

Relevance

- 🦋 Marketing Strategy
- 🦋 Branding
- 🦋 Interactive Strategy
- 🦋 Event Promotion

- 🦋 Channel Evolution
- 🦋 Customer Acquisition
- 🦋 CRM (Alumni Relations)
- 🦋 Development Fundraising

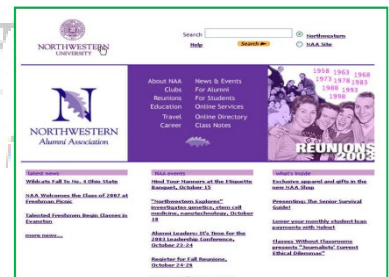
The Situation



NORTHWESTERN
 Alumni Association

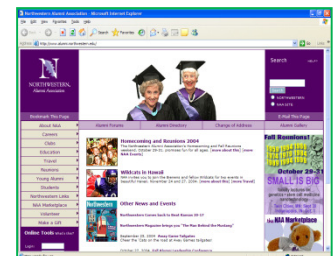
The Northwestern Alumni Association of Northwestern University faced many of the same challenges that other top tier schools faced in 2004: Rising communication costs, changing communication patterns among alumni and a fractured brand image among the competing brand equities that co-exist at any vibrant Big Ten University.

What made matters worse was that the Alumni Association's web site; the Development web site; and the interactive communication strategy weren't optimized. The lack of awareness of the Association's programs, combined with the narrow aperture provided by existing communication channels was beginning to frustrate alumni volunteers.



Our Solution

- 🦋 We started by studying the audiences and stakeholders: alumni, administrators, employees and students.
- 🦋 We simplified the Association's branding, moved away from contrived slogans and focused on associating the name of the Alumni Association with high quality information and events.
- 🦋 We redesigned the Alumni Association's web site to emphasize relevant news, graphics and a sense of abundant activity.
- 🦋 We increased the frequency of alumni electronic communications while injecting more fun and relevance to maintain participation.
- 🦋 We increased outside sponsorship activity to bring the Alumni Association message to alumni in more forums.



- 🛡️ We employed award-winning new media channels to bring the Association's benefits to Northwestern Students, such as mini-CD-Rom's and flash drives.
- 🛡️ We redesigned the Development (fundraising) web site to portray human stories of students benefitting from alumni generosity.
- 🛡️ We initiated an in-depth research study among alumni and developed a "Life-Stage" strategy to frame alumni and development communications for the future.



The Results

- 🛡️ Northwestern Alumni Association web traffic increased 227% in 24 months.
- 🛡️ Online donations increased 21%
- 🛡️ Outside sponsorship of the Alumni Association reached an all-time high.
- 🛡️ For the first time in its history, Northwestern University received two GOLD Awards from the Council for Advanced Support of Education (CASE) for outstanding Alumni programs.
- 🛡️ The number of active alumni in the University's database increased by 19%.
- 🛡️ Visibility, awareness and participation among Northwestern students increased.
- 🛡️ The Life-Stage strategy was adopted and expanded as the blueprint for communications going forward.



1. Our CASE Award Winner

If you're facing similar challenges and you're looking for solutions, or if you would like a preliminary assessment of your programs, please contact MarketingCavalry.com today.