Data Strategy Forum

Driving Digital Donations with Direct Mail



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Fundraising: **A United Vision**

TODAY'S OBJECTIVES

How to create digital-friendly DM packages

Search and homepage optimization for DM recipients



Multichannel tracking, reporting and analysis





Please submit questions throughout!

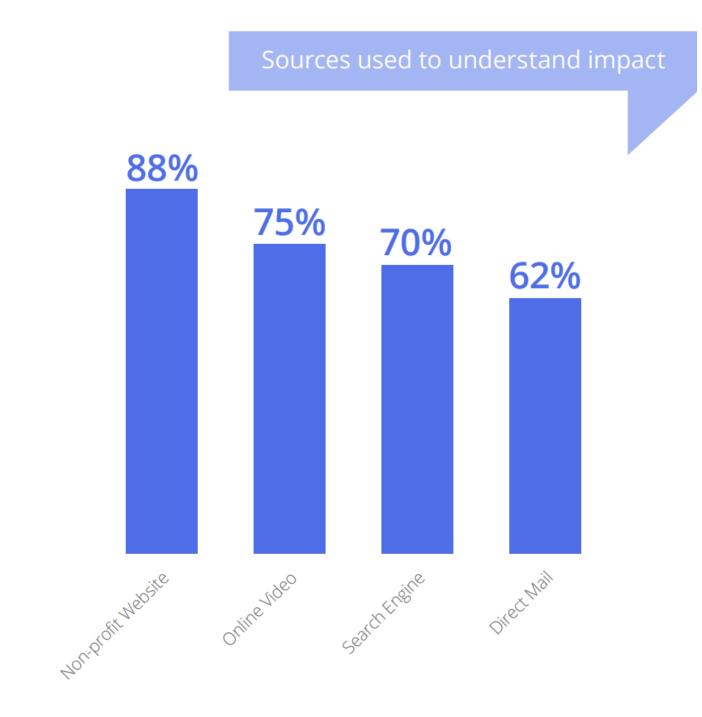
WHY????





IMPACT DRIVES DONATIONS

3 of the top 4 sources donors use to understand the impact of a non-profit are digital









DIGITAL GIVING IS HERE TO STAY

- Digital giving has seen **double-digit growth year-over-year** for several years
 - Nonprofits have reported a 77% increase in online revenue over the past 5 years!
 - Charitable giving in the first half of 2020 increased by almost 7.5 % over the first half of 2019
- Digital acquired donors *are more likely than DM acquired donors* to cross channels in their giving habits
- New digital donors have **lower retention** than DM acquired donors—*until they* make a 2nd gift
- Digital savvy people still check their mail!









35% of donors say they prefer to respond to direct mail by giving online or via mobile devices

50% more donors respond to direct mail when receiving the same call-to-action across multiple channels





MobileCause

AND DIRECT MAIL ISN'T DEAD

- Direct mail still has a 37% higher response rate than email
- Direct mail still makes up a majority of most nonprofits individual giving revenue
- But campaigns that used direct mail and 1 or more digital media experience **118% lift in response rate** compared to using direct mail only
- Most DM prospects do research before deciding whether to give for the first time
 - And many donors don't decide right away!







Donors are three times more likely to give online in response to a direct mail appeal than an e-appeal.

MobileCause

DONORS TAKE TIME TO RESEARCH

More than **1** in **3** donors spend over 2 weeks researching

Fun Fact: It takes 12-15 touches before a message becomes memorable to supporters







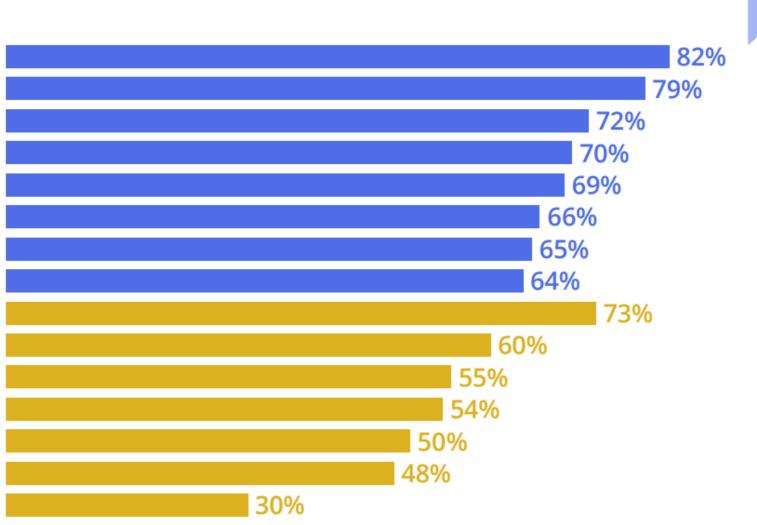
DIGITAL RESOURCES ARE THE MOST USEFUL FOR DONORS



ONLINE SOURCES



Nonprofits' Websites Search Engines Consumer-generated Online Reviews Social Action Network Sites Third-Party Evaluator Sites Social Networking Websites Email from Nonprofit Video Sharing Websites Family & Friends Flyers or Brochures in the Mail Radio Newspapers ΤV Magazines Nonprofit Events









Most useful sources for researching non-profits

THE POWER OF MULTIPLE TOUCHES

There's no such thing as a single channel person!

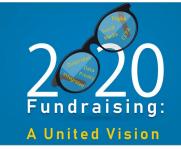
- Americans consume approximately 15.5 hours of media per day
- 90% of media touches are screen-based
- And we love to multi-screen! \bullet
 - While we all have screen preferences for certain activities, *we are* creatures of convenience



"If I'm watching TV, I won't go upstairs to grab my laptop to follow" up on a product I see. I'd just pull out my phone." - Sophie







of us use the device that is closest to us when looking for information

CREATIVE BEST PRACTICES

- Maintain Consistent Branding
- Have a Strong Hook
 - Online-only match anyone?
- Use Visuals and Digestible Presentation
 - Bullets instead of paragraphs
 - Eye-catching graphics that show need or impact
 - Clear CTA
 - Don't be afraid of white space!





Get their attention quickly!

Do they even need to open the package?

SPECIFIC TREATMENTS

- Self-mailers, Postcards, and Greater use of images
 - Digital is an image-heavy medium and so it's worth testing similar treatments in the mail, especially on the OE
- Known signer
 - Are your digital donors engaged on email or social? If so, test using a name that will be known to them.
- Vanity URLs short easy to read and type URLs, also referred to as DM URLs
 - Package or Audience specific URLs that redirect to customized donation forms or specialized landing pages that align with the messaging in the package
- QR codes they're back!
 - COVID-19's contactless payments have made QR codes much more universal, so test them!









Test Panel added the DM URL to the back of the envelope

To put your gift to work immediately, give online a ushmm.org/2020annual-fund

ANNUAL FUND CONTRIBUTION FORM				
YES, I want to ensure the United States Holocaust Memorial Museum can continue pursuing its increasingly urgent mission to confront hatred, prevent genocide, and promote human dignity. Enclosed is my tax-deductible 2020 Museum Annual Fund gift of:				
$\Box \ \ \ \ \ \ \ \ \ \ \ \ \ \ \ \ \ \ \$	□ Other \$			
*Your gift of this amount will bring us closer to our \$1.25 million year-end goal.				
XXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXX	 My check, payable to the United States Holocaust Memorial Museum, is enclosed. To charge your gift, please check here and see other side. Please send me information about including the Museum in my estate plans. ushmm.org/2020annual-fund 			
123456789 AMA090303932	HOLOCAUST MEMORIAL MUSEUM Denation Correspondence P.O. Box 1568 Merrifield, VA 22116-1568 1-866-998-7466			

annual fund appeal

- Immediacy of impact "To put your gift to work immediately, give online at ..."
- Results: statistically significant lift across all metrics!
 - 20% lift in response rate (including DM URL revenue)
 - 8% lift in average gift 37% lift in net per 1k

Control Panel only had the DM URL on the reply

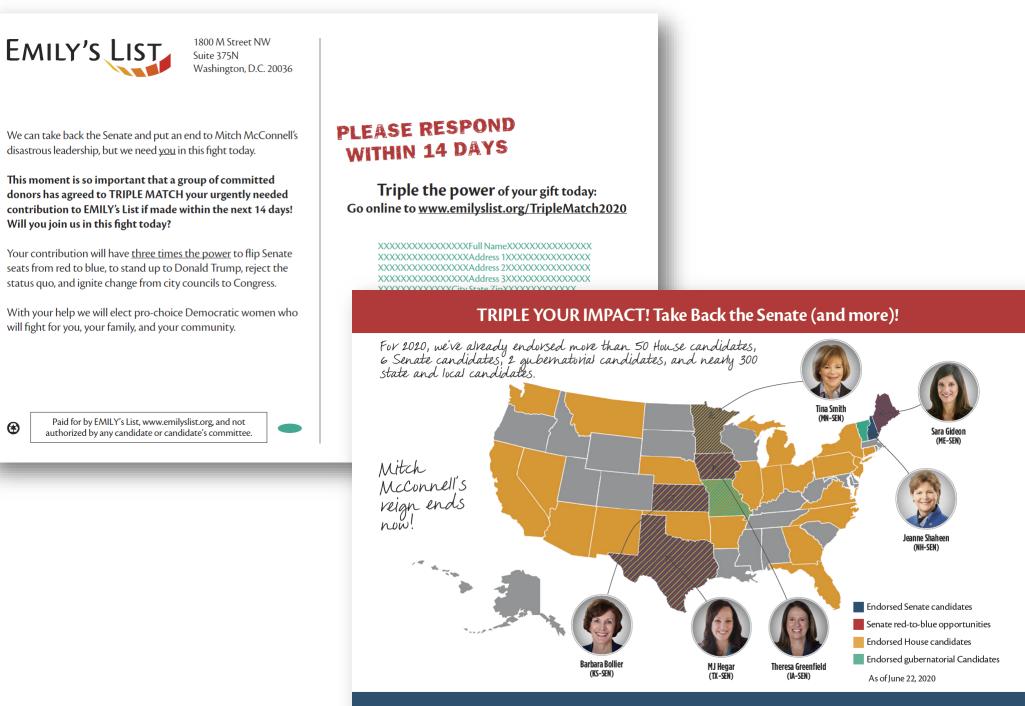




10/90 randomized test audience for the

When online \$\$ is excluded, response declines by 8%

CATCH THEIR EYE



To put your gift to work immediately, go to www.emilyslist.org/TripleMatch2020



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- Non-standard format
- Urgent need & deadline
- Immediacy of impact "To put your gift to work immediately, go to ... "

 \bullet



- Postcard test to Non-Direct Mail Responsive, Non-Renewal Responsive audience.
 - 50/50 random split postcard vs control package

- Results. Test got fewer overall gifts, but
 - \$3.12 lower CPD
 - 19% higher average gift
 - 5% higher net per 1k

OE, REPLY, P.S.



OPEN IMMEDIATELY: Your gift is TRIPLED to help animal cruelty victims!

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aldf.org/triplematch

P.S. <<Salutation>>>, as we respond to the needs of animal cruelty victims impacted by the COVID-19 coronavirus pandemic, <u>your gift will be triple</u> <u>matched</u> up to a total of \$250,000 to help provide food, shelter, veterinary care, and rehabilitation for animals rescued from cruel situations — and advance our fight for justice on animals' behalf. Please rush your gift of <\$Ask1> or more in the envelope enclosed to be triple matched today. Or, to make your gift immediately and securely online, please visit aldf.org/triplematch. Thank you!

URGENT: Animal Cruelty Victims Need Shelter, Care, and Justice!

<<Name>>, your gift is tripled, up to a total of \$250,000!

☐ **YES!** Animals seized in cruelty cases need shelter and care. I will help fight for justice for animal victims and provide the care animals need to recover from abuse and live safe, healthy lives. My tax-deductible gift to the Animal Legal Defense Fund is enclosed:

\$ASK1 triples to \$ASK1x3
 \$ASK3 triples to \$ASK3x3

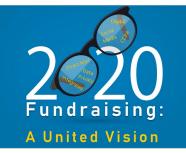
XSourcecodeX XXXMemIDxxx

□ \$ASK2 triples to	\$A
Other \$	



Please make your check payable to the Animal Legal Defense Fund. Or if you prefer to charge your contribution, please see reverse. You can also make your donation online by going to **aldf.org/triplematch.**





For the animals,

Stephen Wells Executive Director

ASK2x3 __ is tripled

ANIMAL LEGAL DEFENSE FUND 46.6% increase in DM URL giving over the next best results

REPETITION, EASE & IMPACT



- 1. OE Backflap
- 2. Page 1 Letter
- 3. P.S.
- 4. Reply Front
- 5. Reply Back
- 6. Reply Envelope

To make it easy for you to help out, we recommend n at <u>emilyslist.org/Together</u>. Or, you can return your gift with to postage-paid envelope provided.

Your support will help us adapt to these changing times and reach voters through digital ads, phone campaigns, mailers,





	To put your donation to work immediately, go online to www.emily.ist.org/Together	Yes, I'd like to receive periodic automated text messages and calls on my mobile number from EMILY's List. For SMS, standard message and data rates may apply. Text STOP to carel or HEJ for help. Privelp. Privacy policy <u>emilystarcy privacy</u>	
	Please charge my contribution in the amount of \$ to my:	CELL PHONE Federal law requires us to use our best efforts to obtain, maintain, and submit the name, mailing address, occupation, and name of employer for	
ют	NAME AS IT APPEARS ON THE CARD /	each individual whose contributions exceed \$200 in a calendar year.	
.ICI.	CARD # EXPIRATION DATE / / /	NAME OF EMPLOYER	
il as unity	SIGNATURE DATE	IF SELF-EMPLOYED, PLEASE PRINT NAME OF BUSINESS. IF RETIRED, PLEASE PRINT "RETIRED."	
		EMAIL ADDRESS	
	EMILY's List ■ 1800 M Street NW ■ Suite 375N ■ Washington, D.C. 200 Paid for by EMILY's List, www.emilyslist.org, and not authorized by any c		
le. 1 it in			
nplete	As a result, our candidates are facing funding shortages they were n their message out to voters.	ot expecting, while they try to get	
of this ILY	That makes the work of EMILY's List more important than ever. We are going to be with our candidates every step of the way to help them see this through, to rally anyone in our community who is able to pitch in, and to give our candidates the backing they need.		
	<salutation>, any contribution you can make to EMILY's List no <\$ask2>, or <\$ask3> — will make a powerful impact on our work to he challenge they face now and pull ahead going into November.</salutation>		
	To make it easy for you to help out, we recommend making you <u>emilyslist.org/Together</u> . Or, you can return your gift with the enclose postage-paid envelope provided.		
	Your support will help us adapt to these changing times, deploy effe and reach voters through digital ads, phone campaigns, mailers, and more.	ective communications strategies.	
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	and reach vot ers through digi tal ads, phone campaigns, mailers, and more. This situation is unprecedented for our candidates, and I know it's u	nprecedented for you too.	
	and reach voters through digital ads, phone campaigns, mailers, and more. This situation is unprecedented for our candidates, and I know it's u Your contribution securely onli	nprecedented for you too. er's backs — that , and that we are	
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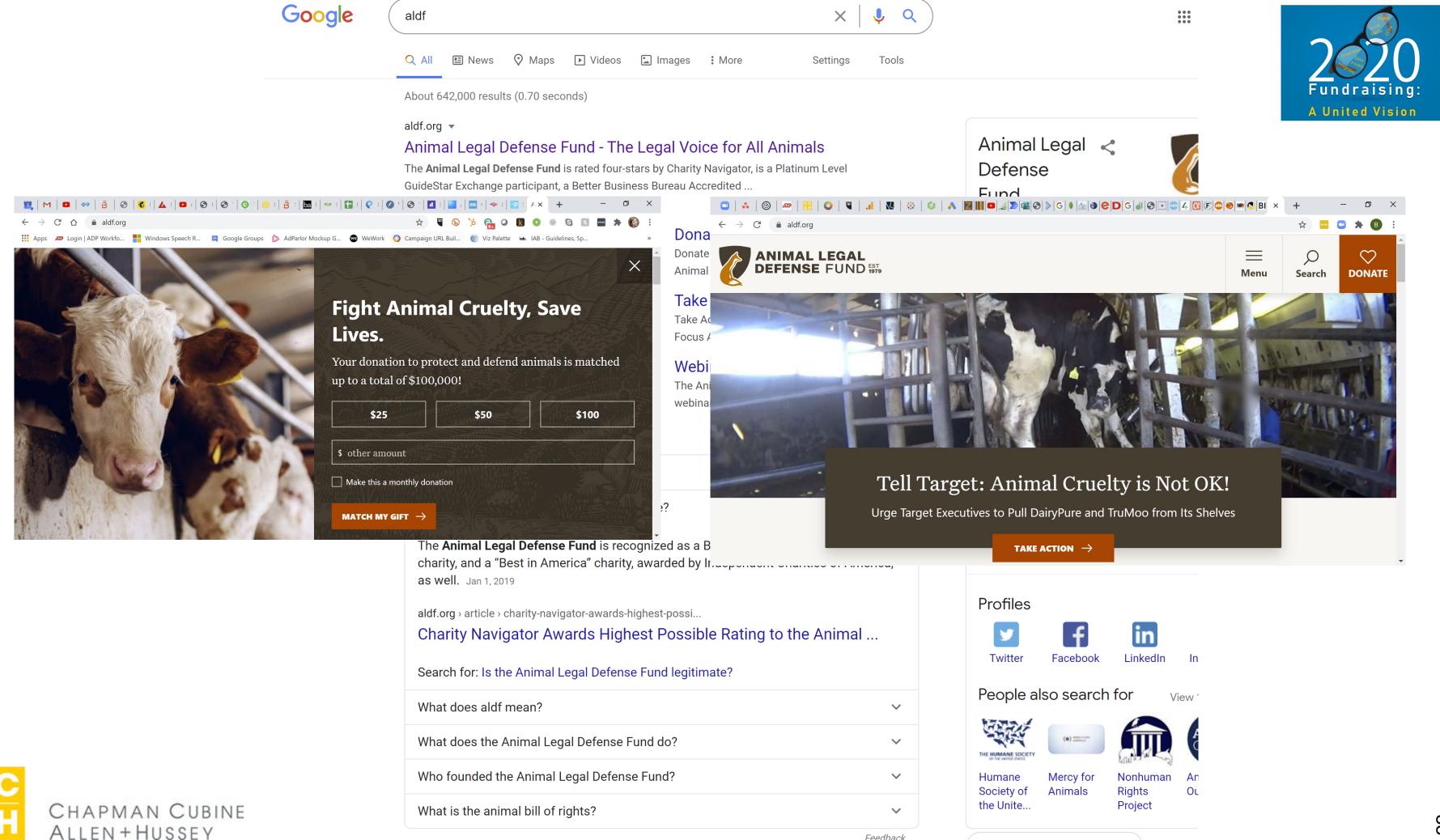
SEO & HOMEPAGE TIE-INS

- People do research. People Google.
 - What shows up on your brand (don't forget acronyms!) and top issue terms?
 - Do ads show up first? If so, are they your ads?
 - Do your DM packages use these top issues?
- **On Page SEO** factors are those that are visible to your audience at the page level \bullet
 - Keyword optimization
 - Mobile optimization
 - Anchor text links





Maps Videos 🔝 Images News : More Settings Tools



Feedback

Claim this knowledge panel

SEO BEST PRACTICES

- 1. Create User-Friendly URLs
 - Short URLs with your target keyword or phrase rank better than long alpha-numeric URLs
- 2. Include Your Keyword In The Title
 - 1. When Google's search bots crawl a page they typically look at the title page first to understand the content and context of the information being presented on the page
- 3. Insert Keywords In Your Heading Tags
 - Use heading tags to help Google understand the structure and text on your page. The H1 tag will be the title of your article. Sub-headings are then used to categorize your page into topic sections
- Include Your Keyword In The First 100 Words 4.
- **Optimize Images for SEO** 5.
 - Make the description specific and relevant
 - Include your keyword or phrase in the image alt tag
 - Include your keyword or phrase in the image file title 3.





Pro Tip: Bold at least one of your keywords within the body of your content

TRACKING!

If you can't track it, it's not direct response.

- Unique source codes \bullet
 - With both inbound channel and outbound campaign signifiers
- Separate vanity URLs or QR codes
- Distinct target URLs
 - That include the relevant source code!





SIMPLE SPLIT TEST

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DM URL ANATOMY

- Vanity URL/Short Link/DM URL = the actual visible URL as printed/displayed *Also sometimes used to refer to the package-specific word or phrase after the "/"
 - www.CityOfHope.org/ScotchMatch
 - www.cityofhope.org/scotch-match
 - cityofhope.org/scotch-match
- Form Title = the name of the page in the eCRM
 - The Form Title should include the DM URL (post /) so there is a record in the eCRM to tie the form to the vanity URL (and thus the package) years after mailing
- Target URL = the long ugly URL that contains all the tracking, including source code and UTM parameters for Google Analytics reports
- Redirect = the functionality of making a Vanity URL point to and connect to the Target URL



Fun Facts: Internet browsers are NOT case-specific.

And you don't need to type "www" into browsers anymore!

Best Practice: Request additional redirects to cover likely typos!

THANK YOU! ANY MORE QUESTIONS?

CCAH.COM | @CCAHDIRECT | BFHOLMES@CCAH.COM





27