

Managing Digital Investments for Today's Non-Profits

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Today's Discussion

Designed for nonprofits that want to fully maximize digital investments and communicate and manage to the most effective strategies for sustained growth.

- Selling your strategy to the C-Suite, negotiating realistic performance objectives, and communicating results.
 - Establishing and articulating your organization's "Digital Quotient"
 - Quantifying the value of your digital presence and establishing the right measures of success. What is your organization's "Digital Footprint"?
 - Understanding how to communicate the return on investment of different digital investments to balance the short with the long term.

“It’s easy to understand any new technology advancement or tool. It is much harder, and more important, for my team to create and sell a vision on how to use all this to make our organization stronger.”

Every org has its own view of the role of digital and how it should be managed, understanding that is vital to ensure resources and teams are aligned.

- 1. Senior Team is a champion for digital growth*
- 2. Strategy is clear and well communicated*
- 3. Multi-year investment map has been created with resources*

Typical Senior Team Questions

- How can we double our Net Revenue in 3-5 Years?
- Are my integrated activities generating more revenue, or are we just moving money around?
- Are all of our business models healthy?
- Can we stop doing direct mail and move those investment dollars to digital?
- Is our digital presence attracting the right people?
- How valuable is our e-community? Who are these people?
- What is the true value of my digital presence?
- What is the overlap among our various constituent groups?
- Is there a more productive approach to segmentation?

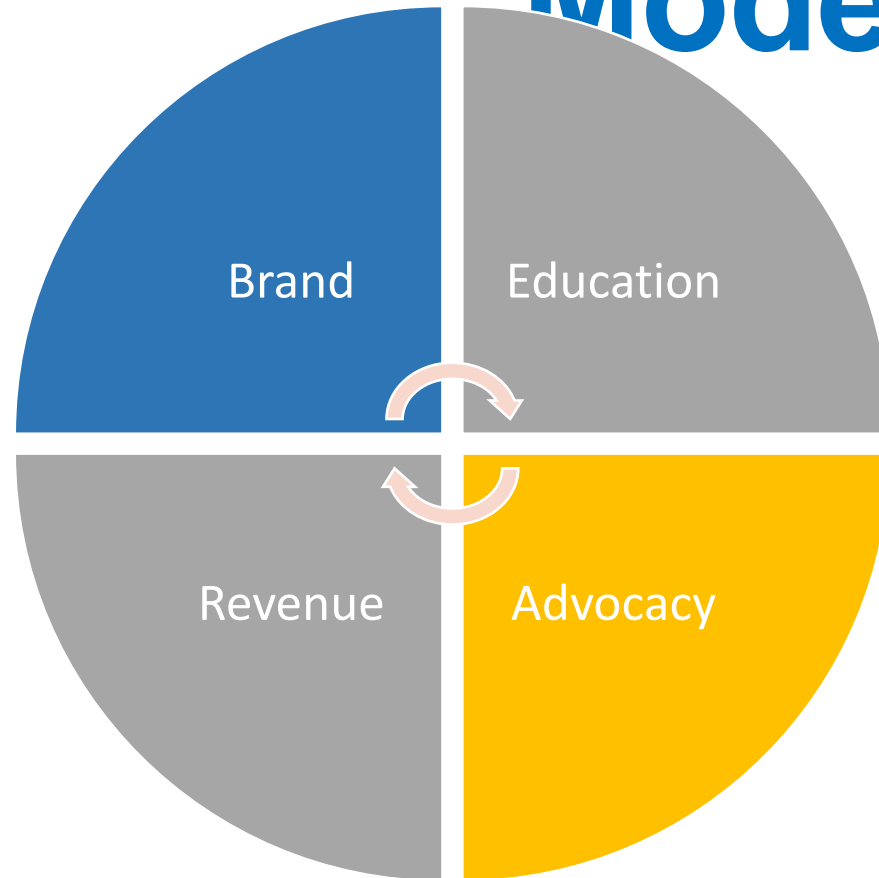
Establishing Support at the Top

1. Clearly articulate your digital business model.
2. Understand your Digital Quotient to ensure organizational alignment of where you are today.
3. Demonstrate what is driving value – revenue – traffic quality.
4. Establish your revenue pathway and build your investment model.
5. Evaluate the realistic growth trajectory for all channels and the resources needed to execute upon it.
6. Develop your KPIs and distribute them regularly.

Big 3 Strategic Questions

1. What Should Our Digital Presence Model Be?
2. What is the Financial Value of our Digital Experience?
3. What Investments are Needed to Take it to the Next Level?

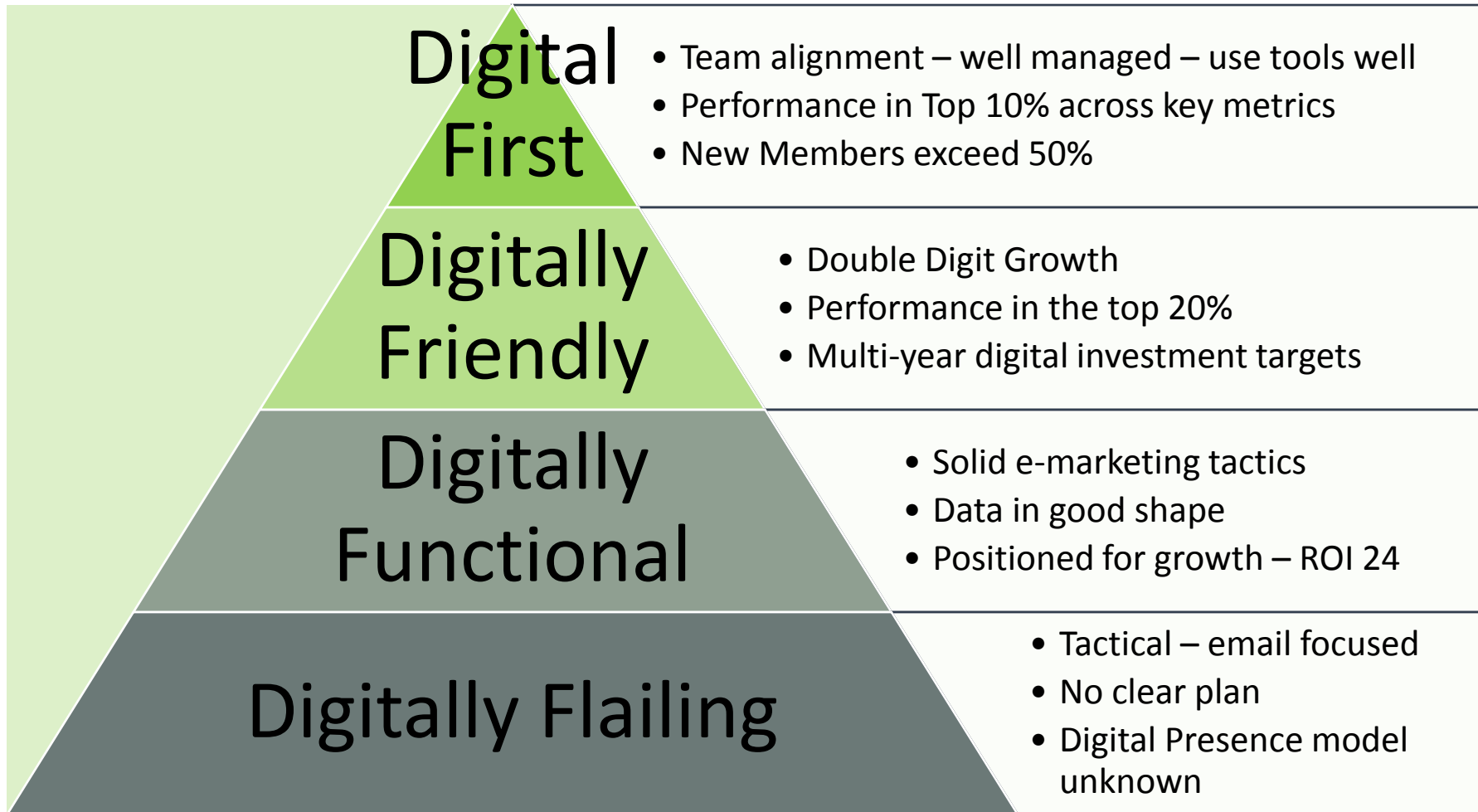
Clearly Articulate Your Business Model



Understanding your digital presence

Understand Your Digital Quotient (DQ)

Looking at \$160 Million



**Ensure
organizational
alignment
of where
you are
today**

What Goes Into The DQ

Monetization

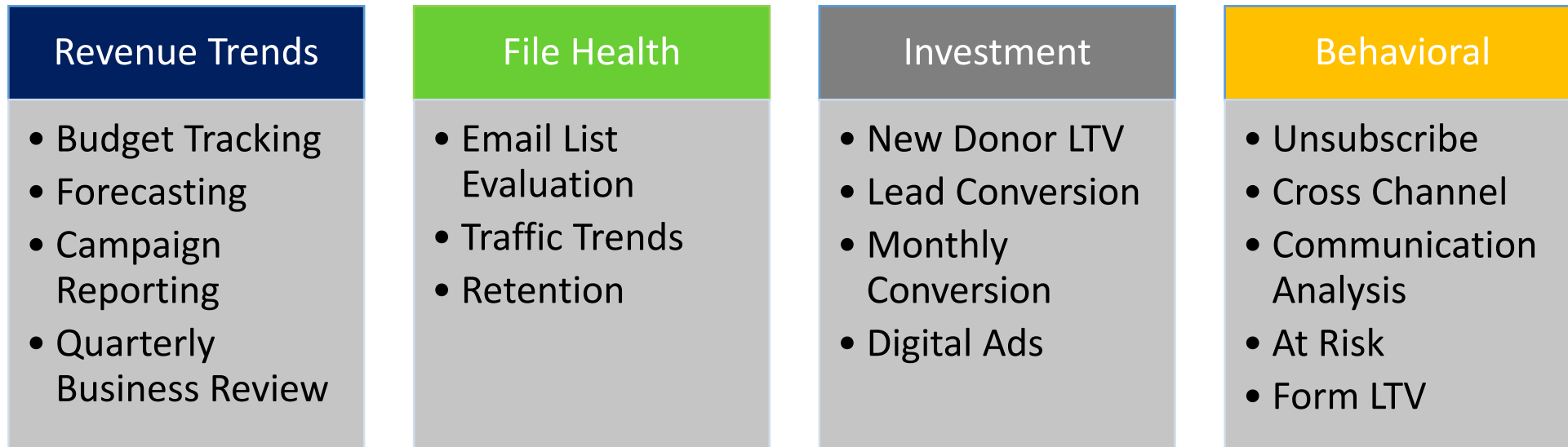
Management Tools

Traffic Quality

Engagement

**Digital Quotient
Metrics**

Establish your revenue pathway and build your investment model.



Digital Analytics Building Blocks

Understand & Plan For Realistic Investment Outcomes

Display

- Prospecting
- Retargeting
- Awareness vs. action
- View-Thru vs. Click

Search

- Scalability
- Grant / Paid optimization
- Lead Gen
- Managing media cycles

List Building

- File size vs. productivity
- Lead conversion
- Multi-channel engagement

Social

- Donors vs. engagement
- Internal channel ownership
- Content mgmt
- UX

Solid Data Tagging & Infrastructure (CRM) + Ongoing Analytics

Develop Your KPIs and Communicate Them Regularly

Source	Leads	Conv Rate	Donors	%New Donors	Avg Gift	CPD	ROI	12MOS VALUE	12 MOS ACTIVE
Display	1,996	13%	259	80%	\$85	\$120	29%	\$135	35%
Paid Search	1,850	10%	185	70%	\$44	\$59	26%	\$67	18%
Paid Advertising	2,450	6%	147	60%	\$60	\$85	29%	\$96	37%
Social: Paid and Organic	2,296	5%	115	50%	\$45	\$30	-49%	\$150	24%
Lead Generation: Paid and Organic	8,691	4%	348	40%	\$100	\$133	25%	\$169	19%
Referral	11,424	4%	457	30%	\$100	\$50	-99%	\$150	49%
Direct	2,586	10%	259	20%	\$90	\$100	-100%	\$180	62%
Email	1,738	20%	348	10%	\$44	\$10	35%	\$88	19%
Incentive	1,523	30%	457	10%	\$86	\$70	-23%	\$100	49%

The org can pay \$150 per Paid Lead and break-even in 12 Mos

Common Pitfalls

- ✓ Over-estimating scalability of an individual channel
- ✓ Internal silos prevent optimal user experience
- ✓ Lack of understanding of marketing funnel
- ✓ Expecting digital to be solely direct response
- ✓ Misallocating touchpoint value
- ✓ Trying to go-it-alone



Remember!

“It’s easy to understand any new technology advancement or tool. It is much harder, and more important, for my team to create and sell a vision on how to use all this to make our organization stronger.”

- ✓ Develop Organizational Understanding of Brand Presence
- ✓ Knowing Where You are Today
- ✓ Understanding Value Pathways
- ✓ Knowing Where to Invest
- ✓ Establishing Measures of Success
- ✓ Communicate, Communicate, Communicate

THANK YOU!



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