**2024 IWU Fall Mailer - STICKING AROUND**
**AGN Sample**

**Project Overview:** One of our annual solicitations is our fall mailer. Previously, it went out in late October and early November after our Homecoming in early October. But in 2024 we decided to move it up to September to help close the gap between our Fiscal Year End campaign and this solicitation, and we tried a new message tactic using stickers and a donor wall as incentive.

**Messaging:** “STICK AROUND to support IWU”. We emphasized the importance of our donors sticking around to support IWU each year, capitalizing on annual gifts. When donors gave before Homecoming (October 4-6, 2024) they received a personalized sticker AND an identical sticker was displayed on a temporary donor wall for people to view during Homecoming. The deadline created a sense of urgency to make the gift, and it allowed us to promote donor visits for Homecoming.

**Emails and Letters:**

- Faculty and Staff Email
- Master Email and Letter (recent fiscal year donors)
- Never donors and long term previous fiscal year donors Email and Letter
- Reminder Email #1 (both master and never donor audience who have not made a gift in this appeal)
- Reminder Email #2 (both master and never donor audience who have not made a gift in this appeal)
- Thank You Email

**Texts:**

- Text #1: Master and never donor list who have not made a gift in this appeal

{{Person-Preferred}}, STICK AROUND and support IWU this academic year and get a personalized sticker! https://iwu.mobi/support. Reply STOP to opt out.

- Text #2: Master and never donor list who have not made a gift in this appeal

{{Person-Preferred}}, support IWU before Oct. 4 and receive a personalized sticker as a “thank you” for STICKING AROUND! https://iwu.mobi/support. Reply STOP to opt out.

**Thank You Sticker Postcard:** The postcard with the personalized sticker was sent out as gifts came in, not as a batch send. This was because it referenced visiting the donor wall during Homecoming.

[Test] STICK AROUND to support IWU! Inbox ×

**Office of Advancement** via technolutions.net 9:10 AM (1 minute ago)

to me

ILLINOIS WESLEYAN UNIVERSITY

# STICK AROUND

## to support ILLINOIS WESLEYAN




As faculty or staff at IWU you know the importance of sticking around to support our students! Year after year you support students in their academic and personal success, and we're grateful that you do!

As we begin this academic year we invite you to **STICK AROUND** and show your continued support for IWU! When you **give before Homecoming, October 4-6**, your name will join hundreds of others on a sticker wall in the Memorial Center as a tangible display of those who are sticking around to support Illinois Wesleyan.

**When you STICK AROUND**:

- Students excel in and out of the classroom,
- Faculty and staff receive professional support,
- And the campus community benefits from enhanced programs, technology, and resources.

Stick around and support students like who seek access to an IWU education:



"I am absolutely thrilled and delighted with the opportunities that have been granted to me at this institution and as a first-generation student! None of this would have been possible without your kind and generous support. Thank you!"

IWU MAJORS AND MINOR: **Sociology, International Global Studies**, and **Hispanic Studies**

**GIVE NOW**




You will also receive a personalized sticker to thank you for sticking around to support Illinois Wesleyan as we begin another academic year!

You can give by **clicking the button above**, visiting us online at **iwu.edu/give**, or calling **(309) 556-3091**.

**Thank you for STICKING AROUND to support Illinois Wesleyan!**

Gratefully,

Val Hawkins '09
Assistant Vice President for Advancement

***P.S. Visit the sticker wall during Homecoming, October 4-6, to see all the names of those who are sticking around to support IWU this academic year!***

[Test] STICK AROUND to Support IWU! Inbox ×

**IWU Office of Advancement** via technolutions.net 9:17 AM (0 minutes ago)

to me

ILLINOIS WESLEYAN UNIVERSITY

# STICK AROUND

## to support ILLINOIS WESLEYAN




Your previous support for Illinois Wesleyan University means the world to us. You see students, programs, initiatives, faculty, and staff worth supporting, and we're grateful that you do. The start of this academic year brings new and returning faces to campus with a sense of hopeful anticipation for what they can accomplish this year, and their success is made possible by your support.

As we begin this academic year we invite you to **STICK AROUND** and show your continued support for IWU! When you **give before Homecoming, October 4-6**, your name will join hundreds of others on a sticker wall in the Memorial Center as a tangible display of those who are sticking around to support Illinois Wesleyan.

**When you STICK AROUND:**

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- Faculty remain at the top of their academic fields,
- And the campus community benefits from enhanced programs, technology, and resources.

Stick around and support students like who seek access to an IWU education:



"I am absolutely thrilled and delighted with the opportunities that have been granted to me at this institution and as a first-generation student! None of this would have been possible without your kind and generous support. Thank you!"

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Gratefully,

Val Hawkins '09
Assistant Vice President for Advancement

***P.S. Visit the sticker wall during Homecoming, October 4-6, to see all the names of those who are sticking around to support IWU this academic year!***

[Test] STICK AROUND to Support IWU! Inbox ×

**IWU Office of Advancement** via technolutions.net 9:32 AM (0 minutes ago)

to me

ILLINOIS WESLEYAN UNIVERSITY

# STICK AROUND

## to support ILLINOIS WESLEYAN




The start of a new academic year at Illinois Wesleyan University brings new and returning faces to campus with a sense of hopeful anticipation for what they can accomplish this year. Their experiences and success can only be made possible by the generous support of our Titan community.

As we begin this academic year on campus we invite you to **STICK AROUND** and show your support for IWU! When you **give before Homecoming, October 4-6,** your name will join hundreds of others on a sticker wall in the Memorial Center as a tangible display of those who are sticking around to support Illinois Wesleyan.

**When you STICK AROUND:**

- Students excel in and out of the classroom,
- Faculty remain at the top of their academic fields,
- And the campus community benefits from enhanced programs, technology, and resources.

Stick around and support students like [redacted] who benefit from an IWU education every day:



"I know IWU is preparing me to think in new ways and to take my knowledge and apply it to the world outside of academics. It's a school that teaches you adaptability and resilience. You definitely get out what you put in and IWU makes sure that the time you spend here is not a waste."

IWU MAJORS AND MINOR: **Sociology**, **Psychology**, and **Women's, Gender**, & **Sexuality Studies** and **Advocacy - Law Concentration**

**GIVE NOW**




You will also receive a personalized sticker to thank you for sticking around to support Illinois Wesleyan as we begin another academic year!

You can give by **clicking the button above**, visiting us online at **iwu.edu/give**, or calling **(309) 556-3091**.

**Thank you for STICKING AROUND to support Illinois Wesleyan!**

Gratefully,

Val Hawkins '09
Assistant Vice President for Advancement

***P.S. Visit the sticker wall during Homecoming, October 4-6, to see all the names of those who are sticking around to support IWU this academic year!***

[Test] Join those who are STICKING AROUND!

Inbox ×

**IWU Office of Advancement** via technolutions.net 9:39 AM (0 minutes ago)

to me

ILLINOIS WESLEYAN UNIVERSITY

# STICK AROUND

## to support ILLINOIS WESLEYAN




Don't forget to **STICK AROUND** and support Illinois Wesleyan students as they settle into the new academic year! Your generosity makes a difference in their experiences and opportunities for success.

**When you STICK AROUND:**

- Students excel in and out of the classroom,
- Faculty remain at the top of their academic fields,
- And the campus community benefits from enhanced programs, technology, and resources.

**Give before Homecoming, October 4-6,** and your name will join hundreds of others on a sticker wall in the Memorial Center as a tangible display of those who are sticking around to support Illinois Wesleyan.

Stick around and support students like [redacted] who benefit from an IWU education every day:

**GIVE NOW**



"I know IWU is preparing me to think in new ways and to take my knowledge and apply it to the world outside of academics. It's a school that teaches you adaptability and resilience. You definitely get out what you put in and IWU makes sure that the time you spend here is not a waste."

IWU MAJORS AND MINOR: **Sociology**, **Psychology**, and **Women's, Gender**, & **Sexuality Studies** and **Advocacy - Law Concentration**




You will also receive a personalized sticker to thank you for sticking around to support Illinois Wesleyan as we begin another academic year!*

You can give by **clicking the button above** or calling **(309) 556-3091**.

**Thank you for STICKING AROUND to support Illinois Wesleyan!**

Gratefully,

Val Hawkins '09
Assistant Vice President for Advancement

***P.S. Visit the sticker wall during Homecoming, October 4-6, to see all the names of those who are sticking around to support IWU this academic year!***

[Test] It's not too late to STICK AROUND! Inbox ×

**IWU Office of Advancement** via technolutions.net 9:43 AM (0 minutes ago)

to me

ILLINOIS WESLEYAN UNIVERSITY

# STICK AROUND

to support ILLINOIS WESLEYAN




Hi [redacted],

It's not too late to show current IWU students that you're **STICKING AROUND** and support them as they start this academic year! Let's show them just how supportive the Titan community is.

**When you STICK AROUND:**

- Students excel in and out of the classroom,
- Faculty remain at the top of their academic fields,
- And the campus community benefits from enhanced programs, technology, and resources.

**Give before Homecoming, October 4-6,** and your name will join hundreds of others on a sticker wall in the Memorial Center as a tangible display of those who are sticking around to support Illinois Wesleyan.




You will also receive a personalized sticker to thank you for sticking around to support Illinois Wesleyan as we begin another academic year!*

Stick around and support students like [redacted] who benefit from an IWU education every day:

**GIVE NOW**



"I know IWU is preparing me to think in new ways and to take my knowledge and apply it to the world outside of academics. It's a school that teaches you adaptability and resilience. You definitely get out what you put in and IWU makes sure that the time you spend here is not a waste."

IWU MAJORS AND MINOR: **Sociology**, **Psychology**, and **Women's, Gender, & Sexuality Studies** and **Advocacy - Law Concentration**

You can give by **clicking the button above** or calling **(309) 556-3091**.

**Thank you for STICKING AROUND to support Illinois Wesleyan!**

Gratefully,

Val Hawkins '09
Assistant Vice President for Advancement

***P.S. Visit the sticker wall during Homecoming, October 4-6, to see all the names of those who are sticking around to support IWU this academic year!***

**Please update or provide your mailing address when you make a gift to ensure that you receive the sticker!*

**Social Media:** Facebook and Instagram ads







STICK AROUND and show your support for Illinois Wesleyan! When you give before Homecoming on October 4, you'll show our students, faculty, and staff just how much support they receive from the Titan community. AND you'll receive a special edition sticker with your name on it to remind you to keep STICKING AROUND! Give at iwu.mobi/goTitans

**Sticker Donor Wall Informational Poster:**




**Donor Wall:**



[Test] Thank you for STICKING AROUND! Inbox ×

**Illinois Wesleyan Advancement** via technolutions.net 8:55 AM (50 minutes ago)

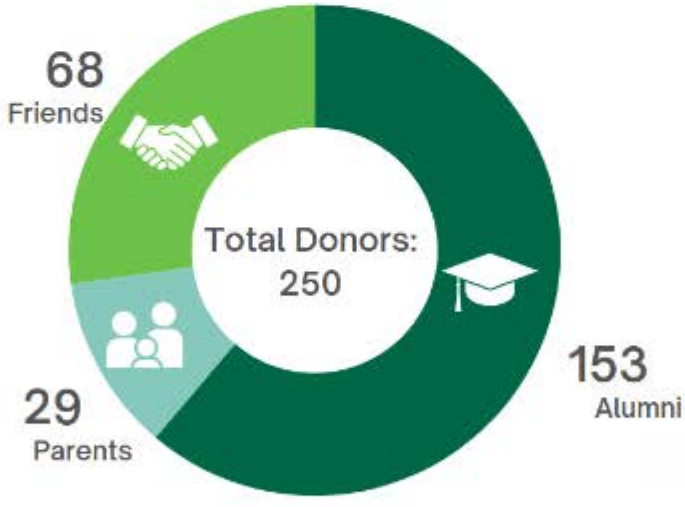
to me




Dear [redacted],

Thank you for sticking around to support our students, faculty, and staff this fall! Your generosity was visible to everyone who attended Homecoming & Family Weekend in early October. And your generosity will continue to make a difference here on campus through the rest of the academic year!

**Who STUCK AROUND?**




**We would also love to hear why YOU stick around to support Illinois Wesleyan! Reply to this email and share your story.***

Gratefully,
The Office of Advancement

**By replying to this email you give permission to the Office of Advancement at IWU to use your story in marketing materials.*

UPDATE MY INFO

# THANK YOU FOR STICKING AROUND

## TO SHOW YOUR SUPPORT

Our students, faculty, and staff immediately benefit from your generosity as they begin this new academic year.

In addition to your own sticker as a reminder of your support, an identical sticker will be on display during Homecoming in the Memorial Center to show our campus the tangible support of those who are STICKING AROUND!







ILLINOIS WESLEYAN UNIVERSITY

ILLINOIS WESLEYAN
UNIVERSITY
Office of Advancement
Post Office Box 2900
Bloomington, Illinois 61702-2900

WHEN YOU **STICK AROUND**,
**STUDENTS EXCEL** IN THEIR CLASSES,
**FACULTY EXCEL** IN THEIR FIELDS, AND
**IWU EXCELS** AT BEING A
LIBERAL ARTS INSTITUTION.

# THANK YOU!