



## **Washburn University Foundation Finds Perfect Marketing Partner for Multi-Channel Campaigns**

---

### **Business Objectives:**

Washburn University is a premier college in central Kansas. With over 7,000 students Washburn offers college degree programs for undergraduate, graduate and law students.

The Washburn University Foundation, in cooperation with Washburn University and the Washburn School of Law, is the University's fundraising and gift-stewardship organization. The goals of the Foundation are to:

- Expand the University's donor-base by raising awareness of the need for private support
- Conduct fundraising campaigns and programs
- Invest the endowment to increase the value of existing gifts
- Provide high standards of stewardship for all donors to Washburn University
- Provide the centralized services to support these efforts

To achieve these goals efficiently and effectively, Washburn University began looking for a partner for their marketing campaigns to provide marketing strategy and expertise and to incorporate e-solutions along with variable data printing. That search led Washburn University to the Lexinet Corporation. (M3 Toolbox – Marketing for Non-Profits is a division of the Lexinet Corporation.)

### **Campaigns:**

Following a review of prior campaign results, Lexinet worked with Washburn University Foundation to create a marketing plan for the following year balancing the most effective marketing communications with the Foundation's available marketing budget for the year.

Just a few examples of some of the campaigns executed during the fiscal year are:

#### Fiscal Year End Mailing

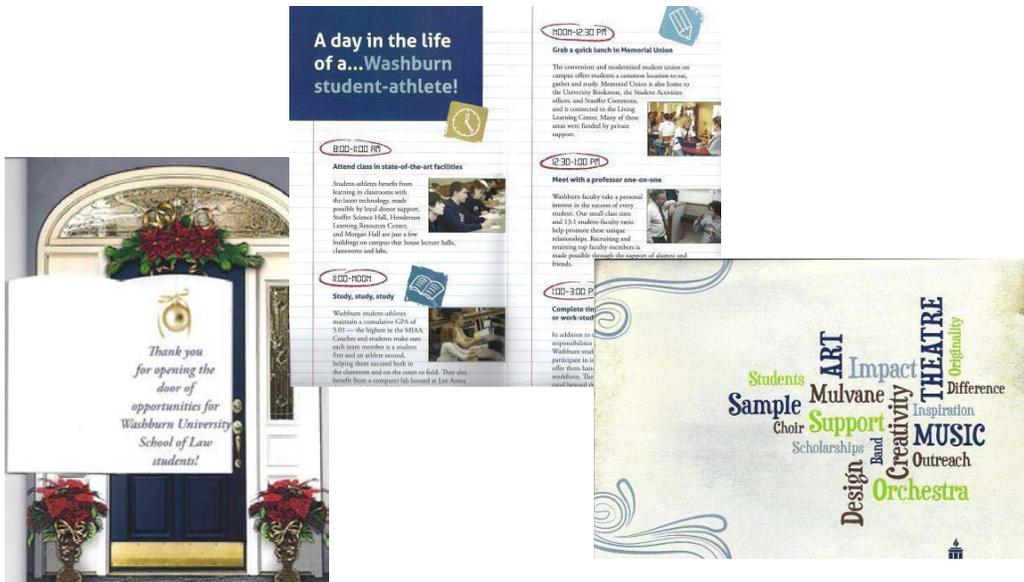
The FYE mailing was the second largest mailing of the year for the Washburn Foundation. A total of 10,500 variable letters were mailed along with a gift of personalized mailing labels enclosed. There were numerous versions of the letter, versions of the envelope and versions of the mailing labels that came together to create this impactful campaign. Variables included ask amount, giving society, artwork, university logo and more.

#### School of Law Scholarship Mailing

2,662 letters were mailed to Washburn University School of Law graduates now working in law firms across the nation. The letters were versioned based on whether or not the recipient had received a Homestead scholarship while a student at Washburn. The high impact color printing on the envelope was personalized to the student as well as acknowledging the school that the student may have transferred from as a Homestead scholar. A unique gift amount was suggested by the Dean sending the letter for each recipient.

**Fine Arts Mailing**

3,629 self-mailers mailed to supporters of Washburn’s Music Department, Art Department, Mulvane Art Museum and the Theatre Department and Andrew J. & Georgia Neese-Gray Theatre. The self-mailers were highly personalized including varied ask amounts, gift designation suggestions and outer design based on the recipient’s previous gifts and Music, Art or Theatre preferences.

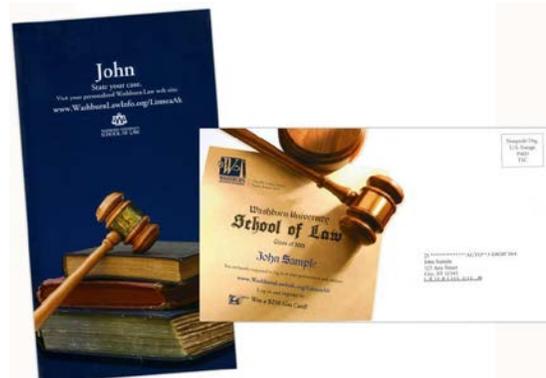


**Recent Graduates from the School of Law Mailing**

As a way to capture valuable information about recent Law School grads to enhance their database, the University implemented a campaign that included:

- Postcard mailing with a personalized URL with incentive that all respondents were registered in a drawing to win a gas card to encourage responses.
- Personalized landing pages with all personal information pre-filling with the ability to make necessary updates.
- Thank you email immediately after respondent completed the information.
- Follow up email sent to non-responders two weeks after the postcard mailing with a link to their personalized URL.

Although specific numbers aren’t available, this campaign proved to be very successful in capturing information about recent Law School graduates and the University continued the campaign in future years.



Marketing campaign strategies effectively integrated into the marketing plan included:

- Personalized URLs
- QR Codes
- Email Marketing as a follow-up to a mailing campaign
- Email Marketing stand-alone campaigns
- A/B Testing

**Results:**

Campaigns were evaluated individually and as a part of the overall marketing plan. Successes from each campaign were incorporated into planning for marketing strategies not only for the next fiscal year, but also for the next campaign.

Although each campaign resulted in increased giving, one particular campaign stood out from the rest. At the end of each calendar year prior to working with Lexinet, the Washburn Foundation had mailed a holiday greeting to all donors. In the greeting, the Foundation thanked the donor for their prior support and asked for an additional year end gift. For this year, though, the Foundation took a different approach.

Working with Lexinet to create a captivating holiday card design which incorporated a package that was “opened” by the recipient, along with personalized adhesive gift tags, the Foundation crafted a holiday message that simply thanked the recipient for their support and wished them a very Happy Holiday.

There was no ask copy incorporated into the piece. The focus was strictly on thanking the donor. As the greeting card was inserted into the envelope, the personalized gift tags and a folded reply envelope were also enclosed.

Following year end, when results of the campaign were compiled, the Foundation was thrilled to learn that without a formal ask, year-end contributions had increased by 30% over the prior year. The combination of the gift tags, the fun format of the card, and the fact that the focus was on the donor only and the Foundation’s sincere appreciation resulted in record-breaking results.

**Target Audience and Messaging:**

Each campaign had a very specific target audience and messaging crafted for that audience. Personalization and segmentation were keys to successful marketing campaigns. During the year, marketing campaigns ranged from a few hundred pieces to the Fall Appeal which was mailed to almost 30,000 recipients.

Lexinet’s ability to utilize variable data printing, along with email and other digital components, allowed the Washburn Foundation to maximize their impact while maintaining budget for outstanding results.



**Want to learn more about how to achieve results like these?  
Contact Lindsey Boyer at 800-767-9227 or by email at  
lindseyb@lexinetcorporation.com.**