



**Annual Giving:
Strategies and Narratives that Elevate Donor Engagement to New Levels**

Theresa Lee, Executive Director of Annual Giving, Boston College

AGENDA

- Understanding Donor Behavior
- Influencing Donor Behavior
- Reinforcing Donor Behavior

UNDERSTANDING DONOR BEHAVIOR

Analyzing Data

- What do you know about your donors?
- What do you know about your non-donors?

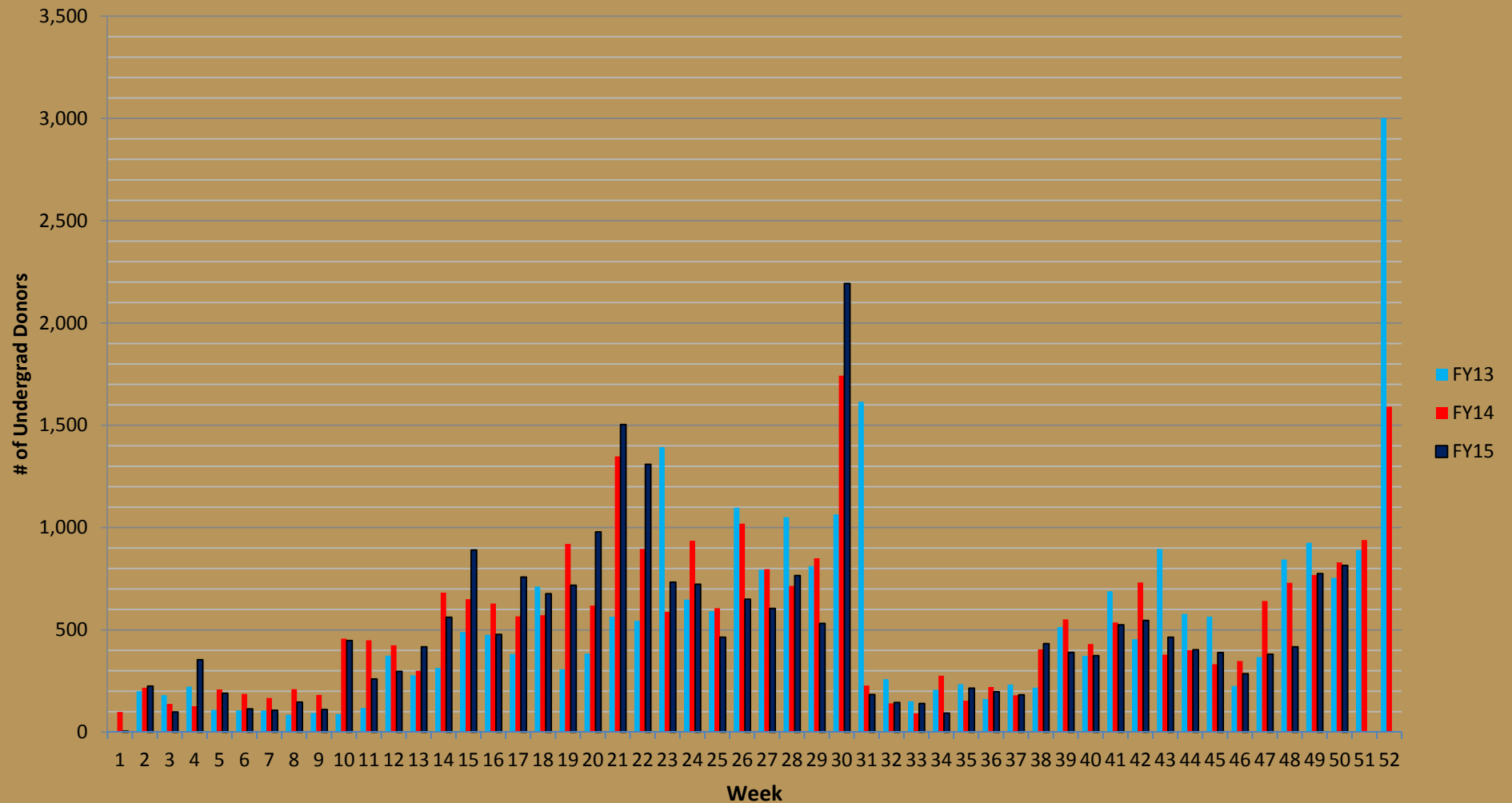
UNDERSTANDING DONOR BEHAVIOR

Tracking Data

- What is the source of the gift?
- What are the trends?
- What sources work to acquire new donors, to reacquire donors or renew donors?

UNDERSTANDING DONOR BEHAVIOR

Undergraduate Weekly Donor Trends
FY13 - FY15



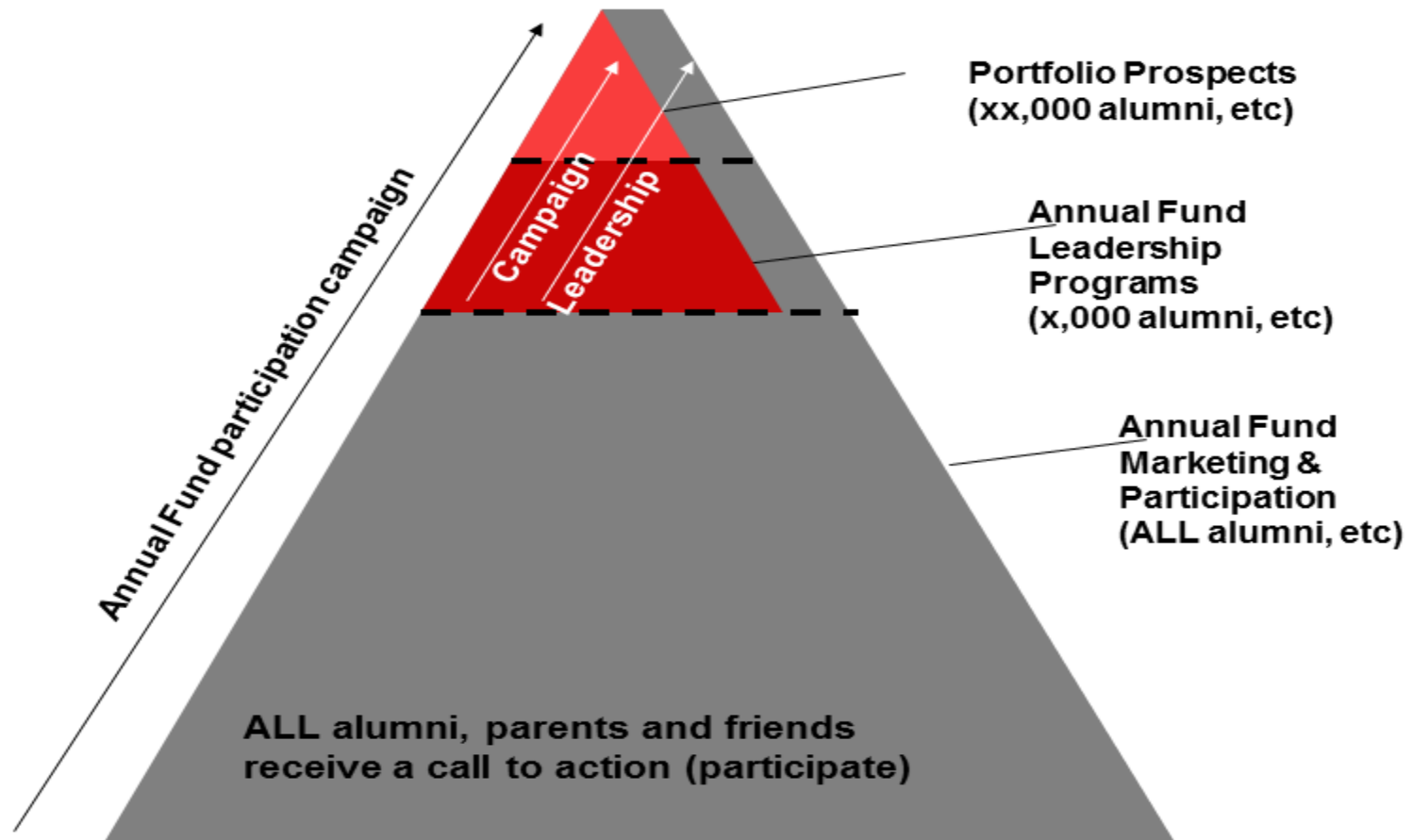
UNDERSTANDING DONOR BEHAVIOR

- **The school has had a positive influence on my life, and my donation is a way for me to give something in return.**
- **I have a deep love and affection for the place and the people.**
- **The school is a part of who I am and what I care about.**
- **I want to promote my school's mission and values.**

UNDERSTANDING DONOR BEHAVIOR

- I want to help my school attract the **best students and faculty**, enhance its **academic programs**, and sustain its **overall excellence**.
- I want to support **scholarships and fellowships**.
- Giving is a way to express my **loyalty and pride in the school**.

UNDERSTANDING & INFLUENCING DONOR BEHAVIOR



INFLUENCING DONOR BEHAVIOR

- Plan your marketing submarkets, themes, campaigns, timelines, messages
- Tell the story (Andy Goodman: The Goodman Center)
- Repeat the story

INFLUENCING DONOR BEHAVIOR

- Consistency and integration of message across marketing channels
- Create artificial deadlines
- Happy anniversary of giving!
- Use challenges and premiums
- Recurring giving
- Use of social media and peer influence
- Crowdfunding

INFLUENCING DONOR BEHAVIOR

- Gifts **support scholarships** for students who cannot afford tuition.
- Gifts ensure that today's **students** will have the resources to learn from the **best educators** and at the **best facilities**.

INFLUENCING DONOR BEHAVIOR

- Gifts support the school's **unique mission and vision.**
- Gifts support **animal, human and environmental health.**



THANK YOU for your ongoing support of Boston College.

Please renew your support with a [VAR: gift / leadership gift] to Boston College today. Your gift has a direct impact by enriching our programs, faculty, and students. Thanks to donors like you, today's students are making a lasting impact through international volunteerism, athletic achievements, and soaring academic ambitions.

YOUR RECENT RECORD OF GIVING AT BOSTON COLLEGE

FY 2010	FY 2011	FY 2012	FY 2013	FY 2014	FY 2015

YOUR LAST GIFT: <?????>

deadline to give
this fiscal year
is 5/31/15

Office of University Advancement • Cadigan Alumni Center • 140 Commonwealth Avenue • Chestnut Hill, MA • 02467-3819

ONGOING GIVING

Enjoy the ease and convenience of installments that automatically renew!

Please charge my card

\$ _____

☐ Monthly ☐ Annually

MY GIFT TO BOSTON COLLEGE

☐ \$XXXX ☐ \$XXXX ☐ \$XXXX Other _____

☐ Check (payable to Boston College)

☐ Charge (VISA, MasterCard, or AmEx)

Card # _____ Exp. _____

Name on card _____

DESIGNATE MY GIFT TO

☐ Student Financial Aid

☐ Boston College Fund (unrestricted)

☐ Flynn Fund (Athletics)

☐ Academic Excellence

☐ Spirituality and Student Activities

☐ Other _____

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John Q. Smith

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Make your gift online at
www.bc.edu/givebc.

Learn more about matching gifts
at www.matchinggift.com/bc.

Make a lasting impact with a legacy
gift at www.bc.edu/legacygiving.

XXXXXX

Please return this form, noting any address corrections above.

888-752-6438 • bcfund@bc.edu

REINFORCING DONOR BEHAVIOR

Stewardship & Donor Recognition

- Find creative ways to say thank you, engage donors, and show impact of giving.
- Many ways to tell impact stories.
- Develop a shared story bank.

SHOWING IMPACT

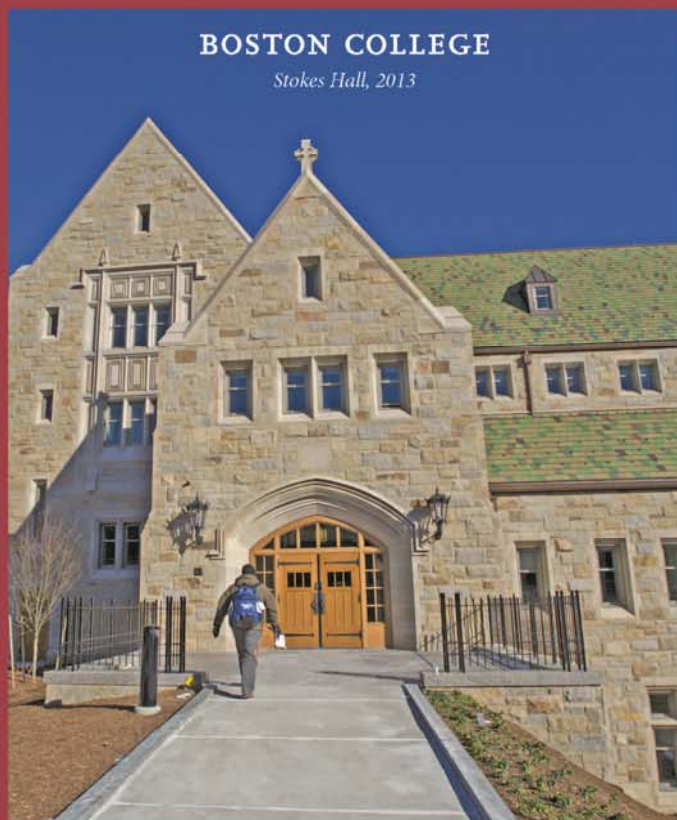
Stories from the viewpoint of the recipient of the gifts.

- Can be delivered by email, mail, in person or on social media.
 - Why are the gifts significant?
 - What happened as a result of the giving?
 - What impact did the gifts have on research, students and community?
- Provides feedback mechanism for donors.

TELLING STORIES



SAYING THANK YOU



**THANKS FOR
STICKING WITH BC.**

*This is the third in a series of magnets to be given to
our generous supporters each year.*

As a loyal supporter of Boston College you make an immediate and lasting impact on the University's outstanding students and unique mission. Your gift does so much for so many; from providing life-changing scholarships, to expanding the beauty of the Heights through the opening of Stokes Hall, to maintaining our University's rigorous and excellent academic programs.

For all you do for Eagles, for others, and for BC, please accept this commemorative magnet to honor your participation.

For a more in-depth look at how your annual support is making a difference, please visit the 2013 Impact of Giving Report, at www.bc.edu/impact.

Thank you for giving to BC.

BOSTON COLLEGE

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CHESTNUT HILL, MA 02467-3808

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SAYING THANK YOU



Dear [FirstName],

THANK YOU for making
your voice heard at Boston College, year after year, as a
member of the Neenan Society. Your continuous giving
ensures that every day, in every way, you are making an
impact for BC students.

Go Team Neenan!

Nicole DeBlois

Nicole DeBlois '99
Neenan Society Chair

BOSTON
COLLEGE

NEENAN
SOCIETY

Dear Simone,

Thank you for stepping up to the plate for BC! As a Neenan Society member, you ensure that Boston College students are provided with the resources to learn, develop, and grow. To thank you for your loyalty and ongoing support, we are offering a chance to win an exclusive Neenan Society giveaway.

Enter today to win a set of four tickets to root for the Red Sox on July 27 at Fenway Park!



The lucky winner will be notified by email and announced via social media.

The deadline to enter is May 11, so drive it home right away!

Team Neenan

FOR BC

THANK A DONOR DAY



DONOR BENEFITS AND EVENTS

- Donor Recognition Events with content that shows impact of giving.
- Donor benefits that reinforce the behavior of giving, are as personalized as possible, and are just pure fun.

VIDEOS

- **Student Thank You Video:**

<http://www.youtube.com/watch?v=4NXmoArlQZ4>

- **GOLD Rush Scholars:**

<http://www.youtube.com/watch?list=UUbogFv5GMyOwjgqF2mvp7qA&v=EfMWKtDmY2k>

- **Impact of Giving Video:**

<https://www.youtube.com/watch?v=71CfmXKq-Yo>

- **Pops Scholars Video:**

<https://www.youtube.com/watch?v=zBmJdVO5Erw>

Contact Information

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