



UNIVERSITY OF OKLAHOMA ALUMNI ASSOCIATION **CASE STUDY**

University of Oklahoma Alumni Association Case Study

For over 110 years, the University of Oklahoma Alumni Association has supported student scholarships and programs, alumni activities, and events throughout the Sooner Nation. Across the country and around the world, the OU Alumni Association is promoting the University's interests and bringing the OU family together.

Challenge

2015 marked the 125th anniversary of the University of Oklahoma. No marketing support for the 125 year anniversary had been executed yet and the year was almost up. In addition, their lifetime memberships had hit a lull and they needed this campaign to boost those numbers.

Approach

We started with a population analysis for the most potential prospects. From this we identified 30,000 targets where we could focus our efforts. Based on the data, we divided the list into 3 areas of reach; top prospects, current non-life members, and lower

prospects. Also we learned from our data that participation in a sorority or fraternity immediately increased their chances of joining.

Next, we began the creative. A nostalgic letterpress piece was created for the most potential prospects, encouraging them to join in the life-long tradition of OU. An upgrade piece calling current members to go "All In" and become lifetime members, and an illustrated, self-mailer was sent to those in the lower tier.

We leveraged the sorority and fraternity information when available as well as graduation year and additional personalization to help tie recipients to the pieces.



In February, as an added push, we designed a Valentine's Day mailer with the "I Love YOU" messaging and an OU Alumni branded heart lollipop to encourage more membership. This specific mailer was followed by an email push as well.

All of the direct mail pieces, emails, and social media posts were cohesive in creative and messaging, helping to boost response and allowing for our message to be seen across multiple marketing mediums.

Results

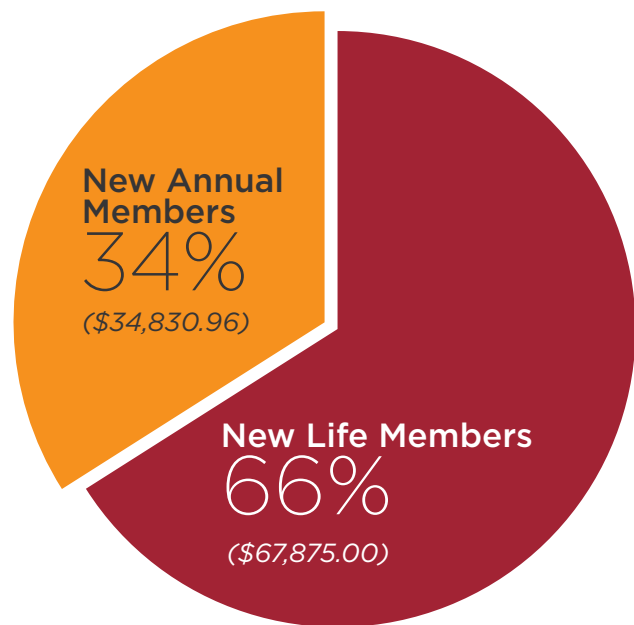
A few months after the campaign pieces and emails had been finished, we began collecting data on the response and how each particular piece did. We found the campaign to be a success for the university

877 new *Annual* members (one year and three year)

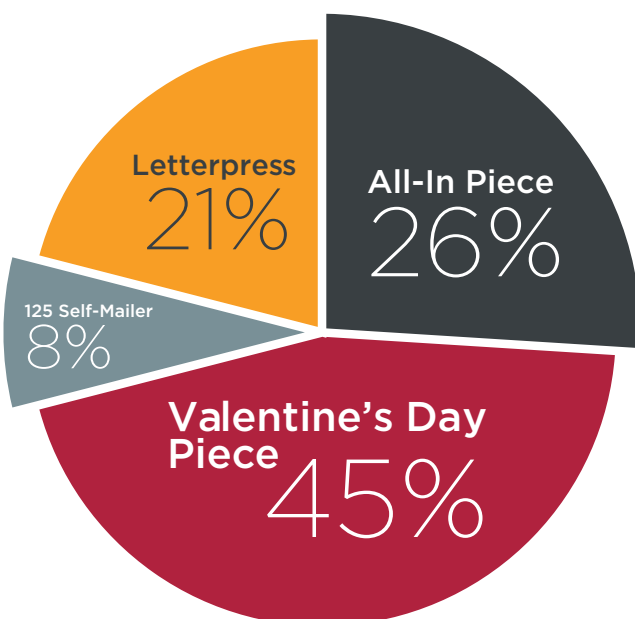
125 new *Lifetime* members

1,002 new members for a total revenue of \$102,705.96

Total Revenue: \$102,705.96



Response Rate of Each Piece:



Reasons for Success:

Data Analysis: By leveraging information in their existing data base, we were able to formulate a predictive model to indicate which alumni were the most likely to join. This played a critical role in determining who to market to more diligently.

Segmentation: The information obtained through data analysis enabled us to customize all parts of the campaign. With messaging for each tier, individual personalization, and strategically targeting Greek affiliation, we were able to increase the rate of success.

Multi-Touch Points: Through this campaign we proved that an integrated campaign with multiple touch points increases response rates tremendously. We had the highest success with alumni we were able to communicate with through direct mail *and* email. In these cases, we were able to follow up each direct mail initiative with multiple emails that incorporated similar creative and copy, driving them directly to the site to enroll.



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