



STEP-BY-STEP GUIDE:

Recreate Kansas State's Innovative Approach





In 2018 alone, Kansas State made two huge fundamental changes to their fundraising approach.

These are inspiring, forward-thinking moves. But how did they actually DO it?

Everyone's motivation is going to be different. And replicating their motivations would be nearly impossible. Library fires (thankfully) don't happen very often and neither do substantial mystery gifts (unfortunately).

While the initial push was unique, the process for carrying out the new approach doesn't have to be.

You can replicate Kansas State's approach using various tools and searches in EverTrue, uncovering new donors, tapping new sources for gifts and improving your institution's fundraising approach.

Major Gifts

A brand-new major donor pipeline

How exactly did the Kansas State Foundation turn a \$650,000 bequest into 145 new donors, 145 new scholarships and \$9.5 million available to Kansas State students in perpetuity?

OK, yes, that sounds like a major undertaking. But only if you look at it all at once. It's easy to be overwhelmed thinking about how their team used that one gift to completely reimagine their process for recruiting new major gift donors while also making an immediate impact on the university with an influx of scholarships.

But look beyond all that and ask what Kansas State was really able to actually do.

They identified alumni who were capable of making a sizeable gift but had never done so before. That's something every organization should want to do.

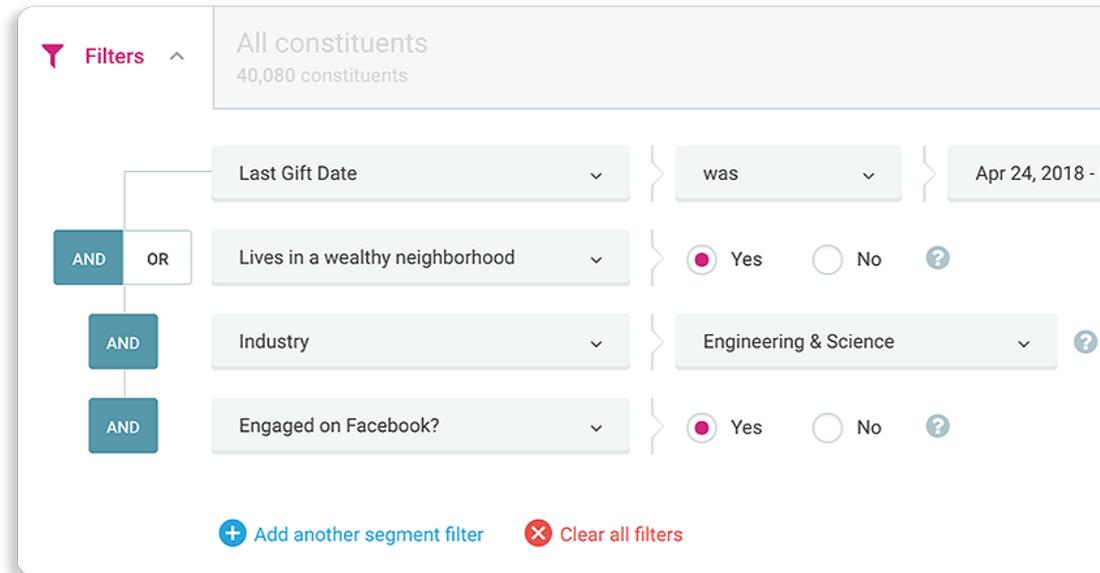
That's something you *can* do.

Capacity Search

By using the Capacity Search within EverTrue, you can begin identifying constituents who have the ability to become a leadership-level donor for your school. They aren't yet ready to provide a major gift, but they have the capacity to move beyond a \$20 yearly donation.

EverTrue Tip

Use strategic filters to create segments of underserved alumni. Once you've identified a group, craft a plan to engage them.



The screenshot shows the EverTrue filters interface. At the top, it displays 'Filters' with a dropdown arrow and 'All constituents' with a count of '40,080 constituents'. Below this, there are four filter segments connected by 'AND' operators:

- Segment 1: 'Last Gift Date' (dropdown) 'was' (dropdown) 'Apr 24, 2018 -' (dropdown)
- Segment 2: 'Lives in a wealthy neighborhood' (dropdown) with radio buttons for 'Yes' (selected) and 'No' (unselected), and a help icon.
- Segment 3: 'Industry' (dropdown) with 'Engineering & Science' (dropdown) selected, and a help icon.
- Segment 4: 'Engaged on Facebook?' (dropdown) with radio buttons for 'Yes' (selected) and 'No' (unselected), and a help icon.

At the bottom, there are two buttons: '+ Add another segment filter' and 'x Clear all filters'.

Gift Officer Outreach

The exact approach here will vary depending on how large of a prospect pool you've identified. If it's a few hundred, gift officers could reasonably reach out to most of the list. If it's tens of thousands, a different approach might be necessary.

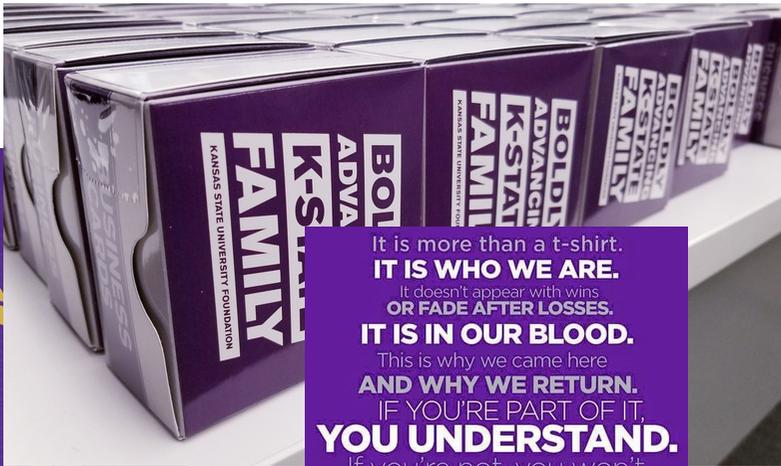
This is where the creativity (and fun) comes in. Identify causes or initiatives that are going to resonate with this group of donors. Something concrete. Something that will show the immediate value of their donation. Remember, this group has never given a large-scale gift before. They want to know that their money is having an impact right away.

K-STATE FAMILY SCHOLARSHIP




\$248
ILLION
DED IN FINANCIAL
AID ANNUA

KANSAS STATE
UNIVERSITY



It is more than a t-shirt.
IT IS WHO WE ARE.
It doesn't appear with wins
OR FADE AFTER LOSSES.
IT IS IN OUR BLOOD.
This is why we came here
AND WHY WE RETURN.
IF YOU'RE PART OF IT,
YOU UNDERSTAND.
If you're not, you won't.
WE ARE THE K-STATE
FAMILY
and we are **NEVER BROKEN.**

"I was the recipient of a scholarship for one semester. At the time, it made a significant difference for me and my family — I never forgot that. I hope by endowing a scholarship matched with funds from Mary Vanier, we will continue to make a difference in students' lives and their academic futures."

— Jimmy Counts established a scholarship for students in the College of Architecture, Planning and Design



Create a campaign, launch social content and email these people to get their attention. But be sure to target this group specifically. It's important that they feel like you're talking to them directly. They fit a very specific profile and your approach to outreach has to be tailored to that profile.

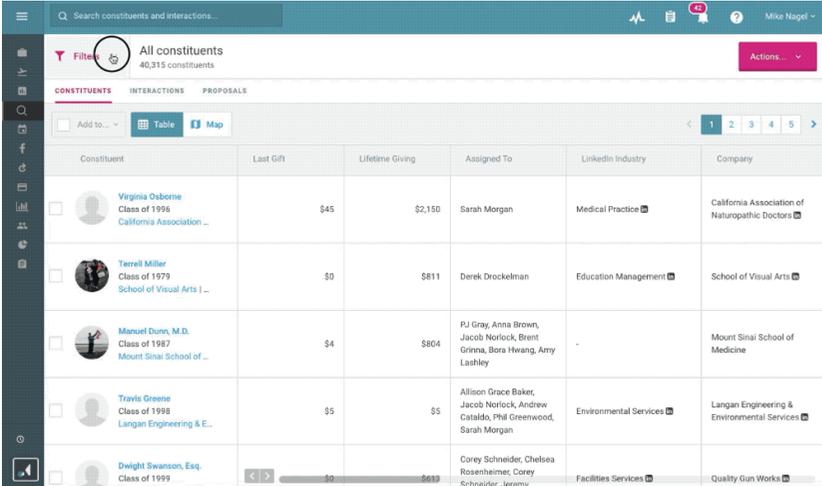
Once you've posted something for them to interact with, we're on to the next step.

Facebook Engagement Search

When you put some content into the world for people to interact with, they're basically raising their hands to express at least some level of interest in what you're doing. You need to capitalize on that interest.

EverTrue Tip

Run a Facebook Engagement Search to match a person's interest in your content with their capacity level. Identify your ideal cross-section and have gift officers get in touch.



Constituent	Last Gift	Lifetime Giving	Assigned To	LinkedIn Industry	Company
 Virginia Osborne Class of 1998 California Association ...	\$45	\$2,150	Sarah Morgan	Medical Practice	California Association of Naturopathic Doctors
 Terrell Miller Class of 1979 School of Visual Arts ...	\$0	\$811	Derek Drockelman	Education Management	School of Visual Arts
 Manuel Dunn, M.D. Class of 1987 Mount Sinai School of ...	\$4	\$804	PJ Gray, Anna Brown, Jacob Norlock, Brent Grina, Bora Hwang, Amy Lashley	.	Mount Sinai School of Medicine
 Travis Givens Class of 1998 Langan Engineering & E...	\$5	\$5	Allison Grace Baker, Jacob Norlock, Andrew Cataldo, Phil Greenwood, Sarah Morgan	Environmental Services	Langan Engineering & Environmental Services
 Dwight Swanson, Esq. Class of 1999	\$0	\$819	Corey Schneider, Chelsea Rosenheimer, Corey Schneider, Jeremy	Facilities Services	Quality Gun Works

Annual Fund

Raising \$50,000 in two weeks from 400 donors is no small accomplishment under any circumstances. To do so as an immediate reaction to a fire that forced a significant renovation to the campus library is remarkable.

But you don't have to be facing a daunting task that most fundraisers will never encounter in their career just to take an innovative approach.

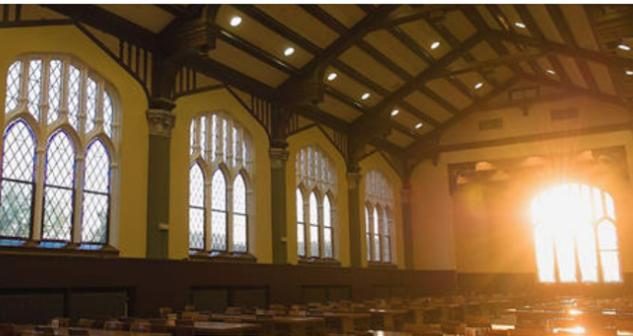
Here's how you can replicate the spirit of Kansas State's undertaking without the dramatic origins.



KSU Foundation is at Kansas State University.

May 25, 2018 · Manhattan, KS ·

we watched crews battle the Hale Library fire. Today, we can help
-State Libraries' essential resources by providing #HelpForHale.
Gift here: <https://give.evertrue.com/ksu/help-for-hale>.



EVERTRUE.COM

Hale

report fire damage reco

125



Thought Leadership

Yes, yes, we know: Another buzzword-y leadership committee. But hear us out. We don't care what you call it or how it's organized, a group determined to enact change and willing to take risks and think creatively is where change truly comes from. Kansas State launched an Engagement By Design group that is dedicated to reimagining how the campus approaches the giving funnel.

With members coming from Marketing and Communications, Prospect Research as well as Strategic Solutions, the group is populated with members of all the cross-functional teams that touch fundraising to promote collaboration and a wholistic approach.

The group works together to identify trending campus topics to promote across all their digital channels. They keep an eye out for things that specifically can play into fundraising, of course, but also items that will inspire excitement more generally.

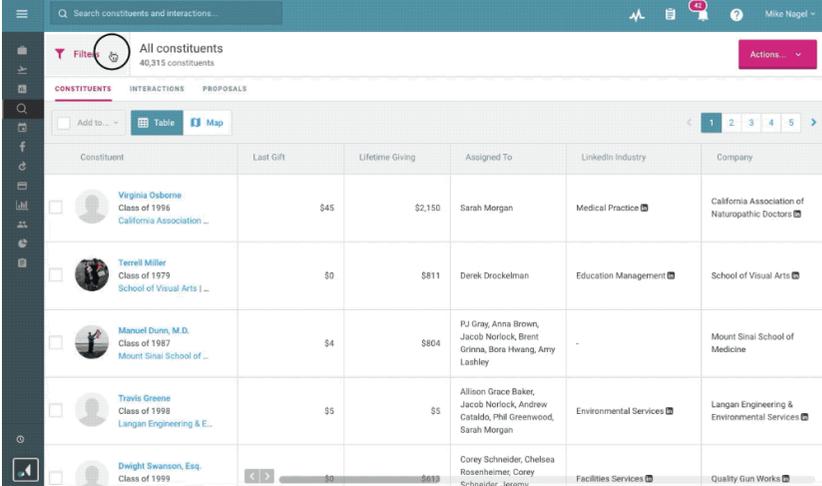
Uncover Self-Identified Donors

Once you publish your digital content, people will interact with it. Some people will ignore it (don't worry, it's the internet, we all get ignored sometimes), but the people it speaks to will show their appreciation, either with a like, a share or a comment.

Those people might not be banging on your door to give, but they're letting you know they're interested in their own way.

EverTrue Tip

Use a Facebook Engagement Search to isolate the group that's engaged with your content then create an outreach plan that speaks specifically to this group.



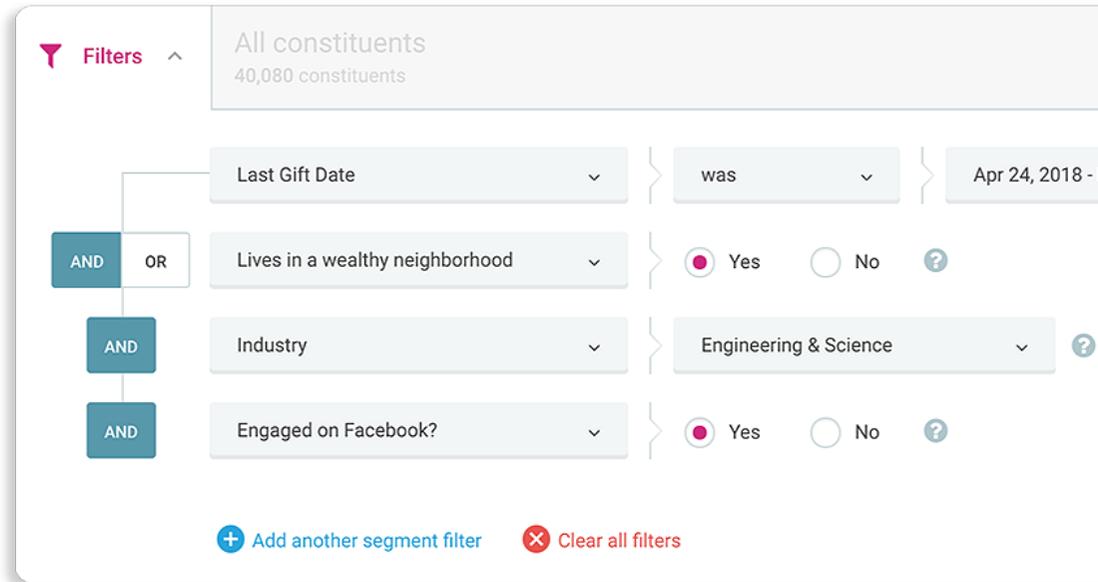
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Find Active Alumni

If you want to take a broader look at who is active on Facebook more generally, you can easily do that in EverTrue as well.

EverTrue Tip

Find individuals with above-average Facebook engagement then cross reference them with SYBUNTS and LYBUNTS to find potential new donors or dormant donors then engage or re-engage them.



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- Lives in a wealthy neighborhood**: Set to 'Yes' (selected) and 'No'.
- Industry**: Set to 'Engineering & Science'.
- Engaged on Facebook?**: Set to 'Yes' (selected) and 'No'.

At the bottom of the filter panel, there are two buttons: '+ Add another segment filter' and 'x Clear all filters'.

Search Contact Records for Keywords

Have an idea for outreach or content but want to make sure you have an audience. Or want to cut to the chase and target people who've already expressed interest in a word you think has made it into your channels in the past?

EverTrue Tip

Search specific keywords right in EverTrue to target a group that's expressed interest in a topic in the past or for a quick gut check before kicking of a new initiative.

 Hale Library 

Interactions

-  EverTrue Comment / [Jan Tran](#)
Lisa Shaw is an interesting candidate for the Hale Library Initiative
-  Phone Call / [Terrell Miller](#)
Talked about Hale Library

[view all results for "Hale Library"](#)

See how EverTrue can work for you.



Request a Live Demo



View Recorded Demo