OVERVIEW: How do you break through the bombardment of thank you's sent on National Philanthropy Day? Well, you take the concept of Where's Waldo, and create a cartoon world of the most iconic area of campus and fill it with donor-funded features for people to find. Don't forget a scoreboard to entice your donors to compete for the fastest time to complete. This innovative and interactive piece was a great way to steward our current donors, educate our non-donors on philanthropy, and bring pure joy to everyone who saw it and worked on it.

GOALS AND OBJECTIVES: The primary goal of *Spot the Senator* was to thank our donors and show the impact of their donations on the McMaster campus. It was important to show how each donation has made a difference to ensure that no matter which area of the university you give to, you could see the impact of your giving. A secondary goal was to show non-donors how donations have an impact on the university, and in turn, make themselves donors. One of the tenets of our 2015-2020 strategic plan is to "ensure stellar stewardship of all gifts to McMaster", and we are pretty sure this initiative can be classified as "stellar".

The long-term goal of this project was to retain our donors, helping us achieve our goal of 50% retention of our 2017 alumni donors, which has been a challenge for us in the past. Another tenet of our strategic plan is to "continue to enhance donor behavior-based strategies for annual gifts, with strong focus on maintaining/growing donor renewal percentages".

TARGET AUDIENCE: As this project was for National Philanthropy Day, our target audience was our donors. Our donors are a diverse group, from a range of graduate years, degrees and giving areas. We specifically sent the email to all 2017 donors, whether they had renewed or not in 2018.

As previously mentioned, we also sent this to our entire non-donor alumni base in the afternoon to reactivate lapsed donors or acquire new ones. Once again, our entire living alumni base is a diverse group, having graduated from six different faculties and over eight decades.

BUDGET: All copy was done by staff and the illustration was completed by a student intern.

The creation of the game was done by a third-party for $5,000 to create and an additional $250 to host and support from November-February. The continued hosting of the site will be transferred to our servers, and will only cost per use, so will be minimal.

In the month of November, after *Spot the Senator* was released, 439 people made a gift under $25,000, with a total of $162,000 donated, showing that the revenue per donor was $370. Additionally, we saw 60 new donors who were 2018 grads, indicating our youngest alumni were inspired by this initiative.

IMPLEMENTATION: In a brainstorming session on what to do for Philanthropy Day, thinking of the recent trend of gamification in annual giving, the idea came to us to create a "McMasterized" Where's Waldo, where donors could find specific items that relate to giving at McMaster. To fill in Waldo's shoes, our always popular statue of our founder, Senator William McMaster, was picked, and *Spot the Senator* was born!

To begin, we put a rough sketch together of what we were envisioning. Voila:

Then, we had to establish the list of items to find. We focused on all areas of giving at McMaster: student support, research, general support, libraries, athletics, student mental health, class giving and came up with a visual to represent each category, as well as doppelgangers to throw people off! As an example, research was represented by a student in a lab coat and goggles, their doppelganger was a student in a bathing suit and goggles. Beyond representing giving at McMaster, we wanted to make sure that everyone who played could see themselves in the picture. We are a diverse community, and we were cognizant that we needed to create a picture that represented our diversity.

With all these details in place, we brought in Shelley, a fourth-year student who worked part time for us. It was important to us to have a student doing the artwork, to showcase the incredible talent our students have. Taking our sketch and adding the few extra details we asked for (ex. turtles and deer, animals you tend to see on campus), we had our finished picture:

This screenshot of this section of campus from Google maps shows the on point attention to detail.

With our Spot the Senator image finalized, we now needed to get it online and gamified! Here's where our third-party company comes in. They took our image and made a site for it, created the look and find aspects, and created a timer and a leaderboard. Our vision had now come to life!

We encourage the judging panel to visit spotthesenator.ca to play the game and experience it first-hand and better understand the mechanics of the site.

CHALLENGES: Working with a third-party is always tricky. There's not understanding what they could or couldn't do, as well as establishing the design work before we settled on the third-party. By creating the design before, the picture was made with dimensions that didn't fit the finished product. This meant the final image needed to be scrolled to see the rest, and that wasn't always apparent to those playing the game. Additionally, we were unaware of the analytics in place, as we are used to having our own on our webpages. It turned out there weren't any, so we missed out on having certain stats, such as unique visitors and time spent on the site, that would have been nice to have. Finally, the site was constructed in a way that isn't accommodating to our internal web hosting. Due to limitations on our end, transferring hosts has proven difficult. Next time, we will find a third party first, discuss the exact details of what they can offer, the analytics we would like to have, and get the proper dimensions for our imagery.

Another challenge that we considered were personal donor accessibility requirements. We asked the question, is this the right way to steward all donors as those with visual impairments may not be able to get the most out of this initiative? We did utilize the captions to help show the impact but feel that in the future we should come up with an initiative that will be accessible to all.

OUTCOMES: To show first-hand how this initiative was received, an email from Chris, a 2013 grad and donor, puts it into perspective: "*This is awesome! I love it. -Chris*" Clearly, we brought joy to our donors.

Website:
We had 1200 site visitors and 600 people submitted for the leaderboard. Grads from 1948-2018 engaged in the activity, showing that a full range of our audience participated.

Email:

Email Type	Audience	Open Rate	Clicks	Click Rate	Donations
Donor	7,682	37%	306 total/226 unique	9%	7
Non-Donor	89,725	24.75%	618 total/530 unique	3%	5

To compare, our other fundraising emails sent in November saw a median click rate of 1%. Our *Spot the Senator* emails saw a higher click rate, showing the *Spot the Senator* game as an enticing initiative. Additionally, from the email specifically, we acquired 5 new donors and retained 7.

Social Stats

Channel	Impressions	Likes	Shares	Link Clicks	Comments
Instagram	2,342	94	3	8	2
Facebook	1,503	6		28	
Twitter	3,052	13	5	47	

Overall, this initiative was something we are proud of, delighting our donors, educating non-donors, and helping us achieve our donor retention goal! We are looking forward to creating something just as engaging and fun next year!