Fundmetric

A DATA DRIVEN FUTURE
Activating donors through a record setting campaign

Updated: Inside the OSU campaign that won the Virginia Carter Smith Grand Crystal Award

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

Update: OSU Foundation awarded a Grand Gold Award from CASE

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."

$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 where 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 inteligence.

Tag Engagement
Total number of times each tag was engaged with ❓
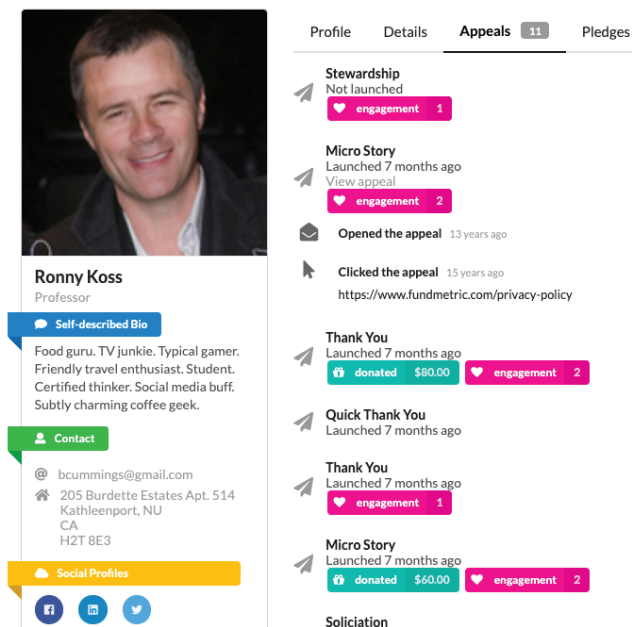
| support Oregon State students | 34 | Give Now Button | 30 | Learn how you can make a difference. | 23 | header | 13 |

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
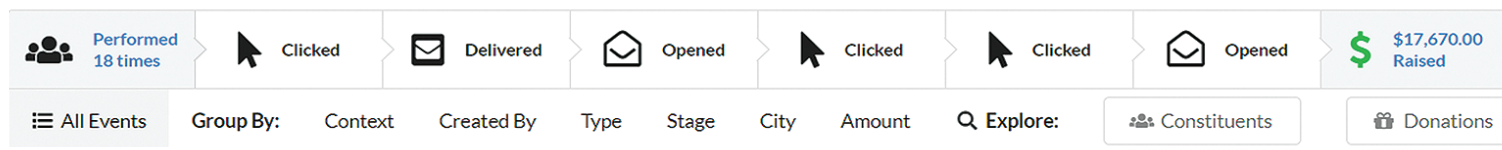

You can see who has opened which emails, what links they have clicked on and what actions a donor takes leading up to making a gift, all recorded in Fundmetric on that constituent's profile.

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.
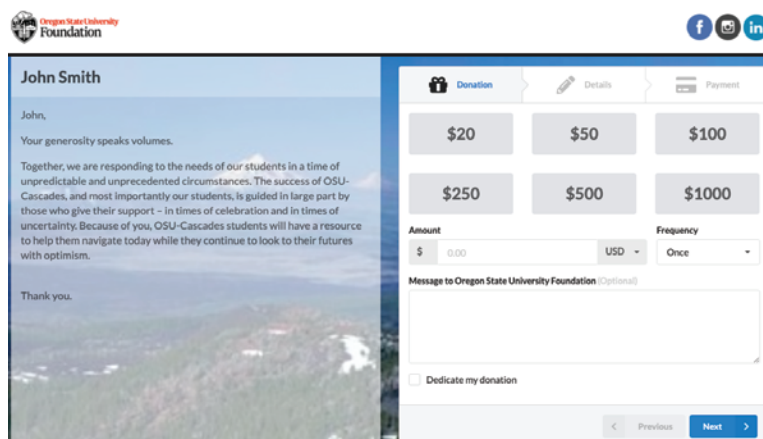
PERSONALIZING THE PIPELINE

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.

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 hese 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 is 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.

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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

Predicted Major Donors
Predicted Major Donors, who, with stewardship, make a large impact.
★ Key segment
🔍 Explore   📊 Stats

Donors Predicted to Lapse
Cultivating these donors to make another gift is important.
★ Key segment
🔍 Explore   📊 Stats

Donors Predicted to Renew
These one time donors may become lifetime supporters if approached.
★ Key segment
🔍 Explore   📊 Stats

Donors Predicted to Upgrade
These donors may give larger gifts if approached.
★ Key segment
🔍 Explore   📊 Stats

Predicted Leadership Donors
These constituents are likely to give large gifts below the major gift level.
★ Key segment
🔍 Explore   📊 Stats

Predicted Volunteers
These constituents have not yet volunteered but may if approached.
★ Key segment
🔍 Explore   📊 Stats

Predicted Planned Donors
Cultivating these donors may lead to them making a planned gift.
★ Key segment
🔍 Explore   📊 Stats

Predicted Monthly Donors
Donors who have enough frequency and impact to warrant targeting for a monthly donor campaign.
★ Key segment
🔍 Explore   📊 Stats

"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

info@fundmetric.com and Tel:+1-800-231-6396