



Rosemont College
Reconnects with
Young Alumni





Project:	Rosemont College Reconnects with Young Alumni
Vertical Market:	Education
Business Application:	Direct Marketing/Lead Generation/Loyalty

Business Objectives

Rosemont College is a small private liberal arts college located in Philadelphia, Pennsylvania. Rosemont felt that they did not have a strong connection with young alumni who had graduated between 1998 and 2008. The college felt it was important to start building relationships with this group of alumni now. By growing young alumni's connections with Rosemont, the college hoped that they could then be encouraged to become supporting donors.

Rosemont also wanted to strengthen relationships with alumni as it transitioned from being a women's college to a co-ed institution.

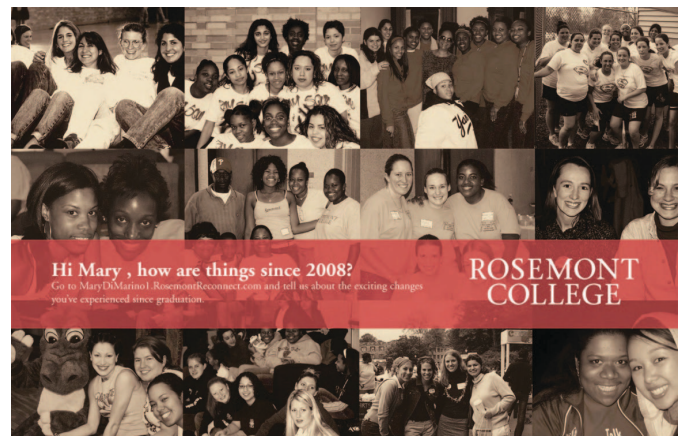
- Re-engage young alumni prior to asking them for gifts to Rosemont's Annual Fund
- Cleanse existing data and capture new information from alumni
- Secondary goal was to collect donations

Results

- 23% response rate – alumni visited their personalized URL (PURL)
- 85% conversion rate – completed survey on personalized landing page
- 18% of young alumni provided new contact information
- Emails garnered as high as a 64% response rate
- 54 people (or 26% of the respondents) joined Rosemont's Alumni Facebook page

Campaign Architecture

To address the needs of Rosemont College, Pacesetter Enterprises and Digital Innovations Group developed a three phase cross-media campaign.



Phase 1 focused on reconnecting with the alumni in order to cleanse the existing database and add new email addresses and profile information in preparation for future communication initiatives. An email and a direct mail piece were sent simultaneously in November 2008 encouraging recipients to visit their personalized landing page and share with Rosemont what they had been doing since graduation. The direct mail and email were personalized with the alumna's name, graduation year, major and PURL.

A few weeks later a follow-up email was sent to individuals who had not responded.

At the personalized landing page alumni were asked to update their contact information and complete an online survey about their activities since graduation. As part of the survey Rosemont also learned:

- Preferred time of year for a reunion
- Favorite types of alumni events
- Likelihood of attending a future alumni event
- Willingness to host a future alumni event

At the personalized landing page alumni were also encouraged to reconnect with peers using the Rosemont Alumni Facebook page.

ROSEMONT COLLEGE

Laura, Thank you in advance for giving back to Rosemont College. Your donation will go on to ensure limitless educational opportunities for all of our students.

As a member of the International Students Club, would you like a portion of your Annual Fund donation to be earmarked for Rosemont student organizations?

Yes No

Would you be interested in hosting a Rosemont Alumni or prospective student event in your area?

No Yes

Would you attend an Alumni event held in your area?

Yes No

Submit

ROSEMONT COLLEGE

Are you working?
Does your job relate to your Business degree?
Did you start a family?
Are you in touch with your old Rosemont friends?

Hi Mary .
The last time we saw you back in 2008, you were living off Ramen Noodles and drinking tap water. You were also finishing up your major in Business .

So, how's life been since you left Rosemont? We want to catch up! Are you working? Does your job relate to your Business degree? Did you start a family? Are you in touch with your Rosemont friends?

Go to MaryDiMarino1.RosemontReconnect.com and tell us about the exciting changes you've experienced since graduation. In a few weeks we'll send out a recap and let you know how to catch up with old friends! How fun is that?

*The information collected in this survey will be used solely by Rosemont and will not be used for any other purposes.

MaryDiMarino1.RosemontReconnect.com

In **Phase 2** the responses were analyzed and a second round of communication was sent to alumni in December 2008 sharing news about each class. This was accomplished through email and direct mail. The goal in this phase was to continue to build the relationship with alumni who responded and to give those who had not responded to Phase 1 another opportunity to participate.

Information that was shared included:

- Participation by class year
- Percentage of class that went on to graduate school, were single, had children, or who were volunteering in the community
- Class preference for when to hold a reunion

Those who had not responded to Phase 1 were again given a PURL to visit where they could participate in the survey.

ROSEMONT COLLEGE
1400 Montgomery Ave.
Rosemont, PA 19010

POSTAGE
INFO
HERE

«First» «Last»
«Address»
«Address2»
«City», «ST», «Zip»

*It's not too late to tell us what you've been up to by visiting:
«KristinaDavis.RosemontReconnect.com»*

ROSEMONT COLLEGE

«Kristina»,
During December we launched a campaign to reconnect
with our Rosemont Alums who graduated since 1998.
We heard from many of you and want to share the details.
Look inside to learn about the Class of «2001»!
- Rosemont College

ROSEMONT COLLEGE

Alumni since 1998 Breakdown

58% of alumni went on to Graduate School

Top 5 Post Graduate Degrees Earned

- Education
- Psychology
- Business
- School Counseling
- English

46% of respondents are single
27% of respondents have children
53% of respondents volunteer in their communities

Overall Participation by Class

Class Year	Participation (%)
1998	~10
1999	~10
2000	~10
2001	~10
2002	~10
2003	~10
2004	~10
2005	~10
2006	~10
2007	~10
2008	~10

The Class of «2001» Breakdown

«76% of the class went on to Graduate School

Top 5 Post Graduate Degrees Earned

- «Administration»
- «Business»
- «Dental»
- «Nursing»

«29% of respondents are single
«36% of respondents have children
«43% of respondents volunteer in their communities

Here are a few of the places Rosemont Alums are currently employed:

- Local Hospitals
- State Government
- Public Schools and Colleges
- Social Work and Counseling Centers

Class of «2001» Reunion Preference

50% spring
32% fall
18% either

Join other Alumni on February 7th for the Alumni Chocolate Tasting and Auction! Register at www.rosemont.edu

Phase 3 was the first appeal for donations and was sent to young alumni in March 2009 via email and direct mail. Recipients were encouraged to visit their PURL and make a donation to support Rosemont College. The direct mail piece was personalized with available information on scholarships received and extracurricular activities participated in.

Rosemont wanted to determine if this level of personalization would have an effect on response rates before investing resources on compiling more data in this area. Mailers that included the extracurricular element saw a 24% response rate vs. a 17% response rate for those that did not include this information.



Target Audience and Messaging

The target audience for this campaign was young alumni who graduated between the years of 1998 and 2008.

The copy in the direct mail and emails for Phase 1 and 2 focused on reconnecting the college with alumni and enabling alumni to reconnect with each other. Similar messaging was used in the Rosemont Alumni Newsletter, website and Facebook pages creating consistency across all media used by the college to communicate with alumni.

In Phase 3 the messaging highlighted the financial need of Rosemont College and its current students given the difficult economy. Alumni were encouraged to recognize the benefits they had received as students and give a donation so that other students could receive a Rosemont education.

List

The list came from Rosemont's database.

Creative and Outbound Pieces

The creative for all the direct mail pieces was done by Pacesetter Enterprises. Images used throughout the mailers and the personalized landing pages highlighted college life at Rosemont and particularly focused on the theme of friendship.

Reasons for Success

This campaign was part of an overall initiative by Rosemont College to engage younger alumni. To see how Rosemont furthered this effort read the “Rosemont Engages Young Alumni with Virtual Party” case study – an excellent example of how print and social media can work together.

This campaign won an Honorable Mention in the Direct Marketing category for PODi’s 2010 Best Practices Awards.

Pacesetter Enterprises received a second place recognition for this campaign in the DICE 2009 Award: Multi-channel Personalized Marketing Extraordinaire.

Best practices learned from this campaign are:

- **Build a relationship before asking for money.** Rosemont College realized that it needed to have a deeper connection with its young alumni. While this age group may not be strong contributors now, it is important to cultivate them as future donors. That is why the first few communication pieces focused on reconnecting as opposed to making a hard push for money.

After re-engaging with the alumni, Rosemont sent an appeal for donations. By getting these alumni in the habit of giving now, it is hoped that they will continue to give and increase their donation amounts as their earning potential grows.

- **Connect with your audience in their preferred format.** One of the factors that made this program a success was the PURL response mechanism. Going online to interact with friends and organizations is something 20 to 30 year-olds are very comfortable with. Using a PURL with the recipient’s name as part of the URL attracted attention and made responding very easy.
- **Timing is critical.** The communications for Phase 1 and Phase 2 of this campaign were sent out in late November and December. During the holiday season people are often connecting with old friends. Rosemont College was able to tie into this sentiment with the timing of their reconnect campaign.