Integrated Fundraising
It's the new black

Lisa Allan, The Smith Family
Marcus Blease, Cerebral Palsy Alliance

Agenda

- What is Integrated Marketing?
- The 3 Pillars
- Channel and Layer Considerations
- CPA Case Study – Donor Acquisition
- The 9 Steps
- TSF Case Study – Christmas Appeal
- CPA Case Study – Events & Regular Giving Pathway
- Exercise
- What will I get out of integration again?
About Lisa & The Smith Family

- Raised over $125m from individuals in 5 years
- Was pushed outside the mainstream
- Recently segmented supporter base by values and beliefs
- Thinks good marketing and fundraising is a discipline grounded in fact

About Marcus & Cerebral Palsy Alliance

- Grown CPA fundraising from FY08 $14.4m to FY11 $22.7m
- Rebranded The Spastic Centre to Cerebral Palsy Alliance early 2011 and transitioned it to a national charity
- Worked in small, medium and large fundraising charities
- Believes strongly in the science of fundraising – it’s great to see it working for a lessor known cause

Remember....

There is something in this presentation for everyone in this room

Please don’t think:

- We’re too small
- We don’t have the budget
- That’s too complex for us
- None of this is worth implementing, it won’t make any difference
Integrated Fundraising 101

The concept isn’t new

- Multi Channel Marketing
- Cross Media Marketing
- Cross Channel Marketing
- Plus many more....

There are just some new and very engaging channels allowing for hyper personal relationship development

Don’t ignore it!

Well, what exactly is it?

An approach based on the **consistent and systematic** strategic creation and **delivery of marketing messages and materials**.

A truly excellent integrated campaign takes the **multi-platform approach** to the next level by using **each channel to feed into an overarching story** based on your target market’s stage.
The three pillars of integration

- Imagery
- Copy
- Tone

Fully integrated campaigns will ensure consistency with all three. But only two are required.

-Jeremy Nichols, BMF

Potential Channels...

Must consider channel ...plus target audience, lifestage, desired action, etc
Going deeper...layers of integration

This is enhanced when integration goes beyond just the basic communications tools.

- **Horizontal Integration** - across the marketing mix and across business functions
- **Vertical Integration** - marketing and communications objectives support the corporate objectives and strategies
- **Data Integration** - collecting and sharing relevant data across different departments for a single supporter experience
- **Internal Integration** - keeping all staff informed
- **External Integration** – ensuring external partners work closely to deliver an integrated campaign

Integrated Marketing Campaigns

Commercial marketers are exploiting every opportunity in this space – because customers are using more channels than ever before

*Bing Case Study Video*

We are all experiencing this every day

*Can you name some other campaigns?*
Case Study

Who: Cerebral Palsy Alliance

What: Donor acquisition campaign

Time: Feb – end June 2011

Target Audience: Females aged 55 + NSW/ACT + test SA/VIC/QLD

Objective: to recruit 8,500 new donors + $341,000

Objective setting

1. Raise awareness of CPA and re-brand
2. Raise awareness of CP and its impact
3. Gain cut through – an impactful campaign
4. Raise money = $341,000
5. Acquire donors = 8,500
Objective setting – proposal to the board

<table>
<thead>
<tr>
<th>Activity</th>
<th>Expense</th>
<th>Revenue</th>
<th>Net</th>
<th>Tests</th>
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<td>$120,000</td>
<td>$60,000</td>
<td>-$60,000</td>
<td>SA/VIC/QLD</td>
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<td>$30,000</td>
<td>-$30,000</td>
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<td>NSW/SA/VIC/QLD</td>
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<td>$0</td>
<td>-$110,000</td>
<td>Nationally</td>
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<td>Online</td>
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<td>$5,000</td>
<td>-$15,000</td>
<td>NSW</td>
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<tr>
<td>TOTALS</td>
<td>$780,000</td>
<td>$341,000</td>
<td>-$439,000</td>
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Channel Selection

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<th>TV</th>
<th>Press</th>
<th>PR</th>
<th>Radio Event</th>
<th>Online</th>
<th>Mail</th>
<th>Phone</th>
<th>Social Media</th>
<th>Online Response</th>
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<td>March</td>
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<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>June</td>
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</table>
Getting Your Message Across

**TV Campaign**

- Challenged usual portrayal of disability
- Showed real families and impact of CP
- Unscripted
- Emotional
- Clearly showed a ‘problem’ and a ‘need’
- The donor could see how they could help

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**Play Moving Moments TVC**
Getting Your Message Across

Press

- National & State Press
- For 1st week
- No measureables

Getting Your Message Across

Press

- Linked to the TV Campaign – showing families from TV commercial
- Challenged usual portrayal of disability
- Showed real families, their story and impact of CP
- Emotional
- Clearly showed a ‘problem’ and a ‘need’
- The donor could see how they could help
Publicity

Linked media where possible

Featured families from TV 100 media articles

Across:
- TV
- Radio
- Press
- Online

Mail

- 4 Waves
- Purchased lists
- Total mailed 206,296
- Wheelchair proposition – family from TV commercial
- Tested new markets
- Undertook many tests...
Getting Your Message Across

Mail Tests:
- Timing – best month
- Premium or none
- Type of premium
- Letter length
- Value
- Style of pack
- New states

Mail Tests Results

Premium
- Key Chain 3.9% vs. 2.2% labels
- Key Chain $42.70 vs. $39.33
- 2nd gift rate – labels 39% vs. key chain 31%

Style of Letter
- 4 page letter 3.3% vs. Simple 1 page letter 2.1%
- 4 page letter $43.92 vs. Simple 1 page letter $38.34
- 2nd gift rate – 4 page 32.7% vs. Simple 32.5%
Mail Tests Results

Ask Value
• $25 3.5% vs. 2.9% for $35
• $25 gave $38 vs. $45 for $35 ask
• Overall we’d have been $4K better off if all $25 ask.
• More people gave $35 but less gave $60! A learning.
• 2nd gift rate $25 33% vs $35 31%

Timing
• Feb 3.9%, March 3%, April 2.5%, May 3.7%
• Best response when the TV playing! Better than tax.

Phone
• Same proposition and case study
• Tested new state markets
• Compelling pack follow up
• 14,000 connected calls
• Purchased lists
The agency forgot to book them!

clear direction from the home page
Getting Your Message Across

Web
- integrated donation page
- Narrative format

Social Media
- Campaign
- Landing page
- Increased likes
  By 100%
Getting Your Message Across

You Tube page integrated

Results

<table>
<thead>
<tr>
<th></th>
<th>Mail (mostly NSW)</th>
<th>Phone (exc NSW)</th>
<th>Other National</th>
<th>Total</th>
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<tbody>
<tr>
<td>Revenue</td>
<td>$311,938</td>
<td>$56,979</td>
<td>$42,301</td>
<td>$411,218.00</td>
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<td>Costs</td>
<td>$410,000</td>
<td>$52,347</td>
<td>$50,000</td>
<td>$512,347.00</td>
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<tr>
<td>Net</td>
<td>-$98,062.00</td>
<td>$4,632.00</td>
<td>-$7,699.00</td>
<td>-$101,129.00</td>
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<tr>
<td>ROI</td>
<td>$0.76</td>
<td>$1.09</td>
<td>$0.85</td>
<td>$0.80</td>
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<tr>
<td>Donors</td>
<td>6692</td>
<td>1532</td>
<td>607</td>
<td>8831</td>
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</table>

Net loss proposed by the board was -$439,000

Result was a $338,000 improvement
Integration Outcomes

• Created a richer more engaging campaign
• Increased the impact of the message
• Anecdotal feedback from phone agents extremely positive
• Reached a larger audience than mail/phone alone
• Can’t prove multi channel increased results until we do a campaign without similar integration

Integration – much of a difference?

• From a digital perspective – no in terms of $
• 136 (2%) went online to donate following mail
• 1,045 viewed the detailed video’s online
• Increased response rate 3.9% vs. 2.5% month after it stopped
• It’s not all about dollars. New mediums won’t immediately generate revenue.
• But keep it in perspective vs. your time....
9 Steps to Integration

1. Get Senior Management support.
2. Integrate at different levels of management.
3. Use your Style Guidelines or Brand Book to maintain common visual standards.
9 Steps to Integration

1. Get Senior Management support.
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4. Focus on a clear marketing communications strategy. Link core values into every communication.
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4. Focus on a clear marketing communications strategy. Link core values into every communication.
5. Think supporters first.

Overarching considerations
- Who – target audience
- What – core benefit
- Why – compelling reason
(relevant and meaningful)
10 step communications
1. Show the need
2. Define the problem and its scope
3. Show how easily the problem can be solved
4. Unlock positive feelings around making a difference
5. Provide evidence / show results (proof)
6. Reinforce popularity (make a difference, be part of something, safe choice)
7. Demonstrate brand hygiene factors (trust, longevity, efficiency)
8. Provide call to action (with choices)
9. Reinforce decision and show opportunity for greater involvement
10. Thank

9 Steps to Integration
1. Get Senior Management support.
2. Integrate at different levels of management.
3. Use your Style Guidelines or Brand Book to maintain common visual standards.
4. Focus on a clear marketing communications strategy. Link core values into every communication.
5. Think supporters first.
6. Build relationships and brand values.
Getting Your Message Across

9 Steps to Integration

7. Develop a good marketing information system which defined who needs what information when.

8. Share artwork and other media across departments.

9. Learn from experience.
### Getting Your Message Across

#### What integration isn’t

**Back to School 2009** integrated campaign comprising of direct mail, online, inserts, outdoor (bus backs and cross tracks), radio and press.
- Banner ads performed 2.60% CTR; 2.59% CTC
- 2.69 ROI

**September 2009** used banners from BTS, ran solo with no supporting media
- Banner ads performed 0.03% CTR; 0.30% CTC
- 0.39 ROI

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#### Case Study

**Who:** The Smith Family

**What:** Christmas Appeal

**Time:** 1 Nov – 30 Dec 2011

**Target Audience:** 30-65 year olds, professionals, tertiary educated, medium-high disposable income

**Objectives:**
- Raise $4m (largest single donation driver)
- Recruit 2500 new supporters
- Increase brand awareness and consideration of within key target audiences
Getting Your Message Across

Case Study

Supporter mailing & partner inserts

Objectives:
• Decrease bounce rate
• Increase the # of donations made

Results:
• Mobile visitors increased by 68%
• Bounce rate decreased by 31%
• ...and mobile donations were up by 87%
Case Study

TSF Xmas Campaign

Email trial

Objectives:
• To increase support of our Appeal with supporters

Results:
Generic version = CTR 5.60%; CTC: 0.05%
Christmas version = CTR: 9.83%; CTC: 0.27%

Case Study

TSF Xmas Campaign

Web landing page trial

Objectives:
• To increase click throughs and conversions from our banner ads

Results:
• Website homepage = 433 donations; avg gift $290
• Splash page = 1732 donations; avg gift $178
Case Study

TSF Xmas Campaign
Facebook “Experience Disadvantage” application

Objectives:
• To gain fans
• To increase our ‘likes’ on Facebook
• To increase engagement on our page

Results:
• Increased fans by 16%
• Increased likes by 158%
• Increased engagement by 150%
• Got picked up in B&T and AdNews

Case Study

TSF Xmas Campaign
Learning for Life Worker ads & audio

Objectives:
• To combat the ‘welfare’ perception in VIC
• To humanise our organisation

Results:
• Donations are actually down 1%
• But, internal support and use up 110%! 
Events integration with online

- Cultural change in Australia around ‘sponsorship’
- Made event based fundraising easy for participant
- Dramatic event increases for charities with events
- Easy for charities with 3rd party sites
- Allows for greater experience for participant and donor
• Personalised destination of funds/price points/text

• Integrates into content

• 93% of all fundraising – online $480,000

Mobile web page – 26% of participants used this over the desktop website
Ongoing Communications

- Cheap
- Easy
- Rich engagement
- Mobile friendly
- We phoned all participants

Regular Giving Communications Pathway

<table>
<thead>
<tr>
<th>Day</th>
<th>Day 1</th>
<th>Day 2</th>
<th>Day 7</th>
<th>Day 14</th>
<th>Day 21</th>
<th>Day 28</th>
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<tbody>
<tr>
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<td>Welcome</td>
<td>Email with webinar/teleconference invite</td>
<td>Personal survey invite</td>
<td>Donor care call/email</td>
<td>Video - magic moment #1</td>
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<td>Week 2</td>
<td>Welcome</td>
<td>Email with webinar/teleconference invite</td>
<td>Personal survey invite</td>
<td>Donor care call/email</td>
<td>Video - magic moment #2</td>
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<tr>
<td>Week 3</td>
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<td>Email with webinar/teleconference invite</td>
<td>Personal survey invite</td>
<td>Donor care call/email</td>
<td>Video - magic moment #3</td>
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<tr>
<td>Week 4</td>
<td>Welcome</td>
<td>Email with webinar/teleconference invite</td>
<td>Personal survey invite</td>
<td>Donor care call/email</td>
<td>Video - magic moment #4</td>
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Getting Your Message Across

Regular Giving Communications Pathway

- Cheap
- Easy
- Rich engagement
- Mobile friendly
- We phoned all participants
Regular Giving Communications Pathway

- **Easy** – completely automated, we simply send a daily file
- **Mobile** – many younger people access emails via phone
- **Content Rich** – every piece is a story, with video’s and clearly showing how they the donor have made a difference
- **Two-way** – Created for donors, we ask donors to share their views, join advocacy and take surveys
- **Traverse channels** - as well as digital for older regular givers
Getting Your Message Across

Outcome: 4% reduction in attrition in first three months to 19%
Phone and mail

Tel conference to mail appeal to update on outcomes

Mailed to 4230
358 responded
To say no
43 attended.

Mailed video to appeal donors

• Mailed as thank you to mail and phone appeals
Speed-thinking Activity

On your own 2 minutes Speed - thinking:
1. How could you better integrate your next campaign across multiple channels
3. Write a different idea in each circle around a central theme
4. Then in groups of 2/3 take 1 minute each to tell the others how you are going to better integrate your campaigns next time
5. Discuss in your groups the key barriers to implementation

So, tell me again...the benefits of integration?

- Help target audience move through the various stages of your supporter lifecycle.
- Increase profits through increased effectiveness.
  - A unified message has more impact than a disjointed myriad of messages.
- Research cites that images shared in advertising and direct mail improve both advertising awareness and mail shot responses.
- Boost outcomes by stretching messages across several communications for supporters to become aware, consider, and ultimately donate time, talent or money.
Benefits of Integration

• Makes messages more consistent and therefore more credible.

• Consistent images and relevant, useful, messages help nurture long term relationships with supporters.

• Saves money as it eliminates duplication in areas such as graphics, photography, messaging.
Motivation to Donate
The Smith Family Supporter sample

Brand Fit
Population sample
Brand Fit
The Smith Family Supporter sample

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<th></th>
<th>Excellent</th>
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<th>Good</th>
<th>Fair</th>
<th>Poor</th>
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<td>13</td>
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Thank you!
Any questions?