

Fundraising Campaign Video

Colorado College



EXECUTIVE SUMMARY

Colorado College is a highly selective liberal arts college located in Colorado Springs. A large portion of the Colorado College endowment comes from alumni donations, often raised through donor drives. Colorado College partnered with historic rival University of Denver (DU) for a fundraising competition. The winner was based on number of alumni who donated during the competition.

Basing the competition on number of donors was particularly challenging for Colorado College, as the school had around 26,000 alumni, compared to University of Denver's 110,000 alumni. Colorado College hired Magneti, which has several alumni on the team, to produce video content to advertise the competition.



STRATEGY + RESULTS

Magneti decided to leverage the Colorado College vs. DU rivalry for the video content. The one-minute video highlighted Colorado College's ability to beat DU in any challenge — life, sports, fundraising or otherwise. Magneti team members directed the video, in addition to producing custom music.

Colorado College distributed the video, "[Hot Coffee](#)," via email, social media and their website. Within three days, the video reached 16,000 views on YouTube — around 75 percent of all Colorado College alumni. Colorado College Development Director Ron Rubin reported that the video, which was the entirety of campaign materials, resulted in 65x ROI. Colorado College also won the fundraising competition, with over 2,200 alumni (8.5 percent of the market) donating compared to only 1,140 DU alumni (1.0 percent of the market).

65x
ROI

Watch the video [here](#):



ABOUT MAGNETI

Magneti is a digital marketing agency based in Colorado. Our team of experienced and innovative marketers develop custom marketing strategies designed to grow organizations and tell their stories online. [Contact us](#) to learn how we can put our solutions to work for you.

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