback from constituents about the university's reaction to BLM which resulted in the university altering strategy in other channels to meet the expectations of the constituents
- **Pivot when needed:** Carnegie Mellon University utilized RNL to manage an Enrollment Campaign over the summer to meet the unique needs of enrollment during the COVID climate.



Questions?

Hiring the Ideal Candidate

- 6-month - 1 year experience
- Minimal call-related disciplinary action violations
- Average or above average performance & efficiency on major KPI's
- Self-motivated
- Able to handle work flow accurately and independently
- Ability to multi-task with a variety of software
- Able to take initiative
- Reliable IT capabilities

6m-1y



Target
engagement
experience



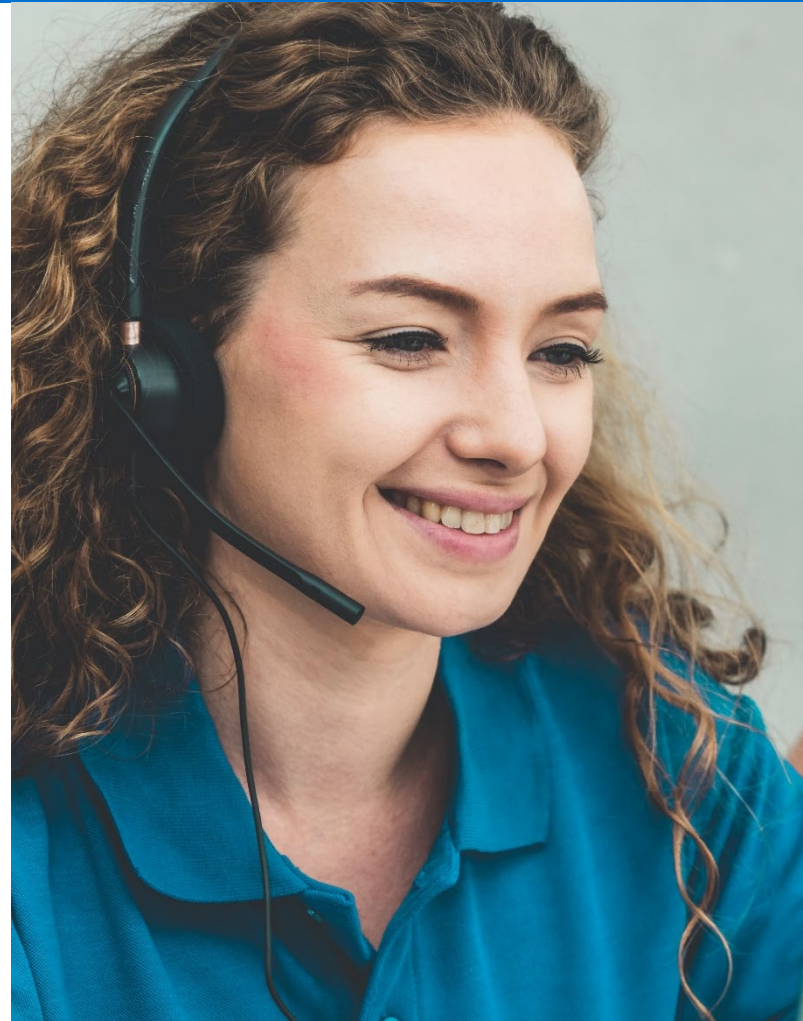


Consider Their Location

- Minimum wage by state
- Virtual I-9 Collection
- Time zone and availability
- Can you utilize work study funds?
- Are more students available?

Build an effective training program

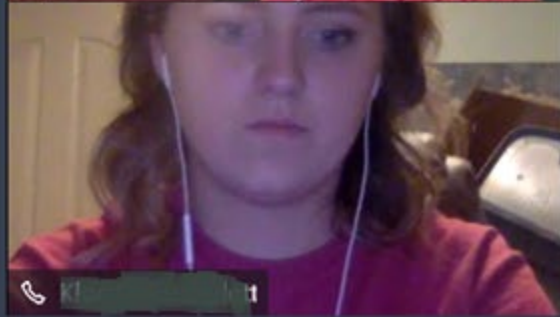
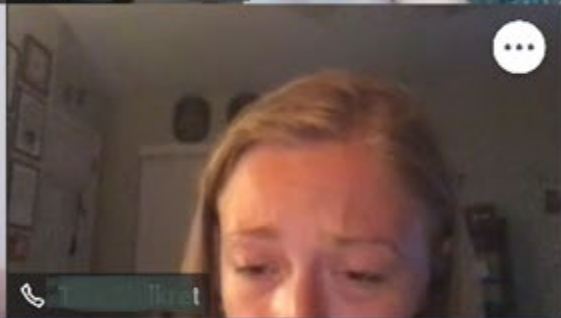
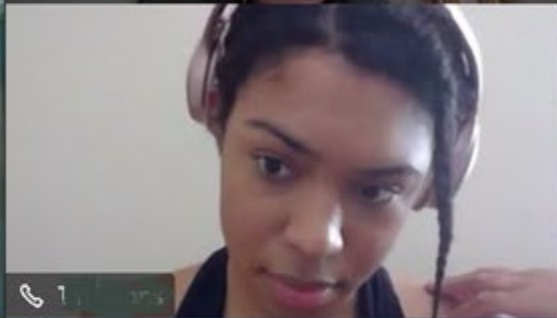
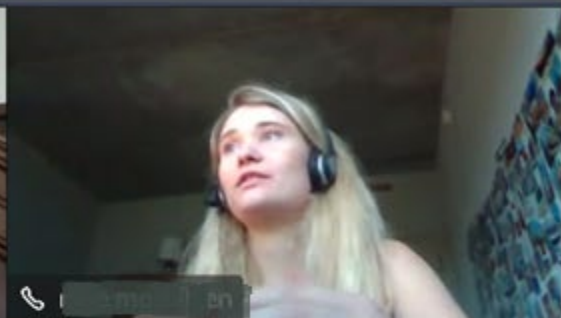
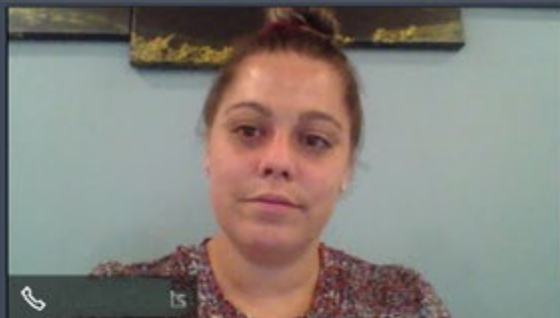
- Make it interactive and engaging
- Hands-on, with real world scenarios
- Duration: 9-12 hours
- Breakout rooms
- Prepare training in advance
- Trainer guidelines
- Training videos





Managing Remote Shifts

- Games & shift prizes
- Troubleshooting guidelines
- Communicating with your Ambassadors
- Maintaining (modified) best practices





A blue-tinted photograph of a university courtyard. In the foreground, there are several large, ornate columns supporting a series of arches. The courtyard is paved and has some greenery. In the background, a large, multi-story building with a prominent dome and a spire is visible. The sky is clear and blue. The overall scene is a typical university campus setting.

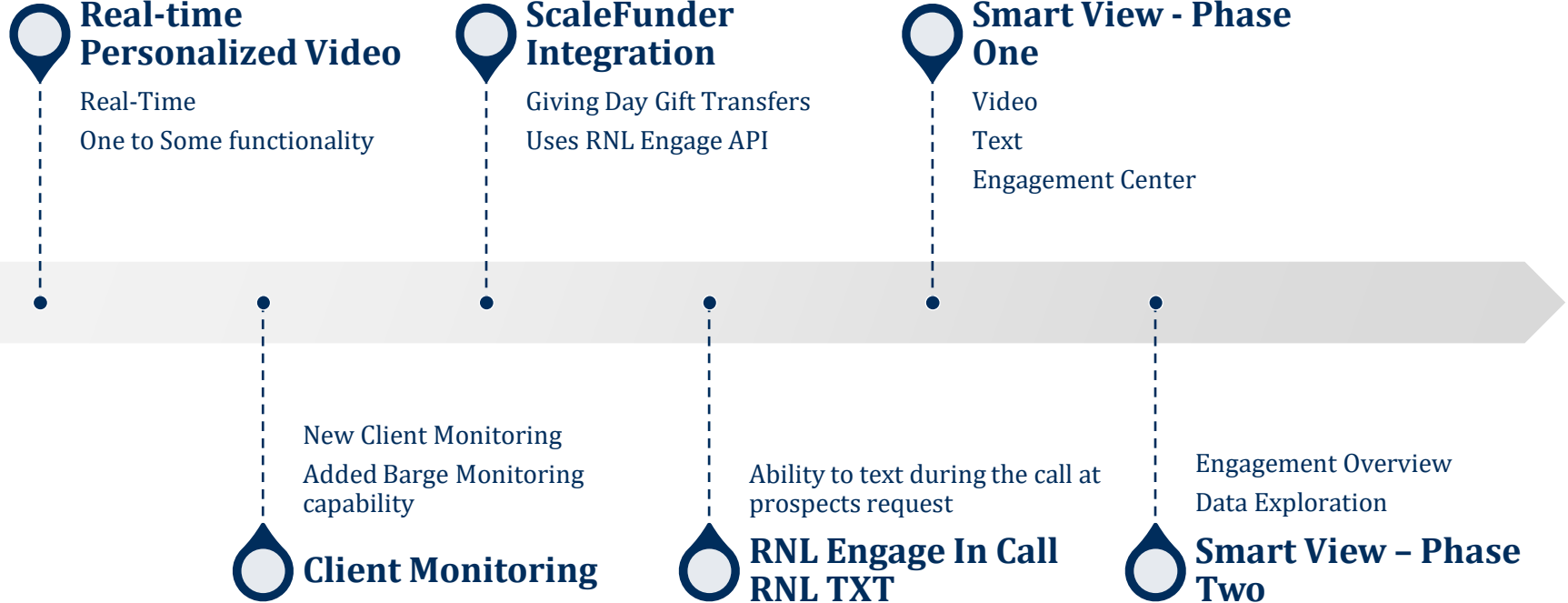
Questions?

What's Next for Remote Engagement



- New tools for Remote Engagement
- Call listening/coaching
- More resources for training, coaching and retention
- RNL ScaleFunder integration
- New RNL data infrastructure

RNL Engage Roadmap



The background is a blue-tinted photograph of a university campus. In the foreground, there are several large, classical-style arches supported by columns. In the background, a large, domed building is visible, surrounded by trees and a green lawn. The overall scene is a typical university courtyard.

What would
help you as you
consider/implement
remote engagement?

A blue-tinted photograph of a university courtyard. In the foreground, there are several large, ornate columns supporting a series of arches. The courtyard is paved and has some greenery. In the background, a large, multi-story building with a prominent dome and a spire is visible. The word "Questions?" is overlaid in white text in the center of the image.

Questions?

Find Out More

- Read the RNL blog and listen to the podcast for updates and key strategies
- Subscribe to *60 Seconds to Success* for key tips.
- Interact with fellow leaders on the RNL Engage email list.
- Tell us now, or reach out to your RNL contact to implement Remote Engagement immediately!

