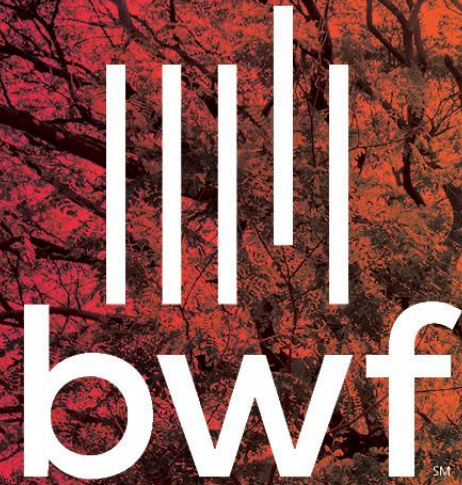




**PUBLIC
COMPREHENSIVE
UNIVERSITY
CONFERENCE
2021**

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Idaho State Leads with Innovation

In 2020, ISU made the very deliberate decision to hang up the phone

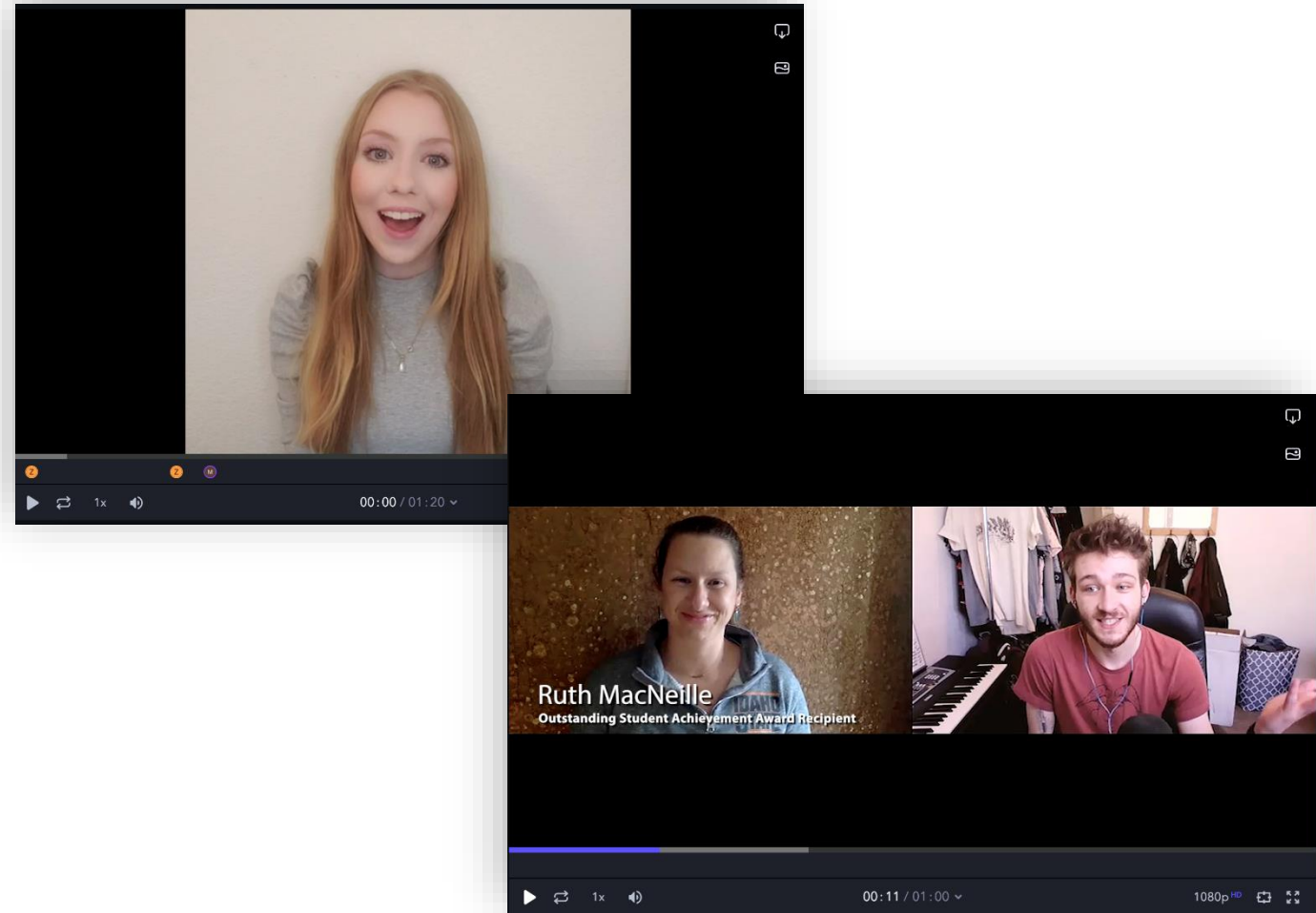
But where would the donors and dollars come from?

Answer: A Student Engagement Team



Idaho State's Digital and Video Engagement Specialists (DVES)

- Approximately 12 students
- Minimum one new video per week throughout the year
- Focus is on constituent engagement
 - Donor/prospect warming and cultivation
 - Solicitation
 - Stewardship



The {{firstname}} Student Engagement Team

It works...

Everywhere we have complemented or replaced phone programs, the {{firstname}} SET has outperformed those phone programs, no exceptions



UC San Diego's "Student Storytellers"

{{firstname}}...

- Led the students in producing a frequent stream of "authentic" video content
- Built journey-based donor warming campaigns
- Structured the program for a strong giving day



UC San Diego's "Student Storytellers"

Results were outstanding:

- 3,400 unique donors during u.care '21
- Giving day 2020 AND the entire 2020 phone campaign = 1,573 unique donors

{{firstname}}'s SET programs have never missed the mark...and UC San Diego was our best effort yet

The screenshot displays the UC San Diego Day of Caring 2021 website. At the top, the logo for "uc san diego DAY OF CARING" is visible, along with navigation links for "AMBASSADORS", "CHALLENGES", "DONOR WALL", and "FAQ". A dark banner below the header reads: "THANK YOU FOR YOUR INSPIRING SUPPORT AND SHOWING HOW MUCH U.CARE! CLICK HERE TO STILL MAKE A GIFT!". The main section features a large blue background with the "u.care" logo and the dates "May 13-14". A digital timer shows "00 : 00 : 00" with labels for "HRS", "MIN", and "SEC". Below this, a yellow banner displays the total amount raised: "\$1,761,853 RAISED 6,799 GIFTS".

The lower section is titled "UC SAN DIEGO DAY OF CARING 2021" and includes a video player with a "Thank You for Showing U Care!" message. Below the video, text reads: "From the birth of our experimental campus and our innovative health care system, UC San Diego alumni, parents, faculty, researchers, staff, students, patients and community members have been committed to sparking change for the greater good. We thank you for supporting UC San Diego and UC San Diego Health, helping create a better future for all. We are so proud of all that we are accomplishing together. Thank you for caring!"

Two leaderboards are shown. The first is titled "UC San Diego Leaderboard" and lists the top 5 departments by gifts raised:

RANK	DEPARTMENT	GIFTS
1	Triton Men's Swimming and Diving	754
2	Triton Women's Swimming and Diving	693
3	Triton Women's Cross Country	361
4	UC San Diego Undergraduate Scholarships	248
5	Club Sailing Team	181

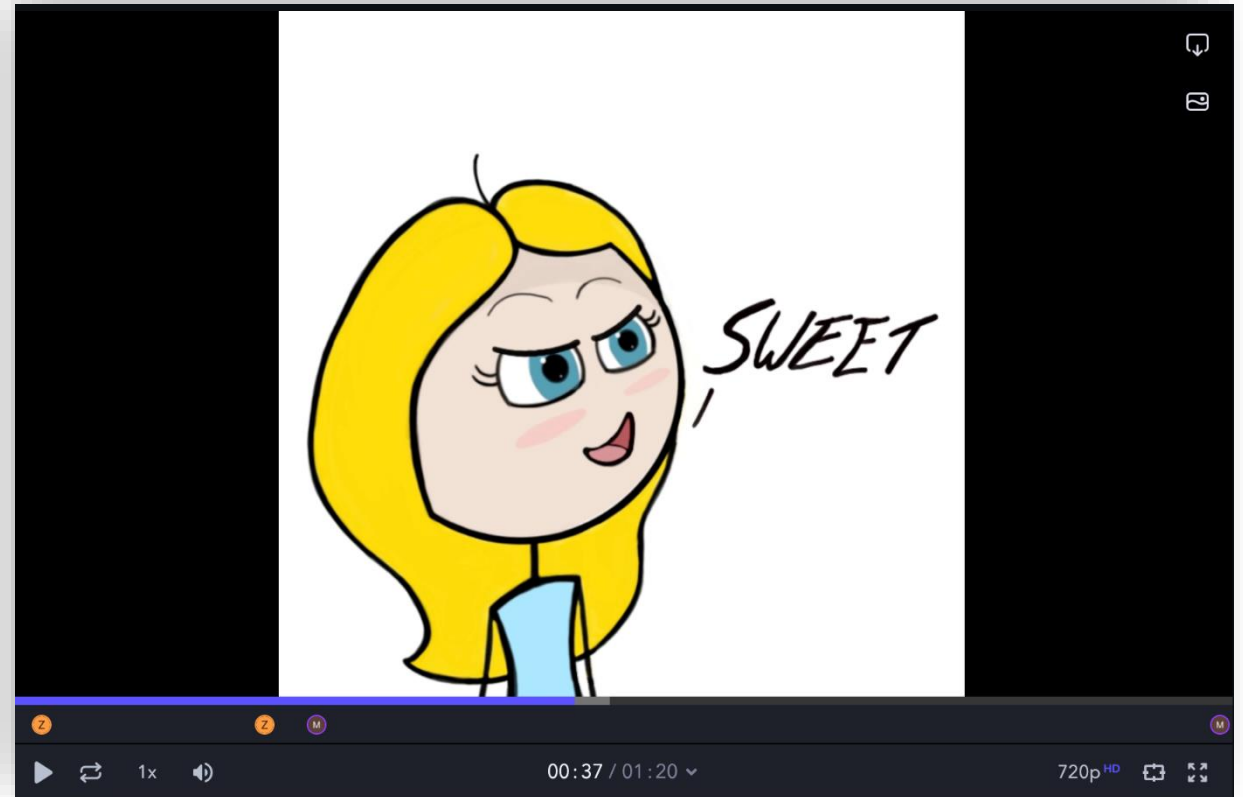
A "Show 5 More" link is provided below the list. The second leaderboard is titled "The Triton Athletics Challenge" and lists the top 3 teams by gifts raised:

RANK	TRITON ATHLETICS CHALLENGE	GIFTS
1	Triton Men's Swimming and Diving	754
2	Triton Women's Swimming and Diving	693
3	Triton Women's Cross Country	361

Year #2 for Idaho State's DVES Program

Pivot from storytelling to fundraising

- Launching a new leadership annual giving program
- Giving day—April 2022
- Multichannel campaigns throughout the year



Q & A

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