

DMAW

Direct Marketing Association of Washington



Critical Conversations: **Preparing for an Uncertain 2022**

November 18, 2021

With You Today



Justin McCord
SVP – Sales & Marketing
RKD Group



Katy Jordan
SVP – Digital Marketing
TrueSense Marketing



Lindsey Iero
Director – Direct Marketing Fundraising Services
Feeding America



Angelo Licursi
Interim Vice Chair - Development
Mayo Clinic



We want to hear from you!

Share your questions and
stories in the chat!



Setting the scene

- The COVID-19 pandemic is a biological, social and political phenomenon like we've never seen before.
- How do we predict what comes next?



Examine the trends

- Virus spread and vaccinations
- Impact on the economy
- Global supply chain slowdowns
- Fundraising indicators from the past
- Digital acceleration

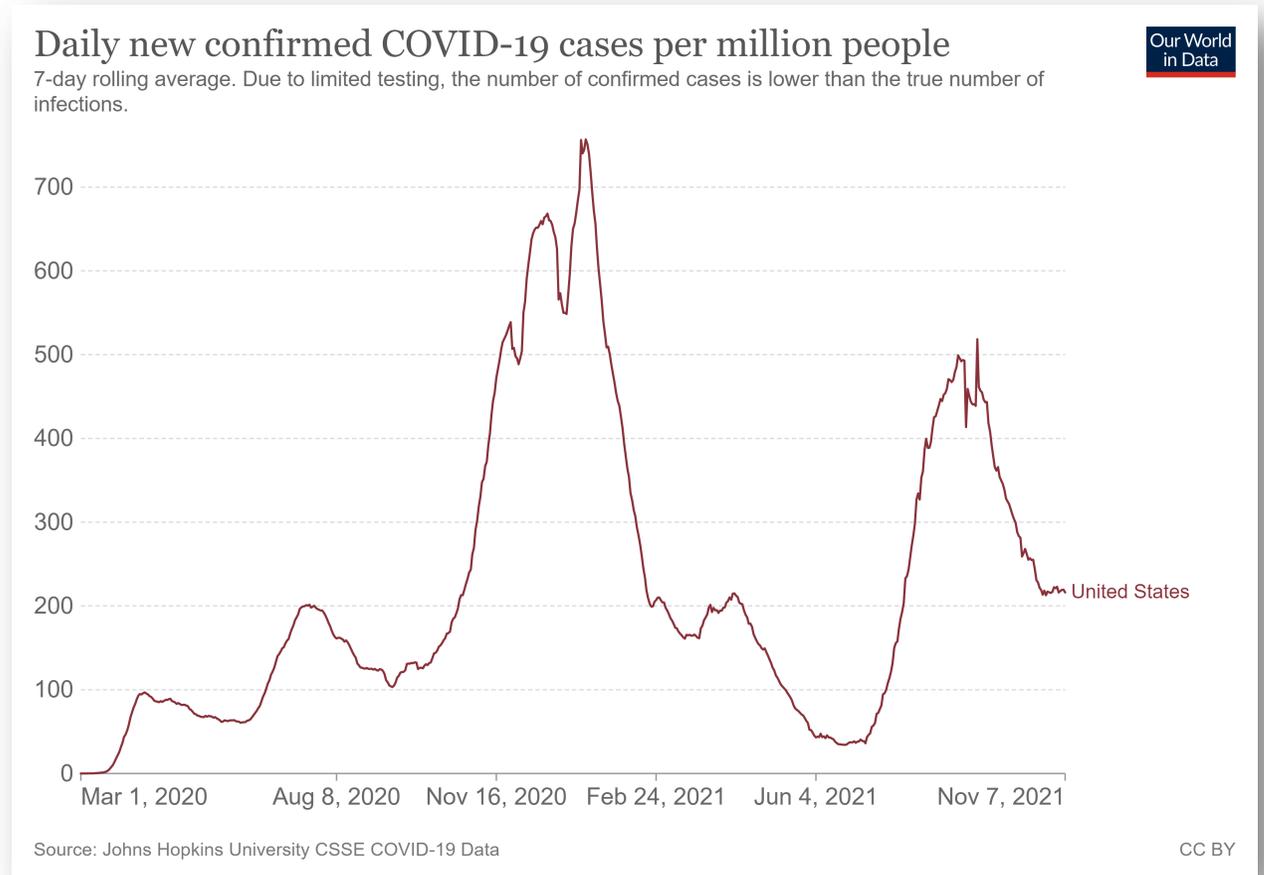
Start with the pandemic

What we know:

- Delta variant slowing down in U.S.
- 57% of U.S. population fully vaccinated
- FDA has approved vaccines for ages 5-11

What we don't know:

- Will there be another wave or more variants?
- Will this become endemic?



Economy is a little shaky

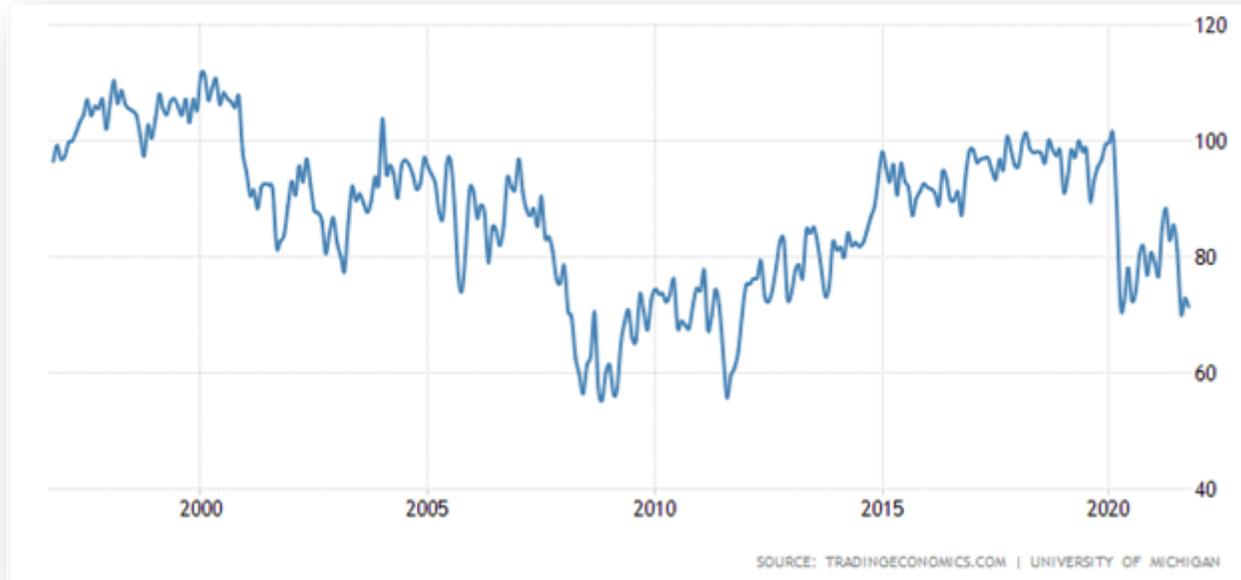


Chart: U.S. Consumer Sentiment

What we know:

- Inflation is rising, but not all industries
- Stock market is overvalued
- Interest rates remain low
- Government stimulus has helped

What we don't know:

- Will inflation continue?
- What impact will global supply chain issues have?

Past Fundraising Trends

What we know:

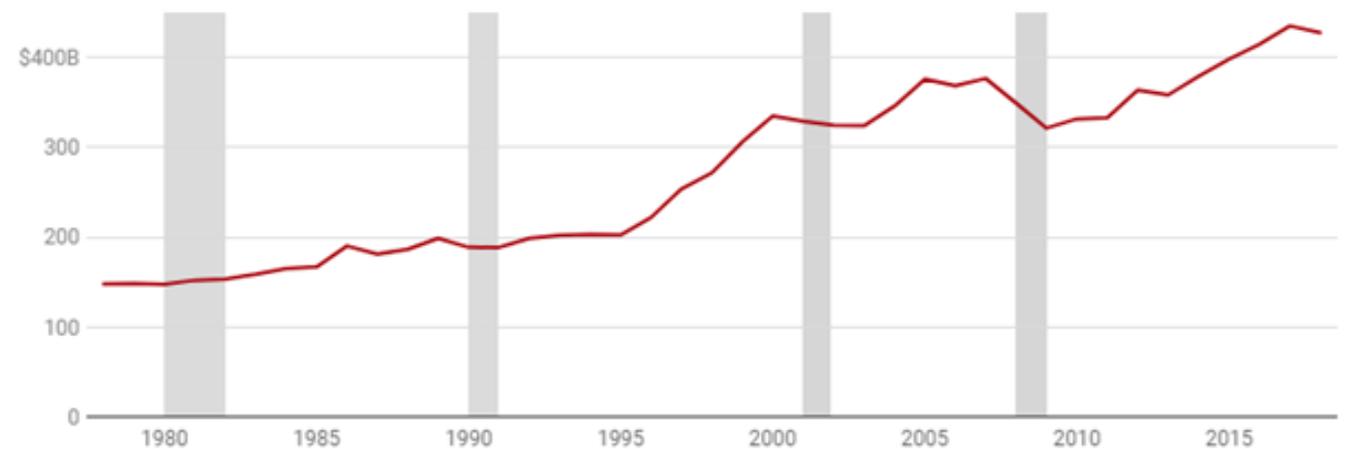
- Economic woes usually affect fundraising
- Americans are flush with cash
- Charitable giving has been elevated during pandemic

What we don't know:

- Are we headed for a recession?
- When will giving return to “normal”?
- How will the supply chain crisis affect fundraising?

American charitable giving during downturns

Total giving fell during most of the recessions shown by the shaded lines.



Amounts shown are 2018 dollars. Other factors caused the decline in giving in 2018.

Chart: The Conversation, CC-BY-ND • Source: [Giving USA Foundation/Indiana University Lilly Family School of Philanthropy](#) • [Get the data](#)

Digital acceleration and its impact on fundraising

What we know:

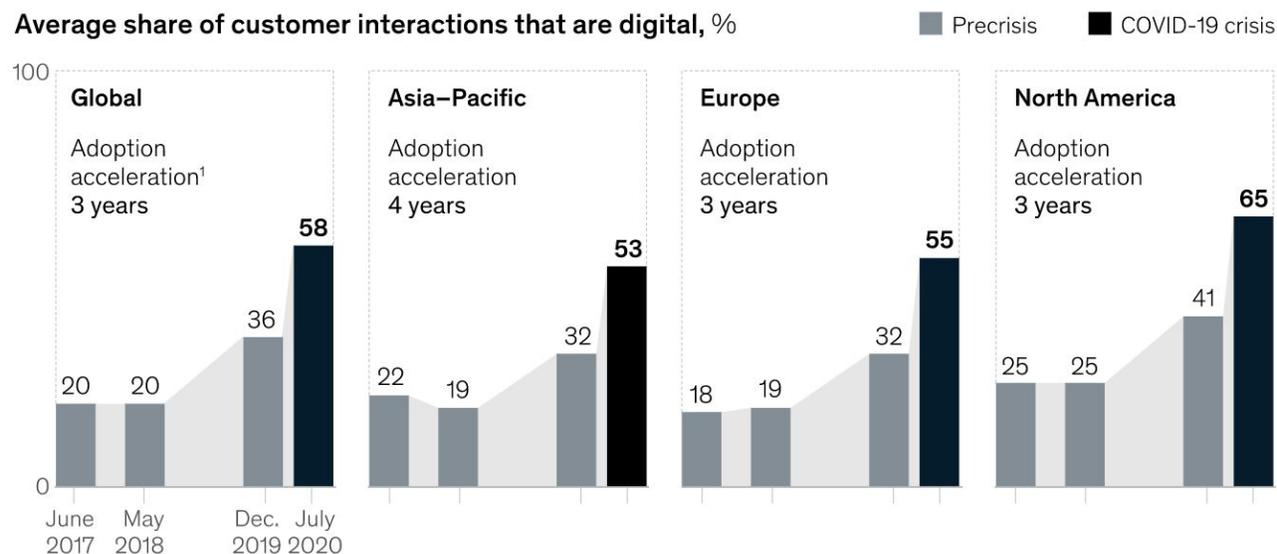
- Pandemic dramatically increased digital adoption
- 13% of all giving now online*
- 28% of online giving is mobile*

What we don't know:

- How high is the ceiling?
- How much to invest in digital
- Long-term effects of Apple and Google changes

*Blackbaud Online Giving Trends

The COVID-19 crisis has accelerated the digitization of customer interactions by several years.



¹Years ahead of the average rate of adoption from 2017 to 2019.

McKinsey
& Company

**Marketing is getting
harder, but opportunities
are out there.**



Opportunities

- Supply chain
- Digital adoption
- Operational shift
- Retention
- Acquisition
- Planning Budgets



How to Avoid Sluggishness



Stay the Course

- Tempting to pull back in light of supply chain issues
- Causes ripple effects down the road
 - Fewer new donors
 - Fewer core donors
 - Fewer mid-major donors
- Program may feel the effects for years

Contact Us!

Justin McCord

jmccord@rkdgroup.com



Lindsey Iero

liero@feedingamerica.org



Angelo Licursi

licursi.angelo@mayo.edu



Katy Jordan

katy.jordan@truesense.com



For more information...

Content:

rkdgroup.com/webinars

rkdgroup.com/blog

rkdgroup.com/podcast

Follow us:

 facebook.com/RKDFundraising

 [@RKDGroup](https://twitter.com/RKDGroup)

 linkedin.com/company/rkdgroup



Thank You