

University of Tennessee, Knoxville, Follows up A Big Ask with a Big Thank You



78%
Average Campaign Open Rate

- Features Used
- Branded Assets
 - User Friendly Platform
 - Metrics

The Challenge: How to Thank Donors During a 24-hour Giving Day.

Big Orange Give 2017 was the first year UT Knoxville condensed their campaign from a week-long campaign into a 24-hour Giving Day. Their goal of “One Day, One Million Dollars” presented the challenge of how to effectively thank the donors who gave on a such a short deadline.

ThankView provides professional, on-brand, and customized outreach that is easy to use. During their Big Orange Give 2017 campaigns, UT’s outreach was tailored and recognizable to their donors and alumni.

ThankView Solution: Segment Donors to Ensure They Recieved a Thank You Within 2hrs of Their Donations.

Before the day of Big Orange Giving, UT created videos of the Deans from each college thanking donors for their gift. Each donor received a thank from the dean of the school they donated to, and if they donat-



UT Knoxville students thanking donors of the Big Orange Giving Day campaign

ed over a certain threshold, students would record a personal thank you video for them.

On the big day, hourly reports segmented donors, and within 2 hours of donating, each Big Orange Give donor received a video from a dean or student thanking them for their gift. Donors were asked to give quickly so it was important to thank them promptly to show how grateful UT was for their gift.

“ThankView is a way to immediately and personally thank your

donors in a meaningful way. You'll be able to brand it to your company to your school so that they can remember you and your face and you can have a great platform to express gratitude" says Brittany Fowler.

Brittany even brought UT's use of ThankView closer to home by using it to thank staff and faculty in their Big Orange Family campaign.

For Big Orange Family, each college had a team leader--or depending on size, multiple team leaders. Team leaders would make asks from their department, and when someone donated, the team leader sent a personal thank you video.

"With the Big Orange Family campaign, we're able to reach and thank staff pretty much immediately. The team leaders knew when someone on their team made a gift because it's the guy down the hall. But using a ThankView video to thank them added a unique touch."

"You'll be able to brand it to your company or school in a way that will allow donors to remember you. It is a great platform to express gratitude."

UT Knoxville met their goal: reaching 1.45 million dollars. In that 24 hour period, they sent 3,347 ThankViews to thank donors who helped them reach their Big Orange Give goal.

The high number of recipient views, replies, and shares show how powerful directing message is for donors. A memorable response came from a UT Knoxville alumnus who sent a video reply thanking UT for thanking him. He's an alumnus who started a jet engine company, so he took the time to record his thank you from his private jet!

Most importantly, the Big Orange Give and Big Orange Family ThankView campaigns connected donors directly with the students and faculty they impacted. "We're always wanting our students to be the ones saying thank you." said Brittany. And with ThankView, they were.

Check out the features that helped University of Tennessee, Knoxville achieve their goals.



Branded Assets

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



User Friendly

Our platform is designed to be easy and simple to use so you know exactly what to do next



Metrics

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