



thankview



First Contact

How do you do?



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Today's Panel Agenda

▶ | Campaign Review

▶ | How to Craft a Message that Sticks

- Channels
- Themes
- Strategies

▶ | Q&A



Campaign Review

01.

University of Michigan LSA used video throughout their campaign

- [A marketing video](#) for social media featured Miracle
- [A thank you video](#) following Giving Tuesday featured the Dean



\$140,586

Raised

342

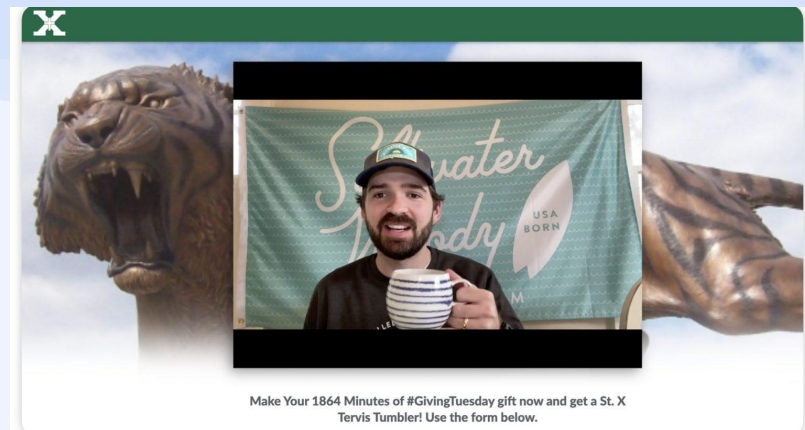
Donors

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Saint Xavier High School Asked an Alumnus to Reach out to other Alumni

Day -of Giving Tuesday, Saint Xavier alumni received [this video](#) from a fellow alumnus. It's quick, fun, and gets to the heart of Giving Tuesday. Plus, they offered a gift to prompt donations more quickly.



\$237,415

Raised

796

Donors



How to Craft a Message that Sticks

02.



Q & A

05.

