GRAND VALLEY STATE UNIVERSITY'S "LAKERGRAMS" CROWDFUNDING SPRINT



GVSU

CAMPAIGN DESCRIPTION

This crowdfunding sprint ran February 2-17, with a focus on fundraising for student support funds at GVSU. Donors making a gift of $15 or more were able to send a personalized, hand-written "Lakergram" card to the person of their choice, which included customized GVSU-branded M&M candy. The campaign ended with 450+ donors and $8,200 raised.

This was a rebrand of a campaign from 2025 that previously focused solely on alumni sending Valentine's Day cards. The retooling opened it up to more audiences including faculty, staff, parents, and students.

CROWDFUNDING CAMPAIGN PAGE

Check out the campaign page here: Lakergrams GiveCampus page - gvsu.edu/giving/lakergrams

Lakergrams 2026



454
Donors

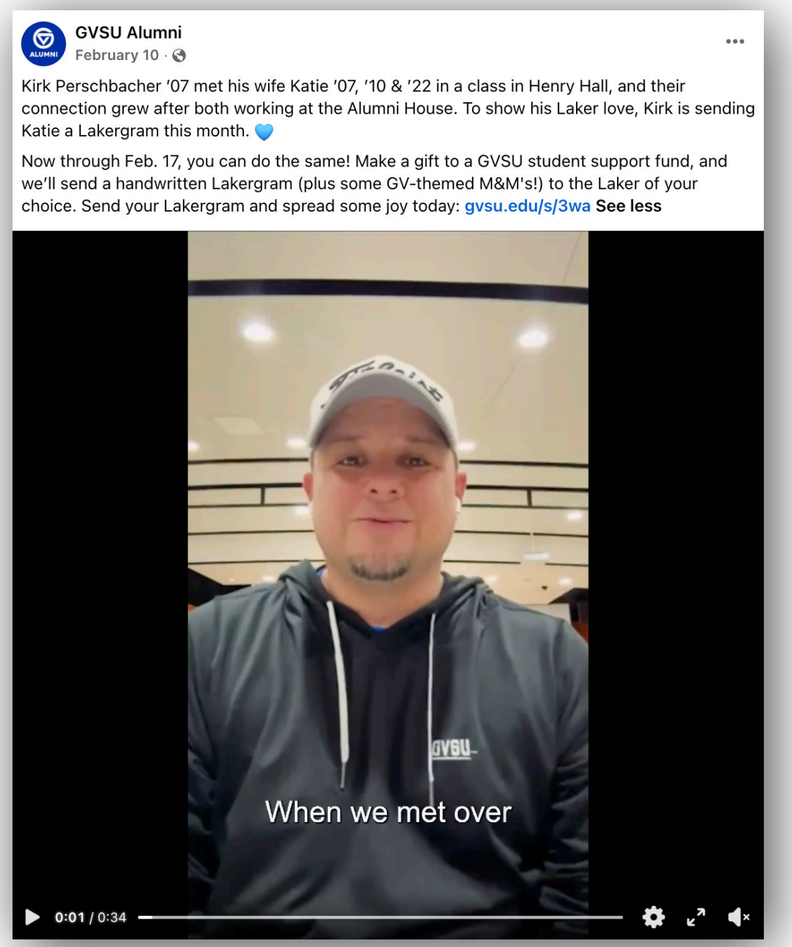
$8,200
Donated

This campaign ended on February 17, 2026, but you can still make a gift to Grand Valley State University by clicking here!

SOCIAL MEDIA

To demonstrate the sentiment of the cards, an alumnus recorded a message sharing the contents of his "Lakergram" note to his wife, who is a fellow alumni and GVSU staff member.

Link to post





To create clarity for donors, we developed an animated video demonstrating the process of submitting your gift + message, and how we would then handwrite and send the card for you.

Link to post

CARD SAMPLE

This is the card + GVSU branded M&Ms that were sent.

Donors provided the name, message, and mailing address of the recipient.

Our team hand-wrote 350+ cards and shipped them all within two weeks.



EMAIL #1

The first email in the series focused on introducing the intent of the campaign, and listed reasons for sending someone a Lakergram.

(note: In email examples, fictional variable data is used)

Lakergram

Hi Anna,

Sometimes it's the little moments that make a big difference – like getting a surprise in the mail!

Lakergrams are a fun, meaningful way to show appreciation to a fellow Laker while supporting Grand Valley students. **When you make a gift of $15 or more to any GVSU student support fund, we'll deliver a candy tin and hand-write your message, sharing encouragement, gratitude, or a simple note of appreciation with someone in the GVSU community.**

Lakergrams are perfect for:

- Thanking a faculty or staff member who made a difference
- Encouraging a student during a busy or challenging time
- Brightening someone's day, just because

Every Lakergram strengthens the GVSU community and helps us continue providing support for students when they need it most.

Send a Lakergram

Lakergrams are available for a limited time, so be sure to send yours before February 17.

Warmly,

Anna Davis

Anna Davis
Assistant Director of Annual Giving & Digital Strategy



AUDIENCE SEGMENTATION

We used audience segmentation to target parent and faculty/staff audiences. In this email to employees, we called out thanking a fellow staff member as a reason to give.

Lakergram

Hi Anna,

Sometimes it's the smallest surprise that means the most.

Lakergrams are a thoughtful way to recognize a colleague, thank a mentor, or simply let someone know their work matters. **With a gift of $15 or more to any GVSU student support fund, we'll deliver a candy tin and hand-write your personalized message – turning your words into a tangible reminder that their efforts are seen and appreciated.**

Lakergrams are perfect for:

- Thanking a colleague who goes above and beyond
- Encouraging a team member during a busy or stressful time
- Recognizing staff who made your day easier
- Brightening someone's day, just because

Every Lakergram supports the GVSU community and helps us continue to create moments of care and connection for students.

Send a Lakergram

Lakergrams are available for a limited time, so be sure to send yours before February 17.

Warmly,

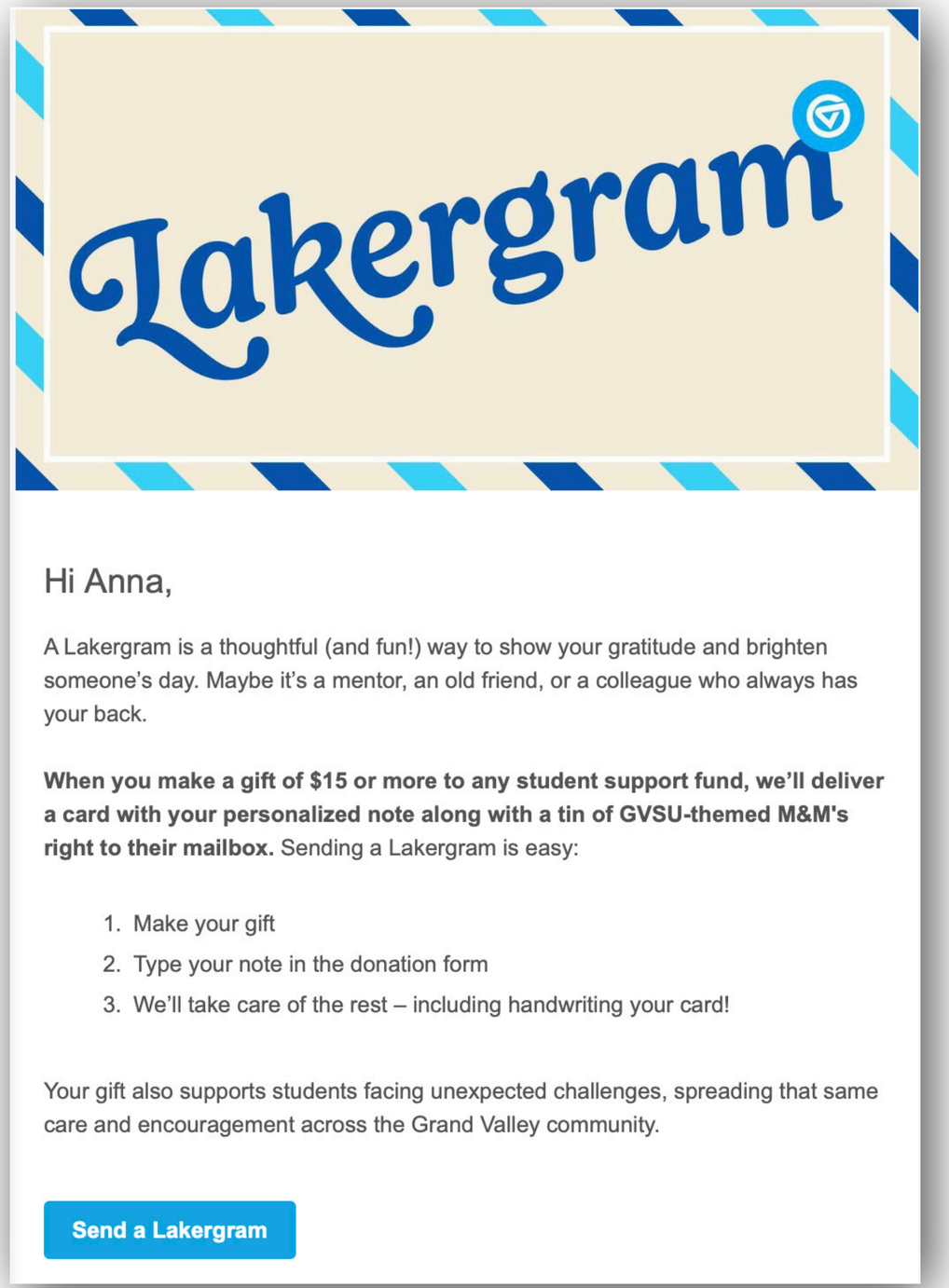
Anna Davis

Anna Davis
Assistant Director of Annual Giving & Digital Strategy



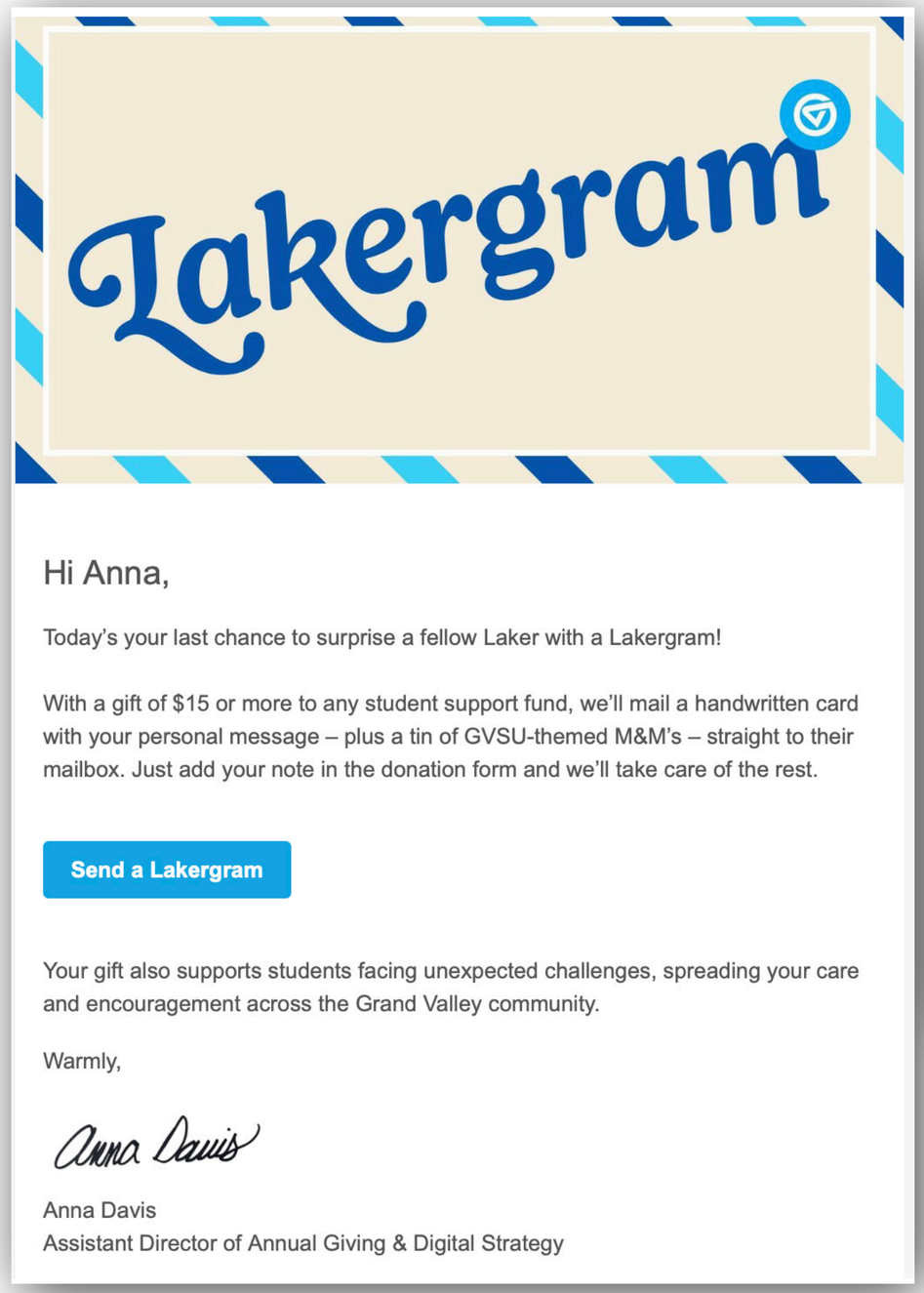
EMAIL #2

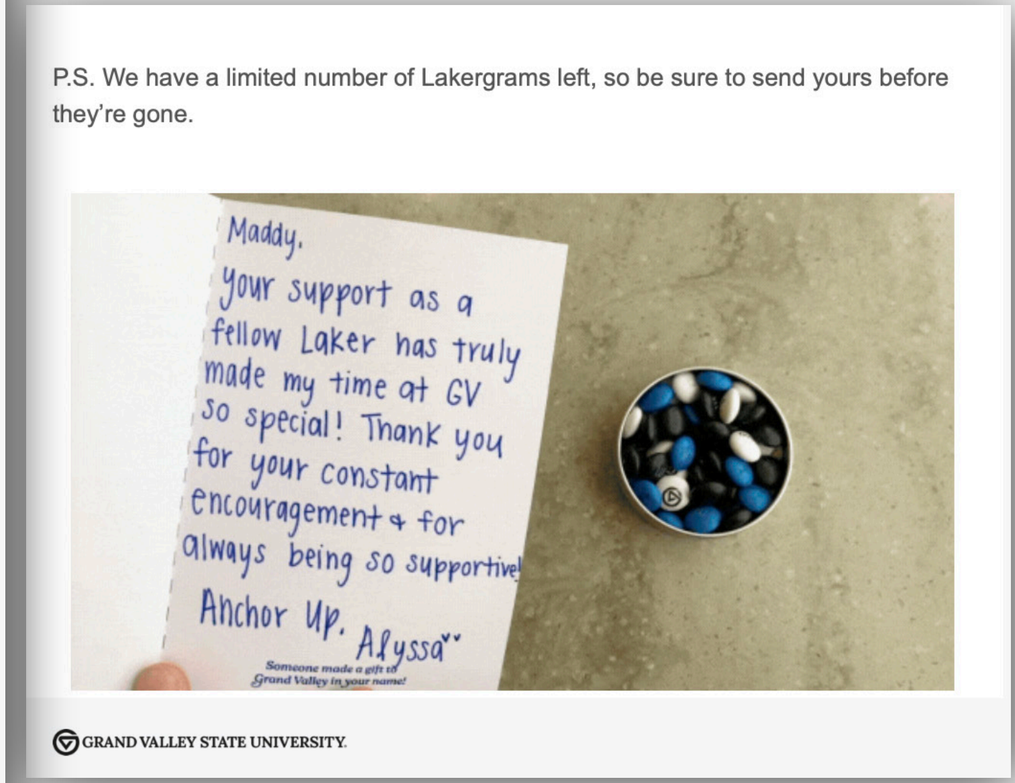
This email centered on *how* the campaign worked, making sure it was clear for donors so they felt comfortable filling out the form to make their gift.



EMAIL #3

The final email was sent on the final day of the campaign and created a sense of urgency by noting the limited amount of Lakergrams left to claim. We purchased a specific amount of branded M&Ms, and once they were gone, they were gone! We also used a GIF of a card to create visual interest.





DONOR BREAKDOWN

This was a strong acquisition tool for parent donors, which is a target audience for us in growing our university's donor base.

