

2022 Professors Institute

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The Fundraiser's Holy Grail: Finding a Younger and More Diverse Donor Audience



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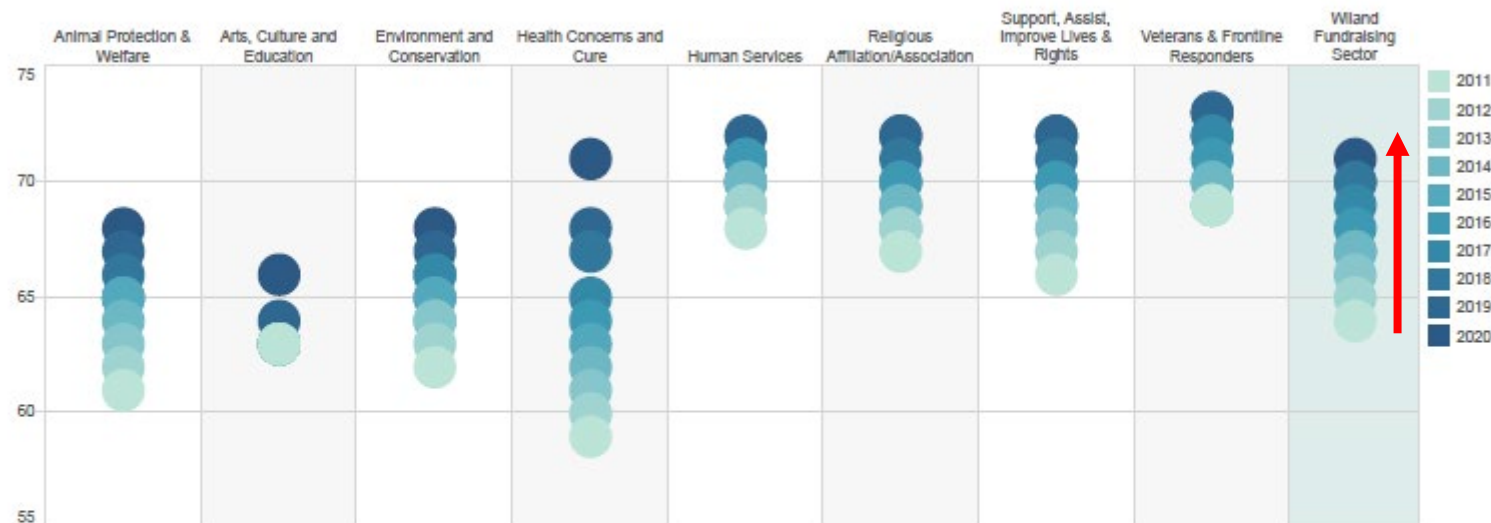
Some introductory thoughts to ponder...

- **Donating to Charity:**
 - Driven by Life-stage? Generational? Or Relationship?
 - Driven by church affiliation?
 - Current events and perceived need are also key!
- **Channel Mix is changing**
- **Media Mix is also changing**
- **Quest for the Fundraiser's Holy Grail – Finding a Younger and More Diverse Donor Audience**

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Industry Benchmarks – Median Age of All Donors



	Wiland Benchmark Category								
	Animal Protection & Welfare	Arts, Culture and Education	Environment and Conservation	Health Concerns and Cure	Human Services	Religious Affiliation/Association	Support, Assist, Improve Lives & Rights	Veterans & Frontline Responders	Wiland Fundraising Sector
2011	61	63	62	59	68	67	66	69	64
2012	62	63	63	60	69	68	67	69	65
2013	63	63	64	61	69	68	68	69	66
2014	64	63	64	62	70	69	69	70	67
2015	65	63	65	63	70	69	69	70	67
2016	65	63	65	64	71	70	70	71	68
2017	65	63	66	65	70	70	70	72	69
2018	66	63	66	67	71	71	71	72	70
2019	67	64	67	68	72	72	72	73	70
2020	68	66	68	71	71	72	72	73	71

The median age of donors has been increasing for many years.

Is it a case of fishing from the same pond?

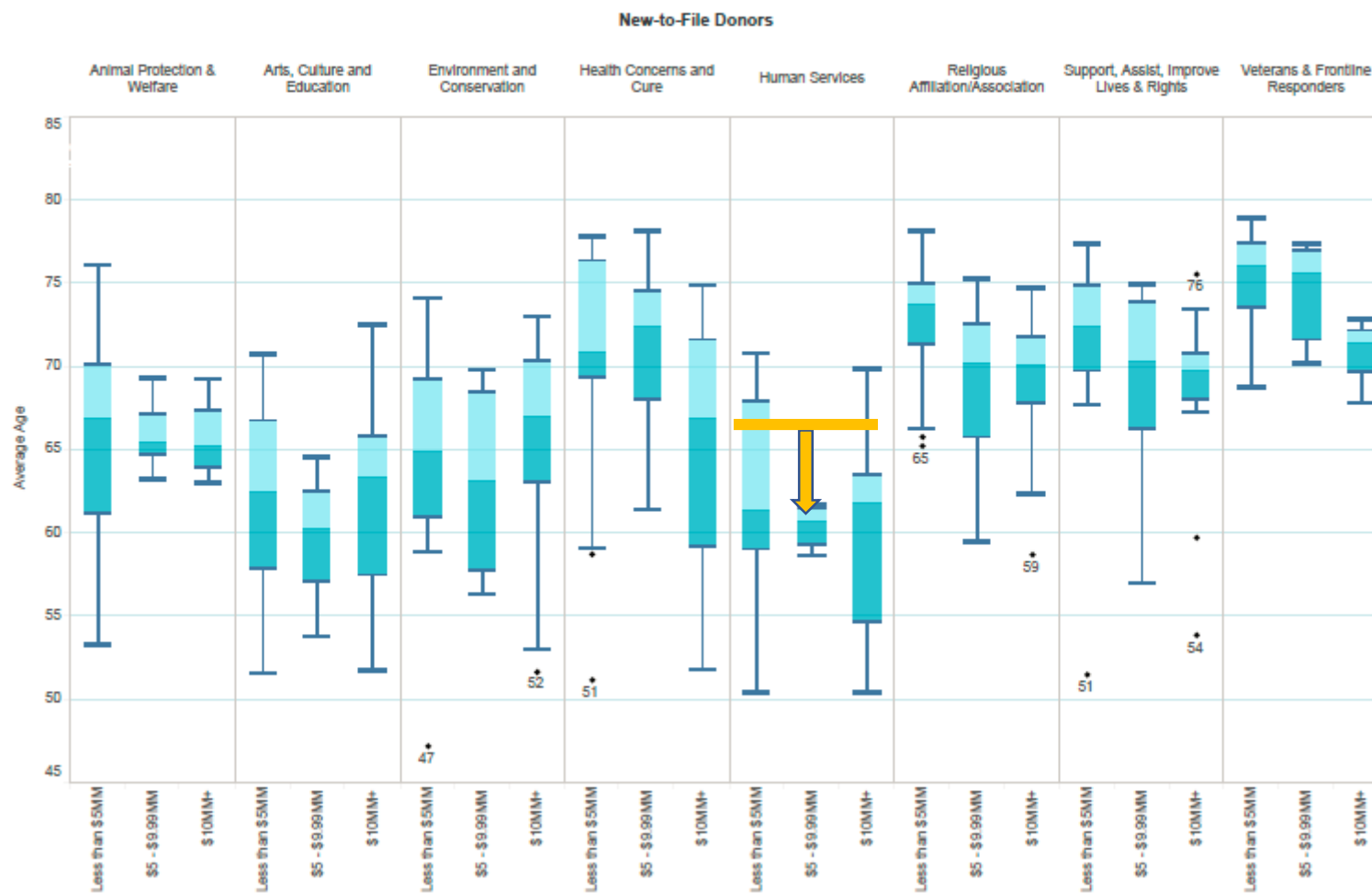
Or is it a generational or life-stage issue?

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Industry Benchmarks – New-to File Donors

Median Age per Organization, Last 12-Month Donors



Slight variation by size of organization.

Interestingly, median age of 61 for Human Services was significantly lower in 2020 due to Covid pandemic (compared to median age of 67 in 2019)

Other categories changed very little

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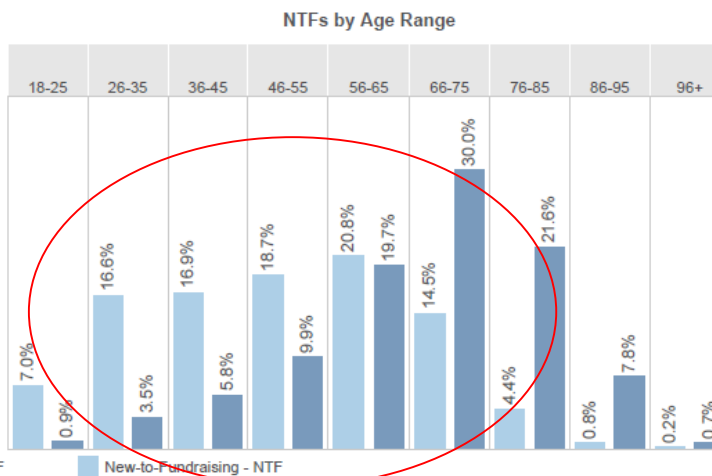
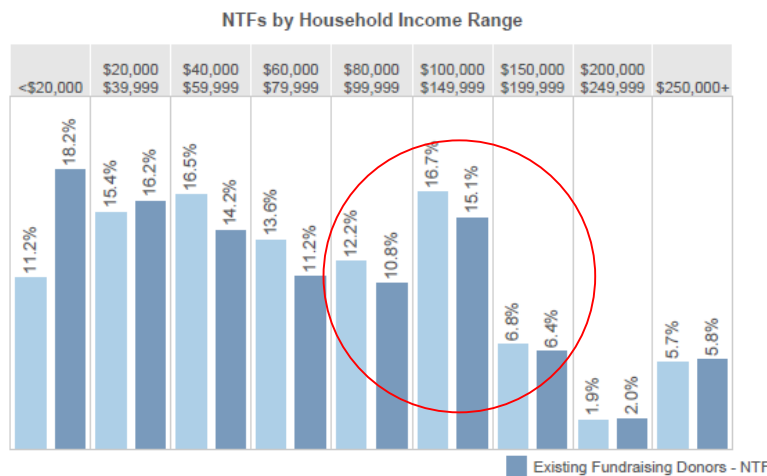
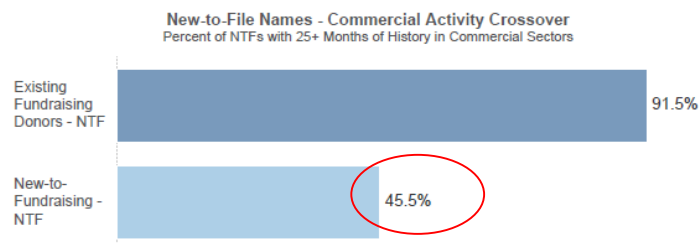
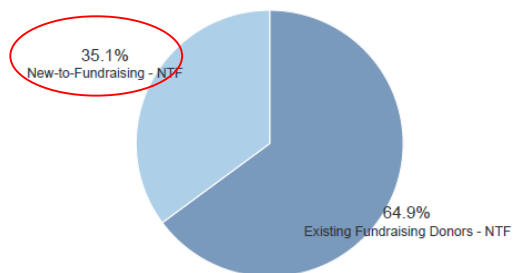
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Reports reflect consumer data supplied to Wiland by client. Consumer records identified by Wiland as duplicates are consolidated. All monetary values use gross revenue. CONFIDENTIAL & PROPRIETARY.

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New to Giving Donors – A Covid Phenomenon?

Animal Protection & Welfare



From an ongoing Wiland research project ...

Wiland identified millions of “new to giving” donors from March 2020 to March 2021 which spanned all charity categories

1st charitable gift ever within our data coop

They’re younger and slightly over index in higher income ranges

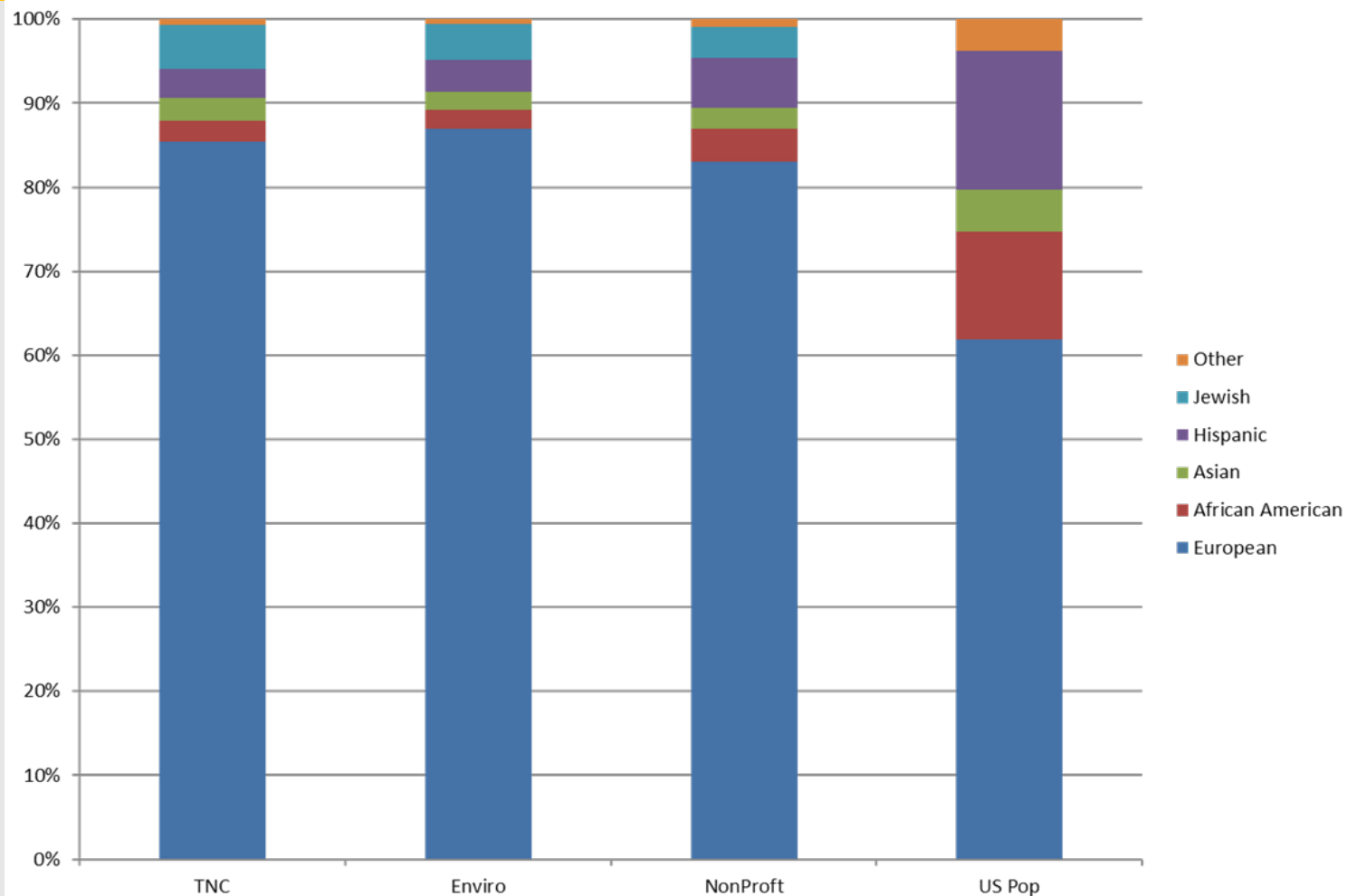
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Diversity Challenge for Institutional Giving



- Diverse Audiences DO give
 - Church
 - Community
 - Family
- Diverse Audiences give LESS to Institutions

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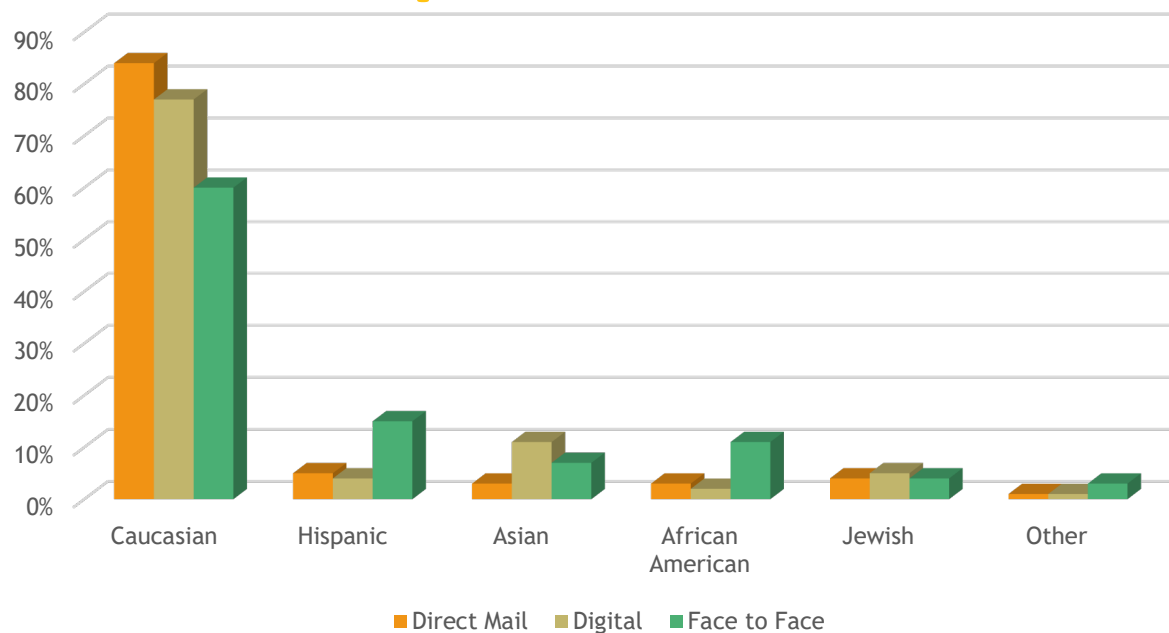
How to find a younger and more diverse audience?

- **Expand Existing Channel** – Incremental changes can drive change in donor diversity and age
- **Develop New Channel(s)** – Acquire donors through different known channels with demographic shift as a secondary outcome
- **Diverse Audience Acquisition Strategies** – Develop a NEW diversity acquisition program

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TNC - Diversify Through New Channel Acquisition



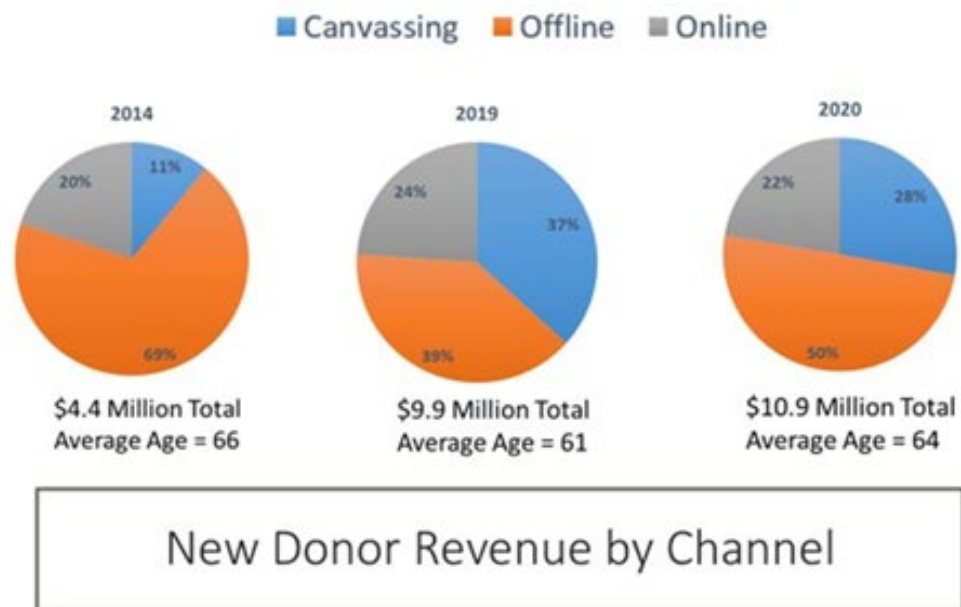
- Channel diversity strategy first with demographic outcomes which align to overall organizational goals
- Direct Mail - 85% Caucasian
- Digital – 77% Caucasian
- Face to Face – 60% Caucasian

	Direct Mail	Digital	Face to Face
Caucasian	84%	77%	60%
Hispanic	5%	4%	15%
Asian	3%	11%	7%
African American	3%	2%	11%
Jewish	4%	5%	4%
Other	1%	1%	3%

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Diversifying channel provides multiple benefits



- Reduced dependency on direct mail
- Drives a younger audience
- Expands overall program by meeting overarching KPI's

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COVID-19: A Perfect Storm



Huge spike in need/hunger



Decrease in available food supply



Decrease in volunteers

Media attention followed, providing an urgent need to support our cause

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A Rising Tide Lifts All Boats

- Featured in **200,000+ news stories**—4Xs more coverage than FY19.
- Largest **news outlets** that covered our COVID response: CNN, NBC News, ABC News, Associated Press, Forbes, PBS News.
- Highest-reaching **national stations and shows** aired stories, including “Good Morning America,” “Face the Nation” and the “TODAY” show.
- **Social media** —Facebook, Twitter and Instagram—all experienced audience growth, with the latter having a 100% audience growth from PY; social media channels reached more than 1.2M people.
- **Donated media** — nearly 42% increase from the prior year.
- **Special events** included NBC’s “Parks and Recreation” telecast, FOX’s “iHeart Living Room Concert for America” hosted by Sir Elton John, and ABC’s “The Disney Family Singalong”.

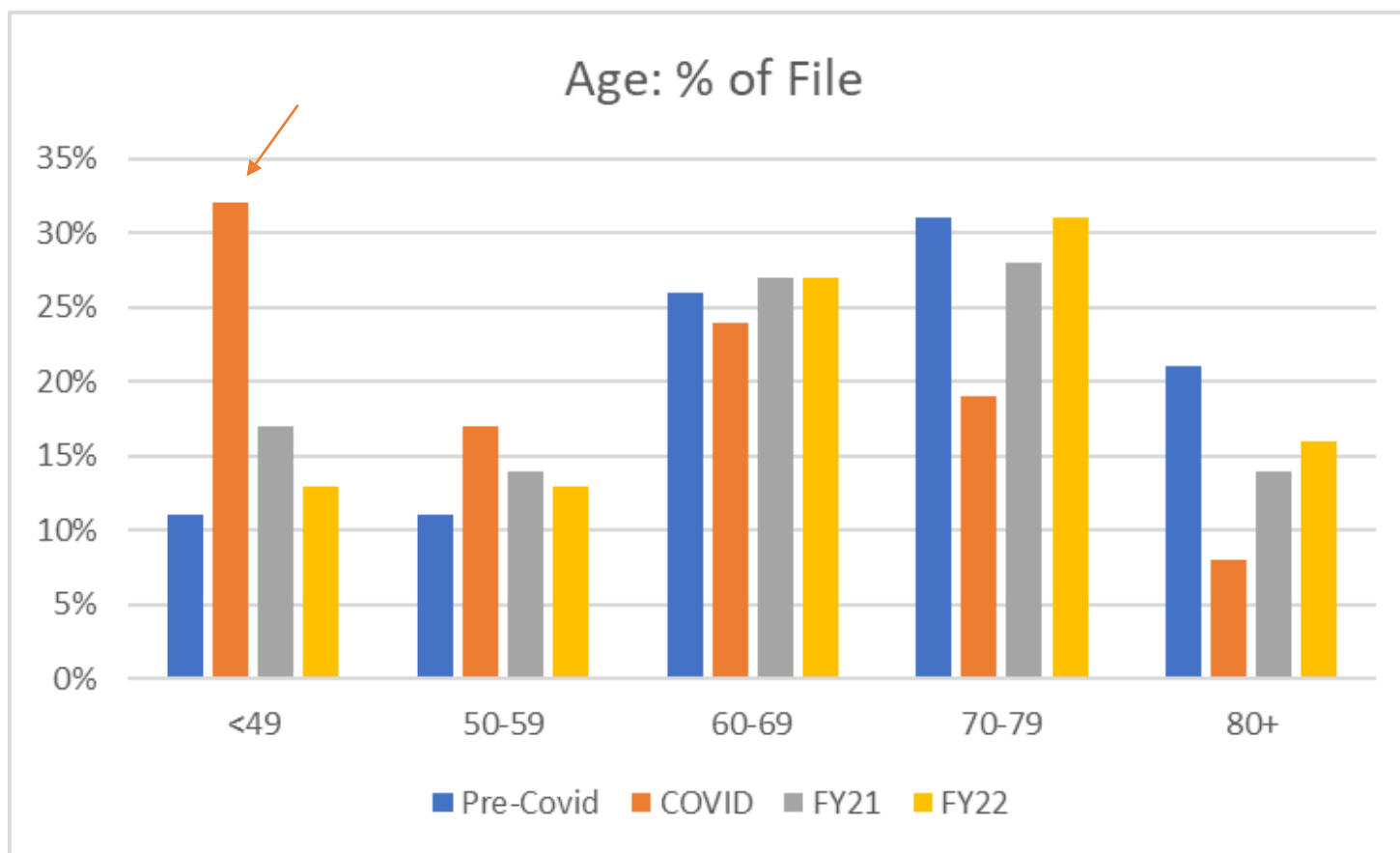
Donor file grew 4X

Giving shifted from
70% offline to 70%
online (FY19 vs. FY20)

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Feeding America's Donor Profile Shift: AGE



- Largest increase was in the <49 age band
- Pre-COVID, almost **80%** of our donors were 60+
- At the onset of COVID, **only 54%** were 60+
- Giving is trending back toward pre-COVID ages

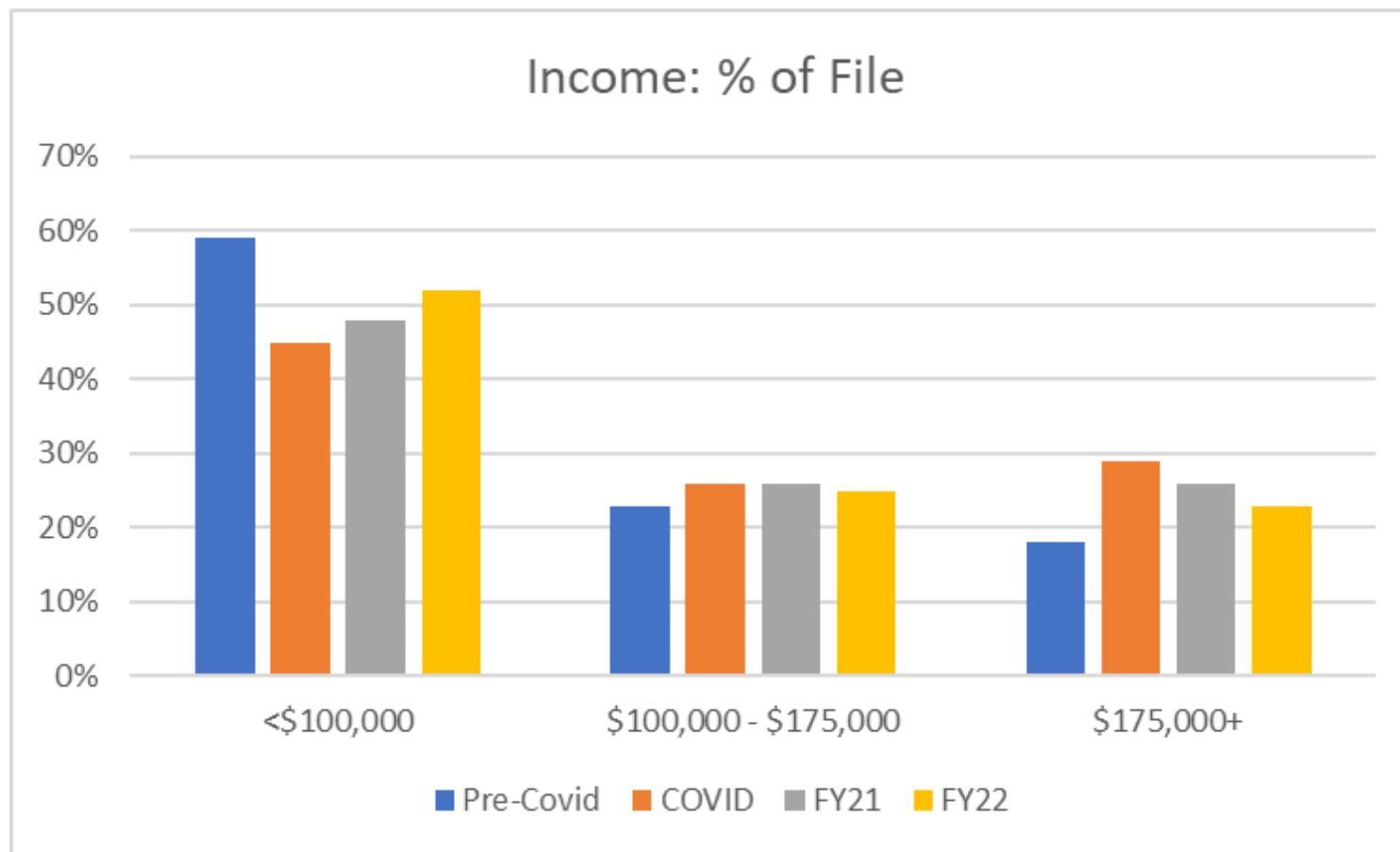
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Feeding America's Donor Profile Shift: INCOME



- Largest increase was among donors with income above \$175,000
- Pre-COVID, almost **60%** of our donors had income <\$100,000
- Donors shifted to higher income – gradually moving back to pre-COVID volumes

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Omni Channel COVID Reactivation Campaign

- **488K new online COVID donors between 3/13/20 – 6/30/20**
 - 75% had not made a second gift as of 3/10/21
- **Donors received normal email cadence but very minimal touches offline since initial gift**
- **Concept: Utilize personalized messages from Feeding America's CEO to:**
 - Thank donors for their generosity - calling out past gifts (date/amount)
 - Remind them of the urgent and lasting nature of the crisis
 - Provide impact of their past gift
 - Invite them to give again

Omni Channel Goal

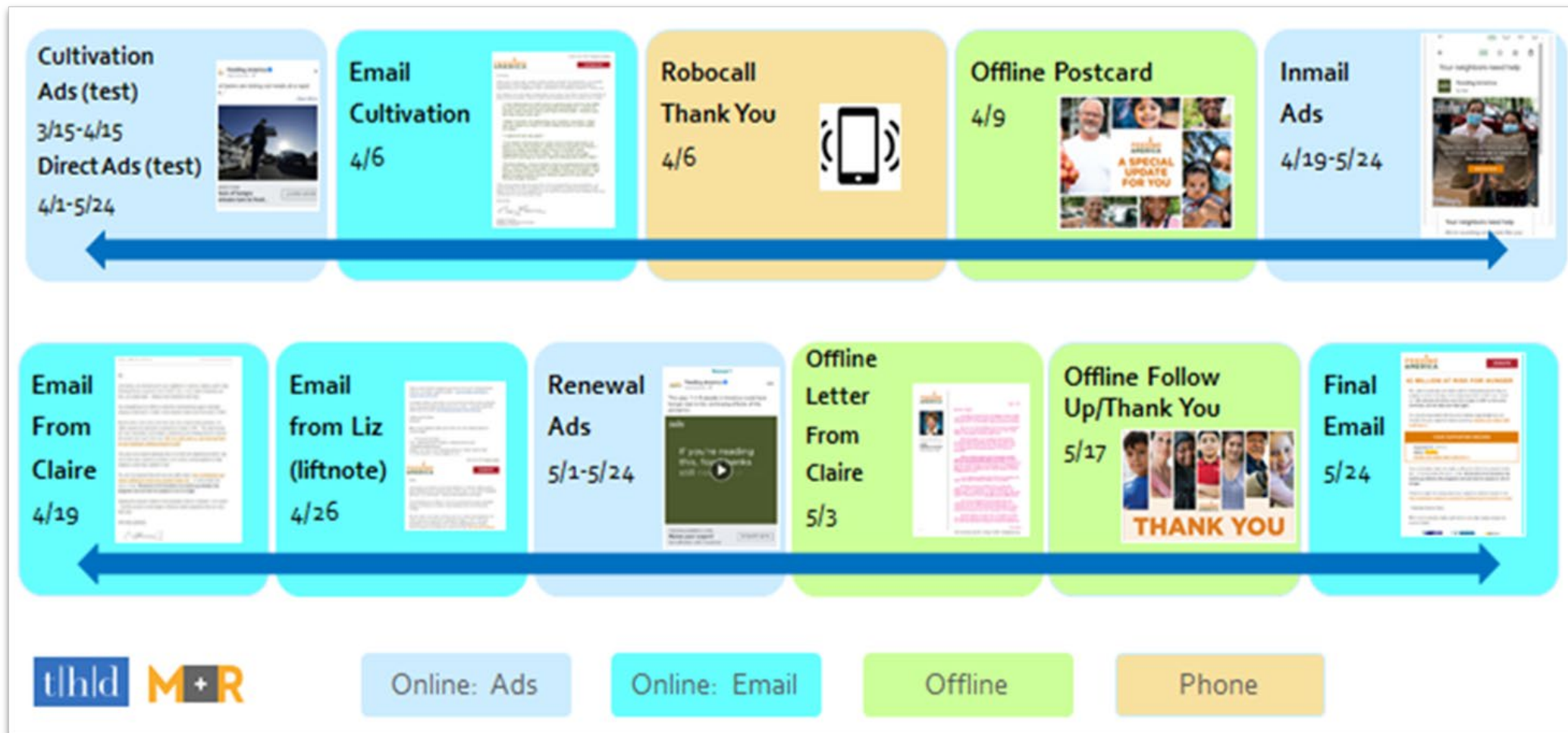
Reactivate 1X COVID donors by using

- **the same message**
- **at the same time**
- **to the same audience**

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Omni Channel COVID Reactivation Campaign



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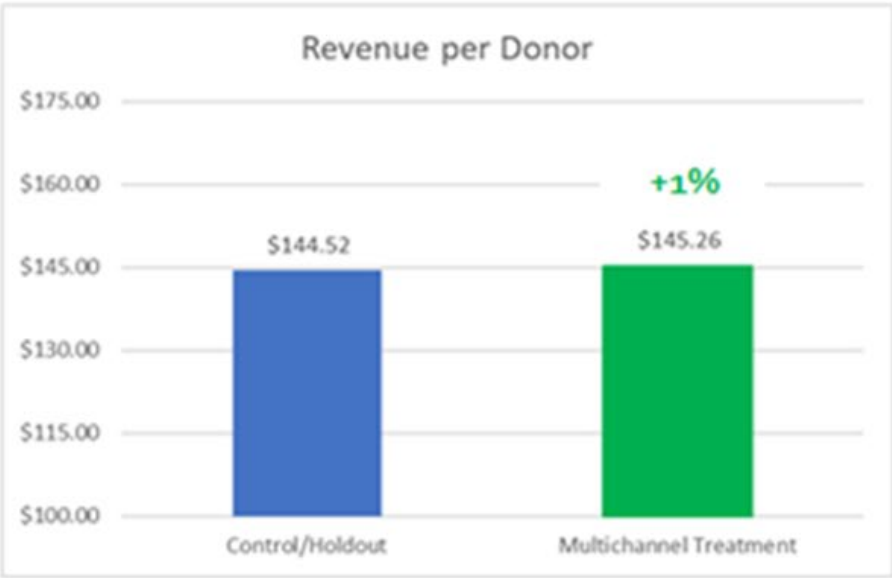
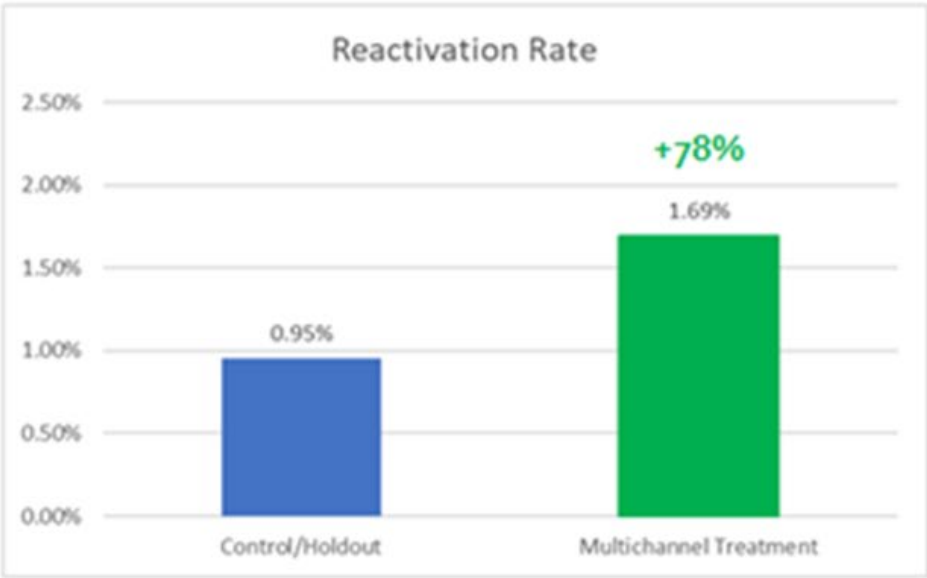
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Omnichannel Drove a 78% Higher Reactivation Rate

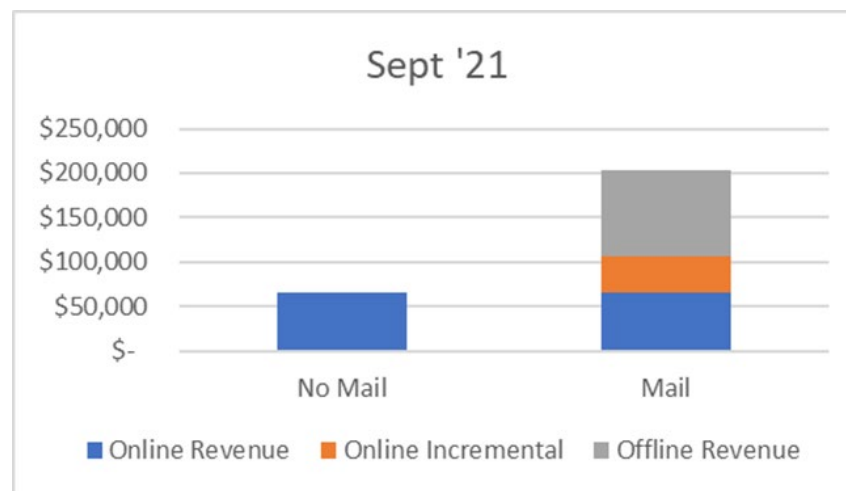
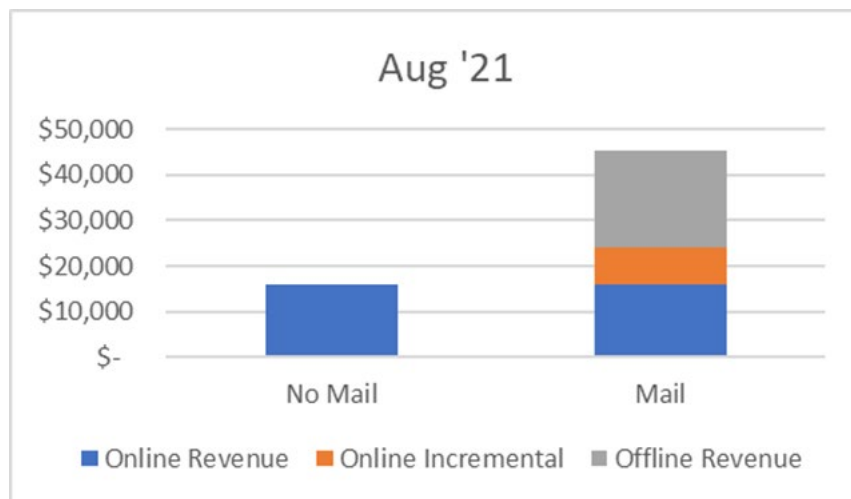
- As compared to the holdout audience, Multichannel treatment drove a 78% higher Reactivation Rate and maintained donor value



Applying current retention and donor value trends, the 2,347 incrementally reactivated donors will be worth \$1M in revenue over next 3 yrs.

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Lapsed Online Donors Generate Incremental Giving



- Audience – lapsed donors, new to file during COVID, only gave online
- Overall **incremental** revenue substantially higher
- Incremental campaign revenue continued to be split 70% offline and 30% online

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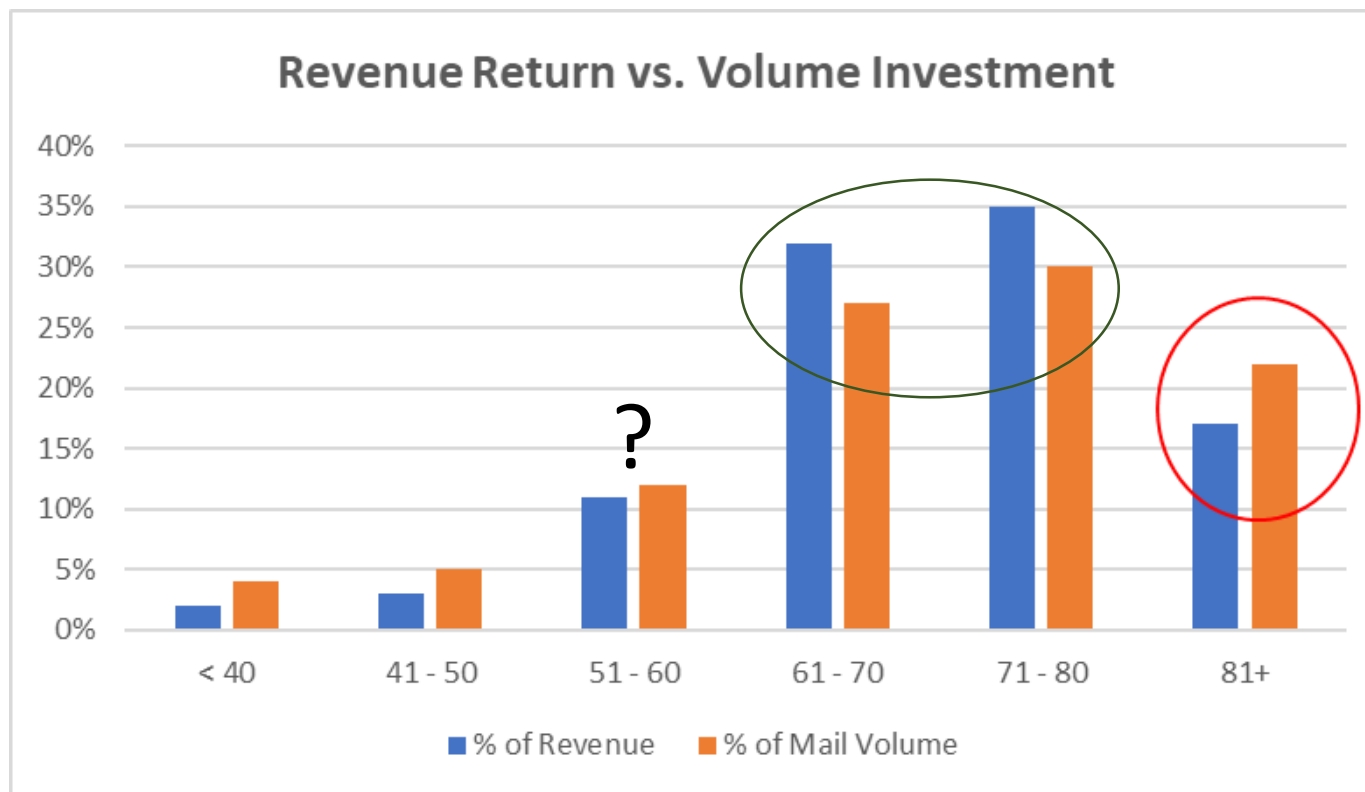
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Acquisition Direct Mail Selection

Analysis reviewed significant age skews:



- **Sweet Spot:** 61 – 80 age band yielded higher % of revenue than the mail composition
- **Overexposed:** 81+ age band delivered only 17% of revenue despite investing in 22% of mail volume
- **Opportunity:** 51 – 60 age bands delivered balanced revenue vs. mail volume investment

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Change Selects to Modify File Makeup

- Target younger donors via “age band” models (Wiland)
- Expand age-based selection methodology to additional coops
- Apply age cap within existing models, i.e., exclude everyone 80+, forces volume to lower ages
- Explore responder/non-responder models (Wiland) vs. traditional look-a-like models
- Source higher value donors – this has had a huge impact on results and retention

WATCH OUT FOR:

- Changes will happen over time – not a quick fix
- Pushing selection into younger age bands needs constant monitoring
- Use attribution on a regular basis to understand which lists are driving online response – particularly necessary for the age band testing since we know they respond online

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THANK YOU!

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