

Mid West University: Modality Selling

Objective Determine how to increase Annual Fund gifts using modality selling.

Methodology Three phase communications by board members employing W&W's multi-modality messaging and "trigger" words.

Question *"In your opinion, where do you (see/feel/think) the University needs the most support from alumni?"*

ThoughtSCAN[®]

VERBATIMS

feel

think

see/envision

ThoughtScan Frequency

76

31

23

ThoughtTalk *"I think the University needs more financial aid."*
"It looks like we need to beautify the campus more."
"I feel that alumni need to get more involved mentoring."

Results The Executive Director of Advancement reported, "The W&W approach has had a significant impact here. We are ahead of last year at a time when our peers are down and giving electronically has doubled, literally."

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