



Direct Marketing 101

Digital Fundraising

DM 101

WEEK

March 8 – 12
1 – 2 pm and/or
2 – 3 pm every day

March 12, 2021

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What's happening online? Revenue grew 21% in 2020 and recorded its highest percentage of overall revenue – just 13%.

2020 ONLINE GIVING TRENDS BY SUBSECTOR

SUBSECTOR	YOY % CHANGE	SUBSECTOR	YOY % CHANGE
Animal Welfare	29.0%	Human Services	45.8%
Arts and Culture	7.0%	International Affairs	7.6%
Environment	13.7%	K-12 Education	8.7%
Faith-Based	26.9%	Medical Research	-26.2%
Healthcare	11.7%	Public and Society Benefit	0.3%
Higher Education	10.4%		

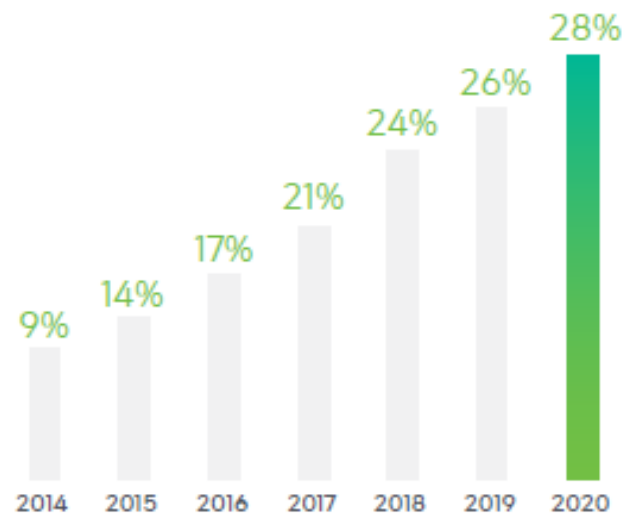
PERCENTAGE OF TOTAL FUNDRAISING FROM ONLINE GIVING BY SUBSECTOR

SUBSECTOR	
Animal Welfare	12.3%
Arts and Culture	9.9%
Environment	8.1%
Faith-Based	17.7%
Healthcare	4.5%
Higher Education	5.2%
Human Services	10.9%
International Affairs	7.4%
K-12 Education	13.5%
Medical Research	8.0%
Public and Society Benefit	6.6%

Source: 2020 Charitable
Giving Report, Blackbaud

Mobile donations and online-only retention continue to rise.

PERCENTAGE OF ONLINE DONATIONS
MADE USING A MOBILE DEVICE



25%

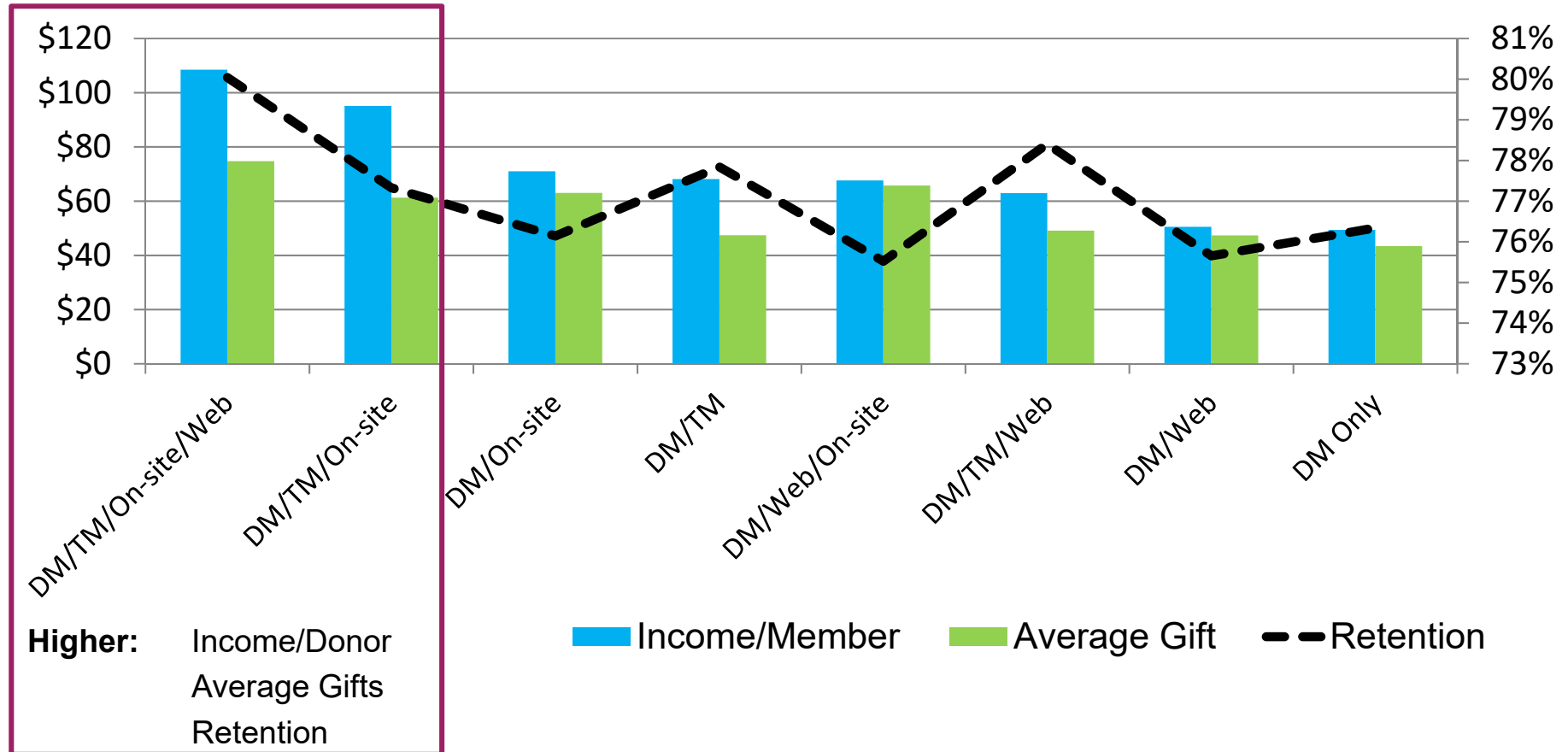
First-Year, Online-Only Donor
Retention Rate

66%

Multi-Year, Online-Only Donor
Retention Rate

Source: 2020 Charitable
Giving Report, Blackbaud

Why is integration so important? More channels = better donors.



**So what do I do with all these digital channels?
Integrate communications to avoid confusion and save time.**

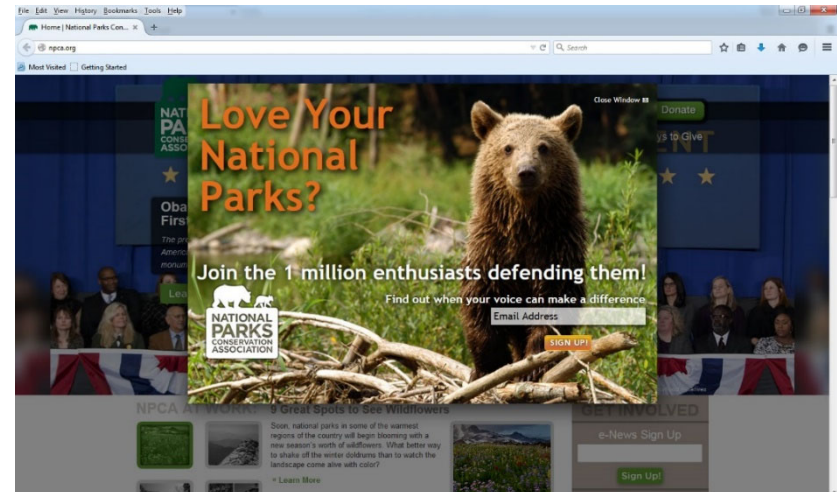
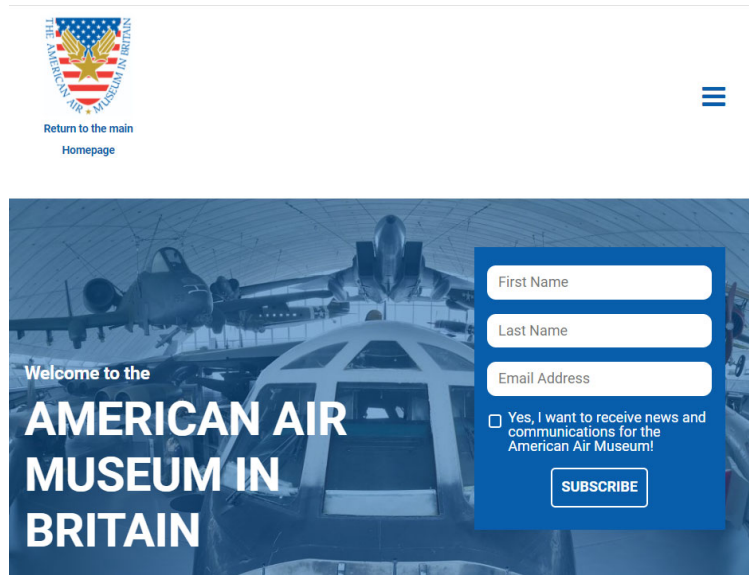


Use master schedules to map out all communications.

MONTH	Acquisition	e-Acquisition	Appeals	e-Appeals	Renewals	e-Renewals	Sustainers	Online Sustainers
Jan-17	A0117 January Acquisition 1/11/17				R0117 Renewal #1 1/24/17	REA17 e-Renewal #1 1/31/17		
Feb-17		AEA17 Feb e-Acquisition (two emails) 2/16 and 2/23					S0117/S02117 Sustainer Invite/Reinstate TM 2/14/17	
Mar-17	A0217 March Acquisition 3/13/17				R0217 Renewal #2 3/09/17	REB17 e-Renewal #2 3/13/17		March Sustainer Email Invite (3 emails + Upgrade) 3/17, 3/24, 3/30
Apr-17			C0117 Appeal #1 4/6/17	CEA17 April e-Appeal 4/14/17	R0317 Renewal #3 4/6/17	REC17 e-Renewal #3 4/6/17	S0317/S0417 Sustainer Invite/Upgrade TM 4/25/17	
May-17	A0317 May Acquisition 5/16/17			CEB17 Membership Month e- Appeal Series (6 emails) 5/5, 5/12, 5/17, 5/22, 5/26, 5/30	R0417 Renewal #4 5/4/17	RED17 e-Renewal #4 5/1/17		
Jun-17		AEB17 June e-Acquisition (two emails) 6/14 and 6/21	C0217 Appeal #2 6/13/17		R0517 Renewal #5 6/8/17	REE17 e-Renewal #5 6/9/17		
Jul-17	A0417FSC July Acquisition 7/11/17		C0317 Appeal #3 7/13/17	CEC17 July e-Appeal (two efforts) 7/20 and 7/27	R0617 Renewal #6 7/6/17	REF17 e-Renewal #6 TBD	S0517FSC Sustainer Invite TM 7/25/17 3.1M	
Aug-17		AEC17 Aug e-Acquisition (three emails) TBD	C0417 Major Donor Invite 8/15/17					August Sustainer Email Invite (3 emails + Upgrade) TBD
Sep-17	A0517 September Acquisition 9/12/17		C0517 Appeal #4 9/7/17	CED17 September e-Appeal Vet Care Send date: TBD				
Oct-17			C0617 Appeal #5 10/5/17	CEE17 October e-Appeal Farm Maint.			S0617/S0717/S0817 Sustainer Invite/Reinstate/Upgrade TM 10/24/17	
Nov-17	A0617 November Acquisition 11/8/17		C0717 Year End Appeal 11/7/17					November Sustainer Email Invite TBD
Dec-17			C0817 Year End Follow Up Appeal 12/5/17	CEF17 Year End e-Appeal Series (8 emails) TBD				

Attract site visitors with user-friendly sign-ups and website promotions

- Ask for appropriate information and limit what you require
- Splash pages bring attention to urgent campaigns and can be used for email collection



Collect email addresses everywhere.



Email address to receive our bimonthly Galapagos E-News

HELP SAFEGUARD THE GALAPAGOS ISLANDS
One of the world's greatest treasures needs your help.

☐ **YES!** I want to help protect the Galapagos Islands and the rare and wondrous plant and animal species that inhabit them. Galapagos Conservancy, the only organization in the U.S. focused exclusively on preserving the Galapagos Islands, will maximize the impact of my tax-deductible contribution of:

Sourcecode
VAN ID

☐ \$20 ☐ \$50 ☐ \$100 ☐ \$250 ☐ \$500 ☐ \$1000

Sample Donor Name
Address 1
Address 2
Address 3
City, State Zipcode

With a gift of \$100 or more, you will receive a Galapagos tortoise plush toy.

☐ **No, thank you.**

Email address to receive our bimonthly Galapagos E-News

Please make your check payable to Galapagos Conservancy and return, along with your survey, in the envelope provided. Credit card gifts can be made on the reverse.

☐ Galapagos Conservancy occasionally shares its membership list with like-minded organizations. Please check this box if you do not wish to receive information from other organizations.

Galapagos Conservancy
11150 Fairfax Boulevard, Suite 408 • Fairfax, Virginia 22030, USA • Email: member@galapagos.org • www.galapagos.org/newmember

2020 VOTER PROTECTION PLAN

☒ **YES!** I want to stand with the League of Women Voters in defense of our democracy and help ensure that every voter is able to safely cast a ballot and have it counted this November. **Enclosed is my special contribution of:**

☐ \$2HPC ☐ \$1.5HPC ☐ SHPC ☐ Other \$ _____

[TITLE/S] [FULL NAME]
[ADDRESS LINE #1]
[ADDRESS LINE #2]
[CITY], [STATE] [ZIP]

Source Code ID

LWVUS • PO BOX 11036 • Lewiston, ME 04243-9405 • www.lwv.org



Please provide your email address to connect with the League's online community:

Please make your check payable to the League of Women Voters of the United States (LWVUS) and return it with this form in the enclosed envelope. Please see the reverse to donate by credit card.

<12345678901234567890123456789>



Please provide your email address to connect with the League's online community:



Maximize lead generation and drive traffic.

- List chaperones
- Email appends
- Petition-based sites
- Social media/
digital ads
- Retargeting

PETITIONS

START A PETITION BROWSE sign in

SIGN PETITION

FIRST NAME

LAST NAME

EMAIL

COUNTRY
United States

STREET ADDRESS

WHY IS THIS IMPORTANT TO YOU? (optional)
In your own words, why are you calling for a ban on shipments of live animals?

☐ Share with my Facebook friends

keep me updated ☐ Farm Sanctuary email alerts [more info](#)

Tell the U.S. Postal Service to Ban Shipments of Live Animals

by: [Farm Sanctuary](#)
target: Postmaster General Megan J. Brennan

26,785 SUPPORTERS **30,000 GOAL**

farm sanctuary
rescue • education • advocacy

NATIONAL MUSEUM of the AMERICAN INDIAN

Is it ok to say Indian?
Gain a deeper understanding of Native cultures & communities.

[LEARN MORE](#)

EXCLUSIVE MEMBER BENEFITS

Become a member today!

Monterey Bay Aquarium

Roll out the welcome mat to engage immediately after sign up

- Week 1 – Welcome email
- Week 2 – Take the quiz and watch this video
- Week 3 – Action alert
- Week 4 – Acquisition ask
- Week 5/8 – Sustainer ask



Apply the same good fundraising disciplines as other channels

- Define the universe
 - *Segmentation – who are you emailing?*
- Define the program strategy
 - *Case for giving*
 - *Call to action*
 - *Ask string(s)*
 - *Technical/functionality*
- Define creative/copy most appropriate for online
- Define your tests



Anatomy of an email

- Envelope information
- Ask and case for support
- Landing page

Renew Your Trustees Membership Today!

Renew Your Trustees Membership by Wednesday, August 9 and you won't receive a renewal notice by mail all year!

YES! I want to renew my support for The Trustees and reaffirm my commitment to protecting the most cherished landscapes across Massachusetts. To ensure our special places are always protected, cared for, and shared, I am renewing my Trustees membership with a generous contribution of.

Select a Membership Level

Single \$47	<p>Selected level: Family Annual dues: \$67</p> <ul style="list-style-type: none"> • Two adults ages 18-64 and children or grandchildren (up to 18 years old). • Income tax deduction: \$67 • Free or discounted admission for two adults and family to all reservations. • 20% off regular Crane beach admission. • Opportunity to purchase two Crane Beach Parking Permits. • Quarterly issues of our award-winning Special Places magazine. • Property guide book. • Discounts at two unique B&Bs and two campgrounds. • Discounts on hundreds of events and programs.
Single (Senior/Student) \$37	
Family \$67	
Family (Senior/Student) \$57	
Contributing \$125	
Supporting \$165	

Renew Your Trustees Membership Today!

Renew your Trustees membership online by Wednesday, September 13 and you won't receive a single renewal notice by mail this year.

Dear Friend,

I want to thank you for your committed support for The Trustees! Your generous gifts have helped us permanently protect, care for, and share more of our state's special places for the benefit of people across Massachusetts.

As a Trustees member, you make possible new initiatives like our demonstration kitchen at the Boston Public Market.

When you invest in The Trustees, you invest in the quality of life for your family and families across the Commonwealth. And now we need your help to keep our momentum going: so we can safeguard more of our state's irreplaceable landscapes and landmarks and connect more people to nature, our shared history, and each other.

That's why I want to let you know that your Trustees membership is about to expire -- and ask you to [renew it with a generous contribution right now](#).

When you renew, you'll get another year of the unique and valuable benefits available only to Trustees members, including FREE or discounted admission to every Trustees property; discounts on hundreds of events and programs; a year's subscription to *Special Places*, our award-winning member magazine; and more. And when you renew, you can receive your 2017-18 Crane Beach Parking Permit for \$75. That offers a full year of free beach access!

And, to sweeten the deal, if you [renew your Trustees membership online by Wednesday, September 13](#), you won't receive any paper renewal notices all year!

Of course, what you will receive is the great feeling of knowing that you are creating more opportunities for people of all ages to experience Massachusetts' beautiful natural areas, priceless cultural treasures, and working agricultural lands.

The Trustees are working every day to make sure our properties are more beautiful, accessible, and engaging every time you visit, and to share them with more people in communities around our state. But we can't do this important job without you.

[So please, renew your Trustees membership today](#). Thank you for your commitment to The Trustees and to the places and experiences that make Massachusetts so special.

Sincerely,
Barbara Erickson
Barbara J. Erickson
President & CEO

RENEW NOW

Craft an appropriate message for the audience, the time, and the need

- Test messaging style, tone, written vs. video, humor, etc.
- Get to the point
- Think campaigns, not email blasts



Fri 1/27/2012 9:30 AM
James Carville <info@dsc.org>
Bacon

To: ☐ Amy Padre

[If there are problems with how this message is displayed, click here to view it in a web browser.](#)

**JAMES CARVILLE**

Democratic Senatorial Campaign Committee
Committed to Keeping a Democratic Majority in the Senate

Amy,

Every once in a while, someone asks you to make a decision. "Paper or plastic?" "Ford or Chevy?" "Bacon or sausage?"

Well, now I'm asking you to make a decision. Are you gonna let Republicans take over our country in 2012? Or are you gonna stand with me, President Obama, and the Democrats who want to pass his agenda and get our middle class up off the mat?

This is not a "later" decision. This is a "now" decision. Because if we don't act, we'll end up with Newt Gingrich and the Tea Party making all the decisions – and you and I might as well spend our time playing Parcheesi, because Democrats won't be able to do a

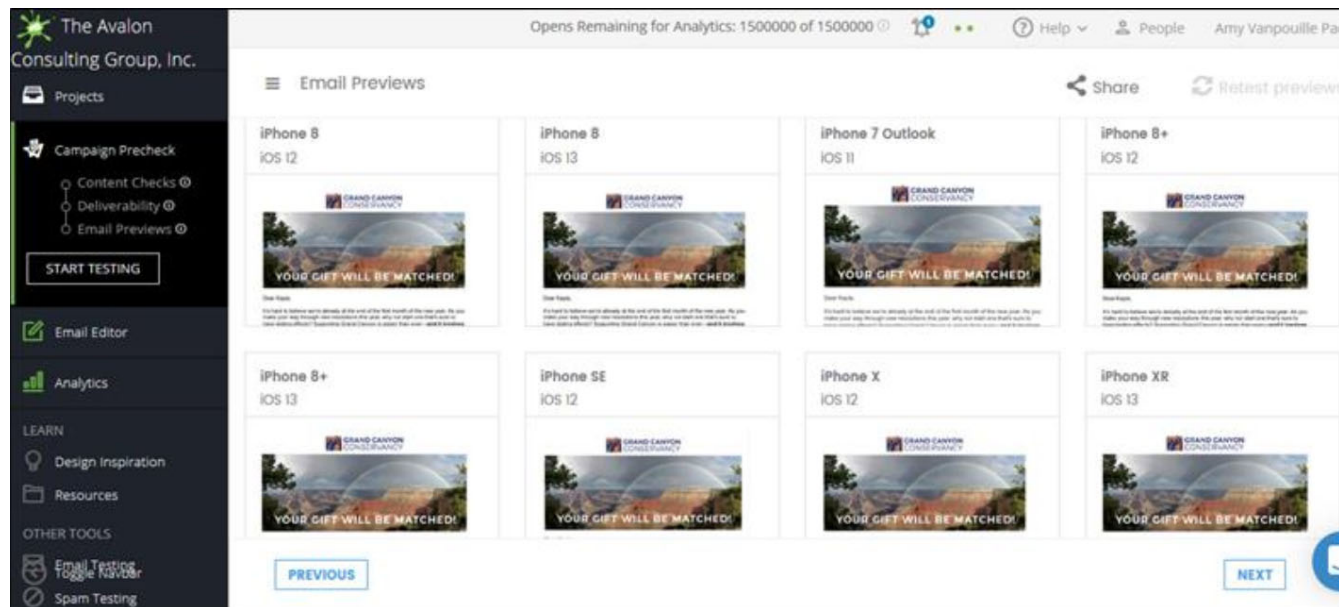
IT'S DECISION TIME
WHO WILL YOU STAND WITH?


Make it easy for your supporters so they will stay engaged

- Seamless transition from email to landing page and between channels
- Responsive design for email templates and donations forms
- Tappable buttons
- Mobile wallet options

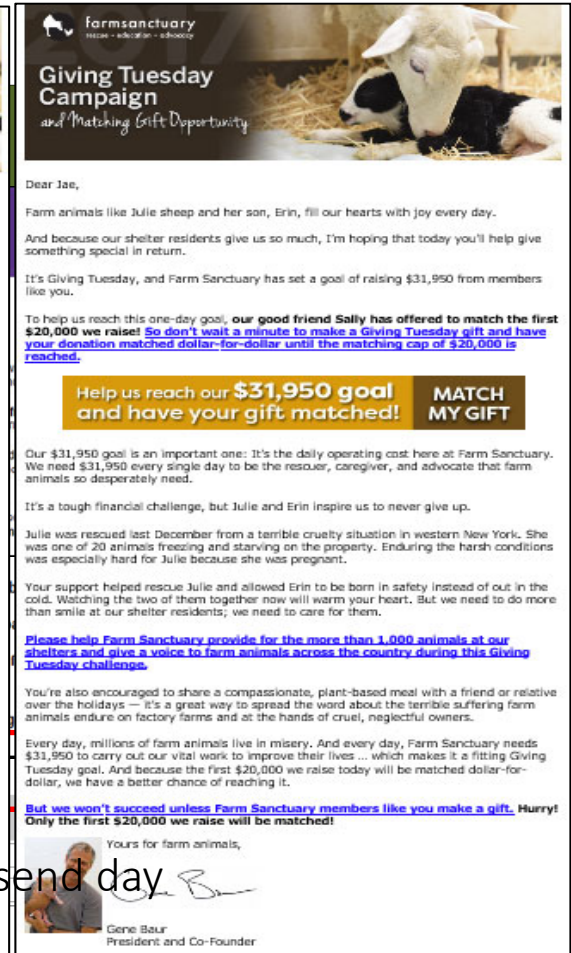
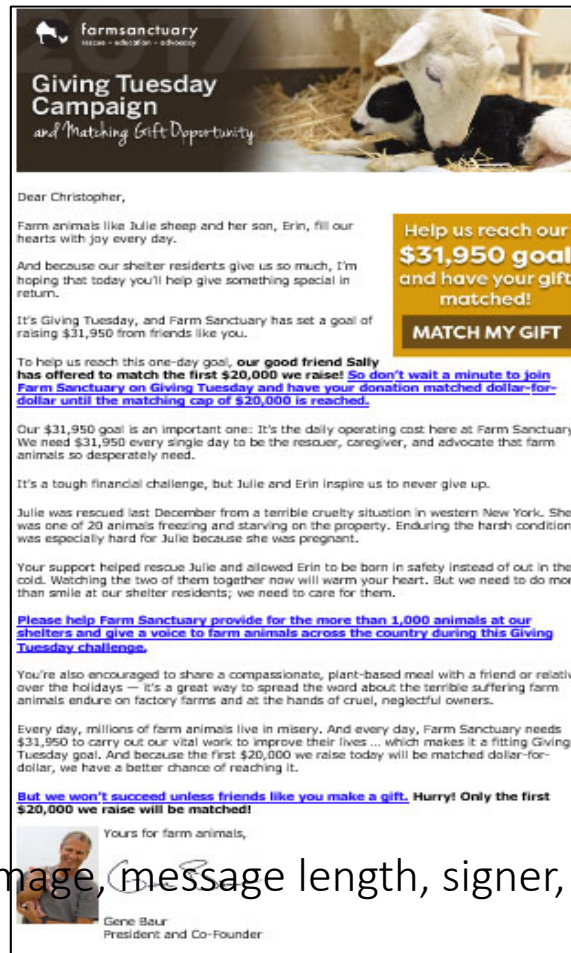
The image shows a mobile app interface for my.democrats.org. At the top, the status bar shows Verizon LTE, 11:57 PM, and 94% battery. The app header is blue with a white 'D' logo and a 'Login' link. Below the header, the main heading reads 'HELP DEMOCRATS TODAY' in large blue letters. A text block states: 'Unlike our opponents, we don't take money from special interests, corporate lobbyists, and political action committees.' Below this, a call to action says: 'What we have is supporters like you. Join us by making a donation today.' The form section is titled 'CONTRIBUTOR' and includes three input fields: 'First Name', 'Last Name', and 'Address'.

Preview communications on multiple platforms, use subject line testers



Test, test, and then test some more!


- Donation form layout
- Personalization (name, geo-location)
- HTML vs. text
- Callout placement
- Ask string order
- Other ideas: happy vs. sad image, message length, signer, send day



Techniques

- Image-heavy formats
- Listicles
- Video
- Social proof tactics
- Celebrity signers
- “Status Pending” techniques
- “Insider” spreadsheets/memos
- Progress meters
- Animation

Your gift will have 2x the impact thanks to our Matching Gift!




Donate Now. Help End Hung

Every dollar you give to support our advocacy helps Bread for the World provide lifesaving assistance for families in the United States and mobilizing Christians to advocate on Capitol Hill, we ensure our feed the most vulnerable among us.

Most people are giving at the \$100 level.

\$50 \$100 \$250 \$500

Other: \$




URGENT
#GivingTuesdayNow ends tonight
.....
You can help. Please don't wait.

MATCH MY GIFT

Humane Rescue Alliance
71 Oglethorpe St. NW
Washington, DC 20011

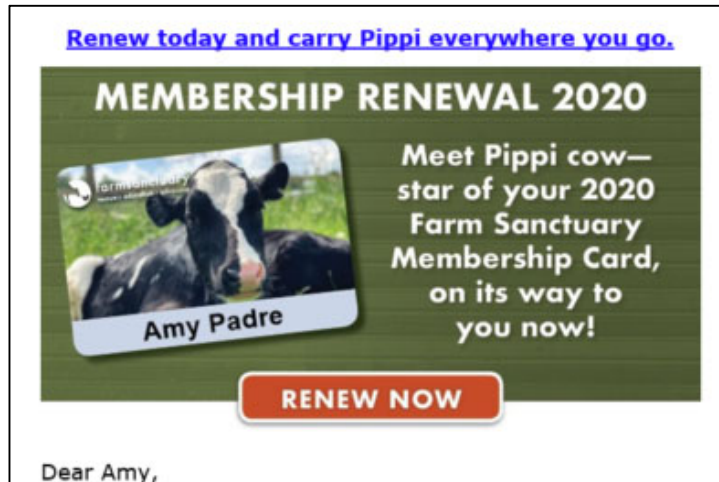
humanerescuealliance.org
Manage your preferences

WHEN YOU SUPPORT GALAPAGOS CONSERVANCY, YOU PROTECT



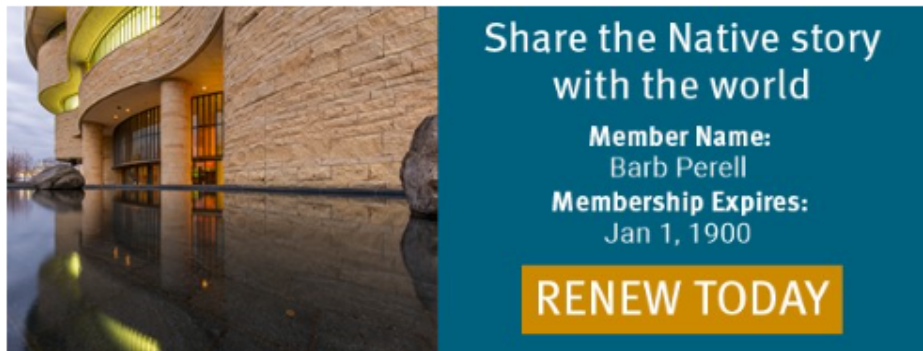


Personalize communications with donor data.



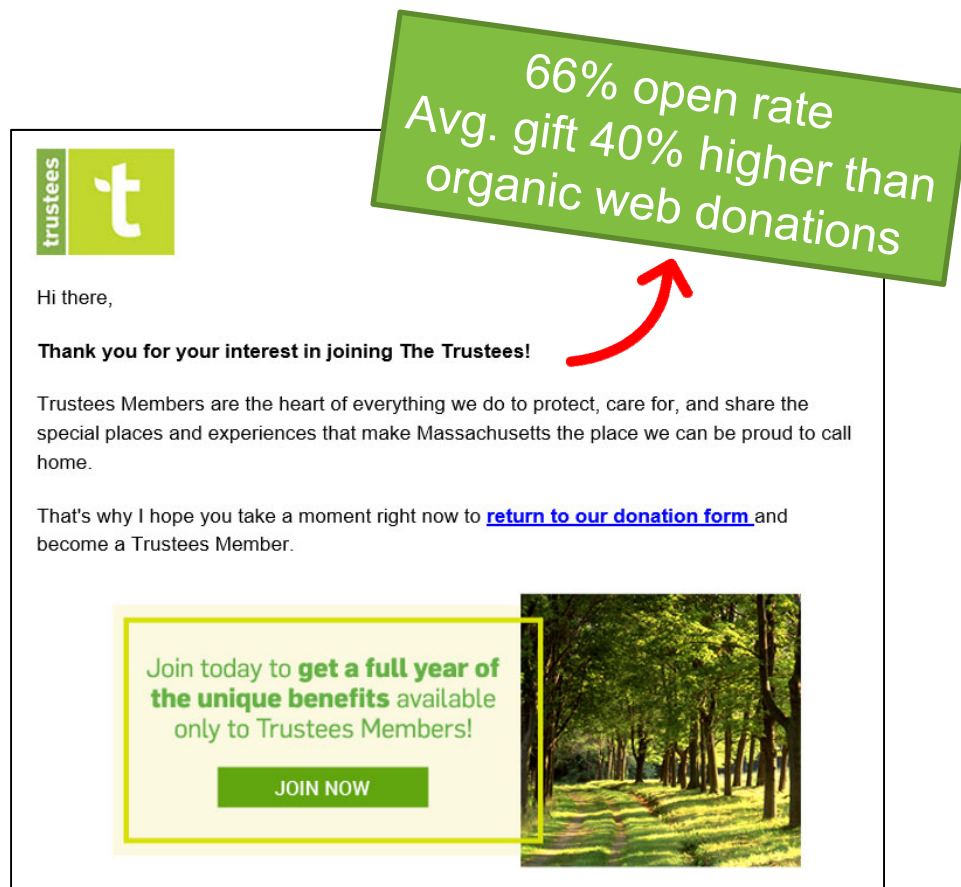
Pippi co
Membe
New En
her too
sick and
dairy's v

To make sure the museum is able to carry on our vital mission to preserve and share Native stories with the world, [please renew your annual membership today.](#)



- Pull in personal details like name, last gift date, or other available information
- Dynamically add information in the email body or within images
- Example: streamline design by swapping out images based on ask (renew vs. join) donor interest (cat vs. dog)

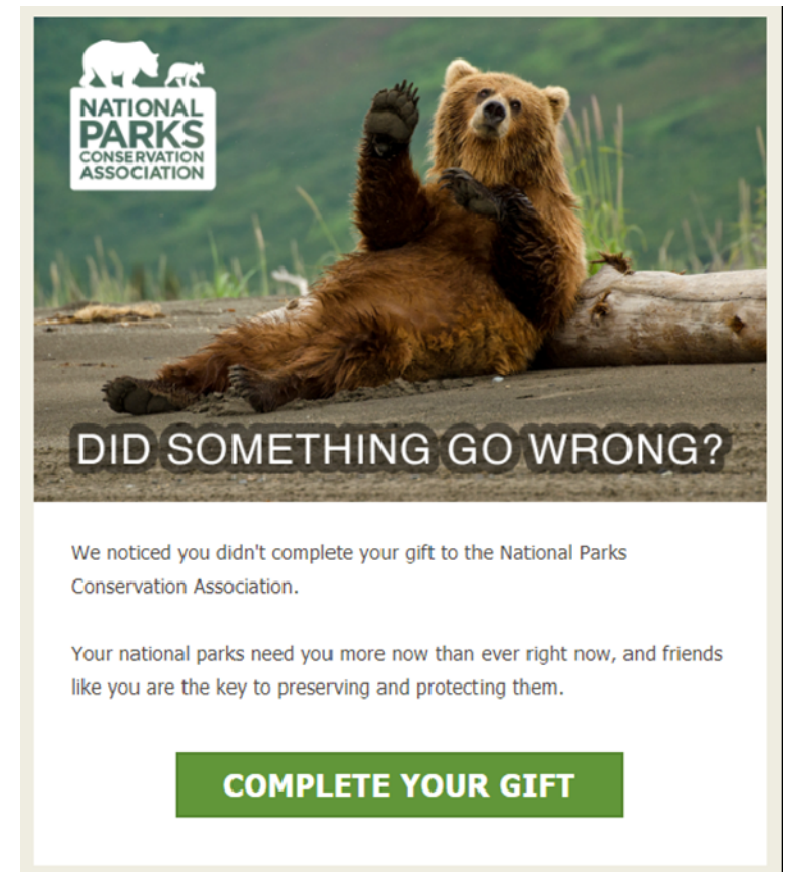
Check your donation form completion rate; address page abandonment with triggered follow-up emails.



The screenshot shows an email from 'trustees t'. The text reads: 'Hi there, Thank you for your interest in joining The Trustees! Trustees Members are the heart of everything we do to protect, care for, and share the special places and experiences that make Massachusetts the place we can be proud to call home. That's why I hope you take a moment right now to [return to our donation form](#) and become a Trustees Member.'

A green callout box with a red arrow pointing to the link says: '66% open rate Avg. gift 40% higher than organic web donations'.

At the bottom, there is a yellow-bordered box with the text: 'Join today to **get a full year of the unique benefits** available only to Trustees Members!' and a green 'JOIN NOW' button. To the right of this box is a photograph of a sunlit forest path.



The screenshot shows an email from the 'NATIONAL PARKS CONSERVATION ASSOCIATION' featuring a photo of a brown bear. The text reads: 'DID SOMETHING GO WRONG? We noticed you didn't complete your gift to the National Parks Conservation Association. Your national parks need you more now than ever right now, and friends like you are the key to preserving and protecting them.'

At the bottom is a green button that says 'COMPLETE YOUR GIFT'.

Recruit, steward, and upgrade monthly donors.

- Promote across your website
- Consider your ask string – the industry benchmark average is \$25/month!
- Convert new (younger) donors to monthly giving to pre-empt lower retention
- Add monthly ask to email welcome series and acknowledgment emails.
- Consider matching the first three monthly gifts or giving a premium after the third month to up retention
- Make sure you have a process in place to process monthly gifts, update credit cards, and segment sustainers.

Join our Angels Monthly Giving Club



For as little as \$12/month, you can become a St. Hubert's Monthly Angel. By joining, your automatic monthly credit card gifts will provide a consistent, reliable income stream so we can make commitments to animals without worry.

\$12/month provides nutrition and replacement milk for a litter of orphaned

kittens.

\$18/month feeds a shelter dog in our care.

\$25/month (only \$0.83/day) month gives us the ability to provide special care to animals with medical needs.

Angels Club Benefits: Easy, automatic, tax-deductible deductions every month, regular photos and stories of shelter pets, invitations to special events, subscription to "Humane News" & more!

Monthly gift

\$12	\$18	\$25	\$50	\$75	\$100
Other					

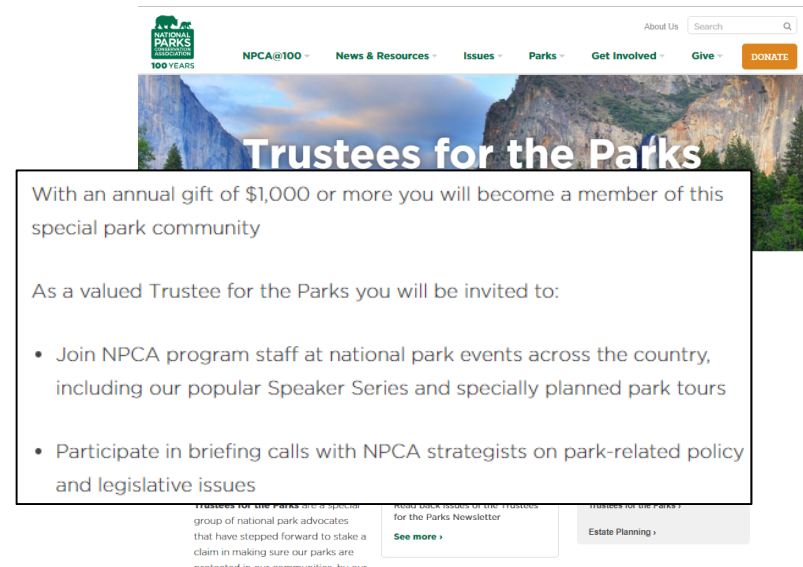
And make sure you steward existing sustainers.

- Offer EFT payment option to increase retention and reduce processing expenses.
- Include current sustainers in big appeals 2-3 times a year (e.g., year-end – make your 13th gift of the year!), otherwise, rest them from other campaigns.
- Consider whether to offer other benefits.
- Ask for an upgrade at least once a year.

NATIONAL MUSEUM of the AMERICAN INDIAN	
Wellspring Society	
Payment Information	Dear <<First Name>>, Dear [Salutation]
Payment Type	Every day we fight to uncover and share the truth about Native Americans—truth buried for centuries under the weight of myths and misconceptions.
EFT - Easy for you best for V	We do it with your help. As a member of the <i>Wellspring Society</i> , you fuel the work of the National Museum of the American Indian to break down stereotypes, challenge misinformation, educate and inspire.
Bank Account Type	I am truly grateful for your generosity and commitment. Yet I also believe there is more we can do to challenge commonly-held ideas of what it means to be an American, how our nation was shaped, who we are today ... and where we are going.
Checking	That's why I ask you today if you're able, to increase your monthly support for the museum by \$5 a month or more .
Check 9-Digit Routing	<div>Increase your monthly gift now</div> <div>UPGRADE</div>
Account Number	
<input type="checkbox"/> I authorize WHY? to withdraw my donation from my bank account according to the amount and schedule I have specified. This authorization remains in effect until I notify WHY? that I wish to change or end this agreement. To contact WHY?, call 1-215-351-0511.	

Promote mid-level giving on the website.


- A mid-level giving group is designed to increase the amount people give annually and creates an excellent ladder to major gifts.
- Create a specific form for the mid-level program that lists higher ask strings and special benefits for this group.
- Send yearly invites for people to increase the amount donors give annually.




Collect mobile numbers on donation forms, your website, and via email outreach.

Do you know you can receive texts from the National Trust?
(To ensure delivery, please add email@savingplaces.org to your address book.)

[Join](#) [Renew](#) [Donate](#)

 **National Trust for Historic Preservation®**



Do you know you can receive texts from the National Trust? Just **fill out this quick form**, and we'll get you signed up to receive occasional alerts that will help you save places. These alerts could include advocacy actions, timely updates, and even a quirky story or two—all to help protect the places that matter most to you.

[SIGN UP](#)

Email outreach to boost mobile list

animalEQUALITY

BE A HERO TO ANIMALS!
ALL GIFTS MATCHED UNTIL JUNE 30!

1 \$50 2 Details 3 Payment

First Name Last Name

Street Address Address Line 2 (Optional)

Country Postal Code City

State/Province

Email Mobile Phone (Optional)

Include mobile number field on donation forms

SIGN-UP FOR E-NEWS

Join the million supporters who stand with us in taking action for our planet

[>](#)

Get text updates from The Nature Conservancy*

[>](#)

Include in the footer of your website with email sign up

Text supporters about fundraising or events as a complement to other outreach.

- Text messaging volume increased by 14% overall.
- Text message click-through rates were 4.2% for fundraising messages and 9.8% for advocacy messages, both far higher than comparable email metrics.
- Peer-to-peer message recipients received 1.4 messages per month in 2019 and responded 14% of the time.



Text message directing to a mobile responsive donation form

Hi, it's Laura w/NPCA. Giving Tuesday means 2x your impact for natl parks! Can you chip in to defend the places you love? <https://parkb.it/GivingTuesday2019>

Hi Darlene! This is Warren w/Mercy for Animals. 🐾 We're txtng supporters to help farmed animals and are a few gifts away from our million dollar challenge goal. All gifts are matched! 🙌 Can you help?


Hi Warren I just donated on the website. Thanks for letting me know. Glad to contribute. Have a great new year!

Thanks you too!!

Real-time text messaging conversations via P2P texting


Source: M+R Nonprofit Benchmarks 2019

Cultivate, engage, and educate to keep supporters close to your mission.




OCEAN ACTION NEWS

NOVEMBER 2011




[We want to thank you](#), not just for what you do today, but for what you do every day. Our ocean is better because of you. We hope you enjoy this video we put together to express our gratitude this holiday season.

WATCH VIDEO



1 MONTH, 1 MINUTE, 1 THING. This month, we're giving you a fun way to track your trash to help you make simple behavior changes and keep trash out of our ocean.

LEARN MORE




PHOTOGRAPHY CONTEST. Our photography contest is back and better than ever. Want to see your work featured in the Ocean Conservancy calendar? Submit today!

SUBMIT NOW


GIVE OUR OCEAN A VOICE

Click below to share this month's message with your friends.





I'm thankful for our ocean, and for everyone who helps support it.


SHARE



A video message of thanks from @OurOcean: <http://bit.ly/tVKyyX>

TWEET




SNAP HELPED STEPHANIE BECOME SELF-SUFFICIENT

SNAP Matters: The Road to Stability


Hear from Stephanie H., a single mom who was able to navigate the road to financial stability with the help of SNAP. The SNAP program, formerly known as food stamps, is vital to hunger-relief efforts across Maryland and the country. [Read her story »](#)

Forward Share Tweet +1



Set Up For Summer

Summer vacations have begun, and while school-based meal programs for food-insecure kids are also on break, our Summer Clubs are ready to tackle the issue of summer hunger. [Learn more »](#)




Doing GOOD

See how the BOYS in the GOOD after-school program is rallying around the fight to end hunger by hosting food and funds drives at their Randallstown school. [Read more »](#)

SUPPORT OUR PROGRAMS


Invite interaction by asking supporters to give feedback, share content, or take action.



Dear Amy,

As a dedicated national parks supporter, you play a key role in NPCA's work to build a strong national parks legacy for future generations. [That's why I'm asking for your help today.](#)

Even as the National Park Service centennial approaches, our national parks face unprecedented challenges.



[We need your input on our parks' future today!](#)

[Take the Survey](#)

Planned Parenthood
Planned Parenthood Action Fund

Sign-on to build back sexual and reproductive health and rights.

President Biden, Vice President Harris, and their team have a mandate to lead. We're beginning a new chapter: one where we take full control of our bodies, our rights, our democracy, and our futures.

Add your name here to co-sign our letter to the Biden-Harris team on how we build back sexual and reproductive health and rights.

[f](#) [t](#)


Take future action with a single click.
[Log in](#) or [Sign up for FastAction](#) [@fastaction](#)

Add your name to sign on to our demands:

First Name (Optional) Last Name (Optional)

Postal Code

Email Mobile Phone (Optional)


[email@email.com](#) 

By providing your cell phone number, you agree to receive calls and texts to that number from Planned Parenthood organizations that may be automatically dialed or prerecorded on Planned Parenthood issues and other ways to get involved. Msg freq varies. STOP to quit. Msg & Data Rates May Apply. Terms...

You'll receive emails from Planned Parenthood organizations. You may unsubscribe at any time.

☒ Remember me so that I can use FastAction next time. 📧

President Biden, I ask you to prioritize these five things to advance sexual and reproductive health and rights in your first 100 days:



YOUR 2021 CONTRIBUTING MEMBER CALENDAR


Dear Robert,

During these unprecedented times, all of us at the National Geographic Society hope that you and your loved ones are well and staying safe. We have put measures in place to dramatically reduce the risk of COVID-19 to our staff while allowing us to continue our work saving species, protecting wild places, and helping to create a healthier, more sustainable planet.

Like you, we are looking forward to when these uncertain times have passed. In fact, we're currently putting together our 2021 calendar and thought we'd reach out with a fun distraction.

As you are a valued Contributing Member, I'd like your input in selecting the National Geographic Society's 2021 calendar cover before we send it out to you in July!

Will you help us decide by voting for the image below that you think is most inspiring?



Thank your supporters early and often for their time, energy, donations, and more.



Dear Loyal Conservancy Supporter,

No matter how you spend your holiday season, I want to take a moment to share a **world of thanks** to supporters like you on behalf of The Nature Conservancy!

Watch this video to hear from Conservancy staff working hard to protect some of the most beautiful places in your community and around the world.

Take the Amazon Islands for example, one of the Coral Triangle's biggest Hawksbill sea turtle nesting sites. This area has witnessed a 200 percent increase in Hawksbill sea turtles in the last two decades thanks to Conservancy scientists, community conservationists and supporters like you.

Thank you for your commitment to our natural world and for all you do each and every day to advance conservation around the world.

Happy Thanksgiving,

Amy Hawthorne Morris
Sr. Online Outreach Manager
The Nature Conservancy

DMAW
Direct Marketing Association of Washington



SHARE & INSPIRE

MS. National Multiple Sclerosis Society

Thank you for changing lives

Watch the Video

Barb, with Thanksgiving approaching, let us take a moment and thank you for your dedicated support and determination to make a difference for everyone affected by MS. Together, as this video shows, we are making an impact and people living with MS are moving forward.



When someone is diagnosed with MS, it changes their life — and the lives of those closest to them. They need information, connections with people who understand what they're going through, and the very best treatments available.



AVALON®

Track, measure, and analyze your metrics to inform future strategies.

- **Website:**
 - Conversion rate – sign ups, donations, actions
 - Exit pages
 - Path and time on site
 - Mobile traffic
- **Emails:**
 - Open rate
 - Click-through rate
 - Response rate
 - Average gift
 - Delivery and bounce rates
 - Unsubscribe rate
- **Social:**
 - Followers
 - Likes
 - Engagement
 - Post timing/frequency
- **Ads:**
 - Click-through rate
 - Action rate
 - Cost per lead
 - Channel productivity
 - Return on ad spend

Analyze and benchmark against the industry and your own results

- eNonProfit Benchmark Study (M+R and NTEN)
 - <http://mrbenchmarks.com/> - *2020 report coming soon!*
- Blackbaud Luminate Online Benchmark Report
 - <http://hi.blackbaud.com/luminate/>
- Blackbaud Charitable Giving Report
 - <https://institute.blackbaud.com/charitable-giving-report/>



Thank You!

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