

# Behavioral Data + Creative

CRAIG DEPOLE, NEWPORT ONE



Who really **gets**  
you?

1:43 4

instagram.com

**Instagram**  
Find it for free on the App Store.

ENGLISH ▾

# Instagram

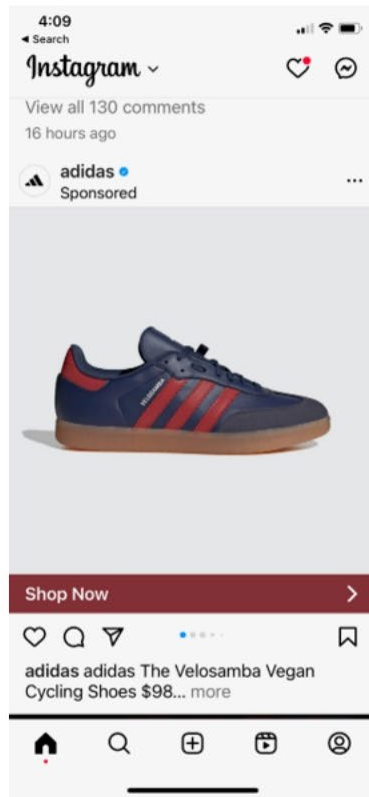
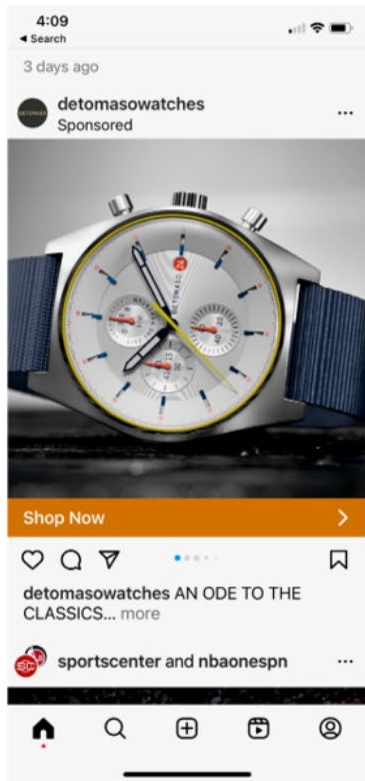
Sign up to see photos and videos from your friends.

**Log In**

OR

Sign up with email or phone number

Download on the  
 App Store



A hand holding a red pen is filling out a medical information form on a blue clipboard. The form is titled "MEDICAL INFORMATION FORM:" and is divided into sections for office use and patient details. The background shows a blurred hospital reception area with a wooden counter and a person standing behind it.

## MEDICAL INFORMATION FORM:

### Section 1. FOR OFFICE USE ONLY:

Patient Identification Number

### Patient Details:

Section 2. Please print (complete all fields)

Surname

First Names

Title

Date of Birth

Day

Month

Year

Home Address

Telephone

Home

Work

Mobile



**What is  
behavioral  
data?**

# Constituent Data Categories

- **Donation-related**

Gift amount

Gift source

Channel

Donor group, i.e. sustainer, mid-level, PG society, P2P leader

- **Non-donor activities**

Online petition-signer/activist

Volunteer

Interest (stated or implied)

Event attendee

Seminar/webinar participant

Survey responder

Demographics (age/birthday, religion, race, presence of children/pets)

- **Org. specific**

Adopted a pet

Built a house

Toured/visited

Using  
behavioral data  
to communicate  
better with  
**audience  
cohorts.**





# Calling Out Last Gift



Yes! I want to renew my Best Friends membership and make the country no-kill by 2025. Please accept my gift in the amount of:

Last Gift Amount: \$XX.00

Amount Enclosed: \$ \_\_\_\_\_

Last Gift Date: Date XXXX

Member ID number:

To make your renewal gift online, please go to [bestfriends.org/renew20](https://bestfriends.org/renew20).

MR. AND MRS. JOHN Q. SAMPLELONGLASTNAME  
1234 MAIN STREET  
ADDRESS LINE 2  
ANYTOWN, US 12345-6789

To charge your renewal gift, please complete the information on the reverse side.

Donations are tax-deductible under section 501(c)(3) of the IRS code. Tax ID #23-7147797.

5001 Angel Canyon Road  
Kanab, UT 84741  
[bestfriends.org](https://bestfriends.org)

123456789012 AA123A1123456789 1

# Calling Out Last Gift

+15%



Yes! I want to renew my Best Friends membership and make the country no-kill by 2025. Please accept my gift in the amount of:

Last Gift Amount: \$XX.00

Amount Enclosed: \$ \_\_\_\_\_

Last Gift Date: Date XXXX

Member ID number: \_\_\_\_\_

To make your renewal gift online, please go to [bestfriends.org/renew](https://bestfriends.org/renew)

MR. AND MRS. JOHN Q. SAMPLELONGLASTNAME  
1234 MAIN STREET  
ADDRESS LINE 2  
ANYTOWN, US 12345-6789

To charge your gift, please contact the information on the reverse side.

Donations are tax-deductible under section 501(c)(29) of the Internal Revenue Code. Tax ID #23-7147797.

5001 Angel Canyon Road  
Kanab, UT 84741  
[bestfriends.org](https://bestfriends.org)

123456789012 AA123A1123456789

# Gave to a Previous Appeal

(Pseudo "implied interest," but way more direct)



<Name>, you were a critical part in helping us purchase the easement at Champion Hill. Now we have the chance to buy it and save it forever. I hope I can count on you to help once again.

Dear Friend and Fellow Battlefield Preservationist,

What would you say if I told you that today, for just 1.7 cents per square foot, you can help acquire some of the most important and pristine battlefield land in America?

Further, what if I told you that for that 1.7 cents per square foot, you would be helping to preserve forever the absolute heart of one of the most important Civil War battlefields?

And what would you say if I told you that by acting today, you will be helping to fulfill one of the final wishes of a friend, the most extraordinary historian of our lifetime, Ed Bears, who passed away last September at the age of 97?

As you can see on the enclosed battle map, I am talking about the Champion Hill battlefield in Mississippi, now acknowledged by historians far and wide as the most decisive battle of the most crucial campaign in the most important theater of the Civil War.

*"Well, I guess my favorite place at Vicksburg is probably where the Middle Road and the Plantation Road cross in the lee of Champion Hill, where the battle was decided. And some of the land is protected there and some is not."*

— ED BEARS (1923-2020), FORMER HISTORIAN EMERITUS, NATIONAL PARK SERVICE

My colleague, the Trust's own Chief Historian Garry Adelman, rightly sums up the Vicksburg Campaign as "the fight that cut the Confederacy in two." And it is impossible to understand the Vicksburg Campaign if you do not understand the Battle of Champion Hill.

Ed Bears knew that. That's why, out of all the battlefields he tromped, and mapped, and studied all over the world, his favorite place was the Crossroads at Champion Hill.

Amazingly, the very land on which the battle raged almost exactly 158 years ago has remained in the Champion family, protected and handed down through generations.

In 2007, the Trust purchased an easement from the family on this hallowed ground to protect it from development. While that was a notable accomplishment in its own right, today a truly extraordinary opportunity is at hand.

You and I now have the chance to purchase outright — and fully preserve forever — the entire 144-acre tract from the Champion family in an historic transaction.

The purchase will transfer full ownership of the property to the American Battlefield Trust. We will then steward the land until we can transfer it to the National Park Service for inclusion

AMERICAN BATTLEFIELD TRUST  
166 5th Street NW, Suite 900, Washington, DC 20005 | phone: 202-367-1961 | email: info@battlefields.org  
160 Professional Court, Hagerstown, MD 21040 | phone: 301-665-1400 | email: membership@battlefields.org

BATTLEFIELDS.ORG



You've been a wonderful supporter of saving Gettysburg in the past. I hope you will help again.

Dear Friend and Fellow Preservationist,

I don't usually like to be so abrupt but, today, there's no time to spare, and I must cut right to the chase: I need your help with two important Eastern Theater Civil War battlefields.

For one of them, we only have 30 days. Our deadline is May 15th!

For the next, we have a little more time, but we've already achieved so much at this battlefield, we simply can't lose this current opportunity to save even more hallowed ground.

If you've had a chance to examine your battle maps already, you'll recognize the two 1863 battlefields I'm talking about: Gettysburg and Bristoe Station.

I will explain why we must take urgent action to save land at both of these battlefields in just a moment, but first I have to fill you in on a very important detail of this transaction:

**Every dollar you are able to give today will be worth \$12.87 in preserved battlefield land.**

No, I didn't get the decimal in the wrong place!

Thanks to a generous contribution from the Gettysburg Foundation and anticipated funding from the federal American Battlefield Protection Program and other state and local sources, you and I can save 28 acres of battlefield land with a **\$12.87 to \$1 match!**

Combined, these properties are worth more than **\$1.3 million**. I know that is a big number, but luckily, we only need to raise **\$103,500** to see this land saved forever.

Opportunities like this are simply **too important** for us to let them pass by — and that is why I need your help today.

Both of these battlefields face the imminent threat of residential and commercial development — unfortunately, pieces of each have already been lost (just take a look at the back of your Bristoe Station map and you'll see what I mean).

The good news is that we can still save crucial battlefield acres at both of these sites.

But only if we act quickly! As I mentioned before, we **only have 30 days** before we need to close on the parcel we're trying to save at Gettysburg, so I want to jump right into the history of this tract.

AMERICAN BATTLEFIELD TRUST  
166 5th Street NW, Suite 900, Washington, DC 20005 | phone: 202-367-1961 | email: info@battlefields.org  
160 Professional Court, Hagerstown, MD 21040 | phone: 301-665-1400 | email: membership@battlefields.org

BATTLEFIELDS.ORG

# Gave to a Previous Appeal

(Pseudo "implied interest," but way more direct)

## 10X response

AMERICAN  
BATTLEFIELD  
TRUST

<Name>, you were a critical part in helping us purchase the easement at Champion Hill. Now we have the chance to buy it and save it forever. I hope I can count on you to help once again.

Fellow Battlefield Preservationist,

Would you say if I told you that today, for just 1.7 cents per square foot, you can help the most important and pristine battlefield land in America?

What if I told you that for that 1.7 cents per square foot, you would be helping to purchase the absolute heart of one of the most important Civil War battlefields?

What would you say if I told you that by acting today, you will be helping to fulfill one of the wishes of a friend, the most extraordinary historian of our lifetime, Ed Bearss, who passed away in 1997?

As you can see on the enclosed battle map, I am talking about the Champion Hill battlefield, now acknowledged by historians far and wide as the most decisive battle of the most important theater of the Civil War.

*My favorite place at Vicksburg is probably where the Middle Road and the Red Cross in the lee of Champion Hill, where the battle was decided. And it is protected there and some is not."*

ED BEARSS (1923-2020), FORMER HISTORIAN EMERITUS, NATIONAL PARK SERVICE

In fact, the Trust's own Chief Historian Garry Adelman, rightly sums up the significance of the battle as "the fight that cut the Confederacy in two." And it is impossible to overstate the importance of the Vicksburg Campaign if you do not understand the Battle of Champion Hill.

Ed Bearss knew that. That's why, out of all the battlefields he tromped, and mapped, and explored, his favorite place was the Crossroads at Champion Hill.

Champion Hill, the very land on which the battle raged almost exactly 158 years ago has been protected and handed down through generations.

When the Trust purchased an easement from the family on this hallowed ground to protect it, it was a notable accomplishment in its own right, today a truly special opportunity is at hand.

I now have the chance to purchase outright — and fully preserve forever — the land that was the heart of the Champion family in an historic transaction.

When we purchase the property to the American Battlefield Trust, we will transfer full ownership of the property to the American Battlefield Trust, and we will transfer the land until we can transfer it to the National Park Service for inclusion

FIELD TRUSTS  
Washington, DC 20005 | phone: 202-367-1460 | email: info@battlefields.org  
Farmingdale, MD 20740 | phone: 301-680-1400 | email: members@battlefields.org

BATTLEFIELDS.ORG



Dear Friend and Fellow Preservationist,

I don't usually like to be so abrupt but, today, there's no time to spare, and I need your help with two important Eastern Theater Civil War battlefields.

For one of them, we only have 30 days. Our deadline is May 15th!

For the next, we have a little more time, but we've already achieved so much and we simply can't lose this current opportunity to save even more hallowed ground.

If you've had a chance to examine your battle maps already, you'll recognize the battlefields I'm talking about: Gettysburg and Bristoe Station.

I will explain why we must take urgent action to save land at both of these locations, but first I have to fill you in on a very important detail of this transaction.

**Every dollar you are able to give today will be worth \$12.87 in preserved land.**

No, I didn't get the decimal in the wrong place!

Thanks to a generous contribution from the Gettysburg Foundation and the federal American Battlefield Protection Program and other state and local sources, we have the opportunity to purchase 28 acres of battlefield land with a \$12.87 to \$1 match!

Combined, these properties are worth more than \$1.2 million. I know that's a lot of money, but luckily, we only need to raise \$103,500 to see this land saved forever.

Opportunities like this are simply too important for us to let them pass by without your help today.

Both of these battlefields face the imminent threat of residential and commercial development. Unfortunately, pieces of each have already been lost (just take a look at the battle maps and you'll see what I mean).

The good news is that we can still save crucial battlefield acres at both of these locations.

But only if we act quickly! As I mentioned before, we only have 30 days to purchase the parcel we're trying to save at Gettysburg, so I want to jump right into the details.

AMERICAN BATTLEFIELD TRUST  
156 6th Street NW, Suite 300, Washington, DC 20005 | phone: 202-367-1460 | email: info@battlefields.org  
1460 The National Court, Hagerstown, MD 21740 | phone: 301-680-1400 | email: members@battlefields.org

# Referencing a Previous Action



Dear {{Salutation or 'Friend'}},

You've been a wonderful supporter of saving Gettysburg in the past. I hope you will help again today because we have no time to spare. I need your help with saving two important Eastern Theater Civil War battlefields. For one of them, we only have 30 days. *Our deadline is May 15th!*

**We have the urgent opportunity to save 6 acres of hallowed ground at Gettysburg. At the same time, we have the opportunity to save 22 critical acres at Bristoe Station.**

Both of these battlefields face the imminent threat of residential and commercial development — unfortunately, pieces of each have already been lost.

### **6 Acres at Gettysburg Near Culp's Hill**

This 6-acre parcel served as a key Union position near Culp's Hill. Preserving this tract will not only add to our success along the Baltimore Pike but also fill in most of a key "hole in the donut" of preserved land between the Gettysburg Museum and Visitor Center complex with National Park Service land around Culp's Hill.

# Speaking to Visitors



Your time at the Sanctuary meant so much to so many. Thanks to kind and generous people like you, the animals here know they are truly safe and loved.

Thank you for visiting Best Friends Animal Sanctuary! We're delighted you were able to spend some time with us and experience firsthand the magic and beauty of this special place. Even just the presence of a caring person can make a profound

of reassurance to a newly arrived pup, sat for a bit with a shy cat, or just took a moment with the horses and pigs to look out across the gorgeous red rock canyon, your compassion was felt and appreciated.

Of course, if you were especially inspired by a particular part of the Sanctuary, you can make a gift to support that area. Just let us know right here on the reply form where you wish for it to be designated, and it will go straight to work providing

And please don't hesitate to share the story of your visit on social media or in person with friends and family. Spreading the word about homeless pets is such a simple way to help save lives.

Of course, Best Friends' work extends far beyond the Sanctuary. For nearly 40 years, Best Friends has been building relationships and programs nationwide to end the killing of pets in shelters, by reducing the number of pets entering shelters and increasing the number who find loving homes. You can support our national work by visiting [bestfriends.org](http://bestfriends.org).

On behalf of everyone at Best Friends, especially the animals, thank you for seeing us. Working together, we can Save Them All.

*Julie Castle*

Julie Castle, CEO  
Best Friends Animal Society

P.S. We — and the animals — are so grateful for your visit. Please let us know which area here at the Sanctuary you wish to make a gift to those animals today. Thank you!

5001 Angel Canyon Road • Kanab, UT 84701

I loved meeting the animals and would like to make a gift to a very special group of them.

Here's my gift to help Save Them All.

\$12    \$18    \$25\*    \$50  
 \$100    \$500    \$1,000    Other \$ \_\_\_\_\_

I would like to designate my gift to:

BunnyHo use    CatWorld    Dogtown  
 Home Haven    Parrot Garden    PiggyParadise  
 Wild Friends    Where it is needed most

My check, made payable to Best Friends Animal Society, is enclosed.  
 Charge my gift to my credit card. (Please bill out the form on the back.)

You can also donate online at [bestfriends.org/myfavorite](http://bestfriends.org/myfavorite)

5001 Angel Canyon Road  
Kanab, UT 84701  
[bestfriends.org](http://bestfriends.org)



\*As a thank you for your yearly gift totaling \$25 or more, you'll receive a subscription to the bimonthly magazine *Best Friends*, lodging discounts (including the Redhouse and Mountain), newsletters, and more to keep you in the loop about how working together, we will Save Them All.

Mr. and Mrs. John Q. Sample (or last name)  
1234 Main Street  
Address Line 2  
Anytown, US 12345-6789

123456789012 AA123A1123456789 1

# Recognizing all the interactions

## 2022 DONATIONS

When Best Friends was founded in 1984, an estimated 17 million cats and dogs were killed in shelters each year. In mid-2022, that number was around 355,000, thanks to kind-hearted people like you. We are so grateful to have you with us on this lifesaving journey. Thank you for your gift(s) during this past year.

ID xxxxxxxxxxxx  
Mr. and Mrs. Jonathan Q. Sample  
123 Any Street  
Address2  
Anytown, US 12345-6789



Your gifts in 2022 totaled [\$].

For your convenience, we've listed your individual gifts:

Gift 1, September 10, 2022	Gift 8, September 10, 2022
Gift 2, September 10, 2022	Gift 9, September 10, 2022
Gift 3, September 10, 2022	Gift 10, September 10, 2022
Gift 4, September 10, 2022	Gift 11, September 10, 2022
Gift 5, September 10, 2022	
Gift 6, September 10, 2022	
Gift 7, September 10, 2022	

The animals thank you for your generosity.

If you made a donation through Facebook or another giving site, it may not be reflected here. Please check with your social media provider to confirm any additional gifts.

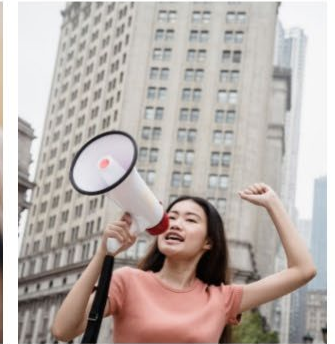
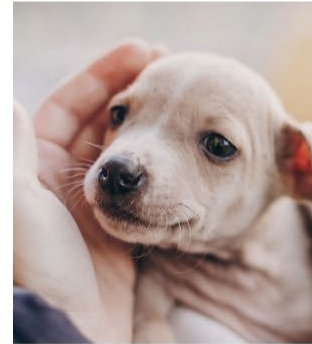
In addition to your gifts above, thank you for adopting a new best friend in 2022 and donating to Best Friends through your employee corporate match program.

Since you joined Best Friends in [YEAR], the number of animals saved has increased by XX%. We couldn't have done it without you!

**YOUR DIRECT IMPACT ON OUR LIFESAVING MISSION**

# Interactions

- adopting a new best friend in 2022
- giving through your donor-advised fund
- donating your car
- hosting a personal fundraiser
- contributing to a personal fundraiser
- making an in-kind gift
- being an active member of our Action Team
- visiting the Sanctuary in 2022
- volunteering
- fostering an animal this year
- becoming a member this year
- participating as an Insight Panelist
- contributing through workplace giving





Next step  
**Recommendation  
Engines.**



# Automation and Trigger Campaigns



"I see you've given  
3 gifts this year...  
Ever thought  
about becoming a  
monthly donor?"



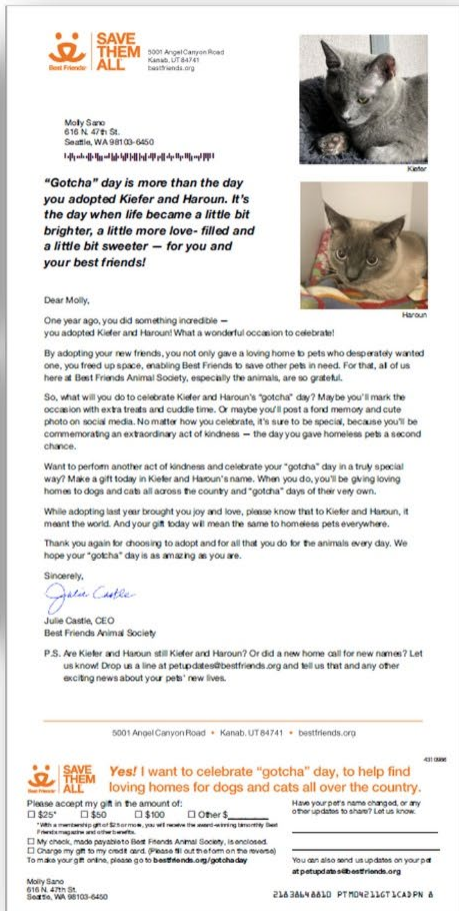
"You haven't  
opened an email  
in a while... Do  
you still want to  
get them?"



"You requested a  
matching gift from  
your employer last  
year. Will you do it  
again?"

# Personalized image and copy

"Gotcha" Anniversary



Where do we go from here?  
**The sky's the limit.**





- ✓ **Planning upfront**
- ✓ **Identify the audience**
- ✓ **Develop creative matrix of if/thens**
- ✓ **Be direct**
- ✓ **Proof and QC**

**BAM!**



NEWPORT**ONE**

Craig DePole

[cdepole@newportone.com](mailto:cdepole@newportone.com)