



CUSTOMER SPOTLIGHT

The Wisconsin Foundation and Alumni Association



“Attentive.ly was a key component in our new efforts around social media ambassadors, remote engagement, and fundraising. We will use these 2016 numbers and what we learned from our campaigns to improve our fundraising efforts on social media in 2017.”

—Dexter Patterson,
Social and Digital Media Specialist

For 169 years, the University of Wisconsin (UW) has been a catalyst for the extraordinary. As a public land-grant university and prolific research institution, UW students and faculty members participate in a world-class education and solve real-world problems. And with the Wisconsin Idea that education should influence people’s lives beyond the boundaries of the classroom as its guiding principle, UW is creating a better future for Wisconsin, the nation, and the world.

 **Attentive.ly** + blackbaud

Better Together.

The Wisconsin Foundation and Alumni Association Exceeds Social Media Campaign Goals

The Wisconsin Foundation and Alumni Association (WFAA) was searching for ways to activate its alumni base through social media to help increase brand awareness and improve remote engagement. Dexter Patterson, social and digital media specialist at WFAA, thought he could amplify the impact of his efforts by finding ways to connect with the University’s best networked ambassadors on social media. But to do that, the WFAA needed a way to identify and connect with the University’s most passionate online supporters and equip those supporters to share WFAA’s message with their personal networks.

Dexter chose to create a remote engagement strategy that incorporated two of the alumni base’s favorite UW traditions—homecoming and an event called Fill the Hill.

The Wisconsin Foundation and Alumni Association is powered by

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Homecoming Campaign Social Media Results:

Facebook®



Total reach:
328,418



Total engagements:
5,520



Total video views:
51,411

Twitter®



Total impressions:
89,295



Total engagements:
2,992

Snapchat®



Total filter views:
54,200

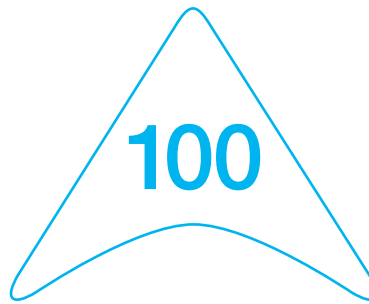


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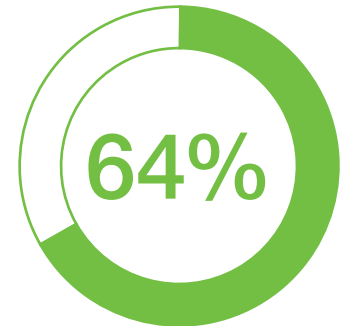
The Homecoming engagement initiative was launched by creating a seed list of citizen influencers within Attentive.ly. These people were alumni with Klout® scores greater than 50. This group was mailed Homecoming Pride Packs. In addition, UW also reached out to the individual schools and colleges on campus and provided their social media specialists with a toolkit and other collateral that helped build campaign awareness and made it easy for them to get involved. At the beginning of the campaign, WFAA set an ambitious goal of sending 3,600 pride packs. Two weeks before the campaign ended, WFAA met that goal and ultimately exceeded it by sending 4,200 Homecoming Pride Packs at the end of the campaign.

The second tradition Dexter tapped into to improve alumni engagement was [Fill the Hill](#), a quirky UW tradition begun when a student organization planted more than 1,000 plastic pink flamingos on the campus's iconic Bascom Hill. WFAA generated excitement for the event by sending Flamingo Spirit Packs that contained Fill the Hill branded swag to 150 of its most influential alumni. To determine who those people were, Dexter curated lists of alumni using Attentive.ly, again using Klout scores greater than 50. Once the list was made, Dexter was able to select alumni who engaged with UW's social media accounts or specific topics relevant to the University. Then, the WFAA team encouraged its best social media ambassadors to help promote the Fill the Hill campaign online and thanked them by sending them free Flamingo Spirit Packs. 96 donations are directly attributed to these influencer outreach efforts.

Fill the Hill Campaign Results:



Surpassed donation goal by
over 100 donations



96 of the 150 people who
were sent Flamingo Spirit Packs donated

Now, using Attentive.ly, WFAA is able to identify its strongest supporters and those most likely to get involved and motivate others to get involved as well. With a more effective way to reach and engage alumni, Dexter and the WFAA team are looking forward to improving their fundraising efforts on social media and seeing even better results this year.

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About Blackbaud

Leading uniquely at the intersection point of technology and social good, Blackbaud provides software, services, expertise, and data intelligence that empowers and connects people to advance the social good movement. We serve the entire social good community, which includes nonprofits, foundations, corporations, education institutions, and the individual change agents who support them.