



Multi-Channel Donor Communications: What You Can Learn from 119 Nonprofits

2021 FUNDRAISING MASTERMIND CONFERENCE | FEBRUARY 2021

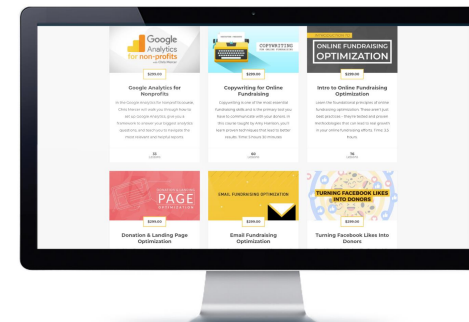
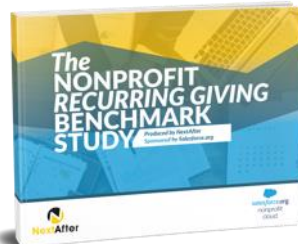
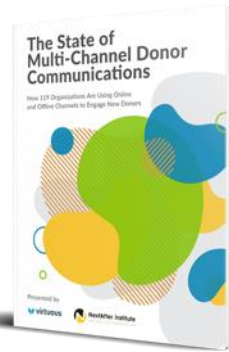


ON A MISSION TO DECODE WHAT WORKS IN FUNDRAISING
AND MAKE IT ACCESSIBLE TO AS MANY ORGANIZATIONS AS
POSSIBLE.

RESEARCH

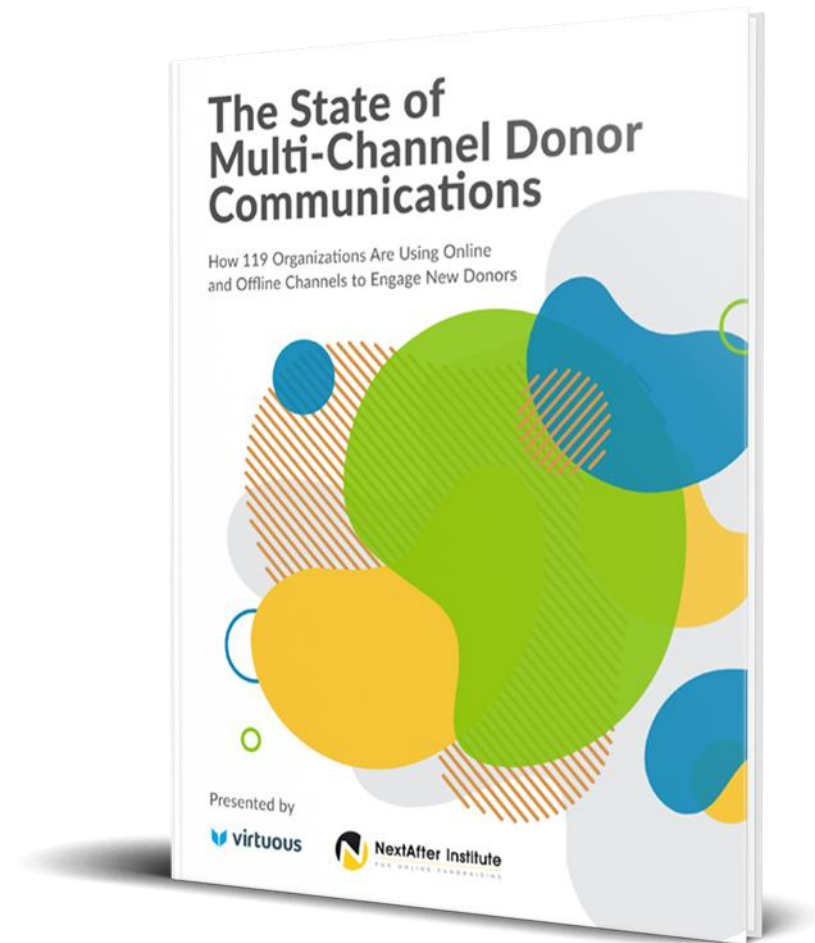
RESOURCES

TRAINING



**GET ALL INSIGHTS, TIPS,
AND EXAMPLES AS WELL
AS EMAIL SOLICITATION,
WAYS TO GIVE PAGE, AND
THANK YOU PAGE
ANALYSIS.**

multichannelnonprofit.com



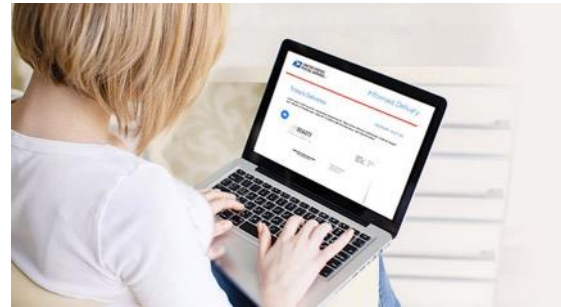
MULTI-CHANNEL?

Main Donor Cohorts

OFFLINE ONLY



OFFLINE w/ EMAIL



ONLINE ONLY

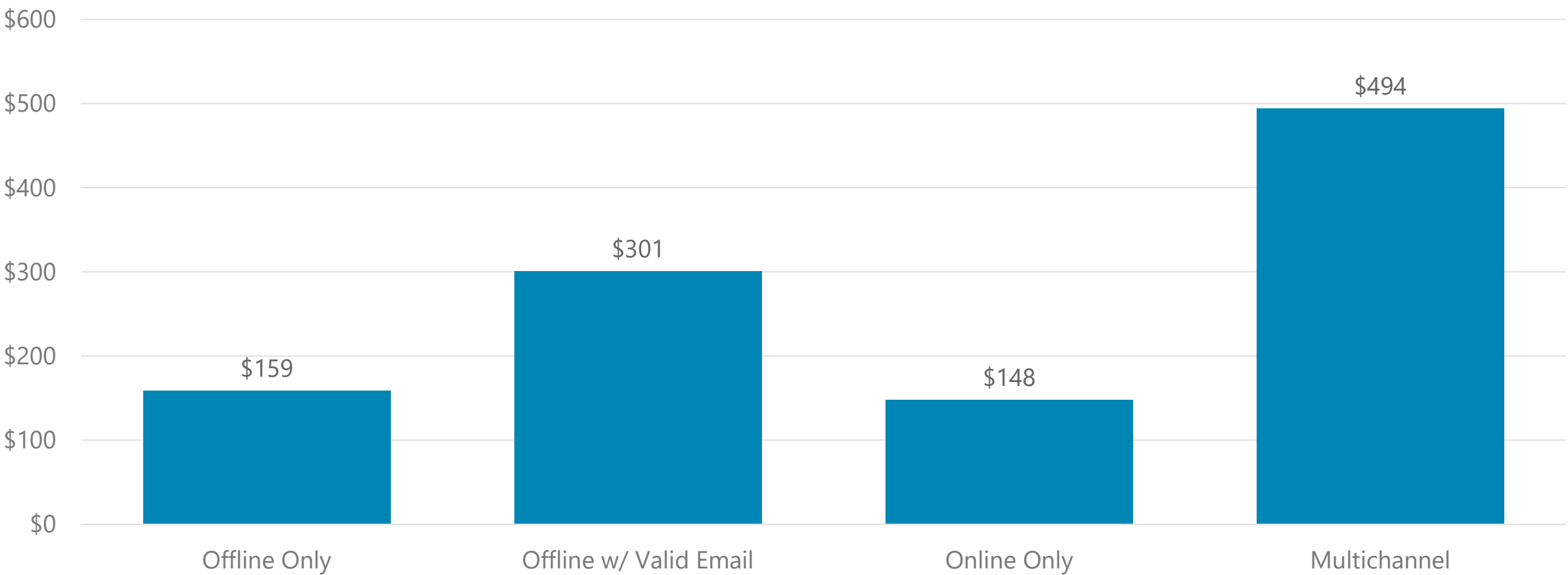


MULTI- CHANNEL

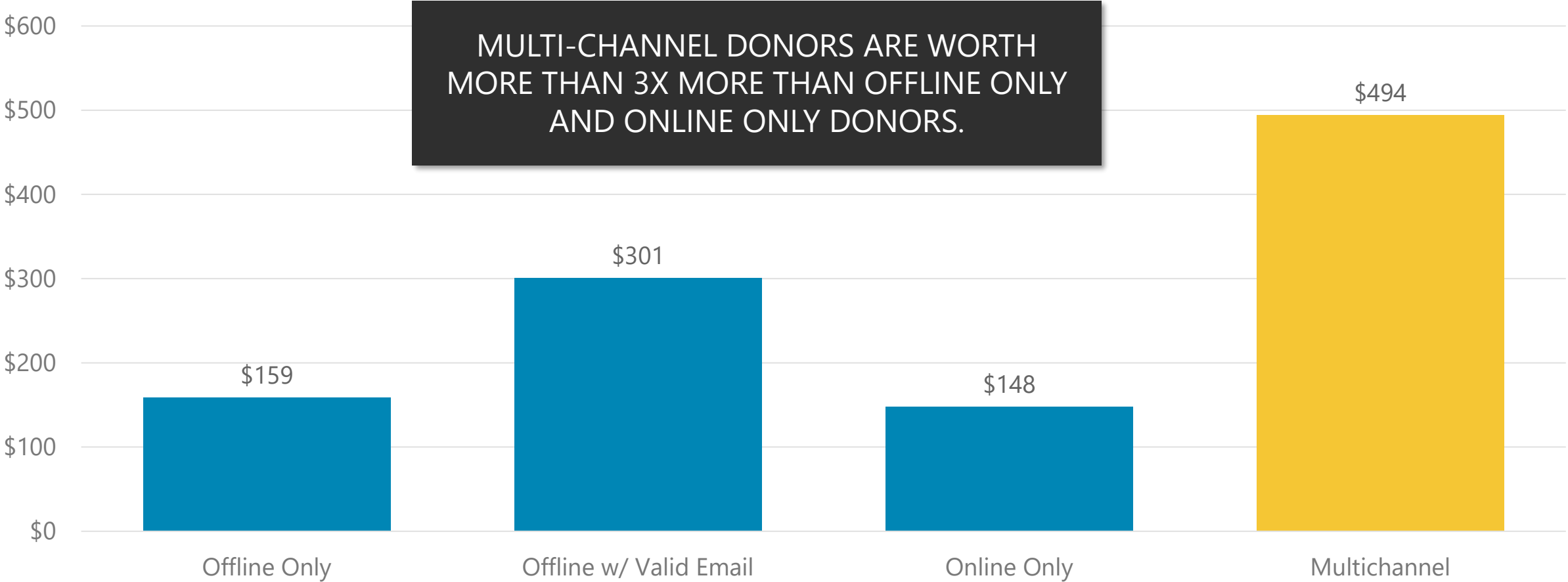


WHY MULTI-CHANNEL?

Average Revenue per Donor by Channel Cohort



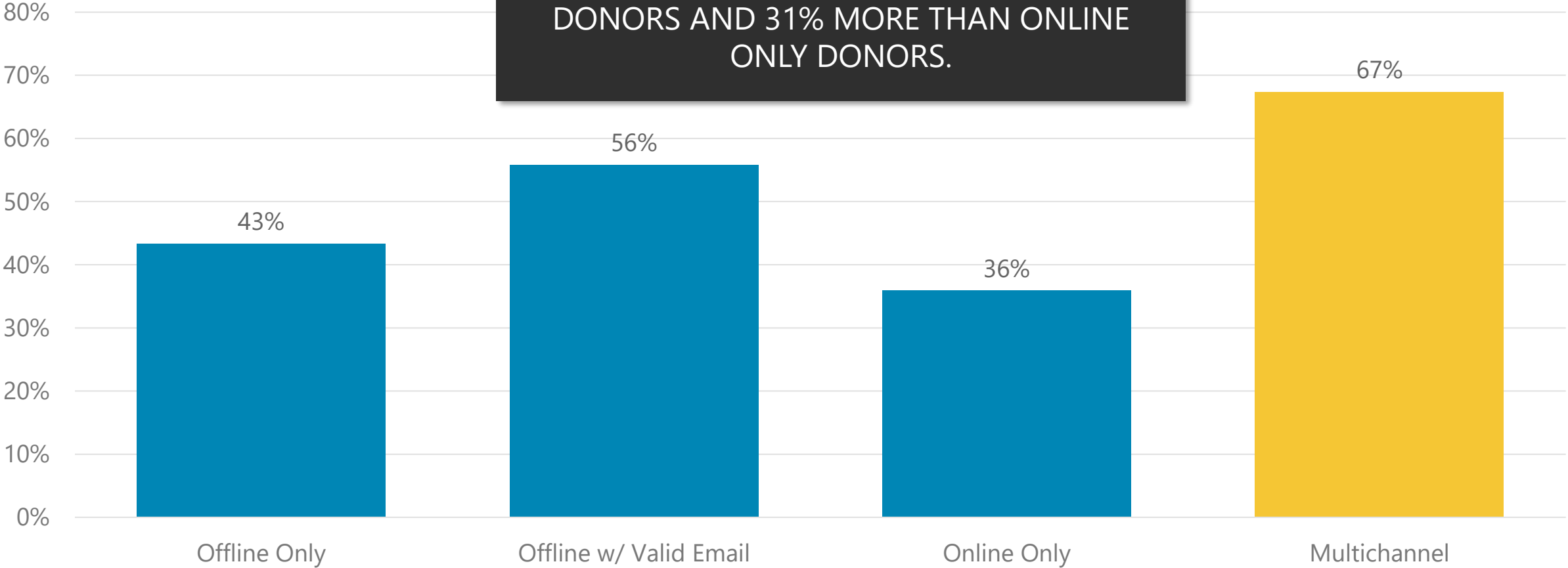
Average Revenue per Donor by Channel Cohort



IT'S NOT *JUST* **GIVING IN**
A YEAR...

Average Donor Retention by Channel Cohort

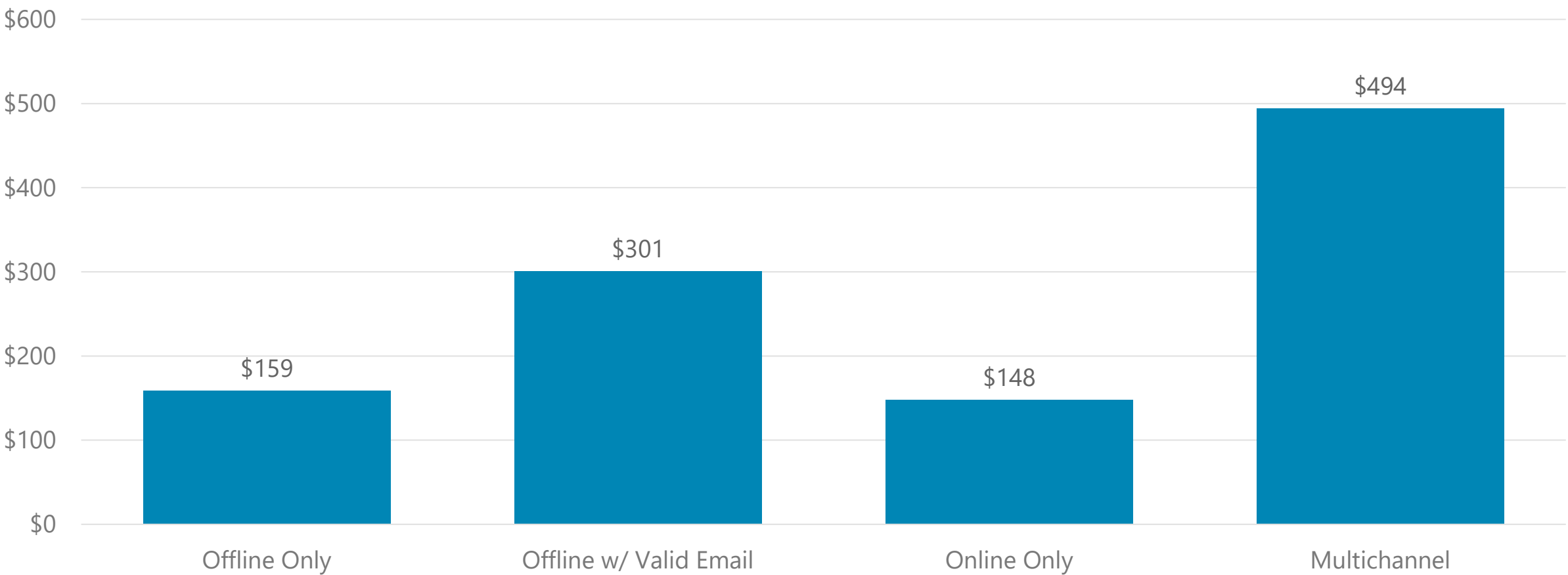
MULTI-CHANNEL DONORS WERE RETAINED 24% POINTS MORE THAN OFFLINE ONLY DONORS AND 31% MORE THAN ONLINE ONLY DONORS.



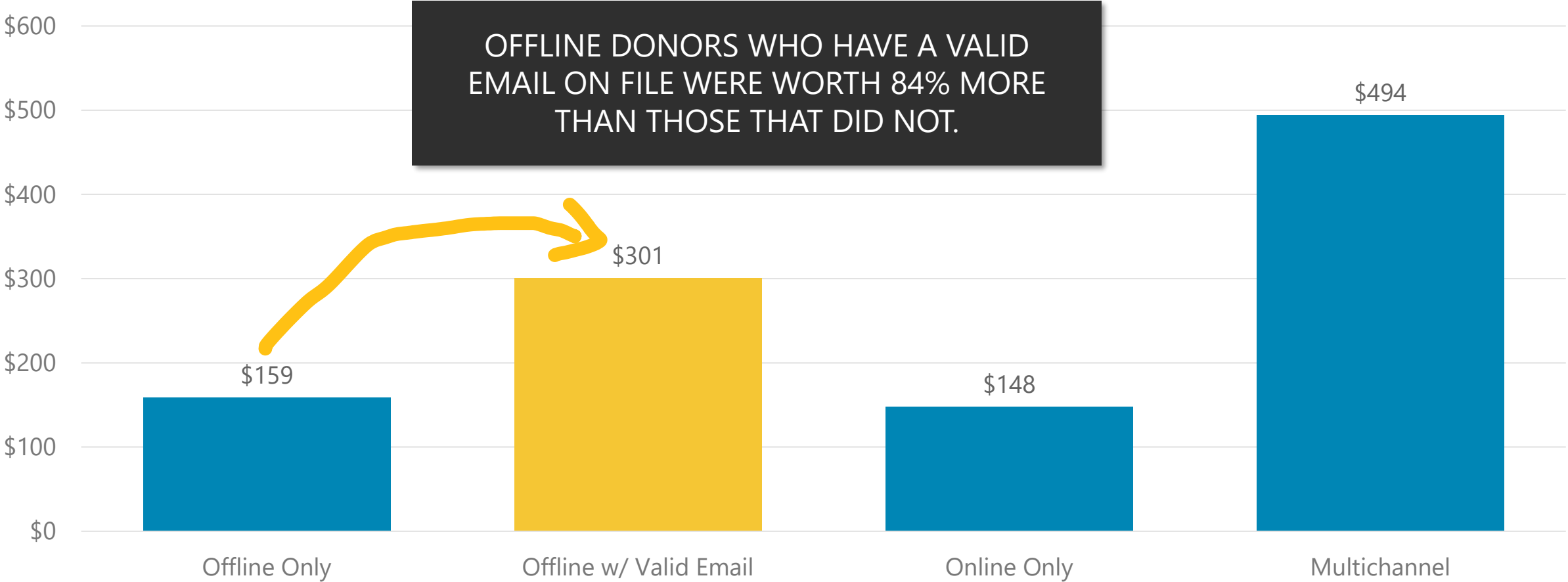
**MULTI-CHANNEL DONORS GIVE
MORE AND ARE MORE LIKELY TO
GIVE YEAR OVER YEAR.**

AND IT'S NOT *JUST* ABOUT **HOW**
PEOPLE CHOOSE TO GIVE ...

Average Revenue per Donor by Channel Cohort



Average Revenue per Donor by Channel Cohort



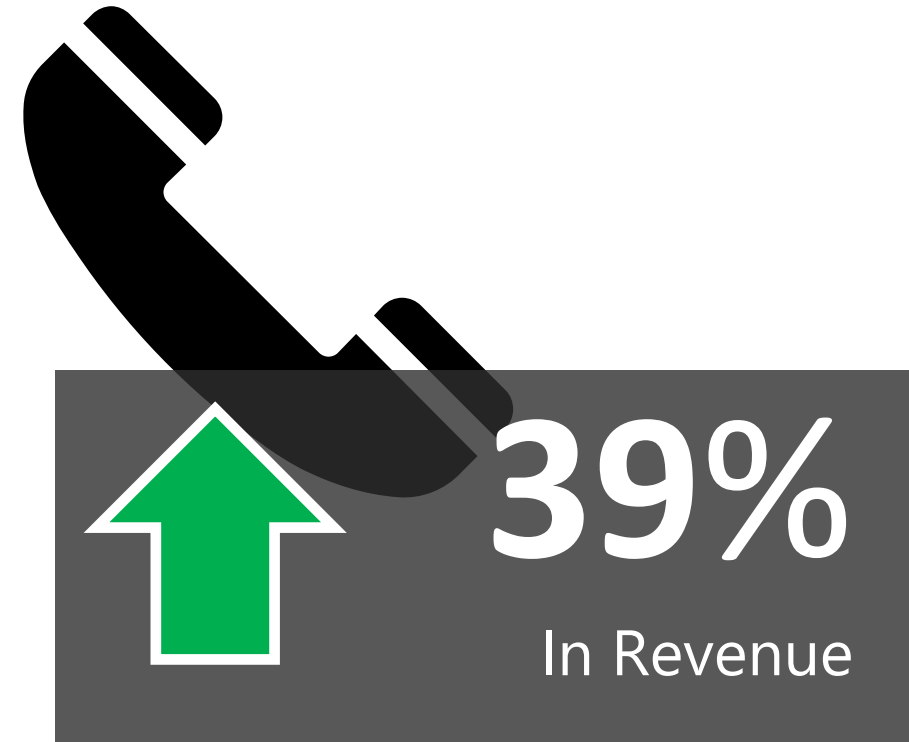
AND IT'S NOT *JUST* ABOUT MAIL
OR EMAIL...

From Penelope Burk's "Donor Centered Fundraising"

NO THANK YOU CALL



THANK YOU CALL



**DONORS WHO GIVE AND/OR RECEIVE
MULTI-CHANNEL COMMUNICATIONS
GIVE MORE AND ARE MORE LIKELY TO
GIVE YEAR OVER YEAR.**

WHERE DO MULTI-CHANNEL DONORS COME FROM?

Multi-Channel Conversion Rate by Cohort

Organization	Offline Only	Online Only
Small Ministry	.2%	1.8%
\$100m Ministry	.03%	3.4%
Media Network	.3%	4.5%
Broadcast Ministry	1.18%	3.96%
Higher Education	.4%	1.8%

Multi-Channel Conversion Rate by Cohort

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

Organization	Offline Only	Online Only
Small Ministry	.2%	1.8%
\$100M+ Ministry	1.33%	3.4%
Media Network	.3%	5%
Broadcast Ministry	1.18%	3.96%
Higher Education	.4%	1.8%

***ONLINE ACQUIRED* DONORS WHO GIVE
AND/OR RECEIVE MULTI-CHANNEL
COMMUNICATIONS **GIVE MORE** AND ARE
MORE LIKELY TO GIVE YEAR OVER YEAR.**

**SO WHAT ARE NONPROFITS DOING
WHEN IT COMES TO MULTI-CHANNEL
COMMUNICATIONS?**

MADE \$20 DONATIONS ONLINE AND OFFLINE TO 119
ORGANIZATIONS (SUCCESSFULLY TO 102).

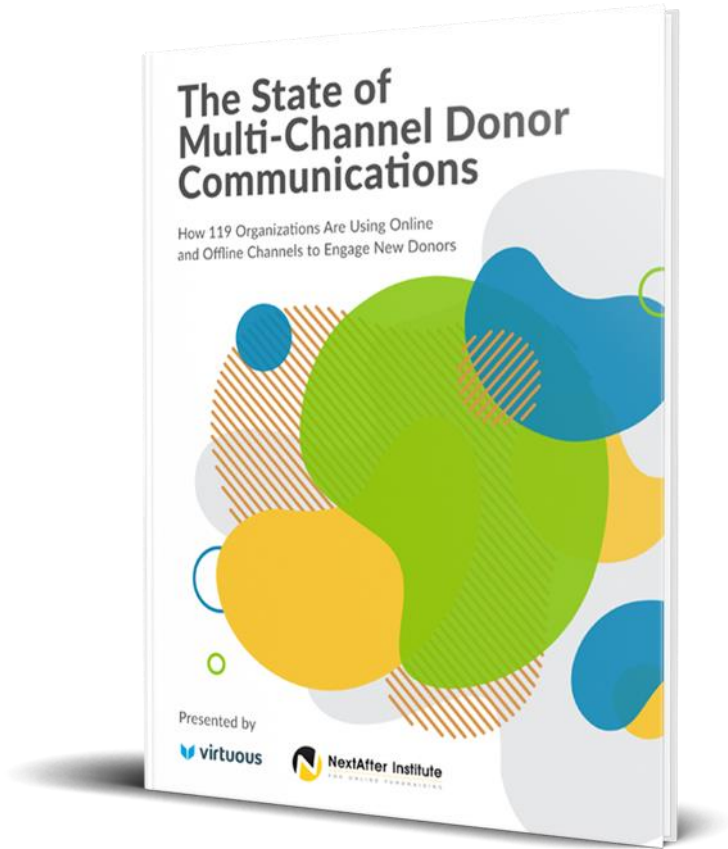


MADE \$20 DONATIONS ONLINE AND OFFLINE TO 119 ORGANIZATIONS (SUCCESSFULLY TO 102).

CAPTURED 12 DATA POINTS ON THE GIVING PROCESS, THANK YOU SCREEN, AND WAYS TO GIVE PAGE.

TRACKED 2,297 MESSAGES ACROSS EMAIL, MAIL, PHONE CALLS, AND TEXT OVER 4 MONTHS AND CLASSIFIED AS CULTIVATION OR SOLICITATION.

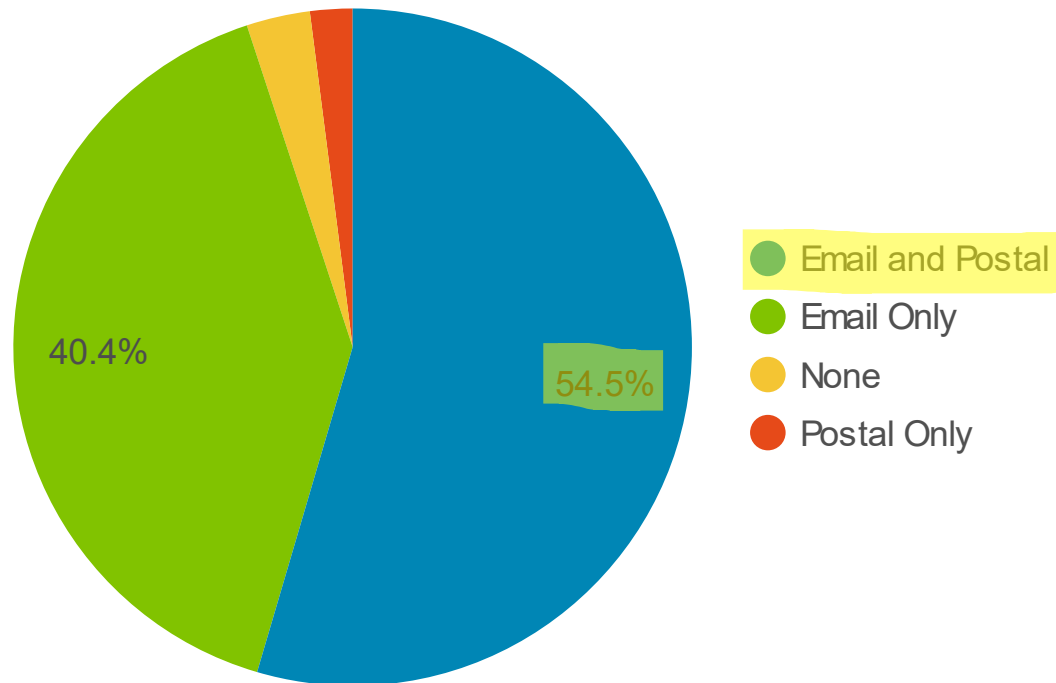
DID A MORE DETAILED ANALYSIS ON 47 DIRECT MAIL APPEALS AND 64 EMAIL APPEALS.



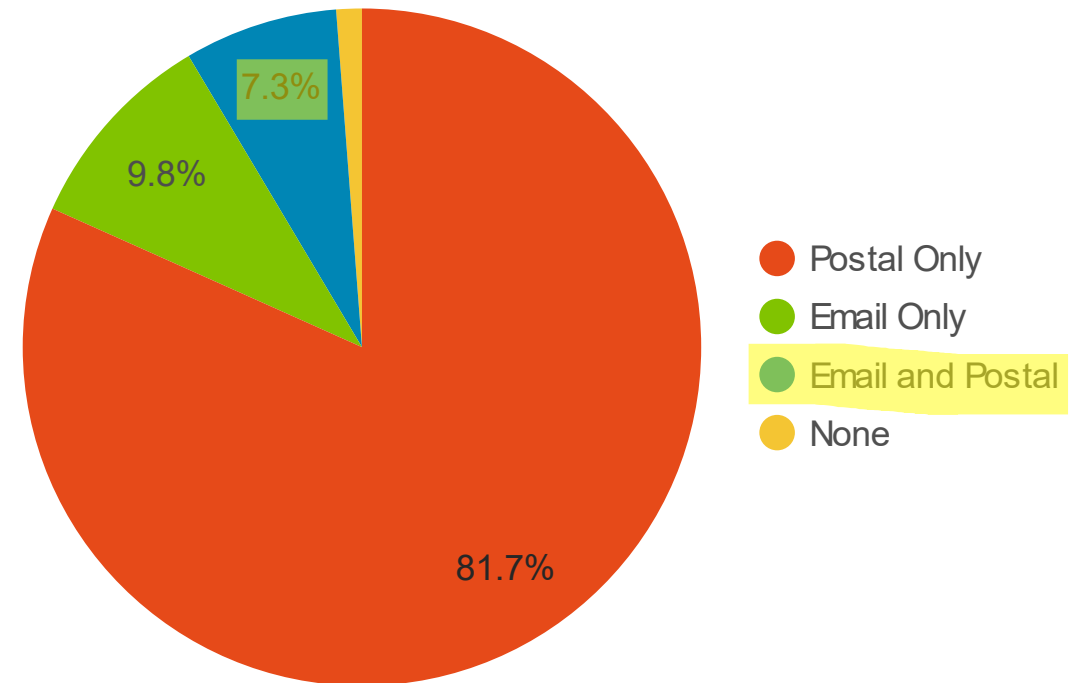
WHAT DID WE LEARN?

Are Organizations Taking A Multi-channel Approach With Direct Mail Donors?

ONLINE DONOR



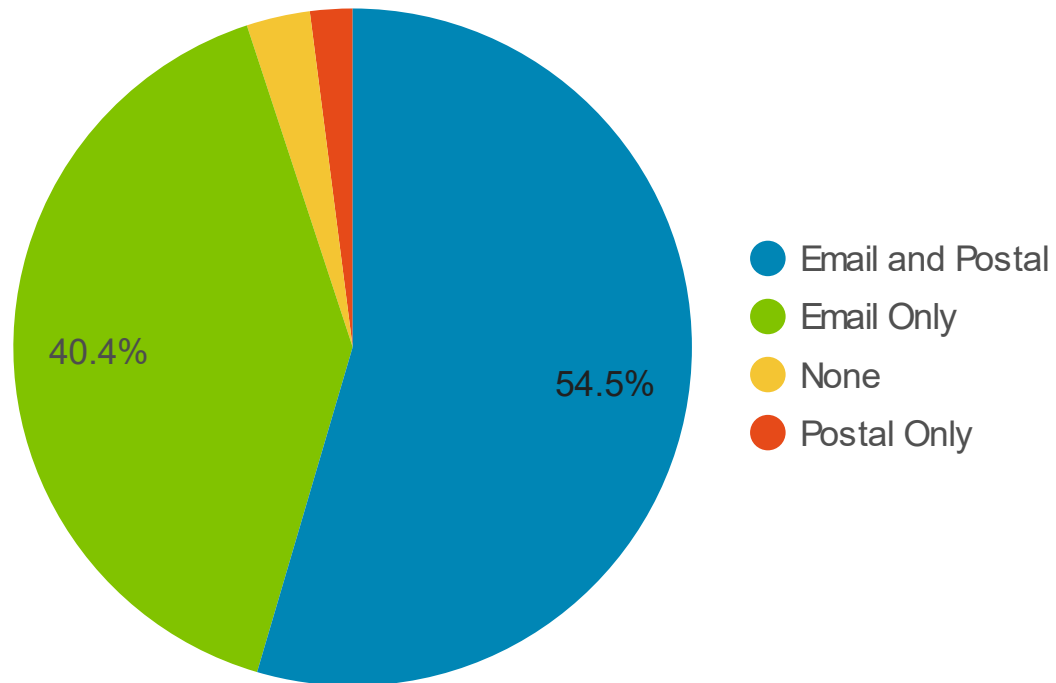
OFFLINE DONOR



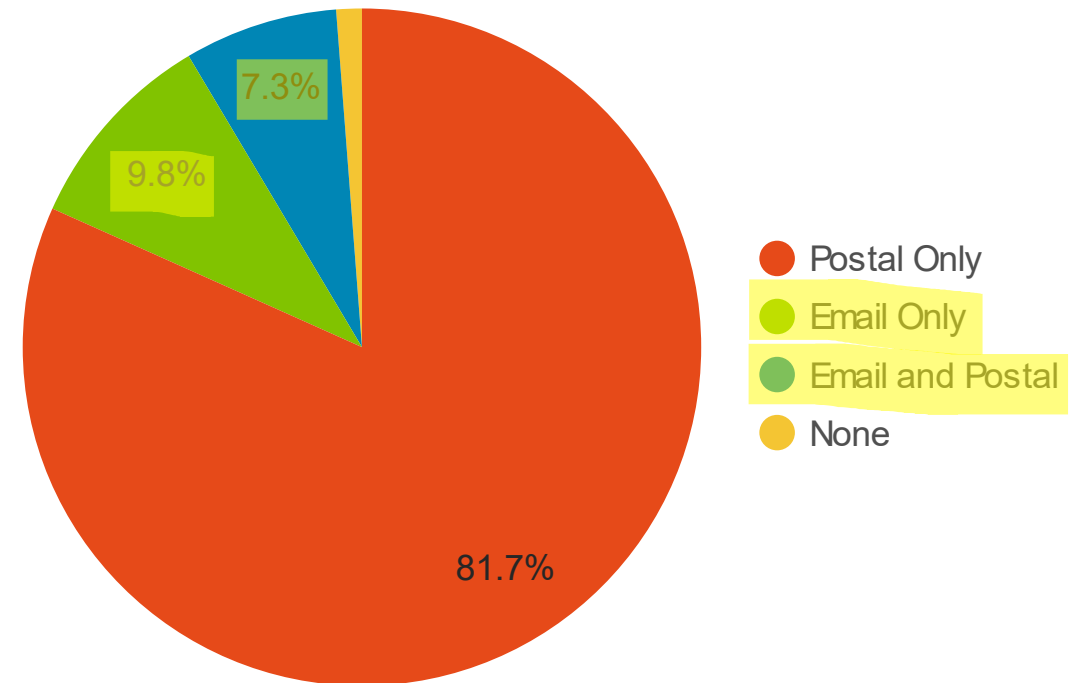


Are Organizations Taking A Multi-channel Approach With Direct Mail Donors?

ONLINE DONOR



OFFLINE DONOR





**2 OUT OF 10 ORGANIZATIONS DID
NOT COMMUNICATE TO THE OFFLINE
DONOR AT ALL IN 4 MONTHS.**



**JUST 3% OF ORGANIZATIONS SENT
MESSAGES TO BOTH THE OFFLINE
AND ONLINE DONOR VIA EMAIL AND
THE MAIL.**



KEY FINDING #1

**VERY FEW ORGANIZATIONS ARE
COMMUNICATING TO THEIR SMALLER ONLINE
AND OFFLINE DONORS IN MULTIPLE CHANNELS**

KEY FINDING #2

OFFLINE DONORS ARE GETTING LOST

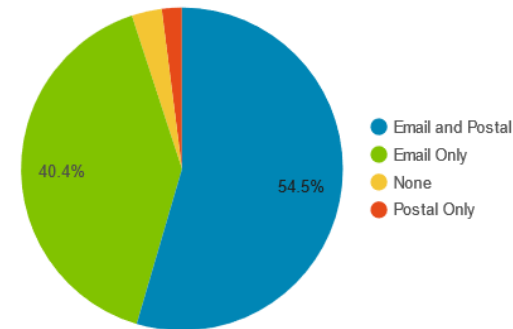
Offline Donors Are Getting Lost

2 OUT OF 10 ORGANIZATIONS DID NOT COMMUNICATE TO THE OFFLINE DONOR AT ALL IN 4 MONTHS.

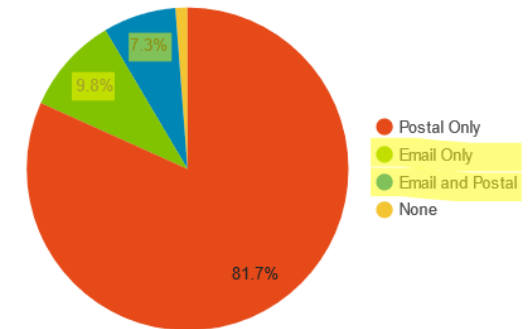


Are Organizations Taking A Multi-channel Approach With D. Mail Donors?

ONLINE DONOR



OFFLINE DONOR



Number of Total Communications

ONLINE DONOR

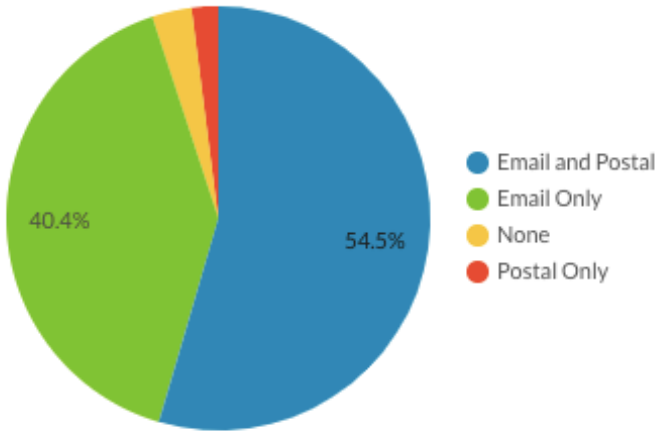
Online Donor Avg Solicitations
7.2

Online Donor Avg Cultivations
12.34

Cultivation Ratio
1.7

Messages
19.5

Online Only Donors



OFFLINE DONOR

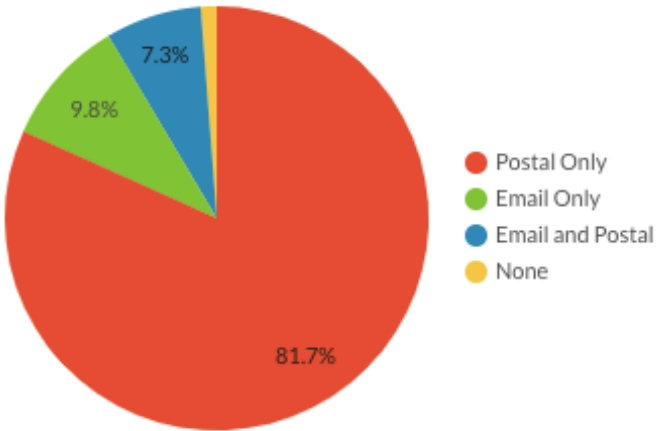
Postal Donor Avg Solicitations
1.54

Postal Donor Avg Cultivations
2.88

Cultivation Ratio
1.9

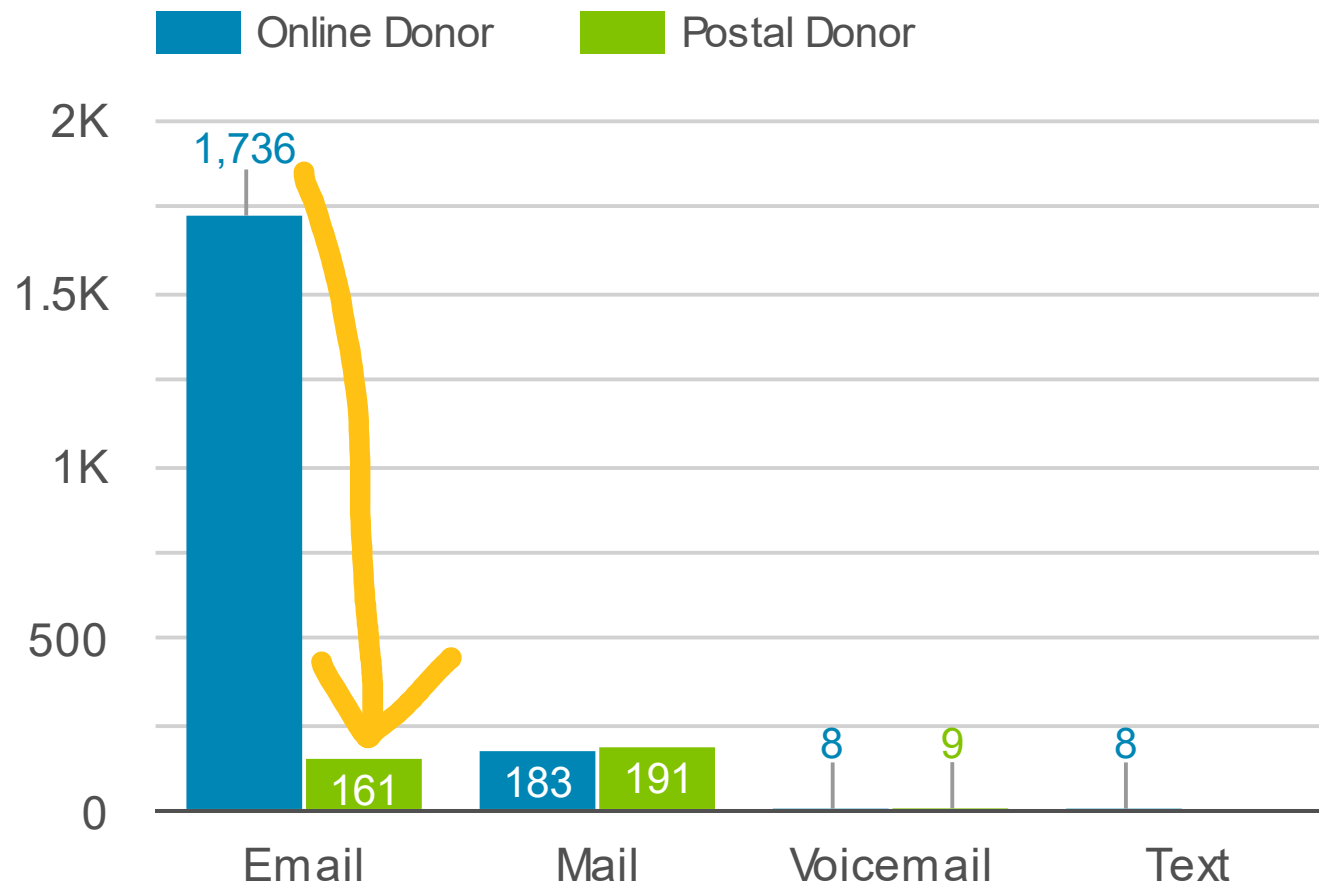
Messages
4.4

Postal Only Donors



THE ONLINE DONOR RECEIVED 5X MORE COMMUNICATIONS ON AVERAGE.

Number of Messages by Channel and Donor Type



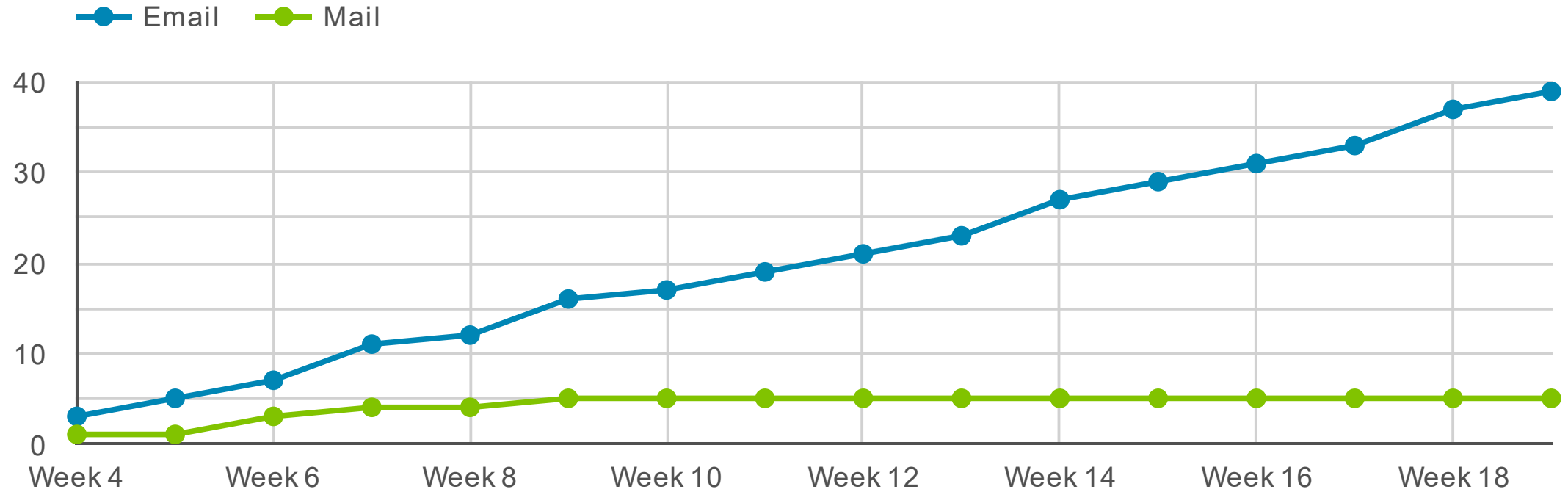
- The offline donor received 10 times fewer messages overall than the online donor driven by the huge discrepancy in email volume

SO **WHO** IS DOING IT?

A MULTI-CHANNEL OFFLINE JOURNEY.

Buckner

OFFLINE DONOR

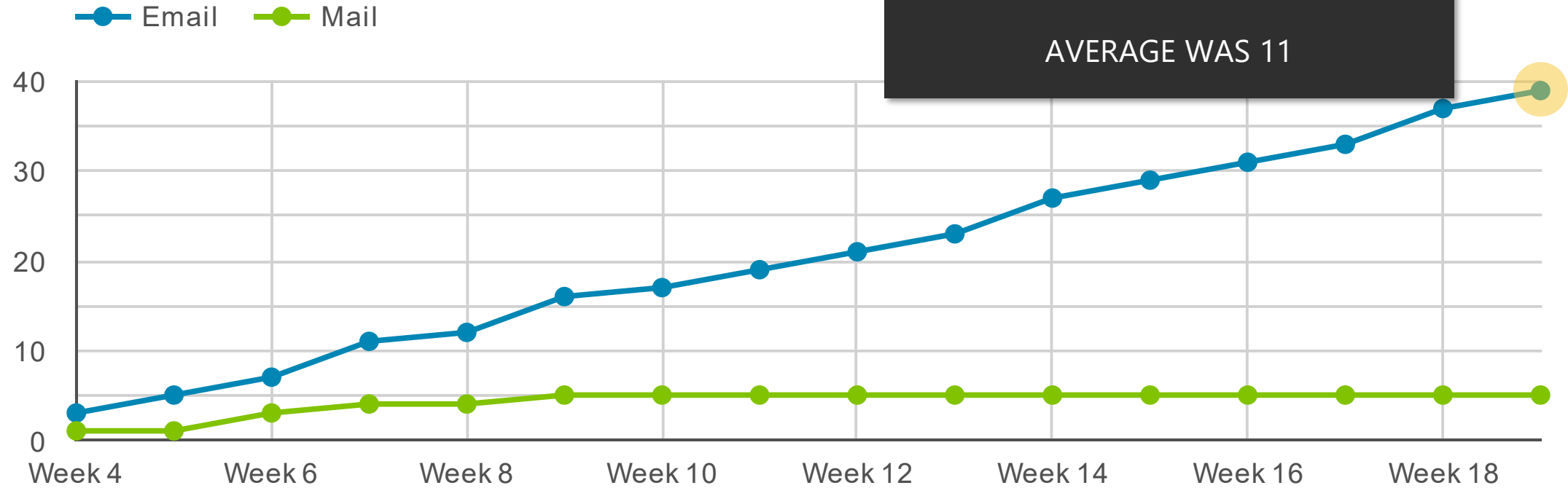


Buckner

OFFLINE DONOR

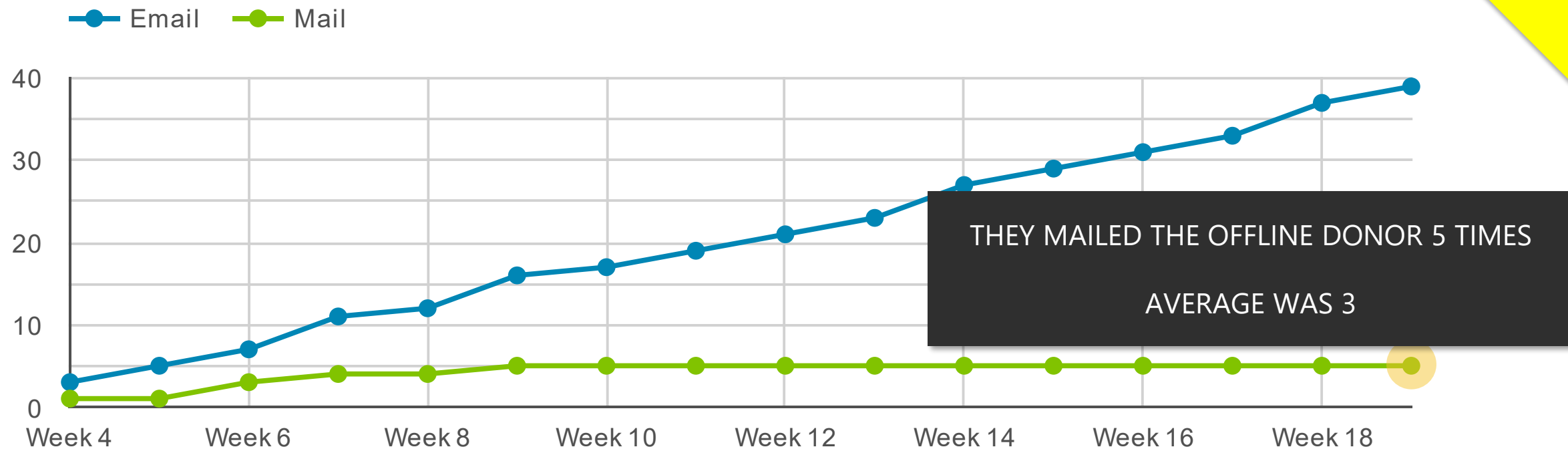
THEY SENT 39 EMAILS TO THE
OFFLINE DONOR

AVERAGE WAS 11



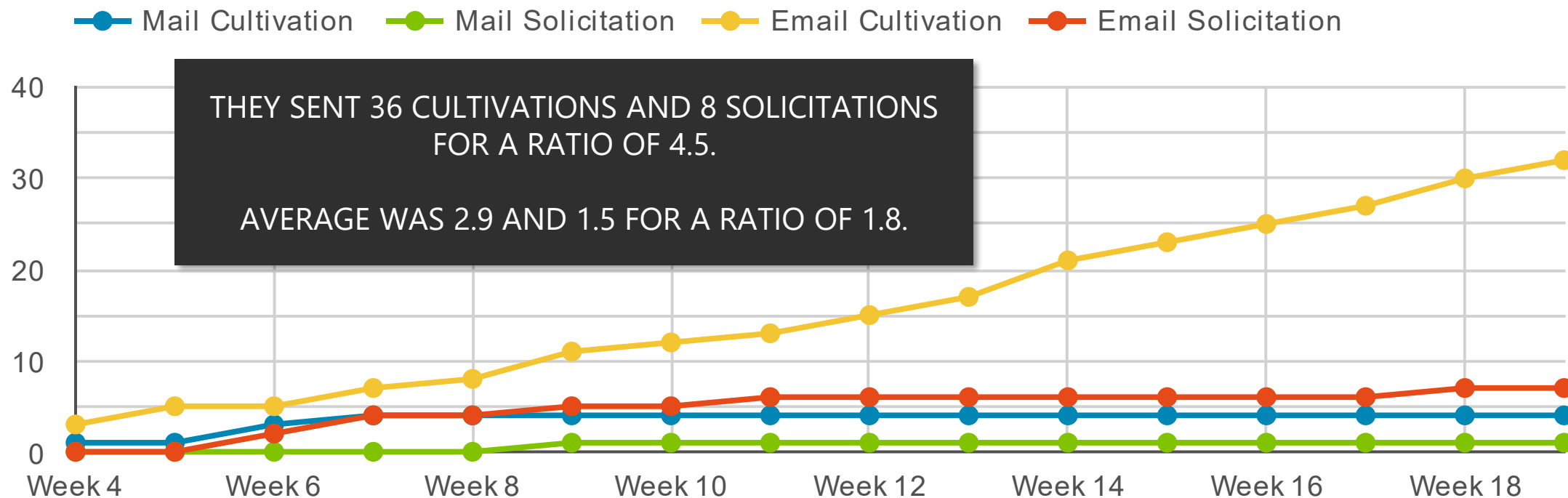
Buckner

OFFLINE DONOR



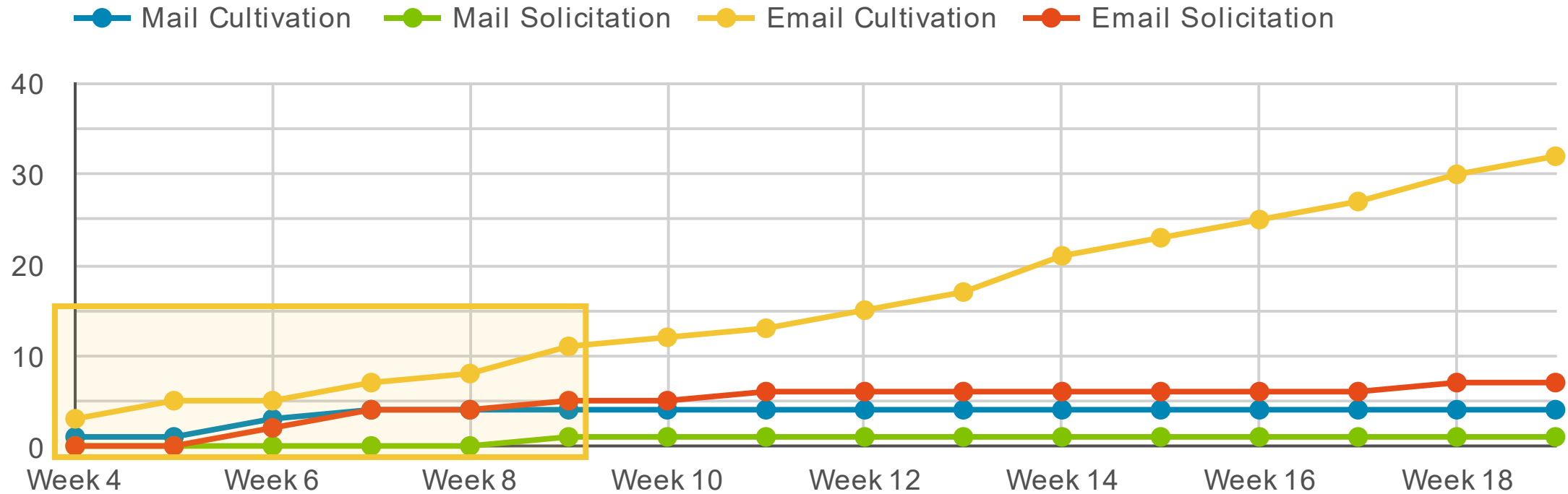
Buckner

OFFLINE DONOR



Buckner

OFFLINE DONOR



Buckner Offline Donor Welcome

1 – THANK YOU & RECEIPT

Dear Mr. Clowe,

Thank you for your special gift to support vulnerable children and families in need!

Through your support, you are protecting children and strengthening families to help them reach their fullest potential. I am grateful for your compassion and generosity to improve the lives of others and give them hope for a better future.

Albert L. Reyes, DMin, PhD
President and CEO

BUCKNER.
Hope shines here
750 North Pearl Street, Suite 1000 • Dallas, Texas 75201
(214) 738-8000 • www.buckner.org

OFFICIAL RECEIPT

Mr. Paul A. Clowe
5760 Legacy Dr Ste B3
Piano, TX 75024-7103

Gift Date: 4/2/2020
Charitable Amount: \$20.00
Designation: Buckner Children and Family Services
Program: Buckner Where Needed Most

As a publicly supported non-profit corporation, Buckner and all of its subsidiary non-profit corporations gratefully acknowledge your gift. No goods or services were provided in exchange for this contribution, therefore, the charitable value of your gift is fully tax deductible within the limits of the law. Please keep this receipt for your tax records.

432656
Mr. Paul A. Clowe
5760 Legacy Dr Ste B3
Piano, TX 75024-7103

Enclosed is my gift to Buckner \$_____. Please use my gift for:
☐ Children ☐ Education ☐ Families ☐ Senior Care ☐ Where Needed Most
☐ Other _____

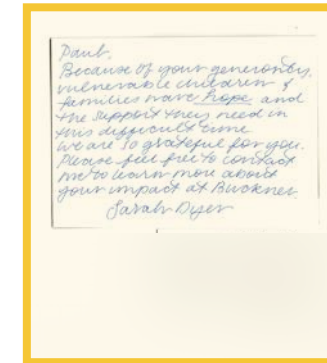
☐ Please charge my gift to credit card # _____
Expiration Date ____/____/____

Name as it appears on your card _____ Signature _____
Email address (optional): _____

Share Information:
☐ In honor of ☐ In memory of _____
Please notify (name): _____ Address: _____
Message: _____

3 WEEKS

2 – THANK YOU POSTCARD



2 WEEKS

Buckner Offline Donor Welcome

2 – THANK YOU POSTCARD



EEKS



3 – IMPACT POSTCARD



0 WEEKS

Buckner Offline Donor Welcome

3 – IMPACT POSTCARD

0 WEEKS



4 – IMPACT POSTCARD

1 WEEK



Buckner Offline Donor Welcome

4 – IMPACT POSTCARD



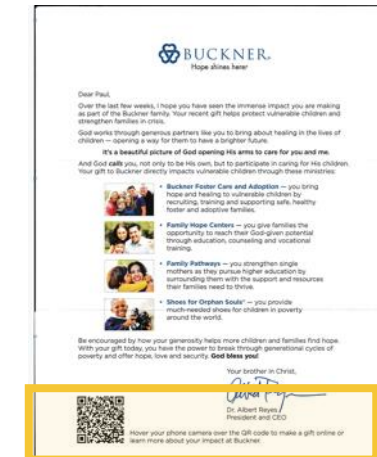
1 WEEK



5 – APPEAL LETTER



2 WEEKS



Buckner Offline Donor Welcome

1 – THANK YOU & RECEIPT

2 – THANK YOU POSTCARD

3 – IMPACT POSTCARD

4 – IMPACT POSTCARD

5 – APPEAL LETTER



52 DAYS

17 DAYS

35 DAYS

**REMEMBER... IT'S NOT
JUST ABOUT ASKING!**

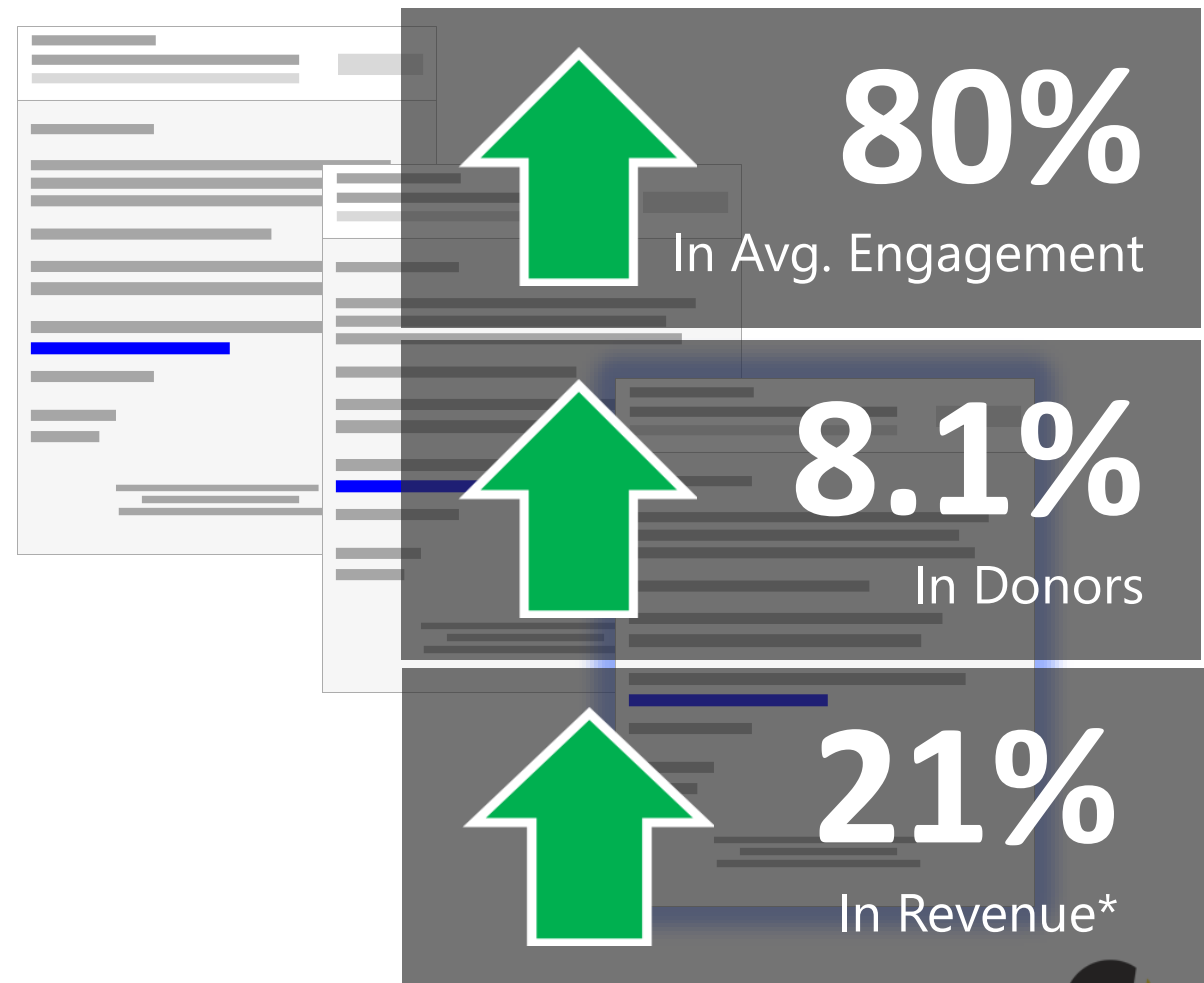
How Increasing Cultivation Impacts Revenue

3 MONTHS

CONTROL



TREATMENT



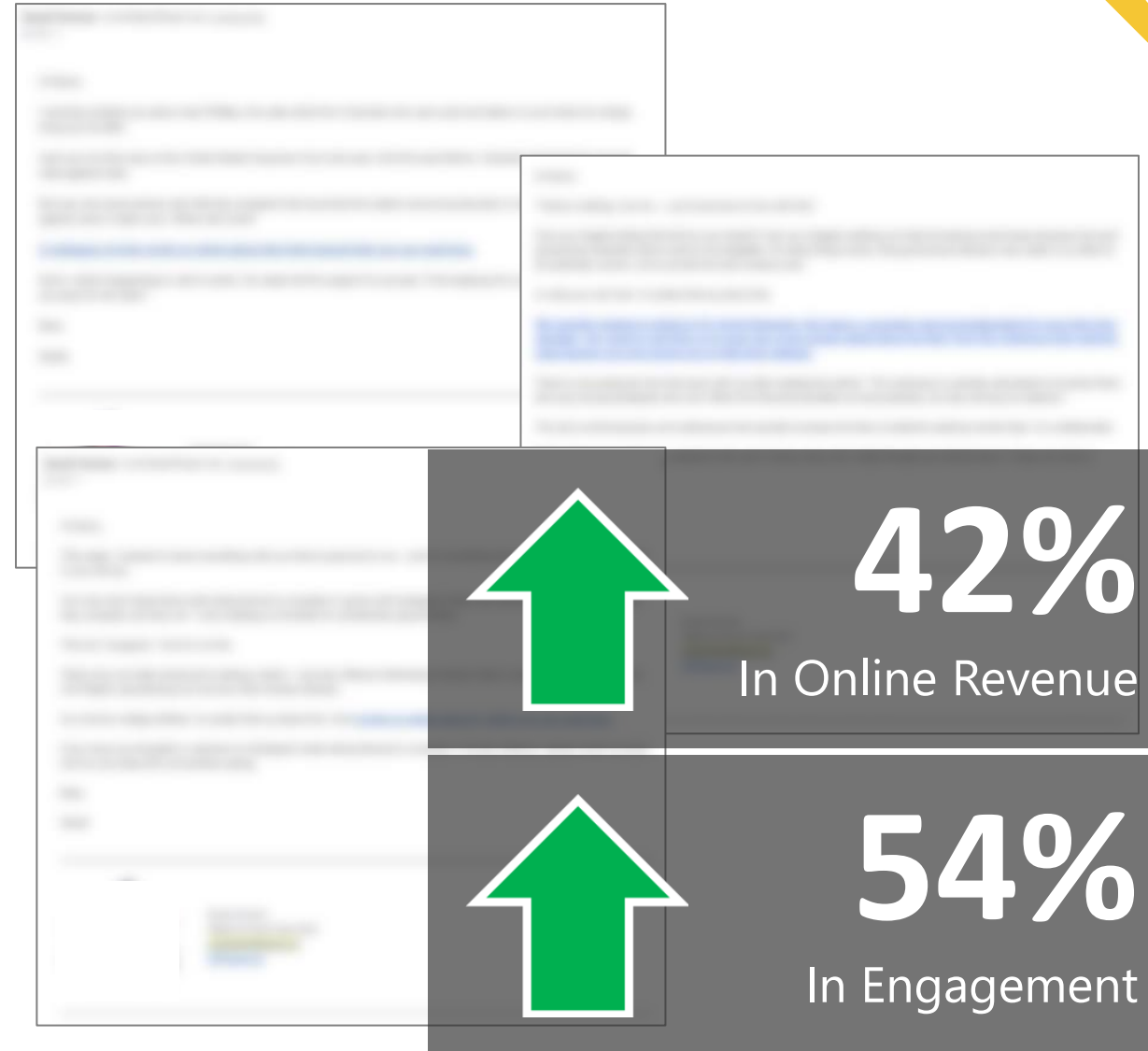
* Revenue increase has 98% LoC but has not yet reached statistically significant sample size

No Additional Cultivation



No Additional Cultivation

With Additional Cultivation



KEY FINDING #2

THE LOST OFFLINE DONOR

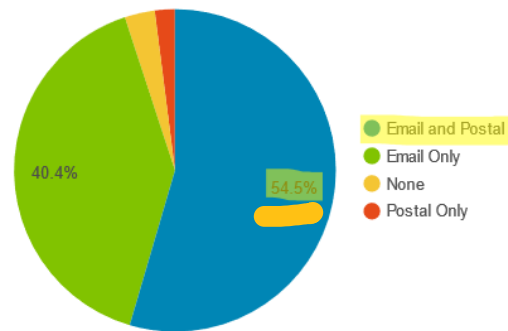
KEY FINDING #3

ONLINE DONORS ARE MORE LIKELY TO
GET MULTI-CHANNEL
COMMUNICATIONS (BUT IT'S STILL VERY EMAIL
HEAVY)

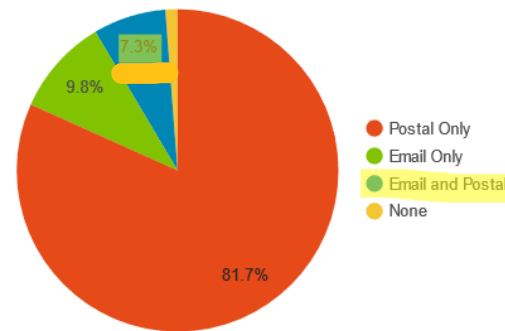
The Online Donor Was More Likely to Receive Communications in Multiple Channels and Not Just in the Channel in Which They Gave

Are Organizations Taking A Multi-channel Approach With Direct Mail Donors?

ONLINE DONOR

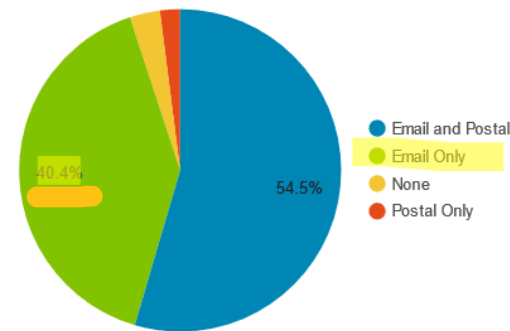


OFFLINE DONOR

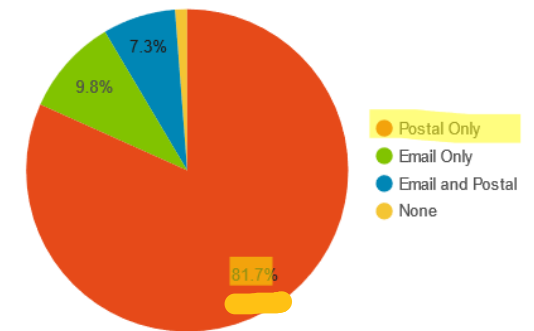


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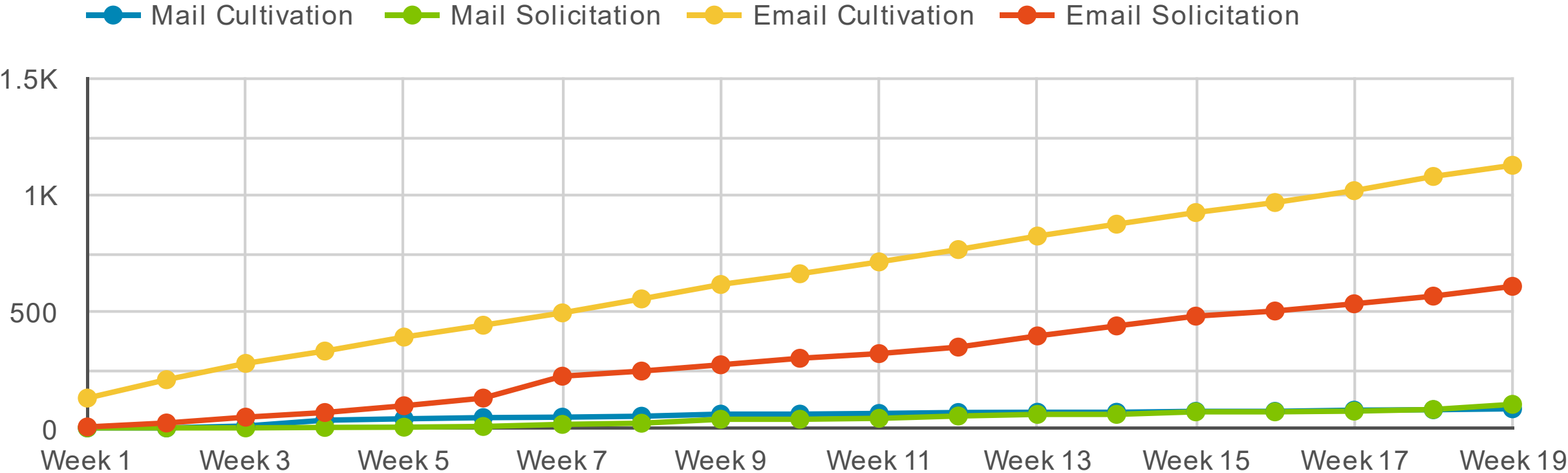
OFFLINE DONOR



THE ONLINE DONOR WAS 2X LESS LIKELY TO BE COMMUNICATED TO ONLY IN THE CHANNEL IN WHICH THEY GAVE.

THAT'S GOOD **BUT...**

Multi-Channel Journey - Online Donor



EMAIL	Messages 18.1	Solicitations 6.3	Cultivations 11.8	Cultivation Ratio 1.9	Organizations 96
MAIL	Messages 3.3	Solicitations 1.8	Cultivations 1.5	Cultivation Ratio 0.8	Organizations 56
TOTAL	Messages 19.5	Solicitations 7.2	Cultivations 12.3	Cultivation Ratio 1.7	Organizations 99

**6 OUT OF 10 OF ORGANIZATIONS SENT
ONLY 1 COMMUNICATION THROUGH
THE MAIL TO THE ONLINE DONOR.**

Remember...

Multi-Channel Conversion Rate by Cohort

Organization	Offline Only	Online Only
Small Ministry	.2%	1.8%
\$100m Ministry	.03%	3.4%
Media Network	.3%	4.5%
Broadcast Ministry	1.18%	3.96%
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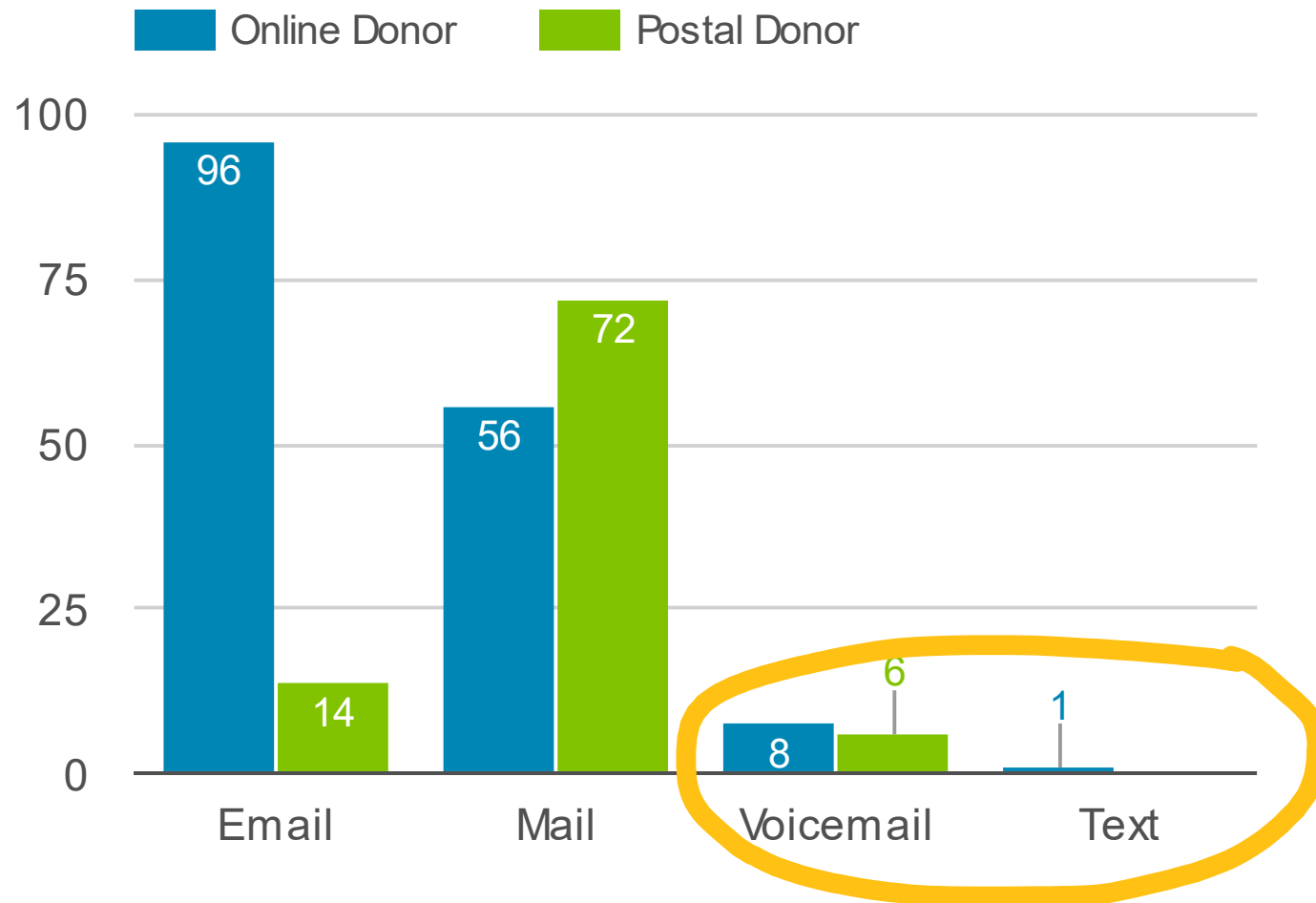
KEY FINDING #3

THE ONLINE DONOR OPPORTUNITY

KEY FINDING #4

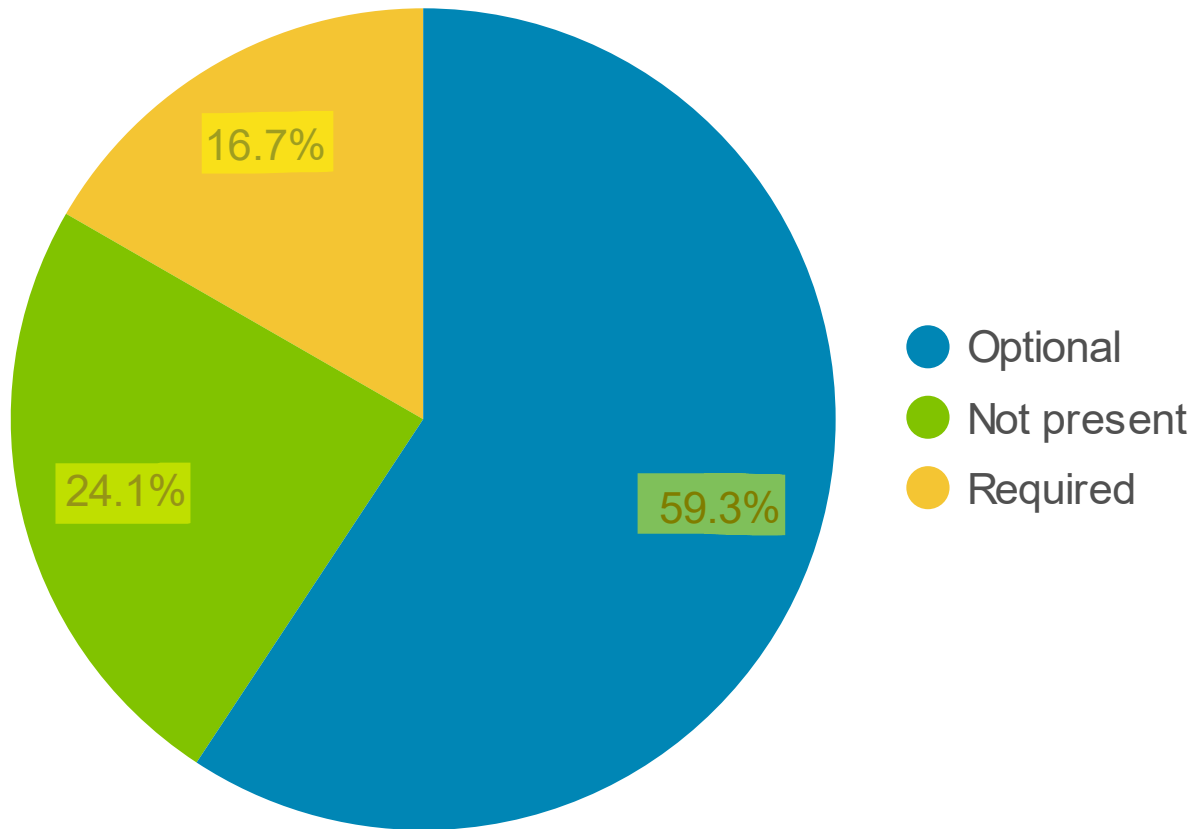
VERY FEW ORGANIZATIONS ARE USING THE PHONE (CALLS, VOICEMAILS, TEXTS)

Number of Organizations Communicating by Channel



- Less than 10% of organizations left a voicemail for either the online or offline donor* and just 1 organization out of the 102 sent a text message

How Were We Asked for Our Phone Number While Giving Online (if at all)?



- 24% had no way for us to give our phone number online
- But 76% still had our phone number and 17% required it from us

BUT WHAT DID THEY SAY?

Not This



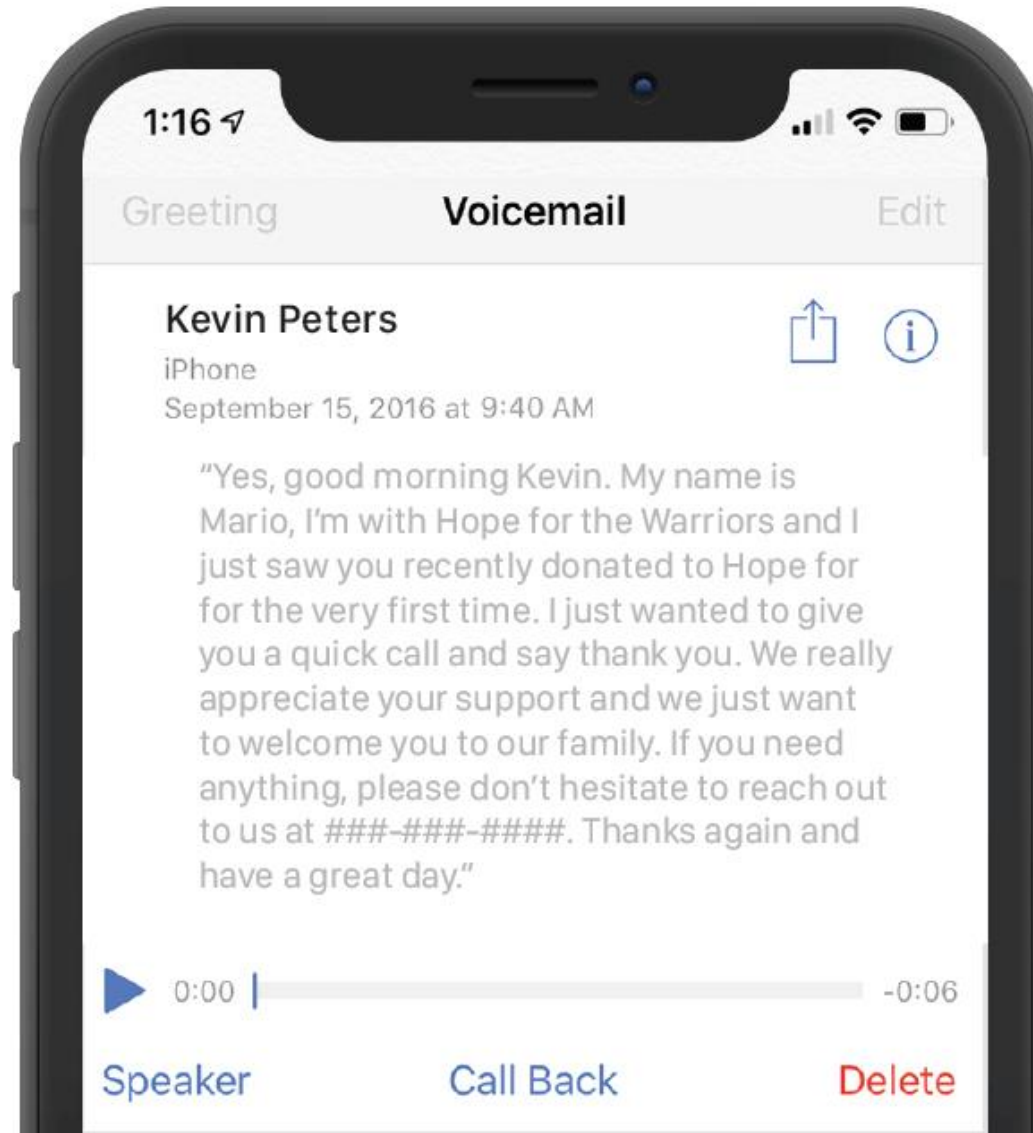
kevin 11:39 AM

All but one organization that called the Postal donor were calling to determine gift designation. None of them said the words "Thank You"

Not This

**THIS IS A CULTURAL PROBLEM, NOT
JUST A STRATEGIC ONE.**

But More Like This

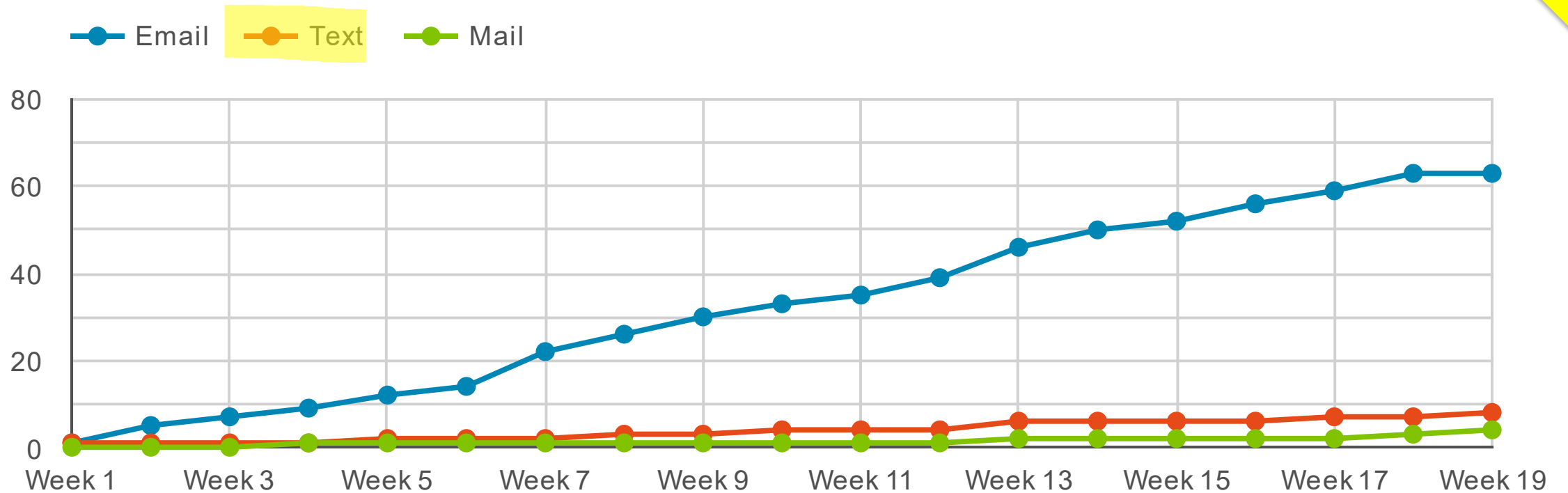


SO WHO IS DOING IT?

A MULTI-CHANNEL ONLINE DONOR JOURNEY.

Doctors Without Borders

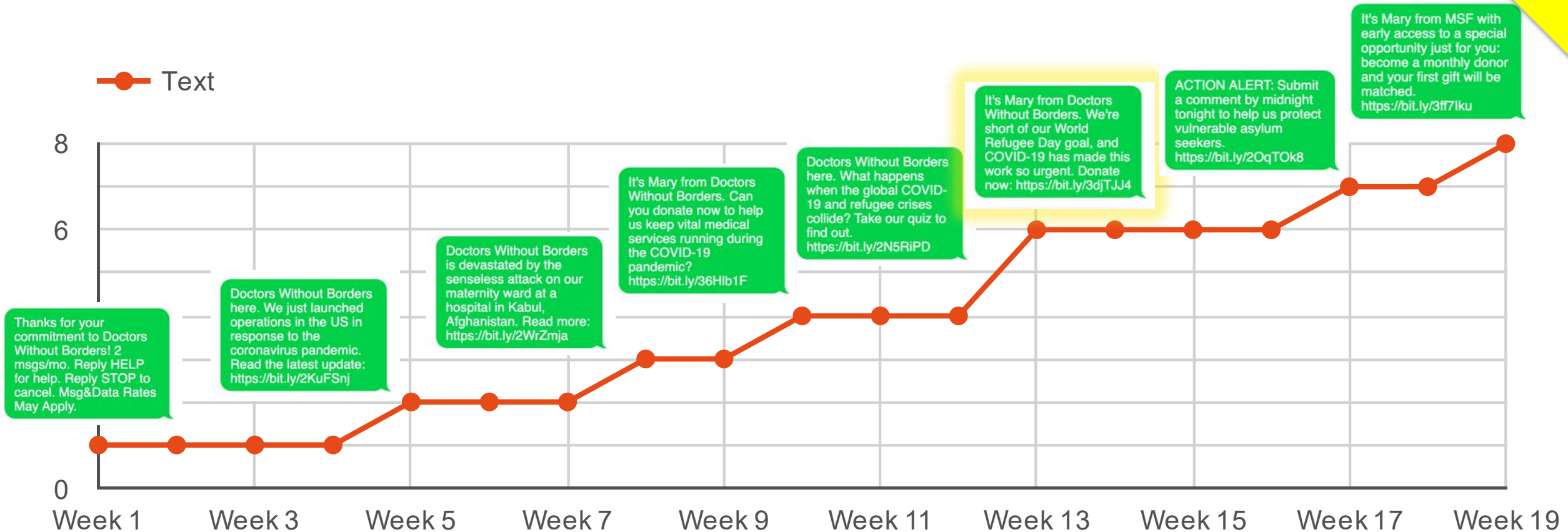
ONLINE DONOR



ONLY 1 ORGANIZATION SENT A TEXT MESSAGE
TO EITHER DONOR

Doctors Without Borders

ONLINE DONOR



Doctors Without Borders World Refugee Campaign

<input type="checkbox"/>	☆	Doctors Without Bor. 2	Inbox	CULTIVATION STUDY	CULTIVATION S.../Donations	Multi-Channel 2020	Multi-Channel 2.../Example	Multi-Ch.../Online Persona	One final chance - They fled for their safe	Jun 20
<input type="checkbox"/>	☆	Doctors Without Bor. 2	Inbox	CULTIVATION STUDY	CULTIVATION S.../Donations	Multi-Channel 2020	Multi-Channel 2.../Example	Multi-Ch.../Online Persona	Only hours left this World Refugee Day - Y	Jun 20
<input type="checkbox"/>	☆	Doctors Without Bor. 2	Inbox	CULTIVATION STUDY	CULTIVATION S.../Donations	Multi-Channel 2020	Multi-Channel 2.../Example	Multi-Ch.../Online Persona	Today is World Refugee Day - Nearly 71 m	Jun 20

It's Mary from Doctors Without Borders. We're short of our World Refugee Day goal, and COVID-19 has made this work so urgent. Donate now: <https://bit.ly/3djTJJ4>

Doctors Without Borders World Refugee Campaign

EMAIL 1

TEXT 1



2 HOURS

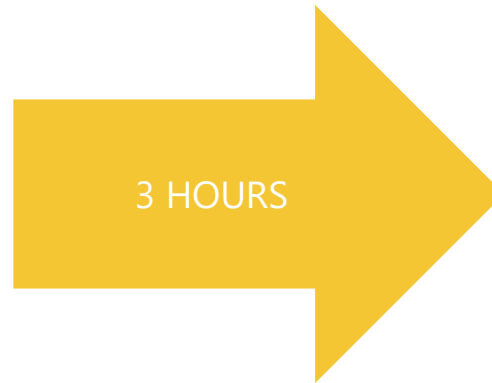
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EMAIL 2

Only hours left this World Refugee Day

Doctors Without Borders

COVID-19 UPDATE

WORLD REFUGEE DAY DEADLINE:
11:59 PM TONIGHT

00 DAYS 00 HOURS 00 MINS 00 SECS

GIVE NOW TO SAVE LIVES

Time is running out to make a lifesaving gift to Doctors Without Borders this World Refugee Day, so we wanted to tell you where we stand: With just hours left until our midnight deadline, we're still \$50,000 short of our goal.

Our teams are racing to provide medical care to the millions of refugees and other displaced people who have been put at even greater risk by the COVID-19 pandemic. This global health crisis is unprecedented—and so are the needs on the ground.

As they flee violence, conflict, persecution, and other hardships in their home countries, refugees and other displaced people face unique risks. Many end up stranded in overcrowded, unsanitary camps where essential services are limited or nonexistent and measures to control the spread of COVID-19 are difficult or impossible to implement.

Helping refugees is a core tenet of our medical humanitarian work—and that's why we're racing to reach our \$240,000 goal before midnight this World Refugee Day.

With the coronavirus pandemic compounding other health crises, your gift has never been needed more. **Donate now to help us meet our World Refugee Day goal before midnight and provide medical care for people on the move and others in need.**

WORLD REFUGEE DAY

Far from home, far from over: Refugees & COVID-19

For people forced to flee their homes, COVID-19 is another deadly obstacle on their journey. Help save lives. **Make a gift for World Refugee Day.**

DONATE NOW

This email was sent from the U.S. section of Doctors Without Borders/Médecins Sans Frontières (MSF), an international independent medical humanitarian organization that delivers emergency aid to people affected by armed conflict, epidemics, natural and man-made disasters, and exclusion from health care.

You are receiving this message because edonator@doctorswithoutborders.org is subscribed to the DOWOR COMMUNICATIONS list.

Please Preferences Unsubscribe

Please do not email any credit card information to Doctors Without Borders as it is not a secure payment method. If you wish to make a donation, please [click here](#).

40 Rector Street, 16th Floor, New York, NY 10008 | Phone: 212-679-6800
Make a donation: Toll free at 1-888-392-0392 seven days a week
[Donate Online](#) | [Home Page](#) | [Privacy Policy](#)



Doctors Without Borders World Refugee Campaign

EMAIL 2

Only hours left this World Refugee Day

Doctors Without Borders

Click [here](#) if you are having trouble viewing this message.

**MEDECINS SANS FRONTIERES
DOCTORS WITHOUT BORDERS** COVID-19 UPDATE

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00 **00** **00** **00**
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40 Rector Street, 16th Floor, New York, NY 10008 | Phone: 212-679-6800
Make a donation: Toll-free at 1-888-362-0392 seven days a week
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3 HOURS

5 HOURS

EMAIL 3

One final chance

Doctors Without Borders

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**MEDECINS SANS FRONTIERES
DOCTORS WITHOUT BORDERS** COVID-19 UPDATE

GOAL: \$240,000
DEADLINE: MIDNIGHT

DONATE NOW

World Refugee Day ends in just five hours.

Donate now to help Doctors Without Borders provide lifesaving medical care to refugees and other displaced people impacted by COVID-19 and urgency in need of care around the world.

DONATE

WORLD REFUGEE DAY

Far from home, far from over: Refugees & COVID-19

For people forced to flee their homes, COVID-19 is another deadly obstacle on their journey. Help save lives. **Make a gift for World Refugee Day.**

DONATE NOW

This email was sent from the U.S. section of Doctors Without Borders/Médecins Sans Frontières (MSF), an international independent medical humanitarian organization that delivers emergency aid to people affected by armed conflict, epidemics, natural and man-made disasters, and exclusion from health care.

You are receiving this message because [sebastian.harms@doctorswithoutborders.org](#) is subscribed to the DONOR COMMUNICATIONS list.

Manage Preferences Unsubscribe

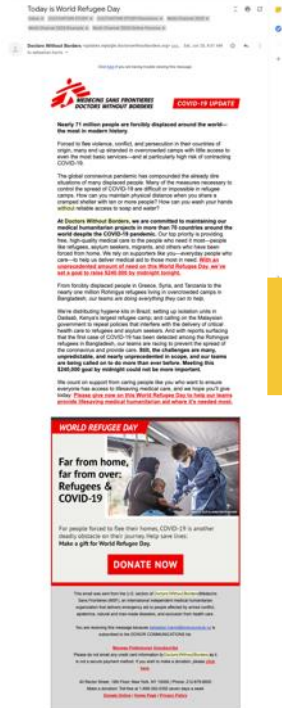
Please do not email any credit card information to Doctors Without Borders as it is not a secure payment method. If you wish to make a donation, please [click here](#).

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Doctors Without Borders World Refugee Campaign

EMAIL 1



2 HOURS

TEXT 1

It's Mary from Doctors Without Borders. We're short of our World Refugee Day goal, and COVID-19 has made this work so urgent. Donate now: <https://bit.ly/3djTJJ4>

3 HOURS

EMAIL 2



5 HOURS

EMAIL 3



Doctors Without Borders – World Refugee Campaign

<input type="checkbox"/>	☆	Doctors Without Bor. 2	Inbox	CULTIVATION STUDY	CULTIVATION S.../Donations	Multi-Channel 2020	Multi-Channel 2.../Example	Multi-Ch.../Online Persona	One final chance - They fled for their safe	Jun 20
<input type="checkbox"/>	☆	Doctors Without Bor. 2	Inbox	CULTIVATION STUDY	CULTIVATION S.../Donations	Multi-Channel 2020	Multi-Channel 2.../Example	Multi-Ch.../Online Persona	Only hours left this World Refugee Day - Y	Jun 20
<input type="checkbox"/>	☆	Doctors Without Bor. 2	Inbox	CULTIVATION STUDY	CULTIVATION S.../Donations	Multi-Channel 2020	Multi-Channel 2.../Example	Multi-Ch.../Online Persona	Today is World Refugee Day - Nearly 71 m	Jun 20

It's Mary from Doctors Without Borders. We're short of our World Refugee Day goal, and COVID-19 has made this work so urgent. Donate now: <https://bit.ly/3djTJJ4>

Doctors Without Borders – World Refugee Campaign

<input type="checkbox"/>	☆	Doctors Without Bor.	Inbox	Multi-Channel 2020	Multi-Channel 2.../Example	Multi-Ch.../Online Persona	We're so grateful, Kevin - Thank you for standing with refugees.	Jun 24		
<input type="checkbox"/>	☆	Doctors Without Bor. 2	Inbox	CULTIVATION STUDY	CULTIVATION S.../Donations	Multi-Channel 2020	Multi-Channel 2.../Example	Multi-Ch.../Online Persona	This Thursday, June 25, join our discussion to learn how we'r...	Jun 23
<input type="checkbox"/>	☆	Shannon Miller, Doc. 2	Inbox	CULTIVATION STUDY	CULTIVATION S.../Donations	Multi-Channel 2020	Multi-Channel 2.../Example	Multi-Ch.../Online Persona	We didn't meet our World Refugee Day goal - An important up...	Jun 22
<input type="checkbox"/>	☆	Doctors Without Bor. 2	Inbox	CULTIVATION STUDY	CULTIVATION S.../Donations	Multi-Channel 2020	Multi-Channel 2.../Example	Multi-Ch.../Online Persona	One final chance - They fled for their safe	Jun 20
<input type="checkbox"/>	☆	Doctors Without Bor. 2	Inbox	CULTIVATION STUDY	CULTIVATION S.../Donations	Multi-Channel 2020	Multi-Channel 2.../Example	Multi-Ch.../Online Persona	Only hours left this World Refugee Day - Y	Jun 20
<input type="checkbox"/>	☆	Doctors Without Bor. 2	Inbox	CULTIVATION STUDY	CULTIVATION S.../Donations	Multi-Channel 2020	Multi-Channel 2.../Example	Multi-Ch.../Online Persona	Today is World Refugee Day - Nearly 71 m	Jun 20
<input type="checkbox"/>	☆	Doctors Without Bor.	Inbox	Multi-Channel 2020	Multi-Channel 2.../Example	Multi-Ch.../Online Persona	Tomorrow is World Refugee Day - crisis— Doctors Without Borders is there. Tomorrow is World Refugee Day. ...	Jun 19		
<input type="checkbox"/>	☆	Shannon Miller, Doc. 2	Inbox	CULTIVATION STUDY	CULTIVATION S.../Donations	Multi-Channel 2020	Multi-Channel 2.../Example	Multi-Ch.../Online Persona	Do you stand with refugees? - They've been forced from hom...	Jun 18
<input type="checkbox"/>	☆	Avril Benoît, Docto. 2	Inbox	CULTIVATION STUDY	CULTIVATION S.../Donations	Multi-Channel 2020	Multi-Channel 2.../Example	Multi-Ch.../Online Persona	Refugees are far from home. Their crisis is far from over. - yo...	Jun 17
<input type="checkbox"/>	☆	MSF	Inbox	Multi-Channel 2020	Multi-Channel 2.../Example	Multi-Ch.../Online Persona	What would you do, Kevin? - scarce. Doctors Without Borders teams are in those camps,	Jun 15		
<input type="checkbox"/>	☆	Doctors Without Bor. 2	Inbox	CULTIVATION STUDY	CULTIVATION S.../Donations	Multi-Channel 2020	Multi-Channel 2.../Example	Multi-Ch.../Online Persona	Join us Thursday, June 18 - Migration in t	Jun 13
<input type="checkbox"/>	☆	Doctors Without Bor. 2	Inbox	CULTIVATION STUDY	CULTIVATION S.../Donations	Multi-Channel 2020	Multi-Channel 2.../Example	Multi-Ch.../Online Persona	[QUIZ] When COVID-19 and the refugee cr	Jun 11
<input type="checkbox"/>	☆	Doctors Without Bor. 2	Inbox	CULTIVATION STUDY	CULTIVATION S.../Donations	Multi-Channel 2020	Multi-Channel 2.../Example	Multi-Ch.../Online Persona	An acute and ongoing crisis - Refugees all over the world are ...	Jun 9

It's Mary from Doctors Without Borders. We're short of our World Refugee Day goal, and COVID-19 has made this work so urgent. Donate now: <https://bit.ly/3djTJJ4>

Doctors Without Borders here. What happens when the global COVID-19 and refugee crises collide? Take our quiz to find out. <https://bit.ly/2N5RiPD>

It's Mary from Doctors Without Borders. We're short of our World Refugee Day goal, and COVID-19 has made this work so urgent. Donate now: <https://bit.ly/3djTJJ4>

Doctors Without Borders here. What happens when the global COVID-19 and refugee crises collide? Take our quiz to find out. <https://bit.ly/2N5RiPD>

KEY FINDING #4

THE LACKING PHONE STRATEGY

State of Multi-Channel Donor Communications Recap

-
1. Very few organizations are communicating to their smaller online and offline donors in multiple channels
-
2. Offline donors are getting lost
-
3. Online donors are more likely to get multi-channel communications
-
4. Very few organizations are using the phone (calls, voicemails, texts)

WHAT CAN YOU DO?

Multi-Channel Fundraising

BASIC

- ☐ Try emailing your offline donors and mailing your online donors
 - ☐ Don't be afraid to ask but make sure it's not ALL asks
 - ☐ Consider an online and offline welcome series for new donors
- ☐ Try calling your new online and offline donors within 48 hours of a donation
 - ☐ Be sure to say thanks if/when you do
- ☐ Ask for emails on direct mail reply devices
- ☐ Point specific emails and direct mail appeals to specific donation/landing pages

Multi-Channel Fundraising

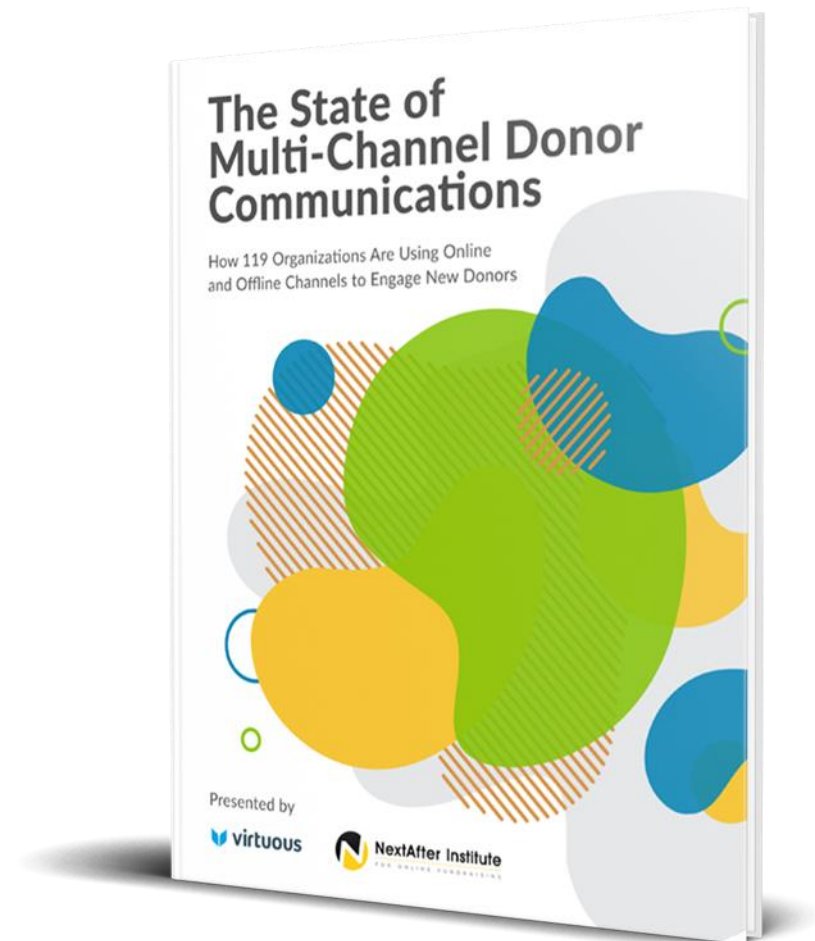
ADVANCED

- ☐ Try sending text messages in a campaign
- ☐ Send a postcard 2-3 weeks before an online campaign
- ☐ Automate thank you voicemails
- ☐ Show Facebook ads to direct mail recipients 2-3 weeks before they get an appeal and 2-3 weeks after
- ☐ Send an email 2 weeks before an appeal, on the day of send and 10 days after

GO DEEPER.

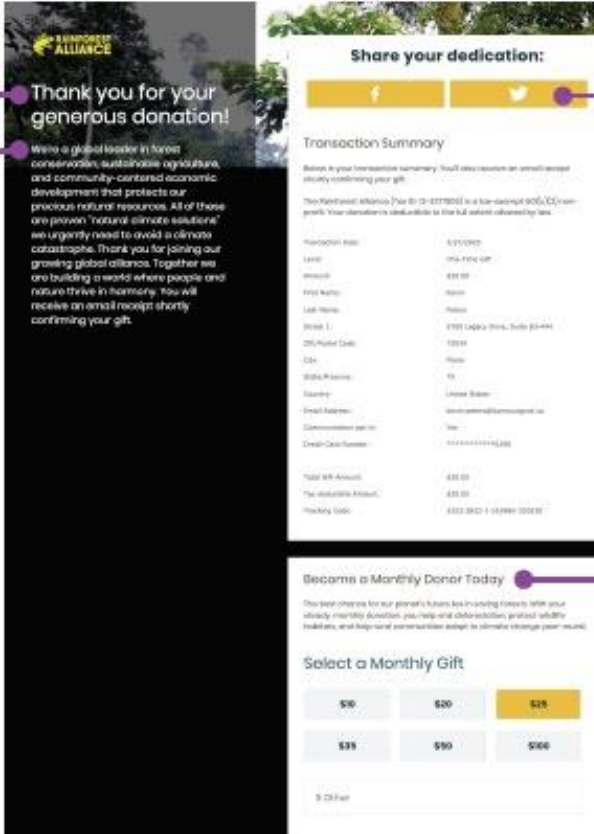
**GET ALL INSIGHTS, TIPS,
AND EXAMPLES AS WELL
AS EMAIL SOLICITATION,
WAYS TO GIVE PAGE, AND
THANK YOU PAGE
ANALYSIS.**

multichannelnonprofit.com



GET ALL INSIGHTS, TIPS, AND EXAMPLES AS WELL AS EMAIL SOLICITATION, WAYS TO GIVE PAGE, AND THANK YOU PAGE ANALYSIS.

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Thank you for your generous donation!

We're a global leader in forest conservation, sustainable agriculture, and community-centered economic development that protects our precious natural resources. All of these are proven "natural climate solutions" we urgently need to avoid a climate catastrophe. Thank you for joining our growing global alliance. Together we are building a world where people and nature thrive in harmony. You will receive an email receipt shortly confirming your gift.

Share your dedication:

Transaction Summary

Below is your transaction summary. You'll also receive an email receipt shortly confirming your gift.

This nonprofit, Alliance (Tax ID: 52-1271802) is a 501(c)(3) nonprofit. Your donation is deductible to the full extent allowed by law.

Transaction Date	5/11/2022
Level	One-time gift
Amount	\$100.00
First Name	John
Last Name	Smith
Street 1	1234 Maple Street, Suite 100
City/State/Zip	12345, NY 10001
Country	USA
State/Province	NY
County	Albany County
Email Address	john.smith@example.com
Communication opt-in	Yes
Credit Card Number	XXXXXXXXXXXX
Total with Amount	\$100.00
Total Available Amount	\$100.00
Processing Code	XXXX-XXXX-XXXX-XXXX

Become a Monthly Donor Today

This year's efforts for our planet's future are in jeopardy. Join our already monthly donors, you help what others have done, and help others, and help our planet's future to thrive through your support.

Select a Monthly Gift

\$10 \$20 **\$25** \$35 \$50 \$100

\$ Other

What else could the donor do?

36% social share or follow

36% had no next step

30% other

14% employer match

10% give again

7% watch video

3% download/resource

1% survey

5% upgrade to monthly

Could the donor provide some input after their donation?

2% offered chance to choose communication preferences

1% offered a survey

Was the donor thanked?

4% did not thank the donor

40% did not expand the thank you

Could the donor provide some input during the donation?

63% of organizations offered no option to opt-in or choose communications during the giving process

31% had an opt-in

7% allowed you to choose types of communications

2% allowed you to choose channel of communications

1% allowed you to choose frequency of communications

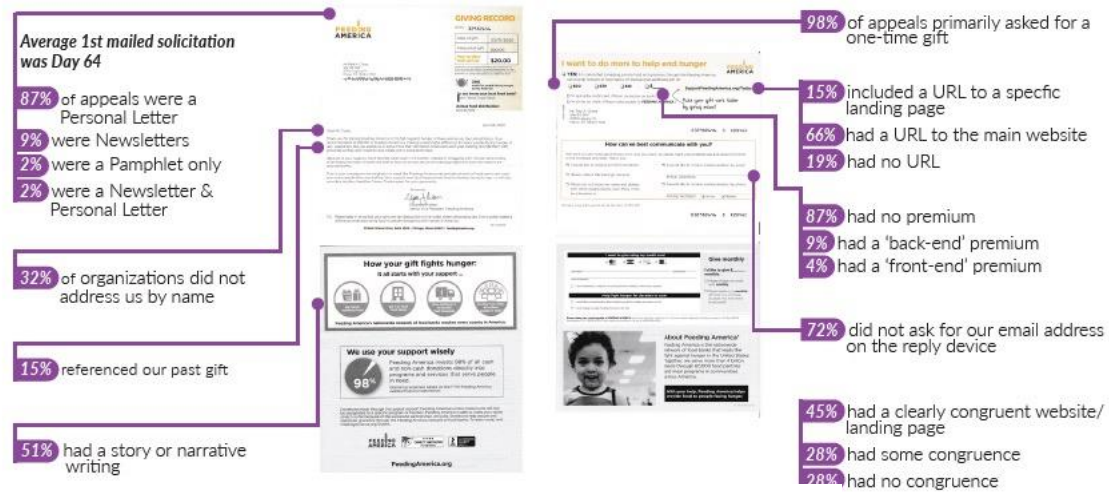
GET ALL INSIGHTS, TIPS, AND EXAMPLES AS WELL AS EMAIL SOLICITATION, WAYS TO GIVE PAGE, AND THANK YOU PAGE ANALYSIS.

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GET ALL INSIGHTS, TIPS, AND EXAMPLES AS WELL AS EMAIL SOLICITATION, WAYS TO GIVE PAGE, AND THANK YOU PAGE ANALYSIS.

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Subject: You support education for anyone, anywhere
 From: Lizzie from Khan Academy <lizzie@khanacademy.org>
 To: kevin.peters@loveyourgrub.co
 Date Sent: Thursday, April 30, 2020 8:02:33 AM GMT-05:00
 Date Received: Thursday, April 30, 2020 8:02:36 AM GMT-05:00





ON A **MISSION** TO DECODE WHAT WORKS IN FUNDRAISING
AND MAKE IT ACCESSIBLE TO AS MANY ORGANIZATIONS AS
POSSIBLE.

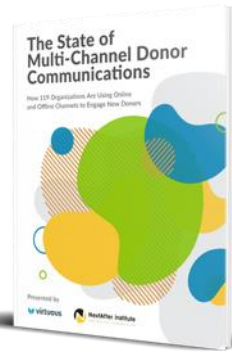
RESEARCH





ON A MISSION TO DECODE WHAT WORKS IN FUNDRAISING
AND MAKE IT ACCESSIBLE TO AS MANY ORGANIZATIONS AS
POSSIBLE.

RESEARCH → RESOURCES



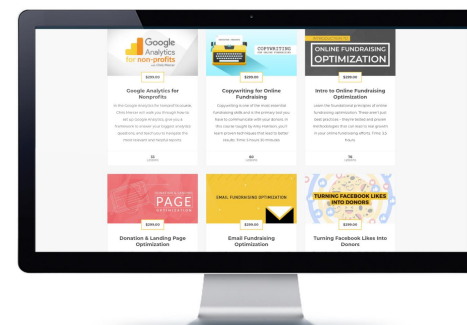
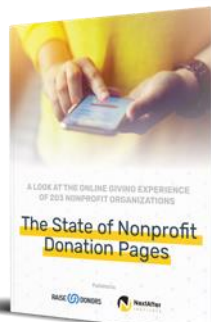
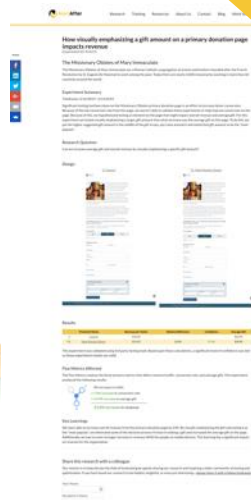
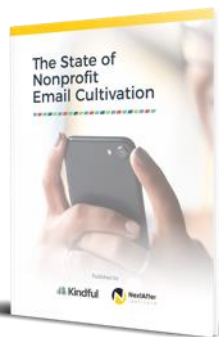
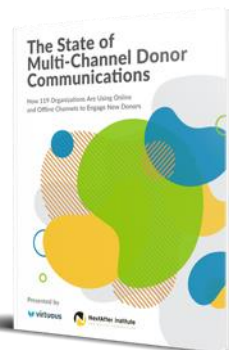


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RESEARCH

RESOURCES

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