Creative Integration from Direct Mail to Digital





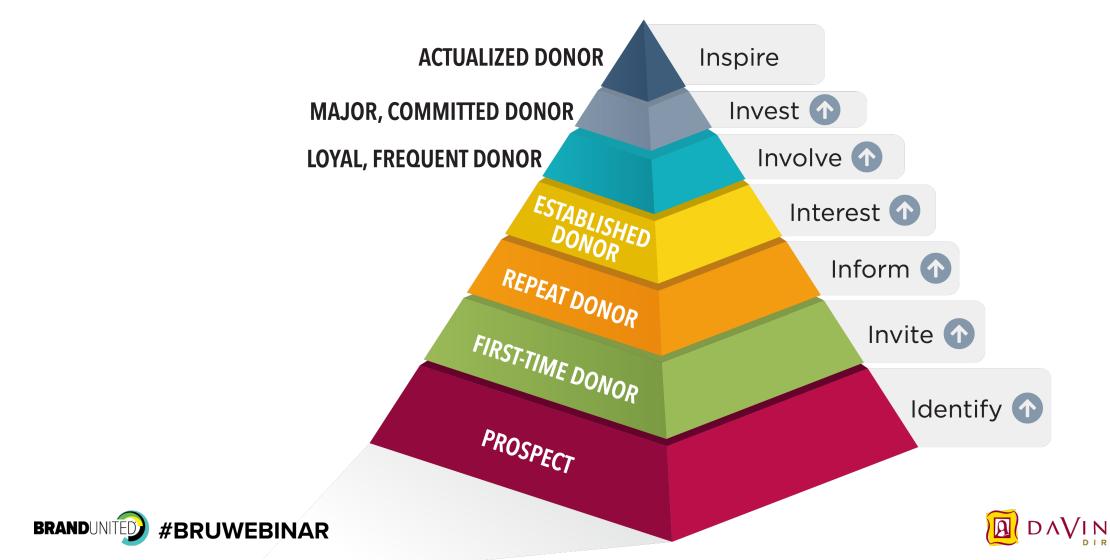


Today's Fundraising Programs Are Still Built Upon Classic Fundraising Principles





Building a Foundation: the Classic Donor Pyramid



The Pareto Principle or 80/20 Rule

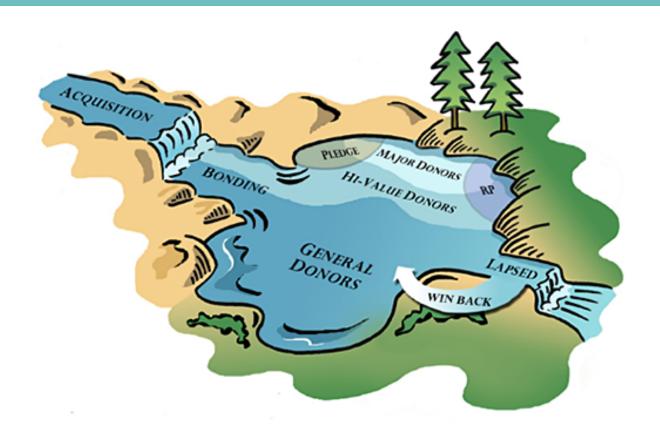
20% of Donors Provide







The Donor Journey



From Jeff Brooks' "Future Fundraising Now" blog. (Created by Mark Oehlschlaeger at the Domain Group.)





Who is your donor today — and how does she give?

Most online donors are from Gen X and Millennial demographic

They give via website, email, peer-to-peer & social media

It's growing. 2019 Giving Tuesday raised \$511 million – a 28% increase!



The Matures, age 75+, are the most generous generation

The Baby Boomers segment (age 56 - 74) represent 1/3 of all adults who give & contribute 43% of all dollars donated

Direct mail is still the channel of choice for older donors, but some some give online as well

Source: Blackbaud, "The Next Generation of American Giving"

How fast is digital growing?

Blackbaud's 2019 Charitable Giving Report:

- Digital is growing faster than any other channel, with a 10% increase in online giving since 2017, while overall giving increased by 5%
- Revenue generated online reached a record high in 2019, but still only accounts for 8.7% of overall fundraising revenue (excluding grants)
- 18% percent of total online giving took place in December
- 26% of online transactions were made via a mobile device





Direct Mail is still the Cornerstone of most Fundraising Programs

- Direct mail still drives more than 90% of revenue for most clients, excluding major gifts, grants and special events
- It's how older donors the Matures & Baby Boomers prefer to give
- Channel integration is important as digital fundraising grows, and organizations strive to cultivate younger & multichannel donors
- It's all about donor choice!
- Give people the ability to give how and when they prefer
- YES, charitable giving is changing but some things <u>never</u> change





In ALL media, fundraising success is driven by:

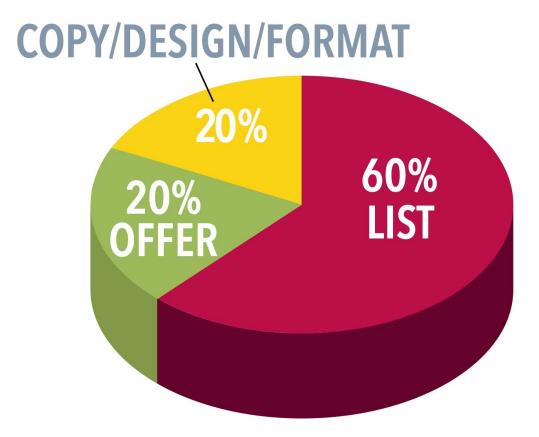
- A Solid Strategic Plan
- Effective List/media planning and donor segmentation
- A Strong Offer one that is simple and specific
- Compelling copy with good storytelling but don't just tell the happy ending
 - Present a problem that the donor can solve by giving!
 - Make a hard ask be specific and urgent
- Use effective visuals that attract and persuade





What drives response?

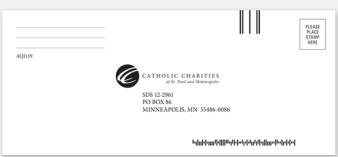
List is the most important factor... followed by offer and creative.

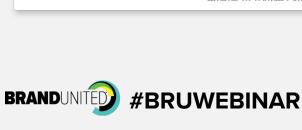




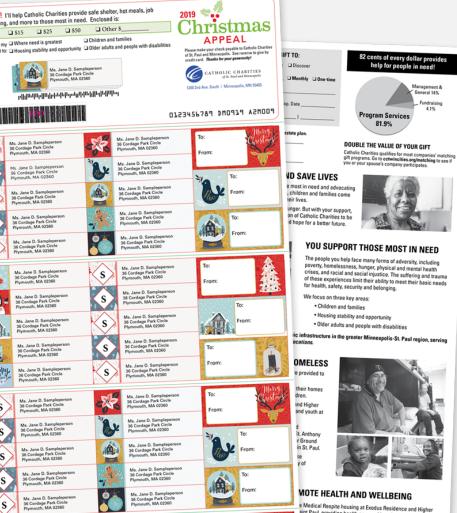














Christmas **APPEAL** GIVE HOPE

From presents for a child, to a hot meal and safe shelter, you can GIVE HOPE to those feeling the pain of hunger and homelessness at Christmas.

November 2019



Dear Friend,

You're busy, I know. It's that time of year!

But I hope you can take a moment right now ... pull away from the hustle and bustle ... and quietly contemplate the true meaning of Christmas.

It isn't really just about festive trees and decorations, or fine feasts and expensive presents. But it is about gifts. It's about how we share our gifts with those most in need.

You and I can give the gift of hope. In fact, hope is the greatest gift you can give this Christmas season.

There are people in need, right here in our community, who are feeling hopeless. Some lack the basic necessities of life - food, clothing, safe and stable shelter. For these neighbors of ours, hope is

I invite you to change that, in a beautiful way, by taking part in our 2019 Christmas Appeal.

I believe that helping others is important to you, especially right here in our community. And through Catholic Charities, you can change lives by your generosity and compassion. I urge you to be generous today, if at all possible, by giving a gift of \$15, or perhaps \$25, maybe even \$50 or more, during our crucial 2019 Christmas Appeal.

As you do, you'll give the gift of hope.

Thanks to your generosity, an elderly man will have the comfort of a nutritious holiday meal, surrounded by the warmth and safe shelter of Dorothy Day Place. A child will celebrate Christmas at St. Joseph's Home for Children, a safe place for children to go when they're in danger in their homes.

1200 Second Avenue South | Minneapolis, MN 55403 | www.cctwincities.org/hope













From presents for a child, to a hot meal and safe shelter, you can GIVE HOPE to those feeling the pain of hunger and homelessness at Christmas.



November 2019









Dear < Primary Salutation>,

You're busy, I know. It's that time of year!

But I hope you can take a moment right now ... pull away from the hustle and bustle ... and quietly contemplate the true meaning of Christmas.

It isn't really just about festive trees and decorations, or fine feasts and expensive presents. But it is about gifts. It's about how we share our gifts with those most in need.

You and I can give the gift of hope. In fact, hope is the greatest gift you can give this Christmas season.

There are people in need, right here in our community, who are feeling hopeless. Some lack the basic necessities of life — food, clothing, safe and stable shelter. For these neighbors of ours, hope is in short supply.

I invite you to change that, in a beautiful way, by taking part in our 2019 Christmas Appeal.

You have shown that helping others is important to you, because you've been such a good friend to Catholic Charities. You've changed lives, through your generosity and compassion. I urge you to be generous again today, if at all possible, by renewing your past gift of S(PG), or perhaps increasing it to S(UP1), maybe even \$(UP2) or more, during our crucial 2019 Christmas Appeal.

As you do, you'll give the gift of hope.

I know this, because I've seen what your compassion has accomplished in the past. Thanks to your generosity, an elderly man will have the comfort of a nutritious holiday meal, surrounded by the warmth and safe shelter of Dorothy Day Place. A child will

1200 Second Avenue South | Minneapolis, MN 55403 | www.cctwincities.org/hope

Christmas at St. Joseph's Home for Children, a safe place for children to go when they're in

d go on, but I think you can see the power of your generosity in action.

You're turning hopelessness into hope. I see it every day, in the faces of those you're helping. I hear it in their words of gratitude and joy ...

sober because of Catholic Charities," Brad declares, beaming with confidence.

have changed my life!" says Debbie.

azing how far I've come since I got here," says young Catherine.

hadn't had faith in me, I'd still be out there" on the streets, Arthur says.

more like I'm at home than in a shelter," Charles says. "People really care."

a working mother of three, agrees. "It's such a blessing to know that other people do care

cing about you!

pport of caring friends like you, Catholic Charities is the largest comprehensive social t in the greater Minneapolis-St. Paul region, serving thousands of people through 36

ar, with your generous support, Catholic Charities provided more than 475,000 nights of er and served over one million meals to those living in poverty. Thank you!

dible volunteers gave more than 146,000 hours of service, and nearly 6,000 community d on behalf of those most in need. Catholic Charities is fortunate to be part of such a

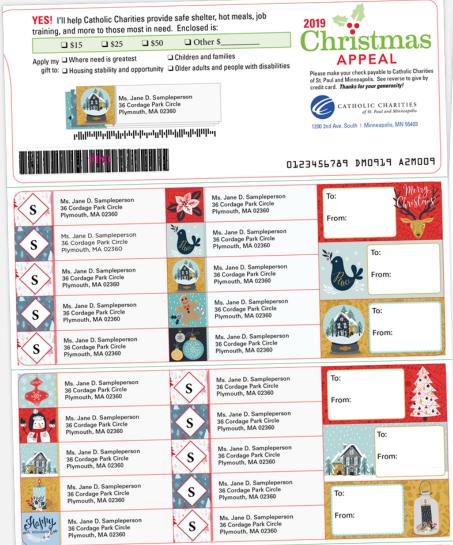
Give Hope again today, with a generous gift to our 2019 Christmas Appeal. Thank d in this busy season, I wish you peace!

President & CEO

el Energy have offered us a \$50,000 gift, challenging you to increase your giving — so we can raise an additional \$50,000 by December 31! Please be as generous







I WOULD LIKE TO CHARGE MY GIFT TO: ☐ Visa ☐ MasterCard ☐ American Express ☐ Discover ☐ Monthly ☐ One-time Name Acct. Number Exp. Date Signature ☐ Please contact me about including Catholic Charities in my estate plan. ☐ Keep me updated on the life-changing work I support:



DOUBLE THE VALUE OF YOUR GIFT

Catholic Charities qualifies for most companies' matching gift programs. Go to cctwincities.org/matching to see if you or your spouse's company participates.

YOUR GIFT HELPS CHANGE LIVES AND SAVE LIVES

Founded in 1869, Catholic Charities has been serving those most in need and advocating for justice in our communities for 150 years. Men, women, children and families come to Catholic Charities during some of the hardest times in their lives.

They face the darkness of abuse, illness, homelessness, hunger. But with your support, they do not have to face it alone. Simply put, it is the mission of Catholic Charities to be there in those darkest, hardest moments to provide help and hope for a better future.









YOU SUPPORT THOSE MOST IN NEED

The people you help face many forms of adversity, including poverty, homelessness, hunger, physical and mental health crises, and racial and social injustice. The suffering and trauma of these experiences limit their ability to meet their basic needs for health, safety, security and belonging.

We focus on three key areas:

- Children and families
- · Housing stability and opportunity
- Older adults and people with disabilities

Today, Catholic Charities is a critical part of the social and civic infrastructure in the greater Minneapolis-St. Paul region, serving housands of people through 36 different programs at over 17 locations.

OU PROVIDE SAFE SHELTER FOR THE HOMELESS

fore than 533,000 nights of housing and emergency shelter were provided to ose in need last year, including:

- Emergency shelter and support for children removed from their homes and entering child protection at St. Joseph's Home for Children.
- Emergency shelter for adults at Higher Ground Saint Paul and Higher Ground Minneapolis, families at the Family Service Center and youth at Hope Street for Homeless Youth.
- Permanent, supportive housing at places like Higher Ground



Catholic Charities — Christmas Email Campaign







Catholic Charities Christmas Digital Ad Campaign











Catholic Charities Christmas Facebook Ad Campaign









Catholic Charities Christmas Lightbox







Catholic Charities — Multichannel Christmas Appeal Campaign

- The DM Renewal pulled 8% Response Rate; \$47.37 Average Gift
- Additionally the Email Series generated 332 gifts and raised \$55k!
- The Facebook ads covered 65,000 paid impressions at a cost of \$2,200.
- The Facebook ads generated 93 gifts and raised \$53,800! The Average Gift was \$578.50.
- FY20 Online Revenue was up 96% from FY19

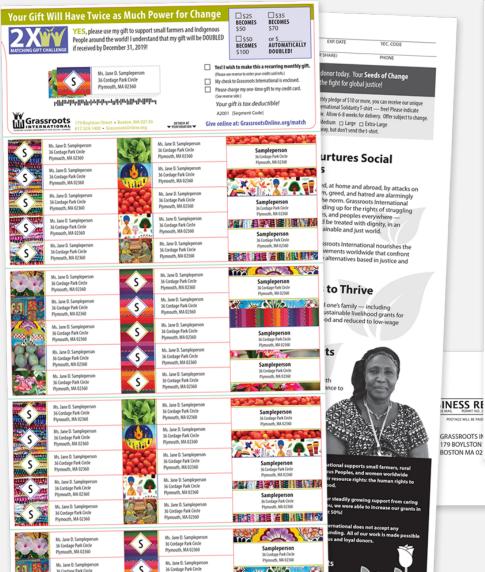




Grassroots International Multichannel November Acquisition











Your support of Grassroots International empowers activists around the world protecting people and the planet!

November 2019

Dear Friend,

If you are a person who believes in the hope of a better world, the assault on basic rights and values going on in Washington and around the world right now is distressing in the extreme.

That's why, although there is never a <u>bad</u> time to announce a **Matching Gift Challenge**, right now is an especially <u>powerful</u> time for people like you to take advantage of this one.

I hope you'll join us in our unique mission.

Grassroots International works around the world and here in the U.S. to support human rights and climate justice through grant making and advocacy. And we connect people like you who care with global movements solving the root causes of poverty and climate change climate or the control of t

We've just been given a Matching Gift Challenge. So if you send a gift of \$25 today, it will double in value to become \$50... \$35 will become \$70... and \$50 will become \$100. Any amount you send between now and December 31, 2019 will be doubled up to \$30,000 by the challenge fund, and it will have twice as much power to change the world.

And I think you would agree that we need extra power for good right now.

Across the globe in recent months, we see signs of devastation caused by climate change, unprecedented flooding, deadly monsoons, wildfires roaring through drought-weary lands.

Equally tragic is the rise in authoritarianism and fascism fostered by the greedy and the power-hungry in the name of nationalism and economic development. Peasant massacres, violent threats against social movement leaders and abuse of political prisoners are becoming the norm across the globe.

(over, please)

179 Boylston Street • Boston, MA 02130 • 617.524.1400 • GrassrootsOnline.org

գլինդիկիկիկի վիրակիսորկին բանկիկիկին







Grassroots International Multichannel November Acquisition

"Grassroots International gives people around the world a path for creative resistance and positive change." — Howard Zinn



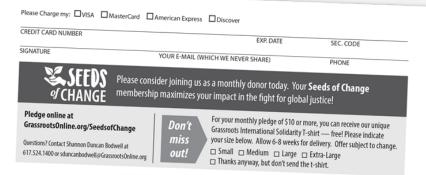






Grassroots International Multichannel November Acquisition









Your Gift Nurtures Social Movements

Today we are challenged, at home and abroad, by attacks on democracy. Overt racism, greed, and hatred are alarmingly close to becoming the norm. Grassroots International is committed to standing up for the rights of struggling families, communities, and peoples everywhere — to survive, thrive, and be treated with dignity, in an environmentally sustainable and just world.

Your donation to Grassroots International nourishes the progressive social movements worldwide that confront oppression and create alternatives based in justice and human rights.

Your Gift Empowers Communities to Thrive

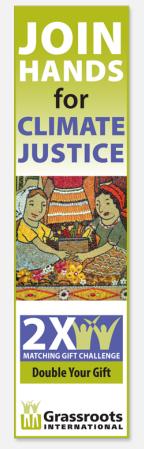
The ability to provide food and a healthy environment for oneself and one's family — including future generations — is fundamental for a dignified life. We provide sustainable livelihood grants for communities that have been pushed away from growing their own food and reduced to low-wage rural workers.

Your Gift Defends the Human Rights of People Everywhere

When social activists push for change, powerful interests often react with violence and criminalization of activists. Our grants provide legal assistance to protect civil, legal, and human rights.



Grassroots International — Digital Ad Campaign





























Grassroots International — Integrated Campaign

- 2019 Integrated campaign incorporated both print & digital media
- The digital campaign was designed to support the direct mail, and utilized digital display ads, Facebook, and Instagram ads
- With the coordinated display platform, DM recipients were matched to their online profiles and their IP addresses were targeted with a digital ad. The mail file was also synced with the Facebook and Instagram platforms in order to create more touchpoints with the target audience and create a lift in revenue.
- 2019 Campaign increased revenue over prior year by more than 30%



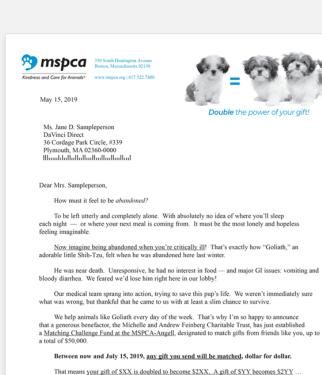


MSPCA Challenge Match — Direct Mail Package #1









and your very generous gift of SZZ will make \$2ZZ available to fund critically important animal

This opportunity for you to double your gift means a lot to us. Our budget is stretched to the

absolute limit once again to meet animals' ever-present needs. When a dog like Goliath comes our way,

rescue, rehabilitation, adoption, and medical treatment programs.

we need to be able to respond immediately!

m) spca | Family. Support the ones you love.





(over, please)

Email Test Single Button vs. Multiple, plus Banner and Lightbox

View this message on our website. Challenge

Double Your Donation!

Dear Ms. Sampleperson.

How must it feel to be abandoned? To be left utterly and completely alone. With absolutely no idea of where you'll sleep each night — or where your next meal is coming from. It must be the most lonely and hopeless feeling

That's exactly how "Goliath," an adorable little Shih-Tzu, must have felt when he was abandoned on a cold, winter's day. And he was so sick... lethargic, vomiting, and suffering from bloody diarrhea. Fearing for his life, our medical team sprang into action.

We help animals like Goliath every day of the week. That's why I'm so happy that our benefactor, the Michelle and Andrew Feinberg Charitable Trust, has established a Challenge Match Fund, designated to match gifts from friends like you, up to a total of \$50,000. Between now and July 15, 2019, any gift you send will be matched, dollar for dollar.



Your gift can be a life-saver for animals like Goliath! Our veterinarians quickly diagnosed him as malnourished, dehydrated and severely hypoglycemic. We started him on fluid therapy and treated him for worms. We nursed him back to full health, and found him a loving home.

We urgently need your help to care for the next sick or abused animal that comes through our doors! Please don't let this Challenge Match opportunity pass you by. The animals really need you!

With my deepest thanks,



\$35=\$70 **>>**

Dear Ms. Sampleperson,

\$50=\$100 **>>**

How must it feel to be abandoned? To be left utterly and completely alone. With absolutely no idea of where you'll sleep each night — or where your next meal is coming from. It must be the most lonely and hopeless feeling imaginable.

\$100=\$200 **>>**

That's exactly how "Goliath," an adorable little Shih-Tzu, must have felt when he was abandoned on a cold, winter's day. And he was so sick ... lethargic, vomiting, and suffering from bloody diarrhea. Fearing for

his life, our medical team sprang into action.

Other Amount!

We help animals like Goliath every day of the week. That's why I'm so happy that our benefactor, the Michelle and Andrew Feinberg Charitable Trust, has established a Challenge Match Fund, designated to match gifts from friends like you, up to a total of \$50,000. Between now and July 15, 2019, any gift you send will be matched, dollar for dollar.

MATCH MY GIFT!

Your gift can be a life-saver for animals like Goliath! Our veterinarians quickly diagnosed him as malnourished, dehydrated and severely hypoglycemic. We started him on fluid therapy and treated him for worms. We nursed him back to full health, and found him a loving home.

We urgently need your help to care for the next sick or abused animal that comes through our doors! Please don't let this Challenge Match opportunity pass you by. The animals really need you!







MSPCA Challenge Match — Integrated Campaign

- Campaign included 2-part direct mail series, 4 emails & Lightbox
- We doubled the number of emails from 2018 prior & added Lightbox
- Direct Mail series generated 5,360 gifts totaling \$270,537
- Email campaign generated nearly \$20,000.
- The email w. multiple "donate" buttons beat the email w. single button
- Lightbox generated 227 gifts totaling \$38,210
- TOTAL RAISED In CAMPAIGN: \$332,670
- This was an increase of nearly 50% over 2018 total





Framing Offers with "Branded" Appeal Themes

- "Challenge Match," "Holiday/Christmas Appeal" and "Annual Fund" are classic "Pillar" appeals that work, both offline & online
- Create a unique look with Appeal Logos and Design
- Position your strongest offers and stories in your most productive slots: October, November & December.
- Thanksgiving and Holiday are two of the strongest appeals for Q3
- January & February are effective for Annual Fund Appeals
- Challenge Match is always effective, but especially at Year-End





Promote Monthly Giving across Multiple Channels

(Donor City) Drive

🞮 mspca 👑

******** *********



Consider a planned gift



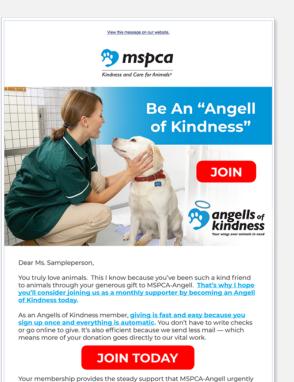
Yes! I want to increase my monthly support

to help save animals from abuse and neglect:









· Rescue and rehabilitate homeless animals

· And so much more!

With my deepest thanks,

Carter Luke, President

Particule

· Advocate for the humane treatment of animals

Any donation is meaningful — even as little as \$10 per month!

• Find them loving forever homes through our adoption centers Provide lifesaving medical care to sick and injured animals • Support our Law Enforcement Team to fight animal cruelty

P.S. Please join today to make sure you don't forget the animals who

MSPCA "Angells of Kindness" — Email Invite and Upgrade Offer



Dear Ms. Sampleperson,

You truly love animals. This I know because you've been such a kind friend to animals through your generous gift to MSPCA-Angell. That's why I hope you'll consider joining us as a monthly supporter by becoming an Angell of Kindness today.

As an Angells of Kindness member, giving is fast and easy because you sign up once and everything is automatic. You don't have to write checks or go online to give. It's also efficient because we send less mail — which means more of your donation goes directly to our vital work.

JOIN TODAY

Your membership provides the steady support that MSPCA-Angell urgently needs to:

- Rescue and rehabilitate homeless animals
- Find them loving forever homes through our adoption centers
- Provide lifesaving medical care to sick and injured animals
- Support our Law Enforcement Team to fight animal cruelty
- Advocate for the humane treatment of animals



Dear Ms. Sampleperson,

Your membership in the MSPCA-Angell's monthly sustainer program puts you in elite company! As one of our "Angells of Kindness," your love and support helps to:

- · Rescue and rehabilitate homeless animals.
- · Find them loving homes through our adoption centers.
- · Provide lifesaving medical care to sick and injured animals.
- Support our Law Enforcement Team to fight animal cruelty.
- Advocate for the humane treatment of animals, and more!

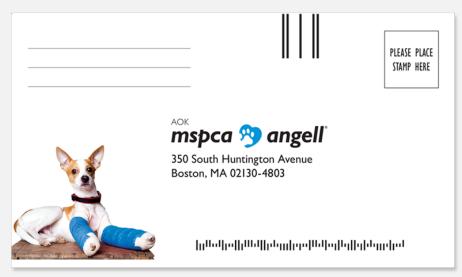
It seems that lately, we've been getting pets with serious medical issues. This care is expensive, and I wonder if you'll consider increasing your monthly commitment to our Angells of Kindness program.

Any increase you can afford will be most appreciated, and if you cannot give more, I totally understand. As a member of **Angells of Kindness**, you give animals a second chance at life. **Please call Raffaella Torchia at 617 541-5011 to upgrade now!**

With my deepest thanks,

heal frigad

Promote Monthly Giving in "Thank-You" & New Donor Welcome





Name				
Address				
City			ST	Zip
☐ Charge my: ☐ Visa	☐ MasterCard ☐ A	merican Express	☐ Discover	
NAME				
ACCT. NUMBER		EXP. DATE		
ACCT. NUMBER		EXP. DATE PHONE		
		PHONE		



MSPCA — "Angells of Kindness" Monthly Giving Campaign

- Monthly giving has been promoted aggressively in direct mail and digital programs for the past three years
- Existing monthly donors are now asked to upgrade their giving, both in direct mail and email
- In FY18, there were 52 new Angells of Kindness monthly donors
- In FY19, there were 115 new Angells of Kindness monthly donors, representing \$30K year in gifts
- In FY20, as of June, we have 177 new monthly donors, representing \$50K year in gifts





MSPCA — #GivingTuesday Email Campaign



Dear Ms. Sampleperson,

I'm writing to remind you that #GivingTuesday is coming up! MSPCA is proud to take part in this global movement, a day of giving back during the

Let's make #GivingTuesday a special time for the animals — who give us so much love and ask so little in return. Best of all, your gift will double in value to help local animals right here in our community

Your gift will be matched, dollar for dollar, up to a total of \$50,000. Your support will go twice as far to provide food, shelter, medical care — and lots of love - to all the lost, abused, and abandoned animals who come through our doors.



Please plan on remembering our animal friends on #GivingTuesday. Then spread the word and share this message with friends and family

With my deepest thanks,



Carter Luke President

P.S. Of course you don't have to wait until #GivingTuesday to help us care for the animals. Make a gift right now, and it will be MATCHED up to a total of \$50,000

MSPCA-Angell 350 South Huntington Ave., Boston, MA 02130 | 617 522-7400 | http://www.mspca.org/

The Mission of the Massachusetts Society for the Prevention of Cruelty to Animals is to protect animals, relieve their suffering, advance their health and welfare, prevent cruelty, and work for a just and compassionate society.

The MSPCA-Angell is a private, non-profit organization. It does not receive any government funding nor is it funded or operated by any national humane organization. The MSPCA-Angell relies solely on the <u>support and contributions</u> of individuals who care about animals.

FOLLOW US:



Privacy Policy | Donate | Forward to a friend | Visit our website | Unsubscribe



Dear Ms. Sampleperson,

Tuesday, December $3^{\rm rd}$ is #GivingTuesday — a time to join with your fellow animal lovers in support of the MSPCA. And today your gift will double in value to help local animals right here in our commu

Your gift will be matched, dollar for dollar, up to a total of \$50,000. Your support will go twice as far to provide food, shelter, medical care - and lots of love — to all the lost, abused, and abandoned animals who come through

Your gift to MSPCA this #GivingTuesday will help us save animals like:

- Kitty and Leila, who are cat and dog "best friends" and surrendered to us in the same pet carrier! We kept them together in a room apportioned just for them, breaking with the MSPCA's traditional housing protocol. We were determined not to separate Kitty and Leila and now they share the same, loving adoptive home!
- Arvin, a handsome German Shepherd, was the victim of a terrible hoarding case, one of more than 25 animals struggling to survive. He was emaciated, dehydrated and disease-ridden, but we nursed him back to health - and found him a new loving family.
- · Samosa, a sweet-tempered young cat, was severely injured with fractures to her right elbow as well as her pelvis. Our veterinarian diagnosed a serious and unusual "avulsion" fracture of Samosa's leg, in addition to anemia, internal bleeding and generally poor condition. Emergency surgery by our Angell Animal Medical Center team saved this lucky kitty's life.

We take in needy animals every day, and you can help us prevent their suffering! Please consider supporting us in our efforts to protect the animals in Massachusetts by giving between now and the 27th, when your gift will go twice as far!

With my deepest thanks.



Carter Luke, President

P.S. #GivingTuesday ends at midnight Tuesday night, so don't delay! Have your gift MATCHED up to a total of \$50,000. Thank you!

MSPCA-Angell 350 South Huntington Ave., Boston, MA 02130 | 617 522-7400 | http://www.mspca.org/

The Mission of the Massachusetts Society for the Prevention of Cruelty to Animals is to protect animals, relieve their



Privacy Policy | Donate | Forward to a friend | Visit our website | Unsubscribe



Today is #GivingTuesday — a time to join with your fellow animal lovers in support of the MSPCA. And today your gift will double in value to help local animals right here in our community

Your gift will be matched, dollar for dollar, up to a total of \$50,000. Your support will go twice as far to provide food, shelter, medical care - and lots of love — to all the lost, abused, and abandoned animals who come through our doors

Double My Gift!

This may be the best deal you'll see all day! Please make a gift now that will have TWICE the impact — for all the homeless and hurting animals who need rescue and rehabilitation right now! Then spread the word and share this message with friends and family.

With my deepest thanks,



Carter Luke, President

P.S. #GivingTuesday ends at midnight tonight — just a few hours away so don't delay! Have your gift MATCHED up to a total of \$50,0 Thank you!



MSPCA-Angell 350 South Huntington Ave., Boston, MA 02130 | 617 522-7400 | http://www.mspca.org/

The Mission of the Massachusetts Society for the Prevention of Cruelty to Animals is to protect animals, relieve their suffering, advance their health and welfare, prevent cruelty, and work for a just and compassionate society.

The MSPCA-Angell is a private, non-profit organization. It does not receive any government funding nor is it funded or operated by any national humane organization. The MSPCA-Angell relies solely on the <u>support and contributions</u> of individuals who care about armals.

FOLLOW US:

MSPCA — #GivingTuesday Lightbox & Donation page Banners











MSPCA — #GivingTuesday Campaign

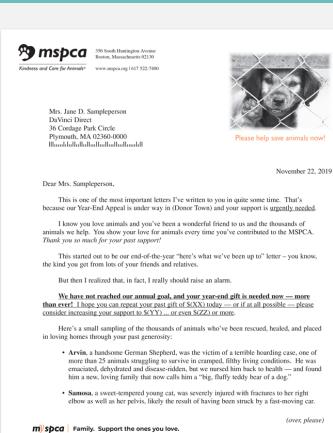
- Campaign included a 4-part email series & Lightbox
- We doubled the number of emails from 2018 AND added Lightbox
- Adding these digital components boosted revenue in 2019 by nearly 60% over 2018
- Lightbox alone added more than \$20,000 in additional income.



Test an URGENT Year-End Campaign







19RN9 AFOO







Create Matching Digital: Email, FB & Donation Page Banner



Dear Ms. Sampleperson,

We have not reached our annual goal, and your year-end gift is needed now — more than ever! Your gift to MSPCA will help us save animals like:

- Arvin, a handsome German Shepherd who was the victim of a terrible hoarding case, one of more than 25 animals struggling to survive in cramped, filthy living conditions. We rescued him just in time!
- Samosa, a sweet-tempered young cat, who was severely injured with fractures to her right elbow as well as her pelvis, likely the result of having been struck by a fast-moving car. Emergency surgery by our Angell Animal Medical Center team saved her life!
- Kitty and Leila, who are cat and dog "best friends," and were surrendered to us in the same pet carrier! We kept them together in a room apportioned just for them, breaking with the MSPCA's traditional housing protocol. We were determined not to separate Kitty and Leila and now they share the same, loving adoptive home!

All of these animals — and thousands more — found kindness and care at the MSPCA.





MSPCA --- Urgent Year-End Renewal Campaign

- Campaign included direct mail, email and donation page banner
- Direct Mail package raised \$160,425
- URL on direct mail package generated 87 gifts totaling \$6,165
- Email generated 55 additional gifts totaling \$5,961





Repetition is important! This YE Email Campaign had 7 iterations



Dear Ms. Sampleperson.

I have exciting news! A generous benefactor, who prefers to remain anonymous, has launched a \$50,000 Matching Gift Challenge — and is challenging us to match that amount with gifts from friends like you.

That means any gift you send before the end of the year will be matched, dollar for dollar, up to \$50,000 to help us rescue and rehabilitate abused and abandoned animals, and provide them with food, shelter, medical care - and lots of love!

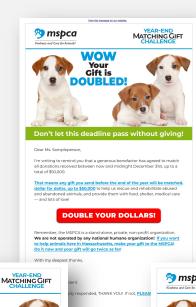
DOUBLE YOUR DOLLARS!

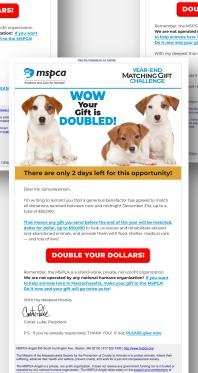
Remember, the MSPCA is a stand-alone, private, non-profit organization. We are not operated by any national humane organization! If you want to help animals here in Massachusetts, make your gift to the MSPCA! Do it now and your gift will go twice as far!

With my deepest thanks,

P.S. This Matching Gift opportunity ends soon. Please make a gift today that will double in value.

MSPCA-Angell 350 South Huntington Ave., Boston, MA 02130 | 617 522-7400 | http://www.mspca.org/







Your

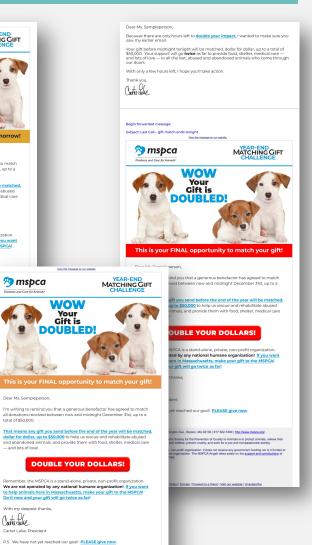
Gift is

total of \$50,000

With my deepest thanks

Carter Luke, President

(Instru Like





🤭 mspca

Conta Sale

MSPCA Year End — Matching Facebook & Donation Page Banner











MSPCA — Year End Digital Campaign

- This campaign was digital only no direct mail
- 7 emails were deployed between December 16 and December 31
- 2 emails deployed on 31st, and the 2nd used "forwarding technique"
- It says, "Because there are only hours left to DOUBLE YOUR GIFT, I
 wanted to make sure you saw my earlier email... don't miss out"
- Email Series produced 19 gifts of \$1,000-\$5,000 generating \$33,750!
- Lightbox produced 22 gifts of \$1,000-\$10,000 generating \$44,620!
- Total digital campaign raised nearly \$190,000!





Digital Acquisition & Cultivation





Creating and Cultivating New Online Audiences

- NPO's can grow their online file via a number of different strategies: Google Grant, Care2 buy, third party e-appends, sign up for updates in direct mail packages and on Website, etc.
- Make it easy to make an online gift, and especially a monthly gift, by limiting the number of clicks it takes to do so
- Use co-targeting to enhance acquisition results
- To keep these prospects on your file and pave the way for conversion, we must develop compelling offers that drive engagement and generate affinity







Together, we can ensure that no one goes hungry.



Welcome to the Food Bank Family!

Dear (Jane)

Thank you so much for your interest in the Rhode Island Community Food Bank's vital mission to alleviate hunger in Rhode Island.

Our caring community of supporters helps struggling Rhode Islanders receive food assistance through our statewide network of food pantries, meal sites, shelters, youth programs, senior centers and other member agencies. Together, we feed 53,000 hungry Rhode Islanders every month!

Learn More

Please be on the lookout for our eNewsletter, Fresh News — and invitations to upcoming events. You can also take part in our caring community by following us on Facebook and Instaaram. Once again, I welcome you to the Food Bank family, and thank you for embracing our goal to end hunger in Rhode Island.

Sincerely

Andrew Still

Andrew Schiff Chief Executive Officer



© 2018 Rhode Island Community Food Bank

Make a Gift

200 Niantic Avenue Providence, RI 02907



Together, we can ensure that no one goes hungry.



"I rely on the food pantry when times are tight."

Dear (Jane),

Her name is Sarah, and she's like you and me except she's fallen on hard times that make it difficult for her to feed her children. As a parent, I know that's a basic need you always feel you must fulfill. It hurts to know you can't do it. And it can make you feel like less of a parent....

Sarah is raising four children — three of whom are under the age of 5. Thanks to friends like you, Sarah gets food assistance from a food pantry in Woonsocket, a member agency of the Food Bank.

"My three-year-old loves blueberries, grapes and watermelons," Sarah says." I could never afford them at the supermarket but here I can get them for free. I like knowing I'm giving my family healthy, good food. The programs here teach me to make better choices in what we eat without spending a lot of money."

One-third of the clients served by Food Bank member agencies are children under the age of 18. Children need good nutrition to grow and learn properly, and with your help, Sarah's kids are getting it.

Sincerely,

Andrew Still

Andrew Schiff Chief Executive Officer

P.S. You and the Food Bank provide a lifeline for Sarah and her family, Please make a gift today!



© 2018 Rhode Island Community Food Bank



Donate Now!



Your gift doubles in value!

Dear (Jane),

Too many families in our area must worry about how to put enough food on the table — and still be able to pay the rent and keep the lights on. Finding food is an ongoing source of stress and despair.

The Food Bank needs your support to relieve that stress — and help struggling families receive food assistance through our statewide network of food pantries, meal sites, shelters, youth programs, senior centers and other member agencies.

Now, during our End Hunger Challenge, your gift can feed twice as many hungry Rhode Islanders!

Double My Gift!

Your gift of \$50 will be doubled to \$100 during this Challenge. A generous gift of \$100 will become \$200. And if you could possibly send \$150, it will be worth \$300 to provide nutritious food for families in need. In fact, any gift you send will be doubled, up to a total of \$25,000.

Please don't miss out on this opportunity to make a gift that goes twice as far! Let's End Hunger in Rhode Island!

Sincerely

Andrew Still

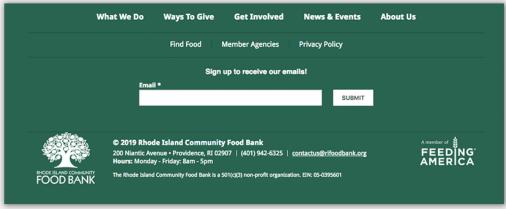
Andrew Schiff



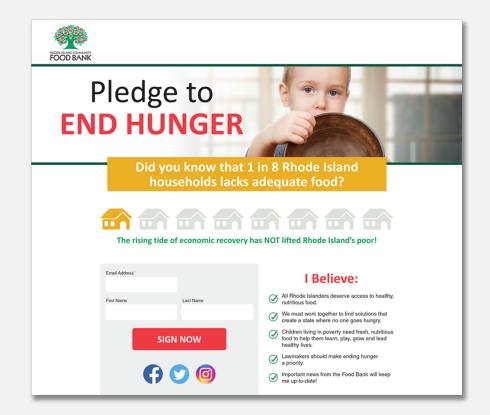
© 2018 Rhode Island Community Food Bank

Lightbox and Website Footer





Google Grant



Rhode Island Community Food Bank: RI Food Bank

[Ad] https://rifoodbank.org/donate •

The **Food Bank** acquires food & funds through donations and distributes healthy food to people in need through a network of pantries, meal sites and shelters.





Together, we can ensure that no one goes hungry.



Welcome to the Food Bank Family!

Dear (Jane)

Thank you so much for your interest in the Rhode Island Community Food Bank's vital mission to alleviate hunger in Rhode Island.

Our caring community of supporters helps struggling Rhode Islanders receive food assistance through our statewide network of food pantries, meal sites, shelters, youth programs, senior centers and other member agencies. Together, we feed 53,000 hungry Rhode Islanders every month!

Learn More

Please be on the lookout for our eNewsletter, *Fresh News* — and invitations to upcoming events. You can also take part in our caring community by following us on <u>Facebook</u> and <u>Instagram</u>. Once again, I

Results:

- 160+ sign-ups within the first 4 weeks of launch with the lightbox driving the majority of sign-ups
- Email #1 of the series is generating an impressive 58% open rate and 30% click-through rate!





Together, we can ensure that no one goes hungry.



Welcome to the Food Bank Family!

Dear (Jane),

Thank you so much for your interest in the Rhode Island Community Food Bank's vital mission to alleviate hunger in Rhode Island.

Our caring community of supporters helps struggling Rhode Islanders receive food assistance through our statewide network of food pantries, meal sites, shelters, youth programs, senior centers and other member agencies. Together, we feed 53,000 hungry Rhode Islanders every month!

Learn More

Please be on the lookout for our eNewsletter, Fresh News — and invitations to upcoming events. You can also take part in our caring community by following us on Facebook and Instagram. Once again, I

Results (continued):

- Automated Welcome Series is seeing significantly higher response rates, leading to better and immediate cultivation
- Strong click-through to social media generates additional multi-channel traffic



In Conclusion

- Direct mail is still the most effective fundraising channel, while digital continues to grow and attract younger donors
- All appeals must have a clear and concise offer, compelling story and a strong call to action
- Building a program requires strategic planning to reach the right people, with the right message, at the right time
- Strategic ACQ list planning, segmenting your donor file and tailoring the message appropriately enables you to achieve this goal
- Finally, make a commitment to testing, and analyzing results: it's a process of continual improvement





Thank You



Steve Maggio President/Chief Creative Officer DaVinci Direct, Inc. 36 Cordage Park Circle, Suite 339 Plymouth, MA 02360 http://www.davinci-direct.com

phone: 508.746.2555, ext. 511



