

Unlock Marketing:

Reach Key Donor Segments
with Targeted Appeals



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Meet Your Presenters



Nick Ellinger
Chief Brand Officer
Moore



Elizabeth Ruikka
Sr. Director,
Growth Marketing
Classy

Unlock Generosity Webinar Series

Session 1

Unlock Year-End Fundraising



[ACCESS REPLAY,
SLIDES & BLUEPRINT](#)

Session 2

Unlock Marketing



Wednesday,
September 20

Session 3

Unlock Your Story



Wednesday,
September 27

Session 4


Unlock Your Events



Tuesday,
October 3

Session 5


Unlock Scalability



Thursday,
October 5

Session 6

Unlock Actionable Intelligence



Wednesday,
October 11

Agenda

01 | Personalized

02 | Omnichannel

03 | Triggered

04 | What's next



Poll

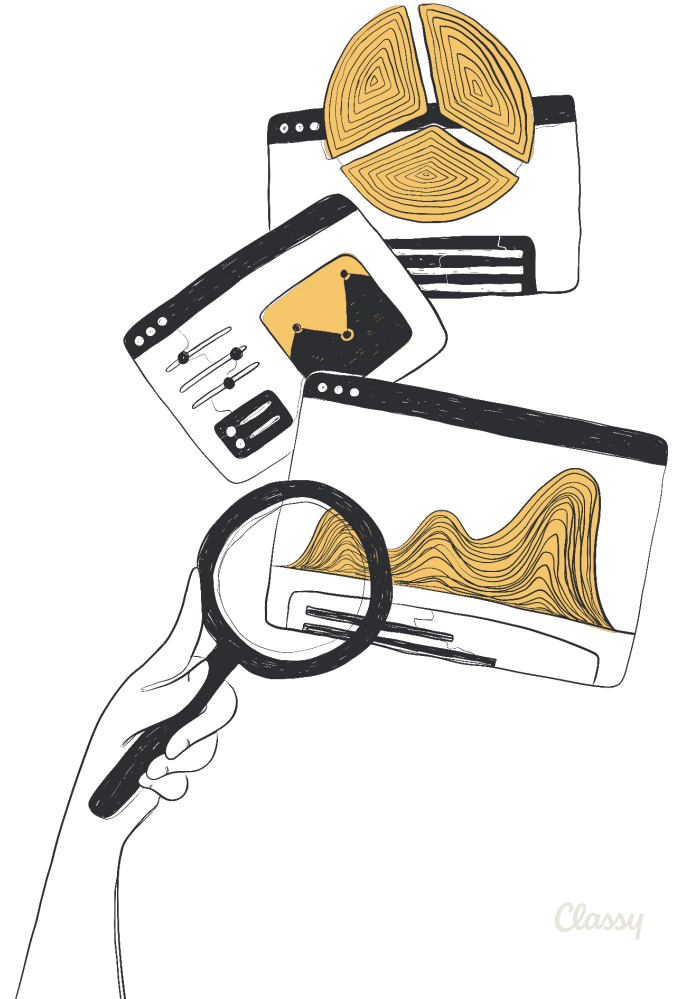
**How do you currently
segment your audiences?**

Take advantage of more data



How many variables can you profitably:

1. Segment by?
2. Personalize to?



A is for **advocacy**
B is for **behavior**
C is for **connection**
D is for **donation history to others**
E is for **ethnicity**
F is for **faith**
G is for **gender and sex**
H is for **history with this campaign**
I is for **ideology**
J is for **job**
K is for **5K**
L is for **language**
M is for **monthly**

N is for **name**
O is for **origin**
P is for **parents**
Q is for **queer (LGBTQ+)**
R is for **reactive**
S is for **seasonality**
T is for **tchotchkes**
U is for **unique donation methods**
V is for **volunteer**
W is for **wealth and income**
X is for **extroversion and other personality traits**
Y is for **youth and non-youth**
Z is for **ZIP**

E is for Elizabeth and ethnicity

- Our troubling empathy gap
- The potential for perpetuation
- How to bridge the gap
- The opportunity



R is for Ruikka and reactive

- R is not for rage
- Lower retention
- But doesn't have to be as low



The Perfect Donor Communication

**Increase revenues and donor
satisfaction with personalization
and machine learning**

Nicholas Ellinger

Better data means more savings

KPI	Transactional only	Robust model	% Difference
Overlapping donors	855,626	855,626	
Unique donors	231,493	56,350	
Total donors	1,087,119	911,876	-16%
Response rate	13.1%	15.3%	17%
Average gift	\$25.27	\$25.91	3%
Revenue	\$3,594,252	\$3,604,281	0%
Cost	\$1,328,076	\$959,970	-28%
Net	\$2,266,176	\$2,581,088	14%

DOING THE MOST GOOD

Lieutenant Fabio R Silva Torres
The Salvation Army Ventura Corps
400 Park Avenue
Ventura, California 93004



Ventura is facing a mounting crisis

Families who never before needed assistance are turning to us to feed their children. **You can help.**

Greg Adams
3905 S Hill Road
Ventura, CA 93003
+1-805-644-4444

Dear Greg,

Endae omnit, offici cupatur ovidem post lucratiis et apit volupstanti.

Pop il idit tel volupta aperisita niam rerisic qua liqui dolere uffisna retemp ostiug unatipog quo magnati asunnet quo quasi tem estopore eversae ma et qui nate simi, quo etur acerchi lliapramen fugiatu?

Basse sindrop tarium figa. Ignath ussita aritas av veliquatur as autrice nihilum volupatit aliqui diem esse.

Aditum eos et que nobis et iur landatit quis aequo volupta transaquei veribus, que conoed ex et delicatita des aut ex equilipsum sum a deliquit et.

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Sed inquatuar aliquo necisita que officii id qui peremo milique dice tacerit inquamqui qui nonoqui quia a derferis imi, cus esnoqui qui cu, es.

(please keep reading)

Greg, do the most good right here in Ventura, right now: TSACentralCoast.org

I want to help a family in need

Here's my gift to provide urgently needed food, services and more:

- I'll PROVIDE 8 MEALS *18.96
- I'll PROVIDE 12 MEALS *28.44
- I'll PROVIDE 20 MEALS *47.40
- I WANT TO DO THE MOST GOOD! *

* I've signed and enclosed the Thanksgiving card with my gift.

Thank you for your generosity!
Give online: TSACentralCoast.org

Please add your credit card information as online, or make checks payable to The Salvation Army

Greg Adams
3905 S Hill Road
Ventura, CA 93003

DOING THE MOST GOOD

Lieutenant David Cain
The Salvation Army Riverside Corps
360 E. Walnut
Riverside, California 92501



Riverside is facing a mounting crisis

Families who never before needed assistance are turning to us to feed their children. **You can help.**

Marianne Miller
5631 Howard Drive South
Riverside, CA 92501
+1-951-514-4444

Dear Marianne,

Endae omnit, offici cupatur ovidem post lucratiis et apit volupstanti.

Pop il idit tel volupta aperisita niam rerisic qua liqui dolere uffisna retemp ostiug unatipog quo magnati asunnet quo quasi tem estopore eversae ma et qui nate simi, quo etur acerchi lliapramen fugiatu?

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(please keep reading)

Marianne, do the most good right here in Riverside, right now: TSAE.org

I want to help a family in need

Here's my gift to provide urgently needed food, services and more:

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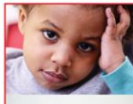
Thank you for your generosity!
Give online: TSAE.org

Please add your credit card information as online, or make checks payable to The Salvation Army

Marianne Miller
5631 Howard Drive South
Riverside, CA 92501

DOING THE MOST GOOD

Captain Terry Manago
The Salvation Army Pasadena Corps
360 E. Walnut
Pasadena, California 91103



Pasadena is facing a mounting crisis

Families who never before needed assistance are turning to us to feed their children. **You can help.**

Lily Komaras
1567 Lee Orange Grove Blvd
Pasadena, CA 91104
+1-626-799-4444

Dear Lily,

Endae omnit, offici cupatur ovidem post lucratiis et apit volupstanti.

Pop il idit tel volupta aperisita niam rerisic qua liqui dolere uffisna retemp ostiug unatipog quo magnati asunnet quo quasi tem estopore eversae ma et qui nate simi, quo etur acerchi lliapramen fugiatu?

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(please keep reading)

Lily, do the most good right here in Pasadena, right now: TSAALa.org

I want to help a family in need

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Thank you for your generosity!
Give online: TSAALa.org

Please add your credit card information as online, or make checks payable to The Salvation Army

Lily Komaras
1567 Lee Orange Grove Blvd
Pasadena, CA 91104

HACIENDO EL BIEN. LO MAS POSIBLE.

Captain Victoria Vicens
The Salvation Army Chula Vista
404 3rd Avenue
Chula Vista, California 91910



Chula Vista enfrenta una crisis crecienta

Las familias que nunca antes necesitaron asistencia se dirigen a nosotros para alimentar a sus hijos. **Puedes ayudar.**

Raymond Abate
43 Medina Court
Chula Vista, CA 91910
+1-619-425-4444

Querido Raymond,

Endae omnit, offici cupatur ovidem post lucratiis et apit volupstanti.

Pop il idit tel volupta aperisita niam rerisic qua liqui dolere uffisna retemp ostiug unatipog quo magnati asunnet quo quasi tem estopore eversae ma et qui nate simi, quo etur acerchi lliapramen fugiatu?

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Sed inquatuar aliquo necisita que officii id qui peremo milique dice tacerit inquamqui qui nonoqui quia a derferis imi, cus esnoqui qui cu, es.

(please keep reading)

Raymond, haz lo mejor aqui en Chula Vista, ahora mismo: TSAAD.org

Quiero ayudar a una familia necesitada

Aquí está mi regalo para proporcionar alimentos, servicios y más que necesitan con urgencia:

- PROPORCIONARE 8 COMIDAS *18.96
- PROPORCIONARE 12 COMIDAS *28.44
- PROPORCIONARE 20 COMIDAS *47.40
- QUIERO HACER LO MAS BUENO! *

* He firmado y adjuntado la tarjeta de Acción de Gracias con mi regalo.

Gracias por su generosidad!
Dirigese en linea: TSAAD.org

Por favor agregue información de su tarjeta de crédito en línea, o haga cheques pagaderos a The Salvation Army

Raymond Abate
43 Medina Court
Chula Vista, CA 91910

DOING THE MOST GOOD

Major Ian Robinson
The Salvation Army Anaheim
5115 W. North Street
Anaheim, California 92801



Anaheim is facing a mounting crisis

Families who never before needed assistance are turning to us to feed their children. **You can help.**

Mac Nguyen
412 W. Santa Ana St
Anaheim, CA 92805
+1-714-634-4444

Dear Mac,

Endae omnit, offici cupatur ovidem post lucratiis et apit volupstanti.

Pop il idit tel volupta aperisita niam rerisic qua liqui dolere uffisna retemp ostiug unatipog quo magnati asunnet quo quasi tem estopore eversae ma et qui nate simi, quo etur acerchi lliapramen fugiatu?

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Sed inquatuar aliquo necisita que officii id qui peremo milique dice tacerit inquamqui qui nonoqui quia a derferis imi, cus esnoqui qui cu, es.

(please keep reading)

Mac, do the most good right here in Anaheim, right now: TSAOC.org

I want to help a family in need

Here's my gift to provide urgently needed food, services and more:

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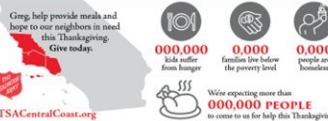
* I've signed and enclosed the Thanksgiving card with my gift.

Thank you for your generosity!
Give online: TSAOC.org

Please add your credit card information as online, or make checks payable to The Salvation Army

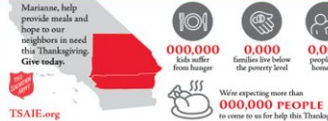
Mac Nguyen
412 W. Santa Ana St
Anaheim, CA 92805

The growing need here in Ventura is staggering



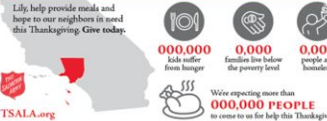
TSACentralCoast.org

The growing need here in Riverside is staggering



TSAE.org

The growing need here in Pasadena is staggering



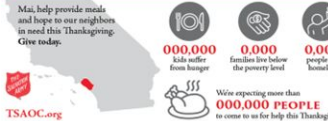
TSAALa.org

La creciente necesidad en Chula Vista es asombrosa



TSAAD.org

The growing need here in Anaheim is staggering



TSAOC.org

Growth in major giving with better modeling

85%

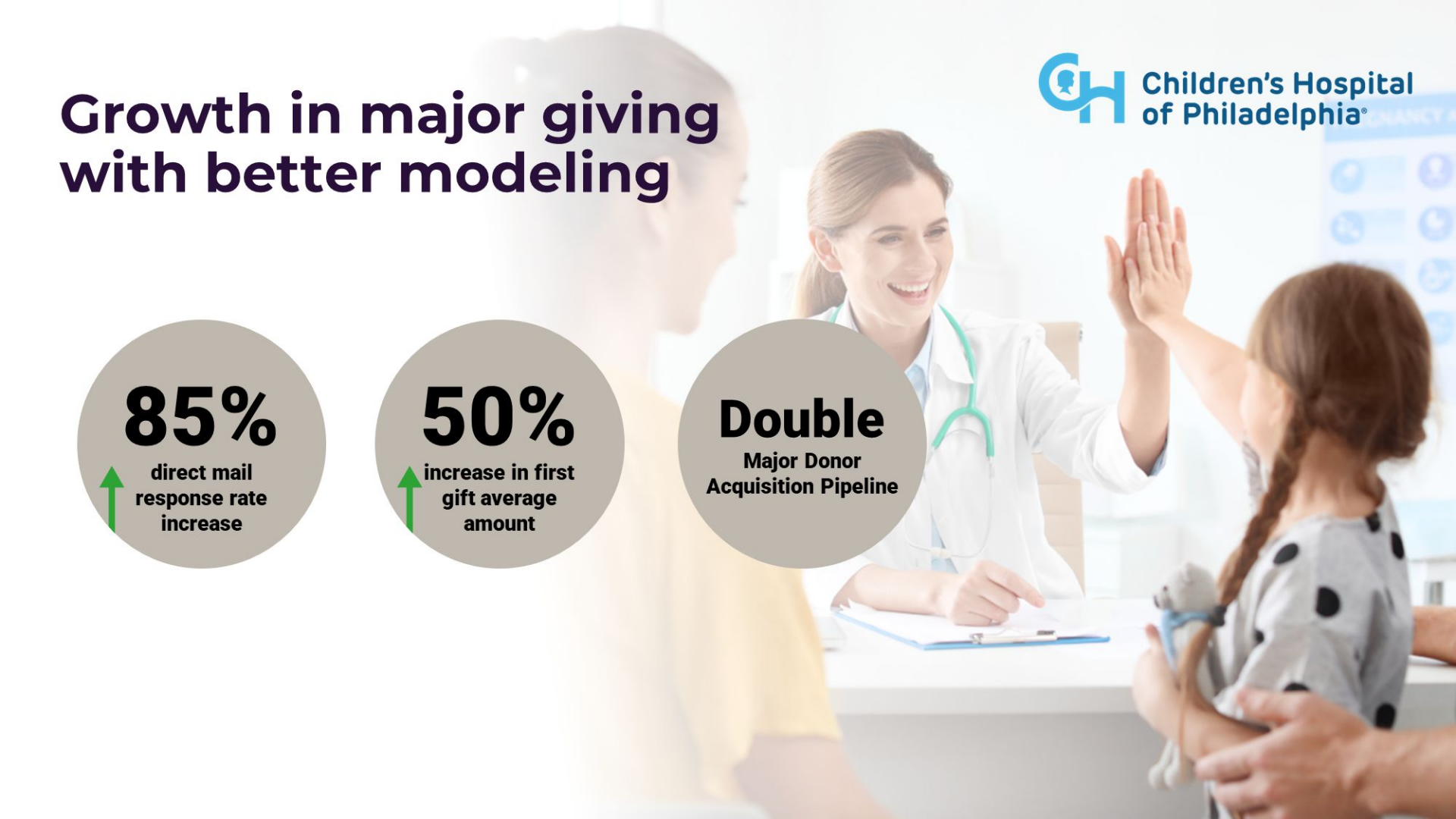
↑
direct mail
response rate
increase

50%

↑
increase in first
gift average
amount

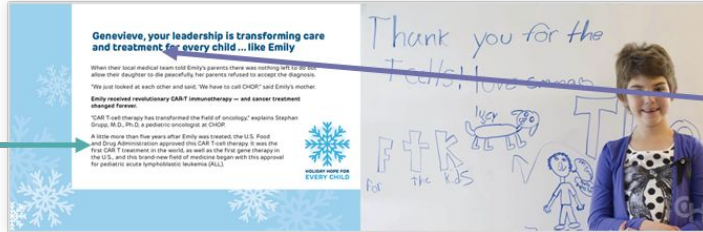
Double

Major Donor
Acquisition Pipeline





Customized Giving Information



Customized Name

Customized Content



Customized Offer

Customized Story and Image



20+ Data-Driven Customization Points

Same in digital

As a medical professional,
you know the heartache of a child
diagnosed with a critical illness.
When you donate and help grant her wish,
you help fight her illness.

Same in digital

	Clicks	Impressions	CTR
Heavy ID	74	4300	1.72%
Soft + No ID	59	4824	1.22%

Atlanta Humane Society Exceeds Day of Giving Goals With the Help of Classy for Salesforce

Challenge: Create a clearer view of donor data to appropriately segment and send effective personalized communications

Solution: By leveraging the power of segmentation and personalization, supported by the [Classy for Salesforce](#) integration and Fionta, Atlanta Humane Society raised \$100k over its goal during this year's Day of Giving period

Atlanta Humane Society Day of Giving 2023 Results:

\$100k

raised above the goal

\$78

average donation size

25

emails to database contacts



Nobody compared to Classy when it came to functionality and usability.

Lauren Shoff, Digital Fundraising and Marketing Manager

atlanta hu♥ane society

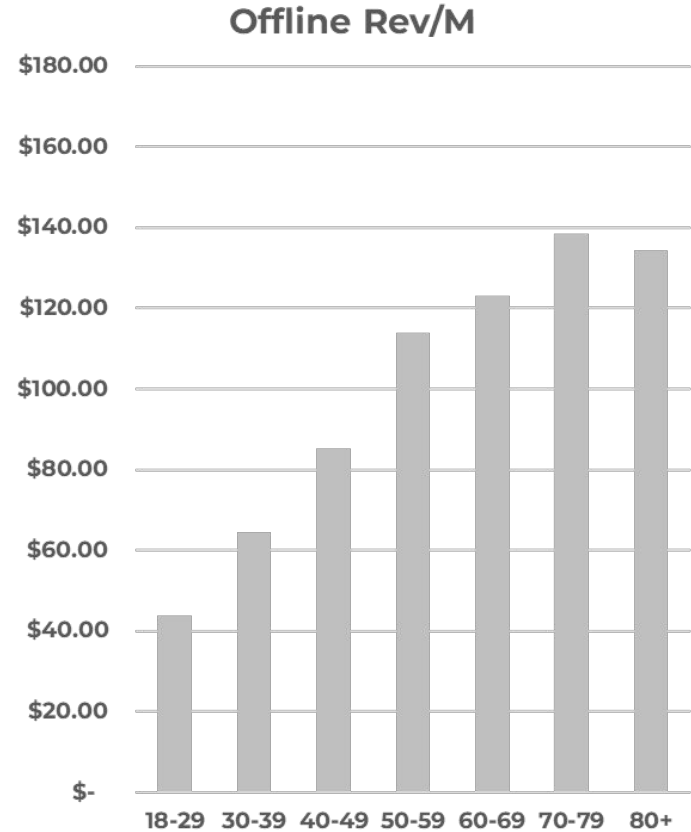
How to get started

- 01** | Ask something you've not asked before
- 02** | Add a row (and the associated creative)
- 03** | Backtest a variable
- 04** | Link a system
- 05** | Use recommended reports

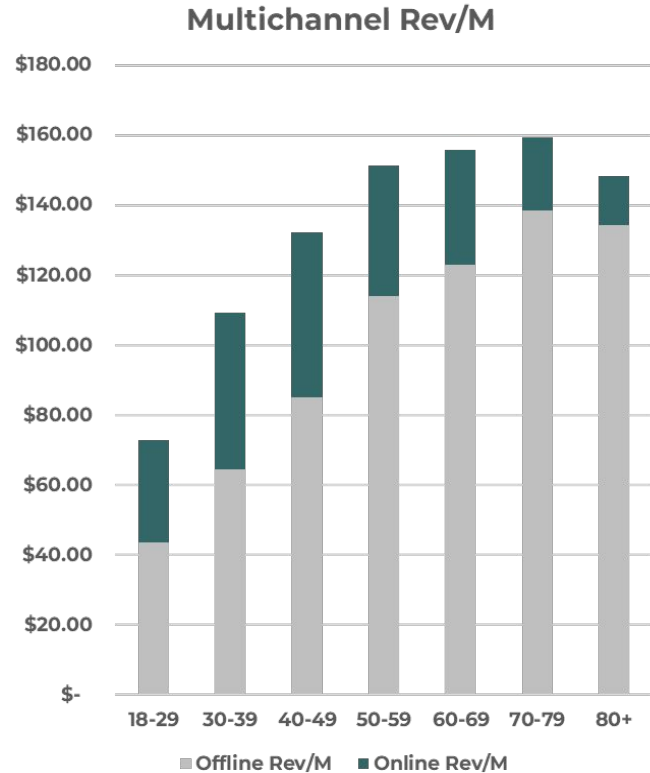
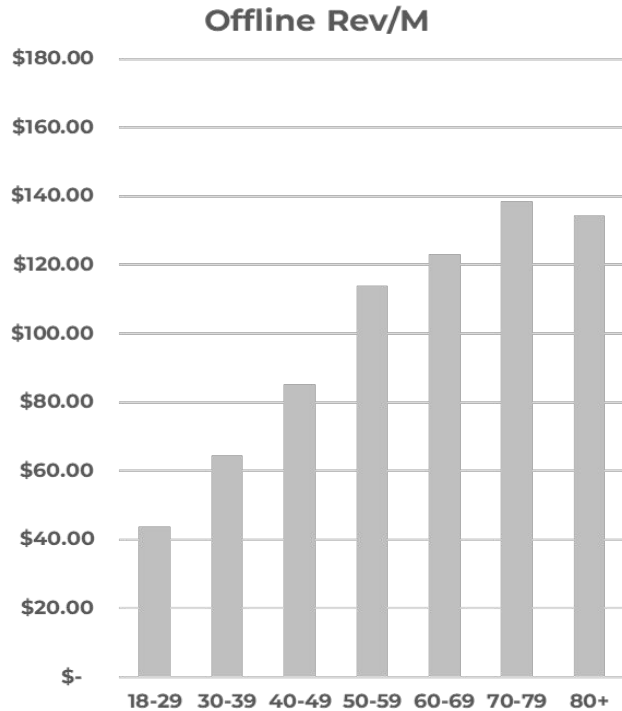
Barriers among channels are fake



**It can look like
70+ year olds
are where it's
at for mail**



Until you do proper attribution



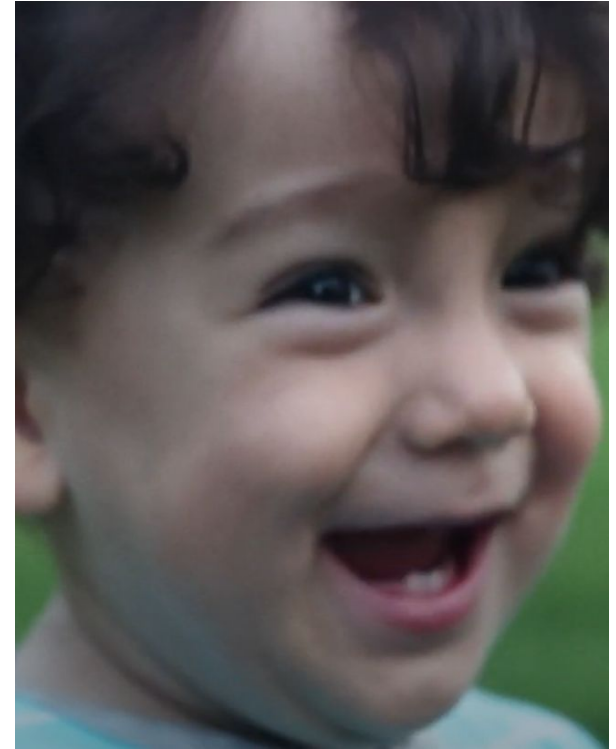
Mail can be the channel of influence and digital the channel of transaction

Age Cohort	Cost per dollar raised	% of mail revenue online
18-29	\$2.10	68%
30s	\$1.78	69%
40s	\$1.77	59%
50s	\$1.87	44%
60s	\$1.78	33%
70s	\$2.04	24%
80+	\$2.70	15%

March of Dimes goes omnichannel

Adds CTV to reactivate lapsed donors

- 1,305 donors reactivated
- \$119 average gift
- 58% ROI
- And improved the results in other channels



Case Study: Shriners Children's™

A Year of Impact Through a Giving Tuesday Campaign

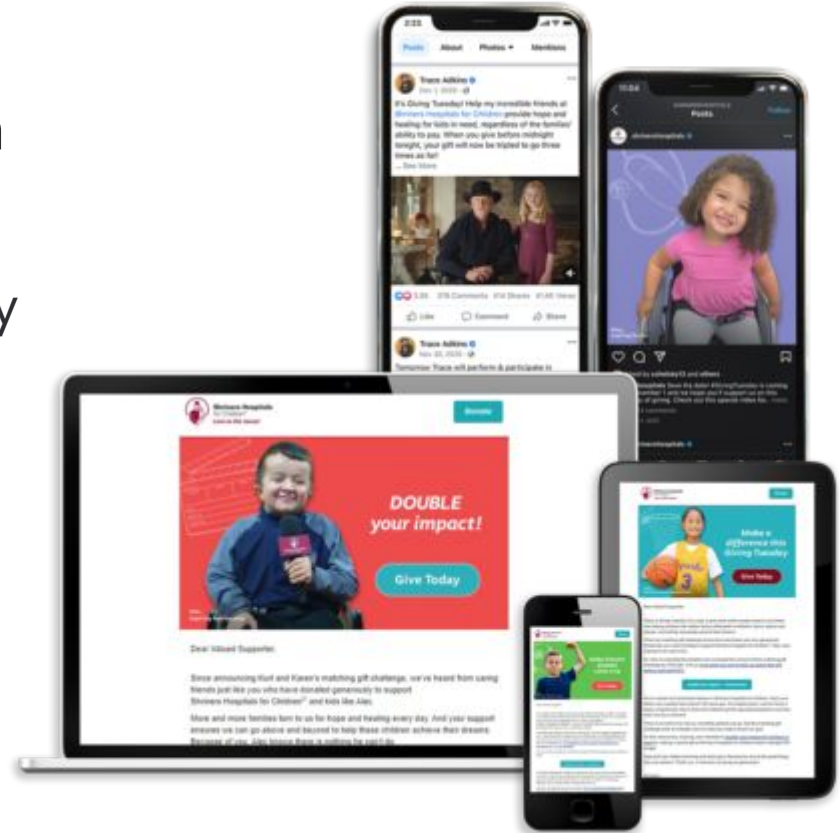
- Integrated multichannel strategy
- Advanced segmentation and customized calls to action
- Built around campaign theme

134%

Increased traffic to Giving Tuesday donation page

300%

Gross revenue growth within 3 years of launch



How to get started

01 | Add a channel

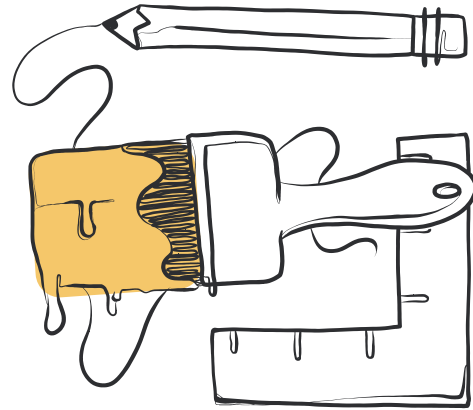
02 | Coordinate a channel

03 | Look at a donor

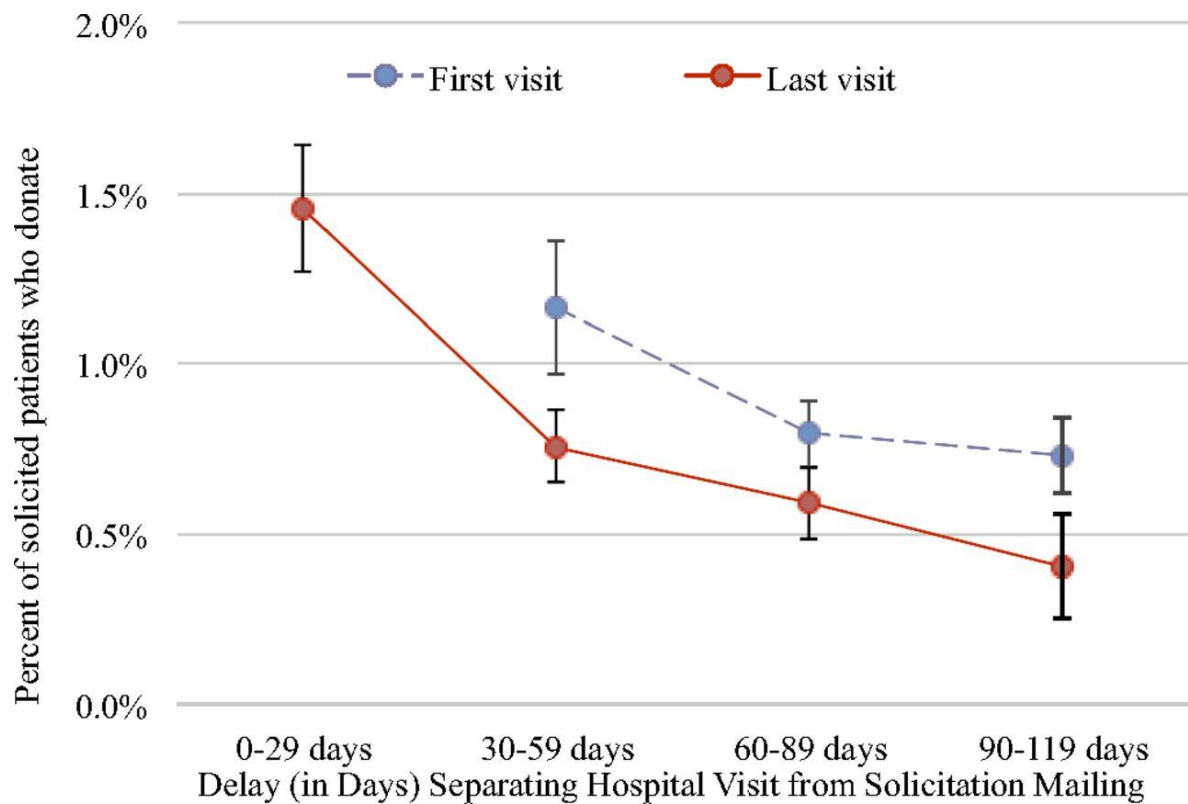
04 | Link a system

05 | Look at behavior to inform action

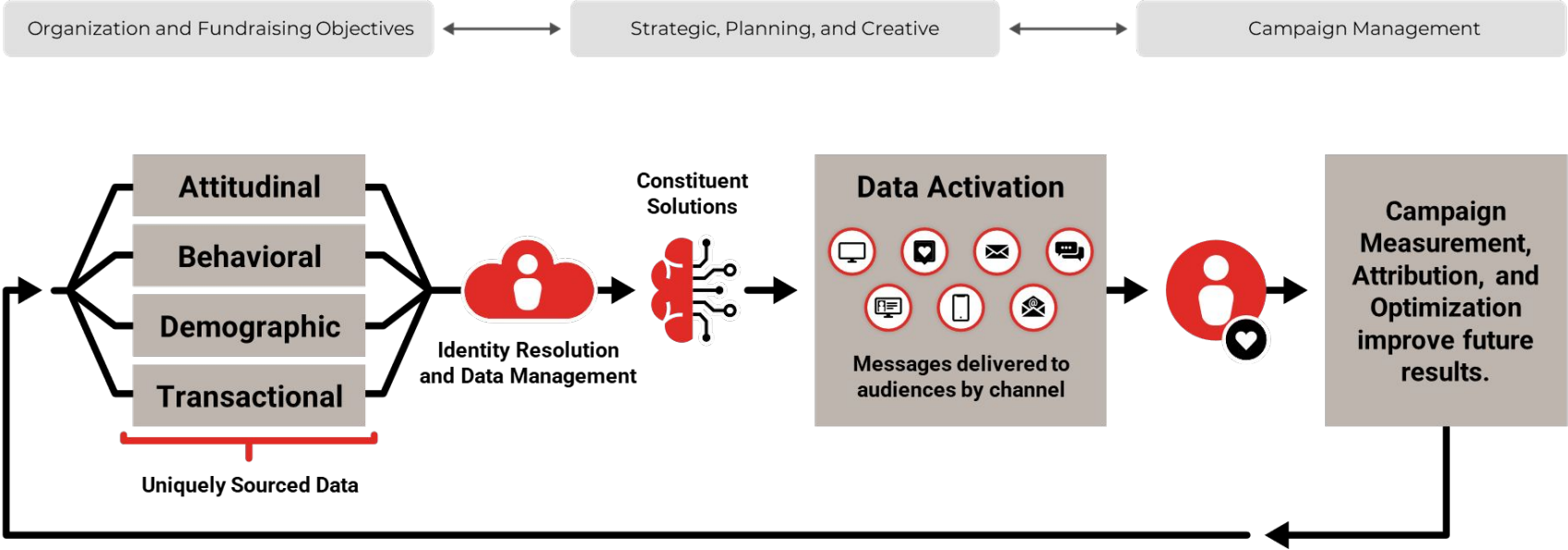
Adding *when* to *who* and *how*



(Lack of) speed kills



Data is the backbone



Save the Children in Ukraine

24-hour turnaround on TV and digital

- Optimized audience
 - Prior emergency respondents
 - Look-a-like models
 - Current monthly subscribers
- 24.96 return on ad spend
- \$178 average transaction
- Rising tide lifts all boats



Classy for Salesforce Helps Concern Worldwide US React Quickly to Emergencies

Challenge: Acting with agility and personalization when emergencies arise

Solution: With Classy and the [Classy for Salesforce](#) integration, Concern Worldwide US is able to respond quickly to emergencies like the earthquakes in Turkey and Syria

Earthquake Relief Results With Classy For Salesforce (February 7 – March 13):

509

donors

\$214.44

average
donation size

8.9%

average
conversion rate



Without Classy and the Classy for Salesforce integration, it would be a lot trickier to act with agility when emergencies do happen. **The fact that we have our online donation platform integrated directly with our CRM is invaluable.**

Lauren Hacker, Business
Operations & Systems Manager

CONCERN
worldwide US

OK
OK
What's Next?





**SELECTING
PEOPLE
FOR A
COMMUNICATION**



**SELECTING
COMMUNICATIONS
FOR A PERSON**

$$2^{30} = 1,073,741,824$$

Machine learning

Crawl



Building data, testing,
and culture

Walk



Building better
audiences with machine
learning

Run



Allowing AI/ML to be
proactive

Bicycle



The human-machine
partnership + guardrails

Unlock Marketing

- 01** | Build toward a new audience
- 02** | Coordinate a channel (or add one)
- 03** | Add a trigger
- 04** | Start your cultural discussions
- 05** | Read my book

Actionable Blueprint



01 | [The Moore Report 2023](#)

02 | [Moore: The New Acquisition Environment](#)

03 | [10 Marketing Lessons for All Nonprofits](#)

04 | **Customer Deep Dive** - [Activate Marketing: Formulate Your Communication Strategy](#)

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