



20 Ways to Integrate Your Direct Mail and Digital Fundraising

23NTC



Kim Abuelhaj

Senior Director, Annual Giving

- Nearly 15 years of fundraising experience, 10 years specifically in integrated direct marketing
- Currently oversees the management and development of GLAAD's annual fund program, including direct mail, email, web, SEM, and social media for gifts below \$1,500
- *Fun Fact:* The very first and only poem I published was in the third grade in *Highlights* magazine.



About GLAAD

- Founded in 1985, GLAAD works to ensure fair, accurate, and inclusive LGBTQ representation in the media to achieve 100% acceptance of the community.
- We believe visibility in society, especially in the media, is essential to gaining increased equality and acceptance.
- Current core programs include the GLAAD Media Institute, Social Media Safety Program, News & Rapid Response, Entertainment Media, and Research & Reports.
- 200K DM packages mailed. 1.3M emails delivered last year.



Carol Marchesano

Senior Director, Digital Marketing

- Over 20 years of digital marketing experience
- Develops and implements NSALA's digital and integrated fundraising program to optimize revenue growth and donor lifetime value through email, web, SMS, social and digital advertising, as well as new and emerging platforms
- *Fun Fact:* I'm told I'm a great mixologist. I do love concocting cocktail recipes!



About North Shore Animal League America

- Saving the lives of homeless dogs, cats, puppies and kittens for almost 80 years.
- Saved over 1.1 million lives to date!
- Our mission is to Rescue, Nurture, Adopt, and Educate.
- We partner with a network of over 2,000 shelters around the globe, rescuing homeless animals from overpopulation, horrific mills and hoarding situations, and emergency disaster situations.
- 9 million DM packages mailed out per year. Over 49 million emails delivered.





Laura Cole

VP of Account Services, Sanky Communications

- Over a decade of nonprofit marketing experience
- Areas of focus include integrated campaign strategy, digital acquisition, and program analysis
- *Fun Fact:* Prior to working at Sanky, worked on the marketing team for the Broadway musical *Wicked*



Sanky Communications

- ✓ 45 years working with nonprofits, including 20+ years in the digital space
- ✓ Exclusively devoted to nonprofit sector, across many verticals, including local, national, and international organizations.
- ✓ Expertise developing cross-channel direct marketing programs that span fundraising, marketing, advocacy, and constituent engagement
- ✓ 60+ staff across the country, with an in-house team of strategists, analysts, writers, designers, paid media, direct mail production, and digital execution specialists



Why integrate?

Direct mail with digital ads yields a

28% *higher*
conversion rate.

From NonprofitSource.com

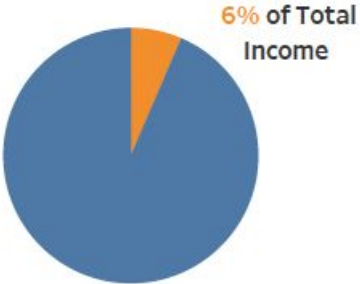
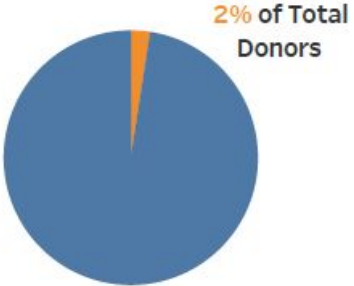
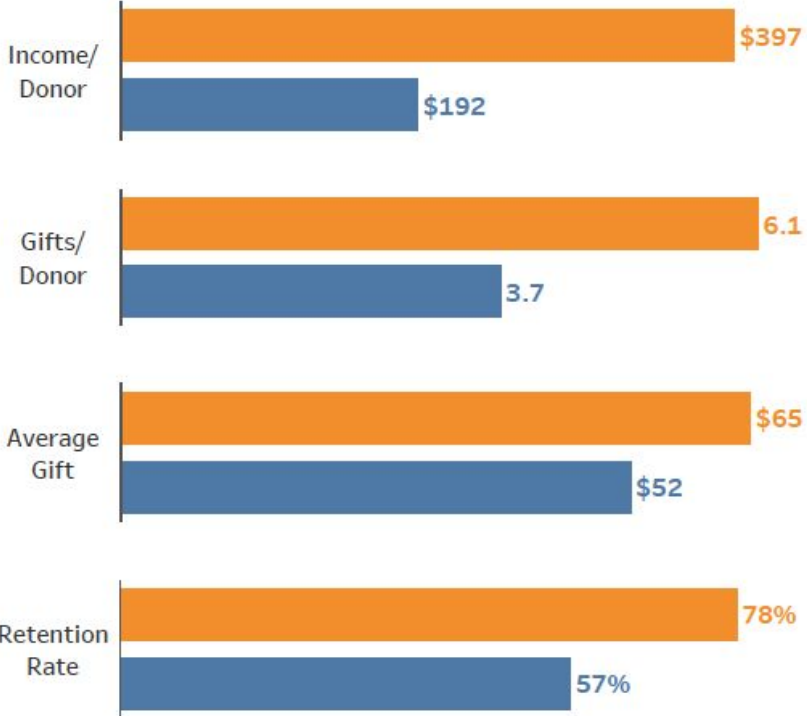
Adding digital media to direct mail yields a

***118% lift in
response rate.***

From [NonprofitSource.com](https://www.nonprofitsource.com)

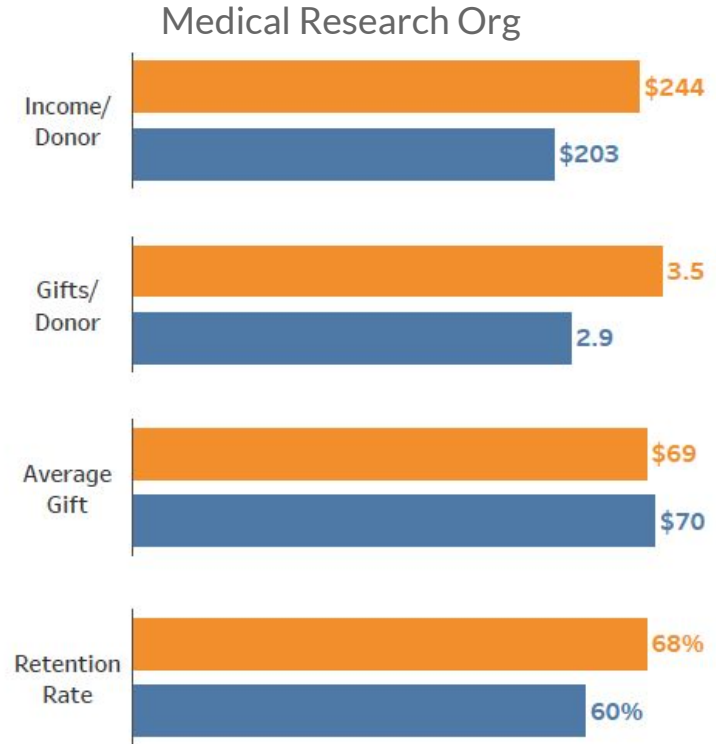
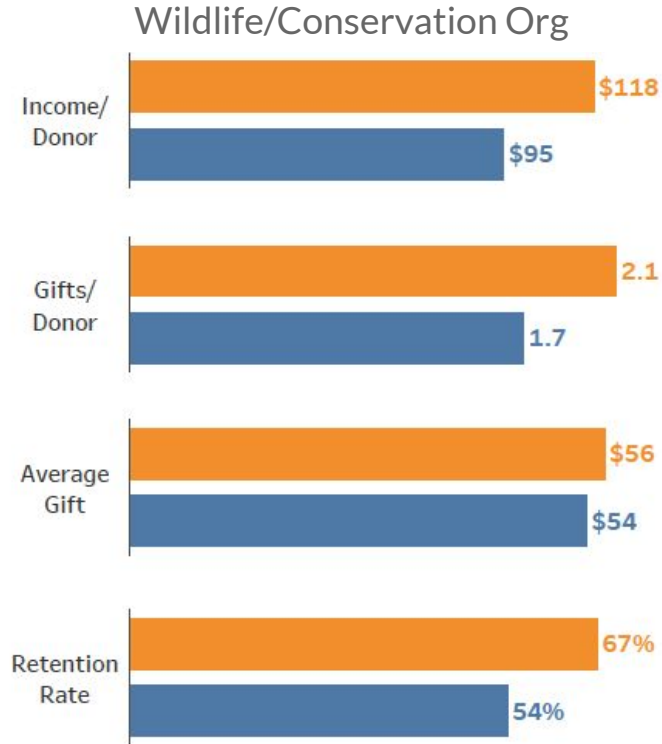
Multi-Channel vs. Single-Channel

Cross-Client



Email Engagement vs. No Email Engagement

Single-Channel Offline Donors



Ways to Integrate

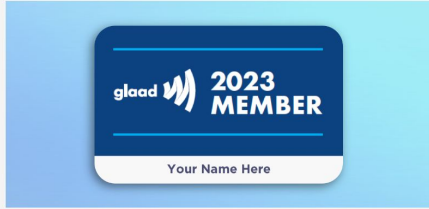
#1: Use QR Codes

23NTC



Use QR Codes

- QR codes easily allow donors to access relevant digital content and give you the ability to track clicks and donations (via QR tracking plus source codes) and have surged in popularity in the COVID era.
- You may also be eligible to receive a postal rebate.
- You can also use vanity URLs with source code tracking.
- Include vanity URL or QR code beyond the reply device.
- Remember: QR codes only work on print collateral – if converting anything into digital content, there is the possibility that it will be viewed on mobile, so make sure to use a hyperlink instead.



Are You With Us?

Yes, we're seeing more LGBTQ characters on TV and in film. We just cemented the right to marriage. The media is improving coverage of transgender people. We're protecting user safety on social media. Our latest Impact Report shows our steadfast climb to 100% acceptance is working. But the LGBTQ community is still facing discrimination, abuse, and even violence. Join GLAAD for 2023. Let's move forward and face every setback — with everything we've got, together.



1. CHOOSE AN AMOUNT

ONE TIME

MONTHLY

\$35

\$60

\$120

\$300

Other Amount

2. BILLING INFORMATION

First Name

Last Name

Email Address

Street Address 1

Street Address 2

City

NY - New York

United States

ZIP Code

Yes, I'd like to receive email updates from this organization.

YES, (I am/We are) supporting GLAAD's culture-changing work and one-of-a-kind programming to accelerate 100% acceptance. (I am/We are) renewing our annual contribution for:

Ask 1 Ask 2 Ask 3 My best gift of: _____

Check enclosed payable to GLAAD

Charge credit card on the back of this form

<<Addressee>>

<<Address 1>>

<<Address 2>>

<<Address 3>>

<<City, State Zip>>

Skip the form and give online



[ID, Appeal ID, Package Code]



QR Codes

Ways to Integrate

#2: Integrate Segmentation

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Segmenting Across Channels

- While audience selects will be different, segments should be defined similarly between mail & digital
- Ideally, segments are set up with dynamic queries that pull the most up-to-date data from both channels.
- Consider creating custom segments based on deliverables received to target constituents with further outreach.
- Sync frequency should be taken into consideration when developing your solicitation schedule and custom messaging strategy.

Ways to Integrate

#3: Data Syncs

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Data Syncs

- Make sure your offline/online donor data and processes are in sync and your constituent coding is integrated.
- For example, if a donor becomes a sustainer online, the offline database should reflect the same and vice versa, similarly for mid-level and major donors.
- At NSALA, we sync recent gifts during concurrent campaigns. We are running a sustainer campaign in digital and telemarketing at the same time and we are coordinating so we don't mail/call anyone who has already signed up in either channel. This is a more manual process of suppressing files, but important.

Ways to Integrate

#4: Informed Delivery

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Informed Delivery

- Providing USPS with content means email sent to recipient by USPS includes coordinated graphics and links in place of static black and white scan of the package.
- Additional, free touchpoint with donors and prospects that makes your mailings stand out.
- Plus, USPS runs promotions with postage rebate for usage!
- Two-fold value-add:
 1. Donors are given more choices on how to donate and use the ones they prefer.
 2. Our organization is getting more mileage out of its printed mailing investment with this easy added step.



Informed Delivery Stats for Animal League

- 97.9% of all mail is tracked as delivered to addresses by the USPS
- 18.2% of total mail delivered have signed up for Informed Delivery—over 1.7 million
- 78% of those Informed Delivery users have opted-in to receive Informed Delivery emails
- Informed Delivery open rate is 58.8%
- Click-through rate is 0.93%

 COMING TO YOUR MAILBOX SOON.

 MAIL

[View all mail on dashboard](#)


From North Shore Animal League America, Inc.




 **We need your help NOW**



Do more with your mail

 Learn More

 Set a Reminder



Informed Delivery

Ways to Integrate

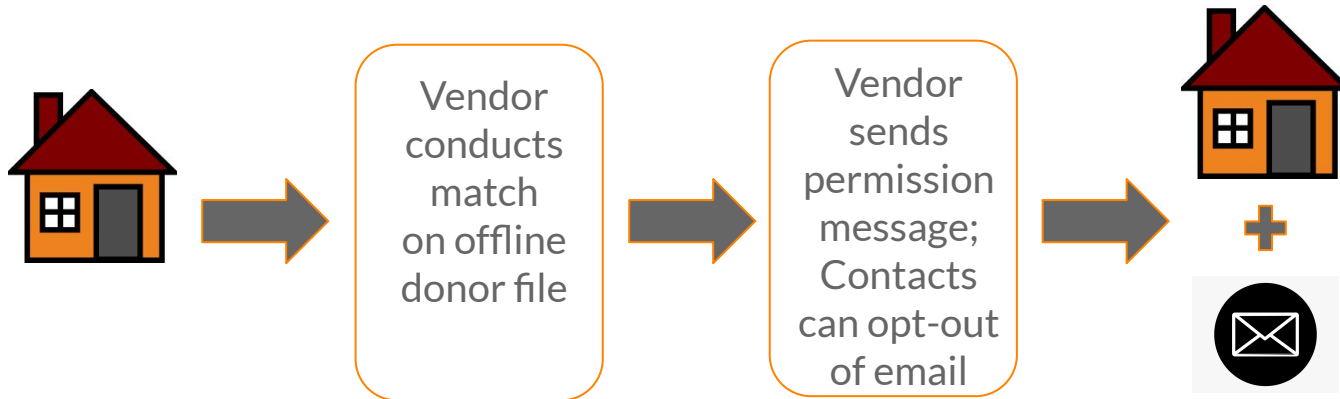
#5: Append Email Addresses

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Email Address Appending

- Tool to proactively find and obtain permission for email addresses for direct mail donors.
- Cost per email is incredibly low (usually \$0.10-\$0.25).
- How it works:





Email Address Appending

- Generally one of the first things we'll do to jumpstart integration as it almost immediately opens up another channel of communication for 15-30% of your file.
- Recommend append emails for:
 - Active donors to ensure you're communicating with them in multiple channels;
 - Lapsed donors who are no longer in the active mail file as a cost-effective reactivation tactic.
- Suggest doing them at least once a year, two or three times if you're doing frequent offline acquisitions.
- Usually pays for itself in the first 6 - 12 months.

Ways to Integrate

#6: Coordinate Timing

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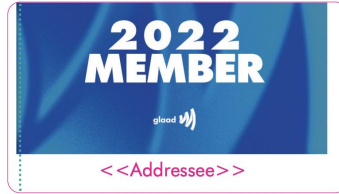
Coordinate Timing

- Integrated campaigns should launch within the same timeframe.
- Develop a timeline to make sure you have the content you need to develop a cohesive message across channels
- Cross-channel follow up communications should be coordinated with in-home delivery dates.
- Make sure any digital links in your appeal are live by the time your mail goes out (don't want people scanning a QR code that isn't active).
- Launch web components and digital ads once your appeal is mailed out.



Membership Card Enclosed

<<Addressee>>
<<Address1>>
<<Address2>>
<<Address3>>
<<City, State Zip>>
xxxxxxxxxxxxbarcode fpxxxxxxxxxxxxxxxxxxxxxxxxxxxxx



Mail date: Jan 7, 2022
Email launch date: Jan 25, 2022



Coordinate Timing

JOIN NOW

Kim, last year more than 250 bills were introduced nationwide targeting the LGBTQ community - including bills aimed at transgender youth.

With midterm elections just months away, *now* is the time to drive LGBTQ people and allies to the polls and stand in defiance of anti-equality legislation, together. *We can't do this work without you.*

Recommit to our fight for equality in 2022

RENEW NOW

If you read the recent letter we sent in the mail, you know how much you helped us accomplish in 2021, from launching our Social Media Safety Index to continuing to count and evaluate LGBTQ news coverage in Southern states through our Local Media Accountability Index.

With your support, we can continue to ensure the LGBTQ community is accurately represented in its entirety, positively shaping the values and beliefs of our society in the process. [Please renew your support for 2022.](#) Remember, we need your help to keep fighting for equality during this critical election year.

P.S. Ready to take your commitment to LGBTQ rights further? [Renew your membership with a monthly gift to GLAAD.](#) Your ongoing support provides reliable resources, which allows us to make ambitious plans to fight for equality in the year ahead.

RENEW NOW



Ways to Integrate

#7: Be Selective

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Be Selective

- Not every campaign needs to be integrated (or should be).
- At the beginning of the fiscal year, identify which campaigns will be integrated and make a plan.
- Smaller digital-only campaigns can launch between mailings to keep constituents engaged.
- Digital might be better for certain actions, such as rapid response, a sustainer ask, or breaking news.
- Not everything in the mail needs a full digital campaign, can just link to a form or webpage.



Dear Kim,

In a first of its kind hearing, the House Oversight and Reform Committee will explore how the surge of anti-LGBTQ legislation, policies and rhetoric advanced by extremist lawmakers is fueling the rise in violence against LGBTQ Americans. The committee will hear firsthand testimony from individuals impacted by this violence, including survivors of the Pulse Nightclub shootings, as well as GLAAD President & CEO, Ellen Willis, who will discuss the direct link between this growing vitriol against LGBTQ people and the increased violence the community is experiencing.

The rhetoric and legislative attempts to erase LGBTQ people and that violence towards us is tolerated. Members of the LGBTQ community and every marginalized community for that matter, deserve to be treated with dignity and respect, and shouldn't have to fear for their lives living as themselves. At GLAAD we demand that elected officials and corporate leaders act immediately to prioritize this truth and protect everyone's safety.

The hearing will be livestreamed tomorrow morning [which you can watch here](#), December 14 at 10 AM ET. We hope you join us in tuning in.

Thank you for supporting GLAAD and helping make this work possible.



DONATE

www.glaad.org | Support Us | Privacy Policy | State Disclosures | Unsubscribe

GLAAD, 104 W 29th St #4, New York, NY 10001



TAKE ACTION

We need your help.

For more than a year, the *New York Times* has published irresponsible, biased and sensationalized coverage about transgender people. What was once the standard for excellence in journalism has become another platform for inaccurate and harmful misinformation about the LGBTQ community.

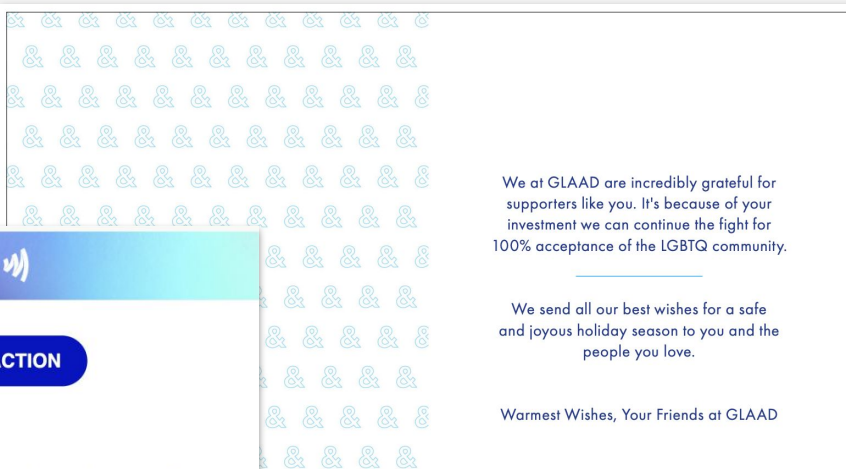
And quite frankly, we've had enough. Spreading misinformation is dangerous. It empowers people to turn words into action, contributing to the rise of emotional and physical violence against LGBTQ people.

That is why we are writing an **open letter** to the *New York Times* demanding that they **stop** platforming misinformation and **start** promoting real and authentic stories directly from the transgender community.

Join GLAAD in demanding that the *Times* put an end to their **irresponsible, biased coverage** by signing our open letter today!

It is appalling how many resources and pages the *Times* has dedicated to the voices of extremist anti-LGBTQ activists who have built their careers on denigrating and dehumanizing LGBTQ people, especially transgender people.

But no matter how many times we've reached out to the *Times* to discuss the harm they are causing to the transgender community, they have repeatedly shown a willful disregard of our voices and the concerns so many have shared about their inaccurate, exclusionary, often ridiculous



We at GLAAD are incredibly grateful for supporters like you. It's because of your investment we can continue the fight for 100% acceptance of the LGBTQ community.

We send all our best wishes for a safe and joyous holiday season to you and the people you love.

Warmest Wishes, Your Friends at GLAAD



YES, we want to make a special, tax-deductible gift to GLAAD this holiday season.

Please accept my/our gift in the amount of: \$ _____.

YOU CAN SKIP THE FORM AND GIVE ONLINE: glaad.org/holiday2021

<<Addressee>>
<<Address1>>
<<Address2>>
<<Address3>>
<<City, State Zip>>
[ID, Appeal ID and package code]

Please make your tax-deductible contribution payable to GLAAD and return it with this form in the envelope provided.

To make your donation by credit card, please complete the information on the back.



Be Selective



Ways to Integrate

#8: Integrate Engagement Campaigns

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Integrate Engagement Campaigns

- Consider when digital engagement or companion pieces could bolster results from print materials or vice versa.
- For example, if you have a printed calendar, annual report or magazine, could you ask people to submit content or vote on photos?
- If you have a digital engagement landing page, can you drive traffic online from a print piece using an insert or in the P.S.?
- A printed annual report can go out with companion online series linking to PDF or digital version.
- Allows donors to engage with content in the channel of their preference.



Which one

We know you agree that the image that deserves to be the one that will be the most successful is the one that will be the most successful.

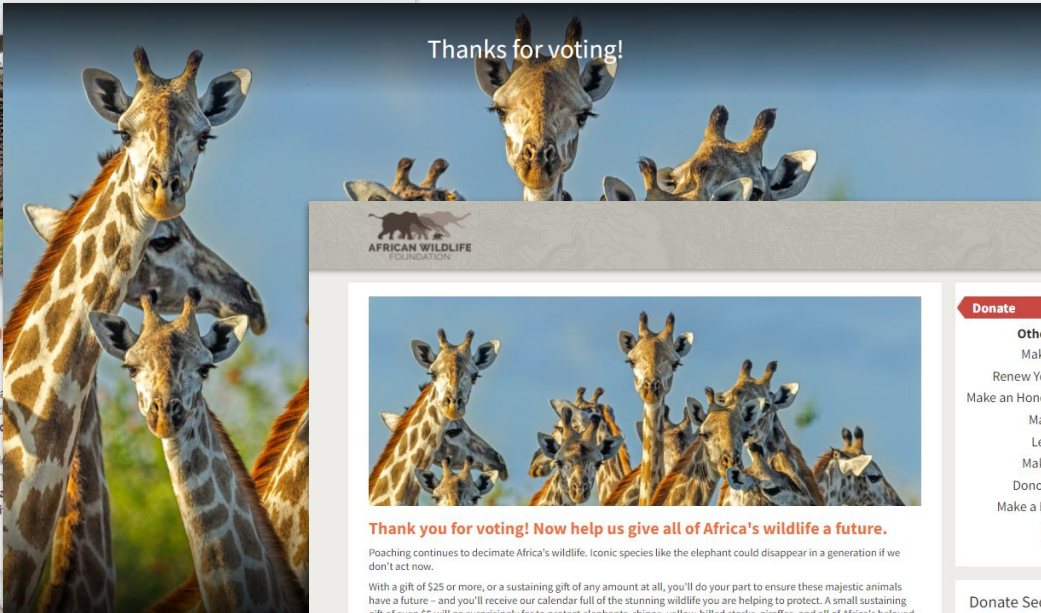
Will it be the adorable one (yes, a group of rhinos) or the one that will be the most successful? **decide – and with a receipt.**



VOTE FOR



VOTE FOR



Thanks for voting!



Thank you for voting! Now help us give all of Africa's wildlife a future.

Poaching continues to decimate Africa's wildlife. Iconic species like the elephant could disappear in a generation if we don't act now.

With a gift of \$25 or more, or a sustaining gift of any amount at all, you'll do your part to ensure these majestic animals have a future – and you'll receive our calendar full of the stunning wildlife you are helping to protect. A small sustaining gift of even \$5 will go surprisingly far to protect elephants, rhinos, yellow-billed storks, giraffes, and all of Africa's beloved species year-round.

Donation

Please select your tax-deductible gift amount below *

\$25

\$35

\$50

\$75

\$100

Other

Other \$

Minimum payment \$5.00.

Yes, please make this a monthly gift.

Selecting "Yes" will result in a monthly charge until the donation is canceled.

Your Information

First Name *

Last Name *

E-mail address *

Payment Information

Payment Method *

Credit Card

Paypal

Credit card number *

1111 1111 1111 1111

Billing Information

Donate

Other ways to give:

- Make a Monthly Gift
- Renew Your Membership
- Make an Honor/Memorial Gift
- Make a Legacy Gift
- Leadership Giving
- Make a Gift of Stock
- Donor Advised Funds
- Make a Membership Gift
- Make a Gift with Cryptocurrency

Donate Securely



Charity Navigator meets the 20 Standards for Charity Accountability



Need help? Give us a call.
1.888.4.WILDLIFE



Integrated Engagement Campaigns

Ways to Integrate

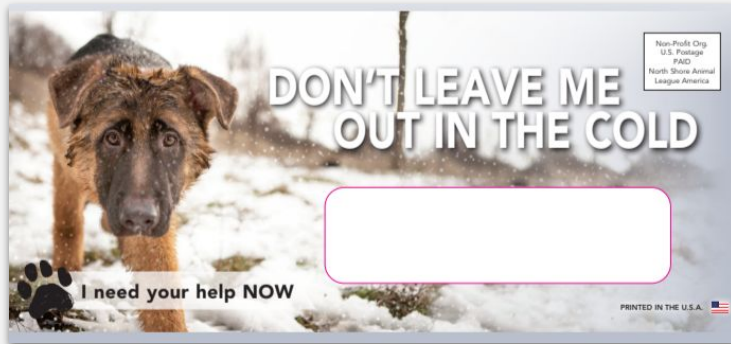
#9: Meet Across Teams

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Meet Across Teams

- We have ongoing collaborative meetings between Digital and Direct Mail teams.
- Generates new ideas and different strategies to test in both channels. For example, we recently discussed testing our online petitions in an upcoming DM campaign. That wouldn't have happened staying in our silos.
- Provides opportunity to share content and determine timing for content across the channels. The Digital Team runs stories as they happen and we have the most knowledge on content. We often provide the DM team with content for DM packages.



Leader in the NO-KILL Movement

GET INVOLVED ADOPT DONATE

Become a 2022 Member

It's a new year and we're continuing the fight for homeless animals. Don't leave them out in the cold. Join our no-kill mission with a gift today.

JOIN NOW

**BECOME A 2022 MEMBER
& GIVE THEM HOPE**

animalleague • Follow

animalleague Don't leave them out in the cold this winter. Join our no-kill mission and become a 2022 member today! Your support helps us rescue tens of thousands of homeless animals every year. We give them medical care along with TLC they need to find responsible, loving homes. You'll receive special member gifts like our 2022 pocket planner, holiday gift tags, quarterly newsletters, and more. Become a member and give them hope. Link to join in bio. #getyourrescueeun #rescuepets

17h

kymey7 ❤️👍🐾

14h Randv

262 likes
17 HOURS AGO

Add a comment... Post

north shore animal league america



DON'T LEAVE HIM OUT IN THE COLD

BECOME A 2022 MEMBER
& GIVE THEM HOPE

JOIN NOW

Sanky, this year will bring thousands of homeless animals to our doors, and it starts with the most dangerous season: winter. As temperatures drop, homeless dogs and cats need us to survive. When you become a 2022 member, you help us give them new lives.

Your 2022 Membership Status

Candidate:	Joined:
Sanky	Not Yet
Suggested Gift Amount:	Response Needed By:
\$25	1/31/2022

So many animals still need to be rescued, nurtured, and adopted – if they are to have the chance at life and a loving family and home of their own. Your support brings us one step closer to a no-kill world, which is why we hope you'll become a member today.

Remember, your membership gift:

- Fuels rescue efforts locally, nationally, and internationally.
- Allows us to provide medical care, behavioral support, and adoption services.
- Comes with a year of benefits* – including gifts and a digital card of your choice!
- Makes you a committed member of our no-kill movement in 2022.

JOIN NOW

*Benefits are included with all *lifetime* membership durations of \$25 or more. If you've already joined by mail, please disregard this message and thank so much for your support!



Meet Across Teams

Ways to Integrate

#10: Integrate Matches

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Integrate Matches

- Running a major campaign in all channels is powerful. All constituents see similar creative and messaging across channels with the same CTA.
- At Animal League, our annual Giving Day campaign was the first campaign that included a match in both Direct Mail and Digital channels, and the first time we had a match in DM at all.
- This has become the most successful campaign for the organization, bringing in 86% more donations and 126% more revenue than the DM campaign it replaced.
- We are now going to also integrate our Year End match in 2023—and have it run in both DM and Digital.



Integrate Matches

Leader in the NO-KILL Movement

Seeing double? Now save double.
GIVING DAY 6.10.22
Double your Giving Day gift

HELP US REACH OUR \$150K GOAL BY 6/10/22

Swiffer® and another generous donor will match every donation up to \$150,000. Check the status of the month [here](#).

\$0

Select your donation amount:

\$30.00 \$60.00 \$100.00

\$250.00 \$500.00 Other

Make this gift a monthly donation

As recurring gifts to local health care, we provide ongoing support for our life-saving work.

Enter your contact information:

First Last

Email Phone #

Enter your billing information:

Street

Zip Code City

State Country

Enter your payment details:

Credit Card Checking Account PayPal

Credit Card Number:

Expiration Date: /

If you donate and have not already registered, you will receive periodic updates from North Shore Animal League America.

DONATE NOW

© 2022 North Shore Animal League America | 516.683.7575 |



SEEING DOUBLE?
NOW SAVE DOUBLE.
GIVING DAY MATCH
6.10.22

DOUBLE YOUR GIFT

Help us raise \$150,000 by 6/10

Save more on every donation up to \$150,000. Check the status of the month [here](#).

\$0

DOUBLE YOUR GIFT

Rescue Spotlight:

HOW PHOENIX BECAME JOEY

The adorable Phoenix didn't know much of the world until she was rescued from a puppy mill in a small town in rural Ohio. She brought her calm, sweet nature and love for people to the rescue. Phoenix is full of energy and is a great companion for anyone who loves to play.



GIVE NOW



THEY WERE SAVED BY LOVE

Adopt loves like you saved them. Helping who your double Giving Day gift will save more!

DOUBLE YOUR GIFT

Take Part in Our Amazing Auction!

\$150K GIVING DAY MATCH

YOUR GIFT DOUBLES TO SAVE DOUBLE THE LIVES

Help us celebrate our 4th Annual Giving Day with a gift that doubles in value and impact. All Giving Day gifts will be matched, dollar for dollar, up to \$150K thanks to Swiffer® and another generous donor. Don't wait to save double the lives with just one act!



SCAN ME



Get your rescue on animalleague.org

SEEING DOUBLE?
NOW SAVE DOUBLE.

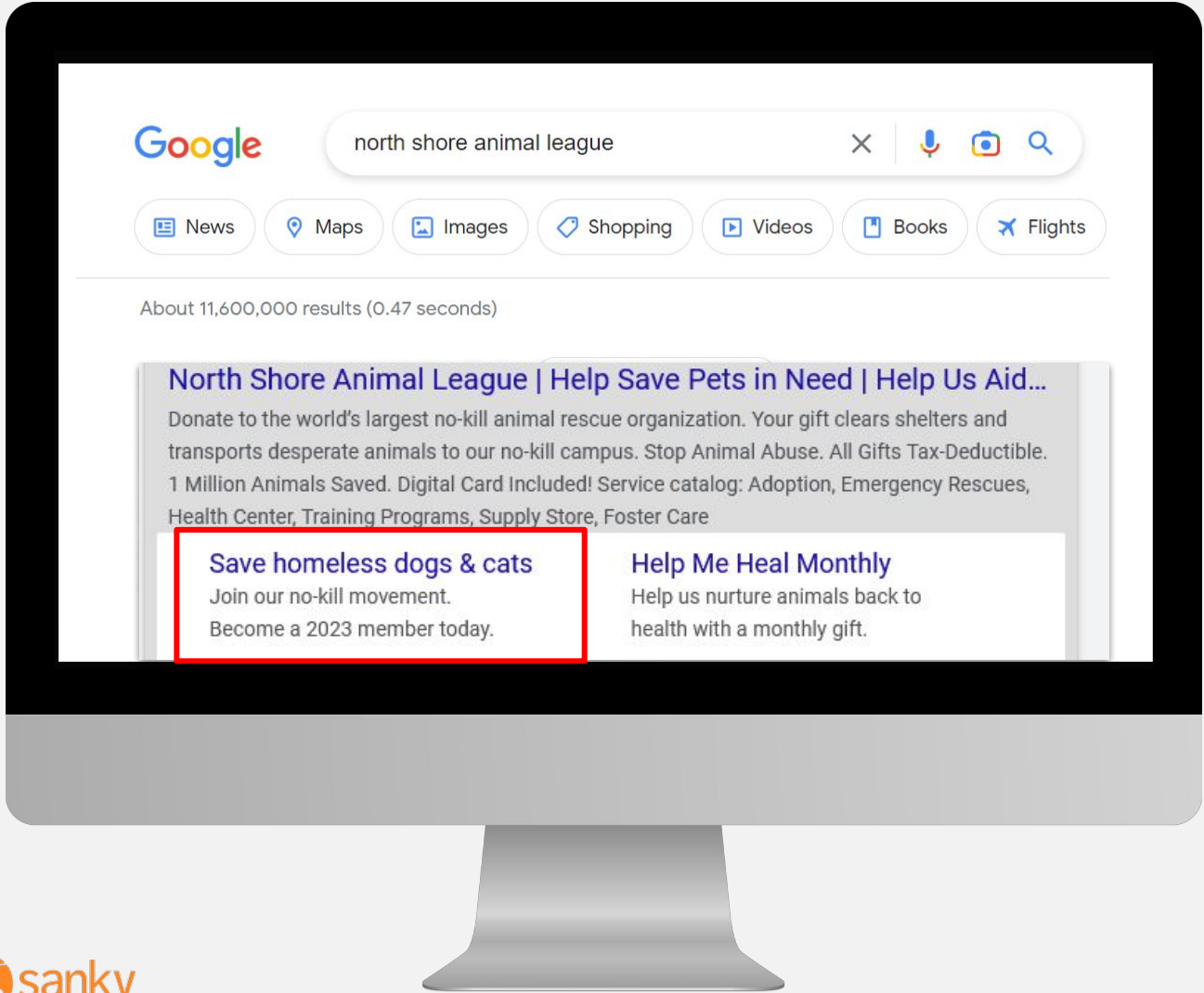
GIVING DAY MATCH
6.10.22

north shore animal league

Ways to Integrate

#11: Search Sitelinks

23NTC





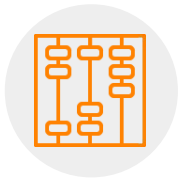
Search Sitelinks Assets

- 26-50% of donors who receive a print piece will go online to give or learn more — especially new donors who receive an acquisition piece — so integrate your paid search efforts with offline calendar.
- While some campaigns call for their own search ad campaigns with dedicated keywords, sitelinks are an easy way to add integration across all active campaigns.
- Integration is critical when there's a specific type of ask out in the mail: matches, membership drives, sustainer campaigns, and other times when recipients of the mailing may want to make a certain type of donation or contribute to a specific campaign.
- Don't forget about mid-level or planned giving campaigns!

Ways to Integrate

#12: Vary Asks

23NTC



Vary Asks

- Recommend breaking up your campaigns into phases with different calls to action to prime your donors for giving.
- Can include a second action in the mail with a double reply (make sure second action is evergreen and will age well over time).
- Can also do a postcard that links directly to a webpage or donation form.
- Different asks can include: pledge/petition, survey, voting campaign, DAF follow up, anniversary/birthday message, etc.

YES! I want to help GLAAD make this country safe for LGBTQ youth by making a donation that will have **2x the impact!**

<<\$Ask1>> ⇨ <<\$Ask1*2>> <<\$Ask3>> ⇨ <<\$Ask3*2>>
 <<\$Ask2>> ⇨ <<\$Ask2*2>> Other \$ _____ ⇨ matched!

<<Address>>
<<Address1>>
<<Address2>>
<<Address3>>
<<City, State Zip>>

[ID, Appeal ID and package code]



**2X Match
twice the impact!**

- Make it monthly!** I am committed to helping until our work is done!
- Check enclosed payable to GLAAD.
- Charge credit card on the back of this form.

SKIP THE FORM and GIVE ONLINE: glaad.org/spiritday2021

Do not detach – sign and return your pledge with your contribution in the envelope provided or mail to the address shown above.



A PLEDGE AGAINST BULLYING

I am pledging to **GO PURPLE** on October 21, 2021 in solidarity with millions of others, all of whom are taking a stand to **END BULLYING**. Our youth and our community deserve and need respect.

Signed: _____
PRINT

Stand Together!

I am joining the **GLAAD family** to help fight for 100% acceptance of our community. I am inspired by GLAAD'S work and want to make an investment today with my gift.

\$25 \$35 \$75 My Best Gift of _____

<<Name>>
<<Address>>
<<Address>>
<<City, State Zip>>

- Make it monthly!** I am committed to helping until our work is done!
- Check enclosed payable to GLAAD
- Charge credit card on the back of this form

Thank you!

SKIP THE FORM and GIVE ONLINE: glaad.org/standtogether

[ID, Appeal ID and package code]

WE NEED YOUR HELP!

When 25,000 of us stood together, the deferral period for blood donations was reduced from 12 months to 3 months. Now it's time to remove it completely. Stand with GLAAD today and sign and return our petition below! We won't give up until the deferral period is overturned 100%.

PETITION to the United States Food and Drug Administration:

It is time to **OVERTURN** the FDA's scientifically outdated ban against gay and bisexual men, and other LGBTQ people from being blood donors. Nothing supports such a blatant discriminatory policy and only serves to discriminate against LGBTQ people. While the FDA recently reduced the prohibition window to 3 months, it does not reverse the historical discrimination with collecting blood. It is time to uphold the utmost safety of the blood supply while simultaneously promoting equity among all potential donors.

SIGNED _____

DATE _____



Please make your tax-deductible contribution payable to GLAAD, or you may charge your donation to your:

Visa Mastercard Discover American Express

Card #: _____ Exp. Date: ____/____/____ Amount: \$ _____

Name as it appears on your card: _____

Email: _____ Phone: _____

Please send me information on how to name GLAAD in my will or trust.

This gift is in honor of a person in my life. Please let them know: _____

For more information or to give online, visit glaad.org

Have questions? Contact me: Eric McBride at emcbride@glaad.org.

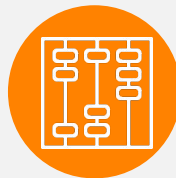
Thank you for being a GLAADiator!

File 2334 1801 W. Olympic Blvd, Pasadena, CA 91199-2334
GLAAD is a 501(c)(3) organization. Your gift is tax-deductible to the fullest extent of the law. Our tax ID is 13-3384027.

100% acceptance and nothing less!



Spirit Day is a means of speaking out against LGBTQ bullying and standing with LGBTQ youth, who disproportionately face bullying and harassment because of their identities. Stand with GLAAD and support LGBTQ youth against bullying.



Vary Asks

Ways to Integrate

#13: Postcards

23NTC



Postcards

- Drive to web postcards are an effective and less costly direct mail vehicle.
- Nothing to open, all of the info is right there.
- Use a captivating graphic to get attention.
- It's a great way to remind supporters about a need/campaign.
- Since it's driving donors to the web to make their donation, you have to select your audiences wisely, e.g. online donors or those with propensity to donate online.
- We've been sending postcards to online one-time donors, online recurring donors; also testing with web prospects.
- We'll be testing a drive to web postcard for a recurring program this year.

Double your Giving Day gift to save double the lives!

Your compassion goes further for our 4th Annual Giving Day. Here's how: Swiffer® and another generous donor are doubling all Giving Day gifts — dollar for dollar — up to \$150,000. For the pair of puppies who need lifesaving surgery... or the bonded cats who need extra time to find a loving home... Your doubled support means we can always be there for the homeless animals who need us.



Giving Day is June 10, but you can donate now!
animalleague.org/givingday

Giving Day ID: 50123456789



NON-PROFIT ORG.
U.S. POSTAGE
PAID
NORTH SHORE
ANIMAL LEAGUE
AMERICA



Postcards

Ways to Integrate

#14: Modeled Lists for Digital

23NTC

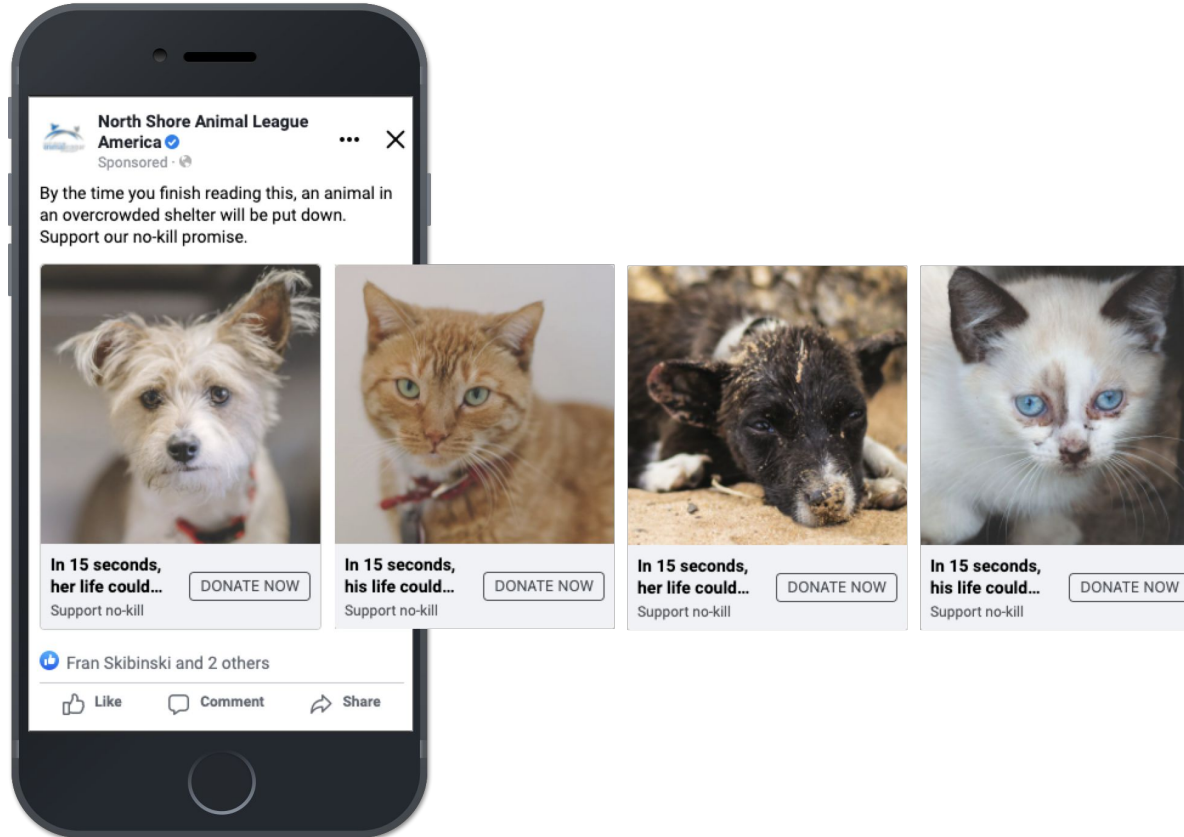


Modeled Lists for Digital

- Use Social Media as another low-cost touchpoint to support your Direct Mail campaign.
- Include your DM list as a Facebook audience segment and target your campaign ads to them.
- Additionally, your direct mail list provider may have the capability of delivering modeled lists for digital marketing.
- At Animal League, we learned that our direct mail list provider had this capability. It is a simple process - the list provider sets up the audience in our Facebook ad account.
- We have been testing social targeting of these modeled lists for different CTAs—audience growth, fundraising, email lead generation.



Modeled Lists for Digital



Ways to Integrate

#15: Integrate Tracking

23NTC



Integrate Tracking

- Integrating campaigns is more than just integrating messaging, should also integrate reporting.
- Need a holistic view of how donors are giving both online and offline
- Much easier if campaign coding structure is the same across channels (it can be tricky to compare data built on different structures).
- Tracking codes also help analyze data on a more granular level (such as direct mail redirect, email effort, social post, etc.).

Ways to Integrate

#16: SEM+SEO *Integration*

23NTC



SEM/SEO Integration

- Make sure your organization and/or campaigns come up when someone searches on Google/Bing. This will help complete the conversion. Ideally is done with a combination of organic SEO and paid SEM efforts. Organic search is 38% of annual users plus 6% from paid search.
- This should be done at the brand level at the very least, but could also be done at the program/campaign level.
- At Animal League, we run SEM campaigns and optimize for SEO at the program level, such as Vehicle Donation and Sponsor Pet.
- We also integrate SEM into our cross-channel campaigns, such as Membership and Giving Day.



sponsor a cat



Images

Videos

Shopping

News

Maps

Books

Flights

Finance

About 79,800,000 results (0.47 seconds)

Sponsored



ASPCA

<https://secure.aspc.org> > donate

Donate To The ASPCA - Help Save Animals From Cruelty

You can give so many animals a second chance at life. Make a monthly gift today.

Fight Animal Cruelty

Pledge to help animals in your area live happy and healthy lives.

About Our Work

Learn how your donation helps rescue and protect animals in need.

Sponsored



animalleague.org

<https://www.animalleague.org>

Sponsor A Cat - North Shore Animal League

Your gift helps special needs **cats** that might never be adopted. Give now. 501(c)(3) Charity.



SEM/SEO Integration

Ways to Integrate

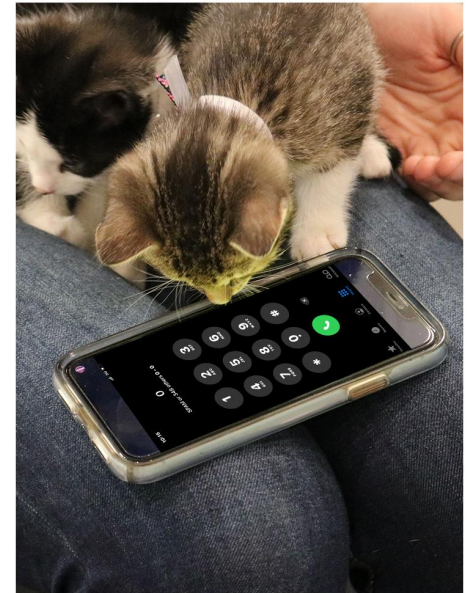
#17: Call People

23NTC



Call People

- Our telemarketing efforts were specifically targeting DM constituents.
- We started testing different digital audiences: digital single donors, digital multi donors, digital prospects, to see which performed best. Suppressed underperforming segments (during the campaign).
- Now, digital is a regular part of our bi-annual telemarketing campaigns.
- For constituents that pledge to donate, they receive a printed invoice in the mail.
- Tested sending SMS messages as a follow-up to a pledge, with two reminders. Failed miserably! Will try again in the future.



Ways to Integrate

#18: Display Ads Targeting

23NTC



Display Ads Targeting

- With display ad campaigns, it's easy to rely solely on remarketing pixels. But most tools and vendors have the ability to also target your offline donors.
- Using this targeting and ad creative that integrates with a current campaign ensures that donors see cohesive messaging across channels that re-enforces the same call to action (and the same targeting can be used for banner ads, social ads, video ads and more).
- For most clients, we focus on 0-24 month offline donors in addition to targeting digital donors and prospects. Your ROAS is generally lower but it generally doesn't factor in offline lift.

North Shore Animal League America
16 Lewyt Street
Port Washington, NY 11050



Sample A. Sample
123 Any Street
Apartment 00
Anytown, USA 12345-6789

**SEEING DOUBLE?
SAVE DOUBLE THE LIVES**

\$150K MATCH

GIVING DAY MATCH

6.10.22

Save **2x** the homeless animals

DOUBLE YOUR GIFT



Target Display Ads

Ways to Integrate

#19: Integrate Budget Goals

23NTC



Integrate Budget Goals



- When digital and print teams operate in silos and with separate budget goals, this naturally fosters an “us versus them” mindset between channels.
- Integrating budget goals turns that on its head, providing clear motivation to operate together and invest where returns are strongest.
- At Animal League, when we first did this, we were still faced with attribution questions. When we include vanity urls and QR codes in DM pieces or test a drive to web postcard, which budget gets credit for the revenue?
- One integrated budget allows us the freedom to make strategic decisions across the channels.

Ways to Integrate

*#20: Look at
Everything! Don't
Assume Anything!*

23NTC



Look at Everything! Don't Assume Anything!

- Be bold! Ask questions. Never assume integration is happening.
- Just because a donor gives online, doesn't mean they don't read offline materials and vice versa.
- Animal League Findings:
 - Discovered that digital donors were not considered for cultivation pieces, even though they meet the donation criteria.
 - Also discovered that \$100+ digital donors were not receiving special acknowledgement as \$100+ DM donors.
- GLAAD Findings:
 - Had a couple of close calls with digital links in the mail not being live by the mail delivery dates
 - Realized dynamic queries were not working because data was flowing out of eCRM but offline data was not flowing into eCRM.



Thank you!





Keep in touch!



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