



Thankview Engagement - Library Tour

For the past few years, we've been using ThankView as our digital engagement platform to connect with donors in a more personal and meaningful way. Our Campus Connectors regularly send personalized video messages throughout the year, offering campus tours, behind-the-scenes looks at performances, and "day in the life" student features. For this particular campaign, we offered donors a virtual tour of the Berklee Library.

The email was sent to Loyal Donors to the Annual Funds—those who have given for two or more consecutive years—as well as members of the Alumni Loyalty Society. This campaign reached **364 donors**, achieved a **72% open rate** and a **16.5% click rate**, and received **nine positive responses** from donors.

Once people clicked the button, they were directed to this [site](#) to watch the full video.

 Berklee College of Music |  BOSTON CONSERVATORY at Berklee


Hi Lynn,

It's Johanna, your dedicated campus connector at Berklee! I'm excited to share some updates on the incredible spaces that your generous support helps bring to life.

Today, I'm taking you on an exclusive behind-the-scenes tour of the Stan Getz Library—a space that inspires and empowers students like me every day.

Ready for a peek?

[WATCH MY VIDEO](#)



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