

# OHIO STATE UNIVERSITY BUCKEYE CLUB BEAT BOX



### INTRODUCTION

DME Delivers engaged the Ohio State University Buckeye Club in conversation this past spring about putting together an appeals package for their students. As discussions evolved, OSU took a deeper look internally at several other potential programs DME offered. They shifted their focus from students to new members after discovering that one of DME's featured premiums was a perfect solution for their new member group.

### THE CHALLENGE

The Buckeye Club wanted to put its own spin on a DME classic by selecting the full-color and fully-customized Beat Box. DME had tremendous success utilizing the Beat Box program for the University of Texas Longhorn Foundation last year. This time around, DME would be embracing the challenge of delivering the same successful results by incorporating the Beat Box as a new member benefit for the Buckeye Club, as opposed to a student appeals program utilized by Texas.

DME Delivers Senior Business Development Manager Tye Edwards would work closely with Ben Waite, Director of Annual Giving for the Buckeye Club, to move quickly and efficiently in putting together the Beat Box program.

DME had familiarity in partnering on projects with Ohio State previously as we worked with the Buckeye Club in September of 2018 to put together DME's Mallsystem gift redemption program for their annual donor tailgate. DME provided any donor who attended the tailgate with a gift certificate featuring a unique code that could be used to redeem a gift of their choosing online. Based on the success of that donor tailgate and the accompanying Mallsystem program, DME wanted to build off of the positive feedback from that project with this subsequent program.

### THE SOLUTION

The Buckeye Club had pinpointed the Beat Box program as a new member benefit they wanted to adopt. For DME, the design, component selection and implementation of the program would be the focal point in moving the project forward.

DME put together a customized full-color box for each new member. Included in each box were eight Beat cups and a sheet of eight Beat stickers. The non-disposable Beat cups featured a different design for the seven home football opponents and the Buckeyes road rivalry game with the Team Up North. The

cups and stickers complemented the sharp design and colorful presentation branded on the interior and exterior of the Beat Box.

The Beat Box premium was delivered to the doorsteps of the new members of the Buckeye Club by the middle of July. One of DME's goals was to make sure that new Buckeye Club members had their Beat Box and components well in advance the 2019 Buckeye football season to build excitement and enthusiasm and to reward them for their membership.

### SUMMARY

When incorporating a new program or initiative, DME believes the results should match the anticipation. DME was able to achieve that through the Buckeye Club Beat Box premium by energizing the club's new members through this benefit. More importantly, the Beat Box was another reminder of the value Ohio State and the Buckeye Club place on their members. Let DME customize a Beat Box program for your school or athletic department to show you the impact it will have on your donor group.



Energized the club's new members



Sent well in advance to build excitement



Fully customized product and packaging