



General Information

- **What is PLEDGE PER WIN?**
 - It's a gamification of the philanthropy experience to engage current and new donors in a new and interesting way.
 - During this campaign anyone can pledge any amount for each WSU Football win this season. Their card on file will be charged within three business days after a win. All proceeds will support the WSU student-athletes cost of experience.
- **Goals:**
 - Minimum of 75 people signed up with at least 10 of those being new donors
 - Build awareness for the CAF and the student-athlete experience by communicating impact during this campaign.
 - Educate the public on PLEDGE PER WIN since this is a brand new campaign.
- **Benefits:**
 - Get people involved with the CAF in a new and fun way.
 - All donations that come in through PLEDGE PER WIN are purely philanthropic since they cannot be applied to any season ticket requirements.
- **Marketing & Promotion**
 - Sign-up
 - Will have two emails leading up to the season with a sign up link
 - If approved, will post Max Borghi promotional video on social media
 - Will push on social leading up to the first game with PLEDGE PER WIN posts.
 - (TENTATIVE) Promote three giveaways for those who sign up between 8/26-8/30.
 - Encourage participants to share on social media using the #WSUPledgePerWin hashtag.
 - Utilize WSU influencers to promote PLEDGE PER WIN on social media and encourage fans to sign up.
 - Already placed sign-up information in STH packets
 - Will have an PLEDGE PER WIN flyers at the Chalk Talk lunches
 - 'It's not too late!' Promotion
 - Will have a follow up social media post and email after the first win to encourage people to sign up.



- Will have a follow up social media post and email the week before we start conference play to encourage people to sign up.
- **Stewardship**
 - Send thank you email after sign-up
 - During season
 - Send an email after each win with a thank you, how much was charged to their account, and the impact of the dollars raised.
 - After last game
 - Send an email with a thank you, the total they were charged during the season, the total amount raised, and the impact.
 - For those who do not give on a recurring basis, encourage them to keep giving every month/quarter/bi-annually.
 - For those who do give on a recurring basis, include a solicitation to bump up their recurring gift by the percent of how many games we won. (12 wins → increase by 12%)
- **FAQs Page:** www.cougarathleticfund.com/pledge-per-win
- **Sign Up Page:** www.wsucougars.com/ppw
- **Staff Members Running Point:** Geneva Johns-Kloor & Adam Ganders