

FUNDRAISING PARTNERSHIP

ADELPHI UNIVERSITY
Garden City, NY

Acquiring 1,000 New Alumni Donors and Triggering a \$100,000 Gift Challenge with Assistance from RuffaloCODY

Adelphi University in Garden City, New York, recently wanted to capitalize on an anonymous \$100,000 challenge gift targeting non-donor new acquisitions – and RuffaloCODY helped to deliver results ensuring that conditions of that challenge were fulfilled.

During the past decade, Adelphi has undergone a period of reorganization, growth and renewal. When Adelphi decided to partner with an outside provider for its phonathon program in 2004, it conducted an extensive bid review process. “We found that in terms of experience, service and reputation, RuffaloCODY won hands down,” said Dina Zydor, Annual Giving Specialist for Adelphi.

According to Zydor, RuffaloCODY helped Adelphi not only with tele-fundraising – but with other important aspects of development as well – such as honing its database. “We really have a handle on our database now, and much of that has been because of the RuffaloCODY phonathon program,” Zydor said. “We went from having about 55,000 alumni in our records to 83,000 alumni who we can now reach by mail or telephone.”

Spurred by the promise of a \$100,000 challenge gift from an anonymous donor in 2008, Adelphi turned to RuffaloCODY to plan, develop and execute a calling program designed to help acquire 1,000 new first-time alumni donors. “RuffaloCODY came up with the test segments; we tweaked the program together along the way; and we achieved our goal – securing the \$100,000 gift,” Zydor said.

“Going forward, we will pay special attention to these new donors, and our goal will be to retain and convert them into annual givers. In fact, our main focus for the next three years will remain new donor acquisition, with upgrading dollars as a close second,” said Zydor. “However, we also were successful with our LYBUNT/SYBUNT renewal program. RuffaloCODY was very instrumental in helping us reach both of these objectives.” Zydor credits the success of recent development initiatives to the nearly seamless interaction between Adelphi and RuffaloCODY. “Communication between our organizations is very easy, and feedback is provided rapidly. I've really had positive experiences with everyone I've worked with at RuffaloCODY. They really are like an extension of our own staff here, and they have become an integral part of our strategizing,” she said.

Zydor remains excited about future prospects, and although Adelphi's overall strategy will continue to evolve, she is sure that RuffaloCODY will remain an important part of the University's development plans. “With a program of this size, and its importance to our annual fund, why would we jeopardize it with anything less than we have come to expect from RuffaloCODY?” ■



PROGRAM HIGHLIGHTS

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Dina Zydor
Annual Giving Specialist
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