

Connecting to multiple generations of Alumni using Cross-Channel Communications



The University of Pennsylvania is the oldest and one of the finest medical schools in the United States. Penn is rich in tradition and heritage and at the same time consistently at the forefront of new developments and innovations in medical education and research. Since its founding in 1765 the School has been a strong presence in the community and prides itself on educating the leaders of tomorrow in patient care, biomedical research, and medical education.

CHALLENGE

Broaden alumni participation in Annual Fund appeal across all alumni age groups.

SOLUTION

Connecting with a broad range of age groups requires sending messaging through “favored” communications channels. Penn Medicine worked with MSP Digital Marketing to develop and implement this strategy for their 2011 Annual Appeal. A traditional letter and envelope appeal was replaced with a combination of a graphic rich self mailer and follow-up e-mail communication, both directing alumni to a personalized response website where they could view a short video from the Chair of the Development Committee. Following the video alumni were encouraged to go directly to the on-line giving page of the Penn School of Medicine website.

RESULTS

- 4X improvement in response rate
- 39% increase in e-mail open rate
- 35% increase in on-line donations
- 18% increase in participation from GenX and GenY alumni.



CONNECT ■ ENGAGE

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