

Where'd They Come From?



Matching Back Online
Donors to Direct Mail
Campaigns





LAUTMAN
MASKA
NEILL
& COMPANY



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◦ Why do we match back?



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How it works

- Compare all web gifts against acquisition mail files
- Learn how many donors respond via mail and how many go online
- Gain more insight into donor behavior

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Example 1

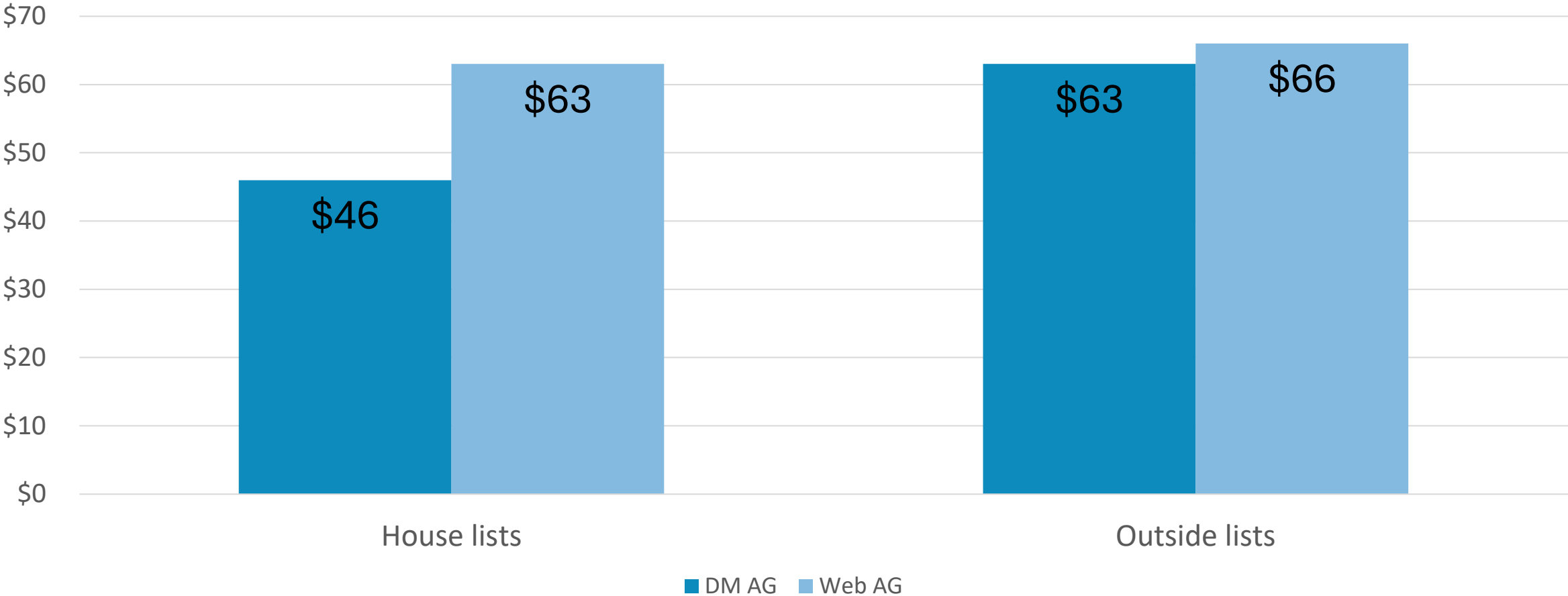
Keep channels separate

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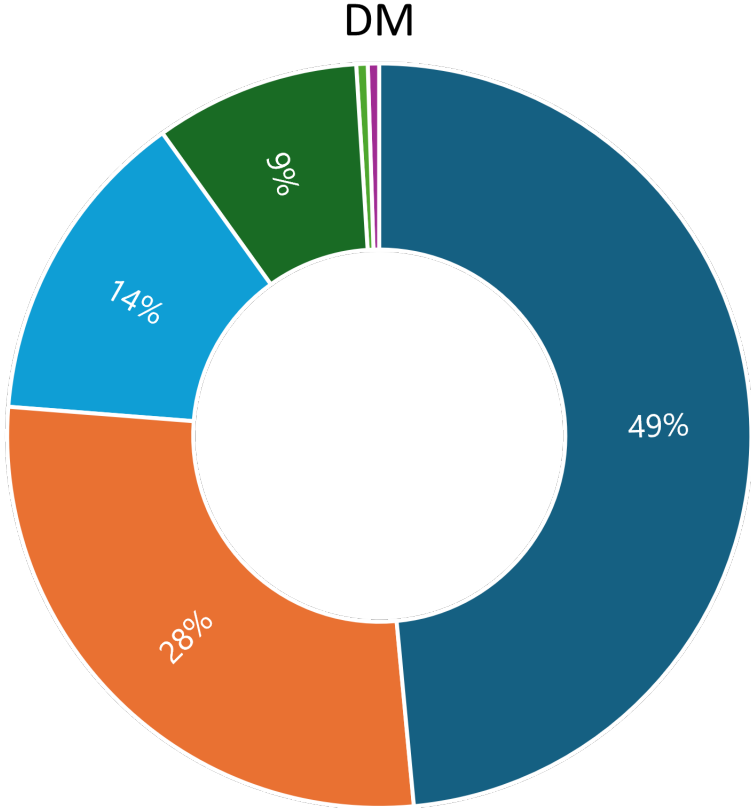
Web channel helps new donors join, lapsed donors reactivate



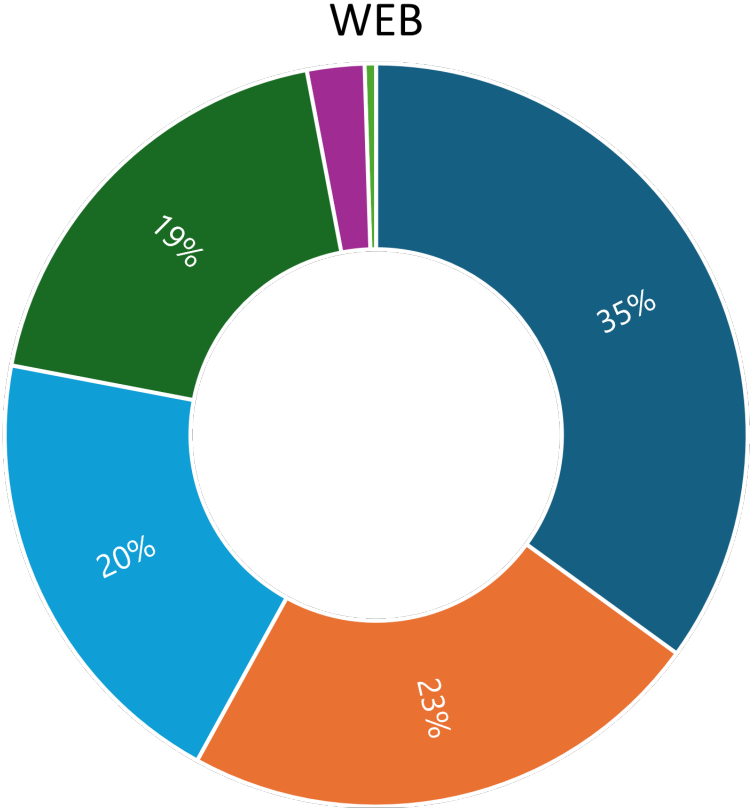
Web giving increases average gift



Web yields higher dollar gifts than DM



■ \$1-24 ■ \$25-49 ■ \$50-99
■ \$100-499 ■ \$500-999 ■ \$1000+

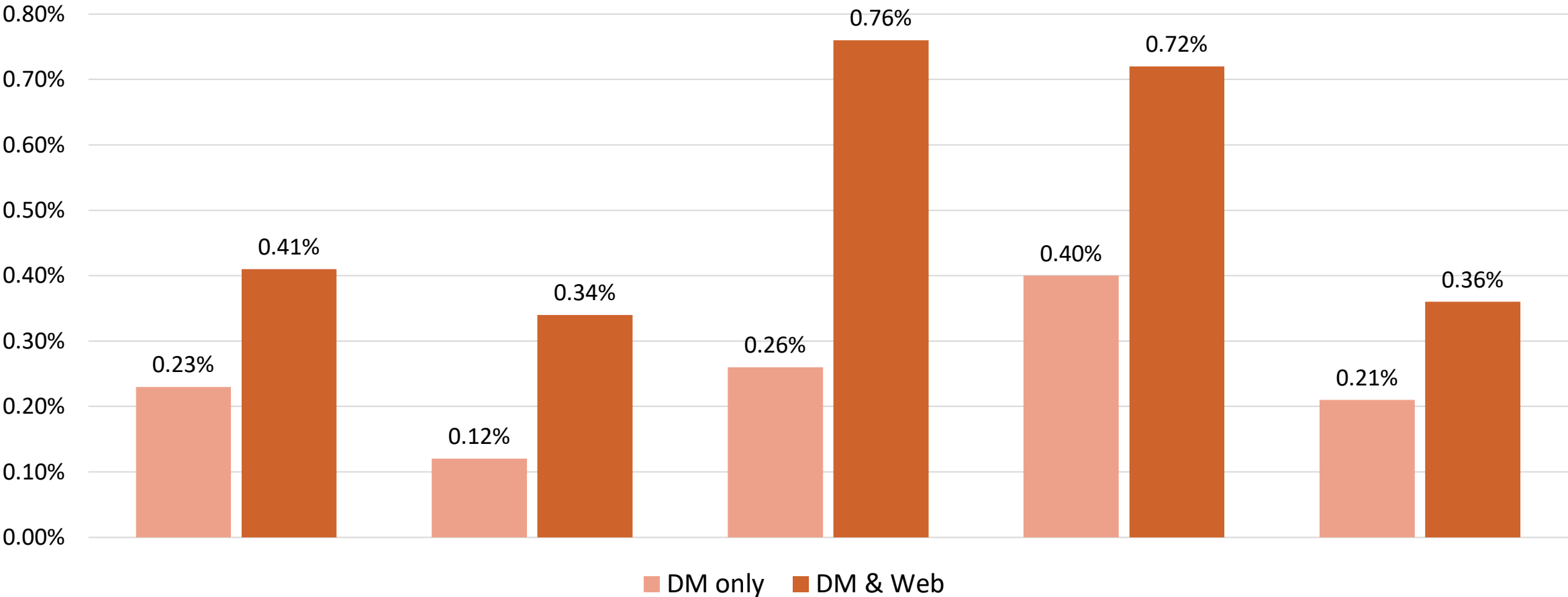


■ \$1-24 ■ \$25-49 ■ \$50-99
■ \$100-499 ■ \$500-999 ■ \$1000+

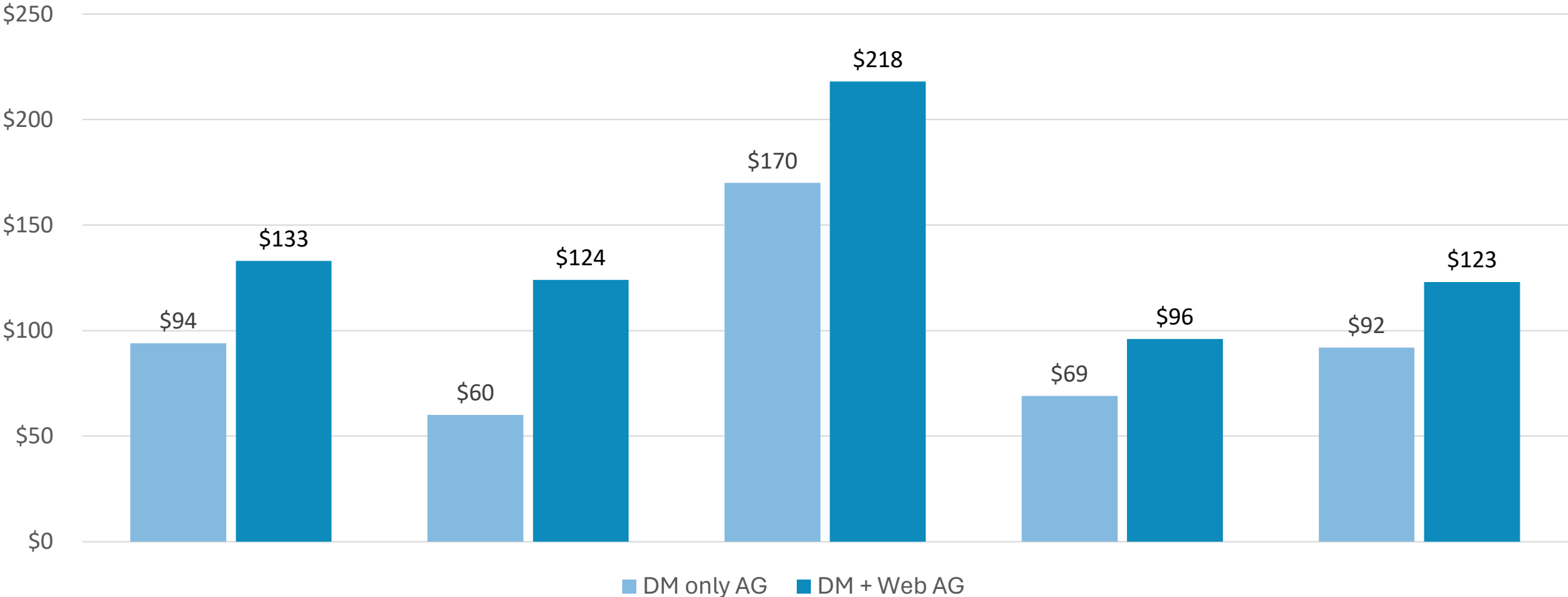
Example 2

*Attribute web gifts back to
mail*

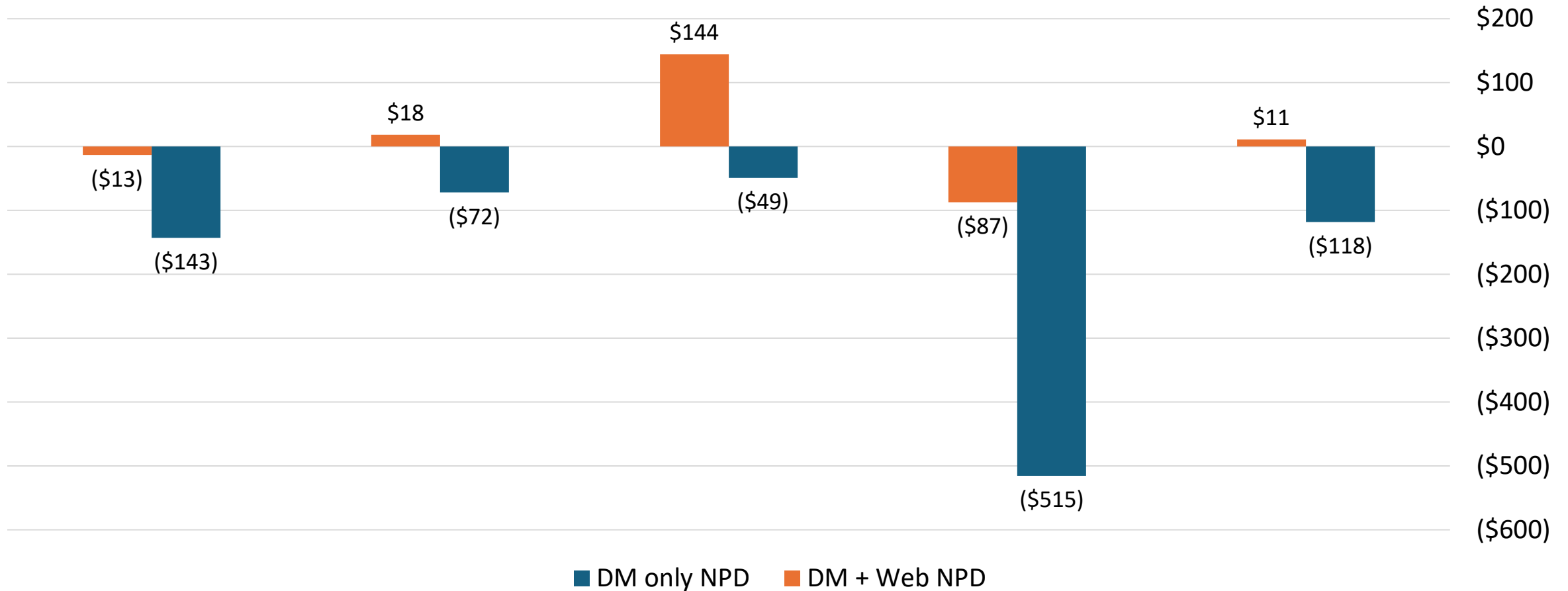
Web giving gives acquisition response a boost



Web giving dramatically increases average gifts



Including web gifts reduces acquisition investment





MATCHBACK TIPS

Matchback is never 100% accurate!

Make sure landing pages reflect ask in the mail
– premium offers, discounts, messaging

Include QR codes to encourage online giving

