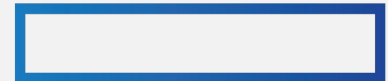


Adapting On-Air Drives to Digital Fundraising

Section 1: Fundraising Basics



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The Training Series

This training series is split into four 30-minute recordings:

- Section 1: Fundraising Basics (30 minute recording) ← **This session**
- Section 2: Owned/Earned Campaign Promotions (30 minute recording)
- Section 3: Paid Campaign Promotions (30 minute recording)
- Section 4: Reporting & Putting It All Together (30 minute recording)



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We are M+R

We are communicators, marketers, fundraisers, and campaigners who unleash the power of people to do good.

We work exclusively with nonprofits fighting for a just and sustainable world.

OUR SERVICES INCLUDE:



Branding



Design



Audience &
Message Research



Campaign
Strategy



Digital
Fundraising
& Advocacy



Digital
Advertising



Digital
Organizing



Media
Relations



Social
Media



Rachael Wolber, Vice President, M+R

Rachael has been designing effective online advocacy, fundraising and recruitment strategies for nonprofits for a decade. She's helped groups including Feeding America, Sierra Club, Oxfam America, March of Dimes and the Fight for \$15 run and grow sophisticated online fundraising and advocacy programs.



Julia Leyrer, Account Supervisor, M+R

Julia has been with M+R since 2017 and has managed fundraising and advocacy campaigns and website testing programs for organizations such as PETA, NRDC, The Nature Conservancy, Children's Hospital Los Angeles, and CARE. Prior to M+R, she managed marketing and communications across retail loyalty programs, nonprofit, CPG, event services, and property management companies.



Conor Amrien, Associate Media Director, M+R

Conor is an Associate Media Director who has been at M+R for the past 3 years. He has worked on advertising strategy, planning, and optimization for clients such as the Planned Parenthood Federation of America, World Wildlife Fund, and the Natural Resources Defense Council. Conor graduated from Brandeis University with a degree in English literature and business. Outside of work, Conor is an avid baker, traveler, and reader.

Section 1 Agenda

- Basics of Digital Fundraising
- Campaign Tactics
- Overall Messaging Strategy & Key Elements



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Basics of Digital Fundraising

Building Blocks of a Digital Fundraising Campaign

Why & Who

Primary & Secondary Goals

Target Audience

Budget

Where

Promotion Channels

When

Campaign Timing & Duration

What

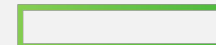
Language & Messaging

Tactics

Reporting & Iteration



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Common Goals & Calls to Action Across the Digital Ecosystem

Generate Revenue

- Donate
- Pledge or upgrade a recurring gift
- Start a Facebook fundraiser
- Donate in honor of someone
- Make a purchase

Grow Audiences

- Join an email list
- Follow on social media
- Subscribe to SMS updates
- Use a hashtag
- Visit a website

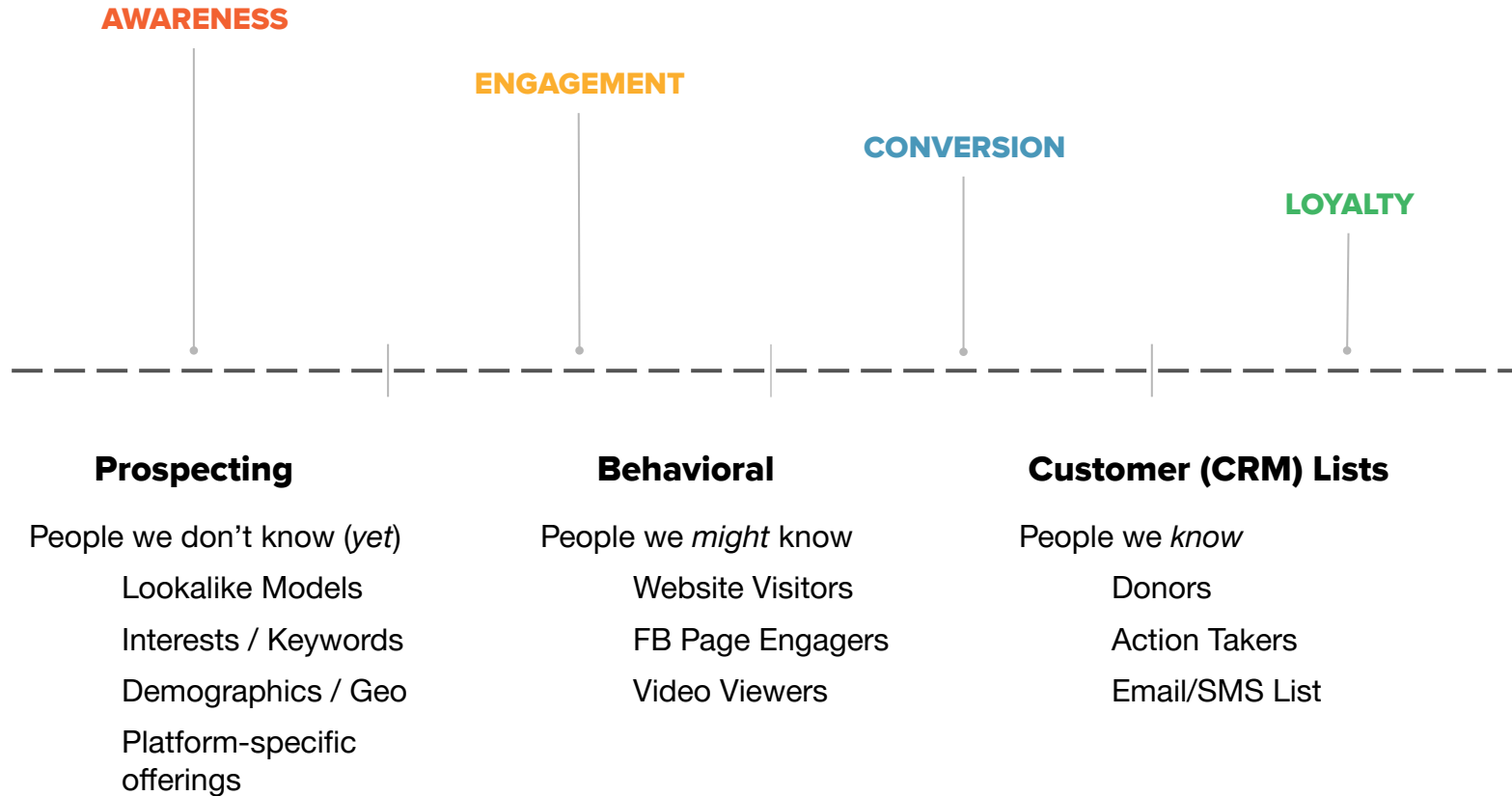
Motivate Action

- Sign a petition, pledge, or open letter
- Contact lawmakers
- Volunteer
- Submit user-generated content

Change Minds

- Read a news story
- Watch a video
- Take a quiz
- Share content
- Increase brand awareness

Targeting Different Audiences



Channels: What audiences is it best used for?

Display

With display ads, you can target people whether they are on a custom uploaded list (action takers, email subscribers, past donors), by the behavior (website visitors), or new prospective audiences (lookalike models, interests, demographics).

When Google finishes deprecating third party cookies, some audience targeting and measurement abilities will change.

Paid Social

Qualified audiences: People who have visited your website or donation form and haven't yet converted.

Custom audiences: People on your list, such as current or lapsed donors.

Prospects: Use social media's algorithm to find new audiences you've never reached, and converting them to become supporters.

Search

People who are actively searching for your brand (ex. KQED).

People who are searching for your products and services. (ex. local news).

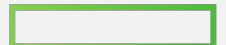
Search doesn't grow new demand.

Searchers already need to know what they want to search for and purchase.

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Channels: What audiences is it best used for?

Organic Social

Current supporters who have chosen to follow you on any of your platforms.

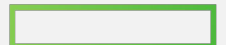
Email

Current supporters who have already opted into receiving emails from you.

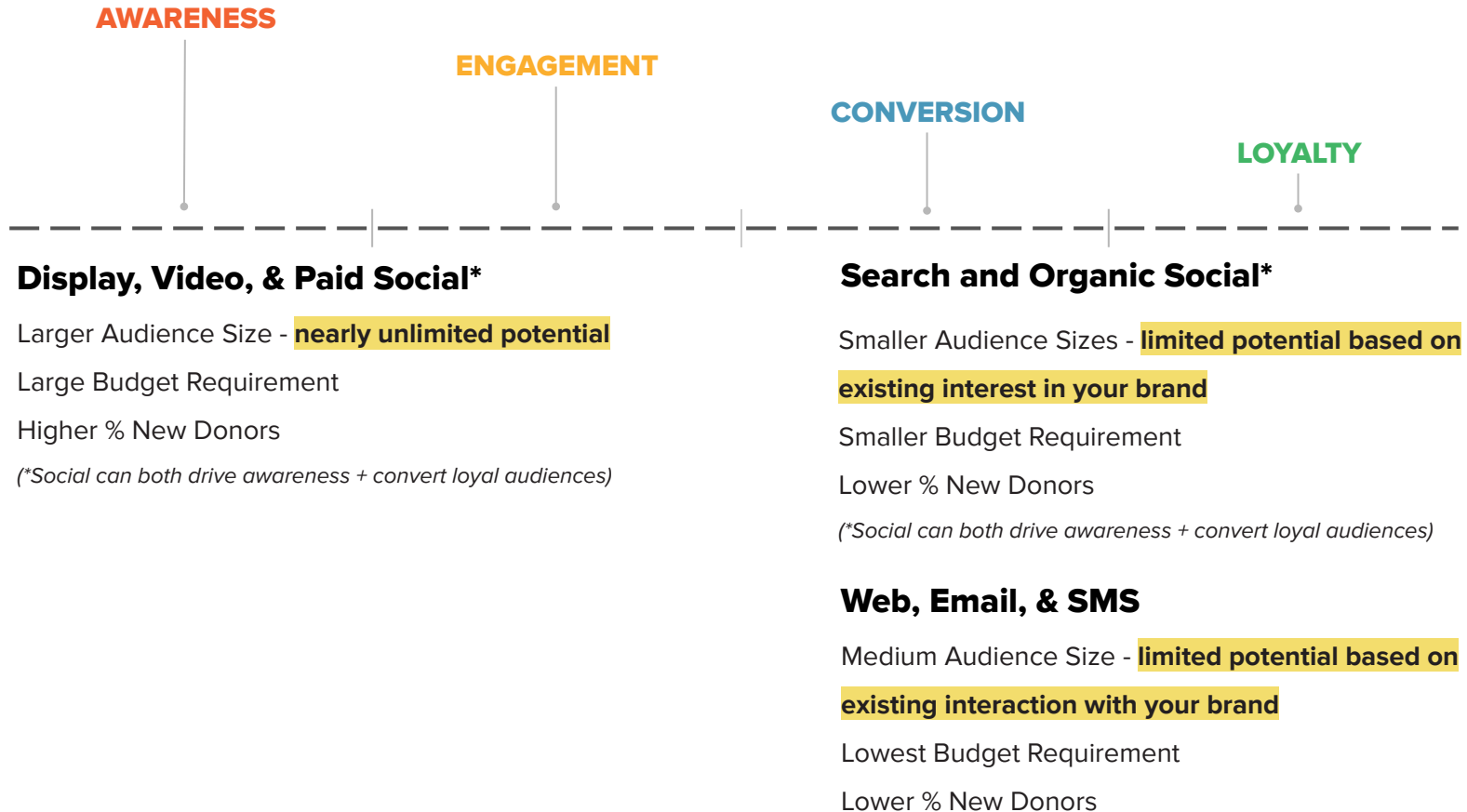
Customizable using conditional content for different audiences (ex. Current donors, prospects, past action-takers).

SMS

Similar to email, SMS can best be used to reach current supporters who have already opted into receiving emails from you.



Targeting Between Different Channels



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Audience Planning

Audience planning should include both **targeting** and **suppression** considerations: Who do we want to see our promotions? Who do we NOT want to see our promotions?

Smaller audiences are generally more expensive to reach (harder to find).

- Both for specific interests as well as geo-targeting specific states or locations.
- In some cases, fine tuning locations or niche groupings can be more strategic and worth the cost, even if it is more challenging to reach them (e.g. finding Starbucks workers to promote unionizing).

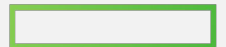
For acquisition campaigns (donors or leads), excluding people already in your CRM will improve efficiency.

- Blocking right-wing placements or supporters can also help avoid negative engagement.

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**You know what you're trying to achieve
and who you're trying to reach – now,
you need to consider how to tie it all
together in an **integrated campaign**
across channels**

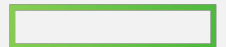


What does campaign integration mean?

Audiences are present on multiple channels. That means that someone who is receiving your email could also see your ads, direct mail, and text messages.

But audiences aren't present on or responsive to all channels. There may be super supporters who are not opted into receiving emails, or they aren't seeing your organic social media posts due to the algorithm. Being present on more channels increases the likelihood that they will see your campaign.

Campaign integration is a way to target audiences on the same topic across channels, and contribute to an overall “surround sound” effect where current and prospective supporters are reminded in multiple ways to support your organization and campaign.



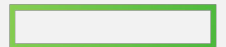
When should you consider campaign integration?

- ✓ **Big fundraising campaigns** when you want to make sure your audience is getting the “surround sound effect”.
- ✗ **Small campaigns** that are not organizational priorities and may not be worth the time and monetary investment to launch on multiple channels.
- ✓ **Campaigns with wider windows.** Digital channels can be fast and responsive, but we shouldn’t rely on supporters seeing everything in a short 48-hour window.
- ✗ **Short, quick campaigns** that on supporters to urgently take action when the deadline is only a few days away.

Consider Cadence for Fundraising Campaigns

Balance the types of messaging you are sending. Engagement and cultivation messages can help break up the constant asks (whether your main CTA is fundraising or advocacy), as well as prime supporters to take action when they are reminded about the impact of their donation or advocacy action.

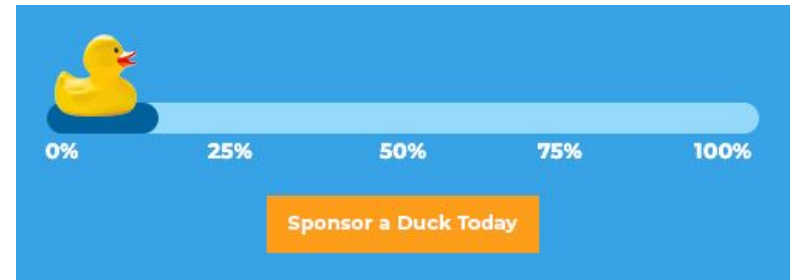
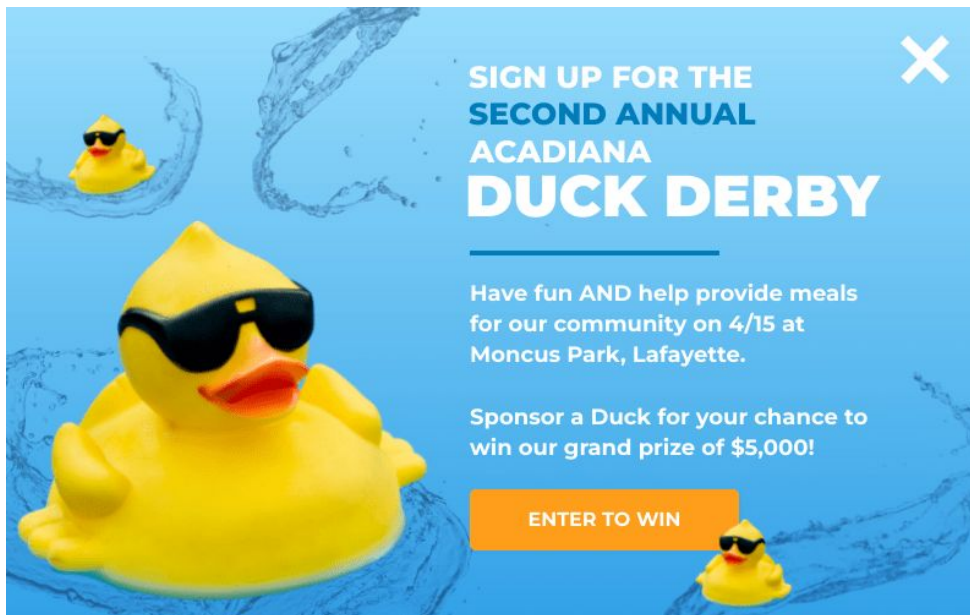
Increase urgency toward the deadline with a shortened email cadence. As you approach a fundraising or advocacy deadline, rather than sending one email every three days, consider sending one every day, and perhaps multiple emails on the deadline date! This helps supporters feel the urgency of the deadline, and increase the time-sensitive pressure to give or take action.



Campaign Tactics

Make the campaign yours

Build a branded campaign, that can become a recognizable moment for your audience



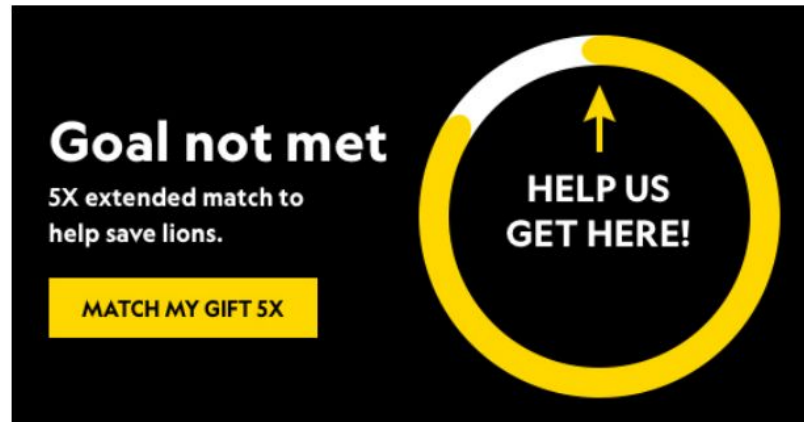
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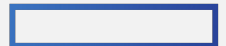
Have a goal that you are trying to achieve together

Campaign goals demonstrate the need and the role that the user has

Even better: Add a match offer for an added incentive



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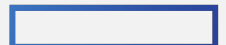
Communicate when action is needed by

Deadlines provide the framework for when goals need to be met by, or match offers expire.

They create the urgency to give now, not later.



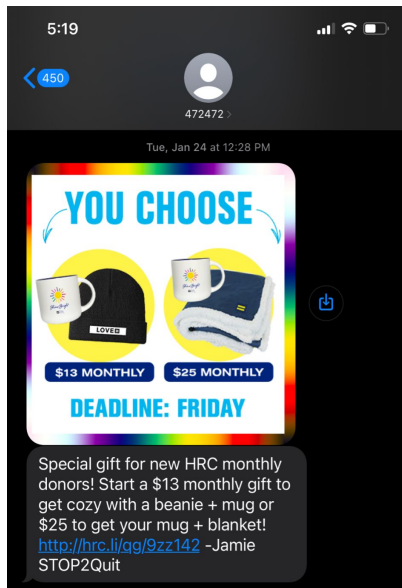
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Provide an incentive

Providing a reward or benefit to encourage a particular behavior or action

Offers: matches, premiums



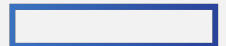
FOR NEW MEMBERS

FREE reusable canvas tote bag
when you join NRDC!

☐ Please don't send me a tote bag (new members only)



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Take advantage of newsworthy moments



It's game time, M+R!

Will you be tuning in tonight? I know I'm looking forward to seeing the NBA's greatest players put on what will certainly be an incredible show on the court tonight – and of course, I love seeing Cleveland in the national spotlight.

While most of us will never end up on TV, **people who show up for their neighbors in times of need are true stars in our Northeast Ohio community.**

So we're closing out our All-Star Weekend celebration with a special challenge to do just that: **can you help us raise \$24,000 by midnight tonight?**

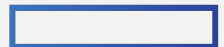
This Cleveland food bank sent this as the NBA All Star Weekend was held in Cleveland

Subject: It's World Whale Day 🐋

Reply-To: Ocean Conservancy <oceans@oceanconservancy.org>



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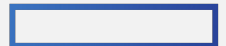


Or make your own newsworthy moment

Giving Days are an effective way to make your own holiday that drives giving



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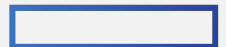


Make sure your graphics highlight the need & ask

- Graphics like these make the call-to-action eye-catching.
- These don't need to be complicated – they can be simple, with stylized text that will still catch the reader's eye, like this second example.



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Use graphics to help drive urgency

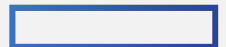
- Include a deadline or countdown clock graphic.
- Visualize your goal and progress to goal in a graphic.



3X MATCH ACTIVE: EVERY \$1 = \$3 UNTIL MIDNIGHT 12/31



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Timing & Duration

Longer campaigns with several components

Cluster fundraising pushes close to the deadline to create urgency

- Tip: Promotions tend to work best the closer they are to the deadline.



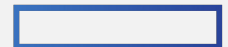
Dear Phoebe,

To help people down the street, across the country and around the world, the American Red Cross is having its first-ever, organization-wide Giving Day on June 2.

When you participate, you'll be joining family, friends and your community to take action and make more good things happen. When we're all in, we can raise funds to deliver help and hope to those who need it when they need it most.



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Overall Messaging Strategy & Key Elements

Effective creative expresses five elements



NEED Who needs help? What needs to be changed? What problem needs solving?

IMPACT How will the audience affect the situation or contribute to change?

URGENCY Why is *right now* the moment to take action?

RELEVANCE Why should the audience care?

AUTHENTICITY Why is the speaker someone who the audience should listen to?

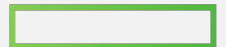
More depth and detail: www.mrssi.com/guide

Need is about the problem we want to solve or the goal we want to reach.

- Focus on real-world change, not internal goals.
- Who is affected?
- What happens if we act? What happens if we *don't*?
- Why is it important?



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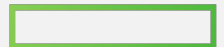


Impact communicates how the audience can make a difference for that need.

- Directly connected to the need.
- Feasible for the audience to accomplish (not necessarily an individual effort)
- Plausible as a (partial) solution to the need
- A single, direct ask.



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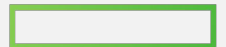


Urgency elevates the need + impact as the most important thing to the audience in this moment.

- Not just “why does this matter?” but “why does this matter *now*?”
- Urgent creative exists at a moment in time.
- Urgency is about *change*: recent, imminent, or ongoing.
- Urgency can be explicit or implicit.



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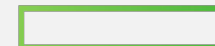


Urgency comes in different flavors.

- **Substantive:** “Federal funding will expire tomorrow.” or “The vote is tomorrow.”
- **Tactical:** “The matching gift expires at midnight.” or “Help reach our goal.”
- **Rhetorical:** “The stakes are higher than ever — make your emergency gift now.”



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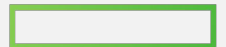


Relevance tells the audience that they are the right person for this content.

- This is about *who your audience* is.
- Understand and value your audience:
 - Demographics
 - Relationship to your cause/org
 - Cultural consumption
 - Emotional state
 - Timeliness
- Partly tactical: personalization, targeting, conditional content.
- Your audience may also be your subject.



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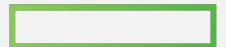


Authenticity demonstrates that the message is coming from the right voice.

- This is who *you* are, as the speaker.
- Can be the specific person, or the organization.
- Why are you the right source for this content?
- Must be earned over time, and renewed constantly.
- When everything else fails (or is maxed out) authenticity wins.



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Try it: Identify the five elements in this lede

(Need, Impact, Urgency, Relevance, and Authenticity)

Dear Gwen,

The past year has challenged people all around the world, and I've been amazed by the creativity and innovation of our Mercy Corps teams in their life-changing and lifesaving work.

Globally, we're seeing the pandemic push millions of people to their breaking points. **In fact, the United Nations estimates 235 million people will need humanitarian aid in 2021, an increase driven largely by the COVID-19 pandemic.**

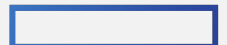
The process of recovery and rebuilding from this crisis will take time. Mercy Corps is committed to being there for the people who will benefit from our help in the countries where we serve.

As a member of our global community, you care about helping others survive and recover from crisis. That's why I knew you'd want to hear about an opportunity where your first donation can help us go twice as far:

A group of passionate supporters has contributed to our Matching Gift Challenge Fund to encourage people like you to match their gifts. Our goal is to raise \$400,000 in matching gifts by **June 8**. **This is a chance to be a part of a big, global movement for good. Will you join in?**



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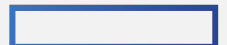
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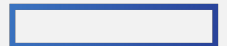
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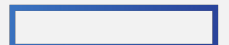
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Julia Leyrer

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