

HM19

DIGITAL CASE

PRESENTED BY:

La Fondation  UNIVERSITÉ DE
SHERBROOKE



SHERBROOKE UNIVERSITY FOUNDATION: CONQUERING ITS YOUNG GRADUATES

Affaires Universitaires Magazine recently published an article entitled "Philanthropic Culture in Francophone Universities in Quebec" highlighting that "philanthropy is gaining prominence in Quebec's Francophone universities, but that they still suffer from the comparison with their English-speaking pairs ... It will take a good deal of patience to get there. The culture of giving remains to be built in Quebec".

The article also showed that some businesses were so solicited that they had reached a saturation point, and that it was time for Quebec university foundations to work hard to inculcate the reflex of donating among their graduates.

SHERBROOKE UNIVERSITY FOUNDATION DOES NOT ESCAPE THIS OBSERVATION!

Indeed, to answer this observation each year, it seeks more than ever its graduates with mass annual promotional campaigns online and offline.

Through multiple approaches, these solicitations are directed to a broad audience of graduates (nearly 50,000 people) who contribute to fundraising, with average donations of \$85 per year. Grouped into several groups, graduates are targeted with approaches and messages tailored to their contribution history and graduation period.

These actions, which do not include solicitations from donors and businesses that can contribute significant amounts (\$ 10,000 or more), are intended to:

- Make graduates aware of the achievements of the projects supported by the Sherbrooke University Foundation;
- Maintain a link with graduates on an annual basis and maintain their sense of belonging to their University (alma mater);
- Raise funds that support faculty and institutional projects, support students' success and enable Sherbrooke University to play a leading role in the evolution of the society;
- Inculcate, develop or revive the philanthropic reflex in its graduates;
- Keep its graduates' database up-to-date and reliable.

THE STRATEGIES ADOPTED BY THE SHERBROOKE UNIVERSITY FOUNDATION FOR ITS 2018-2019 CAMPAIGN

ONLINE:

Emailing :

- 4 emails:
 - o 1 awareness email of Foundation's campaign with a 52-second general video titled "Your donation goes further than you think".
 - o 1 solicitation email with a faculty video
 - o 1 e-mail with holiday greetings, photos and thanks notes from students
 - o 1 end-of-campaign e-mail presenting the impact of the donations already collected, a thank you note and a "last call" for donations
- Newsletters

- o Graduate Bulletin: Three e-mails per year, featuring donation announcements and graduate-related news
- o Faculty Newsletters: Three e-mails per year, presenting faculty's news & development
- Promo e-mail
 - o 1 to 2 emails per year depending on the graduate's profile and correspondence preferences
 - o Photos and testimonials of students who received donations as part of their study program;

CROWDFUNDING PLATFORM

- Initially developed specifically to support Vert & Or projects.
On www.jedonneenligne.org/lafondation-udes/campagne/vert_et_or/
- Presentation of specific projects for each Vert & Or team
- Shared in the fall by more than 300 student-athletes annually, this campaign exceeds its \$30,000 goals since its creation in 2017

FACEBOOK

- Facebook graduates
 - o News from graduates published on average twice a day
 - o Call to update contact information in the house moving period published on average twice a year.
 - o Campaign overview
 - o Animated capsules showing the impact of donations
- Vert & Or Facebook
 - o More than 11918 subscribers as of February 10, 2019
 - o Socio financing progress highlighted once or twice a month during fall season
 - o Monitoring the results of Vert & Or team competitions and performance of the student-athletes.
 - o Invitation to the annual benefit dinner held in the spring season
 - o Showcase the recruitment of new athletes in Vert & Or teams

LINKEDIN

- o Possible publications on the institutional Sherbrooke University LinkedIn, presenting the Foundation's campaigns
- o Animated capsules showing the impact of donations
- o Corporate donation announcements

WEBSITE SPECIALLY CREATED FOR THE FOUNDATION

- o Detailed information on the mission, the description, the impact of donations of the Foundation and the members of the Board of Directors
- o Informational Video Capsules / Scholarship awards Ceremony Videos
- o Donation form / Online payment (www.jedonneenligne.org)

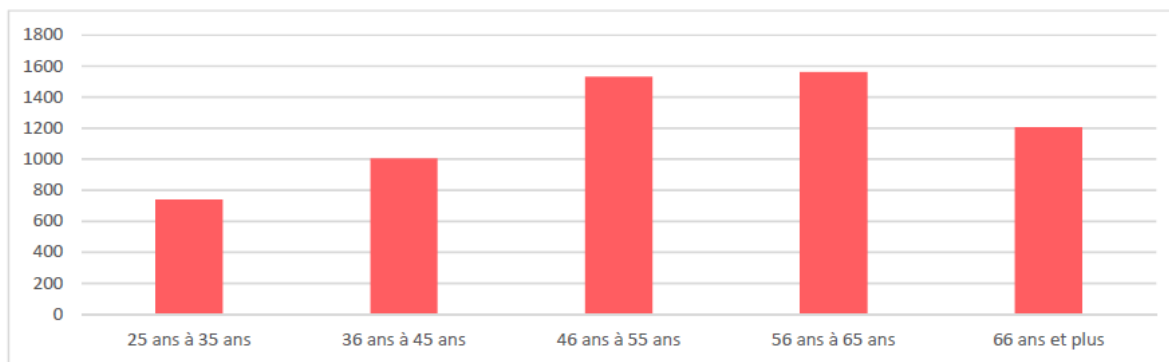
OFFLINE

- Presence of one or more members of the Foundation at the faculties' scholarship awards ceremony.
 - Annual scholarship awards are held by faculties and occur between November and April.
 - The number of scholarships awarded is different for each faculty. It can vary between 25 and 80 scholarships.
 - Distributions typically range from \$ 1,000 to \$ 2,000, although some extremely rare awards may exceed \$ 4,000.
- Awareness posters
 - Three to ten different posters in each faculty, presenting donors of all ages and recipients.
- Phone calls
 - Between September and May, 1 call per year from a student of Sherbrooke University. The call makes it possible to raise the awareness of the different clienteles and to put the coordinates of the people contacted up to date

YOUNG GRADUATES FROM THE SHERBROOKE UNIVERSITY

During the past year, the Foundation has solicited nearly 50,000 people, 36% of whom are young graduates between 25 and 35 years old. However, this category had a participation rate of only 9%, with an average donation of \$42.49 compared to other categories with an average participation rate of 34% and an average donation of \$ 81.55. In addition, faced with emails received, youngest clientele had an opening rate of 30.5% compared to 48% among other clienteles. Despite the Foundation's interest in gradually replacing its aging donors, the fact remains that, given its data, the young clientele is difficult to reach, acquire and retain

NUMBER OF NEW DONORS BY AGE



	Number of persons approached	Number of persons officially contacted	Participation rate	Average Donation	Return on Investment
Young graduates	18 139	2 680	9%	42.49\$	-85%
Total clientele	49 740	18 875	34%	81.55\$	78%

Here are some profiles of the targeted clientele of young graduates aged 25-35:

Philippe-Antoine	A graduate who starts his career. He graduated last year in Engineering and has a job since graduation in the region. During his studies, he did coop internships and he received a scholarship of excellence. Since last year, he has already moved twice. He is very familiar with the Foundation, because during his studies, he participated in a scholarship and the funding of the Studio de Création thanks to his involvement in his student association.
Youssef	A former athlete from Vert & Or soccer, who has received scholarships to help student-athletes. He has been a graduate for 3 years and makes replacements for teaching physical education in schools in Montérégie. He would like to have his permanence and he looks to buy a condo with his wife since she is pregnant. His knowledge of the Foundation is rather moderate, since it is attributable to the scholarships received.
Emma	Graduated since 5 years from the School of Management, she has a stable job, but very demanding in Gatineau for 2 years. To meet the demands of her passionate job, she works more than 60 hours a week. During her studies, she did not benefit from scholarships, but she used the infrastructures of the stock market simulation laboratory. If asked, she thinks the Foundation may have funded some of it.
Rosalie	Graduate of the bachelor's and master's degree in pharmacology from the Université de Sherbrooke. She is currently a postdoctoral fellow at Stanford. She does not know where she will move to after her studies. The opportunities are as strong internationally as in Canada. She is very familiar with the Foundation, because during her studies at the Université de Sherbrooke, she worked at the call center and she received food aid vouchers.
Pierre-Maxime	Graduate as an education specialist for 8 years, he works in Saint-Hyacinthe in his field, he has a house and two young children. During his studies, he was one of the first cohorts to attend the Pierre-H.-Ruel Clinic, which allows students to learn and be supervised, while providing free services to meet the needs of kids with difficulties in school context. He does not know that the Foundation is helping this clinic.

Alex	Graduated since 6 months in computer science, he is just entering the job market. He landed a stable and well-paid job in a young company in the Estearn township area. During his studies, he worked in a convenience store and was not eligible for financial support. He has lived in Sherbrooke since his childhood and is very attached to the region. He does not know the Foundation at all.
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THE MANDATE

- Develop online strategies that enable Sherbrooke University Foundation to acquire, retain and create a sustainable link with its donors;

In particular, these strategies will aim to:

- o Increase the number of donors to young clients aged 25-35;
- o Increase the Foundation's visibility through the following social media tools: Facebook, LinkedIn and Instagram;

- Develop a dashboard with the performance indicators needed to monitor the implementation of these strategies

It should be noted that these strategies must be usable in campaigns that are renewed every 12 months;

- Budget at \$ 100,000 / year

ANNEXES

WEBSITE OF THE FOUNDATION (French only) : www.usherbrooke.ca/laFondation

Version mobile Connexion

UNIVERSITÉ DE SHERBROOKE La Fondation

Accueil / La Fondation

[LA FONDATION](#)[VOIR LES IMPACTS](#)[VIDÉOS](#)[FAIRE UN DON](#)[NOUS JOINDRE](#)

Mission de La Fondation

La Fondation a pour mission de soutenir le développement de l'Université de Sherbrooke par la sollicitation, l'administration et la distribution des fonds recueillis. Depuis plus de 60 ans, elle a ainsi investi plus de 192 M\$.

[DON EN LIGNE](#)[NOUS JOINDRE](#)[CHANGEMENT D'ADRESSE](#)

Votre don va plus loin que vous le pensez



Des dons majeurs

Sous le thème *D'avenir et de passions*, la campagne majeure permet de réaliser des projets d'envergure. Leurs impacts significatifs se voient dans toutes les sphères d'activités de la société.

Des bibliothèques à jour

Les bibliothèques de l'Université de Sherbrooke bénéficient du soutien des nombreux parents des étudiantes et étudiants par le [programme Parents Bibliothèques](#).





Impact sur la réussite étudiante

Votre engagement a un impact direct sur la réussite étudiante. Il rend possible l'octroi de nouvelles bourses, l'amélioration d'équipements et d'installations avant-gardistes et la mise en place de projets innovants dans tous les secteurs.

Vos dons à la campagne annuelle encouragent les étudiantes et les étudiants et leur permettent de devenir les meilleurs dans leur domaine.

La Fondation a remis 1 697 000 \$ en 2017-2018 sous forme de bourses et d'aide financière aux étudiantes et étudiants.



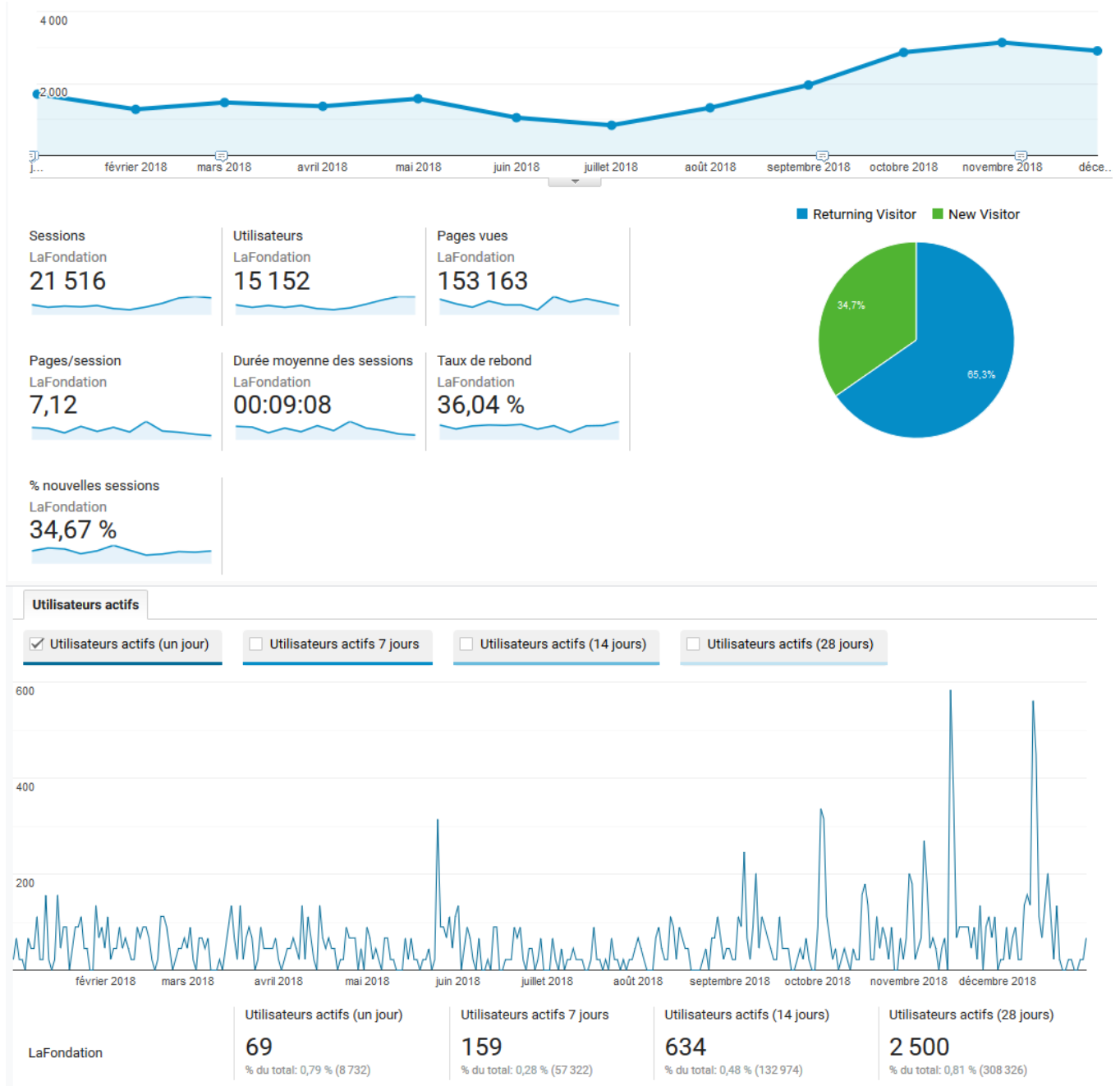
Numéro d'enregistrement auprès de l'Agence du revenu du Canada comme organisme de bienfaisance enregistré : 88818 8661 RR0001

CAS NUMÉRIQUE – HAPPENING MARKETING 2019

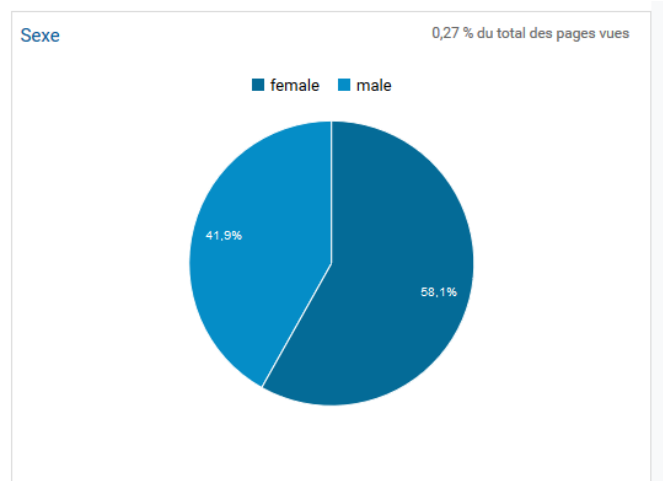
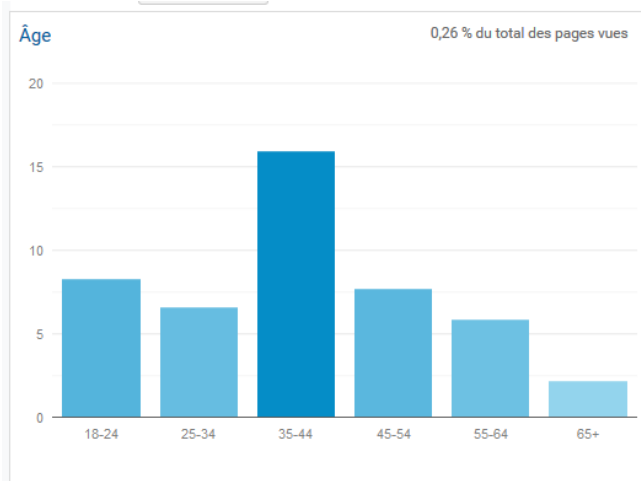
| 6

WEBSITE KPI : www.usherbrooke.ca/lafondation

(Data from Google Analytics from January 1st 2018 to December 31st 2018)



DEMOGRAPHICS OF THE VISITORS



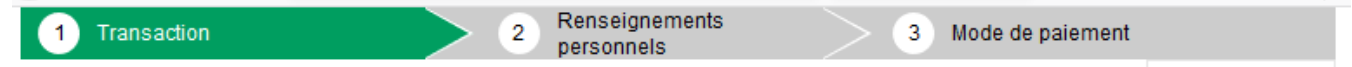
MOST VISITED PAGES

Chemin de la page, niveau 2 ?	Pages vues ? ↓	Vues uniques ?	Temps moyen passé sur la page ?	Taux de rebond ?	Sorties (en %) ?
LaFondation	40 271 % du total: 0,14 % (29 205 127)	33 760 % du total: 0,14 % (23 349 485)	00:01:56 Valeur moy. pour la vue: 00:01:47 (8,64 %)	57,17 % Valeur moy. pour la vue: 51,20 % (11,65 %)	36,42 % Valeur moy. pour la vue: 35,56 % (2,42 %)
1. /	11 633 (28,89 %)	9 315 (27,59 %)	00:01:38	45,27 %	30,43 %
2. /la-fondation/	5 901 (14,65 %)	5 311 (15,73 %)	00:02:13	70,79 %	54,28 %
3. /propos/	3 519 (8,74 %)	2 697 (7,99 %)	00:01:24	40,14 %	20,38 %
4. /accueil/	3 435 (8,53 %)	3 035 (8,99 %)	00:02:49	78,70 %	55,23 %
5. /dons/	3 435 (8,53 %)	3 035 (8,99 %)	00:01:43	61,92 %	32,52 %
6. /impacts/	1 939 (4,81 %)	1 665 (4,93 %)	00:01:32	27,70 %	21,71 %
7. /campagne-annuelle/	1 749 (4,34 %)	1 454 (4,31 %)	00:01:20	70,30 %	32,53 %
8. /formulaires/	1 222 (3,03 %)	927 (2,75 %)	00:04:12	30,52 %	29,30 %
9. /joindre/	1 075 (2,67 %)	948 (2,81 %)	00:02:52	84,67 %	43,16 %
10. /a-propos/	843 (2,09 %)	695 (2,06 %)	00:00:20	60,00 %	17,56 %

ONLINE DONATION IN 4 STEPS :

When you clic on « Don en ligne », you are redirect to the website:

<https://jedonneenligne.org/lafondation-udes/GENERIQUE/>



STEP 1 :

1 Transaction 2 Renseignements personnels 3 Mode de paiement

CONNEXION

La Fondation UNIVERSITÉ DE SHERBROOKE

Transaction

☒ Don unique ☐ Don sur plusieurs versements OU différé

Affectation de votre don*

Si vous choisissez de diriger votre don vers tout autre projet absent de cette liste, choisir « Autre projet » et préciser dans quel projet votre don est dédié.

Informations supplémentaires

☐ Je désire que mon don soit anonyme

Si vous êtes diplômé de l'UdeS, spécifiez la faculté.
Si vous n'êtes pas diplômé, veuillez choisir « Je ne suis pas diplômé de l'UdeS ».

Diplômé de l'UdeS?*

Suivant →

Numéro d'enregistrement de La Fondation de l'UdeS
88818 8661 RR 0001

Temps restant à votre session : 29:24

STEP 2 :

1 Transaction

2 Renseignements personnels

3 Mode de paiement

CONNEXION

La Fondation  **UNIVERSITÉ DE SHERBROOKE**

Mode de paiement



Zone sécurisée de conformité PCI

Païement par carte de crédit

Numéro de paiement

1-1-19283

Date de paiement

16 février 2019

Total du paiement

100,00 CAD

Informations du profil

Ab mba

2500, boulevard Université

Sherbrooke QC J1K 2R1

\$19-\$21-\$000

jrandiva@gmail.com

Détails du paiement

Type de carte *

--Veuillez choisir--

Numéro de carte *

Date d'expiration *

01 / 2018

Numéro de contrôle

* Champ obligatoire

Retour

Payer maintenant

Accueil | Contactez-nous | Conditions d'utilisation | Politique de confidentialité

Je donne en ligne

STEP 3 :

1 Transaction
2 Renseignements personnels
3 Mode de paiement

CONNEXION

La Fondation

UNIVERSITÉ DE SHERBROOKE

Transaction

Affectation de votre don

École de gestion

Je désire que mon don soit anonyme

Montant du don

100,00 \$

Renseignements personnels

Nom

Prénom

Adresse

Code postal

Ville

Pays

Courriel personnel

Tél. résidence

Date de naissance

Matricule étudiant / diplômé

Informations supplémentaires

Commentaires

Commentaires

Mode de paiement

☐ Carte de crédit
☐ Virement bancaire
☒ Je désire un reçu fiscal.

← Précédent
Suivant →

Consentement à la communication de renseignements

Vos renseignements personnels sont confidentiels et en sécurité. En autorisant La Fondation de l'Université de Sherbrooke à effectuer le prélèvement selon les renseignements ci-dessus, vous consentez également à ce que les renseignements contenus dans ce formulaire soient communiqués à l'institution financière, dans la mesure où cette communication de renseignements est directement reliée à cette transaction. Je reconnais que j'ai lu et que j'accepte les conditions de changement, d'annulation et de remboursement comme stipulé dans la présente autorisation.

Changement, annulation ou remboursement

Veuillez noter que nous ne remboursons habituellement pas. Pour toute question, préoccupation ou nécessité de discuter d'un remboursement, veuillez communiquer avec nous.

La Fondation et Le Réseau de l'UdeS

Numéro d'enregistrement de La Fondation de l'UdeS

88818 8661 RR 0001

Temps restant à votre session : 21:33

Accueil | Contactez-nous | Conditions d'utilisation | Politique de confidentialité

Je donne en ligne

STEP 4 :

1 Transaction

2 Renseignements personnels

3 Mode de paiement

CONNEXION

La Fondation

UNIVERSITÉ DE SHERBROOKE

Renseignements personnels

☒ Personnel☐ Corporatif

Appellation*

Prénom*

Nom*

Pays*

Province*

Je n'arrive pas à inscrire mon adresse

No. civique*

Type de rue

Nom de la rue*

App. / bureau

No. app.

Ville*

Code postal*

Courriel personnel*

Confirmation courriel personnel*

Tél. résidence*

COMPTE (FACULTATIF)

☐ J'accepte de me créer un compte selon les conditions d'utilisation.
[Pourquoi créer un compte?](#)

Informations supplémentaires

Informations supplémentaires

Date de naissance*

La date de naissance nous permettra d'associer votre don au bon dossier dans notre système.

Matricule étudiant / diplômé

← Précédent

Suivant →

Numéro d'enregistrement de La Fondation de l'UdeS
88818 8661 RR 0001

Temps restant à votre session : 24:26

Accueil | Contactez-nous | Conditions d'utilisation | Politique de confidentialité

Je donne en ligne

TRAFFIC SOURCES ON THE FOUNDATION'S WEBSITE FROM JANUARY 1st TO DECEMBER 31st 2018:

	Acquisition			Comportement			Conversions		
	Sessions ↓	% nouvelles sessions ↓	Nouveaux utilisateurs ↓	Taux de rebond ↓	Pages/sess... ↓	Durée moyenne des sessions ↓	Taux de conversion de l'objectif 1 ↓	Réalisation de l'objectif 1 ↓	Valeur de l'objectif 1 ↓
LaFondation	21 516	34,67 %	7 460	36,04 %	7,12	00:09:08	0,59 %	126	0,00 \$CA
1 Organic Search	13 318			30,38 %			0,63 %		
2 Direct	4 805			47,80 %			0,44 %		
3 Social	1 749			56,60 %			0,00 %		
4 Referral	1 201			31,56 %			1,75 %		
5 (Other)	443			9,48 %			0,00 %		
6 Display	0			0,00 %			0,00 %		
7 Email	0			0,00 %			0,00 %		
8 Paid Search	0			0,00 %			0,00 %		

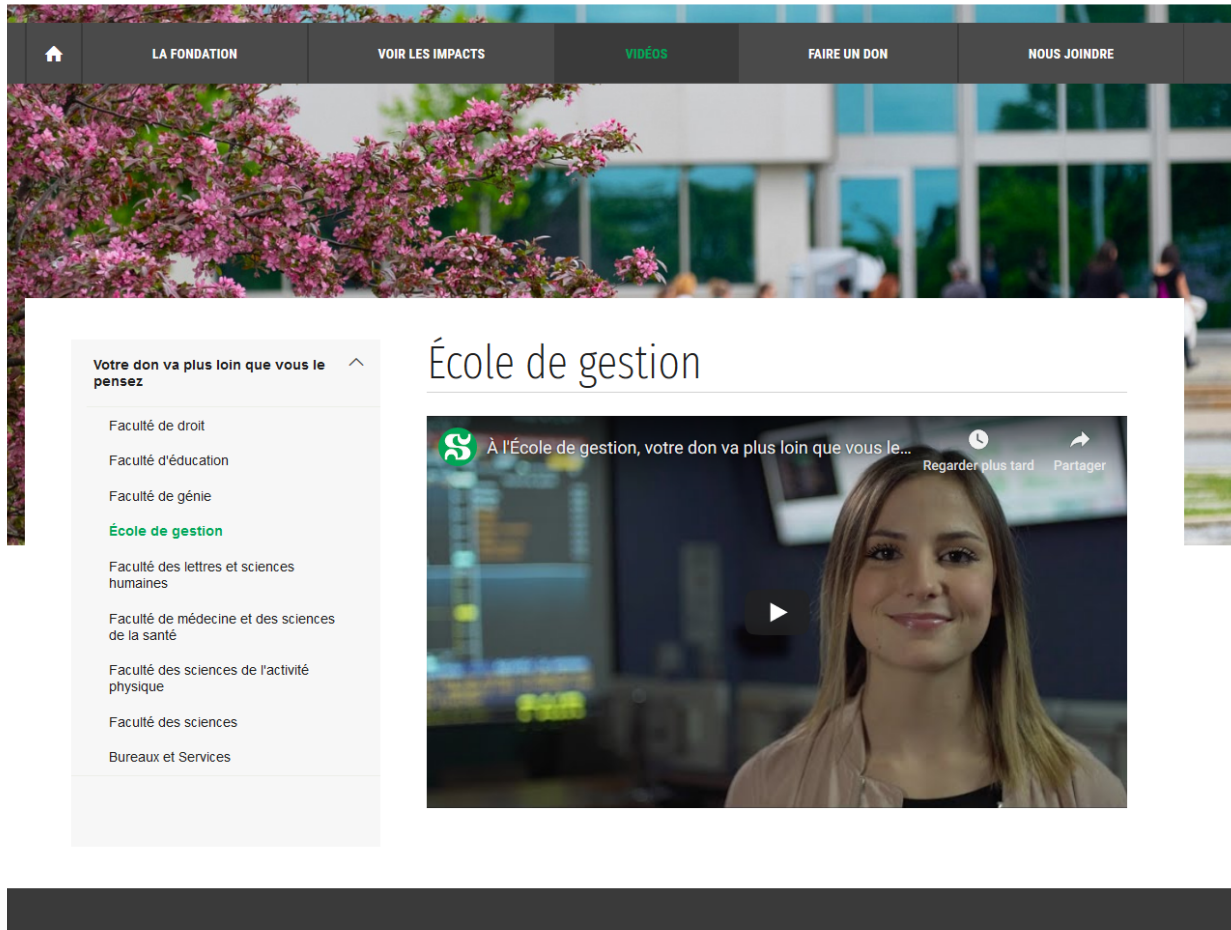
	Acquisition			Comportement		
Réseau social ?	Sessions ? ↓	% nouvelles sessions ?	Nouveaux utilisateurs ?	Taux de rebond ?	Pages/session ?	Durée moyenne des sessions ?
LaFondation	1 749 % du total: 0,02 % (10 405 651)	24,07 % Valeur moy. pour la vue: 31,21 % (-22,87 %)	421 % du total: 0,01 % (3 247 454)	56,60 % Valeur moy. pour la vue: 51,20 % (10,56 %)	6,75 Valeur moy. pour la vue: 2,81 (140,40 %)	00:12:50 Valeur moy. pour la vue: 00:03:15 (294,49 %)
1. Facebook	1 370 (78,33 %)	26,13 %	358 (85,04 %)	53,87 %	7,71	00:15:08
2. LinkedIn	316 (18,07 %)	19,94 %	63 (14,96 %)	66,77 %	3,60	00:05:01
3. Twitter	42 (2,40 %)	0,00 %	0 (0,00 %)	100,00 %	1,00	00:00:00
4. YouTube	21 (1,20 %)	0,00 %	0 (0,00 %)	0,00 %	3,00	00:06:14

VIDEOS :

This year the foundation has produced 9 videos (1 by faculty + 1 for the office and services) to talk about the donation fallout and the real impacts on the student life. The videos are broadcast on the foundation's websites : <https://www.usherbrooke.ca/lafondation/videos/>



Accueil / La Fondation



VISITS STATISTICS ON THE WEBPAGES INCLUDING THE VIDEOS FROM GOOGLE ANALYTICS:

Chemin de la page, niveau 4 ?	Pages vues ? ↓	Vues uniques ?	Temps moyen passé sur la page ?	Taux de rebond ?	Sorties (en %) ?
LaFondation	526 % du total: 0,00 % (29 205 127)	505 % du total: 0,00 % (23 349 485)	00:02:35 Valeur moy. pour la vue: 00:01:47 (45,35 %)	18,69 % Valeur moy. pour la vue: 51,20 % (-63,49 %)	79,89 % Valeur moy. pour la vue: 35,56 % (124,65 %)
1. /	253 (48,10 %)	253 (50,10 %)	00:03:14	27,16 %	83,40 %
2. /faculte-education/	84 (15,97 %)	84 (16,63 %)	00:01:41	0,00 %	75,00 %
3. /faculte-des-sciences-de-lactivite-physique/	63 (11,98 %)	63 (12,48 %)	00:01:21	0,00 %	66,67 %
4. /faculte-de-medecine-et-des-sciences-de-la-sante/	42 (7,98 %)	21 (4,16 %)	00:00:14	0,00 %	50,00 %
5. /bureaux-et-services/	21 (3,99 %)	21 (4,16 %)	00:00:00	0,00 %	100,00 %
6. /ecole-de-gestion/	21 (3,99 %)	21 (4,16 %)	00:00:00	0,00 %	100,00 %
7. /faculte-de-droit/	21 (3,99 %)	21 (4,16 %)	00:00:00	0,00 %	100,00 %
8. /faculte-des-lettres-et-sciences-humaines/	21 (3,99 %)	21 (4,16 %)	00:00:00	0,00 %	100,00 %

Afficher les lignes : 10 Accéder à : 1 1 à 8 sur 8

Ce rapport a été généré le 19/02/2019 à 11:09:35. - Actualiser le rapport

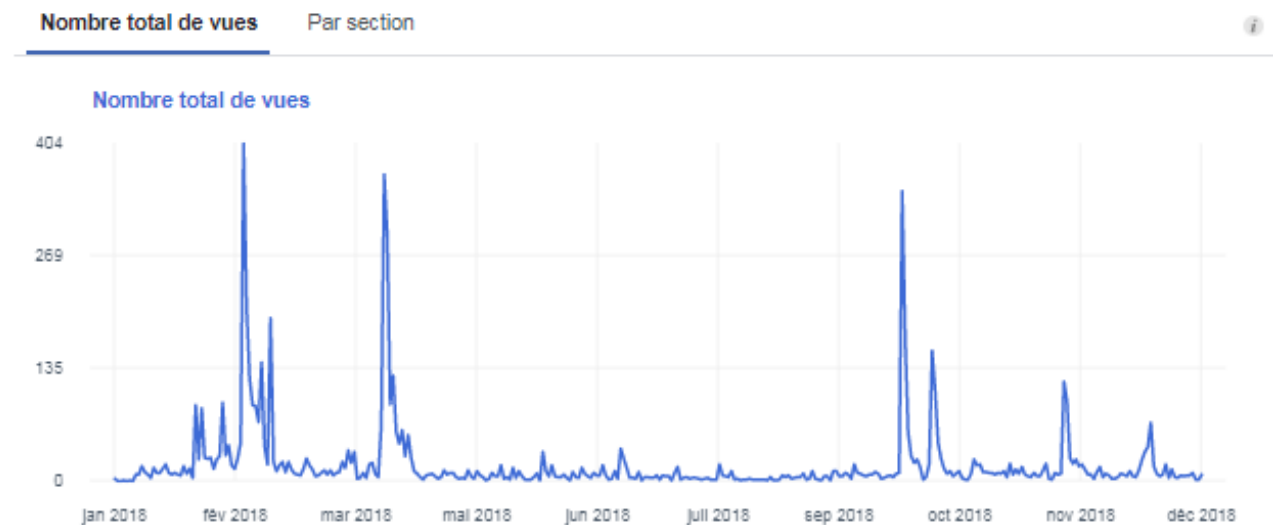
VIEWS FROM THE VIDEOS ON YOUTUBE:

VIDEO BY FACULTY	YOUTUBE VIEWS
Law Faculty	86 views
Education Faculty	53 views
Engineering Faculty	69 views
Buisiness School	43 views
Social Sciences Faculty	69 views
Medicine and Health Faculty	87 views
Sport's Science Faculty	22 views
Science Faculty	89 views
Office and services	550 views

GRADS FROM UNIVERSITÉ DE SHERBROOKE FACEBOOK PAGE

The Foundation don't own a Facebook page. Its news is published on the Facebook account of the University, the grads or the Vert & Or account. Here are some data from the Grads from University of Sherbrooke Facebook account from January 1st to December 31st 2018.

Total number of views

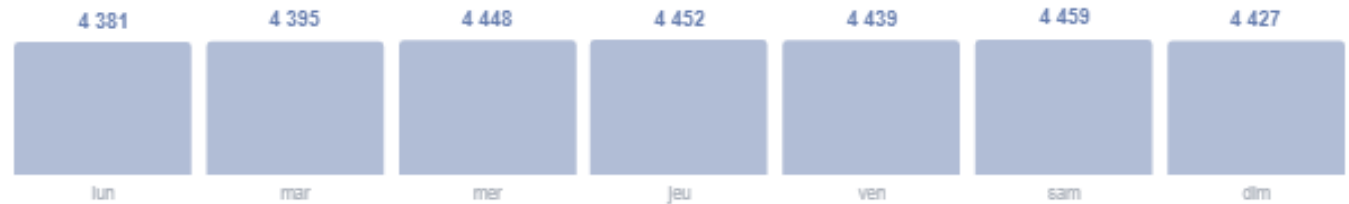


Total numbers of visits

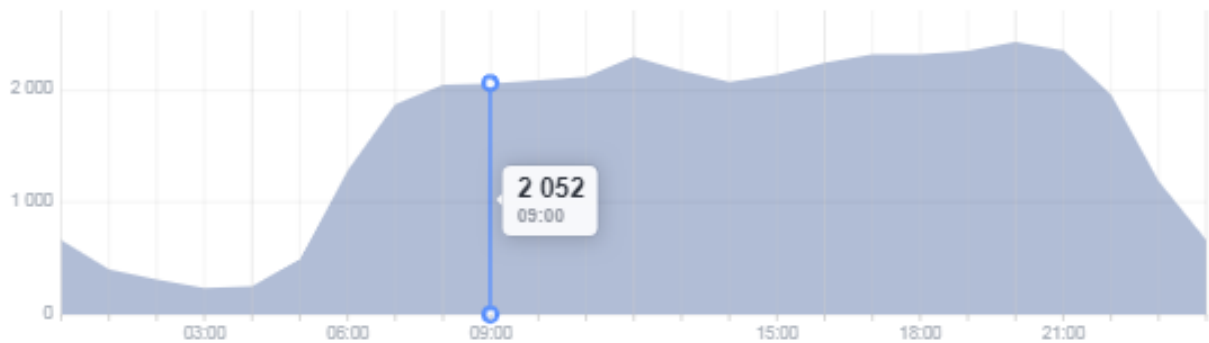


Données affichées pour une période récente d'une semaine. Les heures sont affichées dans le fuseau horaire de votre ordinateur.

JOURS



HEURES



Quand vos fans sont en ligne

Types de publications

Meilleures publications des Pages que vous surveillez

Performance des différents types de publications en fonction de la portée et de l'engagement moyens.

Voir toutes les publications ▼

Portée Clis sur la publication Réactions, commentaires et partages ⓘ

Genre	Portée moyenne	Engagement moyen
photo	3 612	829 70
Lien	2 669	87 39
Statut	1 939	81 27

■ Portée : Organique/Payée ▼
■ Clics sur la publication ■ Réactions, commentaires et partages ▼

Publié le	Publication	Genre	Ciblage	Portée 📊	Interactions	Promouvoir
15/02/2019 09:47	 #CouplesUdeS L'histoire d'amour de Marie-			1,3K ■	399 31 ■ ■	Booster la publication
15/02/2019 09:06	 Les lutins de la Saint-Valentin sont passés			1K ■	43 22 ■ ■	Booster la publication
14/02/2019 16:00	 #CouplesUdeS L'histoire d'amour de Samuel et			4,6K ■	2K 131 ■ ■	Booster la publication
14/02/2019 14:00	 #CouplesUdeS L'histoire d'amour d'Aude et Simon			4,1K ■	830 114 ■ ■	Booster la publication
14/02/2019 11:09	 #CouplesUdeS L'histoire d'amour de Sabrina et			16,5K ■	4,6K 354 ■ ■	Booster la publication
12/02/2019 14:00	 Nicolas Boulay (Administration 2013)			1,7K ■	38 6 ■ ■	Booster la publication
12/02/2019 09:22	 Appuyé par ses connaissances			1,5K ■	18 18 ■ ■	Booster la publication
11/02/2019 10:24	 Merci à la Famille J.R. André Bombardier pour			1,9K ■	34 14 ■ ■	Booster la publication
11/02/2019 09:37	 Dans le cadre de la Journée des femmes et			1,8K ■	17 6 ■ ■	Booster la publication
10/02/2019 16:00	 Jean-Louis Fabi (Administration 1979),			3,5K ■	98 51 ■ ■	Booster la publication