

How UNF beat its Giving Day goal by more than 1,000 donors

Overview

The University of North Florida's Annual Giving team has turned Mongoose from a lightly used tool into a coordinated, strategic texting program. It now supports Annual Giving, Alumni Engagement, Athletics, and other partners, on Giving Day and all year.

INSTITUTION	Public university
LOCATION	Jacksonville, FL
DEPARTMENT	Annual giving
TEAMS	Annual Giving, Alumni, Athletics
CHANNEL	Text

The challenge

Mongoose was already in place, but there was room to use it more consistently and strategically. When Jean Lipsky, Assistant Director for Annual Giving, took over the platform, the question was relevance: how to reach tens of thousands of people personally while protecting response rates and relationships.

- A lightly used, ad hoc program
- Tens of thousands of constituents
- Needed relevance without opt-out risk

Why Mongoose

The team built an audience-first approach to every campaign. For Giving Day, that meant 30+ segmented lists with messages tailored to each donor's history and college. Smart Messages added performance insight, and dedicated inboxes for Alumni Engagement and Athletics gave each audience a consistent number.

5,884

Giving Day donors against a goal of 4,750, UNF's strongest Giving Day yet.

“I was not sending the same message to everyone. If someone previously donated to Giving Day for a specific college, they received messaging for that college. I love that we can truly personalize messages with Mongoose.”

JEAN LIPSKY · ASSISTANT DIRECTOR FOR ANNUAL GIVING

A record-breaking Giving Day

“Among the gifts we were able to track through text, nearly half were \$100 or more,” said Olivia Newsome, Director for Annual Giving, “demonstrating that thoughtful, targeted text outreach can drive both participation and meaningful giving.”

1,134

donors over the Giving Day goal

~50%

of text-tracked gifts were \$100 or more

40,000+

Giving Day messages sent

<1,000

opt-outs during Giving Day

01

Segmentation that protects relationships

By staying disciplined about who gets which messages and why, UNF kept opt-outs low. “If it’s specific to them, they know you’re paying attention,” Olivia said.

03

Big sends and one-offs

Other platforms needed a list just to send a message. “In Mongoose, it’s easy to do big things, and it’s easy to do small things,” Olivia said. Staff follow up with individuals as easily as large audiences.

02

Year-round campaigns

UNF also texts for event invitations, fiscal year-end, Giving Tuesday, and stewardship. A 652-person Giving Tuesday campaign earned a 4% reply rate, and sent-message views make follow-up lists easy.

04

Hours saved with a CSM

The team was manually comparing Giving Day lists to avoid overlap. Their Customer Success Manager pointed them to built-in prioritization that deduplicates automatically, saving hours.

“

LOOKING AHEAD

UNF plans to pair texts with portfolio outreach, like a text after a missed call, and to track link clicks to see text’s full influence, even when no one replies.

“Whether someone clicks the link right away or not, the message is there in front of them, at the right moment. That visibility has real value for our overall engagement strategy.”

Jean Lipsky

Want to see what segmented texting could do for your giving day?

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