

2024 Alumni Future Donor Email Campaign

Giving Day December 3, 2024

First Email: November 27

Giving Day Emails: Presidents Launch; Mid-Day Check In; End of Day

Post Giving Day Emails: Impact Report (this only went to donors - which we will change this year)

Test: We split our list (40K) into two segments to test initial email messaging. The remainder of the emails were the same for both segments.

Results:

	Segment A			Segment B		
	Sent	Open	Click	Sent	Open	Click
Initial One Week Email	21,072	32.19%	0.82%	21,112	31.48%	0.69%
President Launch Email	21,512	31.81%	0.46%	21,600	31.74%	0.51%
Mid-Day Check In Email	21,507	30.64%	1.03%	21,509	30.86%	0.91%
End of Day Email	21,413	31.75%	1.20%	21,472	31.43%	0.85%
Number of Donors:	4	1 (Raffle)		12	6 (Raffle)	
Response Rate:	0.02%	0.06% (Opened to Reply)		0.06%	0.18% (Opened to Reply)	
Total Gifts:	\$395	\$20 (Raffle)		\$876	\$110 (Raffle)	



Segment A

Date Sent: November 27, 2025

Signatory: Tia Hagen, MRU Alumni Council President

Subject Line: Mark your calendars, Alumni!

DONATE TODAY!

Get Matched for MRU Giving Day!
Help Students Achieve Their Dreams

Dear Nickname

On December 3rd, the MRU alumni community has an exciting chance to make a difference. With **\$26,000 in matching funds to match your gift up to \$500**, every donation will go even further to support students who rely on MRU's programs.

As an MRU graduate, you understand the power of a supportive campus—how scholarships, wellness resources, and career guidance can transform a student's experience.

This year, the MRU Alumni Association has challenged the MRU Alumni community to step up to the plate and **raise funds for food security initiatives** like the SAMRU Campus Care Cupboards on campus. If just **50 MRU Alumni donate, \$5,000 in challenge funds will be unlocked**, stocking the shelves for students!

When we asked students where **funds were needed most, food security was close to the top of the list**. These five satellite cupboards across campus provide food and hygiene supplies anonymously and conveniently throughout the academic year. A gift to this program provides essential support **when students are in need**.

YES! COUNT ME IN FOR THE ALUMNI CHALLENGE

Last year, **alumni joined together and raised over \$12,000** for MRU students. This year, let's surpass that together and make an even greater impact. Every contribution counts, and with the match in place, **each gift goes even further**.

Nickname, I've already made my commitment, and I hope you'll join me and make your first gift today! Together, we can ensure MRU students have the support they need to succeed.


Thank you for being part of this important day.

Tia Hagen | BCM '14
President, Mount Royal University Alumni Association
Chair, Alumni Council

P.S. When you participate in Giving Day, your generosity will go even further. All gifts will be MATCHED up to \$500 when you give by Dec 3rd, 2024!

P.P.S. Don't forget about our **MRU Giving Day 50/50 Raffle!** You could win up to **\$10,000** AND support scholarships and bursaries at MRU.

YES, I'LL HELP NOW!



Mount Royal University Foundation
4825 Mount Royal Gate SW
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Charitable Registration # 14062 1103 RR 0001

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Segment B

Date Sent: November 27, 2025

Signatory: Tia Hagen, MRU Alumni Council President

Subject Line: Help Stock SAMRU Care Cupboards This Giving Day

DONATE TODAY!

ALUMNI CARE CUPBOARD CHALLENGE

Hi Nickname

On **December 3rd**, let's come together to make a meaningful difference for MRU students!

Here's the challenge:

If **50 alumni donate**, we'll unlock an extra **\$3,000** to support the **SAMRU Campus Care Cupboards**—a lifeline for students facing food insecurity. These fridges, located across campus, provide free snacks to students who struggle to afford groceries.

It's time to rally!

- ★ Be one of the **first 50** alumni donors to unlock an extra \$3,000 (but let's not stop there)
- 🎟 Purchase a 50/50 ticket for a chance to **win up to \$10,000**

Together, we can surpass last year's \$12,000 and ensure no student goes hungry. A little can go a long way, especially when your **gift will be matched** (up to \$500), making your contribution go twice as far.


JOIN THE CHALLENGE

Your support makes all the difference—let's make this Giving Day unforgettable!

Thank you,

Tia Hagen | BCM '14
President, Mount Royal University Alumni Association
Chair, Alumni Council

YES, I'LL HELP NOW!



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With gratitude and reciprocity, Mount Royal University acknowledges the relationships to the land and all beings, and the songs, stories and teachings of the *Siksika Nation*, the *Pikani Nation*, the *Kainai Nation*, the *Itéika Stoney Nakoda Nation* (consisting of the *Chiniki*, *Bearsaw* and *Goodstoney Nations*), the people of the *Tsoutine Nation*, and the *léléts*.



Segment A & B

Date Sent: December 2, 2024 8:00 a.m.

Signatory: Tim Rahilly, MRU President & Vice-Chancellor

Subject Line: Your Giving Day gift is a meaningful investment in MRU students

DONATE TODAY!

For the next 24-hours, Mount Royal University is raising funds to support our students through our fourth annual **MRU Giving Day**. This quick campaign is one of the many ways that the MRU community can impact the lives of students and shape the path forward for our university.

Last year students shared with us the areas they felt needed additional support. This year's campaign will focus on those areas and others that have a direct impact on students, including:

- Food security initiatives
- Mental health support
- Scholarships and Bursaries

Your Giving Day gift will directly impact the areas that students need more support in.

VISIT THE GIVING DAY SITE

For three years, our remarkable MRU community has risen to the challenge and helped raise over \$950,000 which went directly to help students in the form of scholarships, mental and physical health supports, student-athlete support, and many other areas on campus.

While there are many reasons to give back on Giving Day, the biggest reason is to lend a helping hand to students when they need it most. Every gift made today is a personal investment in a student's future. You aren't simply making a gift to the University, your gift is a way to tell a student that you believe in them, and you are invested in their success.

The goal of Giving Day is to raise funds and awareness for important student initiatives, providing them with the support and encouragement to become lifelong learners and active global citizens.


Giving Day provides a tangible way for our MRU Community to come together with a shared goal of providing foundational support both in and out of the classroom to provide students with a holistic and transformative education.

Let us come together to continue to provide a safe, inclusive, innovative and challenging environment for our students as they evolve into our next generation of leaders, thinkers, creators, and problem solvers.

It is because of your generosity and belief in education that our students continue to be able to access an exceptional undergraduate experience.

Sincerely,
Tim
Timothy Rahilly, Ph.D.
President and Vice-Chancellor
Mount Royal University

YES, I'LL HELP NOW!



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Segment A & B

Date Sent: December 2, 2025 1:00 p.m.

Signatory: MRU Giving Day Team

Subject Line: The Countdown Is On: Make Every Second Count

DONATE TODAY!

Thank you for being part of our fourth annual Giving Day at MRU! (#MRUGivingDay)

We are halfway through the day and we wanted to bring you some exciting news!

Our incredible MRU Community—alumni, donors, and employees—have risen to the challenge once again providing critical support to MRU students.

Thanks to supporters like you, we are now at \$191,448 towards our goal of \$350,000!

We're sure you've seen some of the videos and stories from MRU students sharing their thoughts on how meaningful your support has been. If you haven't seen the videos, you can see them [here](#)!

We've also seen some remarkable support from our **Alumni Association, Alumni Council and Foundation Board members** who have stepped up to the plate with some additional challenge funds to support projects like the **SAMRU Care Cupboards** and the **Peer Support After Hours Program**.

We have also given away our first prize to the donor who made the very first gift on giving day! Providing an additional **\$1,000 to the Peace and Justice Studies program**.

We are now 55% to our goal of \$350,000!

We'll check back in later this evening with some updates from MRU Students' Giving Day activities where students are getting a chance to focus on their mental health through some puppy yoga and other activities!


You can still:

- [Donate!](#) Help MRU students by making your gift now! Every gift matched up to \$500!
- [Win!](#) Make sure you get in our Giving Day 50/50 draw with a chance to win up to \$10,000!
- [Share!](#) Share your own MRU story and spread the word about #MRUGIVINGDAY

Thank you for coming together to support students!

Your MRU Giving Day Team

YES! MATCH MY GIFT NOW!



Mount Royal University Foundation
4825 Mount Royal Gate SW
Calgary, Alberta, Canada



**MOUNT
ROYAL
UNIVERSITY**


Segment A & B

Date Sent: December 2, 2025 7 p.m.

Signatory: MRU Giving Day Team

Subject Line: Final Hours: Your Donation Can Change Lives

DONATE TODAY!



Thanks a million

We are down to the very last hours of our fourth annual MRU Giving Day!

We continue to be immensely thankful for the generosity of our MRU community. You have helped raise over **\$318,949!**

Your support is making a difference in MRU students' lives every day. Whether it is scholarship support so students can worry less about finances, or food security support so students have access to food when they are in need - your dollars have an impact today on MRU students and our communities!

"This support will relieve the stress of financial struggles that lots of students face in university. I am extremely glad individuals like you care about our students and find ways to support us."

Alex - MRU Scholarship Recipient

If you haven't had a chance to read our [Giving Day stories](#), take a look at how your generosity is helping students.

If you haven't [made your Giving Day gift](#) yet, you still have time to take advantage of the matching funds! (all gifts matched up to \$600)


As we close out this campaign, we wanted to say a heartfelt **thank you for your support, your investment in our students and your participation in our fourth annual Giving Day.**

Thank you again,
Your MRU Giving Day Team

P.S. if you have already made your gift - THANK YOU!

Last chance to have your gift matched!

MATCH MY GIFT NOW!




Mount Royal University Foundation
4825 Mount Royal Gate SW
Calgary, Alberta, Canada

Giving Day Donors (All Segments)


Date Sent: December 6, 2025

Signatory: MRU Foundation

Subject Line: Thank you - MRU Giving Day 2024



Thank You!





On December 3 you stepped up and answered our call to help support MRU students to the tune of **\$375,289**, thank you!

Your gifts supported scholarships, bursaries, mental health programs, food security initiatives and so much more all across MRU's campus. We wouldn't have been able to beat our goal without your tremendous generosity.



When you give to MRU you impact students every day - making it possible for them to reach for their goals and grow beyond their dreams. [Thank you!](#)

\$375,289 raised





Giving Day 2024
By the Numbers

 <p>500 TOTAL DONORS</p>	<p>\$375,289 RAISED</p>
<p>over 60% of Donations went to Scholarships, Awards and Bursaries</p>	 <p>100+ AREAS SUPPORTED</p>