Marketing AdVents

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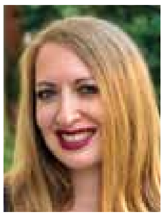
Getting Started With Text Messaging

By Sandi Fox



Everyone seems to be talking about text messaging these days. With 95% of Americans owning a mobile phone, more of us are "meeting people where they are" by using mobile (SMS) as a vital component of an organization's or campaign's communications, fundraising, advocacy and field strategies. More and more nonprofit organizations and campaigns are realizing they need to include SMS in their digital and campaign strategies.

There are two types of mass texting that can be utilized by your organization. Broadcast SMS has been around for over 10 years, but didn't begin to be utilized by major organizations and campaigns until after 2012. Peer-to-peer SMS made its first appearance during the 2016 election and is that "bright new shiny object" that all organizations feel they should be using, because their major donors or board members keep asking. In 2018, we saw campaigns and organizations harness the organizing power that comes with being able to text message volunteers, donors and supporters using both broadcast and peer-to-peer mobile platforms.

Both of these SMS methods can increase your ability to engage and have an impact, but they need to be used strategically and have specific-use cases. When used correctly, they can complement each other. However, often I see organizations using peer-to-peer inefficiently, leading them to use valuable staff time and pay more money than they would if they used a broadcast tool for the same tasks. You need to be always aware of your resources.

People:

- What is my current capacity?
- Do I have a staff person who can do the work and/or train volunteers?
- How many volunteers would I need?

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> "A peer-to-peer mobile platform is both on a web platform and a mobile app. You set up the messages and lists via the platform, and then your staff or volunteers send each message via the mobile app to all your recipients."

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How Do You Say Hello?

By Julie Ziff Sint

Do you have certain friends who are your "text friends," "email friends" or "in-person friends"? Probably not.

If you're like me, there's a friend you see at your kid's school and playdates, text with in between and email for birthday parties. Or a college friend you keep up with on social media, occasionally talk by phone, mail your Christmas card to and see in-person when you're both in the same city.

Relationships transcend medium. Then why do we insist on treating our constituents and donors on a per-channel basis? Based on the analysis we run for our clients, time and again we find that (1) donors shift between channels and (2) engagement in one channel reinforces giving in another channel.

It's easy to assume that donors primarily migrate from direct mail to digital, but for many organizations, just as many (or more) shift from digital to direct mail. And when we look at people who donate just in one channel or another, we find that people who receive communication in other channels have an increased response rate, average gift size and donation frequency when compared with people who receive communication in just one channel.

A donor's connection is to the organization's mission.

Broadly speaking, aside from peer-to-peer and events fundraising, giving is motivated by organizations' mission and programs. Our

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President's Perspective

Miracles of Digital Innovation

By Marie Kosanovich

One of my favorite things to do—if you haven't learned this about me yet—is talking to my dad. The topics of conversation vary widely, from family history, to the products on "Shark Tank," to what we'll have for dinner the next day. Not too long ago, I found myself asking, "Dad, do you believe in miracles?" He sat up in his chair and said, "I absolutely do."

The answer didn't surprise me as much as the explanation he gave. "When I was little, if you wanted to communicate with someone across the world, you'd have to send a letter. It would take weeks for your message to get there. Now, you pull this device out of your pocket and, with the click of a button, you can see them instantaneously. That's a miracle."

It made me think about all that he has experienced and seen in his 90 years. The truth is, though, the digital evolution that has taken place in our own lifetime—say the last 30 years—has changed just as dramatically and continues to change almost daily!

When the concept of "electronic mail" first arrived a few decades ago, no one could have imagined where it would take us today. There were people who claimed then (as they still do today) that the evolution of digital marketing would eliminate the direct mail industry. If I had a nickel every time someone said, "Direct mail is dead!" That could not be further from the truth.

Digital marketing has only enhanced traditional direct mail, and the two channels have come to rely on each other. It is true that "rising tides lift all boats." Whether you have postcards that drive people to the website or have an online donation form that will trigger a fulfillment package—digital and direct mail channels have been morphing over time to become the new successful partnership—we have a new standard.

We celebrated the 40th annual MAXI awards in July, but it was 2011 before we awarded the first digital MAXI award. The first "multichannel" campaigns were simple emails coupled before or after a direct mail piece. Today, multichannel marketing includes all the traditional forms of direct marketing (e.g. direct mail, DRTV, telemarketing, etc.), plus SMS, online advertising and over 200 social media options. Who knows what the next 40 years of digital innovation will bring?

Digital technology continues to make an impact on our daily lives—even with my favorite 90-year-old. He was always resistant to using a mobile phone and never saw the need. Today, Dad has an email account (it goes right to the printer), listens to radio broadcasts from Serbia on an old iPhone, and watches cartoons with his grandsons on an iPad. He even speaks of "The Google" as a wise old neighbor that has all the answers. Now that is a miracle!

I hope that with your next multichannel campaign, you are experiencing the miracles of all that can be accomplished to raise funds for your nonprofit!

Enjoy the miracles of today! Guaranteed, more are coming!

Best,
Marie Kosanovich
mkosanovich@lautmandc.com

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Calendar of Events

THUR **SEPT** 19

Lunch & Learn 2020 Election Planning

12PM-2PM
SEIU, Washington, DC

THUR **OCT** 17

Copywriting Workshop

9AM-12PM
AARP, Washington, DC

THUR **OCT** 24

Autumn Happy Hour

5:30PM-7PM
TBD, Washington, DC

THUR **NOV** 21

Lunch & Learn Major Donor, Planned Giving, Donor Advised Funds

12PM-2 PM
SEIU, Washington, DC

TUES **DEC** 3

Best of Direct Awards Gala & Reception

6PM-9PM
National Press Club
Washington, DC

Deadline for registration is 24 hours before the event, space permitting.
Cancellations must be received 48 hours in advance. No-shows will be billed.
Register at dmaw.org, or call (703) 689-3629.

Quick Takes

Every month DMAW asks people in our industry for their 'quick take' on a topic

What are the foundational pieces of your digital wardrobe?

Much like in my closet, the foundational pieces of my digital wardrobe center around keeping it simple, classy and with quality in mind over quantity.

No. 1: Keep your form simple. Keeping your attire simple and clean is always a safer approach long-term. In digital, it's important to know when to add that extra flair. Simple forms with streamlined form fields and pages go a long way.

No. 2: Maintain consistent branding. I wouldn't wear shorts to work if the attire is business. It's important to ensure your pages match as closely as possible to your website and other marketing. Otherwise, donors will be confused, which is not the end goal for your efforts.

No. 3 Protect donor data. You wouldn't use a dry cleaner that has bad reviews. Use providers who have the highest level of security for your data. Once your data goes bad, you're left with very little to build off.

— Joe Goetz
Director of Direct Response
NRCC
jgoetz@nrcc.org

When I think of the foundation of a great closet, I think of the perfect little black dress. It can go anywhere. You can go simple for the day; dress it up for the evening.

The little black dress of your digital closet is Google Analytics. While all your tools and channels are important for getting your message out, at the end of the day, direct response is about your data. And that's what Google Analytics is all about.

You can have a simple out-of-the box implementation that can get you the answers to many of your program's questions. But you can also dress Google Analytics up—add ecommerce tracking; customize your UTM parameters; set up goals and audiences.

No matter where your program is going, Google Analytics is ready to go there with you—just like the perfect little black dress.

— Mary Getz
Founder and President
MESG Marketing
mary@mesg.marketing

"Black is poetic. How do you imagine a poet? In a bright yellow jacket? Probably not." – *Ann Demeulemeester*

I'm simple. I get out of bed, and I put on the same black outfit every day. No fuss, no muss. I take a similar approach to my digital wardrobe. For any project or any campaign, I always ask the same questions: What's the goal, and who's the audience?

Before those questions are answered, I don't think about fashionable accessories like channels, tools, tech or anything else (to belabor the metaphor).

Understanding those simple strategic questions is my digital wardrobe—basic black.

— Matt Reese
Senior Director of National Digital Campaigns
Everytown
mreese@everytown.org

Putting together a robust digital program is similar to building a flexible wardrobe. A well-planned wardrobe allows you to select the right pieces at the right time to build a fantastic outfit, letting you show the world who you are and giving you the confidence you need to tackle any challenge.

For a digital program, it's similar. If you have all the right elements in place, you are able to engage your supporters, showing them who your organization is and creating an opportunity for them to be part of something larger.

Planning a digital campaign is like building an outfit. You need your stable pieces like a great pair of jeans: mobile friendly emails, streamlined donation forms, donor-centered website. Then you need your statement pieces like a wow pair of shoes or a nice watch: campaign specific digital ads, thoughtful list-building strategies, unique strategies per segment.

If you thoughtfully stock your digital closet with the right pieces for your organization, you can raise more money for your organization with every digital campaign!

— Sarah Stallings
Senior Director, Annual Giving
National Geographic Society
sstallin@ngs.org

Got a topic? Write to our editorial team at dmawadvents@dmaw.org

How Do You Say Hello?

Continued from page 1

goal as marketers is to coordinate timing and messaging to allow your constituents to have a real relationship with you as an organization. But just as you use text or email for different purposes with your friends, we can—and should—adjust our messaging for each channel.

Your website is the central vehicle where constituents can find you. Upon receiving a direct mail piece (or a foundation proposal), they may proactively seek you out to learn more—and your website must accommodate that. Your website must make a case for giving—highlighting your mission, programs and authority on issues in a clear, modern and accessible way. If your website and donation form don't relate to the content you have out in the world (digital or analog) or worse, if the user experience is frustrating, your work is for naught.

Email communication can be the backbone of the relationship with people who are already in your circle. It provides an opportunity to nurture relationships with the organization and mission (read: engagement, stewardship, advocacy), as well as solicit funds. Thanks to segmentation and behavior-driven targeting, email marketing allows you to create personal relationships en masse.

But because a limited number of people actively open your emails (let's say 15% on any given email, and fewer consistently), it demands constant, steady and thoughtful relationship management. Email marketing requires a constant eye on testing to maximize engagement and should use a variety of creative vehicles to capture interest once people cross the hurdle of actually opening the message. In addition to strategy and creative, email requires technical proficiency to fight the uphill battle of maintaining strong deliverability and to ensure your emails render well to your constituents across all their devices.

For example, let's say Mary Sue visits your website. You can target her on Facebook to encourage her to "like" your organization there and subscribe to your emails. Then when she is reading an email about your Labor Day campaign, she can see the same messaging on social media, be directed to a donation form about your campaign when she Googles your organization on Labor Day or be served a display ad while she's checking the weather or reading a news article. And when she visits your website, parallel messaging should be front and center.

Each of these channels has certain nuances that can make the relationship stronger. To maximize the donor experience, you need to have a back-end flow of data and channel-specific know-how to deliver your message in each and every channel in the most effective way.

Digital doesn't exist in a vacuum. Even given these many digital channels, your relationship doesn't end there. You may have events or a physical center to capitalize on a personal or tangible experience. You may use phone calls from staff or telemarketers with an eye toward key audiences or moments.

You may use SMS, where despite limited fundraising revenue (now), strong readership offers a valuable opportunity to engage your audience, especially if you focus on breaking news or advocacy topics. And perhaps the "most analog" of channels is direct mail, which is far from dead, despite a decade of "experts" saying it's dying. The most basic thing about direct mail is everything you do costs money. So while you very rarely want to send mail without a direct fundraising ask, it can complement the many digital channels. An insert can direct to an interactive landing page that offers constituents deeper information—and another ask. And to share some of the secret sauce, the open rates on an email with the subject line "Did you get my letter?" are through the roof.

It's time to say hello. I was recently asked about the biggest up-and-coming trends in direct marketing. My response was that the answer is not new but more important than ever. It is time to stop simply paying lip service to integration.

As fundraisers, our goal is to create a cohesive relationship between donor and organization. It requires that advocacy and fundraising, mail, social and email all work together. Your donors don't care how your staff or budgets are structured—they are waiting for you to nurture their relationship.

Julie Ziff Sint is VP of account and strategic services at Sanky Communications. She has spent her 20-year career in nonprofit fundraising and marketing. She specializes in digital fundraising and has a wealth of experience in direct marketing, events and mid-level fundraising.

Text Messaging

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Time:
- Am I running a 6-month or a 12-month political campaign?
- Is this for a special election, with only one month until the election?
- Is this for a long-term campaign or mobile/digital program?

Money:
- What is my budget?
- Can I afford to hire contractors to send text messages?

Also think about your specific needs and the audiences you are trying to reach.

PLATFORM

An application-to-person broadcast mobile platform can be similar to a fully functioning CRM you might use for email (Mobile Commons, Revere Technology Suite, etc.). Only instead of sending an email message, you are sending a 160-character text or a logic-based text thread to your list, which allows you to engage and have an automated back-and-forth conversation with your supporters.

That being said, there are some more basic barebones broadcast platforms that are just built for you to only send a broadcast SMS to a large list.

Broadcast messages must be sent from a six-digit short code that has been approved by all the mobile carriers for mass-texting purposes. If you come across a broadcast mobile SMS provider that uses a regular phone number or long code to send text messages, then your SMS messages are more likely to be blocked by carriers who mark mass texts as spam, because it's an FCC violation.

A peer-to-peer mobile platform is both on a web platform and a mobile app. You set up the messages and lists via the platform, and then your staff or volunteers send each message via the mobile app to all your recipients.

Peer-to-peer messages use a 10-digit long code (i.e. a regular phone number), because they have been able to operate in what I like to call a "gray area" within the FCC regulations, which say each message must be sent individually. While they do message an established list of recipients,

Photo: Vladyslav Bobuskyi, iStock/Getty Images

the messages are not sent all at once, and a person is technically hitting send on each message.

CAPACITY

As explained under the platform section, one of the primary differences between how broadcast and peer-to-peer mass texting works is how the text messages are sent.

For broadcast messages, a single person can schedule or send an SMS message with the hit of a button to hundreds, thousands or even millions of people.

For peer-to-peer, if you need to send one thousand messages, an individual or several individuals must press send for every message that goes out. This is where assessing your resources comes into play.

PEER-TO-PEER

- People: You need more people (staff or volunteers) to send out the messages.
- Time: You can't send out as many messages as quickly, so peer-to-peer isn't as great for rapid response.
- Money: If you need more people to send all your messages (especially if you have a time constraint), then you may need to hire staff, and that costs money.

Broadcast
- People: You only need one person (and ideally a back-up) trained on how to manage your broadcast mobile program.
- Time: You can send messages immediately or schedule them for the exact moment you need them to go out.
- Money: You only need the salary of one staff person who could also have other responsibilities outside of mobile.

OPT-IN

One of the most important differences between broadcast and peer-to-peer is the requirement of an opt-in from your message recipients.

Broadcast operates like an email program, in that you need to acquire permission (i.e. an opt-in) from your audience members in order to send them messages. This can come in the form of opt-in language on a website form, opt-in language on a print or digital keyword ad (e.g. Text JOIN to 69866) or verbal acknowledgment of opt-in at an event when someone asks people to text a keyword to join a mobile list. That opt-in is followed by a text message verifying that same opt-in language:
- Welcome to the [ORG NAME] mobile network!
- We'll keep you updated on important issues.
- Standard data and messaging rates apply
- Reply STOP to quit at any time.

Peer-to-peer does not need an opt in and is not subject to the same FCC opt-in requirements, because it is not categorized as mass texting since an individual is pressing send each time. This is why peer-to-peer is best used for voter outreach and acquisition. You can purchase a list and send messages to your target recipients.

So when considering how you plan on using each, consider who is your target audience. Is it your supporters and donors? Then you probably want to use broadcast mobile and utilize your existing channels of communication to get them to opt in to your mobile list.

Or is it a specific group of people or voters you don't have an existing relationship with? If so, you'll probably want to use peer-to-peer to reach them, provide or get the information you want, and maybe prompt them to opt in to your broadcast mobile list.

COST

Another core difference is how and how much you are billed by broadcast and peer-to-peer vendors.

The vast majority of broadcast vendors bill by usage and have month-by-month or annual contracts. They charge you a rate based on sending a certain number of SMS messages during a particular period of time (typically a month). The monthly rate is usually a breakdown of the number of messages, overall platform costs, carrier fees and shortcode fees. The cost per text message usually is less than $0.02 and goes down if you sign an annual contract for more messages per month.

Plans vary with each vendor, but you can get an annual contract for approximately, $2,000/month to send 100,000 text messages. If you have a list of 20,000 mobile numbers and send three to five broadcast messages a month to that list, you'll send between 80,000 and 100,000 messages. Another thing to note is that many of the larger vendors require an annual contract.

For peer-to-peer vendors, like Hustle or Relay, you pay per contact number, not per message. They can charge you either approximately $0.30/month for each contact or as low as $0.15 per contact, depending on list size, the volume of messages and length of the contract. So let's say you have 20,000 contacts and are paying month-by-month, because you only are running a three-month campaign. You'd then be paying approximately $6,000 per month.

If you sign an annual contract, that might drop down to $3,000 per month, but you are also paying for the list unless you have mobile numbers already. Some peer-to-peer vendors now have a per message option, but it is around $0.08 per message, which is incredibly expensive (approx. $8,000/mo for 100,000 messages). So when you look at your resources, if you have a wealth of staff or volunteers (people), a decent budget (money) but only two months (time) to do the outreach you need, peer-to-peer is the right choice for you.

WHAT HAVE WE LEARNED?

So once again, it's important to think about your specific needs, audience and resources to determine the appropriate mobile tool/platform to use based on the circumstances. Ask the right questions.

These are all significant questions you need to ask yourself when deciding whether to use a broadcast or peer-to-peer platform (or both!).

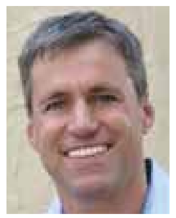
Hopefully, I've answered many questions you might have with regards to starting or running your mobile program.

Sandi Fox has more than 11 years of digital strategy experience across multiple sectors, including government, political, nonprofit and private sectors. She has developed and managed innovative and effective digital outreach, advocacy and fundraising programs that emphasized results, engagement, deliverability and audience growth. She can be reached at contact@smartasafox.org.

TACTICS WITH BIG IMPACT

Toxic Emails: How to Prevent Your List From Getting Crushed

By Mikaela King and Randy Paynter



Con artists. Bots. Identity thieves. Disreputable marketers. Each time you open up your email inbox, you're making yourself vulnerable to a range of threatening entities like these—all vying to take advantage of you via spam mail. Major internet service providers (ISPs) like Gmail, Outlook and Hotmail are on the case, actively analyzing, flagging and weeding out threatening and unsafe spam emails sent to you by these types of undesirables. According to estimates from Cisco, spam accounted for 85% of all emails sent during April 2019.

However, there is a significant downside to diligent spam monitoring by major email service providers. For "good" email senders, such as nonprofits, the negative fallout from overly aggressive spam filtering is proving highly consequential. An average nonprofit, according to the "Nonprofit Email Deliverability Study" by EveryAction, misses out on nearly $25,000 annually because 18% of its email goes to spam. For bigger organizations, this can mean losing out on hundreds of thousands of donor dollars each year.

With this in mind, here are a few key best practices you can and should incorporate into your email programs to keep your valuable communications from ending up in spam folders.

1. PREVENT NEW, TOXIC EMAILS FROM GETTING ON YOUR LISTS

Consider this all too common circumstance: A Hotmail user mistakenly enters her email address on your email subscribe page as "jennifer@hotmial.com" instead of "jennifer@hotmail.com." This seemingly minor oversight could have serious email deliverability ramifications for you. "Hotmial.com" is one of many common "typo domains" kept by blacklist operators to identify and sanction email marketers with poor data hygiene practices.

Sending an email to this address could result in your organization's IP addresses being added to a blacklist database, adversely affecting the email deliverability of your entire file. A single blacklisting by an anti-spam project like SpamHaus could drop your organization's email inbox deliverability by 50% to 80%.

One way to prevent toxic email addresses from being added to your list is by integrating a third-party tool like MailCheck, a useful plugin for your online forms that auto-suggests correct domains when people mistype them in an email address form field. The other is to ensure that you implement ongoing, standard list hygiene practices for your file. Regularly remove dead email domains, spam-trap email addresses and typo domains from your file.

2. UP YOUR EMAIL FILE HYGIENE GAME

Contrary to popular belief, it's not true that donors are more valuable the longer they stay on your list. Email addresses frequently go inactive for a variety of reasons. If you continue to send messages to them, it can flag ISPs to take notice and potentially start identifying you as a spammer.

Many of the reasons email addresses on your list go bad are simply circumstantial. For instance, people change jobs and their company email address stops working. They graduate from school and their email address gets left behind. They change email platforms (e.g. Yahoo to Gmail). Or their ISP gets acquired, such as when Media One was bought by AT&T, and then that business got bought by Comcast. Millions of email addresses changed with each of these buyouts. The "2018 Fundraising Effectiveness Survey Report" showed that 99 donors were lost through attrition for every 100 donors gained.

To stay on top of attrition and avoid sending to "bad" email addresses, you must regularly detect, block and unsubscribe obviously bad addresses, while purging lapsed and inactive subscribers. Some specific tactics include making sure your soft bounce to hard bounce counter is set to approximately three, and that hard bounces aren't emailed. You should run an email change of address (ECOA) on your file—especially soft and hard bounces and detected email address mistypes.

Developing good mailing list hygiene is one of the most critical requirements for running a successful email marketing program. The good news is that there are many tools at your disposal to help you along the way.

3. BE AWARE OF THE NEW EMAIL 'METRICS'

When your subscribers delete your messages without reading them, an ISP like Google or Microsoft counts that as a strike against you. Even worse, when your subscribers flag your messages as spam—just a few of these can negatively affect your inbox rates.

In the case of Yahoo or Hotmail, this could impact 10% to 30% of your list, with the ISPs more diligently filtering your messages into spam boxes, which cuts down your deliverability rates. For Gmail, this could affect up to 30% to 50% of your list.

At a minimum, you want subscribers who regularly open your email. Even better, you want them to read it. Better still, you want them to click it, save it, file it or share it. All of these ways that your subscribers engage with your email increase your email deliverability rate. The absence of them increase the likelihood that broad swaths of your email file will either go directly to your subscribers' junk folders, or be blocked from delivery at all.

One of the changes in the industry during the past five years is that ISPs are now watching these metrics, even if you're not. This is not to say that you require every subscriber to open your mail. But you will need to strongly consider monitoring and suppressing inactive subscribers if you want to maintain good inbox delivery rates. Any subscriber who has been ignoring your email campaigns should be suppressed out of email sends after six to 18 months.

You'll likely find that even though you're emailing fewer people, your delivery rate will go up, and more people will actually receive your emails in their inboxes. It's likely your response rates and revenue will increase, as well.

Here's the final, most important point for preventing your lists from getting crushed.

4. MAKE EMAIL ENGAGEMENT A TOP PRIORITY

For your email campaigns, you need the ISP to see that your subscribers are opening, reading and clicking the messages you send out. Ensure your subscribers open your mail, scroll all the way through to the bottom and—best of all—click a link. This is all positive engagement that ISPs are tracking and that factor in to higher deliverability rates. Here are some basic ways to get started.

A. Improve what you send.

- Constituent-centricity: Send only relevant, compelling content.
- Set appropriate expectations on signup and then meet them.
- Regularly test to improve engagement (factors like sender, subject line, user experience, content, calls to action, design, forms).
- Capture constituent interest and deliver more of the content they're interested in.

B. Improve when you send it.

- Optimize message delivery times. Deliver messages at the time of day (or week) the subscriber is most likely to respond.
- Provide relevant, timely feedback ("We're putting your gift to work right away..." "Your gift helped achieve XYZ!").

C. Improve how you send it.

- "Onboard" new subscribers.
- Make sure all email templates are mobile friendly.
- Regularly purge lapsed and inactive subscribers.

Spam is a huge business, because email still reigns supreme in the land of marketing. A recent Adobe survey found that the average American consumer spends 5.4 hours each weekday checking email, and it's the favorite communication channel at work. Meanwhile, email messaging drove 13% of all online revenue for nonprofits in 2018.

The good news here is that your existing and future donors still prefer hearing from you via email and are definitely paying attention to their inboxes. With that in mind, one surefire way to make certain your valuable communications are not getting lost in spam boxes is to take measures to keep your list in tip-top shape. Your email campaigns certainly won't stop, nor will diligent spam monitoring by ISPs, but it's within your control to maximize your email deliverability by incorporating a few key best practices.

Editor's Note: This article was originally published in The NonProfit Times.

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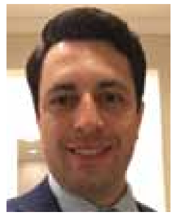
4 Facebook Live Ideas for Nonprofits

By Dan Sonners



Whether your organization uses its Facebook page to raise money directly or to disseminate information, neither of those things will happen if your posts don't reach your followers.

While Facebook's algorithms are an enigma wrapped inside a riddle, organizations aren't powerless when it comes to increasing their organic reach. Facebook is very transparent—posts that generate interaction and meaningful conversations get prioritized in users' News Feeds. The best way to do this is by posting quality content that is relevant to your donors and supporters.

Content marketing programs can be intimidating propositions for bandwidth-challenged organizations (which is to say most). Content marketing often conjures up images of expensive and highly produced videos and elaborately written articles. Those things are important content components when practical, but the expense and complexity don't always correlate with effectiveness.

Content marketing is anything that provides your followers with value or access, and the advent of Facebook Live has empowered nonprofits to provide both with minimal time or cost required.

Here are four examples of meaningful content your organization can distribute using Facebook Live.

1. WEEKLY UPDATES FROM THE PRESIDENT

Something every organization should do, regardless of your mission. A weekly five- to 10-minute update from your president, CEO or executive director promotes a sense of transparency, access and accountability.

It's also a good opportunity to recap your organization's daily functions, which help work toward your mission. What may seem like day-to-day minutiae to you is return on investment for your donors.

Finally, you can never thank your donors enough. A weekly update is an excellent opportunity for your leader to express gratitude to your donors and remind them that they are the "heroes," which make your organization's work possible. Expressing gratitude ensures your donors feel appreciated and is important branding for prospective donors.

2. LIVESTREAM CONTENT AND PROGRAMS

Video provides an added context to your organization's work that can't be conveyed in numbers and words. Whether your nonprofit's cause is building homes for veterans, feeding the homeless, aiding refugees or any other amazing mission, your organization probably does lots of work on the ground that your donors and supporters want to see (it's literally their donations at work!). Nonprofits with more abstract missions can still provide followers with valuable access by streaming speakers and events that your organization is hosting.

> "VIDEO PROVIDES AN ADDED CONTEXT TO YOUR ORGANIZATION'S WORK THAT CAN'T BE CONVEYED IN NUMBERS OR WORDS."

3. EXPERT Q&A

Donors aren't just investors; many are passionate fans of your mission. Just like how you follow your favorite sports team, your donors are hungry for information and have lots of questions. Facebook Live provides your organization with an opportunity to answer those questions directly. Whether your nonprofit is saving animals or working on a cure, followers will appreciate hearing from the experts on the frontlines and being able to ask them questions. You can answer questions live or ask for them to be submitted beforehand. Think of it as a call-in show to promote your organization's work!

4. OFFICE TOURS/STAFF INTERVIEWS

Your staff probably ranks among the most passionate supporters of your cause. That's a tremendous asset, which most organizations don't take advantage of. By providing walking tours of your office, your organization can show off all of the dedicated individuals who work every day to advance your mission.

From your receptionist to your fundraising team, donors and supporters will enjoy learning about the various roles that make up your team. It's a great way to demonstrate your organization's capacity, but more importantly, it gives your team an opportunity to demonstrate their enthusiasm. That enthusiasm will be contagious to donors, who will feel good about supporting an organization with such a passionate team. Your employees are your strongest ambassadors; use them to your full advantage!

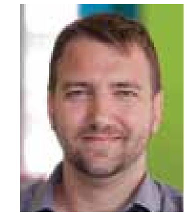
These four examples of Facebook Live content share the common thread of being simple and easy to produce from most smartphones. Don't worry about needing to look "professional," authentic content (which looks like content your friends and family would share) often outperforms more polished content.

The key is to provide your followers with value or access. If you do so, your content will generate engagement, which will increase your organic reach. By reaching more followers, your nonprofit will be able to have more quality interactions with your donors (in between asks) and spread your message in order to develop new ones.

Dan Sonners is an assistant VP and director of nonprofit marketing at Conrad Direct, a direct response firm in Cresskill, New Jersey. Email Dan at dsonners@conraddirect.com or connect with him on LinkedIn where he regularly shares original content regarding the world of nonprofit fundraising.

The Declining Value of Your CRM

By Chris Lundberg



It's ironic I'm writing this article, because I built a CRM that thousands of nonprofits used; but I have come to feel that the amount of time, money and energy people spend on their CRM and consultants is a massive misuse of resources. We are now in an omnichannel world where no one system can do it all. I see a future where nonprofits shift their time and energy from their CRM to building a data infrastructure to support a truly donor-centric journey.

THINKING BEYOND YOUR CRM

I'm now asking the question, is a CRM really that important for a modern nonprofit? In today's world, your CRM is only one part of a constellation of technologies you use. Digital advertising, social media, modern payment processors and voice technology (like Alexa and Siri) are becoming more valuable. For historical reasons, we put the CRM above all others when it comes to planning, budgeting and staffing.

Have you heard an organization discuss a five-year plan and an RFP for its digital advertising program? Or spend a million dollars on a tool that helps it optimize social engagement?

Our demands upon a CRM have not kept up with the changing technical landscape. For example, we don't demand that our CRM natively accept mobile payments like Apple and Google Pay, but we expect this for retail sites. We see organizations pay thousands of dollars to customize fields that aren't even visible outside the organization, when instead the focus could be on meeting your donors on the channel they prefer.

Perhaps it boils down to the comfort of control. Knowing who your supporters are is one of the key tenets of marketing and organizing. Anonymous giving is often frowned upon, because the value is in the long term, not from a one-time gift. But if there is one thing the last election taught me, it's that it is possible to have an impact across 300 million people with a focus on social media and negligible investment in traditional CRM and organizing tactics.

PII

Personally Identifiable Information (PII) includes information like donor name, address, email, phone, etc. CRMs are a tool heavily designed to support the aggregation and analysis of PII. How many supporters do we have? Who gave last week? Did they also give 10 years ago?

And it seems as if there's so much you can do these days with PII! Identify people across email and direct mail, append thousands of fields of targeting data, model, share, collaborate, predict—it's like a big data party! But most social media sites now hoard that PII. Ever try to get an email address from Facebook? Legislation in California, Vermont, Canada and the EU (via GDPR) has started to sketch out what individuals expect of privacy. And in reality, most people don't like that you're throwing a party where they paid the (PII) bill. As users gain more control of their own information, the value of PII will begin to erode and, with it, the value of the CRMs most heavily oriented to it.

> "IN TODAY'S WORLD, YOUR CRM IS ONLY ONE PART OF A CONSTELLATION OF TECHNOLOGIES YOU USE."

THE RISE OF THE 'OMNI'

Now it's unlikely that any single online channel will surmount the money raised in direct mail. But in aggregate, the hundreds of channels of communication and payments now available to consumers easily does. When was the last time you sent a check to Amazon? It is obvious that omnichannel is king, but it is easy to stay in the familiar territory of embarking on a CRM migration that promises to be an all in one.

In an ideal world, your donors should be able to find you on all the socials—Twitch, search, smart TV, voice—and receive your direct mail, email and texts. Giving should be through your donors' preferred method: SMS, credit card, PayPal, Apple Pay, Google Pay, check or telephone.

Yet how many CRMs allow for this? Yes, the majority of donations still come from legacy channels, which makes it hard to shift resources; but shifting the equation from volume of gifts to ROI per channel tells a strikingly different story.

Fractional effort in those channels will have a better ROI than traditional means, and if your CRM doesn't know how to work with that data, it's time for modern technology.

In summary, with the reduced availability of PII (via hoarding and privacy laws) and the rising value of new channels, it's time to think beyond your CRM. Start backwards with what your donors expect and experience from the retail world and use a set of modern tools to support a donor-centric journey.

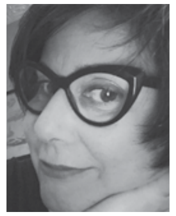
This includes focusing on a data warehouse, integration technologies, modern source coding and other business intelligence and data visualization tools to really capture the value of our omnichannel world.

Chris Lundberg is a veteran nonprofit tech entrepreneur, having founded DemocracyInAction, SalsaLabs and now Frakture. Chris believes that tech will continue to change our world—and that right now the hardest part is effectively coordinating the dozens of technologies we all use. Thus, Frakture deploys thousands of bots and data warehouses to transform how organizations use technology. Reach Chris at chris@frakture.com.

COPYWRITING: EXPLORING THE NATURE AND NUANCES OF EFFECTIVE COPYWRITING FOR DIRECT MARKETING

Factor in Feeling: Digital Copywriting With Heart

By Bonnie Catena



Every year, nonprofit organizations compete for hundreds of billions of dollars in contributions. Individual donors give the vast majority of those funds—68% of the $427.71 billion raised in 2018, according to Giving USA. That percentage soars even higher when you add in the $39.71 billion in bequest income received.

Individual donors gave all that money. Not corporations. Not foundations. But flesh-and-blood human beings motivated by their desire to make our world better—and to feel good in the process.

It doesn't matter that the emails we send go to the masses; the best are written by one person with one person in mind, and factor in feeling. We have precious few moments to capture our donors' attention—to make them stop scrolling, open our messages and click. In other words, to make them feel good, and then act on those feelings.

So how do we do that? In mental health parlance, the neurochemicals dopamine, serotonin and oxytocin are called the "Happiness Trifecta." Increase their production. Boost your mood. That's the basic equation.

As social creatures, we humans are wired to help each other—and we feel good when we do. According to Psychology Today, "… neuroscience has demonstrated that giving is a powerful pathway for creating more personal joy and improving overall health."

That's right. Giving, which includes making a contribution to a charitable cause, boosts the "Happiness Trifecta." Here's how each element of a fundraising email can do that.

Subject Lines. Show recipients that there's something inside that needs their help. Keep them short. If they're longer, start with keywords so they don't cut off on a mobile device.

Preheader Text. This is valuable real estate that you can use as a continuation of the subject line. Be mindful of your platform's maximum character count, and use them all. Again, keep the focus on the recipient, not the organization.

Photo: Westend61, iStock/Getty Images

Sender. Changing it up is key here. If donors see the same sender over and over, they're likely to keep scrolling or delete. There's nothing new inside to make them feel good. Over the course of a campaign, use different staff members, beneficiaries, volunteers or fellow donors. But if you can only use one person, then vary the structure (i.e. "Bonnie Catena—Catena Connects," "bonnie@catenaconnects.com," "from Bonnie's iPhone," etc.).

Body Copy. Here is when the feeling often falls by the wayside, the jargon seeps in and we forget that we are communicating with human beings. Your organization's 75th anniversary, synergistic growth trajectories or impactful and measurable outcomes won't increase the production of your donor's "Happiness Trifecta" neurochemicals. What does is knowing that the gift will help cure a disease that he, she or a loved one is fighting…put clothes on the back and food in the belly of a refugee child…or conserve acres of precious habitat. In other words, keep it real. Consider reading your draft out loud to make sure the tone is conversational and void of organization-speak. Try to remove references to the organization, which will put the donor front-and-center.

Donation Form. Congratulations! Your donors clicked through your email and is ready to give. Keep making them feel good. Tell them what their gift will do. Show them that they have the power to cure the disease, feed the children, advance the cause.

Acknowledgment. Don't forget to thank your donor! An email acknowledgement and a follow-up letter sent via good 'ol snail mail will reinforce the decision they made. In other words, it's another opportunity to fire up their "Happiness Trifecta" neurochemicals.

People want to feel good. Helping others makes people feel good. Approach your copy through that lens, and the donations will follow.

As a copywriter, strategist and project manager, Bonnie Catena helps her clients fire up their donors' "Happiness Trifecta" neurochemicals. When she's not at her keyboard, you'll find Bonnie and her dog, named Happy (no kidding), exploring Cape Cod's beaches and forests. Reach Bonnie at bonnie@catenaconnects.com.

Marketing AdVents

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News Notes

Photo: iStock/Getty Images

- **Amy Sukol, CFRE,** has been promoted to principal at Lautman Maska Neill & Company, according to a press release. In her new role, she will spearhead client stewardship and talent retention. Amy has been at the firm for 27 years, has served dozens of clients and raised millions of dollars for a number of nonprofits. "We are thrilled to recognize the important role Amy plays at Lautman through this promotion," Tiffany Neill, partner at Lautman Maska Neill & Company, said in the release. "Her phenomenal talent for spearheading effective fundraising campaigns for the nonprofit clients she serves year after year and her gift for training and mentoring our growing staff are without parallel."

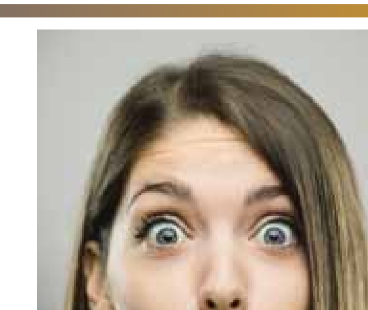
- **Steve Cone,** a nationally recognized leader in marketing and brand management, has joined Capital Caring as chief of communications, marketing and philanthropy, according to a company press release. In his new role, he will provide leadership to increase public and brand awareness of Capital Caring, a provider of hospice, palliative care and advanced illness care. His experience includes managing a data consulting and marketing services firm, serving as chief revenue officer of the American Bar Association and serving as EVP of AARP.

- **Jeff Nickels** has joined Moore DM Group as chief client development officer, according to a press release. In his newly created role, Jeff will lead new client development across the Moore DM business units, "accessing key company leadership to create unique donor marketing solutions for clients seeking breadth and depth in integrated capabilities." A veteran with over 30 years in nonprofit marketing experience, he is a well-recognized player in the field. "As a company committed to creating valuable outcomes for our clients, this newly created position establishes innovative growth as a priority," Gretchen Littlefield, CEO of Moore DM Group, said in the release. "Jeff is a well-respected thought leader, responsible for growing the country's largest nonprofits. He will be pivotal in driving the growth of our clients."

Is something exciting happening in your company or organization?

Tell us about it!

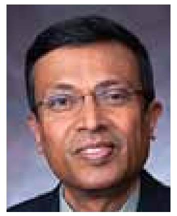
Email the editor, Nhu Te, at dmawadvents@dmaw.org



DMAW Educational Foundation

Take Chances, Make Mistakes, Get Messy

By Girish Ramani



As an instructor who teaches marketing, I help prepare the next generation of marketers for careers at organizations like yours. Here's a glimpse of what—and how—we are teaching our students these days at the Kogod School of Business at American University.

DATA VISUALIZATION: MANY TOOLS, MANY WAYS

Data visualization skills are very important in marketing today. A visual image, especially an interactive one, is a better way to tell a story than a basic table with rows and columns of numbers.

One way to give students an edge is to help them develop data visualization skills using tools like Microsoft Excel and Tableau. I also help them learn to harness the power and flexibility of plotting with software packages available in the R environment. (R is a programming language and free software environment for statistical computing and graphics.)

As a first step toward developing visualization skills, I ask students to search, access and download data from websites like Statista and Google Trends. Students import large datasets into Excel and then experiment with the various recommended options that pop up the moment they select the data range for analysis.

But proficiency in Excel isn't enough. Being nimble and having the ability to integrate tasks across platforms is what will help them succeed in a job.

So, I expose my students to a more dedicated data visualization platform—Tableau.

It is important for students to see for themselves how a task in Excel can be replicated in Tableau. Students discover some of the more complex capabilities in Tableau, such as how to animate timelines. The ability to incorporate interactive sliders and 3D movements to plots with R programming helps students take visualizations to an even higher level.

STATISTICAL ANALYSIS: GOING BEYOND DROPDOWN MENUS

Marketing analytics is a rapidly growing field. Candidates for entry-level jobs need to demonstrate proficiency in statistical analysis.

While Excel and Tableau skills may be relatively commonplace in a marketing course, it is increasingly important for students to go beyond dropdown menus and learn basic coding skills in statistical analysis software, such as R.

Students with no prior programming experience may find the move to learning R coding a challenge. But the new generation of students who are keenly aware of the requirements in the job market know that acquiring coding skills is essential.

YouTube videos and free content from Coursera and edX are popular self-learning options.

Specialized websites, such as Datacamp, use a "training-wheels" approach, where students can learn by making mistakes using a simple, web-based interface to practice writing code.

I have students complete assignments on Datacamp prior to class. The training wheels come off in the classroom as students apply their newly acquired coding skills in the actual R interface on real datasets and cases.

PLATFORMS RULE TODAY—CONCEPTS ARE FOREVER

I find using a platform like Enginius from DecisionPro (a cloud-based marketing analytics platform, designed to allow models to be run online) helps students learn the intricacies of data-driven segmentation, targeting and positioning, and market-share predictions. Integrating Google Analytics into the classroom is another good way to prepare students for the real world.

However, an educator's job is to impart knowledge of universal concepts and theories. And future marketers need to learn the concepts behind data-driven, multichannel attribution models. So I incorporate "old school" exercises—like computing the Shapley value by hand or finding weights from a first order Markov chain—to enhance students' intuition about data driven, multichannel attribution models.

Girish Ramani teaches new product management, data-driven marketing and customer management, and fundamentals of marketing at the Kogod School of Business at American University. The DMAW/EF is the link between educators, like Dr. Ramani, students interested in careers in direct marketing and direct marketing professionals like you! Find out more at DMAW/EF.org.

Member Spotlight

KATE CARR
Executive Vice President
Silver Marketing
kcarr@silvermarketing.com

Prior to her experience in the direct marketing field, Kate Carr worked in Investor Communications at Krupp (Berkshire). Because she was on the phone with individual investors the entire day, it really shaped her people skills and taught her to be kind and respectful. She believes everyone should work retail/customer service; it's a game-changer on many levels.

Utilizing her finance and analytical background, she wrote marketing reports for a startup that provided predictive modeling for many prestigious companies (SAAB, Commercial Credit, AARP). Following that, she worked in database marketing at American Bankers Association while pursuing her MBA at night. Over 20 years ago, she switched to the agency side.

She got her start in direct marketing when she received a call from Pat Silver, who was, at the time, president of DMAW. They had great conversation and synergy, which led to her joining the team at Silver Marketing. Interestingly, while she met the Silver staff during the review process, she didn't meet Pat until her first day on the job. She fell in love with the sector, because it gives her the ability to be both analytical and creative.

Location: Washington, D.C.

Education: George Washington University, B.S. in finance and MBA in marketing

DMAW Member Since: 1994

Whom do you consider your mentors?
My husband, David, has been my rock for over 25 years, both professionally and personally.

What advice would you offer a novice who wants to move up in direct marketing?
Really listen to what clients and colleagues are saying, volunteer on a wide variety of projects and have a good sense of humor.

What is the most helpful step you took to advance your direct marketing career?
Committing to professional development and building relationships.

Tell us about your experiences with DMAW.
The people are amazing! I have been blessed with incredible friendships, and, as many know, I even have a Wall of Awe. It's a big wall, because I have been on both the DMAW and DMAW/EF boards, as well as marketing co-chair for the Bridge Conference. I have had the opportunity to work with some truly great people.

Describe yourself in three words.
Innovative, collaborative, tenacious

Describe your life in six words.
Joyous. Giving. Inquisitive. Aspiring. Blessed x2.

Kate's Favorites

Restaurants Irongate, Sushi-Ko, Woodmont Grill

Films "The Shape of Water" and "Vertigo" (actually anything Hitchcock)

Books Always! Currently, I am reading "The Line Becomes a River: Dispatches from the Border" by Francisco Cantú.

Music U2, The Cure, Camera Obscura, Elvis Costello

Leisure Interests Tennis, sunrise fitness group, travel, time with family and friends

Quote "No act of kindness, no matter how small, is ever wasted." — Aesop