Give Back

Creating a compelling marketing tool to facilitate alumni giving @ CIAS | RIT

Alumni giving to RIT
is substantially lower
than the national average

Why?

Many alumni don’t associate their success to the institute but to individual programs

The fix?

Create an unique web property to showcase specific college accomplishments and streamline the donation process

Introduction

- RIT's goals
  - Increase alumni donations to increase national standing
    - Alumni involvement is a contributing factor in a university's rank
    - National universities have much higher alumni involvement
    - The amount or form of alumni involvement is NOT important
- College goals
  - Increase funding for specific college wide initiatives
  - Increase funding for college wide scholarship funds
- School / Program goals
  - Direct funding to program level initiatives, projects, clubs
  - Increase funding for school and/or program level scholarship funds

Objectives

- Design a funding raising web experience specific to CIAS for alumni, friends, faculty, families, students.

- Highlight:
  - What CIAS is doing (college, school, program, student levels)
  - What does CIAS need (college, school, program, student levels)

- Facilitate:
  - Quick donation access to desired funds (college, school, program, student levels)

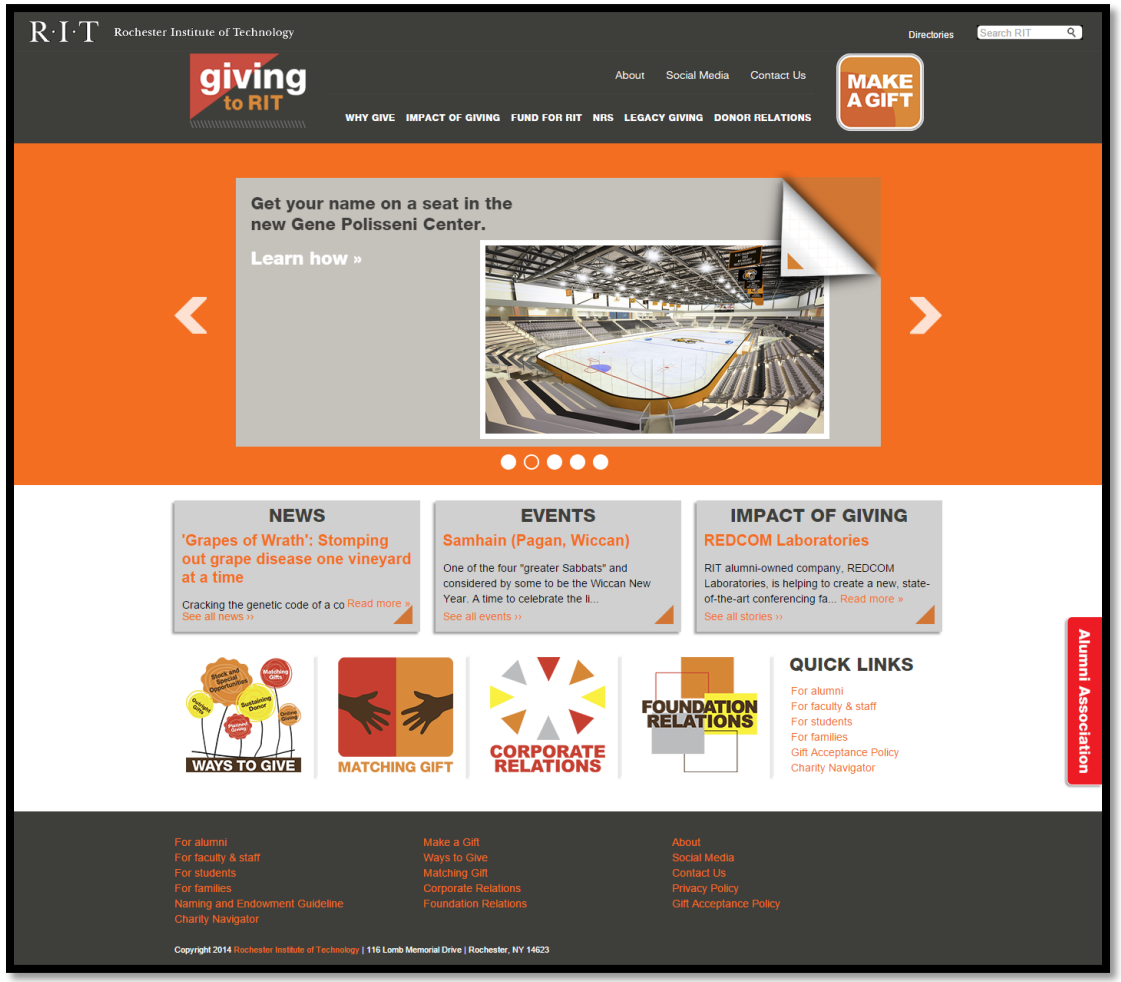
- Connect:
  - Create stronger and lasting relationships between RIT and Alumni

Outcomes

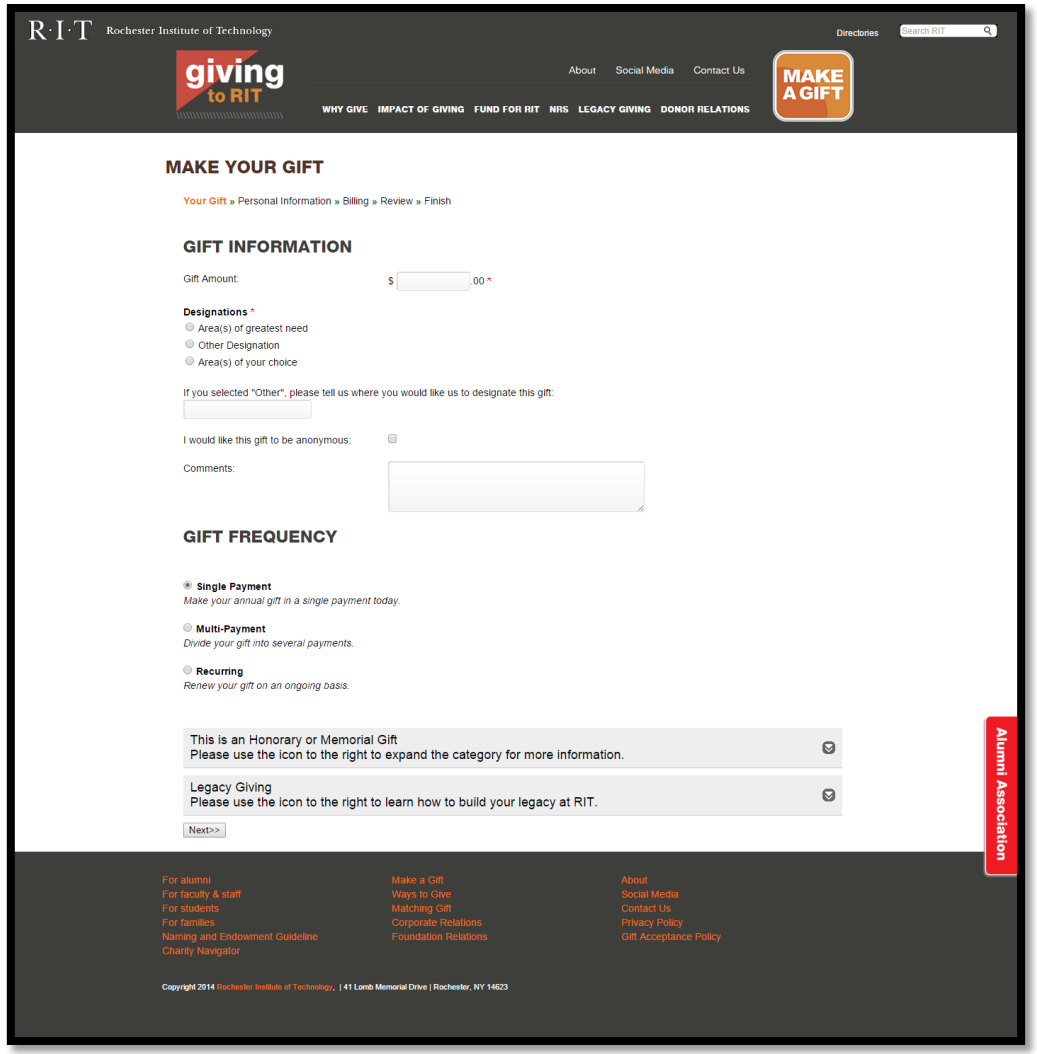
- Introduce final solutions to college and institute level administration
- Supply a project plan that could be implemented by RIT and CIAS
- Leverage existing web properties and technologies as part of the proposed plan
- Showcase the importance of UX design through the work of NMDE students

Challenges

- Existing structure does not allow easy access to specific donation funds
- The visual design does not effectively reflect best practices for interaction design during the user flow of donating
- No additional or “hook” content is supplied on the donation page
- No elements or links (i.e. alumni website) are presented to further the alumni relationship with RIT
- http://www.rit.edu/development/giving/alumni/



Challenges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WHY GIVE
IMPACT OF GIVING
FUND FOR RIT
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LEGACY GIVING
DONOR RELATIONS
MAKE YOUR GIFT
Your Gift » Personal Information » Billing » Review » Finish
GIFT INFORMATION
Gift Amount:
$ .00 *
Designations *
Area(s) of greatest need
Other Designation
Area(s) of your choice
If you selected "Other", please tell us where you would like us to designate this gift:
I would like this gift to be anonymous:
Comments:
GIFT FREQUENCY
Single Payment
Make your annual gift in a single payment today.
Multi-Payment
Divide your gift into several payments.
Recurring
Renew your gift on an ongoing basis.
This is an Honorary or Memorial Gift
Please use the icon to the right to expand the category for more information.
Legacy Giving
Please use the icon to the right to learn how to build your legacy at RIT.
Next>>
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For faculty & staff
For students
For families
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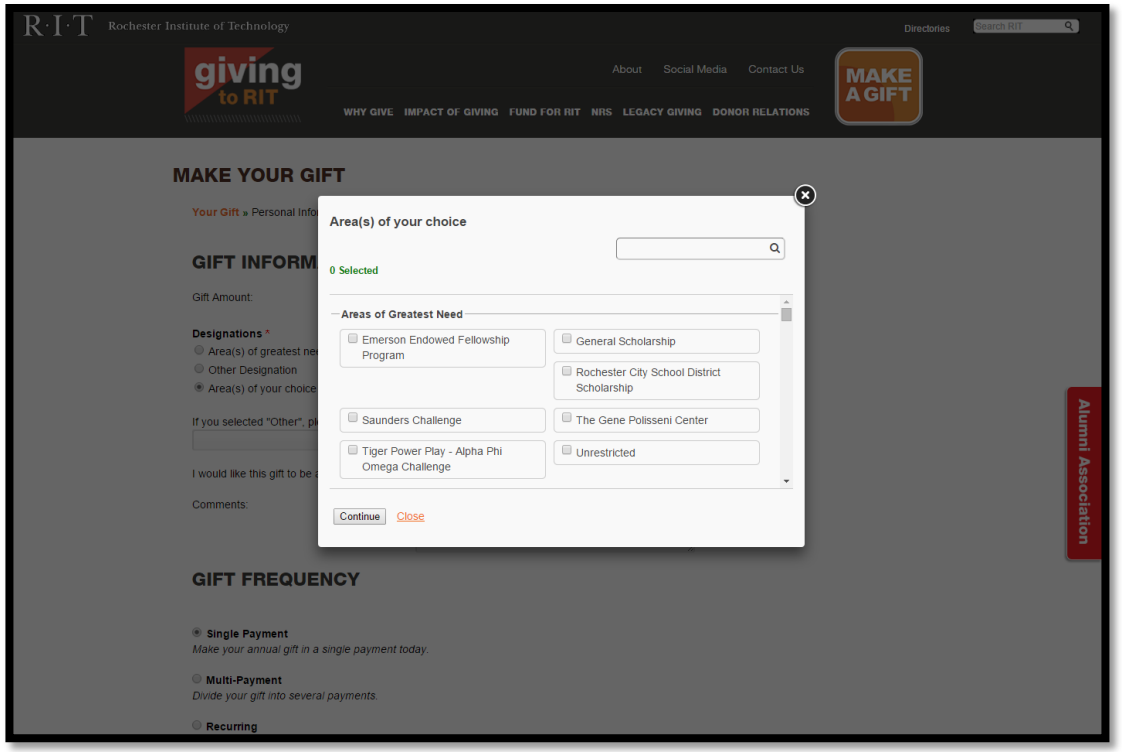
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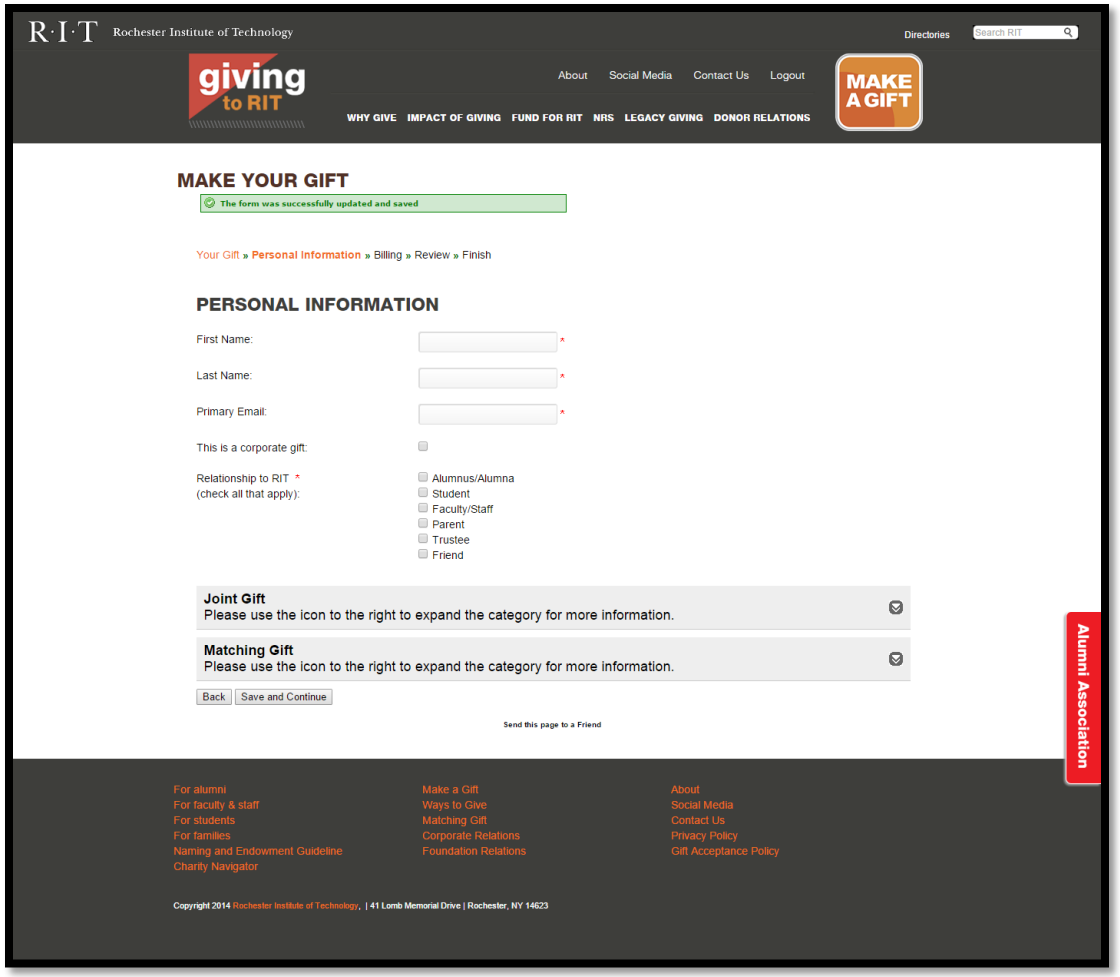
MAKE YOUR GIFT
Area(s) of your choice
0 Selected
Areas of Greatest Need
Emerson Endowed Fellowship Program
General Scholarship
Rochester City School District Scholarship
Saunders Challenge
The Gene Polisseni Center
Tiger Power Play - Alpha Phi Omega Challenge
Unrestricted
Continue
Close
GIFT FREQUENCY
Single Payment
Make your annual gift in a single payment today.
Multi-Payment
Divide your gift into several payments.
Recurring
Alumni Association

Challenges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DONOR RELATIONS
MAKE YOUR GIFT
The form was successfully updated and saved
Your Gift » Personal Information » Billing » Review » Finish
PERSONAL INFORMATION
First Name:
Last Name:
Primary Email:
This is a corporate gift:
Relationship to RIT *
(check all that apply):
Alumnus/Alumna
Student
Faculty/Staff
Parent
Trustee
Friend
Joint Gift
Please use the icon to the right to expand the category for more information.
Matching Gift
Please use the icon to the right to expand the category for more information.
Back
Save and Continue
Send this page to a Friend
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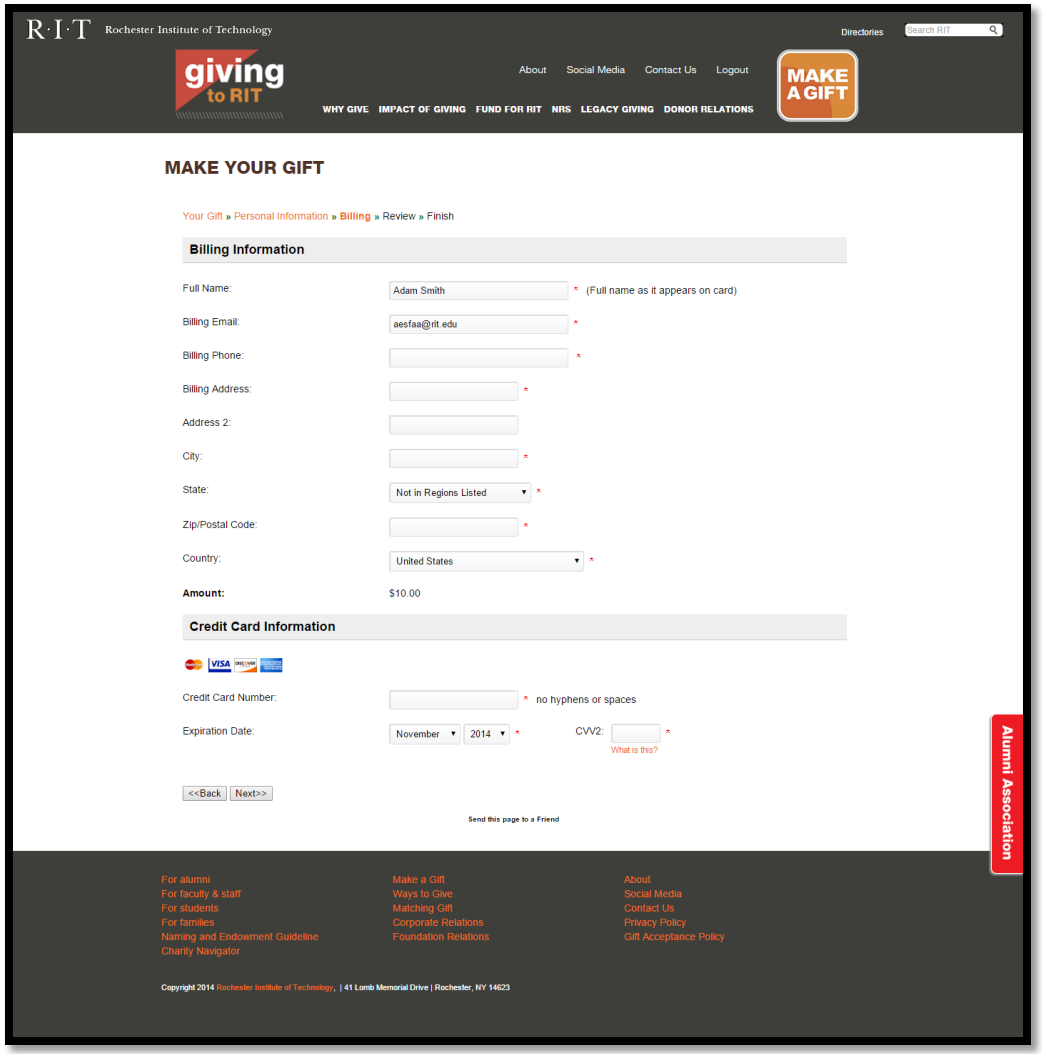
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DONOR RELATIONS
MAKE YOUR GIFT
Your Gift » Personal Information » Billing » Review » Finish
Billing Information
Full Name:
Adam Smith
(Full name as it appears on card)
Billing Email:
aesfaa@rit.edu
Billing Phone:
Billing Address:
Address 2:
City:
State:
Not in Regions Listed
Zip/Postal Code:
Country:
United States
Amount:
$10.00
Credit Card Information
Credit Card Number:
no hyphens or spaces
Expiration Date:
November
2014
CVV2:
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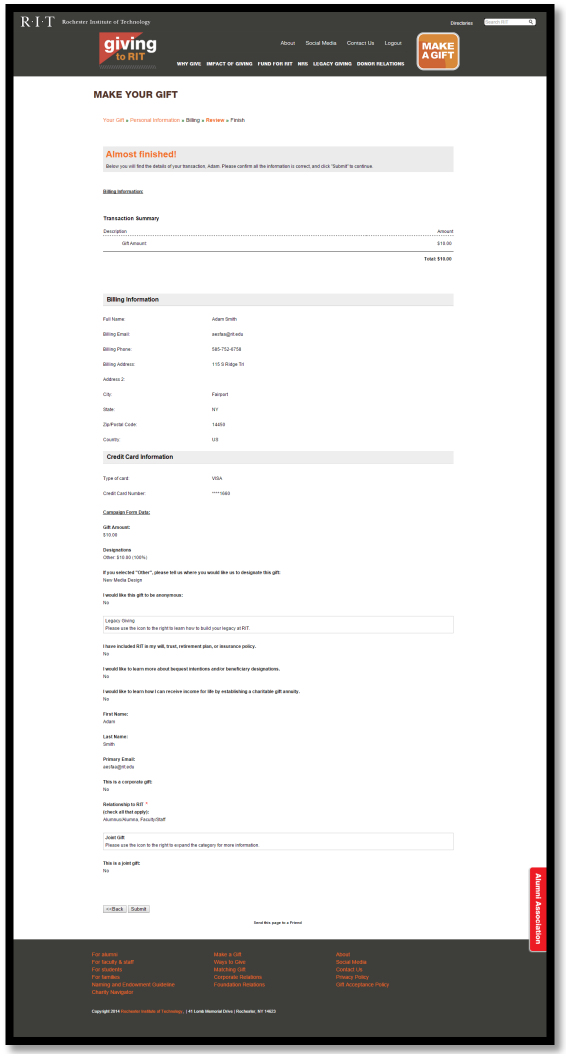
Challenges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MAKE A GIFT
WHY GIVE IMPACT OF GIVING FUND FOR RIT NRIS LEGACY GIVING DONOR RELATIONS
MAKE YOUR GIFT
Your Gift » Personal Information » Billing » Review » Finish
Almost finished!
Below you will find the details of your transaction, Adam. Please confirm all the information is correct, and click "Submit" to continue.
Billing Information:
Transaction Summary
Description Amount
Gift Amount: $10.00
Total: $10.00
Billing Information
Full Name: Adam Smith
Billing Email: aesfaa@rit.edu
Billing Phone: 585-752-6758
Billing Address: 115 S Ridge Trl
Address 2:
City: Fairport
State: NY
Zip/Postal Code: 14450
Country: US
Credit Card Information
Type of card: VISA
Credit Card Number: ****1660
Campaign Form Data:
Gift Amount:
$10.00
Designations
Other: $10.00 (100%)
If you selected "Other", please tell us where you would like us to designate this gift:
New Media Design
I would like this gift to be anonymous:
No
Legacy Giving
Please use the icon to the right to learn how to build your legacy at RIT.
I have included RIT in my will, trust, retirement plan, or insurance policy.
No
I would like to learn more about bequest intentions and/or beneficiary designations.
No
I would like to learn how I can receive income for life by establishing a charitable gift annuity.
No
First Name:
Adam
Last Name:
Smith
Primary Email:
aesfaa@rit.edu
This is a corporate gift:
No
Relationship to RIT *
(check all that apply):
Alumnus/Alumna, Faculty/Staff
Joint Gift
Please use the icon to the right to expand the category for more information.
This is a joint gift:
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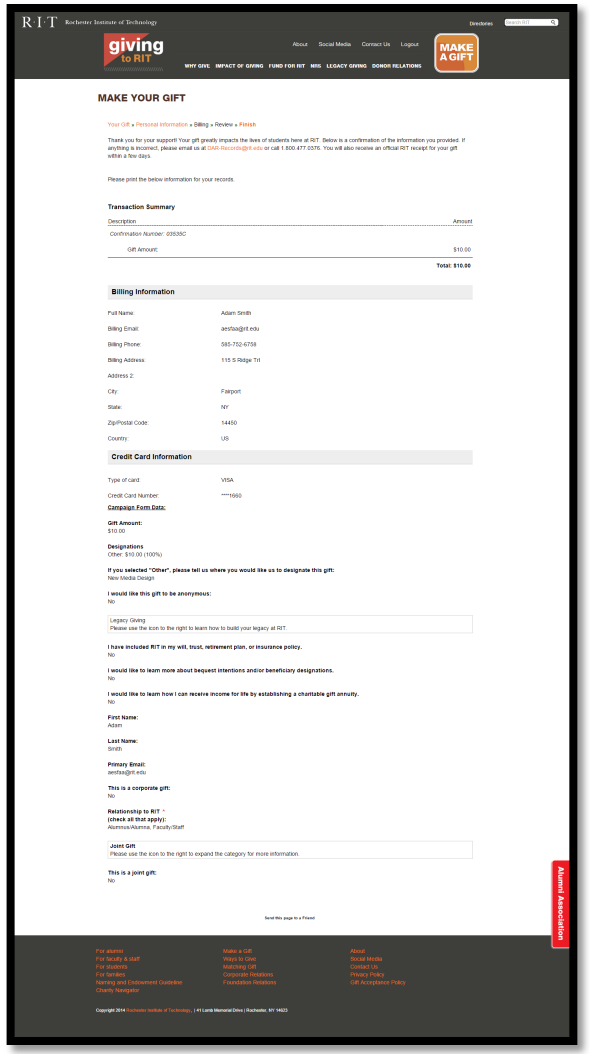
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Thank you for your support! Your gift greatly impacts the lives of students here at RIT. Below is a confirmation of the information you provided. If anything is incorrect, please email us at DAR-Records@rit.edu or call 1.800.477.0576. You will also receive an official RIT receipt for your gift within a few days.
Please print the below information for your records.
Transaction Summary
Description Amount
Confirmation Number: 020535C
Gift Amount: $10.00
Total: $10.00
Billing Information
Full Name: Adam Smith
Billing Email: aesfaa@rit.edu
Billing Phone: 585-752-6758
Billing Address: 115 S Ridge Trl
Address 2:
City: Fairport
State: NY
Zip/Postal Code: 14450
Country: US
Credit Card Information
Type of card: VISA
Credit Card Number: ****1660
Campaign Form Data:
Gift Amount:
$10.00
Designations
Other: $10.00 (100%)
If you selected "Other", please tell us where you would like us to designate this gift:
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No
First Name:
Adam
Last Name:
Smith
Primary Email:
aesfaa@rit.edu
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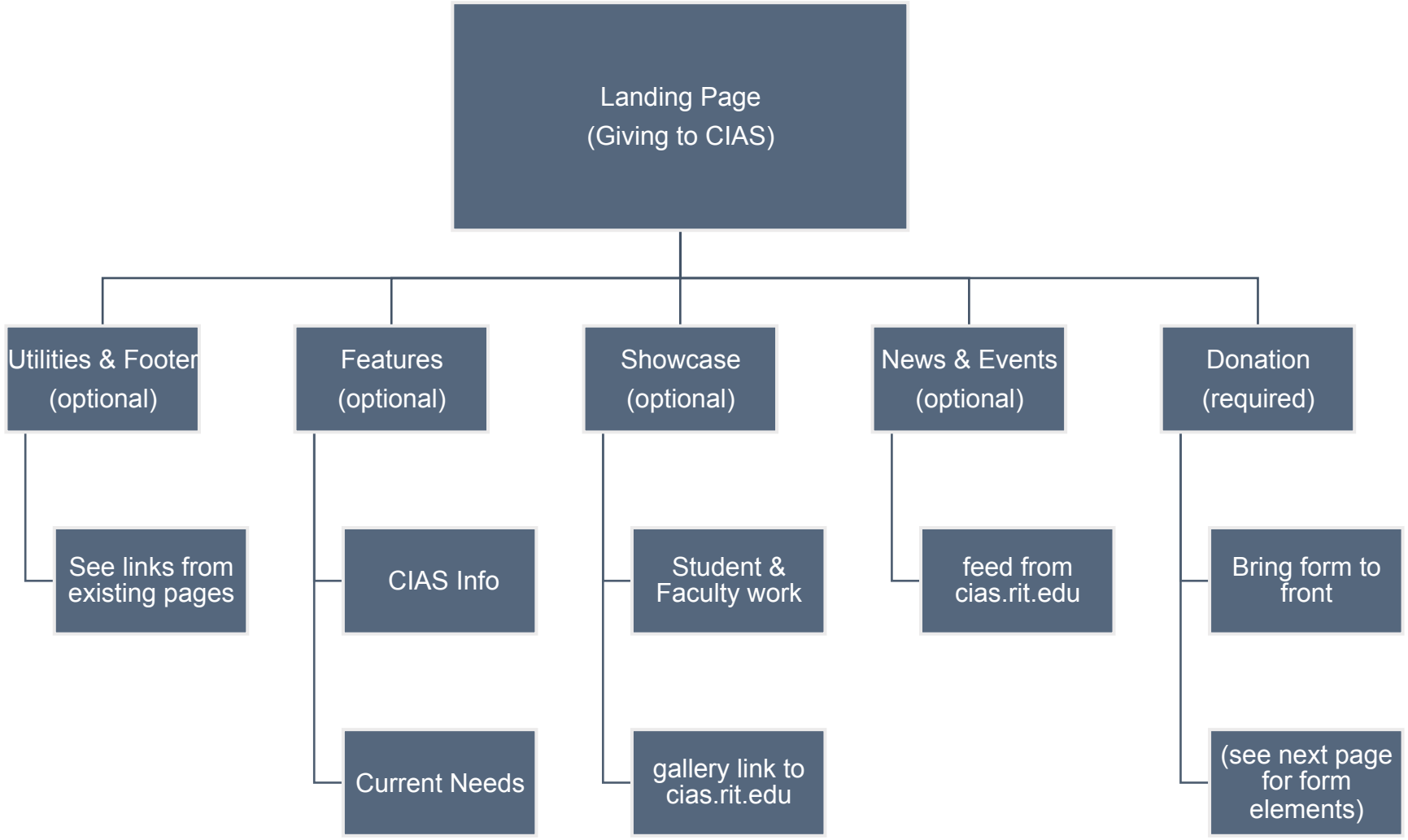
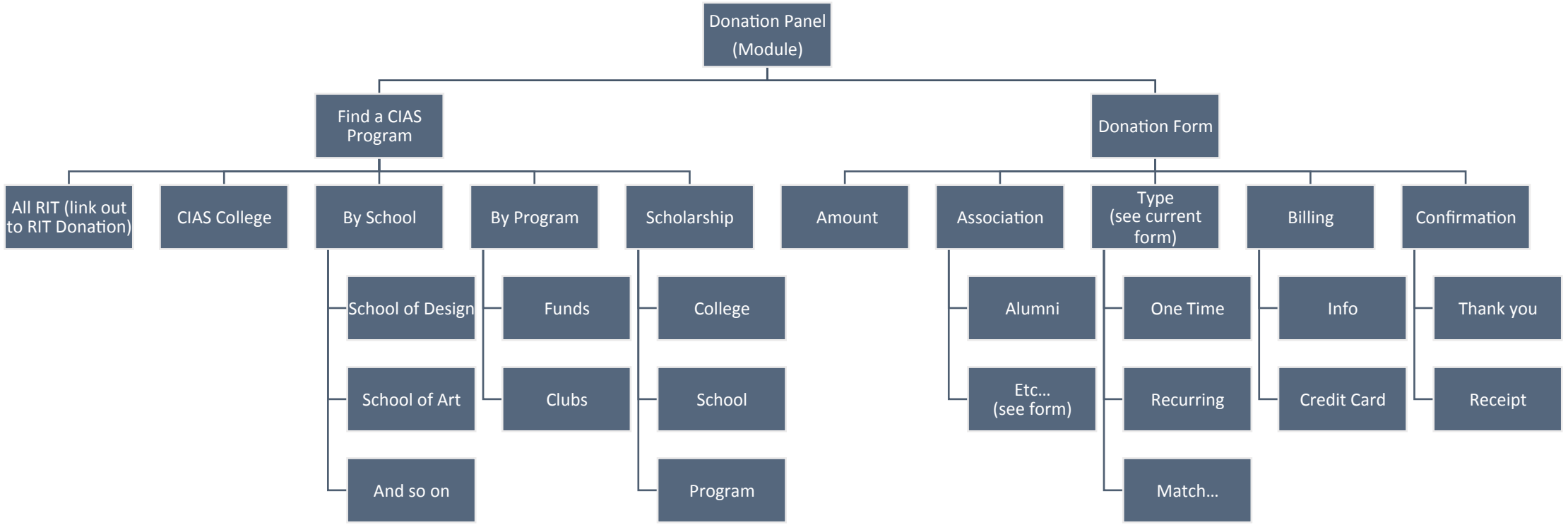
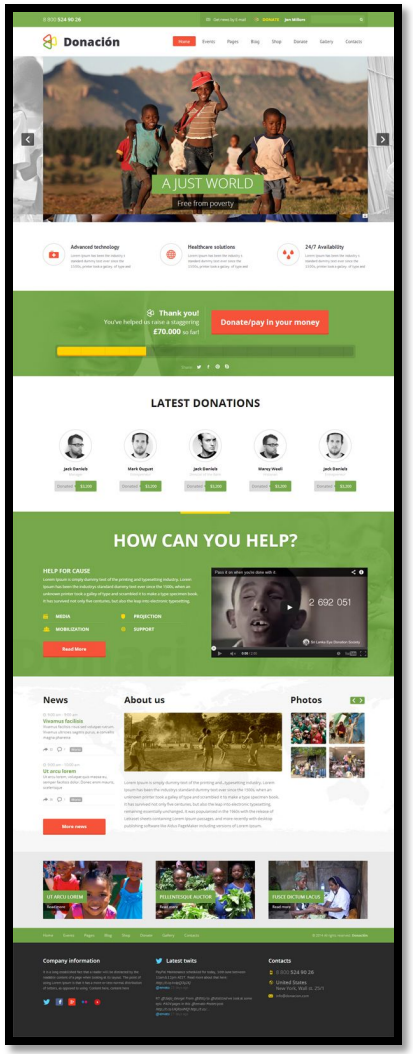
Structure

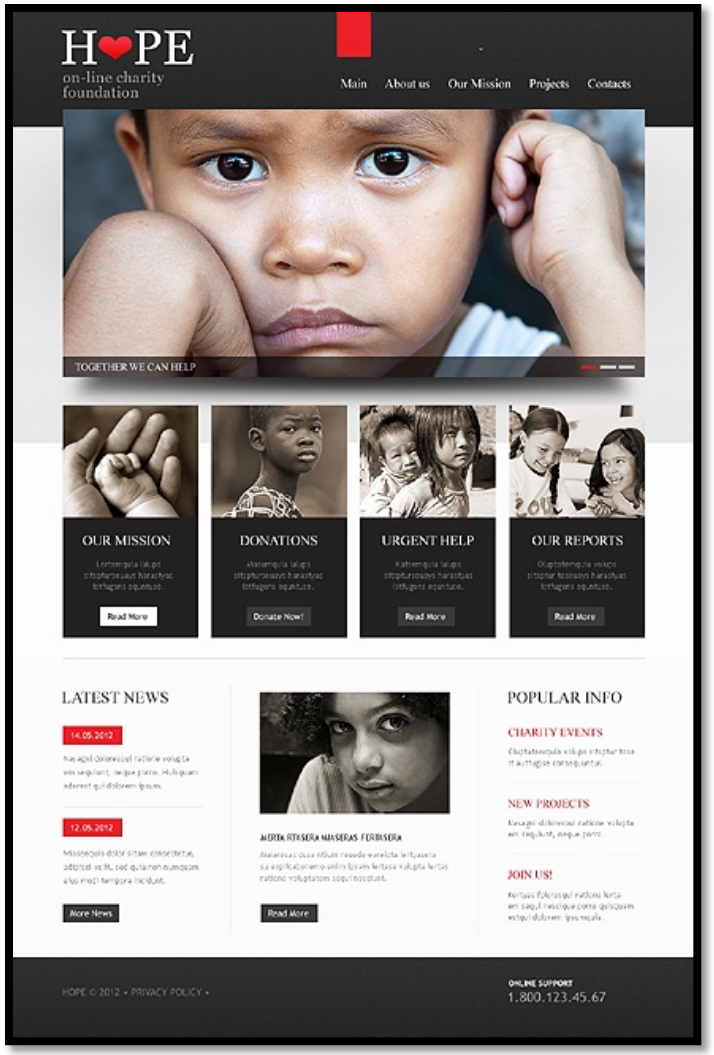

Landing Page
(Giving to CIAS)
Utilities & Footer
(optional)
Features
(optional)
Showcase
(optional)
News & Events
(optional)
Donation
(required)
See links from existing pages
CIAS Info
Current Needs
Student & Faculty work
gallery link to cias.rit.edu
feed from cias.rit.edu
Bring form to front
(see next page for form elements)

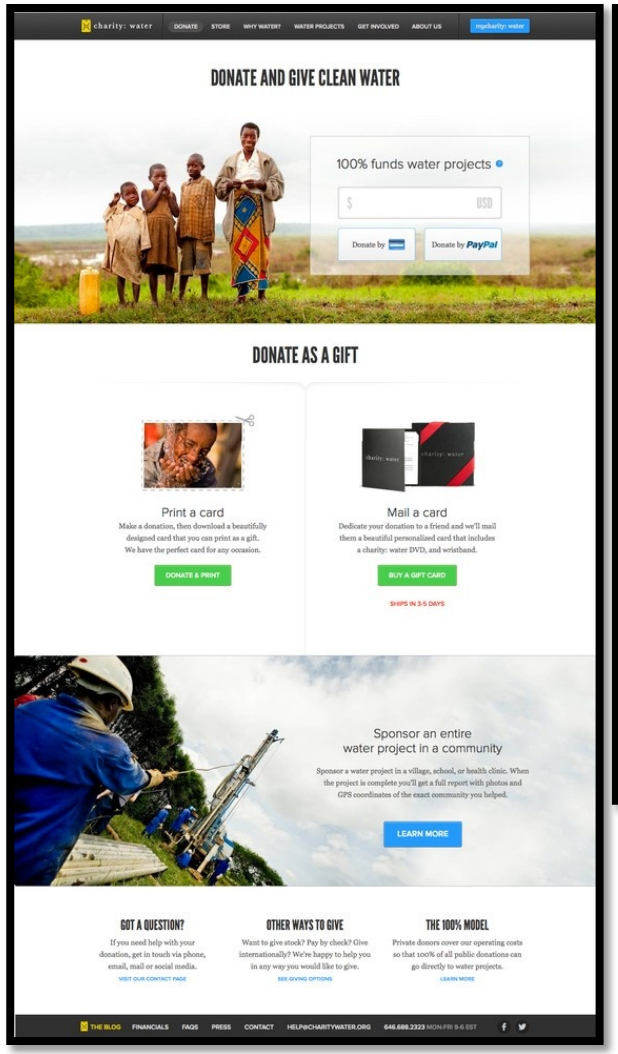
Form Structure

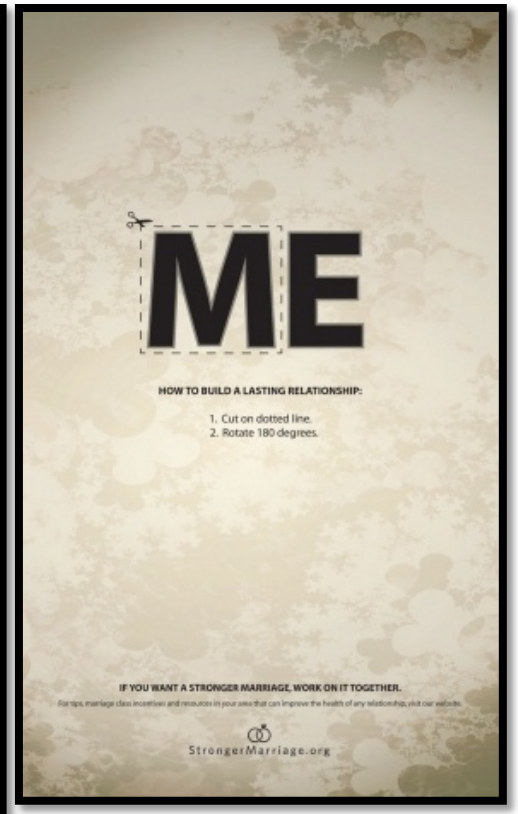


CIAS = Creativity









What is expected

- Deliverables
  - Click through prototype of landing page with donation process
    - Navigate to one program level fund, club or scholarship account
    - Invision Example (URL)
  - PSD & PNG set of full size images for all pages
    - Based on 960 grid
    - Solution must contain example information or static navigation for all structure form elements listed earlier
    - Landing page structure, content and elements are optional
    - You may design using the existing CIAS header and navigation
  - Process Document (PDF)

The Solution

Captivating

Informative

Easy to Use

Convert to Donations