



# Using Digital Transformation Initiatives to Drive Fundraising

OCTOBER 2021

Why our donors give:

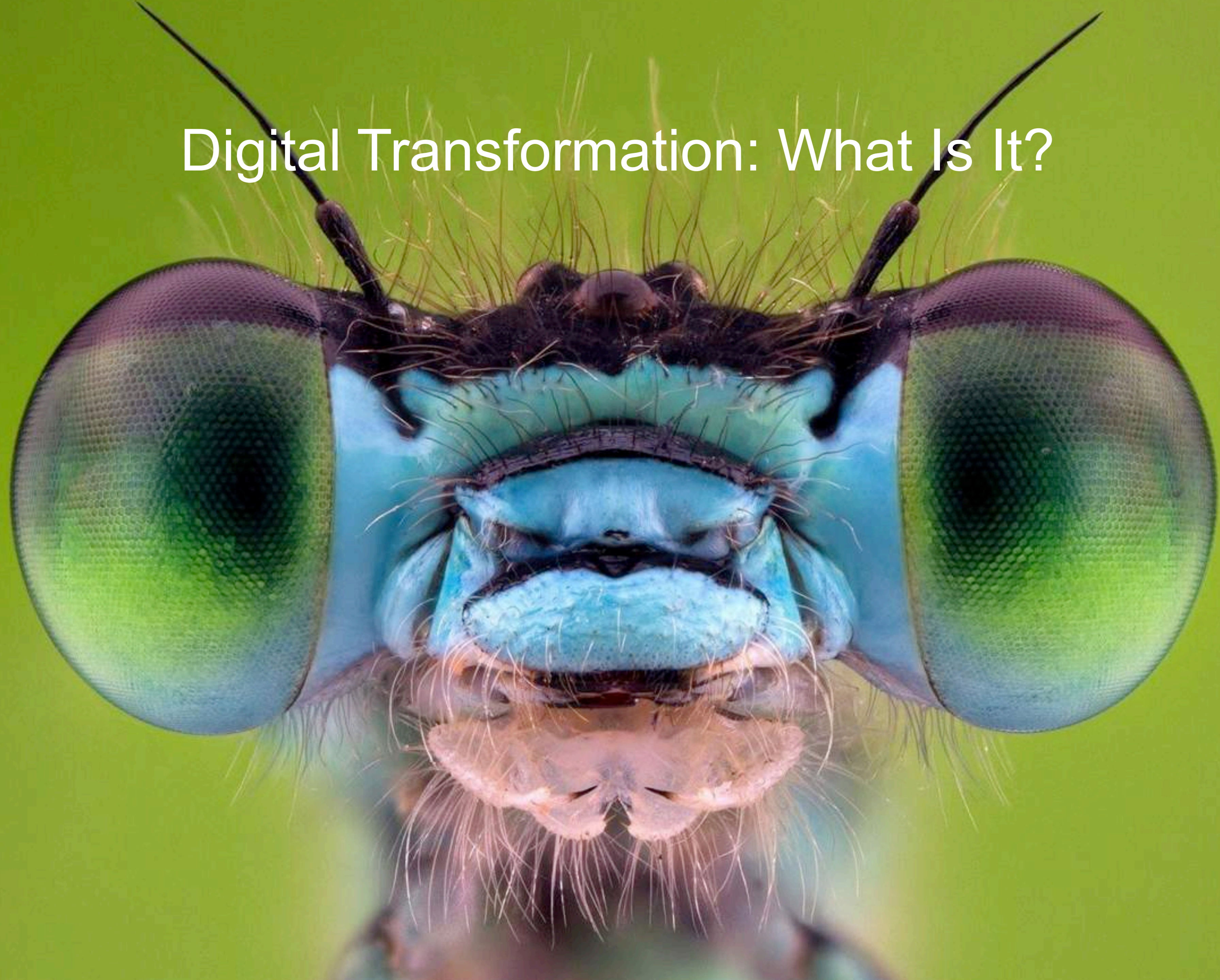
- Every time a plastic straw is given to me I challenged myself to make a \$20 donation. It's helped keep me motivated and accountable for my plastic use.
- The Yangtze river is by far the biggest polluter of our world's oceans. Your efforts to organize clean-up and restoration there is a big step.
- It's Earth Day and I want to help this wonderful cause.
- We are the stewards of our world and have to recommit to preserving it not only for humans, but for all life.
- In honor of Gary, who loved wild areas and brought joy to those lucky enough to share them with him.

# The Nature Conservancy

Shiloh Stark, Director of Audience Strategies



# Digital Transformation: What Is It?



# Digital Transformation

Building the infrastructure to support marketing strategies



Org-wide



High profile



Tech-heavy



Dependent  
on other  
depts



Sexy

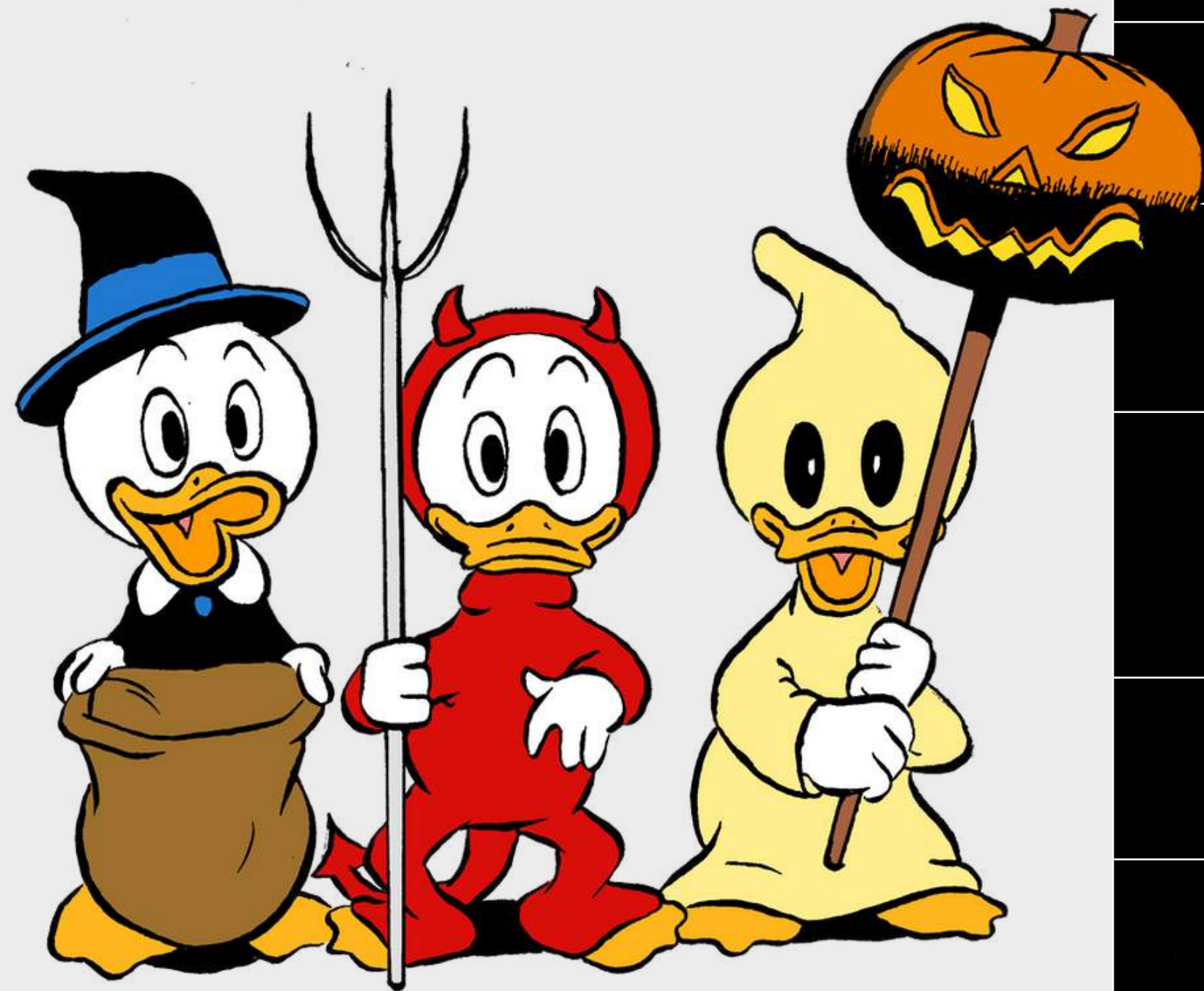


Expensive

# What is Omnichannel Marketing



# Omnichannel Marketing = Halloween Planning



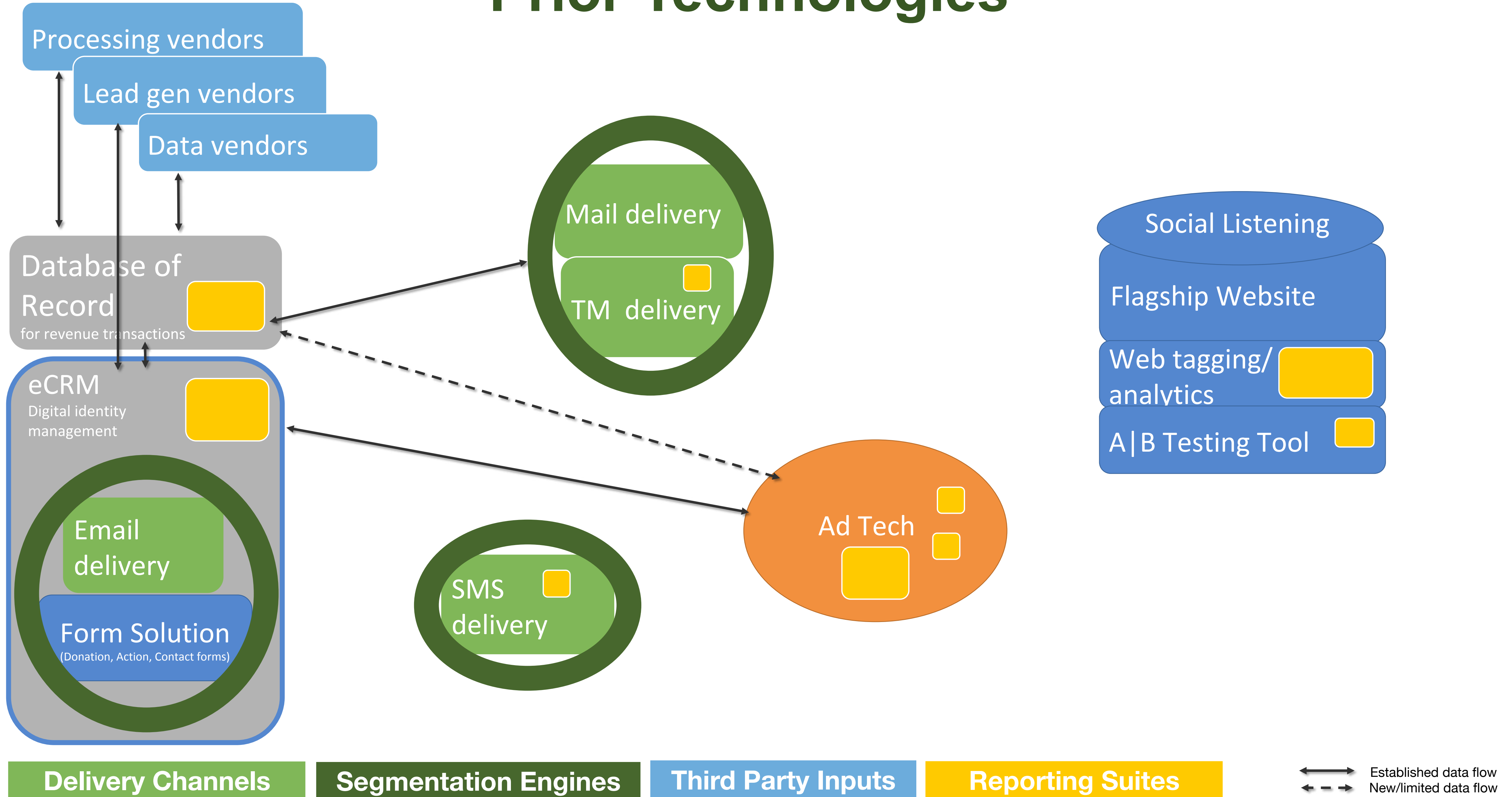
	Personalized Halloween Candy Plan	Omnichannel Marketing
<b>KPI</b>	Amount of chocolate procured	Funds raised to support mission
<b>Ask</b>	Trick or Treat!	Deadline for Match Giving – 1x, sustainer, save etc
<b>Segmentation</b>	Specific neighbors most likely to stock chocolate	Donors and prospects (may use models, appends)
<b>Content Personalization</b>	Great costume to motivate the biggest handful of candy	Speak to your supporter about the issue that matters most to them
<b>Channel Personalization</b>	Door to door canvassing!	Email, SMS, mail, ads
<b>Plan</b>	Know what pre-holiday “hints” and day-of route will yield the most candy in a 1-hour window	Marketing Automation Journey map

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# Membership Fundraising: Where We've Been



# Prior Technologies

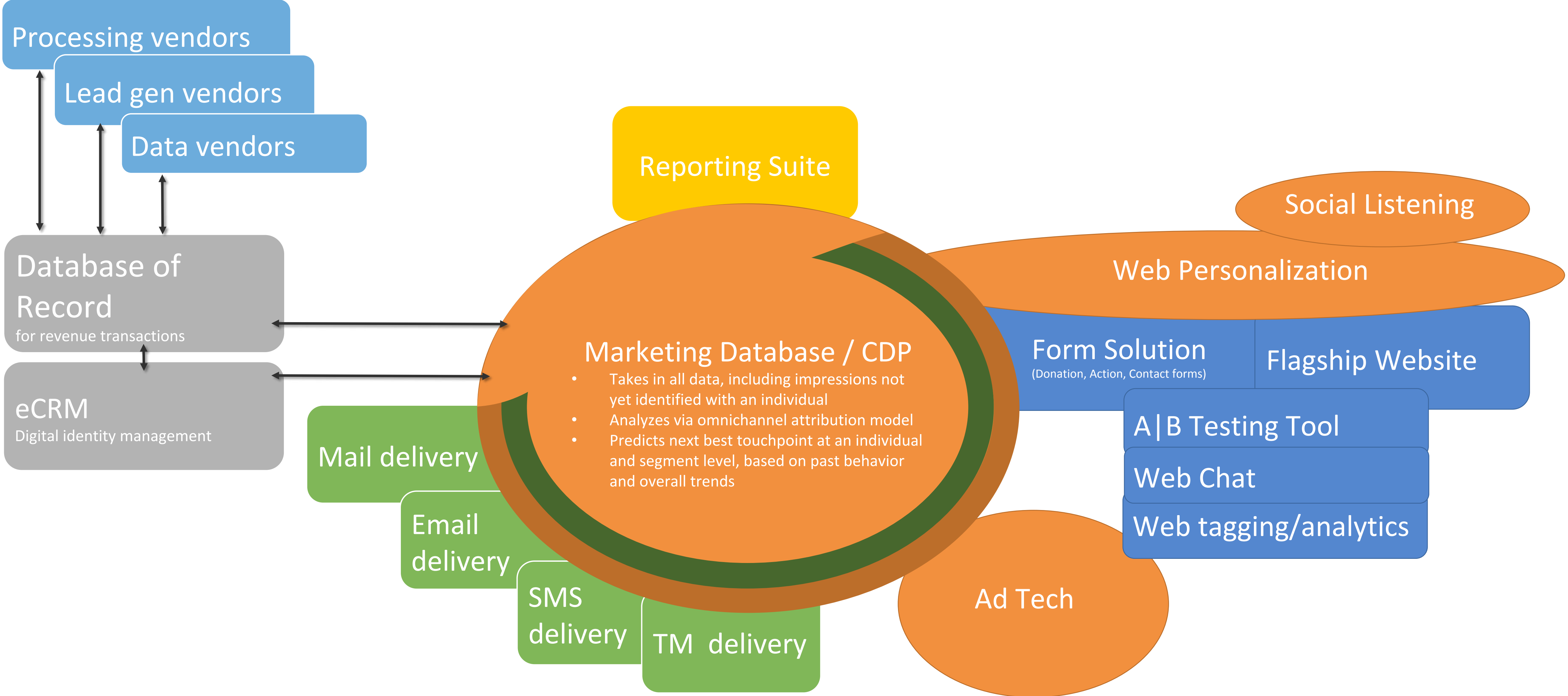




# Membership Fundraising: Where We're Going



# Vision



**Delivery Channels**

**Segmentation Engines**

**Third Party Inputs**

**Reporting Suites**

**Marketing Execution**

# Tips and Tricks



# Putting it all together



**Ask lots of questions. No one knows how to do this**



**Look at the forest and the trees**

# Tools to build a vision



**Inventory data connections and gaps**

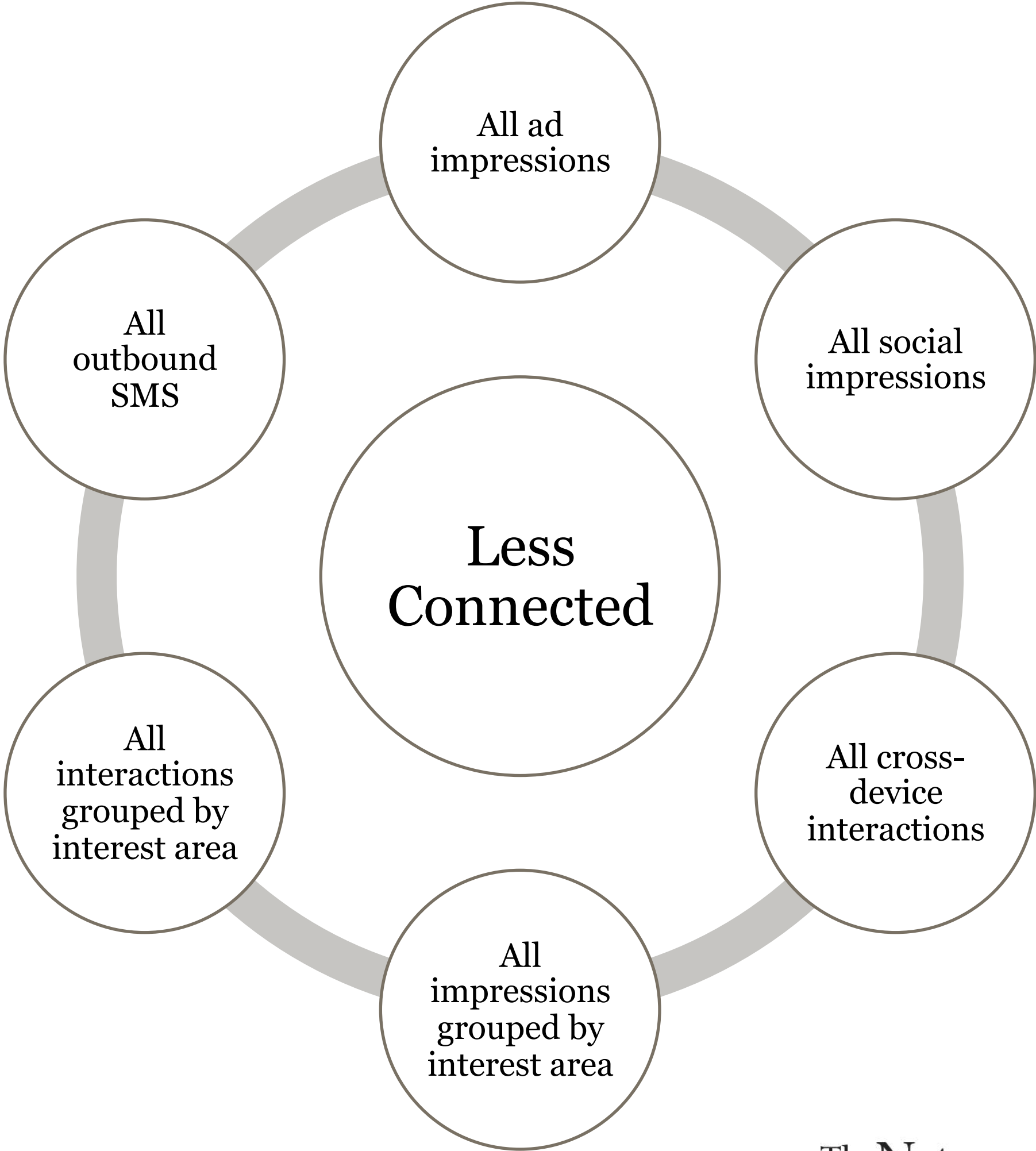


**Audit existing donor journeys**



**Build future-state use cases**

# Visualize Data Connections and Data Gaps



# Visualize Sample Journeys

**The Nature Conservancy**  
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Wildlife like the once-endangered Louisiana black bear (aka the original teddy bear) depends on habitat saved by the... See More

**Save my home!**  
Tell Congress to make the Land and Water Conserva...

**SIGN THE PETITION**

**The American Black Bear** — one of the millions of species your donation can help protect.

**Our Planet and all that call it home need your help. Will you join us?**

**WOLFPUPP THE BLACK BEAR PAID BY THE NATURE CONSERVANCY**

## Acquisition Model:

- Direct to Donor digital
- Lead Gen
- Direct mail
- Face to face
- Organic / whitemail

Share on Facebook

**Sarah Monko Bradley**  
Say something about this...

**I GAVE TODAY BECAUSE:**  
*There's never been a more important time to protect our natural world for future generations.*  
-Sarah

**The Nature Conservancy**  
Join me in protecting nature!

**I gave to TNC**  
Join me and donate to TNC Now!  
SUPPORT.NATURE.ORG

**The Nature Conservancy**

**Thank You**

Dear Mr. Stark,

I am truly humbled by what you've just done for nature.

Yesterday, we asked nature-lovers around the world to rally to make the biggest one-day impact for our natural world. And I'm so glad you answered the call!

Thanks to your support, we not only met our Giving Tuesday match goal, we exceeded it!

But the best part is: every dollar will go twice as far to safeguard the most threatened habitat and natural resources we all rely on.

Your special Giving Tuesday donation will be put to work immediately, to double our efforts around the world. You'll help restore and/or protect our migratory birds and a place to stop on their long journey. And you'll help revive our fast-disappearing grasslands and other wildlife habitats in their natural habitats.

From unchecked development, to pollutants in our air and contaminants in our water, your generous donation has twice the power to help fight back where nature needs us most.

You know The Conservancy has never shied away from taking on nature's biggest threats, and we're not going to start now. Seeing how many people like you we have standing behind us fills me with hope. With your help, I know that we can keep pushing toward a future where nature and people can thrive together.



**The Nature Conservancy**

**Act Now!**  
Defend Conservation Funding

Dear Sarah,

Today we're action heroes, a full program that helped save the original "teddy bear" is at risk. Ask your members of Congress about the Land and Water Conservation Fund.

We need you help to make sure the Congress takes action on this critical priority NOW. We're making a big push for you to join in person — just a few congressional seats (and we'll have already taken action this month) to save the fund and ensure that "Teddy Bear" and other animals call home.

Not long ago, there were only 15 eastern black bears — the original "teddy bear" — left in the world. But the Land and Water Conservation Fund (LWCF) had saved them. Without the protection, the bears could not have made their incredible comeback.

That's one powerful example of how LWCF has protected millions of acres in nearly every corner in the U.S. The Congress had a great plan, and they made it the end there was. We can make the same plan work. We can push for permanent reauthorization and full funding now. Or else LWCF will be in danger of expiring again, leaving funding for more habitat more uncertain than ever.

So please don't wait. Take your state's representatives to send a message to Congress and tell them to **reauthorize the Land and Water Conservation Fund**.

LWCF doesn't have tax-payers money because it's funded with oil and gas revenues. Without it, hundreds of critical conservation projects that are already making a difference will be cut off and new conservation projects would be in jeopardy.

Please send us the links and where you live. **Call on Congress to reauthorize the Land and Water Conservation Fund.**

Thank you in advance for standing with The Nature Conservancy in defending the essential conservation program.

Sincerely,  
**Christie McGehee**  
Christie McGehee  
Director of National Legislative Campaigns  
The Nature Conservancy

**The Nature Conservancy**  
Sponsored · Paid for by The Nature Conservancy · 11K · 434 Comments · 2.9K Shares

Every acre we protect, every river mile restored, every species brought back from the brink - begins with YOU. Stand up for nature and protect our lands and waters with a gift to The Nature Conservancy. Renew your commitment to nature today!

**support.nature.org**  
**Renew Your Commitment to Nature** **LEARN MORE**

Like Comment Share

**The Nature Conservancy**  
Protecting nature. Preserving life. **nature.org**

4245 N. Fairfax Drive, Suite 100  
Arlington, VA 22203

**ANNUAL RENEWAL STATEMENT**

**The Nature Conservancy**  
Protecting nature. Preserving life. **nature.org**

4245 N. Fairfax Drive, Suite 100  
Arlington, VA 22203

010405 2433

Mrs. Katherine Brown  
4245 North Fairfax Drive, Suite 100  
Arlington, VA 22203-4627  
Full Payment Enclosed

The Nature Conservancy [US] | https://www.nature.org/en-us/

**OUR MISSION**

## Conserving the lands and waters on which all life depends

Every acre we protect, every river mile restored, every species brought back from the brink, begins with you. Your support will help make a lasting difference around the world in 72 countries.

**DONATE**

**The Nature Conservancy**

**Please Renew**  
your membership

Dear Mr. Stark,

Your Conservancy membership is expiring!

Please don't let that happen — **renew now!**

Your past support has helped us make extraordinary headway on critical environmental issues in 72 countries and all 50 states — from restoring the world's great rivers to curbing deforestation in the Amazon to protecting the fragile parks in America's heartland. But the every nature-saving effort we implement, there are thousands more that are worthy of and require your ongoing support.

To find even more sustainable and lasting conservation solutions, we are expanding our work to state with us by making a contribution to **renew your membership today.**

When you **renew your membership with The Nature Conservancy**, you will help launch groundbreaking conservation projects around the globe in the most vital, unique and increasingly vulnerable habitats.

**Renew your commitment to nature by November 30 and we'll send you a special fleece blanket with our thanks**

**RENEW TODAY**

**Official Site | The Nature Conservancy®**  
**Ad** support.nature.org  
Your Support Will Make A Lasting Difference Around the World. Donate Now!  
BBB Accredited Charity

**Gift Memberships**  
Show You Care About Them & Nature. Give a Green Gift!

**Make a One-Time Gift**  
Stand Up for the Natural World. Donate Now to Protect Nature!

**Become a Member**  
Preserve Our Natural World Now & for Future Generations. Join Today!

**Fight for the Climate**  
Take Action to Address the Climate Change. Now's the Time. Donate Now!

**The Nature Conservancy**  
You Can Trust the Conservancy! **Verizon** **Member Since 1982**

**Donate Now to Protect Nature**

Stand up for our natural world with The Nature Conservancy. Every acre we protect, every river mile restored, every species brought back from the brink, begins with you. Your support will help take action on the ground in all 50 states and 72 countries.

**FREE! Get 1 year of Nature Conservancy Magazine with membership**

**ENTER YOUR GIFT AMOUNT**

\$50 **\$100** \$250 \$500

\$5,000 \$10,000 OTHER  
\$15 minimum

Your gift helps...  
**Advance Science.**  
From exploring coral reefs to finding climate change solutions, your donation helps push conservation science to new limits.

**Further Collaboration.**



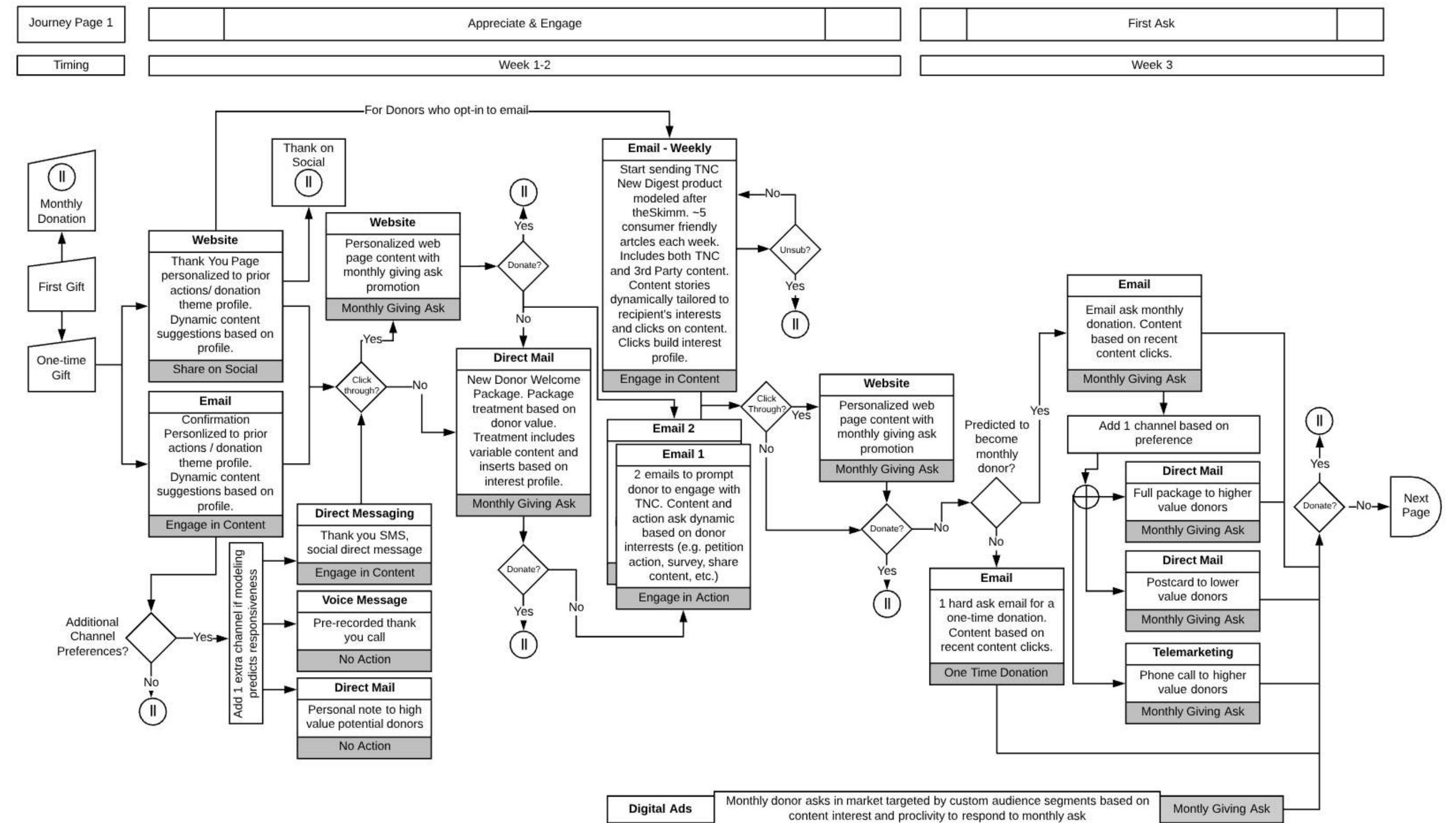
# Build Use Cases

Use Cases

Web visit triggers  
SMS

Known donor sees  
custom homepage  
splash

Social engagement  
triggers direct mail  
postcard







Go!\*

\*Be prepared to: lose sleep, solve problems, get behind (like, way behind), restructure, be wrong

Questions?



The Nature  
Conservancy

