

Why gamify?

Encourage user engagement and experience

- Capitalize on competitiveness, mastery, sociability, achievement, and status
- All of this → MOTIVATON!
 - Encourages behavior change and promotes desired attitudes

Used across industries

Hospitality, retail, finance, healthcare, education, media



Internal school specific things

- Deans get pied
- Shave a head or a mustache, etc





Motivates: faculty, staff, students



Student Philanthropy Month

- Top three funds for donors
- Top three funds for dollars

Student Philanthropy Month

OCTOBER 1 - OCTOBER 31

Get ready to join the competition!



Motivates: students

OUFD (faculty/staff & retirees)

- Top funds
- Most improved fund
- Top units trophy



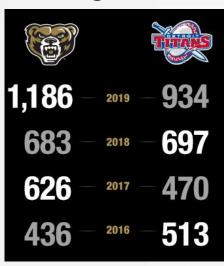
Motivates: faculty, staff, retirees



Giving Challenge

- OU vs. UDM for 5 years
- Based on number of donors
- Losing mascot had to wear other team's jersey at rivalry game

Motivates: alumni, fans, faculty, students, staff





It motivates until it doesn't...



Final 2020 score, which completed Jan. 31, 2020

Giving Day

- Matches (in advance & day of)
- Power hours
- Contests
- Board competition and trophy
- Less successful: DOP bingo



Motivates: donors, alumni, faculty, staff, students

Knock our socks off!

- What giveaways work for you and why?
 - Socks, beanies, pendants, flags, other?
- When, how, where, etc
- Dealing with FMV
- How it moves the needle
- Is it real philanthropy? Does it matter?
- Can you ever go back?





- What are you doing to gamify annual giving (not giving day)?
- How are you gamifying giving day?



The Rank Game of Gamification

What gamification strategies are most important for our donors?

Options: Giving as part of a group, Giving individually, Getting a prize (not \$) for giving, Getting more money for a designation by giving

1 Most Important

2

3

4 Least Important

Write In Other Strategy (and where you would rank it): _____



