

Pursuant helps Oregon State Athletics **ACQUIRE NEW MEMBERS**

Pursuant helped Oregon State Athletics plan and execute a campaign to capitalize on the upcoming football season to acquire new members

CLIENT PROFILE

Oregon State Athletics operates with the goal of making a positive difference in the quality of life, natural resources, and economic prosperity in Oregon and beyond. The department provides scholarship support and financial support of individual programs, pouring energy into student-athletes to drive a better university and alumni experience at Oregon State.

“Pursuant is a partner in every sense of the word. I appreciate our involvement with Pursuant because of their approach to the partnership. They have helped create a unique strategy for Oregon State Athletics based upon our specific goals and objectives, as opposed to a one-size-fits-all approach.”

- Shawn Heilbron, Senior Associate Athletic Director, Development

CHALLENGE

Oregon State had set a goal of doubling their membership base by 2012. They desired to increase membership outside of ticket-related purchases and wanted a dynamic, exciting campaign to engage fans philanthropically and encourage them to give.

SOLUTION

Pursuant planned a campaign centered around the opening day of college football season. The target was a microsite containing viral videos and a contextualized giving form to allow visitors to easily make a donation and become a member. A progress bar provided social validation that the campaign was making strides. Potential donors were directed to the site through email marketing, paid search advertising, social media updates, and radio advertising.

This push included a remarketing campaign that allowed visitors to OSU's web properties to be tagged and later served banner advertising on other sites they visited throughout the day, encouraging them to make their way back to the participation page.

697 NEW MEMBERS
in one week

11% GROWTH
of database

30% MEMBERS
new to database

Oregon State Athletics

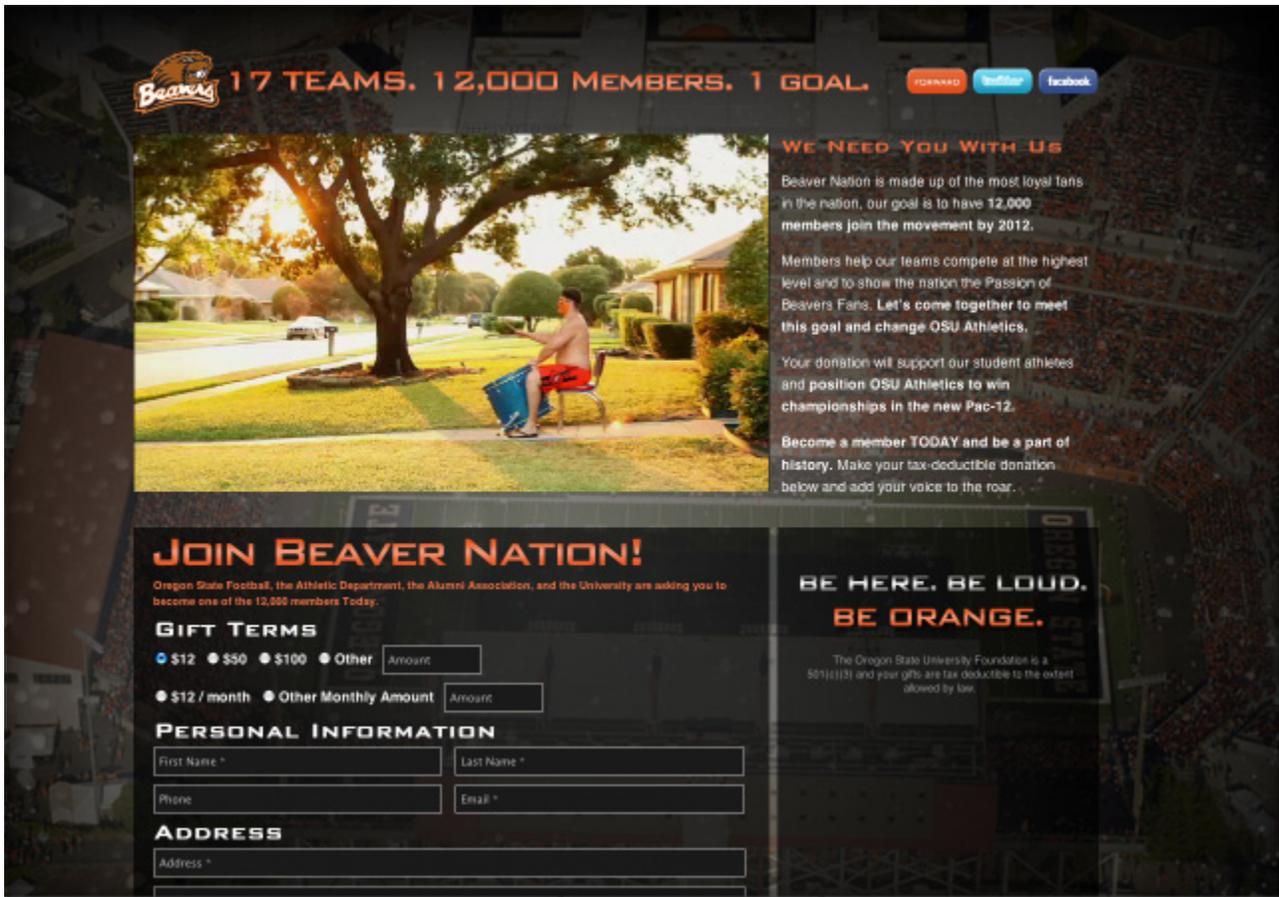
Pursuant also suggested a welcome series for new members to make sure that they were properly cultivated, thanked, and given more opportunities to connect and spread the word.

RESULTS

The campaign resulted in **697 new members**, resulting in **11% growth of the overall database**. Half of those came in the one-day push on Friday before the opening game, where there was **more than a 5% conversion rate**. **30% of the new members** were not previously in either the athletic or alumni database, and **33% of the new members** were from outside the state of Oregon.

This campaign gave Oregon State a strong first step towards the overall goal of doubling the member database by 2012 and was considered an overwhelming success by the school.

Visit the site at ourbeavernation.com to watch the video



17 TEAMS. 12,000 MEMBERS. 1 GOAL. [Twitter](#) [Facebook](#)

WE NEED YOU WITH US

Beaver Nation is made up of the most loyal fans in the nation, our goal is to have 12,000 members join the movement by 2012.

Members help our teams compete at the highest level and to show the nation the Passion of Beavers Fans. Let's come together to meet this goal and change OSU Athletics.

Your donation will support our student athletes and position OSU Athletics to win championships in the new Pac-12.

Become a member TODAY and be a part of history. Make your tax-deductible donation below and add your voice to the roar.

JOIN BEAVER NATION!

Oregon State Football, the Athletic Department, the Alumni Association, and the University are asking you to become one of the 12,000 members Today.

GIFT TERMS

\$12 \$50 \$100 Other

\$12 / month Other Monthly Amount

PERSONAL INFORMATION

First Name * Last Name *

Phone Email *

ADDRESS

Address *

BE HERE. BE LOUD. BE ORANGE.

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