How to Optimize Your Digital Fundraising Program
Speakers

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Digital adoption in Europe jumped from 81 percent to 95 percent as a result of the COVID-19 crisis—a rise that would have taken two to three years in most industries at pre-pandemic growth rates. In Jan-May 2020 the digital economy of CEE grew almost twice as fast as in previous months.

Social Media (and Grocery) saw the strongest growth along with messaging platforms with mobile as the dominant device.

12 million new users of online services appeared in CEE—more than the population of Slovakia, Croatia and Slovenia put together. Notably, this increase was not only driven by the young population: the strongest growth was actually observed among consumers aged over 65.

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**Eastern Europe/Global Trends**

Three out of four people in CEE are now digitally engaged.

<table>
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<tr>
<th>Digital adoption in CEE</th>
<th>Use of digital channels</th>
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<tr>
<td>Share of users that accessed at least one service</td>
<td>Number of sectors accessed digitally of the 10 surveyed</td>
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<td>+25%</td>
<td>+69%</td>
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<table>
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<tr>
<th>Before COVID-19</th>
<th>Today</th>
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<td>61%</td>
<td>76%</td>
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12m new online service users in CEE

40% increase in the number of users over age 65 who access online services, the highest among all age groups

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*Sections: banking, insurance, grocery, apparel, entertainment, social media, travel, telecommunications, utilities, public sector.

Platforms are enacting measures to improve data privacy. Users are opting out of data collection. As a result, all for profit and non-profit businesses are prioritizing first party data acquisition.

New "mobile" platforms are emerging such as Tik Tok. Tik Tok attracts mainly younger audiences and has created peer to peer giving tools such as donation stickers to facilitate fundraising.

Text donations were at its highest in 2020 with nonprofits sending out over 5.3 million messages and collecting €12.5 million during the pandemic. With both messages sent and donations received via SMS almost doubling every successive year between 2015 and 2020.

Rise in gaming is driving mobile growth on live streaming platforms such as Twitch which has generated $83M+ peer to peer donation revenue in 2020.

Connected TV is growing but remains fragmented. Streaming services such as Netflix are poised for growth in new and established EEC markets.
Digital Toolbox + Best Practices
Main Social Media Platforms

2.6 billion active users

**Purpose/functionality**
- Stay connected with family/friends.

**Type of content**
- Videos, memes, photos, groups.

**Audience**
- All genders, all ages from 18 to 65+

166 billion active users

**Purpose/functionality**
- A news and conversation tool.

**Type of content**
- Short texts, opinions, live streaming videos.

**Audience**
- Younger male audience, all genders, highly educated individuals.

1 billion active users

**Purpose/functionality**
- Instagram's sole purpose is to enable users to share images or videos with their audience.

**Type of content**
- Video IGTV, images, short-form video

**Audience**
- More women than men, ages between 18 and 29.
- Over two-thirds of total Instagram audiences are 34-years-old or younger.

756 million users

**Purpose/functionality**
- Professional network

**Type of content**
- Industry articles and general professional content

**Audience**
- Corporate foundation decision makers
- College graduates, high income earners, urban areas inhabitants, a little bit more men
What’s in your toolbox in engaging with supporters and prospects?

Privacy laws impact on lead generation and email audience build up.

Empowering choice on digital channels

Personalized experience – apps versus desktop

New and enhanced tools, such as Salesforce for Nonprofits, Google Optimize, WhatsApp and SMS.
Donation Page Optimization

- Testing and Optimization
- Understanding your audience
- **HRW Donation Page link**
- Goals for your department
  - Monthly vs one-time?
  - Other ways to give
  - Donor experience
• It's crucial to track your competitor's ad spend especially for Facebook/IG ads.

• You can miss a big advertising opportunity if underspending or overspending during high and low traffic times of year.

• You can access competitor information through the Facebook Ad Library
Grow Your Digital Database

Lead Generation Ads

By far one of the most useful advertising tools that Facebook offers is the Lead Generation Ad.

• **Gain new supporters** by targeting those who most likely will be interested in your organization.

• **Offer an incentive** like a free download of a report, in exchange for an email address, or join a newsletter list.

**Don't forget:**

• **The ad should be direct.** Your lead gen ad should be transparent, using strong and to-the-point language and call to action.

• **Follow up ASAP!** A swift follow up to those who have opted- in via email is the vital next step to complete this process.
Essential Digital Campaigns

Online Appeals

Giving Tuesday
• An international day of giving
• This year it’s on 11/30

EOY Campaigns
• 12/27-12/31 are crucial dates
• Extended campaigns that run longer tend to perform better even in December

Monthly Giving
• 2-3 times a year is best
• January is the perfect time
  • Upgrade current monthly donors
  • Obtain new monthly donors

Online Cultivations
• Quizzes
• Bounce Back Cards
• Thank you emails

Rapid Response
• A form of real-time marketing in which brands create a marketing initiative or campaign on the fly in response to opportunities that arise.
End of Year Best Practices

➢ Setting a fundraising goal can increase your results.
➢ Tie donations to a specific need.
➢ Include a Matching Gift.
➢ Launch a "Surprise" Matching Gift Extension.
➢ Promote Other Ways to Give
➢ Text message/WhatsApp message your donors and supporters to encourage giving.
➢ Personalize your messages to donors and prospects.
  ➢ Use lightboxes to target or suppress audiences
  ➢ Test ask strings to increase average gift.
  ➢ Create a specific, optimized landing page for year-end giving. Visitors who are directed to a landing page are 10 times more likely to give than visitors who start on a home page.

Things to Remember:
✓ Cultivations lift responses before appeals
✓ Lift notes break through end of year clutter
✓ Final urgent reminders on last day of year
✓ 12% of all giving happens in the last three days of the calendar year. Save your most compelling, emotionally impactful stories and messages for this email.
Keyword search ads allow a nonprofit to reach target audiences based on interests, behaviors, demographics, and geographics with ads that appeal to them.

Paid Search has the highest Return on As Spend (ROAS) compared to other channels such as Google Display Network. On average nonprofits earn $4.78 for every $1 spent. Additionally, optimizing this budget with Google Grant can help increase results.

Google Grant offers up to $120,000 (USD) a year or $10,000 (USD) a month of free spend for an eligible nonprofit.

How to Use: Use search keywords and website habits to promote your organization.

How to Measure: Revenue, clicks, CTR, impressions

Good for:

• Offer an incentive
• Promote Giving
• Promote Events
• Driving to trending content
Marketing Automation
Email Automation Best Practices

Email Welcome Series
- Email Subscribers
  - E1: Welcome
  - E2: Follow / Volunteer
  - E3: Monthly or one-time ask
- One-time donors
  - E1: Thank them + donor survey
  - E2: Monthly giving or Mid-level push
  - Depends on giving level

Audience Reengagement
- Lapsed audiences
  - We miss you language to generate donations
- Nondonors
  - Promote monthly giving
- Volunteers
  - Other ways to support
- Petition Signers
  - Other ways to support
Email Automation Samples

Your Commitment Keeps Us Strong

Dear Carla,

By supporting Human Rights Watch, you have been:

- Protecting children from the devastating effects of climate change.
- Advocating for those who have shouldered the pandemic’s most significant burdens.
- Demanding equitable and universal access to the Covid-19 vaccine.
- And so much more!

I am so appreciative of your activism. Just for today, we’ve extended our $25 matching gift offer for those who haven’t made a gift yet. If you wish to join, please donate by midnight tonight and your gift will be multiplied to shine a spotlight on human rights abuses, secure justice for survivors, and hold abusers accountable for their crimes.

Through our collective compassion, we can work to create a world in which everyone’s human rights are respected, protected, and advanced. I am so grateful to do this work with you.

Thank you for your commitment to human rights.

Sincerely,

Ken Roth
Executive Director
Human Rights Watch

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Welcome

Hi Friend,

Just a quick follow-up on our last email (attached below) to confirm that you no longer want to receive emails from charity: water. We’d love to keep you in the loop with updates from our team, stories of impact, and ways you can get involved—but we also want to respect your inbox boundaries. Either way, we’re grateful for you.

We noticed that you haven’t opened or read any of our emails in the past six months, so we wanted to check in and ask two questions:

1. Would you like to keep getting our emails?

While you were away, you missed events like the Water x Stream campaign and a special story in honor of International Women’s Day. If you’d like to continue receiving our emails, click on either of the links above or reply directly to this email.

If not, no hard feelings! You can update your preferences to make sure you’re only getting the emails you want.

2. What can we do to make our emails more valuable to you?

Our goal is to keep charity: water supporters connected to our work. If you have any feedback about how we can do that better, we would love to hear from you! Simply reply to this email with your thoughts. We promise to read every word.

If you don’t take any of the actions above, we’ll take that as a sign that you no longer want to hear from us. We’ll remove you from our mailing list and you will stop receiving updates.

You are welcome back any time! (You can unsubscribe here.) Our intention is simply to make sure you only get (or don’t get) the emails you want.

Thank you for your time and feedback—and, most of all, for supporting clean water—

your friends at charity: water

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DON’T WAIT!

Start your Facebook Fundraiser today

Dear %FIRSTNAME%,

It’s almost your birthday! We hope your special day includes cake, gifts, (did we mention cake?) and time with the people you love. You also have the opportunity to create a personal fundraiser to support drug policy reform, a cause you believe in as a valued Drug Policy Alliance supporter.

Here’s the deal: When you create your birthday fundraiser on Facebook, DPA will receive 100% of the funds you raise.

START YOUR FUNDRAISER

Any time you set up a change, you’re helping to change the way we think about substance use and the harm that comes with it. Join us in the fight today.

DPA Public Alliance

P.S. Want to celebrate your birthday with a DPA fundraiser, but you don’t use Facebook? Email membership@dpa.org to learn more ways to host a birthday fundraiser with DPA.
Ad Automation Roadmap

- Collect data via tags
- Create audiences
- Deploy ads based on behavior such as site visitation, download, social media video view, people who liked your post, etc.

- Create a funnel strategy
- Deploy ads in a series using behavior as the trigger
- Utilize different calls to action (Ex. Lean More, Contact Us, Donate Now)

- Integrate ads with email automations
- Create specific journeys for different audience segments
- Use email behavior to determine ad frequency

Integration

Sequencing

Remarketing

Short Term | Mid Term | Long Term
Emergency Campaigns
Stay abreast of the current news

Can your organization help, or should they partner with another organization to get a message out?

Identify channels (short-term versus long-term) – Email, Digital Advertising, Social Media, Lightbox, Landing page, and Direct Mail.

Who’s responsible for communications and who can act quickly to draft a message for approval and send asap?

Once everything is approved – send it out and track results in order to determine if further follow ups are required.
HRW Emergency Campaign

The Crisis in Afghanistan

Dear Supporter,

The crisis in Afghanistan is urgent. Major civilians are at grave risk – particularly traders, human rights activists and journalists, especially women.

"The Taliban have a long record of abusing or killing civilians they deem enemies," said Patrick Conneran, associate Asia director at Human Rights Watch.

Please donate to HRW to help us advance women's rights in Afghanistan.

• Immediately suspend all deportations and forced returns to Afghanistan.
• Publicly recognize that Afghans fleeing Afghanistan should be given meaningful opportunities to seek asylum.
• Increase humanitarian assistance to neighboring countries to which Afghans are fleeing.
• Increase support for emergency evacuation, resettlement, and non-refoulement operations for Afghans.

Donate Now

People's lives are at stake. Governments need to act as quickly as possible to evacuate and protect men, women and children fleeing the Taliban.

Your donation will mean justice later. Afghanistan's warring parties need to recognize that the world is watching, and evidence of abuses is being collected. Those who commit atrocities can no longer expect to face justice for their crimes before the International Criminal Court or another tribunal.

With urgency and appreciation,
Kam Roth
Executive Director
Human Rights Watch

The Crisis in Afghanistan

Dear Cells,

Tens of thousands of Afghans are desperately fleeing the Taliban. Human rights and women’s rights activists, teachers, journalists, and women who took on high-profile roles in government, the police, the army, and public life are in the greatest danger.

Please rush an emergency donation right now. Human Rights Watch will use your generous support to demand that governments give refuge or resettlement to at-risk Afghans:

• Countries need to simplify, expand, and clarify procedures for providing refugee status, visas, humanitarian parole, or other documentation.
• Governments also should immediately direct funding to countries willing to welcome at-risk Afghans.
• The US needs to negotiate safe passage for at-risk Afghans to Kabul’s airport – and fill as many flights as they can before the evacuation ends.

Many crises will confront Afghanistan in the coming months and years. But there are no actions that governments can take today to mitigate those risks and create those futures for the present risk. This window is closing fast – and people are in danger. Your gift today will help save lives, so please donate now.

With urgency and appreciation,
Kam Roth
Executive Director
Human Rights Watch

Campaign Assets

• 2 emails + 2 lift notes
• Facebook/IG ads + paid search
• Lightbox
• Customized landing page

Results

• 600+ donors
• $72,000+ in total revenue
Peer to Peer Fundraising
✓ Pick a theme and the objective of the fundraiser.

✓ Create a web page or microsite – includes all information and steps on how to fundraise for your organization.

✓ Include a campaign goal and deadline with live tracker on a web page or microsite.

✓ Create a fundraising toolkit to share on social media and make sure Facebook Fundraisers are part of the plan.

✓ Streamline an email series - 8-11 emails dedicated to reaching out to volunteers and donors.

✓ Choose your advertising channels and make sure to have assets created that align with each platform.
Your organization's Facebook page should be optimized to this trend, so donors and prospective donors are inspired to fundraise on behalf of your organization.

- Offer Matching Gifts for Peer-to-Peer Campaigns
- Promote during peak seasons
- Thank your donors
- Automate P2P campaigns for birthdays and anniversaries

**Things to remember:** All the P2P pages that have been created on behalf of your non-profit will in turn appear on your page. Facebook releases limited data on those who have donated, and only if they opt in you would receive their information.
P2P Birthday Promotion Samples

DON'T WAIT!
Start your Facebook Fundraiser today

It's your birthday month!
Make it count by raising funds for Facebook's human rights initiative.

Create Your Fundraiser:
1. Wait on Facebook
2. Select "Create a Fundraiser"
3. Set your goal
4. Share with friends and family

DON'T WAIT!
Start your Facebook Fundraiser today

Increase Your Impact with a Fundraiser!
Q&A
Monthly Giving
Cultivate + Upgrade Donors

Welcome series
- Share stories of their impact
- Give other ways to get involved
- Thank them

Renew lapsed donors
- Automate reminders to launch before a donors’ credit card expires
- Reach out to lapsed donors via email, mail, phone

Upgrade donors
- Encourage upgrades 6-9 months after first monthly gift
- Pick significant moments (holidays, mission-specific asks)
- Share stories of their impact
- Give other ways to get involved
- Thank them
Seamless Monthly Experience

**Contact person**
- Makes program feel more personal
- Send personalized welcomes and thank-you notes

**Optimize the website**
- Homepage
- Donation form
- Most visited site pages
- Page for monthly giving

**Monthly giving form**
- Pre-selected monthly giving option can increase conversions up to 35%
Promote Monthly Digitally

**Advertising**
- Facebook lead generation
- Facebook lookalike audiences based on interests
- Paid Search

**Email**
- One-time donor welcome series
- Monthly donor email campaigns
- E-newsletters
- Pop up boxes on donation form or homepage

**Track channels**
- Track where your new monthly donors come from: mail, email, web, other sources (phone, TV, etc.)
**Campaign Assets**
- 4 emails
- Facebook/IG ads + paid search
- Customized landing page
- Lightbox

**Results**
- 53 new monthly donors from email + ads
- Email:
  - 20 active donors
  - 14 prospects
  - 5 lapsed donors
- $19 average gift
- $7,000+ raised
Offline/Online Integration
Improving Your Program

Campaign Integration

**Multi-Channel Marketing**: Integrating your campaigns across digital channels, streamlining the message and creative.

**Integrating digital campaigns** with direct mail. Integrating events with direct mail and digital.

**Acquisition Campaigns** via social media and petitions are cost effective and allow you to convert new donors over time through email appeals and advertising.

**Getting started**

- Create an annual calendar, a testing plan, and targeting strategies.
- Email performance reports to analyze year-over-year performance, looking at *Key Performance Indicators* (KPIs) like open rates, click rates, bounces, unsubscribes, and conversions.

**Types of Email Campaigns:**
- Automated Thank You’s & Welcome Series
- Cultivations
- Appeals
- Rapid Response
- Monthly Giving Programs
5 Ways to Integrate Mail & Digital

• Push the option to **respond online in direct mail pieces**.

• **Cross-cultivate donors** as much as possible with e-mail, physical mail, ad campaigns, and paid/organic social media.

• **Innovate ways to capture all contact information for each donor**—mailing address, e-mail address, mobile numbers.

• **Promote traditional direct mail tactics**—premiers, planned giving promotion, gift matches—to the virtual space.

• **Use virtual cues in direct mail**—providing social media channels your organization is on, designing packages with a more “window” like feel.
Mail & Digital Integration Best Practices

Best practices for Online Match Back to Direct Mail

➢ Match back DM donor and acquisition emails to online gifts. This will give you sense of impact around the integrated campaigns.

➢ If the DM emails match back to online gifts, then you can safely assume the direct mail piece and email were effective together.

Best practices for integrated retargeting

➢ Once a direct mail piece launches, it’s recommended to target those lists through Facebook advertising and GDN (Google Display Network) a few days after the mailing drops.

➢ This serves as an additional touchpoint and works wonders in increasing response rates and allows clients to prospect for new donors as well.
Thank you!

For further discussion and any additional questions, please contact:

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