FY26 METRICS: END OF CALENDAR YEAR APPEAL

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Foundation



INSTAGRAM POST 1

Views: 115,667

Interactions: 3,446

Reach: 50,569

Profile Visits: 210

Shares: 108

Saves: 47

New Followers: 11

View post HERE



INSTAGRAM POST 2

Views: 185,480

Interactions: 8,850

Reach: 81,078

Profile Visits: 345

Shares: 999

Saves: 205

New Followers: 43

View post HERE

CAMPAIGN OVERVIEW

The End of Calendar Year campaign is an annual effort that spotlights the impact of donor generosity across Oregon State University. The Fiscal Year 2026 campaign uses social media storytelling to highlight student success, elevate key university priorities, and inspire timely year-end giving. Through meaningful stories and mission-driven messages, the campaign motivates the OSU community to make a difference before the year closes.

APPROACH

We positioned the End of Calendar Year campaign as the hero moment, partnering with a student to authentically share their story and highlight the real impact of donor support. This narrative-driven content was deployed across Instagram, Facebook and LinkedIn, supported by consistent posting and strategic partner amplification. Our best-performing post incorporated a double CTA – inviting the OSU community to both give and learn more – maximizing engagement and year-end momentum.

COLLABORATIVE PARTNERS

Oregon State University – amplified reach through official channels.
Big Fish Lab & OSU Science – connected with relevant audience for story.