

Vanderbilt University Annual Giving Campaign

FALL INCENTIVE INITIATIVE



Vanderbilt University partnered with Follett for the second consecutive year to support their **Fall Incentive Campaign**, aimed at encouraging donor contributions to the university's Annual Giving program. This initiative provided meaningful, high-quality gifts to donors, enhancing their giving experience, and reinforcing their connection to the university.



Goal

The university sought to efficiently fulfill *incentive items for donors* contributing to the Fall Incentive Campaign. The primary focus was on *ensuring seamless operations, timely delivery, and outstanding items* to express gratitude and foster ongoing donor engagement.

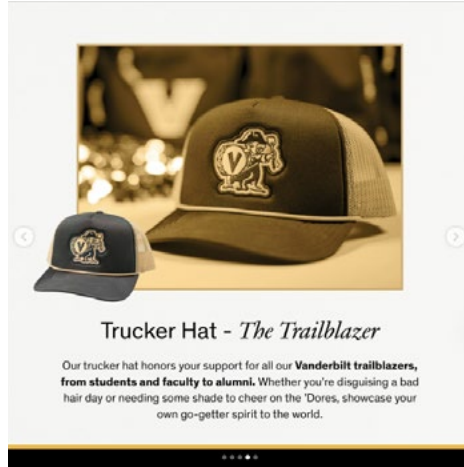
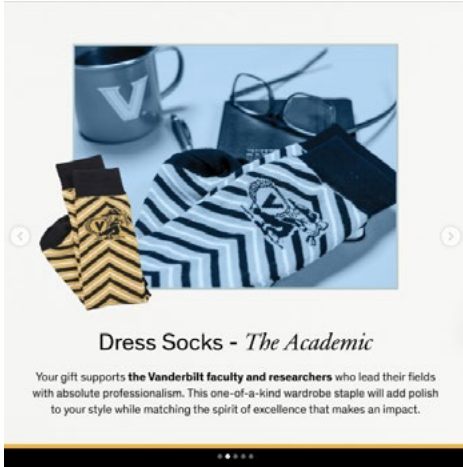
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“Follett has been a fantastic partner, delivering high-quality incentive items and dramatically improving our fulfillment process. Their flexibility and seamless support have enhanced our Fall Incentive Campaign, and we look forward to continuing this valuable partnership.”

— Sean Sawyer

Senior Associate Director of Stewardship & Operations

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Solution

Follett collaborated with Vanderbilt University to provide a **curated selection of incentive items**, including custom socks, a contemporary hat, and a limited-edition **Hatch Show Print**. The handcrafted letterpress poster features an excerpt from the Vanderbilt Alma Mater and celebrates Commodore history, the future made possible through donor support, and the university's 100-year partnership with the legendary design shop. The Follett team managed the entire process, from handling product sourcing and fulfillment to addressing last-minute adjustments, ensuring a streamlined experience.

Results

Follett demonstrated **exceptional adaptability, quickly accommodating changes and special requests** during the campaign, and as a result, the turnaround time for delivering donors gifts was significantly shorter compared to previous years. The Vanderbilt University team expressed high satisfaction with the overall experience and results.



Impact Highlights

The thoughtfully selected incentive items resonated with donors, strengthening their sense of appreciation and connection to Vanderbilt University. **Efficient fulfillment processes reduced delivery times** which **fortified trust and satisfaction among donors**. And Follett's ability to adapt and swiftly provide tailored solutions contributed to a more robust and collaborative relationship with Vanderbilt University.

This successful initiative underscores Follett's commitment to supporting higher education institutions in achieving their goals through personalized, impactful solutions.