

CASE Circle of Excellence Awards
Miami University

Title of entry
#MoveInMiami

Provide a concise overview of your entry that summarizes what you did, how and why you did it, and the results/impact.

Small acts by more than 5,000 supporters made a big impact for Miami University and its students.

Alumni and friends of Miami once again set records with #MoveInMiami. The university's annual day of giving outpaced its initial goal of 2,026 gifts in 20 hours and 26 minutes by finishing with a record-high 5,346 gifts totaling \$3,704,889.

#MoveInMiami is traditionally held on move-in day in honor of the incoming class of students. Donors made the theme of "Small Acts. Big Impact." a reality, supporting more than 200 worthy projects or groups across Miami's campuses including athletics, diversity efforts, mental health initiatives, Greek life and much more.

"The generosity of our alumni, family and friends continues to amaze me," said Brad Bundy, vice president for University Advancement. "The commitment and support for our students displayed during #MoveInMiami is truly inspirational."

The social media-driven event engaged Miamians across a host of channels and included challenges throughout the day.

What Makes Your Entry Distinctive

In 2014, as we planned for our first-ever campaign during the infancy of higher education giving days, we chose to hold the campaign on Move-In Day, when our first-year students were getting settled into their residence halls. We chose this particular event because Miami is very much a residential campus, and moving into a dorm for the first time is an experience shared by nearly all our alumni. The experience of a first-year residence hall is one that sticks with Miamians, and often the first question alumni ask upon meeting each other is "Where did you live on campus?" We thought we could use the nostalgia of this experience to our advantage. We also played off this by prominently featuring a residence hall competition as part of the day. Donors had the opportunity to vote for their favorite residence hall when they made a gift. When the results were tallied, donors supporting the residence hall with the most votes received

an exclusive t-shirt. This generated a great deal of competition among the alumni, and it brought awareness of private support to the student body as well.

In 2022, the incoming class would graduate in 2026, so we made our goal 2,026 donors as we rallied around this class during the campaign which ran 20 hours and 26 minutes. Given the fact that in-person classes and communal living had not been possible in recent years, we knew Miami students, parents, and alumni would no longer take a rite of passage like Move-In Day for granted. For incoming freshmen and a host of alumni and Miami friends, this day feels like coming home.

Additionally, we knew that by hosting our campaign on Move-In Day, we would be able to play off an existing campus-wide buzz. Students and parents would be posting comments and pictures on Facebook, Twitter and Instagram as the day went on. This served two purposes – first, it gave alumni a glimpse into what was happening on campus that day and reminded them of their own experiences. Secondly, by directly involving alumni in the social media conversation, it allowed parents and incoming students to see that the alumni body was welcoming them into the Miami family and supporting them. It clearly demonstrated to students on their very first day that they were the beneficiaries of private support and that a relationship with Miami is lifelong.

Goals & Outcomes

#MoveInMiami resulted in 5,346 gifts totaling \$3,704,889.

Describe and detail how your resources (budget, people and time) were used (or attach a project budget below). Do not include staff salaries, but describe the number of staff and how they participated.

Total amount spent on the project/program - \$128,083

Resource allocation details

Freelance Videographer – \$7,450

Website Design – \$5,846

Promotional Mailing – \$9,167

Promotional Items (printing and mailing of puzzles) – \$73,953

Staff resources involved a cross-functional team made up of University Advancement staff members from Alumni Relations, Communications and Marketing, and Donor Relations. The effort was led by the Annual Giving staff.

How did you accomplish your goals?

The goals for the Division of University Advancement at Miami University are to increase alumni engagement, increase the undergraduate participation rate,

and increase private support of the University. In planning a one-day, online fundraising campaign, we sought to make strides in all three areas.

The inaugural campaign took place in 2014 and was a great success. The second year we were able to capitalize on the brand recognition and excitement generated by the first, and we have been amazed at how quickly #MoveInMiami has become a widely known event both on campus and off. Each year, the campaign has grown in both donor count and dollars raised, and 2022 was no exception – we broke all previous records.

The methods we used to achieve success included:

1. Branding and Theme

Each year, the campaign's branding revolves around the tagline, "#MoveInMiami – They Unpack, We Give Back."



Additionally, each year we have a different theme that unites the promotional material and digital assets. The 2022 theme was "Small Acts, Big Impact." This message carried through all of our designs, publications, videos, and more, which you will see throughout this document.



2. Social Media

Throughout the campaign, we used social media to draw attention. We were able to highlight programs, groups and organizations that were raising money through the campaign as well as to pull on the heartstrings of alumni by live-streaming favorite campus traditions from beloved locations, including hosting trivia live from our Oxford campus.





Miami University Alumni Association

August 18, 2022 ·

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From then to now... what were your res hall must-haves? Vinyl? Ramen? Plants? Whatever your go-to items, help support current Miami students in their four-year journey by donating to your favorite org during #MoveInMiami!

Donate any time between now and 2:26 a.m. for the chance to be the winner of the @ohio529 Plan Challenge. One lucky donor will get \$2,000 in matching funds to award to the project of their choice! Give now: <https://bit.ly/3K6Bucf>





3. Project Pages

We connected with more than 200 campus and alumni partners to create project pages to raise money for specific groups and organizations, complete with their own landing page, thermometer, goal, and URL. We met with each of them personally, helped them create marketing plans, and gave them all the resources they needed to be successful in their pursuit.

PROJECTS YOU CAN SUPPORT

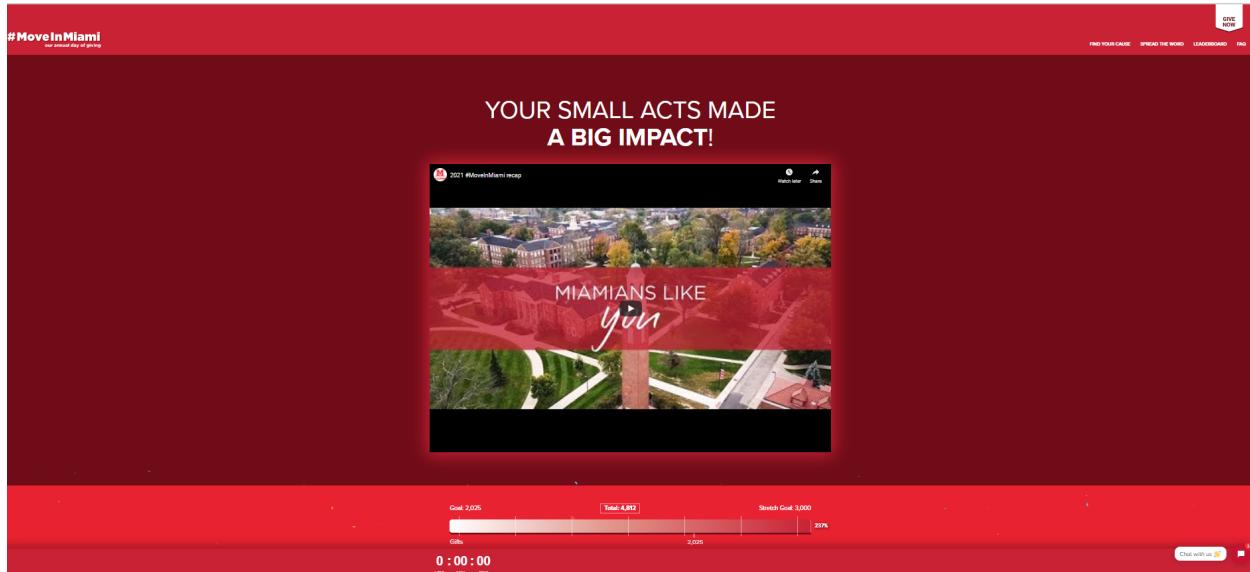
Filter by: All

Cheerleading 3%	Swimming & Diving 74%	Ohio Writing Project www.miamioh.edu/owp 61%	Student Orientation Undergraduate Leader (SOUL) 70%
Paper Science and Engineering Foundation 31%	MUSF Scholarship 2019 80%	M.I.A.M.I. WOMEN Giving Circle 100%	Softball 74%

4. Website Design

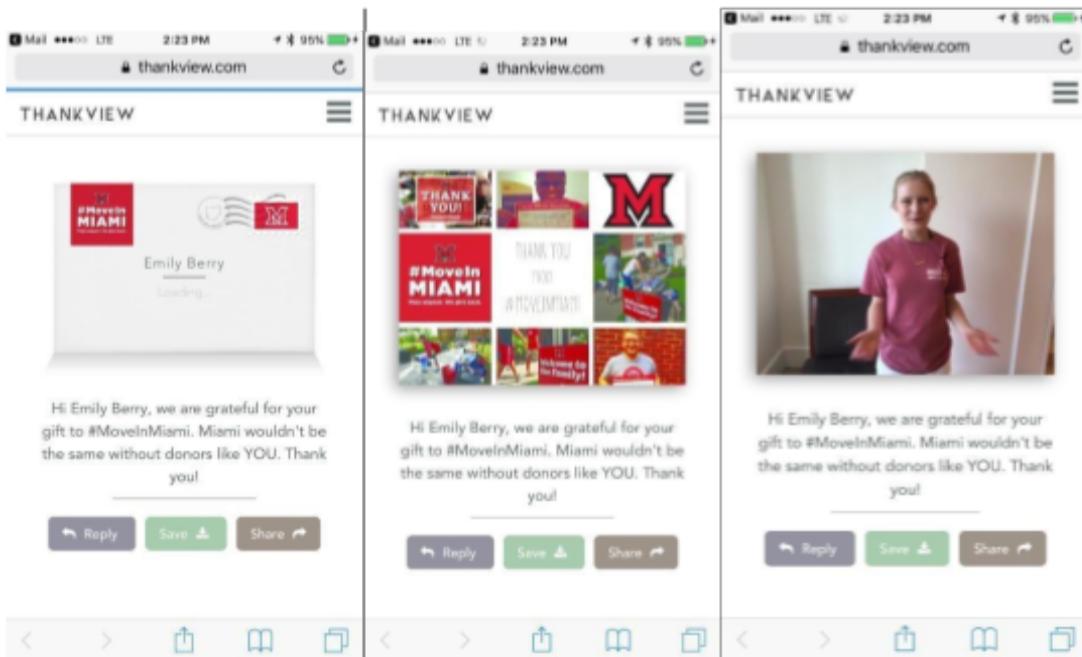
A redesign of our website made it more user-friendly and completely accessible. The home page featured a video describing the event, a real-time thermometer of the progress toward our goal, a snapshot of projects to support, social media aggregation, a ticker displaying the most recent donors, and more. Navigating through the pages led donors to videos describing the impact of their gifts, a complete, real-time donor list that was sortable by class year and a map highlighting each donor's location, and matching gift challenges. Donors were able to leave messages along with their gifts that would show up on the ticker and donor lists.

www.MoveInMiami.org



5. Personalized Stewardship

The single most popular stewardship aspect of this year's campaign was that of immediate, intensely personal stewardship. We used the ThankView platform to enable us to send more than 3,000 personalized thank you videos to each donor during the campaign – all within a 24-hour period. Students, faculty, staff, and even our mascot were featured in the videos and followed a simple script thanking donors – "Hi Mark, my name is Julie and I'm a junior at Miami. I wanted to thank you so much for your gift today to the Outdoor Pursuit Center, it's going to help us so much..." The videos had an open rate of more than 80 percent and we received tremendous feedback from donors. Some folks even shared them on social media through the day, which in turn prompted participation from others.



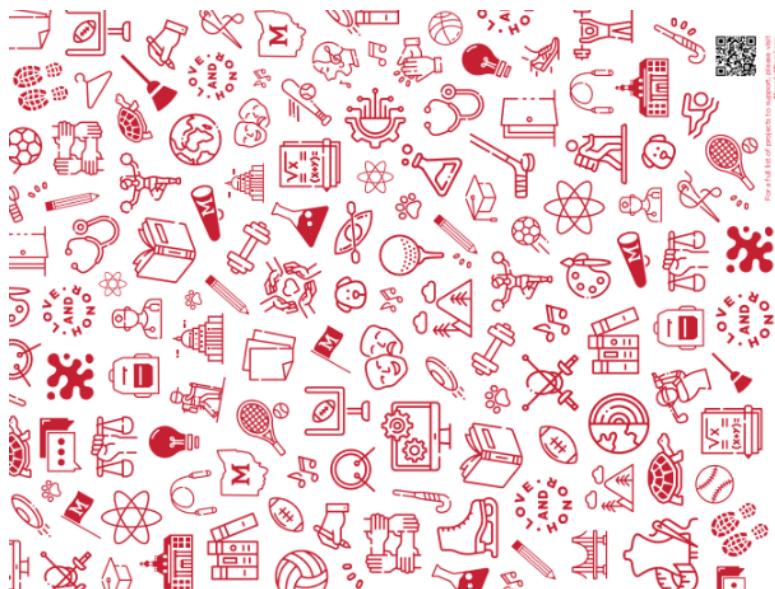
6. Premium Gifts

We incorporated a premium – donors making a gift of \$55 or more received a 1,000-piece Miami puzzle. As a result, \$55 was our most common gift amount, and more than half of our donors made gifts of at least \$55.



7. Direct Mail

Research shows that the more someone physically touches a piece of mail, the more likely he or she is to act on it, and we wanted to send something that was fun and informative but also required action. We sent posters and encouraged alumni to share them on social media. We had the signs available for download on the website as well.



8. Video

The campaign was announced with a video outlining the specifics and was sent to our entire database via the eNewsletter from the Executive Director of the Alumni Association and also promoted widely on social media.

https://www.youtube.com/watch?v=P_ABAt_sHQY



Additionally, a thank you video displaying the success of the campaign was sent within 12 hours of the completion of the giving day.

<https://www.youtube.com/watch?v=30ryFcWMd1I>



9. User-Generated Content

We combined the conversations happening on campus between parents and students with the one happening online in the alumni community by promoting the hashtag #MoveInMiami around campus. We hung more than 150 posters in first-year residence halls and all the upper class students who helped with the move in wore special sweatbands.



And it worked. The day of the campaign, hundreds of pictures were posted from campus.

fun on your next adventure that I can add to my drop off list "college" Love, your Mom ❤️
#miamifamily #MoveInMiami #dontforgettotextme
#makememories

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What a day! Left a HUGE part of our hearts in Oxford today. Harder than we could've imagined, but made easier by the excitement and happiness we saw in @kcjando We love and miss you, sweet girl, but know you are where you are supposed to be! Xoxoxo #moveinmiami

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From Oxford, MI to Oxford, OH... left a big piece of my heart at Miami. ❤️ Spent a great day moving in, setting up and settling in. Nolan and Willie are totally ready for an awesome first year! 📚 😊 💕 🎓

#MoveInMiami #classof2025 #freshmenagain #loveandhonor

10. #MoveInMiami Insiders

We recruited more than 1,000 social media ambassadors (or “Insiders”) – alumni, faculty and staff alike – and used email to keep in regular contact prior to the campaign, sending updates, and sample posts that they could automatically push out to their networks. Alumni and friends who registered as Insiders were given a social media kit, which included a t-shirt and various other items that could be used to help them create their own social media content. Insiders were an integral part of #MoveInMiami by sharing our posts, recruiting their friends, and posting their pictures to encourage support for Miami.

Donor Acquisition and Retention. Each year of the #MoveInMiami campaign, we have acquired a significant number of new donors. Of those participating in #MoveInMiami, 79 percent of alumni graduating in 2000 or after were making their first gift to the University during this event

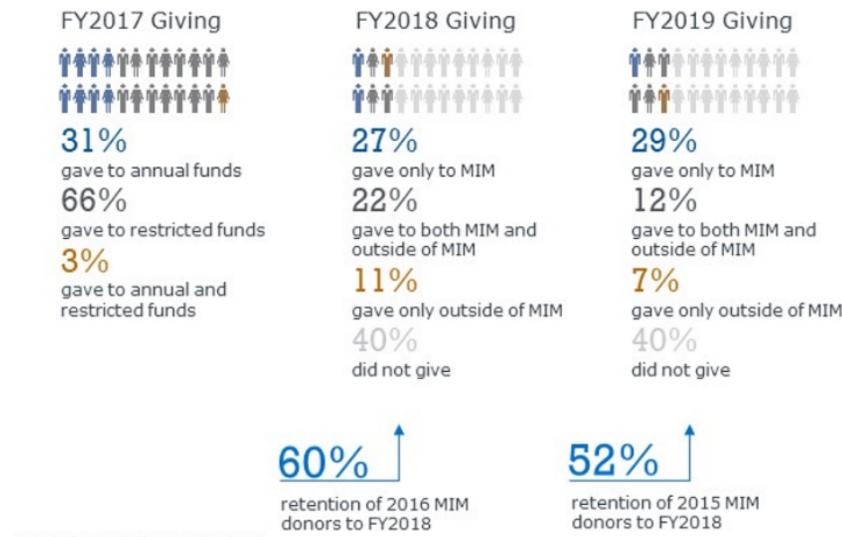
% of Move In Miami Alumni Donors Making
their first ever gift

79%
of alumni graduating
since 2000

18%
of alumni graduating
1980-1999

3%
of alumni graduating
prior to 1980

While this is to be expected, we have been pleasantly surprised by the rate at which we have retained those new donors. #MoveInMiami-acquired donors renew at a much higher rate than our general first-time donor population. In fact, 60 percent of 2017 donors gave again in 2018, and 52 percent gave a third time in 2019. Interestingly, while 27 percent gave through #MoveInMiami again, an additional 22 percent gave to #MoveInMiami and through another channel, and 11 percent gave through a channel other than #MoveInMiami. This indicates we are cultivating donors to the University, not donors solely interested in the fun of #MoveInMiami.



Overall Impact

Beyond the number of donors and money raised, the campaign was a huge success in terms of alumni engagement. Thousands of tweets, pictures, and comments were posted using #MoveInMiami, and the buzz surrounding the campaign made for a fun, meaningful donor experience. After nine years, #MoveInMiami is an established tradition that Miami alumni, students, and parents alike eagerly anticipate, and we all look forward to another successful campaign in 2023.