

Multichannel Marketing in Action

Best Practices and Case Studies of Successful Integrated Fundraising Campaigns

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CDR Fundraising Group

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How do we define?

Multichannel vs.
Integrated Marketing

Multichannel marketing is the ability to deliver messaging to potential customers/donors on various platforms.

Integrated marketing (or cross-channel marketing) is the ability to deliver a single campaign with a consistent message to potential customers/donors on various platforms.

What does
this look like?

St. Jude Children's Research Hospital

2013 Year-End Campaign

stjude.org About St. Jude Patient Resources Clinical Programs Research Sign Up for Updates | Latest News | Events | 800.785.5871

St. Jude Thanks and Giving®
Give. To help them live.

Home | Meet Our Patients | How to Help | Meet Our Partners | **Donate Now**

Give. To help him live.
Families never receive a bill from St. Jude for treatment, travel, housing and food — because all a family should worry about is helping their child live.
Give to St. Jude and help kids like Ethan and thousands of others have a chance at life.
Donate Now

Sign up for updates
Get the latest breakthroughs in our

Give. To help them live.

Donation Amount
\$25 \$50 \$100 \$250 \$500 Other

☐ Make this my monthly donation.
We will automatically receive your gift each month.

☐ Dedicate my donation.
Honor someone special or immortalize someone who has passed with your gift. Then send a special notification card electronically or by mail via our form on the next page.

Payment Method
[Icons for Visa, MasterCard, American Express, Discover, PayPal, and Check]

* Card number: [Input field]

* CVV: [Input field]

Expiration date: [11] [2013]

Back to St. Jude Thanks and Giving
Ethan
Donate by Mail
Donate by Phone (800) 785-5871

Give. To help me live.
Please Help
St. Jude Children's Research Hospital
Thanks and Giving®
St. Jude patient Ian, age 6

Give. To help me live.
Join Our Mission
St. Jude Children's Research Hospital
Thanks and Giving®
St. Jude patient Reagan, age 4

In the spirit of the holiday season
a gift has been made to St. Jude Children's Research Hospital in your honor.
St. Jude patients Reagan & Jacqueline

In Memory
a gift has been received by St. Jude Children's Research Hospital.
St. Jude Children's Research Hospital
Thanks and Giving®

Give. To help her live.
stjude.org
St. Jude Children's Research Hospital
Thanks and Giving®
REGENCY

Wounded Warrior Project®

2013 Year-End Campaign

The screenshot displays the Wounded Warrior Project's digital presence. At the top, a banner reads "A DECADE OF SERVICE. 10 YEARS A LIFETIME OF COMMITMENT." with the tagline "The greatest casualty is being forgotten.®". Navigation links include "HOME" and "DONATE NOW". A prominent red button says "DONATE NOW". Below, text encourages donations: "Provide Comfort to an Injured Warrior with a One-Time Donation" and "Click here to make a gift in honor or memory of an individual." A sidebar on the right shows statistics: "96% WARRIOR SATISFACTION", "251 WARRIORS SERVED IN PROJECT ODYSSEY", and "364 WARRIORS PLACED IN JOBS". The bottom section features a large image of a soldier and the text "CARRY WOUNDED HEROES INTO A NEW YEAR OF RECOVERY." with "DONATE NOW" and "ENTER SITE >" buttons.

A vertical banner featuring a soldier in full combat gear running through a field. The text reads: "The greatest casualty is being forgotten.®" and "DONATE NOW TO RECEIVE A FREE GIFT". The Wounded Warrior Project logo is at the bottom.

A horizontal banner featuring a portrait of a man with a visible facial injury. The text reads: "ALIVE DAY™ 6.20.2008" and "HE WILL NEVER FORGET HIS." with a "DONATE NOW" button. The Wounded Warrior Project logo is in the top right corner.

A vertical banner featuring a portrait of a man with a visible facial injury. The text reads: "ALIVE DAY™ 6.20.2008" and "HE WILL NEVER FORGET HIS." with a "DONATE NOW" button. The Wounded Warrior Project logo is at the top.

A horizontal banner featuring a soldier in full combat gear running through a field. The text reads: "The greatest casualty is being forgotten.®" and "DONATE NOW TO RECEIVE A FREE GIFT". The Wounded Warrior Project logo is at the bottom.

A horizontal banner featuring a portrait of a man with a visible facial injury. The text reads: "ALIVE DAY™ 6.20.2008" and "HE WILL NEVER FORGET HIS." with a "DONATE NOW" button. The Wounded Warrior Project logo is on the left.

Christian Appalachian Project

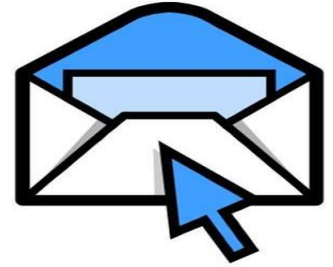
2014 Summer Hunger Campaign



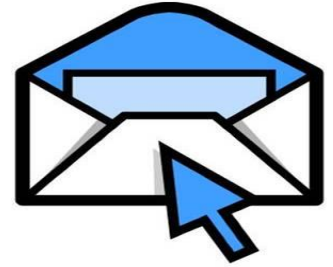
CAP: Appalachian Charity
When school lets out, hunger sets in. Will you help?
www.christianapp.org/



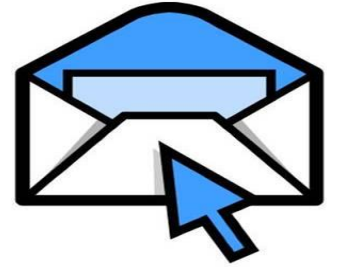
What marketing
channels are relevant
to fundraising?



What channels will
drive *direct response*
fundraising?



Is “online” a
channel?



No! Digital
Media
incorporates
multiple
channels itself.



What are the two
largest challenges to
integration
nonprofits face?

Data Challenges

- Access
- Consistency & Hygiene
- Ease of manipulation
- Attribution

Organization Challenges

- Siloes
- Conflicting goals
- Budget
- Testing Culture
- Attribution

Digital Marketing makes Fundraising Complicated



Departments Involved	Campaign Data
Fundraising Marketing (maybe)	Donor performance Acquisition performance List performance Package performance
Fundraising IT	Campaign Report Call Center Report Fulfillment
Fundraising Marketing Public Relations IT Program Volunteers Education	Email Campaigns by segment Search/Display campaigns Google Analytics/Web data Social Network reports Mobile – SMS/Text 2 Give Fulfillment

Digital Marketing connects all other channels



Organic	Push
Donor may search or go to your website	Include unique URLs for tracking, incorporate email, phone or display touch points
Donor may research your organization online before donating	Incorporate email follow ups, display touch points, Facebook ads
Donor will search on PC or mobile to provide credibility	Utilize vanity URLs, prepare for SEM traffic, add additional display touch points



So how do they
do it?

You have to start somewhere



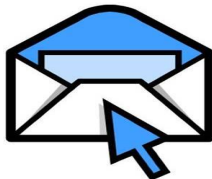
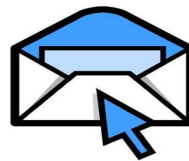
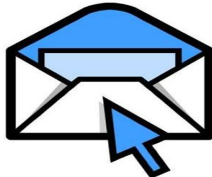
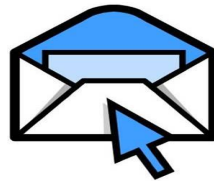
	Siloed	Coordinated	Integrated
Org structure	Siloed	“Coordinating group”	Integrated
Goals / strategies	Disparate (sometimes conflicting)	Sometimes coordinated; other times conflicting	Common + shared metrics
Multichannel data	Not available	Limited use	Fully incorporated
Communications across types / channels	Uncoordinated; one- way	Coordinated; multi- directional	Coordinated; multi- directional conversation
Voices	Inconsistent voices	Generally consistent voices	Consistent voices when desirable
Supporter focus (and result)	No customization; often org-centric ☹ \$	Limited customization 😊 \$\$	Yes; based on constituent behavior 😊 \$\$\$

Data Challenge Solutions

- Keep it simple
- Track EVERYTHING with clean nomenclature
- Database synchronization
- Agree upon an organizational attribution approach
- Define key performance indicators (KPI's) to measure success

Attribution

Accounting vs Behavioral



Organizational Challenge Solutions

Humane Society of the United States' Four Ingredient Approach

Agree on goals

Coordinate actions
across all channels

Evaluate emerging
media and invest
based on financial
ROI

Maximize response

Enough Theory –
Let's see it in action!

Case Study:
Wounded Warrior Project
2013 Year-End Digital Campaign



7 Step Campaign Approach

- 1- Review past campaign results
- 2- Determine campaign direction
- 3- Outline testing
- 4- Execute
- 5- Optimize
- 6- Analyze
- 7- Retest or Rollout



Step #1: Review Past Campaign Results

- In 2012, Wounded Warrior Project calendar premium proved to be very successful in lifting KPI's
- “Living Logo” imagery also performed well, increasing ad clicks and conversions
- SEM click-through rates were weak compared to industry averages.
- Mobile conversion rates were weak compared to other devices.



Step #2: Determine Campaign Direction

- What channels will you market through?
- What are your “controls” from the previous year?
 - WWP: Calendar Premium
- What will your new campaign concept/creative be?
 - What is the call to action?
 - What imagery will be used?



Step #3: Outline Testing

- Roll out calendar premium offer
- Do further testing in banner advertising
- Test aggressively in SEM
- Optimize mobile giving
- 10% audience test in email marketing



Control

[Wounded Warrior Project®](#)
See unique WWP programs and services for wounded veterans!
[WoundedWarriorProject.org/Donate](#)

Test

[Wounded Warrior Project®](#)
Support programs and services for wounded heroes this holiday season.
[WoundedWarriorProject.org/Donate](#)

Test

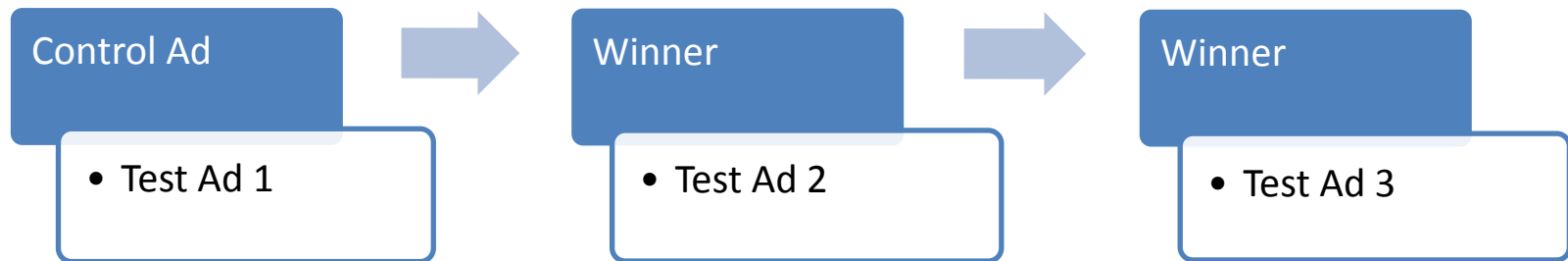
[Wounded Warrior Project®](#)
Support programs and services for wounded veterans. Donate today.
[WoundedWarriorProject.org/Donate](#)

Test

[Wounded Warrior Project®](#)
The tax year is ending. Donate to WWP today. Don't wait, donate now.
[WoundedWarriorProject.org/Donate](#)

Cascading Testing

- Determine required testing windows.
 - Volume needed to reach statistically significant results.
 - Let the calendar work for you.
- Determine test evaluation criteria.
 - What metrics will you use to evaluate and decide the winner?
- Frontload testing expected to make the most impact.
 - Ensures best results at any given moment.



Step #4: Campaign Execution

- “The Easy Part”
- Upload creative to platforms BEFORE the campaign is scheduled to launch.
 - Allows time for unexpected issues to be resolved.
- Be careful!
 - Go through a QC checklist multiple times.
 - Pay special attention to and QC all tracking mechanisms.



Mobile Landing Page



Step #5: Optimize

- Monitor campaign performance daily.
 - Watch budgets carefully.
- Make optimizations where/when possible.
 - Decide test winners and roll out as soon as statistically significant results have been reached.
 - Focus advertising traffic towards the best performers.
- Be flexible
 - If a last-minute opportunity presents itself, consider the idea and execute if it makes sense.
 - If areas of the campaign are underperforming, consider adding a last-minute test to try and switch out creative.

Step #6: Campaign Results Analysis

- Toplines
 - Number of gifts
 - Average gift
 - Overall revenue
- Test Results
- Trends and Problem Areas
 - Donor funnel analysis



Facebook Advertising

Lightbox



Campaign Toplines

- Presence on **8** different networks
- **18** independent tests
- **60,952** gifts
- Average gift of **\$147.72**
- **\$9,003,642** in overall revenue
- **224%** increase in overall giving compared to 2012



Reading Test Results

- SEM Testing Round 1, October 1–31
 - Although the control ad had a higher click-through rate, the test ad yielded a much higher conversion rate, resulting in significantly more revenue.

Metric	Control	Test
Impressions	183,707	257,935
Clicks	15,743	20,669
Click Through Rate	8.57%	8.01%
Gifts	1,352	1,876
Conversion Rate	8.59%	9.08%
Average Gift	\$90.21	\$89.67
Revenue	\$121,974	\$164,215

[Wounded Warrior Project®](#)
See unique WWP programs and
services for wounded veterans!
[WoundedWarriorProject.org/Donate](#)

Control

[Wounded Warrior Project®](#)
Support programs and services for
wounded veterans. Donate today.
[WoundedWarriorProject.org/Donate](#)

Test

Reading Test Results

- SEM Testing Round 2, November 12–December 25
 - The control ad outperformed the holiday-themed ad in both click-through rate and conversion rate.

Metric	Control	Test
Impressions	496,933	462,218
Clicks	70,703	56,589
Click Through Rate	14.23%	12.24%
Gifts	11,375	8,862
Conversion Rate	16.09%	15.66%
Avg. Gift	\$156.25	\$150.25
Revenue	\$1,777,372	\$1,331,496

[Wounded Warrior Project®](#)
Support programs and services for
wounded veterans. Donate today.
[WoundedWarriorProject.org/Donate](#)

Control

[Wounded Warrior Project®](#)
Support programs and services for
wounded heroes this holiday season.
[WoundedWarriorProject.org/Donate](#)

Test

Reading Test Results

- SEM Testing Round 3, December 26–31
 - The control ad had a stronger click-through rate than the test ad; however, the test ad had the strongest conversion rate and avg. gift.

Metric	Control	Test
Impressions	57,264	43,839
Clicks	10,414	7,624
Click Through Rate	18.19%	17.39%
Gifts	3,154	2,746
Conversion Rate	30.28%	36.02%
Avg. Gift	\$253.84	\$269.26
Revenue	\$800,621	\$739,381

[Wounded Warrior Project®](#)
Support programs and services for
wounded veterans. Donate today.
[WoundedWarriorProject.org/Donate](#)

Control

[Wounded Warrior Project®](#)
The tax year is ending. Donate to
WWP today. Don't wait, donate now.
[WoundedWarriorProject.org/Donate](#)

Test

Test Results

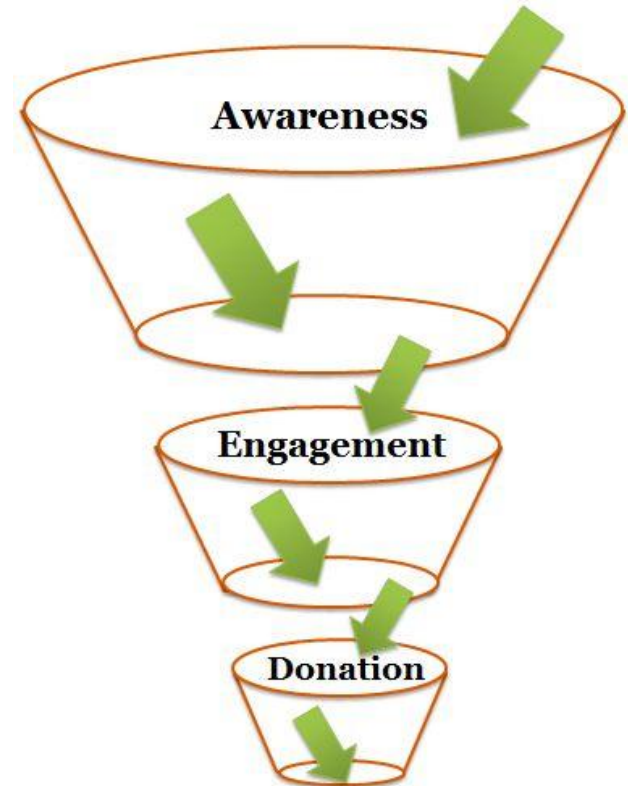
- Mobile Form Integration
 - To address the weak conversion rates, we integrated a mobile donation form in November 2013.
 - This integration led to a conversion rate increase on mobile devices from 4.69% to 6.48%. This small increase led to an additional \$253,000 of gross revenue during year end (November 26–December 31, 2013).



Mobile Landing Page

Step #7: Retest or Rollout Results

- Continuous Focus on the Donor Funnel
 - Further SEM Testing
 - Expanded Mobile Form Optimization
 - Mobile Specific Advertising
 - Flash Banner Ads
 - Regular Email Testing
 - Email Segmentation
 - Landing Page Optimization



Campaign Notes & Takeaways

But what if

?

Case Study:
Christian Appalachian Project
2014 Summer Hunger Campaign



Christian Appalachian Project

2014 Summer Campaign

Campaign Details

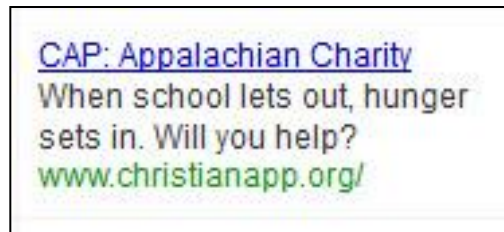
With their Summer Hunger Campaign, CAP strives to provide nourishing meals to children during the summer months, when they do not receive the free lunches offered during the school year.



Interactive Homepage Lightbox

Christian Appalachian Project

2014 Summer Campaign



Christian Appalachian Project

2014 Summer Campaign

Channels Incorporated

Direct mail,
Email,
Interactive website lightbox,
Search ads,
Targeted display ads

Results

- Average gift over \$100
- Over 30% conversion rate in donor audience
- Surpassed budget by 49%

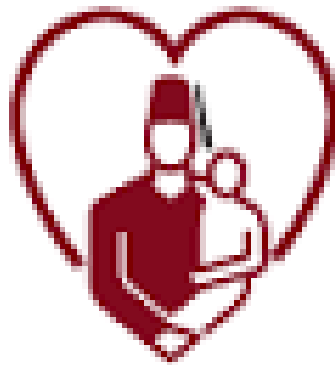
Campaign Data

- Utilized Unique tracking/source codes on all ads & landing pages
- Keycodes for Direct Mail Replies
- Manual data sync between eCRM and DoR

Organizational Grade = Integrated

CAP fundraising teams work seamlessly across departments and digital presences.

Case Study:
Shriners Hospitals for Children
2014 Sadie's Story Campaign



**Shriners Hospitals
for Children®**
Love to the rescue.™

Shriners Hospitals for Children

2014 Sadie's Story Campaign

Campaign Details

After successfully launching DRTV, SHC sought to optimize the TV response and impressions generated by Sadie's Story and deployed an integrated campaign across TV, online and direct mail.



Shriners Hospitals for Children®
Love to the rescue.®

ABOUT → F.A.Q. →

Your \$19 Monthly Gift 1-855-670-5683
SadiesStory.org

Donate Today to Help Bring Medical Miracles to Children

♥ Your Monthly Gift

Select Gift Amount

\$19.00

\$25.00

\$30.00

Or Your Best Gift - \$

☐ I would like to make a one-time gift instead.

♥ Send My Gift to a Child in Need

♥ With Our Thanks

When you become a monthly donor of \$19 or more we'll send you this Love to the rescue® blanket with our thanks. Your gift will help continue to change countless young lives for the better.



Shriners Hospitals for Children

2014 Sadie's Story Campaign

Search and Video Ads



Meet Sadie

Shriners Hospitals help children like Sadie every day.
Donate now.
Watch on YouTube

[Learn Sadie's Story - ShrinersHospitalsForChildren.org](http://www.shrinershospitalsforchildren.org/)

Ad www.shrinershospitalsforchildren.org/

Shriners Hospitals for Children help children like Sadie every day.

YouTube



Meet Sadie

Ad by shrinershospitals
70,519 views



Tell Me a Story: Cancer Patient Inspires Pediatric Oncologist

by Cincinnati Children's Hospital Medical Center
41,159 views



Tell Me a Story: Young Ballet Dancer Gets a Handle on Pain

by Cincinnati Children's Hospital Medical Center
5,458 views



Tell Me a Story: Teen Who Feels No Pain Counts Her Blessings

by Cincinnati Children's Hospital Medical Center
100,000 views



Pediatric Residency Program - Cincinnati Children's Hospital

by Cincinnati Children's Hospital Medical Center
5,654 views

CDR Fundraising

Shriners Hospitals for Children

2014 Sadie's Story Campaign



Shriners Hospitals
for Children®

Dear Ari,

This holiday season, you have a chance to offer healing to children in need — to create hope where none existed before ... and to provide love and encouragement to families as they overcome tremendous medical and emotional challenges.

You can do all this *and more* when you [send your Love to the rescue®](#) to the children in our hospitals today.

As you know, at Shriners Hospitals for Children®, we welcome children from around the world in desperate need of care, regardless of their families' ability to pay. *But we couldn't do this do without the support of compassionate friends, like you.* Please make a gift today.

[Donate](#) ♥ [now](#)

[Thanks to you](#), we were there for Sadie and her family when she was diagnosed with club feet and arthrogryposis, a rare condition that attacks joint mobility.

and Sadie now!



Sadie now faces a brighter future, but thousands more like her need our help. Please donate today.

Because you care, Sadie can look forward to a full and active life. This is what [YOU](#) make possible for thousands of children with your [generous gift to Shriners Hospitals for Children](#).

[Donate](#) ♥ [now](#)

This holiday season, please consider making a special gift to bring healing and encouragement to the families and children who are counting on us. Your tax-deductible donation could be all that's needed to ensure a healthy future for a child like Sadie. Please send your Love to the rescue today.

Sincerely,

John A. Cinotto
Chairman of the Board of Directors

Shriners Hospitals for Children
2900 Rocky Point Dr.
Tampa, FL 33607
Main: 813.281.0300
Donations: 800.241.GIFT
www.shrinershospitalsforchildren.org

Sadie, then...



Shriners Hospitals
for Children®

Dear Ari,

Right now, there are countless worried families searching for the answers that will help their children heal. [With your support, we'll welcome every one of them who turns to us with open arms ... with love.](#)

Because we count on the generosity of caring people like you, children facing overwhelming medical challenges can depend on Shriners Hospitals for Children® — regardless of their families' ability to pay. When you send your [Love to the rescue®](#), it allows our doctors, researchers and specialists to help save children's lives.

A few days ago, I shared with you to let you know impact supporters like you the life of a child. Her thousands of triumphs your compassionate support Hospitals for Children.

Please [make your year](#) today.

Healing takes a lot of

When you [send your love](#) and a bright future this

Thank you and happy h

John A. Cinotto
Chairman of the Board

Shriners Hospitals for Children
2900 Rocky Point Dr.
Tampa, FL 33607
Main: 813.281.0300
Donations: 800.241.GIFT
www.shrinershospitalsforchildren.org
[To change your email preference](#)

Remember Sadie?



Shriners Hospitals
for Children®
Love to the rescue®

Loyal Supporter Since XXXX
John Q. Sample
Apt. 1-A
1234 Main St.
Anytown, US 12345-6789



Dear <<Name>>,

Jessi's daughter, Sadie, was born with club feet and a rare condition called arthrogryposis. Sadie's feet and hands were deformed and she could barely move her elbow.

Email and Direct Mail



Sadie is now able to ride her pink tricycle.

Shriners Hospitals for Children

2014 Sadie's Story Campaign

Results

- 128 million TV impressions, 4.9 million impressions by Hulu and YouTube viewers online.
- Raised over \$760,000 for SHC in 2014
- Generated over 700 new monthly donors.

Channels Incorporated

Direct Mail, email, video advertising (YouTube and Hulu), website, DRTV, Consumer Rewards Programs (eMiles), SEM, social media

Campaign Data

- Utilized Unique tracking/source codes on all ads & landing pages
- TV spots coded by network
- Ad and Social media reports
- Donation reports
- Keycodes for Direct Mail Replies

Organizational Grade = Integrated

SHC fundraising, marketing, PR internal and external teams work seamlessly across departments and marketing channels.

Takeaways & Best Practices

- Evaluation
 - Analytics as part of the planning process (not an afterthought).
 - Clean, consistent data and coding will ensure clean results
- Execution
 - Creative and call to action should match across channels.
 - OK to test creative as long as messaging consistent
 - Work to achieve both depth and breadth.
 - Contact people as many times as possible in as many channels as possible until there are diminishing returns or an increase in opt-outs.
- Optimization
 - The fewer clicks, the better.
 - Be dynamic and act quickly. Time is money.
- You've got to start somewhere – focus on incremental progress

Questions?

Katy Jordan

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301-858-1500