



## How to Get the Most Out of ThankView (ft. NAU)



# How to Nurture Donor Relationships

How NAU sent 30,000+ personalized videos in 2020

By Northern Arizona University, July 21, 2020

# The NAU Annual Giving Team



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# **The #AxeOfKindness Project**

01.

“

Every donor and every student  
that can be contacted is going  
to get a message!



**Beth Hickey,**  
Director of Annual Giving



”

# The BIG PIVOT of 2020



## When student callers can no longer work in the call center

A week after spring break, students opted to work from home and the Annual Giving Team needed to create remote work for 35 student workers or risk layoffs.



# ThankView to Save the Day!

- Accessible remotely
- User-friendly
- Videos can be filmed on a computer or personal devices
- We had built up our digital tools, like ThankView, for the past 2 years



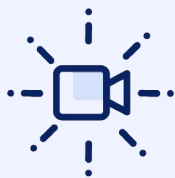


## Keep it simple and meaningful

Students from the Lumberjack Engagement Center recorded 100-700 personalized videos a week for our Axe of Kindness project from mid-March until graduation, including special videos on #AxeofKindness day in April.



How are you?



Send personalized videos and request video responses



Support emergency funds



**50-70%** | **Over 30,000**

Open rate

Videos

# Plan & Prep

## Plan

- ▶ What groups should receive a video message?
- ▶ What is our messaging for each group?
- ▶ When do we send out the video messages?



## Prep

- ▶ Request data and manipulate as needed (create segments, de-dup, etc.)
- ▶ Create a master tracking sheet (videos assigned, recorded, reviewed, and sent)
- ▶ Create engaging, flexible scripts (videos and accompanying email text)
- ▶ Create templates in ThankView (based on audience)
- ▶ Create a special ThankView log-in (recording access only)
- ▶ Create a ThankView remote work plan (training, logistics, and accountability)



# Overall Plan

## Phase 1

- Current, last year, and lapsed donors
- Alumni chapter members, volunteers, and Board members
- Sent out 1-2 weeks before “Axe of Kindness” Day
- Check-in, thank you for support, soft ask for student emergency funds, and request for video response with words of encouragement for Lumberjack community



## Phase 2

- Current students
- Recorded before “Axe of Kindness” Day
- Sent out on “Axe of Kindness” Day
- Peer-to-peer check-in, special note to graduating seniors
- Attached a video montage of the video responses and words of encouragement we got from phase 1 recipients



## Phase 3

- Regular donors, matching challenge donors, and Lumberjacks performing “axe” of kindness
- Recorded and sent out on “Axe of Kindness” Day
- Thank you for participating in “Axe of Kindness”



## Phase 4

- University employees (faculty, staff, admin)
- Sent out at end of the spring semester
- Thank you for their service to the university and students during the pandemic
- Customized for faculty, staff, admin
- Attached a video montage of the video responses and words of encouragement we got from phase 1 recipients



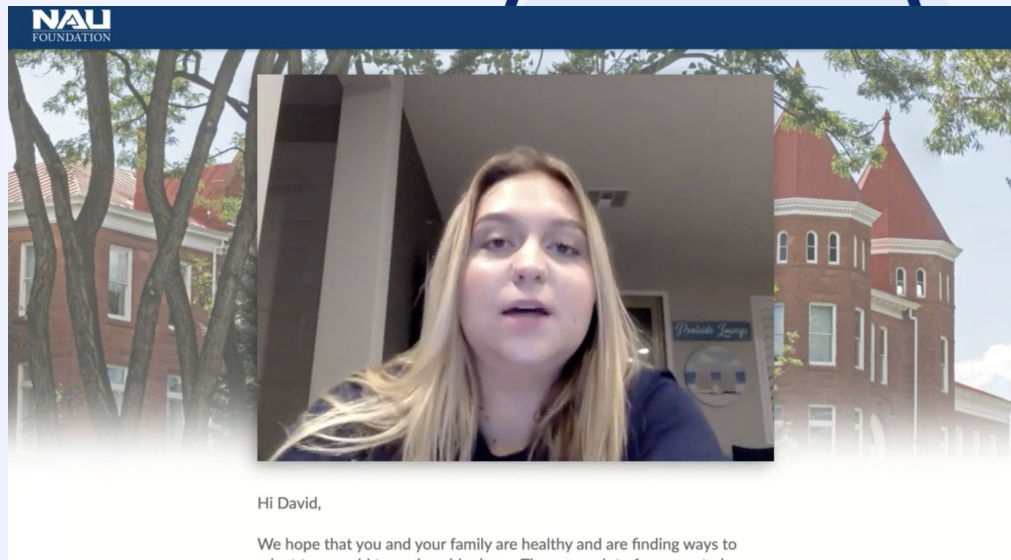
“

**The student voice is so  
important for our  
alumni and donors.**

~~~~~  
**Bonnie Baker**

**Associate Vice President**

”



# Make an impact



## Students respond

- Students received personalized messages from other students
- The peer-to-peer touch was very appreciated by the student body



“

**This project would not  
have been possible  
without ThankView's  
video request platform.**

Abraham Kelley

Annual Giving Manager

”





# **Maintaining Long-term Relationships**

02.

# Meeting and Exceeding Expectations

Raise the bar and keep it going



Scholarship recipient  
videos



Engage your best  
supporters



Surprise and  
delight



Share student life  
on campus



Share with  
campus partners



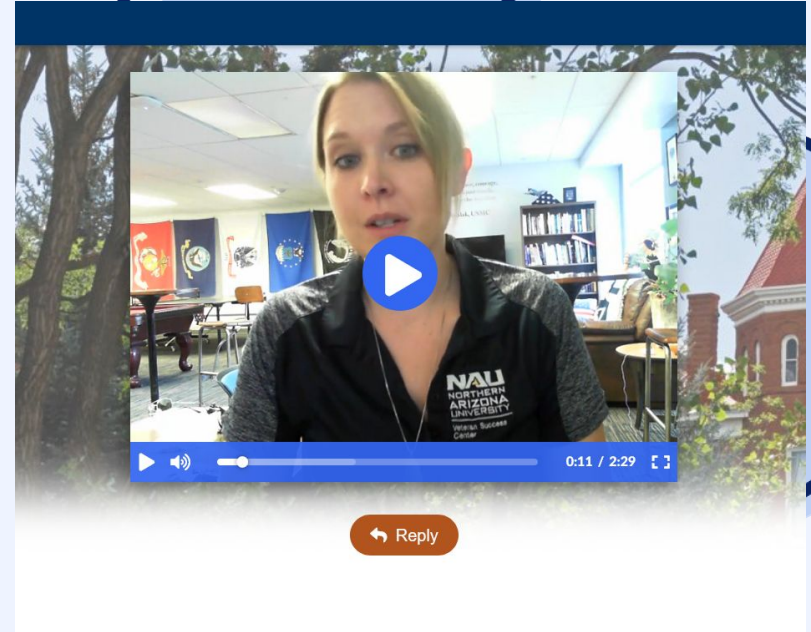
Crowdfunding

# Donor Relations



## Recording videos from scholarship recipients

The Donor Relations team and Gift Officers request videos from scholarship recipients to send to donors.





## Connect with your 5 star recipients

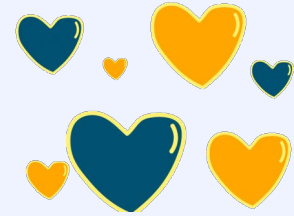


### Lumberjack Leaders

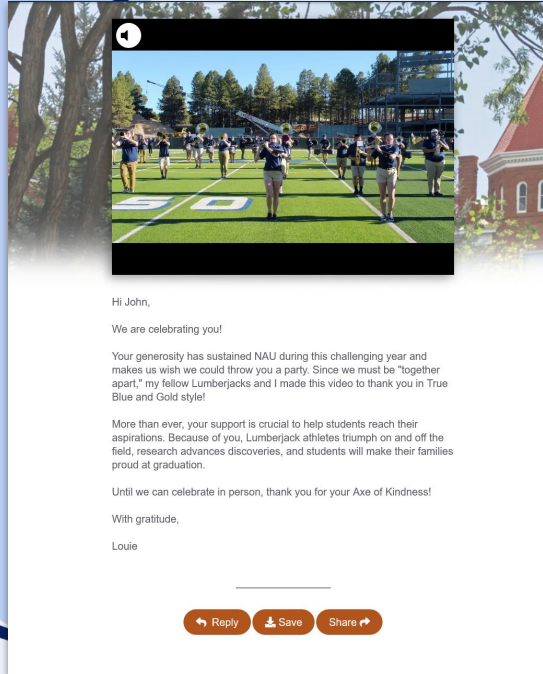
Our Lumberjacks Leaders are our most engaged group. They respond well to most emails, especially ThankViews.

# Surprise and Delight

## Dynamic Personalization



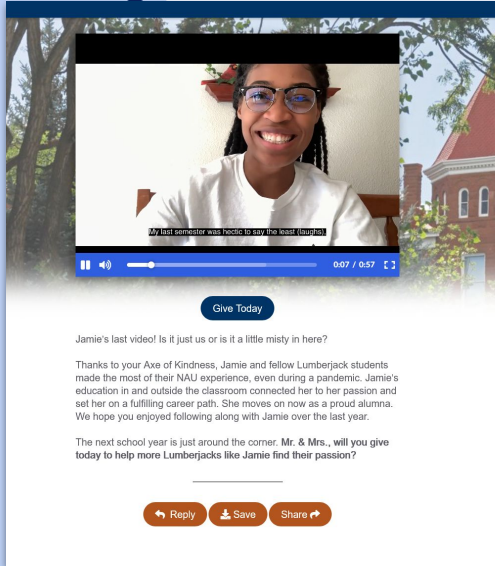
NAU has sent 2 Dynamic Personalization campaigns.....



# Student Life

Follow students throughout the year

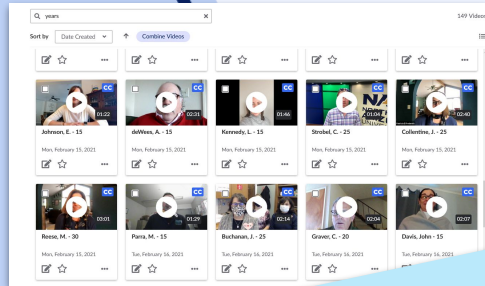
A glimpse into life as a current Lumberjack



# Campus Partners

## Working with partners across campus

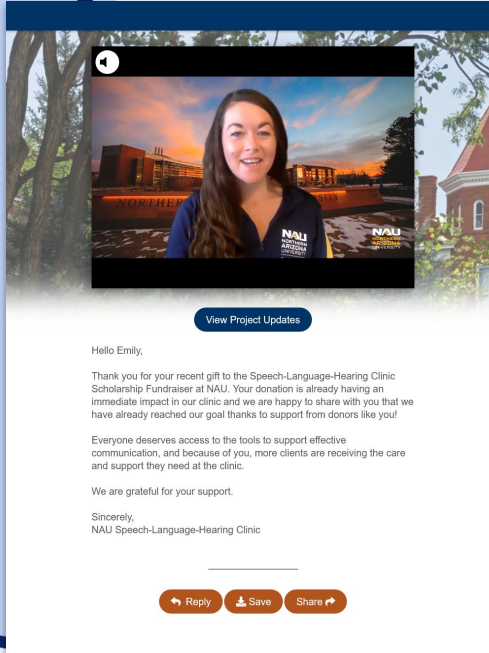
- NAU Admissions
- Colleges
- Athletics
- Events and staff work anniversaries



# Crowdfunding

## Personalized videos for a smaller crowd

From concrete canoes to speech hearing clinics to student run dining rooms...



# Lumberjack Engagement Center



## Personalized video after phone calls (*recorded right after call*)

- Donations
  - Thank you for support
  - Links for ways to engage with NAU
- Refusals
  - Thank you for time
  - Links for ways to engage with NAU
  - Additional soft ask and link to giving page

## RNL Engage Platform Integration with ThankView

- Templated videos sent out through Engage after phone call

## Other videos (*pre-recorded*)

- Pre-call
  - Stock video recorded and sent to groups before calling begins
- Thank you
  - Local business supporters who donate gift cards



# Engagement Metrics



| <i>Fiscal Year</i> | 2019         |          | 2020         |          | 2021         |          |
|--------------------|--------------|----------|--------------|----------|--------------|----------|
|                    | <u>Total</u> | <u>%</u> | <u>Total</u> | <u>%</u> | <u>Total</u> | <u>%</u> |
| Sent Campaigns     | 2,450        | -        | 1,596        | -        | 1,823        | -        |
| Recipients         | 110,253      | -        | 115,953      | -        | 55,887       | -        |
| Opened             | 23,695       | 21%      | 49,825       | 43%      | 15,288       | 27%      |
| Clicked            | 9,662        | 9%       | 19,831       | 17%      | 5,173        | 9%       |
| Started Watching   | 7,337        | 7%       | 18,667       | 16%      | 4,868        | 9%       |
| Finished Watching  | 4,944        | 4%       | 11,103       | 10%      | 3,106        | 6%       |
| Total Views        | 8,822        | 8%       | 24,972       | 22%      | 6,510        | 12%      |
| Replies            | 238          | 0%       | 587          | 1%       | 272          | 0%       |

A large, stylized blue quotation mark icon with a white outline, positioned at the top left of the central text area.

***Thank you for the much appreciated  
Valentine Video. It really made my day.  
It's the personal touches like this that  
make NAU the "great" University that  
it is. Thanks again. GO JACKS!***



**Lee  
NAU Alumni and Donor**

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