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# DIGITAL FUNDRAISING AND MARCOMM

## *A Magical Combination!*

**Jen Newmeyer, CFRE**

Director, Digital Fundraising Strategy – PBS  
Founder – CharityJen, LLC

CHARITYJEN 

# ABOUT

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- 20 years in nonprofits space specializing in integrated campaigns and online engagement
- Founder of CharityJen LLC
- Director of Digital Fundraising Strategy for PBS
- Author of *"The Insider's Guide to Online Fundraising: Finding Success When Surrounded by Skeptics"*
- AFP-DC Board Member and CFRE
- Loves a good jigsaw puzzle with a dirty martini side



*Jen Newmeyer, CFRE*

# OUR CHECKLIST

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- ✓ Marcomm and Fundraising Silos
- ✓ Connect via the Growth Funnel
- ✓ Campaign Tactics & Planning
- ✓ Multichannel Stats & Success
- ✓ Magical Campaign Examples

**YOU ARE A DONOR**

# YOU ARE A DONOR


An email arrives!



**CELEBRATION  
WEEKEND**

**FUN FOR ALL!**

Join us for our koala birthday celebration. Games, treats, and special demonstrations.


CELEBRATE WITH US! 

[Register now](#)

METRO ZOO  
125 Zoo Parkway  
metrozoo.com

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But, in your mailbox...

METRO ZOO  
125 Zoo Parkway  
metrozoo.com

**OUR HABITATS ARE IN DANGER!**

Dear Jane,

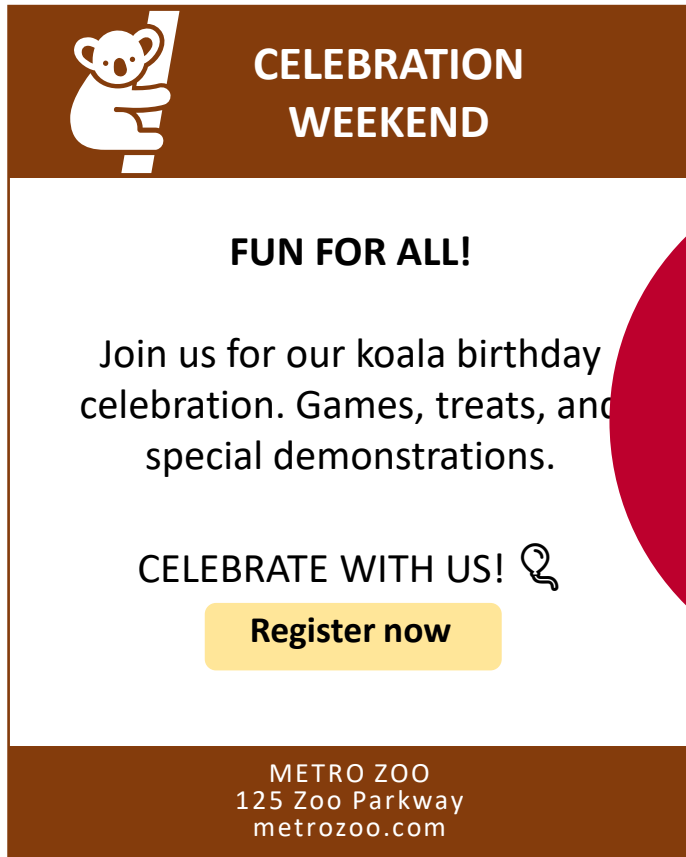
Our 60-year-old zoo is struggling to keep our habitats in optimum condition. Structures are eroding and ***we need your help now.***

Support our habitat rehabilitation fund.  
[Go online or mail your gift today.](#)



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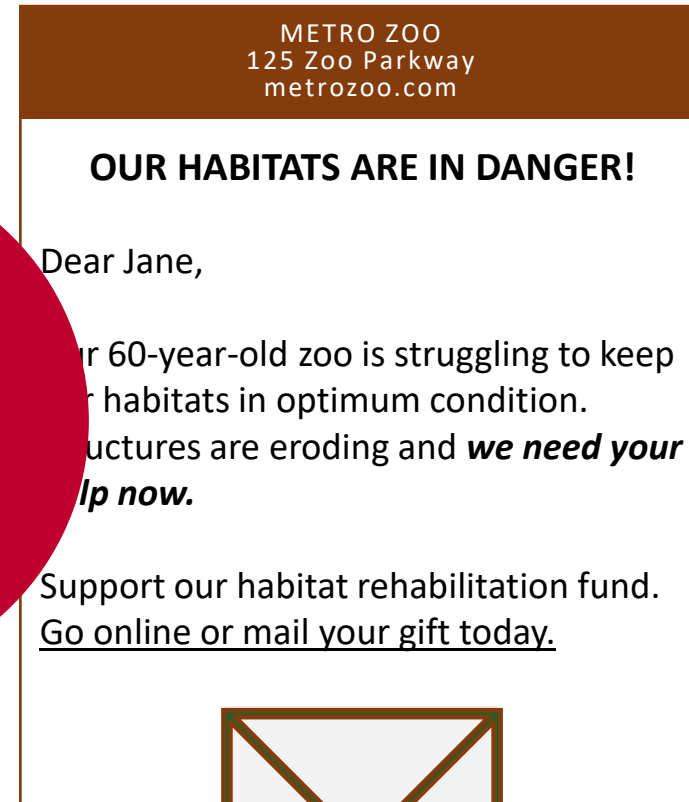
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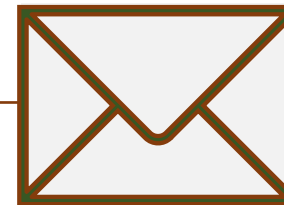
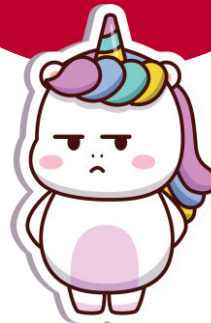
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# CLEAR DISCONNECT

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## **MarComm Priorities**

Program Promotion

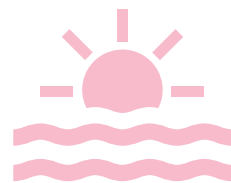
Education

Animal Highlights

Demonstrations

Tours & Events

Family Fun





# CLEAR DISCONNECT

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## MarComm Priorities

Program Promotion

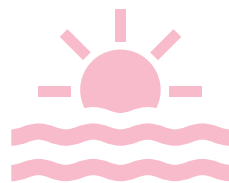
Education

Animal Highlights

Demonstrations

Tours & Events

Family Fun



## Fundraising Priorities

Habitat Needs

Crumbling Dens

Animal Health

Surgery Costs

Nutrition & Food

Salaries



# TYPICAL COMMUNICATION CHANNELS

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## MarComm

Social Media

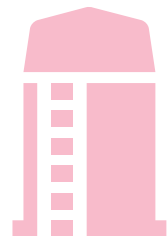
Online Ads

Newsletters

Website Popups

Blogs

Video



## Development

Direct Mail

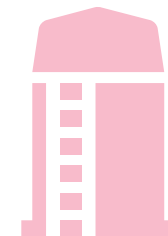
Telemarketing

Corporate Support

Major Donor Events

Member Magazine

Annual Report



# A COHESIVE STRATEGY

Celebration  
Education  
Discovery  
Fun



***Where the  
magic happens***

Need  
Budgets  
Costs  
Salaries

# GROWTH FUNNEL

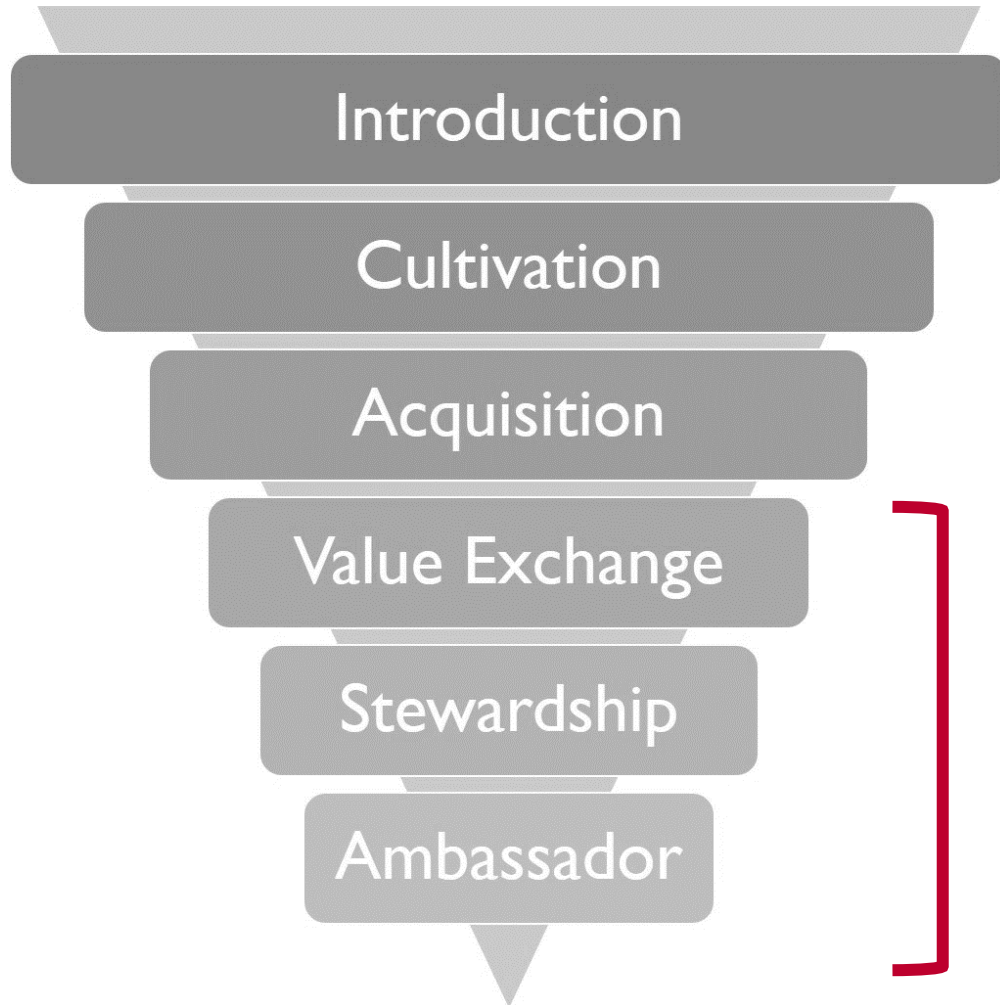
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A framework with a defined set of stages to guide users along a journey utilizing ***intentional touchpoints*** to enhance and strengthen relationships with the goal of ***converting prospects to partners.***

# GROWTH FUNNEL

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MarComm is *typically* focused on the attract and engage levels while Development *typically* works in the donation and retention phases.

We need to dismantle the silos for a cohesive strategy across all levels.

# A COMMON EMAIL ASK

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**PBS WHYY NPR** [Donate Today](#)

## TRIPLE YOUR IMPACT

Jen, this Giving Tuesday your donation to WHYY has TRIPLE the impact on this community.

- 1. Your donation will be matched dollar-for-dollar** up to \$13,500 by funding from NewsMatch 2020. Your support always goes far — funding WHYY, NPR and PBS all in one — but today it goes even farther.
- 2. Your donation to WHYY provides a meal to a person in need** through a local food bank. Give to two hyper-local organizations with a single gift.
- 3. Most importantly, your donation keeps independent, public media journalism online, on the air and freely accessible to all.**

[Triple your Giving Tuesday impact.](#)

Many are struggling with financial, emotional and mental hardships this year. Giving is an act of joy that nourishes body, soul and mind. Thank you.

[DONATE NOW »](#)

Clean, Focused Design

Matching Challenge

Compelling Message

Large CTA Button

PBS WHYY NPR Donate Today



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[DONATE NOW >](#)



**Current Email Audience**  
Existing Donors  
Subscribers



Prospecting  
Acquisition  
Engagement

PBS WHYY NPR Donate Today

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**DONATE NOW** ➔



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Existing Donors  
Subscribers





Prospecting  
Acquisition  
Engagement

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[DONATE NOW >](#)



Stewardship  
Sustainers  
Major Donors



Current Email Audience  
Existing Donors  
Subscribers

# GROWTH FUNNEL TACTICS

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## INTRODUCTION

Website  
Public Events  
Blog  
Online Ads  
Print Ads  
Video



## CULTIVATION

Trivia  
Giveaways  
Polls  
Surveys  
Contests  
Partnerships



## ACQUISITION

eNewsletter  
Social follows  
Texting  
Volunteering  
Exclusive Events  
Podcast Subs



## VAL EXCHANGE

Donation  
Impact  
Statements  
Match Challenge  
Goals  
Testimonials



## STEWARDSHIP

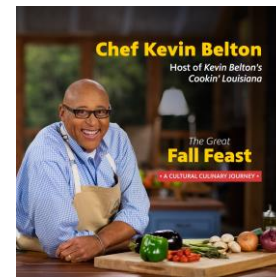
Autoresponders  
Thank-You Letter  
Donor Gifts  
Event Discounts  
Partner Offers  
Cards by Mail  
CEO Videos



## AMBASSADOR

Club Membership  
Committees  
BTS Tours  
Testimonials  
CEO Reports  
Fundraising Help  
Volunteering  
Moves Mgmt

# A MAGICAL CAMPAIGN



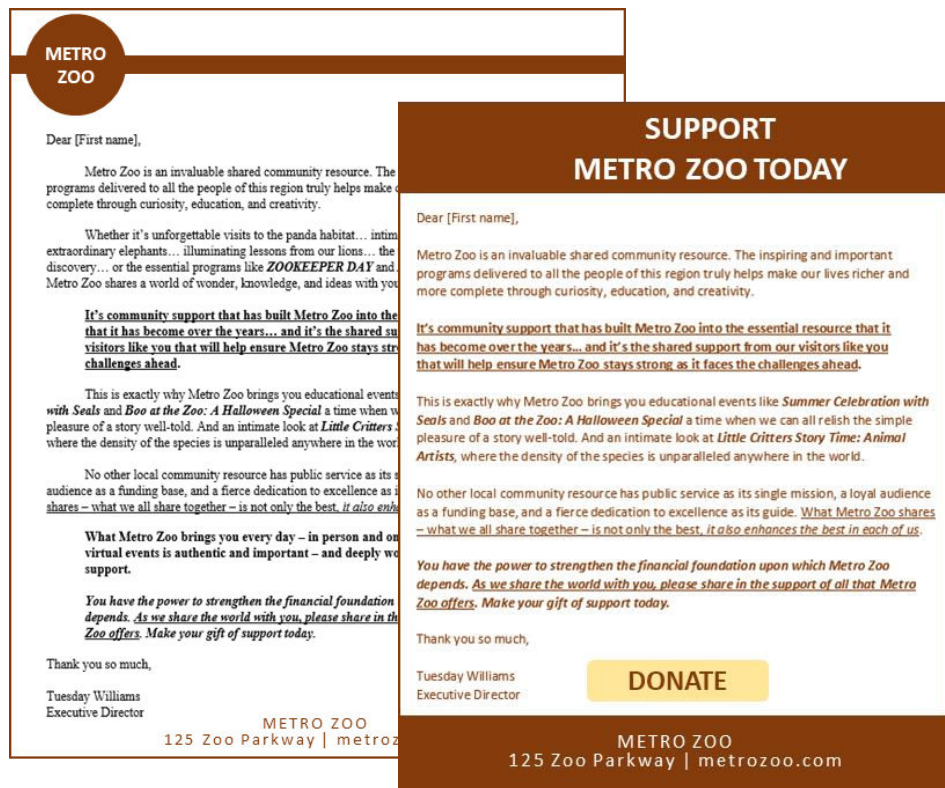
Acquisition

Solicitation

Stewardship



# EXCEPT...

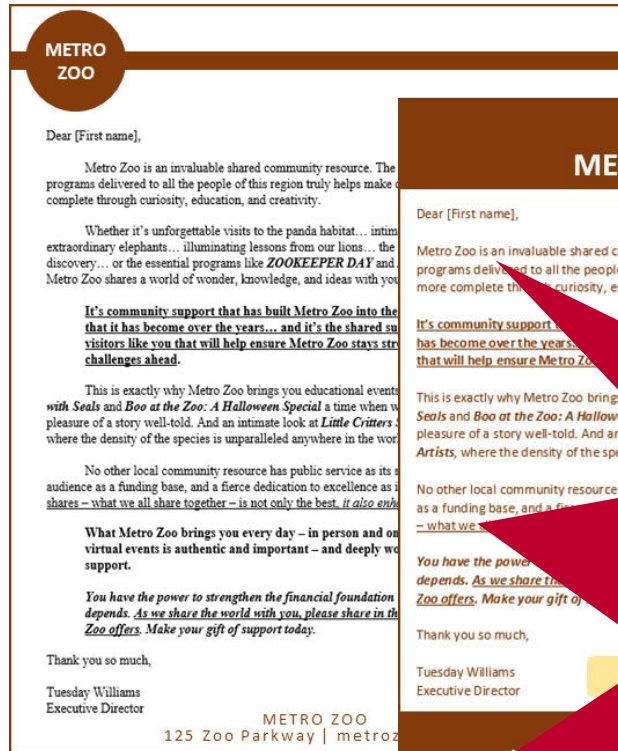


Our partners paste mail copy to emails.



And create frightfully long social media posts.

# EXCEPT...



Our partners paste that  
copy to emails.

And create frightfully long  
social media posts.



# NOW WE MEET

## **Development: Summer Campaign**

Repair the lions' dens

Direct mail and email

# NOW WE MEET

## Development: Summer Campaign

Repair the lions' dens  
Direct mail and email



## MarComm Assistance

Branding  
Value Proposition  
Impact Statements  
Mail vs. email copy  
Segmentation?  
Autoresponders?  
Landing page, social, paid ads?  
Video? Live-streaming?

# CAMPAIGN EXAMPLE

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## INTRODUCTION

Website landing page with registration for Kids Day and Virtual Expert Panel. Launch paid ads (online, print, tv or radio).



## CULTIVATION

Video and blogs from zookeepers. Partnerships with podcasters, reporters, community orgs. Weekly trivia for chance to win "Lion's Den" keepsake kit.



## ACQUISITION

Create downloadable Lion's Den game book with facts and testimonials. Promote Lion's Den 3-part newsletter.



## VAL EXCHANGE

Matching challenge from local partner. Newsletter, game book, and trivia thank-you will have offer to donate. Events are free but have 2<sup>nd</sup> tier to give for a free zoo pass.



## STEWARDSHIP

Following contribution, send a thank you video from Leo the Lion, impact newsletter, and member benefits.



## AMBASSADOR

At conclusion of campaign, extend special invitation for BTS tour of the work in progress. Offer options for volunteering: in-person or as an ambassador.



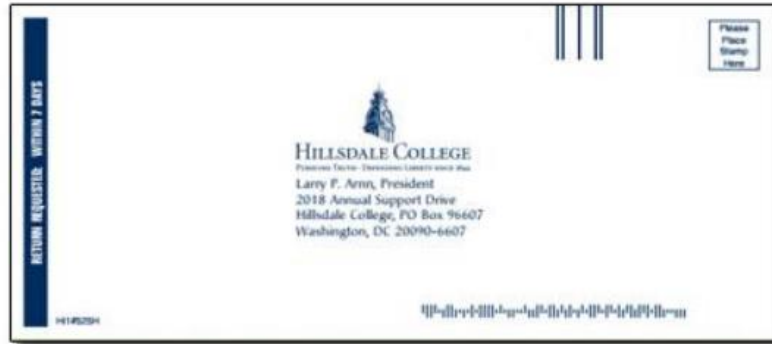
# CAMPAIGN CALENDAR

Example of all activities mapped on a 30-day calendar.

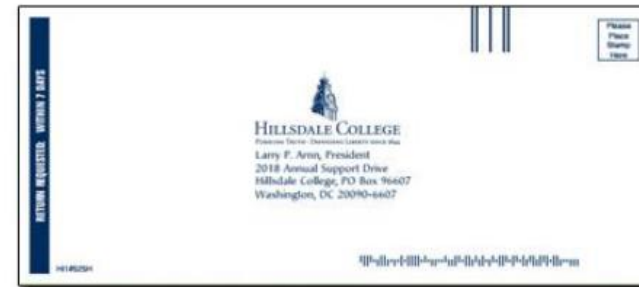


30-Day Lion's Den Campaign Calendar Template																															
	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	
Platform Tools	Website	Landing page for the "The Lions of Summer" newsletter, events, trivia, game book, blogs, and video																													
	Donation Form	Donation form with matching challenge																													
	Email - Campaign	Lion's Den email #2					Lion's Den email #2										Lion's Den email #3														
	Email - Newsletter	Lion's Den email #2					Lion's Den email #2										Lion's Den email #3														
	Social	Campaign promo					Event & trivia promo					Event & book promo					Book & Trivia promo					Match donation									
	Video	Campaign promo					Event & trivia promo					Event & book promo					Book & Trivia promo					Match donation									
	Video	Campaign promo					Event & trivia promo					Event & book promo					Book & Trivia promo					Match donation									
	Live-streaming	Campaign promo					Event & trivia promo					Event & book promo					Book & Trivia promo					Match donation									
	Podcasts	Campaign promo					Event & trivia promo					Event & book promo					Book & Trivia promo					Match donation									
	App	Campaign promo					Event & trivia promo					Event & book promo					Book & Trivia promo					Match donation									
Marketing	Paid Ads - Meta	Ad for Kid's Day event					Ad for zookeeper video					Ad for gamebook					Ad for trivia														
	Paid Ads -IG	Ad for Kid's Day event					Ad for zookeeper video					Ad for gamebook					Ad for trivia														
	Paid Ads - Twitter	Ad for Kid's Day event					Ad for zookeeper video					Ad for gamebook					Ad for trivia														
	Paid Ads - LinkedIn	Ad for Kid's Day event					Ad for zookeeper video					Ad for gamebook					Ad for trivia														
	Paid Ads - Google	Ad for Kid's Day event					Ad for zookeeper video					Ad for gamebook					Ad for trivia														
	Paid Ads - Bing	Ad for Kid's Day event					Ad for zookeeper video					Ad for gamebook					Ad for trivia														
	Paid Ads - YouTube	Ad for Kid's Day event					Ad for zookeeper video					Ad for gamebook					Ad for trivia														
	Paid Ads - Partners	Ad for Kid's Day event					Ad for zookeeper video					Ad for gamebook					Ad for trivia														
	Website House Ads	Website ads for campaign (Rotate elements and donations)																													
	Website Popups	Popups for Lion's Den newsletter signuo																													
	Print Magazine	Campaign promo in monthly magazine																													
	Billboard	Promotional posters for campaign at local grocers and retailers (volunteer led)																													
	Posters	Promotional posters for campaign at local grocers and retailers (volunteer led)																													
	TV Spots	Local TV station ads on-air and online																													
	Radio Spots	Local radio station ads on-air and online																													
QR Codes	QR Code in all print materials																														
Communications	Direct Mail	Mail #1 - Campaign Launch										Mail #2 - Reminde																			
	Print Newsletter	Campaign promo in monthly newsletter																													
	Event - Live	Kid's Day Event										Virtual expert panel event																			
	Event - Virtual	Kid's Day Event										Virtual expert panel event																			
	Text-to-Engage	Newsletter promo					Event & trivia promo					Event & book promo					Trivia promo														
	Text-to-Donate	Newsletter promo					Event & trivia promo					Event & book promo					Trivia promo														
	Thank You Letters	Campaign promotion for newsletter, events, gamebook and trivia in all thank you letters																													
	Buckslips	Campaign promotion for newsletter, events, gamebook and trivia in all thank you letters																													
	Blog	Zookeeper Blog										Zookeeper Blog																			
	Trivias	Lion trivia with chance to win "Lion's Den" keepsake kit																													
Activities	Quiz	"Lion's Den" game book download (games, facts, zookeeper stories, crafts)																													
	Giveaway	"Lion's Den" game book download (games, facts, zookeeper stories, crafts)																													
	Contest	"Lion's Den" game book download (games, facts, zookeeper stories, crafts)																													
	Volunteer	"Lion's Den" game book download (games, facts, zookeeper stories, crafts)																													
	Survey	"Lion's Den" game book download (games, facts, zookeeper stories, crafts)																													
	Poll	"Lion's Den" game book download (games, facts, zookeeper stories, crafts)																													
	Donor Benefits	Donors at \$50+ receive membership, Donors at \$200+ receive invite to special BTS event																													
Campaign Elements	Thank You Gifts	Donors at \$50+ receive membership, Donors at \$200+ receive invite to special BTS event																													
	Campaign Goal	Donors at \$50+ receive membership, Donors at \$200+ receive invite to special BTS event																													
	Deadline																									Match deadline on the 30th					
	Matching Challenge	First American Bank Matching challenge																													
	Impact Statements	First American Bank Matching challenge																													
	Impact Reports	First American Bank Matching challenge																													
	Partners	First American Bank Matching challenge																													
	Testimonials - Print	First American Bank Matching challenge																													
	Testimonials - Video	First American Bank Matching challenge																													
	Segmentation	Remove donors																													
Board Involvement	Board member packet: Social post promotion and postcards																														
Volunteer Assistance	Volunteers to distribute promotional posters locally																														

# WHY THIS WORKS



Mail Only



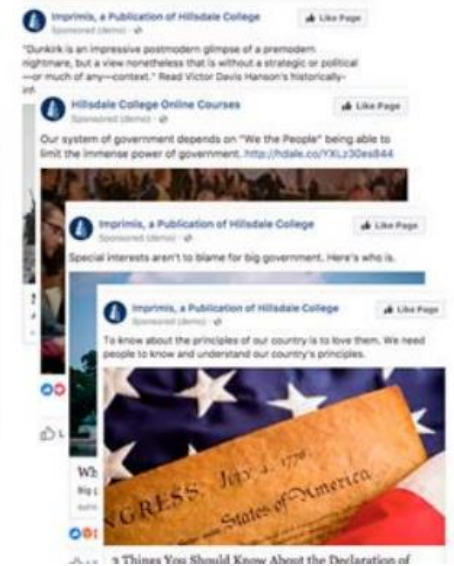
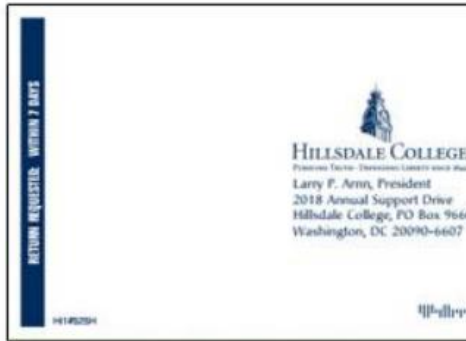
Mail with Facebook Ads



# WHY THIS WORKS

150%  
REVENUE INCREASE

240%  
CONVERSION INCREASE



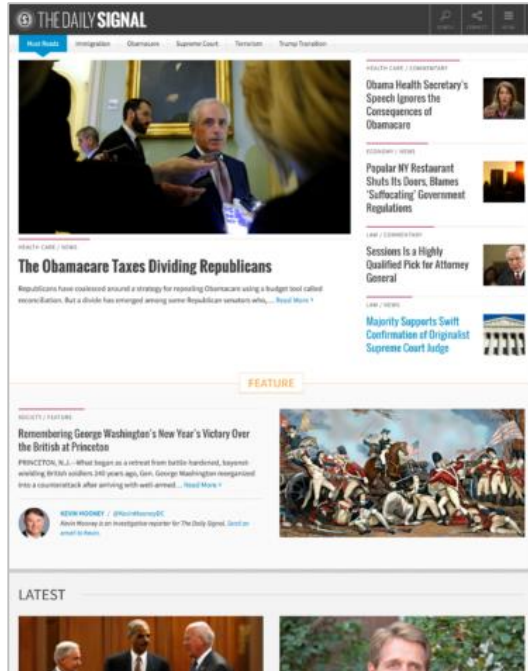
Mail Only

Mail

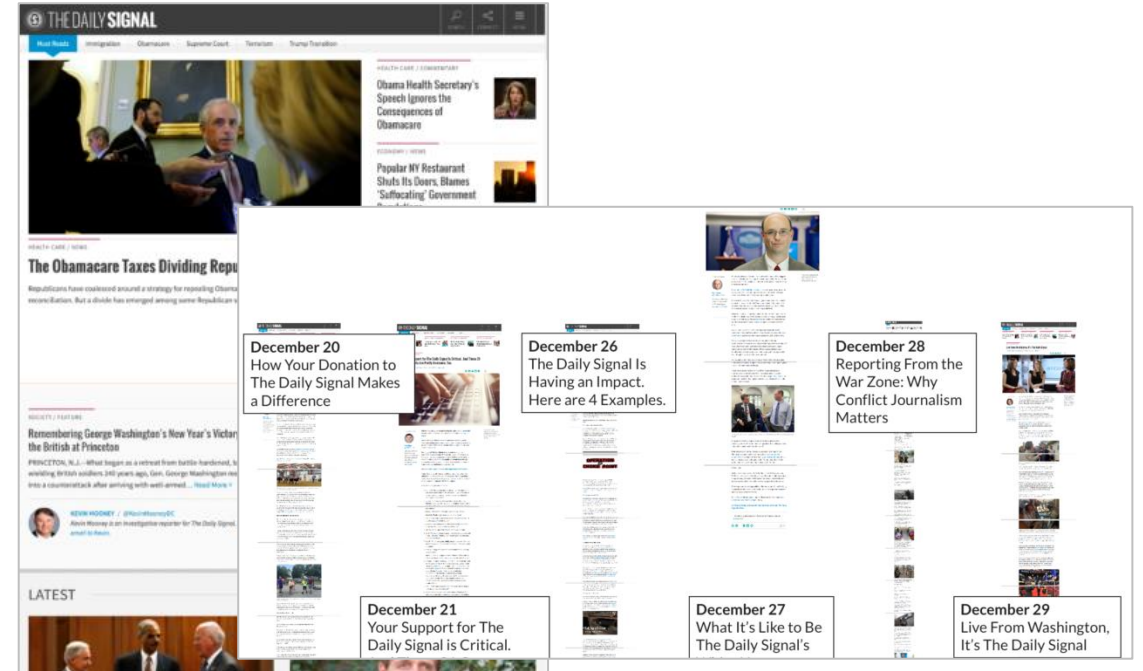
Facebook Ads



# WHY THIS WORKS

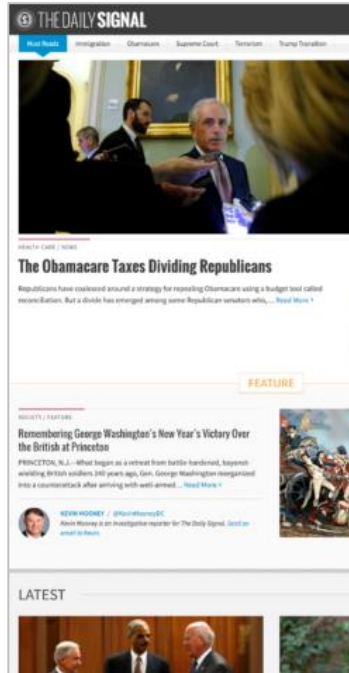


Website Only

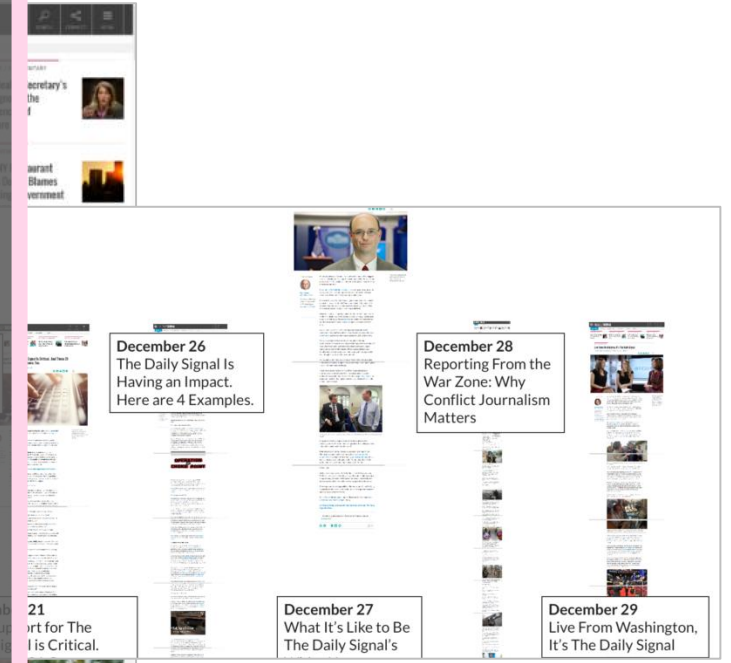


Website with "Priming" Articles

# WHY THIS WORKS



195%  
REVENUE INCREASE  
(3x MORE LIKELY TO GIVE)



Website Only

Website Only "Timing" Articles



# MORE DATA!

## Mail + Digital

- Avg Direct Mail Response Rate: 5-9%
- When Combined with Digital Methods: **28%**



*Ballantine 2020 Direct Mail Trends Report*

## Offline + Online

- Offline donor retention: 43%
- Online donor retention: 36%
- Offline + online donor retention: **67%**



*DMAW Multi-Channel Communications*

# MORE MAGIC!

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# MORE MAGIC!



## #FoodBank24: Live-streaming Telethon

- ✓ Streamed online through YouTube
- ✓ Website, email, social, ads, ambassadors
- ✓ Interviews with partners, donors, volunteers
- ✓ Corporate match challenges
- ✓ Check presentations
- ✓ On-site events and volunteer activities
- ✓ Dunk tank, food trucks, mascots, music, food
- ✓ Giveaways and prizes





# MORE MAGIC!



## PBS Nerd Campaign

- ✓ P2P engagement and revenue campaign
- ✓ Website for participant challenges
- ✓ Weekly email with top performers
- ✓ Online and on-air promotional ads
- ✓ Kickoff and awards ceremony events
- ✓ Social ambassador participation
- ✓ Statewide fan club participation
- ✓ Match challenge and online auction
- ✓ Giveaways and prizes



# YOU KNOW THE DRILL

## Giving Tuesday Campaign

- ✓ Website landing page
- ✓ Email, social, ads
- ✓ Goal and match challenge
- ✓ Dynamic ask strings
- ✓ User-generated content
- ✓ Staff participation



# MORE RESOURCES FOR YOU!



**DIGITAL FUNDRAISING AND MARCOMM MAGIC SESSION HANDOUT**

**THE BIG TAKEAWAYS**  
Utilize the Growth Funnel to Break Down Silos  
Coordinate Tactics and Messaging Across Departments  
Create a Shared Campaigns Calendar  
Plus: Stats to Prove This Works

Department priorities may differ.  
MarComm? Typically focused on program promotion, education and events.  
Development? Budgets and organizational needs.  
This magic? When the two come together for a cohesive strategy to communicate with prospects and donors.

**Growth Funnel:** A framework with a defined set of stages to guide users along a journey utilizing intentional touchpoints to enhance and strengthen relationships with the goal of converting prospects to partners.

MarComm: attract and engage audiences  
Development: renewal, retention, stewardship of donors

Elements to help with campaign development: Branding, value proposition, impact statements, mail vs. email copy, audience segmentation, content for website landing page, social, paid ads, autoresponders.

**GROWTH FUNNEL TACTICS**  
A review of some of the many tactics used at various levels of the growth funnel.

Introduction	Conversion	Acquisition	Value Exchange	Stewardship	Advocacy
Website Public Events Blog Direct Ads Event Ads Video	Webinars Fundraising Public Events Conferences Partnerships	Outreach Social Media Referrals Volunteering Endorsements Podcasts	Donor Impact Incentives Match Challenge Goals Testimonials	Supernovels Event-You Letter Donor Gifts Direct Donations Cards by Mail 100% Match	Gifts/Recognition Co-branding 25% Match Testimonials SIC Reports Fundraising Help Event Planning Volunteer Mgmt

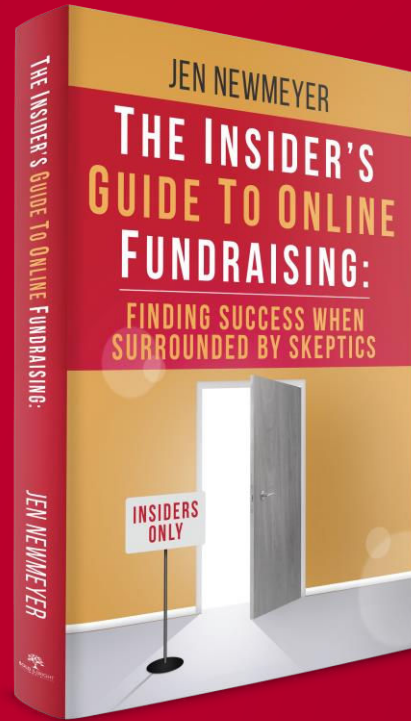
Materials provided by CharityJen  
More at [charityjen.com/resources](http://charityjen.com/resources)

**GET EVEN MORE TIPS AND TRICKS!**  
Sign up for Jen's monthly newsletter: [charityjen.com/signup](http://charityjen.com/signup)

Materials provided by CharityJen  
More at [charityjen.com/resources](http://charityjen.com/resources)

## Session Handout

[charityjen.com/magichandout](http://charityjen.com/magichandout)



## My Book

[charityjen.com/book](http://charityjen.com/book)

**CHARITYJEN**

**Your 2023 Future!**

**AmazonSmile Stewardship Strategy**

**Small Donors? Say No More...**

**Houseclean**

**Fun With**

**CharityChats Are Back!**

**THE SEV Houseclean Cheatsheet**

## Monthly Emails

[charityjen.com/signup](http://charityjen.com/signup)



CHARITY JEN 

[charityjen.com](http://charityjen.com)