

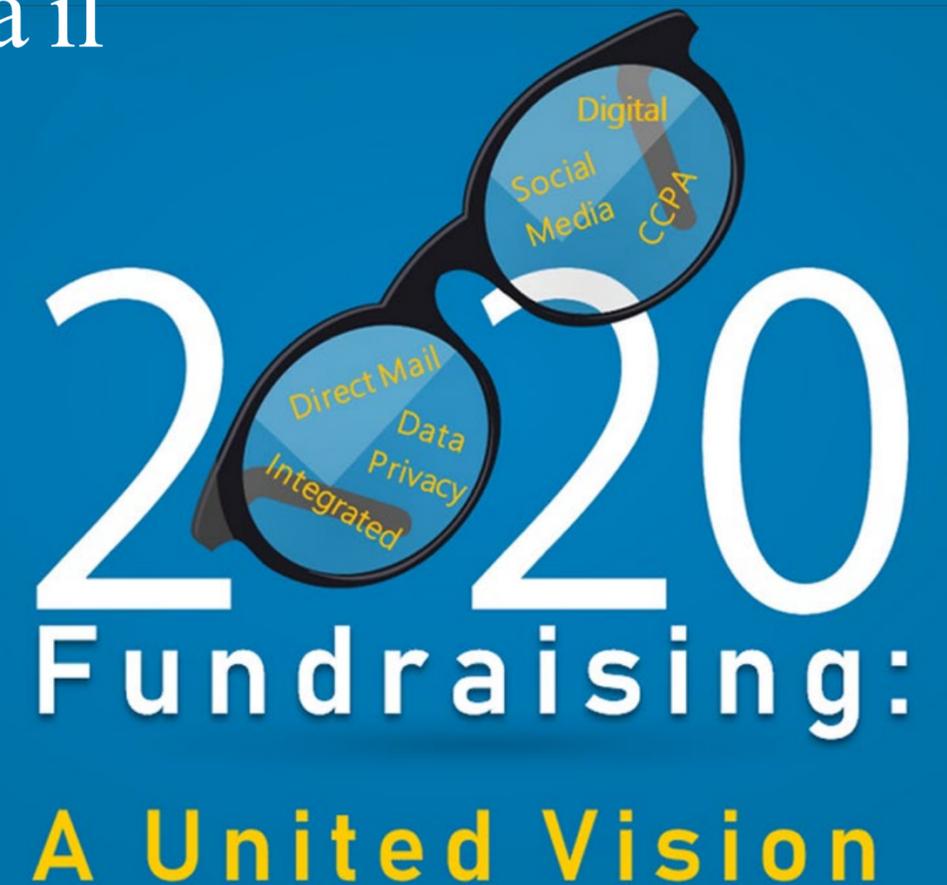
# Data Strategy Forum



## Driving Digital Donations with Direct Mail



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President  
Chapman Cubine Allen + Hussey



Sponsored by:



Wednesday, October 14 | 11:35 AM - 12:05 PM EDT

# TODAY'S OBJECTIVES



**How to create digital-friendly DM packages**



**Search and homepage optimization for DM recipients**



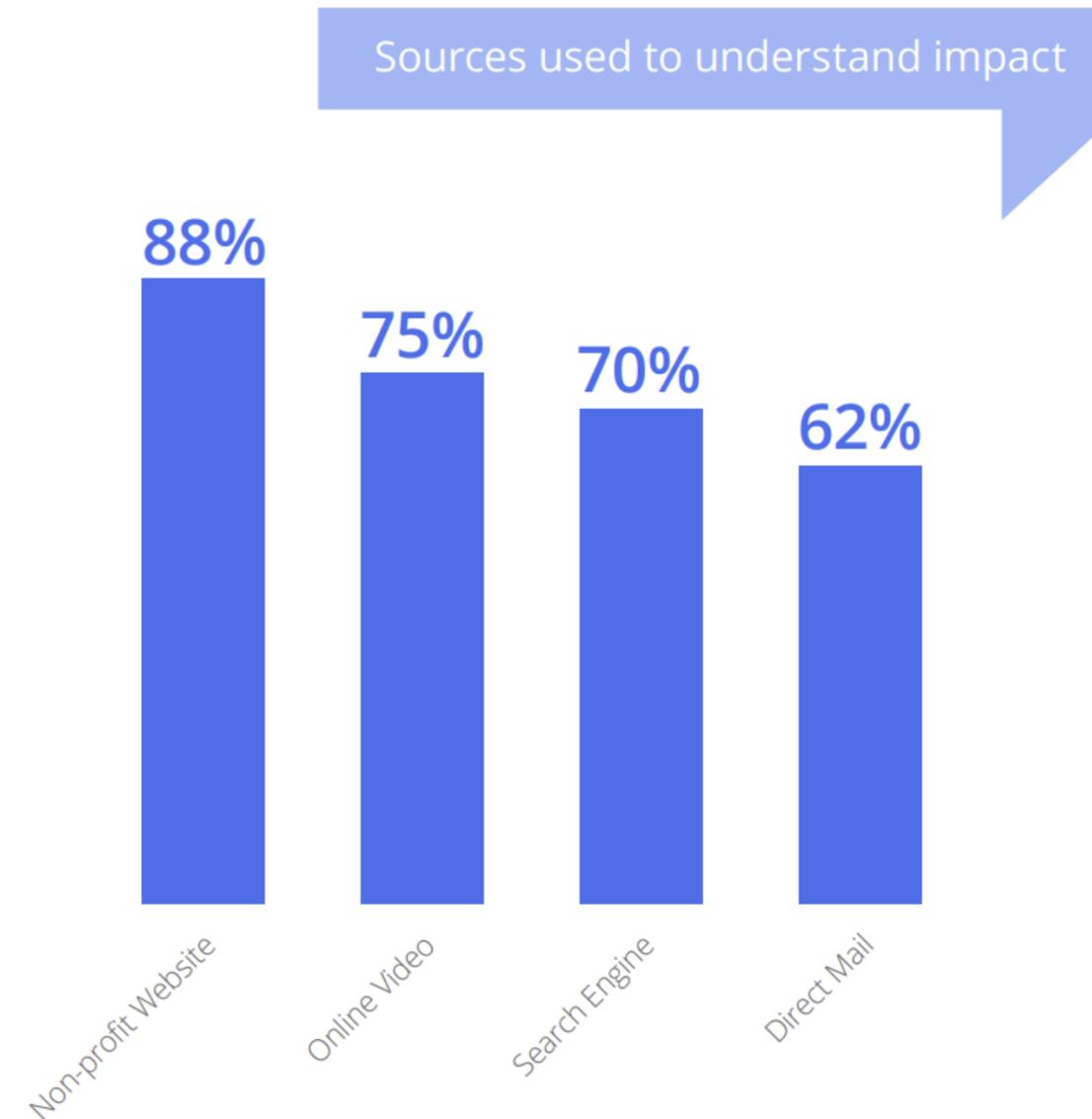
**Multichannel tracking, reporting and analysis**

Please submit  
questions  
throughout!

# WHY????

# IMPACT DRIVES DONATIONS

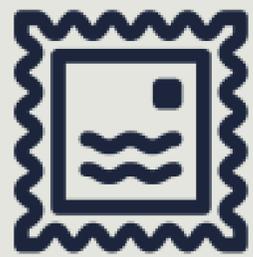
3 of the top 4 sources donors use to understand the impact of a non-profit are digital



- Think With Google

# DIGITAL GIVING IS HERE TO STAY

- Digital giving has seen **double-digit growth year-over-year** for several years
  - Nonprofits have reported a 77% increase in online revenue over the past 5 years!
  - Charitable giving in the first half of 2020 **increased by almost 7.5 %** over the first half of 2019
- Digital acquired donors *are more likely than DM acquired donors* to cross channels in their giving habits
- New digital donors have **lower retention** than DM acquired donors—*until they make a 2<sup>nd</sup> gift*
- Digital savvy people still check their mail!



## DIRECT MAIL

**35%** of donors say they prefer to respond to direct mail by giving online or via mobile devices

**50%** more donors respond to direct mail when receiving the same call-to-action across multiple channels

- MobileCause

# AND DIRECT MAIL ISN'T DEAD

- Direct mail still has a 37% higher response rate than email
- Direct mail still makes up a majority of most nonprofits individual giving revenue
- But campaigns that used direct mail and 1 or more digital media experience **118% lift in response rate** compared to using direct mail only
- Most DM prospects do research before deciding whether to give for the first time
  - And many donors don't decide right away!



Donors are three times more likely to give online in response to a direct mail appeal than an e-appeal.

- MobileCause

# DONORS TAKE TIME TO RESEARCH

More than 1 in 3 donors  
spend **over 2 weeks**  
researching



Fun Fact: *It takes 12-15 touches before a message becomes memorable to supporters*

- Think With Google

# DIGITAL RESOURCES ARE THE MOST USEFUL FOR DONORS

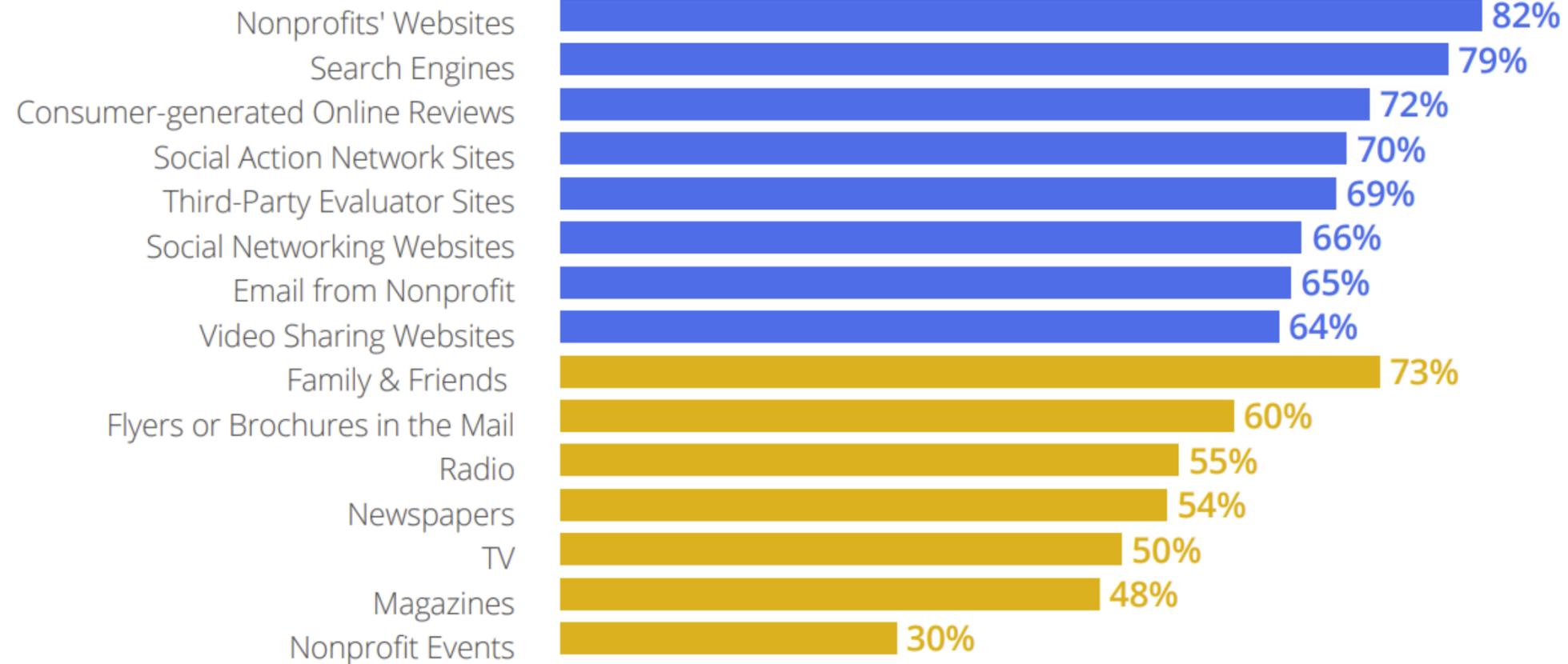
Most useful sources for researching non-profits



ONLINE SOURCES

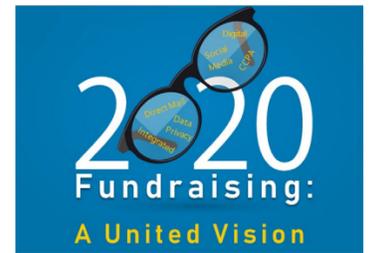


TRADITIONAL SOURCES



- Think With Google

# THE POWER OF MULTIPLE TOUCHES

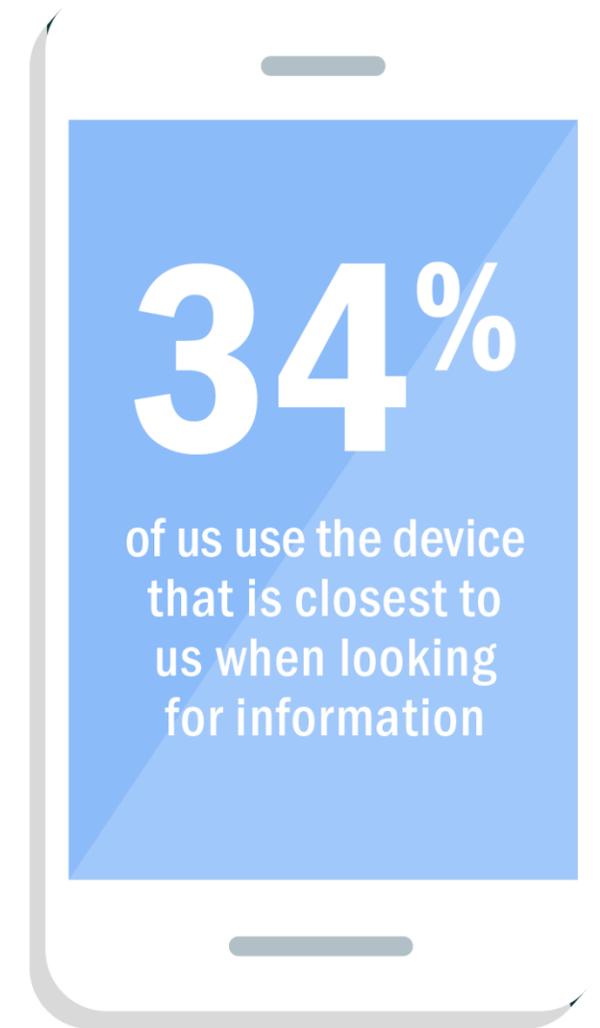


*There's no such thing as a single channel person!*

- Americans consume approximately 15.5 hours of media per day
- 90% of media touches are screen-based
- And we love to multi-screen!
  - While we all have screen preferences for certain activities, *we are creatures of convenience*



*"If I'm watching TV, I won't go upstairs to grab my laptop to follow up on a product I see. I'd just pull out my phone." - Sophie*



- Think With Google



CHAPMAN CUBINE  
ALLEN + HUSSEY

# CREATIVE BEST PRACTICES

- Maintain Consistent Branding
- Have a Strong Hook
  - Online-only match anyone?
- Use Visuals and Digestible Presentation
  - Bullets instead of paragraphs
  - Eye-catching graphics that show need or impact
  - Clear CTA
  - Don't be afraid of white space!

Get their attention  
quickly!

Do they even need to  
open the package?

# SPECIFIC TREATMENTS

- **Self-mailers, Postcards, and Greater use of images**
  - Digital is an image-heavy medium and so it's worth testing similar treatments in the mail, especially on the OE
- **Known signer**
  - Are your digital donors engaged on email or social? If so, test using a name that will be known to them.
- **Vanity URLs — short easy to read and type URLs, also referred to as DM URLs**
  - Package or Audience specific URLs that redirect to customized donation forms or specialized landing pages that align with the messaging in the package
- **QR codes — they're back!**
  - COVID-19's contactless payments have made QR codes much more universal, so test them!



SCAN  
to give









# SEO & HOMEPAGE TIE-INS

- People do research. People Google.
  - What shows up on your brand (don't forget acronyms!) and top issue terms?
  - Do ads show up first? If so, are they your ads?
  - Do your DM packages use these top issues?
- **On Page SEO** factors are those that are visible to your audience at the page level
  - Keyword optimization
  - Mobile optimization
  - Anchor text links

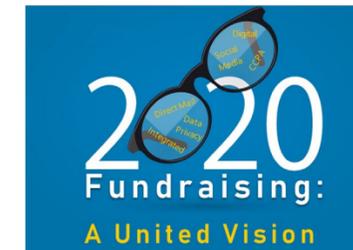
About 642,000 results (0.70 seconds)

aldf.org

### Animal Legal Defense Fund - The Legal Voice for All Animals

The Animal Legal Defense Fund is rated four-stars by Charity Navigator, is a Platinum Level GuideStar Exchange participant, a Better Business Bureau Accredited ...

### Animal Legal Defense Fund



**Fight Animal Cruelty, Save Lives.**

Your donation to protect and defend animals is matched up to a total of \$100,000!

\$ other amount

Make this a monthly donation

**MATCH MY GIFT →**

**ANIMAL LEGAL DEFENSE FUND** EST 1979

Donate Animal

Take Action

Webinars

**Tell Target: Animal Cruelty is Not OK!**

Urge Target Executives to Pull DairyPure and TruMoo from Its Shelves

**TAKE ACTION →**

The Animal Legal Defense Fund is recognized as a B charity, and a "Best in America" charity, awarded by Independent Charities of America, as well. Jan 1, 2019

aldf.org > article > charity-navigator-awards-highest-poss...  
**Charity Navigator Awards Highest Possible Rating to the Animal ...**

Search for: Is the Animal Legal Defense Fund legitimate?

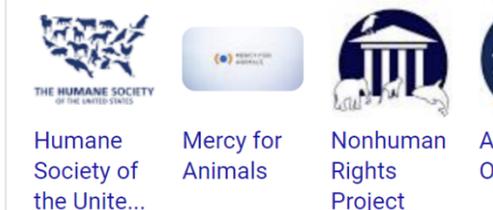
- What does aldf mean? ▾
- What does the Animal Legal Defense Fund do? ▾
- Who founded the Animal Legal Defense Fund? ▾
- What is the animal bill of rights? ▾

Feedback

#### Profiles



#### People also search for



Claim this knowledge panel

# SEO BEST PRACTICES

## 1. Create User-Friendly URLs

1. Short URLs with your target keyword or phrase rank better than long alpha-numeric URLs

## 2. Include Your Keyword In The Title

1. When Google's search bots crawl a page they typically look at the title page first to understand the content and context of the information being presented on the page

## 3. Insert Keywords In Your Heading Tags

1. Use heading tags to help Google understand the structure and text on your page. The H1 tag will be the title of your article. Sub-headings are then used to categorize your page into topic sections

## 4. Include Your Keyword In The First 100 Words

## 5. Optimize Images for SEO

1. Make the description specific and relevant
2. Include your keyword or phrase in the image alt tag
3. Include your keyword or phrase in the image file title

**Pro Tip:**  
**Bold at least one of your  
keywords within the  
body of your content**

# TRACKING!

*If you can't track it, it's not direct response.*

- Unique source codes
  - With both inbound channel and outbound campaign signifiers
- Separate vanity URLs or QR codes
- Distinct target URLs
  - That include the relevant source code!



# DM URL ANATOMY

- **Vanity URL/Short Link/DM URL = the actual visible URL as printed/displayed**  
*\*Also sometimes used to refer to the package-specific word or phrase **after the “/”***
  - [www.CityOfHope.org/ScotchMatch](http://www.CityOfHope.org/ScotchMatch)
  - [www.cityofhope.org/scotch-match](http://www.cityofhope.org/scotch-match)
  - [cityofhope.org/scotch-match](http://cityofhope.org/scotch-match)
- **Form Title = the name of the page in the eCRM**
  - The Form Title should include the DM URL (post /) so there is a record in the eCRM to tie the form to the vanity URL (and thus the package) years after mailing
- **Target URL = the long ugly URL that contains all the tracking, including source code and UTM parameters for Google Analytics reports**
- **Redirect = the functionality of making a Vanity URL point to and connect to the Target URL**

## ***Fun Facts:***

Internet browsers are NOT case-specific.

And you don't need to type "www" into browsers anymore!

## ***Best Practice:***

Request additional redirects to cover likely typos!

**THANK YOU!**

**ANY MORE QUESTIONS?**

**CCA.H.COM | @CCAHDIRECT | BFHOLMES@CCA.H.COM**



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