



NC State University Wolfpack Club Raleigh, NC

& The One to One Group

Partnership with a leading university's development group in support of athletics.

"This year's new student membership campaign exceeded our wildest expectations. By using personalized URLs and emails to support the direct mail campaign, our partners at One to One DocuSource helped us to achieve results we've never seen from this segment. With memberships still coming in, we are currently up by roughly 20% over last year and best of all ... the number of four year memberships has more than doubled!"

Media Hooks
Associate Director
NC State University Student Aid Association

CUSTOMER

North Carolina State University Student Aid Association, also known as the Wolfpack Club

CHALLENGE

Increase the number of student memberships sold to the incoming freshman class

SOLUTION

- Use variable data driven dialogue and messaging
- Use an integrated multi-touch appeal with print and email
- Employ the use of personalized URLs and micro site to quickly convert prospects into leads and/or sales.

RESULTS

- 26% click through rate to the pURL site.
- 5% overall response rate resulting in a 15% increase in new student memberships
- 100% increase in 4 year conversions over previous year

NEW STUDENT MEMBERSHIP DRIVE

The North Carolina State University Student Aid Association, also known as the Wolfpack Club, provides private financial support for student athletic scholarships and facilities at NC State University. Additionally, the Student Aid Association provides communication and services for all friends of Wolfpack athletics. All of the activities of the Association are done with the highest integrity for academic and athletic excellence and within the guidelines established by the University, the Atlantic Coast Conference, and the National Collegiate Athletic Association.

The Student Wolfpack Club is comprised of more than 2,200 students united by a common goal of supporting all NC State varsity athletic programs. Each year, this group attends all home sporting events, as well as numerous away games. The Student Wolfpack Club presence is felt at each athletic event. The organization is also a stepping stone for students to advance into the Wolfpack Club to support NC State athletics for many years to come. Student Membership is only \$30 per year, or \$100 as an incoming freshman for all four years.

Prior to engagement of The One to One Group, the Student Aid Association used a direct mail appeal to solicit new student members from the incoming freshman class of about 5,000 students. Previous direct mail campaigns to this audience consisted of one letter and reply device mailed to the incoming freshman class within three weeks of arrival on campus. The response rate and cost per dollar raised has always been well below similar membership drives to alumni.

The One to One Group immediately saw an opportunity to increase ROI by using a cross-media marketing strategy together with a variable data print solution. The strategy included the following:

- A highly variable, fully personalized, full-color appeal letter with pre-populated reply card. Both the letter and reply card included an invitation to reply online via a personalized URL (pURL).
- A similarly branded email appeal was launched within one day of the printed pieces arrival in the mail. The email was fully personalized and included variable hyperlinks to each prospect's pURL.
- The pURL site was constructed with the official "look and feel" of the Wolfpack Club. The pURL site included the following features:
 - ▲ A personalized VIP welcome page;
 - ▲ Compelling video from the Executive Director, Bobby Purcell;
 - ▲ The ability to "refer-a-friend" (a tool for the prospect to invite a friend into the pURL site via email)—students were encouraged to invite their parents, family, and friends to become members of the Wolfpack Club;
 - ▲ Pre-populated survey page to collect membership options;

- ▲ Site integrated with the client's e-commerce site (Authorize.net) to securely complete financial transactions;
- ▲ Automated custom reports were generated and emailed to the client on a daily basis throughout the campaign;
- ▲ Secure client login for access to the pURL campaign dashboard to monitor activity in real time.

The Wolfpack Club pURL site delivered remarkable results and received incredible feedback from the staff. Of the 5,356 new students who were solicited, 25% visited their pURL site and 169 (12%) of them referred a friend or family member to the site. In addition, 225 students, 16% of those who visited the site, were converted into new student memberships.

According to Media Hooks, Associate Director of the Wolfpack Club, "This year's new student campaign was by far our most successful. We doubled the number of new memberships from last year and most of them purchased the four year membership over the one year."

Screen Captures from the Wolfpack Club pURL Campaign

