

# Bow Wow Wow!

*How New Trends, Integrated Marketing and Digital Best Practice Can Help Fuel Your Fundraising Success in 2024*

**STRATCOM**  
STRATEGIC COMMUNICATIONS

**hjc**



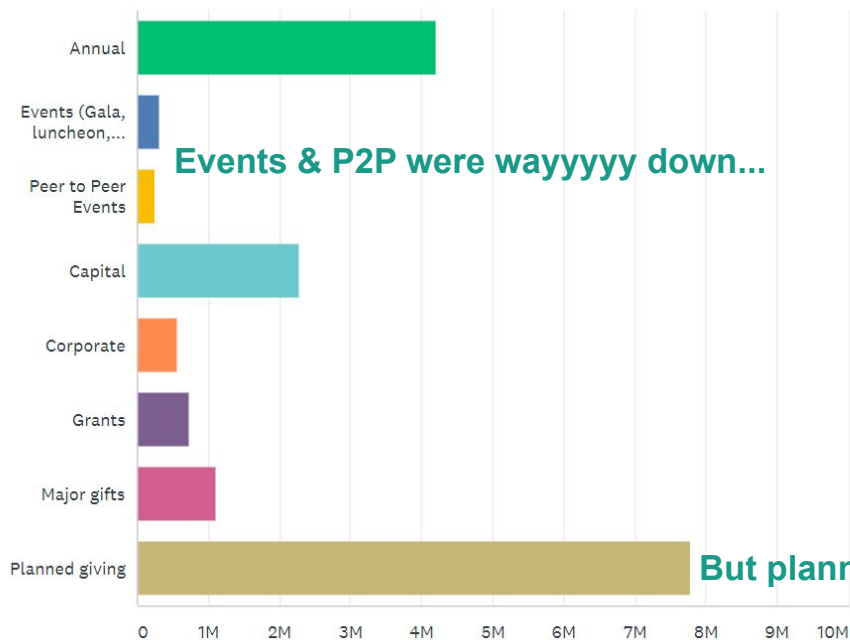
Webinar 

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**A look at some past studies to fuel  
your success in 2024 and to frame  
our conversation**

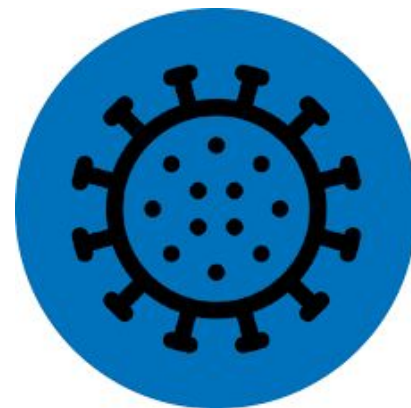


When we last checked two years ago...



Events & P2P were wayyyyy down...

But planned giving was up...

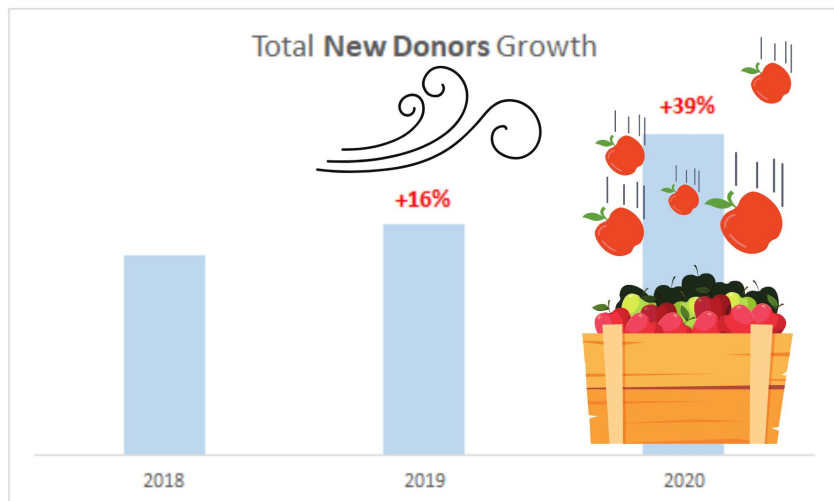


What do we think now?





# The “COVID Windfall”



COVID created a need - and promoted the mindspace for more donors to rise to the occasion.

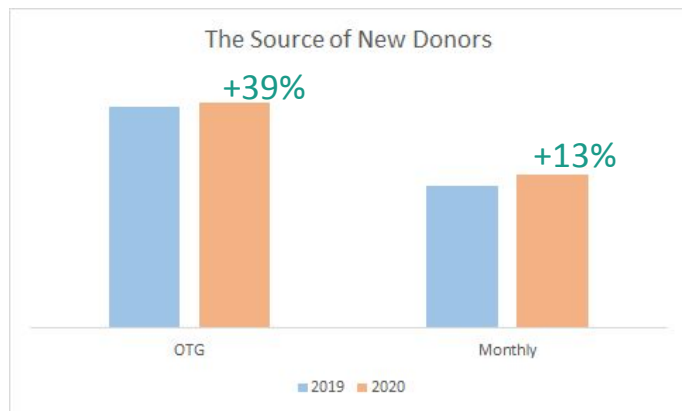
In short, COVID shook the new donor tree.

**Where is donor acquisition now?**

**What's working and what's not?**



# Fortuity & Opportunity for Monthly Giving!



There was a surge of single gift donors...

Did we learn how to convert them more effectively to monthly giving?



Have we carried conversations  
of mortality forward?

**34.4%**

of existing donor  
estate files informed  
they'd left a gift in  
their will

**\$116,933**

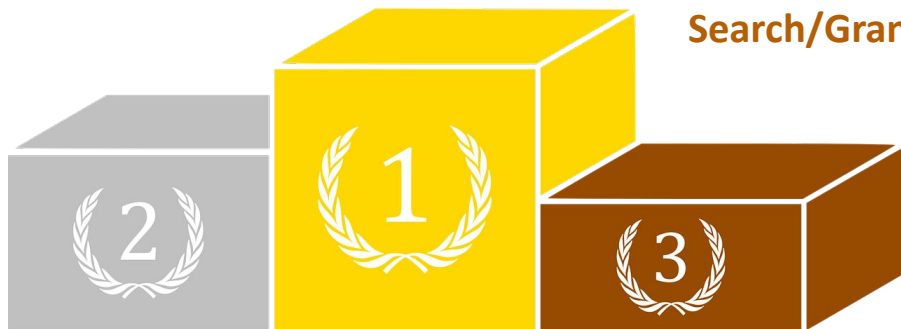
**Average Bequest**



## Email

Facebook

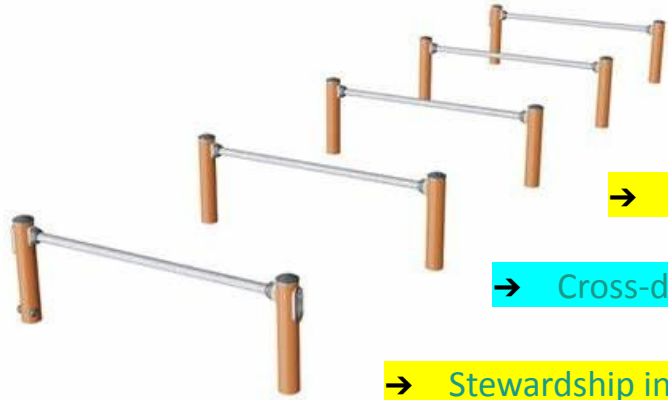
Google  
Search/Grants



*The Top 3 Sources of  
Digital  
Revenue...two  
years ago. Still true?*



# Are these the same hurdles two years later?



→ Budgets

→ Economic unknowns

→ Postponed in-person fundraising

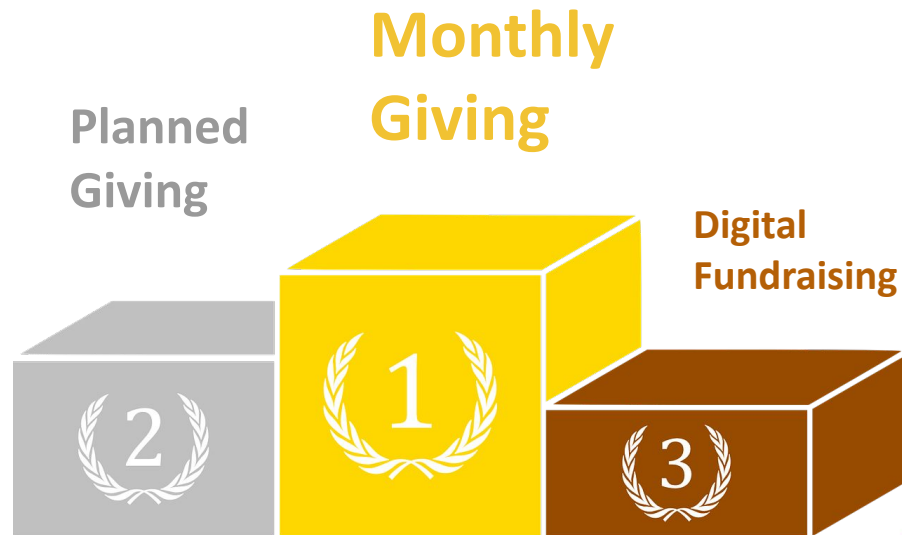
→ Cross-department communication and interaction limits

→ Stewardship in an uncertain landscape

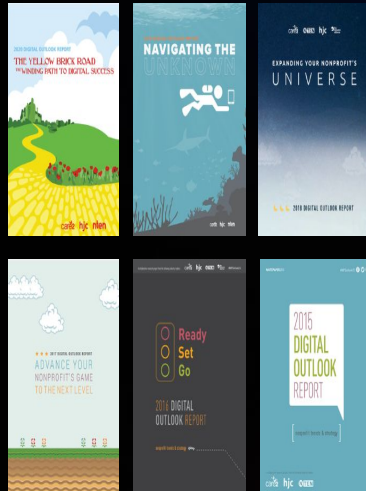


## Is it the same podium?

Here were the Top 3 Things  
your organization can do to  
*prepare and prosper.*



2023



/intro

“

Then she began looking about, and what could be seen from the old room was common and uninteresting, but that which was as different as possible from anything she had ever seen before.

Alice, Through the Looking Glass

Nearly all supporters and social impact organizations depend more and more on the digital world to communicate, to inspire and, most importantly, to raise funds.

Nearly all supporters and social impact organizations depend more and more on the digital world to communicate, to inspire and, most importantly, to raise funds.

However, the digital world is no longer what we once knew. Similar to when Alice in "Through the Looking Glass" noticed, "that what could be seen from the old room was quite common and uninteresting, but that all the rest was as different as possible" we're seeing common practices continue but AI and machine learning is changing the digital world at a rapid pace.

Every organization should be asking some very important questions at this crucial juncture of digital. Let's start with this one:

- Will SEO even matter in 2 years?

Why would I even answer is coming is getting ahead of its content and to improve its SEO.

Next question:

- Are organizations using ChatGPT is the suggestions system ChatGPT to recommend to colleagues and our colleagues are of Development Without Borders because of the 6000 to decide what charities to recommend to people.



# Overall fundraising budget earmarked for digital spend is up

- organizations are planning to spend more in digital
- More organizations are planning to spend more

 12%

# Digital is key to the future and here's what the sector is saying are the challenges...



Talent wars



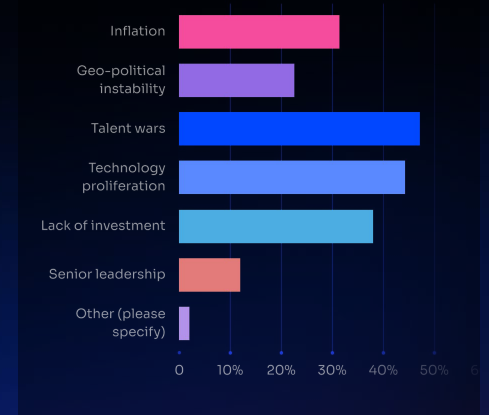
Lack of investment  
for digital



Technology proliferation



AI &  
machine learning



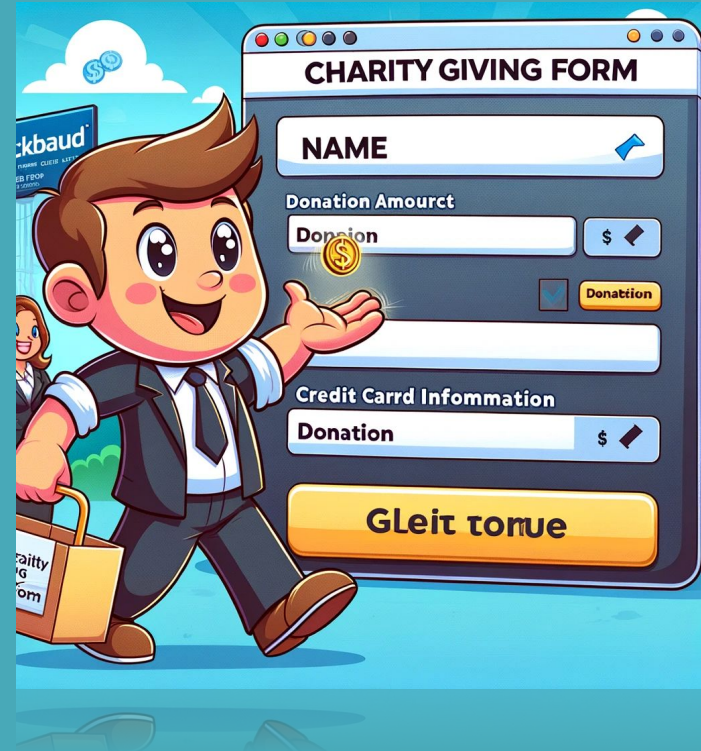
The Hidden Challenge:  
Using Behavioral  
Science...



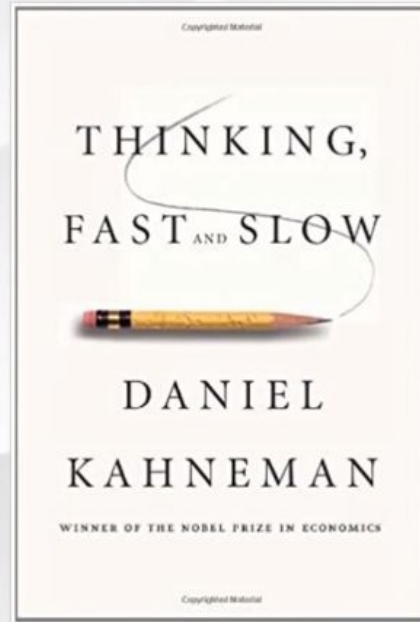
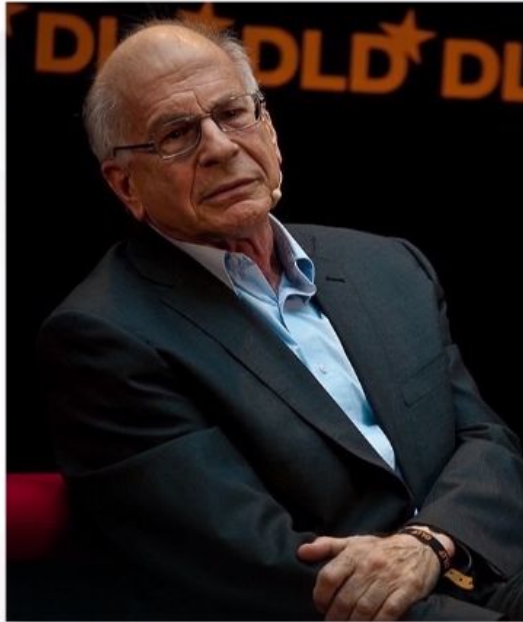
USER BEHAVIOR

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# In 10 minutes: How can Behavioral Science fuel your success in 2024?



# Daniel Kahneman's Theory



At a fundamental level, people think in two different ways:



# Two Systems of Thinking: The Taco Bell Example

## System 1



- Aims to elicit a visceral reaction that appeals to your sense of hunger



# Two Systems of Thinking: The Taco Bell Example

System 1



- Offers verbal and numeric information
- Engages the more diligent and slow system

System 2

Spend \$15+ and get  
**50% OFF** NACHOS PARTY PACK with **\$0** DELIVERY FEE\*

TACO BELL | DOORDASH

\*Ends 10/24/20. Only with purchase of a Nachos Party Pack. TACO BELL AND LOGO are Registered Trademarks of Taco Bell IP Holder, LLC.

A promotional advertisement for Taco Bell's Nachos Party Pack. The background is purple. At the top, white text reads "Spend \$15+ and get 50% OFF NACHOS PARTY PACK with \$0 DELIVERY FEE\*". Below the text is a large, appetizing image of a Nachos Party Pack in a brown cardboard tray. At the bottom left are the Taco Bell and DoorDash logos. At the bottom right is a small disclaimer: "\*Ends 10/24/20. Only with purchase of a Nachos Party Pack. TACO BELL AND LOGO are Registered Trademarks of Taco Bell IP Holder, LLC."

“

We're cognitive misers.

—Nobel Laureate  
Herbert Simon

”

# The Two Systems of Thinking: The Big Picture

**Slow**

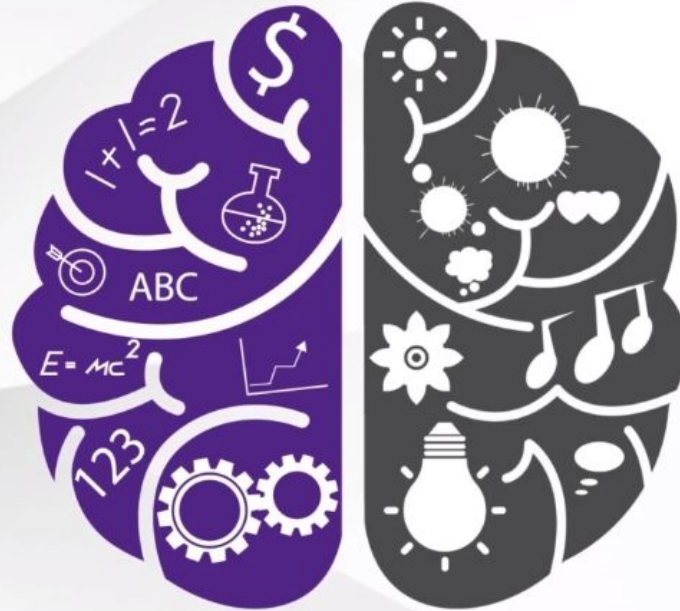
**System 2**

Deliberate

More effortful

More accurate

Only relevant  
information is  
processed  
by system 2



**Fast**

**System 1**

Subconscious

Effortless

Prone to errors

Most information  
is processed  
by system 1

We process visuals 50,000 times faster than text. We want to drive decisions with Systems 1 and not move to 2

## Attention Drivers: Physical Attributes of the Object

**Colors** attract attention. Red, orange, and yellow colors usually get noticed first.



Images tend to get more attention than words.

Moving objects attract more attention than static ones.

Centrally placed objects draw more attention.



Distinct objects draw attention.

**Large**

objects draw more attention than small ones.

# The Impact of the Decision Context

## Print



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**12 weeks for only €20**

Subscribe now \$59

Student and gift  
options available

32%  
16%

## Print and digital



Weekly print edition  
Economist.com

*The Economist* app for iOS  
Weekly classic digital edition app  
Espresso, our monitoring briefing

**Introductory offer**  
**12 weeks for only €20**

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## Digital



Economist.com

*The Economist* app for iOS  
Weekly classic digital edition app  
Espresso, our monitoring briefing

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Student and gift  
options available

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The two blue circles are exactly the same size; however, the one on the right appears larger.

If perception is so influenced by context, how should we test and think of our online forms?

## Context Influences Evaluation: Visual Perception

Ebbinghaus illusion



## Selecting the Choice Options

The attraction effect



Small \$3



Large \$7

## Selecting the Choice Options

The attraction effect



Small \$3



Medium \$6.5



Large \$7

# Influence of Context on People's Decision

## **The attraction effect**

Adding an inferior option can increase the share of the option that is clearly superior to it

## **The compromise effect**

Reflecting peoples' tendency to favor the middle or the least extreme option regardless of its actual performance



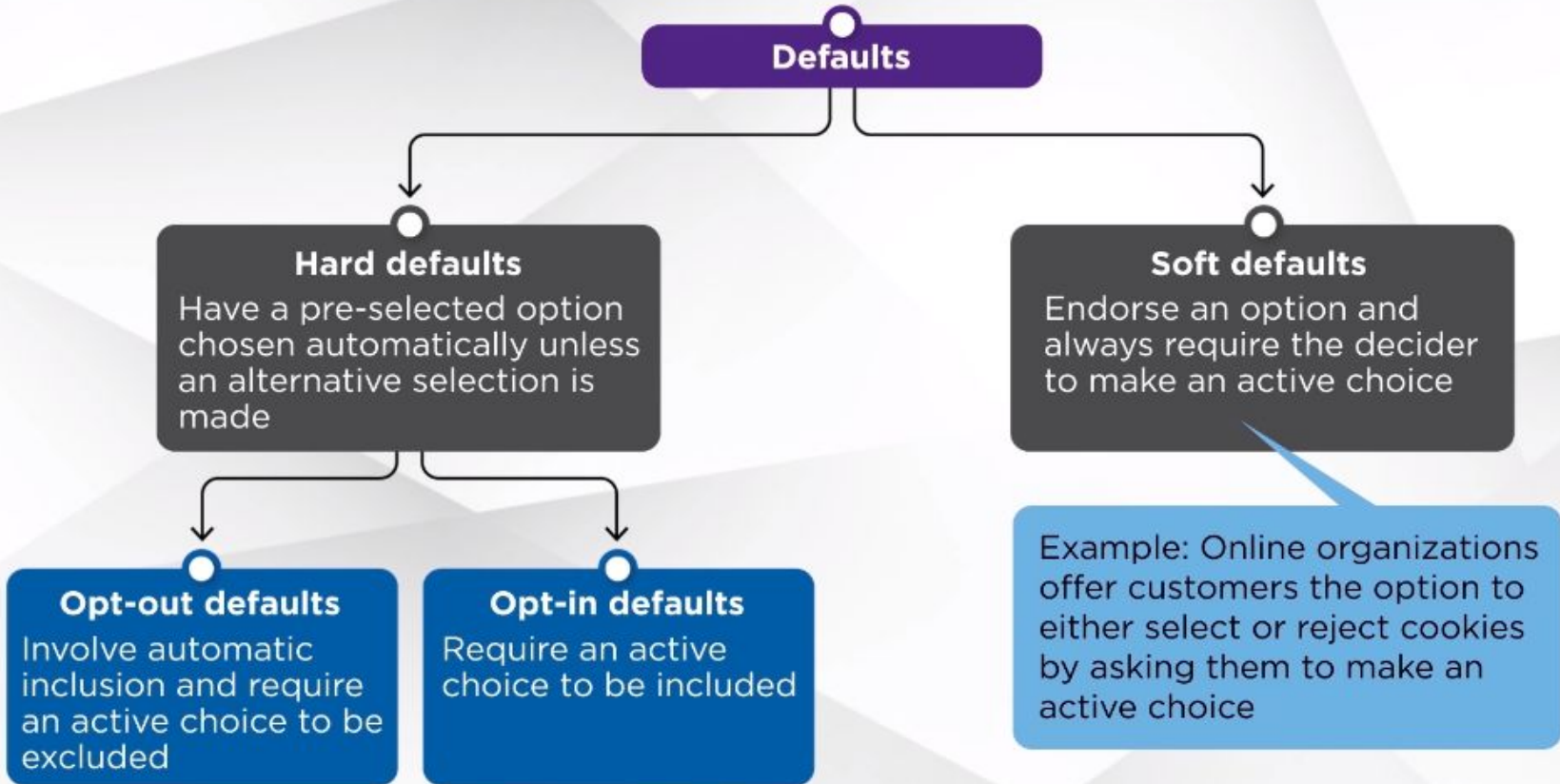
# Selecting the Choice Options: The Compromise Effect

Example: Soft drinks



Participants showed a strong preference for the middle options regardless of the actual size of the drink, and this is the power of the compromise effect

# The Two Types of Defaults





## Donate to Doctors Without Bo



Tanzania © Erwan Rogee/MSF

Your Gift:  \$50  \$100  \$250  \$500  \$1000  Other

I would like this to be a monthly gift.

I would like to make this gift in honor or memory of someone.

Payment  
Method:



Now I want you to take what you've learned in this last section and come up **ONE** change or improvement to the donation form from MSF USA on the left.

To help you out, remember the concepts below:

1. Systems 1 and 2
2. Decision Context
3. Visual Context
4. Compromise Effect
5. Attraction Effect
6. Simple Criteria
7. Defaults



Donate now. **Help save lives.**



Tanzania © Erwan Rogard/MSF

Thank you for supporting our lifesaving work.

YOUR GIFT:

\$75

Other Amount

**\$250**

\$500

Color Centre Red  
On average donors give at this level

Social Proof System 1

Default

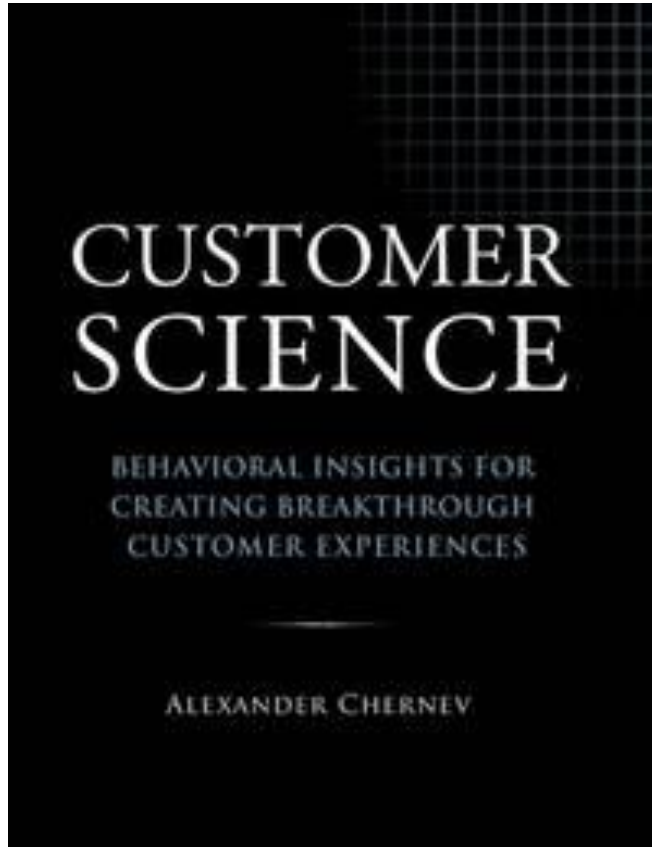
Attraction and Compromise Effect

- I would like this to be a monthly gift.
- I would like to make this gift in honor or memory of someone.

# With Behavioral Science applied to the forms - good things happened!

- Average gift: +25%
- Number of \$250 gifts: +34%

# Two Good Books!



## EMOTIONRAISING



How to astonish, disturb, seduce  
and convince the brain  
to support good causes

**Francesco Ambrogetti**

*"Emotionraising is a modern fundraising classic  
that no reflective practitioner should be without."*

*—Adrian Sargeant, PhD*

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# A.I. in 10 minutes... here we go

Predictive & Generative

Crystal ball & creative power house



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# The Usual Suspects

**Security** - If your policies now are secure, then you just need to apply the same to AI.

**Privacy** - Again, your Privacy policies should be able to extend into AI. If AI worries you then it is your policies and policy compliance you need to reflect on.

**Equity** - Controlling the bias of a program is a lot easier than undoing a lifetime on biases.

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*There is no greater risk than not embracing this change... and human error.*





# Way beyond content generation

- Strategic Partner
- Donor Engagement Strategist
- Fundraising Assistant
- Data Analyst
- Content Creator
- Research Aide
- Administrative Helper
- Support Agent
- Language Translator
- Program Planner
- HR Assistant
- Policy Developer
- Training Facilitator
- Creative Brainstormer



# Search, Marketing, and trying not to PANIC

- Keywords and SEO relevance?
  - Available data and content that matches the user's expressed interests.
  - The presence of the charity in relevant user searches and its engagement on digital platforms.
  - User **reviews**, ratings, and the authority of the charity within its field.
- How will you get to the top
  - Is the future in affiliate marketing?
  - How will you know where traffic is coming from?
  - How will you acquire?
  - What if Search was gone a year from now?



# But, like HOW?!

*Chat GPT  
CoPilot  
Cassidy  
Futurepedia*



Chat GPT - Massive data dumps  
(ANONYMOUS) get to know what you  
don't know

Copilot - Time to overhaul how you deal  
with incoming email to donor services...  
and anything and everything in your org.  
Microsoft 365 users only

CassidyAI - not on Microsoft? No  
problem. Next level and the easiest way  
to deploy a chat bot ever. Highly secure,  
but may cost more.

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# In 10 minutes: Adapting your Advertising to 2024's Digital Landscape





“

Nonprofit digital ad spends increased by 28% in 2022, with nonprofits reinvesting \$0.11 in digital ads for every dollar of online revenue.”

-M+R 2023 Benchmarks



# AI & Digital Advertising

- Strategy Development
- Audience Targeting
- Ad Copywriting
- Keyword Research
- Content Ideation
- Performance Analysis





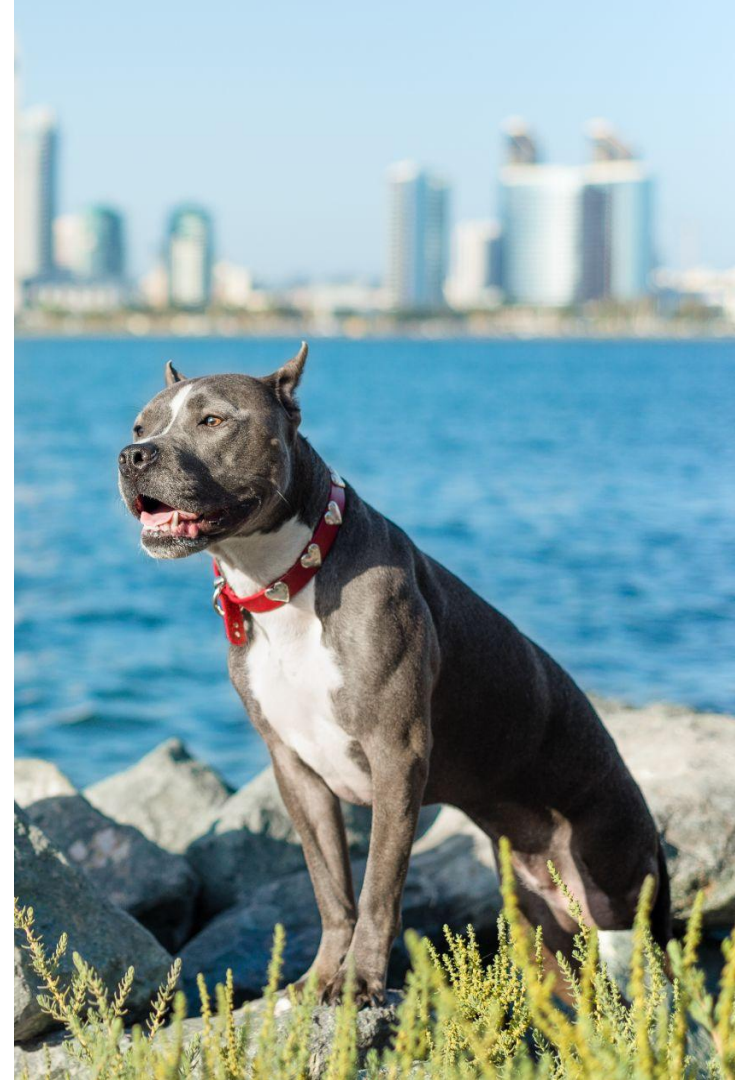
# Adapting your Advertising to 2024's Digital Landscape

- Utilize Advanced Targeting and Personalization
- Embrace Innovation and Emerging Technologies
- Think Mobile-First and Cross-Device Optimization
- Keep up and adhere to Data Privacy regulations
- Continuous Measurement and Optimization

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# In 10 minutes: Why integrating phone & text is more important than ever





# Why integrate digital strategies with phone or text?

- Practically everybody has a smartphone
- Smartphone ownership: US – 85%\*, Canada – 88%\*\*
- Using Live Agents offers true interaction and a human touch
- Smartphones can be contacted in multiple ways
  - Live call
  - Text
  - Browser – landing page, donation page, social media, etc.
  - Broadcast voice message
  - Telephone town hall

\* Pew Research Center, \*\*Statistics Canada

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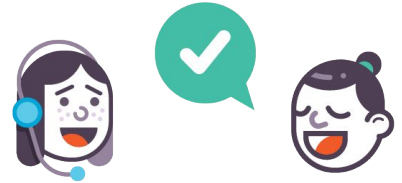


**"The medium is the message"**

-Marshall McLuhan

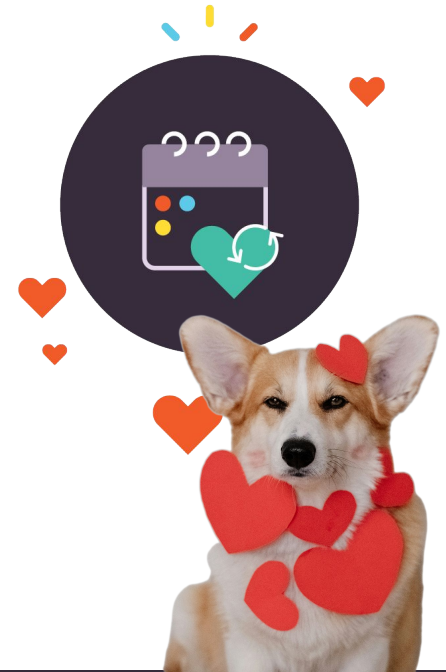
# What advantages are offered by phone?

- Live agents can build rapport and trust
  - Needed to get credit card info
  - Highly persuasive channel
- Highly effective when paired with digital lead generation
- Very effective in converting monthly donors/sustainers
- 16-20 months to breakeven on digital lead conversion



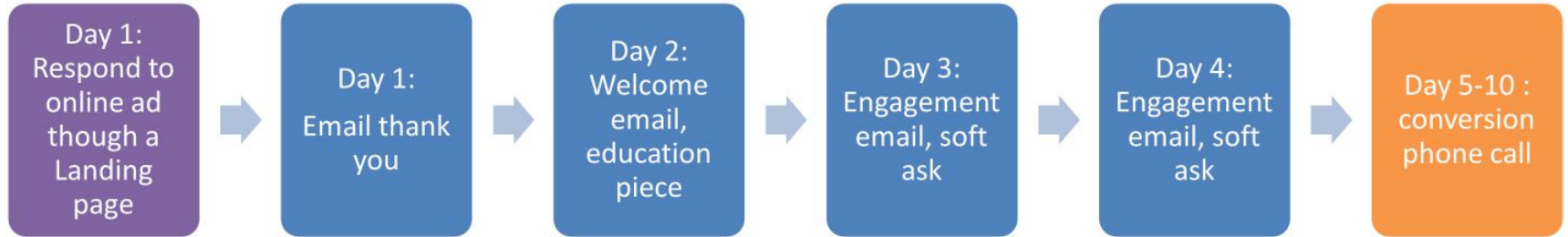
# Why is phone so effective for monthly giving?

- It's a human touchpoint to keep you top of mind
- Cuts through online noise
- Monthly is a tough ask
  - Long-term commitment
  - Asking for credit card for long-term storage
- Donors can ask questions
- Objection handling further builds donor confidence



# Integrated Donor Journey

The best practice for a donor journey takes about 10 days and should involve the following touchpoints:



- Capture phone - preferably mobile
- Cultivate donors with email or text welcome series
- Make phone contact as soon as possible - ideally within 10



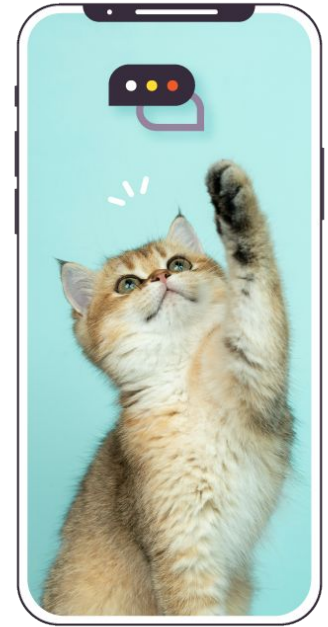
# Some Examples of Phone integration from BCSPCA

- BCSPCA runs social media campaigns with creative value exchanges
  - Think and Thump
  - Emergency Stickers
- Great creative drives generation of thousands of digital leads every year
- Stratcom converts these to monthly donors throughout the year
- Another integration: converting BCSPCA's lottery players to monthly

BCSPCA

# What advantages are offered by text (SMS)

- Effective and inexpensive way to cut through the inbox clutter
- 95% read rate
- Peer-to-peer conversations builds rapport with donors
- Great for donor engagement and stewardship
- On a direct donation text expect 2:1 return on investment
- We don't know how text will change – but we know it currently works so get into it now





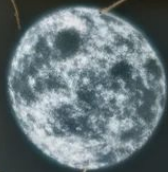
# Text integration takeaways

- Integrate Text with many of your other channels
- Opportunity to engage donors through a new marketing channel –
  - mention your text program in your emails
  - Re-engage your unsubscribed email donors
  - Stratcom clients get sometimes record high donation rates on email and online
- Integration is key - if you're working with a vendor to deliver different parts of your programs, keep them in the loop
- Collect cell phone numbers (and opt-in for US) on all forms, direct mail and donor services
- Use inbound text promotional strategies such as shortcode or text-to-give to build cell phone lists
- Shortcode or text-to-give list can be converted to monthly giving using phone

# Example of Full-year Text Planning

		Q1			Q2			Q3			Q4		
		Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug
SMS campaigns	Stewardship	Warm-up				Happy new year	Warm-up			Warm-up		Get radical	
	Monthly ask			Follow-up						Follow-up	Get radical		
	OTG ask			Giving Tuesday	Tax time			David's birthday	Earth day				
TM campaigns	Upgrade	Batch 1			Batch 2			Batch 3					
	Reactivation		Batch 1					Batch 2					
Digital campaigns	Monthly ask											Get radical	
	OTG ask			Giving Tuesday	Tax time			David's birthday	Earth day				
Direct Mail	Monthly ask											Get radical	
	OTG ask			Giving Tuesday				David's birthday					





# SPACE & STONE AGE FUNDRAISIGNIG 2024



2  
AD

10

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from 6 countries attend for  
2.5 hours a day of content  
designed just for animal  
welfare fundraisers



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*The only international fundraising  
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# Thank you

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