

The State of Multi-Channel Donor Communications

WELCOME



Brady Josephson

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Ra

Agenda

- 1. What's Behind the Research?
- 2. Why Multi-Channel?
- 3. Key Findings
- 4. Donor Journey's
- 5. Other Interesting Things
- 6. Go Deeper
- 7. Questions & Discussion

Brady Josephson

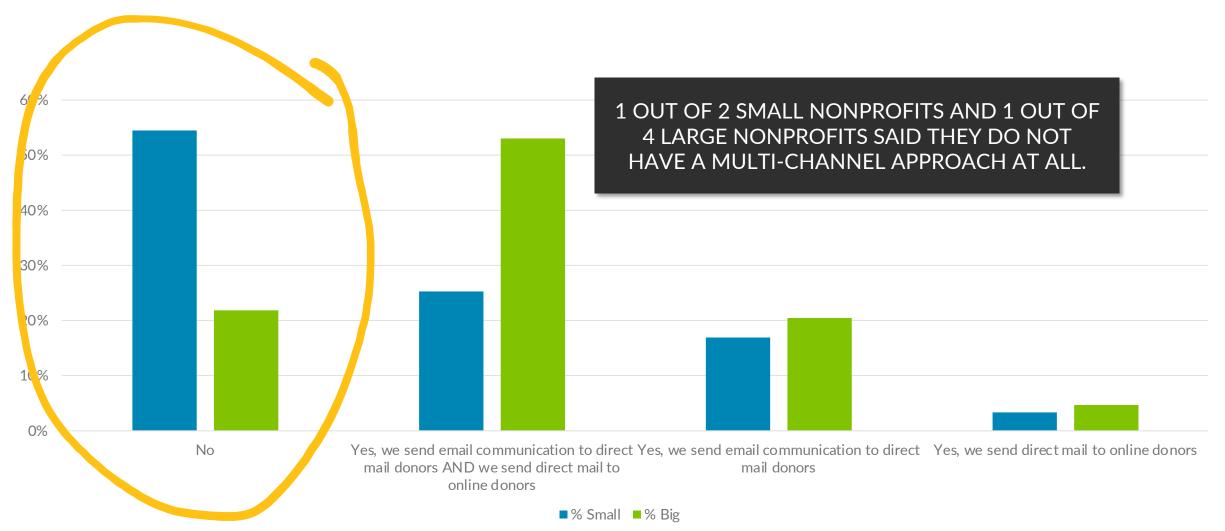
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Do you take a multi-channel approach with your donors (meaning you communicate to both online and offline donors in other channels)?

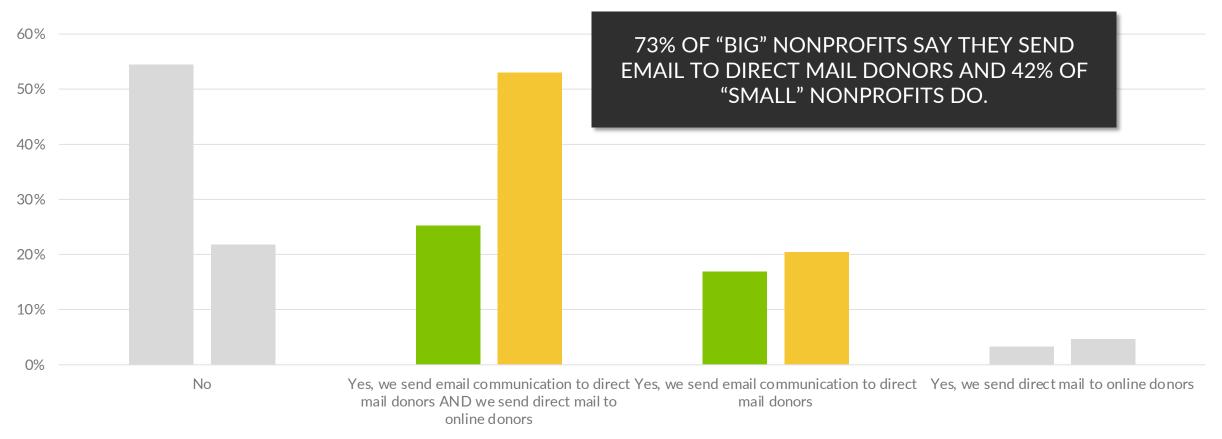
Do you take a multi-channel approach with your donors (meaning you communicate to both online and offline donors in other channels)?



Source: The 2020 Small Nonprofit Fundraising Benchmark

virtuous

Do you take a multi-channel approach with direct mail donors (meaning you communicate to both online and offline donors in other channels)?



■% Small ■% Big

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Source: The 2020 Small Nonprofit Fundraising Benchmark

THEY SAY-DO CHALLENGE.



Donors Say...

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Web Version



Hi there --

I'm your local host of All Things Considered here at KUOW, and I have just a quick note while I'm on air.

As you probably already know, we're taking just one day to come to you on air to raise \$1 million dollars for KUOW, so we can continue to provide our essential local reporting and ensure the station is healthy in the months ahead.

Our commitment to finding you the facts, providing context, and helping you see the larger picture is stronger than ever.

We're less than \$250,000 away from our goal. Can you pitch in now?

Thank you for trusting us and coming back to KUOW time and time again to get the news and information you need to keep you and your family safe. It's a responsibility we take <u>incredibly seriously</u> at KUOW and NPR, and we will continue to work as hard as we can to provide that service.

Today's goal is a big one, and it's something we've never tried before, but I know we can get there with you on our side.

If you can join us now, any amount goes a long way to supporting nonprofit, independent journalism.



Thank you,



Kim Malcolm (she/her) Host, All Things Considered

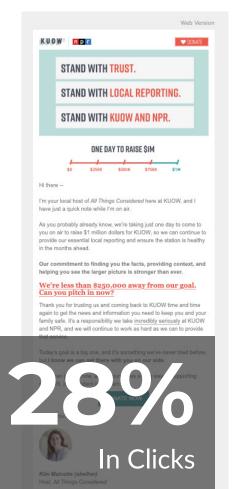
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KUOW Puget Sound Public Radio 4518 University Way NE Suite 310, Seattle, WA, 98105 US

Email Preferences | Privacy Policy

Will A Less Designed, More Text Based Email Lead To More Donations? EXPERIMENT ID: #20996

CONTROL - DESIGNED



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Empil Proformance | Brivacy Bolicy

TREATMENT - PLAIN



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Email Preferences | Privacy Policy



Will a less designed, more text based email lead to more donations? Experiment ID: #20996

KUOW

Experiment Summary

Ended On: 5/1/2020

Design

APPLIED RESEARCH

NEXTAFTER.COM/RESEARCH/EXPLORE

KUOW Public Radio is Seattle's NPW news station. Their independent, nonprofit newsroom produces award-winning stories, podcasts and events. For a time sensitive fundraising campaign, KUOW decided to test their usual email design against a more simple, stripped down, less designed version to see if it would lead to more donations.

Research Question

Will a less designed email lead to more giving?

C: Control - Designed Web Version KUOW DO · DOME STAND WITH TRUST. STAND WITH LOCAL REPORTING. STAND WITH KUOW AND NPR.

ONE DAY TO RAISE \$1M An Allena Allena Allena



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T1: Treatment - Plain

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we can get there with you on our side. Donate Now

Hittere -

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If you can join us today, any amount goes a long way to supporting nonprofil

Thank you Kim Malcol

KUOW Host, All Things Considered

KUCW Pupel Sound Public Radio

Email Preferences | Privacy Policy

	Treatment Name	Conv. Rate	Relative Difference	Confidence
C:	Control - Designed	0.41%		
11:	Treatment - Plain	0.53%	26.8%	96.5%

This experiment has a required sample size of 25,388 in order to be valid. Since the experiment had a total sample size of 58,285, and the level of confidence is above 95% the experiment results are valid.



As you probably already brone, we're taking just one day to come to in the months shead.

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Results

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Will a less designed email lead to more giving?

APPLIED WHAT DO PEOPLE DO. NOT JUST WHAT PEOPLE SAY.



Result

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IT'S NOT JUST "THEM"...



Nonprofit' Say...

NONPROFITS SAY



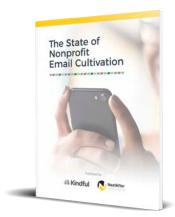
NONPROFITS DO





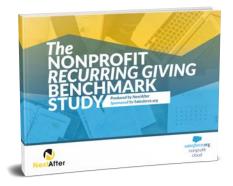
FORENSIC RESEARCH NEXTAFTER.COM/RESOURCES

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

RESEARCH

The State of Multi-Channel Donor Communications	The State of Nonprofit Email Cultivation	
Provide Wittense Wittense	A Kindful Reserved	
ALOOK AT THE OULINE COVING EXCEPTION CALLS	The NONPROFIT RECURRING GIVING BENCHMARK STUDY MARKED	Image: The second se
The State of Nonprofit Donation Pages	Nesr After	

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





DE CO DENORS

After



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



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

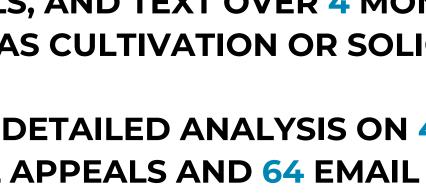
CAPTURED 12 DATA POINTS ON THE GIVING PROCESS, THANK YOU SCREEN, AND WAYS TO GIVE PAGE.

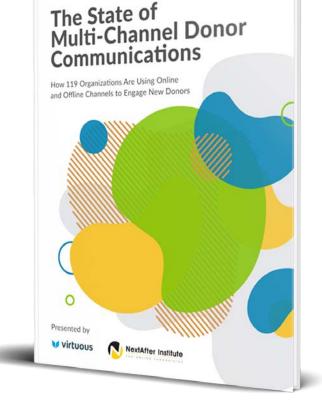
TRACKED 2,297 MESSAGES ACROSS EMAIL, MAIL, PHONE CALLS, AND TEXT OVER 4 MONTHS AND **CLASSIFIED AS CULTIVATION OR SOLICITATION.**

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



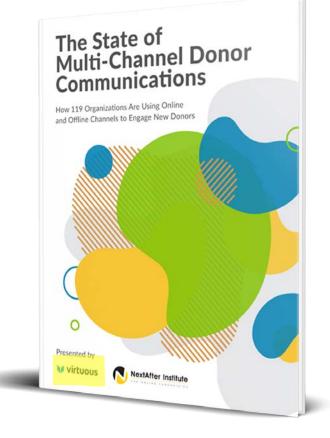
Donations made March 27, 2020 and data collected from March 27, 2020 through July 31, 2020







Thanks!



Kevin Peters CTO



Kristen Allcorn Data Analyst



Paul Clowe





WHAT ABOUT COVID-19?



WE WERE TRACKING THE IMPACT OF CORONAVIRUS ON NONPROFITS AND THEIR FUNDRAISING.

NEXTAFTER.COM/NONPROFIT-CORONAVIRUS-RESPONSE/



Coronavirus Nonprofit Fundraising Response



Nonprofit Fundraising Data to Help You Respond During the COVID-19 Crisis

"How should our organization respond to the coronavirus?"

This has been one of the most common questions being asked by nonprofit fundraisers and marketers. But the truth is that **no one truly knows what the "correct" response is**.

The good news is that data can give us new fundraising and marketing insights to test during this time.

In the charts below, you'll find the latest

- Nonprofit web traffic trends
- COVID-19 related email volume and examples
- Resources to help you improve your fundraising

What would you like to see?





Nonprofit Email Volume Trends

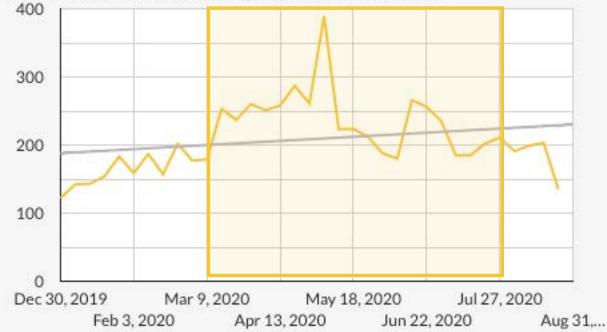




EMAIL VOLUME IS UP IN 2020 AND WAY UP DURING THE RESEARCH TIME PERIOD.

How many total emails have been sent each week?

Observation: The number of emails sent had been steadily increasing but other than a #GivingTuesdayNow and fiscal year-end spike has been levelling off.





DIRECT MAIL DONATIONS WERE UP 4.9% AND MUCH HIGHER IN THE RESEARCH PERIOD.

NONPROFIT INDUSTRY WEEKLY YEAR-OVER-YEAR COMPARISON

TOTAL DONATIONS | Weekly Year-Over-Year Comparison

Comparing donations processed weekly within this reporting period



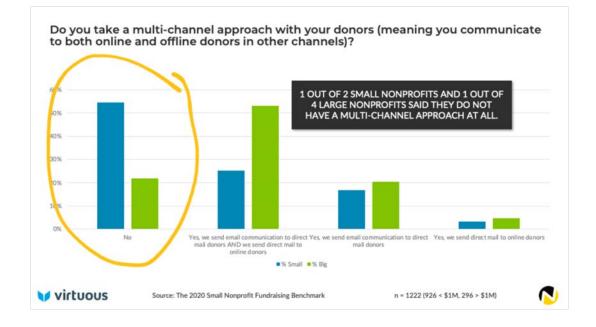


WHAT ABOUT COVID-19?

- Yes, definitely impacted.
- Unsure exactly how.
- Volume & response rate up online overall and in the research period.
- Seems similar for direct mail.



What About Those Poll Results?



Do you take a multi-channel approach with direct mail donors (meaning you communicate to both online and offline donors in other channels)? 60% 73% OF "BIG" NONPROFITS SAY THEY SEND EMAIL TO DIRECT MAIL DONORS AND 42% OF "SMALL" NONPROFITS DO. 40% 30% 20% Yes, we send email communication to direct Yes, we send email communication to direct. Yes, we send direct mail to online donors mail donors AND we send direct mail to mail donors online donors ■% Small ■% Big virtuous Source: The 2020 Small Nonprofit Fundraising Benchmark n = 1222 (926 < \$1M, 296 > \$1M)

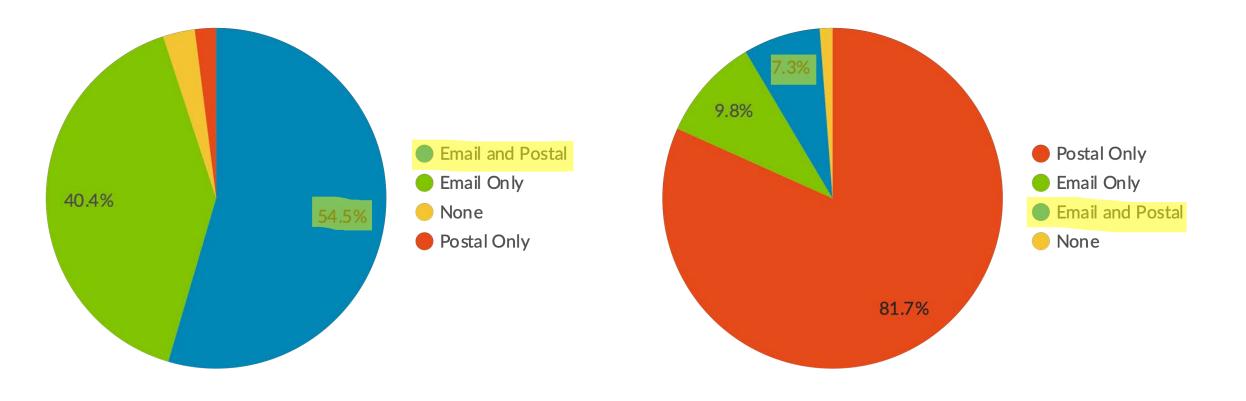
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Are Organizations Taking A Multi-channel Approach With Direct Mail Donors?

ONLINE DONOR

OFFLINE DONOR







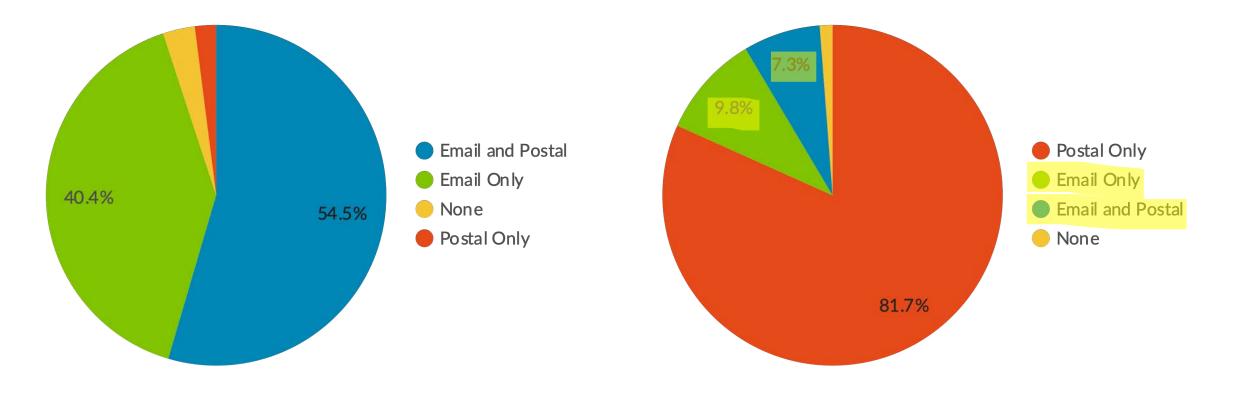




Are Organizations Taking A Multi-channel Approach With Direct Mail Donors?

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





Why Does Multi-Channel Matter?



Main Donor Cohorts

OFFLINE ONLY



OFFLINE w/ EMAIL





ONLINE ONLY



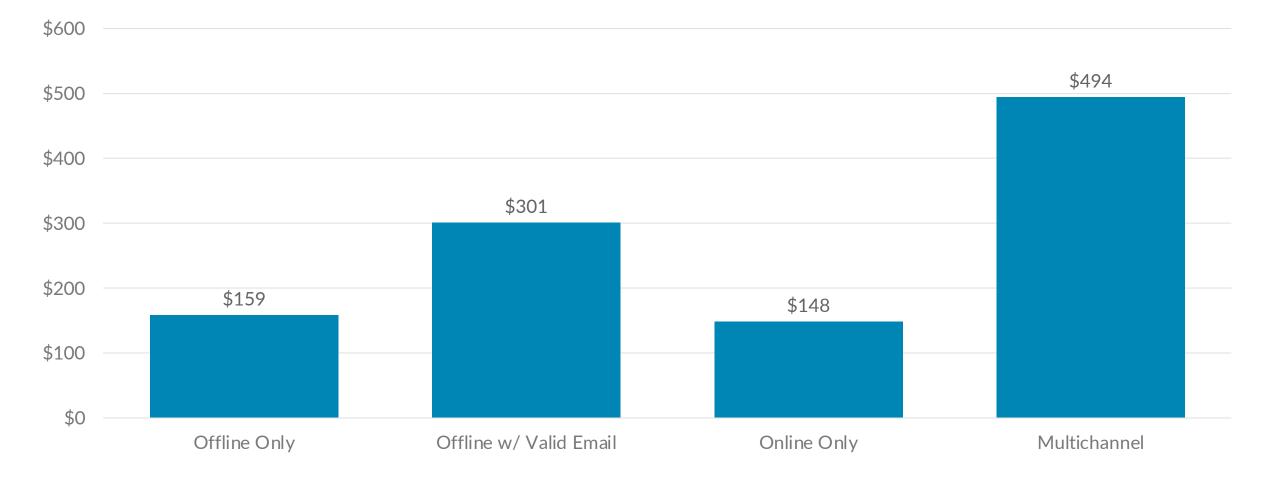
MULTI-CHANNEL







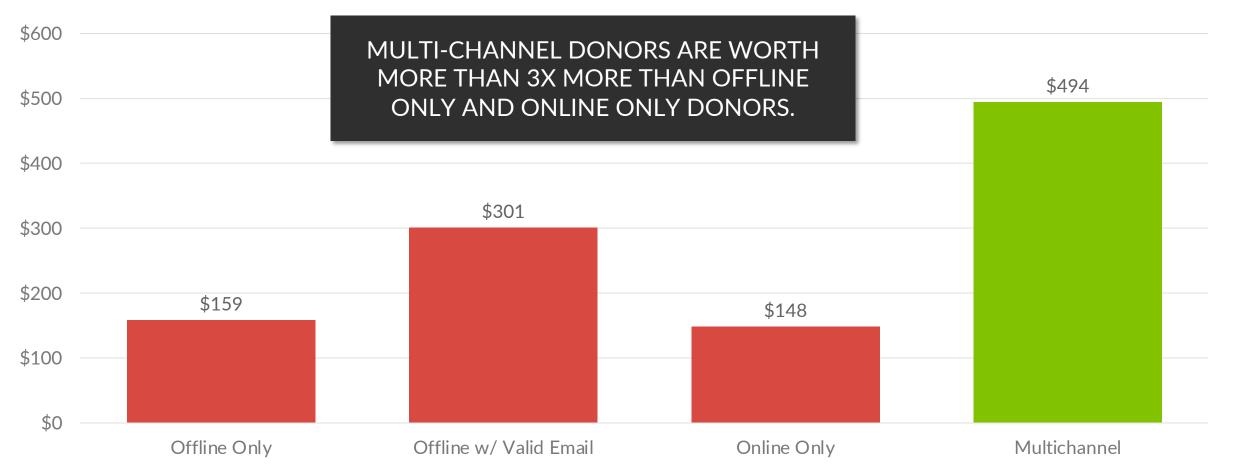
Average Revenue per Donor by Channel Cohort



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Source: Analysis of 20 U.S. nonprofit organizations across verticals including faith, education, politics/advocacy, and health/human services

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



Average Donor Retention by Channel Cohort MULTI-CHANNEL DONORS WERE

RETAINED 24% POINTS MORE THAN 80% OFFLINE ONLY DONORS AND 31% MORE THAN ONLINE ONLY DONORS. 67% 70% 60% 56% 50% 43% 40% 36% 30% 20% 10% 0% Offline Only Offline w/ Valid Email Multichannel Online Only

virtuous

Source: Analysis of 20 U.S. nonprofit organizations across verticals including faith, education, politics/advocacy, and health/human services

First Year Donor Retention Rates by Age and Channel

FIRST YEAR DONOR RETENTION BY ACE				
AGE	ONLINE ONLY	OFFLINE ONLY	MULTICHANNEL	
18 – 24	19%	24%	50%	
25 - 34	22%	25%	55%	
35 - 44	21%	24%	54%	
45 - 54	21%	24%	52%	
55 - 64	22%	26%	58%	
65 - 74	24%	29%	62%	
75+	26%	26%	59%	
kbaud Target Analytics		I BLACKBAUD INSTIT		

Source: Black

virtuous

Likelihood to Become a Multi-Channel Donor by Cohort

OFFLINE TO MULTI-CHANNEL

OFFLINE W/ EMAIL TO MULTI-CHANNEL

ONLNE TO MUTLI-CHANNEL

0.47% Multi-Channel Conversion Rate

2.15% Multi-Channel Conversion Rate





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%



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







TRY MAILING YOUR ONLINE DONORS.





Experiment - Multichannel Cultivation

CONTROL

TREATMENT

No Postcard Sent

Postcard Sent







TRY MAILING YOUR ONLINE DONORS RIGHT BEFORE A CAMPAIGN.

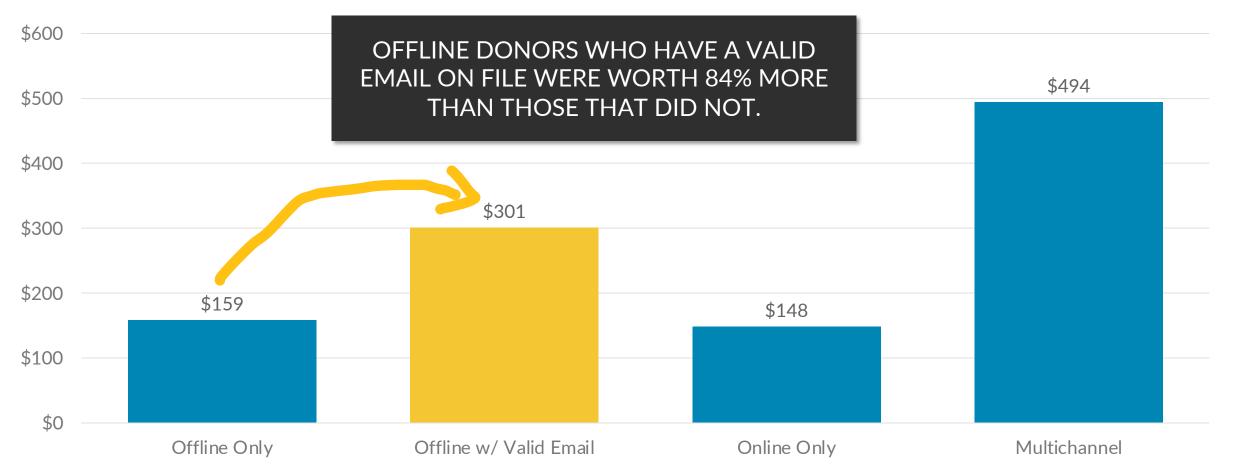




AND IT'S NOT JUST ABOUT HOW PEOPLE CHOOSE TO GIVE ...



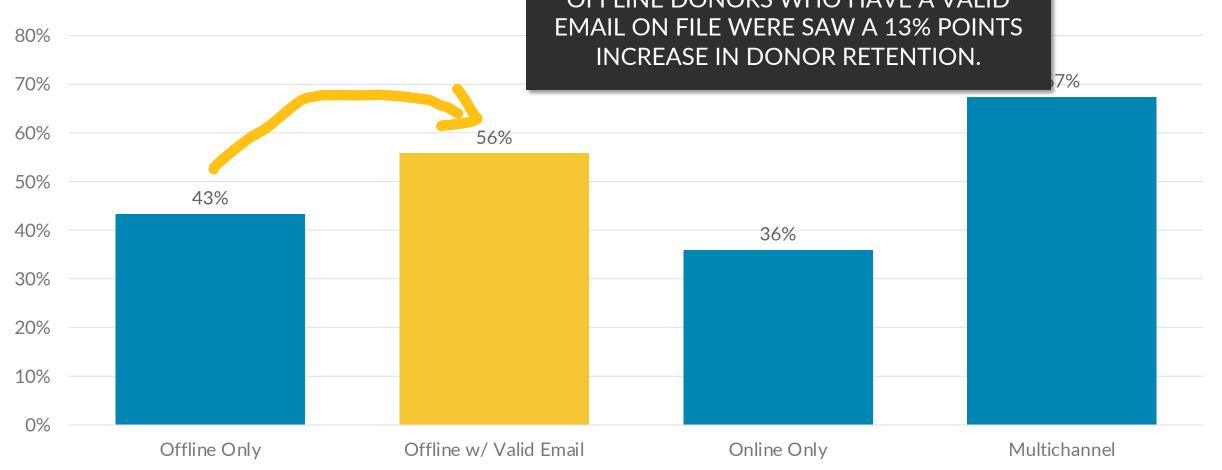
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virtuous

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Average Donor Retention by Channel Cohort



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TRY SENDING EMAIL TO YOUR OFFLINE DONORS.

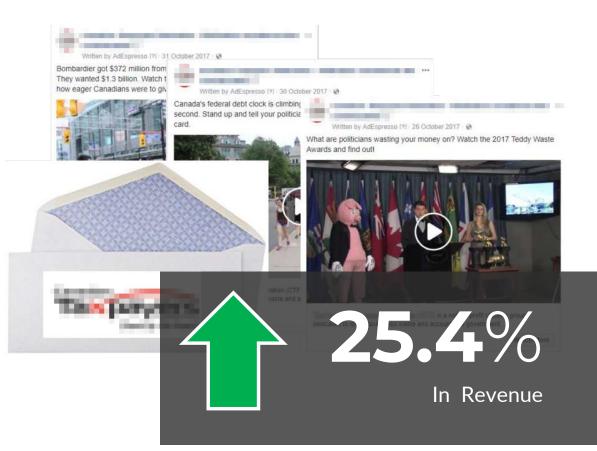


Experiment #8421

NO ADS



SHOWN ADS







Experiment #8421

NO ADS

SHOWN ADS

THESE ADS DID NOT HAVE AN ASK OR LINK TO A DONATION.



TRY SHOWING ONLINE ADS TO OFFLINE DONORS IN A CAMPAIGN.



Why Multi-Channel Recap

- Donors don't exist in one channel therefore your communications and how we connect with donors can't be either (or do so at your own risk)
- Donors who give online and offline are worth more in a year and are much more likely to give again in the following years
- Online acquired donors convert to multi-channel donors at a higher rate than offline acquired donors
- A multi-channel strategy isn't *just* about how or where people choose to transact, as communications in one channel — like email — can impact giving in another channel — like through the mail — and vice versa

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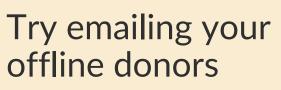


Multi-Channel Fundraising Ideas



Try mailing your online donors

• As a thanks or before an online campaign



 As a welcome and around mailed appeals (send date > 10 days later) / showing

Try showing branded ads to offline donors

• Leading up an appeal and the first few weeks after it hits mailboxes





2020

Key Findings



KEY FINDING #2 OFFLINE DONORS ARE GETTING LOST





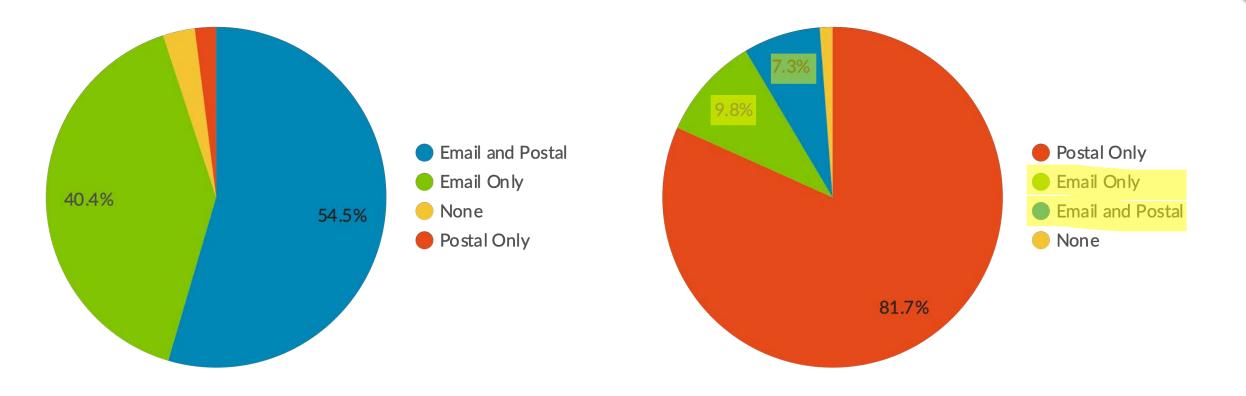
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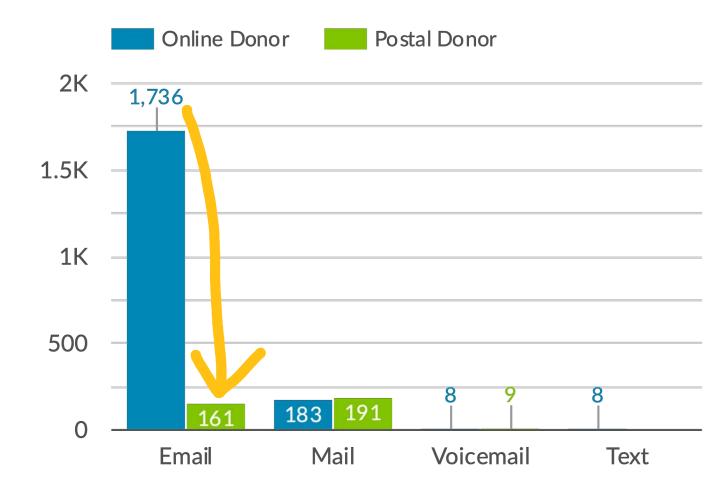
ONLINE DONOR

OFFLINE DONOR





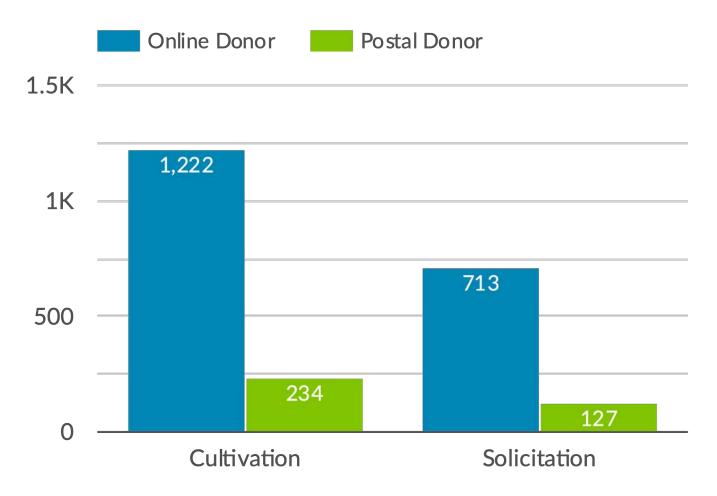
Number of Messages by Channel and Donor Type



 The online donor received 10 times more messages than the offline donor



Number of Messages by Type and by Donor



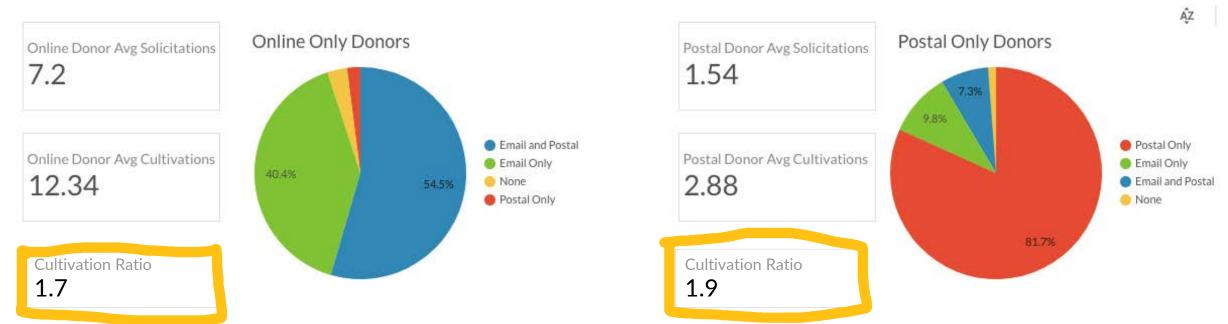
 Getting a lot less communications meant the offline donor received 5 times fewer solicitations as well as 5 times less cultivation messages

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Number of Total Communications

ONLINE DONOR



OFFLINE DONOR

THE OVERALL CULTIVATION RATIO WAS QUITE SIMILAR.



Which was the main driver between the huge gap in email volume



AND CULTIVATION VOLUME MATTERS.



3 NON ITS **How Increasing Cultivation Impacts Revenue** CONTROL TREATMENT 80% In Avg. Engagement

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

N

In Donors

21%

In Revenue*

No Additional Cultivation



No Additional Cultivation

virtuous

With Additional Cultivation

	42% In Online Revenue
	54% In Engagement



514011

TRY CULTIVATING MORE.



The Lost Offline Donor Summary

- 20% of organizations didn't communicate to the offline donor at all in 4 months
- The offline donor information was received on average 10 days later than the online donor information
- 9 out of 10 didn't send the offline donor an email
- This resulted in 10 times less communication (5 times less cultivation and 5 times less solicitation as the cultivation ratio overall was similar)
- Just 6 of the 102 organizations communicated to the offline donor via email and through the mail





Multi-Channel Fundraising Ideas



Try mailing your online donors

•As a thanks or before an online campaign



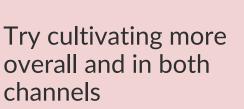
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As a welcome and around mailed appeals (send date
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Try showing branded ads to offline donors

• Leading up an appeal and the first few weeks after it hits mailboxes



• Updates, thank you's, stories reports, etc. Content!



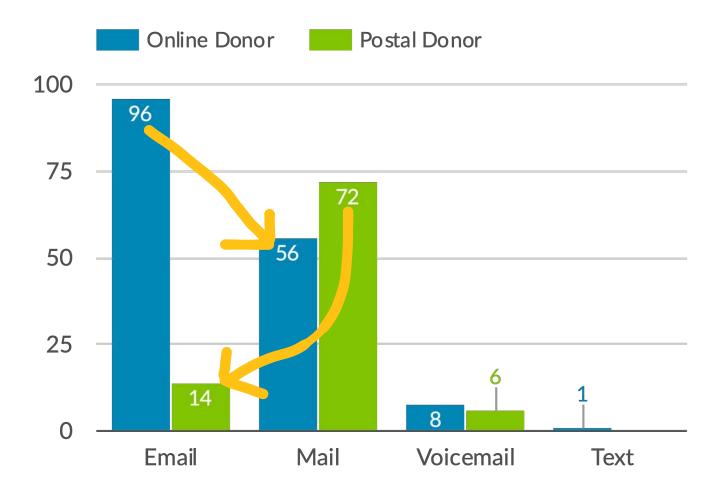


KEY FINDING #3 ONLINE DONORS ARE MORE LIKELY TO GET MULTI-CHANNEL COMMUNICATIONS (BUT IT'S STILL VERY EMAIL HEAVY)





Number of Organizations Communicating by Channel



- 55% of organizations sent at least one mail and email message to the online donor
- Only 30 organizations were single channel communicators for the online donor compared to 58 for the mail donor

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Multi-Channel Conversion Rate by Con

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



6 OUT OF 10 OF ORGANIZATIONS SENT ONLY1 COMMUNICATION THROUGH THE MAIL TO THE ONLINE DONOR.



The Online Donor Opportunity

- 55% of organizations sent the online donor mail
- 95% of organizations sent the online donor an email (compared to 14% who emailed the offline donor)
- Only 30 organizations were 'single channel' communicators with the online donor (compared to 58 for the offline donor)
- 6 out of 10 organizations only mailed the online donor once in 4 months

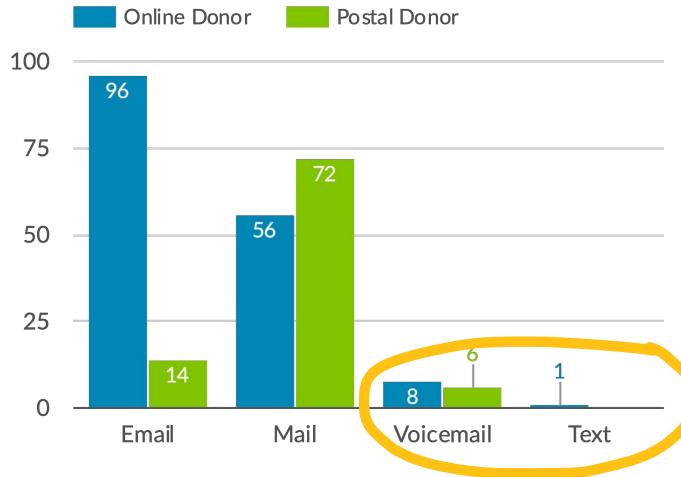


KEY FINDING #4 VERY FEW ORGANIZATIONS ARE USING THE PHONE (CALLS, VOICEMAILS, TEXTS)





Number of Organizations Communicating by Channel



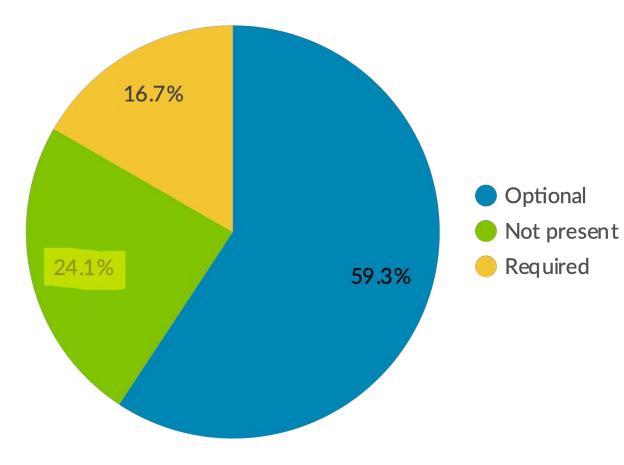
 Less than 10% of organizations left a voicemail for either the online or offline donor* and just 1 organization out of the 102 sent a text message

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* we did receive 18 additional phone calls but no voicemail was left so we were unable to identify the organization

BUT WHY?





 1 in 4 organizations did not have a way to collect phone number when giving online

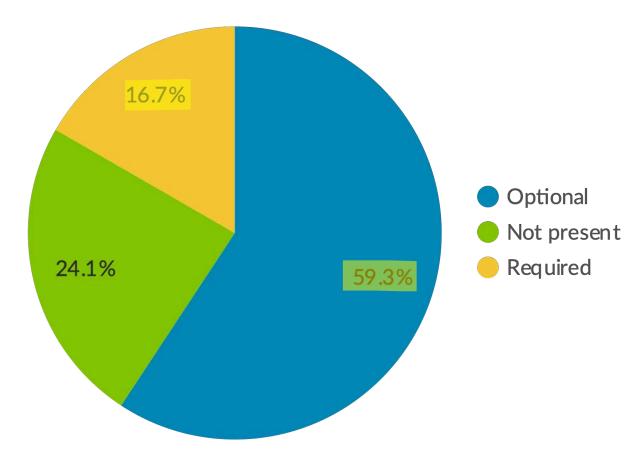
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YOU DON'T MAKE 100% OF THE CALLS WHEN YOU DON'T HAVE A PHONE NUMBER.

- Wayne Gretzky*





- But 76% still had our phone number
- And 17% required it from us





DOES IT MATTER?

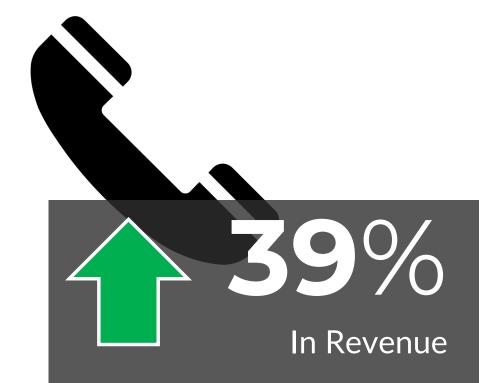


From Penelope Burk's "Donor Centered Fundraising"

NO THANK YOU CALL

THANK YOU CALL







VICTUOUS Source: Per

Source: Penelope Burk's 'Donor Centered Fundraising'

Bloomerang Analysis of Thank You Calls Within 90 Days of 1st Gift

NO THANK YOU CALL



1+ THANK YOU CALL 8% pts In Donor Retention 00%In 2nd Gift Avg. Gift 205 Days Quicker to 2nd

virtuous

Source: "Do Thank-You Calls Increase Charitable Giving? Expert Forecasts and Field Experimental Evidence", Samek & Longfield







TRY CALLING YOUR ONLINE AND OFFLINE DONORS.



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"





But More Like This

Call Log for

Voicemail from +15713895148

Apr 2, 2020, 10:07:41 AM Central Time

Transcript: Yes, good morning Kevin. My name is Mario, I'm withholding the Warriors and I just saw the recently donated to hope for the very first time. I just wanted to give you a quick call and say thank you. I hope we really appreciate your support, and we just want to welcome you to our family. If you need anything, please don't hesitate to reach out to us at 703-638-4609. Thanks again, and have a great day.

▶ 0:29 / 0:29

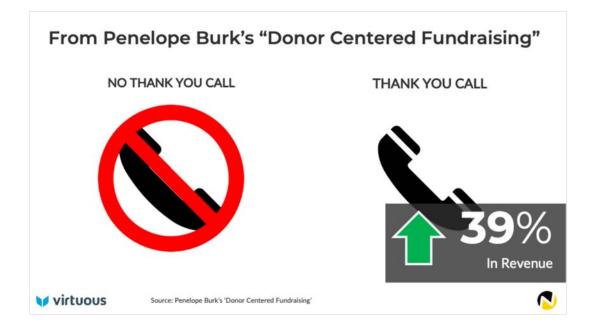
(00:00:29)



I DON'T HAVE TIME! I DON'T HAVE MONEY!



Value in Calling Donors?





virtuous



PELIER

Sly Broadcast + CRM + Zapier

When this happens 1. New Contact in List in HubSpot	e 		🔁 slybroadcast 🌼 🖓 Das	shboard 🛛 🖞 Manage Audio 🛛 💷 Manage Lists	~ Reporting ⑦ FAQ	ি New Campaign	R
✓ Choose App & Event	0						
\sim Choose Account	0		Campaign Dashboard	View Original Dashboard 🔠 🗒		All Scheduled Completed Running	
	0			7:13 pm - 3/10/20 ET 7:13 pm - 3/10/20 ET	6:58 pm - 3/10/20 ET 6:58 pm - 3/10/20 ET	6:54 pm - 3/10/20 ET 6:54 pm - 3/10/20 ET	
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	Webhook URL						
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	URL that will receive call status post backs. Must be URL encoded.						

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C Refresh Fields

TRY AUTOMATING THE CALLING YOUR ONLINE AND OFFLINE DONORS.



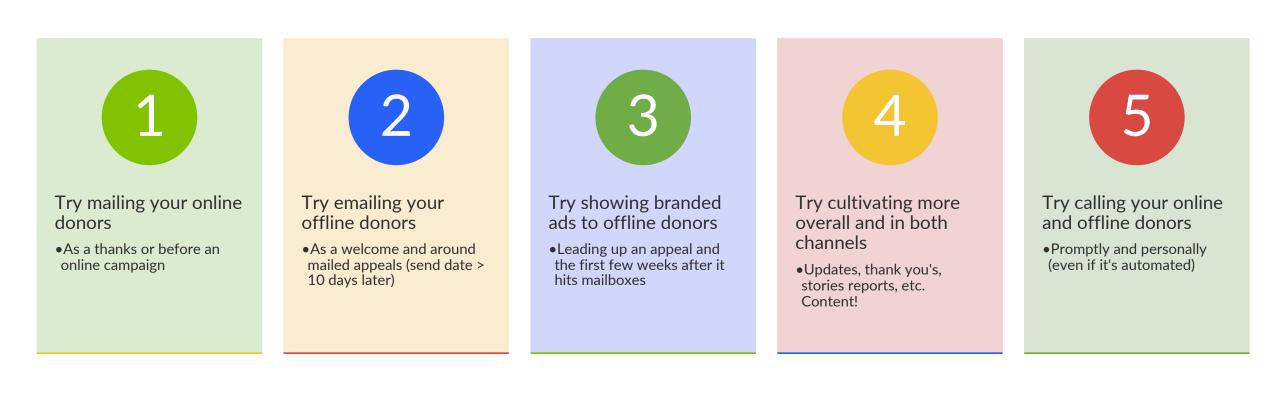


The Underused Phone

- Less than 10% of organizations called either donor
- Not all the calls left a voicemail or even said thanks
- Only 1 organization texted



Multi-Channel Fundraising Ideas





2020

Donor Journey Case Studies



AN OFFLINE ONLY DONOR JOURNEY

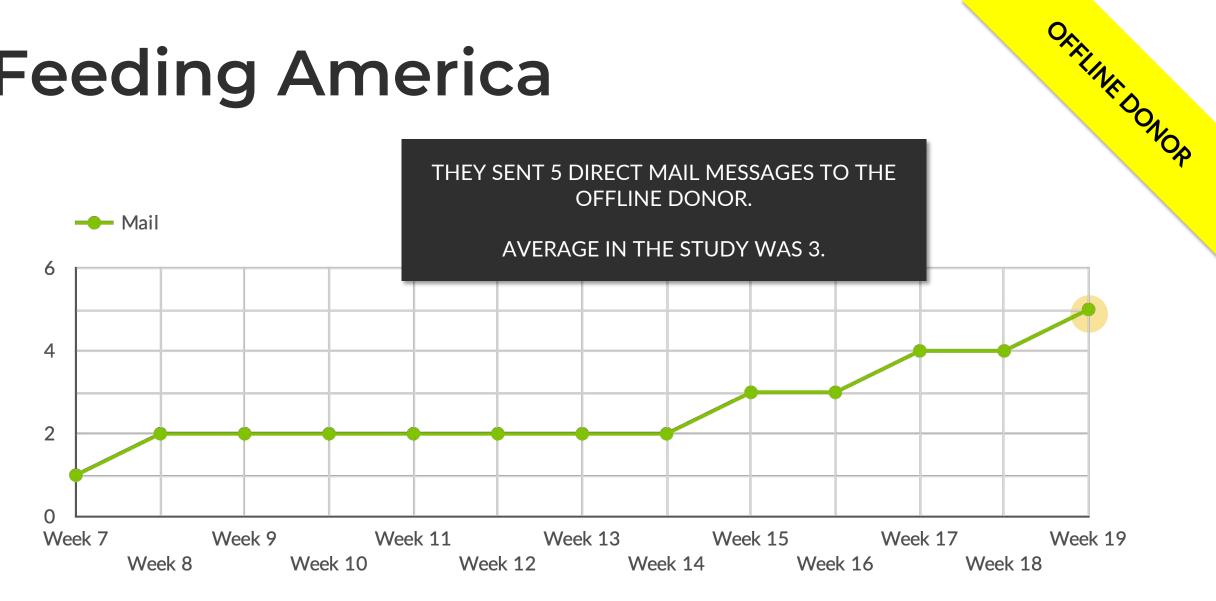




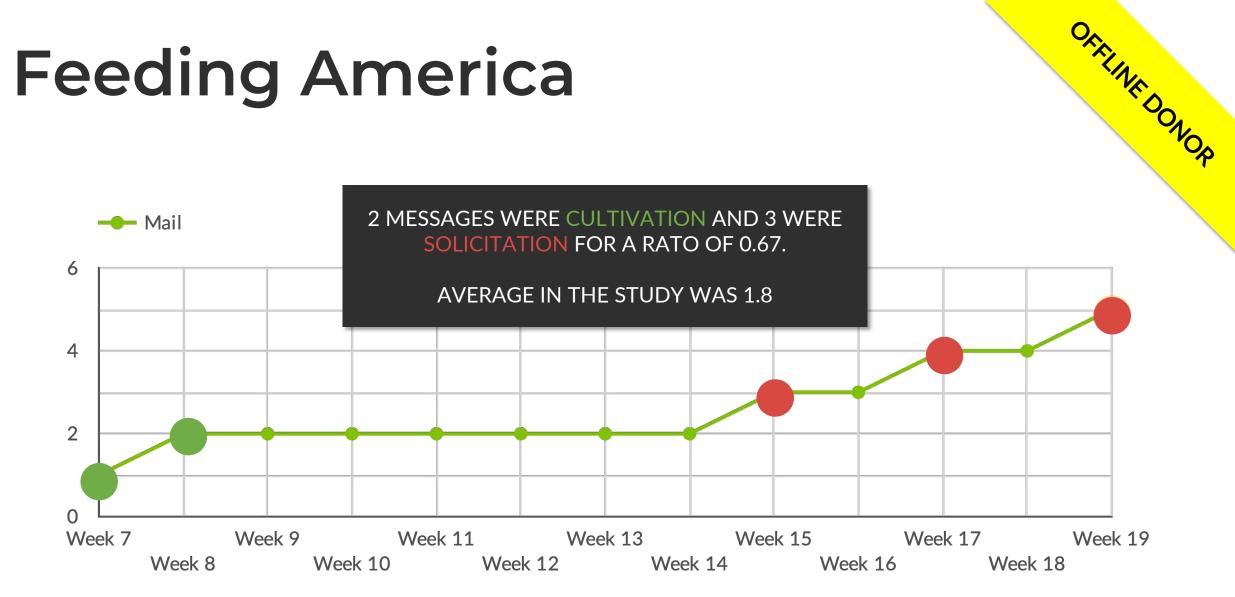


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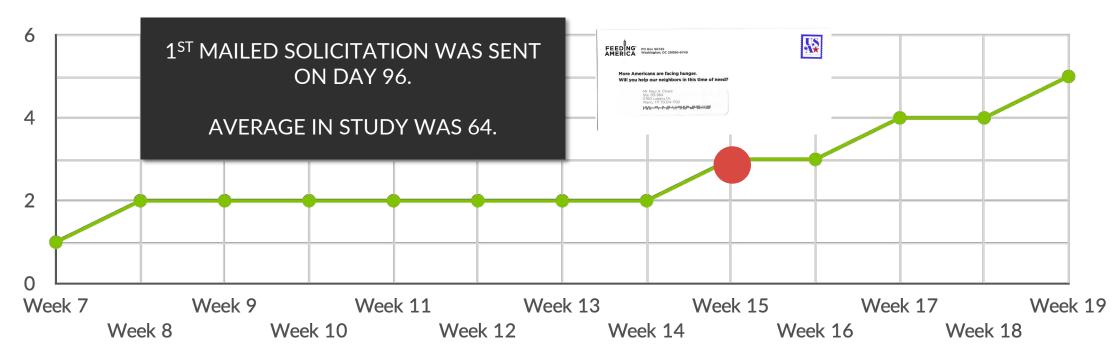


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OFFINE DONOR

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More Americans are facing hunger. Will you help our neighbors in this time of need?

FEEDING PO Box 96749 AMERICA Washington, DC 20090-6749

Mr. Paul A. Clowe Ste B3-364 5760 Legacy Dr. Diano TX 75074-707 ինինըումներինըիննինըինըինելիներինին

FEEDING AMERICA

Mr. Paul A. Clowe Ste. 93-364 S760 Legacy Dr. Tillion TV Mr. Tutil իկվեսահականերության-ներությունի հերկնե

FOR TOO MANY AMERICANS, THE CURRENT REALITY MEANS GOING HUNGRY. MR. CLOWE, YOU CAN MAKE A DIFFERENCE.

June 17, 2020

Dear Mr. Clowe, As you may have seen in recent news reports, hanger in America is reaching amprecedented levels. Job losses, economic uncertainty and disceptions to our food supply mean more people than ever are tarning to load basis for support.

Tors of willings of American have but their ichs and may be consuling to food their familia tens of minimum of Americans have but may not man into the suggestion to need that infinite. The fact is, 27 million people across the Chitted States were facting hunger before the pandemic began. The Feeding America nationwide network of food backs estimates that number may increase by approximately 17 million.

In this new reality, hanger is affecting children and families across our country, including in your we community. It's reaching your didn'ty neighbor living on a fixed neurone and your child's acboolance impacts the finited who were just haid off and the single mother strengting to put the food on the table.

In representations instance one way the plaqued challenges we've seen in our 40-year hintory, the Feeding America Whitis we've facing the laggest challenges we've seen in our 40-year hintory, the Feeding America network a doing what it does been serving individuals and commanifer across America, wherever they are. Whit year support we've been on the forming, helping provide more much dam across America, where we've amergizing with hanger—may for the first time in their layes. In nexest month, field banks distributed more fields 947 million meshs.

The demand only continues to excitate, and <u>it's straining our restances to the limit</u>. We're working annual the clock to rise to the challenge and counting on your support as we respond. Mr. Clowe, with you at our side, we can continue to be there for each person who needs our hele.

Will you please give what you can today, while your donation can have TWICE the impact? Noting you process give what you can steady, what your advantion can have 1 W0.1. The import: Normally, every 3 Juy up the helps provide at least 10 meals to people in access Dia thanks to a generous along, every 3 Juy up the helps provide at least 20 meals through the Feeding America network. With yourg gift of \$20, \$30 or \$40, you are helping change the lives of people like Maxine, Elsa and Joe, who are facing difficult harships in the wake of the pandemic.

> (over please) 35 E. Wacker Drive, Suite 2000 + Chicago, IL 60601 + FeedingAmerica.org

The truth is, too many Americans are living psycheck to psycheck. For them, a disruption to work, school or health can make a bage difference between stability and hunger.

Consider Maxine, who recently loss there only sources functions: If yould with my hour Last right, received my schedule, and by the next morning I was forloaghed, pretty much everyone num. " who says. But through her local food bank, Maxine found the food she needed to face as entergency—and the hope she needed to move forward.

Today, you can help provide not only meaks, but also a sense of consistency and calm for our neighbors struggling with hunger.

For Elsa and Joc, a tree of white to a drive-through emergency food distribution was a lifetime. "We only have among for generates for the next two days." Elsa says. "When someone asked me to open any transla and started filling it up with generation. I started to cry: Thank you for helping at even through you don't home as."

Please don't wait to make a difference in the lives of millions of Americans dealing with incredibly difficult challenges. You can help food banks or situation-and show our neighbors they are not forgotten.

I hope I can count on you to do all you can. Thank you so much for your kindness

Elipte A Mulon Elizabeth Nielsen

Senice Vice President, Feeding America

P.S. Hanger is escalating in America—98 percent of food banks are seeing increased need. Please donate today, while your gift can have TWICE the impact, and help us continue to be there for our neighbors facing hunger

More Americans **Face Hunger**



You can help! Visit SupportFeedingAmerica.org/Gift.

> TO NUMBER ONATURE (REQUIRED)





I'd like to give \$____ monthly. Please charge my credit card monthly Please deduct my monthly gift from my checking account (my first check is enclosed)

I want to give using my credit card

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EXPIRATION DATE

A \$1 gonation helps provide all least 12 pounds of grootexes through the Feeding America network of food banks. An average mail is 12 pounds of food. To learn more, wat FeedingAmerica.org/Claims, Donations made through this appeal support Feeding Americal entry mission and will not be dissignable to a spocific program of location. EMAIL ADDRESS: If the Freeding America to contact me with information and opportunities to help and

DOUBLE your impact for our neighbors struggling with hunger YES, I want to have TWICE THE IMPACT for families facing hunger through the Feeding America nationwide network of food banks. Enclosed is: S20, which can help provide 400 meals.
 S30, which can help provide 600 meals.
 S40, which can help provide 800 meals.
 S40, which can help provide s00 meals as possible.
 (Passer make your check graydde to FEEDING AMERICA.) FEEDING AMERICA I'm giving by credit card. (Please see section on back.)
 I'm giving by credit card. (Please see section on back.)
 I'want to make an even bigger impact by giving monthly! (Please see section on back.) Mr. Paul A. Clowe Ste. B3-364 5760 Legacy Dr. Plano, TX 75024-7102 Give online: SupportFeedingAmerica.org/Gift Contributions to Feeding America may be tax-deductible to the fullest extent permitted by law. Please make your check payable to FEEDING AMERICA. Neturn this form with your gift in the enclosed envelope, or mail it to P/O. Box 96749, Washington, D.C. 20090-6749. 032982646 5 H207186A3

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- 87% of appeals were a Personal Letter, 9% were Newsletters, 2% were a Pamphlet only, and 2% were a Newsletter & Personal Letter
- 98% of appeals primarily asked for a one-time gift
- 87% had no premium, 9% had a 'backend' premium, 4% had a 'front-end' premium

	Mr. Paul A. Clowe Ste. B3-364 5760 Legacy Dr.
	Plano, TX 75024-7102
	իլիկոսըստրովիարկըիկընկիրվիկին
	FOR TOO MANY AMERICANS, THE CURRENT REALITY MEANS GOING HUNGRY. MR. CLOWE, YOU CAN MAKE A DIFFERENCE.
	June 17, 2020
	Dear Mr. Clowe,
	As you may have seen in recent news reports, hunger in America is reaching unprecedented levels. Job losses, economic uncertainty and disruptions to our food supply mean more people than ever are turning to food banks for support.
	Tens of millions of Americans have lost their jobs and may be struggling to feed their families. The fact is, <u>37 million people across the United States were facing hunger before the pandemic began</u> . The Feeding America nationwide network of food banks estimates that number may increase by approximately 17 million.
	In this new reality, hunger is affecting children and families across our country, including in your own community. It's reaching your elderly neighbor living on a fixed income and your child's scholantes. It impacts the friends who were just laid off and the single mother struggling to put food on the table.
	While we're facing the biggest challenge we've seen in our 40-year history, the Feeding America network is doing what it does best: serving individuals and communities across America, wherever they are. With your support, we've been on the frontlines, helping provide more meals than ever to our neighbors struggling with hunger—many for the first time in their lives. In recent months, food banks distributed more than 947 million meals.
	The demand only continues to escalate, and it's straining our resources to the limit. We're working
	Mr. Clowe, with you at our side, we can continue to be there for each person who needs our help.
1.1.1	donor, every \$1 you give right now can help provide at least 20 meals through the Feeding America network.
	With your gift of \$20, \$30 or \$40, you are helping change the lives of people like Maxine, EIsa and Joe, who are facing difficult hardships in the wake of the pandemic.
	With your gift of \$20, \$30 or \$40, you are helping change the lives of people like Maxine, Elsa and Joe,
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	With your gift of \$20, \$30 or \$40, you are helping change the lives of people like Maxine, Elsa and Joe, who are facing difficult hardships in the wake of the pandemic. (over, please 35 E. Wacker Drive, Suite 2000 • Chicago, IL 60601 • FeedingAmerica.org The truth is, too many Americans are living paycheck to paycheck. For them, a disruption to work, school or health can make a huge difference between stability and hunger.
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	With your gift of \$20, \$30 or \$40, you are helping change the lives of people like Maxine, Elsa and Joe, who are facing difficult hardships in the wake of the pandemic. <i>(over, please</i>) 35 E. Wacker Drive, Suite 2000 • Chicago, IL 60601 • FeedingAmerica.org The truth is, too many Americans are living paycheck to paycheck. For them, a disruption to work, school or health can make a huge difference between stability and hunger. Consider Maxine, who recently look ther only source of income. " <i>I spoke with my boss last night, secured my schedule, and by the next morning I was furloughed pretty much everyone was…</i> " she says. But through her local food bank, Maxine found the food she needed to face an emergency—and the hope she needed to move forward. To Elsa and Joe, a recent visit to a drive-through emergency food distribution was a lifeline. " <i>We only have money for groceries for the next two days</i> ," Elsa says. "When someone asked me to open my <i>runk and started filling it up with groceries, I started to cry. Thank you for helping us even though you don't know us.</i> ."
	With your gift of \$20, \$30 or \$40, you are helping change the lives of people like Maxine, Elsa and Joe, who are facing difficult hardships in the wake of the pandemic. <i>(over, please</i>) 35 E. Wacker Drive, Suite 2000 • Chicago, IL 60601 • FeedingAmerica.org The truth is, too many Americans are living paycheck to paycheck. For them, a disruption to work, school or health can make a huge difference between stability and hunger. Consider Maxine, who recently lost her only source of income. "I spoke with my boss last night, secured my schedule, and by the next morning I was furloughed pretty much everyone was" she says. But through her local food bank, Maxine found the food she needed to face an emergency—and the hope she needed to move forward. To Elsa and Joe, a recent visit to a drive-through emergency food distribution was a lifeline. "We only have money for grozeries for the next two days." Elsa says. "But strough distribution, was a lifeline. Tor Elsa and Joe, a recent visit to a drive-through emergency food distribution was a lifeline. We only have money for grozeries for the next two days." Elsa says. "But so strough withen someone acked me to open my runk and started filling it up with grozeries. I started to ory. Thank you for helping us even though you don't have us" I hope I can count on you to do all you can. Thank you so much for your kindness.
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P.S. Hunger is escalating in America—98 percent of food banks are seeing increased need. Please donate today, while your gift can have TWICE the impact, and help us continue to be there for our neighbors facing hunger.

- 98% of appeals primarily asked for a one-time gift
- 15% included a URL to a specific landing page, 66% had a URL to the main website, and 19% had no URL
- 45% had a clearly congruent website/landing page, 28% had some congruency, and 28% had no congruency





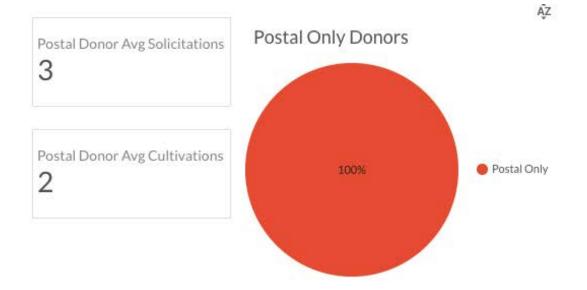
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ONLINE DONOR

OFFLINE DONOR





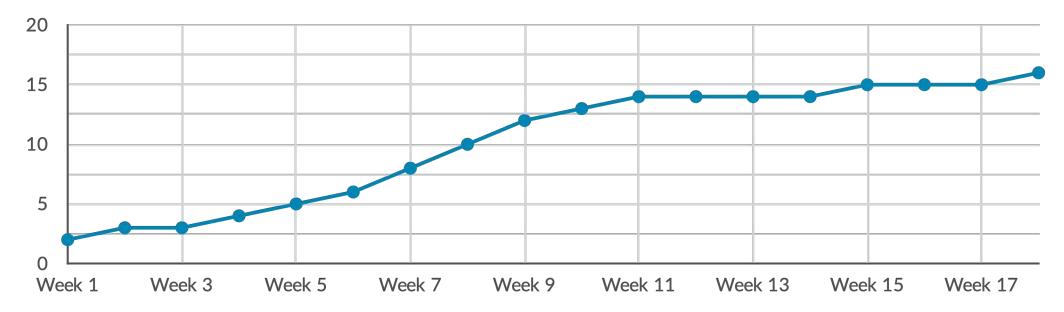
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Khan Academy

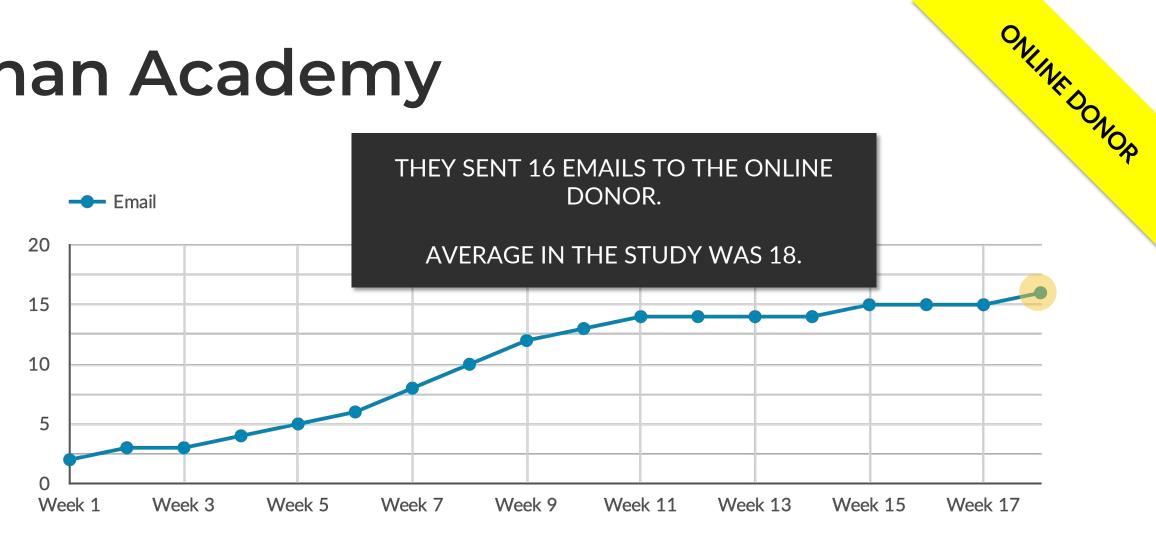






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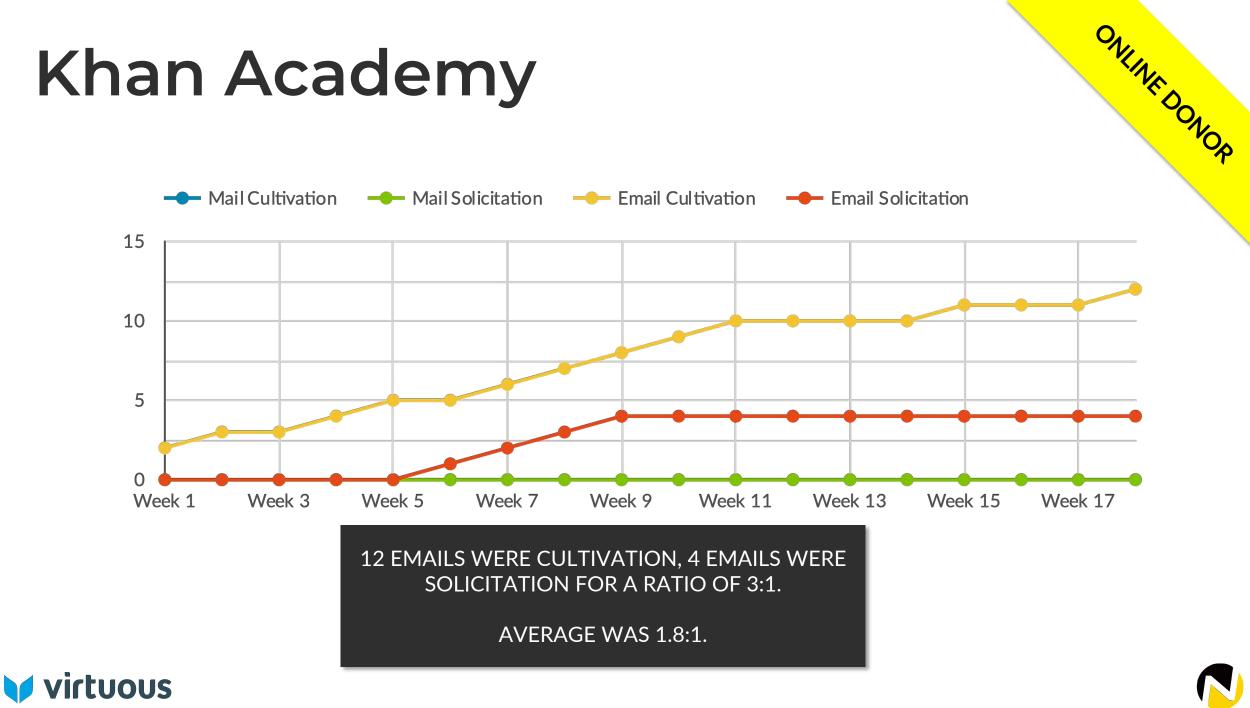
Khan Academy



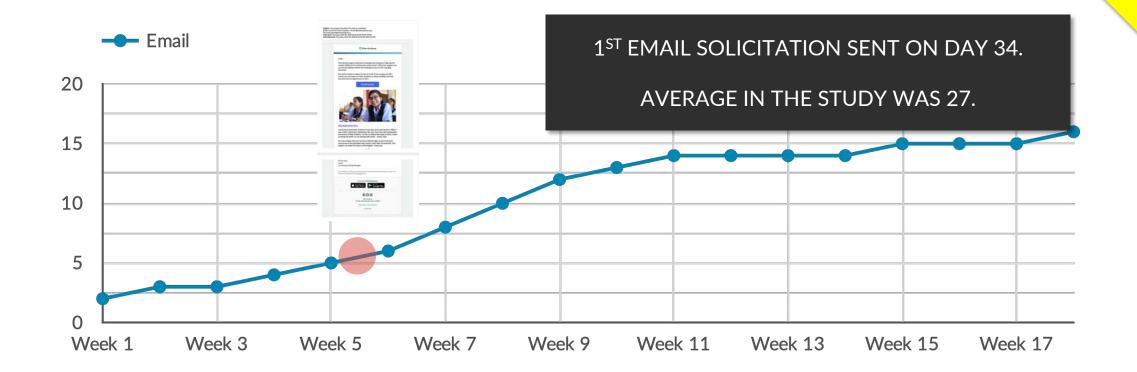




Khan Academy



Khan Academy





ONI INE DONOR

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

😚 Khan Academy

Hello!

Your donation goes a long way to keeping Khan Academy's high-quality content 100% free for anyone who wants to learn. With your support, you are directly helping children like Anjali get access to a life-changing education.

We need consistent support to stay on track. If you can give just \$5 a month, you can make sure Khan Academy is always available and that everyone has the opportunity to learn.



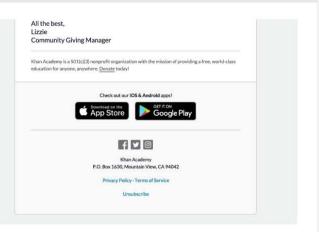


Hear Anjali tell her story

I come from a poor family. At home it's one room, just a room we live in. When I was a child, I used to fear mathematics. But now, I am in love with mathematics just because of Khan Academy. It is free, so children like me get a chance. I want to change the world—so I am starting with myself. — Anjaii, India

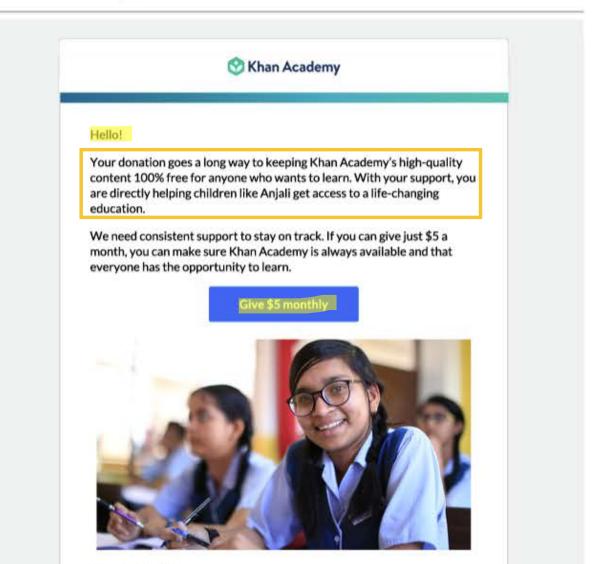
For every Anjali, there are ten more children eager to learn who don't have access to the education they need to reach their full potential. Your support can make the future a little brighter. Thank you!

1 / 2



- 17% of emails were sent from a person and organization, 31% from just a person, and 51% from just the organization
- 36% of organizations did not address us by name
- 92% of organizations did not reference our past gift
- 18% of organizations asked for a monthly gift

Subject: You support education for anyone, anywhere From: Lizzie from Khan Academy <lizzier@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



Hear Anjali tell her story

- 19% of emails had a story or narrative writing
- 36% of emails were sent from the ED/CEO and 31% from just the organization
- 77% of emails had more than 1 call to action

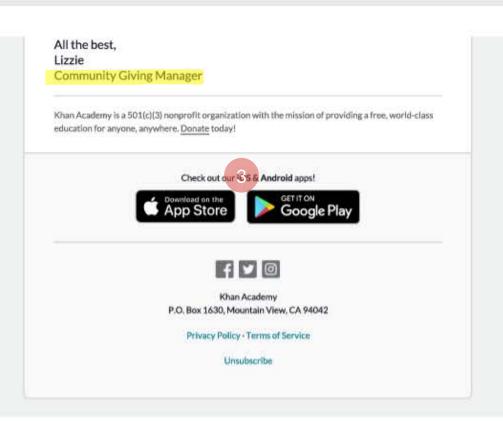


Hear Anjali tell her story

I come from a poor family. At home it's one room, just a room we live in. When I was a child, I used to fear mathematics. But now, I am in love with mathematics just because of Khan Academy. It is free, so children like me get a chance. I want to change the world—so I am starting with myself. — Anjali, India

For every Anjali, there are ten more children eager to learn who don't have access to the education they need to reach their full potential. Your support can make the future a little brighter. Thank you!

1/2



 23% of organizations pointed to a donation page that had no congruence, 19% had some congruence, and 58% were congruent

S Khan Academy	
Hellot	Caunas + Stanch Q 📽 Khan Academy
Your donation goes a long way to keeping Khan Academy's high-quality content 100% free for anyone who wants to learn. With your support, you are directly helping children like Anjali get access to a life-changing education.	Help us do more
We need consistent support to stay on track. If you can give just \$5 a month, you can make sure Khan Academy is always available and that everyone has the opportunity to learn.	We'll get right to the point. With the coronavirus (COVID-19) creating mass school closings, demand for Khan Academy has spiked. Please help us meet this demand. A gift of \$10 monthly would make a big difference. We're a nonprofit that relies on support from people like you. Thank you! Image: Spiked school in the spiked school in the spiked school in the spiked school in the spiked school in the spikel school in the spiked school in the spiked school in the spiked school in the spiked school in the spiked school in the
For Agial tel her stars	Contequentiated References are sent from filter- Charge the pift of tilfe-changing education! Add laws with her family in <i>some room</i> from event in both, but of some of thoughing the world. Learn how shelp using them. Accounty to get them:
I come from a poor family. At home it's one room, just a noom we live in. When I was a child, I used to frar mathematics. But now, I am in love with mathematics just because of Khan Academy. It is free, so children like me get a chance. I want to change the world—so I am starting with impact. — Anjail, India For every Anjail, there are ten more children eager to learn who don't have access to the education they need to reach their full potential. Your support can make the future a little brighter. Thank you!	Khan Academy is a registered 501(00) on pools in the United States, and all gifts to us are to deductible in the United States to the fullest extent allowed by law. Our Tax ID number is 24- 1544963. To learn more about our generous denors, please visit our Suggesters page. Click here for our 2019 annual regist. Please follow these this for the 2019 annual regist. 2017 annual regist, and the 2016 annual regist.
All the best,	
Lizzie Community Giving Manager	Frequently asked questions
Noan Academy is a SOIIc(UR) nonprofit organization with the mission of providing a firet, world class education for anyone, anyohime. <u>Donate</u> today!	Can I send a check?
Check out our IOS & Andreid app1	Can I donate stock or make my donation by wire transfer?
App Store	Are there other ways to donate online, such as cryptocurrency or Square Cash?
	Do you accept employer matches?
Nour Academy PD. Box 15:00 Neutralin View, CA 98042	Can I donate in a currency other than US dollars?
Privacy Palary - Terms at Service	What is the Learners Fund?
	How do I update the credit card information on file for my recurring
Umudasulter	donation?
Unideothe	donation? How do I change the amount of my recurring donation?

I want to make sure my gift is making a difference. Where can I find information about how Khan Academy uses its funds?

How do I verify Khan Academy's charitable registration compliance for

For all other inquiries not related to donations, such as help re-settle

paiswords, please visit the hielp center

If you have any other donation related exertions not answered here, please

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each state?

Subject: You support education for anyone, anywhere From: Lizzie from Khan Academy <lizzier@khanacademy.org>

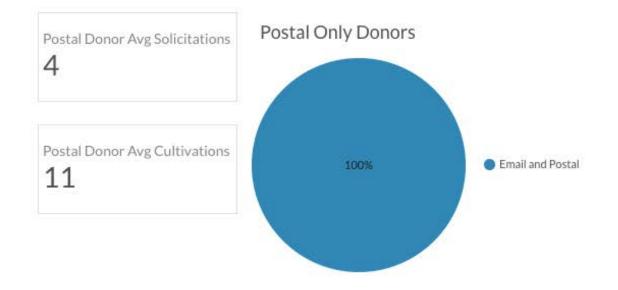
To: kevin.peters@loveyourgrub.co

Khan Academy

ONLINE DONOR

OFFLINE DONOR

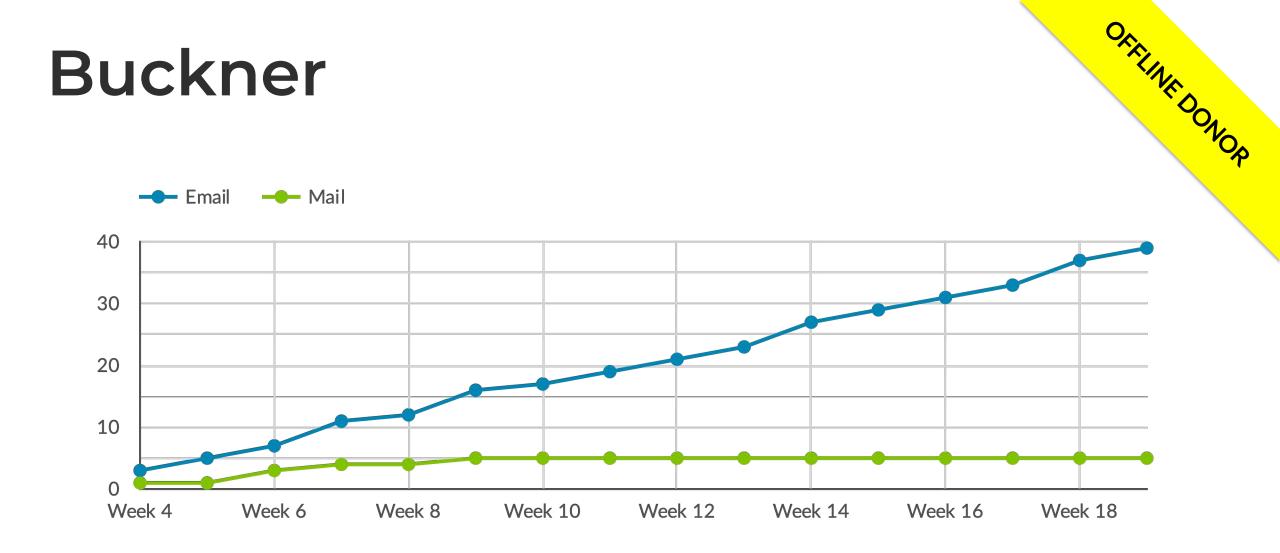




A MULTI-CHANNEL OFFLINE JOURNEY.

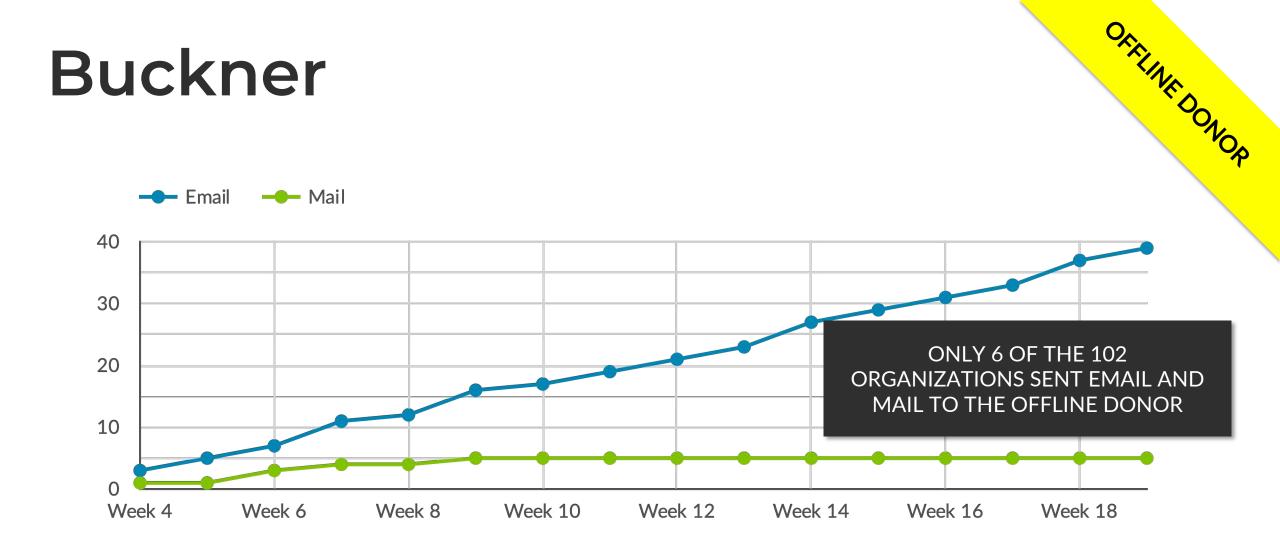




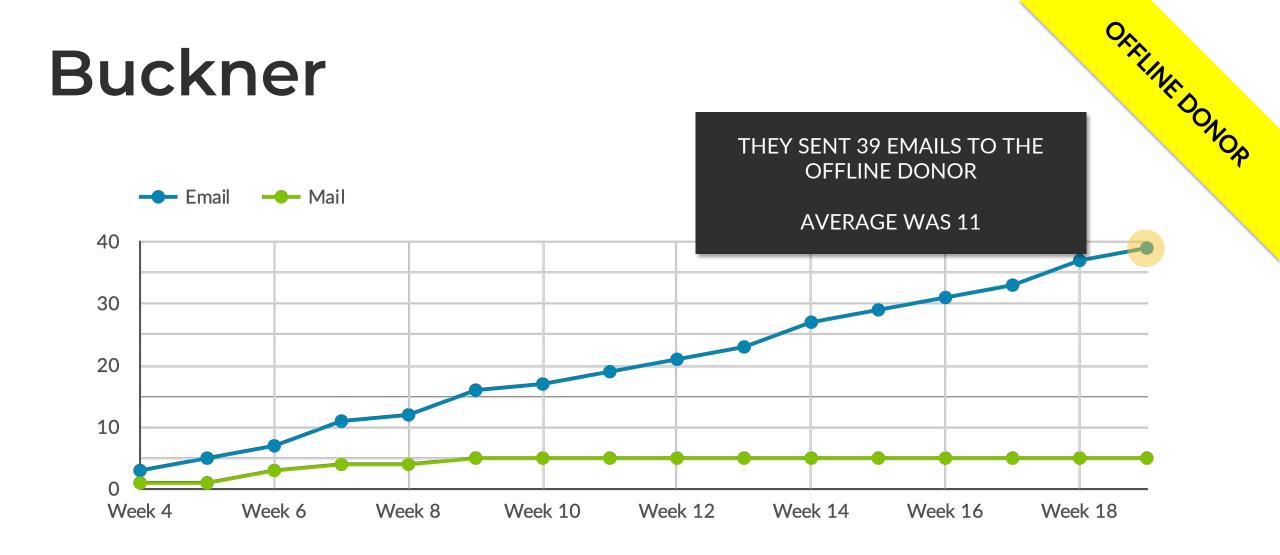




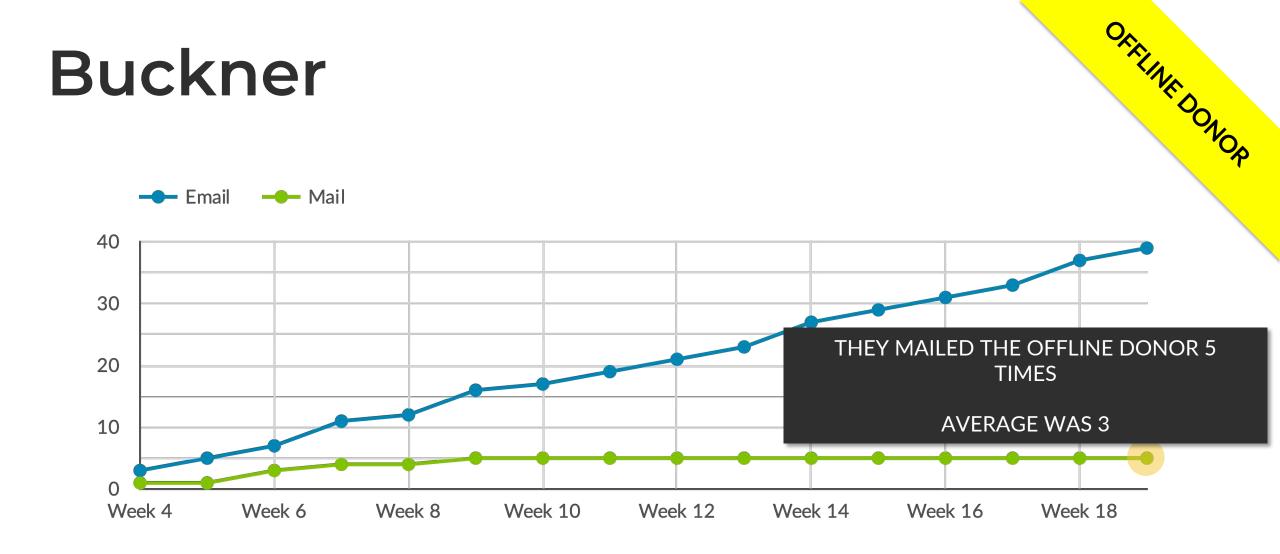






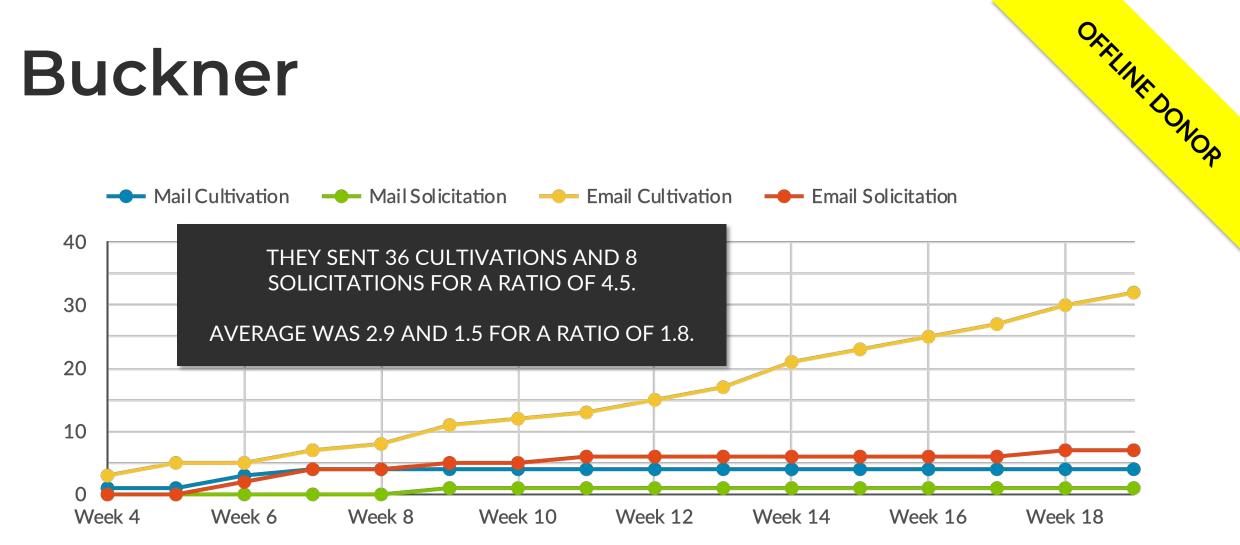




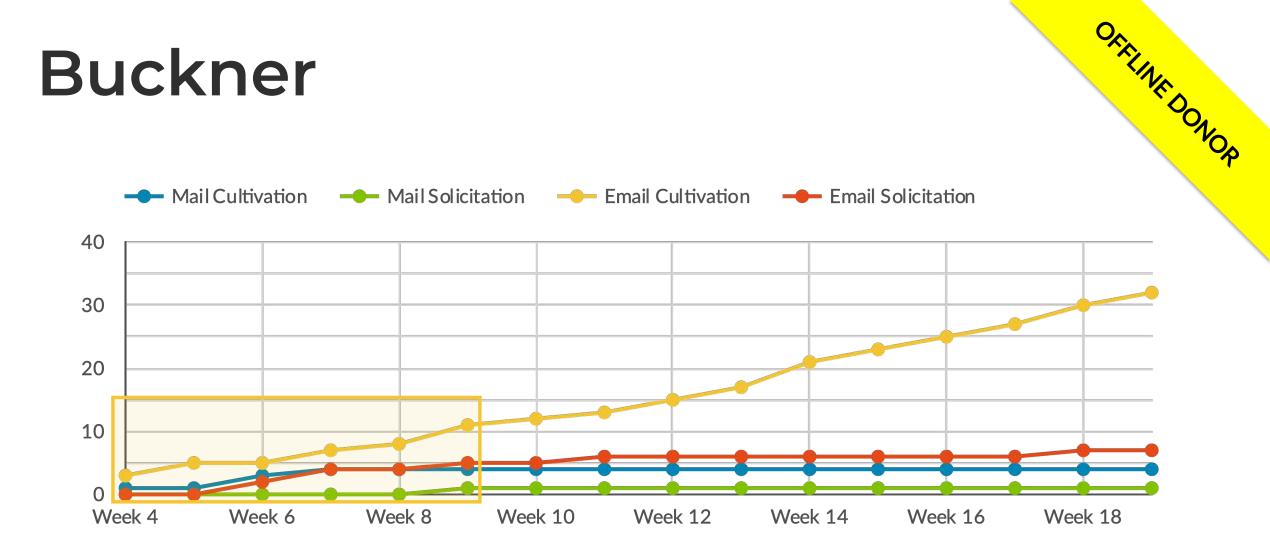




Buckner









1 - THANK YOU & RECEIPT

2 - THANK YOU POSTCARD





3 - IMPACT POSTCARD

2 - THANK YOU POSTCARD

NORTH TEXAS TX PROC DALLAS TX 750. 23 APR 2020 PM 8 Because of your generoners It can be overwhelming to see 8 menerable children & the darkness and suffering around us. God's Word calls us families nave hope and BUCKNER. the support they need in this dippicult time. to serve the most vulnerable mr. Paul J. crower and bring light into the darkness. You are sharing hope at Buckner by providing 5760 Legacy Dr. Ste. B3 we are so grateful for you children the resources they Plano, tx 75024-7103 Dease seel free to confact need for a brighter future. me to learn more about your impact at Buckner We are so grateful for you! Sarah Dyen 75024-710323 elldiolishiphilli MR. PAUL A. CLOWE 5760 LEGACY DR STE B3 PLANO, TX 75024-7103 Hover your phone camera ove the QR code to watch Jozlyn's story of hope. Her life has 0 WEEKS been transformed because of people like you and the hope of Christ in her life. والإندار وزرائر لرباز تراتع الالي ومدارر لمالوا بالمائدا والدر OG RIIR Paul, your gift made this possible! BUCKNER.

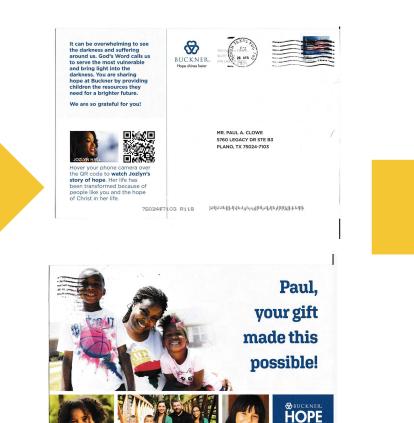


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1 WEEK

3 - IMPACT POSTCARD





4 - IMPACT POSTCARD





2 WEEKS

4 – IMPACT POSTCARD



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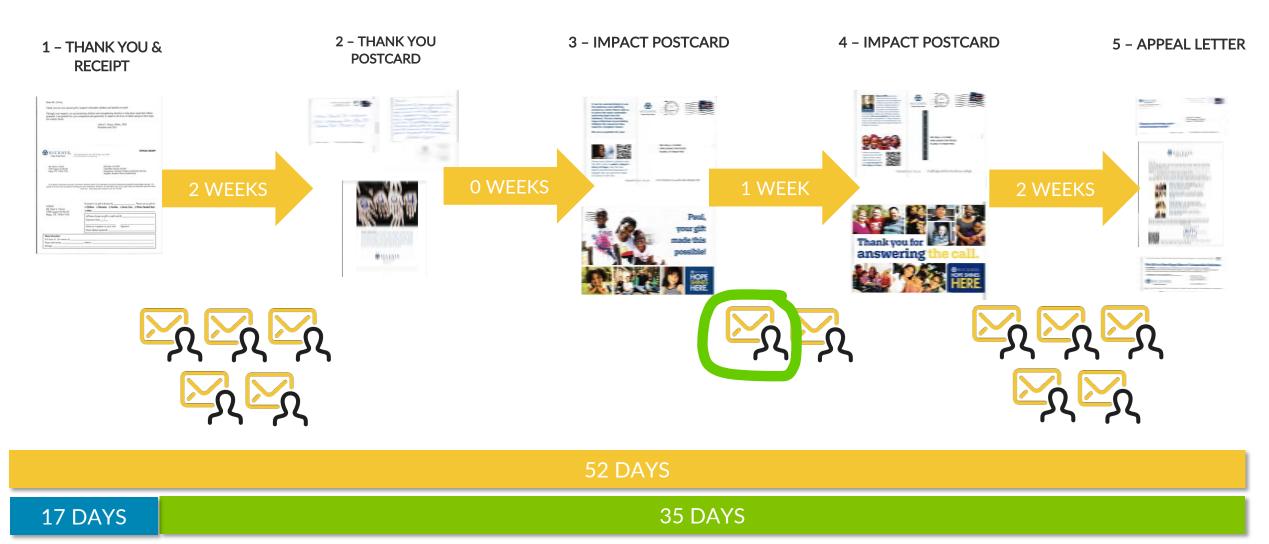
1 WEEK



5 – APPEAL LETTER







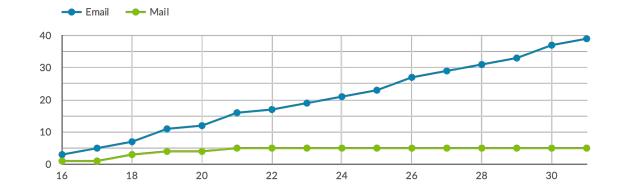




ONLINE DONOR



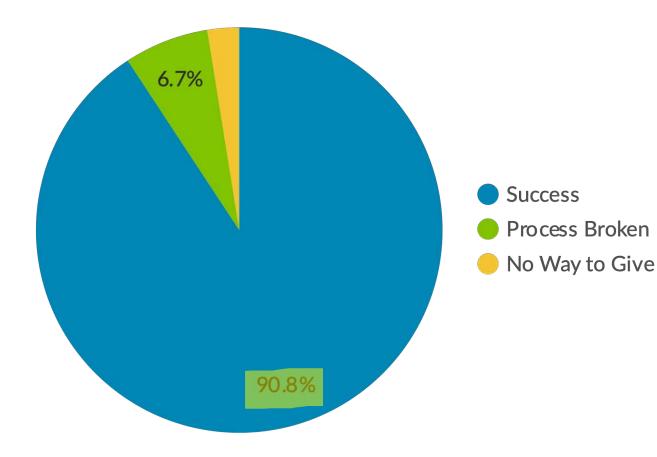








Online Donation Status



 We could only successfully complete online donations to 91% of the 119 organizations (compared to 94% success for offline donations)





SENDING A CHECK AS OPPOSED TO GIVING ONLINE WAS MORE LIKELY TO GET PROCESSED... IN THE MIDDLE OF A GLOBAL PANDEMIC.





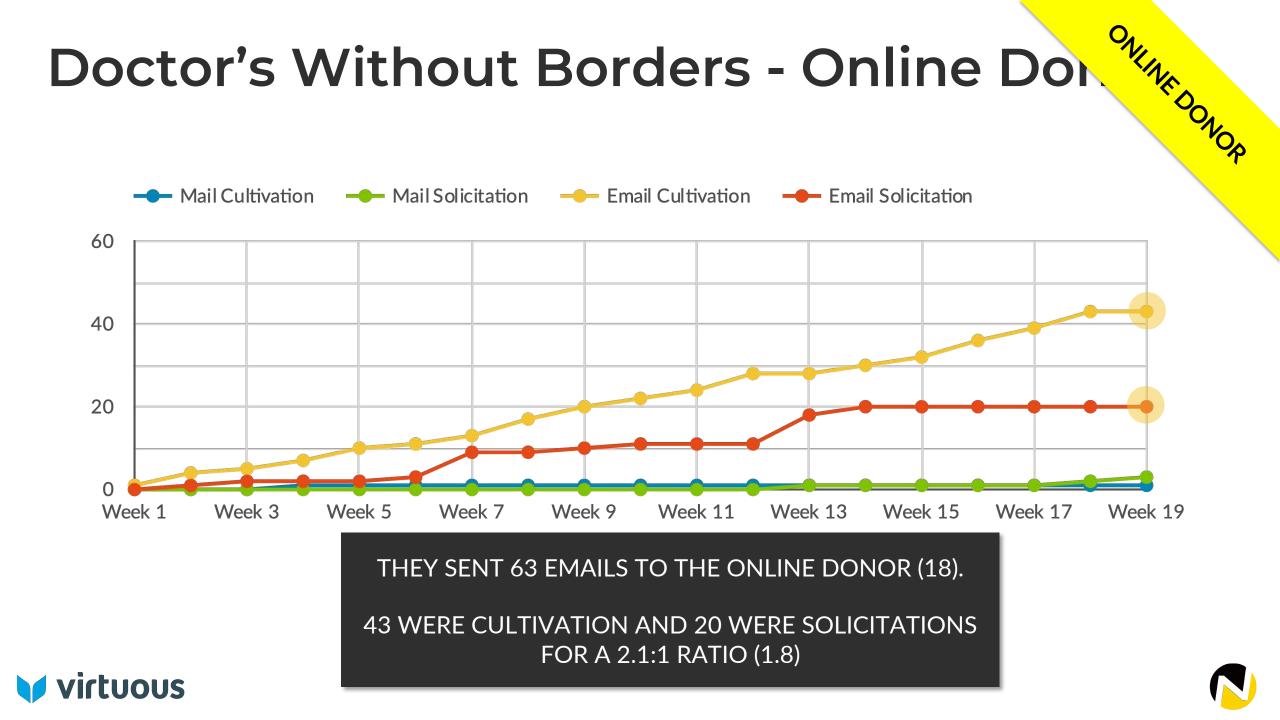


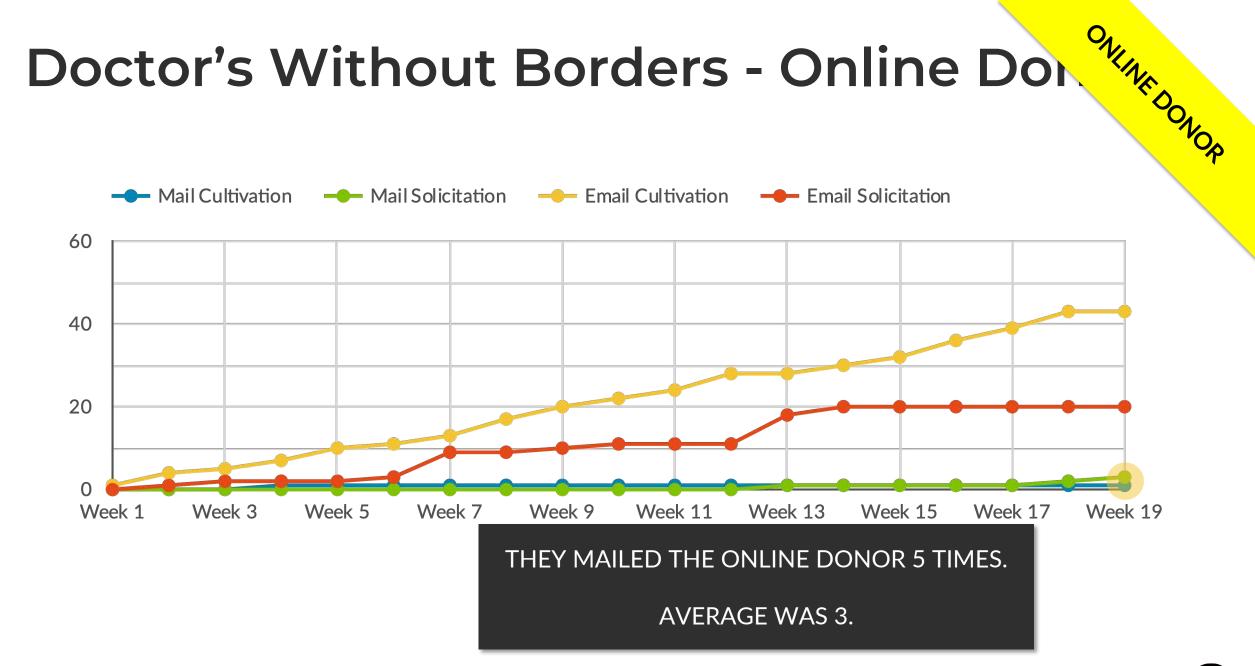
A MULTI-CHANNEL ONLINE DONOR JOURNEY.



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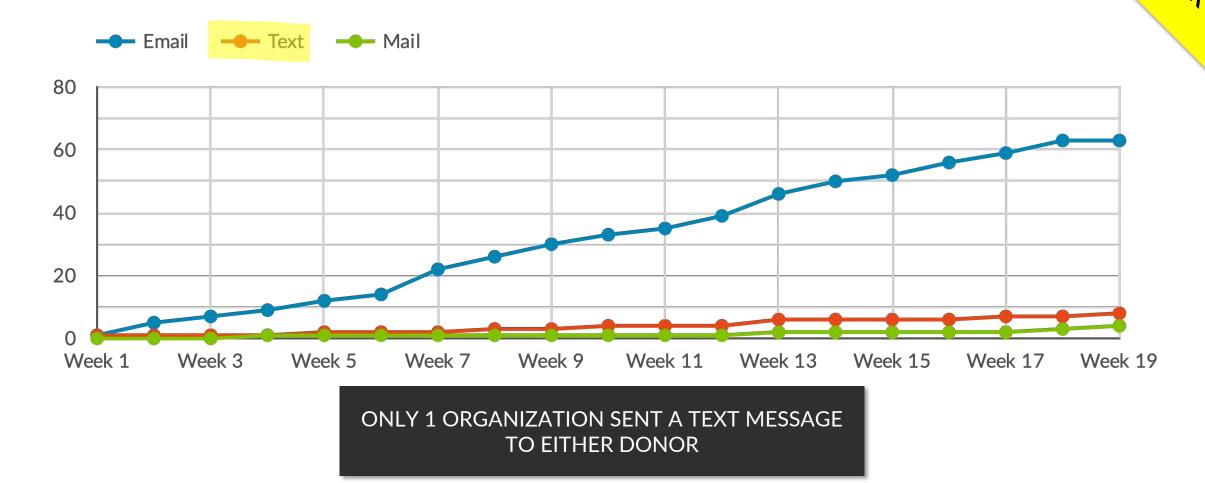




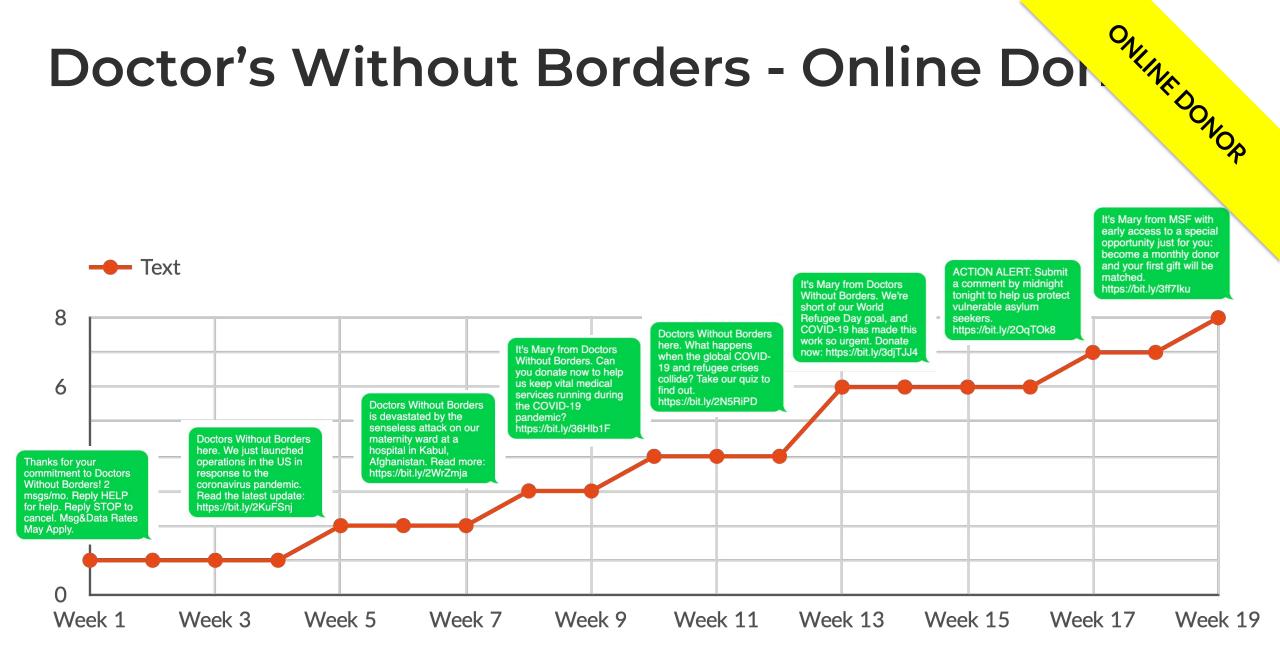




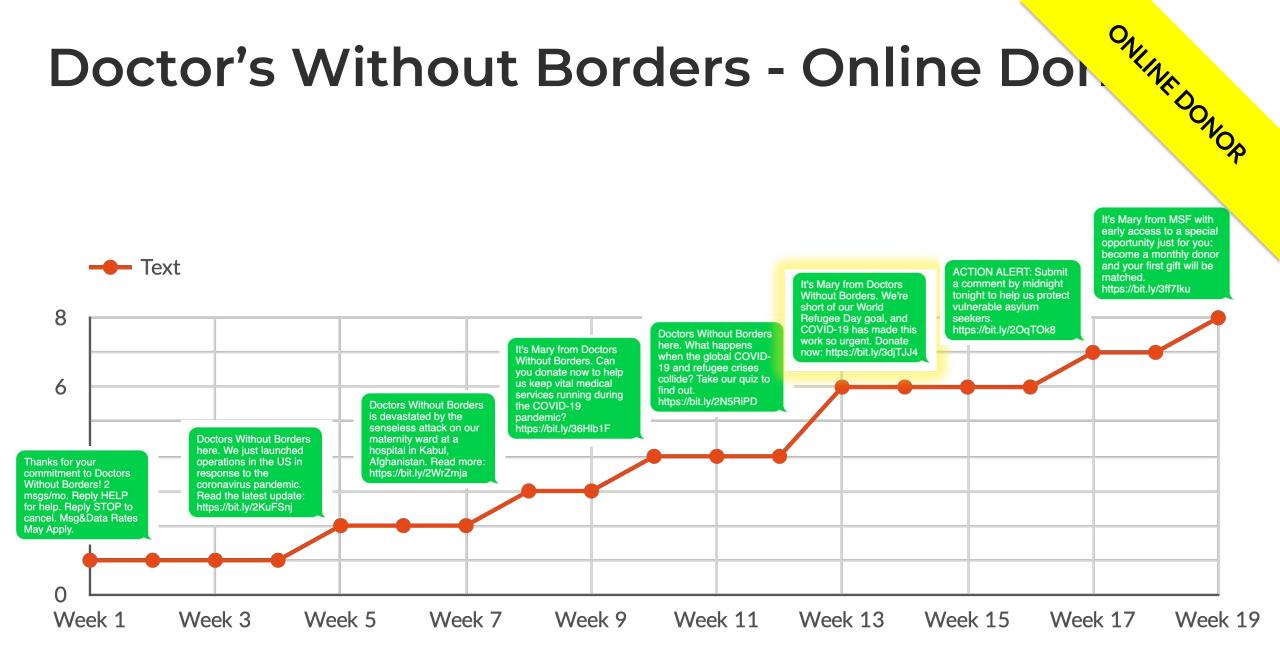
Doctor's Without Borders - Online Do













Doctors Without Borders – World Refugee Campaign

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Doctors Without Bor. 2	COVID-19 has made this	Jun 20
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 now: https://bit.ly/3djTJJ4	Jun 20



Doctors Without Borders World Refugee Campaign EMAIL 1 TEXT 1

Today is World Refugee Day X 🙃 12 5 Inter X Contractor many X UnitWorld Transformation X Head Channel 2000 X Mod Channel 2000 X Unit Change X Unit Change Transformation Provided Arrivan X



Nearly 71 million people are forcibly displaced around the worldthe most in modern history.

Forced to flee violence, conflict, and persecution in their countries of origin, many end up stranded in overcrowded camps with little access to even the most basic services—and at particularly high risk of contracting COVID-19.

The global coronavius pandemic has compounded the already dim situation of many displaced possible. Many of the measures necessary to control the spread of COVID-19 am difficult or impossible in refugee camps. How can you maintain physical distance when you share a campad shelter with ten or more people? How can you wash your hands without realise access to seap and water?

At Doctors Without Borders, we are committed to maintaining our medical humanitaria projects in more than 76 counties around the world despite the COVID-19 pandemic. Our top priority is providing like intigraget, asylum seekars, impurity, and others who have been not an experiment of the second second second second second top and the second second second second second one-to-helps usider motion as to how most in each unprocedented amount of need on that World Religion Day, white et a goal to raise \$240,000 yr millionit testight.

From forcibly displaced people in Greece, Syria, and Tanzania to the nearly one million Rohingya refugees living in overcrowded camps in Bangladesh, our teams are doing everything they can to help.

Win's distributing hygiene kits is Brazi, setting up totalation units in Databatis, Kenys's largest refunges cargo, and calling on the Makinyaian government to repeal policies that interfere with the diskvery of critical that the first care of COVID-19 has been detected among the Rohringyn refugees in Bangladesh, our tames are racing to prevent the spread of the comparison and provide care. Still, the challenges are many, are being called on to do more than ever teldors. Meeting this are being called on to do more than ever teldors. Meeting this

We count on support from caring people like you who want to ensure everyone has access to lifesaving medical care, and we hope you'll give today: Please give now on this World Refuges Day to help our teams provide lifesaving medical humanitatian aid where it's needed most.



virtuous

2 HOURS

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 TEXT 1 EMAIL 2



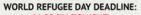
It's Mary from Doctors Without Borders. We're short of our World Refugee Day goal, and COVID-19 has made this work so urgent. Donate now: https://bit.ly/3djTJJ4



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Doctors Without Borders - volding reply is doctors without borders and 4 (20). Set Jun 20, 101 PM 🖞 4 In addition havin +









Time is running out to make a lifesaving gift to Doctors Without Bonders 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 modical 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 fee violence, conflict, persecution, and other hardships in their home countries, reliupees and other displaced people face unique risks. Many end up strated in overcrowed, unsanitary careas 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: Dennite new to help us meet our World Refuge. Day goal before midnight and provide medical care for people on the move and others in need.



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 seen from the U.B. section of Concern Whole Dorder-AMM-Base Transmess (MTP) an internetional independent medical humanitation organization that detrains emergency and to people affected by armed conflict experience, survival and man-medio durations and exclusion from feath conflict

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Doctors Without Borders World Refugee Campaign

EMAIL 2

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Doctors Without Borders wateries replying doctors without berders and a game. Set. Apr 20, 1.07 PM

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WORLD REFUGEE DAY DEADLINE: 11:59 PM TONIGHT



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.

3 HOURS

virtuous

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 pround.

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DONATE NOW

This email was sent than the U.S. section of Doctors Without Dorders/Médecine Sains Frontieres (MSF), an international independent medical humanitarian organization that delivers emergency and to people affected by armed conflict. applements, natural and man-mode desitians, and exclusion from health care.

You are receiving this message because exhibition harm nourse in in subscribed to the DONOR COMMUNICATION'S list

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EMAIL 3

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	Without Borders		





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Click here if you are having trouble viewing this measure

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 urgently in need of care around the world.





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.



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

You are receiving this message because substition hierris@kvevourgrub.co.is subscribed to the DONOR COMMUNICATIONS list. Manage Preferences Unsubscribe Please do not email any credit cant information to Doctors Without Borders as #

is not a secure payment method. If you wish to make a donation, please click here.

40 Rector Street, 16th Floor, New York, NY 10006 | Phone: 212-679-6600 Make a donation: Toll-bee at 1-888-392-0392 seven days a week Donate Online 1 Home Page 1 Privacy Policy

Doctors Without Borders – World Refugee Campaign

Doctors Without Bor. 2	Without Borders. We're	Jun 20
Doctors Without Bor. 2	COVID-19 has made this	Jun 20
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 now: https://bit.ly/3djTJJ4	Jun 20



Doctors Without Borders – World Refugee Campaign

日音	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	24
日音	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	23
	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	22
	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 Without Borders. We're Jun 20	20
口音	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	20
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日音	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	19
日音	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	18
口音	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	17
口音	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, Doctors Without Borders	15
日音	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	13
口音	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 or find out. https://bit.ly/2N5RiPD	11
日 幸	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	9

Doctors Without Borders

ONLINE DONOR

OFFLINE DONOR

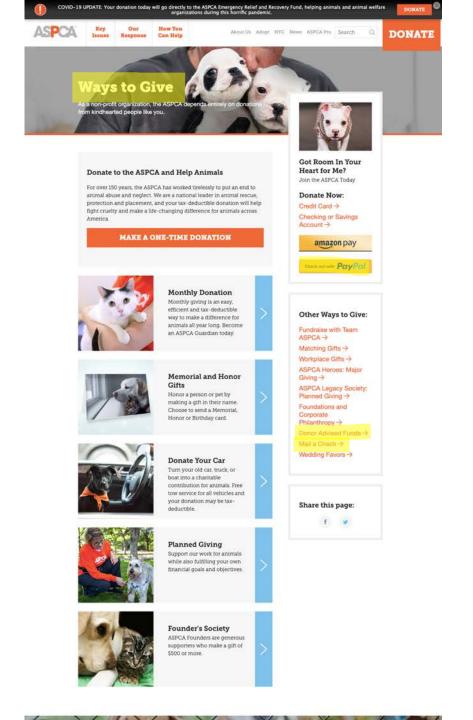




Other Interesting Things



- 1 in 5 did not have a ways to give page
- 50% didn't share how donors could send in a check
- 19% included Donor Advised Funds
- 20% had PayPal



virtuous

- 4% did not thank the donor
- 40% did not expand the thank you
- 36% had no next step

virtuous

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 y	your ded	lication:
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Transaction Summary

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

The Rainforest Alliance (Tax ID: 13-3377893) is a tax-exempt 501(c)(3) non-profit. Your donation is deductible to the full extent allowed by law.

Transaction Date:	3/27/2020
Level:	One-Time Gift
Amount:	\$20.00
First Name:	Kevin
Last Name:	Peters
Street 1:	5760 Legacy Drive, Suite B3-444
ZIP/Postal Code:	75024
City:	Plano
State/Province:	ТХ
Country:	United States
Email Address:	kevin.peters@loveyourgrub.co
Communication opt-in:	Yes
Credit Card Number:	*************0299
Total Gift Amount:	\$20.00
Tax-deductible Amount:	\$20.00
Tracking Code:	3322-2822-1-316960-330530

Become a Monthly Donor Today

The best chance for our planet's future lies in saving forests. With your steady, monthly donation, you help end deforestation, protect wildlife habitats, and help rural communities adapt to climate change year-round.

Select a Monthly Gift



\$ Other

GET ALL THE DATA, INSIGHTS, AND EXAMPLES FROM THE STATE OF MULTI-CHANNEL DONOR COMMUNICATIONS STUDY MULTICHANNELNONPROFIT.COM











State of Multi-Channel Donor Communications Recap

1. Very few organizations are communicating to their smaller online and offline donors in multiple channels

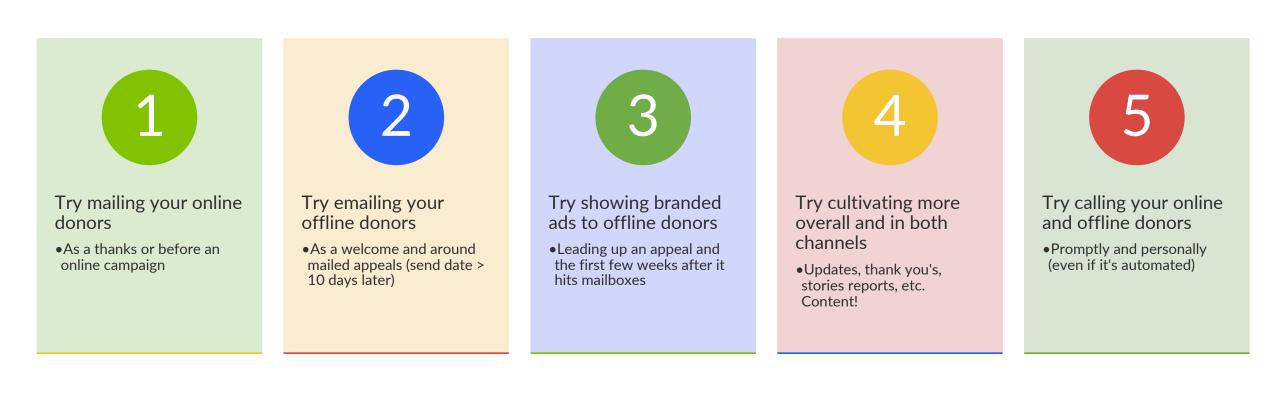
2. Offline donors are getting lost

3. Online donors are more likely to get multi-channel communications

4. Very few organizations are using the phone (calls, voicemails, texts)



Multi-Channel Fundraising Ideas







Go Deeper

The State of Multi-Channel Donor Communications

Get answers & insights from how 119 organizations are approaching their multi-channel communications to questions like:

- How many organizations are implementing a multi-channel strategy to online and offline donors?
- How many touch points are organizations having with new donors over their first 4 months?
- How many organizations are using the phone through calls and voice mails and text messages?
- And much more.

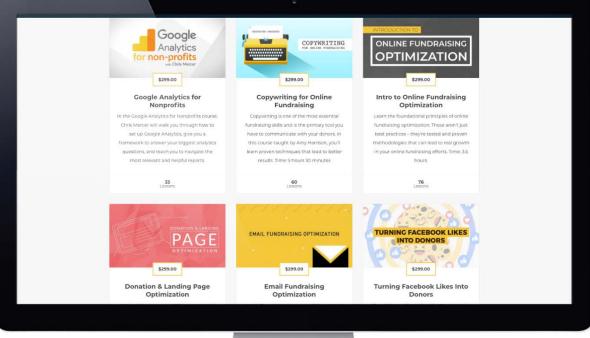


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Speakers and Topics

Dan Pallotta

Philanthropist, Author, & Iconic TED Talk Speaker **Jen Shang** World's First PHD in Philanthropy

Reggie Rivers

Former Denver Bronco & Gala Team Founder ______

Brian Miller

TED Talk Veteran &

Accomplished Magician



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



QUESTIONS?

Now's my time to hear from you!



brady@nextafter.com @bradyjosephson /in/bradyjosephson