

Industry Benchmarking

Key Learnings from 2020

Wednesday, April 14 | 1 - 2 PM EDT

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Industry Benchmarking



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Key Learnings from 2020

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donorCentrics 2020 Benchmarking

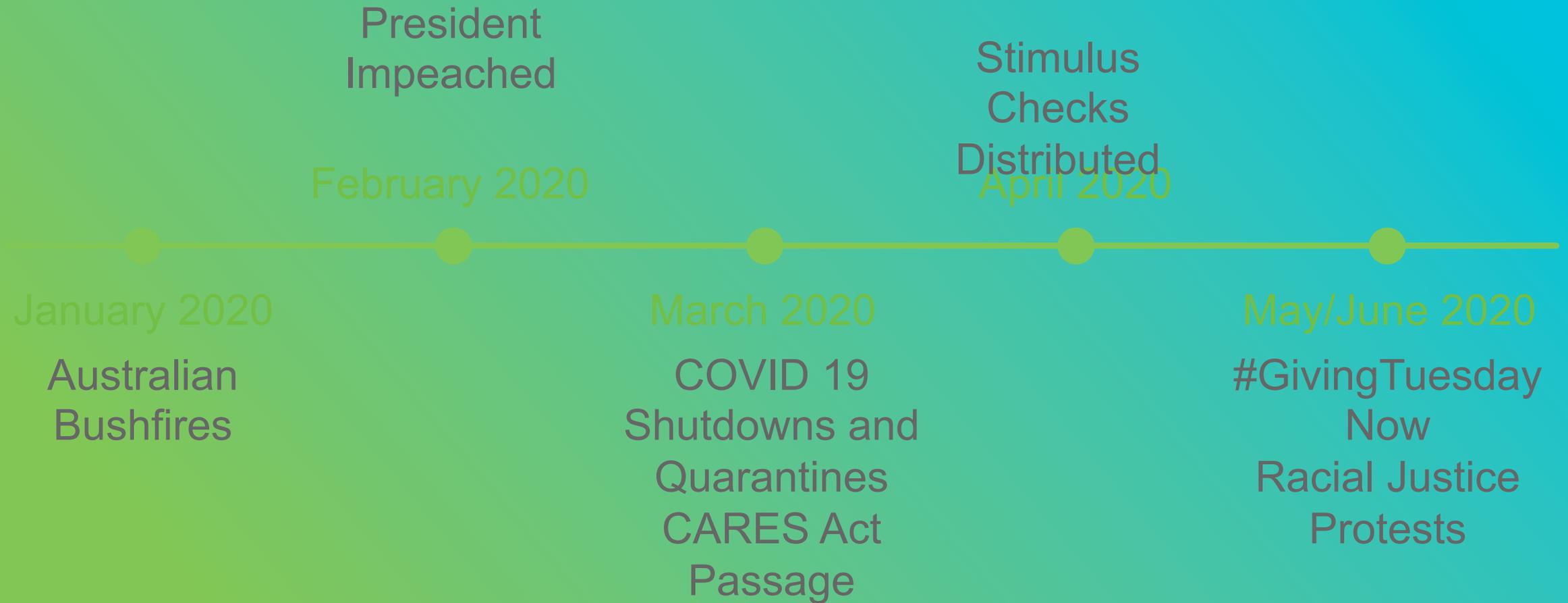


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Q1/Q2 Events Impacting Giving 2020



Q3/Q4 Events Impacting Giving 2020



US Unemployment Rate

Civilian unemployment rate, seasonally adjusted

Click and drag within the chart to zoom in on time periods



Hover over chart to view data.

Note: Shaded area represents recession, as determined by the National Bureau of Economic Research.

Persons whose ethnicity is identified as Hispanic or Latino may be of any race.

Source: U.S. Bureau of Labor Statistics.



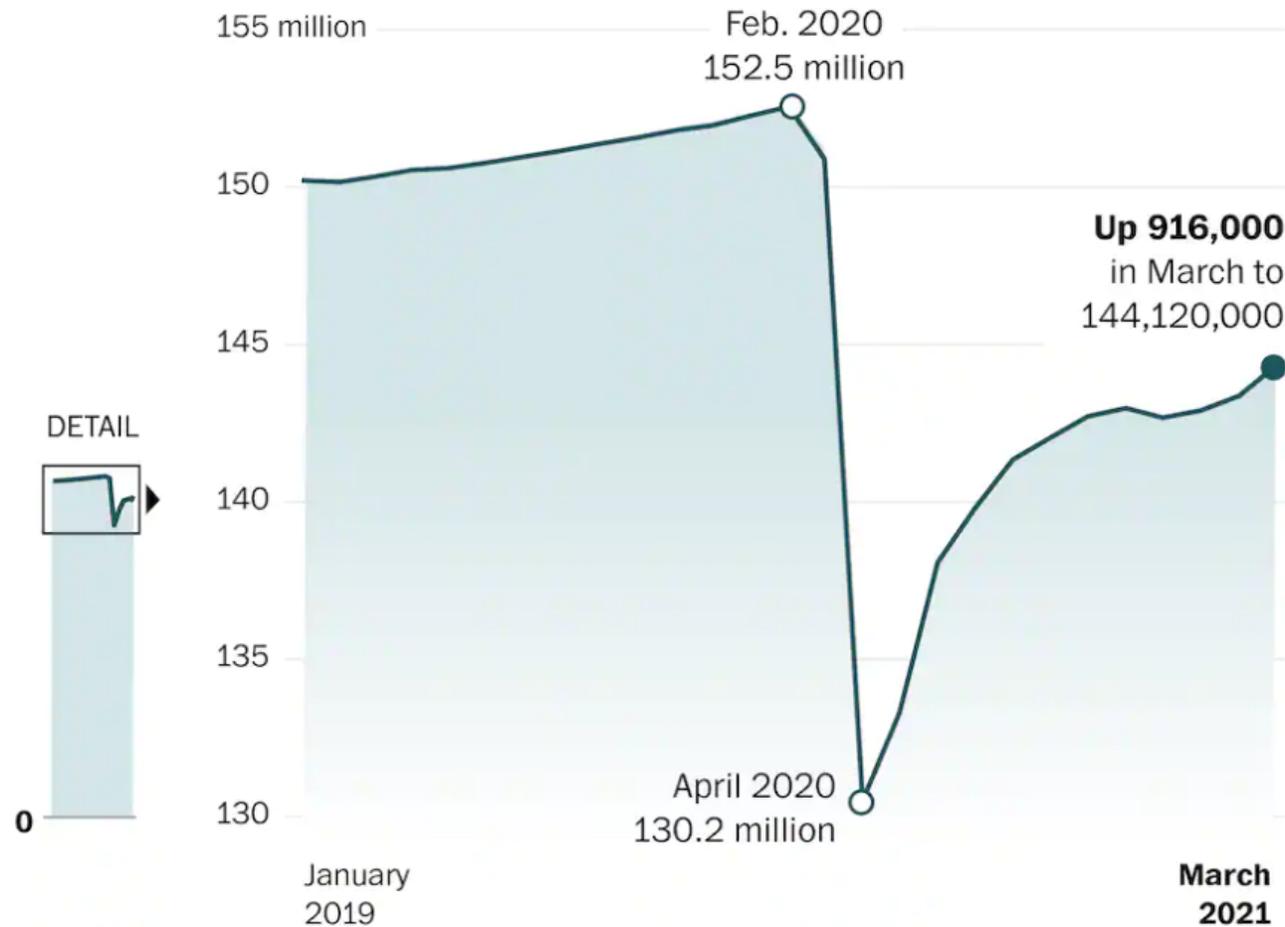
December 2020 –
6.7%

March 2021 – 6.0%

Source: US Bureau of Labor
Statistics

US Unemployment Gap

U.S. nonfarm payrolls, seasonally adjusted



Source: Bureau of Labor Statistics

THE WASHINGTON POST

As of March 2021, 8.4 million fewer people on payrolls than in February 2020.

donorCentrics Index of Direct Marketing Fundraising

OVERVIEW OF KEY TRENDS

Q4 2020

Q4 2020 donorCentrics Index of Direct Marketing Fundraising

For the twelve months ending Q4 2020, Target Analytics evaluated transactions from:



Direct marketing giving only (mail, telemarketing, web, canvassing, DRTV; no events)
Individual payments greater than \$10,000, soft credits, matching gift payments are excluded

2020 Results Summary

Unprecedented Need Drove Direct Marketing Fundraising Gains in 2020

**Donor generosity led to
increases in all key
fundraising metrics across all
sectors**



Median donor counts increased by 5.3%, driven by a 17.5% increase in new donors.

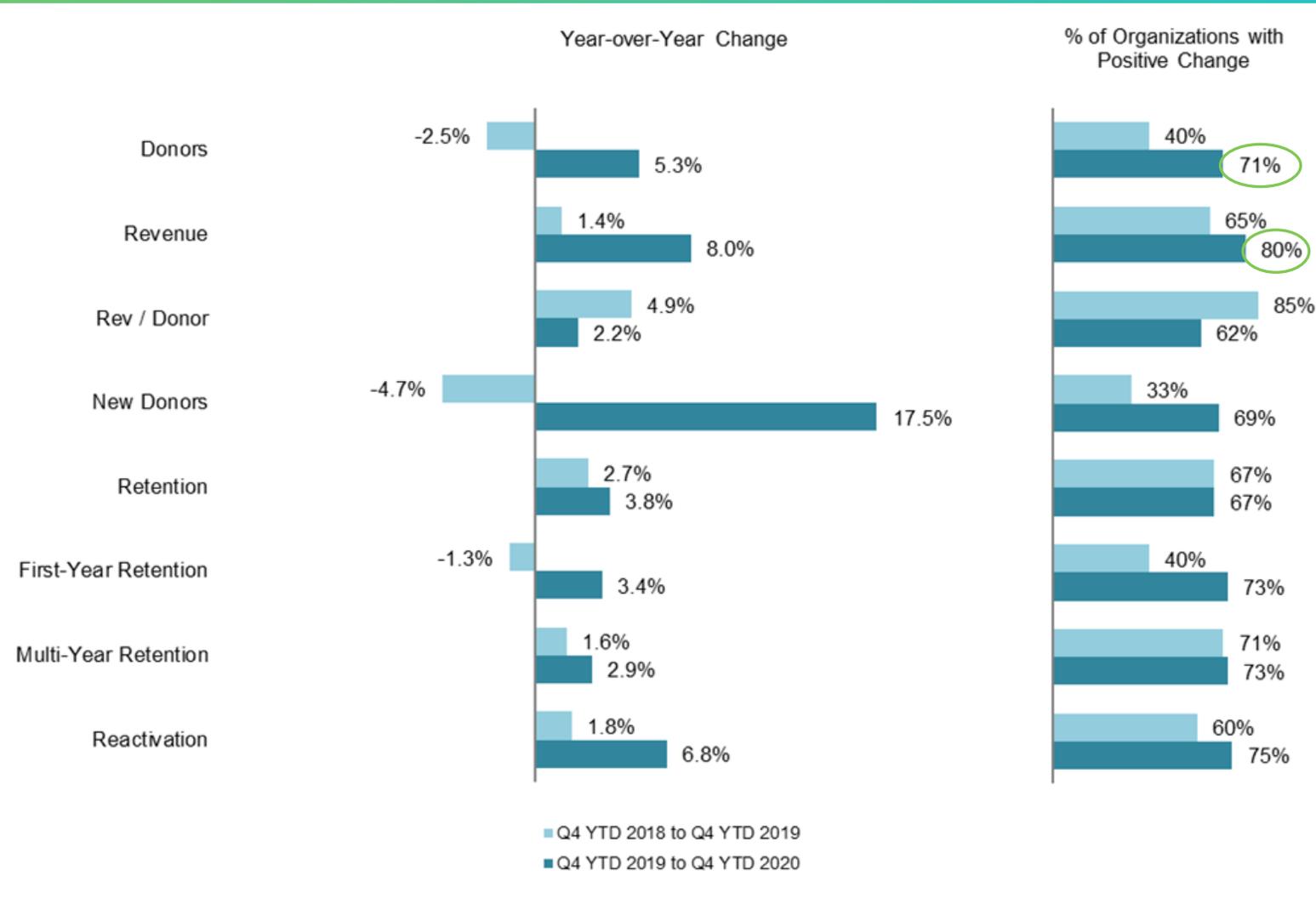


Median revenue increased by 8.0% with a revenue per donor increase of 2.2%.



Overall retention increased by 3.8%, with increases in both first year and multi-year donor retention.

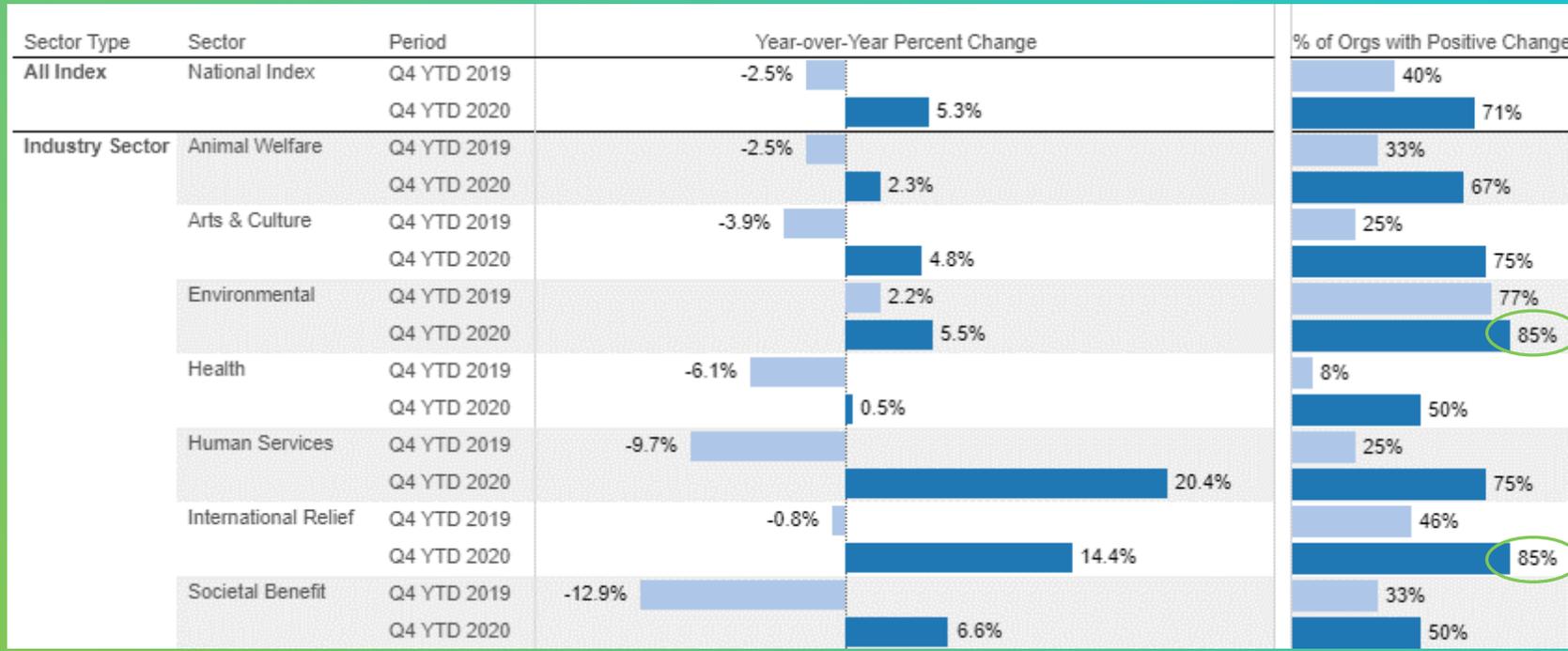
Year-to-Year Median Percent Change for Key Metrics - Overall Index



Every Key Fundraising Metric Increased at the Median in 2020

- Most metrics increased for the second year in a row
- 71% of participating organizations experienced an increase in donors
- 80% of participating organizations experienced an increase in revenue

Year-to-Year Median Percent Change for Donors – by Sector

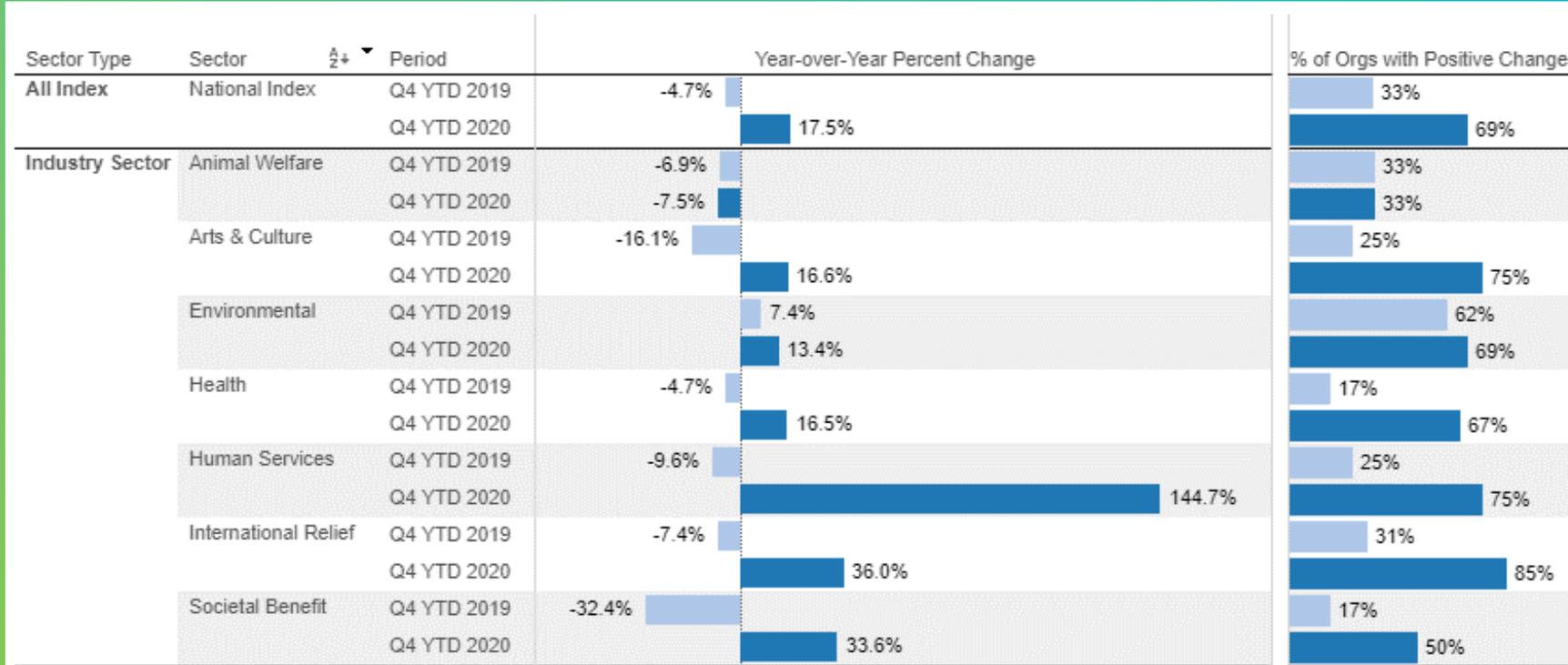


- Human Services and International Relief had the strongest growth in donor counts in 2020.
- Environmental and Relief had the greatest share of organizations with growth in 2020 at 85%.
- Health saw the first increase in donors in several quarters. It should be noted that the index does not include event giving.

donorCentrics Index of Direct Marketing Fundraising / Copyright 2021 Target Analytics, a division of Blackbaud

Every sector had an increase in donors in 2020.

Year-to-Year Median Percent Change for New Donors – by



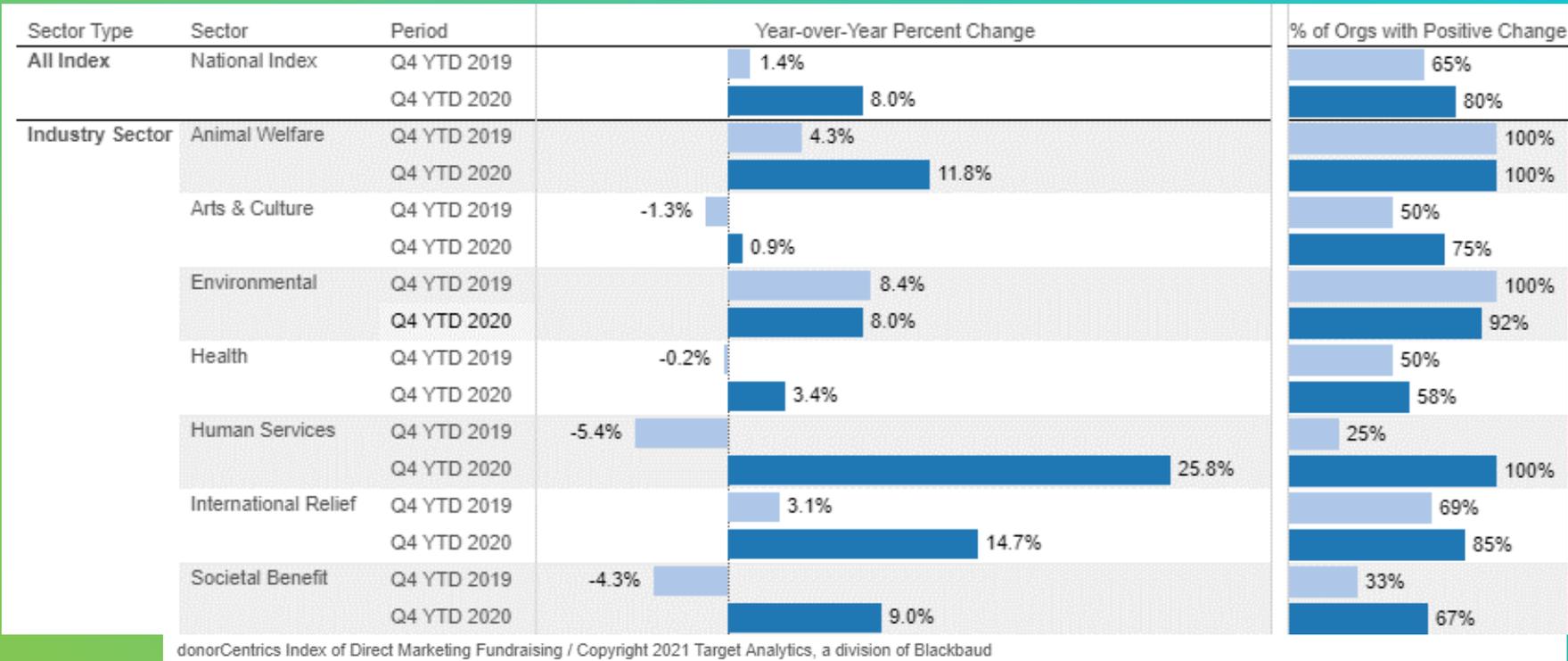
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- New donors increased dramatically for those sectors most directly responding to the COVID-19 pandemic: Human Services and International Relief.
- Societal Benefit has the third greatest increase in new donors in 2020, behind Relief and Human Services.

Nearly every sector had an increase in new donors in 2020.

69% of participating organizations had an increase in new donors in 2020.

Year-to-Year Median Percent Change for Revenue – by Sector



- Three sectors had 90 – 100% of all organizations see a positive change in revenue:
 - Animal Welfare
 - Environmental
 - Human Services

Every sector had an increase in revenue in 2020.

Year-to-Year Median Percent Change for Revenue per Donor – by Sector

Sector Type	Sector	Period	Year-over-Year Percent Change		% of Orgs with Positive Change
All Index	National Index	Q4 YTD 2019		4.9%	85%
		Q4 YTD 2020		2.2%	62%
Industry Sector	Animal Welfare	Q4 YTD 2019		7.0%	67%
		Q4 YTD 2020		9.3%	67%
	Arts & Culture	Q4 YTD 2019		4.2%	100%
		Q4 YTD 2020	-0.4%		50%
	Environmental	Q4 YTD 2019		3.7%	92%
		Q4 YTD 2020		0.2%	54%
	Health	Q4 YTD 2019		7.4%	92%
		Q4 YTD 2020		3.2%	75%
	Human Services	Q4 YTD 2019		3.0%	75%
		Q4 YTD 2020		18.3%	75%
	International Relief	Q4 YTD 2019		4.3%	69%
		Q4 YTD 2020		1.3%	54%
	Societal Benefit	Q4 YTD 2019		9.7%	100%
		Q4 YTD 2020		5.0%	67%

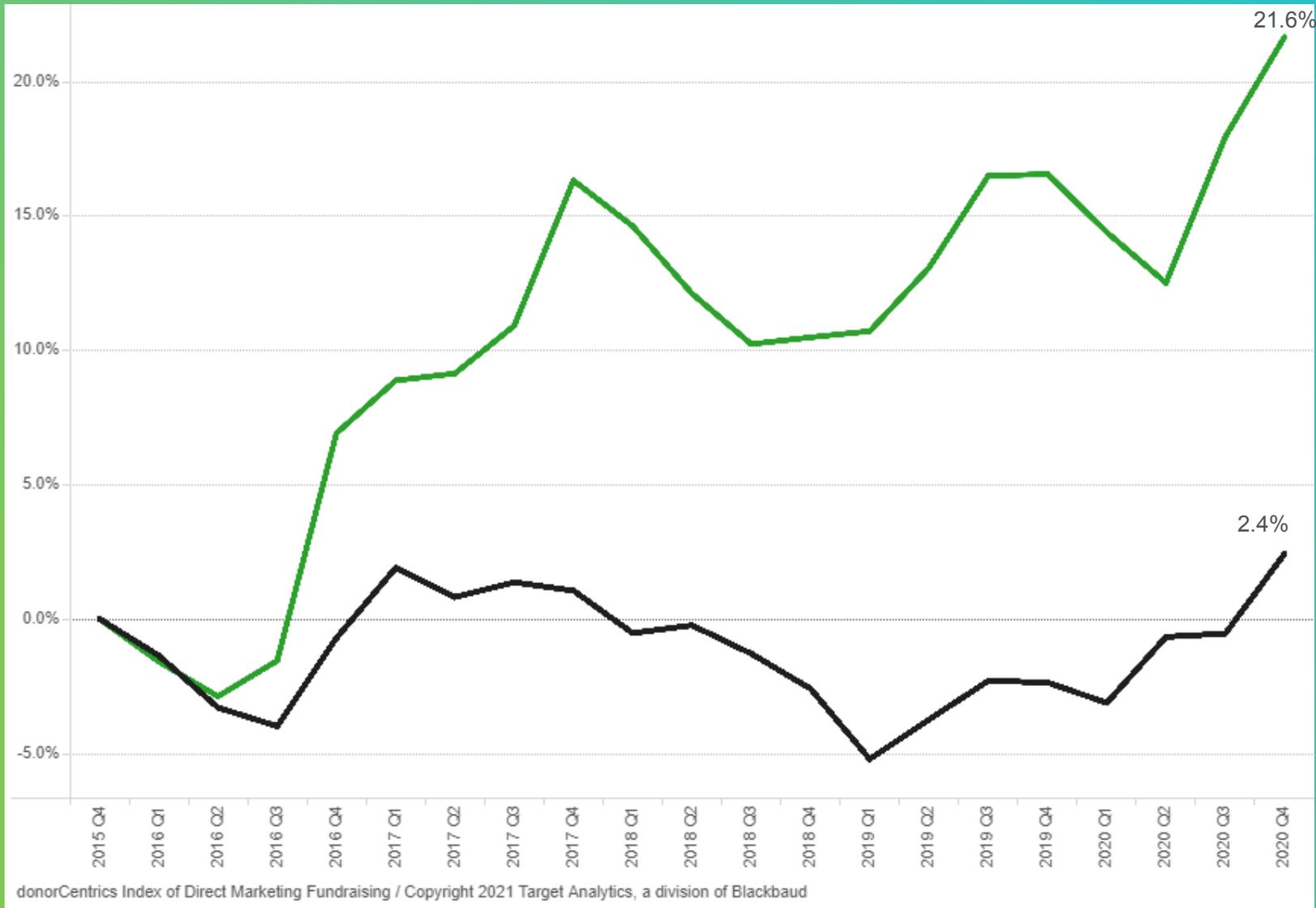
Q4 YTD 2020 Median Values

National Index	\$117
Animal Welfare	\$85
Arts & Culture	\$161
Environmental	\$85
Health	\$65
Human Services	\$97
International Relief	\$193
Societal Benefit	\$139

donorCentrics Index of Direct Marketing Fundraising / Copyright 2021 Target Analytics, a division of Blackbaud

Nearly every sector had an increase in revenue in 2020.

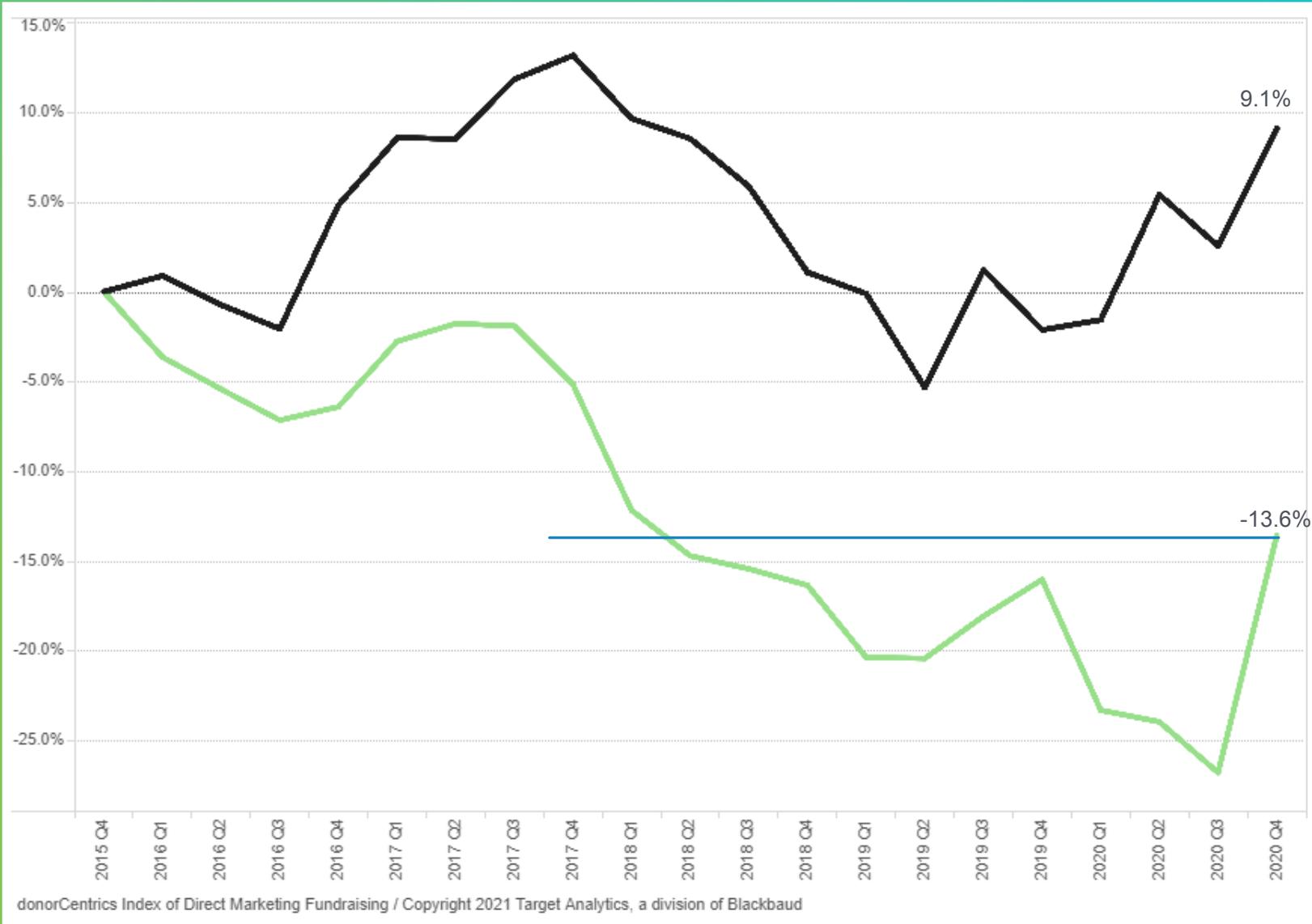
Long Term Donor Growth - Environmental



Factors Impacting Growth for Environmental Organizations

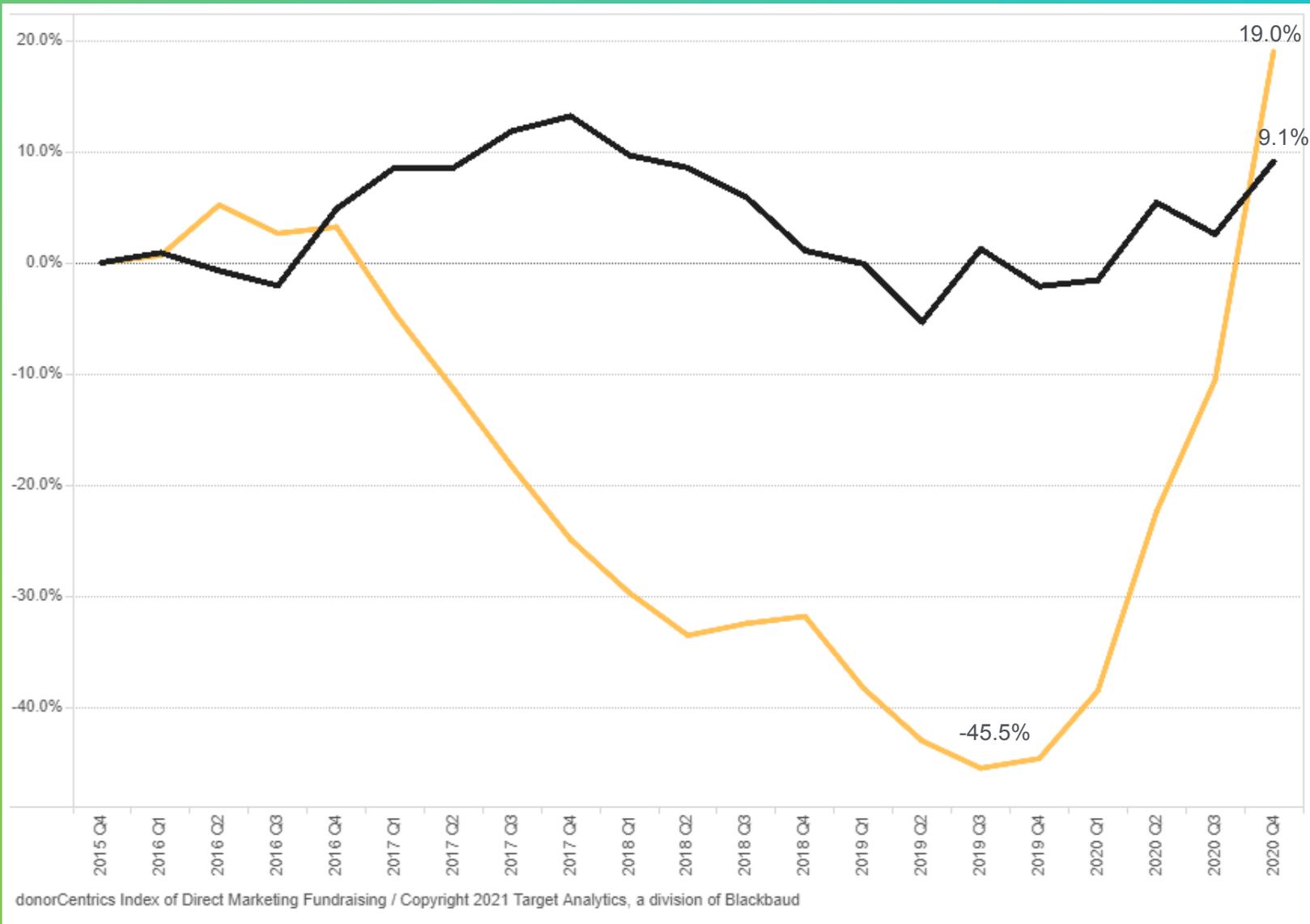
- Increased and on-going attention on climate change
- Increased outdoor space usage during pandemic
- Focus on sustainer giving

Long Term New Donor Growth - Health



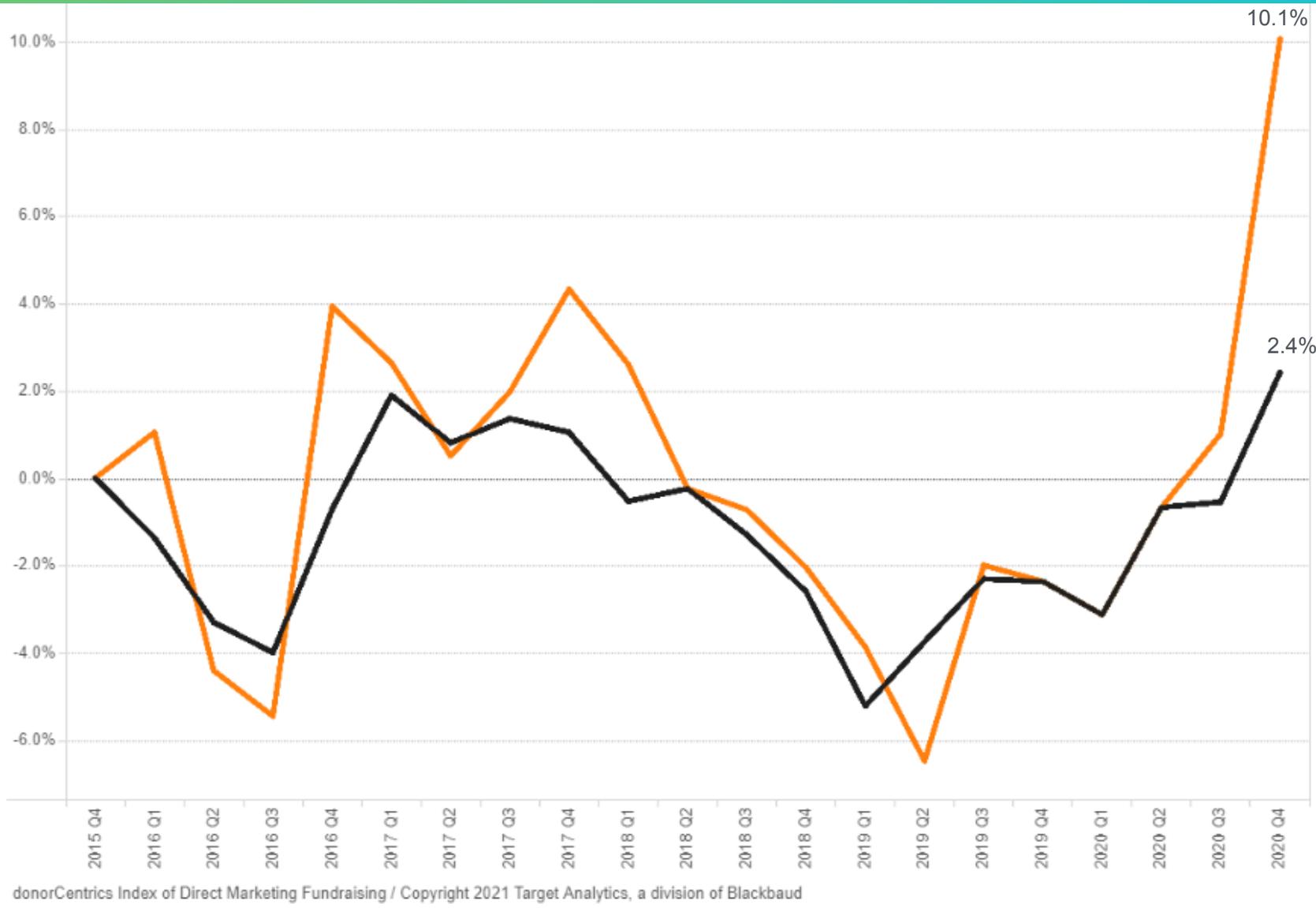
Though new donors remain below Q4 2015 rates, the increases in 2020 drove a return to levels last seen in Q1 2018.

Long Term New Donor Growth – Human Services



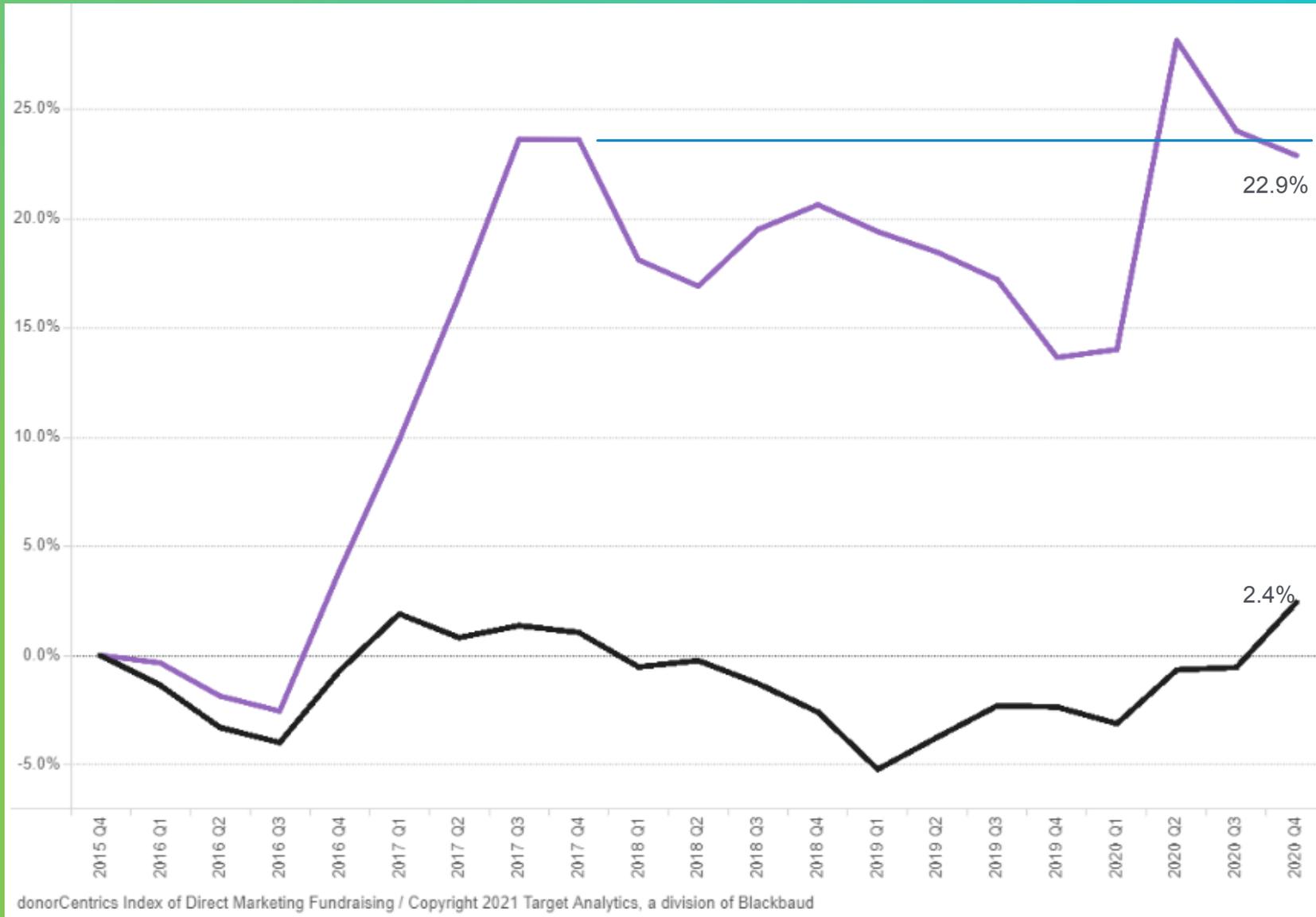
As during the recession of 2007-2009, donors, particularly new donors, are responding to the needs of their neighbors during this time of great job loss and food insecurity.

Long Term Donor Growth – International Relief



With strong retention of donors acquired during disaster spikes, the relief sector has performed in line with and at times significantly better than the index as a whole for donor counts.

Long Term Donor Growth – Societal Benefit



The social justice protests in spring 2020 likely drove spikes in donor counts with current results far surpassing index medians and returning to levels last seen in 2017.



donorCentrics Online Benchmarking Findings

DEB ASHMORE, PRINCIPAL DATA CONSULTANT

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donorCentrics® Online Benchmarking

Sharing and Learning



Sharing and learning from 18 large national organizations representing a variety of fundraising sectors.



Data and Analysis

Analysis of giving from a total of 8.5 million donors and a total of \$1 billion in FY2020.

Total Active Donors and Revenue Increased at the Medians in FY2020

3%

3% increase in the median number of active donors.



7%

7% increase in median revenue.



Donor Growth by Online Giving Status

Offline Giving Only

0%

0% change in the median number of active donors giving only Offline Gifts.



Online Giving Only

11%

11% increase in median number of active donors giving only Online Gifts.



Online Donors and Recurring Giving

18%

Median Share of
Online Donors Making
Any Recurring Gifts in
2020

\$203

Median Revenue per
Donor for Recurring
Only Donors **Giving**
Online in 2020



Over the five-year period, online donors making recurring gifts have nearly doubled.

New Donor Growth by Online Giving Status

Offline Giving Only

7%

7% increase in median number of new donors giving only **Offline Gifts**.



Online Giving Only

23%

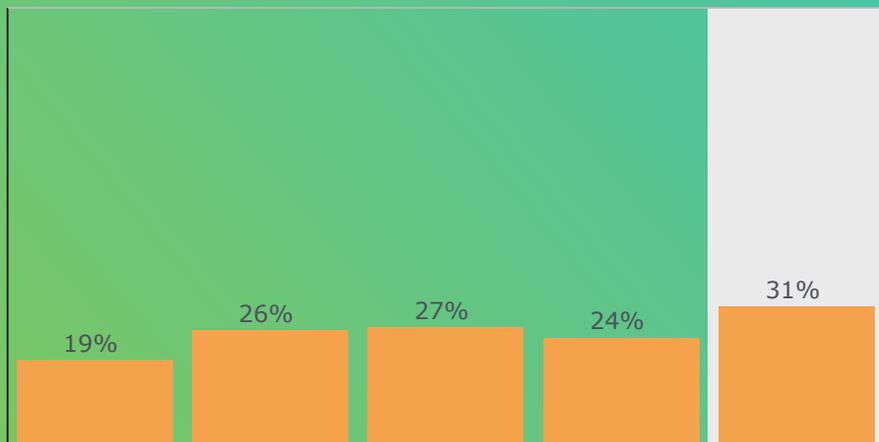
23% increase in median number of active donors giving only **Online Gifts**.



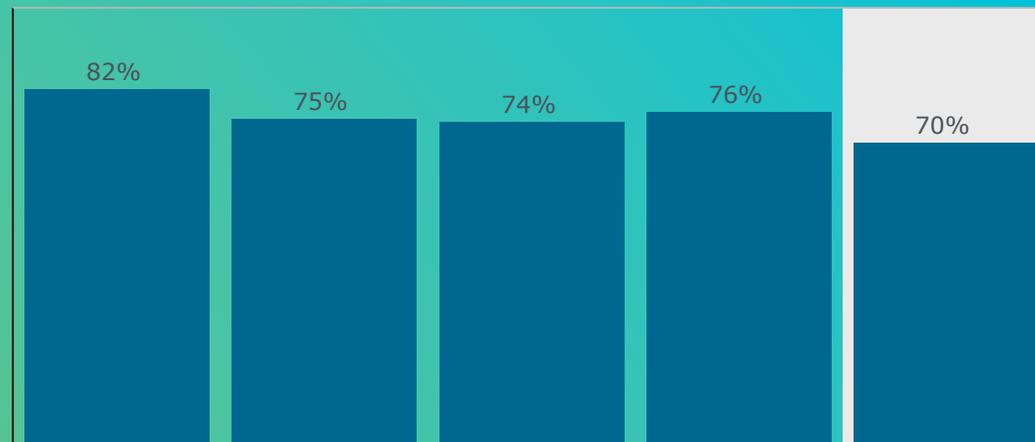
New Donors by Online vs. Offline: Acquisition Month

Composite

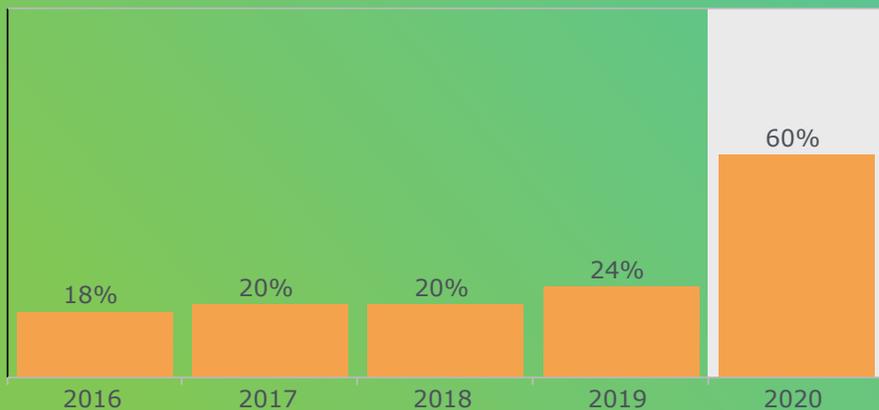
Online Acquisition: July through March



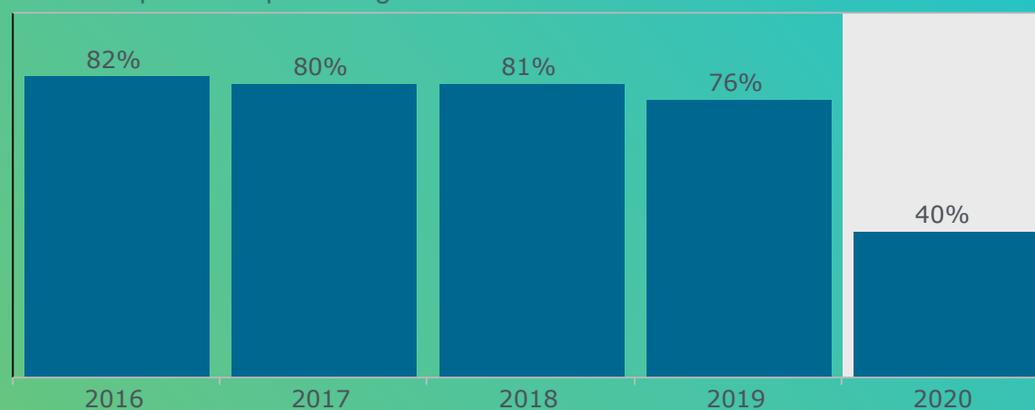
Offline Acquisition: July through March



Online Acquisition: April through June



Offline Acquisition: April through June



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Thank You!

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Acquisition Benchmarking by Industry Category

First Look at
New-to File Conversion Metrics

Roger Hiyama, EVP, Solutions & Innovation

wiland

Acquisition Benchmarking

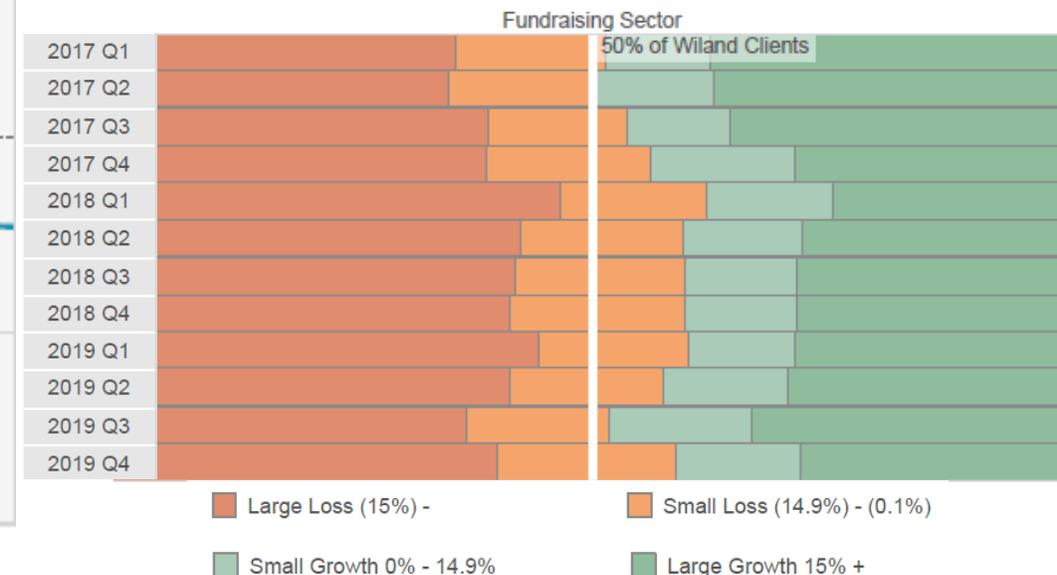
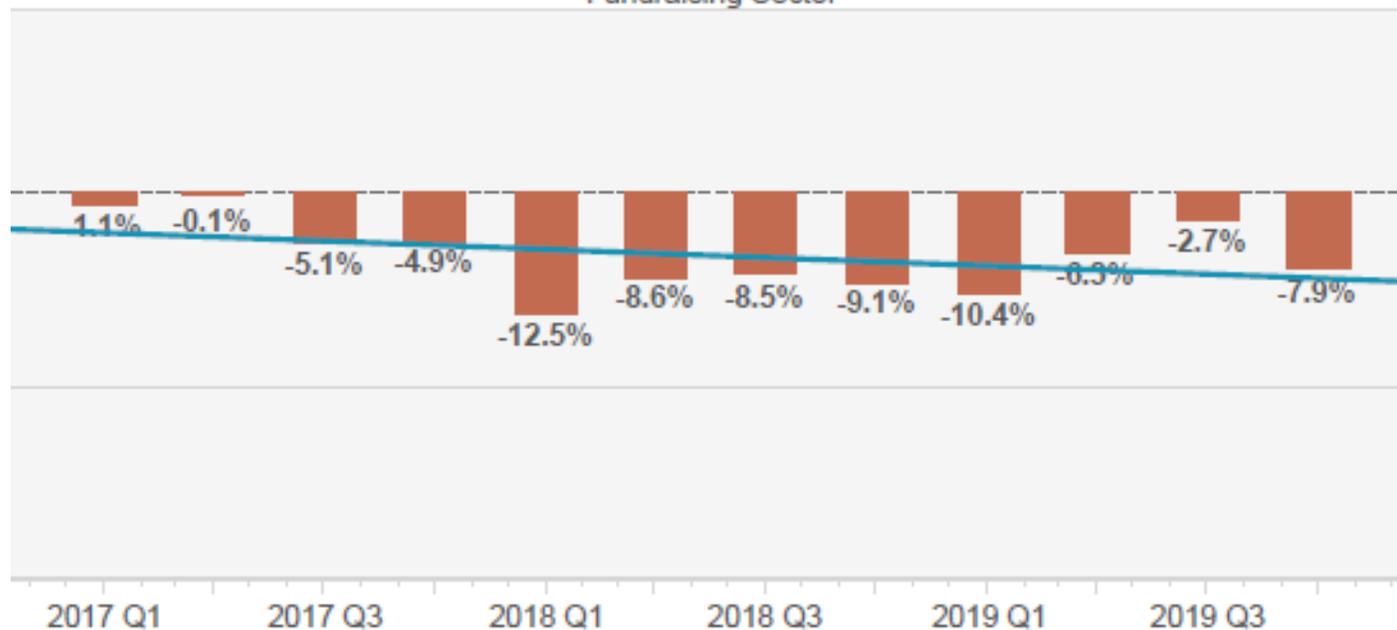
By Industry Category

2017-2019 -- The Canary in the Coal Mine?

Median YOY Growth Rate, New-to-File, Number of Donors, Quarterly YOY Change
Trendline (January 2017 - December 2019)

NTF # of Donors

Fundraising Sector



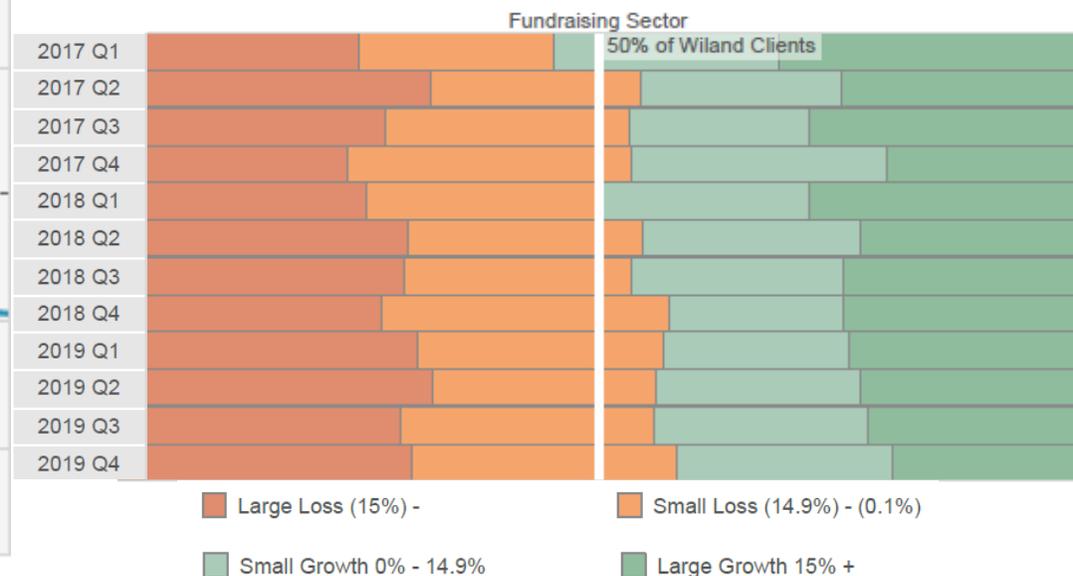
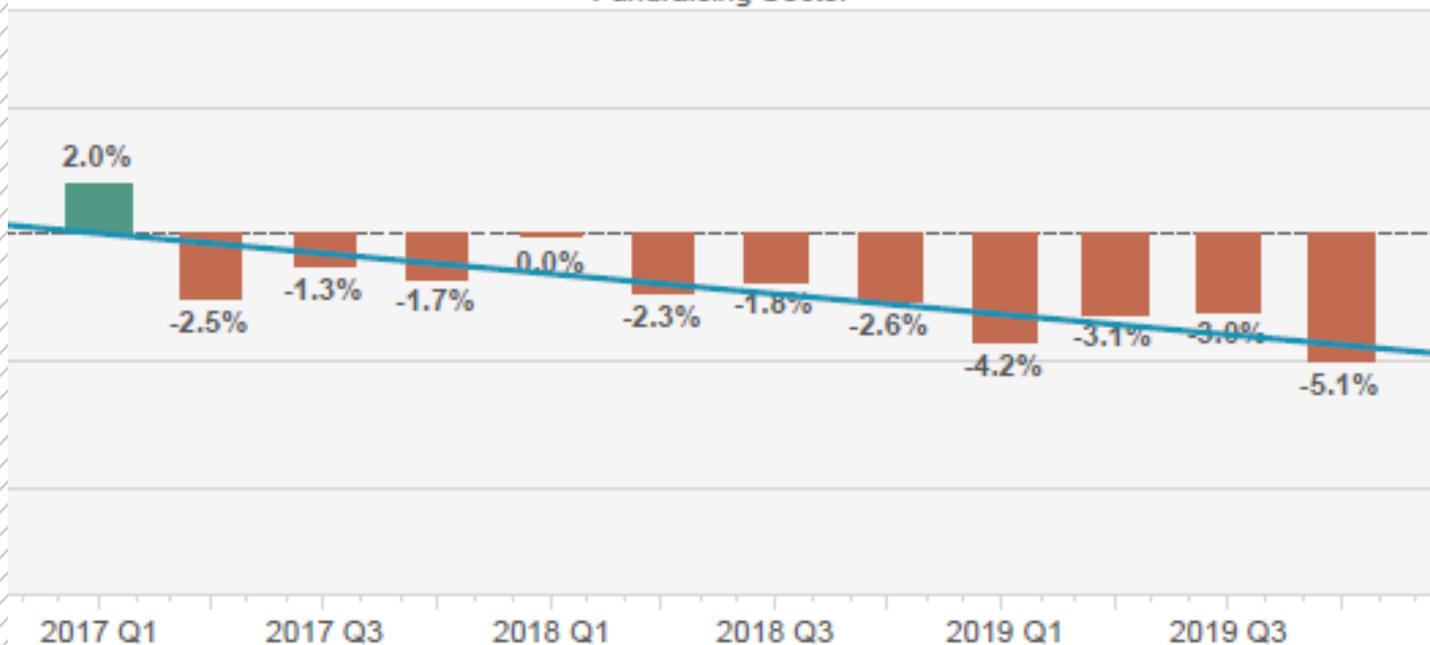
- 12 straight quarters of decline in New-to-File donors from 2017 to 2019

2017-2019 – NTF Average Gift Trends

Median YOY Growth Rate, New-to-File, Average Gift Amount, Quarterly YOY Change
Trendline (January 2017 - December 2019)

NTF Avg. Gift

Fundraising Sector

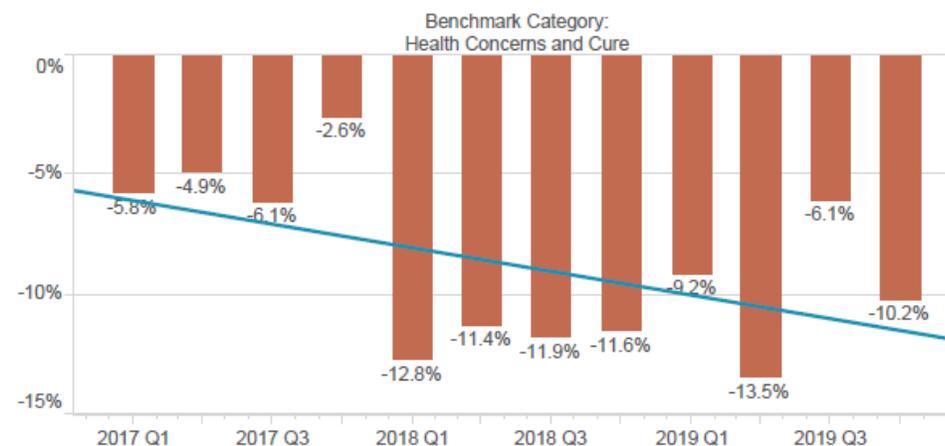
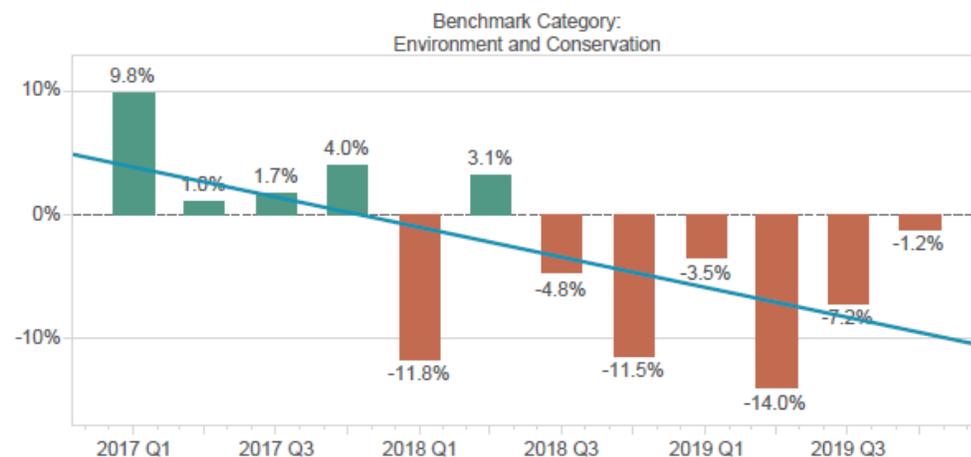
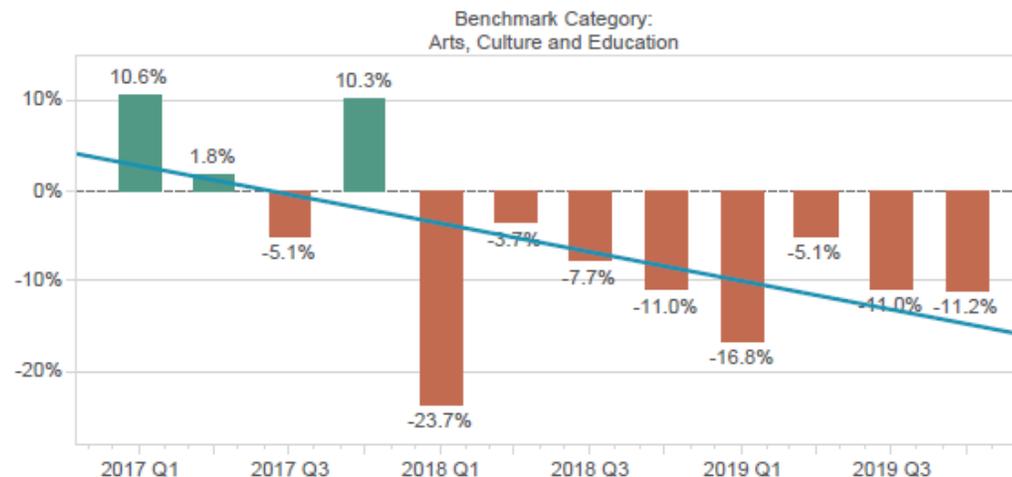
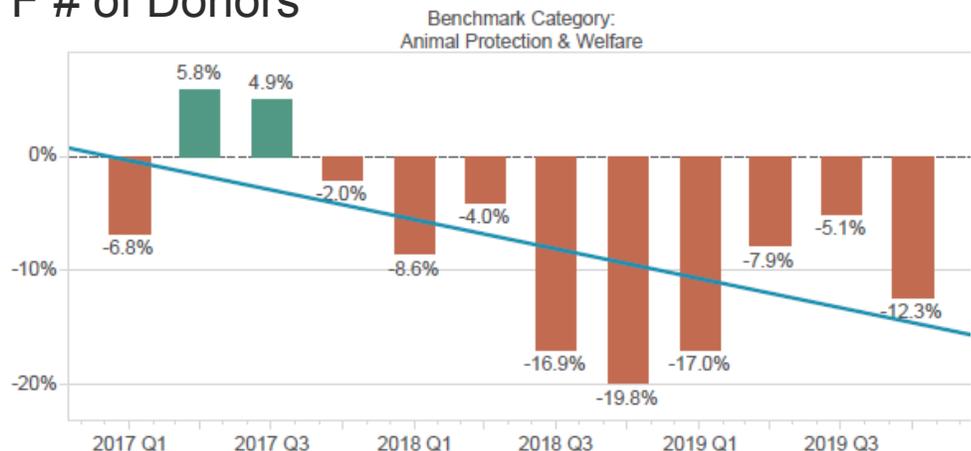


- With exception of Q1 2017, average gift was on a protracted decline

2017-2019 – NTF Qtrly Metrics by Category

Median YOY Growth Rate, New-to-File, Number of Donors, Monthly YOY Change
Trendline (January 2019 - December 2019)

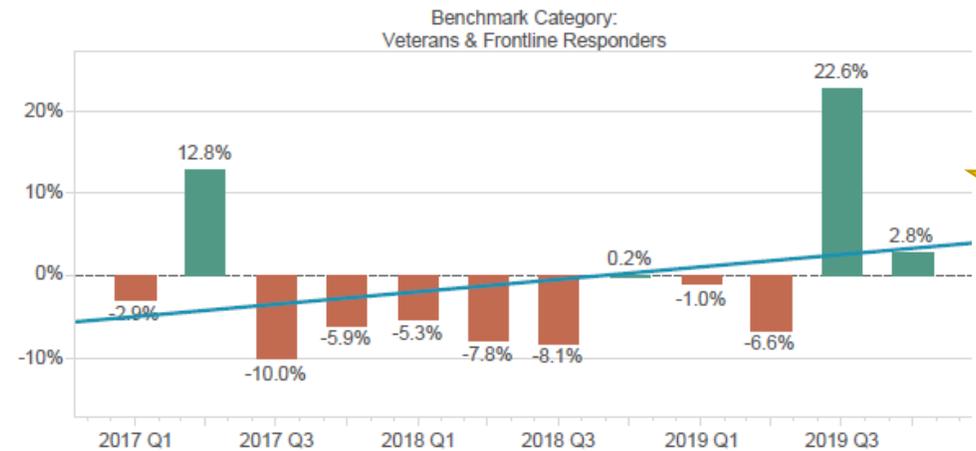
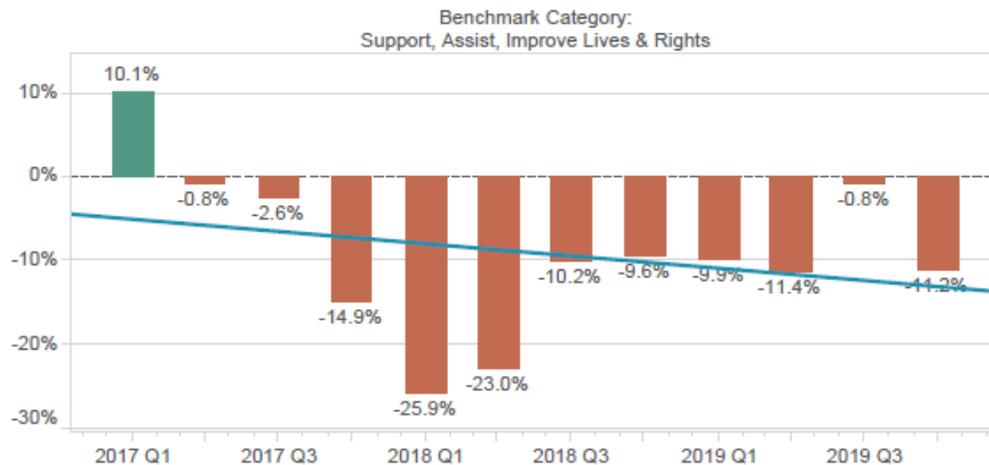
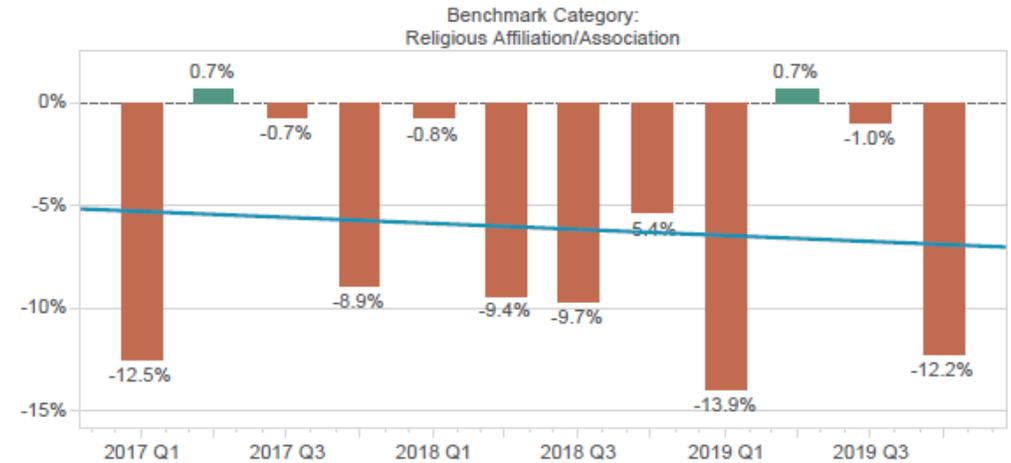
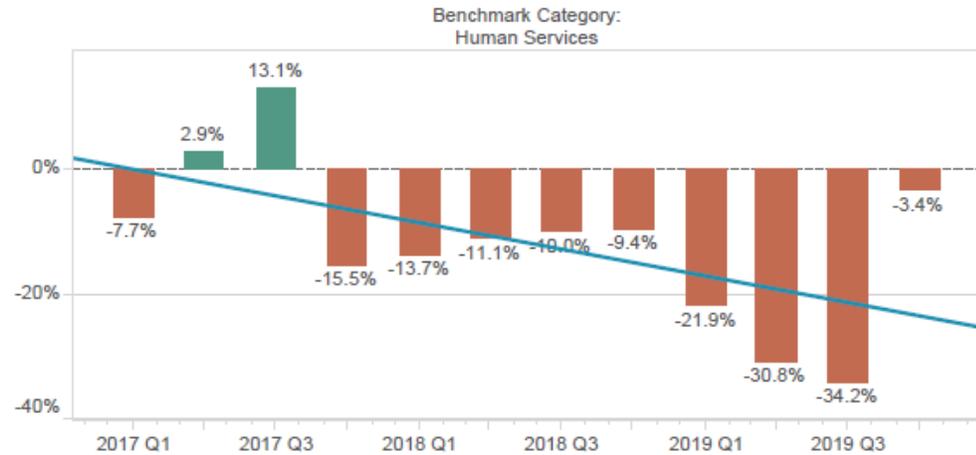
NTF # of Donors



2017-2019 – NTF Qtrly Metrics by Category

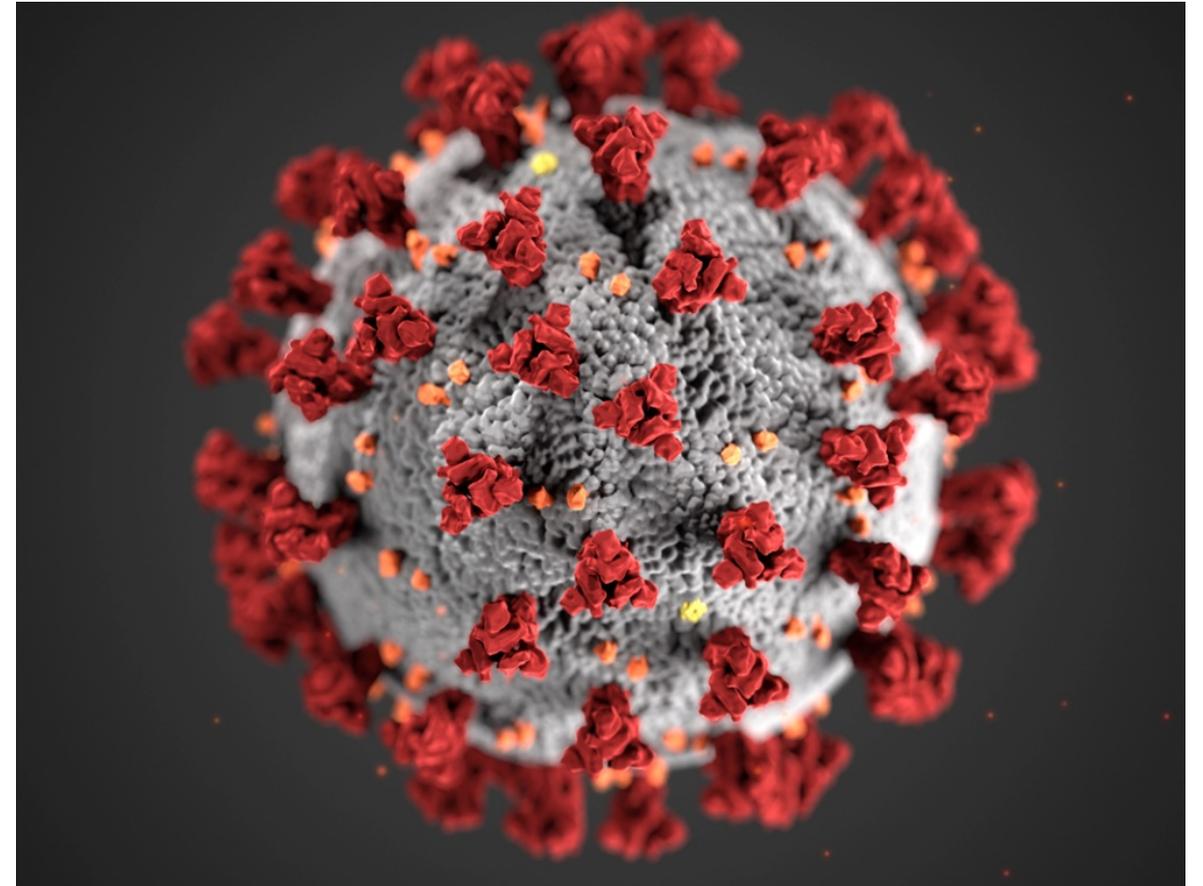
Median YOY Growth Rate, New-to-File, Number of Donors, Monthly YOY Change
Trendline (January 2019 - December 2019)

NTF # of Donors



The Covid-19 Pandemic

- It was abrupt and impacted everyone in the world seemingly all at once
- The economic impact was mixed depending on the business sector – travel, hospitality (hotels/restaurants), and retail hurt the worst
- After an initial drop in March/April 2020, the stock market rebounded quickly
- Unlike the Great Recession, nonprofit organizations vowed to stay the course with their original marketing and acquisition plans
- Many nonprofits immediately pivoted and modified their messaging and creative to be more relevant

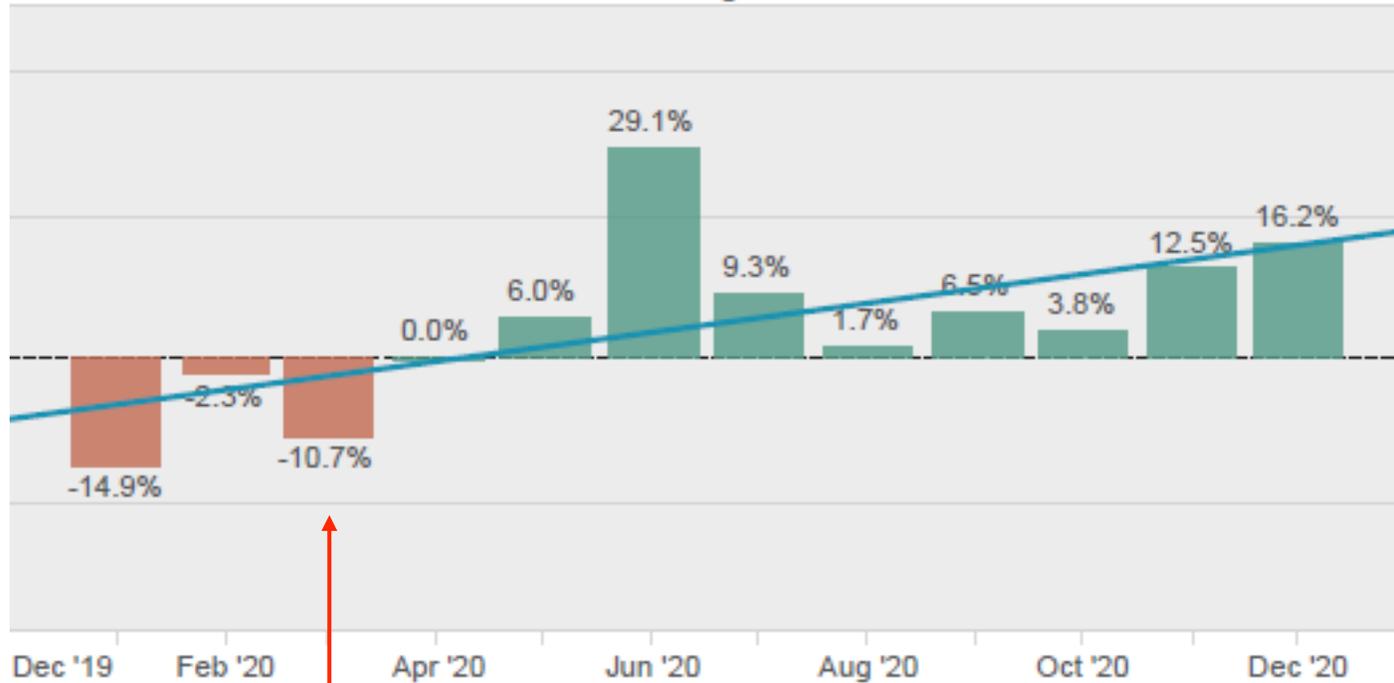


2020 COVID-19 New to File – Number of Donors

Median YOY Growth Rate, New-to-File, Number of Donors, Monthly YOY Change
Trendline (January 2020 - December 2020)

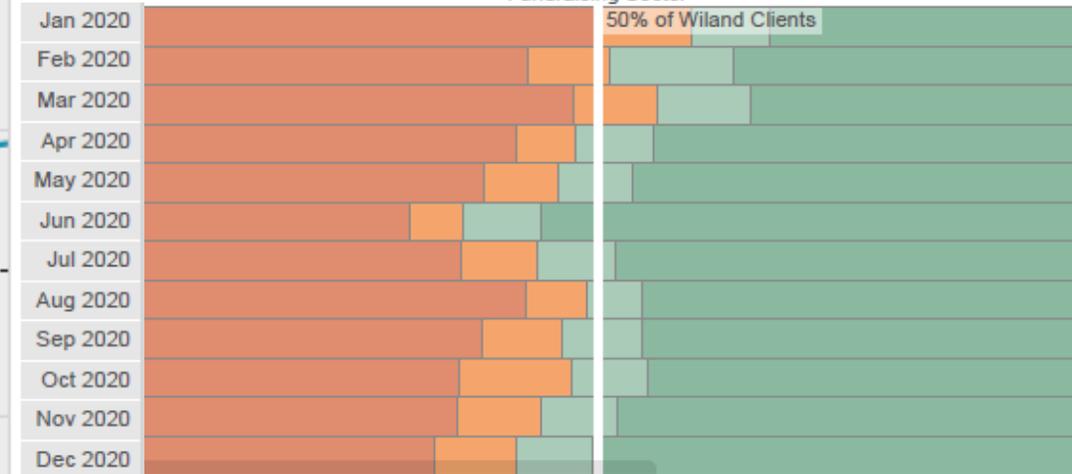
NTF # of Donors

Fundraising Sector



Pandemic Hits

Fundraising Sector



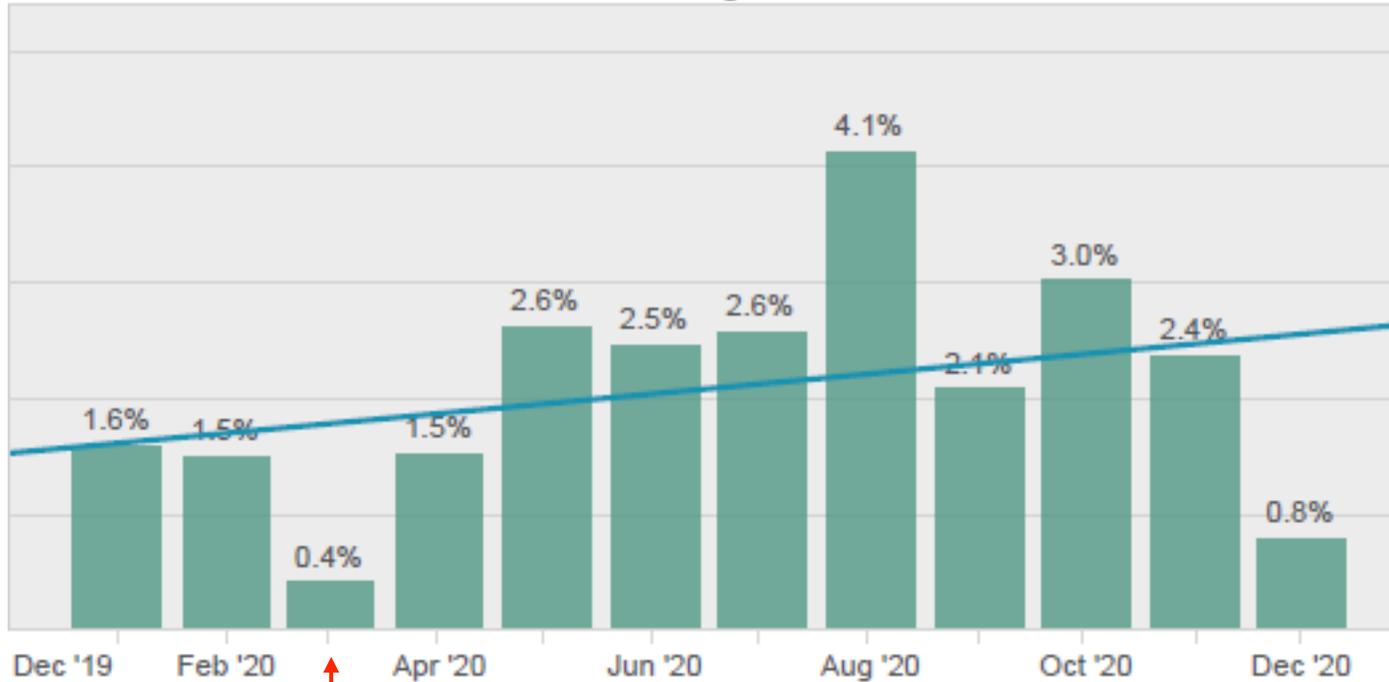
- Large Loss (15%) -
- Small Loss (14.9%) - (0.1%)
- Small Growth 0% - 14.9%
- Large Growth 15% +

2020 COVID-19 New to File – Average Gift Amount

Median YOY Growth Rate, Average Gift Amount, Monthly YOY Change
Trendline (January 2020 - December 2020)

NTF Avg. Gift

Fundraising Sector



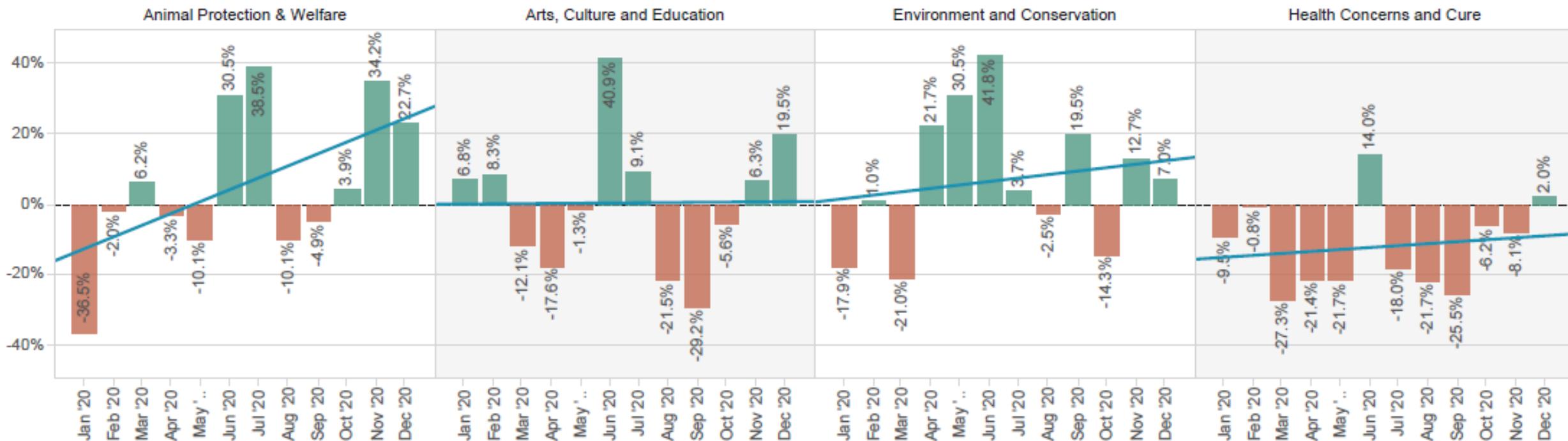
Pandemic Hits



2020 – Covid-19 New-to-File Donors by Category

NTF # of Donors

Median Number of Donors (New-to-File), Monthly YOY Change
Trendline (January 2020 - December 2020)

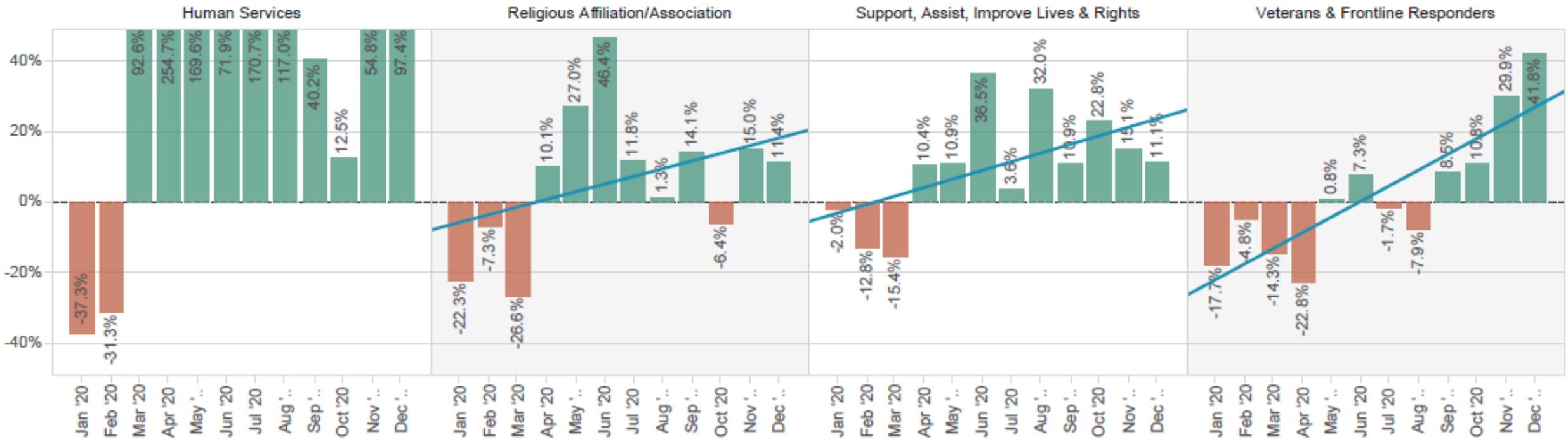


- Impact of the Covid-19 Pandemic was mixed by category
- Some categories experienced a delay/lag in the early months of the pandemic
- Health Concerns and Cure continued to be challenged throughout the year but overall trendline is beginning to improve

2020 – Covid-19 New-to-File Donors by Category

NTF Donors

Median Number of Donors (New-to-File), Monthly YOY Change
Trendline (January 2020 - December 2020)

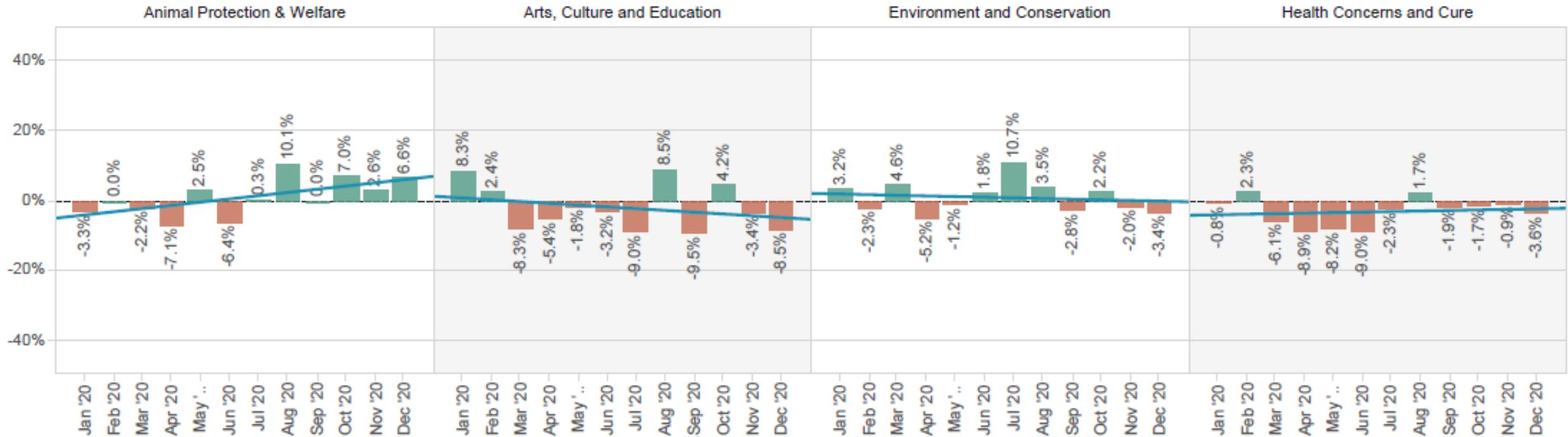


- Human Services (includes food banks) was literally off the charts beginning in March 2020
- Religious Affiliation/Association and Support, Assist, Improve Lives & Rights (includes international relief) showing strong recovery
- Veterans & Frontline Responders had initial lag but finished the year very strong

2020 – Covid-19 New-to-File Avg Gift by Category

NTF Avg. Gift

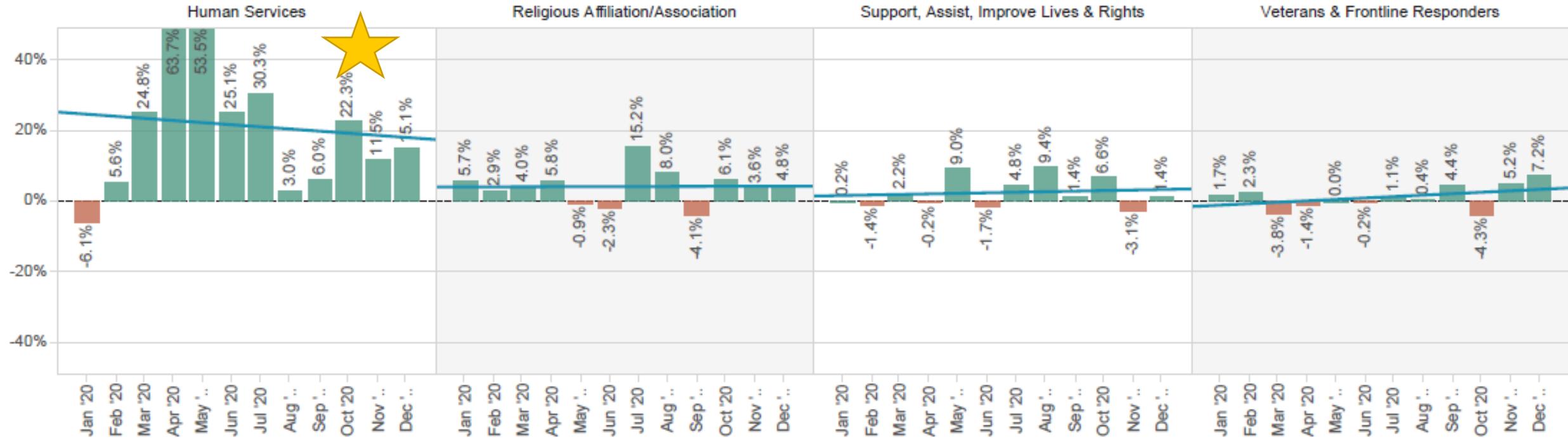
Median Average Gift Amount (New-to-File), Monthly YOY Change
Trendline (January 2020 - December 2020)



2020 – Covid-19 New-to-File Avg Gift by Category

NTF Avg. Gift

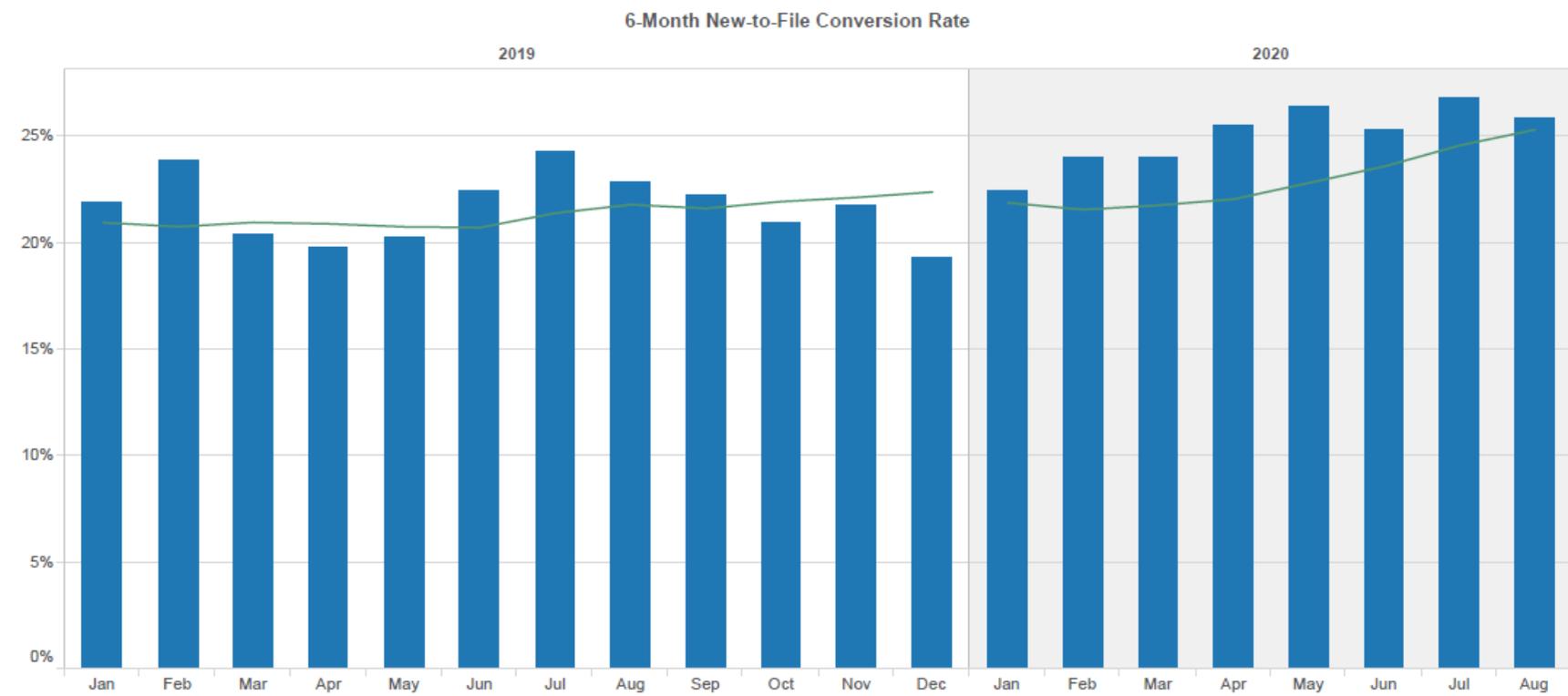
Median Average Gift Amount (New-to-File), Monthly YOY Change
Trendline (January 2020 - December 2020)



Exclusive: First Look

New-to-File Conversion Metrics

2020 – NTF 6-Month Conversion Rate



		January	February	March	April	May	June	July	August	September	October	November	December	Jan - Aug YTD Total
6-Mo. Conversion Rate	2019	21.9%	23.9%	20.4%	19.7%	20.3%	22.4%	24.3%	22.8%	22.3%	20.9%	21.8%	19.4%	21.9%
	2020	22.4%	24.0%	24.0%	25.5%	26.4%	25.3%	26.8%	25.9%					25.1%
Yearly Change in 6-Mo. Conversion Rate	2019	-3.0%	8.0%	3.4%	11.0%	4.6%	9.0%	5.3%	0.6%	7.3%	1.7%	6.3%	5.7%	4.6%
	2020	2.1%	0.6%	18.0%	29.3%	30.4%	12.9%	10.3%	13.4%					14.5%

2020 – NTF 6-Month Conversion Rate

Animal Protection & Welfare

		January	February	March	April	May	June	July	August	September	October	November	December	Jan - Aug YTD Total
6-Mo. Conversion Rate	2019	29.8%	31.2%	31.4%	30.5%	28.9%	26.8%	30.4%	29.4%	32.0%	28.2%	24.9%	21.6%	29.8%
	2020	33.0%	31.1%	35.9%	29.9%	27.5%	27.0%	25.9%	24.4%					29.0%
Yearly Change in 6-Mo. Conversion Rate	2019	10.0%	8.9%	11.5%	1.6%	6.7%	-9.2%	5.6%	-2.8%	10.3%	-7.7%	0.7%	-13.1%	3.9%
	2020	11.0%	-0.4%	14.3%	-2.0%	-4.8%	0.8%	-14.9%	-17.0%					-2.8%

Arts, Culture and Education

		January	February	March	April	May	June	July	August	September	October	November	December	Jan - Aug YTD Total
6-Mo. Conversion Rate	2019	12.9%	6.6%	7.9%	8.8%	11.8%	12.0%	12.6%	14.0%	10.5%	13.2%	9.1%	11.0%	10.3%
	2020	13.2%	7.4%	12.5%	31.6%	23.9%	20.6%	16.8%	17.5%					15.3%
Yearly Change in 6-Mo. Conversion Rate	2019	14.2%	-12.4%	-16.5%	9.3%	1.2%	-20.2%	23.4%	-0.6%	0.7%	14.4%	-8.1%	12.1%	-1.8%
	2020	3.0%	12.1%	57.2%	261.2%	103.6%	72.1%	33.3%	24.8%					48.4%

2020 – NTF 6-Month Conversion Rate

Environment and Conservation

		January	February	March	April	May	June	July	August	September	October	November	December	Jan - Aug YTD Total
6-Mo. Conversion Rate	2019	16.6%	17.4%	17.0%	19.9%	19.3%	19.8%	16.2%	18.5%	19.3%	16.9%	13.6%	10.9%	17.9%
	2020	15.6%	17.8%	16.3%	18.8%	16.9%	14.3%	16.1%	16.5%					16.4%
Yearly Change in 6-Mo. Conversion Rate	2019	17.6%	12.1%	-6.4%	13.6%	20.5%	19.9%	-8.2%	17.6%	1.3%	-6.4%	-2.9%	0.9%	9.1%
	2020	-5.9%	2.1%	-4.1%	-5.6%	-12.5%	-27.4%	-0.6%	-10.6%					-8.4%

Health Concerns and Cure

		January	February	March	April	May	June	July	August	September	October	November	December	Jan - Aug YTD Total
6-Mo. Conversion Rate	2019	11.2%	10.6%	9.0%	7.0%	7.3%	9.2%	11.6%	11.9%	10.8%	9.4%	12.8%	12.8%	9.3%
	2020	10.9%	9.5%	10.5%	13.2%	10.9%	12.5%	12.1%	14.0%					11.4%
Yearly Change in 6-Mo. Conversion Rate	2019	-6.3%	-5.7%	-8.0%	-0.9%	-4.3%	-3.8%	3.5%	-6.0%	10.6%	-0.6%	3.9%	12.4%	-3.5%
	2020	-2.0%	-10.3%	16.0%	89.4%	50.1%	35.1%	3.8%	17.3%					23.4%

2020 – NTF 6-Month Conversion Rate

Human Services

		January	February	March	April	May	June	July	August	September	October	November	December	Jan - Aug YTD Total
6-Mo. Conversion Rate	2019	14.1%	14.8%	15.3%	13.8%	13.5%	18.2%	15.3%	16.4%	16.1%	18.4%	16.2%	16.3%	15.0%
	2020	17.4%	19.2%	16.7%	21.2%	23.0%	22.8%	20.8%	27.4%					20.9%
Yearly Change in 6-Mo. Conversion Rate	2019	1.7%	-5.3%	5.9%	0.9%	11.5%	32.9%	-12.3%	13.9%	9.9%	9.7%	9.8%	39.8%	2.2%
	2020	23.6%	29.9%	8.6%	54.1%	69.9%	24.9%	35.4%	67.5%					39.2%

Religious Affiliation/Association

		January	February	March	April	May	June	July	August	September	October	November	December	Jan - Aug YTD Total
6-Mo. Conversion Rate	2019	24.0%	23.2%	22.9%	22.0%	22.2%	23.2%	24.6%	24.4%	24.5%	25.1%	24.7%	23.8%	23.2%
	2020	25.6%	29.1%	28.8%	27.6%	27.3%	28.9%	31.4%	30.5%					28.7%
Yearly Change in 6-Mo. Conversion Rate	2019	9.5%	1.5%	0.2%	-5.7%	-6.2%	-2.6%	-1.5%	3.8%	1.1%	2.8%	7.8%	14.9%	-0.4%
	2020	6.8%	25.0%	25.6%	25.3%	23.0%	24.7%	27.6%	25.0%					23.4%

2020 – NTF 6-Month Conversion Rate

Support, Assist, Improve Lives & Rights

		January	February	March	April	May	June	July	August	September	October	November	December	Jan - Aug YTD Total
6-Mo. Conversion Rate	2019	26.0%	31.7%	29.0%	31.5%	25.5%	28.9%	29.0%	28.6%	22.4%	24.5%	22.5%	19.3%	28.4%
	2020	30.4%	33.8%	26.7%	25.6%	27.6%	25.2%	29.2%	29.6%					28.7%
Yearly Change in 6-Mo. Conversion Rate	2019	-8.9%	1.6%	-3.6%	-2.1%	-8.5%	-8.3%	-10.9%	-14.6%	-14.9%	9.2%	-1.4%	-8.5%	-6.4%
	2020	17.2%	6.6%	-7.8%	-18.7%	8.2%	-12.8%	1.0%	3.6%					1.0%

Veterans & Frontline Responders

		January	February	March	April	May	June	July	August	September	October	November	December	Jan - Aug YTD Total
6-Mo. Conversion Rate	2019	26.5%	31.0%	28.3%	29.4%	29.1%	27.9%	32.4%	28.9%	28.4%	29.2%	28.0%	25.6%	29.3%
	2020	23.6%	32.7%	31.4%	32.3%	34.5%	30.6%	33.7%	31.5%					31.0%
Yearly Change in 6-Mo. Conversion Rate	2019	-4.3%	9.5%	12.7%	7.3%	17.0%	12.6%	13.3%	1.5%	6.7%	-3.6%	7.4%	16.4%	8.7%
	2020	-10.9%	5.6%	10.9%	10.1%	18.5%	9.4%	3.9%	8.9%					5.7%

6-Month New Donor Conversion Summary

- Some very surprising metrics
 - These don't appear to be “traditional” emergency donors (defined by low conversion metrics)
 - Those acquired in April and May appear to have the strongest metrics
- The big winners:
 - Arts Culture & Education had incredible boost in new donor conversion
 - Human Services continued with strong conversion metrics for donors acquired regardless of month of acquisition;
 - Religious Affiliation/Association and Health Concerns and Cure showing 23%+ increase in conversion.
- Animal Protection and Welfare, Environment & Conservation showing negative conversion metrics
- Support, Assist, Improve Lives & Rights surprisingly flat
- Will want to look at 12-month conversion metrics and understand impact of transaction channel and sustainers



Thank You!

wiland

Roger Hiyama
rhiyama@wiland.com

A reindeer with small, dark antlers is walking on a dirt road. The reindeer has a brown and white coat. The background is a blurred landscape with trees and a building. Dashed white lines are drawn around the reindeer's head and neck area.

EOY 2020: THE NUMBERS

April 2021



Hello! I'm Karen Hopper,
Senior Data Strategist,
M+R



@nochillfilter
@mrcampaigns



We are communicators,
marketers, fundraisers, and
campaigners who unleash the
power of people to do good.

BENCHMARKS
BENCHMARKS
BENCHMARKS
BENCHMARKS

M+R

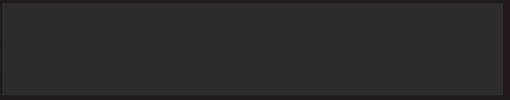
2021

COMING APRIL 21
MRBENCHMARKS.COM

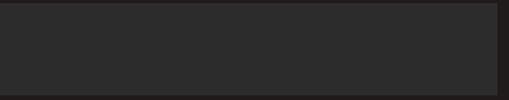
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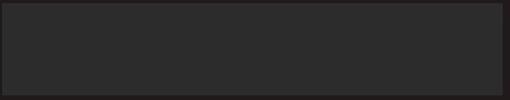
EDITORIAL →



CHARTS →



APPENDIX →





30%

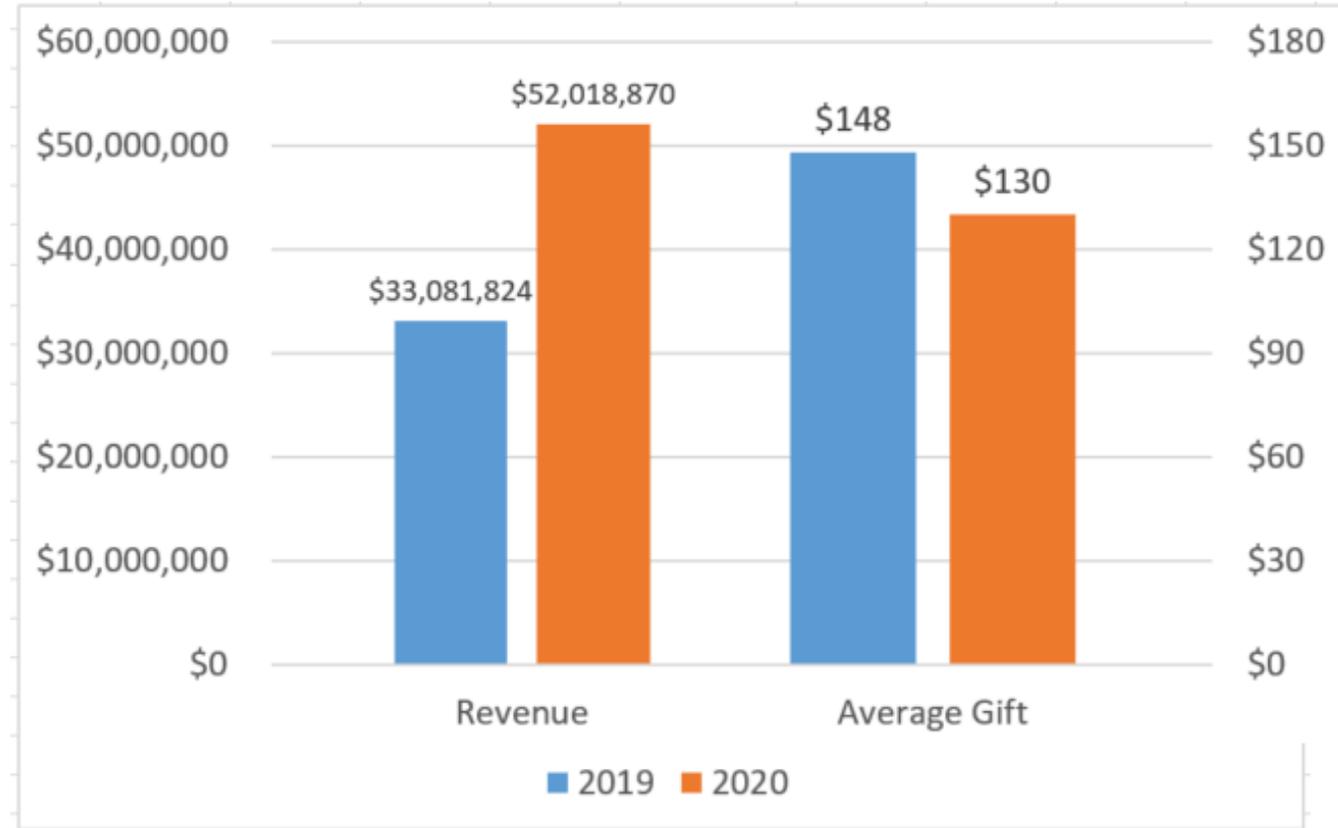
Of all digital
revenue came in
during December



Overall, December was up!

Median performance:

- 35% increase in revenue
- 38% increase in number of gifts
- Average gift was flat but swayed easily by outliers: a handful of really big gifts can skew this really easily!



Alax Gealy, UNICEF . 2	Karen, one last thing before 2020 ends - Make your 3X MATCHED gift right now UNICEF USA Countdown clock until deadline 11:59:59 on 12/31. The FINAL chance to save lives in 2020. Make your ...	12/31/20
Stephen Ham, Wildli.	[3X match] There's no time to lose for tigers. Special match ends at midnight. - Tigers don't deserve to keep dying at the hands of traffickers. Time is almost out: Make 3X the impact for tigers. Act...	12/31/20
Marielena Hincapie,.	ICYMI - Karen - I wanted to make sure you saw my last email.	12/31/20
Shannon Miller, MSF.	LAST MINUTE MATCH: Last chance to support MSF in 2020 - Ends midnight Friend, This is it: the final countdown of what has been an incredibly challenging year—and your last chance to end 202...	12/31/20
CARE 10X MATCH AL... 3	Final reminder - Karen, last chance to have your tax-deductible gift matched 10X >>	12/31/20
U.S. PIRG	Only 4 hours left: Will you help us tackle plastic pollution at its source? - Don't miss your chance to have your end-of-year gift matched dollar for dollar, up to \$50000 nationwide. Karen, Our plastic...	12/31/20
Union of Concerned . 7	Before we start celebrating, please make your final gift of 2020 - Our 2x matching gift expires when the ball drops my team and I have been tracking our progress all day and want to share one fina...	12/31/20
ASPCA 2	Before the Clock Strikes Midnight (Help Now) - Karen, we have a quick question for you, and are hoping you could give us an answer today. Will You Make A Gift Tonight Yes No Time Left to Chang...	12/31/20
[Midnight Deadline].	04:59:59 Until Your 3X Match Expires - Just hours left in our year-end matching gift challenge.	12/31/20
Dr. Patrick Ulysse, . 2	❤️ 5X dedicated to righting a wrong - Today is the last day to have your year-end contribution QUINTUPLED. Karen, please give before midnight tonight to help deliver dignified health care and save...	12/31/20
Dave Thomas Foundat.	LAST CHANCE: 3x Match Ends at Midnight - LAST CHANCE: 3x Match Ends at Midnight Together, we can give more children waiting in foster care the foundation for a brighter future in 2021 and b...	12/31/20
Emmy Nicklin, CBF	5, 4, 3, 2 . . . - Don't miss your chance to TRIPLE your gift Unsubscribe Update Your Profile Having trouble reading this email? View it on our website. 2020 MATCH CAMPAIGN	12/31/20
Match Expiring @ UN. 2	Karen's 3X Match: UNCLAIMED — and about to expire! - Take advantage of your match before it's too late UNICEF USA This is it, Karen. One last chance to give in 2020. Rush 3X the lifesaving aid to...	12/31/20
Last Chance @ Plann.	One last quick — but big — thing - Then it's a wrap on 2020 Name: Karen Hopper Profile ID: 106903458 Match: Offer Unclaimed Deadline: Midnight Tonight Planned Parenthood Action Fund Time lef...	12/31/20
Dan Ritzman 2	we're short - Right now your gift will go FIVE TIMES as far toward helping all of our work We're \$39685 away from our year-end goal—and we've only got 7 hours left. Karen please help us reach our ...	12/31/20
Alex Tom, UNHCR Can.	Match ends at midnight - Dear Karen, Did you get a chance to see my email from earlier today? In case you didn't, I wanted to re-send it to you before midnight. Every dollar you give before midnight...	12/31/20
IRC HQ	Karen's attention needed - 📧 Your 2020 match deadline is fast approaching. International Rescue Committee Karen: Our work with refugees around the world is possible because of individuals lik...	12/31/20
Team RAINN	5 hours to make 4X the difference for survivors - The clock's ticking. Act now for survivors. Email not displaying correctly? View it in your browser. motionmailapp.com Dear Karen, There are just 5 ...	12/31/20
Wildlife Conservati.	[Year-End Giving] Time is running out. Make 3X the impact for tigers now. - Tigers don't deserve to keep dying at the hands of traffickers. Wildlife Conservation Society LAST CHANCE FOR TIGERS ...	12/31/20
SMITHSONIAN 2	🌟 This Year's Last Chance to Stand up for Knowledge 🌟 -	12/31/20
Humane Society of t. 3	HSUS Our last email in 2020 - Animals are hurting, helpless and running out of hope. Will you be a hero for them today? Donate now and triple the impact. The Humane Society of the United States...	12/31/20



26%

Of all December
revenue was
directly attributed
to email.



Email revenue increased while volume stayed flat:

- Groups, on average, sent 12 EOY appeals, the same median number as they sent last year - not including Giving Tuesday messaging
- 76% of our sample saw email revenue increase:
 - Some groups had standout years with audience growth and response rate—due in no small part to the pandemic (think: front-line organizations like food banks).
 - Other groups had smaller, more active lists, thanks to increasingly aggressive inactive suppression and reactivation strategies.

Ads performance

Strategies are evolving and paying off.

In December, the average group:

- Had return on ad spend (ROAS) of \$2
- Generated 22% more revenue YOY (last click) while spending 11% less



Planned Parenthood
Care. No matter what.

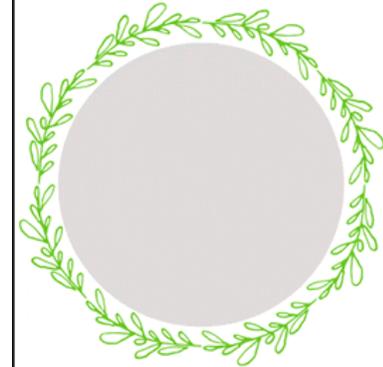
**TRIPLE YOUR
IMPACT BY
DEC.31ST**



MATCH MY GIFT



**The Adoption
Center is Open!**



Make your gift to
support wildlife
and nature.

ADOPT TODAY >

 @mrcampaigns

Groups spent

31%

Of total 2020
ad budget in
December

Source: 2021 M+R Benchmarks

Planned Parenthood
Care. No matter what.

**TRIPLE YOUR
IMPACT BY
DEC.31ST**

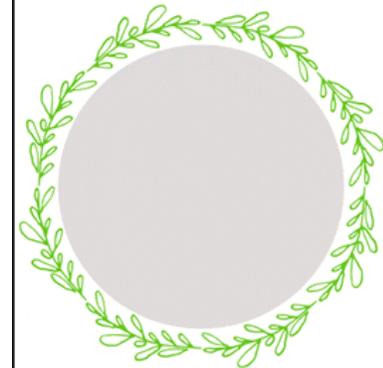
**WE'LL DO
WHATEVER IT TAKES**

MATCH MY GIFT

This is a vertical advertisement for Planned Parenthood. At the top is the organization's logo and tagline. Below that, a blue banner contains the text 'TRIPLE YOUR IMPACT BY DEC.31ST' in white, with a clock icon below it. The middle section features a photograph of the Supreme Court building with a blue banner overlaid that says 'WE'LL DO WHATEVER IT TAKES'. At the bottom is a dark blue button with the text 'MATCH MY GIFT' in white.



**The Adoption
Center is Open!**



Make your gift to
support wildlife
and nature.

ADOPT TODAY >

@mrcampaigns



Giving Tuesday



55%

Of online Giving
Tuesday revenue
was attributed to
email.



Giving Tuesday is still primarily driven by email:

- Avg number of appeals sent was 5, with volume down 10% YOY.
- Every group sent an email *before* Giving Tuesday, and many also sent emails *after*.

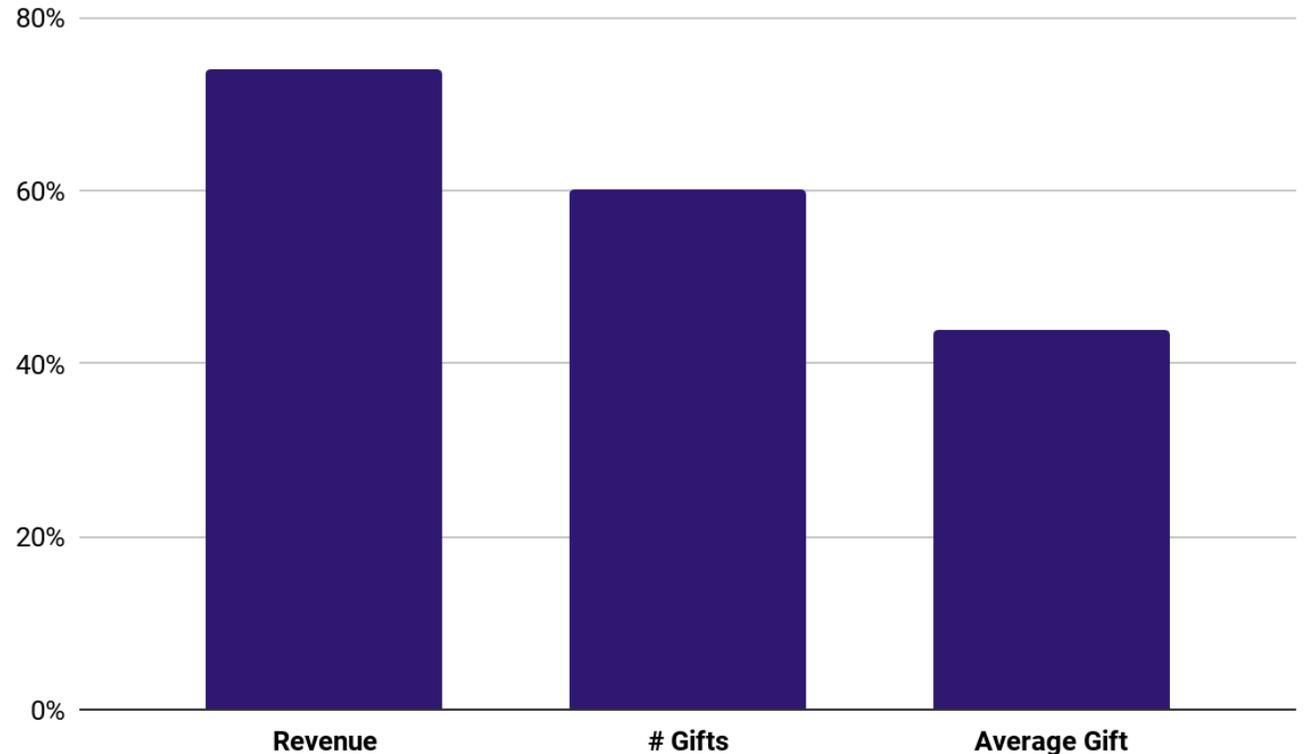
<input type="checkbox"/>	☆ ASPCA 2	Is Today Better for You? - We get it: It's a busy time of year.
<input type="checkbox"/>	☆ Stephen Ham, Wildli.	You're not too late - Another chance to make 2X the impact
<input type="checkbox"/>	☆ Peter Buijs, CFO at. 3	Karen, one last chance to TRIPLE your gift to save children
<input type="checkbox"/>	☆ The PepsiCo Foundat.	We'll still match your gift 3X to save children's lives - 3X m
<input type="checkbox"/>	☆ Vinnie Wishrad	The results are in - Giving Tuesday donation unlocked! - SU
<input type="checkbox"/>	☆ Book Match Extended.	Giving Tuesday Match Extended - There's still time to doub
<input type="checkbox"/>	☆ info@...nationalgeogr... 3	Your matching gift opportunity extended! - Goal not quite r
<input type="checkbox"/>	☆ Reilly Hay, Partner. 2	so...Giving Wednesday? - Partners in Health Logo Give Nov
<input type="checkbox"/>	☆ Doctors Without Bor.	You still have a chance to give - Don't miss your last chanc
<input type="checkbox"/>	☆ Deadline-Extended@p. 4	You've got an extension! Check your status now - Great nev
<input type="checkbox"/>	☆ U.S. PIRG	Thank you for being with us, Karen - Giving Tuesday is over



Giving Tuesday was generally up:

- Revenue increases were widespread, but not uniform—some nonprofits saw an influx in mid-level and large gifts, while others grew their low-dollar conversions.
- **Groups that had a standout election fundraising season saw softer results on Giving Tuesday.**

Nonprofits who saw increases in:







55%

Of all website traffic
is visiting on a mobile
device

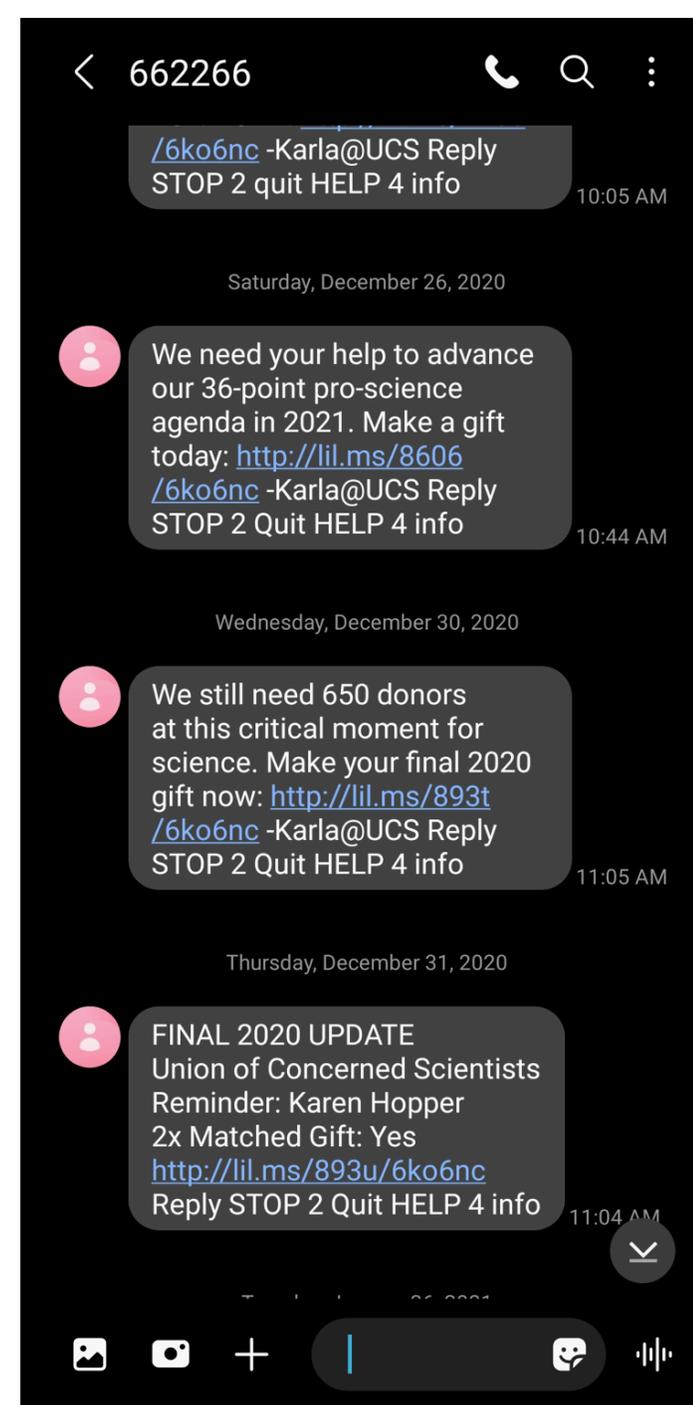
SMS: OMG so many texts

Small sample, but:

1 group saw a return of nearly \$3 per message sent

Several groups had SMS messages that generated six figures

Regulatory changes are coming, make sure you have a dedicated number and an opted-in list!





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QUESTIONS?

Thank you to our sponsor!

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