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+

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Wiland

How to Maximize Donor
Acquisition in a Challenging
Economy

March 22, 2023

Webinar Presenters.



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PURSUANT.





Agenda.

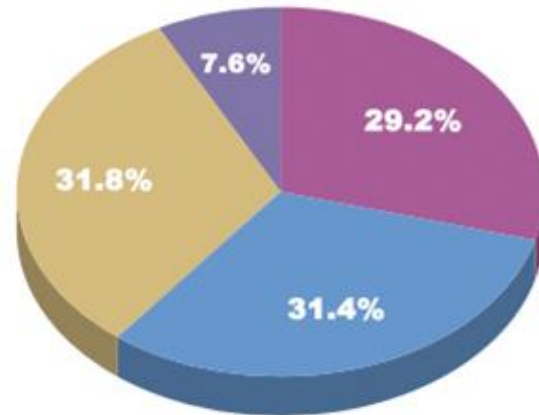
- Introductions
- Trends
- Acquisition Strategies
 - Net New VS Engaging Warm Names
- Breaking Down the Channels
 - Myths Around Omnichannel
 - Attribution Strategies & Methodology
- Curated, Intentional Welcome Experience
- Takeaways and Q&A



Trends.

Performance

Did You Meet Your 2022 Goals?

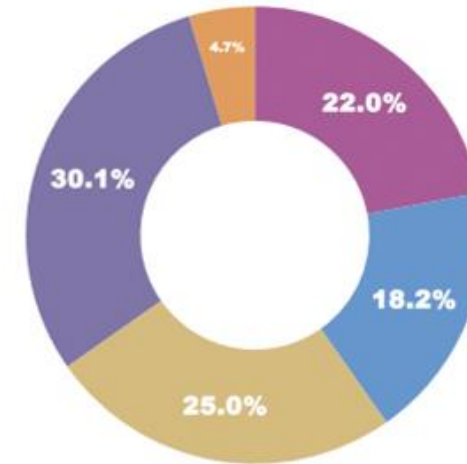


- Exceeded
- Met
- Fell Short
- Don't Know/Unsure

60% of organizations met or exceeded their fundraising goals in 2022 with 31% stating they fell short of their goals.

Organization Needs

What is Your Organization's Greatest Need in 2023?



- Better Organizational Alignment Around Goals
- Efficient Targeting Through Data-Driven Insight
- Enhanced Constituent Engagement
- Improved Fundraising Expertise & Capacity Building
- Unsure/Don't Know

30% believe that their greatest need going into 2023 is improved fundraising expertise and capacity building.



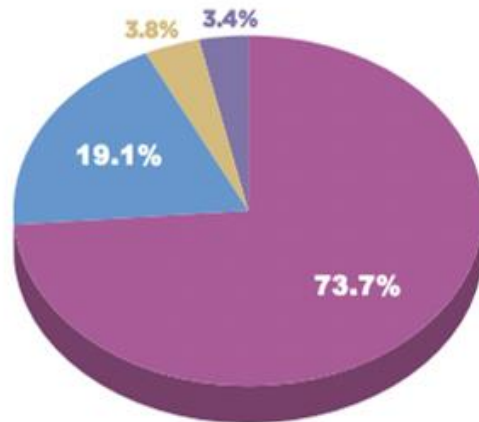
Source: Pursuant Philanthropic Pulse Survey



Trends.

Fundraising Goals

How Will Your 2023 Goals Compare to 2022?



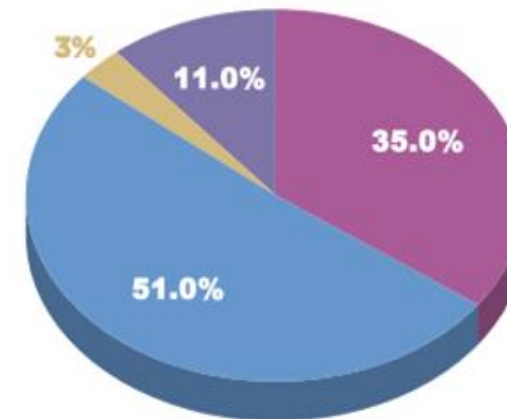
Our Revenue Goals Will:

- Increase
- Stay the Same
- Decrease
- Unsure/Don't Know

A large majority of organizations have increased fundraising goals in 2023.

Fundraising Staffing

How Will Your Team Change?



- Increase
- Stay the Same
- Decrease
- Unsure/Don't Know

Over half of organizations plan to remain the same with their staffing. While 35% plan to increase.



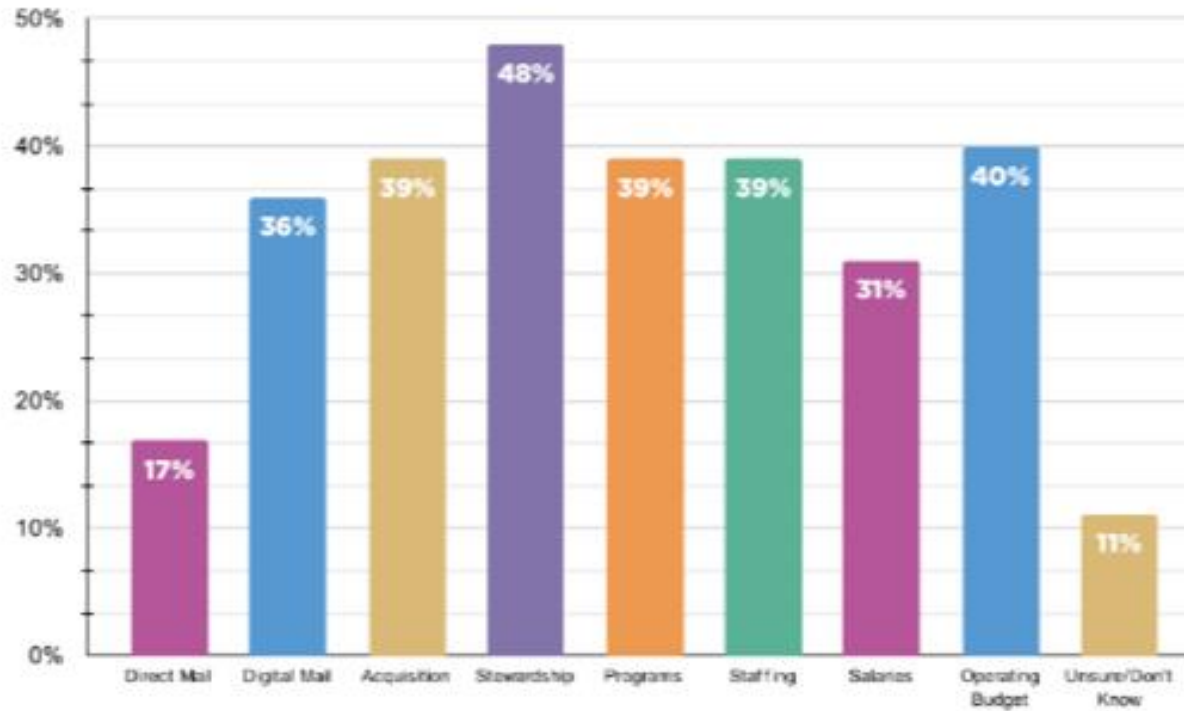
Source: Pursuant Philanthropic Pulse Survey



Trends.

Budgets

How will your organization adjust?



Nearly half of the organizations expect to increase their budgets surrounding stewardship efforts in 2023.



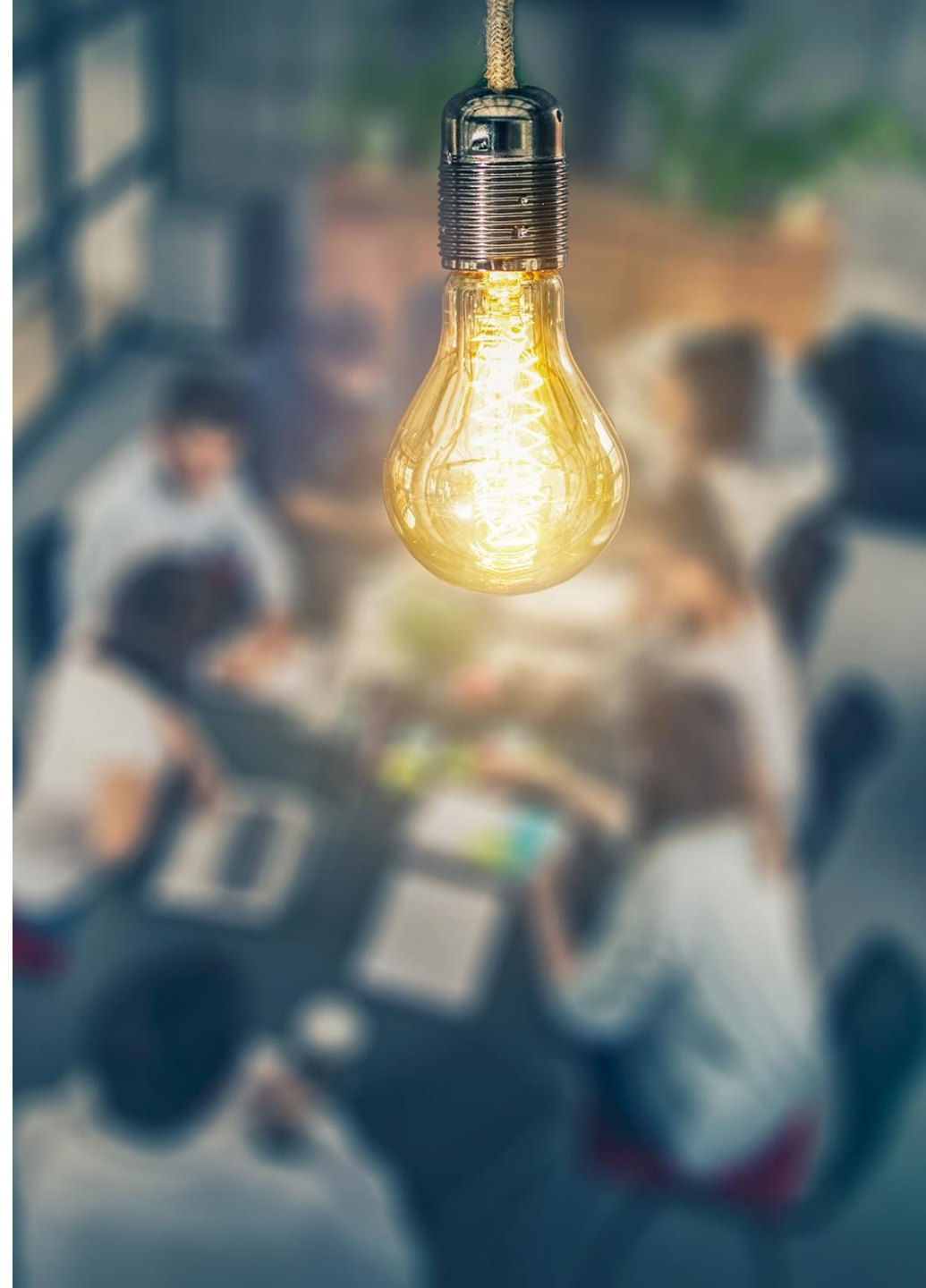
Source: Pursuant Philanthropic Pulse Survey



Acquisition Strategies.

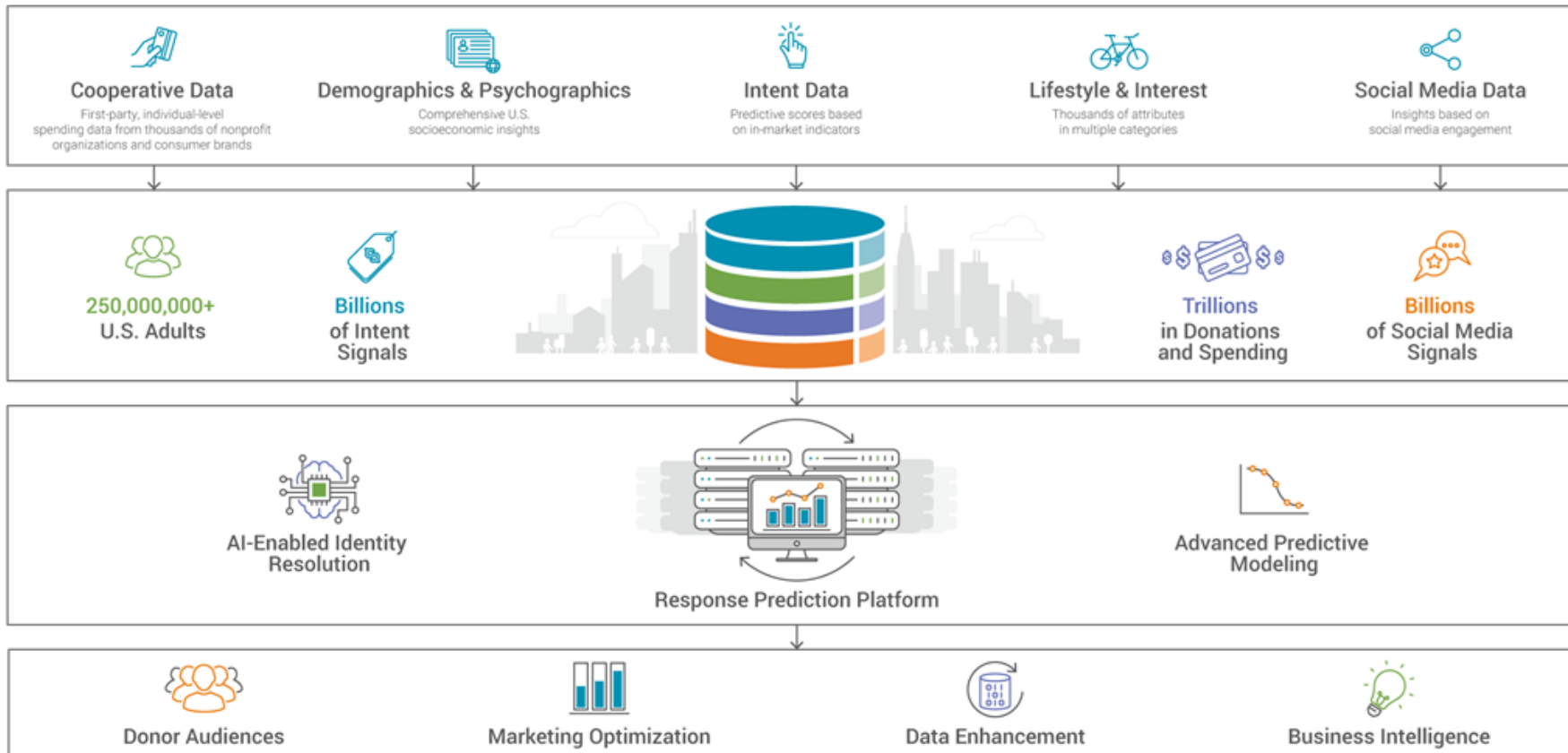
Engaging Warm Leads

- Already in your file and familiar with your mission
- Saves time and money
- Existing data can help determine interests and affinities
- Continue building your case for support



Acquisition Strategies.

New Names - Cooperative Databases.



Unprecedented Insights Into Every Donor.

Typical Fundraiser's View

Susan gave two donations in response to direct mail acquisition and gift matching appeals: \$140

She also gave one gift in response to an email appeal: \$70

- Last donation was three months ago
- Gave three times in three years
- Average gift: \$70
- Highest gift: \$100

Wiland accurately predicts Susan's future giving based on comprehensive donor data.



Wiland's More Comprehensive View

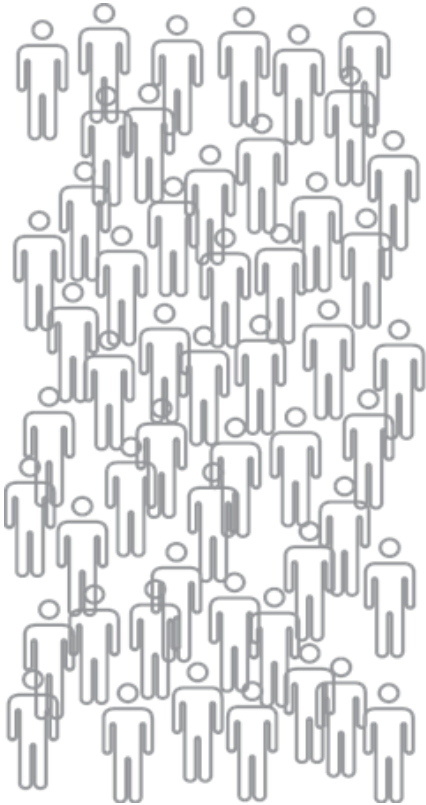
- Susan has had 32 transactions with 12 brands and organizations in the past six months: **\$4,480**
- Gave to seven nonprofits in four fundraising categories in the past year
- **960%** more likely to donate to Alzheimer's research in the next 12 months
- Donated to a veteran's support organization and a heart health charity: **\$150**
- **40x** more likely to follow FeedingAmerica.org on social media
- **442%** more likely to donate to humanitarian causes in the next 12 months
- **35x** more likely to follow ASPCA.org on social media
- Bought four items online from a midscale fashion merchant: **\$238**
- Bought two t-shirts and shoes online from an activewear merchant: **\$146**

Additional Wiland Details:

- First nonprofit gift averages \$32
- Has one contribution over \$1,000 to an animal welfare agency
- Spends an average of \$140 per transaction (32 total transactions)
- Last contributed \$50 15 days ago to a child welfare agency
- Spending and giving has accelerated rapidly in the last year
- 52 years old
- Net worth of \$1MM
- Owns a single-family home
- Has two children over 18 years of age
- Lexus loyalist
- Interests: golf, pets, and grandchildren
- Recently retired

Insights Into Action.

All Prospects



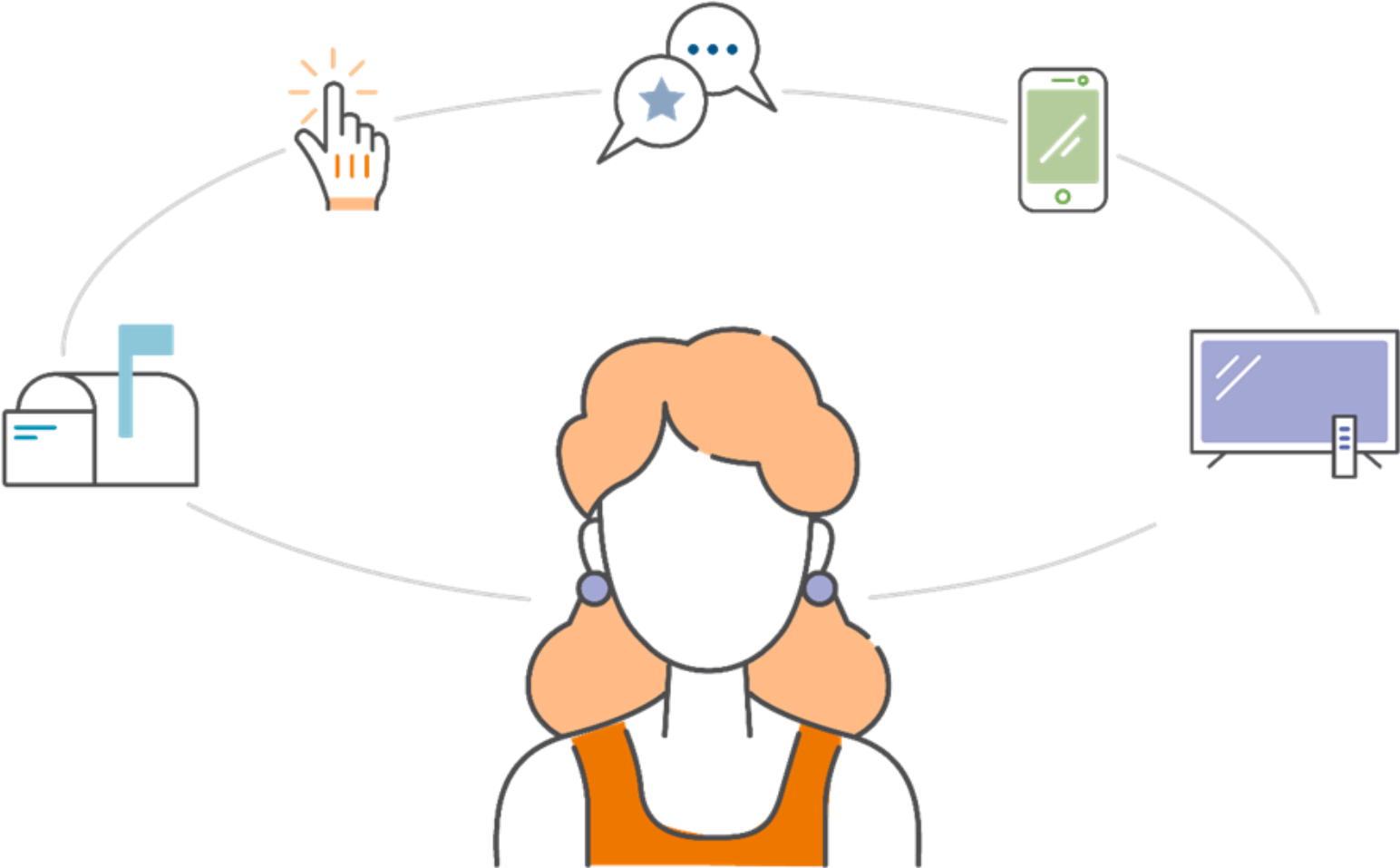
Coop Data (Multi-Model)



Audience Opportunity

Segment	Audience Volume	Expected Performance
Prime Target	1MM	\$5.00
Core Target	2MM	\$3.00
Expansion Target	4MM	\$2.00
Outside of Market	12MM	\$1.00

Modeled Audiences Across Channels.



Breaking Down Channels:

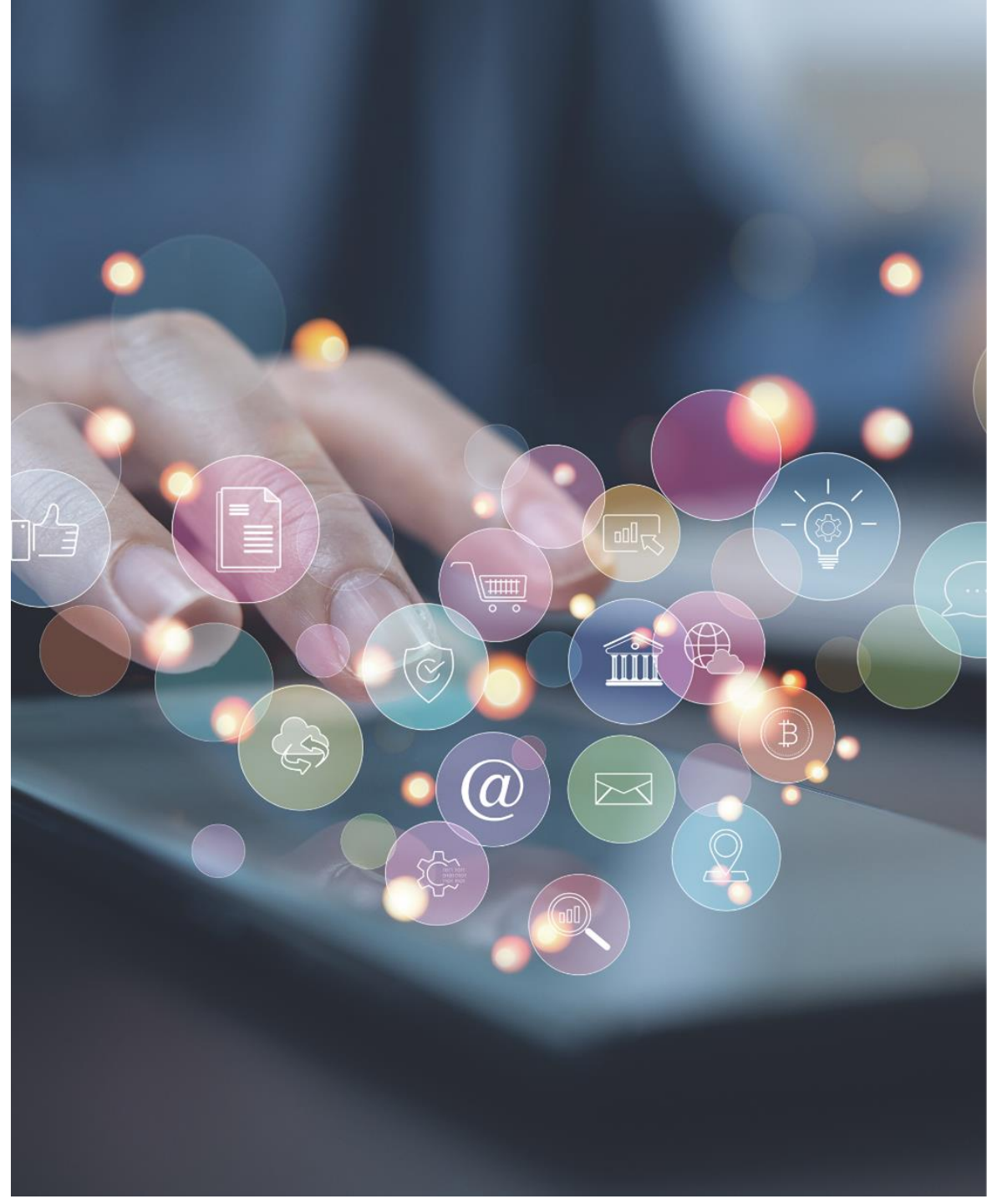
Myths Around Omnichannel Marketing:

- Right Message, Right Time, Right Channel
 - It's not, "Everything, everywhere, all at once."

How can you use different channels appropriately?

What messaging is influencing the gift?

- Focus on that rather than the medium



Channel Trends.

Donors Influenced to Give by Direct Mail

- Change since 2016
- How direct mail influences online giving
- Fuzzy attribution

	Gen Z	Millennials	Gen X	Boomers
2016	N/A	10%	12%	21%
2022	13%	13%	12%	22%

	Gen Z	Millennials	Gen X	Boomers
2016	N/A	53%	60%	53%
2022	45%	59%	52%	52%

Combined percentages of donors who indicate somewhat likely and very likely



Breaking Down Channels:

Attribution Will Be Muddy and That's Okay!

- Accept that the more channels you have, the less clear it is to attribute a gift to one touchpoint.
- Focus more on the message that's working, not the channel.
- Keep in mind that marketing and fundraising efforts will overlap, and so will budgets.
- Decide from the beginning the attribution methodology that works best for your organization and stick with it.
- Don't be afraid to change and adapt if it's not working - but do so thoughtfully.
- Remember - "close enough" is perfectly okay!



How to Get Into Multichannel.



WALK

- Add **digital co-targeting ads** to your direct mail.
- Send an **email** to your supporters.



JOG

- All of the above, plus ...
- Expand **digital display** efforts to target those outside of your direct mail lists.
- Use **display as lead-gen** to get more emails.
- Consider adding **peer-to-peer texting** around key events.

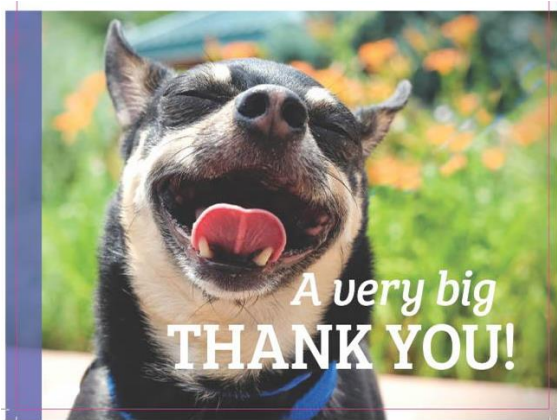


RUN

- All of the above, plus ...
- Test into **Connected TV**
- Add **telemarketing** if your donors tend to be older.
- If your brand is strong, test **street canvassing** in key markets.
- Mirror your canvassing efforts with **targeted display and/or DRTV** in market.

Curated, Intentional Welcome Experience.

Donor



Thanks for letting us know what's up!

Please take just a moment to share your thoughts and preferences with us!

1

I donate to the Dumb Friends League because:

- I want to help animals in my own community.
- I'm concerned about the number of pets in need across our country.
- I believe every animal deserves to be treated with dignity and respect.
- I have adopted a pet from the League or know someone who has.
- I appreciate the League's holistic approach to ending animal suffering.
- I appreciate the League's advocacy work on legal protections for animals.

2

I have a special affinity for:

Dogs Cats Horses Small pets

3

I am glad to hear from the Dumb Friends League by: *(please check all that apply)*

- Snail mail
- Email at _____
- Newsletters only
- Please don't contact me about the impact of my support

 *Thank you for your time and thoughts!*

2080 S. QUEBEC ST.
DENVER, CO 80231-3298
303.751.5772 • DDFL.ORG

Please return your survey in the enclosed envelope.

<Addressee1> <Addressee2> <AppealCD> <ConstituentID> <MotivationCD>

<FirstName>, when we heard that you joined the Compassion Club on <FirstCompassionClubGiftDate>, our ears perked right up.


You see, we know how lucky we are that people we've never even met are willing to help us. Every new person, like you, who donates to the League supports our new start in a loving home. You may only have two legs, but you've sure got a big heart.

From the littlest puppy to the biggest horse, we say thanks for caring. You are our hero!


8625-1E208 'CO' '3E8AN0 '15 '18 50902

 *We're all ears!*

<Addressee1>
<Addressee2>
<AddressLine1>
<AddressLine2>
<City>, <State> <PostalCD>
|-----|


Dumb Friends League.
COMPASSION ALWAYS ♥
Compassion Club

PLEASE PLACE STAMP HERE


Dumb Friends League.
2080 S. Quebec St.
Denver, CO 80231-3298

|-----|

Curated, Intentional Welcome Experience.

New Name/ Prospect

PAN Foundation Donate

We value your answers!

Thank you for taking a minute to let us know what you want to hear.

1. I prefer to hear from the PAN Foundation via: (choose all that apply)

Email Twitter

Mail Instagram

Facebook Text message

Next

Stand with PAN Donate

Follow PAN on social media:

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PAN Foundation Donate

Will you answer 3 quick questions?

Dear <First Name>, [If no first name, use: Dear Friend,]

In my last email, I invited you to explore more of what the PAN Foundation has to offer and take advantage of some of our cost-saving resources. But now I hope you'll let us get to know you better!

Please take just a minute right now to answer three quick questions. Your answers will help us share the kind of information that's most important and helpful for you. To get you started, here's the first question:

1. I prefer to hear from the PAN Foundation via: (choose all that apply)

Email
 Mail
 Facebook
 Twitter
 Instagram
 Text message

Take the survey

Stand with PAN Donate

Follow PAN on social media:

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PAN Foundation Donate

<FirstName>, [If no first name, use: Friend,] thank you for telling us you'd like to know more about the PAN Foundation.

Our mission is to help underinsured people with life-threatening, chronic, and rare diseases get the medications and treatments they need by assisting with their out-of-pocket costs and advocating for improved access and affordability. PAN grants are available for a wide range of medical conditions and never need to be repaid.

As an independent, national 501(c)(3) organization partnering with generous donors, healthcare providers, and pharmacies, we're helping people manage their conditions and focus on improving their quality of life.

We invite you to:

- Stay up-to-date with the [latest news](#)
- See why you can trust PAN with our [ratings and awards](#)
- Read [inspiring stories](#) of PAN grant recipients
- Check out our [annual reports and financial information](#)

Thanks again for your interest in PAN. I hope you'll join us on the journey to better access for all!

With gratitude,

 Leena Patel
 Vice President of Development

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PAN Foundation Donate

How can we help you?

Dear <First Name>, [If no first name, use: Dear Friend,]

Thank you for getting in touch! It's always exciting to make new friends, and we value everyone who chooses to join us on the journey to better healthcare access for all.

Today's healthcare system is complex and challenging. That's why the PAN Foundation is dedicated to not only helping more people afford the care they need, but also providing answers and guidance to navigate the system more confidently.

I wanted to send you some links to a few of our most helpful resources. Here's where to go if you need to:

- Apply for a PAN Foundation grant or get more information about managing a grant. [Click here.](#)
- Talk to your healthcare provider about **reducing your out-of-pocket costs.** [Click here.](#)
- Get tips on **reducing prescription costs.** [Click here.](#)
- Raise your voice for healthcare reform with our advocacy tips. [Click here.](#)

I hope these resources will be useful to you, and please feel free to share them with family and friends. We're all in this together, and we can all use a helping hand.

With gratitude,

 Leena Patel
 Vice President of Development

Stand with PAN Donate

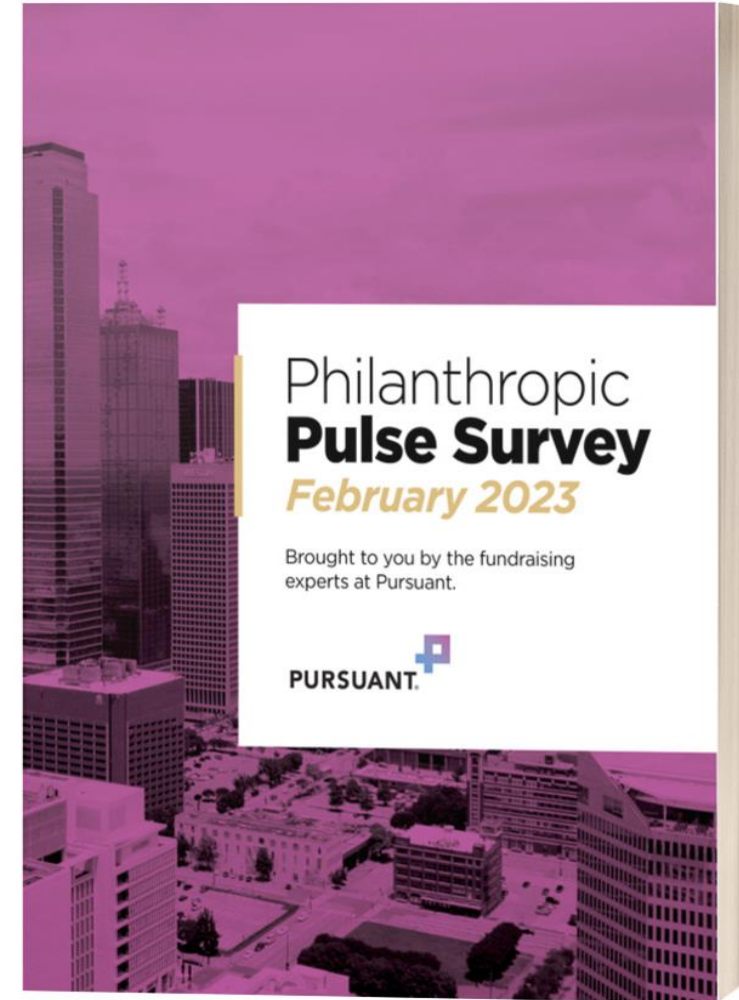
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Free Resource

Pursuant Philanthropic Pulse Survey 2023 Report

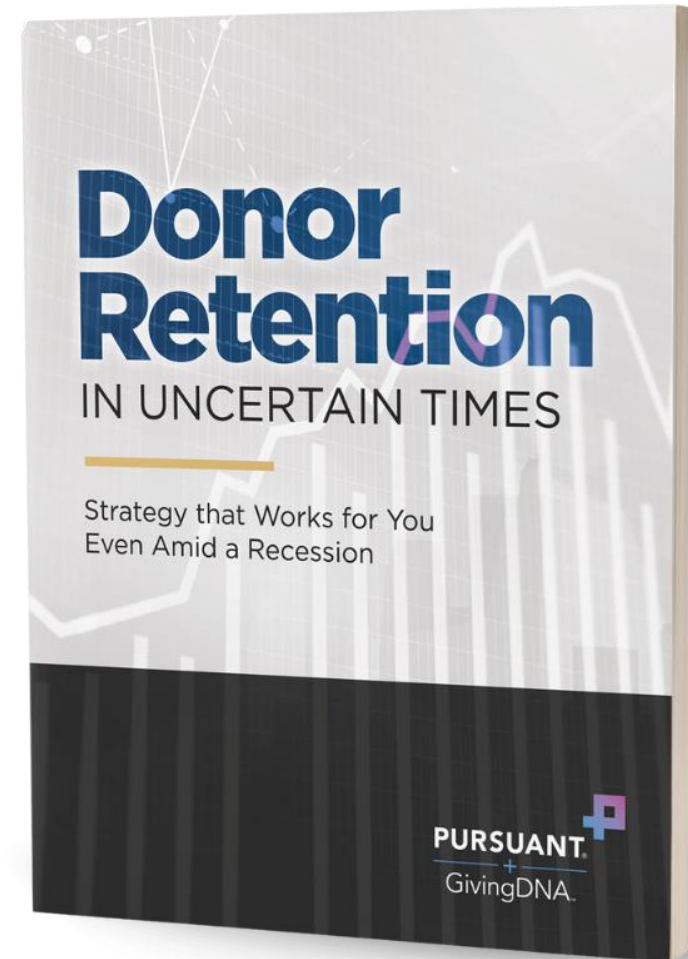
Download
Now



Free Resource

Donor Retention In Uncertain Times eBook

Download
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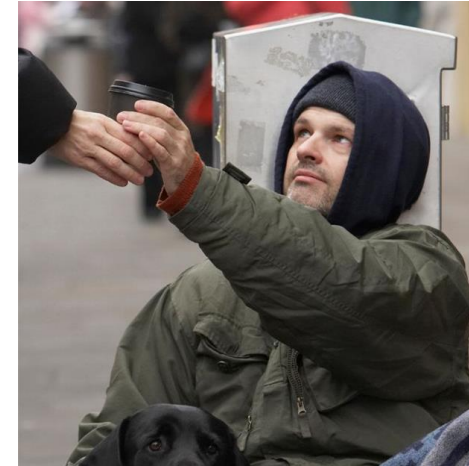
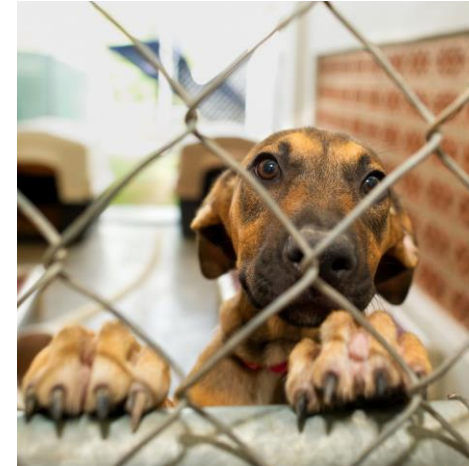


Q&A.



THANK YOU!

Please stick around for the survey that will launch once this webinar concludes.



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