

EMBARK

on your way to effective marketing and fundraising

Opening The Door To Becoming A Multi-Channel **FUNDRAISING GURU**

Best Practices and Pro Tips for Planning, Implementing, and Measuring



Check Out:

- Digital Benchmarks
- Acknowledgments
- 2017 Giving Tuesday Kit



RKD ALPHA DOG

A DIVISION OF ROBBINSKERSTEN DIRECT
SERVICE | STRATEGIES | SOLUTIONS

Opening the door to becoming a

Multi-Channel

Fundraising Guru

How many different channels are you currently using to engage your supporters? If you are only communicating through physical mail pieces or emails, you are missing out on significant revenue.

Begin by establishing goals like new donor acquisition, constituent engagement, total funds raised, number of impressions, upgrading current donors to a new segment level, cultivation, and more. The more specific and quantitative your objectives are, the better it is to measure performance and improve for future campaigns.

Once goals are established, take the time to create an Integrated Communications Matrix (aka Strategy Calendar). We recommend separating each channel and listing specific details by month while including the following information:

- ✦ Direct mail appeals, follow-up mailings, print advertisements, and mail dates
- ✦ E-appeals and deployment dates
- ✦ Online banner ads, website lightboxes, creative themes, donation form adjustments, and optimization strategies
- ✦ Other forms of media such as Google Grants, outdoor marketing, voice broadcast messages, mobile engagement, and social media campaigns

This calendar may be as detailed or as simple as your team needs it to be, but it should be easily understood and readable. Putting together successful integrated multi-channel fundraising campaigns is something we do best, so talk to one of our strategists for help setting up the matrix.

One of the biggest challenges to multi-channel fundraising is reaching the right supporter at the right time through the right medium. Often times, donors are exposed to multiple messages through the multiple channels you have created but it can be difficult to decipher which channel actually compelled the donor to give or take action. This is where having a great tracking system in place makes life easier. Did you know that our digital team can track when someone starts an online donation form on one device (i.e. their mobile phone) and then decides to go to a desktop computer to finish making the gift?



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Another major challenge is maintaining consistent messaging across all fundraising channels. Inconsistencies can lead to confusion of what you want the donor to do. Having a clear call to action or goal for the campaign can eliminate some potential misunderstanding.

Pro Tip #1: Pay special attention to your branding strategy and search engine keywords. The terms that people use to find you online can also be used in direct mail pieces, voice broadcast messages and other channels to strengthen brand recognition and loyalty.

Pro Tip #2: Monitor incoming communication channels in order to thank and interact with each donor via the same channel they used to make the gift. Keeping track of how donors are giving will allow your organization to better communicate in the future.

We recently examined one nonprofit partner's multi-channel campaign which proves how multiple complementary channels can increase the bottom line:



Adding direct mail to digital increases the campaign value by

+114%



Adding digital to direct mail increases the campaign value by

+270%



Adding telemarketing to digital and direct mail increases the campaign value by

+430%



THE ANATOMY *of* ACKNOWLEDGMENTS

In the upcoming months, your organization will be receiving an influx of gifts from donors moved by the holiday giving spirit. The absolute best way to keep these current and new donors around in 2018 and beyond is to properly thank them for their gift. Acknowledgments come in all different shapes, sizes, complexities, and channels. The important thing is that your donors actually receive a thank you in a timely manner. In order to continue receiving donations, you need to acknowledge the impact that each contribution makes. Keep your tone enthusiastic, gracious, and proactive.

The idea is to thank the donor and then encourage future gifts and interaction with your organization. **The donor is the real hero** - making monetary contributions to your mission that help make a real impact in the community. Make the thank you message all about them and cut out all of the complicated jargon about programs, services, and overly detailed information that doesn't belong.

What to Include

Salutation: Use the donor's name instead of "friend" to personalize your message.

Branding: Include your header logo with your branded colors to reinforce brand recollection. It should be very clear who this thank you note is from.

Gifts: Say thank you for the gift(s) you recently received from the donor. This is also the appropriate place to reference which campaign they gave to, a recent event they attended, or a personalized message that will be different from previous notes or automated electronic acknowledgments.

Impact: How did this gift make an impact to your cause. Donors need to feel appreciated and want to know how their donation made a difference.

Handwritten: Whenever possible, use a handwritten signature from a specific or high ranking staff member.

Postscript: A p.s. note at the bottom is a great way to draw attention to an important message that you really want the donor to read. Donors will automatically skim a letter to bold sentences, postscripts, or their name.

4x

First-Time Donors who get a personal thank you note **within 48 hours** are 4 times more likely to give again.

What's Next?

You may not be asking for another donation, but it is a good idea to give the donor another way to engage by joining your email list, inviting them to your next event, or visiting your social media pages.



PHONE
CALL



VIDEO AND
SOCIAL MEDIA



DIGITALLY
AUTOMATED



DIRECT
MAIL



IN A TIMELY
MANNER



2017 RKD ALPHA DOG DIGITAL BENCHMARKS

We gathered data from nearly 20 food bank partners and 20 animal welfare partners from across the country. These are just a few key findings from January 1, 2016 - December 31, 2016. Visit our website RKDAlphaDog.com or email us at benchmark@rkdalphadog.com to download the entire report for free.

FOOD BANK

#GivingTuesday can generate
2-3%
of total giving in just a single day.

Across all food bank partner sizes, we had an average email gift size of nearly
\$169 *50% higher than the overall yearly digital fundraising average gift!*

Average Gift Statistics
\$113
during 2016
\$185
in the month of December
\$251
on December 31st

30% of total online giving happens in December

 **7%** of total online giving happens on December 31st

ANIMAL WELFARE

#GivingTuesday can generate
3-5%
of total giving in just a single day.

Across all animal welfare partner sizes, we had an average email gift size of nearly
\$85 *4% higher than the overall yearly digital fundraising average gift!*

Average Gift Statistics
\$81
during 2016
\$125
in the month of December
\$169
on December 31st

27% of total online giving happens in December

 **7%** of total online giving happens on December 31st

#GIVINGTUESDAY™

Fundraising Strategies and Solutions

Before you know it, November 28th will be here. This is the sixth year for #GivingTuesday and it is never too early to start strategizing about how to get the most from this special day. Last year, organizations from 98 different countries around the world participated to generate over \$170 million for a variety of charitable causes. Visit the #GivingTuesday website for more free toolkits, inspiration, templates, results, and more.

Planning Timeline

September: Outline your campaign goals, find a match, and revisit how your organization performed last year. Look at potential areas to improve or areas that have room to grow. Send a save the date message to current donors, create your custom hashtag, research current community events, and begin sharing stories about successes from last year's #GivingTuesday.

October: Schedule social media posts a few times each week to create hype for your campaign, send out any invitations to upcoming events, finalize your fundraising strategy (direct mail, outdoor, voice broadcast, lightboxes, Google AdWords, etc.)

November: Hit social media, digital advertising, and website messaging hard, share your stories with local press, double check that your online donation form is optimized for mobile giving and that your post-donation thank you messages are ready to go.

December: Report results back to your team; thank donors, supporters, team members, and volunteers; and build on the #GivingTuesday momentum to raise even more before year-end.

Fresh Inspiration

#GivingMonday: Who says you can't start a little early? Rev up your giving campaign by starting on Cyber Monday. Remember that most people will be online shopping so use retargeting and banner ads wisely.

Go Live: Record a live Facebook video highlighting a need you have, what your goals are, how people can help, or recognizing hero donors and volunteers. Live video is extremely engaging so know when your target audience is most likely to be online.

Test: Because you will likely be seeing higher levels of digital traffic, take this opportunity to test colors, messaging, images, and more. Remember to only change one element at a time and keep track of these results to be used in the future.

Show Progress: Fill progress meters to show how much has been raised for specific programs and services. Personalize the thank you message to reflect what the donor gave and make a note in their donor file which can be used for future fundraising.

#GIVINGTUESDAY™

Fundraising Strategies and Solutions

Giving Tuesday 2016 Industry Results:

\$108

Mean Average
Gift Size

\$177

Million Total
Raised Online

1.64

Million Gifts

43%

Increase in
Total Revenue

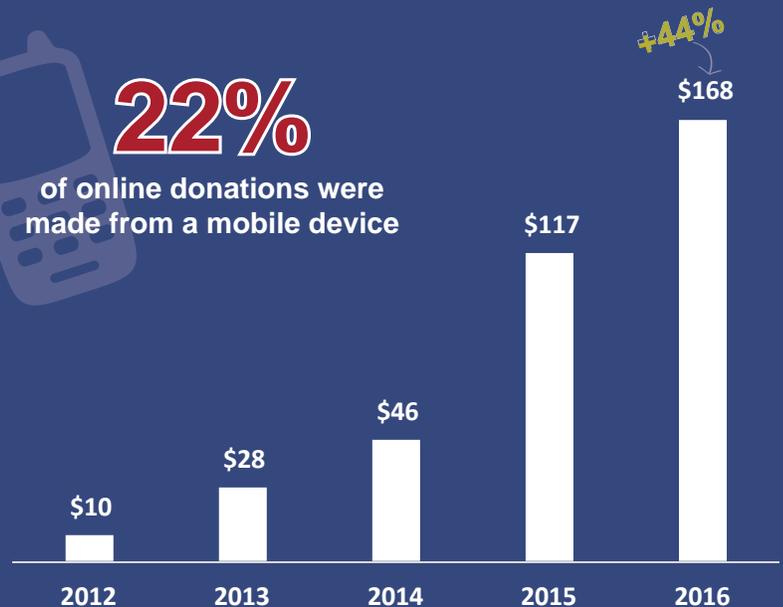
2,399,092

Total social media engagements



22%

of online donations were
made from a mobile device



Year-over-year comparison of total revenue in millions raised on #GivingTuesday.

Determine Content

Successes: What were some big wins for your organization this year?

Resources: List supporting content – utilize visual storytelling with infographics, images, videos, etc.

Data: How can you show the impact of your agency's programs? List statistics and supporting data in a graphic manner or simple statement.

Stories: What do you want current and future supporters to know about you? Think about what makes your agency unique, and any messages that performed well earlier in the year. Why were they more successful than others, and is there a way to replicate that for #GivingTuesday?

Make it Fun: Supporter engagement online and on social networks is all about making a connection. Donors don't want to be bored. Create your own hashtag, add a custom event logo, and let your creativity shine!

Set a goal that is realistic yet moves the needle forward for your organization. For more on #GivingTuesday strategy and preparation, contact your Account Services Team to plan and create your successful holiday fundraising campaign.

DOG DAYS OF SUMMER

Check out some pictures from our summer!



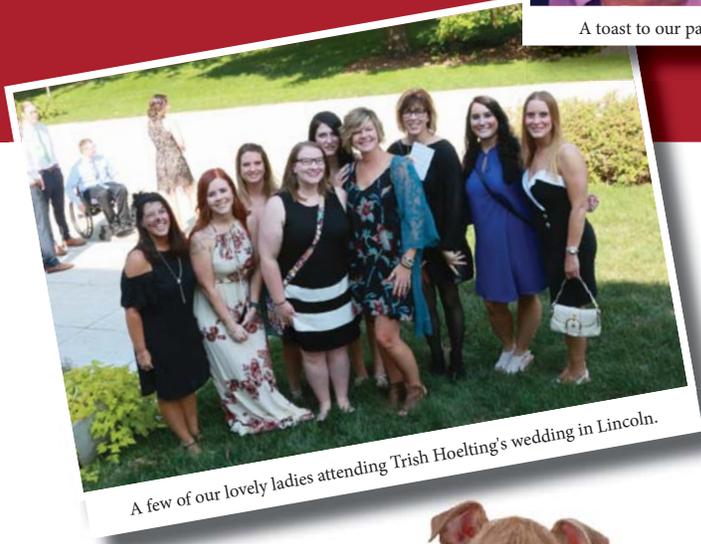
Food Bank partners and the RKD Alpha Dog team making Chicago-style deep dish pizza.



A toast to our partners for an incredible 12 years!



On August 21st, we took a short break in the afternoon to watch the total eclipse which passed right over our office.



A few of our lovely ladies attending Trish Hoelting's wedding in Lincoln.



Food Bank partners and the RKD Alpha Dog team mixing it up at the Chopping Block in Chicago after the Feeding America Mobilizing the Public Conference.



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