

From Boomers to Gen Z:

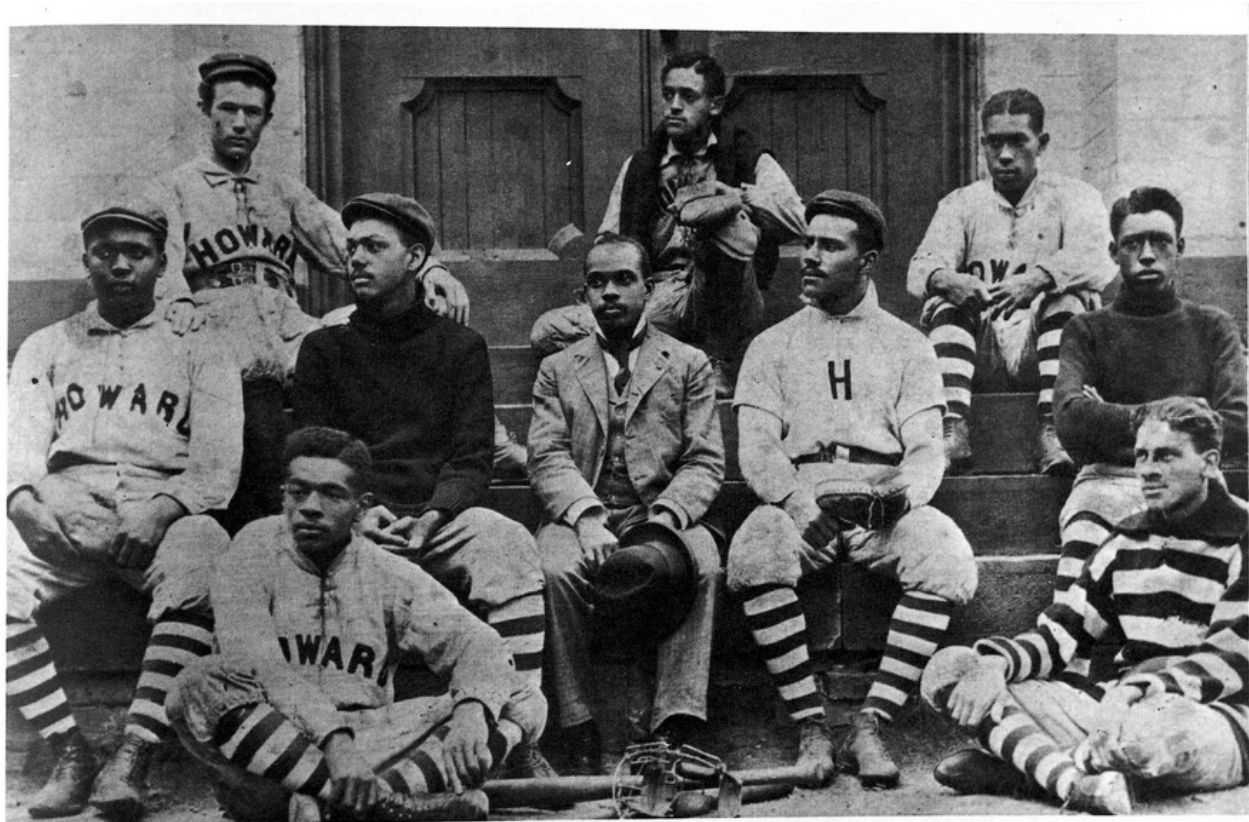
DIGITAL AND DIRECT MAIL
FUNDRAISING FOR AN
INTERGENERATIONAL WORLD

Sloan Cargill
Director of Annual Giving
Howard University



HOWARD UNIVERSITY

Established in 1867, Howard University is a private, historically Black Research University in Washington, DC. Howard has 14 schools and colleges.



The 1896 Varsity Baseball Team was an inspiring group



INTO THE MECCAVERSE OF HOMECOMING FUNDRAISING

1

DIRECT MAIL CAMPAIGN

2

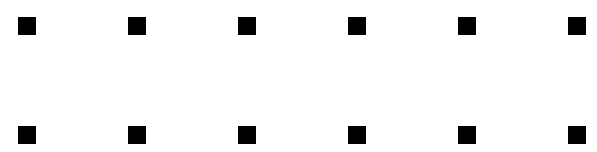
CENTRALIZED EMAIL CAMPAIGN

3

HOMECOMING FUNDRAISING TOOLKIT

4

BISON FUNDER CAMPAIGNS



HOWARD UNIVERSITY

SCHEDULE OF EVENTS

CALL TO CHAPEL SUNDAY, OCTOBER 16 11:00 A.M. CRAMTON AUDITORIUM	HU IDEAS SYMPOSIUM (DAY 3) WEDNESDAY, OCTOBER 19 START TIME: 12:30 P.M. VIRTUAL	ALUMNI TAILGATE SATURDAY, OCTOBER 22 10 A.M. HOWARD CENTER PARKING LOT
THE ROYAL COURT CORONATION SUNDAY, OCTOBER 16 7:00 P.M. BLACKBURN BALLROOM	HU/HUHH FACULTY, STAFF & RETIREES HOMECOMING RECEPTION THURSDAY, OCTOBER 20 3 P.M. - 5 P.M. UNDERGRADUATE LIBRARY	THE COMMUNITY PARADE SATURDAY, OCTOBER 22 10:00 A.M. GEORGIA AVENUE
HU IDEAS SYMPOSIUM (DAY 1) MONDAY, OCTOBER 17 12:30 P.M. VIRTUAL	STUDENT FASHION SHOW THURSDAY, OCTOBER 20 8:00 P.M. CRAMTON AUDITORIUM	THE YARDFEST-DAY 2 (REUNION DAY) SATURDAY, OCTOBER 22 NOON THE MAIN YARD
BISON MADNESS MONDAY, OCTOBER 17 PRE-SHOW: 4:30 P.M. SHOW TIME: 7:30 P.M. BURR GYMNASIUM	PRESIDENT'S STATE OF THE UNIVERSITY ADDRESS FRIDAY, OCTOBER 21 11:00 A.M. SCHOOL OF BUSINESS AUDITORIUM	HOMECOMING FOOTBALL GAME SATURDAY, OCTOBER 22 1:00 P.M. GREENE STADIUM
HU IDEAS SYMPOSIUM (DAY 2) TUESDAY, OCTOBER 18 12:30 P.M. VIRTUAL	THE YARDFEST-DAY 1 (CONCERT) FRIDAY, OCTOBER 21 NOON THE MAIN YARD	CALL TO CHAPEL SUNDAY, OCTOBER 23 11:00 A.M. CRAMTON AUDITORIUM
LAVENDER (LGBTQ+) RECEPTION WEDNESDAY, OCTOBER 19 6:00 P.M.	GREEK STEP SHOW FRIDAY, OCTOBER 21 8:00 P.M. BURR GYMNASIUM	YOUNG ALUMNI BRUNCH SUNDAY, OCTOBER 23 NOON BLACKBURN CENTER

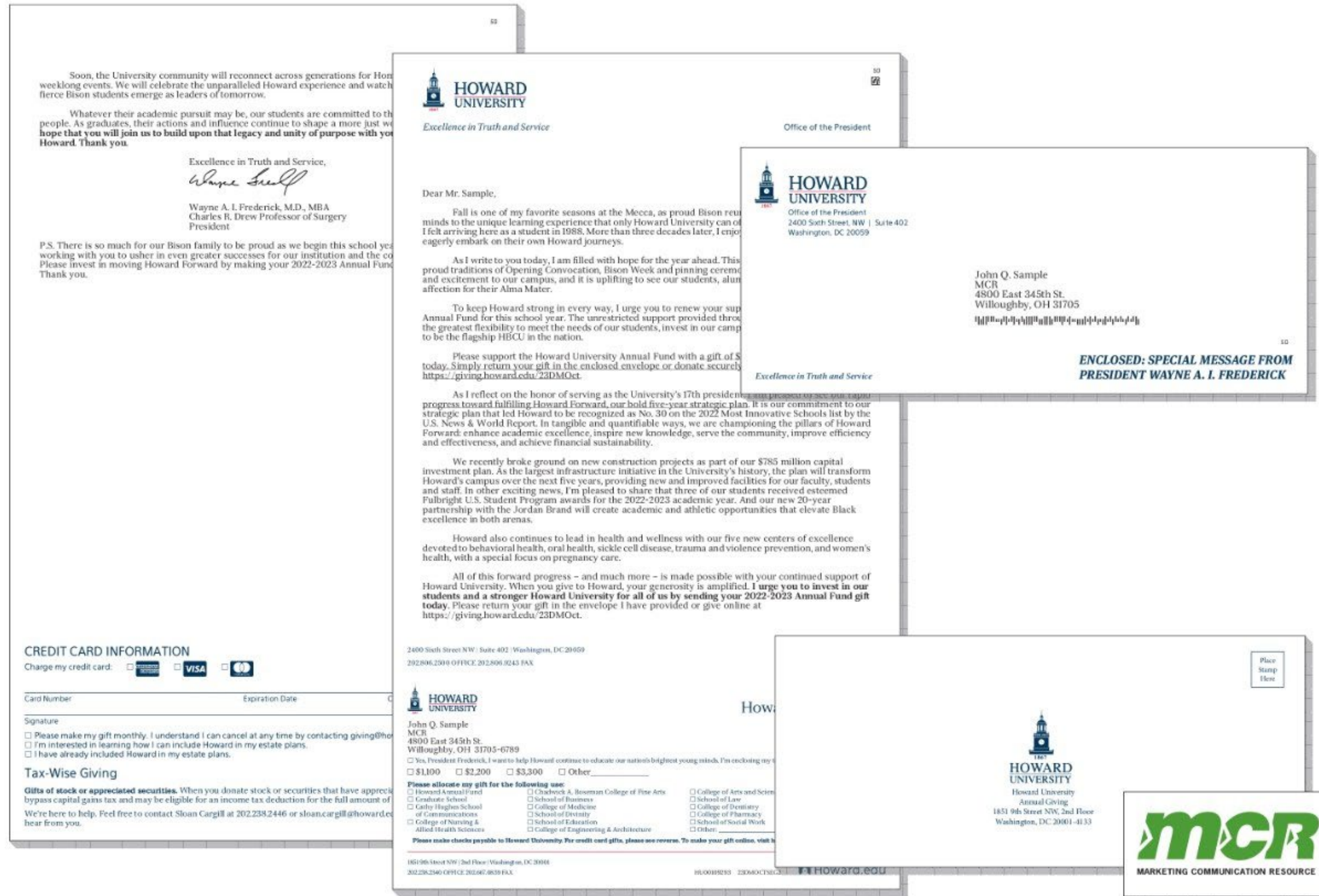
AS OF 10/14

MECCAVERSE

#HOWARDHOMECOMING2022

Classic Direct Mail Appeal

- Total Mailed: 27,923
 - 13 Segments
 - 1 letter version
- Specs:
 - 8.5 x 14 with perforated tear-off reply card and standard reply envelope
 - Straightforward design
- Audience Tidbit: All-ages in theory, but active donors trend towards alumni that graduated pre-2000



Welcome to the Meccaverse!



Howard University, Division of Development and Alumni Relations <giving@howard.edu>
To: CARGILL, SLOAN

Reply Reply All Forward

Fri 10/14/2022 4:26 PM



Division of Development and Alumni Relations



Dear Bison,

Howard Homecoming starts today!

It's a week-long celebration of Black excellence, unwavering leadership, bold students, and esteemed Howard history. And for the first time in two years, we're coming together at the Mecca in-person!

As the most Googled homecoming in the country, Howard Homecoming produces an energy so strong, it's felt way beyond our campus. We can't think of a better way to celebrate all the great things happening at the Mecca right now. Will you invest in Howard during Homecoming?

Yes, I Want to Show My Bison Pride by Making My Homecoming Gift!

[When you make your homecoming gift today](#), you are helping to keep Howard strong in every way – by meeting the needs of our students, investing in our campus infrastructure and ensuring we continue to be the flagship HBCU in the nation.

This fall, young students arrived at the Mecca from across the globe, brimming with enthusiasm, ready to learn, connect, and grow. From academics, research, and activism to athletics, healthcare, and business, today's students will be the leaders – and superheroes – of tomorrow. [But they need our continued support to get there.](#)

When the Bison community comes together, our successes are celebrated, intensified, and multiplied. [Show your Bison pride by making a Homecoming gift today to celebrate our Howard family.](#) Thank you.

P.S. If you haven't seen the exciting slate of events planned for Homecoming, check it out at homecoming.howard.edu!

CENTRALIZED EMAIL OUTREACH

Reminder: Support Howard This Homecoming!



Howard University, Division of Development and Alumni Relations <giving@howard.edu>
To: CARGILL, SLOAN

Reply Reply All Forward

Wed 10/19/2022 12:08 PM



Division of Development and Alumni Relations



Dear Bison,

Howard Homecoming is an annual celebration of our Bison family. And this year's theme of the Meccaverse honors the many generations of Bison alumni who have contributed to the creation of the special universe we call Howard University.

The Meccaverse highlights the long-lasting experiences that shape us and strengthen our community. To celebrate all the great things that are happening at the Mecca, I'm asking you to join me in investing in Howard students today.

Give to the Meccaverse Today!

Homecoming matters because when we come together – the Bison Family is stronger than ever. And this year, you can help us make this year's Homecoming even more meaningful by [making a gift to help us continue Howard's strong legacy of excellence.](#)

Together, we will safely celebrate the unparalleled Howard experience. [Please make your most generous gift today](#) to support our rapid progress toward fulfilling Howard Forward, our bold five-year strategic plan.

Thank you!



Annual Giving
Division of Development
and Alumni Relations



- 4 emails deployed over 7 days
 - Two sent to full Alumni File (All Class Years)
 - Two sent as #ICYMI to non-openers
- Total Emailed: 128,415 emails (avg 32,104/per email)
- Total Opened: 36,300 (avg 9,075/per email)

HOMECOMING 2022: HUAA SOCIAL MEDIA TOOLKIT

1

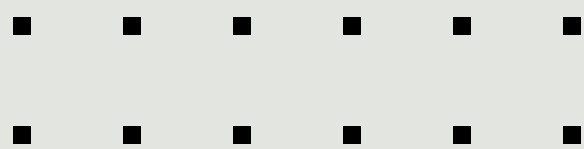
EMAIL TEMPLATE
& EMAIL HEADER

2

COPY FOR FIVE
SOCIAL MEDIA
POSTS

3

SHARABLE GRAPHICS FOR
FACEBOOK AND INSTAGRAM

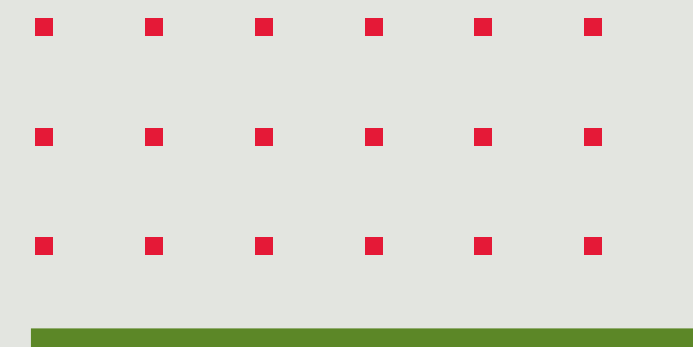


THIS TOOLKIT WAS CREATED FOR THE HOWARD
UNIVERSITY ALUMNI ASSOCIATION'S
FUNDRAISING EFFORTS



Size: Instagram Story
1080 x 1920 px

TEMPLATES FOR EMAIL AND SOCIAL MEDIA POST



Email - Saturday, October 15, 2022

Subject:	Show your Bison pride for Howard Homecoming!
	<p>Dear Friend,</p> <p>Welcome to the Meccaverse! Howard Homecoming starts today and for the first time in two years, we're coming together in-person to celebrate. You don't want to miss this.</p> <p>As the most Googled homecoming in the country, Howard Homecoming produces an energy so strong, it's felt way beyond the Hilltop. And I can't think of a better way to celebrate all the great things happening at the Mecca right now. Will you join me?</p> <p>YES, I WANT TO MAKE MY HOMECOMING GIFT AT https://alum.howard.edu/HUAAGiving. When you show your Bison pride by making your homecoming gift today, you are ensuring we continue to be the flagship HBCU in the nation.</p> <p>When the Bison community comes together, our successes are celebrated, intensified, and multiplied. Show your Bison pride by making a g Homecoming gift today to celebrate Howard at https://alum.howard.edu/HUAAGiving. Thank you.</p> <p>With gratitude, NAME</p> <p>P.S. Let's come together to get the word out, give back, and show love for our Bison Family this October. Don't forget to spread the word on social media using the hashtag #HowardHomecoming!</p>

Social Media Post #1 - Saturday, October 15, 2022

Facebook/ Instagram/ Twitter	Welcome to the Meccaverse! This week is #HowardHomecoming and we are raising money to support Howard. Join me in investing in a strong future for Howard. Make your #HowardHomecoming gift at https://alum.howard.edu/HUAAGiving .
------------------------------------	---

Social Media Post #2 - Monday, October 17, 2022

Facebook/ Instagram/ Twitter	When you make your #HowardHomecoming gift today, you are honoring the legacy of generations of Howard changemakers, while supporting the bright future of today's young minds. So, don't wait. Give to Howard today at https://alum.howard.edu/HUAAGiving .
------------------------------------	--

Social Media Post #3 - Wednesday, October 19, 2022

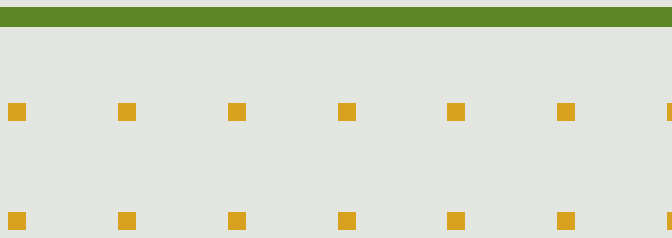
Facebook/ Instagram/ Twitter	Howard Homecoming is as an annual celebration of Black excellence, unwavering leadership, bold students, and esteemed Howard history. Help us continue to move #HowardForward this Homecoming by making a gift to the Meccaverse right now at https://alum.howard.edu/HUAAGiving .
------------------------------------	---

Social Media Post #4 - Friday, October 21, 2022

Facebook/ Instagram/ Twitter	As the most Googled homecoming in the country, Howard Homecoming produces an energy so strong, it's felt way beyond the Hilltop. I can't think of a better way to celebrate all the great things happening at the Mecca right now. Will you join me? Make your #HowardHomecoming gift today at https://alum.howard.edu/HUAAGiving .
------------------------------------	--

Social Media Post #5 (Thank You) - Monday, October 24, 2022

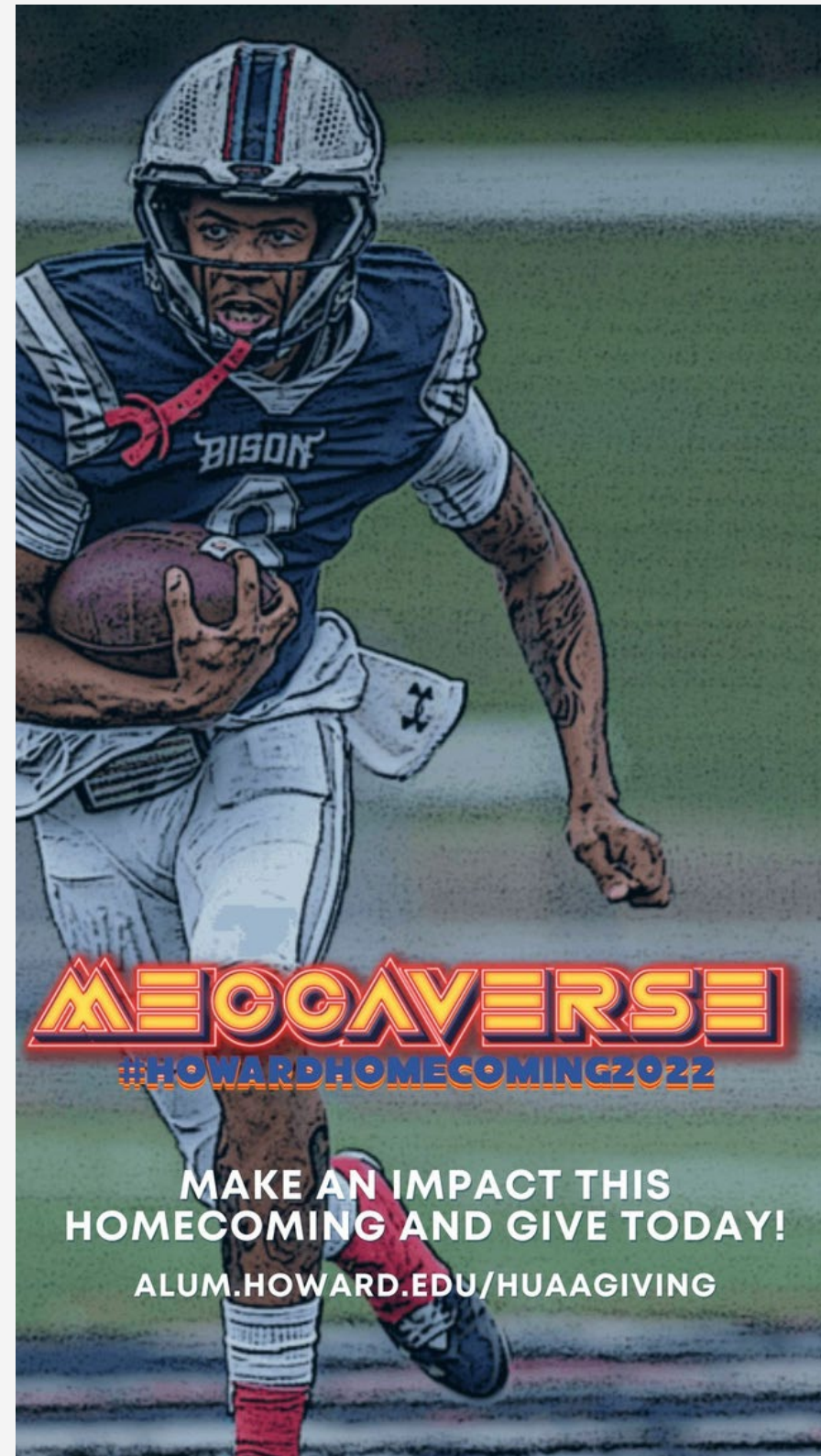
Facebook/ Instagram/ Twitter	As we conclude another exciting Howard Homecoming, it's not too late to show your Bison pride. Make a gift today to celebrate the Meccaverse and Howard's future https://alum.howard.edu/HUAAGiving .
------------------------------------	--



STUDENT-FOCUSED SOCIAL MEDIA GRAPHICS



Size: Facebook Post
940 x 788 px



Size: Instagram Story
1080 x 1920 px



Size: Instagram Grid Post(Square)
1080 x1080 px

ALUMNI-FOCUSED SOCIAL MEDIA GRAPHICS



Size: Facebook Post
940 x 788 px



Size: Instagram Grid Post (Square)
1080 x 1080 px

BISON FUNDER CAMPAIGNS



View gallery

Change cover



\$10,500

raised of \$25,000 target
by 58 supporters

Give Now

Share



Howard University

Back Together Again: HU Classes of the 1970s and 1980s

BTA's annual giving campaign is organized by Howard alumni of the 1970s and 1980s. The campaign's goal is to support the HUAA Emergency Scholarship Fund.

Closed on 3/31/2023

Charity Registration No. 530204707

Story

BTA's annual giving campaign is organized by Howard alumni of the 1970s and 1980s. The campaign's goal is to support the HUAA Emergency Scholarship Fund.

For more than 25 years, a group of Howard University alumni from the 1970s and 1980s have come together during Homecoming Weekend to host a fundraiser for the university. We call our annual event "Party with a Purpose". This year's campaign is being conducted in memory of our beloved friend, schoolmate, and Back Together Again founding member, David Moshier.

Share this story



Facebook



Twitter



Email

Be a fundraiser

The campaign has now expired but it's not too late to support this charity.

Visit the charity's profile

No fundraisers yet

Supporters

58



Constance C Frazier

4 months ago

\$150.00



Denise Lee

4 months ago

To graduating Bison in the memory of Bison Family that have joined the Ancestors but in our hearts forever ♥

\$100.00



View gallery

Change cover



\$2,902

raised of \$1,000 target
by 24 supporters

Give Now

Share



Howard University

Howard University College of Pharmacy Class of 2012 Alumni Gift

The College of Pharmacy Class of 2012 is celebrating our 10th year class reunion. As we reflect upon our years at HU, we are encouraging our fellow classmates to donate to the institution that provided us and many others with a great education.

Be a fundraiser

The campaign has now expired but it's not too late to support this charity.

Visit the charity's profile



View gallery

Change cover



\$4,360

raised of \$20,012 target
by 31 supporters

Give Now

Share



Howard University

Howard University Class of 2012 Class Gift

This is the official class gift for the Howard University's HUAA Emergency Scholarship Fund.

Closed on 10/31/2022

Charity Registration No. 530204707

Be a fundraiser

The campaign has now expired but it's not too late to support this charity.

- Powered by JustGiving Crowdfunding Platform
- Fully Promoted by Alumni
- VERY popular fundraising tool for Howard students and alumni

QR CODES EVERYWHERE

MEGACOVERSE
#HOWARDHOMECOMING2022

Support Current and Future HU Bison! Make a Gift Today!



HOWARD UNIVERSITY

*Excellence in
Truth and Service*

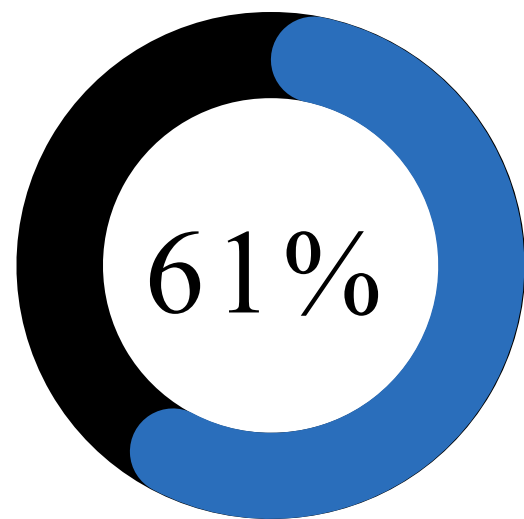


Through postcards, pop-up banners, and even on-stage graphics for in-person events, QR Codes were widely distributed and available for mobile giving!

OVERALL RESULTS: 942 GIFTS

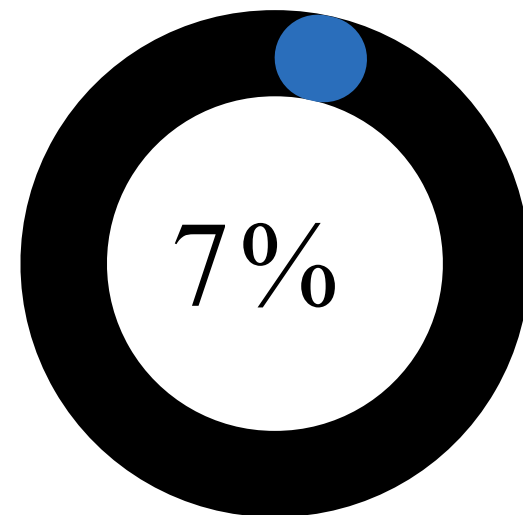


Direct mail



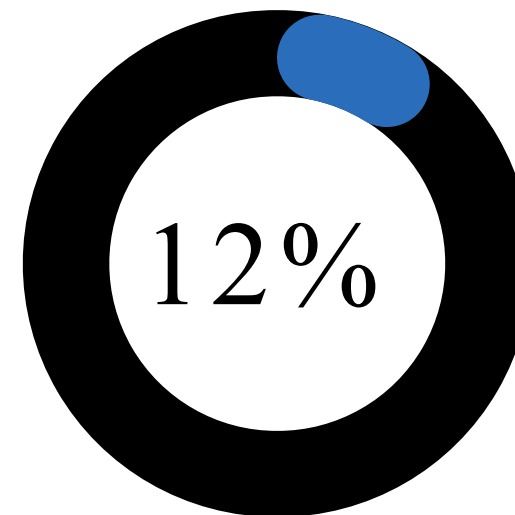
577 gifts

Email



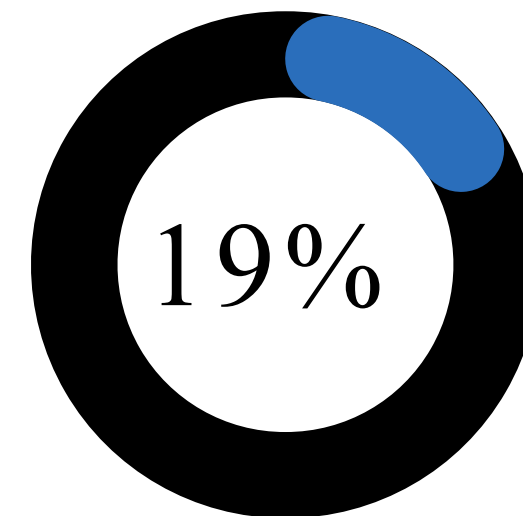
70 gifts

BisonFunder



113 gifts

QR Codes & Main Giving Page

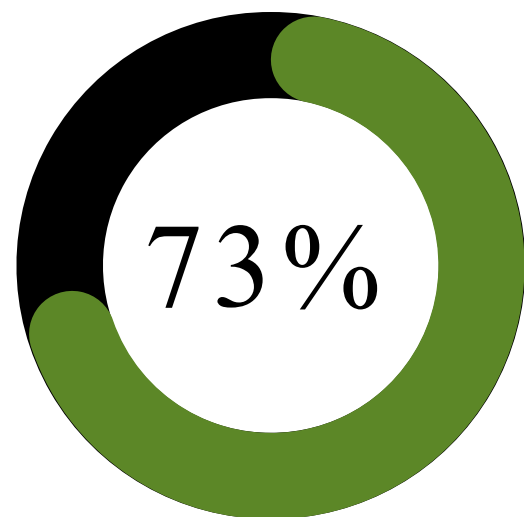


182 gifts

OVERALL RESULTS: \$363,554.51 RAISED

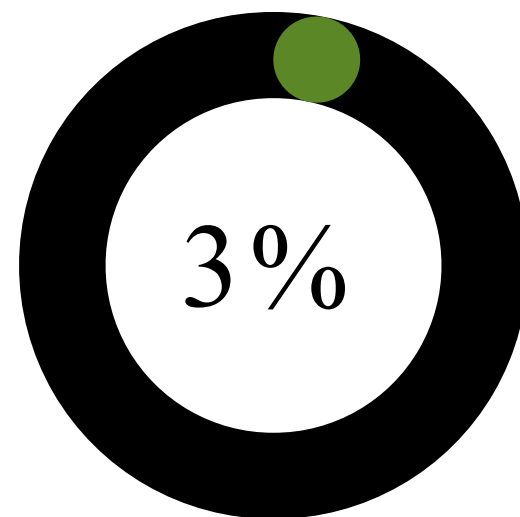


Direct mail



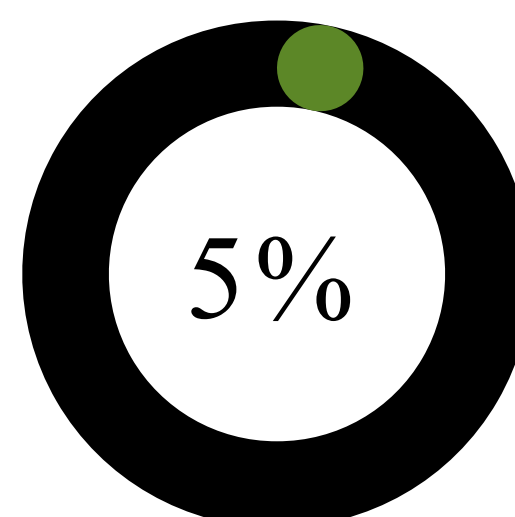
\$265,129.61

Email



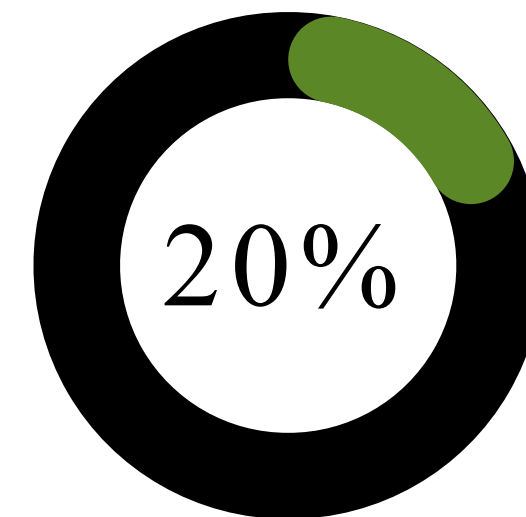
\$9,455.44

Bison Funder



\$17,762.12

QR Codes & Main HU Giving Page



\$71,207.34



THANK YOU
FROM THE
MECCAVERSE