UNIVERSITY ANNUAL GIVING

FY26 APRIL CO-OP MAILING – DONOR ACQUISITION

WHAT IS THE APRIL CO-OP MAILING?

The April co-op mailing is sent to a large audience which includes prior donors, lapsed donors and non-donors. One thing that differentiates the April co-op mailing from other co-op mailings is that it includes two versions. The version for prior donors and lapsed donors is more of a traditional letter, whereas the non-donor version is a one-page tri-fold which includes a large photo and some infographics, which (hopefully) is more engaging for alumni that have not previously given to the university.



HYPOTHESIS

The University Annual Giving (UAG) team has tried to acquire donors via mail solicitations in the past, with mixed results. Given the typical low response rate of non-donors, **we decided to send the solicitation to a more targeted audience that we believed would be more likely to make a gift.**

THE TEST

Given that we can use Windfall scores to prioritize our constituent records, we decided to limit non-donor audiences to include just the top 20% of constituents based upon their likelihood of giving. We call this process PONDs (prioritization of non-donors). **We hoped to decrease how many printed pieces were mailed without negatively impacting our results.**

RESULTS

As indicated in the results below, **although we sent 42% fewer mail pieces in FY26, we experienced a 1% increase in donors and a 13% increase in revenue, while the response rate nearly doubled, compared to FY25.**

CONCLUSION

By using the Windfall scores and the PONDs process to prioritize non-donor constituents, UAG was able to reduce mail costs significantly while increasing revenue and donors in April FY26, as compared to April FY25.

NUMERICAL RESULTS

	Piece Counts	Mail Costs	Revenue	Donors	Response Rates
FY25 April Co-op	242,634	$ 155,815	$ 225,011	812	0.33%
FY26 April Co-op	141,778	$ 97,159	$ 254,898	819	0.58%

QUESTIONS?

Please contact the University Annual Giving team at the University of Michigan via email at oud-annualgiving@umich.edu.