RaiseMe

Prepared for Capture Higher Ed User Conference

January 2018

Miles Hodge & Monica Bobadilla
Partnerships

RaiseMe & Capture: Shared Partners

University of Pittsburgh

SAINT ANSELM COLLEGE

IUPUI

GREENSBORO COLLEGE

ASBURY UNIVERSITY

AUGUSTANA COLLEGE

THE UNIVERSITY OF TENNESSEE KNOXVILLE

Colby

DOMINICAN COLLEGE

CONCORDIA UNIVERSITY TEXAS

Syracuse University

Mount Aloysius College

TUSCULUM COLLEGE ESTABLISHED 1794

STETSON UNIVERSITY

1851 WESTMINSTER COLLEGE

RaiseMe

What We Do

Insights From RaiseMe Data

Results

Alignment & Partnership With Capture

RaiseMe

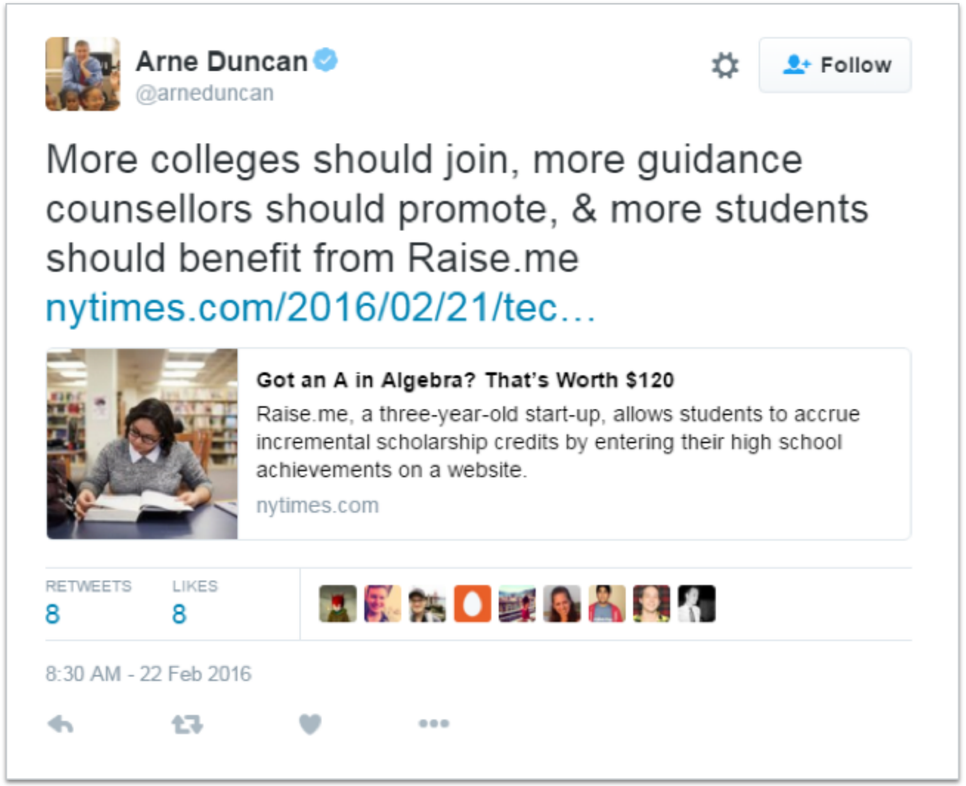
What We Do

RaiseMe

RaiseMe Overview

RaiseMe is a social enterprise focused on motivating high school students through financial aid earlier on, and deepening relationships between students & colleges starting as early as the 9th grade.

We have worked in partnership with the White House's *Reach Higher Initiative,* been supported by the former secretary of education, Arne Duncan, and received funding from the Penn Graduate School of Education and the Bill & Melinda Gates Foundation.



Graduate School of Education Penn GSE

REACH HIGHER

BILL & MELINDA GATES foundation

RaiseMe

The Problem with Scholarships Today

Impact only ***after*** the application decision has been made

Limited ability to influence the apply decision

RaiseMe

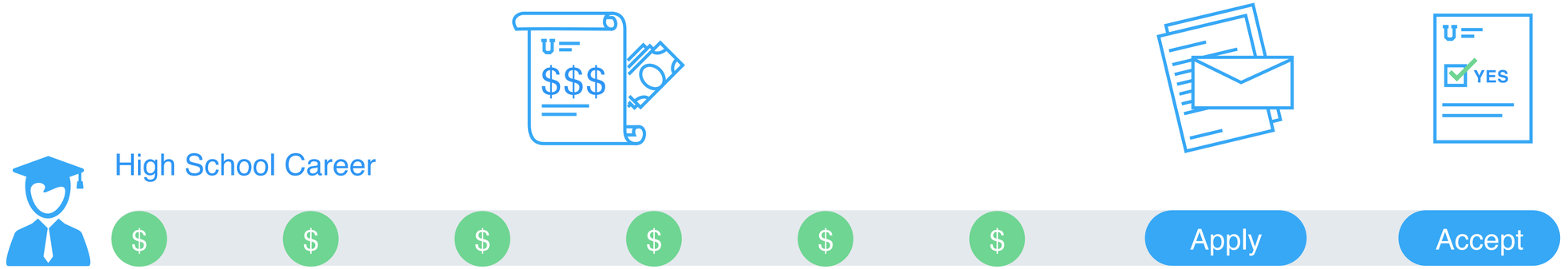
In the Words of Arne Duncan…

"If we save all our school money until 12th grade, well that's not when kids drop out. They drop out in 9th and 10th grade. They're gone. So ***you're preaching to a choir in 12th grade, but I want more kids in the choir****. I want more kids coming in your direction. So* ***the more you can pull this down and make it real and tangible****, it's hugely important."*

- Arne Duncan on RaiseMe, NACAC 2016

RaiseMe

A New Approach: Micro-Scholarships



$1,200
“A” in Calculus

$5,000
1450 on SATs

$250
Soccer Captain

$50
Campus Visit

“Levels the college playing field and paying field”

The New York Times

RaiseMe

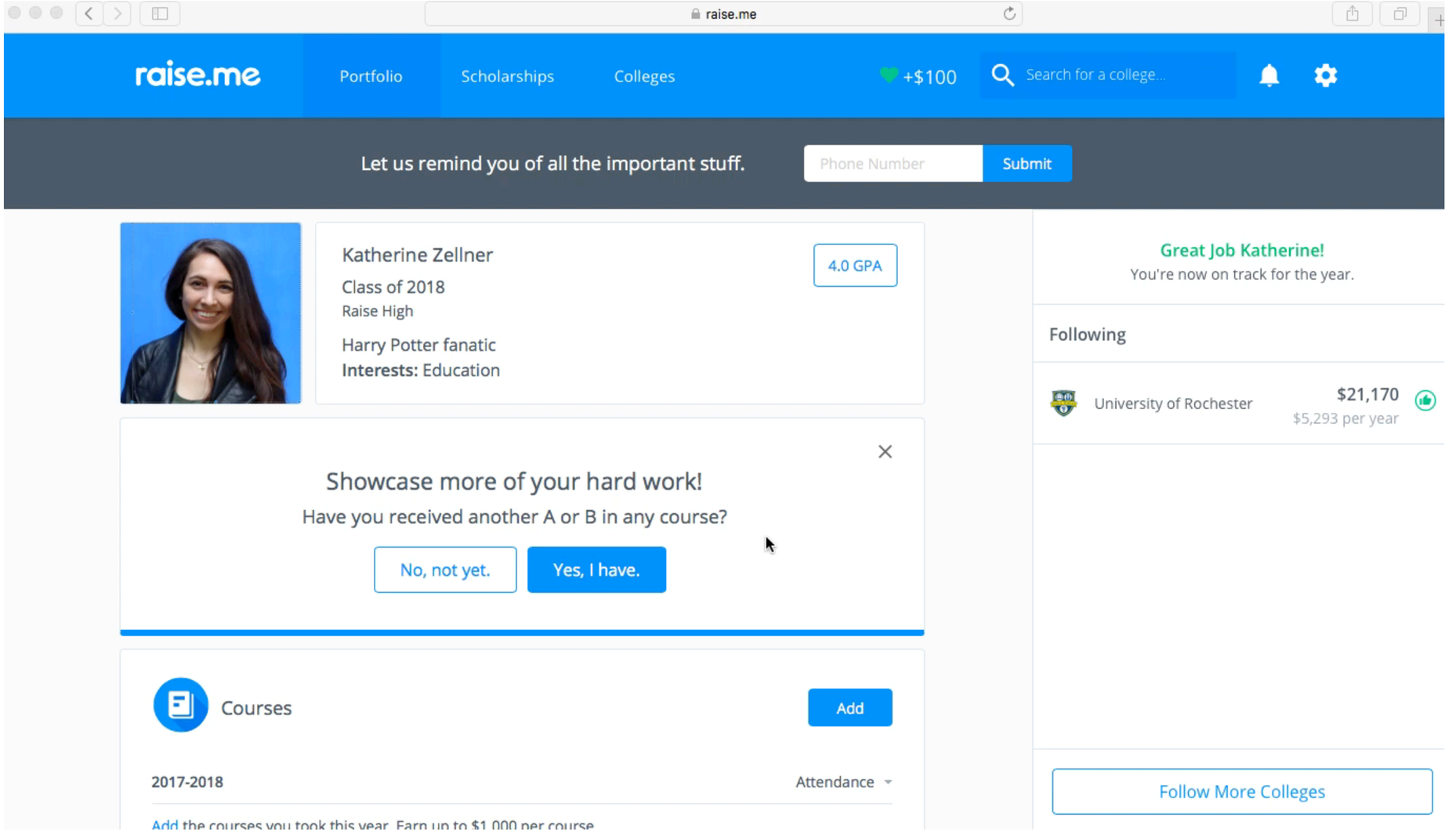
What We Know

RaiseMe is Built on a Foundation of Research around Monetary Incentives:

- Monetary rewards can increase student achievement
- Impact stays even with modest award amounts
- Rewarding inputs increases achievement more than rewarding outputs
- Awards need to be timely without delay

Gary T. Henry, Ross Rubenstein, December 2001, “Paying for grades: Impact of merit-based financial aid on educational quality"
Amanda Pallais, September 2007, Massachusetts Institute of Technology, “Taking a Chance on College: Is the Tennessee Education Lottery Scholarship Program a Winner?”
Kirabo Jackson February 2010, “Incentive-Based High-School Intervention & College Outcomes”
Lisa Barrow & Cecilia E. Rouse, August 2013 “Financial Incentives and Educational Investment: The Impact of Performance-Based Scholarships on Student Time Use"
Roland G. Fryer, Jr, April 2010, “Financial Incentives and Student Achievement: Evidence from Randomized Trials”
Steven D. Levitt, John A. List, Susanne Neckermann, Sally Sadoff, June 2012, “The Behavioralist Goes to School: Leveraging Behavioral Economics to Improve Educational Performance”

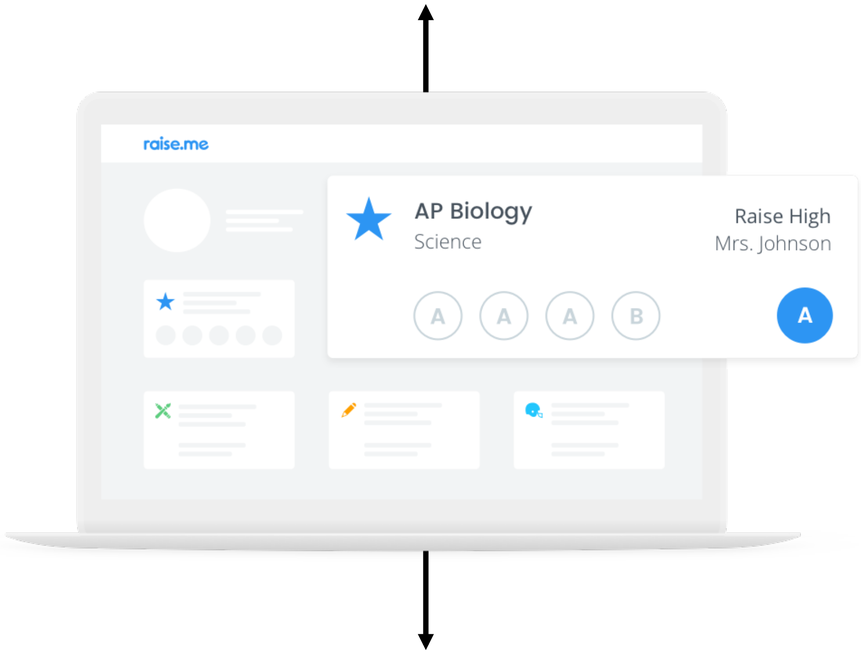
RaiseMe


raise.me
raise.me
Portfolio
Scholarships
Colleges
+$100
Search for a college...
Let us remind you of all the important stuff.
Phone Number
Submit
Katherine Zellner
Class of 2018
Raise High
Harry Potter fanatic
Interests: Education
4.0 GPA
Great Job Katherine!
You're now on track for the year.
Following
University of Rochester
$21,170
$5,293 per year
Showcase more of your hard work!
Have you received another A or B in any course?
No, not yet.
Yes, I have.
Courses
Add
2017-2018
Attendance
Add the courses you took this year. Earn up to $1,000 per course
Follow More Colleges

About RaiseMe

Strong Reception from Students, Colleges & Educators

Students



Colleges

1MM+

Student Users

265

College Partners

26K

Educators

BILL & MELINDA GATES foundation

REACH HIGHER

The New York Times

CNN

BuzzFeed

PBS

RaiseMe

Benefit to Students and Colleges

Students Benefit

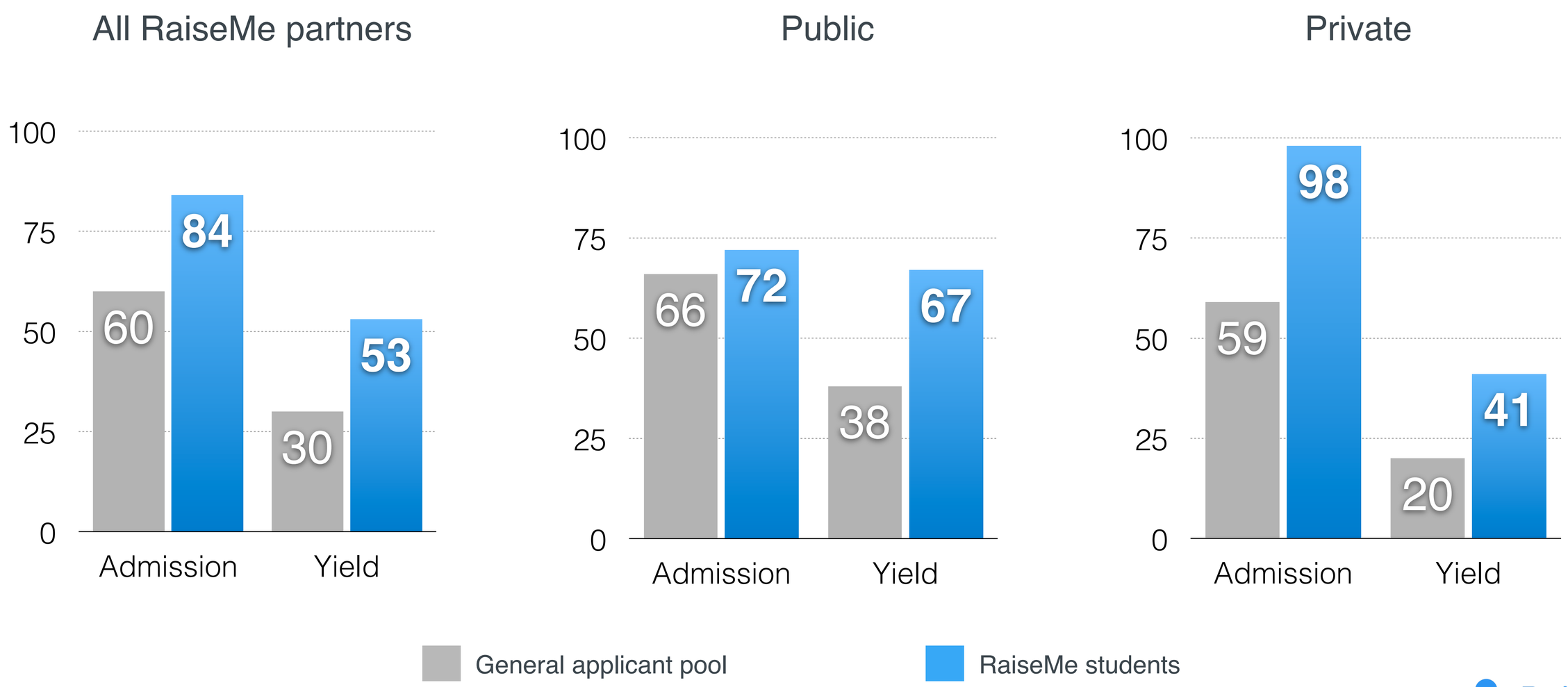
- Stay motivated, on track
- See path to affordability
- Discover the right college

Colleges Benefit

- Maximize impact of aid
- Earlier personalized engagement
- Student success

RaiseMe

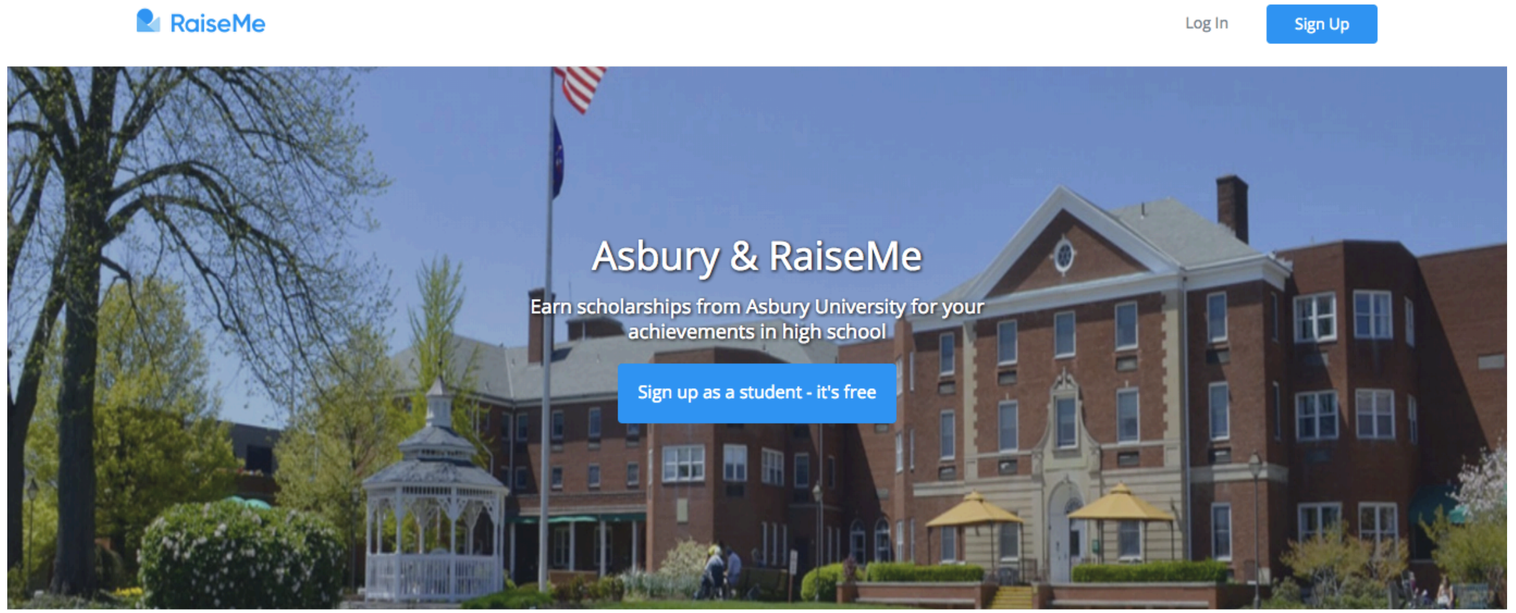
Aggregate Partner Results



RaiseMe

Custom Landing Page

www.raise.me/join/asbury



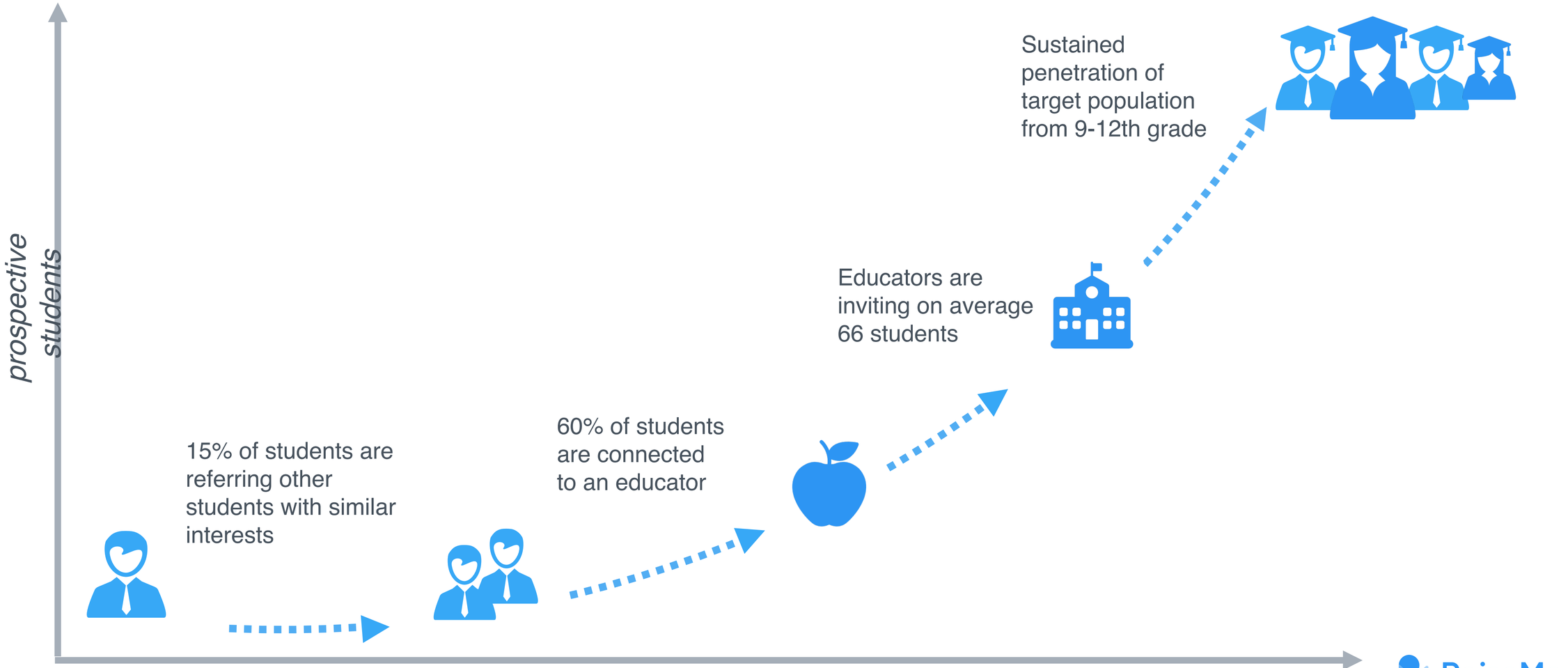
- ✔ Features co-branding
- ✔ Expedites sign-up process
- ✔ Captures student information
- ✔ Allows users to auto-follow your institution (and only yours)
- ✔ Produces higher application rate from join-page registrations

RaiseMe

How to Achieve Success

Long-Term Success

Students refer friends & counselors get invested, referring new students every year



RaiseMe

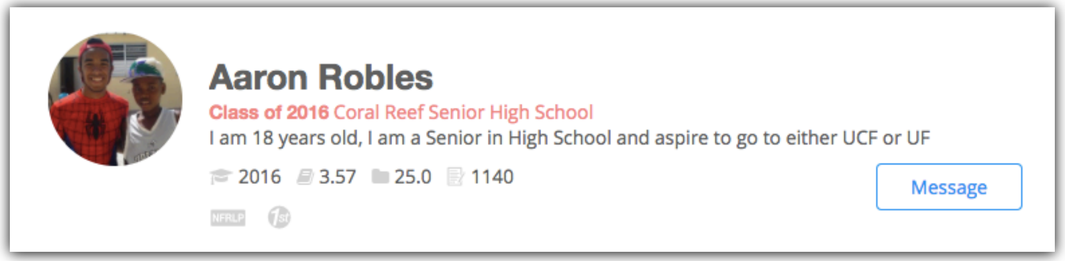
A High School Counselor's Perspective

*"We've got kids **starting younger**, we've got kids becoming more active, more excited to take more rigorous, **challenging coursework,** to do better, to **study harder**, because they know that eventually, those accomplishments will be rewarded in the form of dollars."*

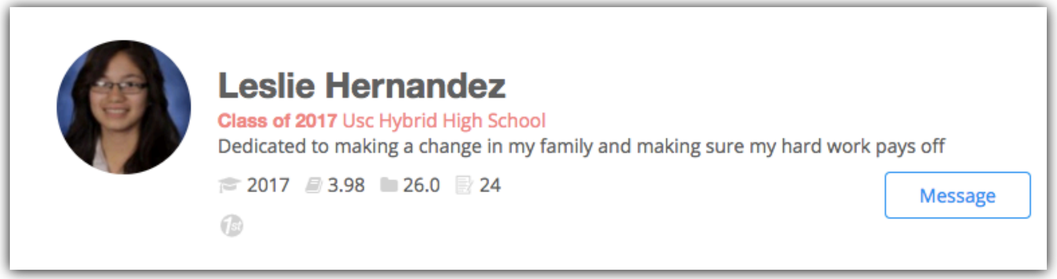
- High School Counselor in Florida

RaiseMe

What the Students Say



*"RaiseMe **opened my eyes** to my potential if earning college tuition money for completing high school with success. Every bit of money I earned **increased my confidence** in paying for college and also **reassured me** that I was **preparing myself for college** in the best way possible." - Aaron*



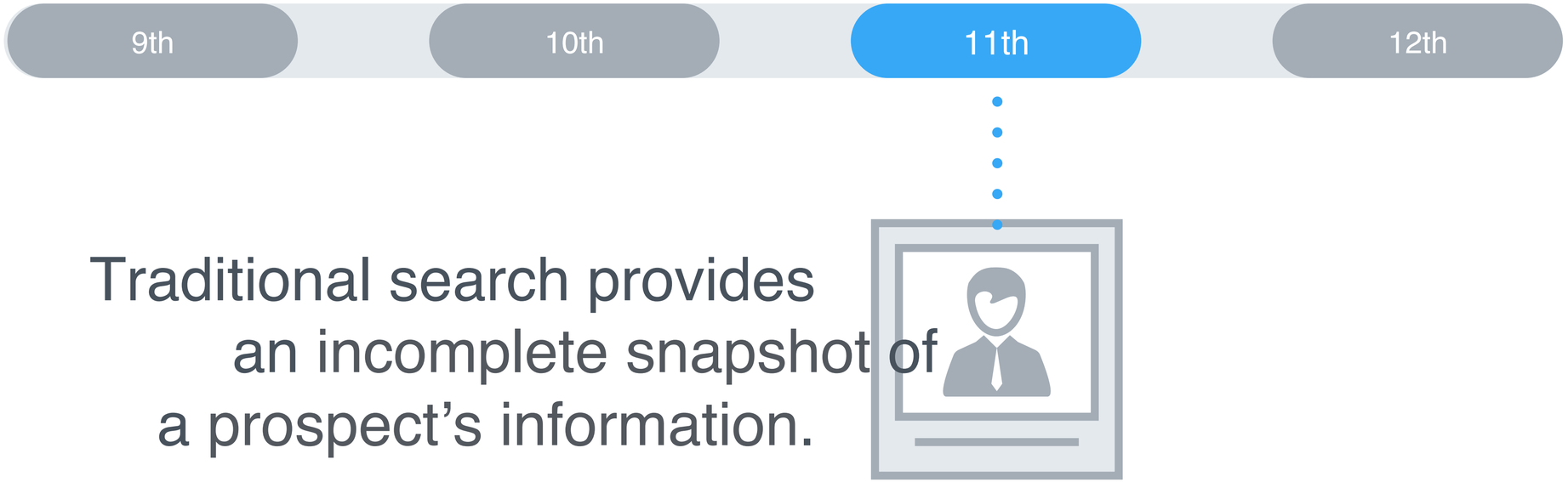
*"I didn't know that Rogers State University was a school **until RaiseMe showed it to me** and I **fell in love** with the school and now that I'm going I **couldn't be happier**."- Leslie*

RaiseMe

Insights From RaiseMe Data

RaiseMe

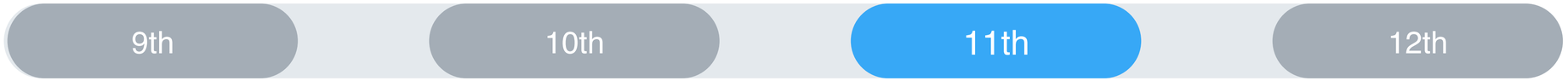
Static Inquiry



Traditional search provides an incomplete snapshot of a prospect's information.

RaiseMe

Static Inquiry



Traditional search provides an incomplete snapshot a prospect's information.

Only receiving information from that moment in time. Doesn't update.

Average search name is a second semester junior

RaiseMe

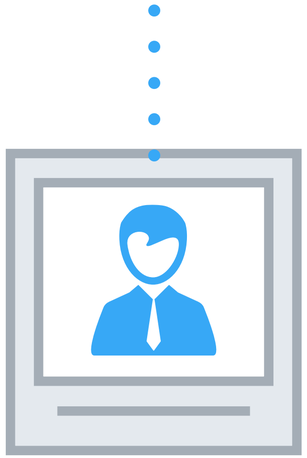
Dynamic Inquiry

9th

10th

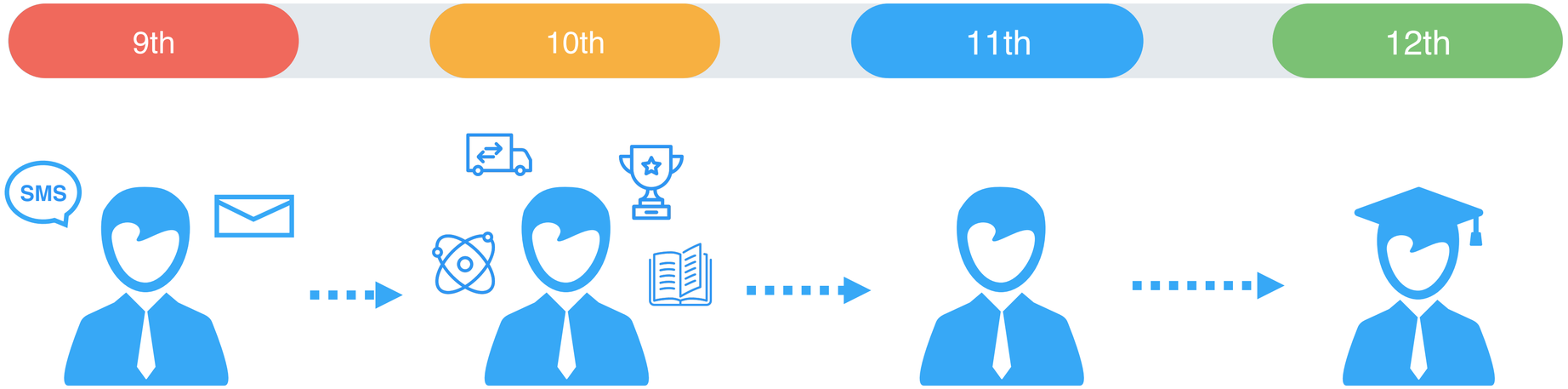
11th

12th



RaiseMe

Dynamic Inquiry



Leading with message of affordability and transparency as early as ninth grade.

Personalized communication based on dynamic interests, achievements, and information.

Motivating more students to persist and become qualified applicants.

Students engaged on RaiseMe are admitted and yield at higher rates

RaiseMe

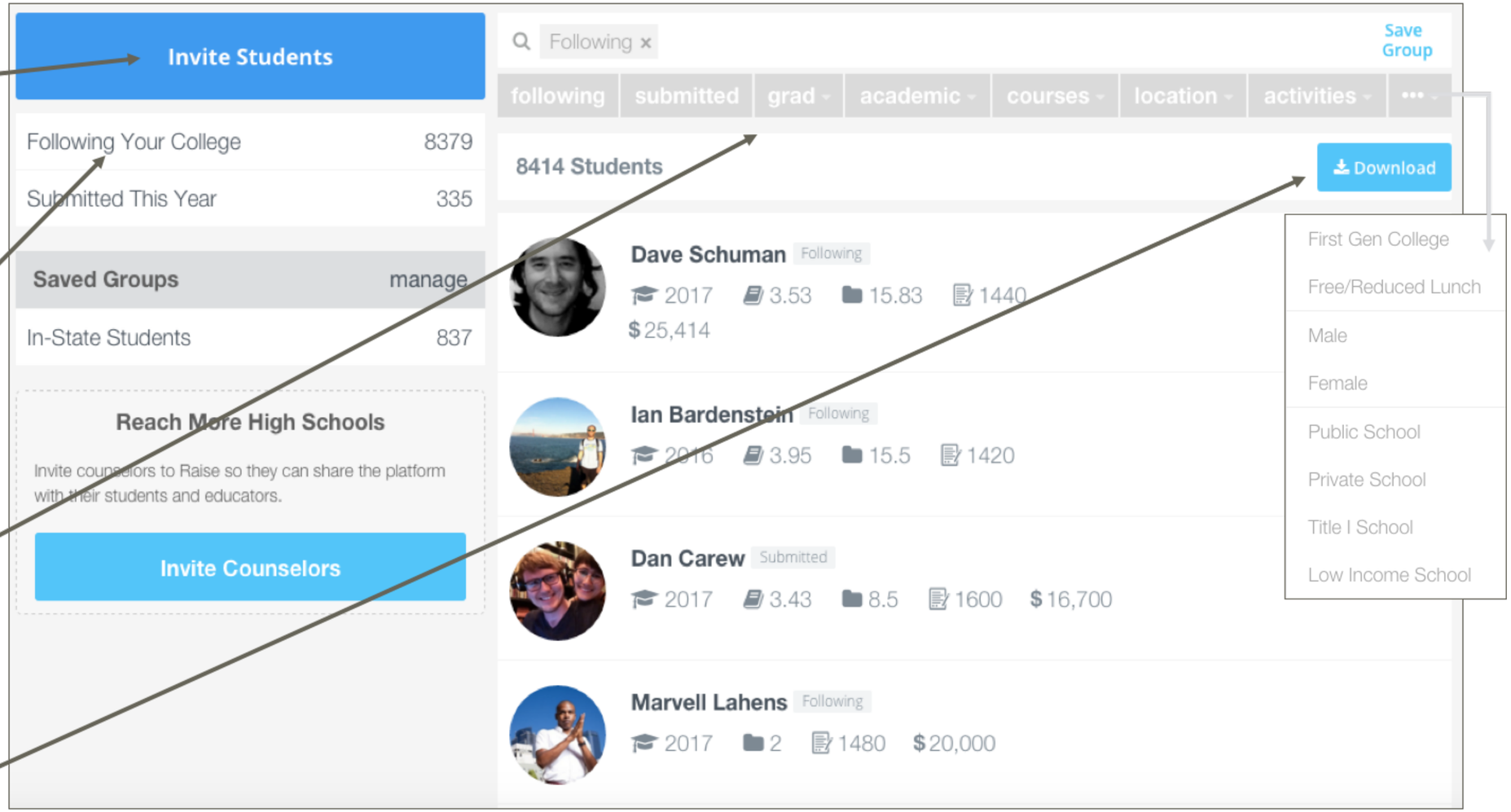
RaiseMe College Experience

Invite students and counselors to participate in Raise.me

Keep track of students following your school

Student search can be filtered by a number of categories

Ability to download data set of student information



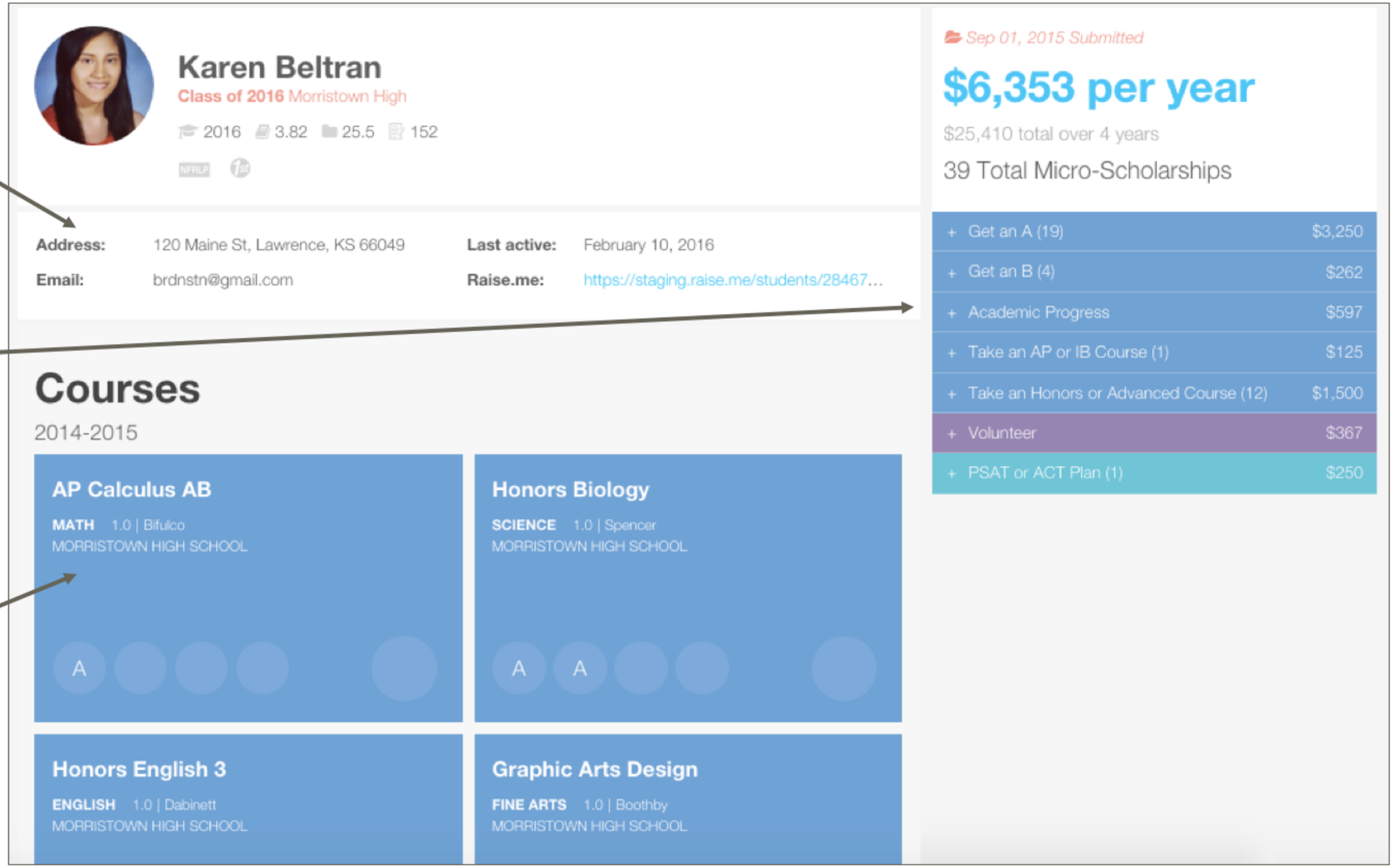
RaiseMe

RaiseMe College Experience

Student demographics and contact information

Breakdown of student earnings

View all student achievements, grades, and activities throughout high school



RaiseMe

RaiseMe College Experience

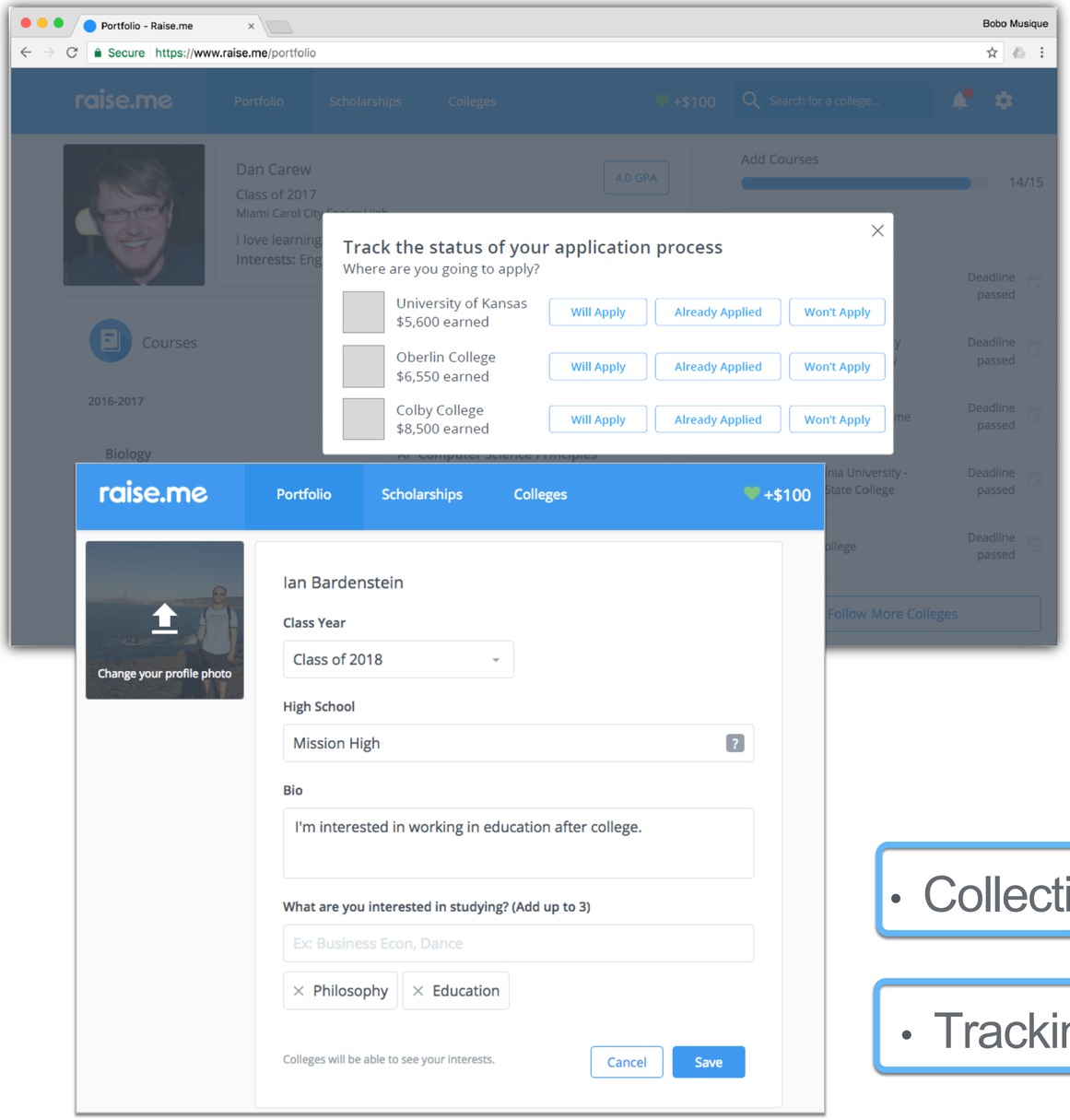
	A	B	C	D	E	F	G	H	I	J	K	L	M	N
1	First Name	Last Name	DOB	Email	Street Address	City	State	Zip	High School	CEEB	Graduation Year	Date signed up for Raise	Gender	Race/Ethnicity
2	Gary	Bardenstein	6/8/97	bobrien4444@gmail.com	1140 Springmont Cir	Lawrence	KS	66049	Cathedral High School, Indianapolis, IN 46226	171158	2016	3/17/14	M	White
3	Connor	Villar-Martinez	7/31/98	ggrasty@cfl.rr.com	15 Farr aveune	Dorchester Cente	MA	2124	Fike High, Wilson, NC 27893	220221	2016	5/1/14	F	Hispanic or Latino
4	Christopher	Salomon	2/17/99	natsinatsu@gmail.com	6512 Park Rd.	Charlottesville	VA	22903	Valparaiso High School, Valparaiso, IN 46385	470627	2016	5/28/14	F	Asian, Hispanic or Latino, White
5	Benjamin	Kerr	8/24/98	f77c0a6c@opayq.com	22 Federal Ct	Frederick	MD	21702	Harrison High School, Kennesaw, GA 30152	210535	2016	5/28/14	F	White
6	Seamus	Singh	12/22/98	lizisenberg1997@gmail.com	6042 Sierra Siena Rd	Morgan Hill	CA	95037	Centennial High School, Frisco, TX 75035	52042	2016	7/1/14	F	Asian
7	Noelle	Hypes	11/14/97	16eouimet@berwicksd.org	509 S Yantic Ave	Swansboro	NC	28584	South Mecklenburg High, Charlotte, NC 28210	343895	2016	8/31/14	F	White
8	Rochelle	Knight	5/27/98	julialeigh@att.net	809 Rosehill Dr	Noblesville	IN	46060	Northmont High School, Clayton, OH 45315	152615	2016	9/3/14	F	White
9	Shakira	Ravatt	9/10/98	cduffield16@loyolaprep.org	223 N 34th St	Atascadero	CA	93422	Blue Springs South High, Blue Springs, MO 64014	50165	2016	9/3/14	F	White, Hispanic or Latino
10	Hugh	ciaccia	9/14/97	tngreen55593@gmail.com	38 Whitehaven Dr	North East	MD	21901	Holy Spirit High School, Absecon, NJ 08201	210810	2016	9/15/14	M	White, Asian
11	Stephen	Carroll	1/21/98	jrcrowell@msn.com	2122 N Halsted St Apt 2	Indianapolis	IN	46236	Kent County High School, Worton, MD 21678	151710	2016	9/16/14	F	Black or African American
12	Nathalie	Franulovich	12/31/97	brynaisjabrown@ymail.com	333 Cypress way	Ketchikan	AK	99901	Nondalton School, Nondalton, AK 99640	20065	2016	9/18/14	F	White
13	Kayla	King	1/25/97	julianmc27@earthlink.net	16 Laguna St	Indianapolis	IN	46241	Pinecrest High, Southern Pines, NC 28387		2016	9/18/14	M	White
14	Courtney	Kerley	1/7/98	olivia.schwager@gmail.com	453 Wallis Rd	Linwood	NJ	8221	South Milwaukee High, South Milwaukee, WI 53172	310698	2016	9/23/14	F	White
15	Christopher	Sanchez	3/24/00	uicritic@me.com	1516 Summerfield Dr	Philadelphia	PA	19107	Palisades Charter High, Pacific Palisades, CA 90272	393275	2016	9/24/14	M	Black or African American, Hispanic or La
16	Dave	Hostetler	9/5/98	chrishostetler643@gmail.com	5 Peregrine Dr	Chestertown	MD	21620	Mission High, San Francisco, CA 94114	211095	2016	9/30/14	M	White, Asian
17	Angela	Gombert	11/22/97	k.gombert@aol.com	745 Hyde St Apt 2	Drums	PA	18222	Portsmouth High School, Portsmouth, NH 03801	391718	2016	9/30/14	F	White
18	Heather	Wood	10/22/97	wood.louis65@gmail.com	820 S Normandie Ave	Rochester	NY	14610	Allen H S, Allen, TX 75002		2016	10/6/14	M	White
19	Madhuri	Bishop	10/10/98	kaytelynbishop@yahoo.com	51 Noe St	Lincolnton	NC	28092	High Technology High Sch, Lincroft, NJ 07738	342335	2016	10/12/14	F	White
20	Lauren	West	8/11/98	nickwest811@yahoo.com	108 Kristin Ct	Acworth	GA	30101	Raise High, San Francisco, CA 94110		2016	10/18/14	M	Hispanic or Latino
21	douglas	Beringer	1/28/98	cattom1991@gmail.com	6512 Park Rd.	Minneapolis	MN	55424	Raise High, San Francisco, CA 94110	240708	2016	10/22/14	F	White
22	Lindsey	Masson	9/17/97	ncmasson@comcast.net	257 Scott Dr	Valparaiso	IN	46383	Raise High, San Francisco, CA 94110	153570	2016	10/27/14	M	White
23	bill	Myers	9/21/97	axa190@gmail.com	350 5th Ave	Allison Park	PA	15101	York High, Yorktown, VA 23692	390045	2016	11/6/14	F	White
24	Abby	Grant	12/23/97	dykesd@1791.com	6156 Red Hawk Ct	Cherry Hill	NJ	8003	Harriton Shs, Rosemont, PA 1901					
25	Paula	Kearse	4/30/98	jenniferkearse@me.com	217 Radcliffe Dr	Boone	NC	28607	Holy Spirit High School, Absecor					
26	Lauren	Kazim	9/29/98	zkazim1@yahoo.com	350 5th Ave	Wayne	PA	19087	James Madison High School, No					
27	Paula	Bowman	10/24/97	steezy_seth@yahoo.com	215 Mini Ranch Rd	Sebring	FL	33870	A & M Cons H S, College Station,					
28	K	Cupery	3/15/98	hannahpencils@yahoo.com	2300 Paris Ave SE	Grand Rapids	MI	49507	University High, Irvine, CA 9261					
29	Rob	Christian	11/8/97	doodlebutt143@gmail.com	4765 Lama Ln	Lincolnton	NC	28092	Bremerton High School, Bremert					
30	Brianna	Perez	11/3/97	as50letsgo@gmail.com	22 Federal Ct	Galloway	NJ	8205	Terry Parker High School, Jacksc					
31	Ayanna	Homan	1/31/94	jgruber12@cinci.rr.com	125 Maple Ave	Loveland	OH	45140	Winter Park High, Winter Park, F					
32	Emily	Wu	7/23/98	aegisvindico@gmail.com	7486 Frederiksen Ln	Dublin	CA	94568	Terry Parker High School, Jacksc					
33	Dan	Bone	8/15/97	smbmia1234@yahoo.com	10924 Middleford Pl	Fort Wayne	IN	46818	Terry Parker High School, Jacksc					
34	Marvell	Troutman	4/22/98	cmtroutman22@gmail.com	47 S Diamond St	Shamokin	PA	17872	Shamokin Area High School, Sha					
35	Zach	Levingston	5/23/98	dezlev@yahoo.com	752 Redway Cir Trotwo	Dayton	OH	45426	Stivers School For The Arts, Day					
36	Annika	Lazic	7/26/97	laz743710@gmail.com	1578 River Hills Cir W	Jacksonville	FL	32211	Terry Parker High School, Jacksc					

Dataset includes full name, email, address, demographic info, earnings breakdown, and unique student identifiers. Easy integration into any CRM

First Name	PSAT Score
Last Name	PSAT Math
DOB	PSAT Critical Reading
Email	PSAT Writing
Street Address	ACT PLAN Score
City	SAT Score
State	SAT Math
Zip	SAT Critical Reading
High School	SAT Writing
CEEB Code	ACT Score
Graduation Year	AP Test Scores of 3
Date signed up for Raise	AP Test Scores of 4
Gender	AP Test Scores of 5
Race/Ethnicity	Community Service Hours
US Citizen or Permanent Resident?	Number of Activities
Free/reduced Lunch?	Leadership Positions
First Gen?	Date First Followed
Total Annualized Micro-scholarship Earnings	Interactions With College
Cumulative UW GPA	Date Scholarships Submitted
Total Credits	Raise Code
Number of Advanced Courses	Mobile

RaiseMe

Student Data From Followers



First Name	Total Credits
Last Name	Number of Advanced Courses
DOB	PSAT Score
Email	PSAT Math
Street Address	PSAT Critical Reading
City	PSAT Writing
State	ACT PLAN Score
Zip	SAT Score
Mobile	SAT Math
High School	SAT Critical Reading
CEEB	SAT Writing
Graduation Year	ACT Score
Date signed up for Raise	AP Test Scores
Sex	Community Service Hours
Race/ Ethnicity	Activities
US Citizen or Permanent Resident?	Leadership Positions
Free/ reduced Lunch?	Date First Followed
First Gen?	Interactions With College
Total Annualized Micro-scholarship Earnings	Date Scholarships Submitted
Cumulative UW GPA	Raise Code

- Collecting Students' Academic Interest
- Tracking Intent to Apply

RaiseMe

How Colleges Take Action on Insights

Scenario A:
A student changes their academic interest from chemistry to environmental science.

Partner adjusts the communications flows the student receives to highlight environmental science program.

Scenario B:
A student views a college's profile page multiple times within the last month, causing their likelihood to apply score to increase.

Partner segments the student as a hard inquiry and begins increasing touch points.

Scenario C:
A student indicates in their portfolio that they received the Eagle Scout Gold Award.

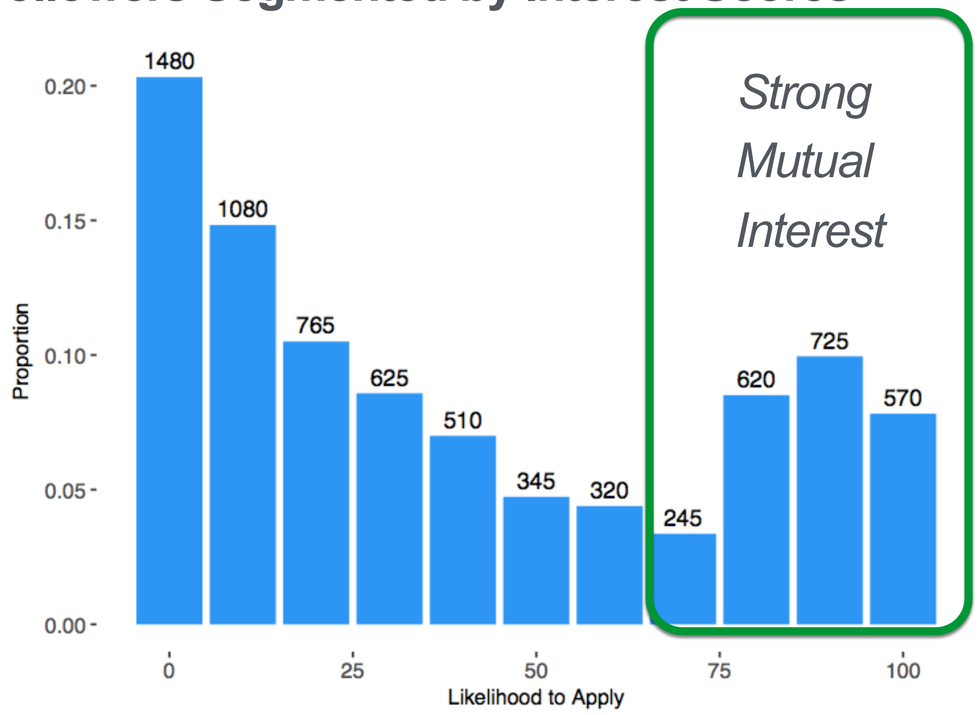
Recruiter reaches out to student to discuss scholarship opportunities for Eagle Scouts.

RaiseMe

Likelihood of Applying Scoring & Analytics

Likelihood of applying scores combine behavioral, demographic, academic, and historical enrollment factors to **demarcate students who are a strong fit**

Followers Segmented by Interest Scores

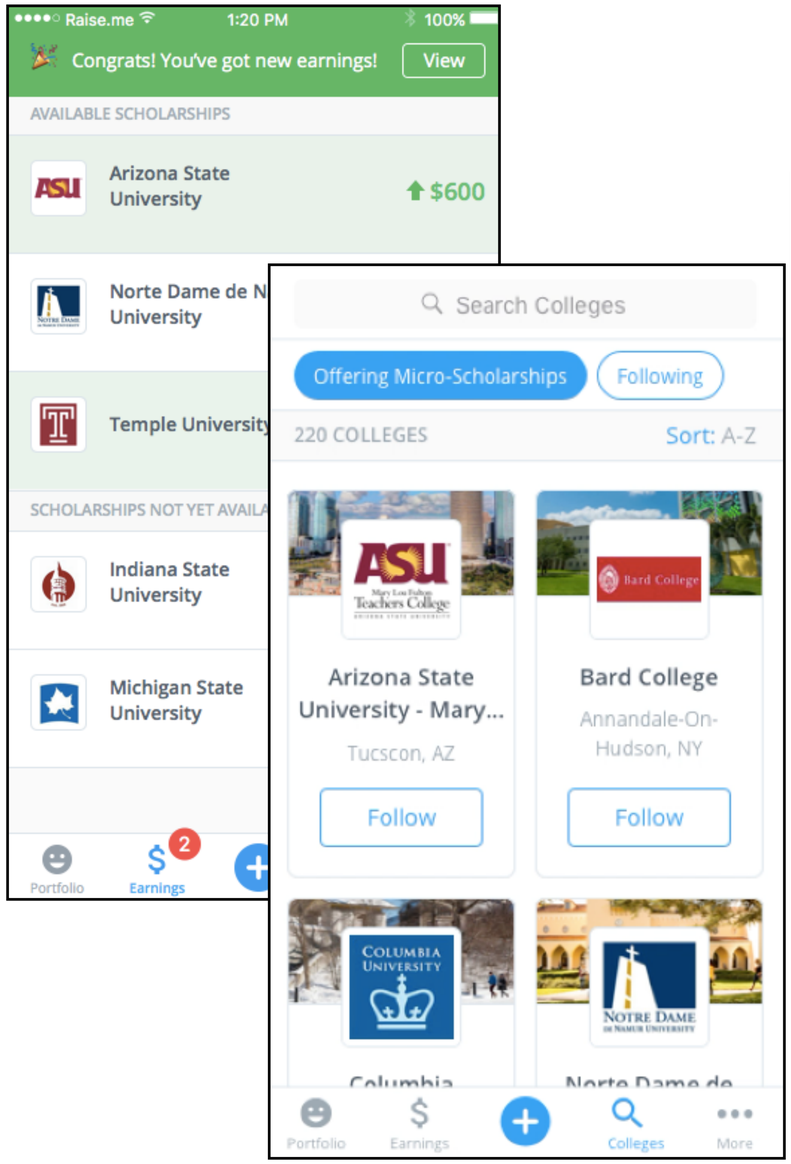


Example Behavioral Attributes

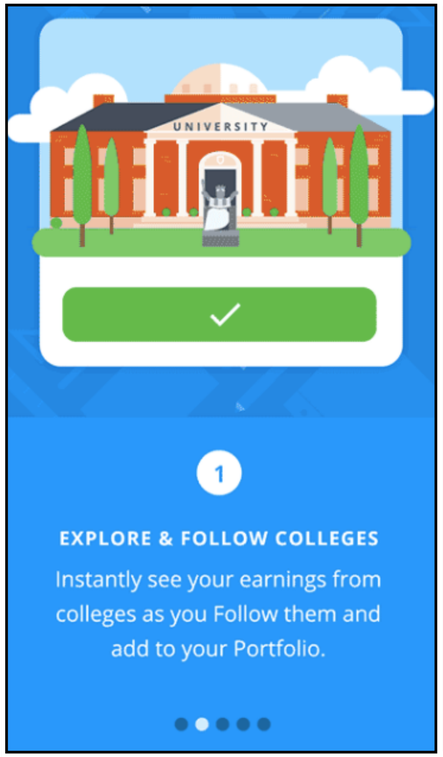
1. Number of RaiseMe colleges followed
2. Proportion of page views to Partner's page out of all college profile visits
3. Number of students following Partner on RaiseMe from the student's high school
4. Micro-scholarship dollars earned
5. Length of time as a RaiseMe user
6. How students started following a Partner

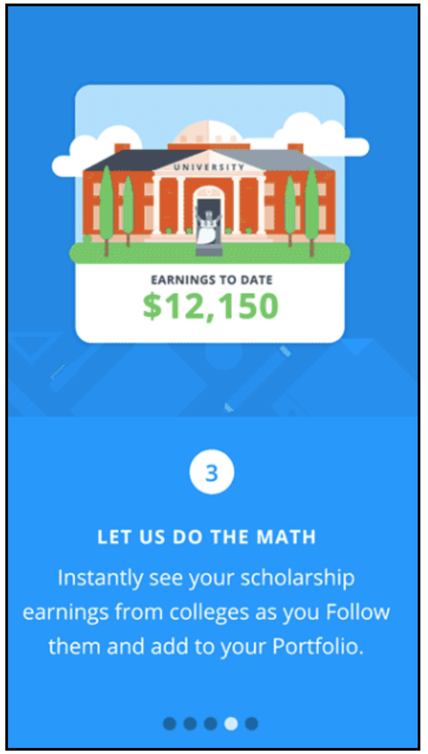
RaiseMe

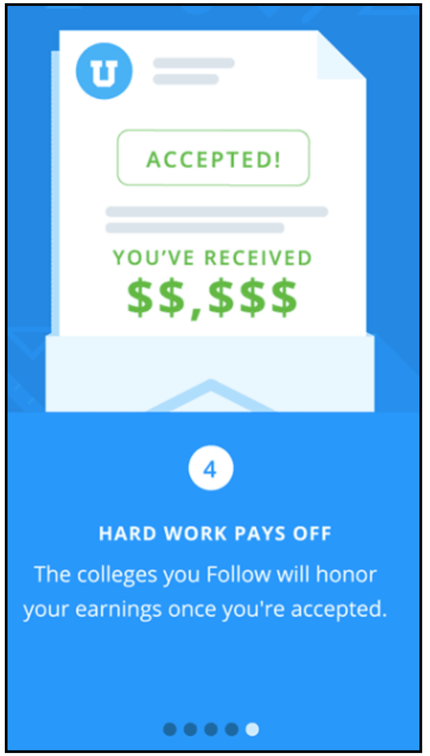
Mobile App



Mobile App Student Onboarding







RaiseMe

Results

RaiseMe

Case Study: Florida International University

Program Overview

- Students with above a 3.0 GPA
- Eligible to earn a maximum of $2,500 per year

2015-’16 Program Results

- 4,989 applications, 3,361 admitted students, 2,080 enrollments
- 303 first source
- 2% increase in 1st year retention (86% vs 84%)

69% vs. 50% average

Acceptance Rate

60% vs. 39% average

Yield Rate

FIU News

Campus Life | In the World | Science & Health | Sports | Arts & Culture | BeyondPossible2020

High schoolers earn FIU scholarships using Raise.me

Posted by Joel Delgado · 01/19/2016 at 12:01 pm

Share 30 | Tweet

Search

Latest | Popular

Top 5 questions from college students about the health care law

When art and engineering collide

Election results contribute to stress, anxiety for Arab Americans

Butch Davis becomes new FIU football head coach

FIU Truman Scholar recipient aspires to pay it forward

Video

Moment on Election Day

High school students hoping to one day earn a scholarship to FIU no longer have to wait. Thanks to a relatively new startup called Raise.me, they can start earning scholarship money as early as their freshman year in high school.

Hialeah-Miami Lakes (HML) Senior High student Christopher Perdomo discovered the program in September as he began his senior year and quickly sought to take advantage of the scholarship opportunities the website provides based on participants' academic performance and extracurricular activities.

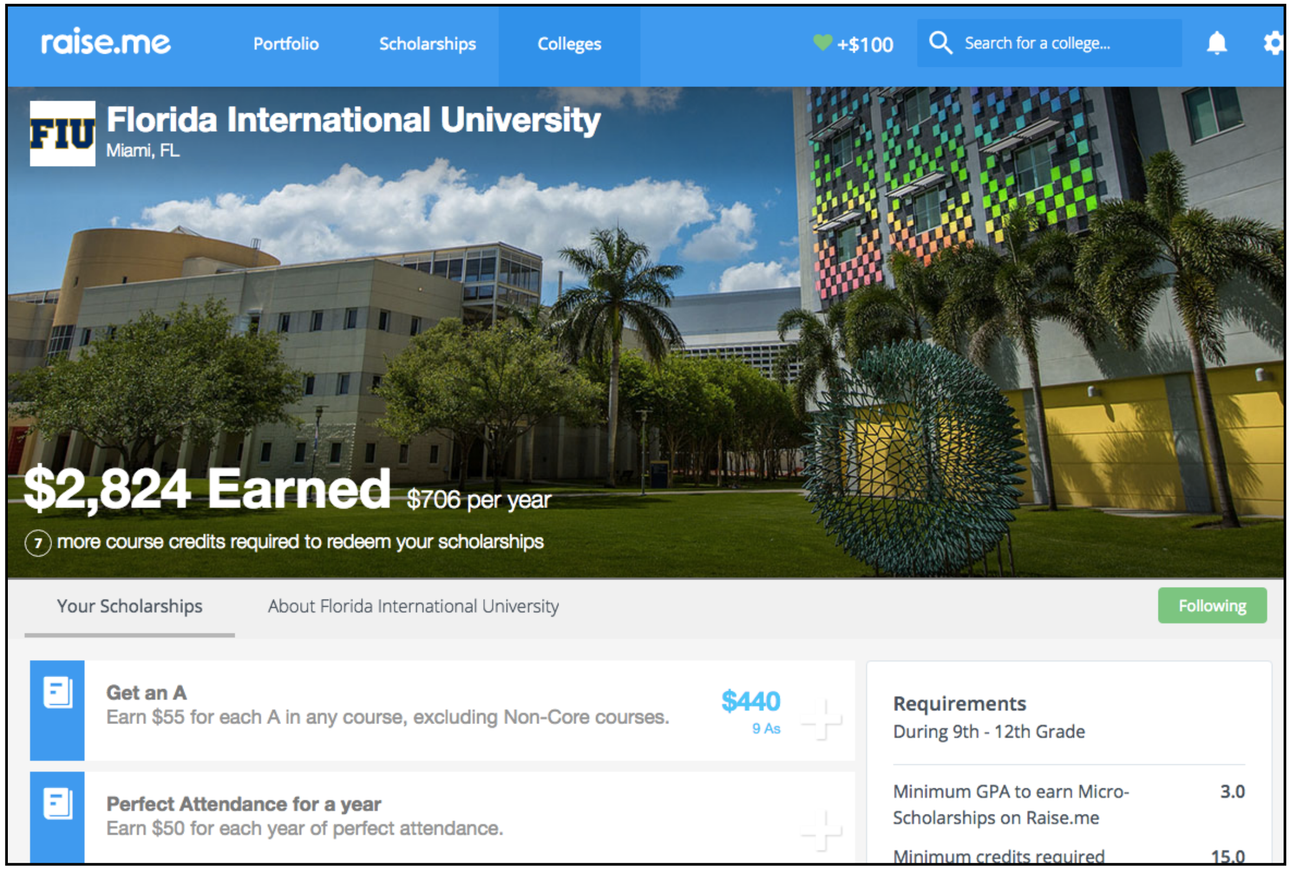
FIU BeyondPossible2020

RaiseMe

FIU and FL Public on RaiseMe

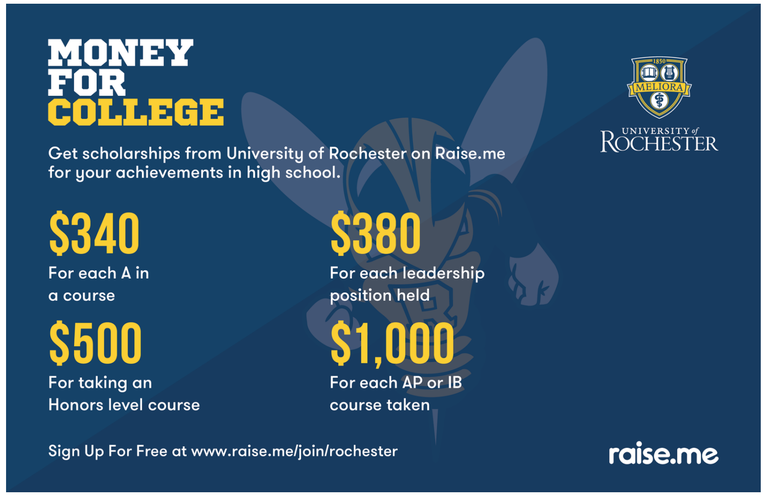
FL Public without a program and FIU with a program - *As of June 2017*

	FL Public	FIU
Followers	**6,157**	**68,536**
Freshmen	557	9,759
Sophomores	1,112	15,339
Juniors	1,890	19,750
Seniors	2,598	23,688
Florida	5,400	65,539
Texas	83	319
New Jersey	71	168
Pennsylvania	61	198
New York	49	156



RaiseMe

Case Study: University of Rochester



Average 34% acceptance rate 23% yield rate

2014-2015

51 Applications, 24 Accepted, 6 Enrolled - 1st year of RaiseMe

RaiseMe Students: 47% acceptance rate, 25% yield rate

2015-2016

400 Applications, 191 Accepted, 49 Enrolled

RaiseMe Students: 48% acceptance rate, 26% yield rate

2016-2017

584 Applications, 260 Accepted, 62 Enrolled

Total average earnings for RaiseMe students including earnings: $33,088,

RaiseMe Students: 45% acceptance rate, 24% yield, 38% underrepresented

Case Study: University of Dayton

Top 100 National University

Private - Midwest

Goal: Increase visibility, applications, and yield

Dayton - 2015

Raise.me Program: Students with above a 3.0 unweighted GPA could earn up to $10,000 per year. T offered 14 micro-scholarships focused on course rigor, grades, and college interactions (visits, summer programs, etc.).

2015 Results: Received 352 applications, granted admission to 327 students and 160 students submitted enrollment deposits.

93% vs.50%avg

Acceptance Rate

50% vs. 24% avg

Yield

RaiseMe

Case Study: University of Dayton

Top 100 National University

Private - Midwest

Goal: Increase visibility, applications, and yield

Dayton - 2016

Raise.me Program: Students with above a 3.0 unweighted GPA could earn up to $10,000 per year. They offered 14 micro-scholarships focused on course rigor, grades, and college interactions (visits, summer programs, etc.).

2016 Results: Received 1,913 applications, granted admission to 1,450 students and 433 students submitted enrollment deposits (25% of freshmen class).

76% vs.53%avg

Acceptance Rate

30% vs. 21% avg

Yield

RaiseMe

Case Study:

Private Liberal Arts College — Eastern Region

Program

- Open to all students
- 2.5 Minimum GPA

Goals

- Increase applications
- Increase out of state applications (particularly from New Jersey)

92% admit rate vs.
71% reported admit rate

31% yield rate vs.
18% reported yield rate

- **157** students applied
- **144** students admitted
- **45** students enrolled

38% out of state deposits and **5** deposits from New Jersey

RaiseMe

Case Study:

Private Regional University — Midwest Region

Program

- Open to all students
- 3.0 Minimum GPA

Goals

- Early engagement
- Increase brand awareness
- Drive conversions and yield among first generation and out-of-state students

84% admit rate vs.
69% reported average

25% yield rate vs.
18% reported average

- **408** students applied
- **342** students admitted
- **84** students enrolled

- **69%** Out-of-state applicants
- **48%** Out-of-state deposits
- **27%** First generation applicants
- **24.6k** Freshmen, sophomore, & junior followers

RaiseMe

Alignment & Partnership With Capture

RaiseMe

RaiseMe

and

Providing scholarship opportunities to more students.

Metrics Reporting Example

RaiseMe

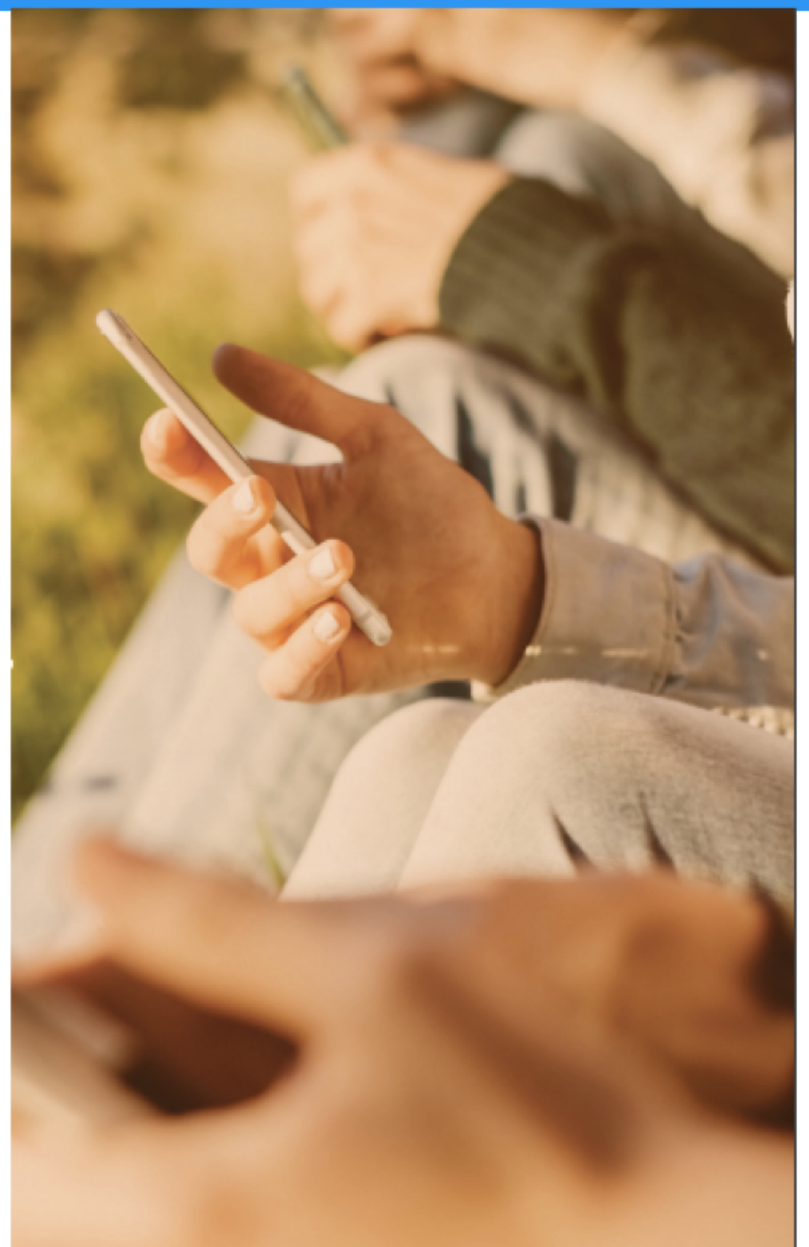
The RaiseMe and Capture Partnership

RaiseMe and Capture Deliver Scholarship Messaging To Prospects More Effectively

Connects with students who are on school website to your RaiseMe program

Provides digital automation marketing tools to increase the # of student prospects through RaiseMe

Utilizes student website behavioral data to know the perfect time to deliver customizable messaging to engaged students



RaiseMe

How CBE Works

By using Capture's marketing automation platform, CBE, RaiseMe will be able to deliver personalized scholarship messaging to your potential students.

Sample Toaster Dynamic Content

Two types of dynamic content tools will be used:

#1 **Toaster:** a small graphic that slides up from the bottom right-hand corner of a webpage. These small ads are directed towards students with a specific call-to-action.

#2 **Pop-Over:** a graphic that takes over a full webpage and must be closed to view original page content. Popovers display only once.

How CBE Works

Each RaiseMe partner will select 3 of the 5 options available.

Option 1: "Each A"

Earn up to $1,500 for each 'A'

Option 2: "High GPA"

Have you Maintained a high GPA in high school? Earn up to $1,400 per course

Option 3: "Campus Visit"

Been to campus yet? Earn up to $4,500 in scholarships for visiting our college

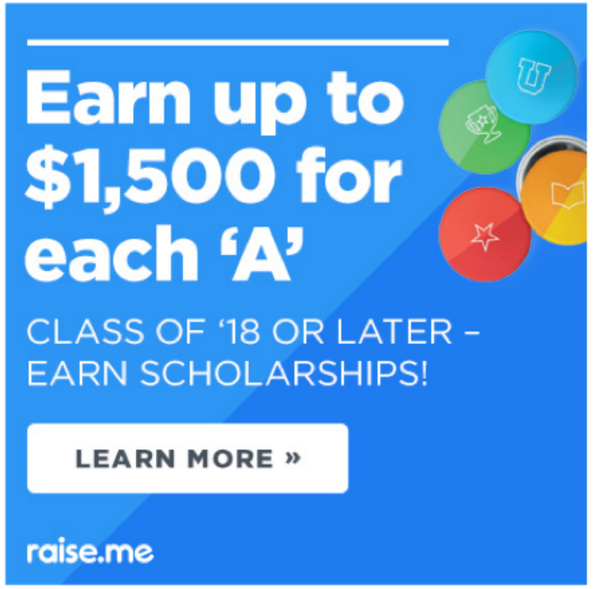
Option 4: "Club/Sports"

There's still time, don't wait. Earn per extra curricular activity.

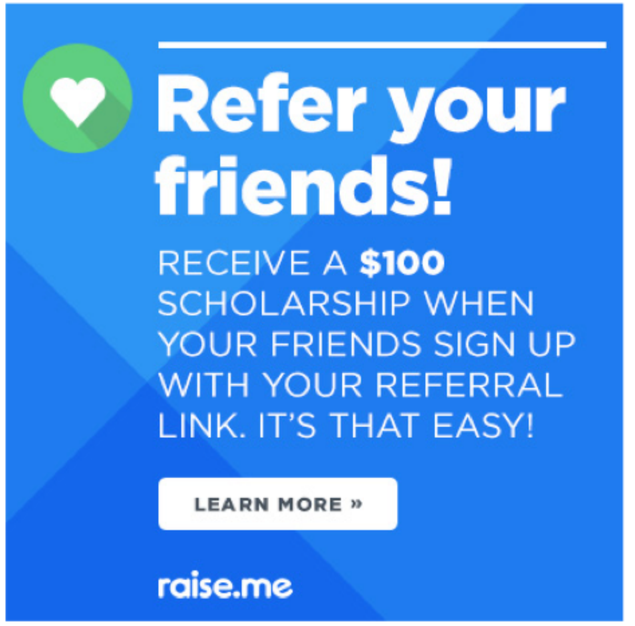
Option 5: "Referral"

Receive a $100 scholarship when your friends sign up with your referral link

Sample Option #1

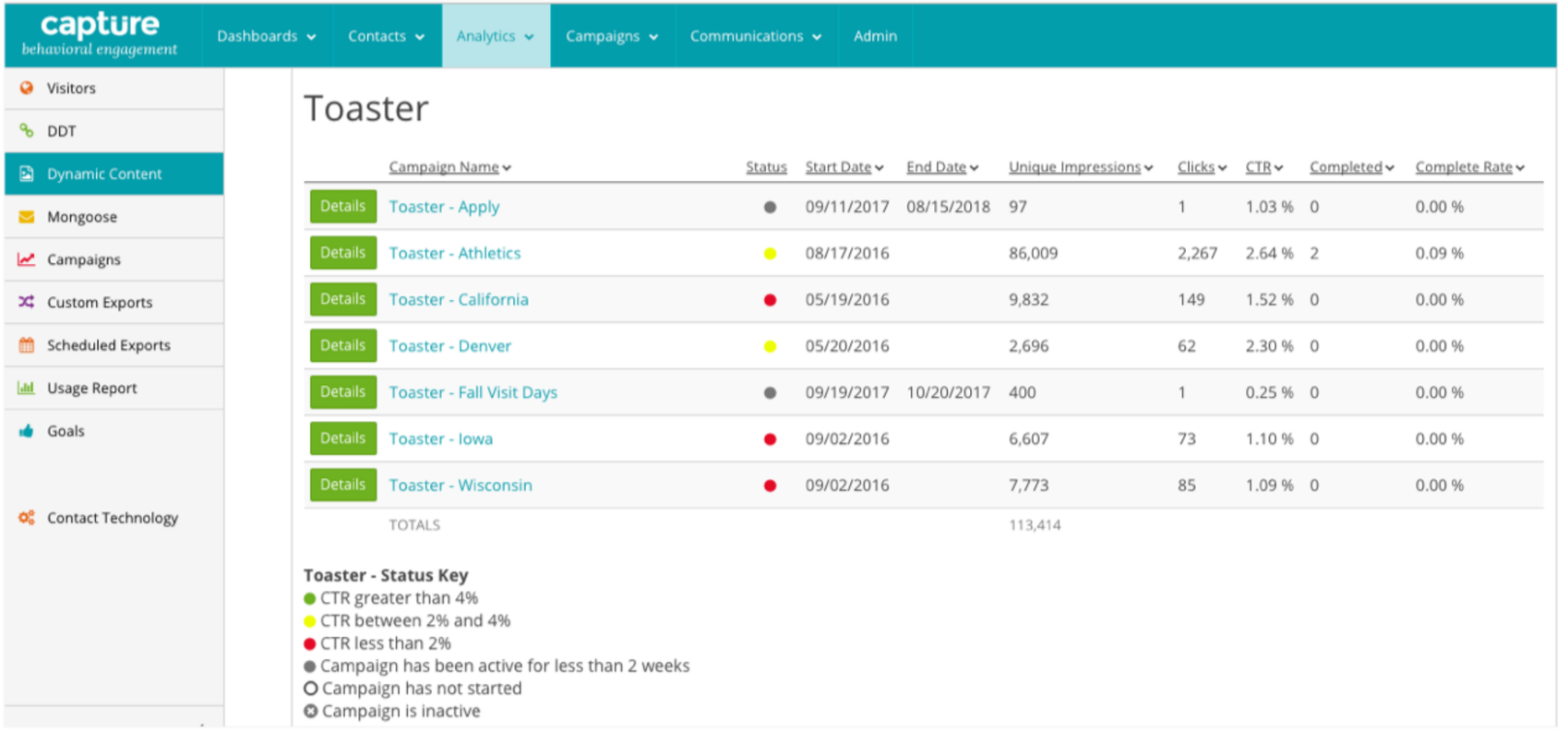


Sample Option #5



How CBE Works – Marketing Campaign Results Dashboard

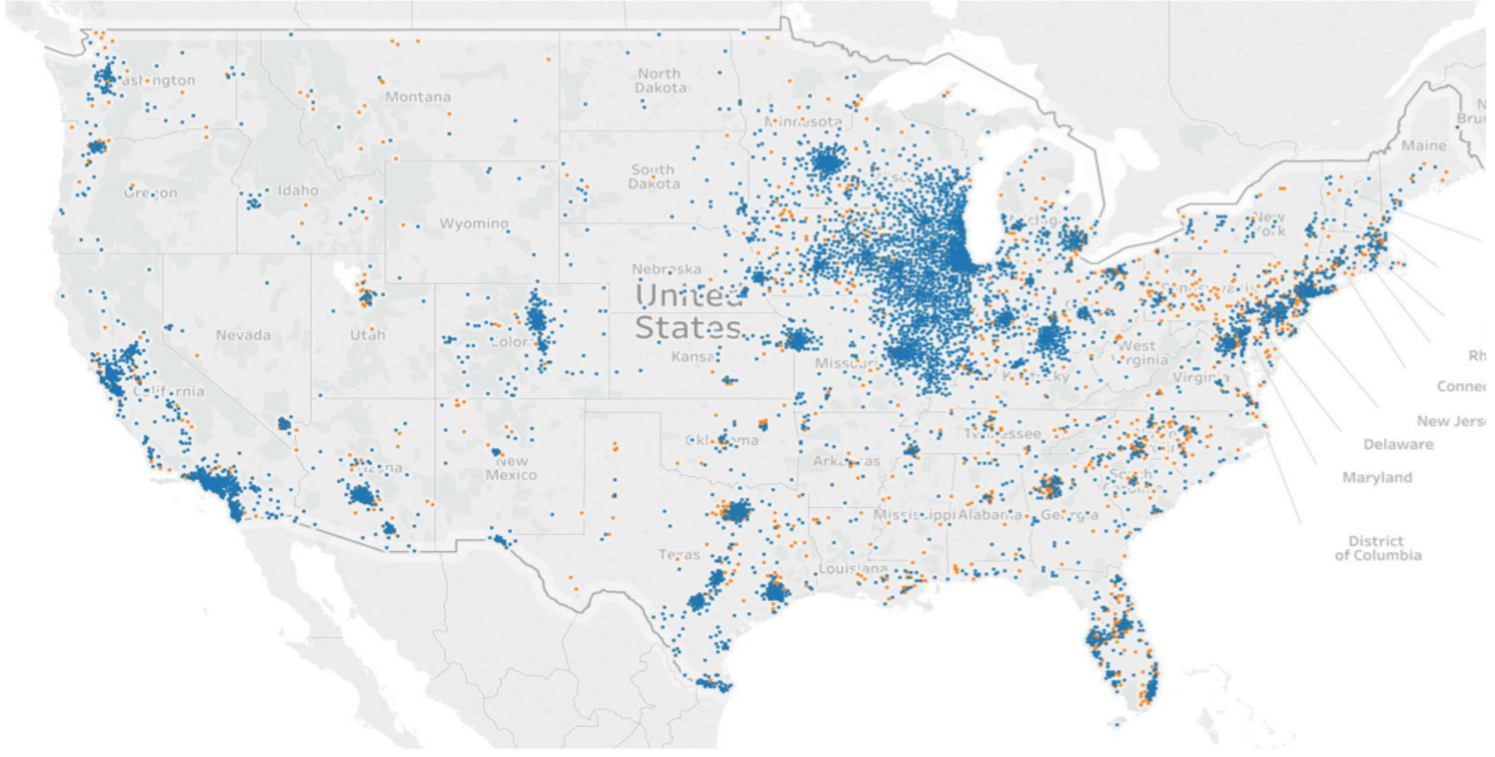
RaiseMe partners will be able to login to Capture's CBE dashboard to review campaign data and prospective student actions for each campaign.



Case Study:
Midwest Regional Private

Midwest Regional Private Case Study - New Markets for Students

University's goal was to drive more prospective students to their Raise.Me page to encourage scholarship applications.



Raise.Me students (orange) come from all over the country, but are clustered in urban areas, while other students in University's pool (blue) mostly come from Illinois and surrounding states, urban and rural alike.

Midwest Regional Private Case Study - New Markets for Students

University's conversion rates for students clicking from their .edu to their Raise.Me page saw double-digit increases.

Phase 1: Results from 1/16-2/21 (5 weeks)

Campaign	Unique Impressions	Clicks	CTR	Avg. CTR	Raise Visits	New Profiles	Conversion Rate
High GPA	8,018	224	2.8%	4.5%			
Extracurricular	12,993	343	2.6%	4.5%			
Each A	14,150	969	7.1%	3.4%			
Total	34,585	1,536	4.4%		1,842	261	**14.2%**
Per Week		**299**			**358**	**51**	

Phase 2: Results from 2/22-2/28 (1 week)

Campaign	Unique Impressions	Clicks	CTR	Avg. CTR	Raise Visits	New Profiles	Conversion Rate
High GPA	2,619	59	2.8%	4.5%			
Extracurricular	713	10	2.6%	4.5%			
Each A	5,283	344	7.1%	3.4%			
Total	8,615	413	4.8%		435	58	**13.3%**
Per Week		**413**			**435**	**58**	
Ph 2 v Ph 1		+38%			+22%	+14%	

RaiseMe