



Giving Days & Gamifying Annual Giving

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Why gamify?

Encourage user engagement and experience

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

Used across industries

- Hospitality, retail, finance, healthcare, education, media

Examples of Gamification



Gamification at Oakland University

Internal school specific things

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



Motivates: faculty, staff, students

Gamification at Oakland University

Student Philanthropy Month

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



Motivates: students

Gamification at Oakland University

OUFD (faculty/staff & retirees)

- Top funds
- Most improved fund
- Top units trophy



Motivates: faculty, staff, retirees



Gamification at Oakland University



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

		
1,186	2019	934
683	2018	697
626	2017	470
436	2016	513

Gamification at Oakland University

It motivates until it doesn't...



Final 2020 score, which completed Jan. 31, 2020

Gamification at Oakland University

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?



Gamification across the state

- 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): _____



Thank You!

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