



ANNUAL GIVING: INTEGRATING EMAIL WITH YOUR OVERALL STRATEGY

July 18, 2017 :: 1:00 - 2:30 p.m. EDT

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Learn how you can boost the impact of your annual giving emails.
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OVERVIEW

Prioritizing email in your annual giving effort is an elusive concept for many institutions. You know that email is a key strategy for unlocking donors who prefer to give online, but you may remain trigger shy and lack an understanding of how to fully integrate it with your other efforts, particularly more traditional ones.

Learn how to develop an email communication plan for your annual giving program that is both distinct from and complementary to your direct mail and digital media efforts. During this training you will hear how one institution:

- Tailored their message for email
- Developed short-term campaigns to create a sense of urgency
- Integrated email with their other communications

WHO SHOULD ATTEND

This online training is ideal for annual giving professionals and those working with advancement marketing and communications. Each audience member will leave with ideas to transform the way they view email and digital communications in annual giving.

[VISIT EVENT PAGE](#)

www.academicimpressions.com/webcast/annual-giving-integrating-email-your-overall-strategy



LEARNING OUTCOME

After participating in this online training, you will be able to better plan your email strategy and integrate other digital platforms into your annual giving effort.

CONTACT US FOR MORE INFORMATION

Contact Gwen Doyle, Program Manager at gwen@academicimpressions.com or 720-988-1258 if you'd like additional information about the program.

AGENDA

Thursday, July 18, 2017 :: 1:00 - 2:30 p.m. EDT

- ➔ **Fully Leveraging Digital in Higher Ed**
 - Looking to nonprofit and corporate examples
- ➔ **Seeing Email as a New Channel and Making it a Priority**
 - Shifting communications to digital mediums
 - Removing the stigma of sending frequent emails
 - Proactively planning emails to complement other vehicles
- ➔ **Integrating Efforts**
 - Short-term email campaigns
 - Planning campaigns throughout the year
 - Pairing with other efforts: follow-up via social media, calling, etc.
- ➔ **Results and Next Steps**
 - Understanding the ROI in the shift in thinking
 - Truly responsive marketing
 - What's on the horizon

INSTRUCTOR

Elizabeth Keppel, Associate Director of Annual Giving, University of Florida

In her current position, Elizabeth Keppel is responsible for managing direct marketing and stewardship projects for academic units, including integrated digital projects and special campaigns. Prior to joining the UF staff in July 2015, she worked as an Assistant Director in the Office of Lifetime Philanthropic Engagement and Annual Giving at The College of William & Mary in Virginia. Elizabeth has a Bachelor of Arts and a Master of Education in Higher Education Administration from William & Mary.



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PRICING & REGISTRATION (CIRCLE ONE)

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EARLY BIRD PRICING

Postmarked on or before July 11, 2017. After July 11, 2017, an additional \$75.00 fee for the first connection and \$50.00 fee for each additional connection applies.

[REGISTER ONLINE](#) or below.

PAYMENT METHOD:

We accept Visa, MasterCard, and American Express credit cards. To pay by check, include the check with this form or select the "invoice me" option. Fax form to 303.221.2259 or mail form along with payment to: Academic Impressions, 4601 DTC Blvd., Ste. 800, Denver, CO 80237.

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