


INTERNATIONAL
FUNDRISING
CONFERENCE BOSTON, MA
MARCH 20 - 22, 2016

Truth or Consequences

Online Fundraising Best Practices

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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.



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The Big Question



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The Nonprofit Perspective



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Let's Play Truth or Consequences!



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Rules of the Game:

- 5 minutes per round
- Follow along with your jargon cheat sheet
- One or two questions per round
- 10 minutes at the end for final questions



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Modals (aka Lightboxes) Shine Even Brighter



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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.



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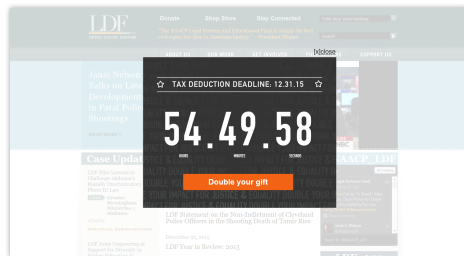
Truth!

- 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.



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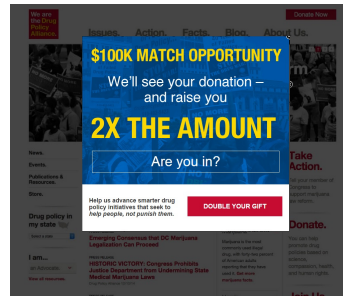
Homepage Modals



Legal Defense Fund Year-End Modal

128 gifts

\$22,678 income



Drug Policy Alliance Year-End Modal

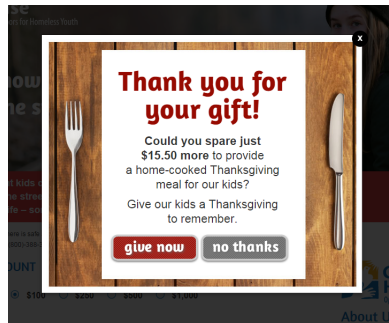
149 gifts

\$24,074 income



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Upgrade Modals

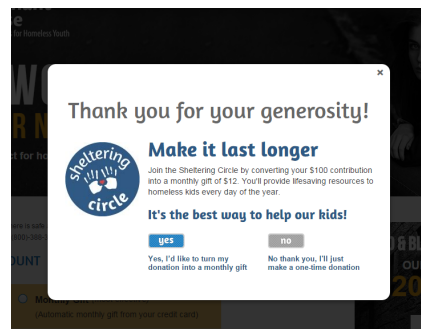


Covenant House Thanksgiving Modal

31.75% response rate

744 gifts

\$11,532 income



Covenant House Monthly Giving Modal

6.70% response rate

225 gifts

\$1,610 income



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A Mobile Website Is a Must



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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.



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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



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Consequences

On the other hand, a responsive design will:

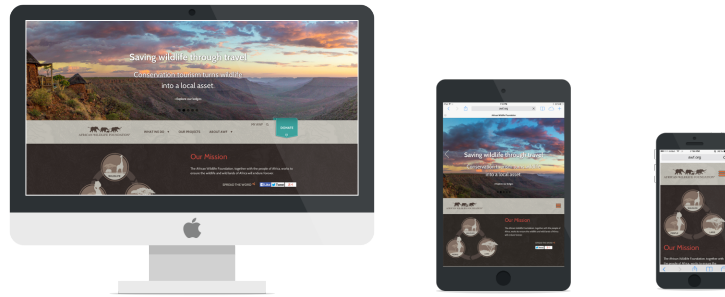
- Let you keep your URL and preserve your link equity
- Likely be an overall better return on your investment



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African Wildlife Foundation

We now interact with websites across devices.



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Not a Game



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Remarketing Emerges



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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.



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Truth!

- 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.

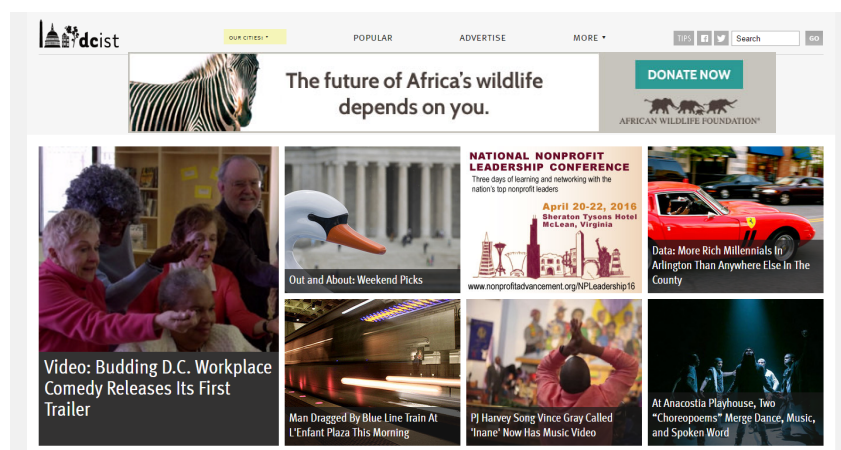


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Source: MailChimp

AWF Remarketing



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AWF Remarketing

The screenshot shows a wikiHow article page. The header is green with the 'wikiHow' logo and navigation links like 'Search', 'EDIT', 'HELP US', 'EXPLORE', 'LOG IN', and 'MESSAGE S'. The article title is 'Method 3 of 6: Use an htaccess File'. The content includes two numbered steps: Step 5, 'Change "newdomain.com" to the actual domain name.', and Step 6, 'Click "save." Change the dropdown list to "all files." Save the file as .htaccess with no extension.' Below the steps is an advertisement for the African Wildlife Foundation (AWF). The ad features a lion's head on the left and a 'DONATE NOW' button on the right, with the text 'The future of Africa's wildlife depends on you.' and the AWF logo at the bottom.

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AWF Remarketing Ads

The slide displays five different AWF remarketing advertisements. Each ad includes a wildlife image, a message about protecting Africa's wildlife, a 'DONATE NOW' button, and the AWF logo.

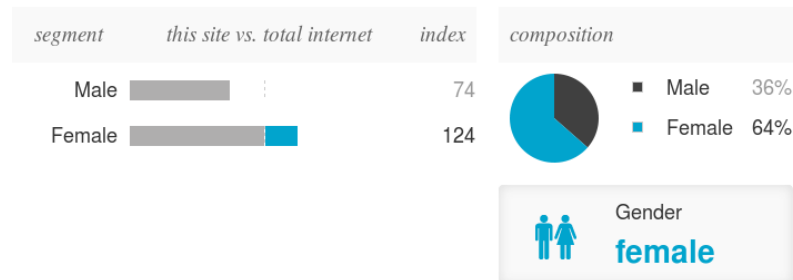
- Ad 1:** Features a lioness. Text: 'You see a priceless creature. Hunters see a trophy. Protect Africa's wildlife.' Button: 'DONATE NOW'.
- Ad 2:** Features an elephant. Text: 'You see a priceless creature. Poachers see a pay day. Protect Africa's wildlife.' Button: 'DONATE NOW'.
- Ad 3:** Features a zebra. Text: 'The future of Africa's wildlife depends on you.' Button: 'DONATE NOW'.
- Ad 4:** Features an elephant. Text: 'The future of Africa's wildlife depends on you.' Button: 'DONATE NOW'.
- Ad 5:** Features an elephant. Text: 'The future of Africa's wildlife depends on you.' Button: 'DONATE NOW'.

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Demographic Profiling

Gender

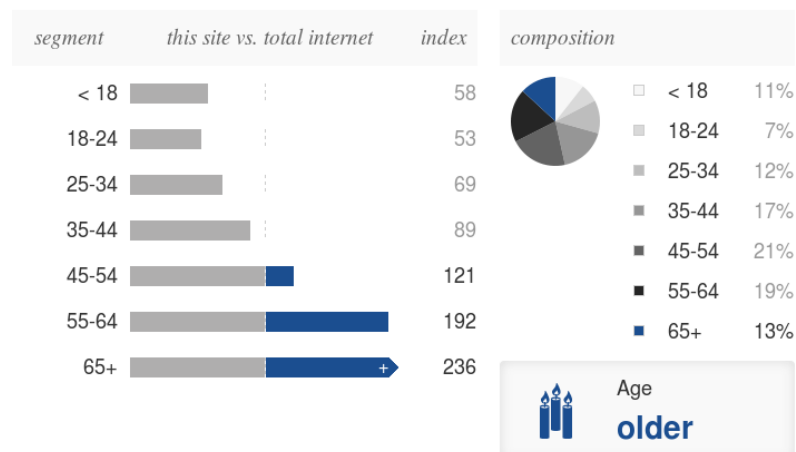


25

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Demographic Profiling

Age

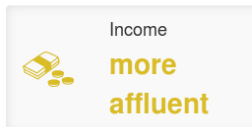
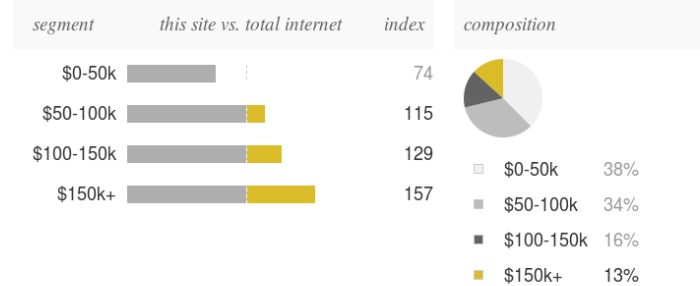


26

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Demographic Profiling

Income

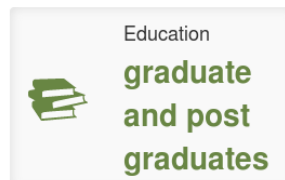
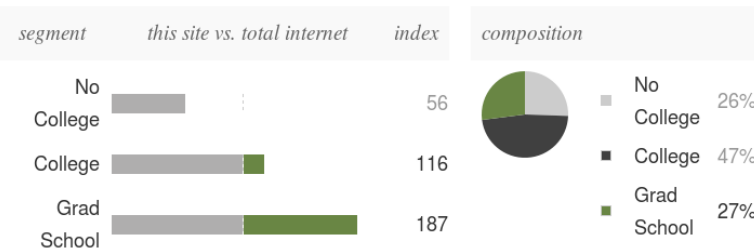


27

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Demographic Profiling

Education

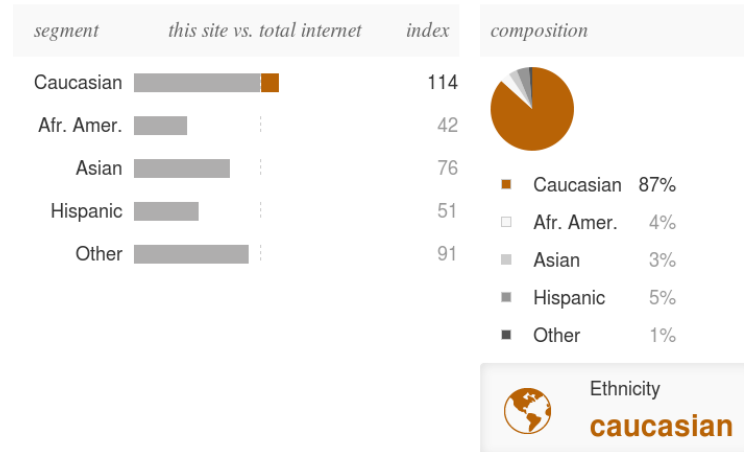


28

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Demographic Profiling

Ethnicity



29

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Where Converters Visit

| Publisher Domains | Affinity | Publisher Domains | Affinity |
|---------------------|----------|----------------------|----------|
| dailykos.com | 9.9 | opentable.com | 3.4 |
| worldwildlife.org | 7.6 | resellerratings.com | 3.3 |
| unicefusa.org | 5.5 | charitynavigator.org | 3.1 |
| forcechange.com | 5.0 | nytimes.com | 3.1 |
| onegreenplanet.org | 4.6 | fandango.com | 3.1 |
| motherjones.com | 4.1 | racextinction.com | 2.9 |
| animalpetitions.org | 4.0 | grist.org | 2.8 |
| ran.org | 4.0 | sfgate.com | 2.7 |
| mnn.com | 3.7 | salon.com | 2.7 |

| Categories | Affinity |
|-----------------------|----------|
| Travel | 1.9 |
| Culture & Society | 1.5 |
| Shopping | 1.4 |
| Sports | 1.3 |
| Business & Industrial | 1.3 |



30

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Remarketing Results

- Dates: 11/23/15 – 12/31/15 (View Attribution: 30 days)
- \$6.72:1 ROAS (return on ad spend)
- Quantcast ads contributed to 19% of all gifts made during the time the ads ran



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Yahoo! Makes a Comeback



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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.



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Truth! (has seen)

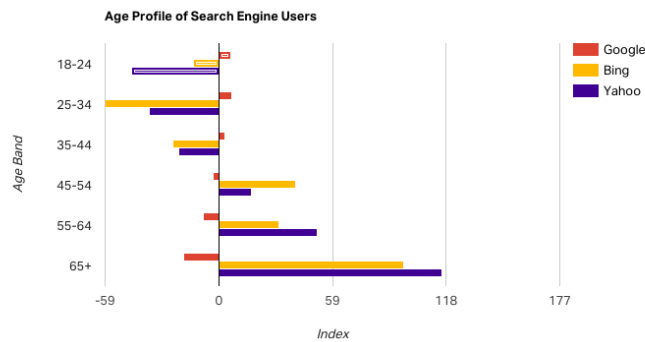
- Due to a recent deal with Firefox, Yahoo! saw (at least temporarily) quick growth in market share.
- While Google still vastly outweighs any other search competitor by a long shot, investing in paid search advertising on Yahoo – through the Bing ad network – provides a viable option for nonprofits to consider.
- Audience demographics on Yahoo/Bing often favor fundraisers' goals.



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Truth OR Consequences?

Index of Age:



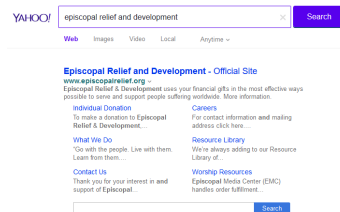
There is a clear line at middle age that split Google users to Bing and Yahoo users. Google are more likely to be younger whereas Bing and Yahoo have a more mature audience.

Source: Futher - <https://www.further.co.uk/blog/who-what-and-when-profiling-google-yahoo-and-bing-search-demographics/>



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ERD Yahoo Ads



Charity Navigator - Rating for Episcopal Relief & Development
www.charitynavigator.org/index.cfm?id=searchsummary&u=...
 Episcopal Relief & Development is an international charity rated 3 of 4 stars by Charity Navigator. Located in New York, NY, it is one of 8,000 organizations rated by...

Donate now - Episcopal Relief and Development
www.episcopalrelief.org/ways-you-can-donate-now...
 To make a donation to Episcopal Relief & Development, choose from the following funds, select the amount you would like to donate, and click "Give."

Episcopal Relief and Development - Wikipedia, the...
en.wikipedia.org/wiki/Episcopal_Relief_and_Development
 Episcopal Relief & Development is an international relief and development agency and a compassionate response to human suffering in behalf of the Episcopal Church.

Episcopal Relief and Development - ...
www.episcopalrelief.org/episcopal-relief-and-development-...
 Episcopal Relief & Development is an international relief and development agency and a compassionate response to human suffering in behalf of the Episcopal Church and an independent 501(c)(3)...

Ad related to: episcopal relief and development.

Episcopal Relief Development
 About.com/Experts
 Search for Episcopal Relief Development. Find Expert Advice | About.com

Send a Gift with Lasting Impact

GIVE A GOAT TO A FAMILY IN NEED
 Just one goat can provide a family with a stable source of food and earnings.

More Meaningful Gifts From Our Catalog:

- COW**
Improve nutrition for malnourished families.
- FLOCK OF CHICKENS**
Provide a sustainable source of food and income.
- PIG**
Help a family break the cycle of poverty.

SEND FOR ONE GOAT | GIVE NOW



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Bing vs. Google

| Search Engine | Gifts | Income | ROI |
|---------------|-------|----------|--------|
| Bing | 92 | \$8,038 | \$4.14 |
| Google | 147 | \$13,945 | \$2.35 |



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Facebook Is Now a Fundraising Powerhouse



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Truth OR Consequences?

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



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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.

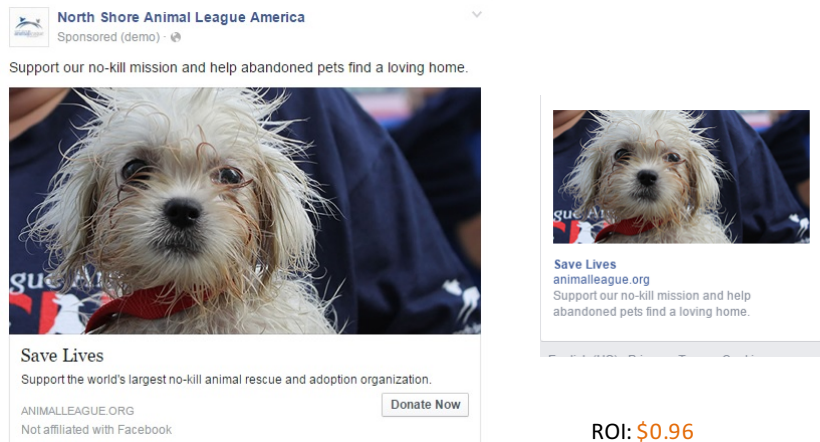


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ERD Facebook Results



North Shore Animal League America Results



AWF Facebook Remarketing

The screenshot shows a Facebook interface with the user 'Sanky Perlowin' logged in. The main content area displays a sponsored post from the African Wildlife Foundation (AWF) titled 'Your gift to African Wildlife Foundation (AWF) will be matched up to \$200K'. The post features a rhino and the text 'THEIR DEADLINE: <10 YEARS'. Below the post, there are 74 Likes, 6 Comments, and 30 Shares. To the right of the post, there is a 'Donate Now' button and a '96 elephants a' link. The right sidebar shows 'YOUR ADS' with a total of 765,291 Post Reach and 43,066 People Engaged. Below this, there are 'Lifetime Results' for 'CCFA: November Webcast Ads' and 'CCFA 2015: Holiday Fundraising Ads'. The bottom of the page features the AFP logo and the text '#AFPFC AFPFC.com'.

AWF Facebook Remarketing

The screenshot shows a Facebook interface with the user 'Sanky Perlowin' logged in. The main content area displays a sponsored post from the African Wildlife Foundation (AWF) titled 'Your gift to African Wildlife Foundation (AWF) will be matched up to \$200K'. The post features an elephant and the text 'THEIR DEADLINE: 20 YEARS'. Below the post, there are 74 Likes, 6 Comments, and 30 Shares. To the right of the post, there is a 'Donate Now' button and a '96 elephants are poached a day' link. The right sidebar shows 'YOUR ADS' with a total of 765,291 Post Reach and 43,066 People Engaged. Below this, there are 'Lifetime Results' for 'CCFA: November Webcast Ads' and 'CCFA 2015: Holiday Fundraising Ads'. The bottom of the page features the AFP logo and the text '#AFPFC AFPFC.com'.

AWF Facebook Remarketing

The screenshot shows a Facebook interface with the AWF profile. The main post is a sponsored advertisement titled "Your gift to African Wildlife Foundation (AWF) will be matched up to \$200K." It features two images: an elephant with the text "THEIR DEADLINE: 20 YEARS" and a lion with "THEIR DEADLINE: 35 YEARS". Below the images are "Donate Now" buttons. The post has 74 likes, 6 comments, and 30 shares.

On the right, the "YOUR ADS" section displays performance metrics for the week:

| 765,291 | 43,066 |
|------------|----------------|
| Post Reach | People Engaged |

Below this, "Lifetime Results" are shown for two ad campaigns:

- CCFA: November Webcast Ads**: 2,795 Website Clicks for \$2,054.62
- CCFA 2015: Holiday Fundraising Ads**: 972 Website Clicks for \$1,129.89

The bottom of the slide features the AFP logo and the text "#AFPFC AFPFC.com".

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



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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.



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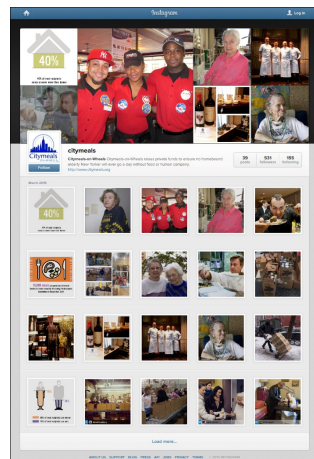
Consequences!

- 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.

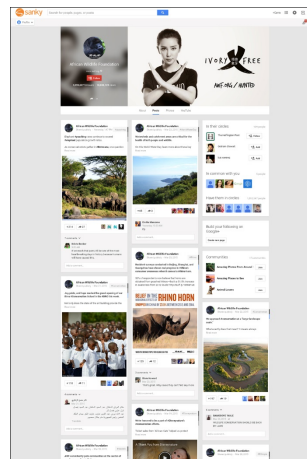


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Secondary Social Media



City Meals on Wheels Instagram

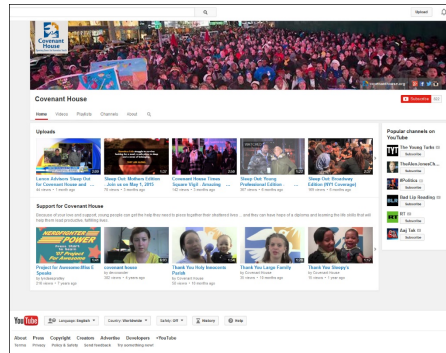


African Wildlife Fund Google+

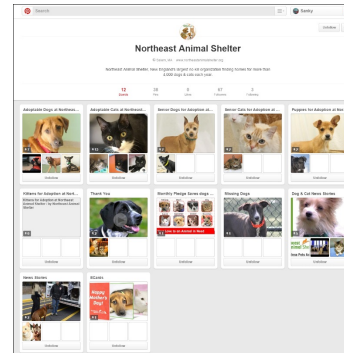


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Secondary Social Media



Covenant House YouTube



Northeast Animal Shelter Pinterest



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Care2 and Change.org Are Oh So 2010



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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.



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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.



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Care2 Pledge

Pledge to Stop Illegal Wildlife Poaching
author: African Wildlife Foundation
signatures: 43,785

Sign Pledge

Profile First Name Last Name
don't display my name
Email
United States
Street Address City
State Zip
Interest: In your own words, explain the U.S. government's anti-poaching stance.
Keep me updated: African Wildlife Foundation (update more info)
sign now
share my signature on Facebook

we've got 43,785 signatures. help us get to 60,000

Africa is home to the world's most iconic wildlife including elephants, rhinos, gorillas and lions. But illegal poaching might destroy these species forever. Poaching rates have reached record highs and at the current rate it is estimated that many iconic African animals will disappear within our lifetime.

The U.S. government recently unveiled its new National Strategy for Combating Wildlife Trafficking, which includes a ban on ivory and rhino horn. As one of the world's largest markets for illegal wildlife products, the U.S. sets an example by passing tougher regulations. This is great news, and we need to make sure that our government understands that we want anti-poaching efforts like this to remain a high priority for the U.S.

Let's work together to prevent Africa's wildlife from becoming history: show that you appreciate the U.S. government's commitment to ending illegal poaching in Africa.

you have the power to create change.
START SHARING AND WATCH YOUR IMPACT GROW

6,304 832
facebook twitter email reddit

Collected
29,000 new
supporters in
two weeks!



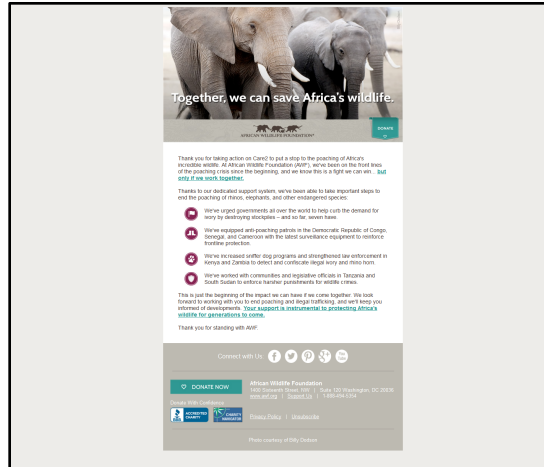
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The key to success is a **strong** and
timely conversion series.



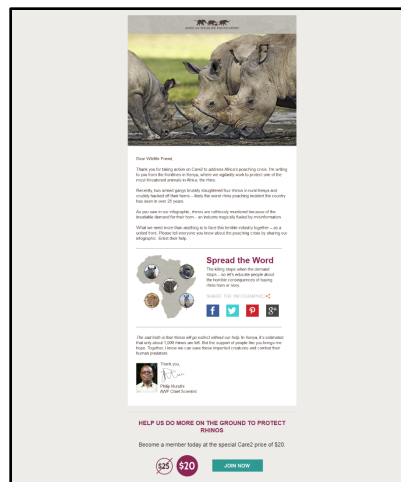
#AFPFC AFPFC.com

Email 1 – Welcome Email



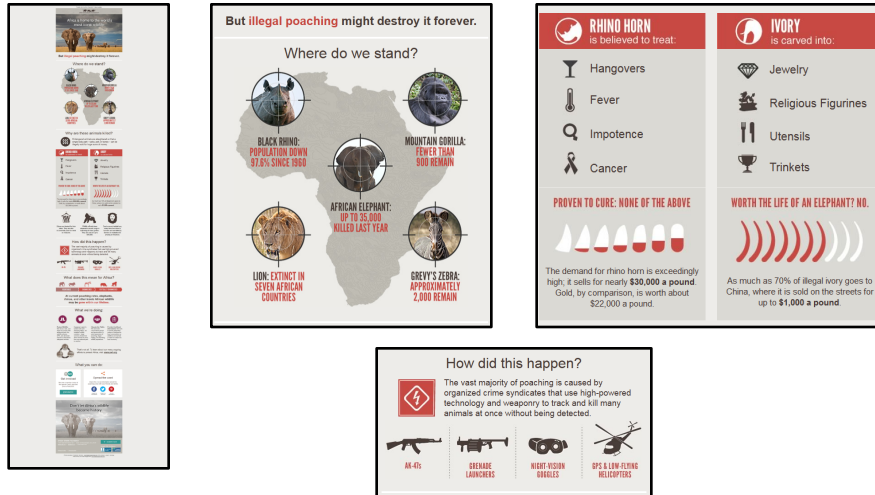
#AFPFC **AFPFC.com**

Email 2 – Message from the Field



#AFPFC **AFPFC.com**

Email 3 – Poaching Infographic



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Email 4 – Appeal

Driven to the edge of extinction

Dear Poacher (Name):

You probably think that the poaching of animals is just a hobby. But it's not. It's a crime. It's a crime that is driving many of the world's most endangered species to the edge of extinction. It's a crime that is costing the world billions of dollars in lost tourism and lost biodiversity. It's a crime that is costing the world the lives of many of its most precious animals.

As a poacher, you are responsible for the deaths of many of the world's most endangered species. You are responsible for the loss of many of the world's most precious animals. You are responsible for the loss of many of the world's most precious animals.

Join Now

A Poacher's Weapons:

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

Our Weapon:

YOU

Help us protect elephants and other endangered species now.

JOIN NOW



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Donation Form



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Results

| Acquisition | # Emails | # New Emails | Initial Cost per Name | Unique Donors | % Emails Converted | Avg. # Gifts | Gifts | Income | Avg. Gift | Time | IPD |
|------------------------------|----------|--------------|-----------------------|---------------|--------------------|--------------|-------|-----------|-----------|--------|--------|
| 2012 Summer Care2 | 26,239 | 25,468 | \$1.45 | 1,127 | 4.43% | 3.05 | 3,439 | \$123,021 | \$35.77 | 42 mo. | \$2.96 |
| 2013 Summer Care2 | 28,164 | 27,430 | \$1.40 | 1,105 | 4.03% | 3.56 | 3,930 | \$153,785 | \$39.13 | 30 mo. | \$3.61 |
| 2014 Spring Care2 | 19,577 | 19,197 | \$1.40 | 637 | 3.32% | 2.68 | 1,705 | \$57,294 | \$33.60 | 24 mo. | \$2.09 |
| 2014 Summer Care2 - with NAP | 66,106 | 65,133 | \$1.40 | 1,869 | 2.87% | 2.45 | 4,581 | \$171,638 | \$37.47 | 20 mo. | \$1.72 |



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A Fundraising App Is an Absolute Must!



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Truth OR Consequences?

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



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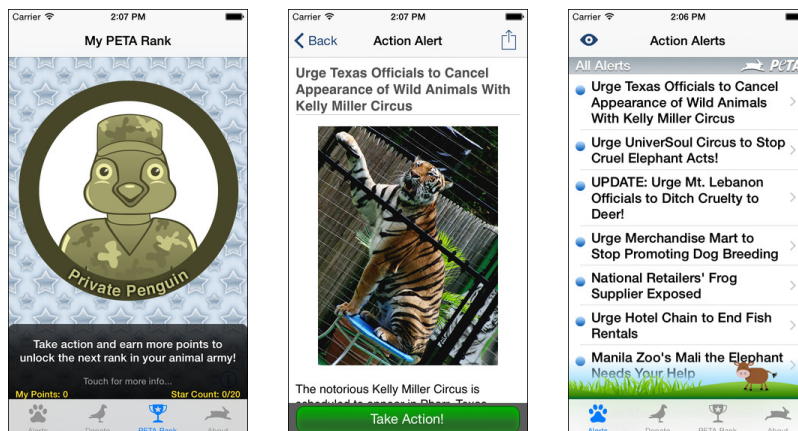
Consequences!

- 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!



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PETA's Mobile App

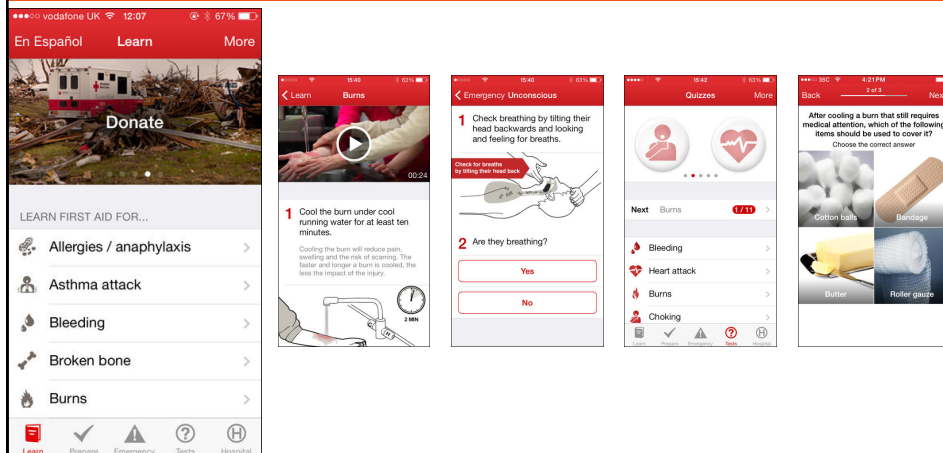


PETA's mobile app allows you to take action via your mobile phone. The more actions you take, the higher your rank becomes in their "animal army."



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American Red Cross' Mobile App



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.



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Follow the Crowd



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Truth OR Consequences?

You're missing out, and every organization should start a crowdfunding campaign today.



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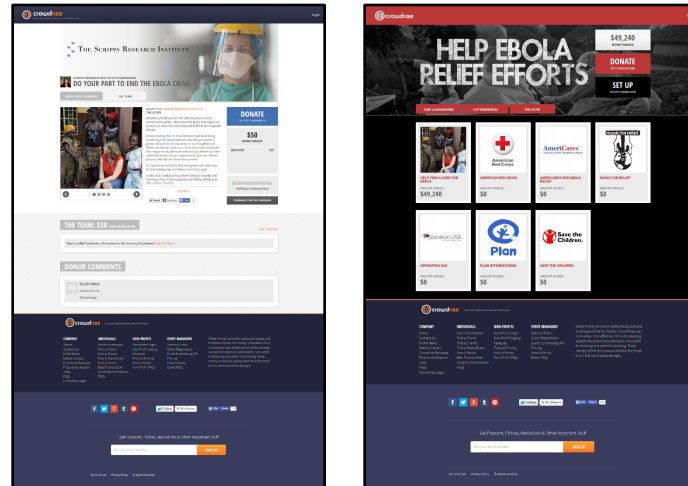
Consequences!

- 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.



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Scripps Research Ebola Crowdrise



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Ebola Crowdrise Results

| MONTH | GIFTS | INCOME | AVG |
|--------------|------------|------------------|-----------------|
| October | 782 | \$101,779 | \$130.15 |
| November | 14 | \$1,892 | \$135.14 |
| December | 28 | \$1,720 | \$61.43 |
| January | 5 | \$1,360 | \$272.00 |
| TOTAL | 829 | \$106,751 | \$128.77 |



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Justice for Cecil

JUSTICE FOR CECIL

Cecil the lion was hunted and killed for sport. You can help put an end to poaching.

DONATE

\$70,564

DONORS

Check Page
Jennifer Gorman
Renee
Sally L Sullivan

DONOR COMMENTS

LYNN BERGIS
DONATION: \$100
In memory of the beautiful Cecil, 2 weeks ago



#AFPFC AFPFC.com

Justice for Cecil

Post Details

African Wildlife Foundation
Published by Hannah Wilber 16 August 20 · Edited 19 ·

With all the energetic momentum in the aftermath of Cecil's death, it's not naive to feel optimistic about the survival of Africa's lions and wildlife. Now more than ever, there is a real chance for improvements, but this can only be achieved with ongoing conservation-themed actions and dialogue. So how do we keep the momentum going? Here are just a few suggestions—feel free to share yours! <http://bit.ly/after-cecil>

204,770 people reached

11k Likes 165 Comments 1.9k Shares

Like Comment Share

204,770 People Reached

17,006 Likes, Comments & Shares

| 14,721 | 11,917 | 2,804 |
|--------|---------|-----------|
| Likes | On Post | On Shares |

| 338 | 193 | 145 |
|----------|---------|-----------|
| Comments | On Post | On Shares |

| 1,947 | 1,912 | 35 |
|--------|---------|-----------|
| Shares | On Post | On Shares |

8,546 Post Clicks

| 3,460 | 204 | 4,882 |
|-------------|-------------|--------------|
| Photo Views | Link Clicks | Other Clicks |

NEGATIVE FEEDBACK

| 62 | 48 |
|-----------|----------------|
| Hide Post | Hide All Posts |

| 0 | 2 |
|----------------|-------------|
| Report as Spam | Unlike Page |



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You Have to “Sweat” to Do Peer-to-Peer Fundraising



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Truth OR Consequences?

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



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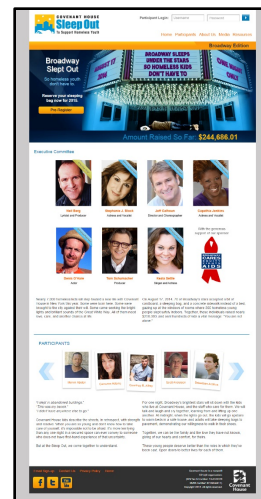
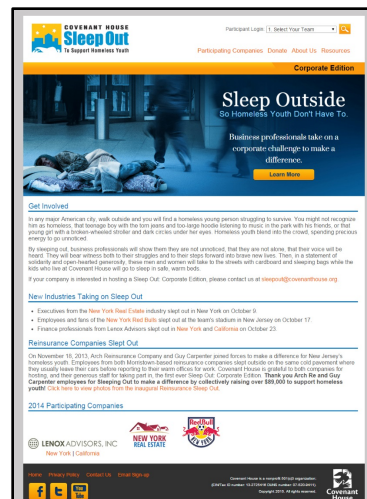
Consequences!

- Peer-to-Peer fundraising doesn't have to rely on a sporting event.
- Organizations that can create a mission-oriented event can succeed.



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Covenant House Sleep Out



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Boring Is the New Black



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Truth OR Consequences?

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



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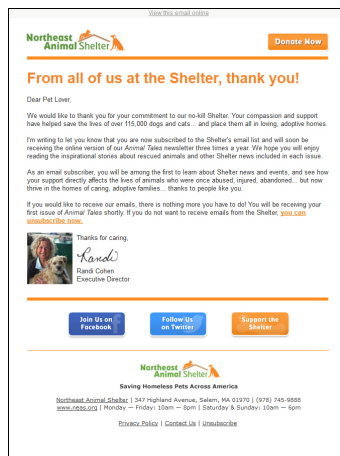
Truth!

- 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.



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NEAS Append Permission Email



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NEAS ECOA



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Liftnotes

HUMAN RIGHTS CAMPAIN

YOUR 2014 MEMBERSHIP

☒ Yes, I would like to renew my commitment to LGBT equality [YES](#)

Name: Ernest

Membership Status: **EXPRESS**

Membership Due: **6/22/14**

Membership Type: **One-time gift** **Monthly gift**

Your membership benefits:

- You will join our movement of 1.5 million proud members and supporters of equality
- A subscription to our quarterly magazine, *Equality*
- You will continue to help us fight discrimination and promote acceptance in our workplaces, schools and communities
- Most importantly, you will help provide a desperately needed support system to many young LGBT people threatened by bullying and isolation this school year
- An exclusive, limited edition friendship bracelet to show your solidarity with lesbian, gay, bisexual and transgender youth

RENEW NOW

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1400 Rhode Island Ave NW, Washington, D.C. 20004-2078
Phone: (202) 462-4477 TTY: (202) 462-4478 Fax: (202) 462-4479

HUMAN RIGHTS CAMPAIN

Regular send income: **\$70,556**

HUMAN RIGHTS CAMPAIN

YOUR 2014 MEMBERSHIP

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HUMAN RIGHTS CAMPAIN

Liftnote send income: **\$64,848**



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Segmentation Language

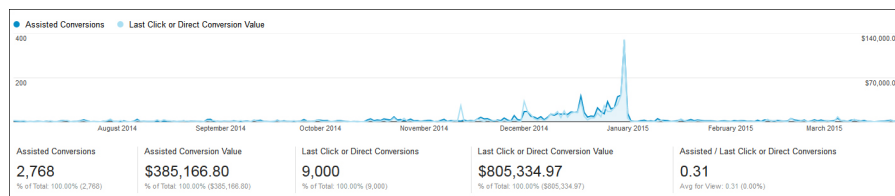
[illegible][illegible]

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.



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AWF Assisted Conversions 2015



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INTERNATIONAL
FUNDRAISING
CONFERENCE BOSTON, MA
MARCH 20 - 22, 2016

Thank You!

Presentation available at:
www.sankyinc.com/blog



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