

2022 OVERVIEW

QUARTER 1:

Fueling the Mission

January 1, 2022 – March 31, 2022

Goal:	\$1M in unrestricted, annual giving support (Q1 + Q2 dollar goal) and 1,100 donors
Audience:	Leadership Society members and donors giving \$500+ in a calendar year since 1/1/2017
Components:	Direct Mail, Digital (Email & Crowdfunding), E-Newsletters, Stewardship

Details:

DIRECT MAIL

Messaging – encourage donors to upgrade their giving within the Leadership Society. Each level will outline how dollars are used and will have a specific, student story attached to the level.

4 letter versions for each level of the Leadership Society signed by Brian Allen

- \$1,000+ (Bronze Level)
- \$5,000+ (Silver level)
- \$10,000+ (Gold level)
- \$25,000+ (Platinum level)

Tentative drop date in mailboxes:
February 9, 2022

DIGITAL (EMAIL & CROWDFUNDING)

Email Solicit - Digital version of the mailer emailed to the same segments

Community Funded landing page will be created for this campaign. Each level of the leadership society will showcase a specific student story

Digital Newsletters (email)

1. Q1 Olivet Fund Donor E-Newsletter

- sent to all donors that have given within the last 5 years
- Goal of this piece is to update donors on what is going on on-campus, engage campus community in a new way and share what is happening with The Olivet Fund. All delivered right to your inbox
- Email will include an intro paragraph signed by Erika Moeschke along with 3 articles or stories
- Send date: January 26, 2022

2. Young Alumni E-Newsletter

- sent out on a monthly basis to alumni who are 0-10 years post-graduation.
- The goal of this piece is to connect and engage ONU Young Alumni for the purpose of strengthening the Olivet network and to encourage the lifetime benefit of investing in the next generation of Christian professionals.
- Email will include intro paragraph signed by Hannah Priest along with special alumni features
- Send date: 3rd week of every month

3. Leadership Society E-Newsletter

- sent to all Leadership Society members bi-annually
- Goal of this piece is to educate LS donors on the importance of giving at a leadership level along with providing opportunities to surprise and delight our most loyal donors
- Email will include campus updates along with some kind of gift or special perk
- Send date: February 15, 2022

STEWARDSHIP

Email sent to donors that gave with a thank you message and an impact video. Videos will be refreshed quarterly and emails will be sent on a weekly basis to those that gave the previous week.

Donors without an email address will receive a thank you call from a student if their gift is under \$1,000 or a hand-written note if their gift is over \$1,000.

QUARTER 2:

Day of Giving

April 1, 2022 – June 30, 2022

Goal:	\$1M in unrestricted, annual giving support (Q1 + Q2 dollar goal) and 1,000 donors
Audience:	Entire Olivet Community (Donors, non-donors, parents, friends, community members, etc.)
Components:	Direct Mail, Digital (Email & Crowdfunding), E-Newsletters, Social Media, Stewardship

Details:

DIRECT MAIL

Messaging – Save the Date for Day of Giving (April 20 – 21, 2022)

Mailer - Tentative drop date in mailboxes:
March 28, 2022

DIGITAL (EMAIL & CROWDFUNDING)

Email Campaign – Full plan TBD

Community Funded landing page with URL olivet.edu/dayofgiving will be used for this campaign

Digital Newsletters (email)

1. Q2 Olivet Fund Donor E-Newsletter

- sent to all donors that have given within the last 5 years
- Goal of this piece is to update donors on what is going on on-campus, engage campus community in a new way and share what is happening with The Olivet Fund. All delivered right to your inbox
- Email will include an intro paragraph signed by Erika Moeschke along with 3 articles or stories
- Tentative send date: April 4, 2022

2. Young Alumni E-Newsletter

- sent out on a monthly basis to alumni who are 0-10 years post-graduation.
- The goal of this piece is to connect and engage ONU Young Alumni for the purpose of strengthening the Olivet network and to encourage the lifetime benefit of investing in the next generation of Christian professionals.
- Email will include intro paragraph signed by Hannah Priest along with special, alumni features
- Tentative send date: 3rd week of every month

Social Media

Will be utilizing paid ads on Facebook to push messaging to larger community

Full plan - TBD

STEWARDSHIP

Email sent to donors that gave with a thank you message and an impact video. Videos will be refreshed quarterly and emails will be sent on a weekly basis to those that gave the previous week.

Donors without an email address will receive a thank you call from a student if their gift is under \$1,000 or a hand-written note if their gift is over \$1,000.

Special thank you video will be sent to all Day of Giving donors

QUARTER 3:

Make your Mark

July 1, 2022 – September 30, 2022

Goal:	600 donors
Audience:	All traditional, undergraduate alumni
Components:	Direct Mail, Digital (Email & Crowdfunding), E-Newsletters, Social Media, Stewardship

Details:

DIRECT MAIL

Messaging – Announce Make your Mark Scavenger Hunt and locations

Mailer – Tentative drop date in mailboxes: September 26, 2022

DIGITAL (EMAIL & CROWDFUNDING)

Email Campaign – Full plan TBD

Community Funded landing page with URL olivet.edu/makeyourmark will be used for this campaign

Digital Newsletters (email)

1. Q2 Olivet Fund Donor E-Newsletter

- sent to all donors that have given within the last 5 years
- Goal of this piece is to update donors on what is going on on-campus, engage campus community in a new way and share what is happening with The Olivet Fund. All delivered right to your inbox
- Email will include an intro paragraph signed by Erika Moeschke along with 3 articles or stories
- Tentative send date: April 4, 2022

2. Young Alumni E-Newsletter

- sent out on a monthly basis to alumni who are 0-10 years post-graduation.
- The goal of this piece is to connect and engage ONU Young Alumni for the purpose of strengthening the Olivet network and to encourage the lifetime benefit of investing in the next generation of Christian professionals.
- Email will include intro paragraph signed by Hannah Priest along with special, alumni features
- Tentative send date: 3rd week of every month

Social Media

Full plan - TBD

STEWARDSHIP

Email sent to donors that gave with a thank you message and an impact video. Videos will be refreshed quarterly and emails will be sent on a weekly basis to those that gave the previous week.

Donors without an email address will receive a thank you call from a student if their gift is under \$1,000 or a hand-written note if their gift is over \$1,000.

QUARTER 4:

CYE + Giving Tuesday

October 1, 2022 – December 31, 2022

Goal:	1,300 donors
Audience:	Entire Olivet Community (Donors, non-donors, parents, friends, community members, etc.)
Components:	Direct Mail, Digital (Email & Crowdfunding), E-Newsletters, Social Media, Stewardship

Details:

DIRECT MAIL

Messaging – CYE push for donors and encouraging acquisition. Letter signed by Dr. Chenoweth.

Letter will be packaged with the final issue of Olivet the Magazine for the year

Save the Date for Giving Tuesday (November 29, 2022) will also be included.

- Tentative send date: 3rd week of every month

Social Media

Full plan - TBD

DIGITAL (EMAIL & CROWDFUNDING)

Email Campaign – Full plan TBD

Community Funded landing page with URL olivet.edu/give will be used for this campaign

STEWARDSHIP

Email sent to donors that gave with a thank you message and an impact video. Videos will be refreshed quarterly and emails will be sent on a weekly basis to those that gave the previous week.

Donors without an email address will receive a thank you call from a student if their gift is under \$1,000 or a hand-written note if their gift is over \$1,000.

Digital Newsletters (email)

1. Q2 Olivet Fund Donor E-Newsletter

- sent to all donors that have given within the last 5 years
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- Email will include an intro paragraph signed by Erika Moeschke along with 3 articles or stories
- Tentative send date: April 4, 2022

2. Young Alumni E-Newsletter

- sent out on a monthly basis to alumni who are 0-10 years post-graduation.
- The goal of this piece is to connect and engage ONU Young Alumni for the purpose of strengthening the Olivet network and to encourage the lifetime benefit of investing in the next generation of Christian professionals.
- Email will include intro paragraph signed by Hannah Priest along with special, alumni features