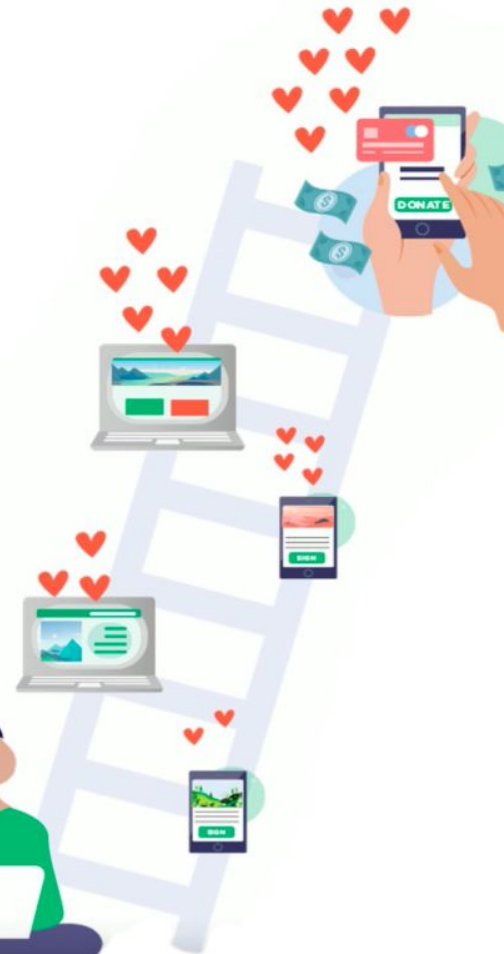

How to use strategic messaging to increase engagement & boost online donations





Alex Vanderweele Ortman
Director of Marketing and Analytics
American Bird Conservancy

avanderweeleortman@abcbirds.org



Claire Kerr
Director, Care2
Claire@care2team.com

www.care2services.com

“It can cost you anywhere from 5-25 times more to acquire a new customer than it does to retain an existing one.”

-InsightSquared

A thick, wavy yellow horizontal bar with a brown outline, spanning the width of the slide.

Why Does The Sector Have Issues?

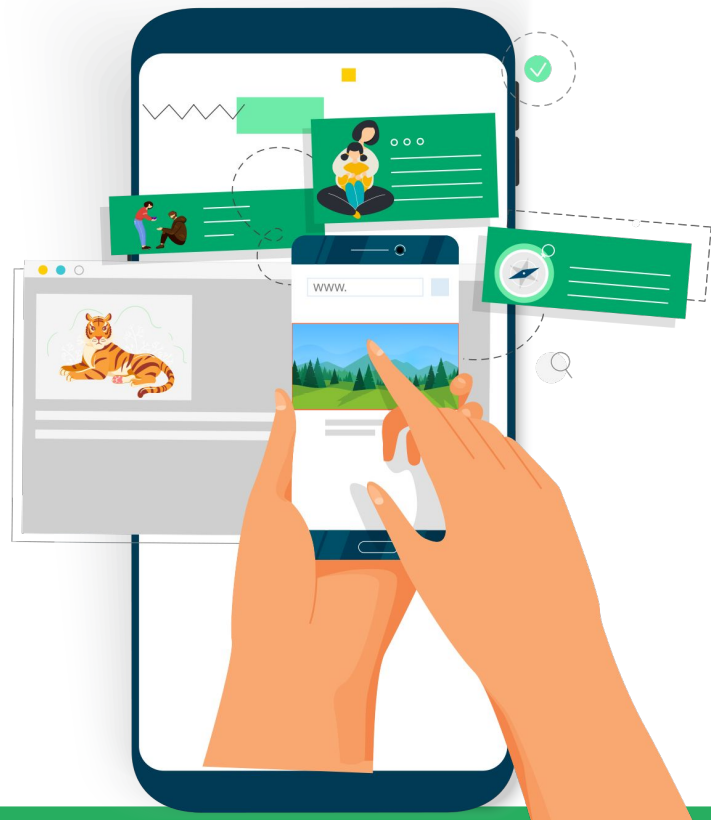
In order to maintain strong deliverability, nonprofits must over-suppress their supporter & donor lists.

Best practice is to suppress emails that:

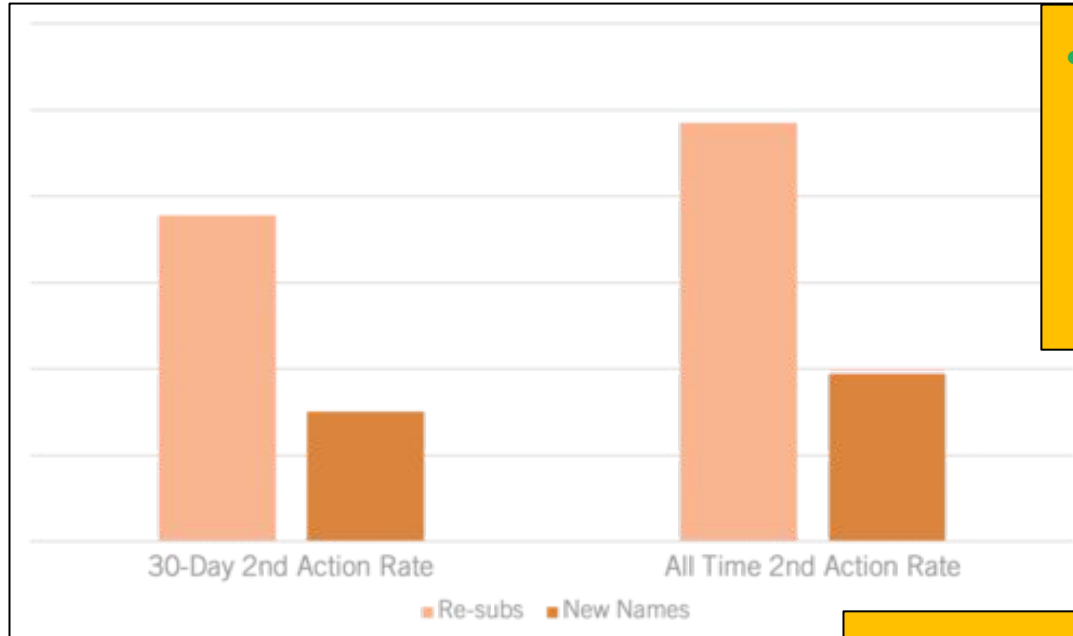
- Have been on the file at least 6 mo. but
- Haven't opened or clicked on an email or donated in the past 12 mo. (some do 6 or 8 mo.)

However, this leads to:

- Increasing list attrition
- Declining online donor retention



Credo Action – Resubscription Success



- 55% of resubscribers had a new email address **NOT** in the database

Ran the same targeted content (petitions, polls) to this dormant supporter group as they would to acquire a new supporter.

Why did you mark a sender as spam?



53% answered:

“Subscriber was no longer interested in the brand.”

-QuickSprout.com

Why does re-engaging your audience lead to more conversions?

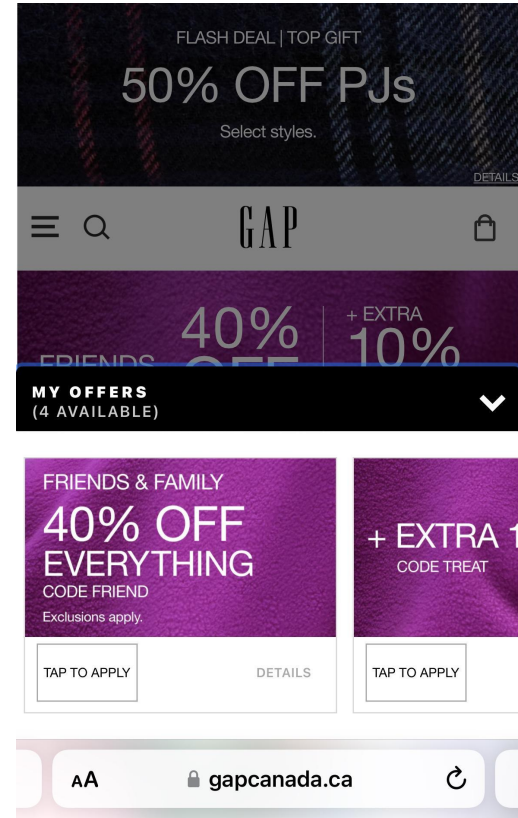
The Marketing Rule of 7

“It takes an average of seven interactions with your brand before a purchase will take place.”

In industry, this often means targeting consumers with TV ads, radio, billboards, direct mail, digital advertising, etc.

Industry Prompts Engagement All The Time

- Customer Surveys
- Live Chat
- On-site Quizzes
- Mobile Notifications
- Review Rewards



More Engagement At Top Of The Funnel

BILL OF RIGHTS INSTITUTE

What are Equal and Inalienable Rights?

The Declaration of Independence reminds us that all people have inherent are those rights and how do they differ from legal rights? How should the protect those rights without exceeding its bounds?

Take a short 5-question quiz to see how well you know your natural rights understand the ideas behind our nation's founding documents.

Test your knowledge now!

GET STARTED

BILL OF RIGHTS INSTITUTE

You got 2 out of 5 correct.

Thanks for taking our quiz. If you want to learn more about your rights, we know just where you should start.

What rights do we as Americans enjoy and what does it mean that they are "inalienable"? How do rights differ from freedoms? What role does the government play in defending or suspending the rights of individuals? Should one person's rights ever infringe on another person's rights?

Get answers to these questions and more with an insightful and easy-to-understand ebook from the Bill of Rights Institute: *Equal and Inalienable Rights*.

We're passionate about engaging, educating, and empowering people to understand the freedoms and opportunities that exist in a free society. That's why we're making this informative resource available to you at no charge.

Just let us know where to send your ebook!

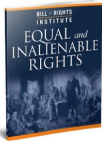
First Name *

Last Name *

Email *

Are you: *

- A student
- An educator
- A parent
- Interested in knowing more about American history and government



BILL OF RIGHTS INSTITUTE

Your ebook is on its way!

Thank you for your interest in *Equal and Inalienable Rights*. It will be delivered to your inbox shortly.

The Bill of Rights Institute is committed to preserving and defending the founding principles of American society by educating and engaging both students and teachers through informative resources, programs, and events.

If we as a society forget the fundamentals of our liberty, we will be in danger of losing it. Please help Bill to continue this important work of keeping constitutional rights and ideas at the forefront of education and civic identity.

Your support will help:

- Provide quality online resources like the one you just received—to citizens, students, and teachers across the country
- Provide and create resources for teachers, students, and parents
- Share knowledge about our country and help prepare the next generation for citizenship

You can participate by making a tax-deductible donation of any amount today.

Please use the screen form below to give. Thank you!

Donation Amount

Make this a monthly recurring donation

Donation Amount *

\$20	\$50	\$75	\$100	Other Amount
------	-------------	------	-------	--------------

Total
\$50.00

Billing Information

Name *

Taking a quiz and downloading an eBook had a higher donation conversion rate than quiz or eBook download alone.

-NextAfter.com

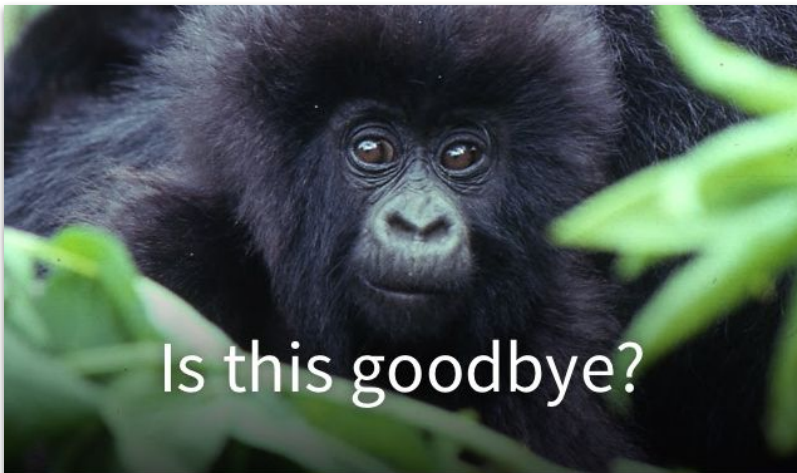
Importance Of Automation in Email Marketing

Drip marketing is a communication strategy that sends, or "**drips**," a pre-written set of messages to customers or prospects over time.

Recommended: 3 to 5 email "welcome series" in first 7 – 14 days after a new supporter or donor joins your list.



Automated email reactivation series



Is this goodbye?

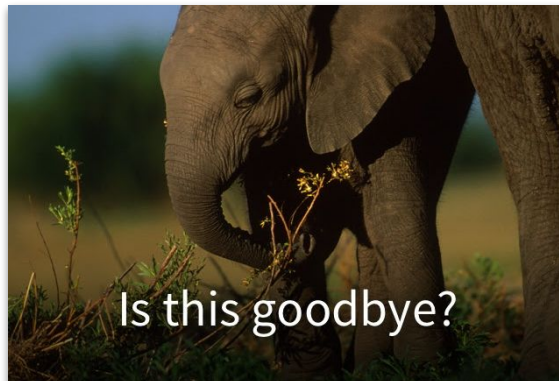
Dear Sanky,

We haven't heard from you in a while. Maybe you've been super busy. Maybe you're not as interested in saving Africa's wildlife as you once were. Maybe you meant to respond but got distracted.

So we need to ask: are you still with us?

1. Yes, I want AWF emails. [Keep me informed!](#)
2. Yes, but I want fewer emails. [Send me less.](#)
3. No, I'm done. [I want to unsubscribe entirely.](#)

We need your help to stop poachers from destroying Africa's most treasured wildlife. We hope you'll stay with us!



Is this goodbye?

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So we need to ask: are you still with us?

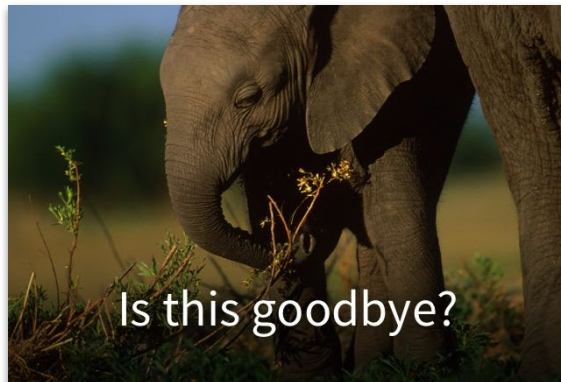
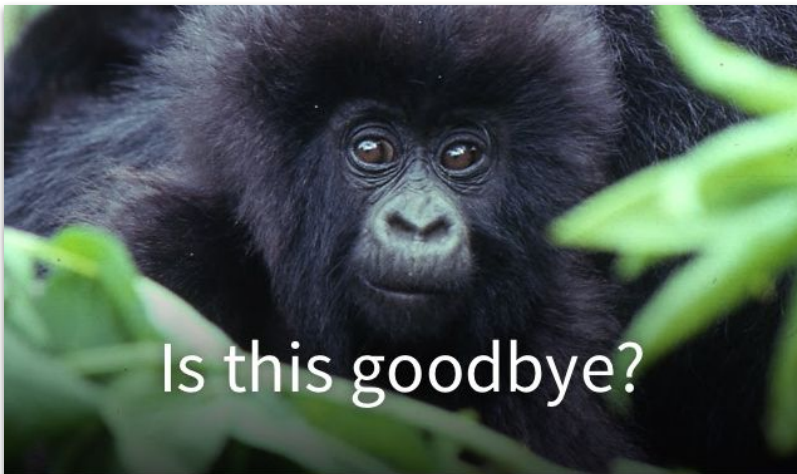
1. Yes, I want AWF emails. [Keep me informed!](#)
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3. No, I'm done. [I want to unsubscribe entirely.](#)

We need your help to stop poachers from destroying Africa's most treasured wildlife. We hope you'll stay with us!



[DONATE NOW](#)

Automated email reactivation series



Dear Sanky,

We haven't heard from you in a while. Maybe you've been super busy. Maybe you're not as interested in saving Africa's wildlife as you once were. Maybe you meant to respond but got distracted.

Dear Sanky,

We have
as interested
got distracted

So we're

1. Yes
2. Yes
3. No

We need your help to stop poachers from destroying Africa's most treasured wildlife. We hope you'll stay with us!

Subject lines:

- This is your last email from African Wildlife Foundation
- Name, do you still want to save wildlife?
- Could you say goodbye to this face?



DONATE NOW

Social ads – targeting your email file

African Wildlife Foundation Sponsored · Paid for by African Wildlife Foundation ·

Poaching is the most immediate threat to elephants. It doesn't have to be. Join us.



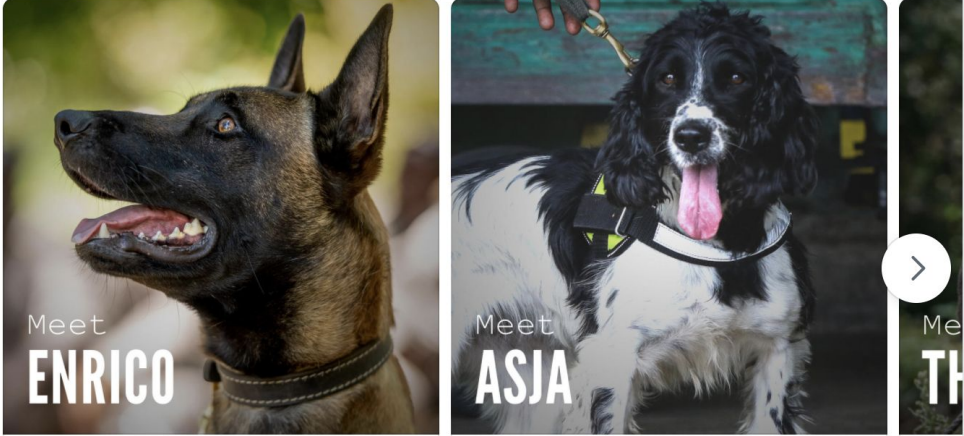
Nonprofit Organization
African Wildlife Foundation
1,301,384 people like this

Rusty Atkins, Dottie Bauman and 9 others

Like Comment Share

African Wildlife Foundation Sponsored (demo) ·

Somebody is sniffing out wildlife crime. And poachers are very afraid. Meet our most effective agents.



Meet **ENRICO**
His tracking is crafty
Meet the Dogs [Learn More](#)

Meet **ASJA**
Her nose is legendary
Meet the Dogs [Learn More](#)

Meet **TH**
Not Meet

Carousel ad used to target AWF's full email file

Custom Audiences Reinforce Your Message

Search

he back, Claire! Y

New Ad Set ▼ A

Create a Custom Audience

1 Add Customer List 2 Edit Data Mapping 3 Hashed Upload & Creation 4 Next Steps

Prepare a file with your customer data

[Read best practices for preparing your customer data](#)

Identifiers you can use (15)

Email Phone Number Mobile Advertiser ID First Name Last Name ZIP/Postal Code City

State/Province Country Date of Birth Year of Birth Gender Age Facebook App User ID

Facebook Page User ID

Add a new file (CSV or TXT) [Download file template](#)

Drag and drop your file here or [Upload File](#)

Copy and paste

Audience name 50 [Show description](#)

[Cancel](#) [Back](#) [Next](#)

Create Multiple Audiences
Step 1: Add variables for local targeting, age ranges and Audiences to quickly create at one time.
[Create Multiple Audiences](#)

Audience Definition
Specific Broad

Audience Details:

- Location:
 - United States
- Age:
 - 18 - 65+
- People Who Match:
 - Interests: Running
- Placements:
 - Facebook Feeds
 - Articles, Facebook

Meta's Ad Library

Ad Library

The Ad Library provides advertising transparency by offering a comprehensive, searchable collection of all ads currently running from across Meta technologies.

[See what's new](#)



Search ads

Set your location and choose an ad category to start your search. [View search tips.](#)

United Sta... ▼

🔊 Issues, elections or politics ▼

🔍 Search by keyword or advertiser

Active

Started running on Nov 21, 2022

Platforms  

This ad has multiple versions 

ID: 1858706987808542

[See ad details](#)

 **Kellogg's**
Sponsored

While we celebrate the contributions of Black food innovators, we must acknowledge that their communities disproportionately lack access to it. Kellogg's purpose of 'creating better days and a place at the table for everyone' comes to life in Black History. Every Month to elevate the need to advance food justice. Visit Kellogg.com/BHEM to learn more. #blackhistoryeverymonth #BHEM #kelloggs



KELLOGGS.COM

[Learn More](#)

Active

Started running on Nov 21, 2022

Platforms  

ID: 684615013011276

[See ad details](#)

 **Kellogg's**
Sponsored

Want kids to have #BetterDays? Research from Kellogg Company reveals the social benefits seen when children participate in school breakfast programs.



NEWSROOM.KELLOGGCOMPANY.COM

Want to get kids excited about attending school? Serve school breakfast!

Kellogg Company Fund commissioned research this year to understand school meals programs and the social benefits they can provide.

[Learn more](#)

Active

Started running on Nov 21, 2022

Platforms  

This ad has multiple versions 

ID: 1551226308652869

[See ad details](#)

 **Kellogg's**
Sponsored

Want kids to have #BetterDays? Research from Kellogg Company reveals the social benefits seen when children participate in school breakfast programs.



NEWSROOM.KELLOGGCOMPANY.COM

[Learn More](#)



Kellogg's

Sponsored · Paid for by Kellogg Company

ID: 784747495637851

...

We're celebrating our 5th year as a #SpiritDay presenting partner by donating \$75,000 to @186319338839:GLAAD. Want to help? Sign the Spirit Day anti-bullying pledge. #AllTogether



GLAAD.ORG

Sign Up

This ad has multiple versions ⓘ

1 of 2



About the disclaimer

When an advertiser categorizes their ad as being about social issues, elections or politics, they are required to disclose who paid for the ad. [Learn more](#)

Information from the advertiser



Inactive



Oct 15, 2020 - Oct 15, 2020

ID: 784747495637851



Estimated Audience Size

Estimated Audience Size generally estimates how many **people** meet the targeting and ad placement criteria that advertisers select while creating an ad... [See more](#)

Estimated Audience Size

>1M people

Amount spent

The estimated total amount of money spent on an ad during its schedule.

[Learn more](#)

Amount spent

\$35K - \$40K (USD)

Impressions

The number of times an ad was on a screen. May include multiple views by the same people. [Learn more](#)

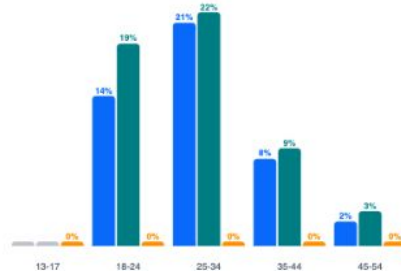
Impressions

>1M

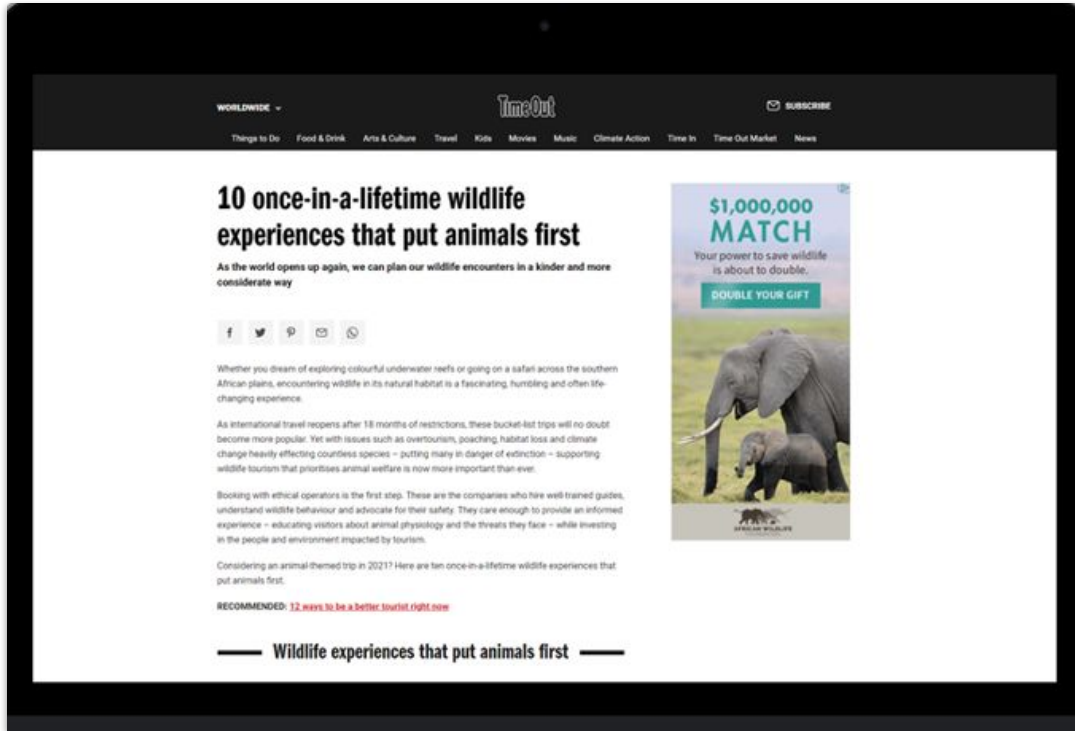
Who was shown this ad

The age and gender breakdowns of people who saw this ad.

Men Women Unknown



Display Advertising: LiveRamp



WORLDWIDE | TimeOut | SUBSCRIBE

Things to Do | Food & Drink | Arts & Culture | Travel | Kids | Movies | Music | Climate Action | Time In | Time Out Market | News

10 once-in-a-lifetime wildlife experiences that put animals first

As the world opens up again, we can plan our wildlife encounters in a kinder and more considerate way

Whether you dream of exploring colourful underwater reefs or going on a safari across the southern African plains, encountering wildlife in its natural habitat is a fascinating, humbling and often life-changing experience.

As international travel reopens after 18 months of restrictions, these bucket-list trips will no doubt become more popular. Yet with issues such as overtourism, poaching, habitat loss and climate change heavily affecting countless species – putting many in danger of extinction – supporting wildlife tourism that prioritises animal welfare is now more important than ever.

Booking with ethical operators is the first step. These are the companies who hire well-trained guides, understand wildlife behaviour and advocate for their safety. They care enough to provide an informed experience – educating visitors about animal physiology and the threats they face – while investing in the people and environment impacted by tourism.

Considering an animal-themed trip in 2021? Here are ten once-in-a-lifetime wildlife experiences that put animals first.


RECOMMENDED: [12 ways to be a better tourist right now](#)

Wildlife experiences that put animals first

\$1,000,000 MATCH

Your power to save wildlife is about to double.

DOUBLE YOUR GIFT




AFRICAN WILDLIFE FOUNDATION

The future of Africa's wildlife depends on you.

DONATE NOW



AFRICAN WILDLIFE FOUNDATION



AFRICAN WILDLIFE FOUNDATION

Engagement

They ran digital engagements on Care2 through the Care2 Cultivate platform.

Our members comes to our site because they **want to take action.**

- Members can sign petitions and donate to orgs
- Visit with high frequency
- Engage with brands in a helper mindset



care2 PETITIONS



Save Africa's Elephants. Close Ivory Markets Worldwide.

by African Wildlife Foundation



64,945 SUPPORTERS 65,000 GOAL

Up to 35,000 elephants are slaughtered each year for their ivory tusks. And recently, the IUCN Red List classified the African savanna elephant as endangered and the African forest elephant as critically endangered.

Here's the bottom line. At current poaching rates, elephant extinction is a very real threat.

We need international coordination to ensure the survival of this beloved species. Ending the ivory trade without international coordination is like squeezing a balloon -- if the domestic market of one country closes, it expands in another consumer country.

Join African Wildlife Foundation in calling on world leaders to take urgent action to stop the killing of Africa's elephants by closing ivory markets worldwide.

Sign the petition and send the message that you don't want to live in a world without African elephants.

Care2 Cultivate: One Year Of Research

- AWF repeatedly served a branded quiz, surveys or poll to anyone on their full list who also visited Care2.com.
- An commercial-ad-free environment where individuals are on site for social good.
- **1.6M engagements**



True or False: The African lion population has been almost cut in half in the past two decades?

True

False



Skip Survey 

Engagement example - Lion Quiz



True or False: The African lion population has been almost cut in half in the past two decades?

True

False



Skip Survey >>



Thank You Tim

✔ You're right!

In the past 21 years, African lion populations have dwindled by almost 43%. Habitat loss caused by human development, increased conflict with humans due to proximity and a decrease in lion's natural prey, and lion hunting are all threats to wild lion populations.

[Learn more about these amazing big cats, and what AWF is doing to protect them!](#)



Next

Skip >>

- Educational and easy engagement increases interaction
- Mission-focused content creates “buy-in”
- Individuals can click to AWF's site to learn more

Engagement example - African Apes quiz



Which of these African apes are threatened by poaching?

- Gorillas
- Chimpanzees
- Bonobos
- All of the above



Skip Survey >>



Thank You Tim

✓ You're right!

Unfortunately, all African apes are in danger from poaching, as well as habitat loss and even the exotic pet trade.

AWF is protecting apes on the ground in Africa through ranger-based monitoring, transboundary collaboration, community and tourism development, anti-poaching activities, and habitat conservation. Learn more about one of their many efforts: [using satellite technology to strengthen bonobo conservation!](#)



Next

Skip >>

- Interactive content generates **2x more conversions** than passive content
67% of users engaged!
- AWF can align engagement units with current fundraising campaigns.

Engagement example - Elephant poll



When a mother animal like an elephant is killed by poachers, do you think its baby has a good chance of survival?

- Yes
- No
- Maybe



Skip Survey >>



Thank You Tim



Poachers don't just kill adult animals. Every time a mother is killed, the offspring that depend on her are likely to die, too. Elephant calves, pangolin pups, and baby gorillas alike cannot survive without their mothers.

AWF is fighting hard to stop wildlife poaching and keep animal families together. [Learn more and join the fight!](#)

Next



Skip >>

- **The Marketing Rule of 7**
It takes an average of seven interactions with your brand before a purchase will take place, AWF's avg = 8.8
- Creating as many interactive engagements as possible will boost metrics across all prospect and donor cohorts.

Data Overview



1.6 M

cultivated user engagements

114k

reactivated individuals

\$327K

after cultivation

105%

increase in active donations

127%

increase in inactive donations

DEEPENING DIGITAL ENGAGEMENT

w/ American Bird Conservancy

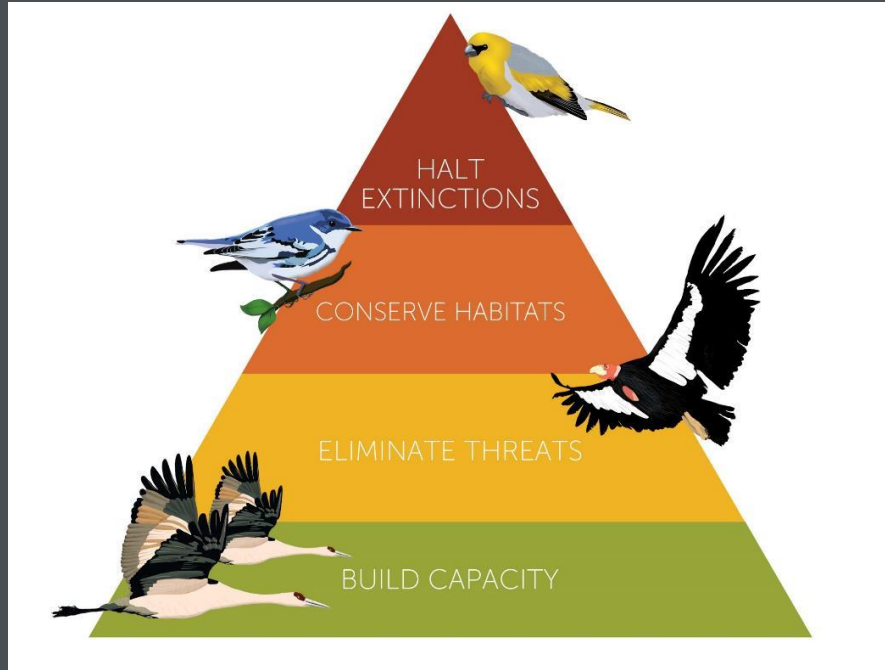


Golden-winged Warbler by Ray Hennessy, Shutterstock

The bird on the street is...you like bird puns.



About American Bird Conservancy



American Bird Conservancy is dedicated to conserving wild birds and their habitats throughout the Americas.

abcbirds.org





What to do when you have a stale email list?

1. Grow (with engagement as focus)
2. Optimize (enhance email products via testing)
3. Re-Engage (via enhanced products and other channels)

Live life with no egrets. (Not really, we love egrets.)

GROW WITH ENGAGEMENT

- Virtual Events/Webinars + Social Advertising
- Website Lightboxes - Quizzes and Surveys
- Advocacy through sites like Care2
- Special Offers/White Papers
- Tailored Welcome series

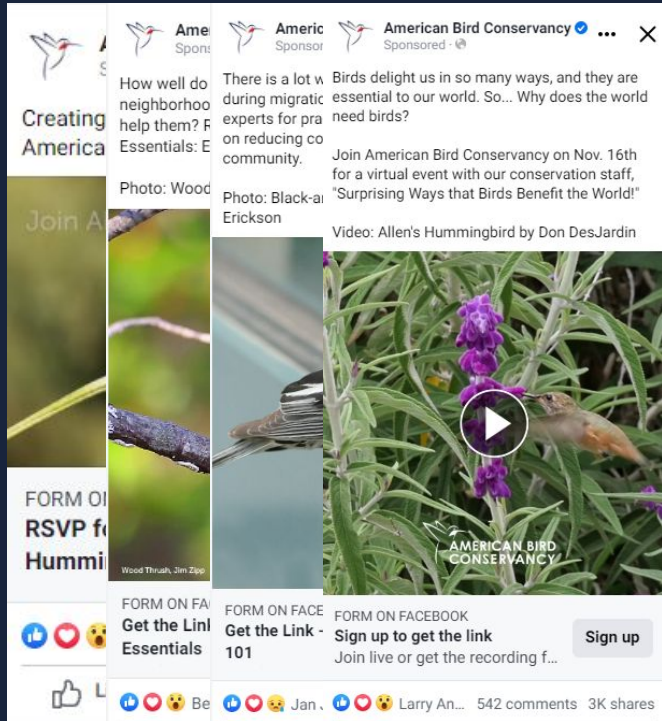


Sooo Eggs-citing! (Sorry.)

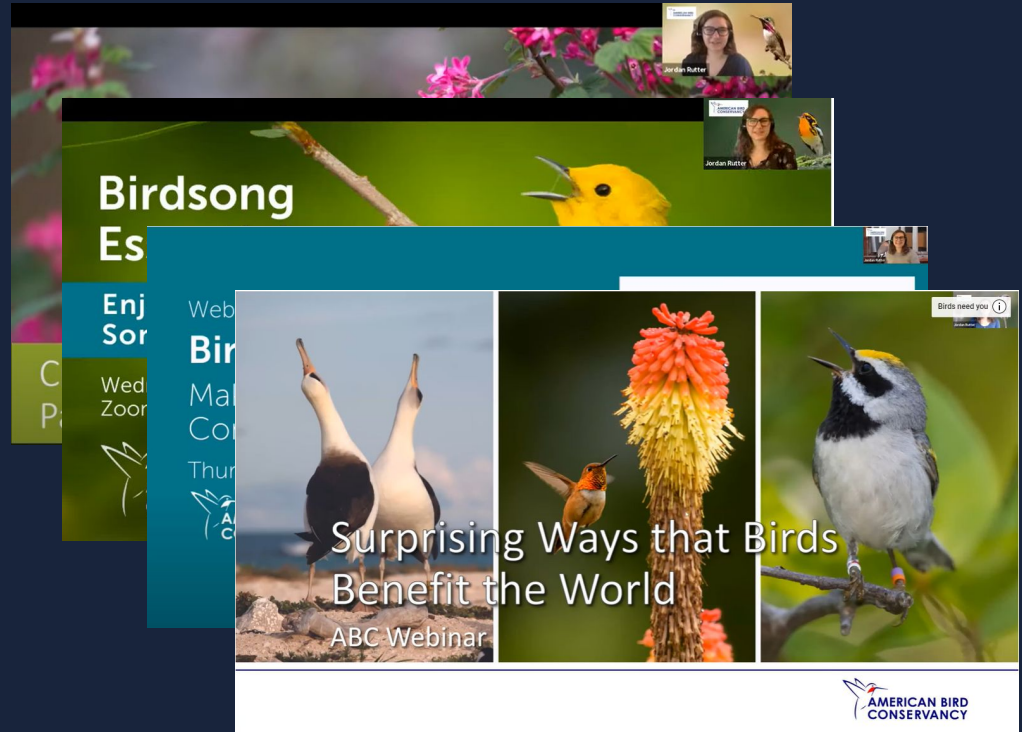


Wood Thrush © Michael Stubblefield

American Bird Conservancy Webinar Program



A screenshot of a Facebook post from the American Bird Conservancy. The post features a video thumbnail of a wood thrush on a branch. The text of the post reads: "How well do neighborhood help them? F Essentials: E". Below the video, it says "Photo: Wood Thrush, Jim Zipp". The post also includes a "FORM ON FACE" section with a "Get the Link - 101" button and a "Sign up" button. The post has 542 comments and 3K shares.



A promotional graphic for the American Bird Conservancy webinar program. It features a central video thumbnail titled "Birdsong Essentials" showing a yellow bird. Below it, a teal banner reads "Enjoy Bird Migration" with a list of dates: "Wed, Zoo", "Co", "Thur". To the right, a white banner says "Surprising Ways that Birds Benefit the World" and "ABC Webinar". The bottom right corner features the American Bird Conservancy logo and the text "AMERICAN BIRD CONSERVANCY".

My bird puns are so funny, people can't stop raven about them.



OPTIMIZE FOR ENGAGEMENT

- Analyze each email stream one at a time
- Think in segments
- Give the people what they want
- Give the people things they didn't know they want and you want them to want



Don't waste your talon-t.



Peregrine Falcon by Greg Homel, Natural Elements Productions

American Bird Conservancy "Bird of the Week"

AMERICAN BIRD CONSERVANCY BIRD OF THE WEEK



Rare Beauty:
Blue-throated Hillstar

The beautiful Blue-throated Hillstar was discovered in 2017, and officially described a year later. It's only found on a few mountains in southwestern Ecuador, particularly the Cerro de Arocs ("Hill of Arches"). At over 12,000 feet, the hillstar's windswept habitat known as páramo, is a unique ecosystem of boggy grass and shrublands, studded with evergreen plants, mosses, and cacti.

Like other high-elevation hummingbirds, such as the **Rainbow-bearded Thornbill** and **Otitting Startitoid**, the Blue-throated Hillstar manages to thrive in a cold, oxygen-reduced environment.

How do these hummingbirds survive in such harsh conditions?

[Read on to Find Out](#)

FAST FACTS

Scientific Name: *Oreotrochilus cyanoleucus*

Population: 250-750 individuals

IUCN Status: Likely warrants Critically Endangered status

Trend: Unknown; probably decreasing

Habitat: High-altitude grassland with patches of flowering shrubs




BLUE-THROATED HILLSTAR (MADE)

Click above to see video and read more.

More Birds

AMERICAN BIRD CONSERVANCY BIRD OF THE WEEK



One Step Closer for Recovering America's Wildlife Act

The Recovering America's Wildlife Act (RAWA) is moving forward in the U.S. Senate, after the Committee on Environment and Public Works voted in favor of advancing the bill. This important bill would increase funding for state-level conservation by more than \$1 billion, and for tribal programs by more than \$90 million.

Let's keep up the pressure! Ask your members of Congress to support the Recovering America's Wildlife Act.

[Act Now](#)

ACTION CORNER

One Step Closer for Recovering America's Wildlife Act

The Recovering America's Wildlife Act (RAWA) is moving forward in the U.S. Senate, after the Committee on Environment and Public Works voted in favor of advancing the bill. This important bill would increase funding for state-level conservation by more than \$1 billion, and for tribal programs by more than \$90 million.

AMERICAN BIRD CONSERVANCY BIRD OF THE WEEK

Dear Alex,


I am passing along one of our latest owl profiles to make sure you have a chance to see it!

[It's truly a fascinating owl with a very unique way of nesting.](#)

I hope you enjoy! We will be introducing you to different birds every Friday through our Bird of the Week email series. We will also send critical bird conservation updates, along with opportunities to get involved.

Sincerely,

Jordan E. Ruller
Director of Public Relations
American Bird Conservancy



Howdy Neighbor!:
Burrrowing Owl

In some parts of the American West, the long-legged Burrrowing Owl is known as the "howdy owl" because it seems to nod in greeting at passers-by. This up-and-down action, however, is really just the owl sizing up potential danger.

The Burrrowing Owl's species name *cunicularia* comes from the Latin word for

FAST FACTS

Scientific Name: *Athene cunicularia*

Population: 2 million

Trend: Decreasing

Habitat: Open areas with sparse vegetation.




AMERICAN BIRD CONSERVANCY

Hi Alex,

We'd like to stay in contact because we have a lot of incredible content for bird enthusiasts like you.

For starters, we deliver visually stunning, info-packed bird profiles — complete with audio and video — to your inbox each week.

Want to see? Click an image below to check out the online versions of some of our most popular species profiles this year.



[House Wren: Controversial Character](#)

[Great Blue Heron: Dinosaur Bird?](#)

[Blue Grosbeak: Big Billed Bunting](#)


We'll also provide a monthly round-up of the latest bird conservation updates, webinar invites, conservation petitions and action alerts, and thought-provoking stories.

But, we don't want to ruffle your feathers or clog your inbox.

Do you want to continue receiving our emails at this address?

[Rejoin Our Flock](#)

You may also want to check out our social media for incredible photos, opportunities to support bird conservation, and more:



Thank you,

American Bird Conservancy's Digital Team

"Owl you need is puns" - Pun Lennon

RE-ENGAGE + DEEPEN ENGAGEMENT

- Rapid response moments
- Repeat messaging across channels
- Surveys
- User-generated content campaigns



American Bird Conservancy Re-Engagement Efforts

The collage features several key elements:

- Top Left:** A 'care2 PETITIONS' banner with a pink cherry blossom background.
- Top Center:** A social media post from 'American Bird Conservancy' with the text: 'Breaking News: More than half of a species are experiencing population with increases in just one habitat'. Below it is a video player for 'RUFOUS HUMMINGBIRD POPULATION IN ALASKA' with a play button and the text 'BECAUSE THE WORLD NEEDS BIRDS'.
- Top Right:** An orange 'RENEW' button.
- Middle Left:** A social media post asking 'Did you know the Hummingbird, measure three inches long, miles between its breeding grounds?' with options: 'TRUE', 'FALSE', 'Yes, it's amazing!', and 'How is that possible?'. Below it is a 'Chip In Monthly' button.
- Middle Right:** A '1:1 MATCH' banner with the text 'BECAUSE THE WORLD NEEDS BIRDS' and a 'DONATE' button.
- Bottom Left:** A social media post from 'Mary Ann N...' with 9 comments.
- Bottom Right:** A large donation page featuring a photo of a Rufous Hummingbird and the text: 'Hey fellow friend of birds, This is Kat from American Bird Conservancy (ABC). We just launched our Because the World Needs Birds 1:1 Match campaign — a powerful opportunity to help raise \$1 million for bird conservation by year's end. We all want to live in a world filled with birds, and with your support, ABC plans to accelerate our conservation success across every...'. It includes a 'DONATE TO OUR 1:1 MATCH AT LINK BELOW' button.

To save birds, all you need is a can dodo attitude. - Spoken at an ABC meeting



Did someone say fundraising?

Deepened digital engagement =
Increased impact



Tundra Swans by Ray Hennessy, Shutterstock

That's swan way to go about it





Alex Vanderweele Ortman
Director of Marketing and Analytics
American Bird Conservancy

avanderweeleortman@abcbirds.org



Claire Kerr
Director, Care2
Claire@care2team.com

www.care2services.com
