

The
Campaign
for OSU

THIS
AMAZING
PLACE

THIS
HISTORIC
MOMENT

Annual Giving & Digital Fundraising

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Defining Digital Fundraising....

Digital Communications (n.) Myriad of outbound communications tactics that leverage digital technology to deliver messages: e-mail, video, text messaging, online advertising, paid search, optimized press releases, podcasts, vodcasts, etc.

(Fleishman-Hillard' global digital team)

A good Annual Giving Program:

- Educates/Informs/Cultivates
- Builds a case for support
- Solicits prospects through multiple medias
- Steward donors

**Digital Fundraising
not replacing, but complimenting**



Ning™

flickr™

LinkedIn®

 **give**
Social Giving

You  Tube

Google  buzz

twitter



Non-Profit

The logo for charity: water, featuring the text "charity: water" in a white, lowercase, serif font centered on a solid black rectangular background.

charity: water

[Peer](#) to Peer

Monthly [Giving](#)

Timeliness

[Social Media](#) / [Twestival](#) / [Blog](#)

[September](#) Campaign

[Twitter](#) Backgrounds

Stewardship



MercyCorps

Higher Ed



Campaign Reports

Pre-solicitation / Solicitation

Stewardship



Dartmouth
College



Pros of Digital Fundraising

- Acquisition
- Engagement
- Cost Effective
- Timeliness

Cons of Digital Fundraising

- Additional Gift Fees
- Average Gifts
- Retention Rates

Best Practices

- Have a plan
- Involve multiple areas on campus
- Enrich already existing Annual Giving efforts
- Set realistic goals

THANK YOU!