

Target 10,000 Interactive Site



About

Target 10,000 is a campaign to increase donor participation for 2006-2007 that included an interactive web experience. Users were directed to this site from TCNJ's homepage, Alumni Community, eNewsletters, and Flash Appeals.

Metrics

The site was well received by our constituents and our web analytics demonstrated that site traffic and length of visit more than doubled any previous web-based donor campaign.

Interactive Features

ePostcards, Audio Programs, Guest Comments, Donation Counter, Donor Map

Technology

Flash, Google MashUp

Resources

Freelance: Graphic Illustration

In house: Creative Direction, Interactive Design, Flash Programming

Website: <http://www.tcnj.edu/ttt/>



DONOR MAP



CONTEST



GUEST COMMENTS



ePOSTCARDS