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ETSU DAY OF GIVING

ADVR 4730: Brand Communication Capstone



THE TEAM



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ACCOUNT MANAGER



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INTRODUCTION

Week-Long Event

Themed Days



Multi-Channel Engagement: Campaign utilizes email, social media, website updates, and videography to connect with the community.

Support All Week: Donations can be made throughout the week, directly benefiting ETSU students and enhancing their educational experience.

GOALS

- Target students and faculty and staff
- Increase our line of communication among our donors
- Communication strategies
- Increase social media presence
- Simplify Donation Process
- Raise awareness
- Educate about Day of Giving

RESEARCH FINDINGS

SECONDARY

DAY OF GIVING'S MAIN MISSIONS

- Focus on acquiring, upgrading, and retaining contributors.
- Create compelling and thoughtful messages to highlight impact of donors for ETSU.
- Identify and nurture relationships with donors both past and present.



LAST YEAR ETSU'S DAY OF GIVING RAISED 358K IN APRIL OF 2024. THIS YEAR THE GOAL IS TO RAISE 465K FOR 2025.

RESEARCH FINDINGS

PRIMARY

Last Year:

- 411 Alumni Donations
- 118 Student Donations
- 88 Parent Donations
- 251 Faculty and staff Donations
- 125 “Friends” of ETSU Donations

Our goals for this year include engaging 400 staff members, 175 students, and 500 alumni on day 1.



PERSONAS

THE LOCAL ADVOCATE



- Large corporations making large donations (Ballad)
- Local to Johnson City
- Growing budgets
- Corporations donate more in periods of growth
- Uses philanthropy as a form of public relations or advertising

THE WISE OWL



- Average age of 44-55 years old
- Primarily use Facebook and Youtube
- Engagement:
 - 41% of Generation X users have taken action after seeing an ad on social media.
 - 28% of Generation X users use social media for research before making a purchase.

PERSONAS

THE GOLDEN GRAD



- Older 20s to lower 40s
- Engagement: Over 60% of users in this range bought products directly through social media apps. 80% are willing to purchase from brands associated with meaningful causes, many consider social media content when making financial decisions or donations.

THE SOCIALIZER



- 18- mid 20s
- Prefers direct communication, authenticity, and relevance.
- Favors tangible goods
- Supports brands aligned with their personal values.
- Primarily use Instagram and Youtube.
- Engagement: 52% are influenced by social media in decision making. 49% have donated based on social media content.

KEY FINDINGS

1

By conversing with organizational leaders we found that:

- Trust is Lacking in Faculty/Staff
- Donation Process Seen as Difficult

2

- Donor Group that raises the most:
 - Community Members
- Why?

3

- Most Effective Communication Method
 - Letters
- We Aim to Boost Online Communication

INCREASE WEBSITE DONATIONS



WEBSITE REFRESH

SMART OBJECTIVE

**INCREASE COMMUNICATION
TACTICS BY 30% AMONG DONORS
BY THE END OF THE DAY OF GIVING
CAMPAIGN ON APRIL 25TH.**



THE BIG IDEA...

Targeted messaging to reach each target audience

Allows for stronger connection with the audience

More responsive with tailored messaging

'FOREVER ETSU'

STUDENTS

"Give to those who gave to you!"

FACULTY/STAFF

"Faculty and staff: the heart of Buccaneer support"

ALUMNI

"From shaping you to shaping the future—give back today."

**COMMUNITY
MEMBERS**

"For our most dedicated friends and supporters, ETSU thanks you. Join us today in shaping the future."



GOLD CORD CIRCLE

- ***Gold Cord Circle Promotion:*** Targeting graduating seniors and juniors preparing for graduation.
- ***Sentimental Value:*** Graduation cords are cherished keepsakes, often showcased in photos and kept as mementos.
- ***Driving Donations:*** Leverages the emotional significance of cords to inspire contributions.
- ***Timeless Symbol:*** Represents achievement and creates a lasting connection with the institution.



STUFFED PEPPER

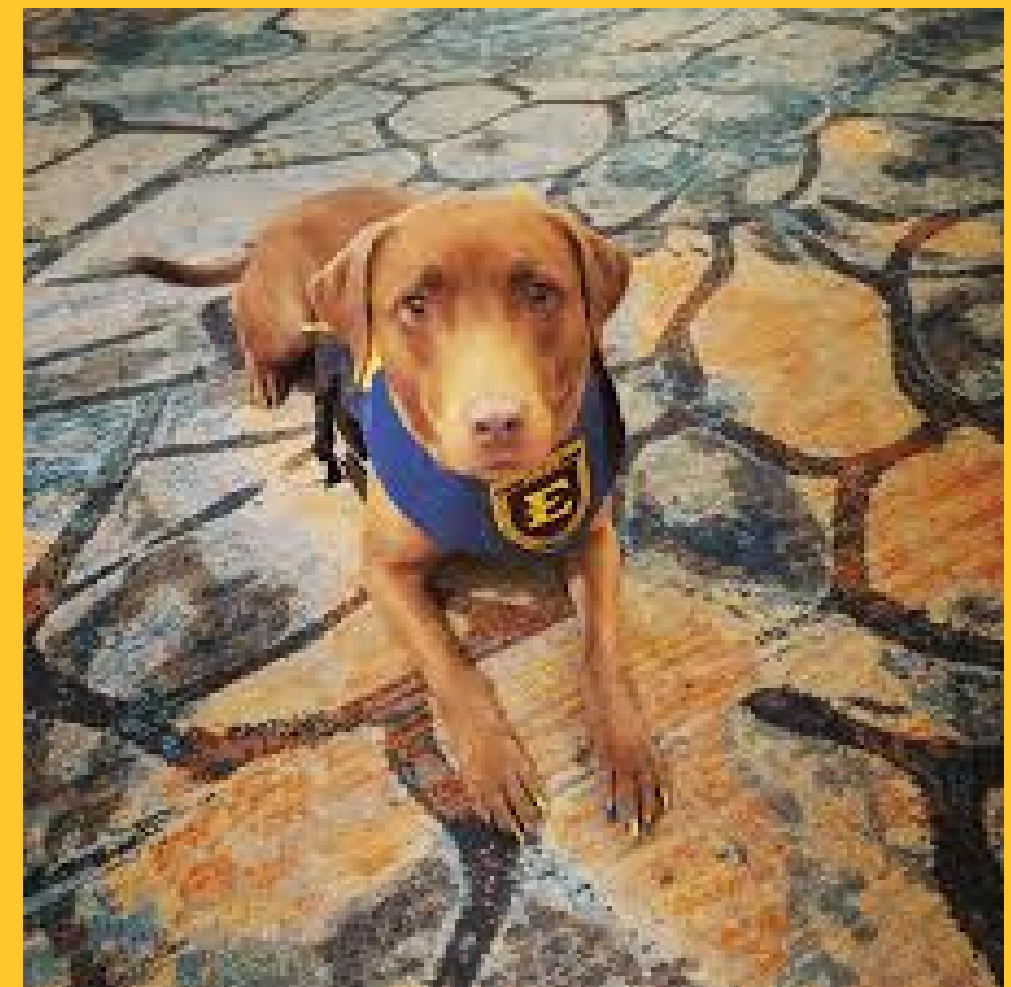
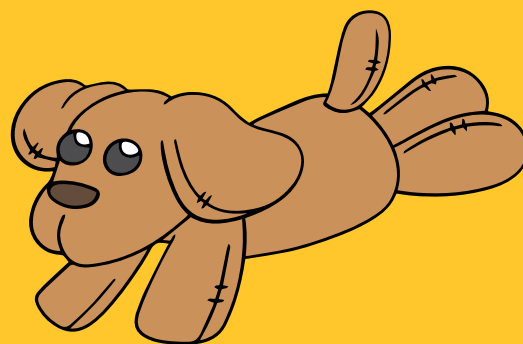
ENGAGEMENT THROUGH "PEPPER"

YEARLY RENEWAL REWARD

EXCLUSIVE MEMBERSHIP

LIFELONG CONNECTION

LASTING IMPACT



SOCIAL MEDIA STRATEGY



STUDENTS

Platform: 

Tactic:

- Create short, engaging videos showcasing
- Use current students in these videos,
- Utilize trending music or trending hashtags (like #ETSUDayOfGiving),
- Make Social Media More Interactive.

ALUMNI

Platform:  

Tactic:

- Nostalgia
- Post images of campus landmarks
 - Encourage Alumni to Share their Stories
- Reinforce the Legacy of Giving

FACULTY/ STAFF

Platform:   

Tactic:

- Share testimonial posts from faculty and staff
- How donations enhance their departments or programs.
- Emphasize the message of “giving back”
- Highlight specific goals for departmental growth that would benefit from funding
- Step by Step Video
 - Email

COMMUNITY MEMBERS

Platform:  and local online groups (like Tri-Cities community pages)

Tactic:

- Post about ETSU’s contributions to the Tri-Cities area
- Emphasize the community benefits of supporting ETSU.
- Use visuals of community events, outreach programs, or partnerships ETSU has fostered locally
- Post an emotional video about ETSU student life

EMAIL MARKETING

Announce the event, highlighting goals, and providing updates.

Personalized messaging to recipients.

- Include testimonies
- Provide clear calls to action targeting each audience

Frequency: Bi-weekly emails leading up to the event, with a final reminder one week before.

MEDIA ADVERTISING

Utilize the East Tennessean

Press releases will be distributed through local channels

Once a month prior to Day of Giving week
Release another the week prior

Highlight goals, impact stories, and how the community can get involved

EVENT MARKETING

Host tailgates (targeting alumni and students) and a “Senior Send Off” to build awareness for the cause.

Market through social media platforms

Timing:

- Tailgates: During football/ baseball season
- Senior Send Off: End of each semester

DIGITAL ADVERTISING

Run targeted ads on Facebook and instagram to reach potential donors

- Use retargeting strategies to engage users who have visited the donation page but have not yet donate

-Create how to video for the online donation process

Timing: Start ads a month prior and run through the event date.

PLACE ADVERTISING

Utilize sidewalk signs and TV monitors around high-traffic areas on campus to promote the cause

Timing: Ongoing throughout the campaign period.



WEBSITE

Strategy: Create a dedicated landing page for the Day of Giving on the ETSU website.

- Include information on how to donate, event details, and stories of impact.
- Ensure the donation process is user-friendly and accessible.

Timing: Launch the landing page a month prior to event.

WEBSITE REFRESH

1

CONSOLIDATE WEBSITES

ETSU Day of Giving

Annual fundraising event for East Tennessee State University

UNIVERSITY ADVANCEMENT

Give Now

Giving ▾

News

Advancement Policies

Advancement Services

Alumni Association

Annual Giving

Planned Giving

Donor Bill of Rights

Foundation

Scholarships

Contact our Team

Day of Giving is an annual, 24-hour online fundraising event for East Tennessee State University. Alumni, faculty, staff, students, parents, friends, and partners unite to help students pursue knowledge and improve the quality of life of people in the region. In 2023, we raised **1,062 gifts totaling more than \$358,000 in 24 hours!** In 2024, we plan to exceed both the amount of donations and the overall total raised - and have some fun while doing it! Join us on **April 16, 2024, starting at 9 a.m.** Visit our [frequently asked questions](#) page below.

Will you help **go beyond** for ETSU? You are invited to join the Day of Giving Committee if you would like to help plan and conduct this virtual event. Contact annualgiving@etsu.edu for information. Please consider making your gift at etsu.edu/give on or before April 16, 2024, advocating for ETSU across your networks, and following us at @AdvanceETSU on social media. Don't forget to use #ETSUDayofGiving.



GIVE NOW



SIGN UP LOGIN

ETSU Day of Giving 2024



957

Donors

89% of 1,075 Donor goal

\$462,205

Donated

This campaign ended on April 17, 2024, but you can still make a gift to East Tennessee State University by clicking [here!](#)

Projects About Matches & Challenges FAQs Updates Donors Advocates Social



WAYS TO GIVE / PLANNED GIVING / ALUMNI ASSOCIATION / ATHLETICS

Online Giving

Your gift to ETSU makes dreams possible.

COLLEGE OF ARTS & SCIENCES

COLLEGE OF BUSINESS & TECHNOLOGY

COLLEGE OF HEALTH SCIENCES

CLEMMER COLLEGE OF EDUCATION AND HUMAN DEVELOPMENT

COLLEGE OF GRADUATE & CONTINUING STUDIES

QUILLEN COLLEGE OF MEDICINE

COLLEGE OF NURSING

GATTON COLLEGE OF PHARMACY

COLLEGE OF PUBLIC HEALTH

HONORS COLLEGE

SHERROD LIBRARY

STUDENT LIFE AND ENROLLMENT

NEED HELP ?

WEBSITE REFRESH

2

FIX THE DROP DOWN LINKS



GRAPHICS, MARKETING MATERIALS, & OTHER RESOURCES TO HELP SPREAD THE WORD



FAQ



3 UPDATE DATES

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WEBSITE REFRESH

4 UPDATE “FLAT BUCKY”

Flat Bucky

Ambassador for ETSU Day of Giving

UNIVERSITY
ADVANCEMENT

Give Now

Giving ▼

News

Advancement Policies

Advancement Services

Alumni Association

Annual Giving



Flat Bucky is the unofficial Ambassador for ETSU Day of Giving 2023. He is a "mail-able" version of the ETSU mascot and will be used to help communicate Day of Giving activities and to generate interest and engagement. Flat Bucky is based on Flat Stanley, which was the character of a series of books written by Jeff Brown. Subsequent to the books, a Canadian teacher named Dale Hubert developed Flat Stanley into a project for his third-grade students to document Flat Stanley wherever he goes. The ETSU Foundation sent Flat Bucky magnets to thousands of alumni and friends so they could take photos of Bucky where they live and work. We're asking them to post their best shots on social media using #FindFlatBucky or #ETSUDayofGiving. Follow us at @AdvanceETSU.

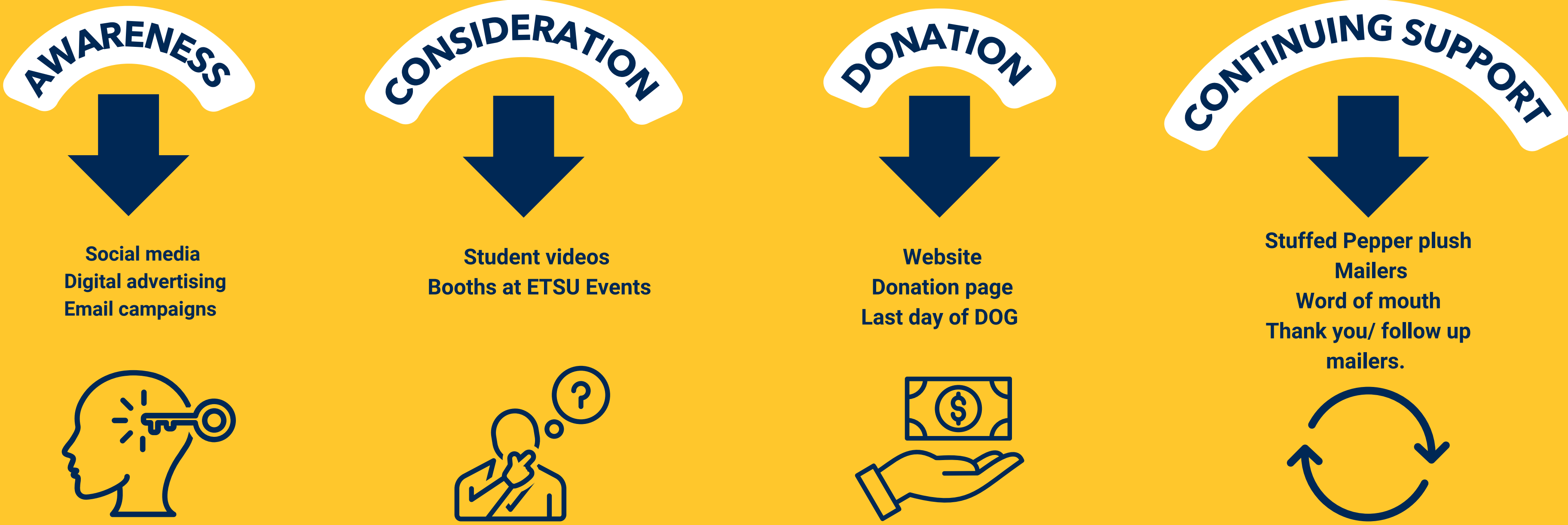
WEBSITE REFRESH

5 GOLD CORD CIRCLE QUICK LINK

Add a quick link to the Gold Cord Circle, similar to the “give now” button.



DONOR JOURNEY



REACH

CONVERSION

ENGAGEMENT

Measure through assessing social media views, event attendance, and media impressions.

KPI'S

SOCIAL MEDIA

Content Calendar

MARCH 2025

| SUN | MON | TUE | WED | THU | FRI | SAT |
|-----|---------------------------------|-----|-----|-----|-----|-----|
| 21 | 22 <div>Graphics/Captions</div> | 23 | 24 | 25 | 26 | 27 |
| 28 | 29 <div>Images/Captions</div> | 30 | 31 | 01 | 02 | 03 |

CONTENT TYPE

Images

Giveaways

Videos

Polls

Text Posts

Stories

Tutorials

Contests

Articles/Blog Posts

PLATFORM

Instagram

LinkedIn

X

Facebook

SOCIAL MEDIA

Content Calendar

APRIL 2025

| SUN | MON | TUE | WED | THU | FRI | SAT |
|------------------------|-----------------|--------------|--------------|--------------|-----|--------------|
| 28 | 29 | 30 | 31 | 01 | 02 | 03 |
| 04 | 05 Text Post | 06 | 07 | 08 | 09 | 10 |
| 11 | 12 Text Post | 13 | 14 | 15 | 16 | 17 Videos |
| 18 Videos | 19 Videos | 20 Videos | 21 Videos | 22 Videos | 23 | 24 |
| 25 Text Post/Images | 26 | 27 | 28 | 29 | 01 | 02 |

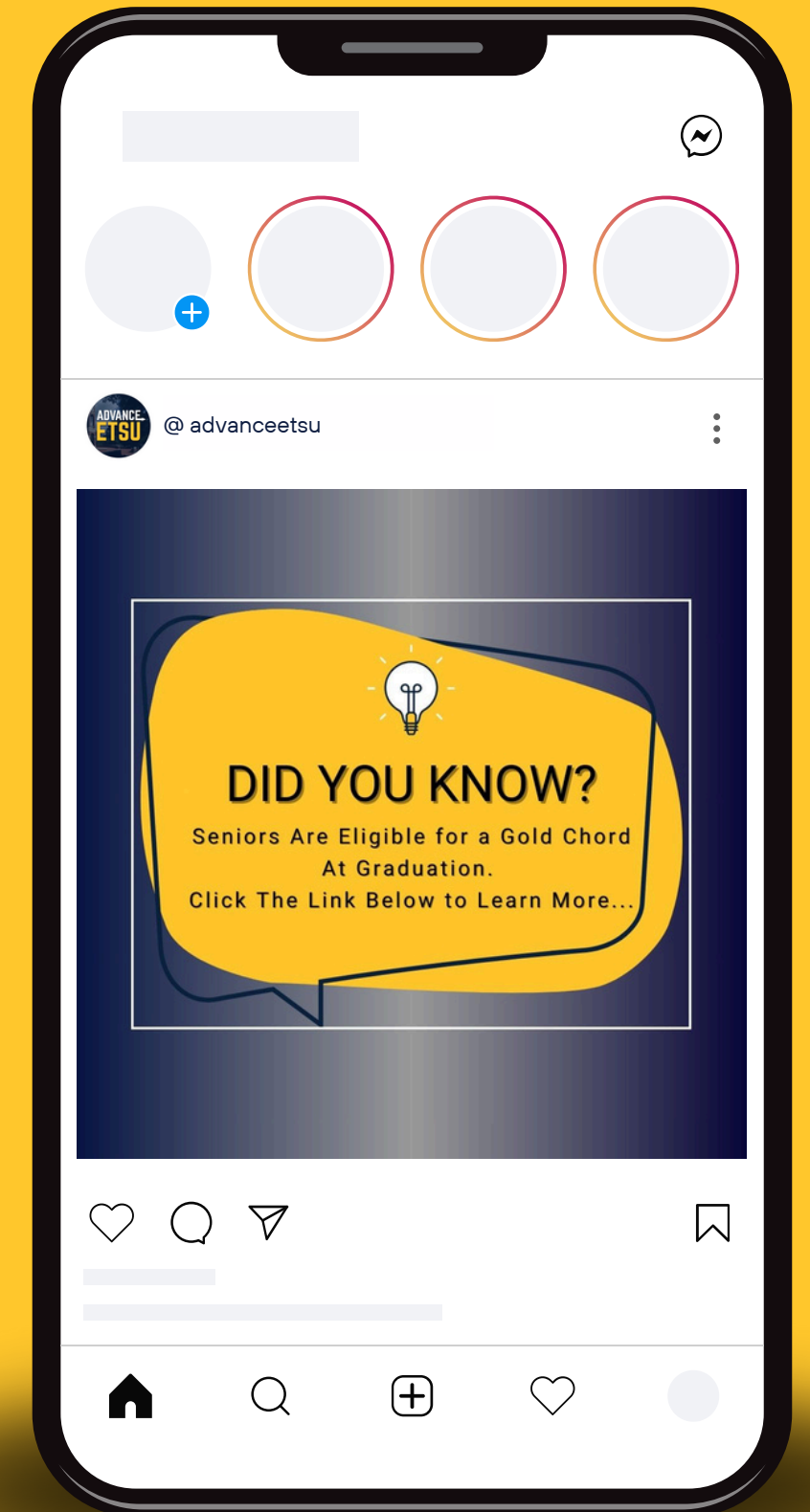
CONTENT TYPE

- Images
- Giveaways
- Videos
- Polls
- Text Posts
- Polls
- Stories
- Contests
- Tutorials

PLATFORM

- Instagram
- LinkedIn
- X
- Facebook

SOCIAL MEDIA POST EXAMPLES



SOCIAL MEDIA POST EXAMPLES



MEET Your Donors



SARAH
Community
Member



LAURA
Faculty



RICHARD
Office Staff



TODD
Community
Member



LEXIE
Alumni



JEFF
Student



BUDGET



Ad Spending Focus: Prioritized digital advertising to maximize audience reach

| MARKETED PRODUCT | SPEND | PLACE | MARKETING |
|---------------------------|---|----------------------|---------------------------------------|
| Stuffed Pepper | 1,363.62 | 499 pieces | <u>Website to Order Link</u> |
| Social Media Ad Promotion | \$50-100 per platform and week of promotion | Instagram & Facebook | <u>How to Promote on social media</u> |

EVALUATION

Performance Evaluation:
Monitor engagement across all platforms, including website traffic, click-through rates, and audience interactions.

Increased Donor Numbers:
We will assess the growth in the number of donors within our target audiences to determine if we have met our target goals.

Trackable Links:
Use embedded links in promotional posts to measure conversions from ads to donations.

Total Donation Amount:
We will use the final income to evaluate the success of the event.

THANK YOU !