



### RESULTS

**5,345**

Touchpoints

**12**

Hours

**\$155,000**

Dollars Raised

**393**

Unique Gifts

**+127**

Gift Increase YOY

### KINDKATCH IN ACTION

Oakland University Athletics was executing an internal Day of Giving with their audience of athletic alumni and donors. With 19 different varsity sports in their program, they knew each audience segment deserved personalized outreach, and there is no better engaging experience than athletic alumni or donors hearing from the coach of their past sport or the sport they support financially.



**Steve Waterfield**  
Athletic Director

"The partnership with KindKatch has provided Oakland University Athletics with a unique platform to engage donors, alumni, community members, and others and tell our stories. Whether an athletics event, a fundraising initiative, or a team activity, using KindKatch allows us to tell our stories in creative ways that strengthen the connection between the athletics department and audience and has led to fundraising successes."

**\$155,000**

Total Dollars Raised in 12 Hours

**30%**

Increase in Overall Dollars

**47%**

Increase in Unique Gifts

Using KindKatch, Oakland University Athletics created **28 pieces of coach-generated content** quickly and easily for 14 sport segments. Each coach made a "day of" fundraising appeal video as well as a "day after" thank you video for all donors. A scalable template from a KindKatch-made playbook allowed for **each donor receiving the video message to have a personalized feel with a low lift** for the OU team.

**28**

Videos Created

**\$11,104**

Average Gifts Per Segment

**\$395**

Average Gift Per Video View

**72%**

Engagement

**260**

Personal Thank You's

On the day of giving, the first 14 campaigns were sent, each to their respective audience of that sport's alumni and donors. These campaigns **generated \$155k+ dollars across 393 gifts, a 127 gift count increase** from the previous year's Day of Giving campaign. After the Day of Giving, Oakland Athletics then executed a video thank-you campaign to all donors, creating **260 personal touchpoints with a 72% engagement/view** rate on their thank-you content.