



# Direct Marketing 101: Multichannel Fundraising

June 27, 2024

# Welcome to Multichannel Marketing Basics!

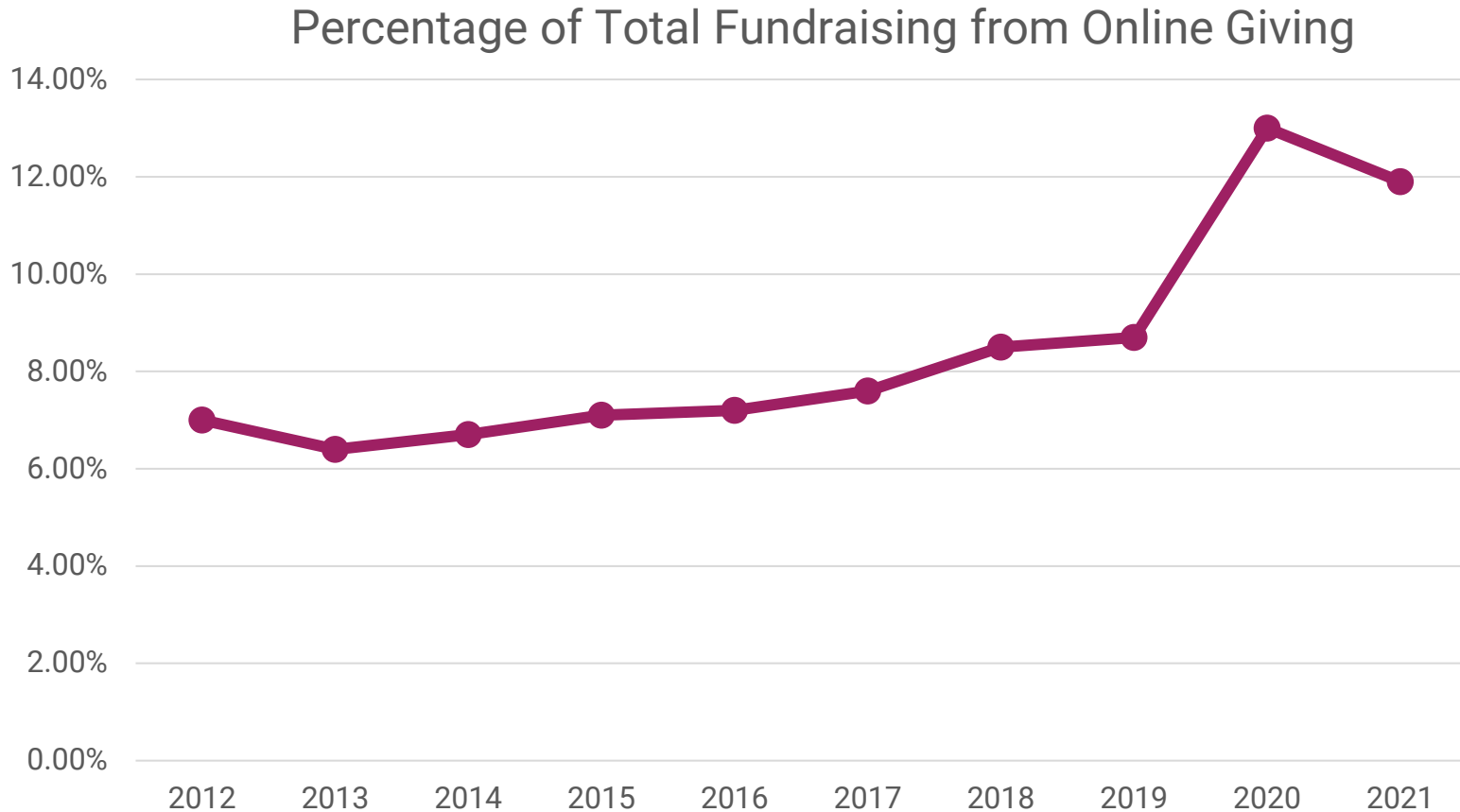


**Nova Cohen-Prohow**

Vice President of Client Services  
Avalon Consulting Group

# Why is digital fundraising important?

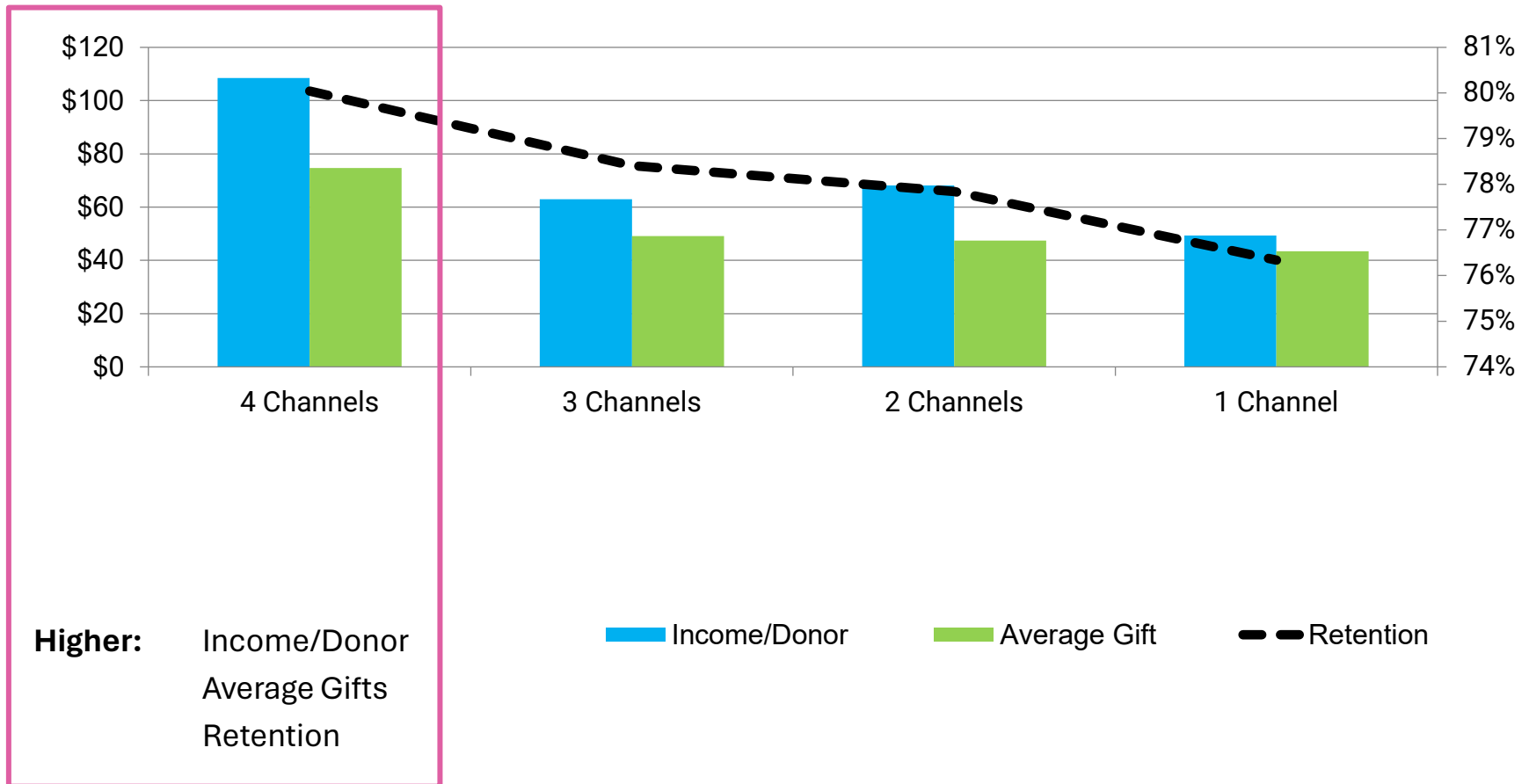
- Online revenue is growing, and made up almost 12% of total revenue in 2021



Source: Blackbaud Institute 2021 Charitable Giving Report

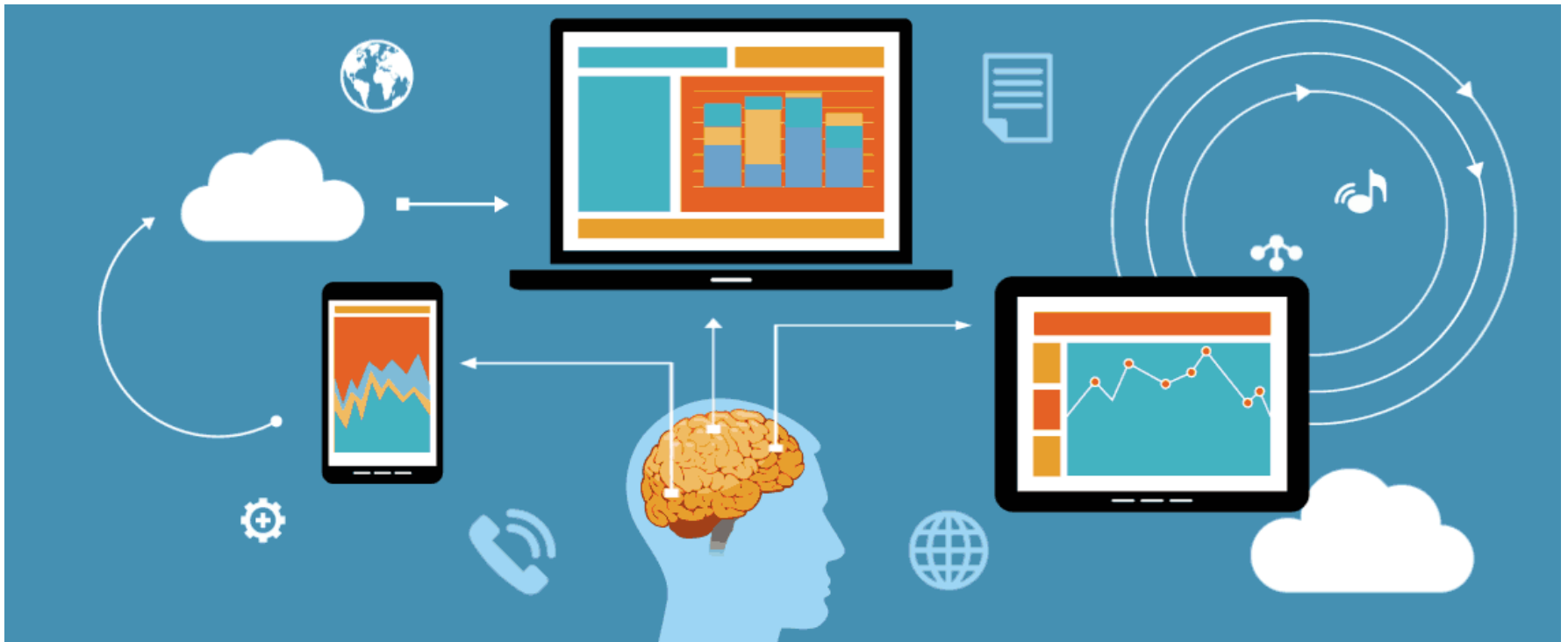
# Integration is key

More channels = better donors



## ...so what do I do with all these digital channels?

**Integrate communications to avoid confusion and save time**



# Use content schedules to map out communications across all channels

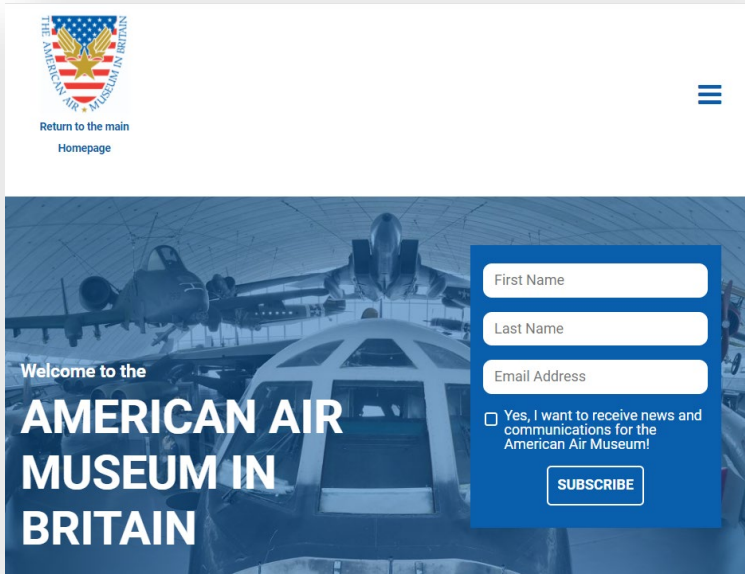
MONTH	Acquisition (DM)	e-Acquisition	Lapsed/Reinstate (all)	eReinstatement	Renewals (DM)	e-Renewals	Appeals (DM)	e-Appeals	e-Cultivations
April-21			All Acquisition campaigns include lapsed segments as well.		R1-R6, L1 (ongoing) 4/20/2020	eR0-eR5 4/8/20, 4/9/20, 4/30/20			
May-20	A0121TTO Acq #1 - Spring 5/5/2020				R1-R6, L1 (ongoing) 5/13/2020	eR0-eR5 5/6/20, 5/7/20, 5/31/20	C0121TTO May Appeal #1 5/21/2020		VEA21TTO Membership Month Thank You
June-20	A0221TTO Acq #2 - Summer 6/25/2020				R1-R6, L1 (ongoing) 6/1/2020	eR0-eR5 6/3/20, 6/4/20, 6/30/20		CEA21TTO May Membership Month (4 efforts + resend) 6/15, 6/19, 6/25, 6/29, 6/30	
July-20			AL121TTO Reinstatement #1 (w/ July Renewals) 7/1/2020		R1-R6, L1 (ongoing) 7/1/2020	eR0-eR5, Lapsed Launch Copy & Art Refresh, including Summer Art 7/8/20, 7/9/20, 7/31/20			
August-20					R1-R6, L1 (ongoing) 8/1/2020	eR0-eR5 8/5/20, 8/6/20, 8/31/20			
September-20	A0321TTO Acq #3 - Fall 9/17/2020				R1-R6, L1 (ongoing) 9/1/2020	eR0-eR5, Lapsed 9/2/20, 9/3/20, 9/30/20	C0221TTO Sept Appeal #2 (Grassroots) 9/9/2020	CEB21TTO Grassroots eAppeal (4 efforts + resend) Send dates TBD depending on schedule	
October-20			AL221TTO Reinstatement #2 (w/ Oct Renewals) 10/1/2020		R1-R6, L1 (ongoing) 10/1/2020	eR0-eR5 Launch Fall Art 10/7/20, 10/8/20, 10/31/20			VEB21TTO Grassroots Thank You
November-20	A0421TTO Acq #4 - Winter 11/12/2020				R1-R6, L1 (ongoing) 11/1/2020	eR0-eR5 11/4/20, 11/5/20, 11/30/20	C0321TTO Nov Appeal #3 (Year-End) 11/19/2020		



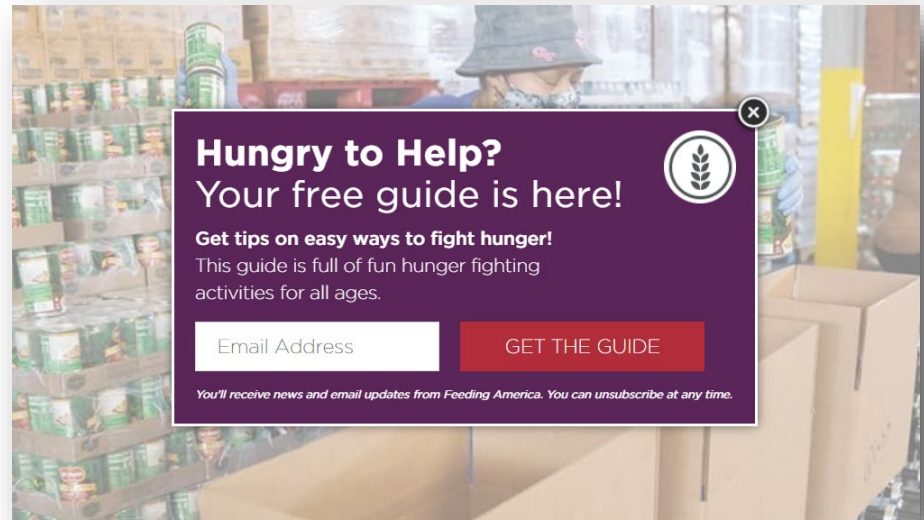
# Email Best Practices

## *Email is still the leading source of direct response online revenue*

- Attract web visitors with user-friendly sign-ups
- Limit what fields you require
- Lightboxes can be leveraged for email collection



The screenshot shows the homepage of the American Air Museum in Britain. At the top left is the museum's logo, which features an eagle with wings spread, perched on a shield with the American flag's stars and stripes. Below the logo is the text "Return to the main Homepage". A hamburger menu icon is in the top right corner. The main content area has a blue-tinted background image of a biplane. On the left, it says "Welcome to the AMERICAN AIR MUSEUM IN BRITAIN". On the right, there is a white sign-up form with the following fields: "First Name", "Last Name", and "Email Address". Below these fields is a checkbox labeled "Yes, I want to receive news and communications for the American Air Museum!". At the bottom of the form is a blue "SUBSCRIBE" button.

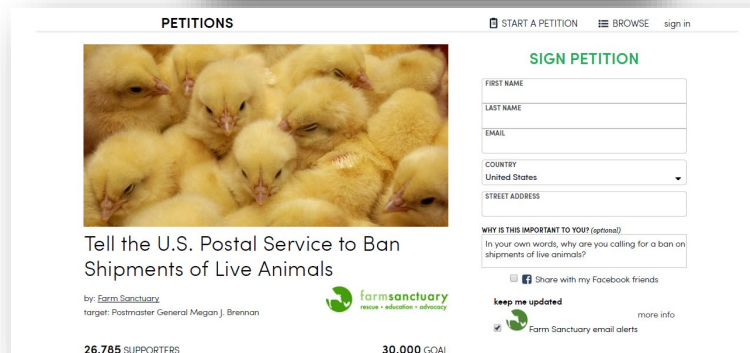


The screenshot shows a lightbox overlay on a background image of a person wearing a hat and a scarf, standing in front of shelves stocked with canned goods. The lightbox has a dark purple background. At the top, it says "Hungry to Help? Your free guide is here!". Below this is a sub-headline: "Get tips on easy ways to fight hunger! This guide is full of fun hunger fighting activities for all ages." There is a white input field for "Email Address" and a red button labeled "GET THE GUIDE". At the bottom, in small white text, it says "You'll receive news and email updates from Feeding America. You can unsubscribe at any time." A close button (an 'x' in a circle) is in the top right corner of the lightbox. A circular logo with a wheat stalk is in the top right corner of the lightbox.



# Maximize lead generation and drive site traffic

- Digital ads
- Retargeting
- Cause-related petitions
- List chaperones
- Email appends



# Collect email addresses everywhere, even in direct mail

- ☐ **Check or money order enclosed.**
- ☐ **Please charge my credit card:**
- ☐ Visa ☐ Master Card ☐ Discover ☐ American Express
- ☐ Please make this gift monthly.

Credit Card Number \_\_\_\_\_

Expiration Date \_\_\_\_\_ Phone # \_\_\_\_\_

Print Name on Card \_\_\_\_\_

Signature \_\_\_\_\_

YES! I want to receive e-updates with the latest news from The Arc.

**My email address:** \_\_\_\_\_

☐ Please contact me about how to support The Arc through my estate plans.

☐ Yes, my employer matches contributions. I have enclosed the necessary forms.

Please consider making a gift through your Charitable Giving Account, or a gift of stocks, bonds, or mutual funds today.

YES! I want to receive e-updates with the latest news from The Arc.

**My email address:** \_\_\_\_\_

8. YES, I will help protect my national parks so they remain places of unmatched beauty and inspiration for years to come. To support National Parks Conservation Association's park protection and enhancement efforts, I'm enclosing a tax-deductible membership contribution of:

☐ \$100 ☐ \$50 ☒ \$25 ☐ \$20 ☐ \$15 ☐ Other \$ \_\_\_\_\_

*Your gift at this level would be a big help!*

When you join NPCA with a gift of \$15 or more, you'll receive your exclusive NPCA bucket hat, as well as a number of other exciting benefits. See the enclosed insert for more information.



→ Join online immediately at [npca.org/hat](https://npca.org/hat)

I want to charge my contribution in the amount indicated below to my: ☐ Visa ☐ Mastercard ☐ American Express ☐ Discover

Account No. \_\_\_\_\_ Exp. Date \_\_\_\_\_

Signature \_\_\_\_\_

☐ Please send me email updates on national park issues. My email address is \_\_\_\_\_

☐ Please send me email updates on national park issues. My email address is \_\_\_\_\_

☐ Please don't send me my bucket hat, and put 100% of my contribution toward NPCA's important work.

☐ On a selective basis, NPCA makes its membership list available to organizations we think you will find of interest. Please check the box if you prefer that your name be omitted from this list.



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# Apply the same good fundraising strategies as other channels

## Define the audience

- Segments – who are you mailing? Why?
  - What else have they responded well to?
  - What else are they going to receive?

## Develop the creative strategy

- Case for giving
- Call to action
- Ask string(s)
- Creative theme
- Technical/functionality

## Develop designs most appropriate for online

## Define your testing parameters

# Anatomy of an email

- Envelope information
- Email body: case for support and call to action (donate)
- Landing page

Jocelyn Forbush

**Your Membership renewal notice** Wed 9/15

Renew your support today.

Jocelyn Forbush <jafortbush@thetrustees.org>

To Catherine Wallwork



## RENEW YOUR TRUSTEES MEMBERSHIP TODAY!

Please renew your Trustees Membership and reaffirm your commitment to our shared conservation mission. Your generous renewal gift will help us preserve Massachusetts' special places and unique quality of life—for you to enjoy today and for generations to come.

Thank you, in advance, for your continued support!

### Select a Membership Level

Individual \$50	<b>Family \$70</b> <i>Fully tax deductible</i>
Individual (Senior) \$45	<ul style="list-style-type: none"><li>• Free or reduced admission for two adults and children 17 and under</li><li>• Free or discounted parking</li><li>• Discounted rate on thousands of programs and events</li><li>• Members' advance ticketing for select events</li><li>• Subscription to our quarterly Members magazine, <i>Special Places</i></li><li>• 10% discount at gift shops, cafés, and on equipment rentals plus seasonal Double Discounts</li><li>• Discount on consecutive night stays at our Inns and Campgrounds</li><li>• Opportunity to purchase up to two Crane Beach Parking Permit, Notchview Ski Passes, and CSA shares</li></ul>
<b>Family \$70</b>	
Family (Senior) \$60	
Contributing \$125	
Supporting \$165	
Sustaining \$350	
Sponsor \$600	
1891 Society \$1,000	
Charles Eliot Society \$2,500	



## Renew your Membership today!

Dear friend,

As a Trustees Member, you are a vital part of our movement of friends, neighbors, and partners who are working together to protect, care for, and share Massachusetts' most special places.

And we hope you will stay with us! **Your Trustees Membership will expire soon, and before it does I hope you will [renew your support with a generous gift today](#).**

Through your past support for The Trustees, you have invested in a better quality of life for you, your family, and families throughout the state – and a brighter future for our children and our children's children.

Renew your Trustees Membership today to help protect the places you love.



**RENEW NOW**

**Now we must keep that momentum going.** We need you to help us bring protection to more lands across the state that are in danger from development and the effects of climate change, and create more opportunities for people to connect with the places that sustain us.

[That's why I am asking you to renew your Trustees Membership today, friend.](#)




# Roll out a welcome series to engage after sign up

- Email 1 – Welcome Email
- 4-7 days later – Quiz, video, discount code, etc.
- 4-7 days later – Action alert
- 4-7 days later – Acquisition ask
- 4-7 days later – Sustainer ask




# Don't just ask for donations... cultivate, engage and educate to keep supporters close to your mission

 Ocean Conservancy®  
Start a Sea Change

OCEAN ACTION NEWS

NOVEMBER 2011



[f](#) [t](#)



**Thank You!**

We want to thank you, not just for what you do today, but for what you do every day. Our ocean is better because of you. We hope you enjoy this video we put together to express our gratitude this holiday season.

[WATCH VIDEO](#)

**1 MONTH, 1 MINUTE, 1 THING.** This month, we're giving you a fun way to track your trash to help you make simple behavior changes and keep trash out of our ocean.

[LEARN MORE](#)

**PHOTOGRAPHY CONTEST.** Our photography contest is back and better than ever. Want to see your work featured in the Ocean Conservancy calendar? Submit today!




[SUBMIT NOW](#)

**GIVE OUR OCEAN A VOICE**

Click below to share this month's message with your friends.

[f](#) I'm thankful for our ocean, and for everyone who helps support it. [SHARE](#)


[t](#) A video message of thanks from @OurOcean: <http://bit.ly/TVKyyX> [TWEET](#)


**OUR American STORY**

The National Museum of African American History and Culture (NMAAHC) is proud to present the next page from *Our American Story*, a regular online series for Museum supporters. Despite the uncertain news in the world today, one story continues to speak of powerful strength and uplift: the history of the African American experience. This legacy reflects everyday heroism, profound resiliency, and the binding power of community. We offer these stories to honor and celebrate an immensely rich history and culture—and to inspire and sustain our community as we move together toward the future.

Earlier this month, during a year that marks the 60th anniversary of human spaceflight, people across the country celebrated National Space Day and recognized the extraordinary achievements made in space exploration and research. At NMAAHC, we are proud to honor the many African American astronauts, engineers, technicians, and scientists who have contributed to sending humankind to the stars, including astronaut and Cmdr. Victor Glover, USN. Commander Glover recently piloted the first operational flight of the SpaceX Crew Dragon to the International Space Station (ISS), a trip that broke the record for the longest human spaceflight by an American crew.



Whereas over 350 NASA astronauts have traveled into space, Commander Glover currently stands as one of only 15 African Americans who have made the historic

The **Feed** 

**SNAP SUCCESS STORIES** **SNAP HELPED STEPHANIE BECOME SELF-SUFFICIENT**

**SNAP Matters: The Road to Stability**

Hear from Stephanie H., a single mom who was able to navigate the road to financial stability with the help of SNAP. The SNAP program, formerly known as food stamps, is vital to hunger-relief efforts across Maryland and the country. [Read her story »](#)

[Forward](#) [Share](#) [Tweet](#) [+1](#)

**Set Up For Summer**

Summer vacations have begun, and while school-based meal programs for food-insecure kids are also on break, our Summer Clubs are ready to tackle the issue of summer hunger. [Learn more »](#)

**Doing GOOD**

See how the BOYS in the GOOD after-school program is rallying around the fight to end hunger by hosting food and funds drives at their Randallstown school. [Read more »](#)

[SUPPORT OUR PROGRAMS](#)

# Invite interaction by asking subscribers to give feedback, share content or take action

**Planned Parenthood**  
Planned Parenthood Action Fund

## Sign-on to build back sexual and reproductive health and rights.

President Biden, Vice President Harris, and their team have a mandate to lead. We're beginning a new chapter: one where we take full control of our bodies, our rights, our democracy, and our futures.

Add your name here to co-sign our letter to the Biden-Harris team on how we build back sexual and reproductive health and rights.

[f](#) [t](#)

Take future action with a single click.  
Log in or Sign up for FastAction

**Add your name to sign on to our demands:**

First Name (Optional) Last Name (Optional)

Postal Code

Email Mobile Phone (Optional)

By providing your cell phone number, you agree to receive calls and texts to that number from Planned Parenthood organizations that may be automatically dialed or prerecorded on Planned Parenthood issues and other ways to get involved. Msg freq varies. STOP to quit. Msg & Data Rates May Apply. [Terms](#).

☒ You'll receive emails from Planned Parenthood organizations. You may unsubscribe at any time.

☒ Remember me so that I can use FastAction next time.

**President Biden, I ask you to prioritize these five things to advance sexual and reproductive health and rights in your first 100 days:**


**NATIONAL PARKS CONSERVATION ASSOCIATION**

Dear Amy,

As a dedicated national parks supporter, you play a key role in NPCA's work to build a strong national parks legacy for future generations. [That's why I'm asking for your help today.](#)

Even as the National Park Service centennial approaches, our national parks face many serious challenges:

- Chronic funding shortfalls
- Efforts to limit the president's ability to protect our national treasures under the Antiquities Act
- Ongoing threats from reckless development and off-road vehicle misuse



[We need your input on our parks' future today!](#)

[Take the Survey](#)

**NATIONAL GEOGRAPHIC**

## YOUR 2021 CONTRIBUTING MEMBER CALENDAR


Dear Robert,

During these unprecedented times, all of us at the National Geographic Society hope that you and your loved ones are well and staying safe. We have put measures in place to dramatically reduce the risk of COVID-19 to our staff while allowing us to continue our work saving species, protecting wild places, and helping to create a healthier, more sustainable planet.

Like you, we are looking forward to when these uncertain times have passed. In fact, we're currently putting together our 2021 calendar and thought we'd reach out with a fun distraction.

As you are a valued Contributing Member, I'd like your input in selecting the National Geographic Society's 2021 calendar cover before we send it out to you in July!

Will you help us decide by voting for the image below that you think is most inspiring?





# Thank your subscribers early and often for their time, energy, donations, and support!



Dear Loyal Conservancy Supporter,

No matter how you spend your holiday season, I want to take a moment to share a world of thanks to supporters like you on behalf of The Nature Conservancy!

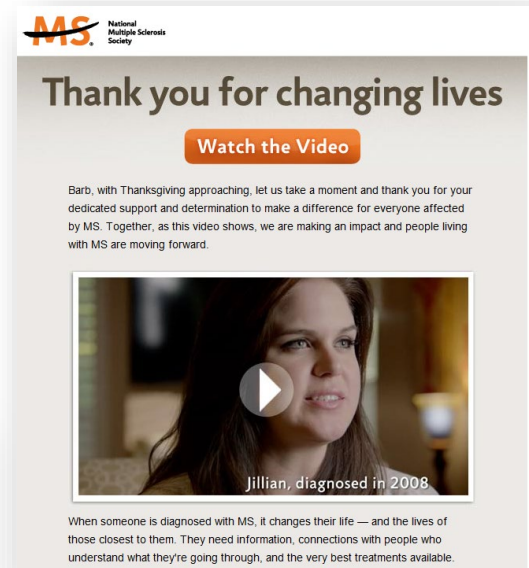
Watch this video to hear from Conservancy staff working hard to protect some of the most beautiful places in your community and around the world.

Take the Arnavon Islands for example, one of the Coral Triangle's biggest Hawksbill sea turtle nesting sites. This area has witnessed a 200 percent increase in Hawksbill sea turtles in the last two decades thanks to Conservancy scientists, community conservationists and supporters like you.

Thank you for your commitment to our natural world and for all you do each and every day to advance conservation around the world.

Happy Thanksgiving,

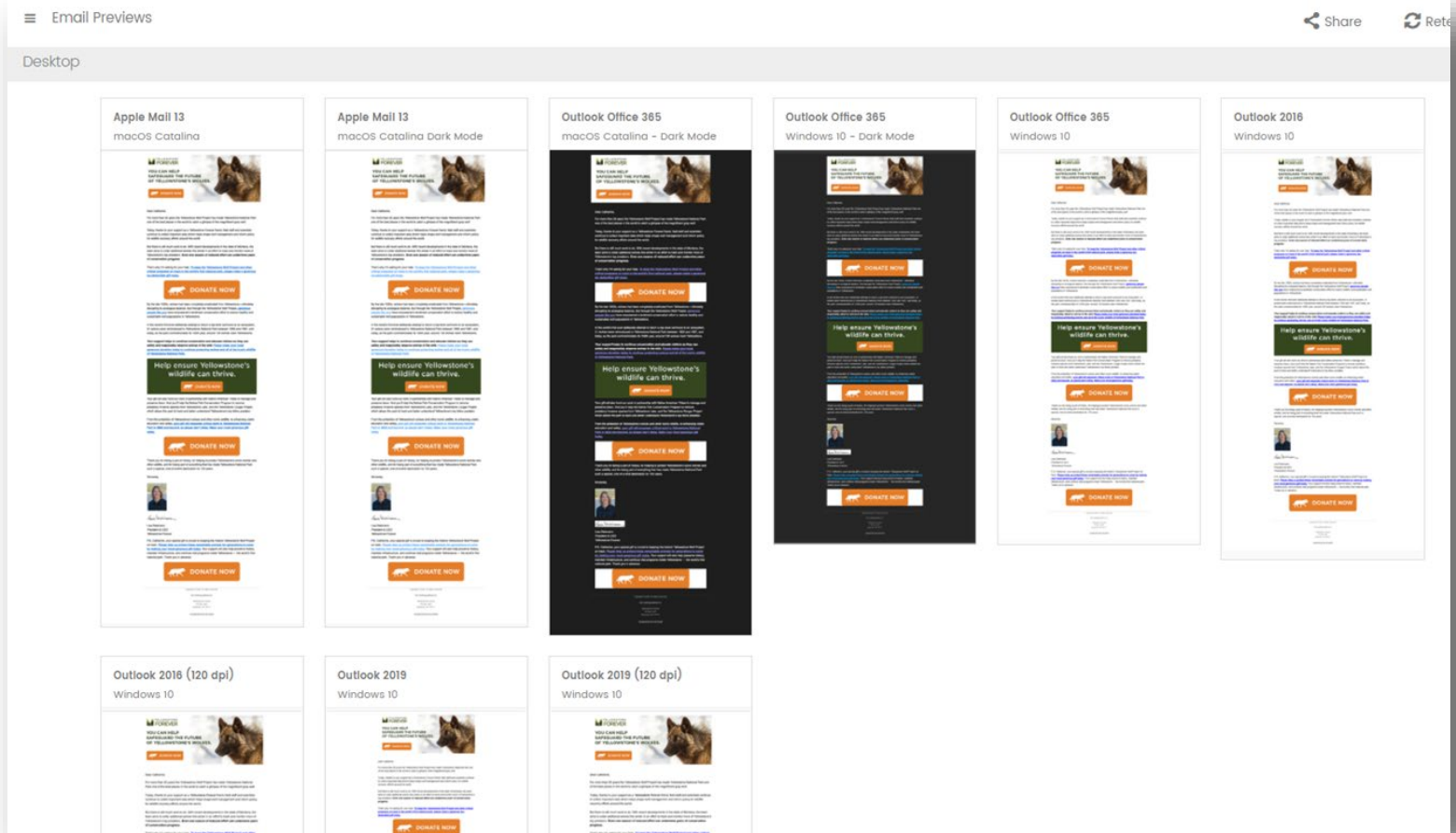
Amy Hawthorne Morris  
Sr. Online Outreach Manager  
The Nature Conservancy



# Preview emails on multiple platforms, use subject line testers



Mobile



# Reduce friction for donors so they will stay engaged and be more likely to give



Dear Mya,

I am writing you at a pivotal moment for our Museum and our nation.

Several weeks ago, we celebrated **five years of living history** as a truly one-of-a-kind cultural destination devoted to exploring and displaying the full, unvarnished African American story. And we did it with your generous Member support.

As another year of triumphs and unexpected challenges comes to a close, we are looking forward to expanding and evolving as a museum community in the years ahead. That evolution and growth will require resources, which is why I'm reaching out today. **We've set an ambitious year-end goal of raising \$300,000**—but we won't get there without you.

[Can we count on you to make a special tax-deductible year-end gift to the Museum today? Please, help ensure we remain a touchstone for the entire world.](#)



*Branding is consistent from email to landing page*



NATIONAL MUSEUM of  
AFRICAN  
AMERICAN  
HISTORY &  
CULTURE

Smithsonian

## 2021 Year-End Challenge

**i** You are currently logged in as Mya Hutcherson. [If you are not Mya Hutcherson, click here.](#)

**Your special gift today will help us meet the \$300,000 Year-End Challenge!**

Make a generous tax-deductible donation before December 31 to help the Museum meet our goal and ensure we start 2022 strong. We need your support to propel our groundbreaking initiatives that elevate the full and unvarnished story of the African American experience.

**Donate**

Select Gift Amount:

\$50

\$100

\$250

Other

**Donor Information**

Title

First Name \*

Last Name \*

Mya

Hutcherson

Address 1 \*

Address 2

City \*

State \*

Zip \*

Country \*

Email Address \*

United States

myah@avalonconsulting.net



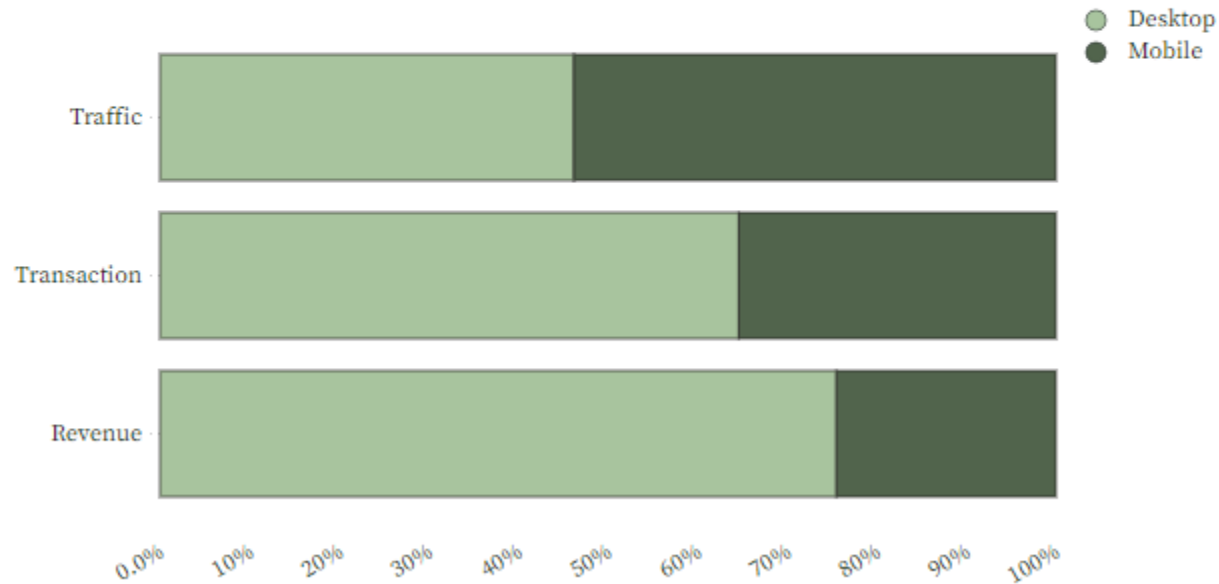
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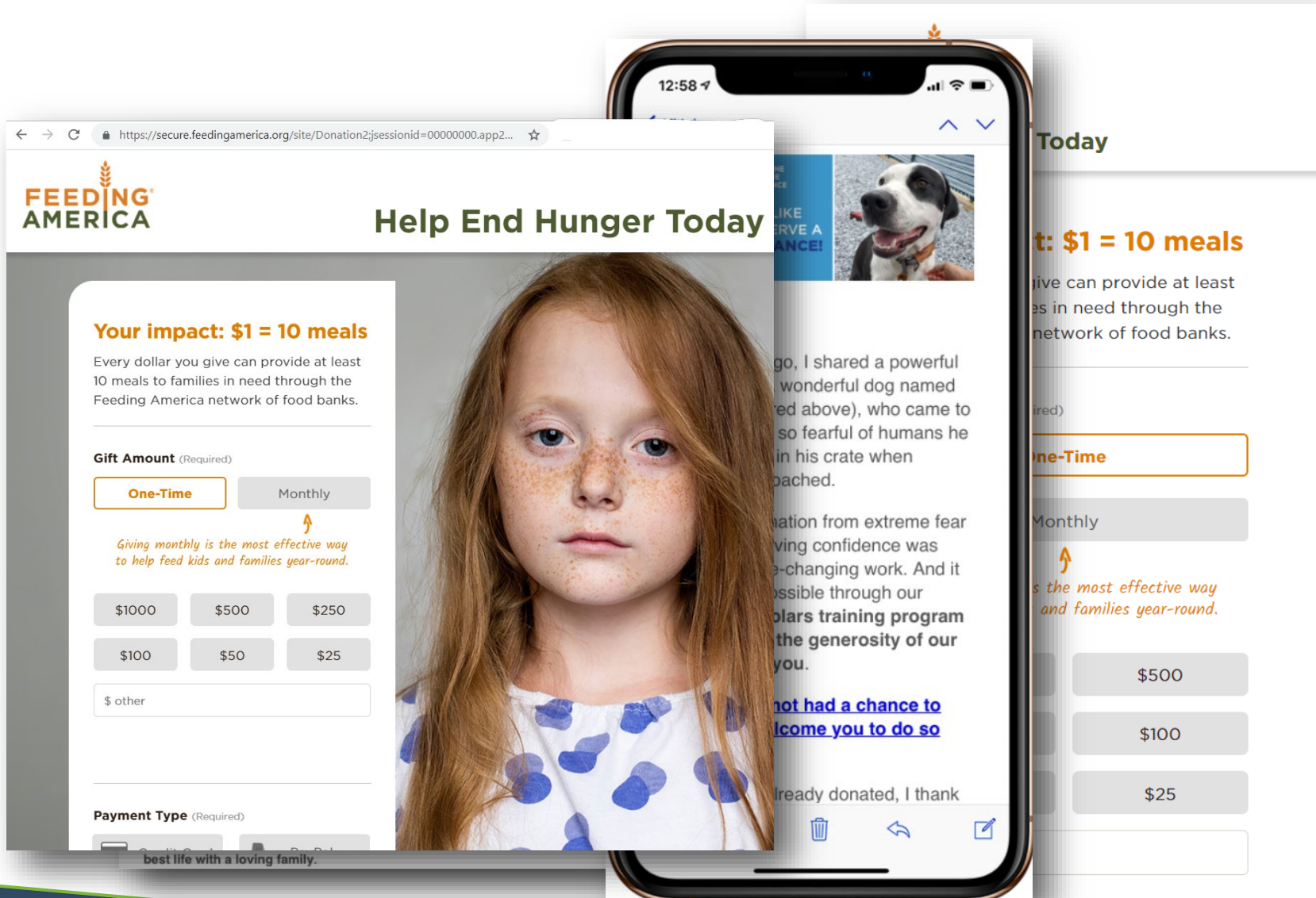
# Mobile-responsiveness is a key component of online fundraising

Website share by device

View as graph ▼



# Responsive email templates and donation forms are *critical*



# Utilize web best practices on donation forms

- tappable buttons
- preselected donation amount
- text hierarchy
- brand colors
- strong visuals

**Pine Street Inn**  
Ending Homelessness

## Make a Gift to End Homelessness

Your gift to Pine Street Inn provides critical funds to support vulnerable men and women in rebuilding their lives.

### Gift Type

One-time	Monthly	
\$25	\$50	\$100
\$250	\$500	\$Other

# Add mobile wallet options to increase conversion

UNION RESCUE MISSION

MENU

## CRITICAL COVID-19 RESPONSE

Your donation today will go directly to help the vulnerable populations we serve. Any amount you're able to give will be put to maximum use.

### DONATION

\$500 \$250 \$100

\$50 \$25 Other

☒ One-time ☐ Monthly ☐ Yearly

☐ This gift is in honor, memory, or support of someone.

### PAYMENT DETAILS

Pay with Card Pay with PayPal Pay with echeck

Name on Card

MALALA FUND

ONE TIME

MONTHLY

\$25 \$50

\$100 \$250

\$ USD

DEDICATE THIS GIFT

Donate with Apple Pay

or choose another payment method

## Support Malala's fight for girls' education

With more than 130 million girls out of school today, she needs your help breaking down the barriers that hold girls back.

Your gift today is an investment in Malala Fund programmes that help girls around the world go to school – from creating safe spaces for girls in northern Nigeria, to training young Pakistani women as activists and providing STEM education to Syrian refugees.

ONE TIME MONTHLY

\$25 \$50 \$100 \$250

\$ USD

DEDICATE THIS GIFT

Donate with G Pay

or choose another payment method

Amount:  
**\$0.00** USD

☐ I'd like to cover the fees associated with my donation so more of my donation goes directly to Build for Hope.

s4ude.org

Monthly One-time

Donation amount (USD)

\$25 \$50 \$75

\$100 \$500 Other

☐ Dedicate my donation.  
Honor someone special or memorialize someone who has passed with your gift. You can send a special notification card electronically or by mail.

Payment method

PayPal Apple Pay CHECK amazon pay

By clicking the donate button, I agree to the [Terms of Service](#) and [Privacy Policy](#).

DONATE WITH Pay

USE ANOTHER PAYMENT OPTION



AVALON

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# Engage with animation and other techniques

- Celebrity signers
- “Status Pending” techniques
- “Insider” spreadsheets or memos
- Progress meters
- Animation

You left the White House, but you never left us. You kept reaching out to people in need, through the Clinton Foundation, which has been such a force for good in the world.

Thank you!



ANNIVERSARY CAMPAIGN GOAL: \$25,000

ANNIVERSARY  
CAMPAIGN  
PARTICIPATION  
STATUS

Name: Amirah Tyler

Deadline: 9/21/2021

17th Anniversary Gift: PENDING

DONATE NOW



Dear Amy,

The Trustees 2019 Membership Month Challenge ends in just three days. That's why the first thing I did when I got to the office this morning was check our progress in the hopes that enough gifts had come in overnight to get us to our \$35,000 goal.

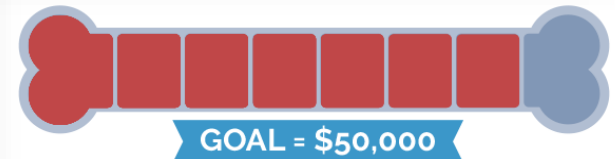
Unfortunately, while we are getting closer, we are not there yet. And time is running out.

Because you are such an important part of The Trustees family, I want you to see where we currently stand:

	A	B	C
1	The Trustees 2019 Membership Month		
2			
3	Goal	Raised	To Go
4	\$35,000	\$22,665	\$12,335
5			
6		Days remaining:	3
7			
8		Updated: 5/28/19 @ 7:02 AM EST	
9			

As you can see, The Trustees Membership family has come together and made a wonderful show of support since we launched this critical fund drive three weeks ago. But that still leaves us \$12,335 short with just days left until the deadline of midnight on Friday.

Amy, the numbers speak for themselves—we may not reach our goal without your help. Will you pitch in with a gift to our 2019 Membership Month Challenge today?



39%

\$100,000

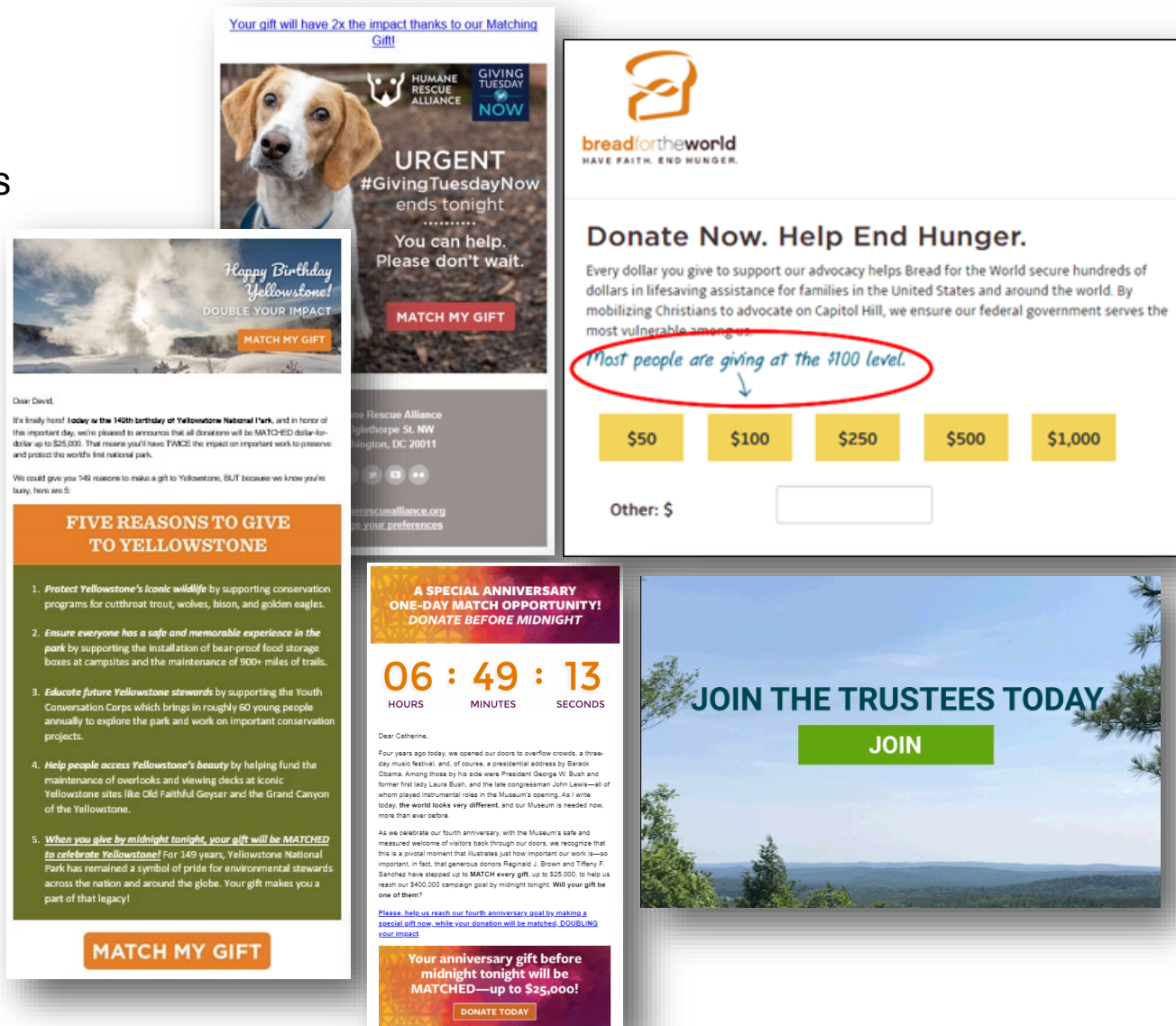
Donate by 12/31 to DOUBLE your impact on Yellowstone. All gifts matched up to our goal.

MATCH MY GIFT




# Engage with animation and other techniques

- Image-heavy formats
- Listicles
- Video previews
- Countdown clocks
- Social proof tactics



# Email Techniques

*The pandemic still poses a serious threat to vulnerable men and women, which is just one reason why your support is still needed.*



Pine Street Inn  
ending homelessness

**Your support is crucial to ending homelessness.**

Dear Catherine,

Thanks to your past support, Pine Street Inn has been able to provide a lot of help and hope to the most vulnerable community.

A little more than a year ago, we quickly kept our guests and staff safe from COVID-19. ... meals are prepared and ... our street outreach teams are outfitted with equipment ... and we reduced the initial cost of our guests to less than 1%. We're also providing vaccines to our guests who are at elevated risk.

But the pandemic still poses a serious threat to vulnerable men and women. That's one reason why [your support is still needed](#).

☒ YES, I will continue helping vulnerable men and women overcome today's tough times and put homelessness behind them!

Name: Catherine Wallwork  
Email: catherinew@avalonconsulting.net  
Last Gift: Nov 18, 2020

*If any of the information above is incorrect, please reply to this email so we can update your supporter record.*

**DONATE NOW**

[Renew today and carry Pippi everywhere you go.](#)

**MEMBERSHIP RENEWAL 2020**



Meet Pippi cow—star of your 2020 Farm Sanctuary Membership Card, on its way to you now!

**RENEW NOW**

Dear Amy,

**Pippi cow, featured on your 2020 Farm Sanctuary Membership Card,** was born four weeks premature on a New England dairy farm. An undiagnosed heart defect left her too weak to stand, play, or thrive. Because she was so sick and would never be a "profitable" milk producer, the dairy's veterinarians suggested euthanasia.

- Personalize communication with personal details:
  - name
  - last gift date
  - other information available in your database
- Dynamically add information in the email body or within images



# Test and optimize, but do so wisely



- Countdown clock
- Animation vs. still
- Donation form layout

The collage consists of four overlapping screenshots from the Humane Rescue Alliance website:

- Top Left:** A donation form titled "A Lifesaving Match for the Holidays". It features a progress bar with three steps: "1 Amount", "2 Name", and "3 Payment". The "Amount" step is active, showing a "One-Time Gift" section with buttons for \$35, \$75, \$150, \$250, \$500, and \$1,000, plus an "Other:" field. A "NEXT" button is at the bottom.
- Top Right:** A graphic showing a stylized ice cream cone with a progress bar indicating the goal: "\$35,000". The bar is divided into three segments: 75% (blue), 50% (yellow), and 25% (green).
- Bottom Left:** A membership form titled "JOIN TODAY". It includes a "Dear friend," salutation and a paragraph about a special invitation. Below is a list of membership options: Individual, Family, Contributing, and Supporting. A "JOIN TODAY" button is at the bottom.
- Bottom Right:** A "Resiliency Fund" donation form. It includes a paragraph about the fund and a "Can we count on you to make your Resiliency Fund gift today?" section. Below is a grid of donation buttons: \$35, \$75, \$150, \$250, \$500, \$1,000, \$2,500, and "Other". A "Continue Donating \$150" button is at the bottom right.

# Test, test, and then test some more!

- HTML vs. text
- Callout placement
- Ask string order; preselected amount
- Other ideas:
  - hopeful vs. sad images
  - message length
  - signer/sender name
  - preheader text



**HELP THE PARK  
THRIVE THIS WINTER**

**DONATE TODAY**

Dear Catherine,

The seasons are changing at Yellowstone National Park, and nature is adapting. Some animals like sandhill cranes migrate to spend the winter elsewhere while others hibernate or adjust in other ways. The coats of white-tailed jackrabbits change from grayish brown to white to help blend with the snow and avoid predators.

When Yellowstone closed earlier this year due to the pandemic, income from visitor entrance fees, campgrounds, and lodges came to a halt, putting crucial park programs in jeopardy. Fortunately, your generous support helped Yellowstone Forever respond swiftly to meet the park's needs.

As winter approaches, continuing vital work in Yellowstone can be its own unique challenge and so much is dependent on your efforts. [Please help safeguard this special landscape and all its wildlife in the winter months ahead with your gift today.](#)

**Yellowstone depends on you to  
ensure priority projects can  
continue through the winter.**

**DONATE TODAY**

Across Yellowstone, you'll help keep important initiatives moving forward like:

- **Protect Yellowstone's Ecosystem & Wildlife:** Through programs like the historic Yellowstone Wolf Project that reintroduced wolves back into Yellowstone 25 years ago, you help the park monitor, research, and develop conservation plans to protect

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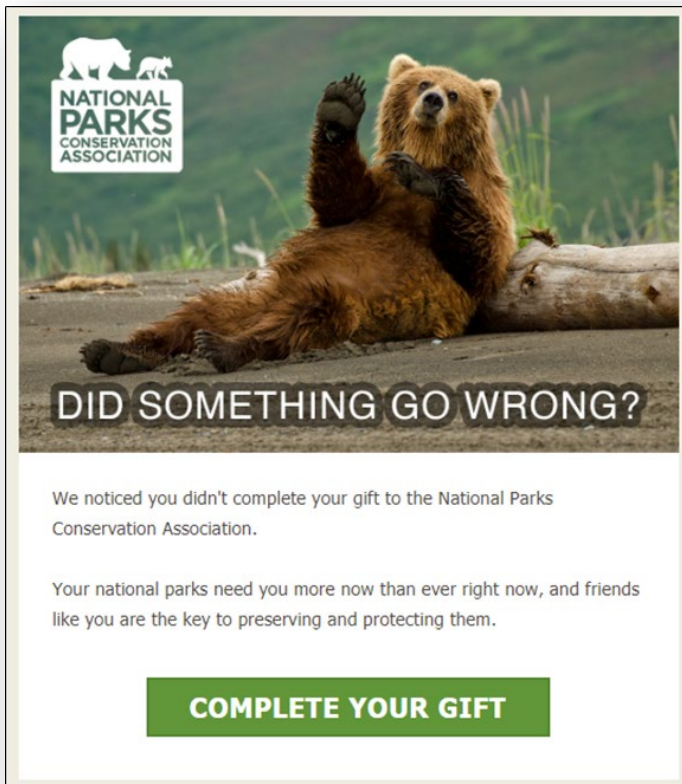
- **Protect Yellowstone's Ecosystem & Wildlife:** Through programs like the historic Yellowstone Wolf Project that reintroduced wolves back into Yellowstone 25 years ago, you help the park monitor, research, and develop conservation plans to protect Yellowstone's iconic wildlife.
- **Enhance Visitor Education & Experiences:** Through programs like the Youth Conservation Corps—now in its 31st year—the park provides opportunities for young adults from communities across the country to live, learn, and work in Yellowstone.
- **Preserve Yellowstone's Resources and Infrastructure:** Maintaining infrastructure including winter trailhead exhibits, viewing decks, and visitor facilities that ensure safe and memorable experiences in Yellowstone is a top priority for the park. In winter, Yellowstone has miles of trails for the adventurous skier and snowshoer.

Winter in Yellowstone means adapting to survive. [Please help the park adjust and prepare for the season ahead and keep key initiatives on track by making a gift today.](#)

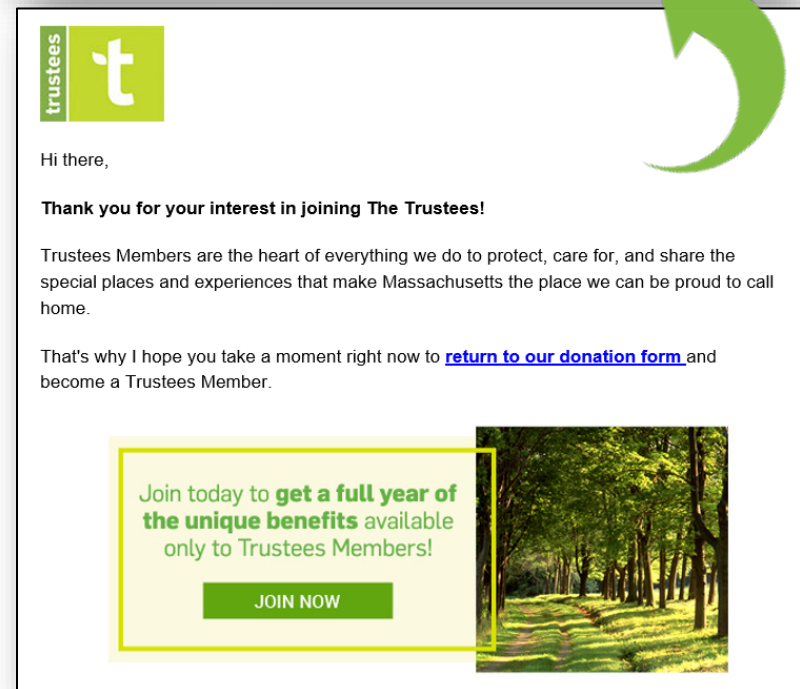


# Abandoned Cart Emails

- Check your donation form completion rate;  
address page abandonment with triggered follow-up emails




- 66% open rate!
- Avg. gift 40% higher than organic web donations
- Recouped \$100,000 in first year



# Recruit, steward & upgrade monthly donors

- Promote across your website
- Consider your ask string – the industry benchmark average is \$25/month!
- Convert new donors to monthly giving to pre-empt lower retention
- Add a sustainer upsell to donation pages or lightbox
- Don't forget to upgrade existing sustainers

### Join our Angels Monthly Giving Club



kittens.

\$18/month feeds a shelter dog in our care.

\$25/month (only \$0.83/day) month gives us the ability to care for animals with medical needs.

*Angels Club Benefits: Easy, automatic, tax-deductible donations, and stories of shelter pets, invitations to special events and more!*

Monthly gift

\$12

\$18

**\$25**

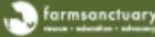
\$50


\$75

\$100

Other

[Will you increase your monthly gift to help even more farm animals like me?](#)

 **SANCTUARY SUSTAINER CHALLENGE**



Will you help even more farm animals like me by increasing your monthly donation today?

**Increase Your Monthly Gift**

Dear Chris,

My name is **Peggy** Cow, and I wouldn't be alive today if it weren't for the love and support of Farm Sanctuary's caring *Sanctuary Sustainers* like you.

# Recruit, steward & upgrade monthly donors

- Add monthly ask to email welcome series and acknowledgment emails
- Consider matching the first three monthly gifts or incentivizing monthly giving with a premium
- Make sure you have a process in place to process monthly gifts, update credit cards, and segment sustainers

JOIN THE GALÁPAGOS GUARDIANS BY AUGUST 24

Dear Virginia,

Over the past year, we have been so grateful for your strong support for Galápagos despite the unrelenting challenges we've faced in Galápagos and worldwide. Lo like you helped sustain our efforts to protect the iconic wildlife of Galápagos and habitats. That's why I am inviting you to take a small but meaningful step to amp long-term impact for the Islands that hold such a special place in our hearts.

**By becoming a member of our monthly giving circle** — the Galápagos Guardian you join a group of our most dedicated supporters who are committed to protect Galápagos for generations to come. Your consistent generosity allows us to quick respond to new conservation challenges and eliminates the need for paper mail making it the most environmentally friendly way to support our efforts in Galápagos.

To welcome you to this exclusive group, a fellow Galápagos Guardian will your monthly gifts for an entire year, up to \$5,000! But act quickly because matching gift offer expires on August 24!

[Help us tackle the greatest challenges facing Galápagos by becoming a monthly donor today.](#)

\$15	→	\$30
\$20	→	\$40
\$25	→	\$50
\$30	→	\$60
ALL YEAR LONG		

Galápagos Guardians are the foundation of our conservation efforts on the group of our most impactful donors, your monthly commitment will ensure that we have resources to safeguard this vibrant but fragile ecosystem year round. This includes projects like the Giant Tortoise Restoration Initiative, protecting the Galápagos Islands Reserve, and our innovative Education for Sustainability Program, which helps local educators provide sustainability and conservation lessons to every K-12 student on the Islands.

Your monthly pledge of \$15, \$20, \$25, \$30, or more adds up to lasting change. And when you join by August 24, that impact will DOUBLE FOR AN ENTIRE YEAR through a generous dollar-for-dollar match!

JOIN THE GALÁPAGOS GUARDIANS

Thank you in advance for being a part of our community and for your consideration of this special invitation.



**Providing your support of Pine Street Inn with convenient monthly Innkeeper contributions is the best way to help men and women experiencing homelessness in our community.**

By joining this special group of caring neighbors with a monthly gift, you'll help us remain flexible and effective in supporting homeless neighbors. Here are four reasons to become an Innkeeper today:

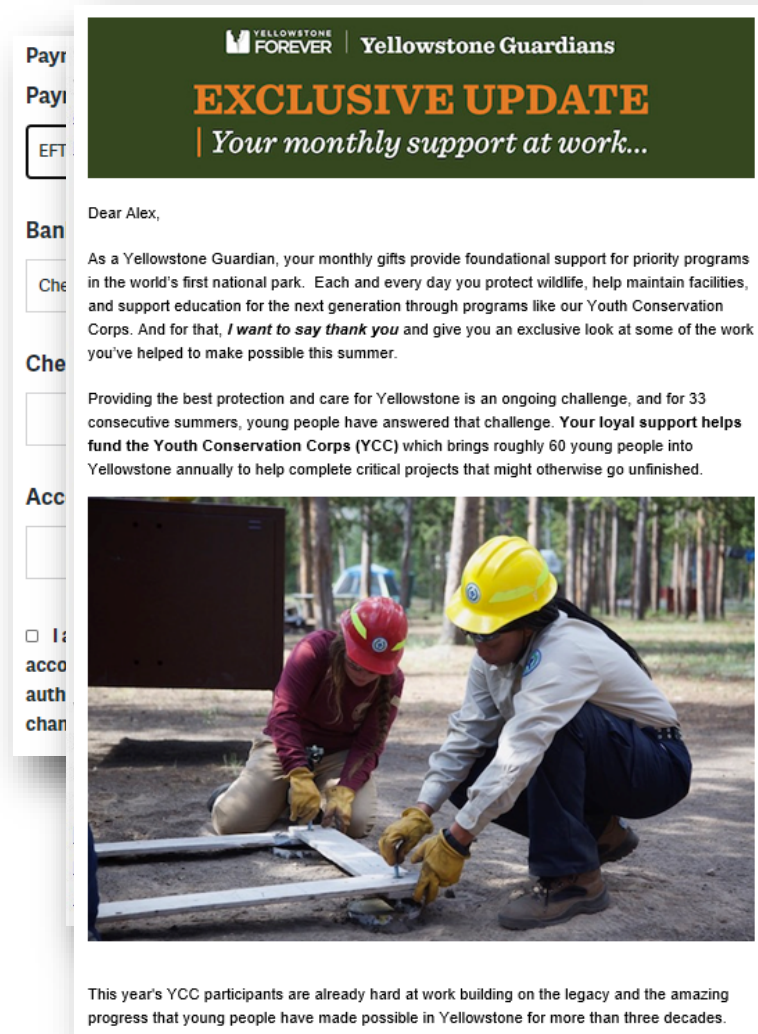
- 1) A 30% rise in the number of people living on the streets has increased the need for our services.
- 2) COVID-19 remains a serious threat to the most vulnerable men and women in our community and continues to strain our budget as we take extra precautions to keep our guests, tenants and staff safe, especially with the Delta variant.
- 3) ...
- 4) If you sign up to make a monthly gift before midnight tonight, we will send you a free tote bag as our thank you gift.

Join the Innkeepers Club



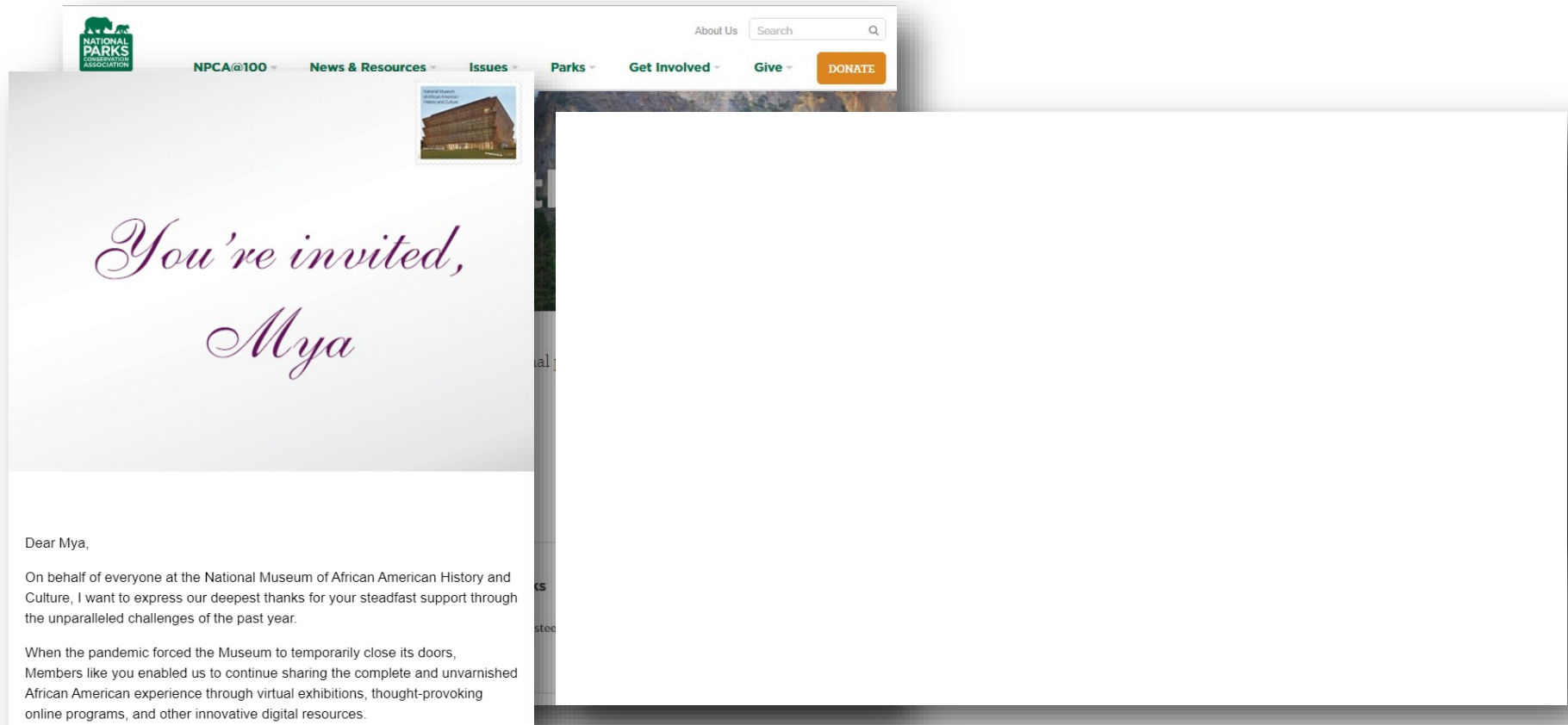
## And don't forget to steward your existing sustainers

- Offer EFT payment option to increase retention and reduce processing expenses
- Include current sustainers in big appeals 2-3 times a year (e.g., year-end – make your 13th gift of the year!). Otherwise, rest them from other campaigns
- Consider whether to offer other exclusive benefits
- Ask for an upgrade at least once a year



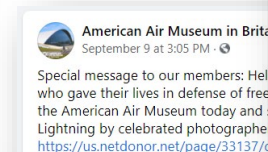
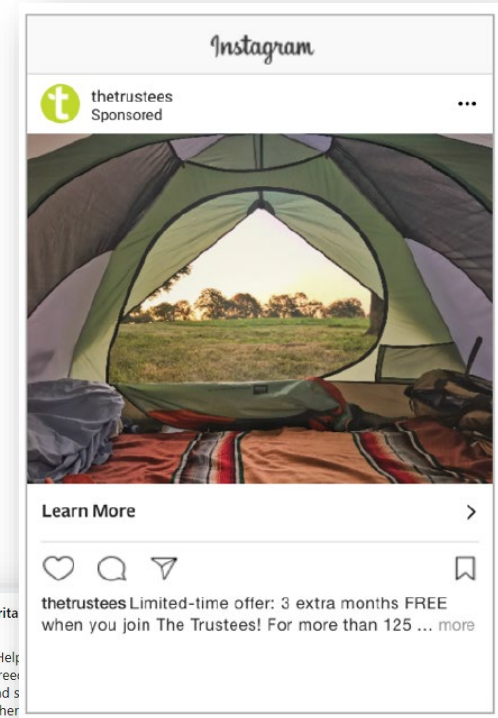
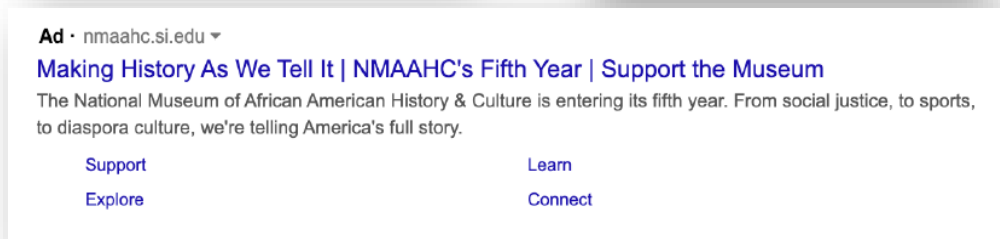
# Leverage web & email to promote mid-level giving

- **Create a specific form for the mid-level program** that lists higher ask strings and special benefits for this group
- **Send yearly invites** to increase the amount donors give annually



# Digital ads for fundraising & list building

- Paid search and social media have been especially effective
- Consider retargeting, lookalike audiences, co-op audiences



# Incorporate organic social media





# Leverage text messaging

- Collect mobile numbers on donation forms, your website, and via email outreach

Do you know you can receive texts from the National Trust?  
(To ensure delivery, please add [email@savingplaces.org](mailto:email@savingplaces.org) to your address book.)

[Join](#) [Renew](#) [Donate](#)

 **National Trust for Historic Preservation**



Do you know you can receive texts from the National Trust? Just **fill out this quick form**, and we'll get you signed up to receive occasional alerts that will help you save places. These alerts could include advocacy actions, timely updates, and even a quirky story or two—all to help protect the places that matter most to you.

[SIGN UP](#)

email outreach  
to generate  
mobile list

**SIGN-UP FOR E-NEWS**

Join the million supporters who stand with us in taking action for our planet

[>](#)

Get text updates from The Nature Conservancy\*

[>](#)

include with  
your website  
email sign up

include mobile  
number field on  
donation forms

animalEQUALITY

**BE A HERO TO ANIMALS!**  
**ALL GIFTS MATCHED UNTIL JUNE 30!**

1 \$50    2 Details    3 Payment

First Name

Last Name

Street Address

Address Line 2 (Optional)

Country

Postal Code

City

State/Province

Email

Mobile Phone (Optional)



**AVALON**

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# Leverage text messaging

- Text supporters about fundraising or events as a complement to other outreach
- Text messaging **volume increased by 14%** overall in 2019

## Texts get attention...

- **95%** of texts are opened
- **90%** of texts are read in 3 minutes

## ... from everyone.

- **87%** of American adults text regularly
- **9 in 10** Americans keep their phone in reach 24 hours a day
- The trends hold **across age, race, and gender**

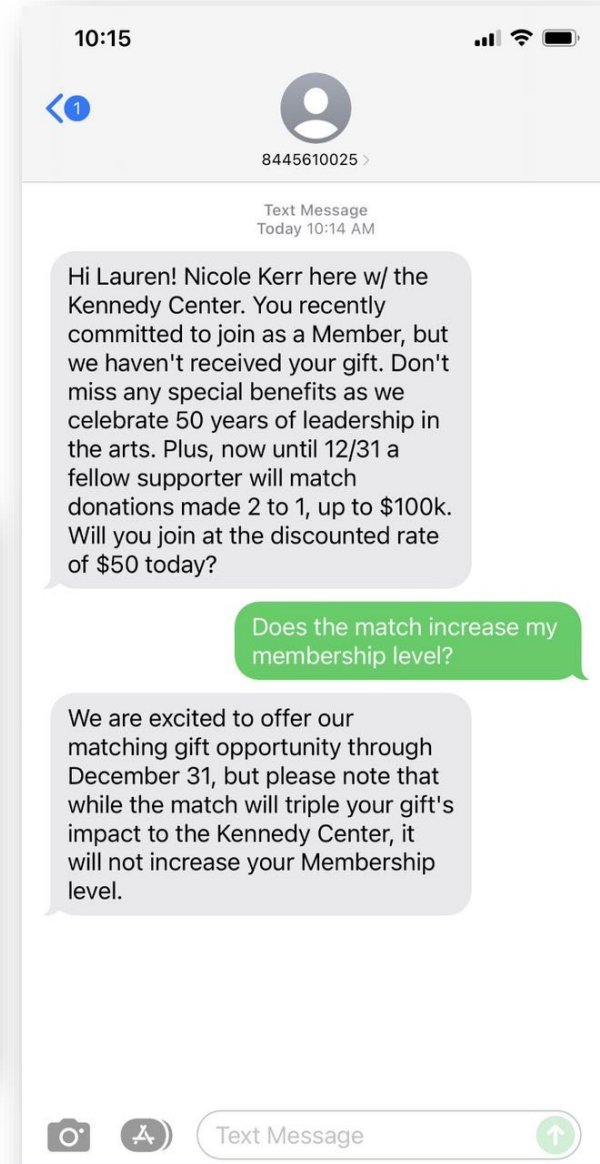
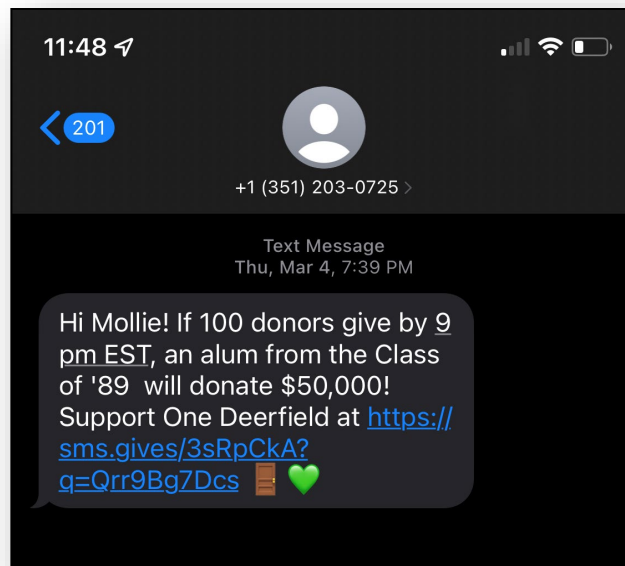
**33% of adults prefer text to other forms of communication**

In fact...Americans text **TWICE AS MUCH** as they call.



# Leverage text messaging

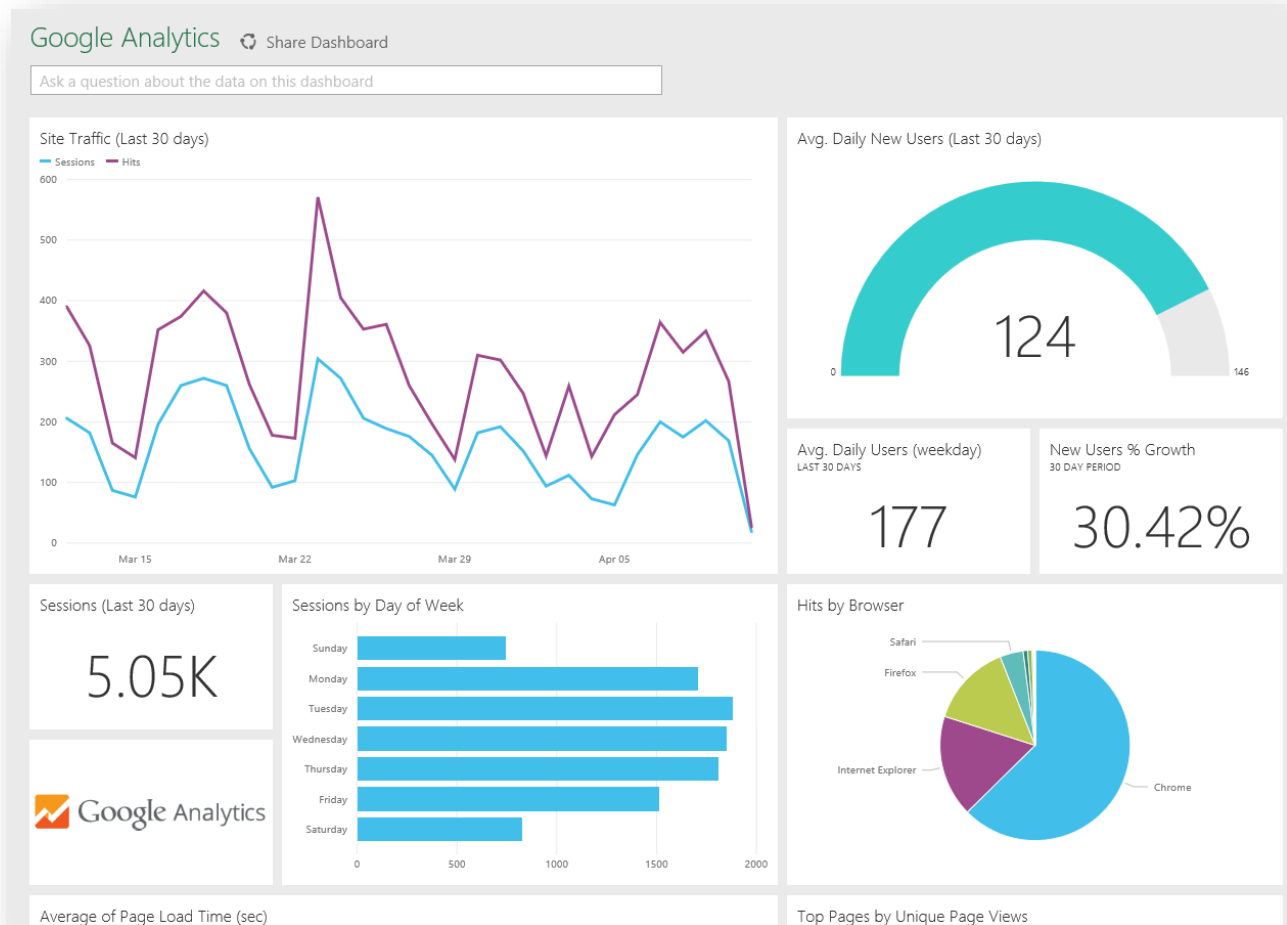
- Text message **click-through rates were 4.2% for fundraising messages and 9.8% for advocacy messages**, both far higher than comparable email metrics



# Measure & analyze your metrics to inform future strategies

## Website

- Conversion rate – sign ups, donations, actions
- Exit pages
- Path and time on site
- Mobile traffic



# Measure & analyze your metrics to inform future strategies

## Emails

- Open rate
- Click-through rate
- Response rate
- Average gift
- Delivery and bounce rates
- Unsubscribe rate

Email message rates by type and sector

		All	Cultural	Disaster/ International Aid	Environmental	Health	Hunger/ Poverty	Public Media	Rights	Wildlife/ Animal Welfare
Open rate	All	21%	18%	21%	20%	21%	24%	20%	18%	19%
	Advocacy	20%	—	22%	19%	28%	22%	—	15%	19%
	Newsletter	21%	19%	21%	22%	23%	23%	21%	20%	19%
	Fundraising	18%	18%	17%	18%	19%	23%	18%	16%	20%
Click-through rate	Advocacy	3.3%	—	3%	3.7%	2.9%	2.5%	—	2.4%	5%
	Newsletter	2%	1.5%	2.2%	2%	1.8%	2.4%	2.4%	1.8%	2%
	Fundraising	1.7%	1.7%	2.3%	2%	1.9%	1.5%	1.2%	2.1%	1.7%
Page completion rate	Advocacy	83%	—	70%	83%	75%	26%	—	84%	87%
	Fundraising	18%	14%	26%	18%	13%	35%	17%	17%	17%
Response rate	Advocacy	3.6%	—	3.6%	3.5%	3.6%	1.1%	—	2.9%	5.5%
	Fundraising	0.1%	0.03%	0.14%	0.09%	0.09%	0.42%	0.1%	0.06%	0.16%
Unsubscribe rate	All	0.18%	0.14%	0.21%	0.17%	0.21%	0.27%	0.11%	0.19%	0.18%
	Advocacy	0.16%	—	0.17%	0.14%	0.21%	0.25%	—	0.15%	0.16%
	Newsletter	0.16%	0.11%	0.23%	0.15%	0.18%	0.25%	0.08%	0.15%	0.14%
	Fundraising	0.19%	0.17%	0.16%	0.17%	0.22%	0.26%	0.13%	0.19%	0.18%



# Measure & analyze your metrics to inform future strategies



# Thank you!

**Nova Cohen-Prohow**  
Vice President

Avalon Consulting Group  
Washington, DC

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