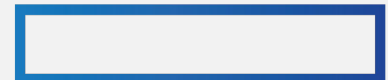


Adapting On-Air Drives to Digital Fundraising

Section 4: Reporting & Putting It All Together



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The Training Series

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

- Section 1: Fundraising Basics (30 minute recording)
- 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) ← **This session**



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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

Reporting Basics

WHAT do we measure?

Email

- Messages delivered
- Unique opens
- Unique clicks
- Unsubscribes
- Hard bounces
- Soft bounces

Social & Ads

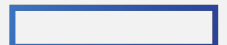
- Impressions
- Clicks
- Costs
- Frequency

Landing Pages

- Pageviews
- Number of gifts (one-time and monthly)
- Revenue raised (one-time and monthly)
- Actions taken



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Common email KPIs to track

Emails Delivered

- Confirmed number of emails that reached inboxes (different than number of emails sent)
- Helps us monitor deliverability and get more accurate calculations for our other metrics

Response Rate

- Actions per email delivered
- Top-line metric to track a message's success
- Reliable metric to compare campaign to campaign regardless of list size

Click-through rate

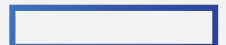
- Percent of recipients that clicked on an email link
- Indicates how the CTA is performing in the email or how compelling the content is
- Also helps evaluate design (button, etc)

Unsubscribe rate

- Percent of recipients that unsubscribed in response to the email
- Lets us keep an eye on if certain types of messages are driving people to leave the list



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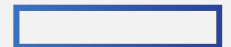


Email Performance Report: Example

Campaign Results By Message	Launch Date	Emails Delivered	Open Rate	CTR	Resp. Rate	Conv Rate	# Gifts	Avg. Gift	Rev.	Rev per recipient	Unsub. Rate
Campaign Appeal #1	1/1/2022	50,000	27.40%	0.60%	0.20%	33.33%	100	\$125	\$12,500	\$0.25	0.10%
Campaign Appeal #2	1/2/2022	48,500	22.95%	0.53%	0.15%	29.41%	75	\$107	\$8,000	\$0.16	0.11%
Campaign Appeal #3	1/3/2022	47,900	24.01%	0.62%	0.18%	28.81%	85	\$118	\$10,000	\$0.21	0.12%
Total		146,400	24.82%	0.58%	0.18%	30.59%	260	\$117	\$30,500	\$0.21	0.11%



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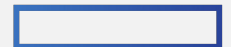


Email Campaign Report – Segment Results: Example

Campaign Results by Segment (All Appeals)	Emails Delivered	Open Rate	CTR	Resp. Rate	Conv Rate	# Gifts	Avg. Gift	Rev.	Unsub. Rate
Mid-Level Donors	550	45.38%	1.82%	1.45%	33.33%	8	\$375	\$3,000	0.00%
Monthly Donors	3,000	39.75%	0.73%	0.53%	72.73%	16	\$92	\$1,476	0.10%
Active Donors	65,000	35.32%	0.47%	0.32%	64.05%	208	\$99	\$20,613	0.12%
Lapsed Donors	45,000	31.27%	0.13%	0.08%	43.64%	35	\$63	\$2,200	0.08%
Prospects	20,000	34.82%	0.10%	0.03%	8.00%	6	\$50	\$300	0.10%
Total	133,550	24.82%	0.31%	0.20%	30.59%	273	\$117	\$27,589	0.12%



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Common ads KPIs to track

- **Return on Ad Spend (ROAS)**
($\text{ROAS} = \text{Total Revenue} / \text{Cost}$) – Comparison of how efficient different ads, campaigns, or platforms are driving revenue.
- **Cost per Acquisition (CPA) and Cost per Donation (CPD)**
($\text{CPA} = \text{Emails} / \text{Cost}$), ($\text{CPD} = \text{Total Number of Donations} / \text{Cost}$) – Used for bidding and optimizing for conversions based on custom events configured on your website, i.e. email capture or donation completion.
- **Cost per Thousand (CPM)**
($\text{CPM} = 1,000 \text{ Impressions} / \text{Cost}$) – Used for bidding and optimizing advertising impressions.
 - Impression = the number of times your content is shown on a person's screen.



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Topline Ads Report By Channel: Example

Ads Channel	Media Spend	Donations	CPD	New Donors*	Annualized ROAS
Display	\$29,879	136	\$219	140	\$2.01
Search	\$45,879	746	\$61	287	\$7.05
Social (Retargeting only)	\$10,397	54	\$193	13	\$1.42
TOTAL	\$86,154	936	\$92	440	\$4.62



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Topline Ads Report By Audience: Example

Display Audience	Media Spend	ROAS	Donations	Cost per donation
Abandoner Retargeting	\$5,527	\$3.78	51	\$108
Prospecting	\$16,458	\$1.77	56	\$296
Lookalike Acquisition	\$3,666	\$1.35	13	\$286
CRM Retargeting	\$4,228	\$1.15	16	\$258
TOTAL	\$29,879	\$2.01	136	\$219



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Conversion-Based Metrics

Cost per lead: how much does it cost to recruit a new supporter, calculated by total \$ spent / total people recruited.

The goal is to keep cost low so we can recruit as many people as possible

Scenario: Your CPL has risen from \$2.50 to \$7 over the course of a few weeks

- **CPM:** is the cost to serve our ads rising? Consider widening your targeting or drop your budget to allow for CPM to come down
- **Frequency:** is frequency high? Consider widening your audience or pulling back budget to ensure you are not oversaturating your audience.
- **CTR:** has CTR dropped over time? Consider optimizing/introducing creative
- **Conversion rate:** is the conversion rate lower than usual? Landing page optimizations could be made (reducing form fields, for example)

The same optimizations can be made to other action based campaigns, like click-to-call ads.



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Visibility-Based Metrics

Reach and frequency: are we reaching our whole audience at an optimal frequency? Calculated: impressions / total reach

Scenario: we want to reach 100k people 5 times a week, but the last few weeks are only reaching them 2 times per week

- **CPM:** is the cost to serve our ads rising? Consider tweaking targeting or inventory scale up the volume of impressions
- **Budget:** is your budget big enough to reach your intended audience?
- **Channel mix:** are you just targeting one channel? Consider expanding to additional channels that have lower CPMs



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Evaluation

Biggest Factors that Influence Performance



Audience

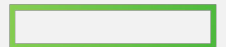


Creative

Context



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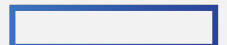
It's how we interpret the numbers that matters most

Some questions to consider as you're reviewing reports or working on analysis:

- Does anything look weird or like it has gone technically wrong?
 - E.g. a delivered audience size that is much smaller than what you expected based on your selection criteria could mean a spam issue and/or your email tool failed to deliver all the messages
- Are these results better or worse than what we expected?
 - Than a similar campaign we've run in the past?
 - Than industry [benchmarks](#)?
- Is the audience different in any way?
 - Larger/smaller?
 - Include groups you might not usually email, like midlevel donors?



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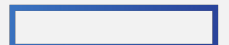
It's how we interpret the numbers that matters most

Some questions to consider as you're reviewing reports or working on analysis:

- How well are the elements of effective creative represented?
 - Did you try any new tactics?
- What's the context for our supporters right now?
 - Is the topic in the news nationally/locally?
 - Is a totally different issue capturing a lot of attention?
 - How is the economy doing?
- Do any of the specific metrics seem out of sync with each other?
 - A high click through rate but low conversion rate indicates something about the form wasn't working/compelling
 - A much lower or higher than usual average gift could be something about how qualified the audience is and/or the ask amounts in the email or array on the form



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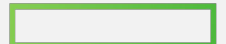


What a reporting schedule could look like:

	REPORT	FREQUENCY
MEASURE PROGRAM	ROI ANALYSIS (IF RUNNING LEAD GEN)	Annually
	PROSPECT CONVERSION & DONOR RETENTION REPORT	Monthly
IDENTIFY TRENDS	24-HOUR EMAIL STATS	As needed
	MONTHLY REPORT	Analysis monthly
	CAMPAIGN SEGMENT REPORTS	Per campaign
OPTIMIZE CHANNELS	CAMPAIGN OVERALL REPORTS	As needed
	ADVERTISING REPORT	Analysis monthly



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Case Studies

American Museum of Natural History



Challenge:

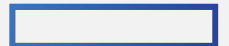
How can a traditional and staid email marketing program modernize its creative while also improving fundraising results?

Our Approach:

Test a bolder, image-heavy approach that tightly integrates creative across channels.



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American Museum of Natural History

T. Rex: Big Campaign

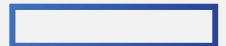
Yes, the internet is a crowded place. To break through the noise your campaigns need to be powerful. People want to help, but need to see and feel the need of where they can have an impact.

M+R partnered on digital marketing for the launch of American Museum of Natural History's 2019 Spring Tyrannosaurus Rex exhibit. This multichannel campaign spanned email, website, social, and many digital advertising channels.

The email series aimed to increase membership revenue over the prior year's campaign, test graphic-heavy messages, and help drive overall visitation to the Museum.



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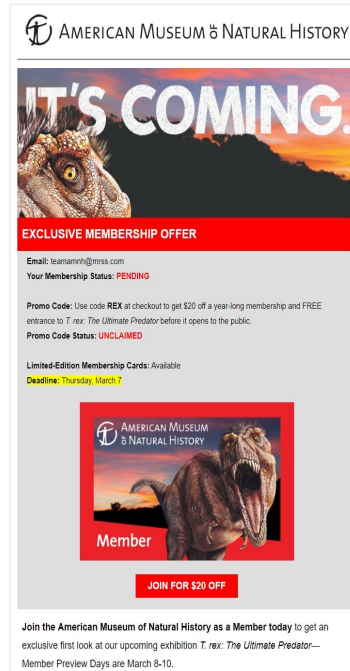
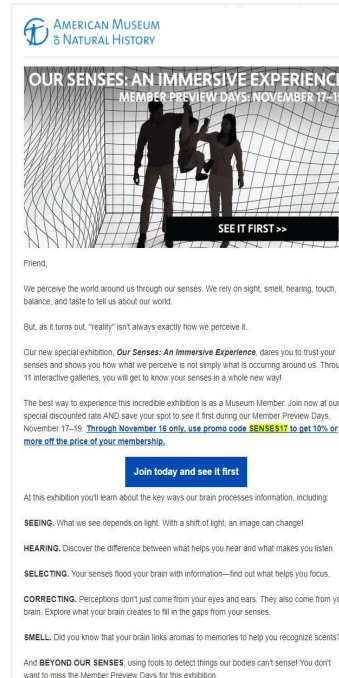


American Museum of Natural History

Going big with graphics

We've tested into more powerful graphic membership and donation campaigns for AMNH. The T.Rex email series aimed to take this to the next level. It was a 6 fundraising email message campaign (not including tests) in which we tested a series of graphic formats.

In addition to graphic-only messages, there were hybrid email messages that combined both a) bold graphics, with b) standard tactical, text offers. These messages consistently outperformed both text-heavy messages and graphic-only messages.




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American Museum of Natural History

Engaging audiences

The campaign also included a series of cultivation components like the one promoted through email and corresponding landing page that played off the obsession of some children — and adults — have for dinosaurs.

AMERICAN MUSEUM OF NATURAL HISTORY





T. rex: The Ultimate Predator is coming—are you ready?

You know T. rex from TV, film, and history but how well do you really know one of the most iconic dinosaurs in the world? Did you know that baby T. rex had feathers? Or that to grow to its full size, T. rex gained up to 140 pounds (65 kg) per month?

Starting this March, come face to face with this legendary mega-predator. From life-sized models to theater and a multiplayer virtual reality experience, this is your chance to get to know *Tyrannosaurus rex* in a whole new way. Before you step into the world of T. rex, test your knowledge of this fearsome dinosaur and the tyrannosaur group!


Which of these is a tyrannosaur?



You're correct!

In fact, all four choices are correct—they are *all* tyrannosaurs.

The term "tyrannosaur" refers to all the dinosaurs in the superfamily Tyrannosauridae, which encompasses T. rex and more than two dozen relatives, including *Tarbosaurus*, *Tyrannosaurus*, *Guanlong*, and *Xiongguanlong*.



BONUS QUESTION: What year did the American Museum of Natural History announce the discovery of *Tyrannosaurus rex*?

(HINT: It was 36 years after the Museum was founded.)

The year was 1905. Based on fossils found in 1902 in Montana by famed dinosaur hunter Barnum Brown, *Tyrannosaurus rex*, a new species of dinosaur, was formally described in a 1905 edition of the *Bulletin of the American Museum of Natural History*.

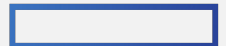
Members see it first and for free!

Love more amazing facts about T. rex with a membership. As a Member, you'll not only see *T. rex: The Ultimate Predator* first during **Member Preview Days from March 9–16**, but you'll see this and other special exhibitions for free! Members also get access to a Member entrance, free admission to all the permanent exhibition halls—365 days a year—and other incredible benefits.

Family	Adult
\$150 <ul style="list-style-type: none">Free General Admission and free admission to all special exhibitions for 2 adults and 4 childrenAccess to a Member entrance 7 days a weekExclusive access to events just for Members, like exhibition preview days12 free tickets (6 for adults, 6 for kids) to 2D and 3D giant screen movies, the Hayden Planetarium Space Show, or The Butterfly ConservatoryDiscounts at Museum cafe and shops JOIN NOW	\$115 <ul style="list-style-type: none">Free General Admission and free admission to all special exhibitions for 2Access to a Member entrance 7 days a weekExclusive access to events just for Members, like exhibition preview days4 free tickets to 2D and 3D giant screen movies, the Hayden Planetarium Space Show, or The Butterfly ConservatoryDiscounts at Museum cafe and shops JOIN NOW



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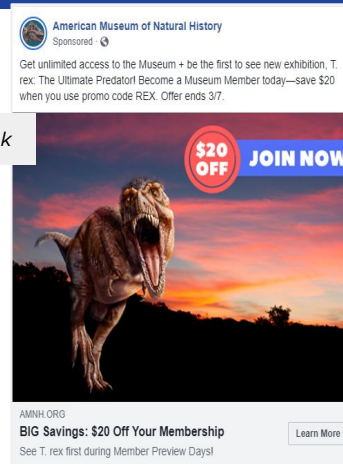


American Museum of Natural History

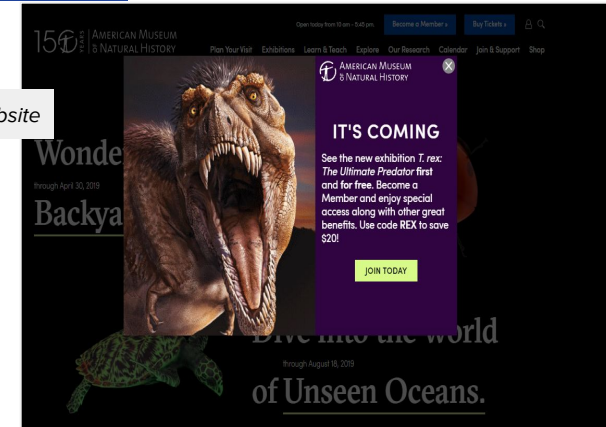
Multichannel, of course

The campaign was everywhere, because your supporters don't just live in a single channel. Consistency is critical to avoid confusing people with different asks, incentives, or deadlines. The campaign went live on AMNH.org, social properties and through paid search, Facebook, display, and even Gmail advertising to people in our target audiences.

Facebook



Website



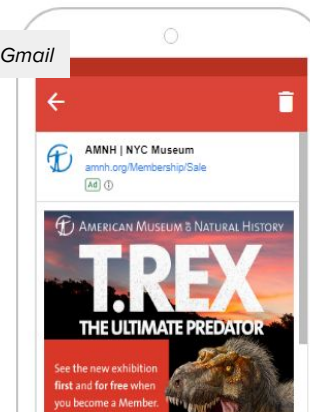
Paid search

Museum of Natural History NYC | Big Membership Sale: Save \$20 | Limited-Edition ...
www.amnh.org/Membership/Sale
Benefits Include Early Access To T. REX Exhibition During Member Preview Days. Plus, Now Through March 10 Save \$20 Off Membership with Promo Code REX!

Museum of Natural History NYC | Big Membership Sale: Save \$20 | See Brand-New ...
www.amnh.org/Membership/Sale
Now Through March 10. Save \$20 Off Membership with Promo Code REX. Plus, Enjoy Member Preview Days For T. rex: The Ultimate Predator!

Museum of Natural History NYC | Big Membership Sale: Save \$20 | See New T. rex...
www.amnh.org/Membership/Sale
Benefits Include Early Access To T. REX Exhibition During Member Preview Days. Plus, Now Through March 10. Save \$20 Off Membership with Promo Code REX!

Gmail



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Results

- The T.Rex themed membership campaign outperformed its predecessor by 30%.
- Tests found that the graphic-heavy appeals — but not graphic only — significantly boosted performance.
- Key to the success of this effort was synchronized, effective creative that promoted the offer across multiple channels and justified increasing in advertising spending.
- And, the lines to get into the exhibit were consistently out the door!

Memorial Sloan Kettering Cancer Center



Memorial Sloan Kettering
Cancer Center

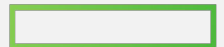
Giving Day | July 2023

Memorial Sloan Kettering Cancer Center (MSK) faced a challenge: their digital fundraising program was highly dependent on Q4 fundraising, and fundraising campaigns outside of Q4 were not meeting expectations. To address this need, we proposed creating a new major moment outside of Year End to diversify our fundraising schedule and improve results.

So on July 20th, 2023, we launched MSK's first-ever Giving Day.



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Why a Giving Day?

Cancer research is (thankfully!) a crowded sector to fundraise in. Many organizations fundraise around the same big moments, like Breast Cancer Awareness Month, Colorectal Cancer Awareness Month, and the like. **We wanted to create a fundraising moment just for MSK - and one that was flexible enough to work in tandem with MSK's major peer-to-peer fundraising events as well as traditional online giving.**

Our concept to meet this goal: **MSK Giving Day**. MSK had a number of assets we could utilize to support the giving day concept: an existing community of donors, strong assets that lent themselves to “surround sound” across channels, and a willingness to work across teams and programs to launch something new. We felt confident that this strategy could be successful for them - if we pulled out all the stops.



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Impactful, Ethical Creative

The concept of the Giving Day was all about community. Every creative decision we made aimed to reinforce the idea that every cancer journey, including the journey to a cure, is a community effort. We worked to lift up various members of the MSK community and showcase their incredible stories of strength, perseverance and hope. Thankfully we had a wealth of options to choose from and incredible messengers willing to help us tell that story: doctors, nurses, cancer survivors, family members of patients, event participants and more.

As M+R's writers worked with MSK colleagues to source content and develop creative, we used our guidelines from [M+R's Guide to Effective and Ethical Creative](#) to craft our messaging. Not only did these messages perform well as fundraising appeals, they helped forge a closer bond with the signers themselves, and made them more likely to participate in fundraising efforts in the future. **One of the signers even followed up with us to share how honored and thrilled she was to have her story presented in this way.**

My MSK story started when I was just 31 years old. I was diagnosed with a rare and incurable brain cancer. Surgery removed 95% of the brain tumor (which was almost the size of a golf ball!). Still, my team at MSK knew we needed to monitor it closely.

Triple Your Impact

Thanks in part because of the funds raised from the MSK Giving community, during that time a new technology was created that allows you to see cell-by-cell growth. That technology detected that my tumor was growing again.

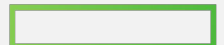
My doctors at MSK wouldn't give up — they kept searching for treatments, looking beyond the standards of care for my type of cancer.

Through genetic testing, my MSK doctor — Ingo Mellinghoff, MD, my favorite! — realized that my brain tumor has a genetic mutation that is similar to one found in leukemia. And there was one drug that specifically targeted that mutation. We tried to get the drug through my insurance — a request they originally denied.



But my MSK doctors would not stop trying.



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MULTICHANNEL MESSAGING

 **Memorial Sloan Kettering Cancer Center**
Sponsored · 


This Giving Day, join our mission to outsmart cancer. Your generous donation will fund cancer care and research that save lives, not only today but for years to come.

For a limited time, all gifts to MSK will be triple-matched to help change the future of cancer. Donate now >>

MSK Giving Day

“MSK has been at the forefront of cancer treatment and surgery for years, providing world-class care for patients and their families every day.”

— T. Peter Kingham, MD
Surgeon

 **Memorial Sloan Kettering Cancer Center**


mskcc.org/givingday
Activate 3X match gift >>
Not affiliated with Meta

Donate now

MSK Giving Day

July 20 is MSK Giving Day. For a limited time, every gift will be TRIPLE-matched! Make a gift today while it can have 3X the impact and join the MSK Giving community to be part of life-changing research and care.

Donate




1973

Physicians at MSK **conduct the first successful bone marrow transplant from an unrelated donor**, expanding the pool for a potential bone marrow match.

 **Memorial Sloan Kettering Cancer Center**

 **Memorial Sloan Kettering Cancer Center**

 **Memorial Sloan Kettering Cancer Center** | **GIVING**

MSK Giving Day

Triple your impact for world-class cancer research and care.

Donate Today

[J — We're falling just short of our ambitious \\$1 million goal — so we're extending the MSK Giving Day 3X match deadline to midnight tonight!](#)

This is really your last chance to be part of the first-ever MSK Giving Day and have your impact TRIPLED!

Triple Your Impact

Over the past few days, you heard from MSK Giving community members about the different reasons they support MSK. But there's one thing we all have in common: We are united in our mission to create more hope and opportunity for every person with cancer. Together, we are changing people's lives.

And I know that we can go so much further. [J, will you TRIPLE your impact to power the next breakthrough in cancer research and care by making your 3X-MATCHED gift now?](#)

—MSK Giving

We integrated the campaign across email, social ads, display ads, and website promotions to create a cohesive feel and surround sound effect. We also launched MSK's first-ever brand video, which ran across CTV and social.

Results

- MSK Giving Day raised over **\$500,000 in its first year**, and helped lift revenue for the month 210% year-over-year.
- The effort was also particularly successful in converting new donors - **36% of all gifts came from individuals making their first-ever gift to MSK!**
- This first-ever Giving Day met MSK's goals of **creating a major fundraising moment outside of Q4, engaging donors across giving brands, and centering the voices of the MSK community in the process.**

Feeding America



Challenge:

Feeding America, like many organizations, has occasional influxes of donors. Establishing loyalty with these new donors has been elusive.

Our Approach:

Develop a multichannel program with Feeding America's direct mail vendor that surveyed, thanked, and cultivated supporters with a very tailored messaging stream before launching an integrated ask strategy.




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Through surveying of the new audience, we learned what motivates them:

- A religious or moral responsibility to help the community
- Frustration that hunger is a problem when food security should be a basic right
- Interested in how gifts are put to use and how Feeding America works with food banks



WHY DO YOU FIGHT HUNGER?

We're so grateful to have your help getting food to people in need. And, now that you're with us in the fight to end hunger, we want to get to know you.

1. On a scale of 1-4 how familiar are you with Feeding America?

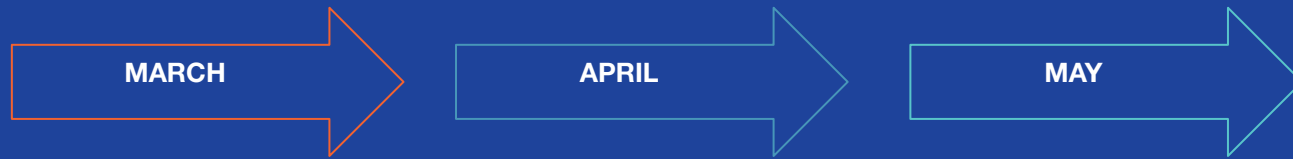
- ☐ 1: Don't really know anything about Feeding America
- ☐ 2: Heard of Feeding America but don't know much else
- ☐ 3: Familiar with Feeding America and what you do
- ☐ 4: Very familiar with Feeding America and how you work

2. What do you want to hear from us? I'm most interested in... (check all that apply)

- ☐ How my donation is put to use
- ☐ Ways I can help feed people
- ☐ How I can use my voice with lawmakers to fight hunger
- ☐ Tips on how to talk about hunger
- ☐ How we rescue food that would otherwise go to waste
- ☐ Work supporting communities of color, rural and other populations disproportionately impacted by hunger
- ☐ How we help feed children
- ☐ How we help feed seniors
- ☐ Other

NEXT

A 2.5 month, 3 phase campaign was established to engage these supporters and convert them at higher percentages.



Prime & Thank

- Cultivations Ads
- Direct Asks Ads
- Cultivation Email
- Robocall Thank You
- Postcard



Ask

- Inmail Ads
- (2) Email Appeals
- Renewal Ads
- DM Appeal


Remind

- DM Appeal
- Email Appeal

All channels were used to educate supporters about the importance their donation and thank them.

Feeding America  Sponsored · 

"Food banks are doling out meals at a rapid pace..." [...See More](#)



APNEWS.COM
Millions of hungry Americans turn to food...

[LEARN MORE](#)

Feeding America  Sponsored · 


This past year, Feeding America supporters like you have stepped up like never before. See how your commitment has made a [...See More](#)



FEEDINGAMERICA.ORG
Food Bank Response During COVID

[LEARN MORE](#)

Can't view this? [Read it online.](#)

FEEDING AMERICA 

[DONATE](#)

Hi Emily,

Just over a year ago, at the onset of the COVID-19 pandemic, you joined hundreds of thousands of other compassionate, generous people in supporting your neighbors with a donation to Feeding America. Thank you.

We asked you and other supporters who gave why they chose to donate at that crucial moment. Here's what some people told us in their own words:

"I am blessed to still have a good job and to be able to work from home during the pandemic. I want to share with those who are less fortunate. Thank you for the work you do."

"With COVID-19 affecting our entire country I feel we all need to chip in and help those in dire need of help."

"I want to do my part."

"I've been fortunate to only have brief periods of time in my life where I didn't have access to food. I want to help people who have a harder time keeping food on the table. Life is hard enough without having to worry about being fed each day."

After the “Prime & Thank” stage, donors were asked for renewal donations in inmail ads, mobile ads, direct mail, and, of course, email.

People facing hunger need your help!

YES! I want to make a gift for neighbors experiencing hunger. My donation to the Feeding America network will help provide meals to families in need. **Enclosed is:**

- ☐ [\$ASK1] ☐ Other \$_____
- ☐ [\$ASK2] ☐ I'm giving by credit card. *(Please see section on back.)*
- ☐ [\$ASK3] ☐ I want to make an even bigger impact by giving monthly! *(Please see section on back.)*

**FEEDING
AMERICA**

GIVE ONLINE:
SupportFeedingAmerica.org/Renew

Contributions to Feeding America may be tax-deductible to the fullest extent permitted by law. **Please make your check payable to FEEDING AMERICA** and return this form with your gift in the enclosed envelope to Feeding America, Donation Processing Center, P.O. Box 96749, Washington, DC 20090-6749. If you have any questions, call us at 1-800-910-5524.

Can't view this? [Read it online.](#)

ample

DONATE

12345-1234

XXXXXXXXXXXX XXX XXXXXXXXXXXX

**FEEDING
AMERICA**

Mb,

Last spring, you showed up for your neighbors in need by making a gift to help Feeding America respond to the COVID crisis. In the midst of hardship and loss, you shared light – helping meet heartache with hope.

You strengthened our efforts to meet the overwhelming surge in demand, helping us distribute 5.3 billion meals between March and December of 2020.

But the truth is, this crisis is far from over. As a result of the pandemic, 42 million people are expected to experience hunger in 2021. The need among the most vulnerable communities is deepening and Feeding America reaches the people who need it the most. [Will you stick with us, and help get food to your neighbors without enough to eat?](#)

This year we've faced challenges few of us had ever experienced before. But we've also been inspired by people in our country coming together to help neighbors when they needed it most.

You can rest assured that we'll use your gifts wisely. [Your contribution can make a difference where the greatest needs are](#) – in communities like yours. In fact, **98 percent of all donations we receive go directly into programs and services for people at risk of hunger.**

Fighting the long-term effects of this pandemic will be a marathon, not a sprint – and the journey to end hunger in America needs supporters like you more than ever.

With deep gratitude,

[Learn more](#)

Examples of your opened ad. [Learn more](#)



Your neighbors need help



Your neighbors need help

We're counting on people like you to help keep up with the continuing need.

[Donate Now](#)



1 in 8 could face hunger






1 in 8 could face hunger


We're counting on people like you to help keep up with the continuing need.

[Donate Now](#)


Slightly stronger messaging and “pending” language was used in the final “Reminder” stage to nudge donors off the sidelines to make a gift.

 **Feeding America** 
Sponsored · 

The effects of the pandemic and high unemployment continue to put a strain on local food banks. Your community needs help.





If you're reading this, food banks still need your help.



FEEDINGAMERICA.ORG
Renew your support
Not affiliated with Facebook

DONATE NOW



Can't view this? [Read it online.](#)

42 MILLION AT RISK FOR HUNGER

Mb – about a year ago you made a gift to Feeding America to help our neighbors at risk of hunger at the beginning of the COVID crisis. Thank you. **We estimate 42 million may face hunger in 2021 as the crisis continues, and we need your help again.**

Our records associated with the email address mgowins@mrss.com indicate that your supporter status is pending. [Update your status with a gift now >>](#)

YOUR SUPPORTER RECORD




Supporter ID: 4274114
Status: **Pending**
[Update your status with a gift now >>](#)

Your contribution today can make a difference where the greatest needs are – *in communities like yours*. In fact, **98 percent of all donations we receive go directly into programs and services for people at risk of hunger.**

Thank you again for caring about your neighbors without enough to eat. **[Your continued support is crucial for getting food to families in need.](#)**

– Feeding America Team

P.S. If you've already made a gift online or by mail, please accept our sincere thanks.



Results

- The campaign was a complete success and far surpassed the additional cost of implementing this thorough approach.
- **+78% more reactivated** through the multichannel treatment than the holdout

Contact us

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GREATER
PUBLIC

