

University of Missouri-Kansas City Foundation's Investment in RNL Digital Dialogue Results in a 104% Increase in Average Gift Size



About UMKC Foundation

Founded in 2009, UMKC Foundation is devoted to raising funds for the university and for exercising fiduciary responsibility over endowments and other philanthropic investments made to UMKC. Enabling strong, sustained leadership to advance the university's interests is the core of UMKC Foundation's purpose.

About RNL Digital Dialogue

RNL Digital Dialogue boosts donor engagement by delivering relevant messages through top social networks like Facebook and thousands of sites—including mobile apps—so you can reach more donors where they are—online. We work to make your campaigns more effective with tailored digital outreach that connects you with your supporters online. We provide the technology, targeting, and creative to make your digital outreach compelling to acquire, engage, and convert more donors.

The Perfect Timing

In the fall of 2016, Emily Wurtz, director of annual giving at the University of Missouri-Kansas City (UMKC) Foundation, was planning the fiscal year-end campaign when she was invited to the Ruffalo Noel Levitz (RNL) Digital Philanthropy and Millennial Engagement Conference. While attending the conference, Wurtz heard how RNL's latest product, RNL Digital Dialogue, boosts donor engagement by targeting digital ads in the channels potential supporters use every day—online. Since UMKC was already planning a direct mail campaign, Wurtz knew RNL Digital Dialogue would be a perfect complement to reach donors and increase exposure to the campaign. "Traditionally at UMKC, we've been a little conservative in what we've tried, and we haven't tested new areas to help with our results," Wurtz said. "We felt this was a perfect opportunity to touch our prospect base in a different way than we've ever done."

Engaging Donors Digitally

The goal of the fiscal year-end campaign was to increase donor reach and average gift size. Because this was a new venture, the UMKC team wanted to test performance. UMKC identified 57,000 prospects and split the list based on if they had an email address for the prospect. Roughly 32,000 contacts were to receive the direct mail piece and digital ads, while the remaining 25,000 would receive only the direct mail piece.

With the campaign goals and university branding in mind, RNL developed ads that encouraged **making a donation** now and incorporated the school mascot and students. "I loved how the ads looked, designed very well and professionally. The ads looked very UMKC, and a lot of times when you outsource design work, you don't get that. I was really impressed how everything came together," Wurtz said.

For one month, relevant ads were shown to the digital group in targeted display ads in specified geographic areas.

A Successful Campaign

The one-month campaign yielded 500,000 impressions and a 2.02 percent response rate from the digital group vs. a 1.76 percent response rate from the direct mail only prospects. Average gift size from the digital group was an impressive \$323.11 donation, and the 657 gifts received accounted for 75 percent of total dollars raised. The average gift size for direct mail only recipients was \$157.73. "The response rates we saw were really impressive," Wurtz explained.

Award Winning Ads!



500,000
IMPRESSIONS IN 4 WEEKS

104%
INCREASE IN AVERAGE
GIFT SIZE

75%
OF THE DONATIONS FROM
THE DIGITAL GROUP

14%
INCREASE IN RESPONSE
RATE

\$323.11 vs. **\$157.73**
DIGITAL GROUP AVERAGE GIFT vs. DIRECT MAIL ONLY GROUP AVERAGE GIFT