Texas Christian University

Case Study: How TCU tripled their Giving Day social ambassadors
Introduction

Texas Christian University has been running an annual Giving Day since 2014, and social media ambassadors have played an important part in their success.

In 2016 they were looking for ways to improve efficiency in recruiting and managing ambassadors. Using Hubbub’s technology, they tripled their numbers within a year.

This case study looks at:

1) The problems TCU identified when running their Giving Day ambassador program
2) How Hubbub Ambassadors helped them to improve the process of recruiting and managing ambassadors
3) The impact of these improvements on the results of their Giving Day
What were the main challenges you faced with your ambassador program?

We wanted to simplify recruitment of and communication with our ambassadors, and identified the following challenges:

- **Identifying the right ambassadors:** We wanted to recruit individuals who actively engage with TCU’s alumni social networks, but found it difficult to do so on a large scale. We had some success bringing in volunteers with whom we already had an offline relationship, but discovered that just because they are engaged with us doesn’t mean that they have a large social reach.

- **Managing communication:** Keeping all of our information in Excel spreadsheets and Word documents wasn’t very user-friendly. Ambassadors had to manually access it and copy it across to their social media platforms, and we were frequently asked for further help.

“"When managing any type of volunteers manually, there will come a point where you can’t manage any more volunteers without technology to make it simpler."”

Harmonie Farrow
Director of Loyalty Giving Programs
How did Hubbub help solve these problems?

The use of technology through Hubbub Ambassadors allowed us to:

- Identify the right ambassadors
- Make the signup process easier
- Make sharing fun with gamification
- Track our ambassadors’ performance
- Save time manually recruiting and managing ambassadors
- Increase the reach of our campaign

“Hubbub Ambassadors made us exponentially more efficient. Our volunteer base nearly tripled with the ease of using the platform. Recruiting new volunteers was twice as fast. We were also able to tell our volunteers how easy it would truly be - being able to share by just clicking one button.”

Harmonie Farrow
Director of Loyalty Giving Programs
The Solution

How did it work?

**Identifying potential ambassadors**

Combining our dataset with information from social media activity allowed us to identify the key influencers who would make the best ambassadors for our Giving Day.

**Reaching the ambassadors**

We reached out to the ambassadors we were already managing manually and asked them to sign up to our ambassador platform. We emailed LYBUNTs and SYBUNTs who graduated within the last 15 years, and had our existing ambassadors share a post encouraging members of their networks to become ambassadors.
The Solution

Sharing messages and resources with ambassadors

We shared the ambassador job description on the website as well as in the recruitment email. In advance of the campaign, we provided a library of images for the ambassadors to share easily. We also set up a content calendar with the messages and website links we wanted shared, a few weeks in advance.

When it was time for each message to be shared, all we had to do was copy and paste the text into the sharing box, immediately allowing our ambassadors one-click sharing ability.
Motivating ambassadors through gamification

A leaderboard allowed our ambassadors to track their performance in terms of click-throughs and money raised, and the prizes for our top social media ambassador really motivated them to get out and share! We saw a significant increase in awareness and activity on our social channels, as well as visits to our website.
How did social media help you grow your Giving Day ambassador program?

The efforts of our social media ambassadors are extremely important. Of the 1,088 gifts we received on “TCU Gives Day”, 899 were made online.

Our investment in social media as a marketing channel paid dividends in terms of the increase in gifts this year.

Our ambassador base nearly tripled due to the ease of using the platform, and recruiting new ambassadors was twice as fast.

We grew our Giving Day ambassador numbers from 65 to 185 in one year, without needing any additional resource, using Hubbub Ambassadors. It saved us time and we were also delighted that 90% of our ambassadors donated to our giving day campaign.

Harmonie Farrow
Director of Loyalty Giving Programs
Success in numbers

What difference did you see in this year’s results?

- Our ambassador numbers grew from 65 to 185
- Recruiting new volunteers was twice as fast
- 899 out of the total 1,088 gifts received were made online
- 13x Facebook views
- 2x Twitter impressions
Hubbub set themselves apart with their level of customer service, transparency and willingness to adapt to our needs. When we worked with them, they became true partners of ours; wanting to see TCU succeed as much as we do.

Harmonie Farrow

Director of Loyalty Giving Programs, TCU
We’re working with the best
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We’re working with universities of all sizes, adapting our technology and services to meet their individual needs.
Interested in finding out more about running a university ambassador program?

A friendly Hubbub representative would love to help!

REQUEST DEMO

What next?

Join us April 11th 2017 in Texas for our next

Hubbub Digital Giving Day

@ Texas Christian University

Register - it's free!