

Leadership Annual Giving Donors: LSU Touchpoint Plans

Top Tier Donors/Prospect Level – 1:1 Strategy (4% of portfolio)

- These donors are to be prepped for larger solicitations. They are people LAG should share with major gift officers or other LSU staff for potential visits. Additionally, these people would benefit from higher level engagement from campus leadership.
- These donors will have a written plan and ideally at least one unique engagement opportunity (on campus event and/or DoD visit).
- **Depending on the relationship and the individual's plan, the following touchpoints will vary per donor:**
 - Milestone recognition
 - Personal phone call (campaign update, survey questions, college update)
 - Email touchpoint – general LSU
 - Email touchpoint – fund-specific
 - Holiday card
 - Happy New Year call (one & voicemail), then email if no response
 - Solicitation at the end of the fiscal year

High-Touch Upgrades (10%)

- These donors are responsive to our engagement and help drive retention and/or upgrades, we believe they will eventually give more with increased engagement. They are people who we could share with major gift officers for potential visits.
- **These donors will receive the following touchpoints throughout the year from their respective LAG officer:**
 - Milestone recognition (handwritten note in addition to donor relations efforts)
 - Personal phone call (multiple attempts to get them on the phone; campaign update, survey questions, college update)
 - Email touchpoint – general LSU
 - Email touchpoint – fund-specific
 - Holiday card
 - Happy New Year call (one & voicemail), then email if no response
 - Solicitation at the end of the fiscal year

High-Touch Retention (10%)

- These donors are responsive to our engagement and help drive retention; will likely remain at their level of giving. They are people who we could share with major gift officers for potential visits.
- **These donors will receive the following touchpoints throughout the year from their respective LAG officer:**
 - Milestone recognition (from donor relations)
 - Personal phone call (one attempt/voicemail; campaign update, survey questions, college update)
 - Email touchpoint – general LSU
 - Email touchpoint – fund-specific
 - Holiday card
 - Happy New Year call (one & voicemail), then email if no response
 - Solicitation at the end of the fiscal year

Low-Touch Retention (65%)

- Low-maintenance loyals who have verbally indicated they do not want a lot of communication, or they are non-responders with active giving.
- **These donors will receive the following touchpoints throughout the year from their respective LAG officer:**
 - Phone call check in (How are you doing? Thank you for last gift – contextualize by donor)
 - Holiday card
 - Email update – general LSU
 - Solicitation at the end of the fiscal year

New Additions (11%)

- These donors will receive:
 - Handwritten, addressed intro letter
 - Assessment phone cycle – two attempts with voicemails (first vague, second detailed letting them know we will email)
 - Follow up email trying to schedule a time to talk on the phone
 - If no response to initial email, send email including two assessment questions to answer via email
 - Handwritten note if we reached them
- ****If we are able to assess them, move them to the appropriate tier/category that aligns with their needs and behavior. Those who were still unresponsive at this point, continue them through the following touchpoints for the remainder of that fiscal year.****
 - Email touchpoint – general LSU
 - Holiday card
 - Happy New Year call (one & voicemail), then email if no response
 - Solicitation at the end of the fiscal year