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**SIERRA
CLUB**



**Environmental
Defense
Fund**



**UN
WFP**
World Food
Program USA

Optimization Strategies in a Down Market Panel

DMAW Multi-Day Mini-Conference

October 19, 2023

Today's Panelists



Facilitator: Rachel Kottler
Vice President
Sage Communications



Kristina Williams
Managing Director,
Membership Acquisition
Sierra Club



Robin Benatti
Director,
Philanthropy and Direct Response
World Food Program USA



Sam Parry
Associate Vice President,
Membership
Environmental Defense Fund





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Part I: Background

Sierra Club Membership

Kristina Williams

Managing Director, Membership Acquisition

Sierra Club



The Sierra Club is the most enduring and influential grassroots environmental organization in the United States. We amplify the power of our millions of members and supporters to defend everyone's right to a healthy world.

Mission Statement

- To explore, enjoy, and protect the wild places of the earth;
- To practice and promote the responsible use of the earth's ecosystems and resources;
- To educate and enlist humanity to protect and restore the quality of the natural and human environment; and to use all lawful means to carry out these objectives.



Lands, Air, Water & Wildlife

The health of our environment shapes the health of our communities. For over 125 years, Sierra Club members have worked to protect the earth's vital resources, natural beauty, wild creatures, and scenic landscapes.



Climate & Energy

Every day brings more news about sea-level rise and climate-fueled disasters. Our task is clear and urgent: We must fight for each other—and the only planet we call home. Our voices can influence leaders and transform how industries are powered.



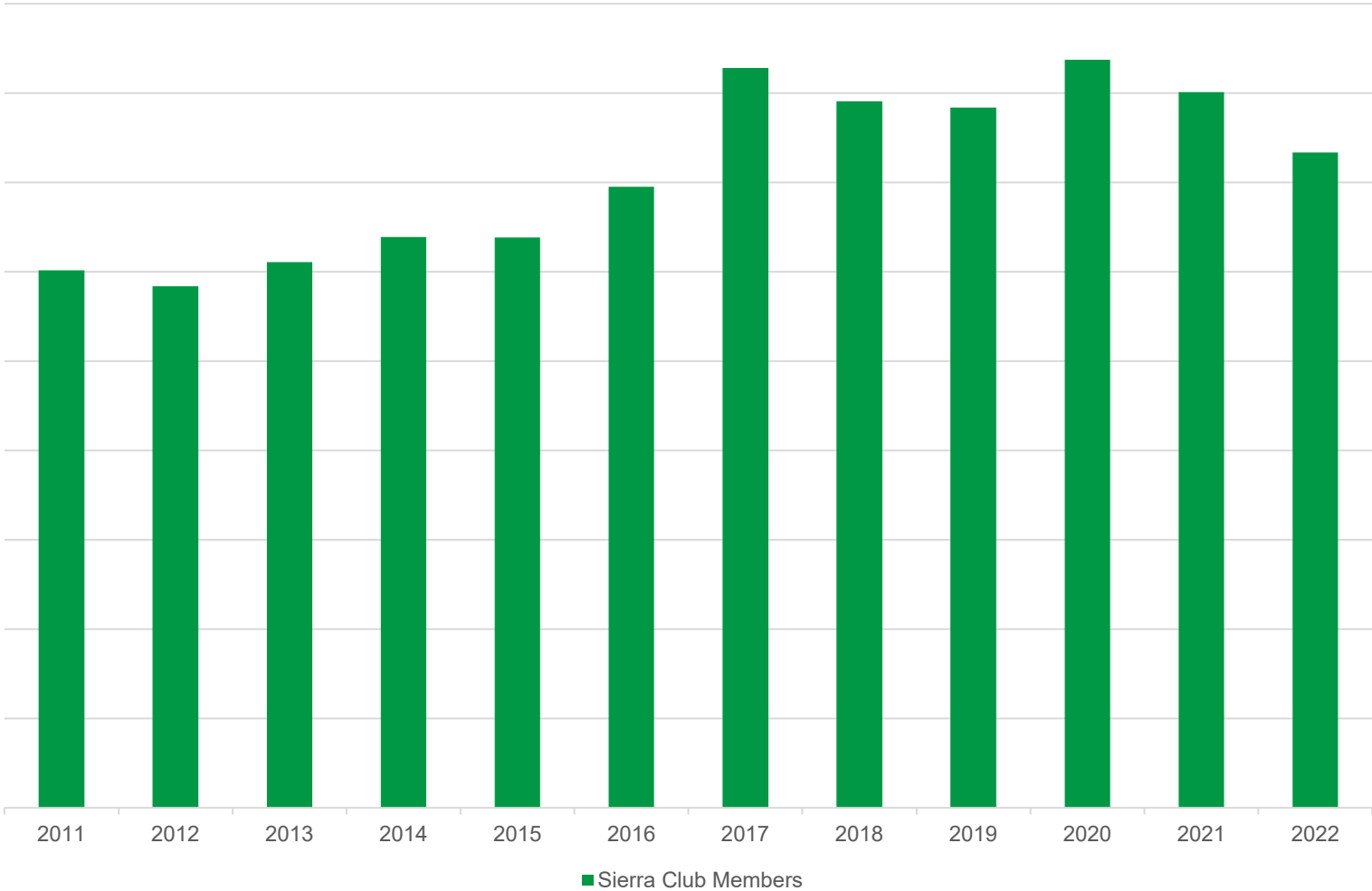
People & Justice

We're protecting more than trees. The most vulnerable among us are the first to feel the impacts of the environmental crisis. And we'll settle for nothing less than a healthy world for all.

Membership Program

- **\$50M raised** across Membership and Mid-level
- About **100,000 monthly donors**, representing about **31%** of revenue
- Direct Mail, Email, Telemarketing, SMS, Digital Ads
- Working on Sustainer Acquisition tests – CTV and Face-to-Face

Membership Growth



Key Takeaways

- Membership has fluctuated over the years, but has been generally on a growth trajectory
- External events have had a huge impact on membership numbers, most notably the 2016 election and industry-wide “Trump Bump” that followed
- Despite Covid, 2020 and 2021 were among our most successful years
- We started seeing a dip in responsiveness in Q3 2021, as we normalize back to pre-pandemic levels, coupled with budget-related cutbacks in Acquisition mail

Meet Sam Parry and Environmental Defense Fund

EDF: Creating a Vital Earth. For Everyone.

Sam Parry
Associate Vice President, Membership



Environmental Defense Fund

Founded by a few scientists and lawyers in a small Long Island farmhouse in 1967 to take on the threat of DDT.

We are now a global organization tackling climate change — the greatest environmental challenge.

Our goals:

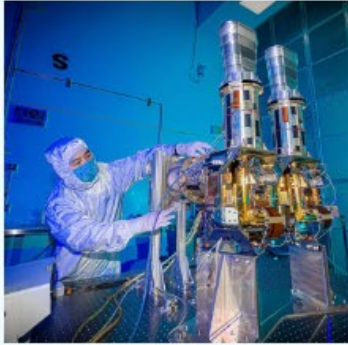
- Stabilize the climate
- Strengthen people and nature's ability to thrive
- Support people's health



A Force for Change

- **3M** Members, supporters and activists
- **1K** Scientists, economists, policy experts, lawyers and more
- **50+** Years of driving real, meaningful change
- **30+** Countries around the world where we work

Issues We Address



ENERGY TRANSITION

Advancing toward a clean energy future



NATURAL SOLUTIONS

Boosting nature's ability to capture and store carbon



SUSTAINABLE FISHING

Making fishing communities stronger and fish more plentiful



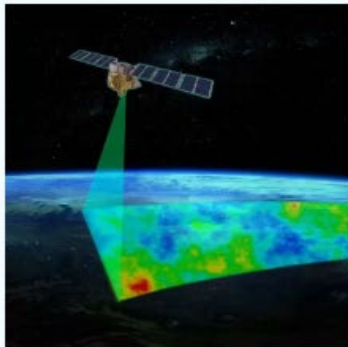
HYDROGEN

Helping the world get hydrogen energy right



CLEAN AIR

Helping a billion people breathe cleaner air in this decade



METHANE

Slashing methane to slow global warming right now



AGRICULTURE

Transforming agriculture to benefit billions of people globally



SAFER CHEMICALS

Moving from toxic chemicals to safer, sustainable alternatives

Where We Work: Anchor Regions



China

We supported China in establishing the world's largest carbon market in 2021. Our goal is to help China significantly cut its carbon emissions by 2035, with work focused on climate tech innovation, market-based solutions and more.



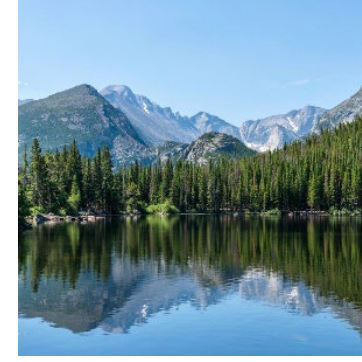
Europe

We're working with the EU to speed up the transition to a global net-zero economy. Our goal? To usher in a new era of solutions that slow climate change and address other critical issues, with work in energy, shipping and other sectors.



India


We work with local organizations in India to demonstrate sustainable livelihoods in agriculture, livestock and fisheries. Our work with partners also showcases the potential of carbon markets and the promise of climate technology.



United States

We got our start in the U.S., where our founders helped secure a ban on the pesticide DDT over 50 years ago. Today, our work in the country is expansive. With partners, we're driving action on climate, clean air, safer household products and more.

Introducing MethaneSAT

A satellite with two large solar panel arrays is shown in orbit over a desert landscape. The satellite is a small, rectangular object with a circular window in the center. The solar panels are composed of many small, square cells. The landscape below is a mix of brown and tan colors, with some green areas near a body of water.

**This small satellite's a big deal
for the climate fight**

Launching early next year to track methane pollution anywhere in the world with unprecedented precision.

EDF Membership

- Almost all members and supporters are in the U.S. – though international members are growing slightly, mostly in Europe.
- Total budget has averaged about **\$300 million** over the last few years with about **10%** of that coming from our Membership donors.
- Our activists deliver hundreds of thousands of actions online and offline to advocate for effective environmental policies.
- Still about **60% of our revenue** comes from our direct mail program. But the net revenue is about equal comparing online and offline.

A young child with dark hair and large eyes is eating spaghetti with a spoon. The child is wearing a white t-shirt with a blue cloud and musical note design. In the background, other children are visible, some also eating. The scene is brightly lit, suggesting an outdoor or well-lit indoor setting.

World Food Program USA

ROBIN BENATTI
DIRECTOR, PHILANTHROPY
AND DIRECT RESPONSE



World Food
Program USA

The United Nations World Food Programme (WFP)

- An international organization providing food assistance worldwide since 1962
- One of the largest humanitarian organizations in the world
- Projecting to provide lifesaving meals to 160 million people in more than 120 countries and territories
- A leading provider of school meals

World Food Program USA

- Works to increase awareness and support of WFP within the United States through:
 1. Advocacy
 2. Marketing and Comms
 3. Fundraising
- The United States is the largest funder of WFP, having donated **\$7.2B in 2022**



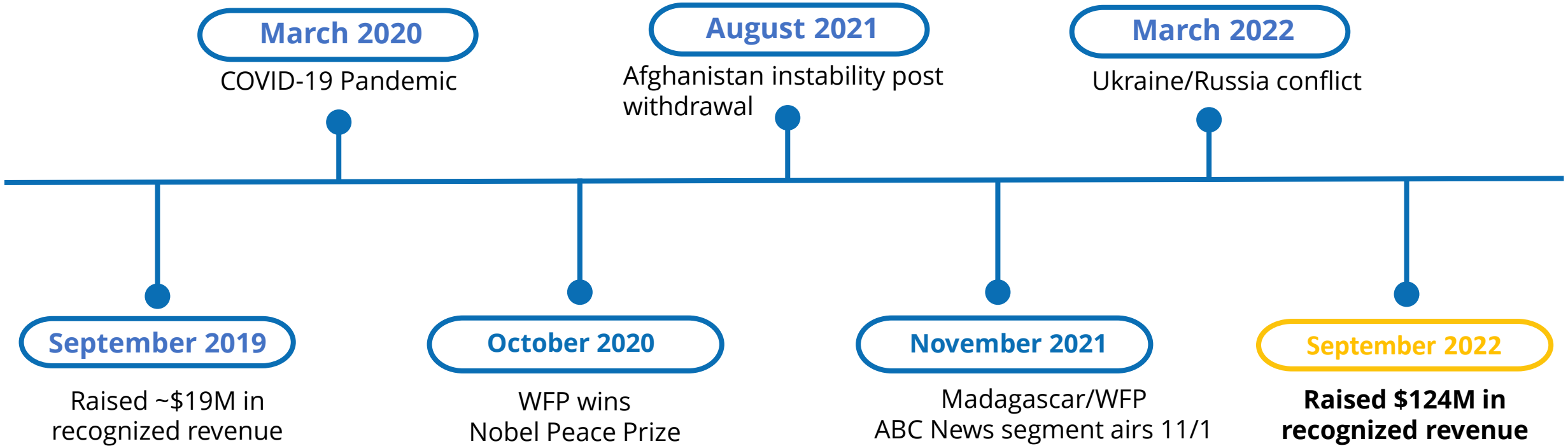


Background

- Pre-2015, majority of WFP USA's revenue came from corporate partners as well as passive channels like the website
- Direct Mail launched in 2012. Program was small; acquisition paused in 2018
- Email Program launched in 2015
- Organizational changes



WFP USA Growth



Program Today

- Revenue from Core and Mid-level donors represents **32% of total budget** (inclusive of monthly)
- Revenue from ZeroHunger Heroes, our monthly giving program, represents **10% of total budget**
- Channels to cultivate, solicit, steward / retain active & lapsed donors across levels:
 - Direct mail
 - Email
 - SMS
 - Telemarketing
 - Ads
- Channels to acquire new donors:
 - Direct mail
 - Email
 - Face-to-Face (launching Spring 2024)



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Part II: Panel Discussion

1. How are you using data modeling to help ensure you are mailing the best prospects in your acquisition mailings?



2. How are you using data modeling to move current donors up the donor pipeline or solicit higher gifts or more gifts per year?



3. What multi-channel data strategies are you using to increase ROI and improve fundraising?



4. What online channels are proving to be the most cost effective – or least cost effective – in this down market?



5. How are you using more passive online channels, like your website, to bring in new supporters and donors?



6. If you've had to make cuts to your direct mail program, how are you using online channels (including SMS) to make up for lost revenue?



7. Talk about your current sustainer program and how it has helped your organization with fundraising during more challenging economic times.



Sustainer tactic #1

- **141%** more than the average monthly amount
- **164%** increase in non-monthly donor conversions
- Retained **81%** after six months

UN WFP World Food Program USA

GIVE NOW TO SEND URGENT FOOD TO SOUTH SUDAN

South Sudan is on the frontlines of the climate crisis. Years of flooding have submerged half the country underwater, and many people cannot move to higher ground because of violent conflict that continues to destroy lives and livelihoods.

The United Nations World Food Programme (WFP) is on the ground in South Sudan doing whatever it takes to assist the most vulnerable people and help communities build resilience to the impacts of the climate crisis.

Donate today to help rush lifesaving food to the people of South Sudan before it's too late. Every donation makes a difference: \$75 can provide a family with a U.N. World Food Programme emergency box which contains enough food for an entire month.

1 2 3 Your Gift

One-time Monthly

3X Your Impact. Match your first 3 monthly gifts!

\$1000	\$500	\$250
\$75	\$25	\$ OTHER

Minimum payment \$5.00.

NEXT ▾

Make a monthly gift today and your first three monthly gifts will be matched, up to \$250.00 by a group of generous donors until 11:59 PM on April 30, 2023, or until the match total is met. Gifts received after the match amount has been met will not be matched but will be used where needed most. After your third monthly donation to South Sudan, your gift will go to the area of greatest need.

SOUTH SUDAN IS DROWNING 3X MATCH ALERT

Years of flooding have submerged half the country underwater, and many people cannot move to higher ground because of violent conflict that continues to destroy lives and livelihoods. We are doing everything we can to help to deliver lifesaving food.

World Food Program USA Sponsored ·

In South Sudan, conflict, climate shocks, and economic crisis have created a dire situation for families. Almost 8 million people are facing severe food insecurity, and 2 million children and pregnant or breastfeeding women are malnourished.

WFP is providing life-saving support to millions of people on all sides of the conflict. With your support, we can help feed and provide life-saving assistance to those most vulnerable. Donate today and make a difference.

South Sudan is facing its hungriest year to date.

DONATE NOW

Sustainer tactic #2

- In a year, we saw a **35%** increase in sustainers thanks to a monthly nudge.

UN WFP World Food Program USA

SAVE LIVES BY GIVING FOOD TODAY: DONATE NOW

Your gift could be the difference between a child going to bed hungry or eating a nutritious meal. The United Nations World Food Programme (WFP) does whatever it takes to deliver lifesaving food to children and families most in need, wherever they are in the world, by providing meals in schools, distributing staples during emergencies and delivering food vouchers in conflict zones.

You can make a lifesaving difference. \$75 can provide a family with an emergency box – which contains enough food for an entire month.

1 2 3 Your Gift

One-time Monthly

Make your gift monthly to save lives all year long. ↴

\$100	\$75	\$50
\$25	\$5	\$ OTHER

Minimum payment \$5.00.

NEXT ▾



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Part II: Audience Questions

Thank you!



Facilitator: Rachel Kottler

Vice President

Sage Communications

rkottler@sagecommunications.com



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Managing Director, Membership
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kristina.williams@sierraclub.org



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Director,

Philanthropy and Direct Response
World Food Program USA

rbenatti@wfpusa.org



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Associate Vice President,
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Environmental Defense Fund

sparry@edf.org

