Give Thanks

Win donors over with your gratitude
QUESTIONS?
Submit them in the questions panel during the presentation

LET’S GET SOCIAL!
@mobilecause  |  #givethanskswebinar
SPEAKERS

Julia Campbell
JCSM

George Weiner
WHOLE WHALE
WEBINAR AGENDA

Do you know your donors?

Asking the right questions

Solutions: segmenting your donors

5 ways to thank & recognize your donors

Questions and answers
Poll

Are you segmenting your donors enough?

1. Yes
2. No
3. Not sure
Do you know your donors?

Fundamentals and impact of donor segmentation

George Weiner
Chief Whaler

WHOLE WHALE
Who is Whole Whale?

We leverage web data and tech to increase nonprofit impact.
Impact marketing funnel

**WHOLE WHALE**

**Aware**
- People know you exist (impressions, mentions, web traffic)

**Interested**
- People give you permission to communicate with them (email signups, social followers)

**Engaged**
- People take action to support your cause (email opens, shares, comments, visits)

**Committed**
- People donate to your organization

**CLIENT**

Create content

Tell good stories

Create campaigns with clear calls-to-action

Create giving moments
Where do we invest in our marketing?

The 80-20 Rule

"For many events, roughly 80% of the effects come from 20% of the causes." - Pareto

Therefore 20% of the effort produces 80% of the results but the last 20% of the results consumes 80% of the effort.

www.EndlesslyCurious.com
What we do

Whole Whale

- Build audience
- Optimize for conversions
- Analyze communications

Client

- Create content
- Tell good stories
- Create campaigns with clear calls-to-action

Work

- 80%
- 20%

Result$

- 20%
- 80%

Aware
- People know you exist
- Impressions, mentions, web visits

Interested
- People give you permission to communicate
- Email opens, shares, conversions, visits

Engaged
- People take action to support your cause
- Email opens, shares, conversions, visits

Committed
- People donate to your organization
- Create giving moments + build stewardship

One-time donations
Recurring donations
Large donations
Asking the right questions

1. Are donors lapsing?
2. What is our donor lifetime value?
3. Where are donors coming from?
4. How are our channels working together?
5. Which generation likes us?
Tools: eCRM + donor analytics

Email management system:

- Segmenting
- Tracking
- Deliverability
- A/B testing

Donor Analytics:

- Fundraising Report Card
Tools: Google Analytics

Google.com/Analytics

- Free
- Web analytics for your website
- JavaScript that lives on every page
- Every website codebase can handle this
- Takes less than 30min to install
- Shows what/where/how/when activities on your website (not so much why)
What else can Google track?

Goals!
- Newsletter signups
- Donations
- Sales funnels
- 5 minute visits
- Any click on the site

Events
- Outbound referrals
- Scroll depth
- 15 second timer
Q1: Are donors lapsing?

We are losing $75,000 in donations - 28% of total - compared to last year.

We reach out to highest value 2015 donors with hyper targeted messaging to encourage repeat behavior.
Q2: What’s our donor lifetime value?

**DLV** is the value attributed to a relationship with a donor over one year.

We can use this to guide acquisition strategies.

How much does it cost to acquire a donor in each range? Is it worth our limited time and resources?
Q3: Where are our donors coming from?

![Google Analytics](image)

<table>
<thead>
<tr>
<th>City</th>
<th>Sessions</th>
<th>Goal Conversion Rate</th>
<th>Per Session Goal Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>New York</td>
<td>12,212</td>
<td>6.73%</td>
<td>$1.78</td>
</tr>
<tr>
<td>Houston</td>
<td>3,719</td>
<td>6.32%</td>
<td>$1.09</td>
</tr>
<tr>
<td>Los Angeles</td>
<td>3,668</td>
<td>9.02%</td>
<td>$2.43</td>
</tr>
<tr>
<td>Chicago</td>
<td>3,348</td>
<td>7.07%</td>
<td>$1.75</td>
</tr>
<tr>
<td>(not set)</td>
<td>2,798</td>
<td>6.36%</td>
<td>$1.60</td>
</tr>
<tr>
<td>Boston</td>
<td>2,521</td>
<td>3.65%</td>
<td>$0.48</td>
</tr>
<tr>
<td>San Francisco</td>
<td>2,436</td>
<td>8.66%</td>
<td>$1.80</td>
</tr>
<tr>
<td>Washington</td>
<td>2,426</td>
<td>6.55%</td>
<td>$1.16</td>
</tr>
<tr>
<td>San Diego</td>
<td>1,966</td>
<td>7.07%</td>
<td>$1.30</td>
</tr>
<tr>
<td>Philadelphia</td>
<td>1,878</td>
<td>4.53%</td>
<td>$0.85</td>
</tr>
</tbody>
</table>
Q3: Where are our donors coming from?
Q3: Where are our donors coming from?
Q4: How are our channels working together?

Assisted Conversions

Multi-Channel Conversion Visualizer

<table>
<thead>
<tr>
<th>Channel</th>
<th>% of total conversions</th>
</tr>
</thead>
<tbody>
<tr>
<td>Direct</td>
<td>47.88%</td>
</tr>
<tr>
<td>Organic Search</td>
<td>40.75%</td>
</tr>
<tr>
<td>Referral</td>
<td>29.45%</td>
</tr>
<tr>
<td>Social Network</td>
<td>4.59%</td>
</tr>
<tr>
<td>Paid Search</td>
<td>3.54%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>MCF Channel Grouping</th>
<th>Assisted Conversions</th>
<th>Assisted Conversion Value</th>
<th>Last Click or Direct Conversions</th>
</tr>
</thead>
<tbody>
<tr>
<td>Direct</td>
<td>41,118 (46.89%)</td>
<td>$1,541.00 (39.12%)</td>
<td>70,525 (44.70%)</td>
</tr>
<tr>
<td>Organic Search</td>
<td>22,238 (24.82%)</td>
<td>$570.00 (14.62%)</td>
<td>53,950 (30.32%)</td>
</tr>
<tr>
<td>Referral</td>
<td>19,434 (21.89%)</td>
<td>$1,457.00 (36.99%)</td>
<td>36,022 (20.25%)</td>
</tr>
<tr>
<td>Social Network</td>
<td>4,493 (5.01%)</td>
<td>$82.00 (2.06%)</td>
<td>3,973 (2.23%)</td>
</tr>
<tr>
<td>Paid Search</td>
<td>2,323 (2.69%)</td>
<td>$283.00 (7.18%)</td>
<td>4,419 (2.48%)</td>
</tr>
</tbody>
</table>
Q5: Which generation likes us?

Are we AARP friendly?

<table>
<thead>
<tr>
<th>Age</th>
<th>Sessions</th>
<th>Bounce Rate</th>
<th>Pages / Session</th>
<th>Avg. Session Duration</th>
<th>Goal Conversion Rate</th>
<th>Goal Completions</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. 18-24</td>
<td>29,285</td>
<td>36.12%</td>
<td>66,858</td>
<td>30.59%</td>
<td>34.26%</td>
<td>24.50%</td>
</tr>
<tr>
<td>2. 25-34</td>
<td>14,226</td>
<td>36.07%</td>
<td>36.12%</td>
<td>35.99%</td>
<td>34.26%</td>
<td>24.50%</td>
</tr>
<tr>
<td>3. 35-44</td>
<td>9,002</td>
<td>40.61%</td>
<td>66,858</td>
<td>35.99%</td>
<td>34.26%</td>
<td>24.50%</td>
</tr>
<tr>
<td>4. 45-54</td>
<td>7,159</td>
<td>42.81%</td>
<td>36.07%</td>
<td>35.99%</td>
<td>34.26%</td>
<td>24.50%</td>
</tr>
<tr>
<td>5. 55-64</td>
<td>4,508</td>
<td>45.39%</td>
<td>40.61%</td>
<td>35.99%</td>
<td>34.26%</td>
<td>24.50%</td>
</tr>
<tr>
<td>6. 65+</td>
<td>2,678</td>
<td>48.28%</td>
<td>42.81%</td>
<td>35.99%</td>
<td>34.26%</td>
<td>24.50%</td>
</tr>
</tbody>
</table>
Q5: Which generation likes us?

Upgrade to Universal Analytics for..

How to tell in code:

Universal Analytics: Analytics.js
Old Analytics = ga.js
Solutions

1. Track, learn, act
2. Build segments
3. A/B test subject lines and senders
4. Repeat your message repeatedly
5. Numbers are people too
S1: Track, learn and act

Less **ALWAYS** gets more.
Fewer pages, fewer field = more $
S2: Build segments

Google Analytics

Bit.ly/RichGA

- Create rich user segment
- Build remarketing Adword segments

THE 20 RICHEST CITIES IN AMERICA

2014 gross metropolitan product per person

Source: U.S. Bureau of Economic Analysis, U.S. Census Bureau
### S3: A/B Test subject lines & senders

<table>
<thead>
<tr>
<th>Sender</th>
<th>Subject line</th>
<th>Preheader</th>
</tr>
</thead>
<tbody>
<tr>
<td>Diane von Furstenberg</td>
<td>I hope you’ll love this shirt</td>
<td>May 9</td>
</tr>
<tr>
<td>Hillary Clinton</td>
<td>Happy Mother’s Day</td>
<td>May 8</td>
</tr>
<tr>
<td>HillaryClinton.com</td>
<td>Last chance to sign Hillary’s...</td>
<td>May 7</td>
</tr>
<tr>
<td>HillaryClinton.com</td>
<td>be a founding donor of the S...</td>
<td>May 6</td>
</tr>
<tr>
<td>Chelsea Clinton</td>
<td>Will your name be on my mo...</td>
<td>May 6</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Mobile</th>
<th>Preview Text Support</th>
<th>Avg # of Characters Displayed</th>
</tr>
</thead>
<tbody>
<tr>
<td>Android Native App</td>
<td>✓</td>
<td>40</td>
</tr>
<tr>
<td>Android GMail App</td>
<td>✓</td>
<td></td>
</tr>
<tr>
<td>Android Yahoo! App</td>
<td>✓</td>
<td>45</td>
</tr>
<tr>
<td>BlackBerry</td>
<td>×</td>
<td>N/A</td>
</tr>
<tr>
<td>iOS Native App</td>
<td>✓</td>
<td>90</td>
</tr>
<tr>
<td>iOS GMail App</td>
<td>✓</td>
<td>50</td>
</tr>
<tr>
<td>iOS Yahoo! App</td>
<td>✓</td>
<td>50</td>
</tr>
</tbody>
</table>
S3: A/B Test subject lines & senders

Test your subject line if you have more than 5,000 people. Which would you open?

9,300 People difference for Power Poetry (List 100k)

“Typhoon Haiyan Support Slam”

Open rate 16.9%
List avg 20.7%
Industry avg (Non-Profit) 21.3%

“What Would YOU Change?”

Open rate 26.2%
List avg 20.7%
Industry avg (Non-Profit) 21.3%
S4: Repeat your message repeatedly

• Use segments to recycle giving messages to users that didn’t open them.

• Hard ask emails were tested on EDF donors in groups - 4 vs 5 emails (December, 2016). The higher contact group gave 8% more by EDF donors.

• In the last 5 days of the year they send 8 direct giving email asks.

• Use opt-out/unsubscribes as barometer if is hurting your list. AKA check your doctor - results may vary.

EDF Interview: Episode 71 - wholewhale.com/podcast
S5: Numbers are people too

How do we talk about #s internally?

1. There were **315 newsletter signups** during the month of September, an average of 10.5 per day.

2. In September, **10.5 people per DAY** told us they care about the cause and want to hear more about our work.

3. During September, 315 people signed up to hear more from us, this *should* lead to **31 new donors** in the next 6 months.
S5: People are people too

Gather Data

Ask Questions

Insights

Analyze

Learn & Act
5 ways to thank & recognize your donors

The power of digital tools and social media that will make your ‘thank you’ be more memorable

Julia Campbell
Nonprofit Marketing Strategist
The struggle is real.

Donor attrition continues at a startling rate

90% of first time donors are being lost by some nonprofits on an annual basis

59% of annual givers drop off the radar each year on average
3 things all donors need

They must receive a timely and meaningful acknowledgement of their gift.

They must trust your organization to be a good steward of their funds.

They must understand the impact of their gift and what it helped to accomplish.
Video does not have to be an epic masterpiece.

- Use a smartphone and create short, in-the-moment thank you videos.
- The key is authenticity and getting a wide variety of voices to express their gratitude.
- It’s a great way to launch a major fundraising campaign, and can be the perfect way to wrap one up.
Low cost tools to create Nonprofit videos

- Instagram and Snapchat: Record videos within the app, add enhancements (text overlay, stickers, filters), save to your phone and post on other channels.

- Tools: Flyer, Animaker, After Effects

- Animoto for editing and enhancing videos; put them in square format which works best on social media.
Boost and promote a donor thank you video or a great story of your impact.

- Upload your email list to Facebook Ads Manager and then target the ad to this specific audience.

- Choose your objective wisely – for the purposes of thanking donors, the objective will most likely be reach or video views.

- You can ask donors to take an action, but it’s best just to thank them sincerely.

- Choose colorful, eye-catching images with very little to no text.
Showcase results

Geoffrey's surgery was a success!
Geoffrey, the father of two from Kenya whose healthcare you funded on Watsi, successfully received ankle fusion surgery to help him walk without pain. Geoffrey says, “I am very happy because I can go back to work after I have recovered. Thank you Watsi for the support.”

Demonstrate impact

For women and children in Namayega District of Uganda, access to clean water means no longer having to worry about crocodiles, snakes or walking miles to the lake.

Encourage giving again

YOUR DONATIONS
MAKE A HUGE IMPACT

113,494
homeless and severely impoverished received food and shelter

Gather to Give Week 2 starts now! Please join our mission and help us raise $7,500 in 30 days by visiting the link in our bio or bit.ly/1U84ynd. Because of your contributions we can provide even more meals this year to those in need!
Let your donors shine

• Create a multichannel campaign once per month or more, spotlighting a donor.

• Lots of ideas for content creation – video interview which can then be embedded on the blog and added to the website, uploaded to social media, screen shot included in an email blast.

• Tell it like a story: “Jane was always passionate about the environment. But when she found our local organization, she could experience it first hand.”
Donor spotlight examples

George Hampton

“Growing up, I never doubted love. My mother, Deloris Carter Hampton, made sure of that. It wasn’t until I went out into the world as a young man that I realized not everyone was raised feeling this way. I created my fund at Pride Foundation as a way to pass along my mother’s unconditional love, and to inspire other strong women of color in the community. No matter what amount I’m able to give, my support says, ‘Your dreams are important.’”

This work—it’s bigger than me, it’s bigger than any of us. That’s why we’re in it together.”
4
Celebrate Giving Anniversaries

Thank donors on their one-year giving anniversary

• Set up your donor database/giving software to automatically remind you.

• Potentially send donors a Happy Anniversary card at the 6 month mark – it may not be best to wait a full year.

• Use all channels at your disposal: Phone, handwritten notes, email, social media post, tweet, etc.
Giving anniversaries example
Celebrate together

- Can be in-person or virtual.
- There are tons of free and low-cost tools to host a virtual party: Google Hangouts on Air, Zoom, Crowdcast and Skype
- Be sure to focus on storytelling, showcasing impact and gratitude!
Thank you party examples
Which methods would you like to implement next year?

1. Video
2. Facebook Ads
3. Donor spotlights
4. Celebrate giving anniversaries
5. Holding a thank you party
QUESTIONS & ANSWERS
WHAT TOPICS WOULD YOU LIKE TO SEE COVERED IN 2018?
Let us know in the questions panel
MobileCause provides an innovative suite of digital fundraising and donor engagement solutions that help nonprofits do more good.

To speak directly to an expert about implementing MobileCause software and strategy for your organization please call (888) 661-8804 or go to mobilecause.com/free-consultation