

'Iolani School Creatively Maximizes the Possibilities that ThankView Offers



86%
ThankView Email Open Rate

Features Used

- Branded Assets
- Merge Fields
- Metrics

The Challenge: How to Congratulate Students Individually with Video?

When you're a storied school with a picturesque campus in Honolulu, dynamic camera-friendly students and top-notch production team, you might think that all of your video needs are well taken care of. But a question lingered for Leslie So'oalo, 'Iolani's Stewardship Manager- What is the best way to deliver this exceptional content? This question led 'Iolani to join the ThankView family, and what started as an original means of thanking donors turned into a way to transform all types of communication.

'Iolani had previously used acknowledgement letters, receipts, and phone calls to touch base and thank donors. In order to make their donors feel important, 'Iolani turned to the incredible videos being produced by their in-house team. The videos were sent out through email linking to YouTube or Vimeo which offer limited viewership metrics and do not allow for the amount of personalization they sought after.

After attending their first ThankView training, Leslie and the rest of the 'Iolani team began to explore the platform, eager to figure out just how many ways they could use ThankView. "Not only can we use this to thank our donors," So'oalo said, "but we can do so much more." One of the ideas that came out of this brainstorm session was a congratulations campaign to students who recently received an acceptance to 'Iolani's new residence hall.

ThankView Solution: Combine a Personalized Video with A Generic Video for Maximum Personalization

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'Iolani students welcoming recently accepted new students.

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“With ThankView, we can create meaningful experiences for the donor that goes beyond the standard thank-you. This coupled with the simplicity of navigating through the platform makes it a smarter and faster way to engage and cultivate relationships.”

The simplicity of everything while navigating the platform has made 'Iolani eager to find more use cases for ThankView than they originally had in mind. "With ThankView, you don't have to work harder. You can just work smarter," said So'oalo.

Check out the features that helped 'Iolani achieve their goals.



Fully Branded

Your emails, landing page and digital envelopes are fully branded with your organization's colors and logos



Merge Fields

With multiple merge field options, you can quickly personalize emails, subject lines and messages for high open rates and campaign success



Metrics

Track results with our real time metrics dashboard. Gain insight quickly and easily export everything with a single click