

CASE STUDY

Achieving Double the Fundraising Target for a Prestigious Private University

How Q1Media's digital media strategy helped to drive incremental donations.

Campaign Quick Facts

238%

Campaign Goal
Achieved

\$900K+

In Donations
Generated YoY

192%

Higher CTR than
Industry Average

300K

Impressions in
Under One Month



Here's what our client has to say:

Working with Q1Media was a great experience. We had long wanted to expand our digital outreach, and Q1 provided valuable expertise, managed all logistics, and was incredibly responsive throughout the process. Our digital efforts led directly to gifts, and Q1's reporting allowed us to show leadership the value of this investment. With this reporting and trackable donor conversions, we fully expect to partner with Q1 again...



About the Client

A large private university in the Southeast committed to delivering high-quality academic programs and fostering connections with students, alumni, and the broader community.

The Campaign Goal

Strengthen alumni and donor engagement for long-term fundraising growth and increase annual Giving Day donations to \$400K, surpassing the previous year's \$166K total.

Strategy

Given that Giving Day is a single-day fundraising event, Q1Media recommended launching the campaign several weeks in advance to build awareness and engagement, with heavier delivery the day before and on the day itself. This campaign utilized paid social media and website retargeting, along with list matching, to reach their specific audience. The audience included a list of more than 60,000 alumni and former donors, which was ingested into Meta for both banner and video campaigns. Q1Media suggested site retargeting to reach visitors of the Giving Day landing page, ensuring the university remained top-of-mind until the event.

To optimize engagement, the creative assets reflected the university's brand while highlighting the urgency of participating in the event. Successful engagement also came from targeted messaging adapted for multiple audience segments, including recent graduates, long-time alumni, and past donors, to create relevance across the donor base. Additionally, Q1Media developed a strategic campaign delivery approach to maintain steady audience exposure in the weeks leading up to the event, with targeted creative rotations and a concentrated push in the final 48 hours to maximize reach and encourage last-minute donations.

Results + Success

The campaign was a huge success, achieving **238% of the donation goal and** generating more than **\$900,000** in contributions. This was the university's first year incorporating a **digital strategy** into its Giving Day efforts, and the performance demonstrated the significant impact. The campaign garnered over 300,000 impressions during its three-and-a-half-week flight. Additionally, Meta Video delivered a **2.92% CTR**, a **192% higher CTR than the industry average**, driving strong engagement throughout the campaign and supporting the record-breaking fundraising results.