

TEXAS TECH RED RAIDER CLUB 2020-21 SUMMARY

New Leads - Enhanced Engagement - Targeted Emails - Custom Fundraising

TEXAS TECH ATHLETICS

7X
ROI

THROUGH FUNDRAISING
DOES NOT INCLUDE IMPACT OF NEW
LEADS AND INCREASED EMAIL
ENGAGEMENT



FUNDRAISING SUMMARY: BASKETBALL AND BASEBALL RALLYGIVE CAMPAIGNS

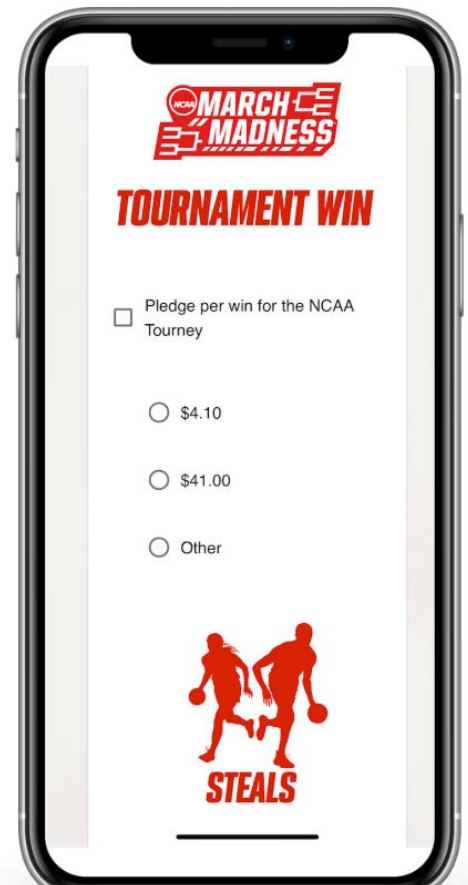
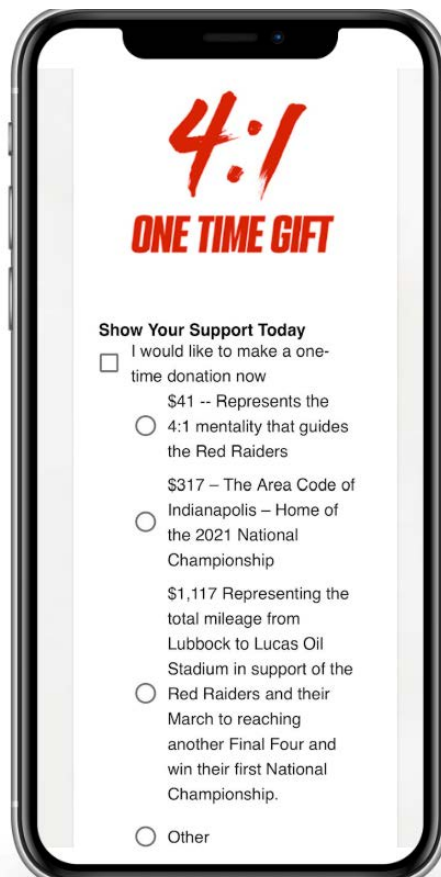
Custom, season long fundraising campaigns focused on activating excitement over Red Raider fans across the country. The fundraising campaigns consisted of a one-time donation component based on meaningful numbers and an ongoing pledge component that includes donations for rivalry wins, post-season success and game statistics. The campaigns included converting new leads from social media through gamified technology, weekly targeted engagement emails and updates to the fundraising campaign based on opponent.

59%

of RallyGive
donors are
located
out-of-market

68%

of RallyGive
donors are
new donors



NEW LEADS THROUGH SOCIAL CONVERSION

Texas Tech and CaringCent leveraged technology, existing content and visible moments to engage social media followers with unique and gamified content during "high visibility" moments of the athletics calendar. These social conversion assets are approved by Tech marketing staff, distributed through Tech social media channels and convert unknown social media followers into known leads that are then added to existing email and fundraising campaigns.

3000+
NEW LEADS
CONVERTED



34

**CUSTOM, TARGETED
EMAILS SENT**

TARGETED EMAIL ENGAGEMENT

Texas Tech and CaringCent leveraged technology and existing content and CaringCent's editorial talent to augment and enhance existing email engagement by creating targeted, weekly emails that supported the following goals:

**Lead Cultivation Donor Stewardship
Fundraising Campaign Optimization**

38%

OPEN RATE

**EMAIL OPENS
BY NEW AND EXISTING LEADS**

