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Major gift stewardship is often relatively easy because you are able to provide so many touchpoints throughout a year through both individual and team relationships. Annual fund stewardship can be a little more challenging to effectively thank and steward a large group of donors as your development office may or may not have direct contact with every individual donor. As one of my former bosses and mentors once said, “every donor should be thanked seven times for their gift.” Our goal is to make a \$100 donor feel their gift made an impact just as much as a \$1,000,000 gift. We believe every donor is important, no matter the size of the gift.

Over the last couple years our team has looked for new and creative ways to steward annual fund donors. By articulating the impact of a donor’s annual fund gift, a donor recognizes the impact their gift made, and maybe, just maybe, will want to renew their gift the following year and potentially even increase their support.

One of our most effective and efficient new stewardship opportunities has been the use of ThankView. We turned to ThankView to provide an immediate customized thank you video after a donor had made a contribution. With the ThankView platform you are able to customize the envelope, include salutations, a short message, video and replies. One of my favorite features is that you can have the email sent “From” a head coach, student-athlete or athletics director, but have all the replies come back to the development office to follow up. The ThankView platform also provides analytics on who opens the email and if they watched the custom video. We monitor the analytics and resend to anyone that has yet to open the email and have seen success of open rates when we send a second time.

Most recently our Athletics’ Day of Giving brought in over 3,500 total gifts in one day spread across our 25 different sports programs. The very next day we were able to send customized thank you videos to each individual donor and the specific sport they donated to. This allowed us to provide an immediate stewardship that was unique to each specific donor with their name on it. This was not only efficient but provided an immediate impact on the donor that had just made a gift.

There is still no better way to say thank you than with a handwritten note, but that is not efficient when trying to thank a large group of donors. ThankView has been a great addition to our stewardship efforts and one that donors have really appreciated. We will continue to find creative ways to amplify our appreciation of our donors’ continued impacts on our student-athlete experience.

@NAATSONews



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At Boise State, we’re certainly known for being innovative – the blue speaks for itself! Our culture here is a unique blend that challenges the status quo while still emphasizing that hard work pays off. This mindset is evident in our application of technology, too. Here are some highlights from this year:

VOZZI

The average open rate of a text message is about 98 percent compared to roughly 25 percent for email. In May we launched a special \$99 combo season ticket offer to new graduates. Unfortunately, the university didn’t collect updated email addresses during the graduation process, but we did have their cell phone numbers as part of our digital ticketing

process for football games. This was a great opportunity to try VOZZI’s mass texting tool with a younger demographic. In a single campaign we sold 231 new season tickets for both football and men’s basketball, seemingly overnight.

FEVO

Most group ticket buyers already know they’re attending a particular game and simply need to pay for their tickets. There’s no faster way to purchase tickets than through FEVO’s easy checkout platform. This fall we partnered with a large youth football organization to do a league outing at one of our games. Everyone received the same \$25 ticket offer and the checkout process required them to select which team they wanted to sit with in order to ensure everyone was seated in their proper groups. Thanks to FEVO, we sold almost 2,000 tickets in distressed locations that otherwise would have gone unsold.

TICKETMASTER PLATINUM

Due to the impaired sightlines, we struggle to sell season tickets in the low rows behind the benches for football. However, these are often

the first seats to be purchased on a single game basis. This year we partnered with Ticketmaster and utilized their Platinum pricing tool to increase the list price on this select inventory. Tickets in these areas for our homecoming game were \$80 face value, but we sold them through Platinum at \$199 each and generated \$4,060 in additional revenue beyond the face value.

I admit that technology can be a little scary sometimes. But I appreciate that our athletics director, Jeremiah Dickey, constantly encourages us to not operate from a position of fear. Our goal isn’t to be perfect, it’s to be better. And here at Boise State, we wholeheartedly believe in that growth mentality. Our application of technology can best be described as a series of trial and error. But this process has led to more successes than failures in our journey to constantly better serve our staff, student-athletes, and supporters.