

University Advancement Donor Portal

Content Strategy and Tagging

iSchool Capstone Project 2013
Special thanks to our sponsor, Michael Visaya,
along with the other Advancement staff

Our Challenge Was...

To research and recommend a plan for University Advancement to deliver personalized news content to donors.

UNIVERSITY ADVANCEMENT: A department at the UW that fosters relationships with stakeholders and donors to drive crucial private support for the University of Washington.

THE ONLINE DONOR PORTAL: A new outreach tool for providing donors with easy access to giving histories, important contact information, University news, and personal impact stories.

Our Answer Is...

To provide a formal action plan for collaboration between University Advancement and the many University news content providers.

THE METHODS WE USED: Researching the technical requirements, news content sources, current tags, tagging practices, and web feed capabilities of each content provider; interviewing and surveying stakeholders; and auditing and analyzing content.

THE DELIVERABLES WE PROVIDED: A communication and content contribution plan for each individual school; a set of tags for matching relevant news content items to donors based on their interests and affiliations; and a governance plan for managing these tags.

Our Impact Will Be...

To immediately promote awareness and buy-in for the project with a long-term outcome of improved donor relations.

THE IMMEDIATE RESULTS: We created awareness and achieved buy-in for the project from individual schools, and provided guidance on tagging and RSS feeds for schools currently investing in new websites and content management systems.

FUTURE OUTCOMES: Improved stewardship of donors at all contribution levels, and increased private financial support for UW.

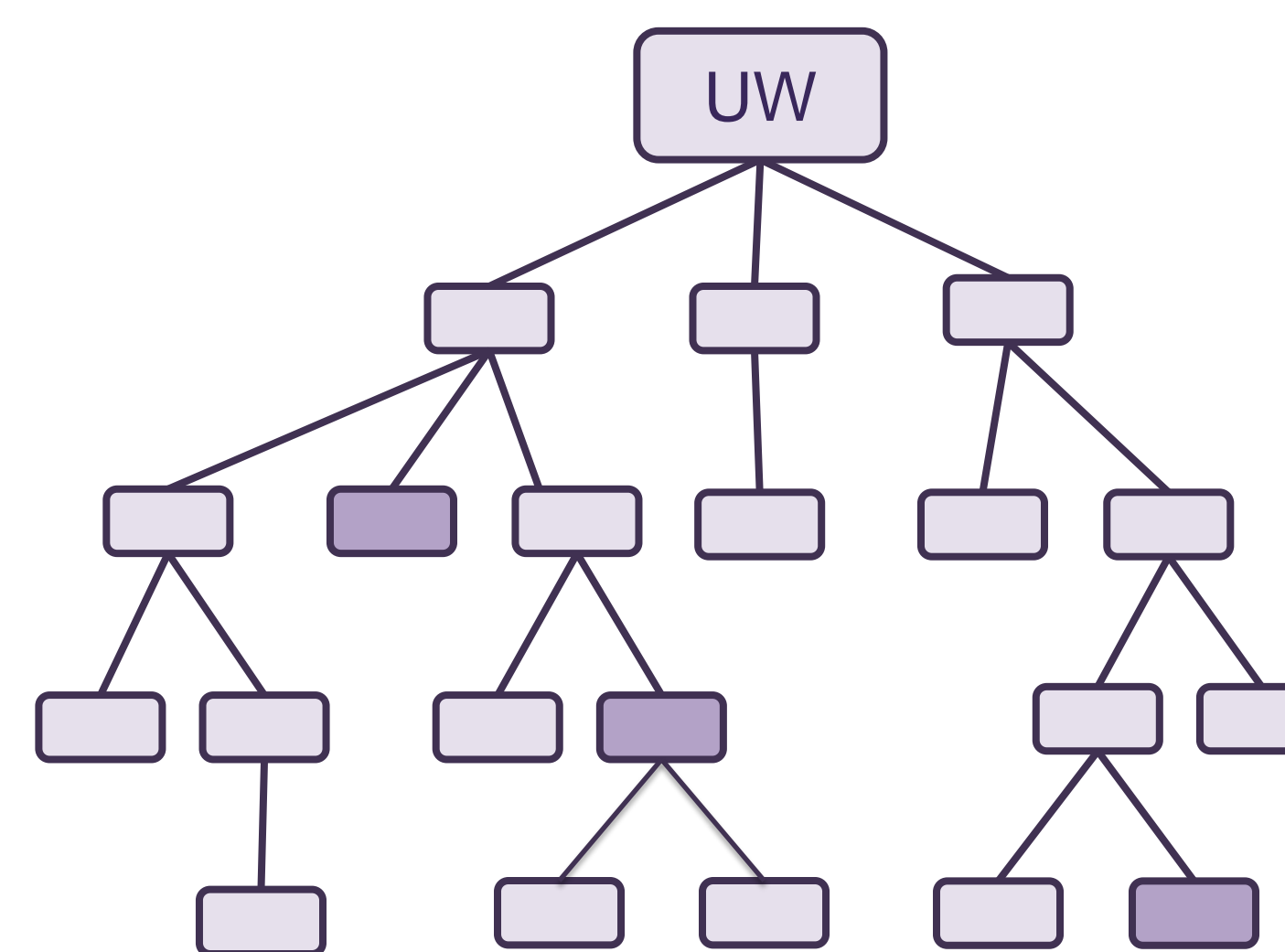
News content from UW Today and individual schools



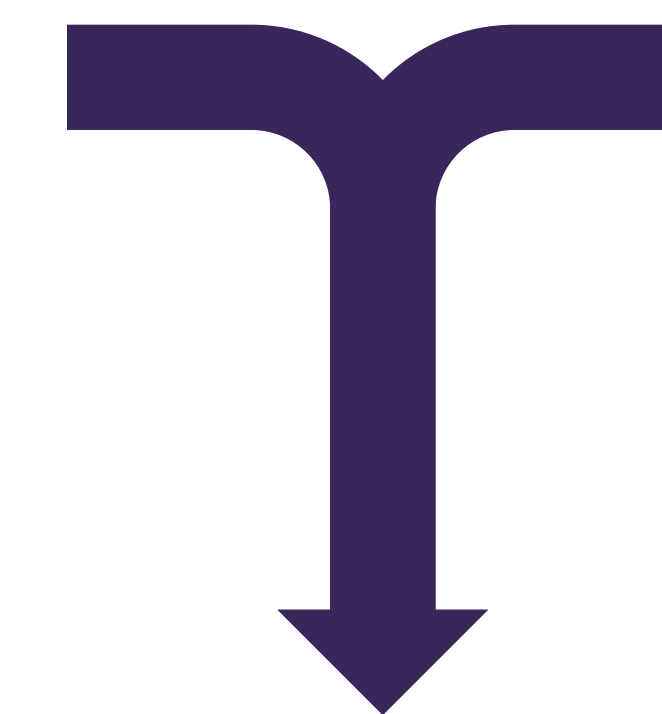
UW Donors



Content is tagged (by academic unit and/or topic), pulled via RSS feed, aggregated, and stored



Donor history and affiliations are stored in the UW's donor database



Donor history is matched with tagging structure to serve up personalized content in the donor portal

