Truth or Consequences

Online Fundraising Best Practices
The Big Truths

- On average, online giving grew by 9.2% in 2015.
- Last year, online giving likely exceeded $25 billion – about 7.1% of U.S. donations are now coming from online.
- Online giving has jumped 13X in a little more than a decade.
- However, the rate of online growth has slowed sharply.
The Big Question
The Nonprofit Perspective
Let’s Play Truth or Consequences!
Rules of the Game:

- 4 minutes per round
- Follow along with your jargon cheat sheet
- One or two questions per round
- 5 minutes at the end for final questions
Modals (aka Lightboxes) Shine Even Brighter
Truth OR Consequences?

Modals (aka lightboxes) have been a true breakthrough for online fundraising. They are such a powerful fundraising tool that they are now even being used to upgrade donors and acquire new sustainers.
Truth!

» Modals are still very effective.
» Uses are extending beyond just a single donation ask: upgrades, sustainer asks, and other uses.
» Go beyond your homepage – look at your stats and place on other high-traffic pages.
Homepage Modals

NAACP Legal Defense Fund Year-End Modal
128 gifts
$22,678 income

Drug Policy Alliance Year-End Modal
149 gifts
$24,074 income
Upgrade Modals

Covenant House Thanksgiving Modal
31.75% response rate
744 gifts
$11,532 income

Covenant House Monthly Giving Modal
6.70% response rate
225 gifts
$1,610 income
A Mobile Website Is a Must
Truth OR Consequences?

With the seismic shift to mobile surfing over the past couple of years, if you haven’t already built a separate mobile website, that should definitely be a top priority in 2016.
Consequences!

While there are some rare cases when a separate mobile site will serve you best, building a separate mobile web presence can:

➤ Dilute your domain
➤ Hurt organic search results
➤ Require high maintenance expenses
Consequences!

On the other hand, a responsive design will:

➤ Let you keep your URL and preserve your link equity
➤ Likely be an overall better return on your investment
African Wildlife Foundation

We now interact with websites across devices.
Not a Game
Remarketing Emerges
Truth OR Consequences?

Remarketing has emerged as one of the most exciting online marketing trends in years and is fast becoming a viable online fundraising tool.
While expensive, the costs to test this channel have come down in the last year, and remarketing is proving to be a powerful tool in fundraisers’ arsenal.

New tracking tools are proving that it is an effective way to amplify your fundraising message and drive potential donors to donate.
Method 3 of 6: Use an htaccess File

5. Change "newdomain.com" to the actual domain name.

6. Click "save." Change the dropdown list to "all files." Save the file as .htaccess with no extension.
AWF Remarketing Ads

You see a priceless creature. Hunters see a trophy. Protect Africa’s wildlife. DONATE NOW

You see a priceless creature. Poachers see a pay day. Protect Africa’s wildlife. DONATE NOW

The future of Africa’s wildlife depends on you.

The future of Africa’s wildlife depends on you.
# Demographic Profiling

## Gender

<table>
<thead>
<tr>
<th>segment</th>
<th>this site vs. total internet</th>
<th>index</th>
<th>composition</th>
</tr>
</thead>
<tbody>
<tr>
<td>Male</td>
<td></td>
<td>74</td>
<td>Male 36%</td>
</tr>
<tr>
<td>Female</td>
<td></td>
<td>124</td>
<td>Female 64%</td>
</tr>
</tbody>
</table>

- Gender: Female
## Demographic Profiling

### Age

<table>
<thead>
<tr>
<th>segment</th>
<th>this site vs. total internet</th>
<th>index</th>
</tr>
</thead>
<tbody>
<tr>
<td>&lt; 18</td>
<td></td>
<td>58</td>
</tr>
<tr>
<td>18-24</td>
<td></td>
<td>53</td>
</tr>
<tr>
<td>25-34</td>
<td></td>
<td>69</td>
</tr>
<tr>
<td>35-44</td>
<td></td>
<td>89</td>
</tr>
<tr>
<td>45-54</td>
<td></td>
<td>121</td>
</tr>
<tr>
<td>55-64</td>
<td></td>
<td>192</td>
</tr>
<tr>
<td>65+</td>
<td></td>
<td>236</td>
</tr>
</tbody>
</table>

### Composition

- < 18: 11%
- 18-24: 7%
- 25-34: 12%
- 35-44: 17%
- 45-54: 21%
- 55-64: 19%
- 65+: 13%

**Age older**
### Demographic Profiling

#### Income

<table>
<thead>
<tr>
<th>segment</th>
<th>this site vs. total internet</th>
<th>index</th>
</tr>
</thead>
<tbody>
<tr>
<td>$0-50k</td>
<td></td>
<td>74</td>
</tr>
<tr>
<td>$50-100k</td>
<td></td>
<td>115</td>
</tr>
<tr>
<td>$100-150k</td>
<td></td>
<td>129</td>
</tr>
<tr>
<td>$150k+</td>
<td></td>
<td>157</td>
</tr>
</tbody>
</table>

#### Composition

- $0-50k: 38%
- $50-100k: 34%
- $100-150k: 16%
- $150k+: 13%

**more affluent**
## Demographic Profiling

### Education

<table>
<thead>
<tr>
<th>Segment</th>
<th>This Site vs. Total Internet</th>
<th>Index</th>
</tr>
</thead>
<tbody>
<tr>
<td>No College</td>
<td></td>
<td>56</td>
</tr>
<tr>
<td>College</td>
<td></td>
<td>116</td>
</tr>
<tr>
<td>Grad School</td>
<td></td>
<td>187</td>
</tr>
</tbody>
</table>

### Composition

- **No College**: 26%
- **College**: 47%
- **Grad School**: 27%

**Education**

*graduate and post graduates*
## Demographic Profiling

### Ethnicity

<table>
<thead>
<tr>
<th>Segment</th>
<th>This Site vs. Total Internet</th>
<th>Index</th>
<th>Composition</th>
</tr>
</thead>
<tbody>
<tr>
<td>Caucasian</td>
<td></td>
<td>114</td>
<td>Caucasian: 87%</td>
</tr>
<tr>
<td>Afr. Amer.</td>
<td></td>
<td>42</td>
<td>Afr. Amer.: 4%</td>
</tr>
<tr>
<td>Asian</td>
<td></td>
<td>76</td>
<td>Asian: 3%</td>
</tr>
<tr>
<td>Hispanic</td>
<td></td>
<td>51</td>
<td>Hispanic: 5%</td>
</tr>
<tr>
<td>Other</td>
<td></td>
<td>91</td>
<td>Other: 1%</td>
</tr>
</tbody>
</table>

**Ethnicity**
- Caucasian
- Afr. Amer.
- Asian
- Hispanic
- Other
## Where Converters Visit

<table>
<thead>
<tr>
<th>Publisher Domains</th>
<th>Affinity</th>
</tr>
</thead>
<tbody>
<tr>
<td>dailykos.com</td>
<td>9.9</td>
</tr>
<tr>
<td>worldwildlife.org</td>
<td>7.6</td>
</tr>
<tr>
<td>unicefusa.org</td>
<td>5.5</td>
</tr>
<tr>
<td>forcechange.com</td>
<td>5.0</td>
</tr>
<tr>
<td>onegreenplanet.org</td>
<td>4.6</td>
</tr>
<tr>
<td>motherjones.com</td>
<td>4.1</td>
</tr>
<tr>
<td>animalpetitions.org</td>
<td>4.0</td>
</tr>
<tr>
<td>ran.org</td>
<td>4.0</td>
</tr>
<tr>
<td>mnn.com</td>
<td>3.7</td>
</tr>
<tr>
<td>opentable.com</td>
<td>3.4</td>
</tr>
<tr>
<td>resellerratings.com</td>
<td>3.3</td>
</tr>
<tr>
<td>charitynavigator.org</td>
<td>3.1</td>
</tr>
<tr>
<td>nytimes.com</td>
<td>3.1</td>
</tr>
<tr>
<td>tondango.com</td>
<td>3.1</td>
</tr>
<tr>
<td>racingextinction.com</td>
<td>2.9</td>
</tr>
<tr>
<td>grist.org</td>
<td>2.8</td>
</tr>
<tr>
<td>stgate.com</td>
<td>2.7</td>
</tr>
<tr>
<td>salon.com</td>
<td>2.7</td>
</tr>
</tbody>
</table>

## Categories

<table>
<thead>
<tr>
<th>Categories</th>
<th>Affinity</th>
</tr>
</thead>
<tbody>
<tr>
<td>Travel</td>
<td>1.9</td>
</tr>
<tr>
<td>Culture &amp; Society</td>
<td>1.5</td>
</tr>
<tr>
<td>Shopping</td>
<td>1.4</td>
</tr>
<tr>
<td>Sports</td>
<td>1.3</td>
</tr>
<tr>
<td>Business &amp; Industrial</td>
<td>1.3</td>
</tr>
</tbody>
</table>
Remarketing Results

- Dates: 11/23/15 – 12/31/15 (View Attribution: 30 days)
- $6.72:1 ROAS (return on ad spend)
- Remarketing ads contributed to 19% of all gifts made during the time the ads ran
Yahoo! Makes a Comeback
Truth OR Consequences?

Last year, Yahoo! was the fastest growing search engine in the U.S. and paid advertising on Yahoo is a great investment to consider.
Truth! (sort of)

Due to a recent deal with Firefox, Yahoo! saw (at least temporarily) quick growth in market share.

While Google still vastly outweighs any other search competitor by a long shot, investing in paid search advertising on Yahoo – through the Bing ad network – provides a viable option for nonprofits to consider.

Audience demographics on Yahoo/Bing often favor fundraisers’ goals.
Truth OR Consequences?

Index of Age:

There is a clear line at middle age that split Google users to Bing and Yahoo users. Google are more likely to be younger whereas Bing and Yahoo have a more mature audience.

Source: Further - https://www.further.co.uk/blog/who-what-and-when-profiling-google-yahoo-and-bing-search-demographics/
ERD Yahoo Ads
# Bing vs. Google

<table>
<thead>
<tr>
<th>Search Engine</th>
<th>Gifts</th>
<th>Income</th>
<th>ROI</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bing</td>
<td>92</td>
<td>$8,038</td>
<td>$4.14</td>
</tr>
<tr>
<td>Google</td>
<td>147</td>
<td>$13,945</td>
<td>$2.35</td>
</tr>
</tbody>
</table>
Facebook Is Now a Fundraising Powerhouse
Truth OR Consequences?

2015 was the year that Facebook truly broke out as a proven, powerful fundraising tool in its own right.
Truth!

» Groups that have invested over time in building a Like-base started to see a big payoff in $ in 2015.

» The Facebook demographic continues to shift favorably toward fundraising.

» Refined ad formats and audience-building methods (e.g., from email files and website visitors) continue to benefit nonprofits.
AWF Like-Building
ERD Facebook Results

Promoted Posts

Like-Building - August – December 31, 2015

ROI: $2.93
North Shore Animal League America
Results

Support our no-kill mission and help abandoned pets find a loving home.

Save Lives
Support the world's largest no-kill animal rescue and adoption organization.

animalleague.org
Not affiliated with Facebook

ROI: $0.96
North Shore Animal League America Results

- Facebook Ads - 34% New Donors (2% monthly)
- Facebook Posts - 71% New Donors (5% monthly)
AWF Facebook Remarketing
AWF Facebook Remarketing
AWF Facebook Remarketing
AWF Facebook Remarketing Results

- Email List Targeting: $2.06 ROI
- Website Retargeting: $0.88 ROI
- Total: $1.47 ROI
Secondary Social Sites Take Off Too
Truth OR Consequences?

The advent of powerful new ad offerings and formats – such as promoted Pins and carousel ads – makes 2016 look like it will be a breakout year for second-tier social sites such as Pinterest, Snapchat and Instagram.
Consequences!

In the fast-changing world of social media, we must always keep our eyes on new formats and paid tools … but so far the vast majority of traction is coming via paid Facebook ads, remarketing, and promoted posts.
Secondary Social Media

City Meals on Wheels Instagram

African Wildlife Fund Google+
Secondary Social Media

Covenant House YouTube

Northeast Animal Shelter Pinterest
Care2 and Change.org Are Oh So 2010
Truth OR Consequences?

After years of trying to convert names acquired through petition sites to donors, it’s clear that this channel doesn’t pay off for fundraising.
Consequences!

- Better conversion strategies that have evolved over time are paying off.
- Data compiled over years is showing that this is indeed a viable channel in many cases.
- In many cases, this channel is paying back faster than direct mail acquisition.
- It doesn’t work for *every* nonprofit.
Care2 Pledge

Collected 29,000 new supporters in two weeks!
The key to success is a strong and timely conversion series.
Email 1 – Welcome Email

Together, we can save Africa’s wildlife.

Thank you for taking action on behalf of animals that are on the brink of extinction. This is a critical moment in the history of conservation. With your support, we can make a difference.

We are working with partners around the world to protect elephants and other endangered species. Your donation will help us continue our important work.

Connect with us:

DONATE NOW

Please consider making a donation today to support our efforts to protect these magnificent animals.

Thank you for standing with us.

[Image of elephants]

[Logo of organization]
Email 2 – Message from the Field

[Image of an email with text and a picture of rhinos in the background.

Content of the email:

Subject: Your RHINO Support

Dear [Name],

Thank you for taking action on behalf of rhinos. Together, we are making a difference in the fight to protect these majestic animals.

Spread the Word

The RHINO FACTION coalition is calling for immediate action to protect rhinos from poaching and habitat loss. By sharing this email, you are helping to raise awareness and support.

Help us do more on the ground to protect rhinos!

Become a member today at the specialearly bird price of $30.

[Join Now Button]

Best regards,
[Organization Name]
Email 3 – Poaching Infographic

### Where do we stand?

- **Black Rhino**
  - Population down 85% since 1970
- **Mountain Gorilla**
  - Only 800 remain
- **African Elephant**
  - Up to 35,000 killed last year
- **Lion**
  - Extinct in seven African countries

### Envy's 3,000: Approximately 2,000 remain

### Rhino Horn

- Hangovers
- Fever
- Impotence
- Cancer

**Proven to cure: None of the above**

- The demand for rhino horn is exceedingly high; it sells for nearly $30,000 a pound.
- By comparison, its worth about $22,000 a pound.

### Ivory

- Jewelry
- Religious Figurines
- Utensils
- Trinkets

**Worth the life of an elephant? No.**

- As much as 70% of illegal ivory goes to China, where it is sold on the streets for up to $1,000 a pound.

### How did this happen?

The vast majority of poaching is caused by organized crime syndicates that use high-powered technology and weaponry to track and kill many animals at once without being detected.

- AK-47
- Grenade Launchers
- Night Vision Goggles
- GPS and Low-Flying Helicopters

---

**Get Gritty. Get Going. Get Great!**

Email 4 – Appeal

A. Poacher’s Weapons:
- AK - 47
- Grenade Launchers
- Night-Vision Goggles
- GPS & Low-Flying Helicopter

Our Weapon:
- YOU
  Help us protect elephants and other endangered species now.

JOIN NOW
Donation Form
## Results

<table>
<thead>
<tr>
<th>Acquisition</th>
<th># Emails</th>
<th># New Emails</th>
<th>Initial Cost per Name</th>
<th>Unique Donors</th>
<th>% Emails Converted</th>
<th>Avg. # Gifts</th>
<th>Gifts</th>
<th>Income</th>
<th>Avg. Gift</th>
<th>Time</th>
<th>IPD</th>
</tr>
</thead>
<tbody>
<tr>
<td>2012 Summer Care2</td>
<td>26,239</td>
<td>25,468</td>
<td>$1.45</td>
<td>1,127</td>
<td>4.43%</td>
<td>3.05</td>
<td>3,439</td>
<td>$123,021</td>
<td>$35.77</td>
<td>42</td>
<td>$2.96</td>
</tr>
<tr>
<td>2013 Summer Care2</td>
<td>28,164</td>
<td>27,430</td>
<td>$1.40</td>
<td>1,105</td>
<td>4.03%</td>
<td>3.56</td>
<td>3,930</td>
<td>$153,785</td>
<td>$39.13</td>
<td>30</td>
<td>$3.61</td>
</tr>
<tr>
<td>2014 Spring Care2</td>
<td>19,577</td>
<td>19,197</td>
<td>$1.40</td>
<td>637</td>
<td>3.32%</td>
<td>2.68</td>
<td>1,705</td>
<td>$57,294</td>
<td>$33.60</td>
<td>24</td>
<td>$2.09</td>
</tr>
<tr>
<td>2014 Summer Care2</td>
<td>66,106</td>
<td>65,133</td>
<td>$1.40</td>
<td>1,869</td>
<td>2.87%</td>
<td>2.45</td>
<td>4,581</td>
<td>$171,638</td>
<td>$37.47</td>
<td>20</td>
<td>$1.72</td>
</tr>
</tbody>
</table>
A Fundraising App Is an Absolute Must!
Truth OR Consequences?

As the seismic shift to mobile communications continues, a fundraising app is a must for your organization.
Consequences!

➤ Many limitations – it’s expensive to build a quality app, need to create for multiple OSs, Apple (iOS) prohibits donations within a native app.
➤ But apps do build connections with donors and potential donors.
➤ First priority: Mobile optimize donation forms!
PETA’s mobile app allows you to take action via your mobile phone. The more actions you take, the higher your rank becomes in their “animal army.”
The American Red Cross’ mobile app provides vital safety tips about common injuries or health conditions. It has a donation button but links out to a browser to make a donation.
Follow the Crowd
Truth OR Consequences?

You’re missing out, and every organization should start a crowdfunding campaign today.
Consequences!

- Crowdfunding doesn’t work for every organization and could cannibalize donor income.
- Crowdfunding works best when you can use it to find new donors.
- Beware – donors from these campaigns don’t always renew.
Scripps Research Ebola Crowdrise
## Ebola Crowdrise Results

<table>
<thead>
<tr>
<th>MONTH</th>
<th>GIFTS</th>
<th>INCOME</th>
<th>AVG</th>
</tr>
</thead>
<tbody>
<tr>
<td>October</td>
<td>782</td>
<td>$101,779</td>
<td>$130.15</td>
</tr>
<tr>
<td>November</td>
<td>14</td>
<td>$1,892</td>
<td>$135.14</td>
</tr>
<tr>
<td>December</td>
<td>28</td>
<td>$1,720</td>
<td>$61.43</td>
</tr>
<tr>
<td>January</td>
<td>5</td>
<td>$1,360</td>
<td>$272.00</td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td><strong>829</strong></td>
<td><strong>$106,751</strong></td>
<td><strong>$128.77</strong></td>
</tr>
</tbody>
</table>
Justice for Cecil
Justice for Cecil
You Have to “Sweat” to Do Peer-to-Peer Fundraising
Truth OR Consequences?

Running a marathon or biking across the country are the way to make peer-to-peer fundraising work.
Consequences!

» Peer-to-Peer fundraising doesn’t have to rely on a sporting event.
» Organizations that can create a mission-oriented event can succeed.
Covenant House Sleep Out

Get Involved

Stay onsite for costs and procedures and get your Covenant House-Sleep Outside experience. Please know that costs and procedures associated with this experience are in effect. By staying onsite, you will help ensure that your team is aware of the experience. If you are interested in getting involved, please contact us at CovOutreach@covhouse.org

New Industries Rolling on Sleep Out
- Earnings from婆 from the New York area are needed to participate in a Sleep Outside event on October 9.
- Earnings from the New York area are needed to participate in a Sleep Outside event on October 17.
- Earnings from the New York area are needed to participate in a Sleep Outside event on October 25.
- Earnings from the New York area are needed to participate in a Sleep Outside event on October 25.
- Earnings from the New York area are needed to participate in a Sleep Outside event on October 25.

Renee's Companies Sleep Out

On November 8, 2011, Arch Resources Company and Jay Carney provided the opportunity to make a difference in the city’s future. Participants from the 155-member organization were exposed to the reality of life on the streets and the hardships of being homeless. The event was a huge success, with 155 participants sleeping on the ground and raising more than $150,000 for Covenant House programs. Renée’s CompaniesSleep Out enabled participants to experience the reality of life on the streets and the hardships of being homeless. The event was a huge success, with 155 participants sleeping on the ground and raising more than $150,000 for Covenant House programs.
Boring Is the New Black
Truth OR Consequences?

The most powerful and effective techniques are often the least exciting.
Truth!

» Email appends and ECOAs are in most cases returning their investment in 12 months.
» Email resends with a liftnote in some cases perform better than the first email.
» Segmentation allows for dynamic forms that allow targeted asks and upgrades.
» Google analytics is still a very powerful tool.
NEAS Append Permission Email
Liftnotes

Regular send income: $70,556

Liftnote send income: $64,848
Segmentation Language

Segmentation language allows you to speak to constituents based on their history as donors, offering them a more personal feel in the email copy. This creates more of an impact with the reader and yields higher income.
# AWF Assisted Conversions

<table>
<thead>
<tr>
<th>Assisted Conversions</th>
<th>Assisted Conversion Value</th>
<th>Last Click or Direct Conversions</th>
<th>Last Click or Direct Conversion Value</th>
<th>Assisted / Last Click or Direct Conversions</th>
</tr>
</thead>
<tbody>
<tr>
<td>2,768</td>
<td>$385,166.80</td>
<td>9,000</td>
<td>$805,334.97</td>
<td>0.31</td>
</tr>
</tbody>
</table>

% of Total: 100.00% (2,768) % of Total: 100.00% ($385,166.80) % of Total: 100.00% (9,000) % of Total: 100.00% ($805,334.97) Avg for View: 0.31 (9.08%)
Thank You!

Presentation available at: www.sankyinc.com/blog