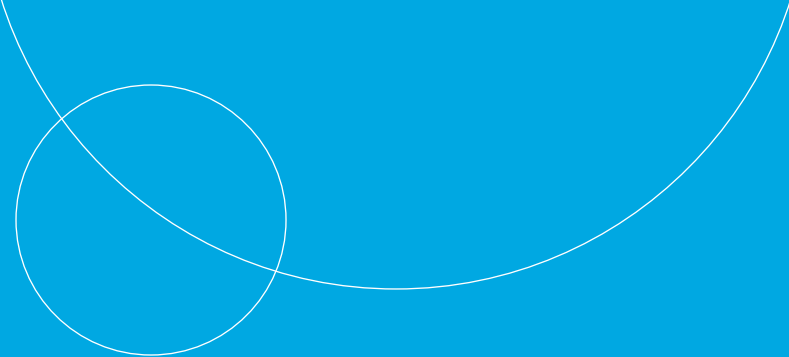




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Digital Engagement Center Panel: How to keep innovating in FY25

Today's Panelists



Kaylee Collins

Director, Annual Giving
Rowan University



Erick Weber

Associate Vice Chancellor, Annual Giving
University of Tennessee, Knoxville



Pat McAvoy

Assistant Director, Direct Marketing & Participation
Brandeis University

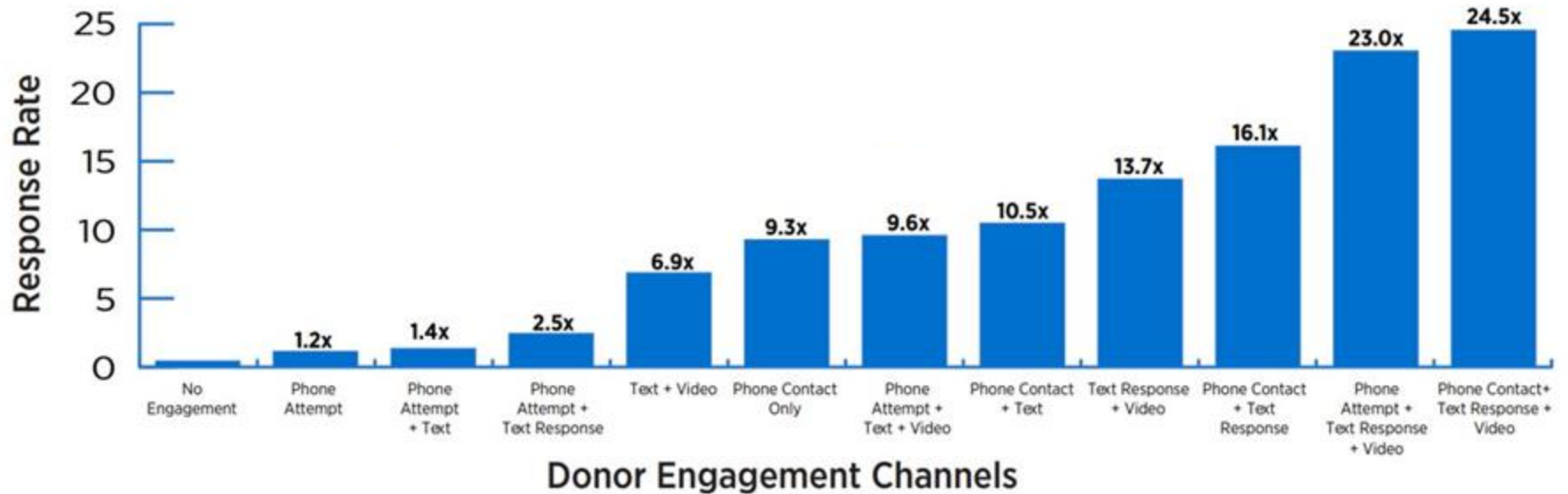


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Multiple channels matter

Donor response from omnichannel engagement





Why reinstitute your Digital Engagement Center?

Rowan University's DEC

**2,975 annual donors
had not given since
their last phone call.**

**1,000+ of these
donors gave
between 2015-2020**



Re-engaging alumni across generations.



Focused engagement for key initiatives.



Affordable and scalable annual giving solutions.



**How do you make the case
for ROI for your Digital
Engagement Center?**

Return on Investment

Making the case for your Digital Engagement Center

Focused contact
update
campaigns

Care calling and
stewardship
touches

Supporting
campus partners
with limited
bandwidth



How can you boost results through strategic staffing approaches?

Staffing your Digital Engagement Center

Consider unique approaches to increase results



Internship
Opportunities



Incentive
Structure



Tracking staff
KPIs



**What is the value proposition
of your digital engagement
center?**



Can you share some examples of the impact of your Digital Engagement Center?



What are some of the specific strategies you've deployed for an omnichannel approach?



What advice do you have for teams aiming to revitalize their digital engagement center?



Q&A



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ready to lead the way with RNL?

**schedule a quick
consultation**



scan here

Thank you! Stay in touch.



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Thank you!

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