Unlock Marketing: Reach Key Donor Segments with Targeted Appeals
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

<table>
<thead>
<tr>
<th>KPI</th>
<th>Transactional only</th>
<th>Robust model</th>
<th>% Difference</th>
</tr>
</thead>
<tbody>
<tr>
<td>Overlapping donors</td>
<td>855,626</td>
<td>855,626</td>
<td></td>
</tr>
<tr>
<td>Unique donors</td>
<td>231,493</td>
<td>56,350</td>
<td></td>
</tr>
<tr>
<td>Total donors</td>
<td>1,087,119</td>
<td>911,876</td>
<td>-16%</td>
</tr>
<tr>
<td>Response rate</td>
<td>13.1%</td>
<td>15.3%</td>
<td>17%</td>
</tr>
<tr>
<td>Average gift</td>
<td>$25.27</td>
<td>$25.91</td>
<td>3%</td>
</tr>
<tr>
<td>Revenue</td>
<td>$3,594,252</td>
<td>$3,604,281</td>
<td>0%</td>
</tr>
<tr>
<td>Cost</td>
<td>$1,328,076</td>
<td>$959,970</td>
<td>-28%</td>
</tr>
<tr>
<td>Net</td>
<td>$2,266,176</td>
<td>$2,581,088</td>
<td>14%</td>
</tr>
</tbody>
</table>
Riverside is facing a mounting crisis
Families who never before needed assistance are turning to us to feed their children.
You can help.

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

I want to help a family in need

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

☐ Fill Provide 8 Meals $18.76
☐ Fill Provide 12 Meals $28.44
☐ Fill Provide 20 Meals $47.40
☐ I want to do the most good

Thank you for your generosity!

Marianne Miller
5631 Howard Drive South
Riverside, CA 92501

Lily is just $2.37 provides a nutritious meal and hope.

Pasadena is facing a mounting crisis
Families who never before needed assistance are turning to us to feed their children.
You can help.

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

I want to help a family in need

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Lily Komaroff
1580 East Orange Grove Blvd.
Pasadena, CA 91104

Chula Vista enfrenta una crisis creciente
Las familias que nunca antes necesitaron asistencia se dirigen a nosotros para alimentar a sus hijos.
Puedes ayudar.

Querido Raymond,

Esdas omiess, effi cipate anid ozen past lacapetatis at apit volupatait.

Pop il id tset volupta speratip niis renrivic quat liqui delerio allisnt rentemp ostiort vaciatap quas magnis assuet quos tem estontere euerma moa ati nartia sinai, que eor aechra Expnati fuplat?

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(please keep reading)

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(please keep reading)

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

Quiero ayudar a una familia necesitada

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

☐ PROPORCIONAIRE 8 COMIDAS $18.76
☐ PROPORCIONAIRE 12 COMIDAS $28.44
☐ PROPORCIONAIRE 20 COMIDAS $47.40
☐ HACERLO LO MEJOR

Hacé en tu casa: TSASTD.org

Agregar la información de tu carta de donación al servicio o ve a donde se indica: The Salvation Army
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
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

<table>
<thead>
<tr>
<th></th>
<th>Clicks</th>
<th>Impressions</th>
<th>CTR</th>
</tr>
</thead>
<tbody>
<tr>
<td>Heavy ID</td>
<td>74</td>
<td>4300</td>
<td>1.72%</td>
</tr>
<tr>
<td>Soft + No ID</td>
<td>59</td>
<td>4824</td>
<td>1.22%</td>
</tr>
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</table>
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 Fíonta, 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
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

<table>
<thead>
<tr>
<th>Age Cohort</th>
<th>Cost per dollar raised</th>
<th>% of mail revenue online</th>
</tr>
</thead>
<tbody>
<tr>
<td>18-29</td>
<td>$2.10</td>
<td>68%</td>
</tr>
<tr>
<td>30s</td>
<td>$1.78</td>
<td>69%</td>
</tr>
<tr>
<td>40s</td>
<td>$1.77</td>
<td>59%</td>
</tr>
<tr>
<td>50s</td>
<td>$1.87</td>
<td>44%</td>
</tr>
<tr>
<td>60s</td>
<td>$1.78</td>
<td>33%</td>
</tr>
<tr>
<td>70s</td>
<td>$2.04</td>
<td>24%</td>
</tr>
<tr>
<td>80+</td>
<td>$2.70</td>
<td>15%</td>
</tr>
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</table>
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

Organization and Fundraising Objectives — Strategic, Planning, and Creative — Campaign Management

Attitudinal — Behavioral — Demographic — Transactional

Identity Resolution and Data Management

Constituent Solutions

Data Activation

Messages delivered to audiences by channel

Campaign Measurement, Attribution, and Optimization improve future results.

Uniquely Sourced Data
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
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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