

CASE Circle of Excellence Awards – Annual Giving Programs
Miami University

Title of entry.
#MoveInMiami

Provide a concise summary of your entry.

#MoveInMiami put all the pieces together for another historic day of giving.

The annual one-day event is the university-wide fundraising initiative to honor and welcome the incoming class. Accordingly, this year's goal was to raise 2,023 gifts in 20 hours and 23 minutes.

It wasn't even close. The 2019 #MoveInMiami campaign generated 4,731 gifts and \$2,132,892, setting records for both number of gifts received and amount of money raised. For context, last year was a record year with \$1,593,003 raised from 4,493 donors.

More than \$100,000 in matching gift totals were unlocked as over 350 areas of Miami's campuses benefited from an unprecedented amount of support from alumni, faculty, staff, parents and friends. The social media driven event produced 8 million impressions across a host of channels, including Facebook, Twitter and Instagram.

Other highlights from #MoveInMiami 2019 include:

- Donors ranged from the Class of 1947 to the Class of 2023.
- The Class of 2001 recorded the most gifts, followed by the Classes of 1991, 1988, 1978 and 2010.
- Emerson Hall reigned as the top residence hall for the third time in #MoveInMiami's six-year history, edging out Tappan Hall. Morris Hall, last year's winner, was third in the alumni/donor giving competition.
- Donations came from all 50 states, as well as five countries.

Methodology and Strategy.

The goals for the Division of University Advancement at Miami University are to increase alumni engagement, increase the undergraduate participation rate, and increase private support of the University. In planning a one-day, online fundraising campaign, we sought to make strides in all three areas.

The inaugural campaign took place in 2014 and was a great success. The second year we were able to capitalize on the brand recognition and excitement generated by the first, and we have been amazed at how quickly #MoveInMiami has become a widely known event both on campus and off. In our third year, we exceeded the \$1 million mark. For the fourth year, 2017, we continued the forward momentum by adding new and exciting elements, and in 2018, we threw #MoveInMiami a birthday party. Each year, the campaign has grown in both donor count and dollars raised, and 2019 was no exception – the donor count grew by 238 and the dollars raised increased more than \$530,000.

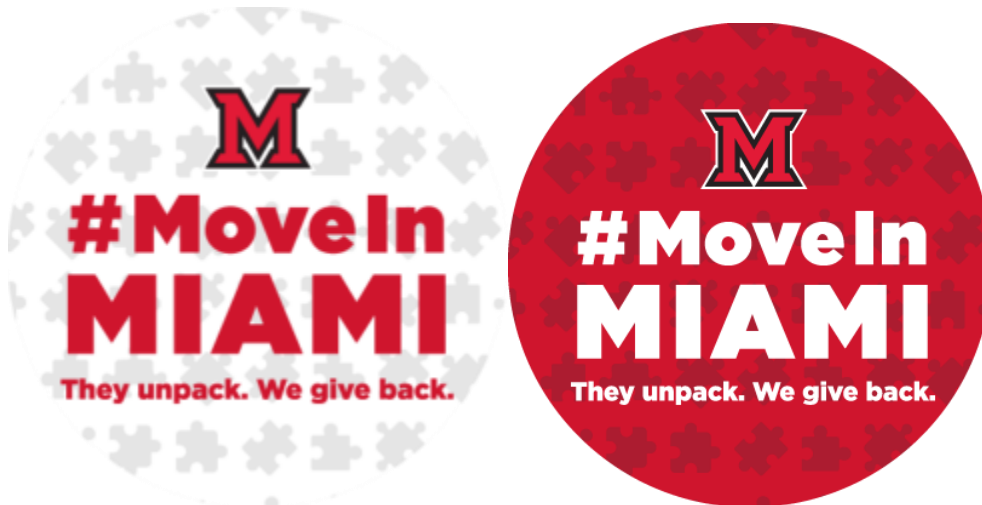
The methods we used to achieve success included:

1. Branding and Theme

Each year, the campaign's branding revolves around the tagline, "#MoveInMiami – They Unpack, We Give Back."



Additionally, each year we have a different theme that unites the promotional material and digital assets. This year's theme was a puzzle, and we invited alumni, parents and friends to think about the piece of their puzzle Miami gave to them. The theme carried through all of our designs, publications, videos, and more, which you will see throughout this document.



The puzzle came to life on the day of the event, too. We had a 12ft x 16ft "M" puzzle created by a local vendor, and members of our communications staff built a frame that allowed the M to stand upright. We gave each of our campus partners a piece of the puzzle, which they decorated to represent their area of campus and then brought to a central location during #MoveInMiami. It was quite a sight!



2. Facebook Live

Each hour during the 20 hour and 22 minute giving day, we broadcast live from a different area of campus. This enabled us to highlight programs, groups and organizations that were raising money through the campaign as well as to pull on the heartstrings of alumni by live-streaming favorite campus traditions and from beloved locations. We hosted trivia live from an iconic pub, talked to members of the student Quidditch team, and toured a brand new residence hall – among many other things. The videos received tens of thousands of views and resulted in a great deal of engagement and social sharing.



It's trivia time at Mac and Joe's!
Prove your Miami expertise in...
7.7K views · August 22, 2019



Let's see if Mark can return a serve from a Miami Tennis...
1.3K views · August 22, 2019



Nothing says school spirit like the Miami University Marching...
10K views · August 22, 2019



Mark Macehko is chatting with President Greg Crawford and...
5.5K views · August 22, 2019



Miami University's Brothers in Song have a very special...
3.5K views · August 22, 2019

3. Project Pages

We connected with more than 110 campus and alumni partners to create project pages to raise money for specific groups and organizations, complete with their own landing page, thermometer, goal, and URL. We met with each of them personally, helped them create marketing plans, and gave them all the resources they needed to be successful in their pursuit.

PROJECTS YOU CAN SUPPORT

The screenshot displays a grid of project pages, each with a photo, a title, and a progress bar. At the top right, there is a filter dropdown set to 'All' and a search box. The projects shown are:

- Cheerleading (3%)
- Swimming & Diving (74%)
- Ohio Writing Project (61%)
- Student Orientation Undergraduate Leader (SOUL) (100%)
- Paper Science and Engineering Foundation (31%)
- MUSF Scholarship 2019 (100%)
- M.I.A.M.I. WOMEN Giving Circle (100%)
- Softball (74%)

4. Website Design

A redesign of our website made it more user-friendly and completely accessible. The home page featured a video describing the event, a real-time thermometer of the progress toward our goal, a snapshot of projects to support, social media aggregation, a ticker displaying the most recent donors, and more. Navigating through the pages led donors to videos describing the impact of their gifts, a complete, real-time donor list that was sortable by class year and a map highlighting each donor's location, and matching gift challenges. Donors were able to leave messages along with their gifts that would show up on the ticker and donor lists.

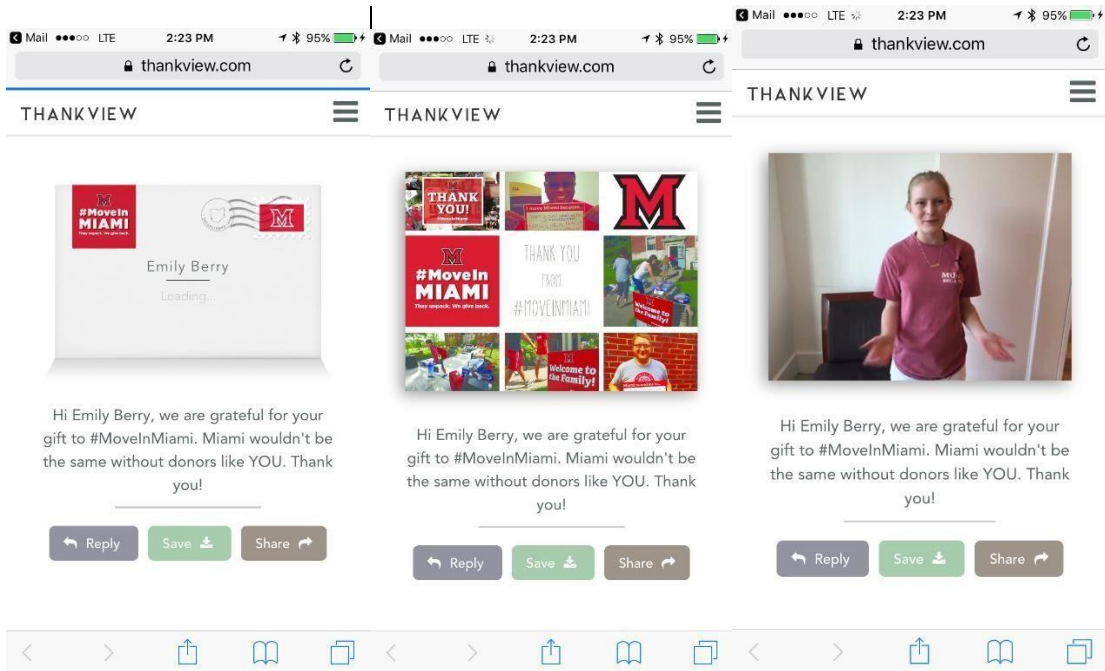
www.MoveInMiami.org

The screenshot shows a map titled 'DONOR LOCATIONS WORLDWIDE' with numerous red location markers. Below the map is a 'DONOR LIST' section with a dropdown menu set to 'All class years'. The donor list is organized into four columns:

DONOR LIST			
Amy Farwell '88	Mark Robinson	Carl Holloway	Adrienne Fowler
Greg Shearer '09	Brian Roberts	Liz Hayden	Akasia Warfield
Rebecca Gato '88	Matthew Rigali	Phigen Haves	Alan Van Zeehndel
Jiali Wang '94	Jiali Bennett	Robert Hwang	Alan Tice
Alan Baza	Karen Benthelke	John Foley	Aldo Martin

5. Personalized Stewardship

The single most popular stewardship aspect of this year's campaign was that of immediate, intensely personal stewardship. We used the ThankView platform to enable us to send personalized thank you videos to each donor during the campaign. Students, faculty, staff, and even our mascot were featured in the videos and followed a simple script thanking donors – “Hi Mark, my name is Joy and I'm a sophomore at Miami. I wanted to thank you for your gift today to the Class of 2001 Scholarship...” We received tremendous feedback about the videos and donors shared them on social media, which in turn promoted participation from others.



6. Premium Gifts

We incorporated a premium – donors making a gift of \$55 or more received a 1,000-piece Miami puzzle. As a result, more than half of our donors made gifts greater than \$55.



7. Direct Mail

Research shows that the more someone physically touches a piece of mail, the more likely he or she is to act on it, and we wanted to send something that was fun and informative but also required action. We sent “puzzle pieces” to alumni, encouraging them to share the piece of their puzzle Miami gave them. We had the signs available for download on the website as well.

#MoveInMiami
OUR ANNUAL DAY OF GIVING

#MoveInMiami **@MiamiAlum**

#MoveInMiami
They unpack. We give back.

#MoveInMiami is a one-day fundraising event on move-in day.

While the incoming class unpacks, Miamians near and far support students by giving back. This year, the goal is to reach 2,000 gifts in 20 hours and 23 minutes in honor of the Class of 2025. Participate in the excitement of move-in day without ever breaking a sweat. Your #MoveInMiami gifts touch all corners of campus. When you give to Miami, you create positive experiences for future students.

Finish the prompt on the reverse to share why you give back on social media!

Join the fun on Aug. 22!
Where does your piece fit?

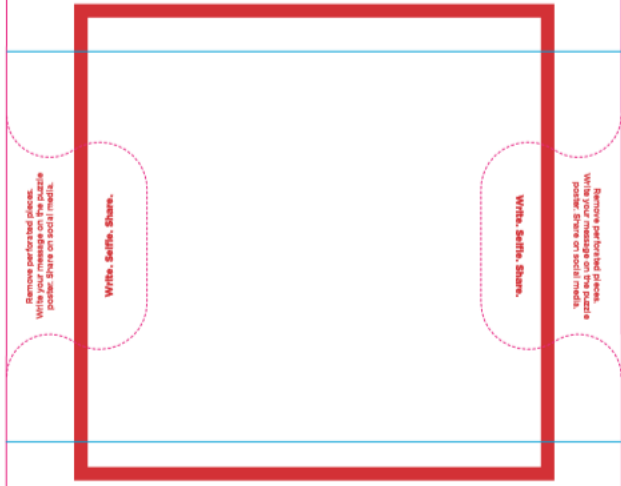
IT'S THIS EASY!

- 1. MAKE YOUR GIFT**
Use #MoveInMiami on Facebook, Instagram, Twitter, and LinkedIn. Post a photo of your gift and tag @MiamiAlum. We'll feature you on our social media!
- 2. SPREAD THE WORD**
Share #MoveInMiami with your friends and family. Encourage them to give too. We'll feature you on our social media!
- 3. RECEIVE YOUR GIFT**
All #MoveInMiami gifts support Miami's financial aid program. Thank you for your generosity!

For all the people who put their hearts and minds into making #MoveInMiami a success, thank you! We're so grateful for your support. #MoveInMiami is a proud tradition at Miami University. #MoveInMiami is a proud tradition at Miami University. #MoveInMiami is a proud tradition at Miami University.



THE PIECE MIAMI GAVE ME ...



Remove perforated pieces. Write your message on the puzzle poster. Share on social media.

Write, Sketch, Share.

Write, Sketch, Share.

Remove perforated pieces. Write your message on the puzzle poster. Share on social media.

... AND THAT'S WHY

Remove perforated pieces. Write your message on the puzzle poster. Share on social media.

#MoveInMiami

I GIVE BACK!

#MoveInMiami
DAY OF GIVING!

#MoveInMiami They unpack. We give back.

I would like to support Miami University!

With my gift to: The Miami Fund Other _____

In the amount of: \$100 \$250 \$500 \$10 \$25 Other _____

Payment option:

Check (Mail separate to Miami University Foundation)

Credit card: Visa MasterCard American Express Discover

Account # _____ Exp. date _____

Signature _____

If my credit card monthly fee _____ per month, starting _____ (MM/YY) and ending _____ (MM/YY)

Name _____ Grad year(s) _____

Address _____

City/State/Zip _____

Phone _____ Fax _____



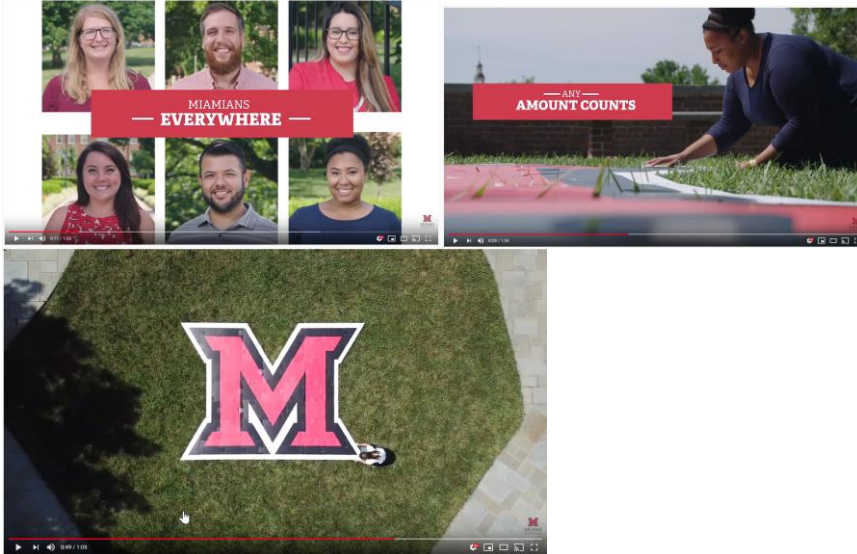
Make your gift optional at GiveMiami.org (if available) to the address below with your approval.

Miami University Foundation
725 L. Chittenden St.
Oxford, OH 45056

8. Video

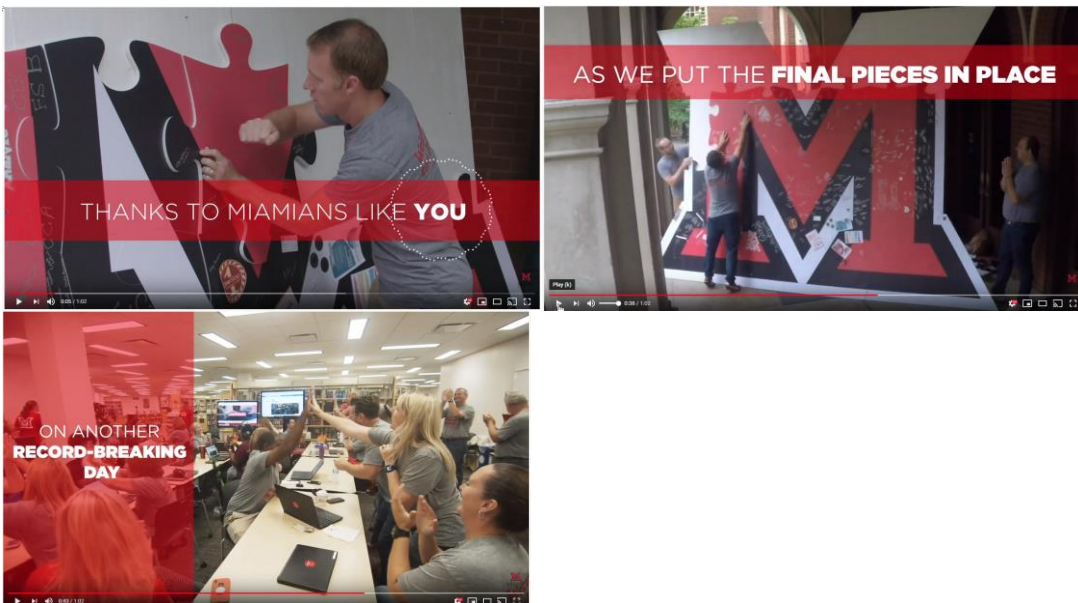
The campaign was announced with a video outlining the specifics and was sent to our entire database via the eNewsletter from the Executive Director of the Alumni Association and also promoted widely on social media.

<https://www.youtube.com/watch?v=PBsO3uwholq>



Additionally, a thank you video displaying the success of the campaign was sent within 12 hours of the completion of the giving day.

<https://www.youtube.com/watch?v=foWFpXPxRGk>



9. User-Generated Content

We combined the conversations happening on campus between parents and students with the one happening online in the alumni community by promoting the hashtag #MoveInMiami around campus. We hung more than 150 posters in first-year residence halls and all the upper class students who helped with the move in wore special sweatbands.

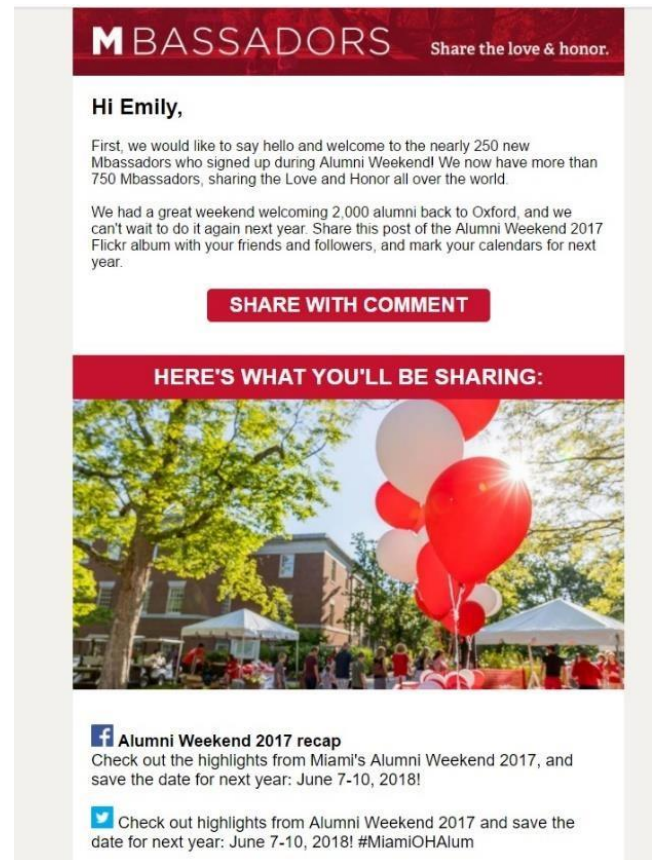
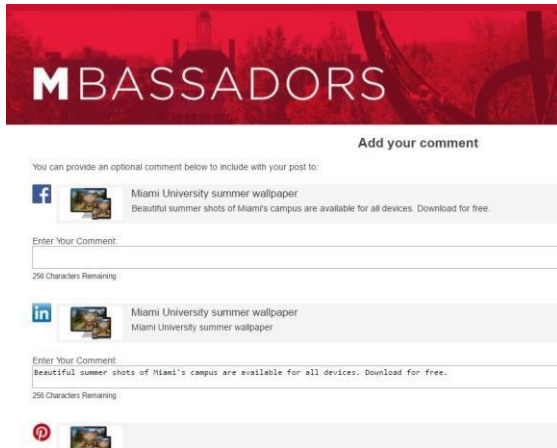


And it worked. The day of the campaign, hundreds of pictures were posted from campus.



10. Mbassadors

We recruited more than 1,000 social media ambassadors (or “Mbassadors”) – alumni, faculty and staff alike – and used the platform Social Toaster to keep in regular contact prior to the campaign, sending updates and posts and tweets that they could automatically push out to their networks. Alumni and friends who registered as Mbassadors were given a social media kit, which included a t-shirt, selfie stick, button, and various other items that could be used to help them create their own social media content. Social Toaster also enabled us to harness the competitive spirit of our Mbassadors as they earned points by sharing our posts, recruiting their friends, and posting their pictures.



Resources

Total amount spent on the project/program - \$99,156

Resource allocation details

Freelance Videographer – \$7,505

Website Design – \$20,658

Promotional Mailing – \$40,184

Promotional Items – \$11,561

Outcomes

#MoveInMiami resulted in 4,731 gifts totaling \$2,132,892.

OUR ANNUAL DAY OF GIVING

#MoveInMiami

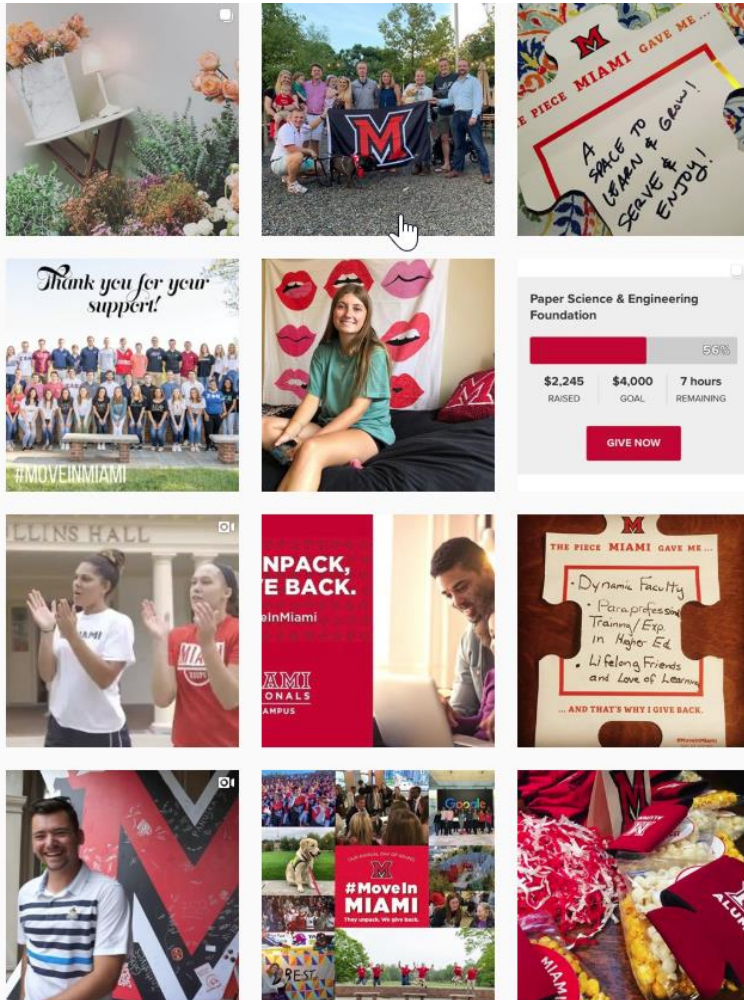
1 DAY
OF GIVING

4,731
GIFTS TO MIAMI

\$2,132,892
RAISED

THANK YOU!

Beyond the number of donors and money raised, the campaign was a success in terms of alumni engagement. Thousands of tweets, pictures, and comments were posted using #MoveInMiami, and the buzz surrounding the campaign made for a fun, meaningful donor experience. We received very positive feedback, and even had donors thanking us for letting them participate in the event.



Donor Acquisition and Retention. Each year of the #MoveInMiami campaign, we have acquired a significant number of new donors. Of those participating in #MoveInMiami, 79 percent of alumni graduating in 2000 or after were making their first gift to the University during this event.

% of Move In Miami Alumni Donors Making their first ever gift

79%
of alumni graduating since 2000

18%
of alumni graduating 1980-1999

3%
of alumni graduating prior to 1980

While this is to be expected, we have been pleasantly surprised by the rate at which we have retained those new donors. #MoveInMiami-acquired donors renew at a much higher rate than our general first-time donor population. In fact, 60 percent of 2017 donors gave again in 2018, and 52 percent gave a third time in 2019. Interestingly, while 27 percent gave through #MoveInMiami again, an additional 22 percent gave to #MoveInMiami and through another channel, and 11 percent gave through a channel other than #MoveInMiami. This indicates we are cultivating donors to the University, not donors solely interested in the fun of #MoveInMiami.

FY2017 Giving



31%
gave to annual funds
66%
gave to restricted funds
3%
gave to annual and restricted funds

FY2018 Giving



27%
gave only to MIM
22%
gave to both MIM and outside of MIM
11%
gave only outside of MIM
40%
did not give

FY2019 Giving



29%
gave only to MIM
12%
gave to both MIM and outside of MIM
7%
gave only outside of MIM
40%
did not give

60% ↑
retention of 2016 MIM donors to FY2018

52% ↑
retention of 2015 MIM donors to FY2018

What Makes Your Entry Distinctive

In 2014, as we planned for our first-ever campaign during the infancy of higher education giving days, we chose to hold the campaign on Move-In Day, when our first-year students move into their residence halls. We chose this particular event because Miami is very much a residential campus, and moving into a dorm for the first time is an experience shared by nearly all our alumni. The experience of a first-year residence hall is one that sticks with Miamians, and often the first question alumni ask upon meeting each other is “Where did you live on campus?” We thought we could use the nostalgia of this experience to our advantage. We also played off this by prominently featuring a residence hall competition as part of the day. Donors had the opportunity to vote for their favorite residence hall when they made a gift. When the results were tallied, donors supporting the residence hall with the most votes received a t-shirt, and the current students living there received a pizza party. This generated a great deal of competition among the alumni, and it brought awareness of private support to the student body as well.

In 2019, the incoming class would graduate in 2023, so we made our goal 2,023 donors, and the time frame for the campaign was 20 hours and 23 minutes. Upon reaching our goal, a \$100,000 matching gift was “unlocked” and given to the Annual Fund.

Additionally, we knew that by hosting our campaign on Move-In Day, we would be able to play off an existing campus-wide buzz. Students and parents would be posting comments and pictures on Facebook, Twitter and Instagram as the day went on. This served two purposes – first, it gave alumni a glimpse into what was happening on campus that day and reminded them of their own experiences. Secondly, by directly involving alumni in the social media conversation, it allowed parents and incoming students to see that the alumni body was welcoming them into the Miami family and supporting them. It showed students on their very first day that they were the beneficiaries of private support and that a relationship with Miami is lifelong.

We are looking forward to continuing the momentum of #MoveInMiami again in 2020.