



KERUX GROUP

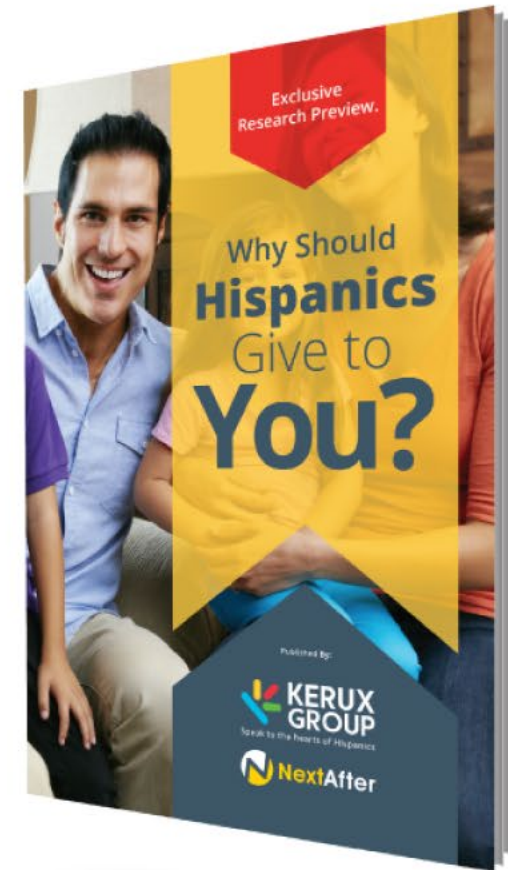
Speak to the hearts of Hispanics

We are a communications agency dedicated to helping nonprofits speak to the hearts of Hispanics.



● Exclusive and Free Research: [WhyDoHispanicsGive.com](https://www.WhysDoHispanicsGive.com)

- 57 Leading Nonprofits Studied
- Exclusive Hispanic Giving Data
- Actionable Insights



➤ Racial Diversity



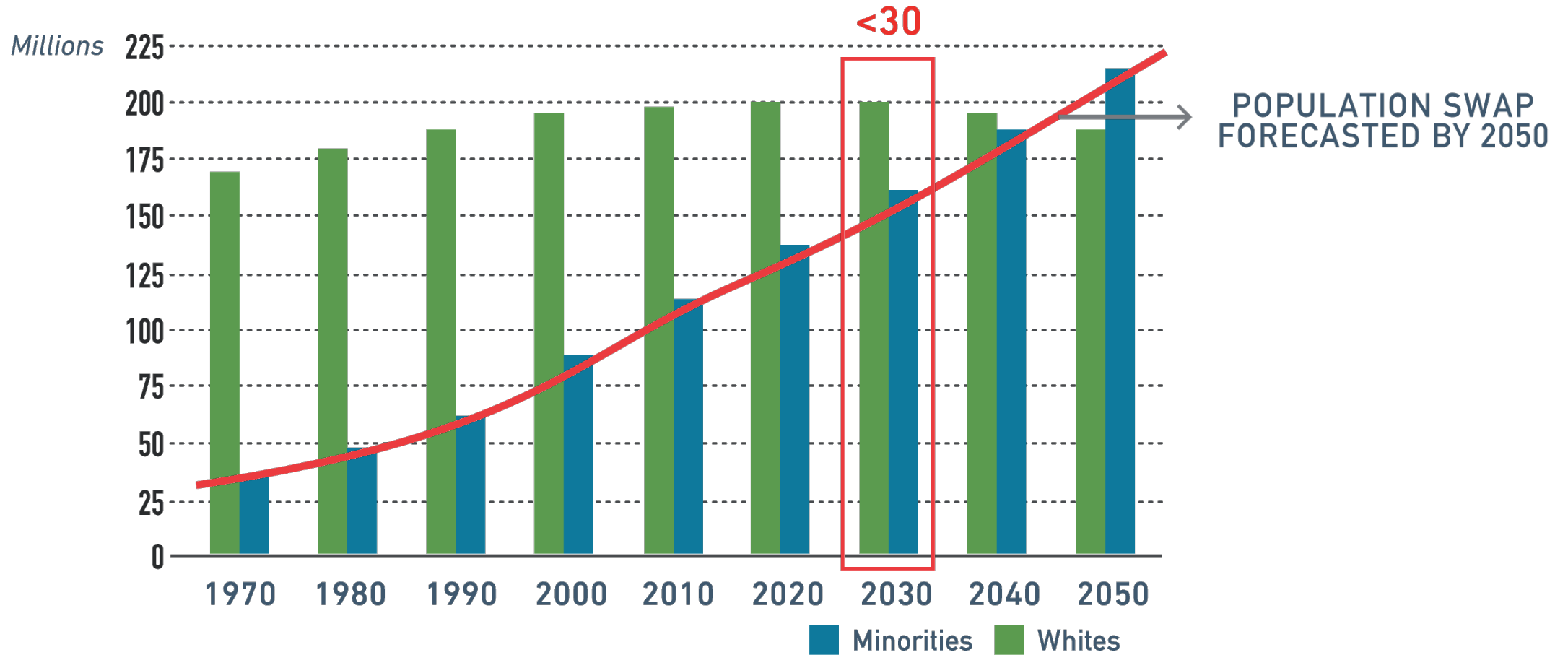


1315





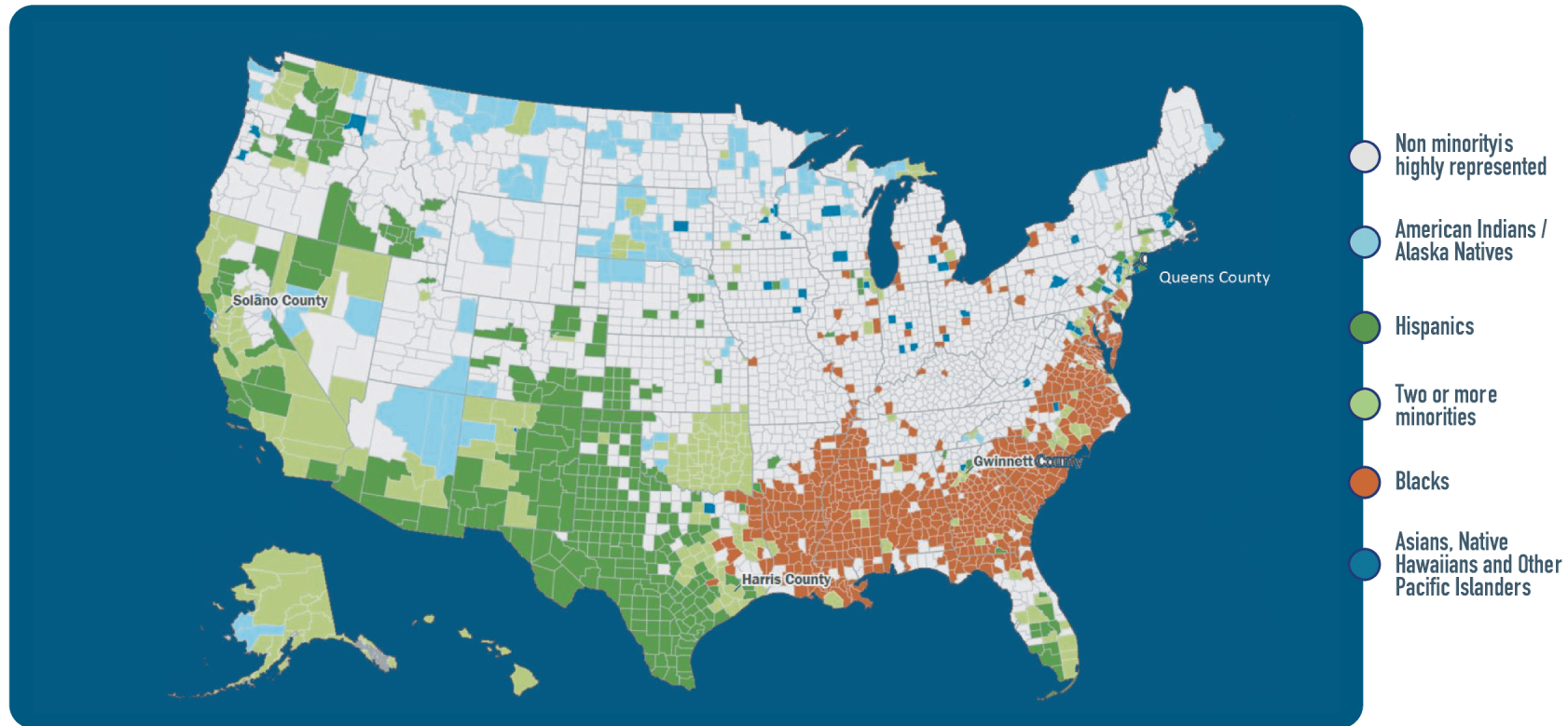
● U.S. White and Minority Populations - 1979-2050



Source: Diversity Explosion: How New Racial Demographics Are Remaking America, 2018.



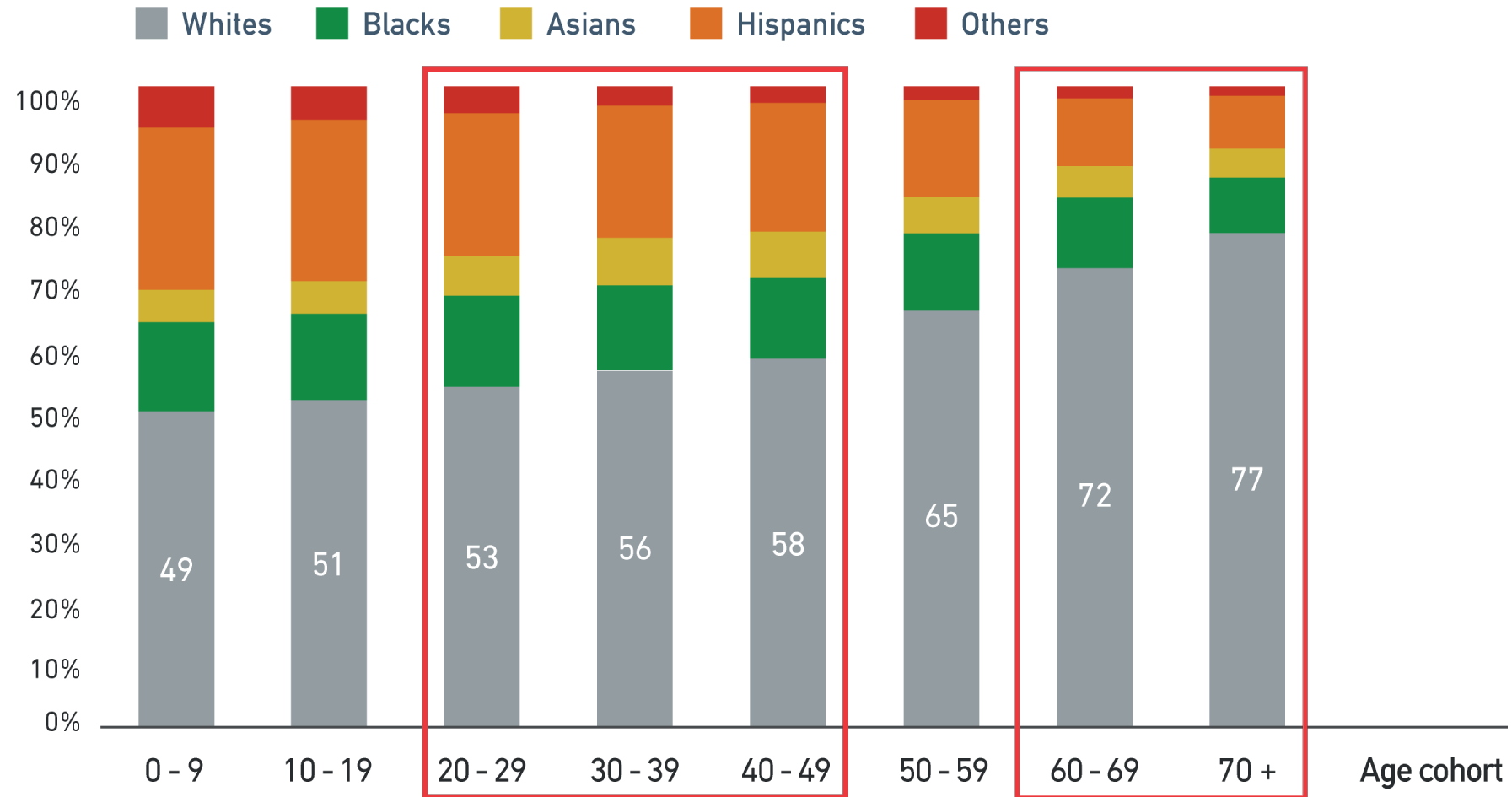
● Where Race Ethnic Minority Groups are Highly Represented



Source: William H. Frey analysis of US Census projections.



U.S. Race Profiles by Age 2020



Source: William H. Frey analysis of US Census projections



● Median Age by Race

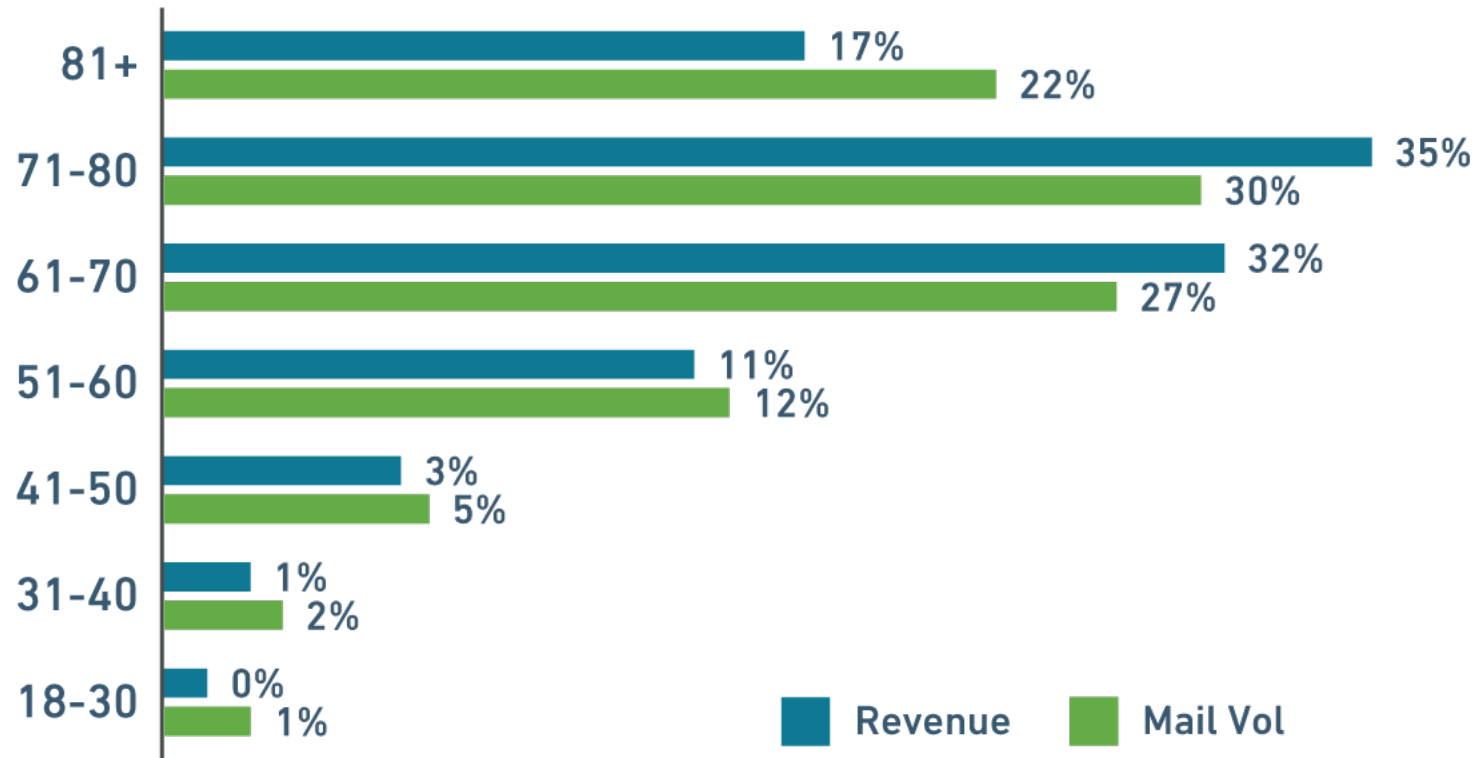
	Africa Americans	Asian Americans	Hispanic	Non-hispanic whites
Average Age	32	34	29	44
% Under Age 35	52%	48%	61%	41%

Source: Collage Group via U.S. Census Bureau, American Community Survey (2019)



● The New Acquisition Environment

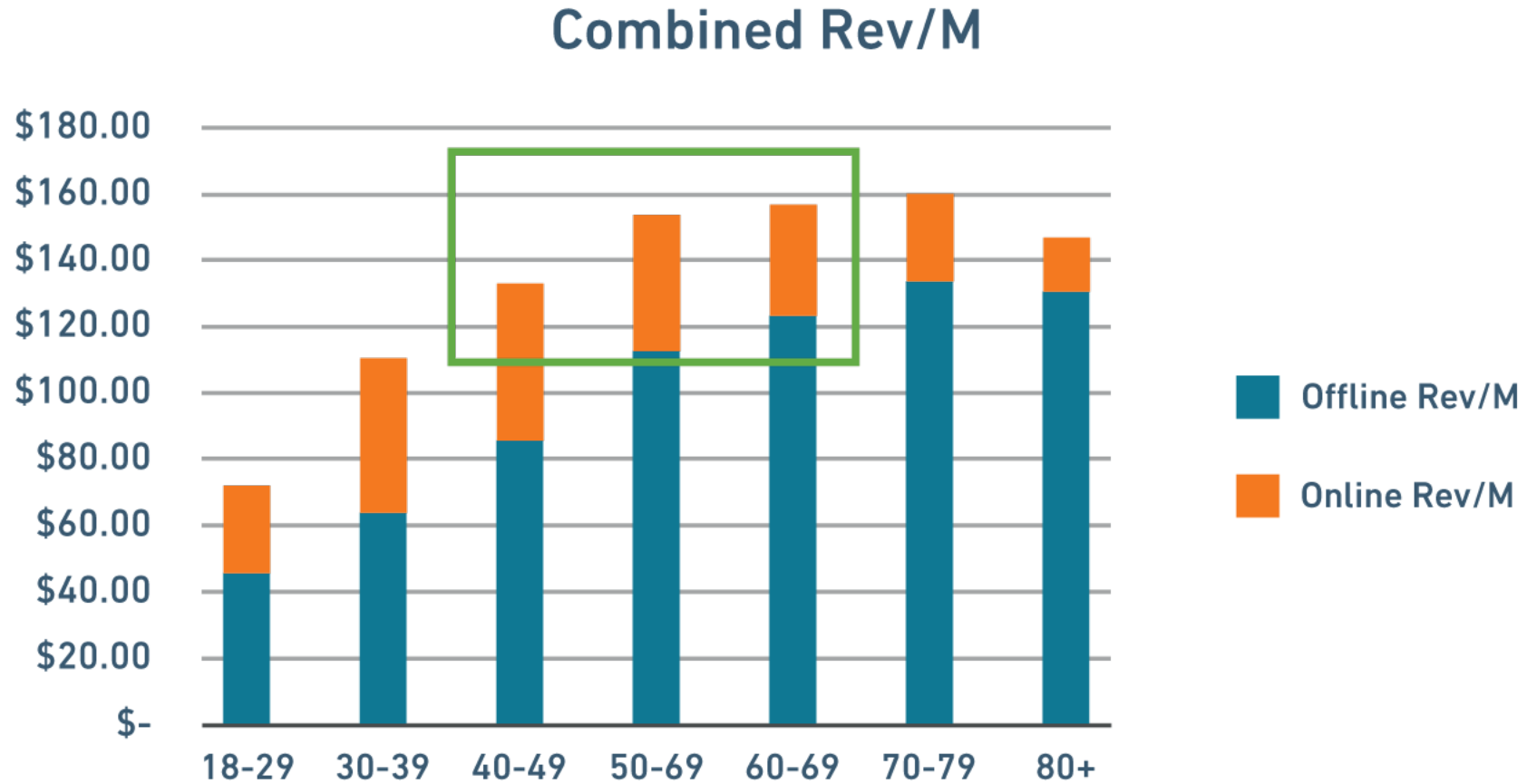
DM Volume Investment vs. Revenue Return



Source: Audience First Media



● The New Acquisition Environment



Source: Audience First Media



➤ Donor Diversity



● Multicultural Consumers Have More Spending Power than Ever

Purchasing Power (2020) A decade of explosive growth (2010-20)

0% 10% 20% 30% 40% 50% 60% 70% 80% 90% 100%

Hispanic

Af Am

Asian



- Growth of Diverse Affluent Households
(Annual Income More Than \$125,000 Between 2015 to 2019)

Source: Diverse Viewpoints: Exploring Wealth in the Black/African American Community, Merrill Lynch, July 28 2021.






























Multicultural consumers want to support brands that support them

I go out of my way to buy from brands/companies that support...

(Multiselect; segment's top 5 responses shown)

Legend

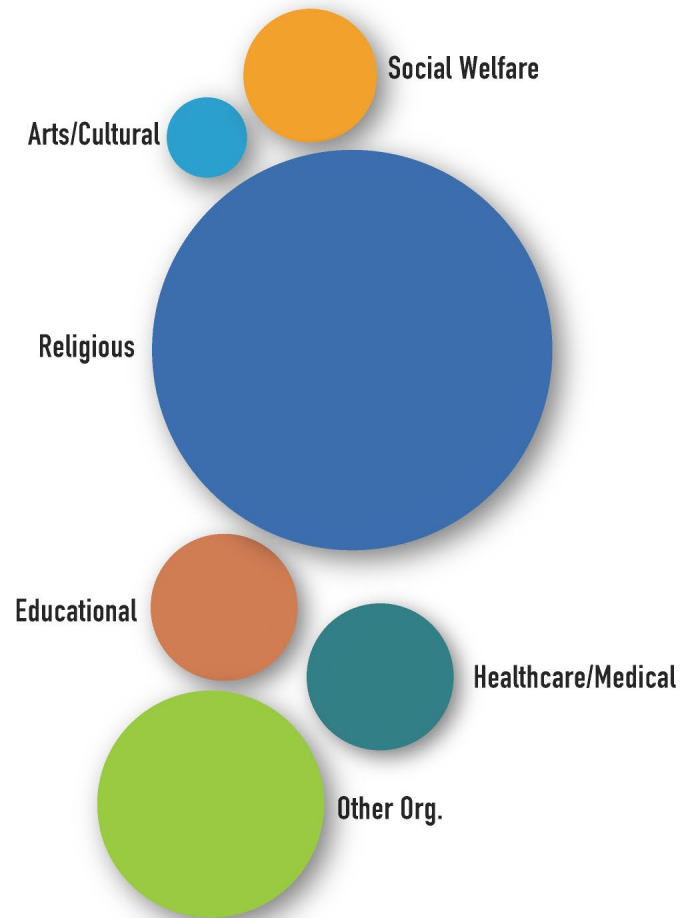
Hispanic People	
Black People	
Asian People	
People with Disabilities	
Racial Justice/Equality	
The Environment	
Women	
Reducing Poverty	
Reducing Gun Violence	
Christian People	

	Ac	Bi	Un	Black	Asian	White
1	 Hispanics (40%)	 Hispanics (55%)	 Hispanics (56%)	 Blacks (63%)	 Asians (43%)	I don't go out of my way to buy from brands that support any of these (40%)
2	 The Disabled (35%)	 Environment (37%)	 The Disabled (47%)	 Racial Justice (40%)	I don't go out of my way to buy from brands that support any of these (36%)	 The Disabled (28%)
3	 Women (33%)	 Women (37%)	 Environment (42%)	 The Disabled (36%)	 Environment (34%)	 Environment (26%)
4	 Environment (32%)	 The Disabled (34%)	 ↓ Poverty (41%)	 ↓ Poverty (33%)	 Women (26%)	 Women (25%)
5	I don't go out of my way to buy from brands that support any of these (30%)	 ↓ Poverty (33%)	 ↓ Gun Violence (34%)	 Women (32%)	 ↓ Poverty (25%)	 Christians (25%)

Source: Collage Group Roundtable Survey, October 2020, (18+ population).



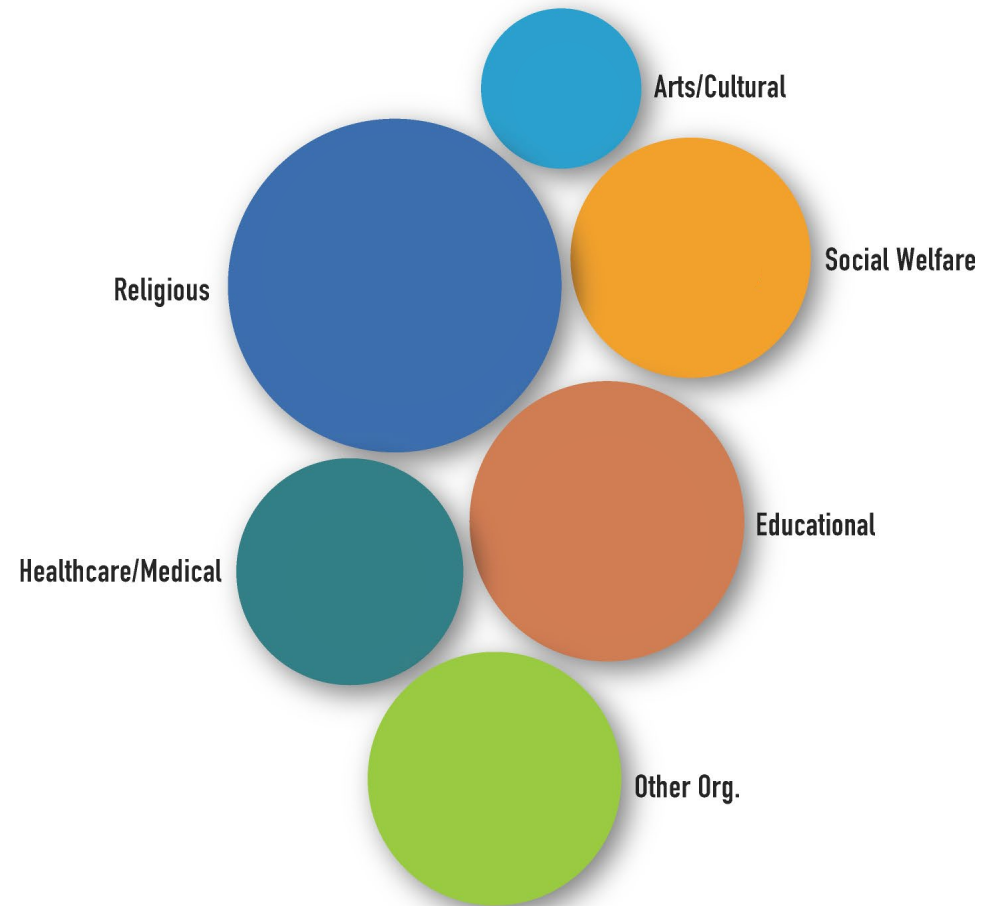
Hispanic Giving Behaviors



Source: The Nielsen Company, Scarborough Research 2021



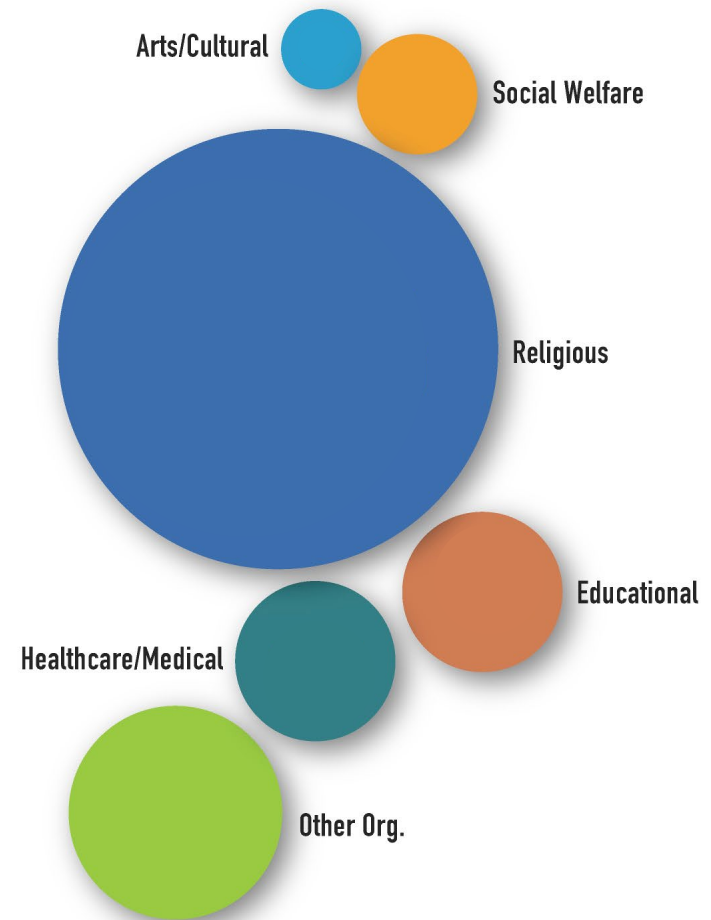
Asians Giving Behaviors



Source: The Nielsen Company, Scarborough Research 2021



Af. Am. Giving Behaviors



Source: The Nielsen Company, Scarborough Research 2021



➤ Authenticity



MULTICULTURAL FUNDRAISING FRAMEWORK



- 1) Build the Target Audience



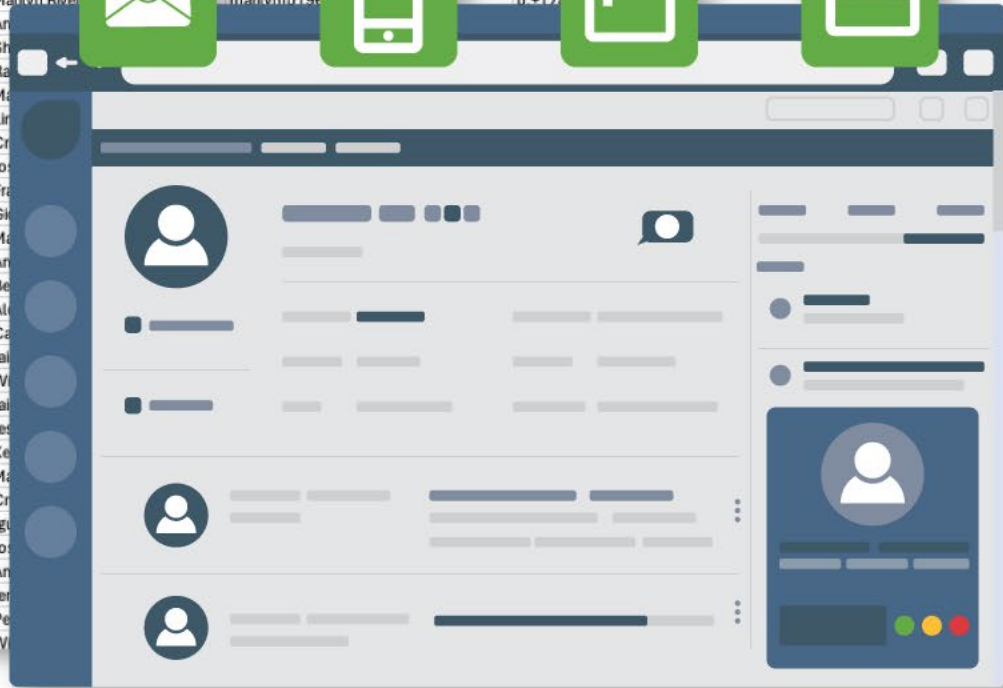
● Data Analysis

id	created_time	form_id	full_name	email	phone_number
l:1622071065310675	2024-04-23T20:42:56-06:00	f:40679828896950	Vladimir Correa Fuentes	vlakorfu@gmail.com	p:+16126019571
l:393091510230624	2024-04-23T20:38:36-06:00	f:40679828896950	Daniela Quintero	daq75@hotmail.com	p:+19804298510
l:1620422522032004	2024-04-23T20:26:29-06:00	f:40679828896950	Imelda Huevo	imeldahuevo@gmail.com	p:+16517075196
l:967903378420061	2024-04-23T20:25:34-06:00	f:40679828896950	Evy Muñoz	evelyn9311@yahoo.com	p:+17872257867
l:958534972150061	2024-04-23T20:17:56-06:00	f:40679828896950	Sergio Baires	sergioantonio35@icloud.com	p:+14024173092
l:1094274638470604	2024-04-23T20:13:34-06:00	f:40679828896950	Abdias Hernandez	abdiasch@gmail.com	p:+13475224578
l:1597143054404991	2024-04-23T20:07:54-06:00	f:40679828896950	Marilyn River		
l:1413065596009155	2024-04-23T20:01:22-06:00	f:40679828896950	Anthony M		
l:308319648958276	2024-04-23T19:49:04-06:00	f:40679828896950	Sherry Mu		
l:411029591644689	2024-04-23T19:18:21-06:00	f:40679828896950	Ramiro De		
l:8041371202609071	2024-04-23T19:02:19-06:00	f:40679828896950	Maria Torre		
l:939294104542422	2024-04-23T18:23:23-06:00	f:40679828896950	Limarie Ga		
l:347658701659534	2024-04-23T18:20:25-06:00	f:40679828896950	Cristian Ca		
l:319844004218363	2024-04-23T18:16:26-06:00	f:40679828896950	Josué Quiñ		
l:4333046423588337	2024-04-23T18:02:54-06:00	f:40679828896950	Francisco J		
l:793905622345550	2024-04-23T17:59:06-06:00	f:40679828896950	Giovanny I		
l:799361252094644	2024-04-23T17:53:21-06:00	f:40679828896950	Marie Burd		
l:674925794731192	2024-04-23T16:12:18-06:00	f:40679828896950	Angel zela		
l:2161944060822694	2024-04-23T16:11:31-06:00	f:40679828896950	Bessy Flor		
l:287669121052189	2024-04-23T16:09:15-06:00	f:40679828896950	Alex Colm		
l:1898453127277735	2024-04-23T15:56:44-06:00	f:40679828896950	Carlos Mei		
l:952758573065156	2024-04-23T14:39:10-06:00	f:40679828896950	Jaime Cris		
l:1483867348893838	2024-04-23T14:23:43-06:00	f:40679828896950	Wilfredo Al		
l:449476594363133	2024-04-23T13:20:42-06:00	f:40679828896950	Jaime mat		
l:1130407464873120	2024-04-23T12:37:12-06:00	f:40679828896950	Jesus Mian		
l:3782365398717333	2024-04-23T12:29:03-06:00	f:40679828896950	Ketty Lazar		
l:1081115126329230	2024-04-23T12:20:59-06:00	f:40679828896950	Mari Samo		
l:688484693327520	2024-04-23T12:09:59-06:00	f:40679828896950	Cmelina G		
l:297182393432024	2024-04-23T11:27:18-06:00	f:40679828896950	Igxim Gu		
l:936109688009240	2024-04-23T11:09:50-06:00	f:40679828896950	Jose Ruiz		
l:1210325373683447	2024-04-23T10:28:08-06:00	f:40679828896950	Amanda M		
l:348212237782218	2024-04-23T09:52:01-06:00	f:40679828896950	Jeremias A		
l:813125147352251	2024-04-23T09:19:11-06:00	f:40679828896950	Pedro Ron		
l:740757908233223	2024-04-23T09:03:54-06:00	f:40679828896950	Wilma Gel		



Record Append

id	created_time	form_id	full_name	email	phone_number
l:1622071065310675	2024-04-23T20:42:56-06:00	f:40679828896950f	Vladimir Correa Fuentes	vtakorfu@gmail.com	p:+16126019571
l:393091510230624	2024-04-23T20:38:36-06:00	f:40679828896950f	Daniela Quintero	daq75@hotmail.com	p:+19804298510
l:1620422522032004	2024-04-23T20:26:29-06:00	f:40679828896950f	Imelda Huevo	imeldahuevo@gmail.com	p:+16517075196
l:967903378420061	2024-04-23T20:25:34-06:00	f:40679828896950f	Evy Muñoz	evelyn9311@yahoo.com	p:+17872257867
l:958534972150061	2024-04-23T20:17:56-06:00	f:40679828896950f	Sergio Baires	sergioantonio@gmail.com	p:+14082257867
l:1094274638470604	2024-04-23T20:13:34-06:00	f:40679828896950f	Abdias Hern	abdiasch@gmail.com	p:+13052257867
l:1597143054404991	2024-04-23T20:07:54-06:00	f:40679828896950f	Marilyn Rive	marilynm196@gmail.com	p:+17872257867
l:1413065596009155	2024-04-23T20:01:22-06:00	f:40679828896950f	Ar		
l:308319648958276	2024-04-23T19:49:04-06:00	f:40679828896950f	Sh		
l:411029591644689	2024-04-23T19:18:21-06:00	f:40679828896950f	Ra		
l:8041371202609071	2024-04-23T19:02:19-06:00	f:40679828896950f	Ma		
l:939294104542422	2024-04-23T18:23:23-06:00	f:40679828896950f	Lir		
l:347658701659534	2024-04-23T18:20:25-06:00	f:40679828896950f	Cr		
l:319844004218363	2024-04-23T18:16:26-06:00	f:40679828896950f	Jo		
l:4333046423588337	2024-04-23T18:02:54-06:00	f:40679828896950f	Fr		
l:793905622345550	2024-04-23T17:59:06-06:00	f:40679828896950f	Gk		
l:799361252094644	2024-04-23T17:53:21-06:00	f:40679828896950f	Ma		
l:674925794731192	2024-04-23T16:12:18-06:00	f:40679828896950f	Ar		
l:2161944060822694	2024-04-23T16:11:31-06:00	f:40679828896950f	Be		
l:287669121052189	2024-04-23T16:09:15-06:00	f:40679828896950f	Al		
l:1898453127277735	2024-04-23T15:56:44-06:00	f:40679828896950f	Ca		
l:952758573065156	2024-04-23T14:39:10-06:00	f:40679828896950f	Jes		
l:1483867348893838	2024-04-23T14:23:43-06:00	f:40679828896950f	Wl		
l:449476594363133	2024-04-23T13:20:42-06:00	f:40679828896950f	Jai		
l:1130407464873120	2024-04-23T12:37:12-06:00	f:40679828896950f	Ke		
l:3782365398717333	2024-04-23T12:29:03-06:00	f:40679828896950f	Jes		
l:1081115126329230	2024-04-23T12:20:59-06:00	f:40679828896950f	Ma		
l:688484693327520	2024-04-23T12:09:59-06:00	f:40679828896950f	Cr		
l:297182393432024	2024-04-23T11:27:18-06:00	f:40679828896950f	Igu		
l:936109688009240	2024-04-23T11:09:50-06:00	f:40679828896950f	Jo		
l:1210325373683447	2024-04-23T10:28:08-06:00	f:40679828896950f	Ar		
l:348212237782218	2024-04-23T09:52:01-06:00	f:40679828896950f	Jer		
l:813125147352251	2024-04-23T09:19:11-06:00	f:40679828896950f	Pe		
l:740757908233223	2024-04-23T09:03:54-06:00	f:40679828896950f	Wl		



Lookalike Segmentation

id	created_time	form_id	full_name	email	phone_number
l:1622071065310675	2024-04-23T20:42:56-06:00	f:40679828896950f	Vladimir Correa Fuentes	vlakorfu@gmail.com	p:+16126019571
l:393091510230624	2024-04-23T20:38:36-06:00	f:40679828896950f	Daniela Quintero	daq75@hotmail.com	p:+19804298510
l:1620422522032004	2024-04-23T20:26:29-06:00	f:40679828896950f	Imelda Huezo	imeldahuezo@gmail.com	p:+16517075196
l:967903378420061	2024-04-23T20:25:34-06:00	f:40679828896950f	Evy Muñoz	evelyn9311@yahoo.com	p:+17872257867
l:958534972150061	2024-04-23T20:17:56-06:00	f:40679828896950f	Sergio Baires	sergioantonio35@icloud.com	p:+14024173092
l:1094274638470604	2024-04-23T20:13:34-06:00	f:40679828896950f			
l:1597143054404991	2024-04-23T20:07:54-06:00	f:40679828896950f			
l:1413065596009155	2024-04-23T20:01:22-06:00	f:40679828896950f			
l:308319648958276	2024-04-23T19:49:04-06:00	f:40679828896950f			
l:411029591644689	2024-04-23T19:18:21-06:00	f:40679828896950f			
l:8041371202609071	2024-04-23T19:02:19-06:00	f:40679828896950f			
l:939294104542422	2024-04-23T18:23:23-06:00	f:40679828896950f			
l:347658701659534	2024-04-23T18:20:25-06:00	f:40679828896950f			
l:319844004218363	2024-04-23T18:16:26-06:00	f:40679828896950f			
l:4333046423588337	2024-04-23T18:02:54-06:00	f:40679828896950f			
l:793905622345550	2024-04-23T17:59:06-06:00	f:40679828896950f			
l:799361252094644	2024-04-23T17:53:21-06:00	f:40679828896950f			
l:674925794731192	2024-04-23T16:12:18-06:00	f:40679828896950f			
l:2161944060822694	2024-04-23T16:11:31-06:00	f:40679828896950f			
l:287669121052189	2024-04-23T16:09:15-06:00	f:40679828896950f			
l:1898453127277735	2024-04-23T15:56:44-06:00	f:40679828896950f			
l:952758573065156	2024-04-23T14:39:10-06:00	f:40679828896950f			
l:1483867348893838	2024-04-23T14:23:43-06:00	f:40679828896950f			
l:449476594363133	2024-04-23T13:20:42-06:00	f:40679828896950f			
l:1130407464873120	2024-04-23T12:37:12-06:00	f:40679828896950f			
l:3782365398717333	2024-04-23T12:29:03-06:00	f:40679828896950f			
l:1081115126329230	2024-04-23T12:20:59-06:00	f:40679828896950f			
l:688484693327520	2024-04-23T12:09:59-06:00	f:40679828896950f			
l:297182393432024	2024-04-23T11:27:18-06:00	f:40679828896950f			
l:936109688009240	2024-04-23T11:09:50-06:00	f:40679828896950f			
l:1210325373683447	2024-04-23T10:28:08-06:00	f:40679828896950f			
l:348212237782218	2024-04-23T09:52:01-06:00	f:40679828896950f			
l:813125147352251	2024-04-23T09:19:11-06:00	f:40679828896950f			
l:740757908233223	2024-04-23T09:03:54-06:00	f:40679828896950f			



➤ 2) Pick a Regular Campaign



● Prison Fellowship



● Lutheran Hour Ministries



● Dare 2 Share Ministries



➤ 3) Culturalize the Creative



● Angel Tree Christmas - Prison Fellowship

Anglo



Hispanic





● EOY - Lutheran Hour Ministries

Anglo

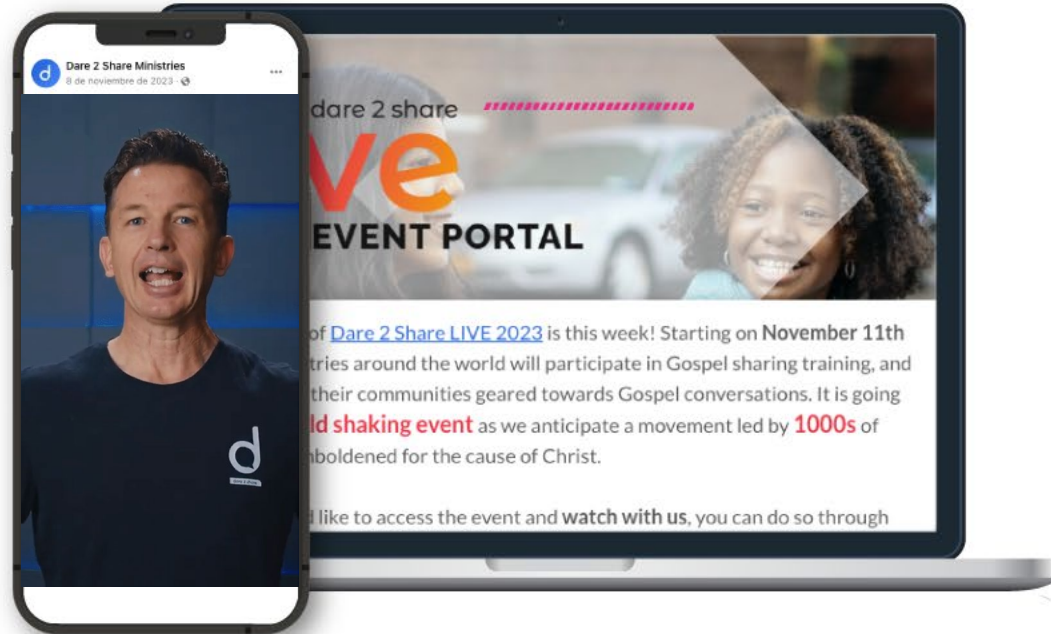


Hispanic



● Global Day of Youth Evangelism - Dare 2 Share Ministries

Anglo



Hispanic

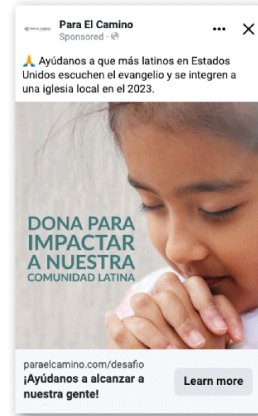


➤ 4) Deploy
Via Digital First
and Later by Mail



EOY - Lutheran Hour Ministries

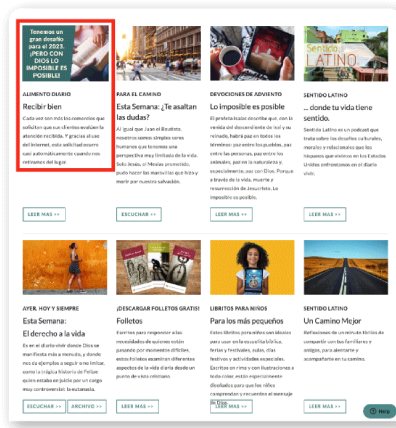
Digital Facebook Ads



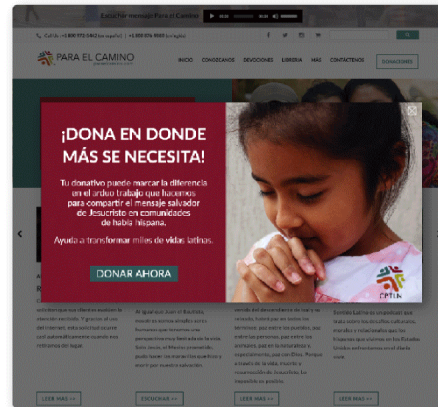
App Banner



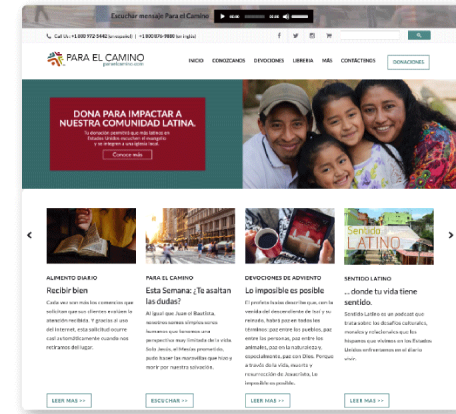
Blog Article



Web Pop-Up



Homepage Banner



● Angel Tree Christmas - Prison Fellowship

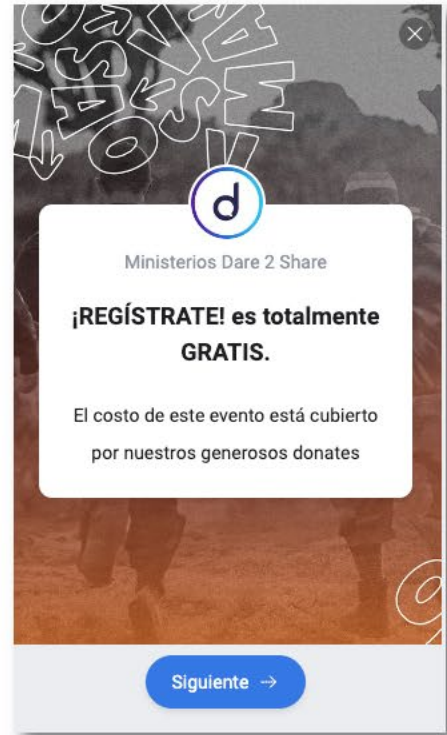


Digital Facebook Ads



● Global Day of Youth Evangelism - Dare 2 Share Ministries

Meta Ads Forms

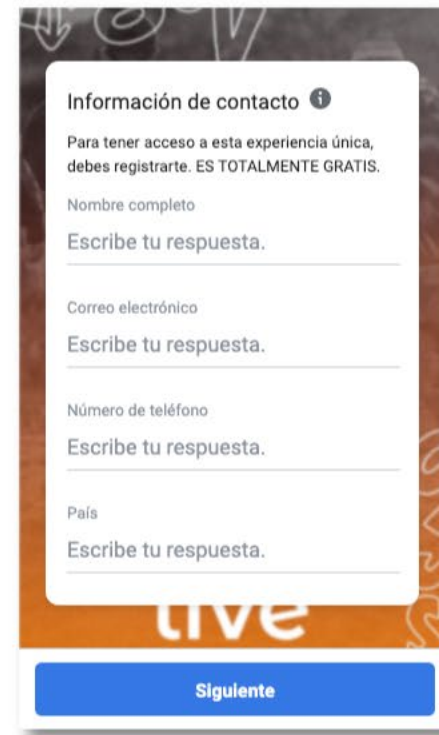


Ministerios Dare 2 Share

¡REGÍSTRATE! es totalmente GRATIS.

El costo de este evento está cubierto por nuestros generosos donates

Siguiente →



Información de contacto ⓘ

Para tener acceso a esta experiencia única, debes registrarte. ES TOTALMENTE GRATIS.

Nombre completo
Escribe tu respuesta.

Correo electrónico
Escribe tu respuesta.

Número de teléfono
Escribe tu respuesta.

País
Escribe tu respuesta.

Siguiente



Ministerios Dare 2 Share

¡GENIAL! Estás a un paso de completar tu registro.

Obtén tu licencia grupal (que también es totalmente GRATUITA) en el botón de abajo para finalizar tu registro.

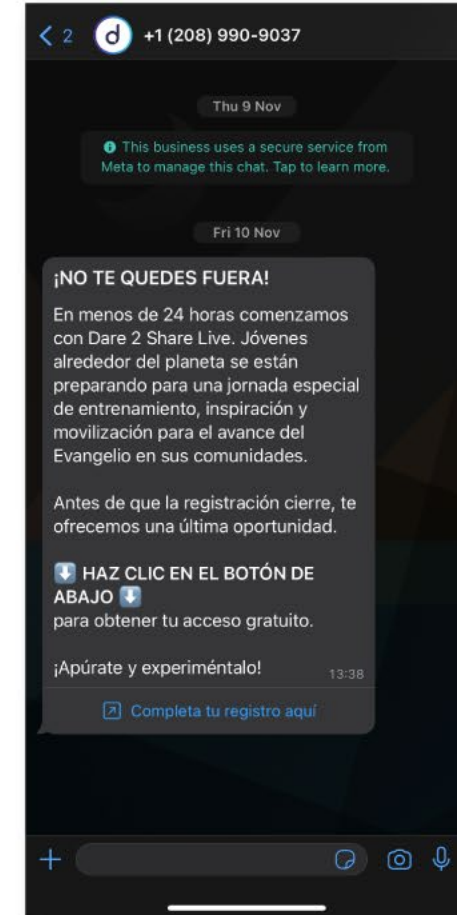
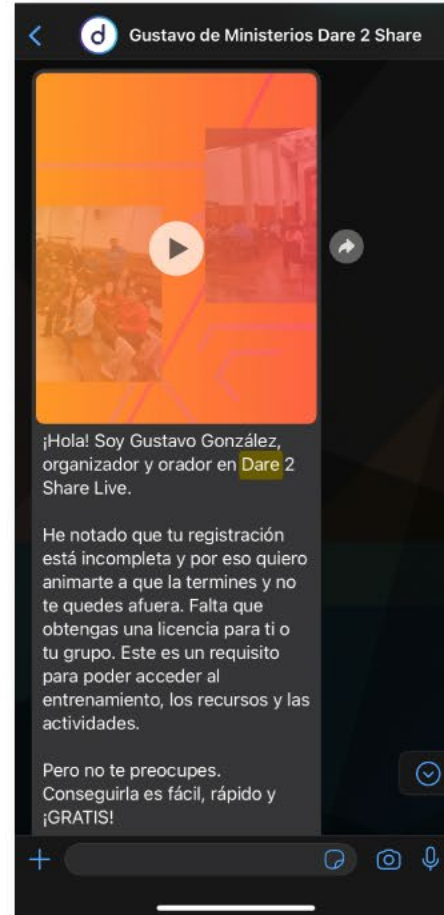
¿ Enviaste tus respuestas correctamente.

OBTENER LICENCIA GRUPAL GRATUITA



● Global Day of Youth Evangelism - Dare 2 Share Ministries

WhatsApp Messages



Direct Mail Acquisition Package - Operation Smile

Operation Smile

Bill Magee Jr., D.D.S., M.D.
Co-fundador y CEO Emérito

Kathy Magee, B.S.N., M.S.W., M.Ed.
Co-fundadora, Presidenta y CEO

Por favor firma las calcomanías adjuntas para un niño y envíalas junto con tu donativo que se multiplicará 4 veces en impacto.

Tu donativo de \$20 se multiplicará a \$80, y \$25 se multiplicará a \$100, para ayudar a proveer una cirugía GRATUITA a un niño que espera.


Abril de 2024

Estimado(a) Amigo(a):

Cuando la mamá de Ngan vio la carita de su hija por primera vez, le dio escalofríos al ver su labio hendido. Ella creía que su pequeña había nacido maldecida, y a los niños les daba miedo verla.


Los niños como Ngan son ridiculizados y humillados. No pueden ir a la escuela, no pueden hacer amigos. Comen y hablan de manera diferente a los demás, y sus padres no pueden pagar la cirugía que necesitan desesperadamente.

Muchos niños incluso mueren. De hecho, un niño que nace con una hendidura facial corre nueve veces el riesgo de morir antes de su primer cumpleaños. ¿Cómo iban a cuidar de su pequeña los papás de Ngan? Ellos eran granjeros, ganaban muy poco dinero y luchaban para que el dinero les alcanzara.



NGAN, ANTES

Tú puedes salvar a un niño con \$20 o \$40.



NGAN, DESPUÉS

Operation Smile

Bill Magee Jr., D.D.S., M.D.
Co-Founder and CEO Emeritus

Kathy Magee, B.S.N., M.S.W., M.Ed.
Co-Founder, President and CEO

Please sign the enclosed stickers for a child and return them with your gift that multiplies 4 times in impact.

Your gift of \$20 multiplies to \$80 – and \$25 multiplies to \$100 – to help provide FREE surgery for a waiting child.

April 2024

Dear Friend,

When Ngan's mom first saw her little girl's face, she shivered at the sight of her cleft lip and cleft palate. She was sure her daughter was cursed. The children in her village were afraid to look at her.

Children like Ngan are ridiculed and humiliated. They can't go to school or make friends. They eat and speak differently. And their parents can't afford the surgery they desperately need.

Many children even die. In fact, a baby born with a cleft condition has nine times the risk of dying before celebrating their first birthday. How were Ngan's parents going to take care of her? As farmers, they earned very little money and struggled to make ends meet.



NGAN, BEFORE

You can help save a child for as little as \$20 or \$40.



NGAN, AFTER

Operation Smile

2021 Family Mail - World Mail, VA 22033 - USA • 1-800-OPERATE • 1-800-672-4433 • www.operation-smile.org

Salva a un niño de una vida humillante.

OPERATION SMILE

PAID

OPERATION SMILE

2.625 X 4.375
Ln. 5 B4-75

NGAN, ANTES

¡Y recibe unas etiquetas GRATIS!


Envía las calcomanías adjuntas para un niño que recibirá una cirugía.



● Direct Mail Acquisition Package - Operation Smile

¡Sí! Multipliquen mi donativo para ayudar a proveer una cirugía gratuita para un niño.

¡Hoy tu donativo se multiplicará por 4!

 **John Q. Sample**
Apt. 1-A
1234 Main St.
Anytown, US 12345-6789

John Q. Sample
Apt. 1-A
1234 Main St.
Anytown, US 12345-6789

Envío un donativo de:
 \$20 \$25 \$50 \$100 \$_____

Adjunto \$240, que ayudarán a enviar \$960 en suministros y equipo.

He firmado y adjuntado las calcomanías para un niño.
 Deseo donar con mi tarjeta de débito/crédito.

Me gustaría recibir futuras comunicaciones en:
 Español Inglés

Operation Smile

Envía a/Send to: Gift Processing Center • P.O. Box 758588 • Topeka, KS 66675
Donar a/Donate at: operationsmile.org/sonrisa

123456789 123456789012345678901



➤ 5) Track results and learnings



● Lutheran Hour Ministries

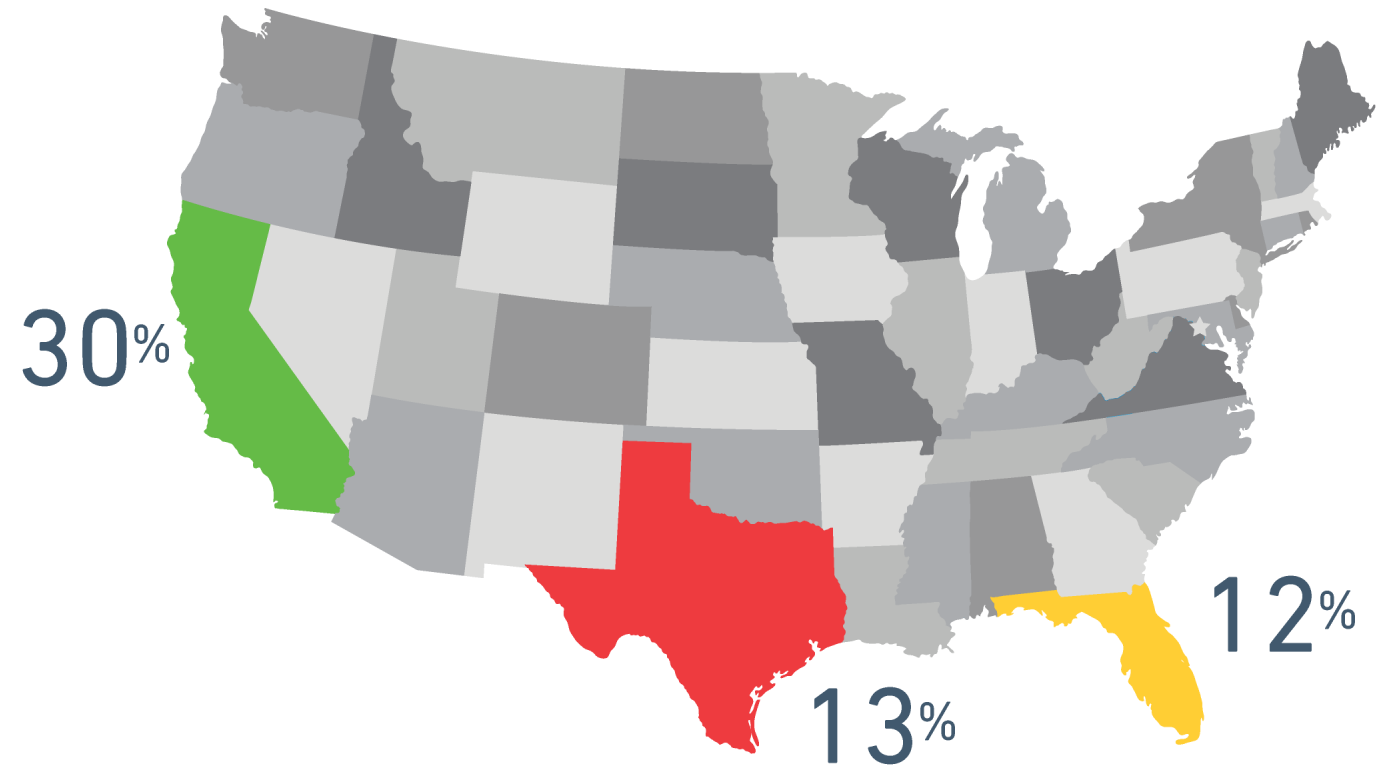
App Downloads
↑ 200%



Link Clicks
↑ 40K



● Prison Fellowship



California

Texas

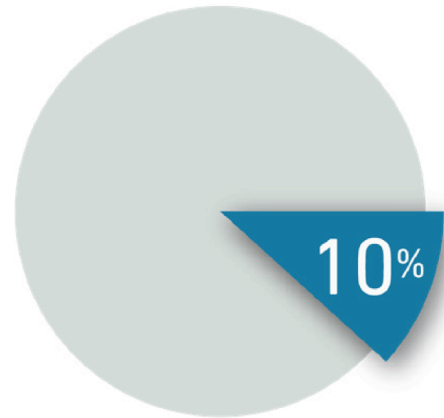
Florida



● Prison Fellowship



Hispanic

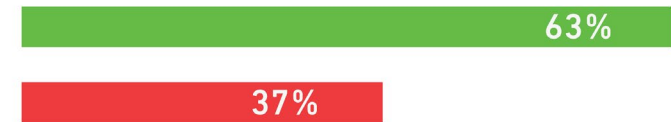


Anglo-American

iPhone
Android
Desktop



Credit Card
Paypal



● Dare 2 Share Ministries

Captured Leads
+7K

Ministerios Dare 2 Share
Publicidad · 🌐

Estamos a solo días de DARE 2 SHARE LIVE, el evento que reunirá a miles de jóvenes para cumplir la Gran Comisión. ... Ver más

REGISTRATE GRATIS REGISTRATE GRATIS REGISTRATE GRATIS

Gustavo Gonzales

dare2share.org/es/live

y agradecerte por ser parte de nuestra comunidad

store.dare2share.org
Pocos días para D2S Live [Registrarte](#)

18 comentarios 40 veces compartido

Me gusta Comentar Compartir

Cost per
Conversion
\$0.02

Ministerios Dare 2 Share
Publicidad · 🌐

¿Buscas cómo movilizar a tus jóvenes para evangelizar tu comunidad? ... Ver más

VAMOS

REGISTRA GRATIS A TU GRUPO

¡Los esperamos este 11 de noviembre!

FORMULARIO EN FACEBOOK
Involúcrate en el Día Mundial del Evangelismo [Registrarte](#)

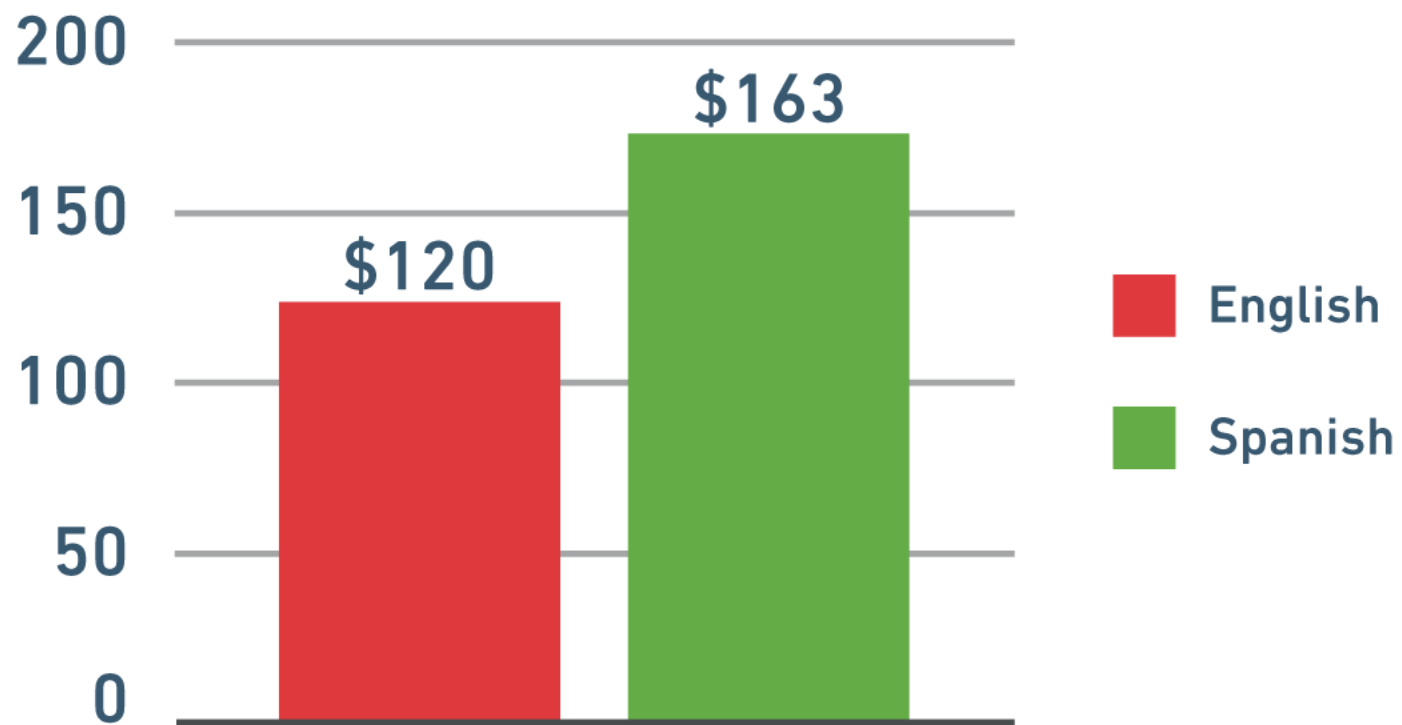
38 comentarios 56 veces compartido

Me gusta Comentar Compartir



● Operation Smile

DM Lifetime Revenue Per Supporter



➤ Warning



> Gracias

✉ ivan@keruxgroup.com

in [linkedin.com/in/ivanleon](https://www.linkedin.com/in/ivanleon)

🐦 [@IvanKerux](https://twitter.com/IvanKerux)

🌐 keruxgroup.com

