

# IS YOUR ANNUAL FUND MESSAGE RESONATING?

IS THE MODEL BROKEN WHEN IT COMES TO EDUCATION  
FUNDRAISING?

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Fordham Preparatory School

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The Humane Society of the United States



The tuition gap – the difference between tuition dollars received and the actual costs of operating the institution.

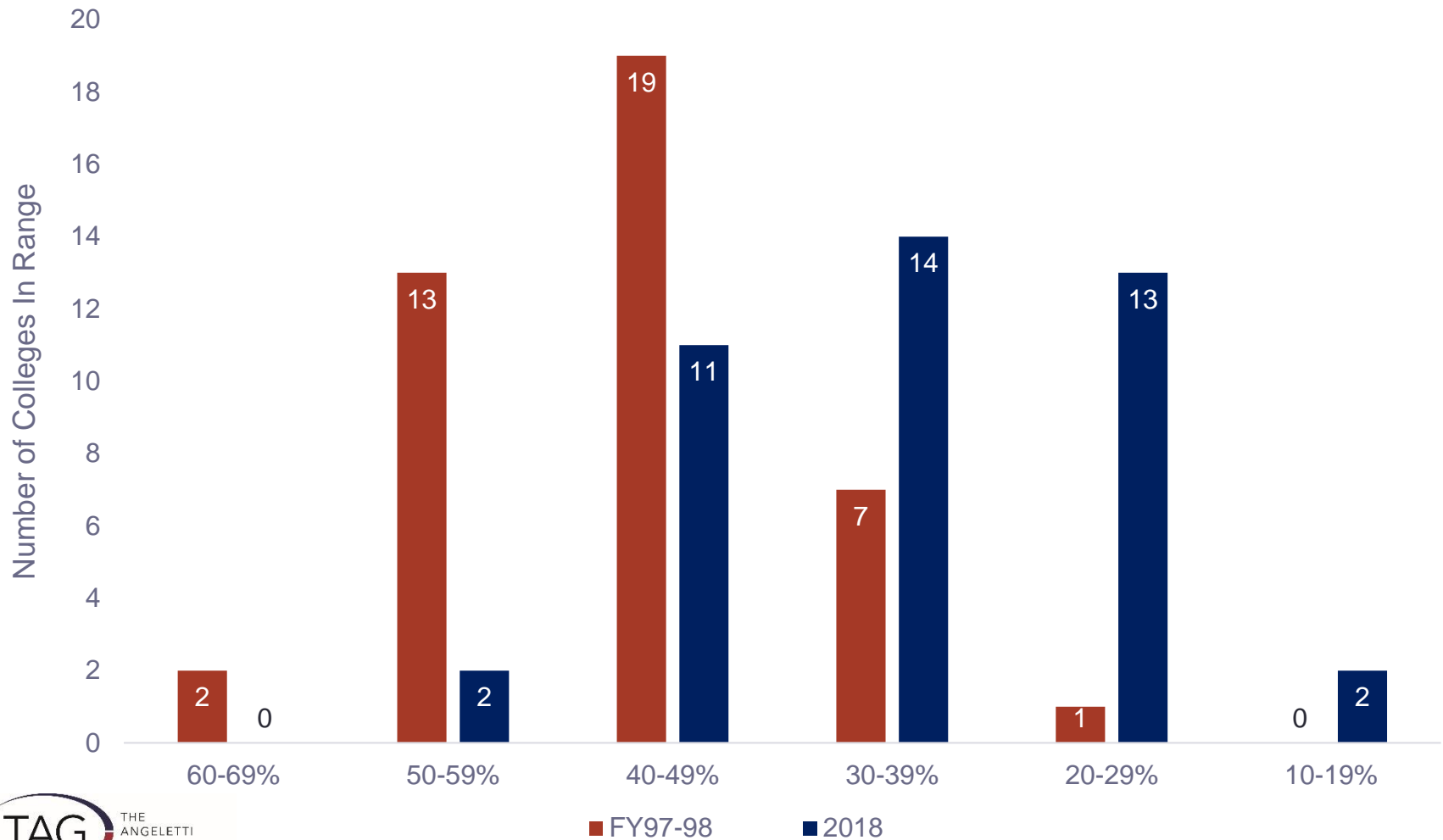
- Annual Fund constant struggle.
  - Old message-Tuition covers 50%-80% of costs
  - Your gift helps support a diverse experience and, in turn, a broader and enriched experience for all



**MIND THE GAP**

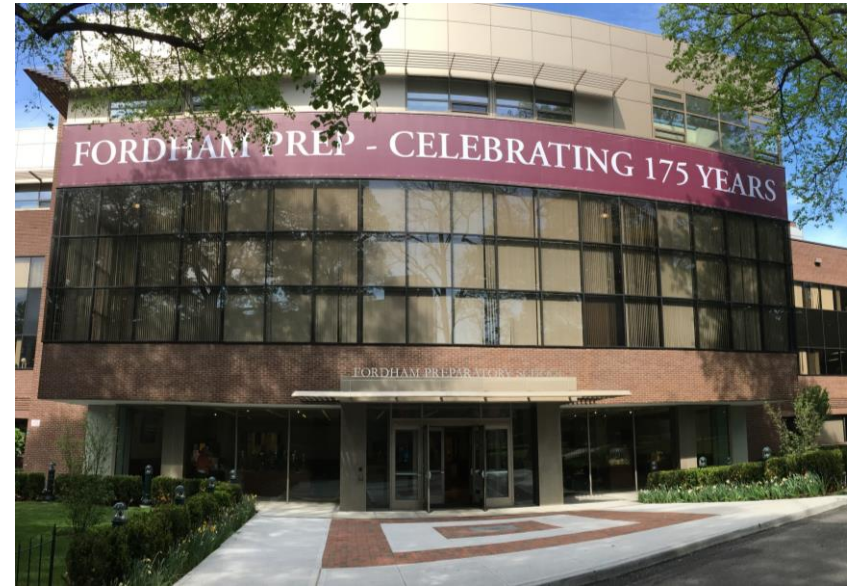
- Direct mail, phonathons and magazines
  - Returns are diminishing—why..?

Alumni Participation  
20 Year Comparison  
US News Top National Liberal Arts Colleges



# Fordham Prep

- Fordham Prep is a all-male Jesuit college preparatory school located in the Bronx, New York serving grades 9-12
- 1,011 students and 12,600 alumni
- 45% of students at the school receive some form of financial assistance totaling \$4.1 million – or 20% of the total operating budget
- 2017-2018 tuition is \$19,630



# Sticking With Traditional Methods

- Alumni participation had fallen to 14% in 2014 from averages in the high-teens
- “Gap” message had been used for many years without being refreshed
- Traditional methods of outreach
- Cancelled phone outreach
- Total annual fund dollars remained flat

# Promote Value Proposition

## 1. New messaging

- A. No talk about the “gap”
- B. Focused on the kids – the faces at the Prep – to encourage alumni to recognize themselves in these faces
- C. Use constituents voice (alumni speaking to alumni, parents speaking to parents)
- D. Focused on the value proposition (service and brotherhood)

## 2. Increased personalized outreach

- Rather than being focused on 3 large mailings per year, focused on smaller concentrated outreach following events or around pockets of constituents (Reunion)

## Promote Value Proposition

3. Changing the culture of giving back by promoting a consistent message across all communications and events
4. Increased opportunities to engage young alumni
5. Increased social media presence with video and
6. Increased emphasis on key Reunion years (50<sup>th</sup>, 60<sup>th</sup>)

## Outcomes and Next Steps

- Alumni participation increased from 14% to 18% within 3 years with target to continue increase trend
- Increased average gift from \$907 to \$1,400
- Restructuring of Class Rep program
- Public phase of a \$50 million+ campaign
  - Opportunity for annual scholarships
  - Count everyone under the big tent





## Mission

### Fight for All Animals

Pre-2004: Premium-driven direct mail + telemarketing

2004: Digital program established with two goals:  
advocacy and fundraising

2009: DRTV campaign launched

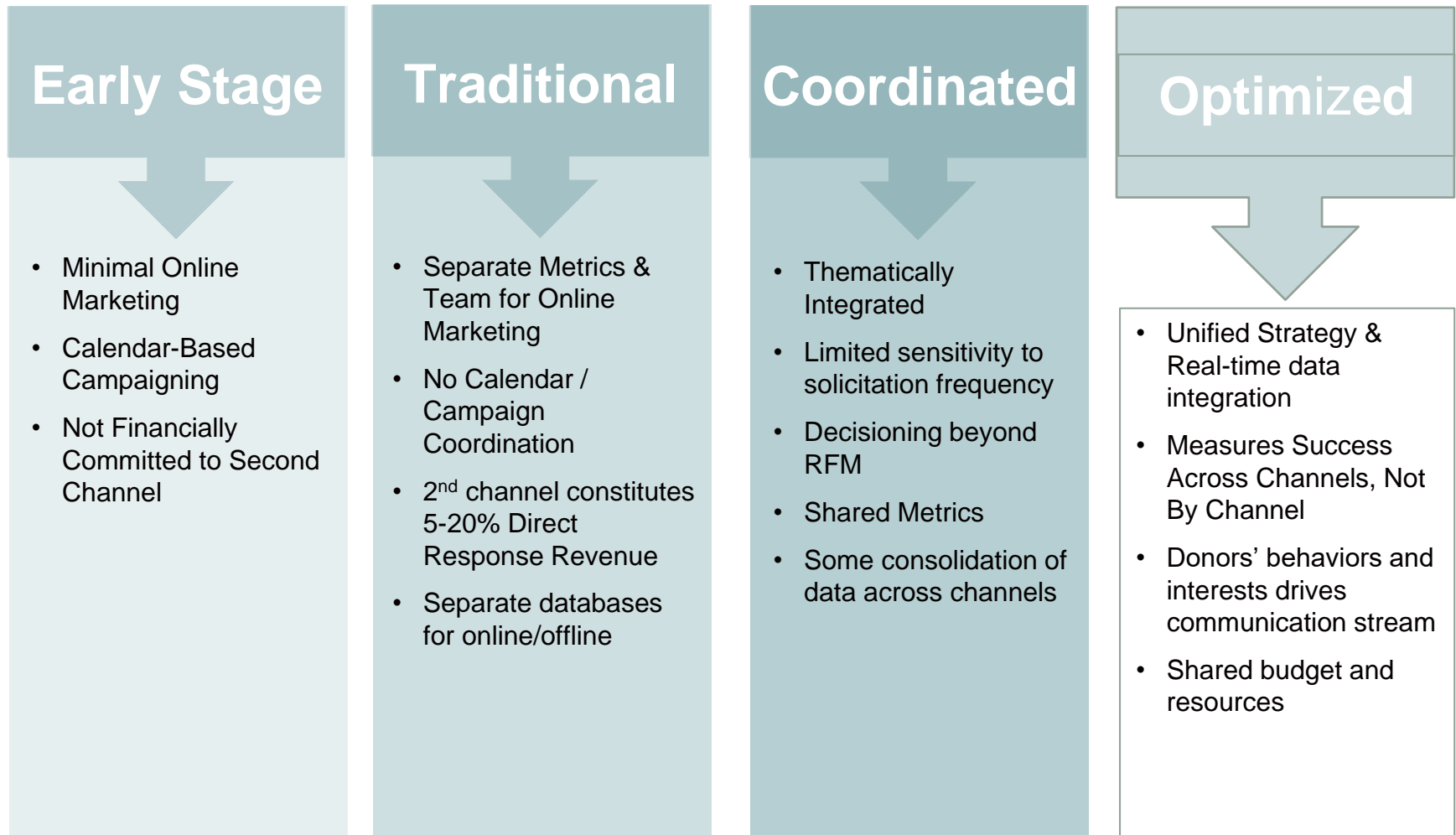
2013: “Mixed” marketing integrated email/snail  
mail/telemarketing program launched

2014: Digital acquisition program amped up

2015: Face-to-face program launched



# Nonprofit Marketing is Evolving to be More Donor-Centric



# Our Three Key Ingredients to Multi-Channel Success

**Align staff  
and other  
resources**

**Identify and  
test key  
audiences**

**Experiment  
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**Align staff**

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# Key Initiatives in Direct Marketing



- Invest in donor care and cultivation
- Integrate our marketing channels
- Use data to drive response
- Invest in new donor acquisition across channels
- "Feed" the donor pyramid

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# New Initiatives Budget Process

- Open to all staff in program, development, and communications
- HSUS will invest in a new idea if the staffer can get it funded or if the idea will generate revenue
- Usual payback period: 12-24 months, but can be longer
- HSUS will budget for programs initially seeded by major donors
- This is distinct from a separate fundraising R&D Fund, which we use for opportunities that arise during budget year

# Our Three Key Ingredients to Multi-Channel Success

**Align staff  
and other  
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**Handraisers**

**Identify and  
test key  
audiences**

**Dual  
channelers**

**Experiment  
with other  
audiences**

**Existing  
donors**

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# Handraisers

- Those who raise their hands, but don't convert
  - Email clickers
    - Those who open an email, click through to the donation form, but don't convert. Call them.
  - Website visitors
    - Those who visit one of your donation forms but don't convert. Serve them ads on online.


**The Humane Society of the United States**

May 12 at 3:55pm · 🌐

It's Day of Giving! Today only, we're dedicating 24 hours to puppy mills across the country. Every dollar raised will be used to fight puppy mills, strengthen laws to protect dogs, and save countless animals from loneliness and suffering. Please make a tax-deductible gift today!



The countdown is on.

Today is the day to fight back against puppy mills. Will you help?

[SECURE.HUMANESOCIETY.ORG](https://secure.humanesociety.org)

Not affiliated with Facebook

117K Views

Like


Comment

Share

👍👎👤


JP Goodwin and 1.3K others

579 shares


**The Humane Society of the United States**

May 12 at 3:37pm · 🌐

It's Day of Giving! We're dedicating 24 hours to fighting puppy mills. Today only, your gift will be matched - dollar for dollar - up to \$125,000 and every dollar raised will be used to stop puppy mills once and for all. Will you join our matching gift challenge? Double your gift today!



The countdown is on.

Today only, your gift goes twice as far to help expose puppy mills, strengthen laws to protect dogs, and save countless animals from loneliness and suffering. Please make a tax-deductible gift today!

[SECURE.HUMANESOCIETY.ORG](https://secure.humanesociety.org)

Not affiliated with Facebook

Donate Now

30K Views

Like


Comment

Share

👍👎👤


Courtney Roberts and 515 others

195 shares


**The Humane Society of the United States**

May 9 at 3:40pm · 🌐

Meet B.B., a puppy mill survivor who was found living in darkness and filth with over 100 other dogs. This Day of Giving - May 15th - we're dedicating 24 hours to helping more dogs like B.B. suffering in puppy mills.



Together, we can end this.

This Day of Giving - May 15th - every dollar raised will be used to STOP puppy mills once and for all. [Learn more.](#)

Learn More

84K Views

Like

Comment

Share

👍👎👤

Katie Feldman and 5.1K others

1,719 shares

317 Comments

**Pets for Life (2016)**  
**Puppy Mills (2017)**

Day of Giving				
HSUS Digital Acquisition*				
Expense	Direct Revenue	Other Revenue**	Total Revenue	Total NET
\$70,839	\$15,654	\$31,244	\$46,898	(\$23,941)
\$65,096	\$67,436	\$117,135	\$184,571	\$119,475

\*Includes Paid Social, Search & Display

\*\* Based on view-thru conversion data

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# Our “Mixed Marketing” Campaigns

- Run 4-5 major campaigns each year
  - Built on need, not only on the calendar
- Acquire new paid email addresses around that need
- Deliver an email series around that need
- Layer in social, mobile, mail, telemarketing, and digital display around that same need
- Try to move them to another issue (need), but keep them in original responder group

# Example: Day of Giving

- May 15, 2017
- Giving restricted to puppy mill campaign, except for direct mail



10 : 12 : 21 : 56  
DAY HR MIN SEC

## Day of Giving

MAY 15, 2017

It's coming—24 hours dedicated to fighting puppy mills across the country!



### Save the date

Mark your calendar for this year's  
Day of Giving.

FACEBOOK

GOOGLE

OUTLOOK

YAHOO

Or text **PUPPYMILLS** to **30644** to  
receive a text reminder on May 15.



### Spread the word

Tell your family and friends!  
**#hsusdayofgiving**



It's coming—24 hours dedicated to fighting puppy mills across the country!

You can help. Every dollar raised on Day of Giving will be used to stop these commercial dog-breeding facilities that contribute to pet overpopulation and cause countless dogs lifetimes of suffering and loneliness. Your gift will:



### Expose puppy mills

Your support helps fund our national tip line. Callers report suspected cruelty at breeding facilities, and we're ready to investigate and rescue those animals when necessary.



### Change laws

Thanks to you, we can work on the front lines to change puppy mill policy at the local, state and federal levels. 35 states now regulate puppy mills, and more than 220 U.S. cities and towns prohibit the sale of commercially raised puppies in pet stores.

#nsusadayofgiving



## Get your gift in early

CHOOSE YOUR GIFT TYPE

SECURE

ONE-TIME

MONTHLY

SELECT ONE-TIME GIFT AMOUNT

\$35

\$60

\$100

\$500

\$1,000

\$ Other amount

YOUR INFO

First name

Animals like B.B. need you today. [Join the fight against puppy mills before midnight tonight»](#)



## It's Day of Giving

🕒 **24 hours** dedicated to fighting puppy mills

00 : 00 : 00  
HR MIN SEC

“She finally  
knows what  
it's like to  
**be part of  
a family.**”

💖 Brenda, B.B.'s adopter



You may remember B.B., the sweet poodle rescued from a North Carolina puppy mill. Thanks to caring supporters like you, she no longer suffers in a dark and dirty cage and now lives with a family who loves her unconditionally.



**Humane Society** ✓

@HumaneSociety

Follow

Can you believe this is still legal in most states? 😞 Join us May 15th to help end puppy mills: [facebook.com/events/8186201 ...](https://facebook.com/events/8186201...)



**This is a puppy mill!**



**This is a puppy mill!**



RETWEETS

**152**

LIKES

**124**



10:14 AM - 2 May 2017

13

152

124



THE HUMANE SOCIETY  
OF THE UNITED STATES

# Day of Giving

MAY 15, 2017



Join us on May 15, 2017.

We're dedicating our 2017 Day of Giving to fighting puppy mills. We'll reach out to committed supporters like you to help the dogs and puppies who endure lonely, painful lives in commercial dog-breeding facilities throughout the United States.



THE HUMANE SOCIETY  
OF THE UNITED STATES

1215 23rd Street, NW, Suite 400  
Washington, DC 20037  
202-452-1100

With your support, The Humane Society of the United States can fund investigations of cruel puppy mills, change laws to protect dogs and convince pet stores to offer adoptable shelter pups instead.

On May 15th, join our Day of Giving. Be part of this lifesaving work. To contribute now, visit [humanesociety.org/givingday](http://humanesociety.org/givingday).

For the animals,

Wayne Pacelle  
President & CEO  
The Humane Society of the United States



NPR



THE HUMANE SOCIETY  
OF THE UNITED STATES

1255 23rd Street, NW, Suite 450  
Washington, DC 20037  
[humanesociety.org](http://humanesociety.org)

## Match Challenge to End Puppy Mills and Prevent All Forms of Animal Cruelty



THE HUMANE SOCIETY  
OF THE UNITED STATES

Wayne Pacelle  
President and Chief Executive Officer

Mr. and Mrs. Ronald J. Bell  
Target MarkeTeam, Inc.  
1200 Abernathy RD NE, Suite 1600  
Atlanta, GA 30328

April 28, 2017

Dear [Salutation],

Because I know you are as determined as I am to end the abuses found in puppy mills throughout the country, I couldn't wait to share some very exciting news that could **double your support** for our efforts to bring an end to these cruel and negligent "puppy factories."

**A dear friend of The HSUS who is a passionate dog lover and long-time supporter, has issued a challenge to HSUS Members like you: she has pledged a sum of \$100,000 and is looking to you to collectively match her gift in support of The Humane Society of the United States Day of Giving.**

This special Humane Society of the United States initiative is dedicated to raise awareness and funds to support



# Does Snail Mail Boost Online Giving?

		ONLINE			MAIL				
	Population	# of Gifts	\$\$ from Gifts	\$/M	# of Gifts	\$\$ from Gifts	Cost	Gross	Net
Mailed (4x)	12,000	4,908	\$190,012	\$5,419	1,935	\$94,202	\$155,193	\$284,214	\$129,021
Not Mailed	12,000	1,233	\$46,587	\$3,882	159	\$5,849	\$0	\$52,436	\$52,436



**40% lift**

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**Mobile-  
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**Abandoners**

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# Audiences to Explore

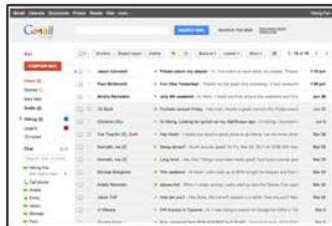
- Finding your donors online
  - Email-to-digital
    - Example: Google Customer Match
  - Direct mail-to-digital
    - Example: Facebook Customer Match
    - Companies like LiveRamp
  - Web visitors-to-direct mail

# Remarketing Through Google

Tag videos, emails and petition pages with remarketing code

Show audience display and text ads

Emails



Text Ads

**The Humane Society**  
Be a Hero! A Monthly Gift of \$19 Can  
Rescue 5 Animals/Year.  
[Secure.Humanesociety.org](https://secure.humanesociety.org)

Petitions,  
quizzes, site  
visitors



Display Ads



Videos



Video Ads



Courtesy of Google

## Some Final Thoughts

- Integrated campaigns allow you to package the same content/appeals across multiple channels
- Focus on the strengths and benefits of each channel, and optimize it based on what makes it unique to your donors
- Strategically integrate select campaigns across multiple channels. Integration doesn't always make sense.



