

VIRGINIA TECH UNIVERSITY

# HOKIE CLUB FLAG PACK



*"I received the Hokie Club garden flag mailer in the mail and it is awesome! The folks on Twitter think it was a brilliant marketing idea too. Austin, you crushed this! Thank you for sticking with the Hokie Club and making this happen. I'm so grateful. You made my day! "*

## BRANDY BARROW

Stewardship Coordinator  
Virginia Tech Athletic Fund

## INTRODUCTION

Virginia Tech turned to DME Delivers to find a way to thank their donors for their contributions and continued support of the Hokie Club. DME has a long-running relationship with Virginia Tech. In working with VT Athletic Fund Stewardship Coordinator Brandy Barrow, we wanted to make sure we went above and beyond in satisfying their donors and season ticket holders while also potentially finding a solution that would have a viral impact.

## THE CHALLENGE

Nothing means more to donors, season ticket holders and fans than feeling appreciated. DME wanted to make sure that we found a premium gift that would accomplish that task. In dealing with promotional items and premium gifts, there are always random variables and unforeseen events that can figure into the equation to affect the overall execution or desired result. One of those potential obstacles was working with multiple Virginia Tech staff members during a very busy time for them.

One way that DME helped negate these types of potential issues was by building a strong line of communication with all parties involved. We want to make sure on any of our projects that no assumptions are made and nothing is left to chance. To ensure there was cohesiveness with the project, we placed a high priority on keeping all VT staff assigned to working on the project abreast of the timelines and expectations to alleviate potential conflicts and put minds at ease.

## THE SOLUTION

Our solution for the Hokie Club was a customized 8" x 5" full-color mailer packet that included a 12" x 18" garden flag. Based on our previous success with our flag packs, we believed that not only would the Hokie Club members be excited about this gift, but that it also had the possibility of being a viral sensation.

The flag packs were a huge hit with Hokie Club members. As soon as they arrived at each member's doorstep, there was an incredible reaction via social media. Hokie Club members were quick to post images of the garden flags in their yard. The positive

feedback on multiple social media channels toward the mailer, the flag, and Virginia Tech's recognition of Hokie Club members made the project a stunning success. Not only was there an excitement from members on receiving something so meaningful from VT, but there was also a renewed enthusiasm for the upcoming football and fall sports season as well.

In today's social media climate, DME has a firm belief that doing a project right from start to finish can result in a multitude of ways that the end user will show their appreciation and further promote the university's brand and messaging through their own media devices. This allows your members to become your marketers. It also serves the dual purpose of making current members proud to be affiliated with your brand while enticing non-members to come aboard.

## SUMMARY

The utilization of the flag pack to thank donors of the Hokie Club was not only a huge success in terms of the flag and the mailer itself, but also in terms of Virginia Tech receiving tremendous feedback and reception through various social media platforms. That viral reaction shined a bright light on the Virginia Tech Athletic Fund and allowed Hokie Club members to display their school pride in Virginia Tech in multiple ways.

Let DME customize a flag pack program for your school or athletic department to show you the impact it will have on your donors.

