

The State of Year-End Multichannel Fundraising

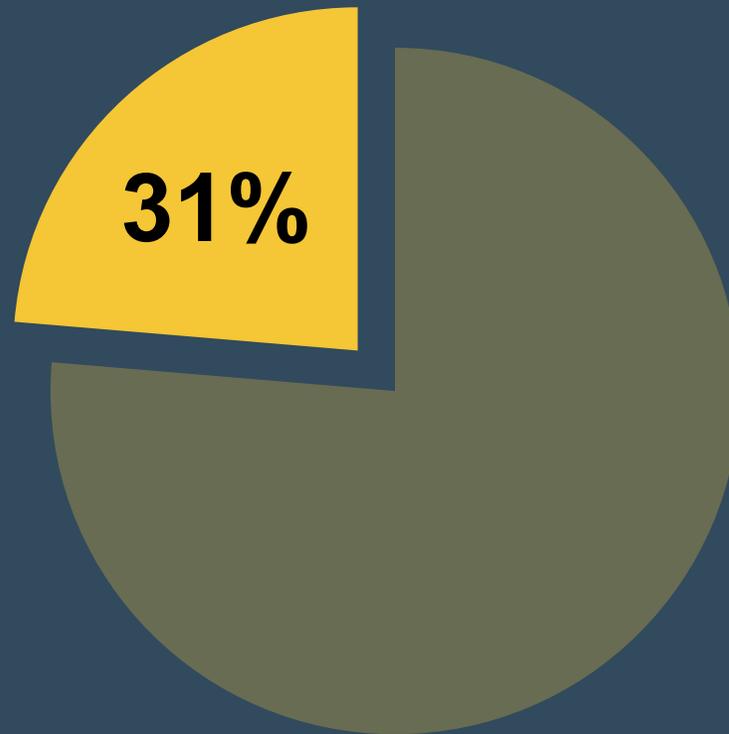
*How **119 organizations** are engaging with donors during the end of year campaign*

WHY IS YEAR-END GIVING IMPORTANT?

THE AVERAGE NON PROFIT BROUGHT IN
35% OF ONLINE REVENUE
DURING THE YEAR END SEASON

Data according to a NextAfter analysis of 23 large nonprofits with online revenue greater than \$1M

NEARLY **ONE THIRD** OF ANNUAL GIVING OCCURS ON DECEMBER



According to a study done by Neon One

50%

**OF NON-PROFITS RECEIVE A MAJORITY
OF THEIR ANNUAL DONATIONS
FROM OCTOBER THROUGH DECEMBER**

According to a study done by Bloomerang & Pursuant

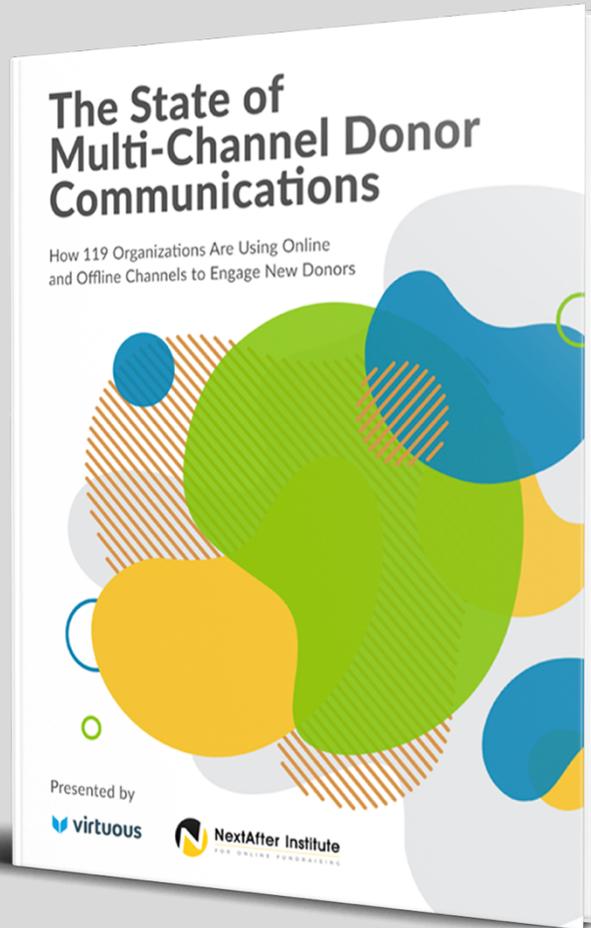
50%

There are a lot of
donations at stake

Of non-profits receive a majority of their
annual donations

From October through December

According to a study done by Bloomerang & Pursuant



The Original Study

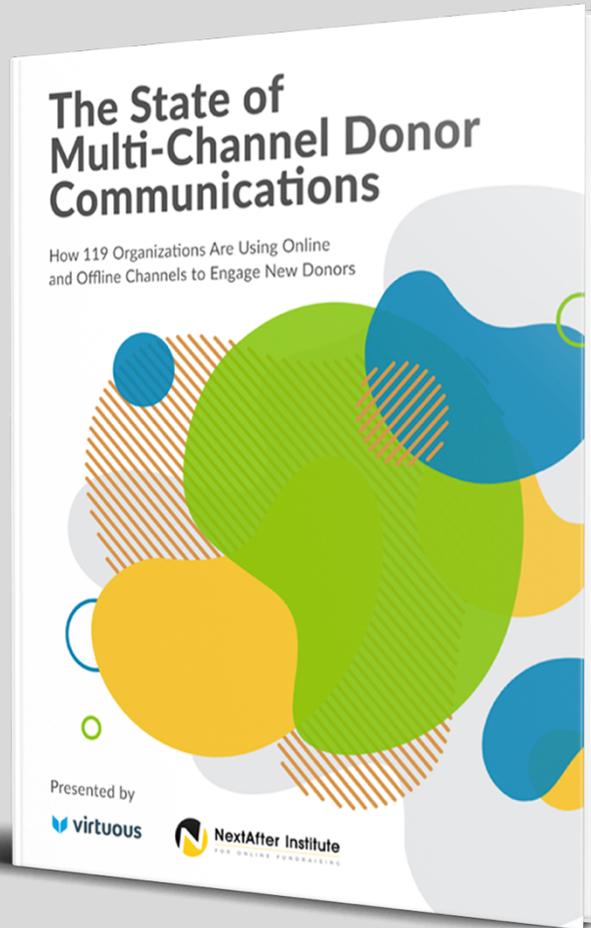
The Giving Process

Donated **\$20** online to **119** organizations.

Donated **\$20** via mail to **119** organizations.

Captured **12 key data points** in the giving process.

Donation Page. Thank You Page. Ways to Give Page.



The Communication

Tracked **2,297 messages** over 4 months.

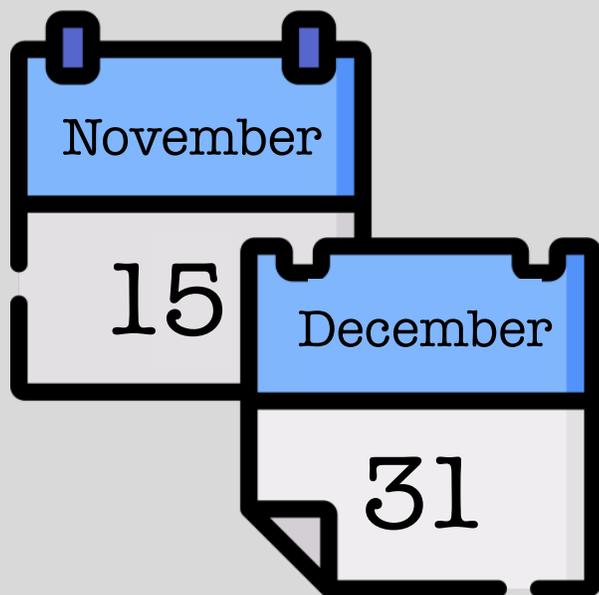
Email. Phone. Direct Mail. SMS.

Classified each message as **cultivation** or **solicitation**.

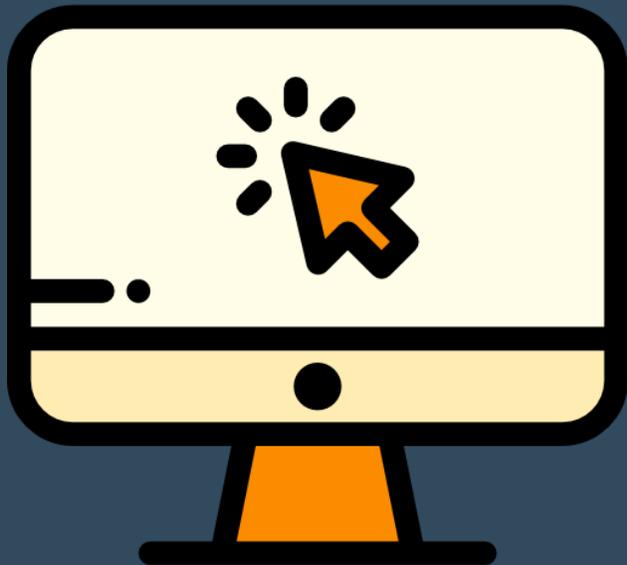
Detailed analysis on **47 direct mail appeals** and **64 email appeals**.

The New Study

This time, the study solely focused on
messages received from
NOV 15 TO DEC 31, 2020



SENT TO OUR TWO DIFFERENT DONOR PERSONAS **ONLINE & POSTAL**



Original vs Year End Study Comparison

Original
Multi-channel
Study



Year End
Multi-channel
Study



AVERAGE AMOUNT OF MESSAGES RECEIVED PER DAY

ORIGINAL STUDY

YEAR-END STUDY

18

31



72%

In Emails Being Sent

Was year-end communication any
different from a “normal” period?

Postal VS Online

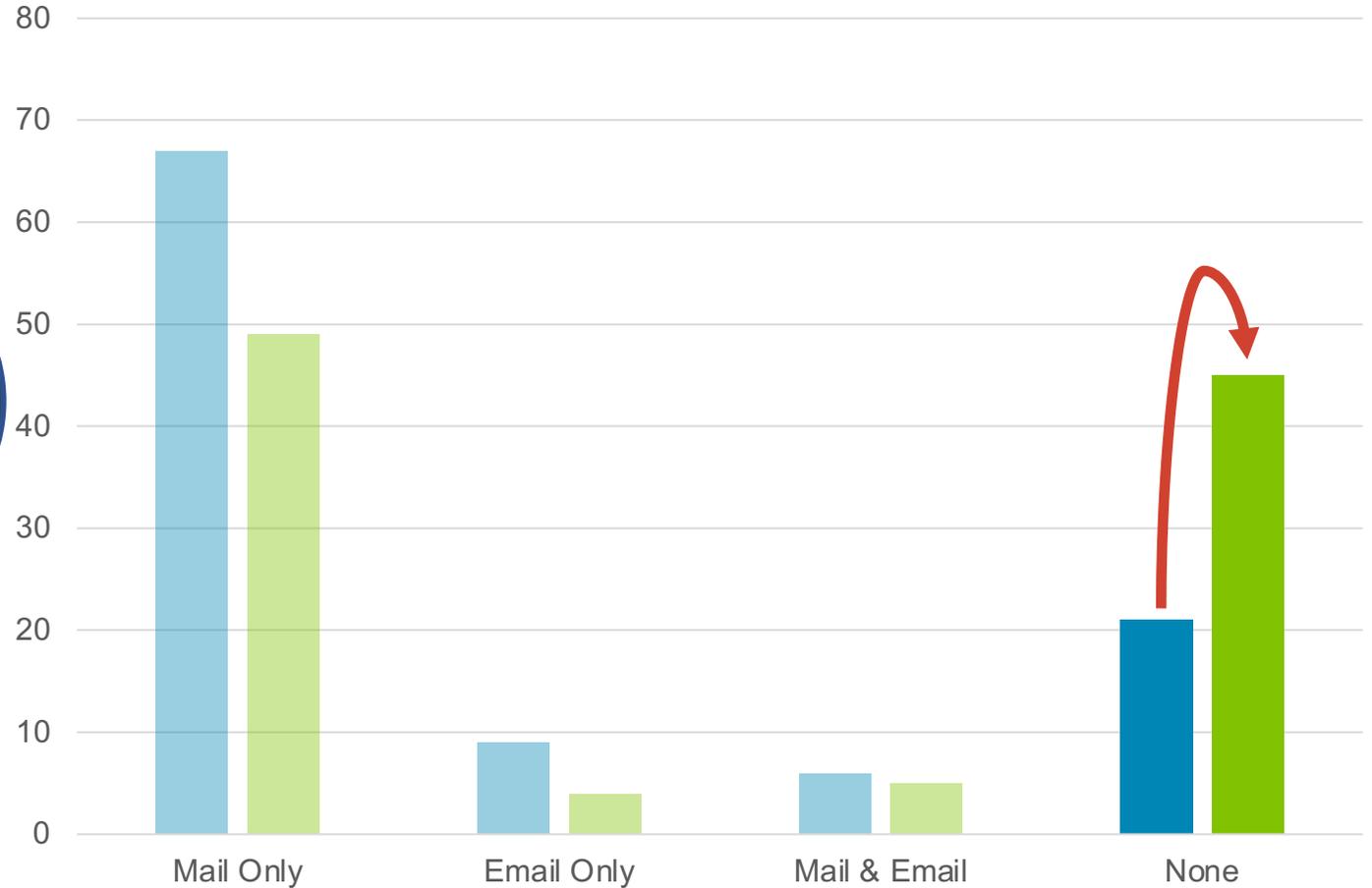
Original vs Year End Study

24 additional organizations did not communicate with the postal donor during year end



■ Original ■ Year-End

Number of Organizations By Message Type



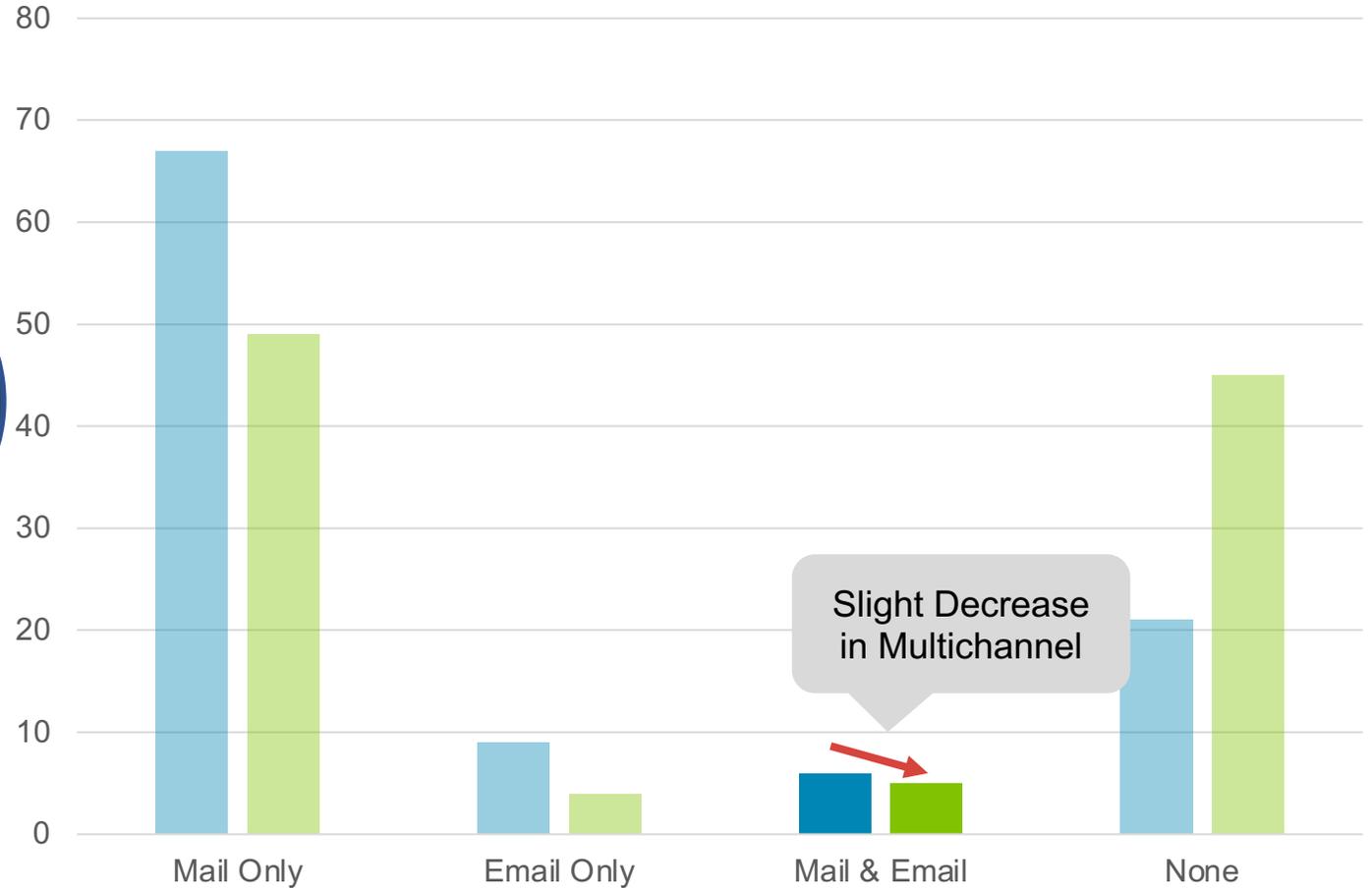
Original vs Year End Study

24 additional organizations did not communicate with the postal donor during year end



■ Original ■ Year-End

Number of Organizations By Message Type



Original vs Year End Study

12 additional organizations did not communicate with the online donor during year end



■ Original ■ Year-End

Number of Communications by Study: Online Donor



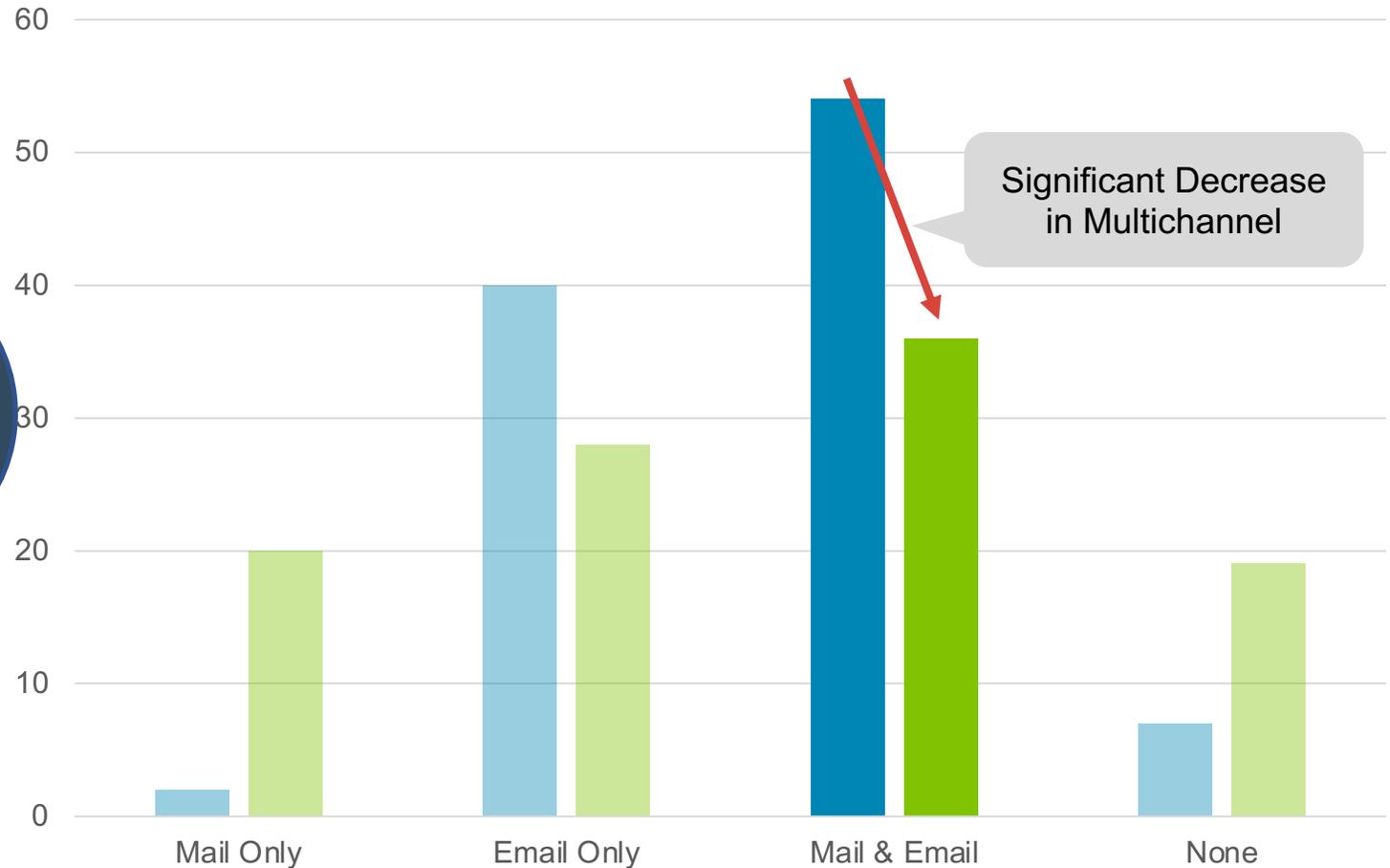
Original vs Year End Study

12 additional organizations did not communicate with the online donor during year end



■ Original ■ Year-End

Number of Communications by Study: Online Donor



Significant Decrease in Multichannel

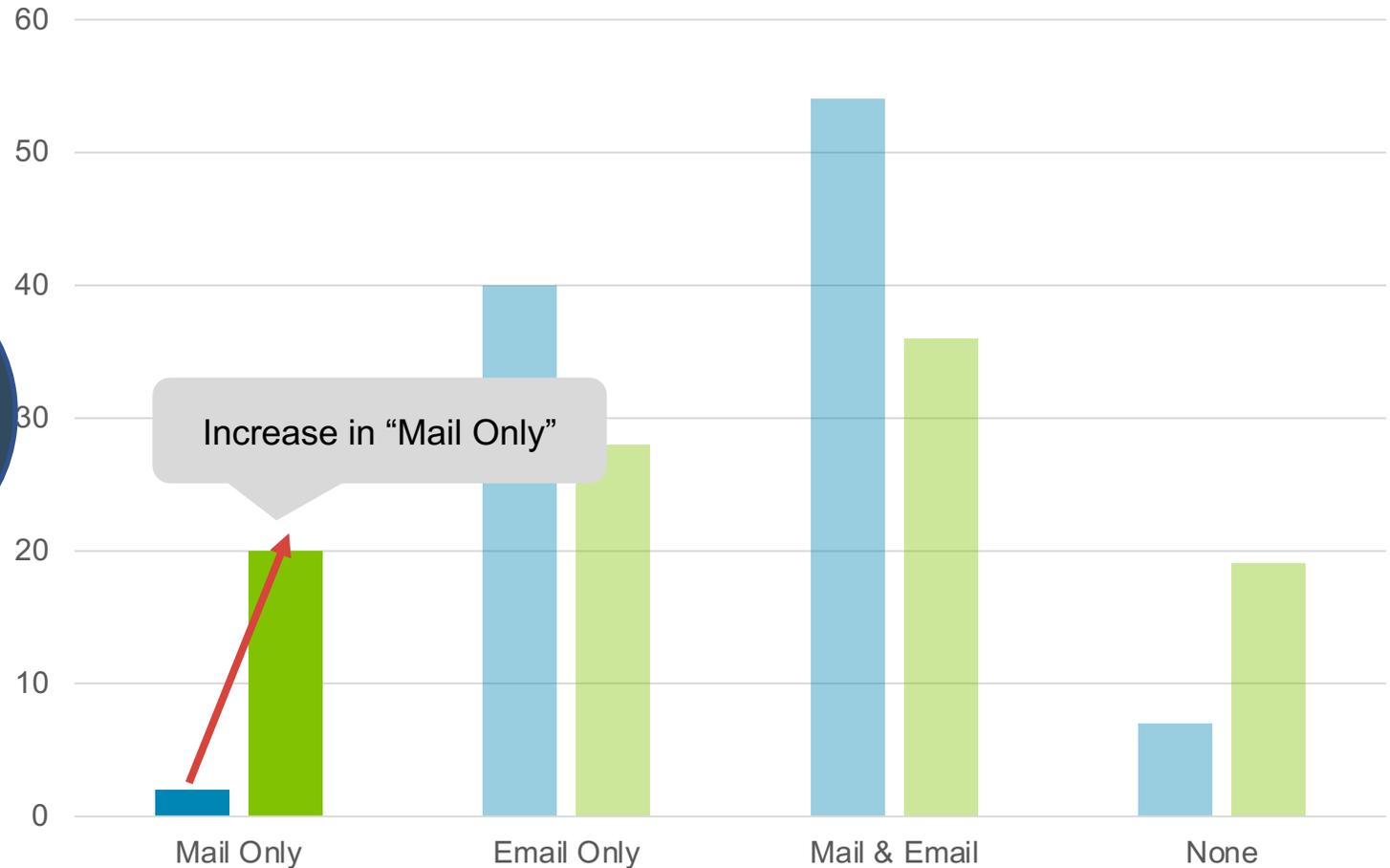
Original vs Year End Study

12 additional organizations did not communicate with the online donor during year end



■ Original ■ Year-End

Number of Communications by Study: Online Donor



WE RECEIVED

233 MAILERS

FROM **132** ORGANIZATIONS

THAT WE DID **NOT** DONATE TO

That accounted for **44%** of all the mail we received.





Only received mail from **58** out of 103 organizations. (56% “conversion”)

Received mail from **90** organizations we did not donate to.



Only 58 out of 103 organizations.

During year-end, 90 organizations

postal donors are more likely to receive direct mail from unknown organizations than they are from the ones they give to.

WE RECEIVED **10 EMAILS**
FROM AN ORGANIZATION
THAT WE DID **NOT DONATE TO**



OPPORTUNITY

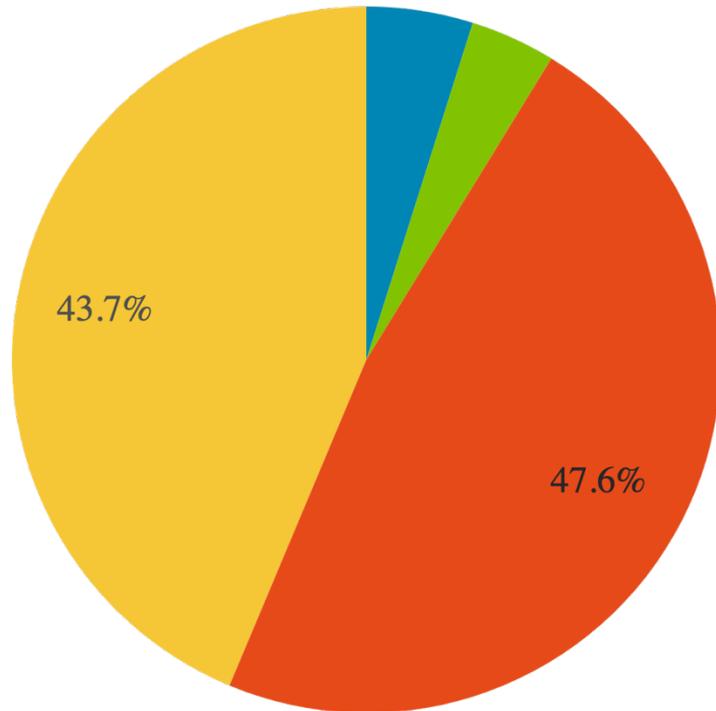
Overall, how did each
persona compare?



Persona Comparison

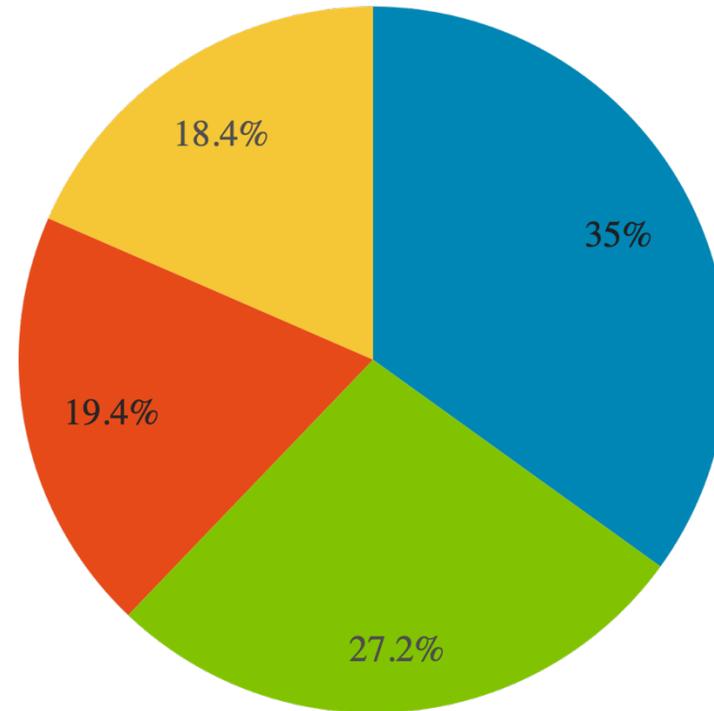
Are organizations actually communicating with their donors?

Postal Donor



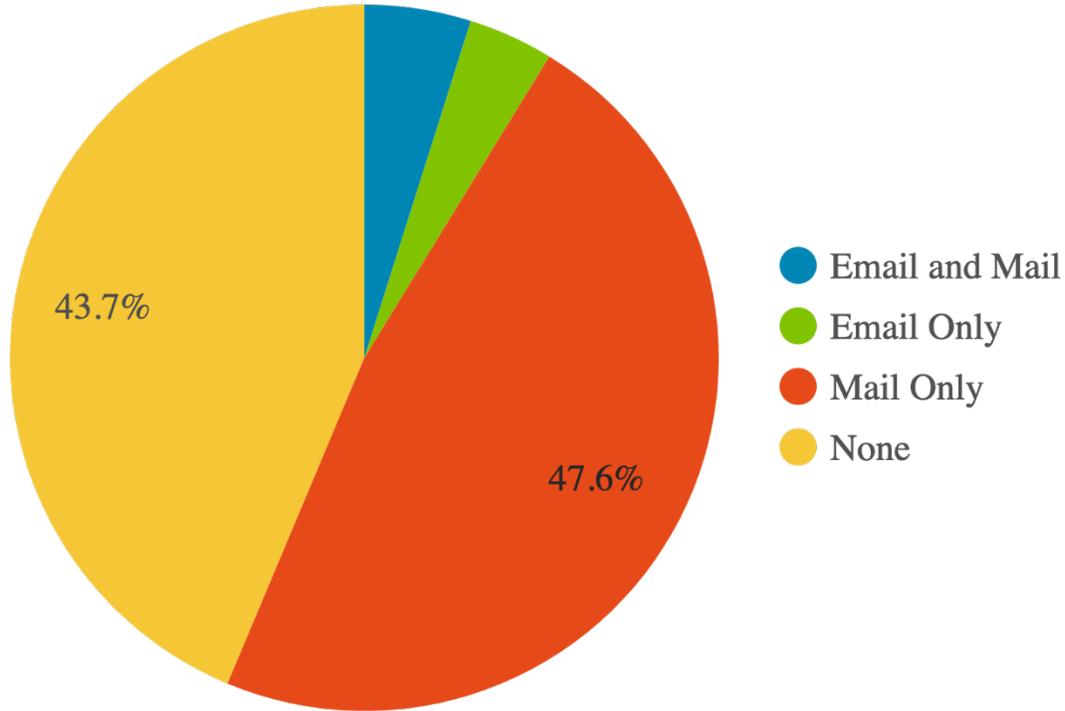
- Email and Mail
- Email Only
- Mail Only
- None

Online Donor

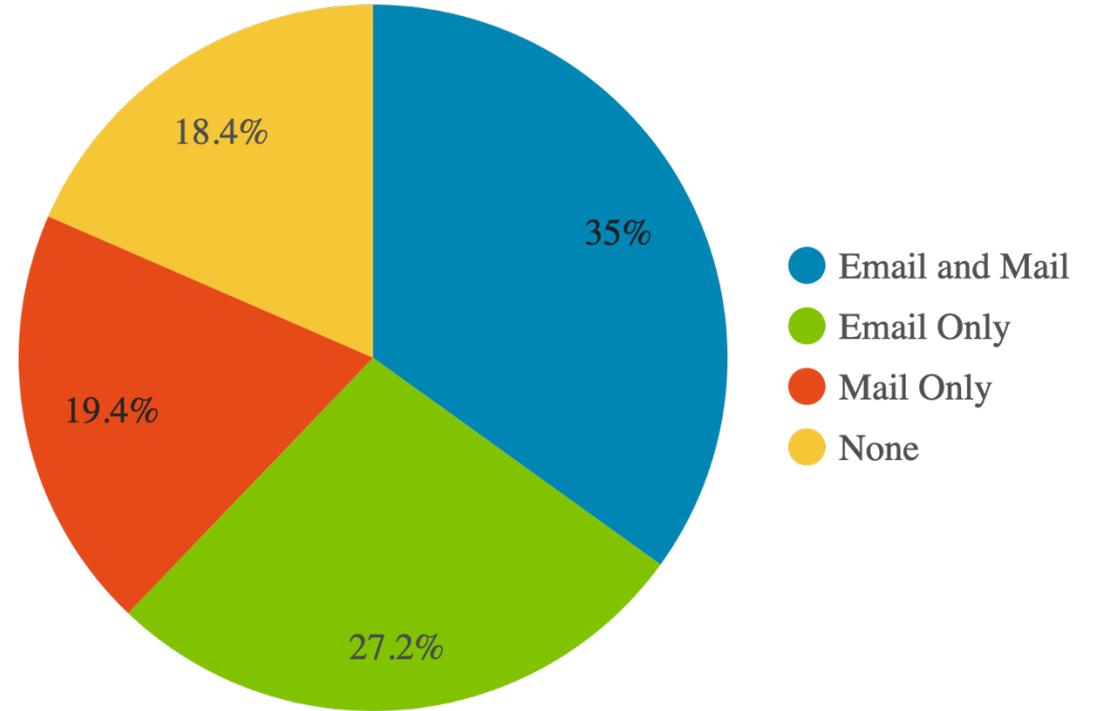


- Email and Mail
- Email Only
- Mail Only
- None

Postal Donor

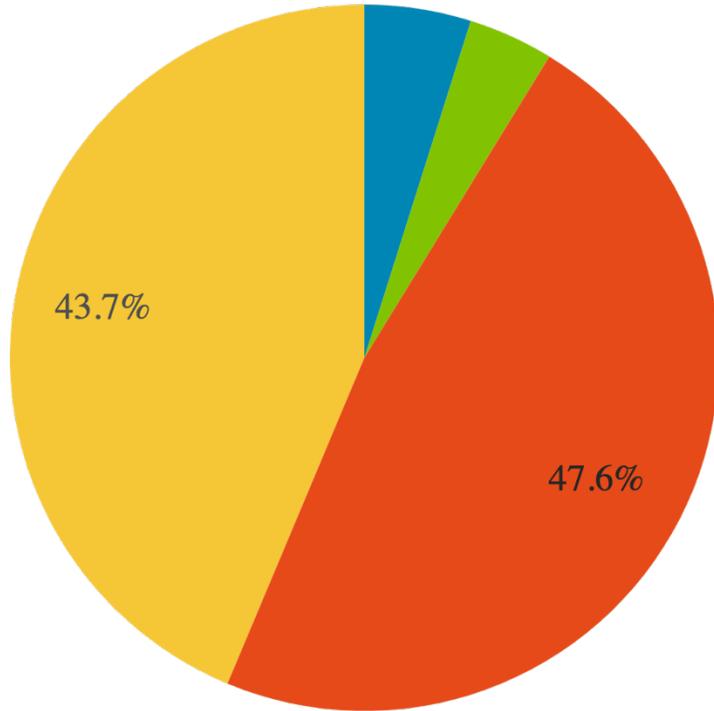


Online Donor



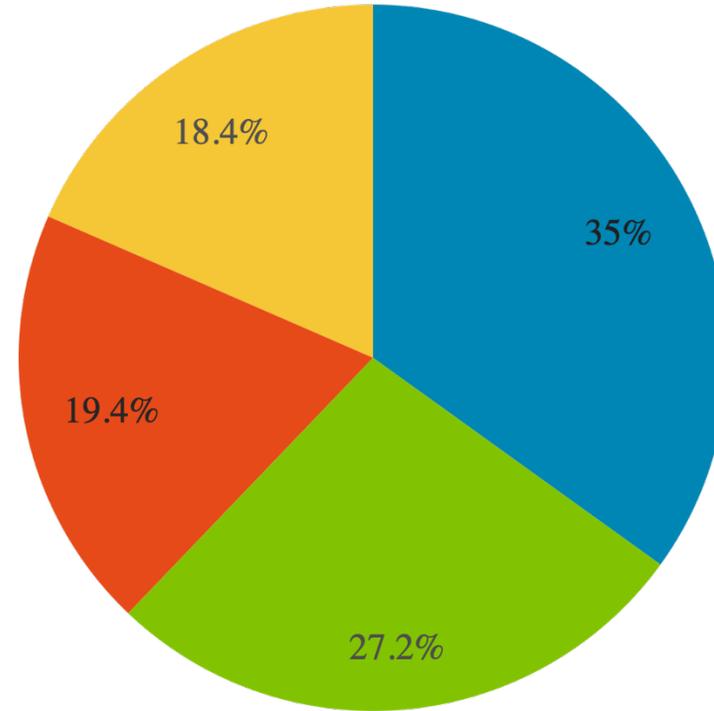
43% of organizations did not communicate with their postal donors.

Postal Donor



- Email and Mail
- Email Only
- Mail Only
- None

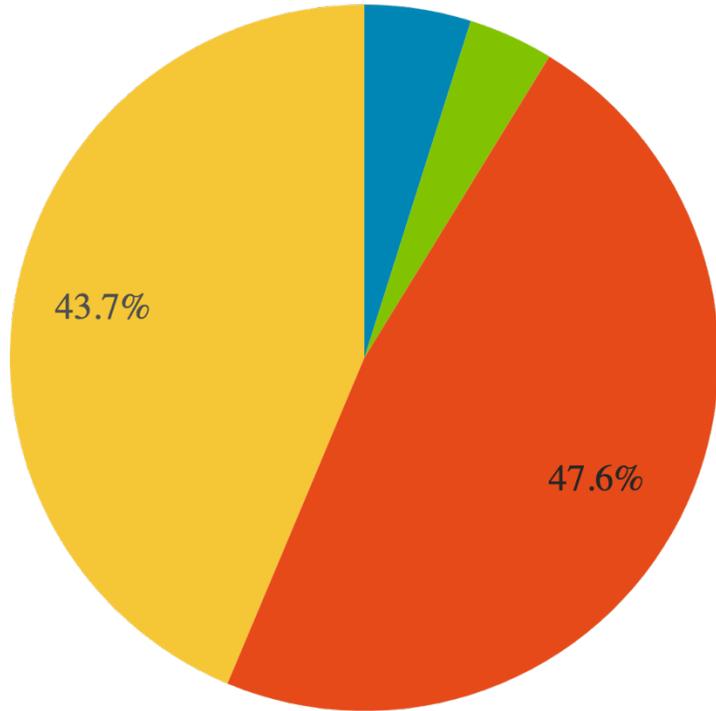
Online Donor



- Email and Mail
- Email Only
- Mail Only
- None

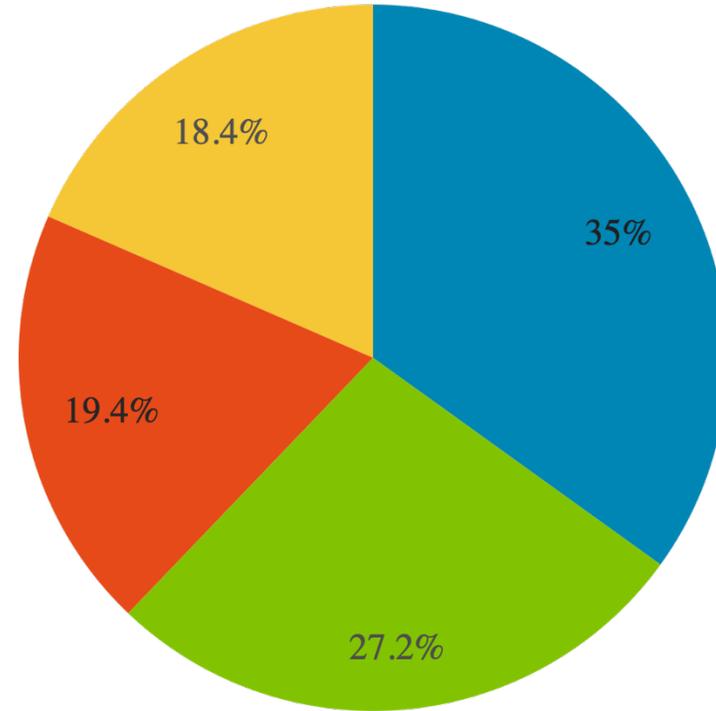
7.5% of organizations communicated with postal donors via online channels.

Postal Donor



- Email and Mail
- Email Only
- Mail Only
- None

Online Donor



- Email and Mail
- Email Only
- Mail Only
- None

35% of organizations sent messages to both types of donors.

KEY FINDING #1

65%

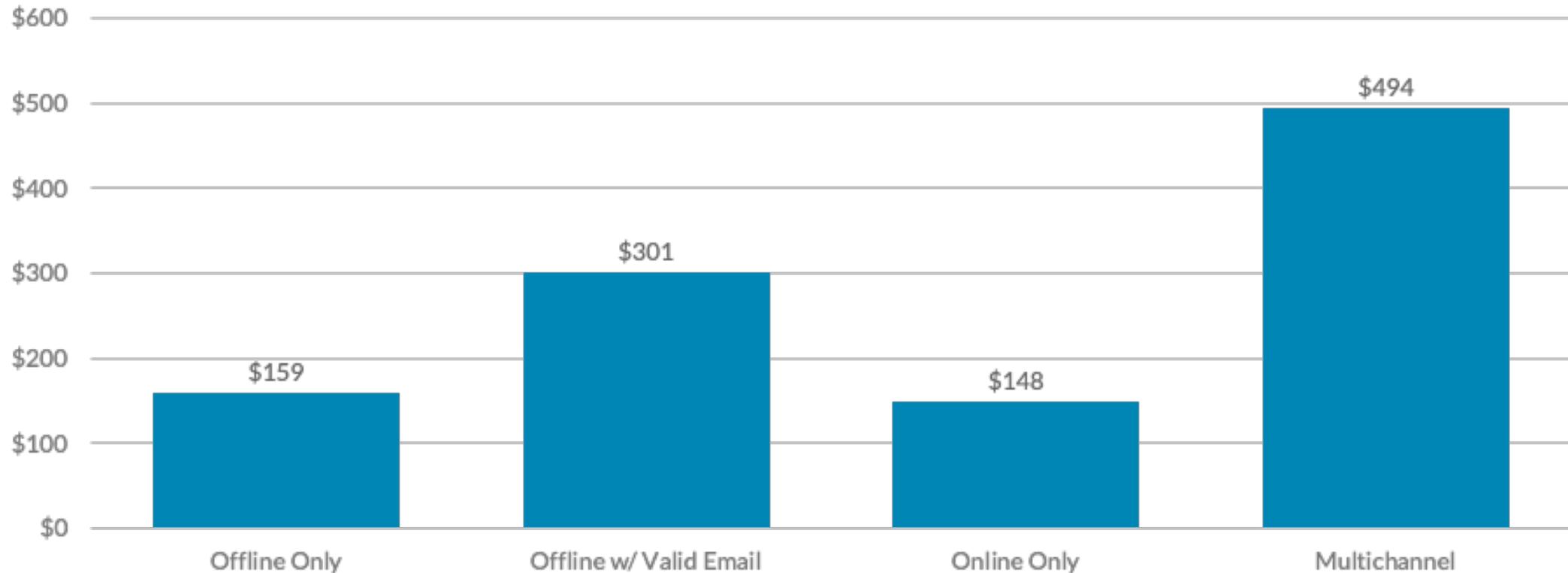
OF ORGANIZATIONS ARE NOT COMMUNICATING WITH
THEIR ONLINE AND OFFLINE DONORS IN
MULTIPLE CHANNELS

Thoughts with Noah[®]

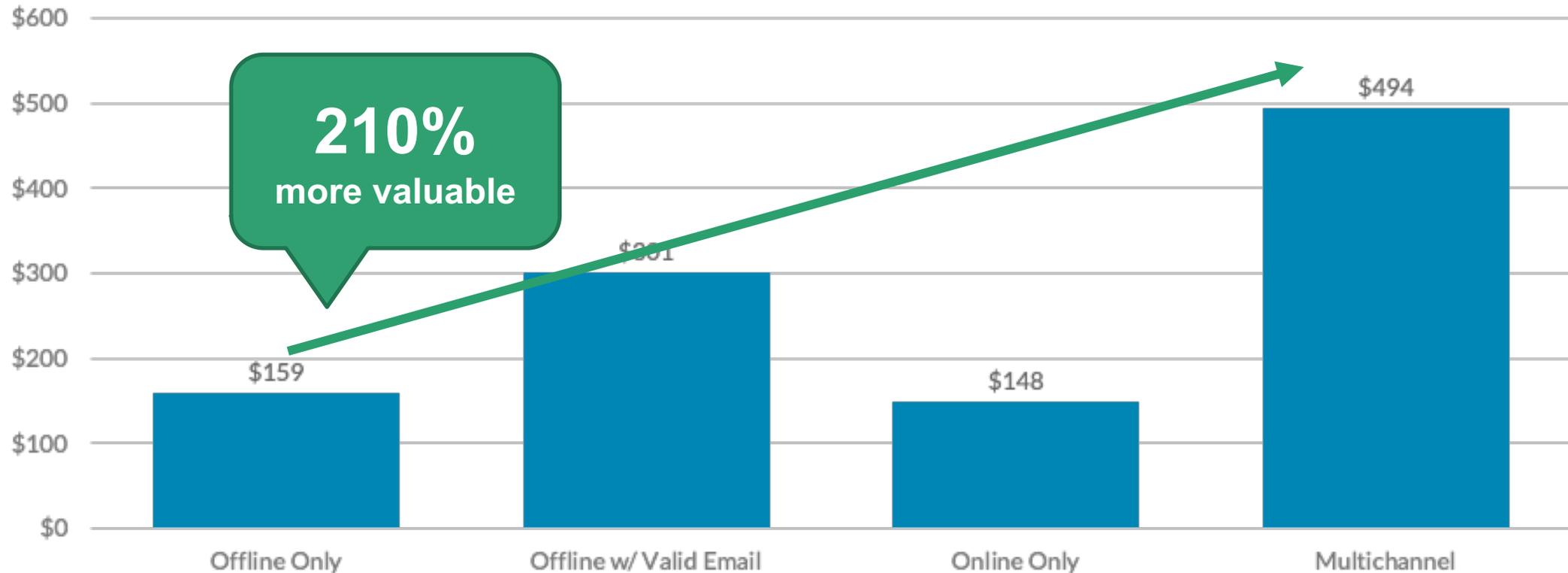
Why is it so hard for organizations to communicate effectively with donors?

BUT WHY IS MULTI-CHANNEL IMPORTANT?

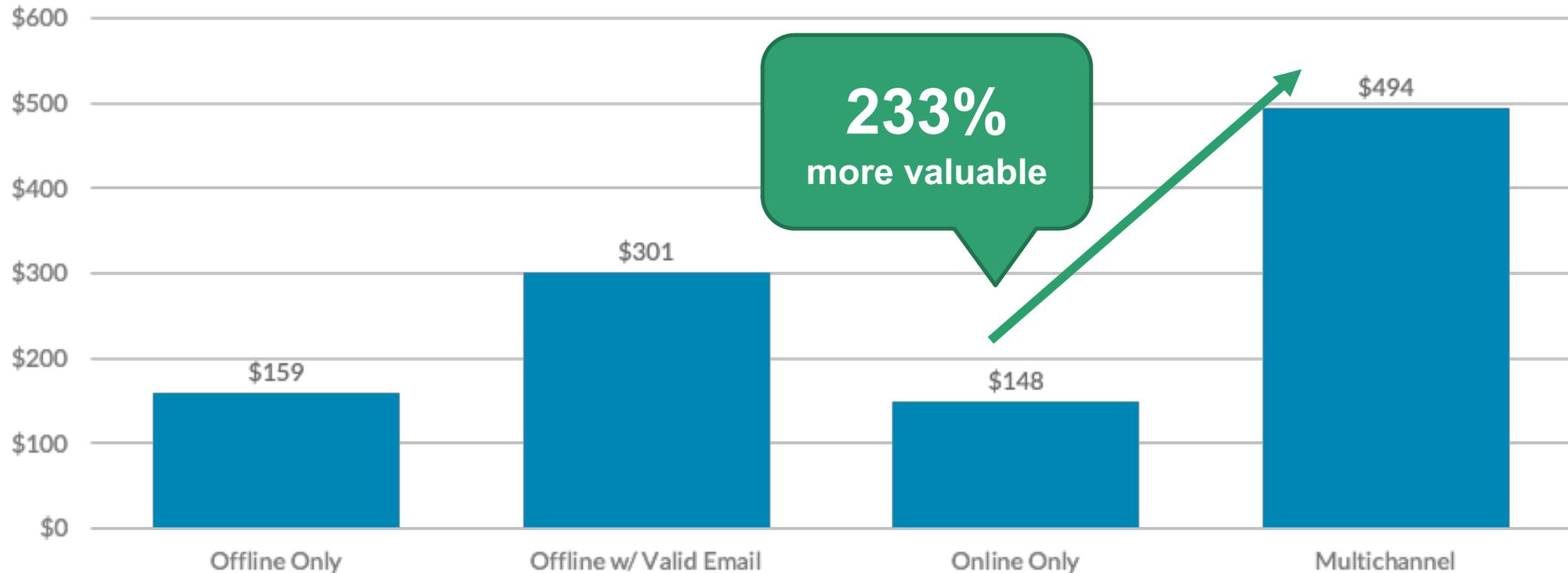
Average Revenue per Donor by Channel Cohort



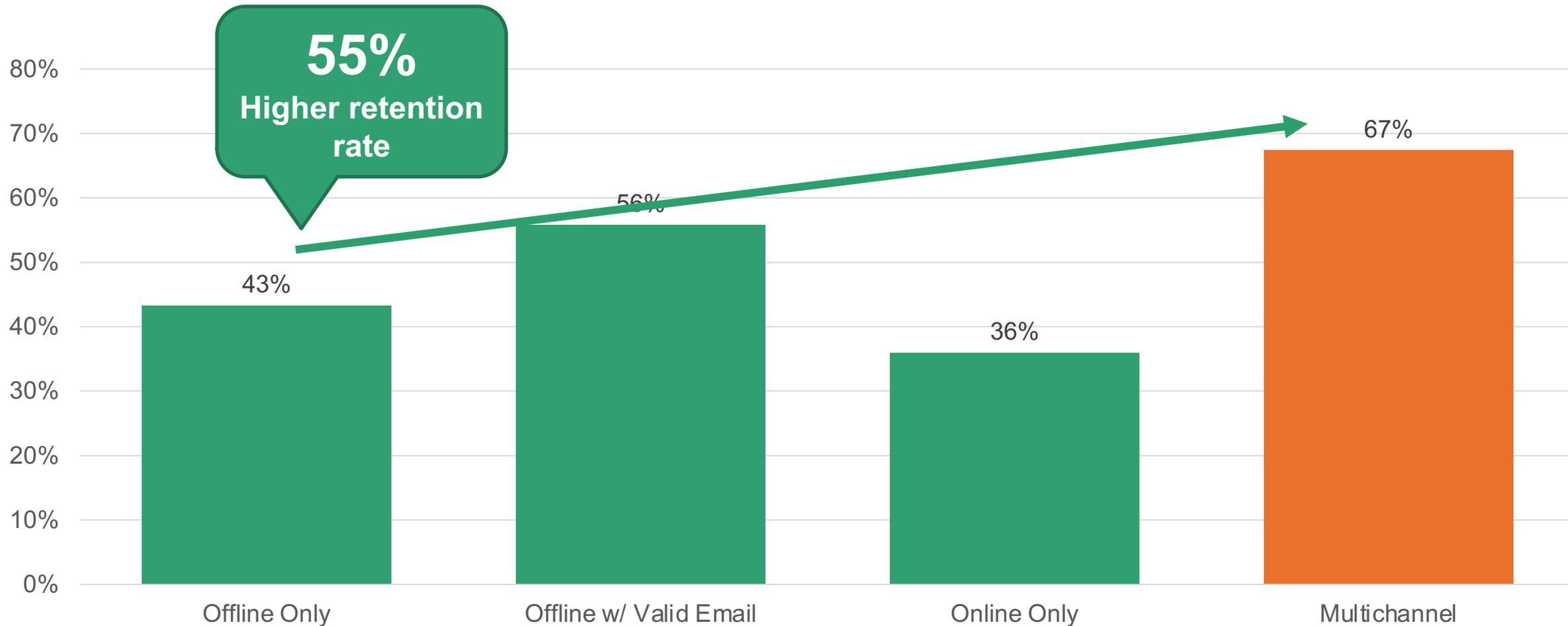
Average Revenue per Donor by Channel Cohort



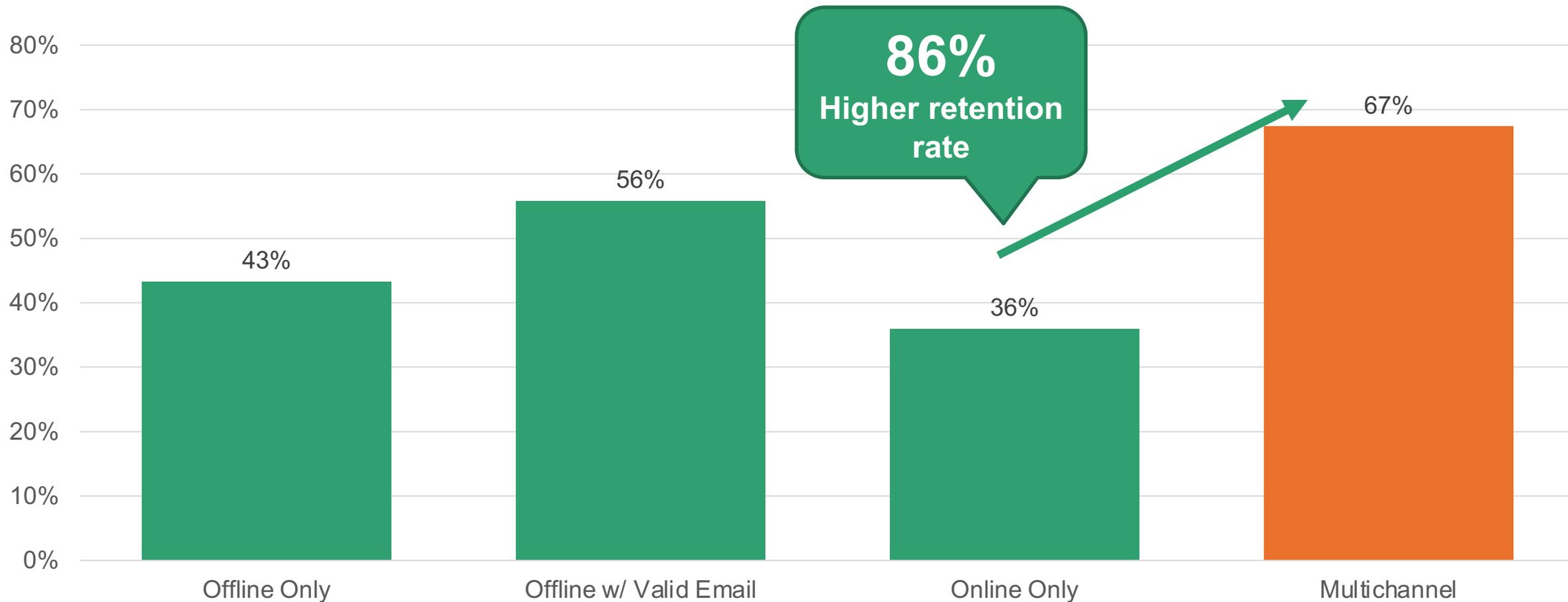
Average Revenue per Donor by Channel Cohort



Average Donor Retention by Channel Cohort



Average Donor Retention by Channel Cohort



Looking at NextAfter clients...

**ONLINE ACQUIRED DONORS ARE 463%
TO 14,400% MORE LIKELY TO BECOME A
MULTI-CHANNEL DONOR COMPARED
TO OFFLINE ACQUIRED.**

Completely earth-shattering tactic #1

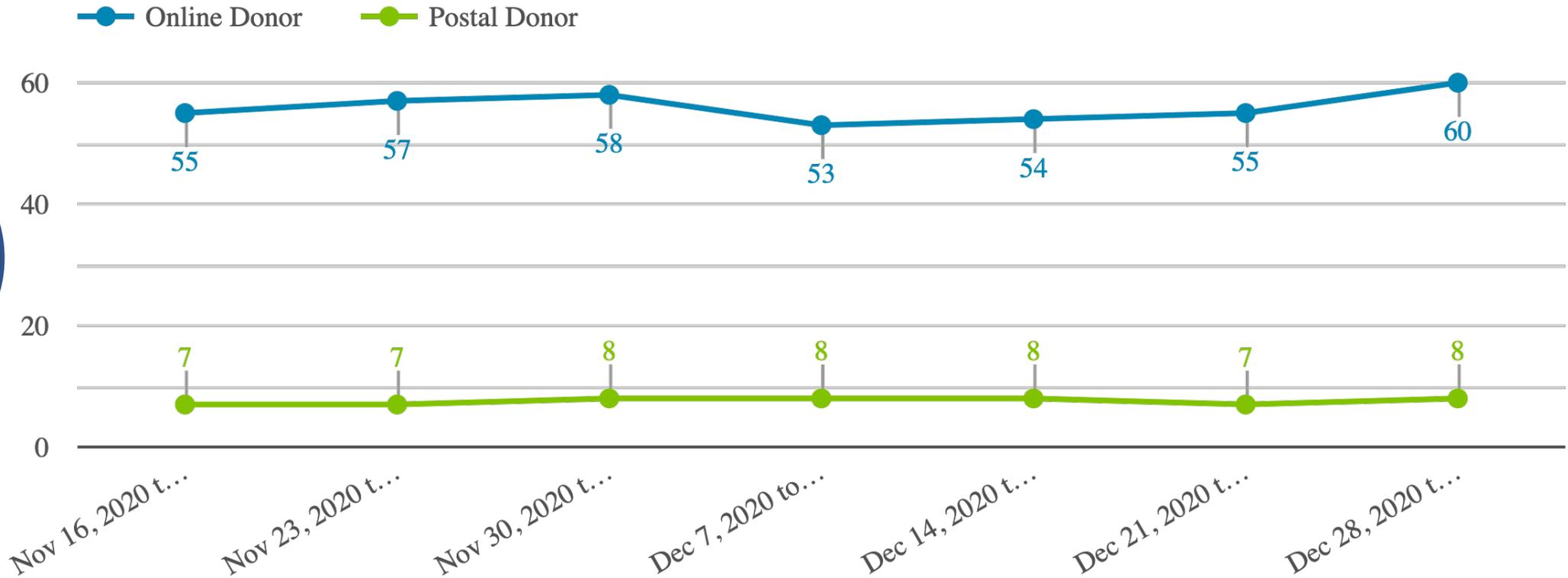
**TRY MAILING YOUR
ONLINE DONORS.**

Completely earth-shattering tactic #2

**TRY EMAILING YOUR
POSTAL DONORS.**

Number of Organizations Sending Emails

The number of organizations that sent email to the online and postal donor remained **drastically different** during the 7 weeks.

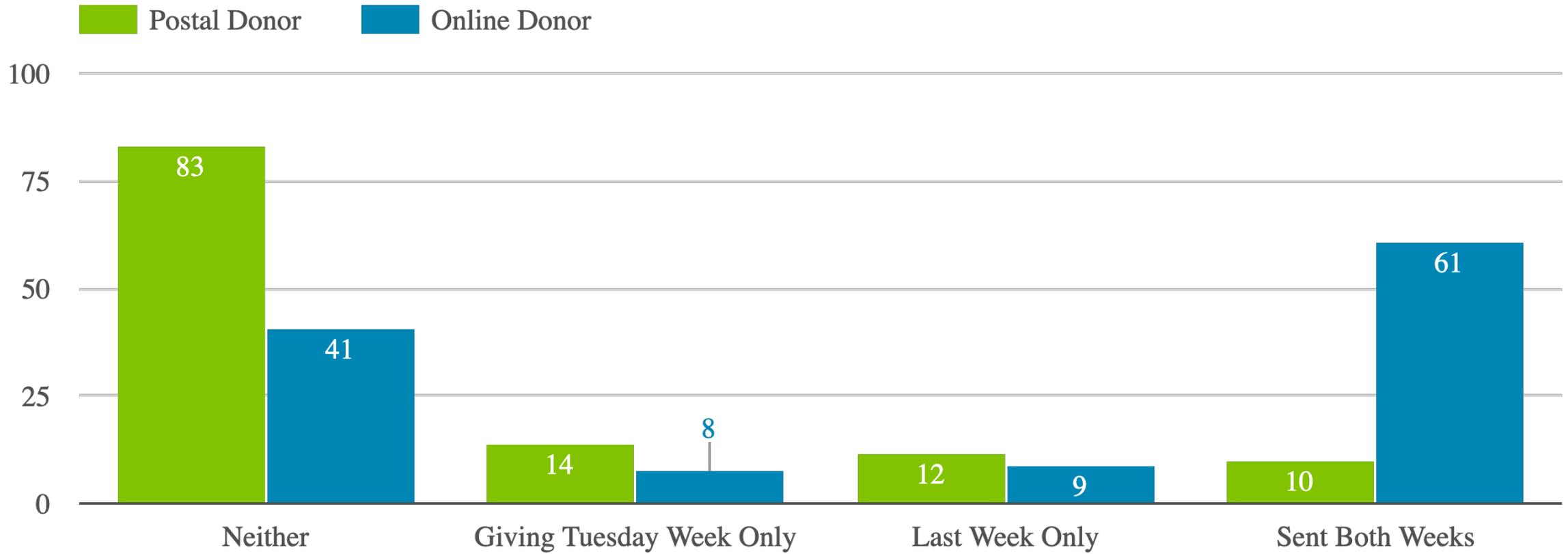


When are organizations
sending messages?



GIVING TUESDAY VS DECEMBER 31

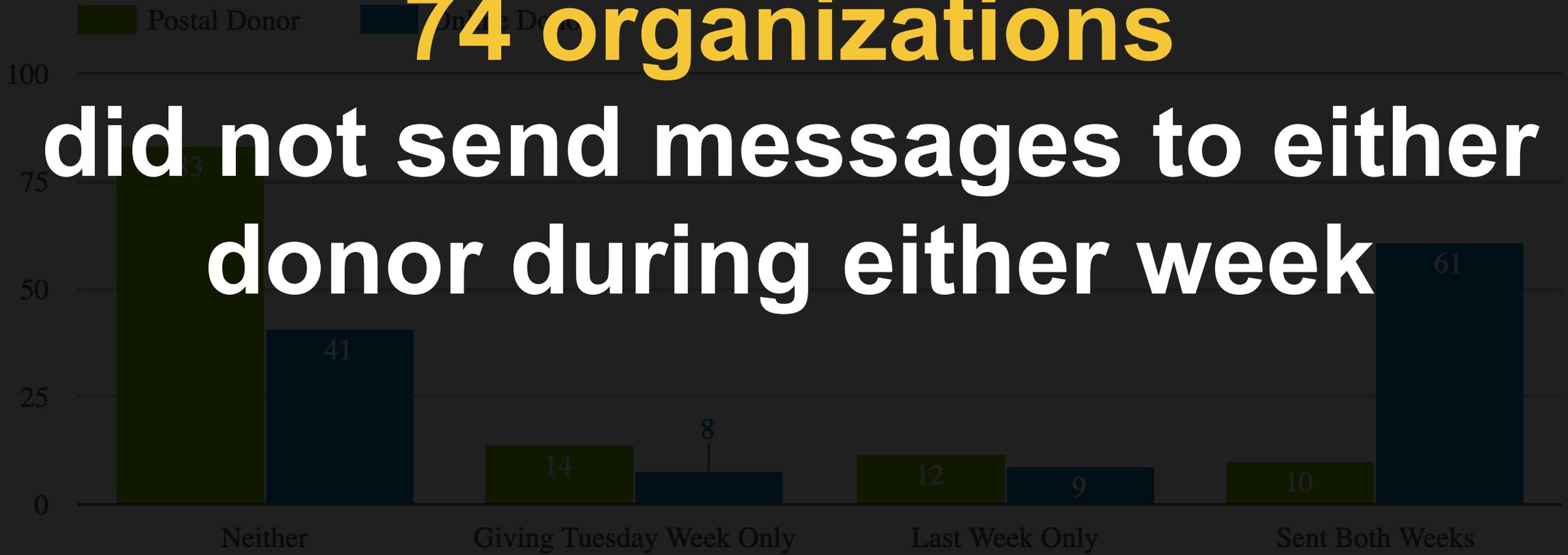
Giving Tuesday vs Week of December 31st Comparison by Donor



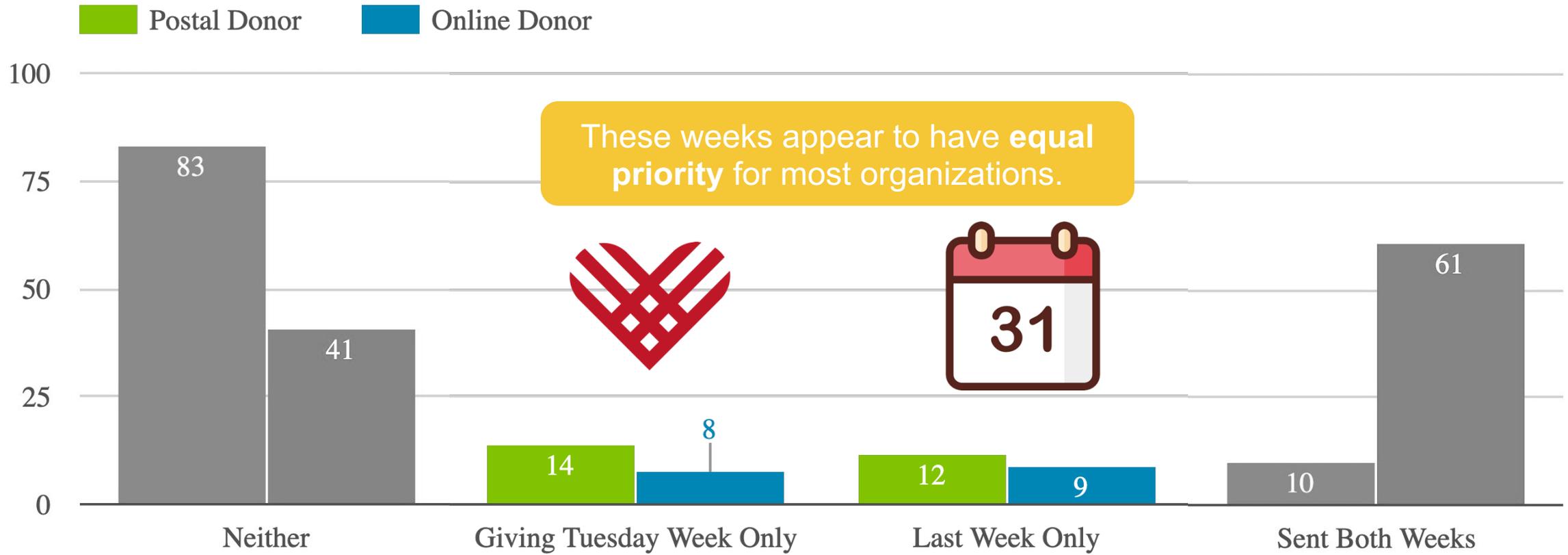
Giving Tuesday vs Week of December 31st Comparison by Donor

74 organizations

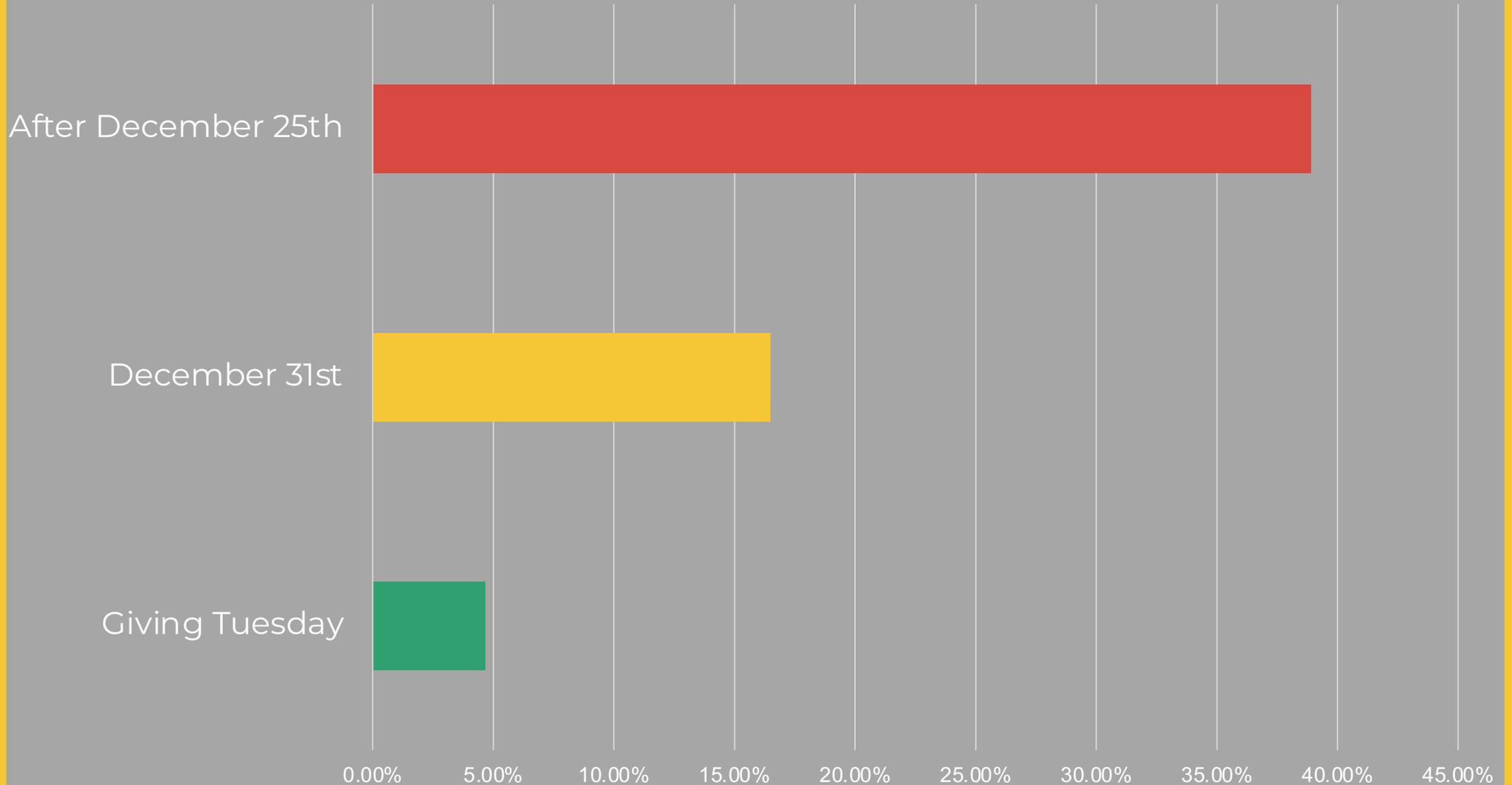
did not send messages to either donor during either week



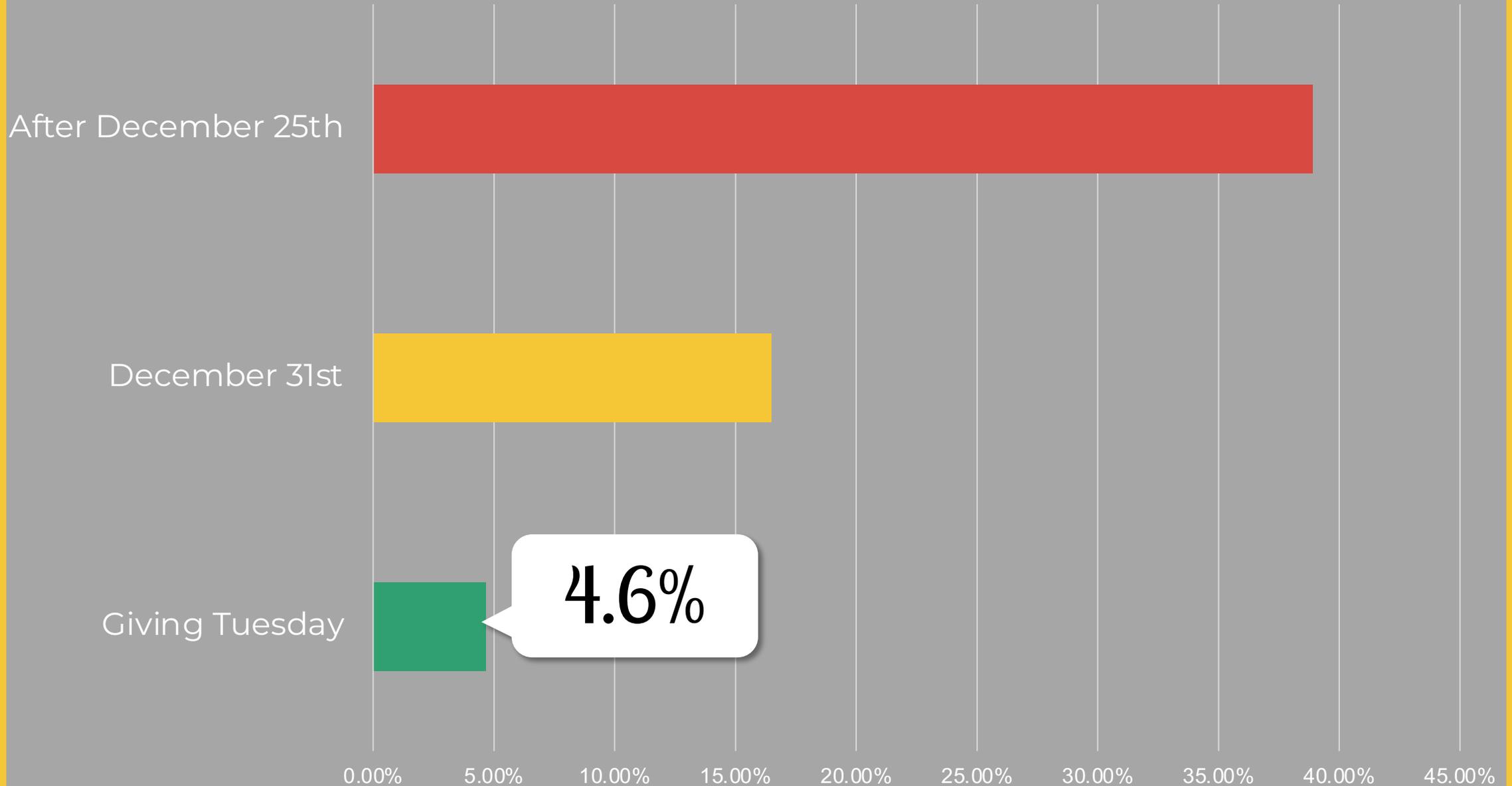
Giving Tuesday vs Week of December 31st Comparison by Donor



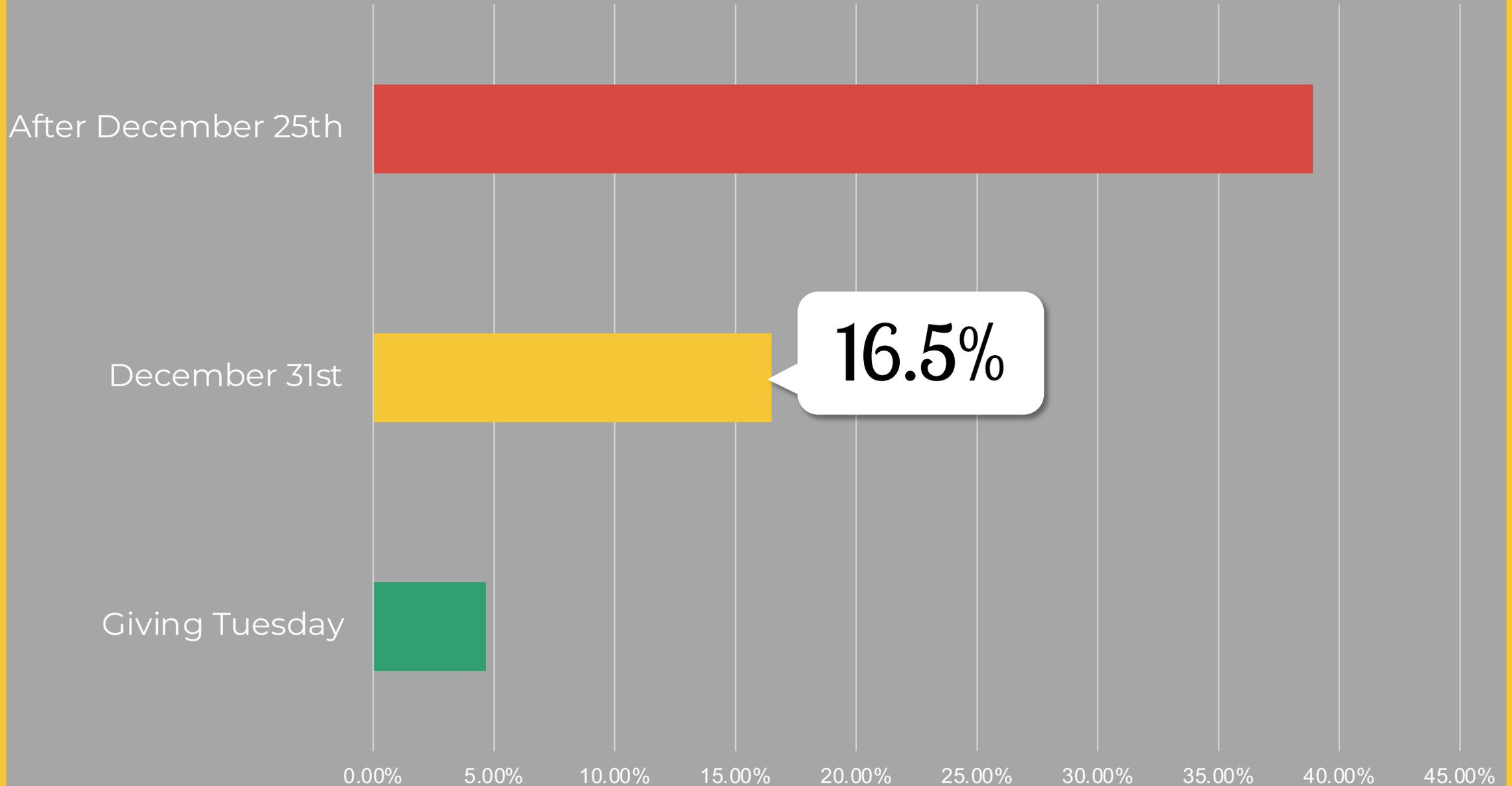
Percentage of Online Year-End Revenue



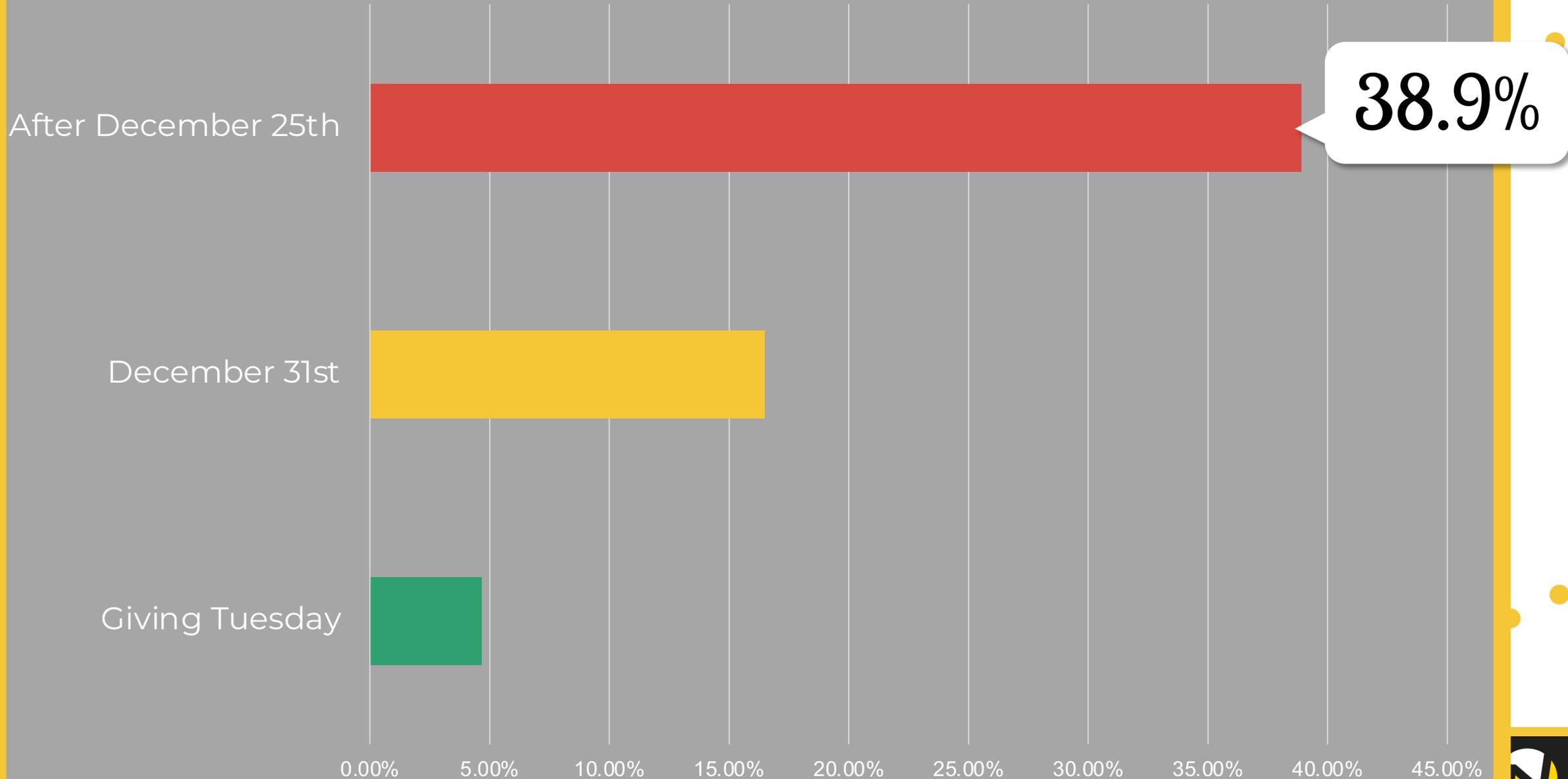
Percentage of Online Year-End Revenue



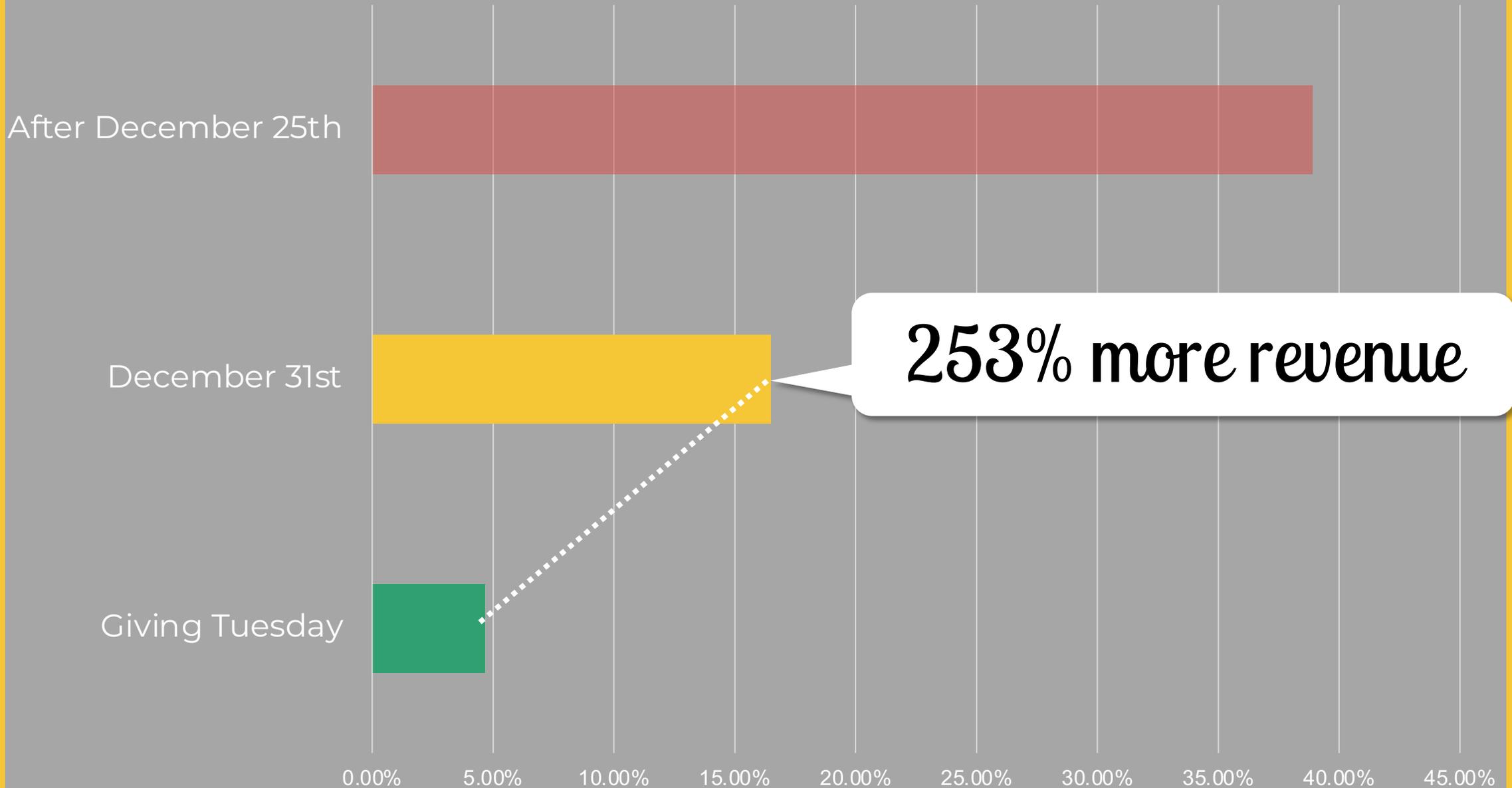
Percentage of Online Year-End Revenue



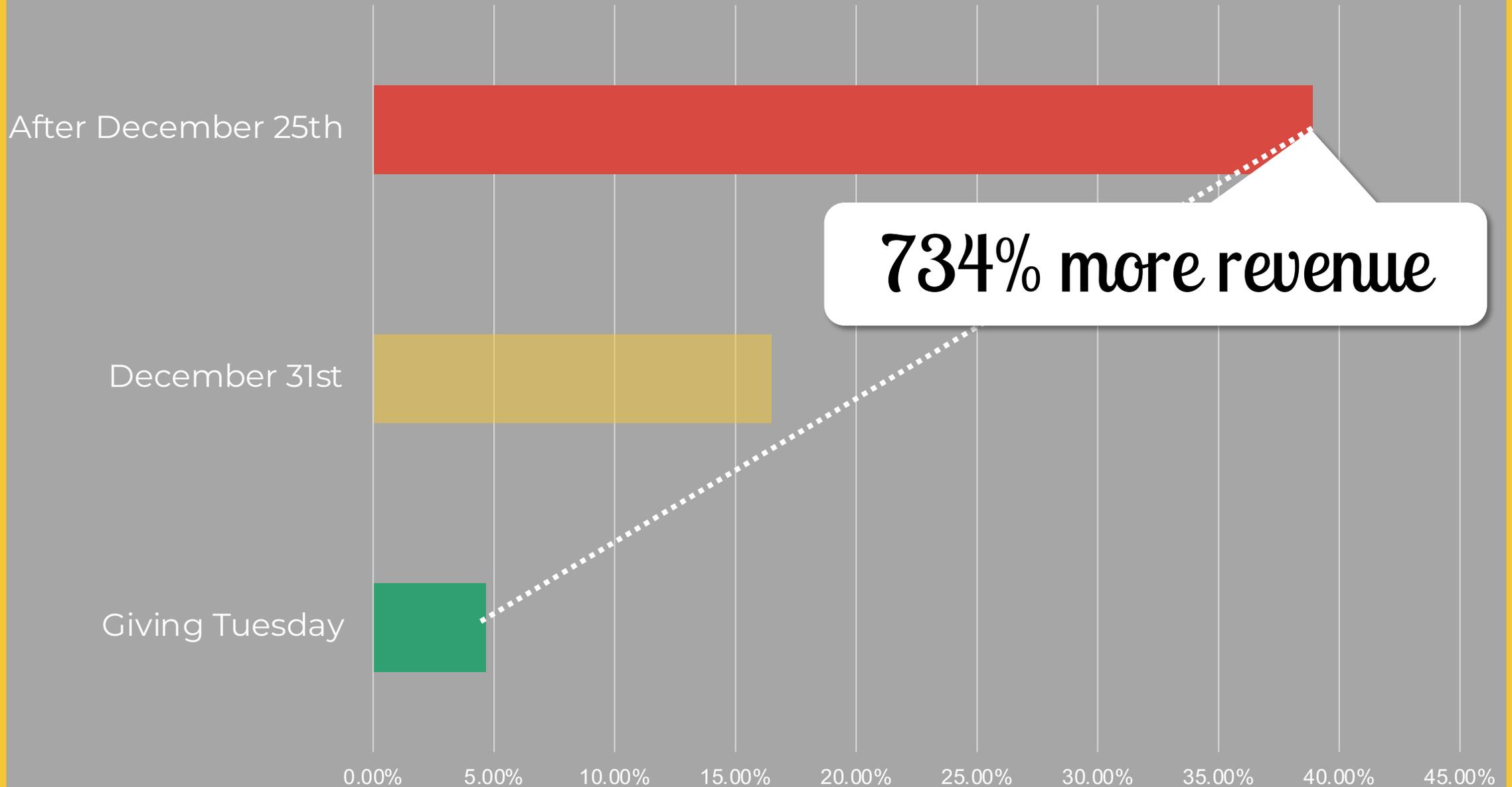
Percentage of Online Year-End Revenue



Percentage of Online Year-End Revenue



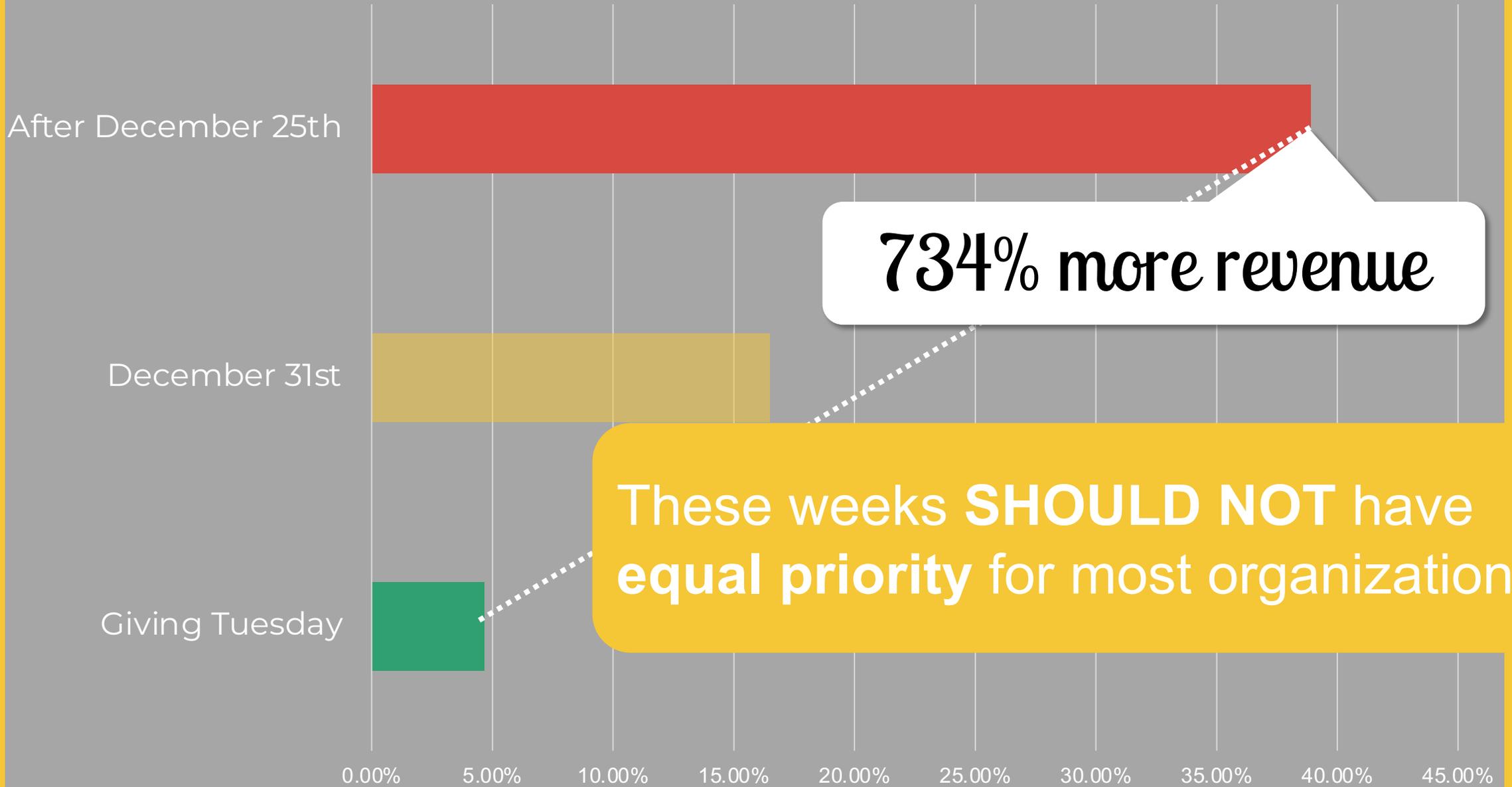
Percentage of Online Year-End Revenue



734% more revenue



Percentage of Online Year-End Revenue



734% more revenue

These weeks **SHOULD NOT** have equal priority for most organizations.



KEY FINDING #2

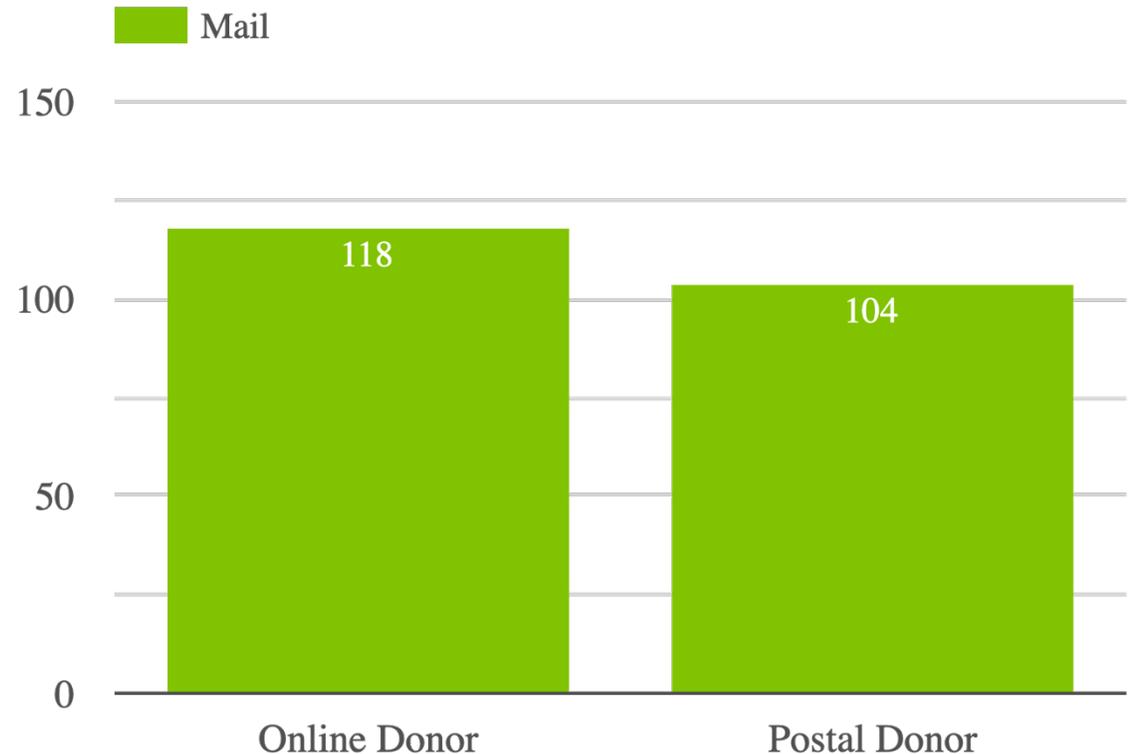
THERE WAS **LITTLE DIFFERENCE** BETWEEN THE NUMBER OF ORGANIZATIONS SOLICITING DURING **GIVING TUESDAY** AND THE **WEEK OF DECEMBER 31ST**

Thoughts with Noah [®]

What place does Giving Tuesday have in the world of year-end fundraising?

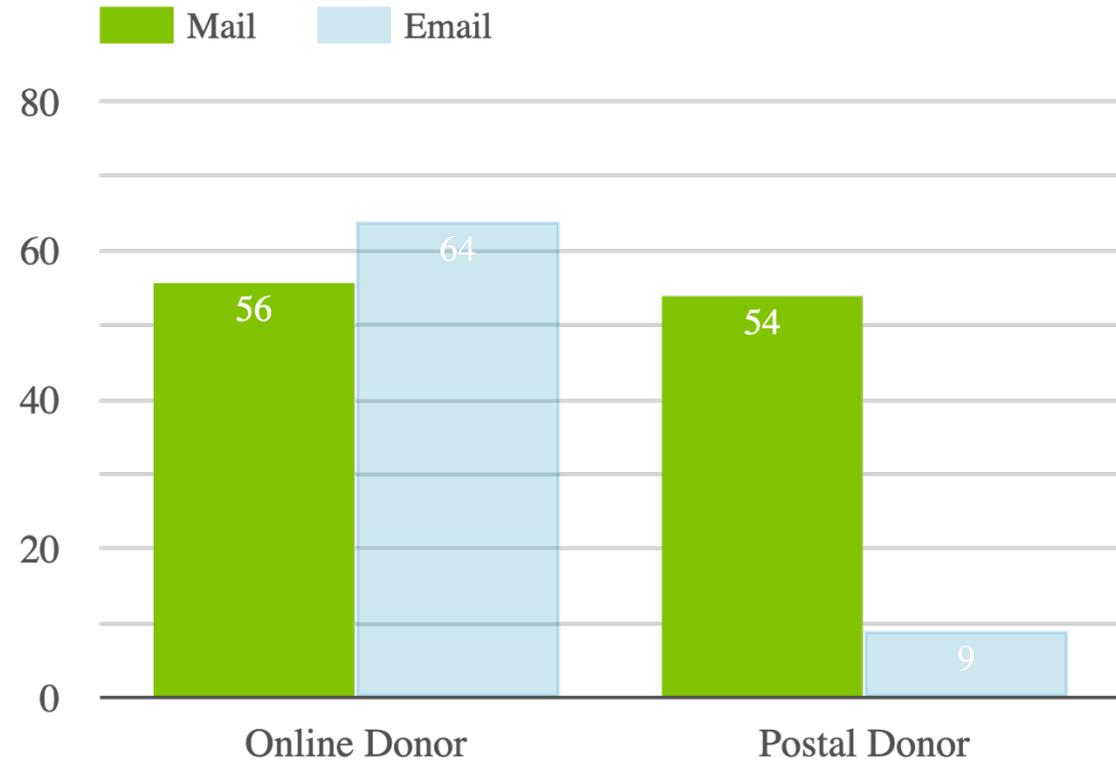
Volume of Mail by Donor

When we compared the volume of **mail** each donor received, we observed that both the online donor and postal donor received the **same amount of mail during this period.**



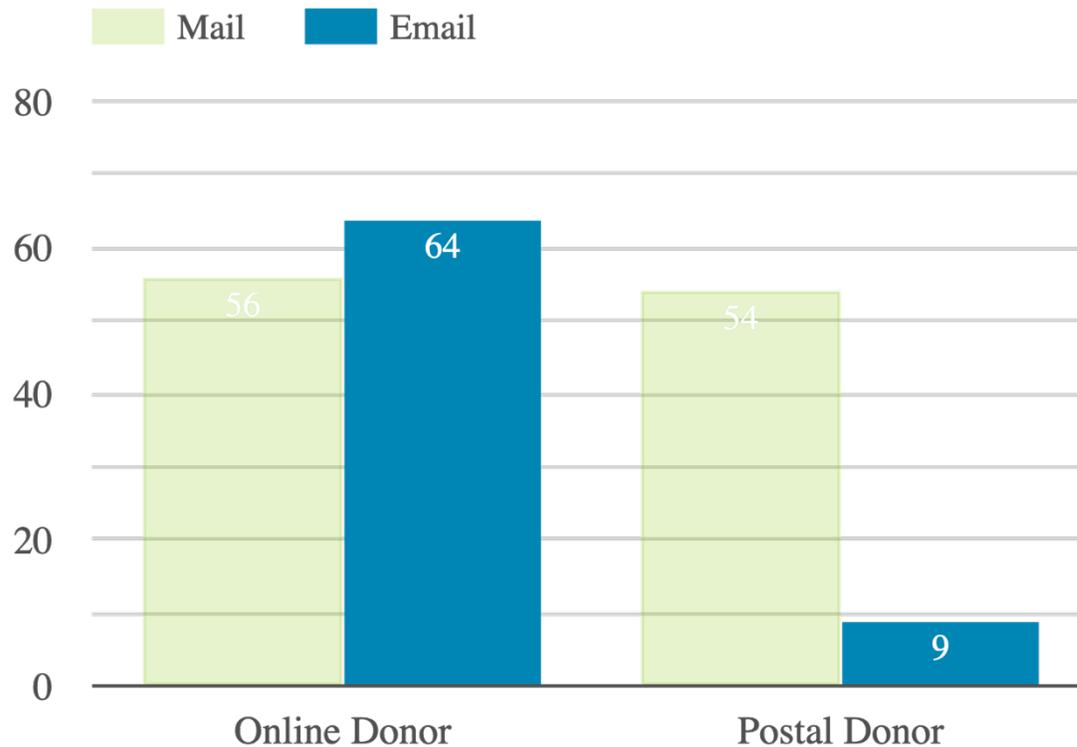
Number of Organizations Sending Mail by Donor

Also, the **same number of organizations** sent mail to both donors.



Volume of Email by Donor

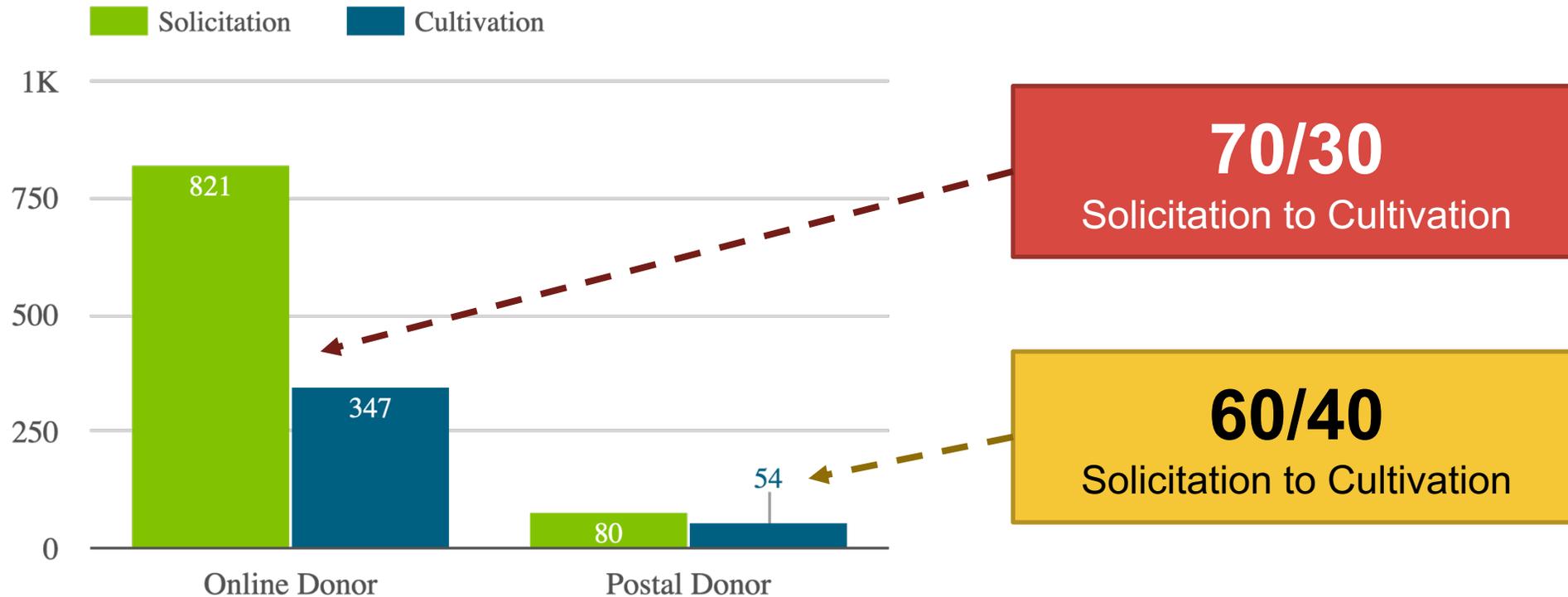
In contrast, not only did the **online donor receive far more email**, but the ratio of cultivation vs solicitation was unbalanced.



7x more organizations sent emails to the online donor compared to the postal donor

Solicitation vs Cultivation

The online donor received far more emails, but they received a higher **ratio of solicitation to cultivation**.



Year-End Fundraising Email Timeline

For the super-advanced fundraiser...

Survey Email

- **Acknowledge** their name
- **Describe** the opportunity and reason
- **Call** them to take the survey with a raw link
- **DO NOT** ask for money, even in a P.S.

Giving Tuesday Emails

- **1st Email** - Educate them on what Giving Tuesday is and ask for a donation
- **2nd Email** - Give them free content
- **3rd Email** - Make a direct donation ask



Thanksgiving Email

- **Acknowledge** their name, time, and contribution
- **Call** them to consume something free
- **DO NOT** ask for money, even in a P.S.

Year-End Overview Email

- **Acknowledge** their name, your relationship,

Testimonial Pass-Along Email

- **Acknowledge** their name, your relationship, and your desire for them to see their impact
- **Share** a real and compelling testimonial
- **Give credit** to them because of their generosity
- **Ask them** to donate now

Accomplishments Email

- **Acknowledge** their name, your relationship, and the results of their generosity
- **Show** some of the ways their generosity has impacted the donor's generosity
- **Thank them** again for their generosity
- **Ask** for an immediate donation in a P.S. if you have a deadline approaching

Free Offer Email

- **Acknowledge** their name, your relationship
- **Describe** the free thing you want to give them
- **Call** them to get the free offer
- **DO NOT** ask for money in the email
- **Once opted in to your offer**, use an instant donation page to make your donation ask.

Authority Acknowledgment Email

- **Acknowledge** their name, relationship with you,

Mid-December Reminder Email

- **Acknowledge** their name
- **Give a reason** for wanting to quickly connect
- **Quickly remind** them of where their gift will go
- **Ask** them to complete their donation

Only Days Left Email

- **Acknowledge** their name, your relationship, and values at stake in the new year
- **Commit** to attacking these challenges
- **Ask** for an immediate donation
- **Include** a compelling reason in the body text.

December Holiday Email

- **Acknowledge** their name, time, and contribution
- **Acknowledge** your shared value in the holiday
- **Call** them to get free content to celebrate
- **DO NOT** ask for money, even in a P.S.

December 30th Email

- **Acknowledge** their name, your relationship,

December 31st Emails

- **AM Email** - Ask for an immediate donation, utilizing a countdown clock, progress bar, social stats, etc.
- **PM Email** - Ask for an immediate donation, stating that you haven't received their gift yet. Include AM Email below.



We Did It! Email

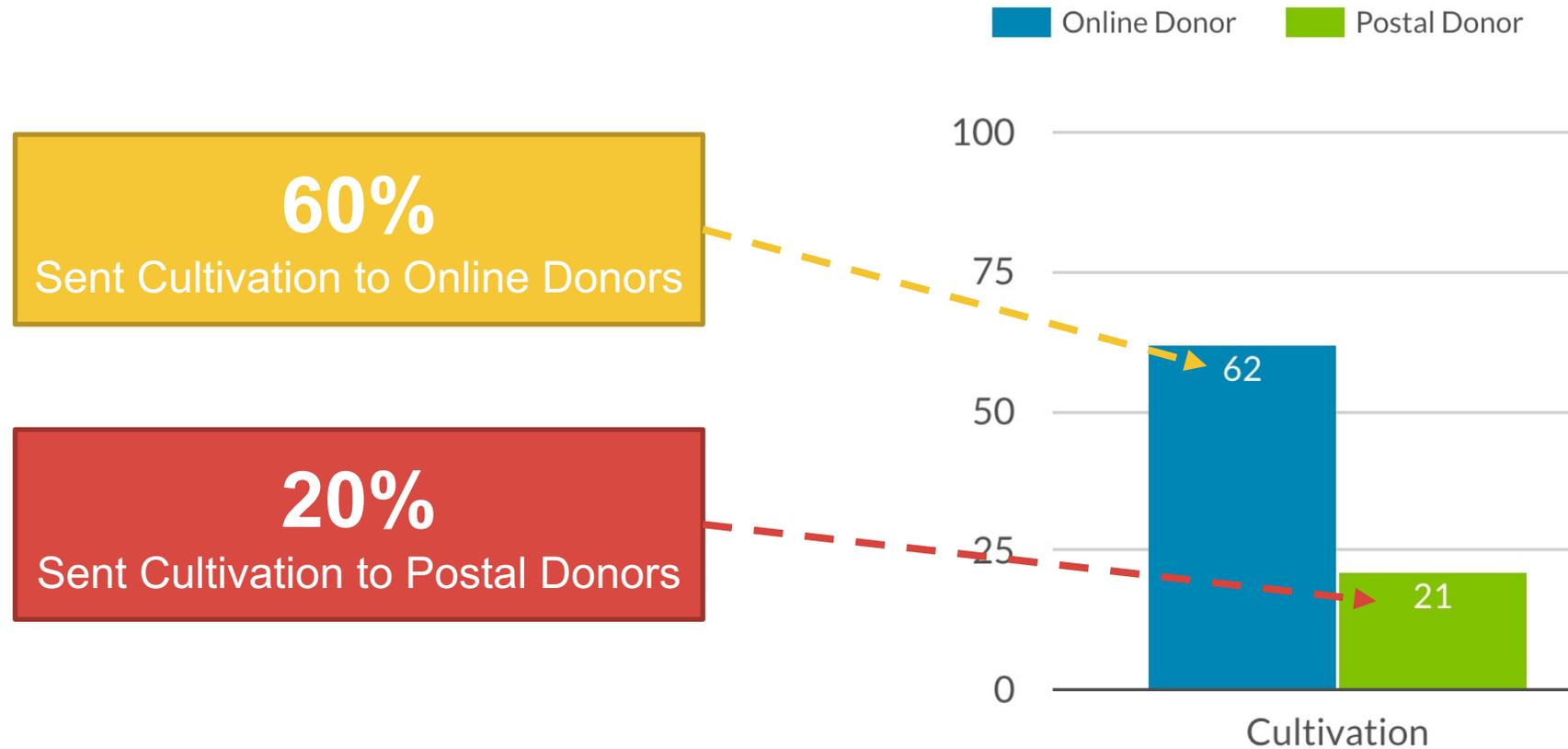
- **Announce** that you hit your goal (or a certain percentage of it).
- **Thank** them for their generosity and support
- **DO NOT** ask for an additional donation

60% Solicitation /
40% Cultivation

But it's more complicated than that

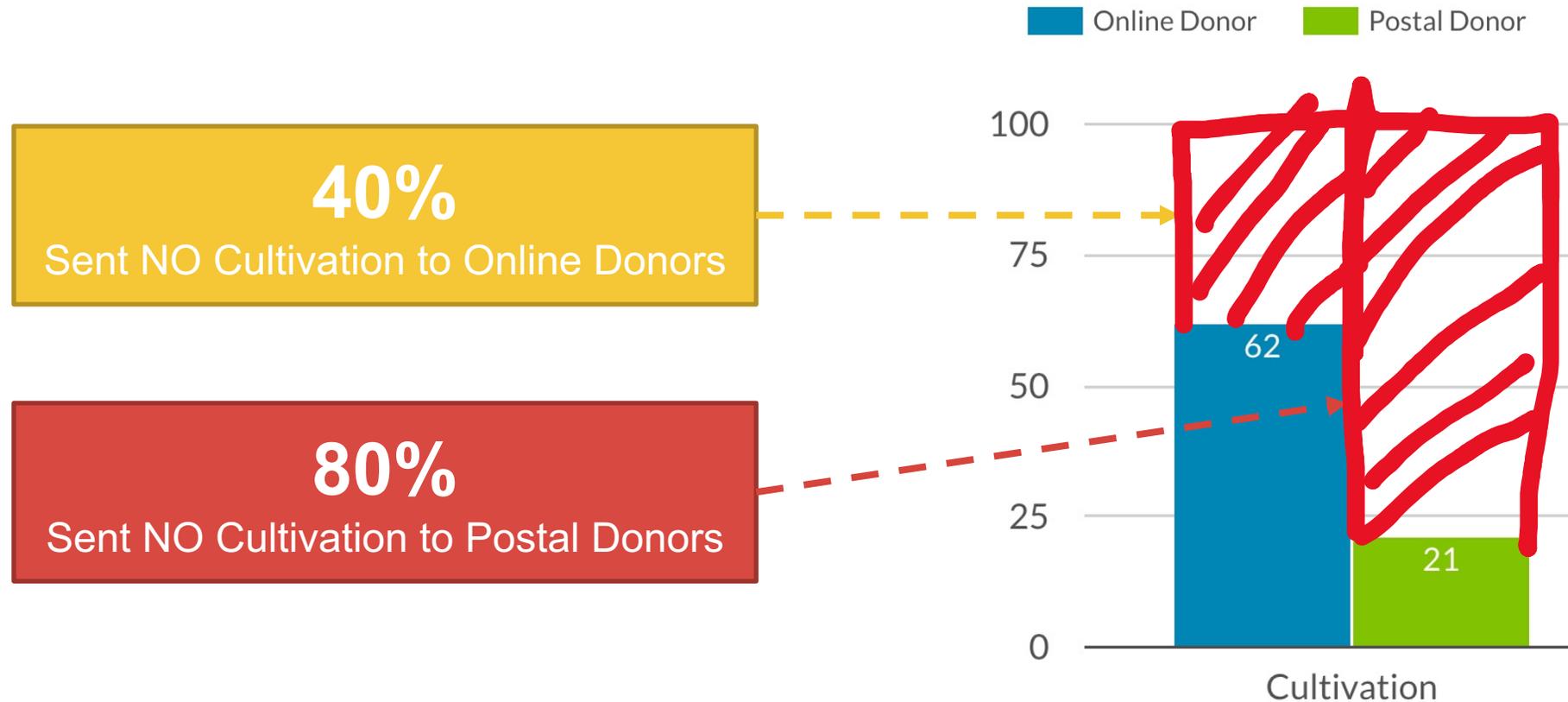
Solicitation vs Cultivation

Many organizations sent **no cultivation** to their donors.



Solicitation vs Cultivation

Many organizations sent **no cultivation** to their donors.



KEY FINDING #3

MANY ORGANIZATIONS AREN'T CULTIVATING THEIR DONORS DURING THE YEAR-END SEASON.

Thoughts with Noah[®]

How can fundraisers use more cultivation strategies to grow giving?

WHY IS THIS **IMPORTANT?**

No Additional Cultivation



No Additional Cultivation Emails

Additional Cultivation Group

Sarah Kramer <sarahk@edflegal.org> (unsubscribe)
to me -

Hi Kevin,

I recently emailed you about Jack Phillips, the cake artist from Colorado who was sued and taken to court twice for simply living out his faith.

Jack won his first case at the United States Supreme Court last year. And this past March, Colorado dismissed its second case against Jack.

But now, the same person who filed the complaint that launched the state's second prosecution of Jack has filed a new complaint against Jack in state court. When will it end?

[A colleague of mine wrote an article about this third lawsuit that you can read here.](#)

Kevin, what's happening to Jack is awful. He needs all the support he can get. I'll be keeping him on my prayer list and you pray for him also?

Best,
Sarah

Hi Kevin,

"There's nothing I can do — you'll just have to live with this."

Can you imagine being told that by your doctor? Can you imagine seeking out help but being turned away because the local government decided what is and is not treatable? To make things worse, that government decision was made in an effort to be politically correct, not to provide the best medical care.

In case you can't tell, I'm pretty fired up about this.

[We recently posted an article by Dr. David Schwartz. He's been a counselor and psychotherapist for more than four decades. You need to read this as he goes into much greater detail about the New York City ordinance that restricts mental health care for patients.](#)

After reading the article: "The ordinance is actually calculated to increase fears, financial penalties (or bad publicity), but also among our patients."

It's not just about increasing the fears of patients seeking mental help. It is unbelievable.

It's a heavy story, but I really thought you should see it. I hope you have a chance to read it.

Sarah Kramer <sarahk@edflegal.org> (unsubscribe)
to me -

Hi Kevin,

This week, I wanted to share something with you that is personal to me — and it's something that affects the women and girls in your life too.

You may have heard about girls being forced to compete in sports with biological males who identify as female. Not only do they compete, but they win — even beating out females for scholarship opportunities.

This isn't "progress." And it's not fair.

That's why one high school girl is taking a stand — and why Alliance Defending Freedom filed a complaint with the Office for Civil Rights representing her and two other female athletes.

As a former college athlete, I'm pretty fired up about this. And [I wrote an article about it, which you can read here.](#)

If you have any thoughts or opinions on biological males being allowed to compete in female athletics, please email me back, and we can keep this conversation going.

Best,
Sarah

42%

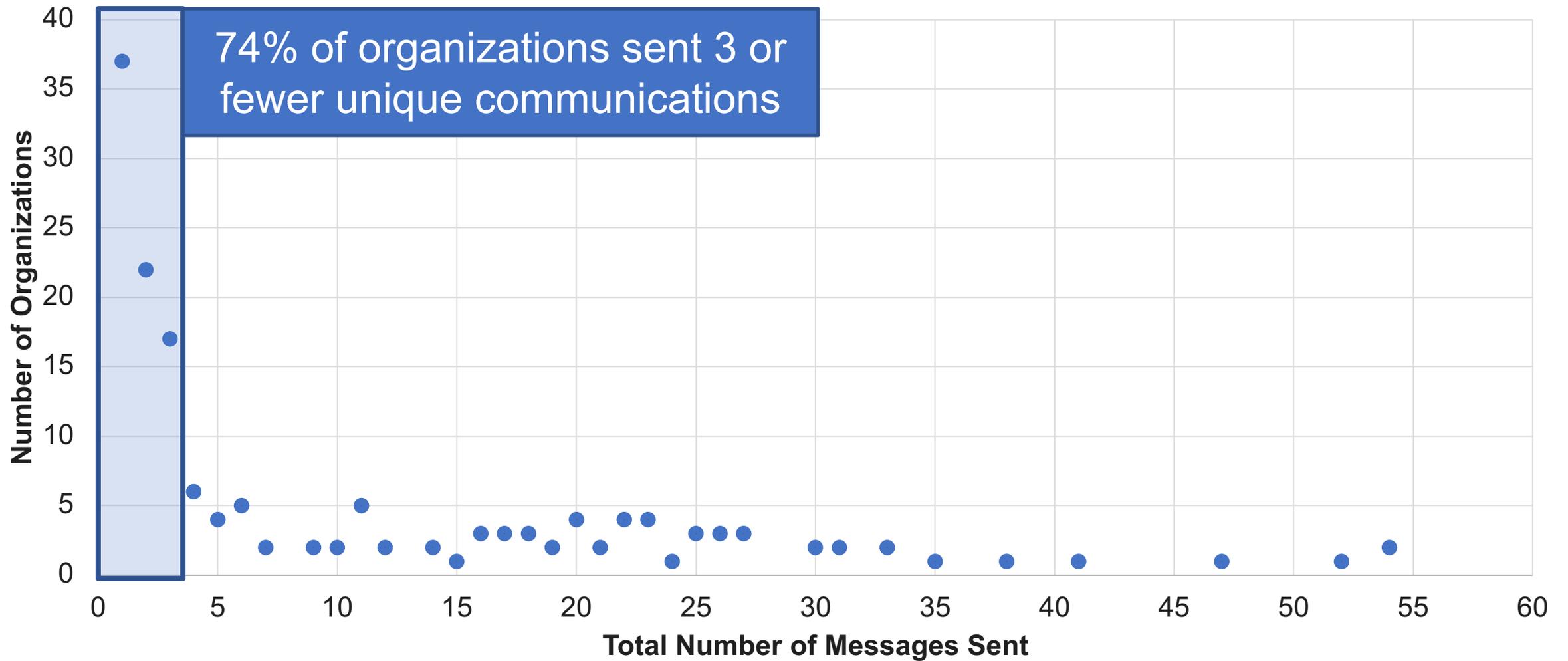
In Online Revenue

**HOW YOU CULTIVATE YOUR
DONORS CAN AFFECT YOUR
REVENUE.**

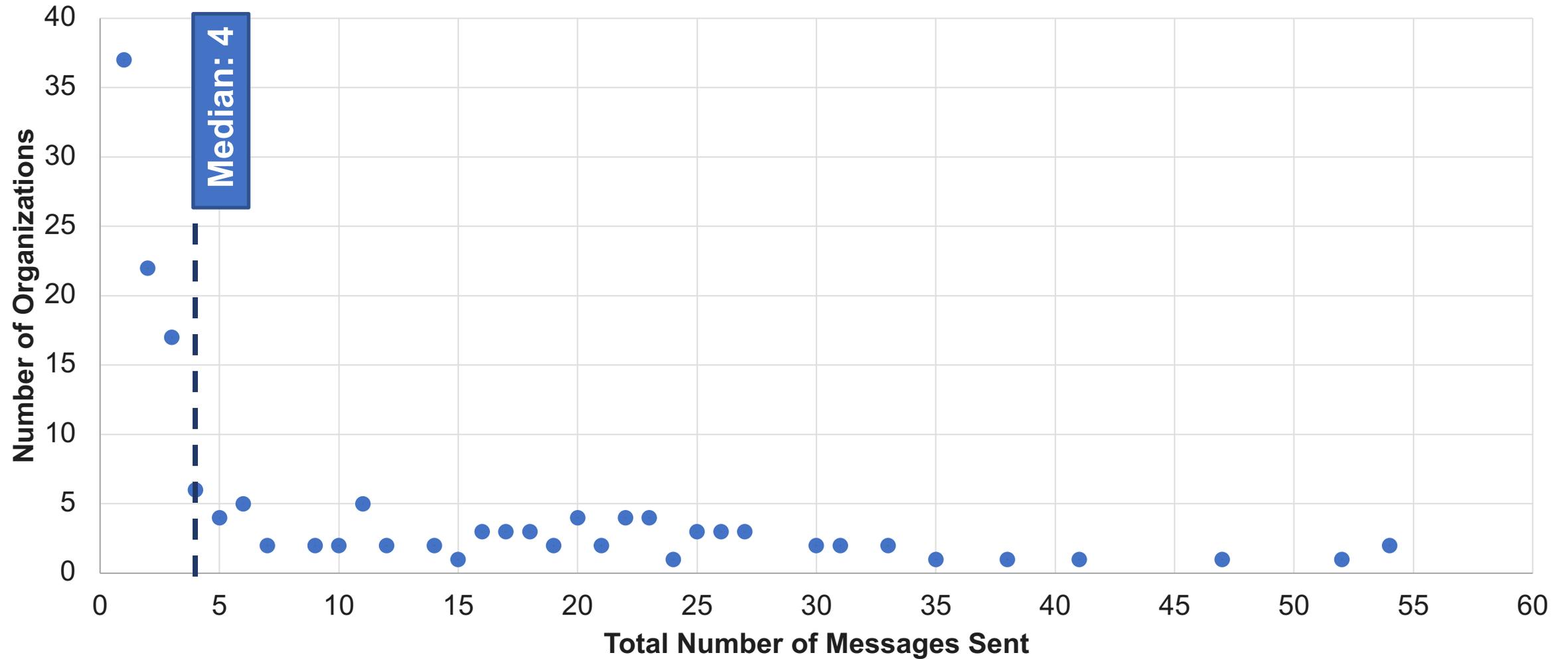
What did the experience look like
for **online donors**?

A DEEPER LOOK AT HOW ORGANIZATIONS COMMUNICATED

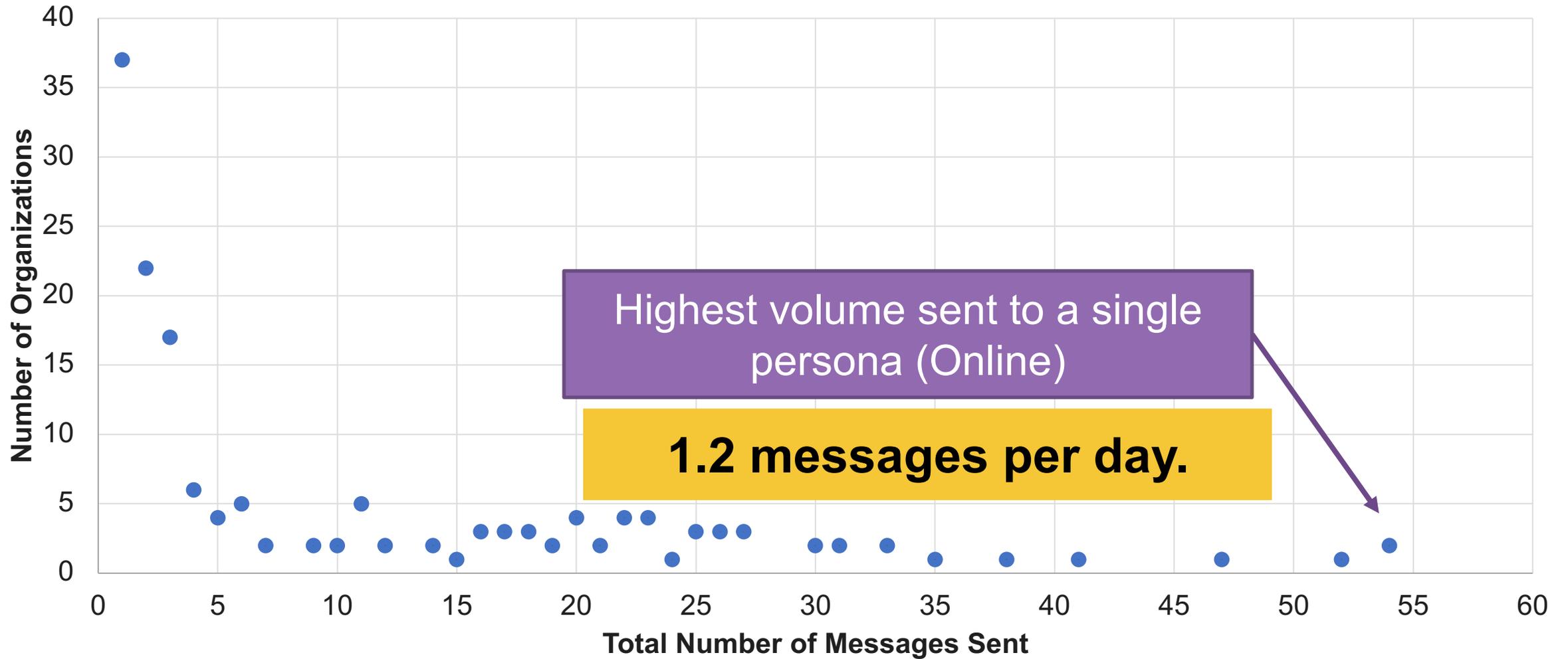
Unique Messages Sent to Both Personas



Unique Messages Sent to Both Personas



Unique Messages Sent to Both Personas



Most Messages Sent:

Alzheimer's Association

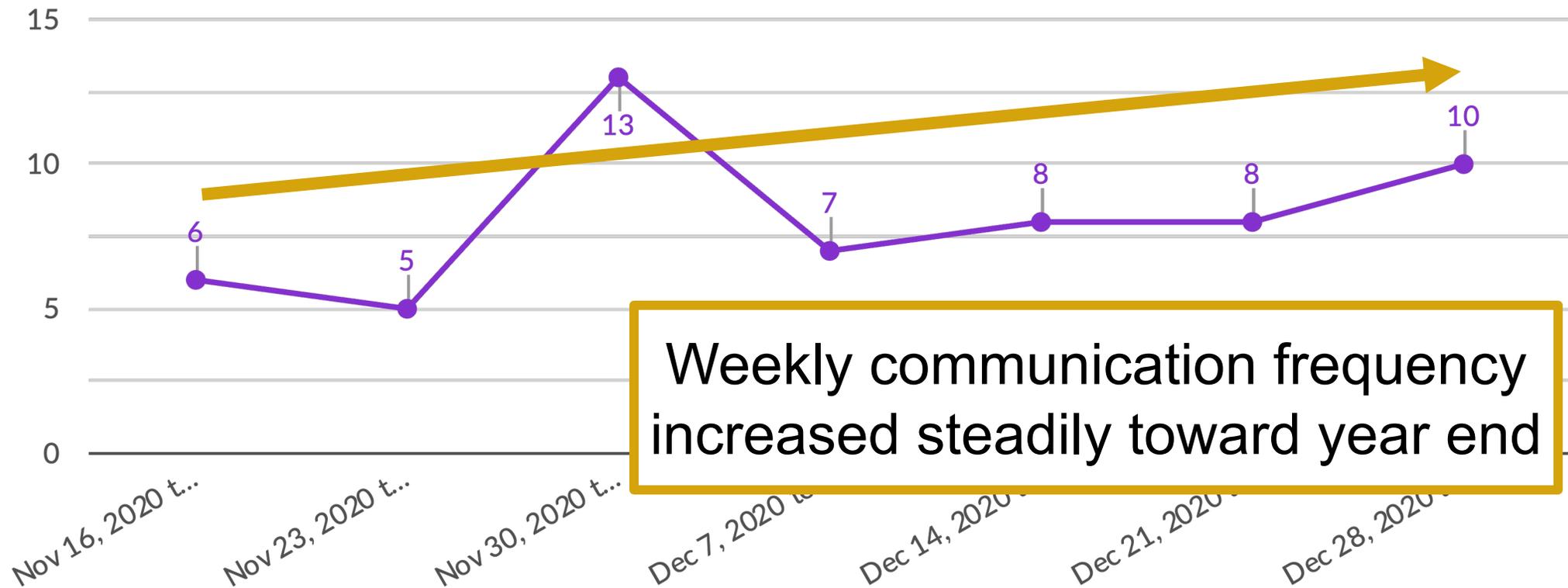


alzheimer's
association®

- 57 total communications
- 95% to online persona
- **88% were solicitations**

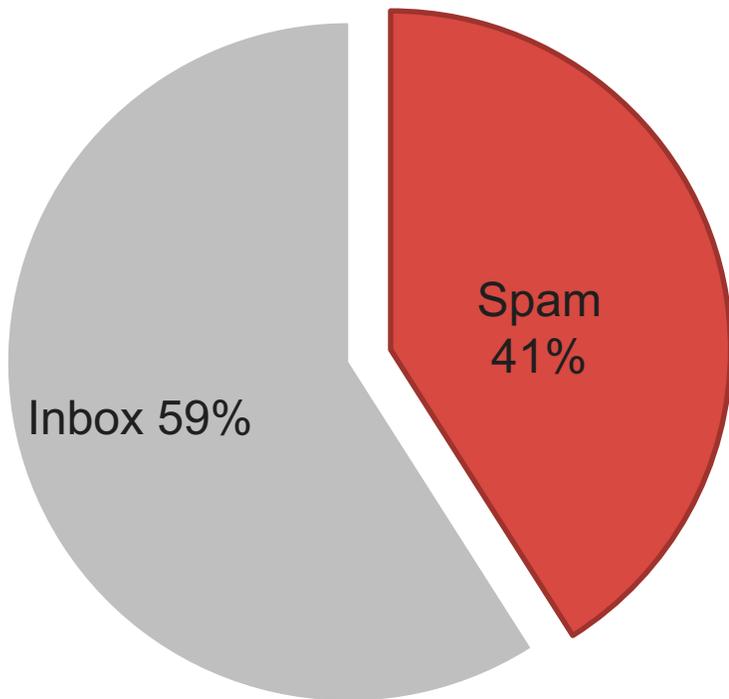
Most Messages Sent: Alzheimer's Association

Weekly Communications for Alz.org



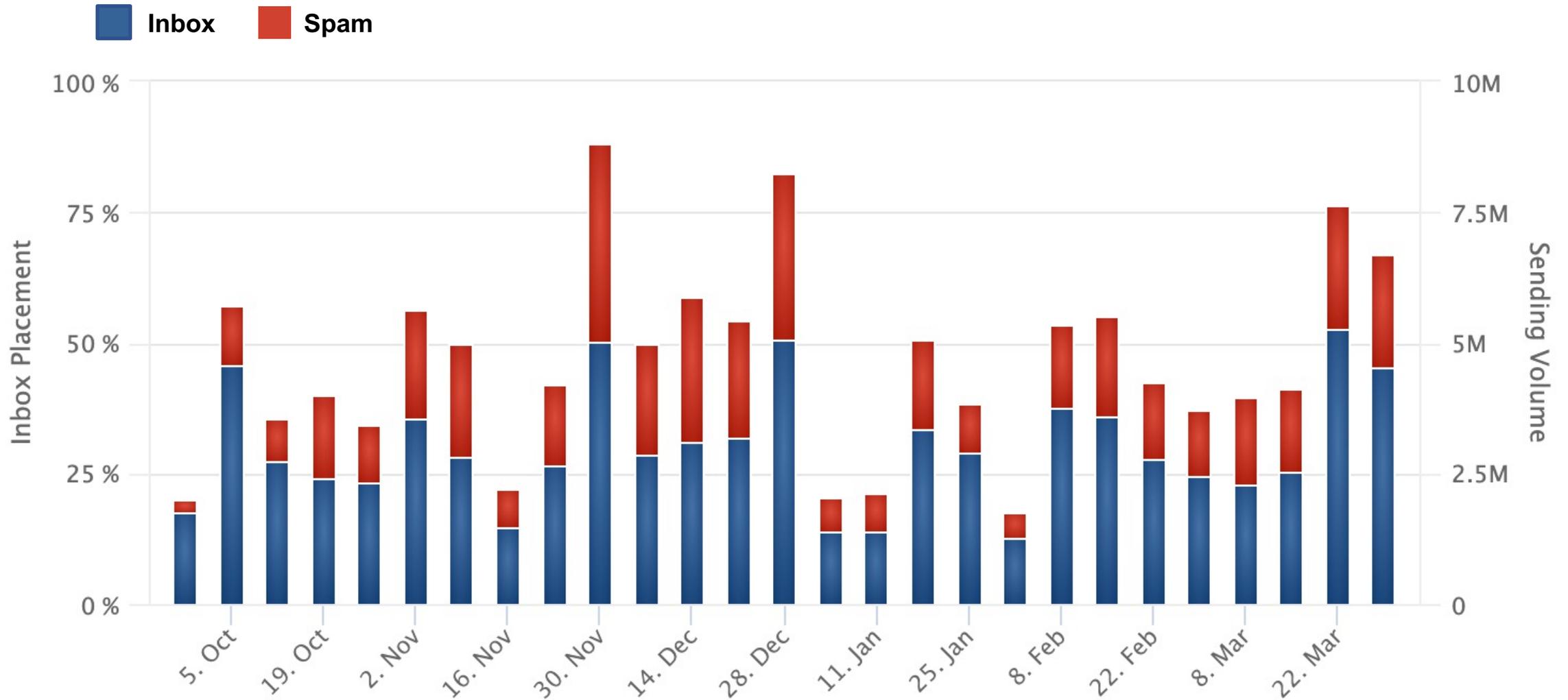
Most Messages Sent: Alzheimer's Association

Year End Spam Rating for Alz.org

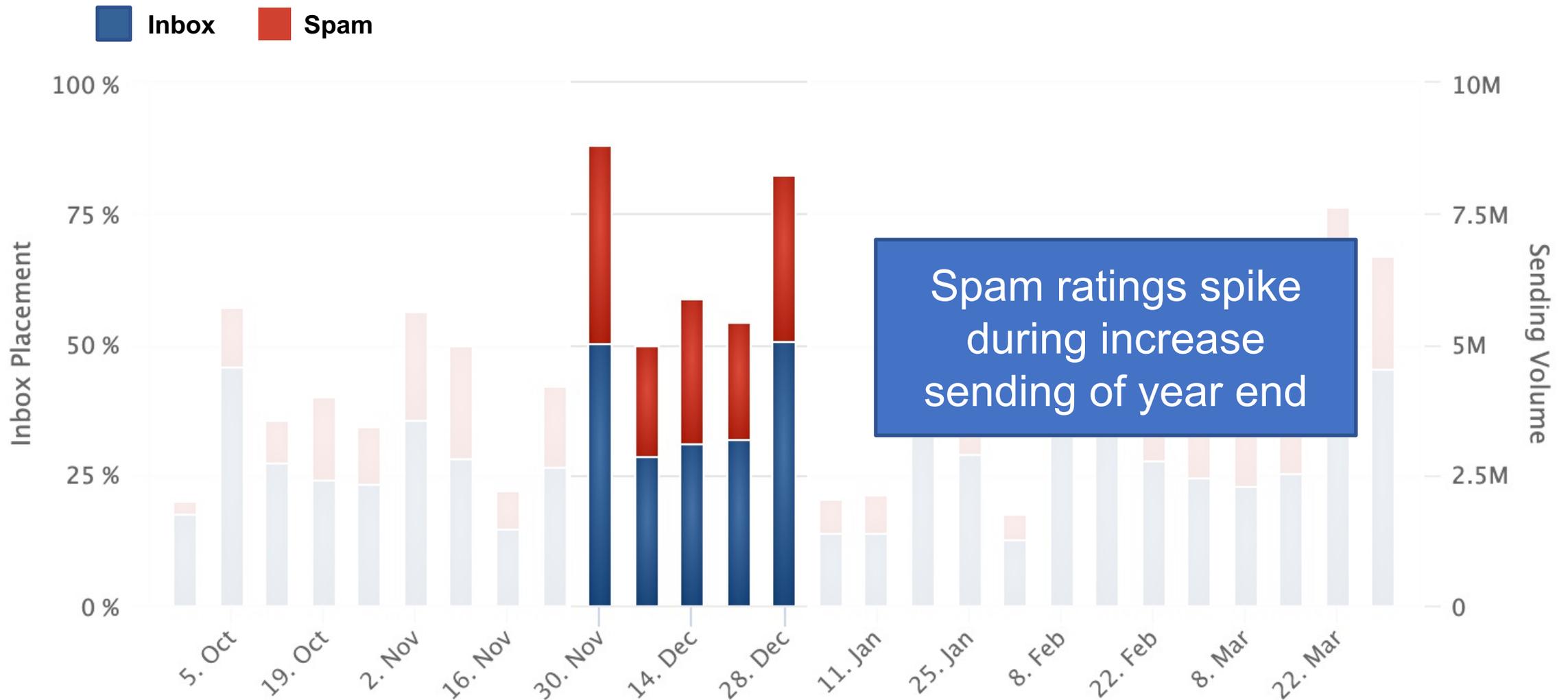


During year end, the Alz.org domain had 2 out of 5 emails go to spam

Alz.org Weekly Spam Rating vs. Emails Sent

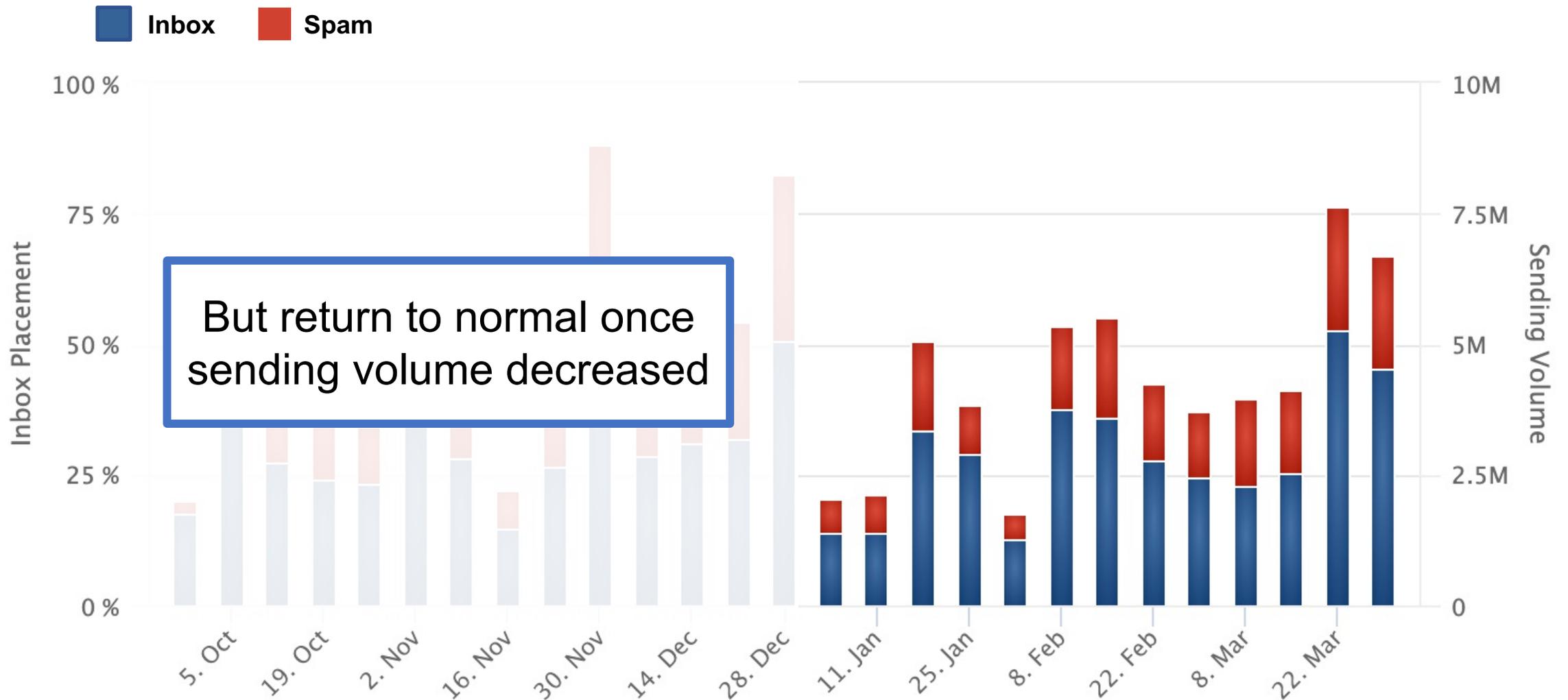


Alz.org Weekly Spam Rating vs. Emails Sent



Spam ratings spike during increase sending of year end

Alz.org Weekly Spam Rating vs. Emails Sent

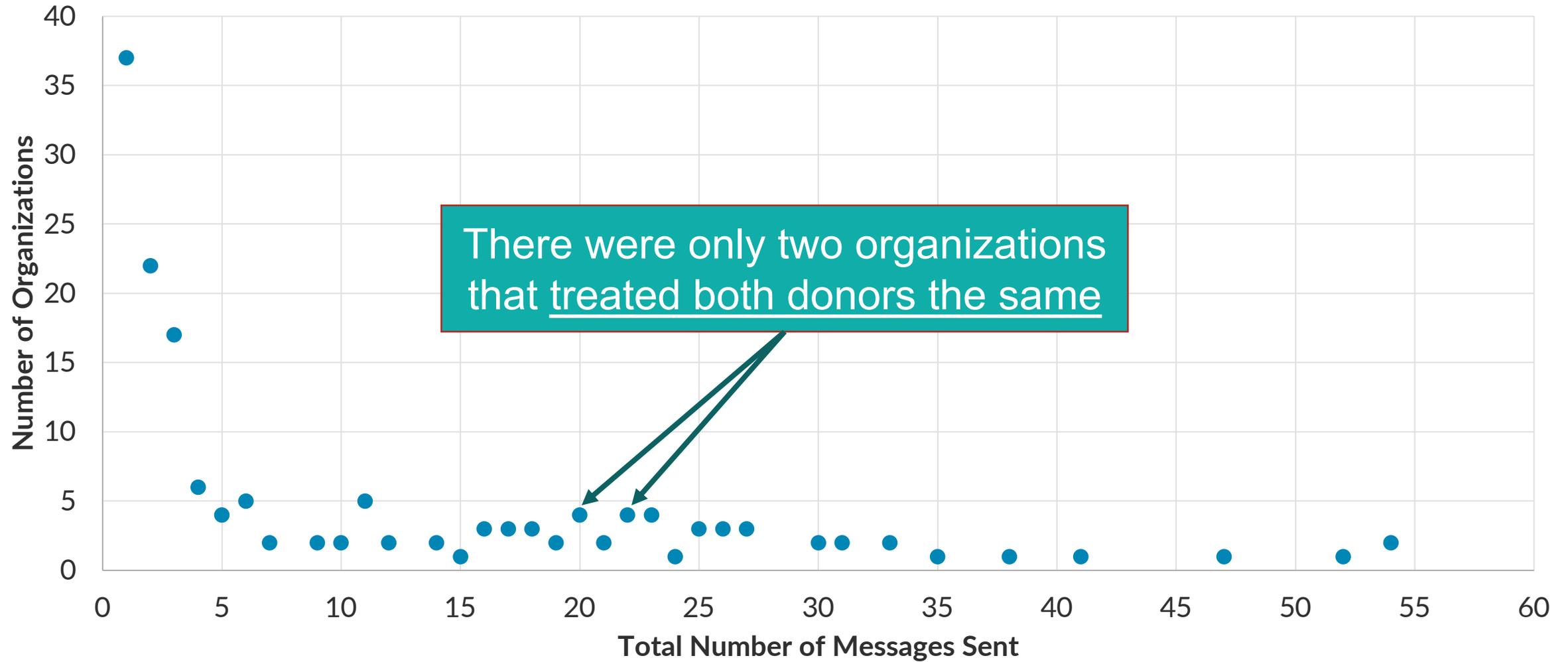


But return to normal once sending volume decreased

A few things to consider...

1. Are you sending enough cultivation?
2. Are you prioritizing the right giving days? (Giving Tuesday VS Dec. 31)
3. Are you sending emails that people *want* to open?

Unique Messages Sent to Both Personas



Identical Donor Experience:

Hearing Health Foundation

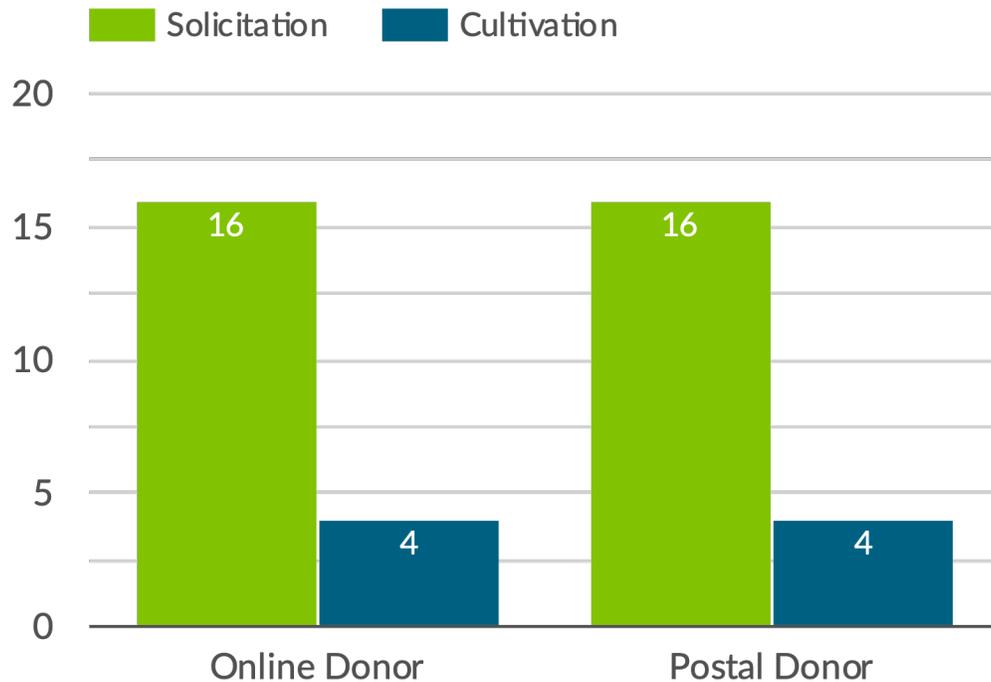
Hearing Health Foundation

Prevention | Research | Cure



Identical Donor Experience: Hearing Health Foundation

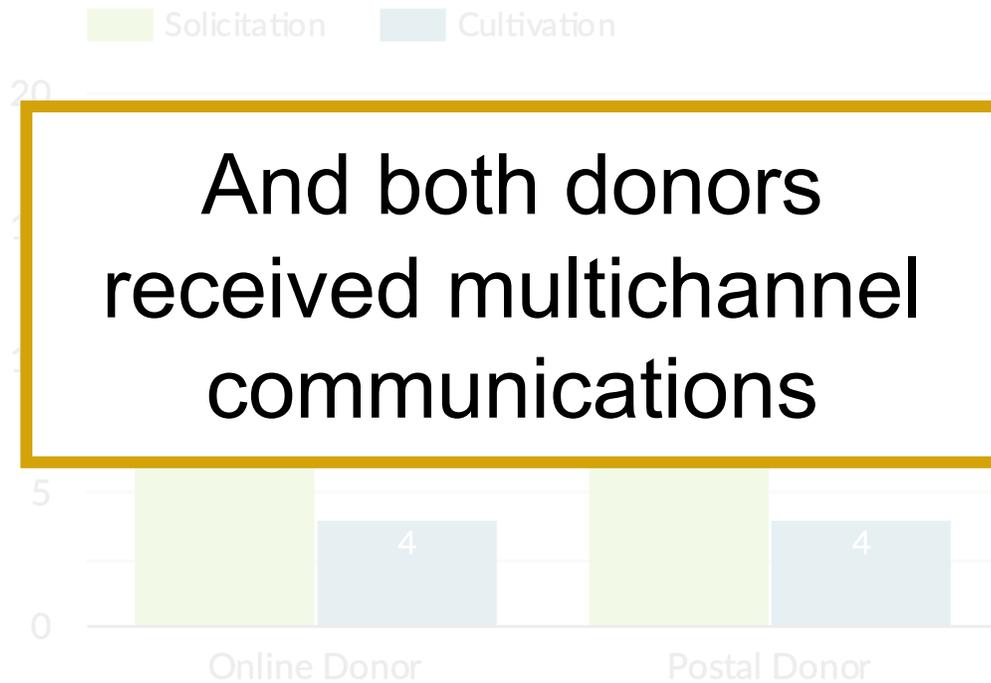
Communication Types by Persona



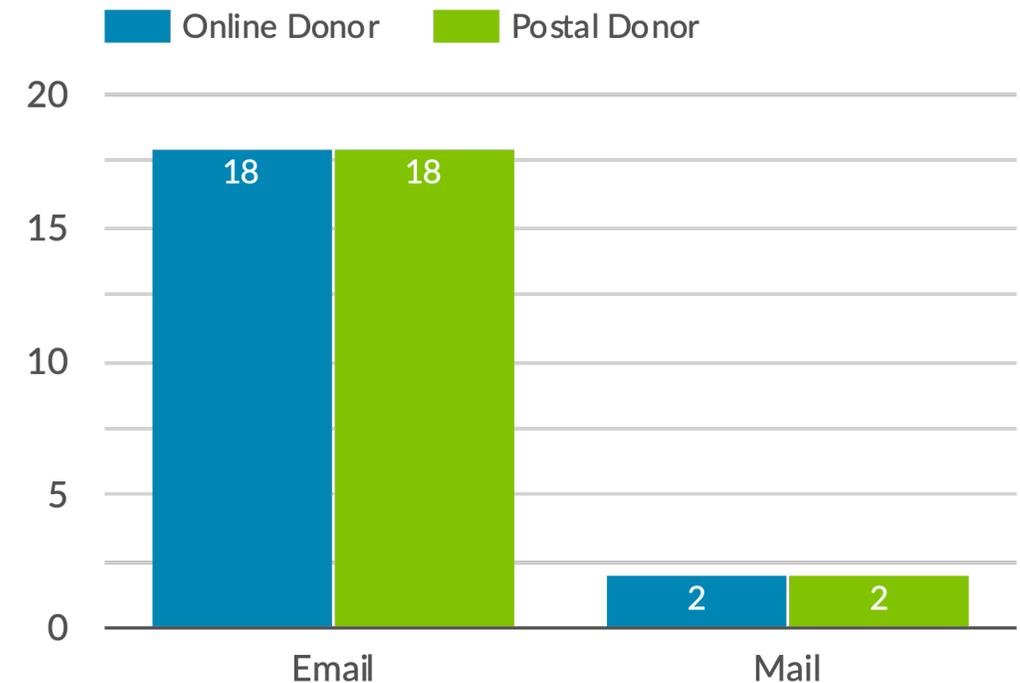
There was a 4:1 ratio of solicitation to cultivation for both donors

Identical Donor Experience: Hearing Health Foundation

Communication Types by Persona

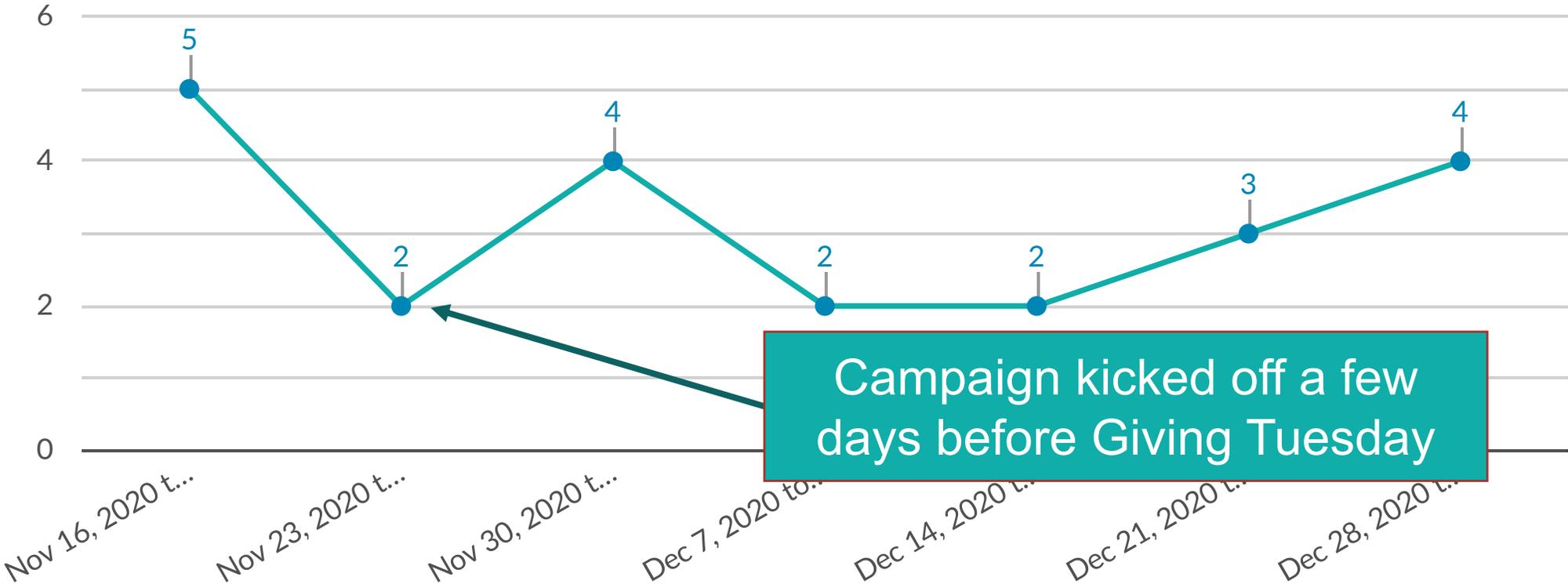


Communication Channels by Persona



Identical Donor Experience: Hearing Health Foundation

Weekly Communications for Hearing Health Foundation



Identical Donor Experience: Hearing Health Foundation



GIVING TUESDAY
Double your gift, starting now!

Dear Kevin,

[Giving Tuesday](#)—the biggest day of the year to support the causes that matter to you most—has officially begun at Hearing Health Foundation (HHF).

If you ask Monica, a mother in Connecticut, what matters most to her, she will say her 6-year-old daughter Savannah's hearing health. They are pictured above.

Savannah has an auditory processing disorder (APD) and there is no permanent cure. Monica is hopeful that scientific advances will bring new treatments and cures to transform how her daughter speaks and hears.

The groundbreaking hearing and balance research that you make possible has the potential to improve the lives of individuals like Savannah and millions more.

Because this research is so urgent, HHF is getting an early start to Giving Tuesday. [Effective now, every dollar that you donate will be matched by generous benefactors.](#) The opportunity expires at 11:59 PM EDT on Tuesday, December 1.

Let's make a difference for individuals like Savannah and so many more. [Don't wait to make your gift today.](#)

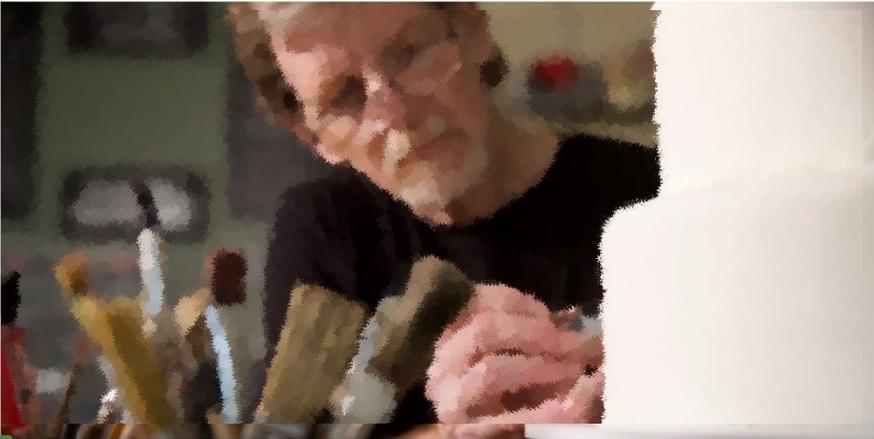
DONATE

Sincerely,

Timothy Higdon
President & CEO

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No Matching Gift



0.4%
0.3%

Stand against government overreach today and help us reach our \$75,000 goal by October 11!

Matching Gift



0.3%
0.3%

Stand against government overreach—your gift will be TRIPLED!



88%
In Donations

Control



You Can Help Create Godly Homes Through Biblical Guidance and Practical Resources

Your support today DOUBLES through a \$645,000 Matching Gift



Families need the help and hope found in Christ now more than ever. But they can't do this alone. God has called us to provide the biblical guidance and practical resources to empower them to pass that legacy on to the families around them.

To help with this, FamilyLife has received an amazing Matching Gift that will help reach twice as many families! But this limited-time opportunity ends May 31.

When you make a gift today, it will be matched dollar for dollar—up to \$645,000—to reach families with biblical truth. Your generous gift will go directly towards...

Sticky Bar

Reminder: A generous donor will match YOUR donation today, up to \$645,000.



You Can Help Create Godly Homes Through Biblical Guidance and Practical Resources

Your support today DOUBLES through a \$645,000 Matching Gift



Families need the help and hope found in Christ now more than ever. But they can't do this alone. God has called us to provide the biblical guidance and practical resources to empower them to pass that legacy on to the families around them.

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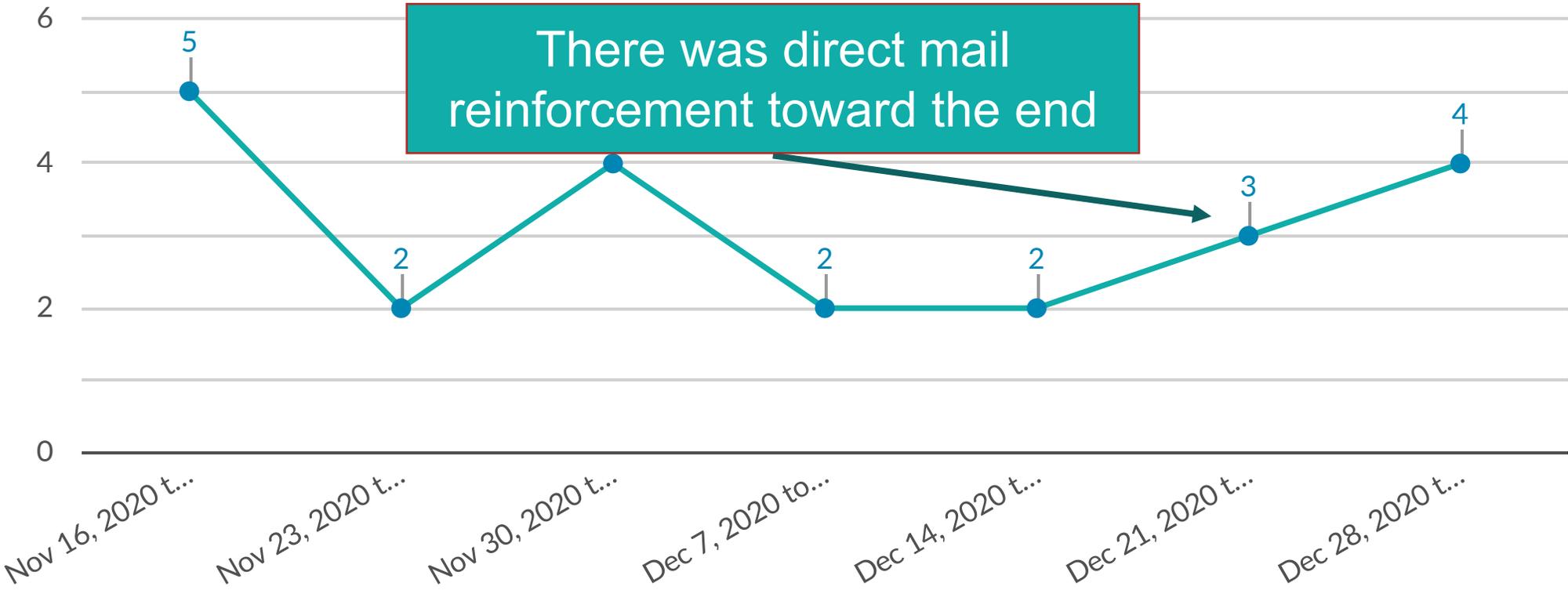
When you make a gift today, it will be matched dollar for dollar—up to \$645,000—to reach families with biblical truth. Your generous gift will go directly towards...



44%
In Donations

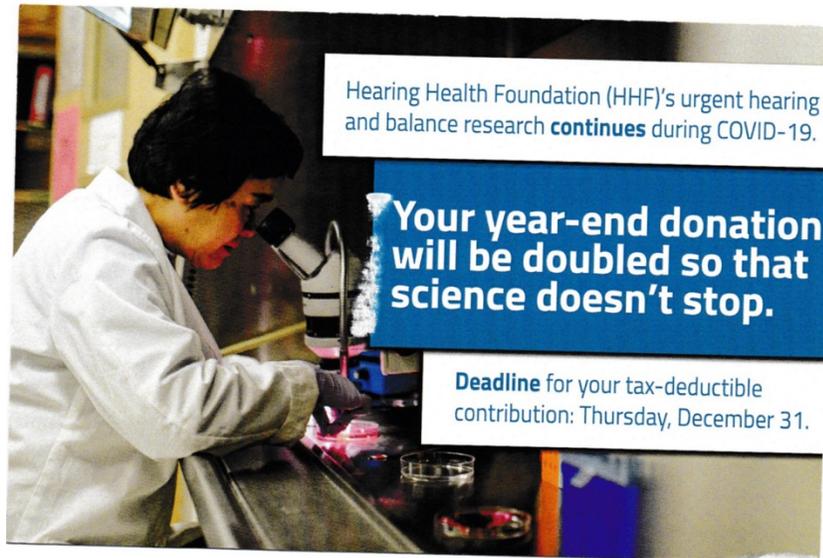
Identical Donor Experience: Hearing Health Foundation

Weekly Communications for Hearing Health Foundation



Identical Donor Experience: Hearing Health Foundation

Post Card Received on 12/21



Email Received on 12/28



Dear Kevin,

Hearing Health Foundation (HHF) is so grateful that you have been part of hearing and balance research this year.

The COVID-19 pandemic threatened to halt our scientific work in 2020 and, thanks to your heroic responses, science did not stop.

[With your support](#), HHF plans to expand on our recent progress in 2021. Some of our project focus areas include:

- Hair cell regeneration in the ear
- Genetic analyses of animal hearing and balance models
- How tinnitus changes auditory networks
- Speech processing in older adults and in cochlear implant users
- Mechanisms of Ménière's disease

Our project plans are exciting, but remember: We will only be able to carry out this critical work with your support.

There are only a few days left in the year, [and you can step up today to ensure our scientists are well-equipped for 2021.](#)

Thanks to anonymous, generous donors, [your contribution today will be doubled.](#)

HHF is immensely grateful for your commitment and pledges to use your donation as wisely as possible.

[DONATE](#)

Sincerely,

No Post Card

Post Card

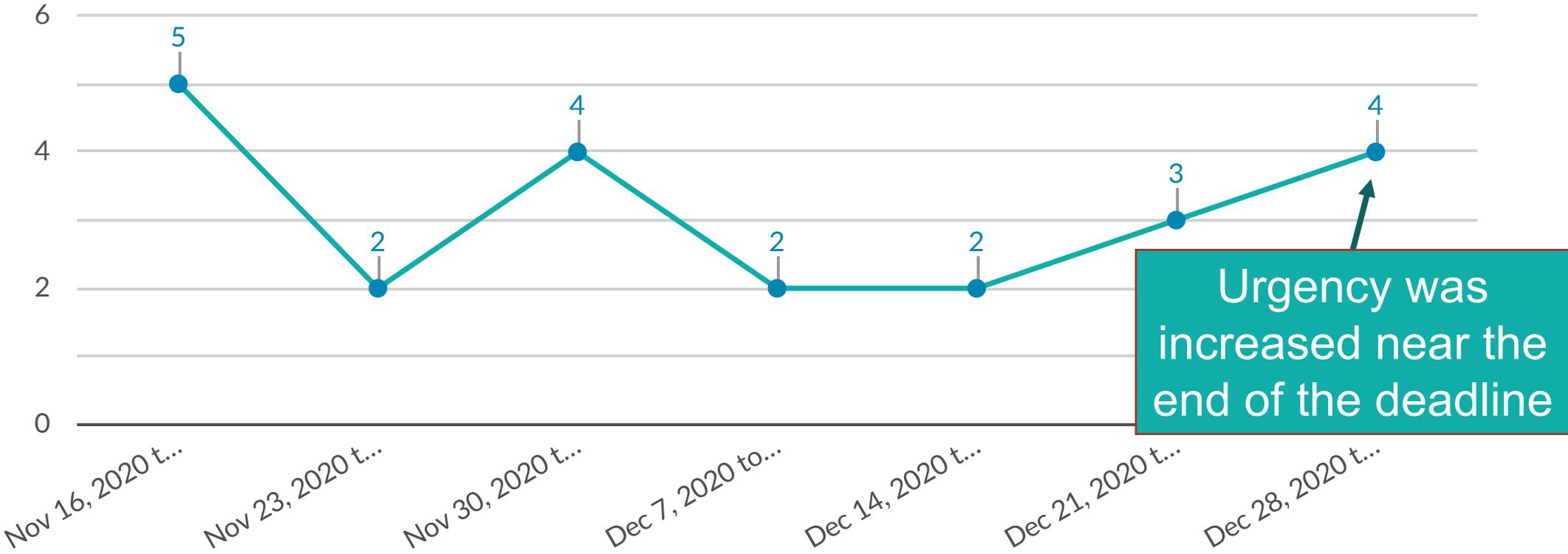
No Postcard Sent



 **204%**
In Donor Conversion

Identical Donor Experience: Hearing Health Foundation

Weekly Communications for Hearing Health Foundation



Identical Donor Experience: Hearing Health Foundation



We're counting on
your support today.

Dear Kevin,

[Your support](#) is so vital to scientists' advancements in hearing and balance research through Hearing Health Foundation (HHF).

[Today, on the last day of 2020, anonymous benefactors have generously pledged to match your donation to HHF](#) so that we can begin the new year with as many resources as possible.

In 2021 and beyond, HHF will fund research that will better the lives of individuals like Jan (pictured above), his mother Cynthia, and their family.

Jan was born with a hearing loss that went undetected until he was about 2 ½ years old.

Bullied by his peers as a child, Jan says that his hearing loss pushed him to prove he's just as capable as anyone else. But new treatments and cures for hearing loss would mean the end of stigma and an even more hopeful future for his career in acting.

His mother, Cynthia, says: "All we can hope for is that a cure for hearing loss can be found in the future."

[With your help today](#), HHF is determined to create lasting, positive health outcomes for those who live with hearing loss and related conditions.

Thank you so much for your contribution.

DONATE BEFORE 11:59 PM EST

Sincerely,

Timothy Higdon
President & CEO

Thank you so much for your contribution.

DONATE BEFORE 11:59 PM EST

No Countdown Clock

Dear << Test Salutation >>,

I wanted to send you a quick reminder to make your online gift to Dallas Theological Seminary today. Your gift is an investment that will produce a return greater than any worldly investment you could make.

Generous donors have already helped DTS meet the Challenge Gift of \$450,000, but it's not too late to make your gift! *Every penny counts* to help DTS equip servant-leaders to boldly proclaim the Good News of Jesus.

Before you help ring in the new year, help lay the groundwork to advance God's kingdom in 2015.

Make your year-end gift now.

Sincerely,

Mark L. Bailey, PhD
President
Dallas Theological Seminary

You are receiving this email because you donated to DTS and opted to receive emails.
[unsubscribe](#)

Countdown Clock

Dear << Test Salutation >>,

DEADLINE: MIDNIGHT 12/31/2014

I wanted to send you a quick reminder to make your online gift to Dallas Theological Seminary today. Your gift is an investment that will produce a return greater than any worldly investment you could make.

04 23 28 33
DAYS HOURS MINS SECS

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Before you help ring in the new year, help lay the groundwork to advance God's kingdom in 2015.

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Sincerely,

Mark L. Bailey, PhD
President
Dallas Theological Seminary

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[unsubscribe](#)



63%

In Donor Conversion

Thoughts with Noah [®]

What should someone take away from this research as they enter the year-end season?

Get Your Free Copy of the Report



multichannelnonprofit.com/year-end