

Maximizing Fundraising Potential

The Case for Digital Fundraising Agencies

Digital fundraising deserves standalone attention and not an afterthought to direct mail. Having a dedicated agency ensures that you always have a team of strategists who prioritize digital fundraising to maximize your direct response program.



DoingGoodAgency.com

Introduction

We often get asked why an organization should partner with a digital fundraising agency. Most direct mail firms can offer digital services that complement their direct mail efforts. *So, why would you need a separate digital agency?*

Digital communication can have a significant impact on revenue in your annual, monthly, mid level, planned giving, stewardship, major - even events, volunteers and employees. Timely, engaging, personalized and unique digital touchpoints can influence the behaviors across the entire organization. These benefits can often be seen in the first year but are ever more evident over the long term.

Then why is digital fundraising often underinvested?

It's because digital fundraising is often an afterthought or narrowly considered an annual fund mechanism. It's often underutilized because it doesn't appear to get the same ROI in the short term as direct mail. This is especially true for organizations that work with a direct mail agency that includes digital in their offering. To no fault of their own, direct mail firms are heavily focused on ROI today. It's how the direct mail industry works and is measured. It's hard for them to shift the budget to long term investments like digital.

We advocate that organizations separate their digital investment from their annual direct response investment, and work with a dedicated digital agency.

Our clients who do so, can use digital to support and enhance their entire fundraising programs over the long term. It allows them to create a digital program that is much more than companion emails that mirror direct mail campaigns. Their digital work lifts all channels and has an impact across all levels of the organization.

What do we mean by digital fundraising? When we say digital fundraising we are referring to channels like email, SMS, web, social and digital advertising.

Is a Digital Agency Right For You?

Top signs a digital fundraising agency is right for you:

- ✔ The extent of your digital strategy is companion emails to direct mail appeals
- ✔ Your donors don't receive enough personalized and impactful communication
- ✔ Your renewal rates are declining
- ✔ You only execute key fundraising campaigns each year
- ✔ Digital is sometimes an afterthought to the direct mail strategy
- ✔ Your revenue results from mailed efforts have plateaued
- ✔ Your budgets are being trimmed and need a more cost-effective means to acquire



Top signs that you are already working with a fundraising agency that specializes in digital fundraising:



- ✔ Your renewal rate is strong across the foundation
- ✔ Donors at all levels feel, and tell you, they are connected to your mission
- ✔ Donors receive an abundance of impactful communication personalized to their interests
- ✔ Digital initiatives include unique engagement concepts, landing pages, testing strategies and tactics
- ✔ Personalized, audience based donor journeys from annual donors, P2P donors and participants, to mid and sometimes major donors
- ✔ Your email list and overall reach is growing means to acquire

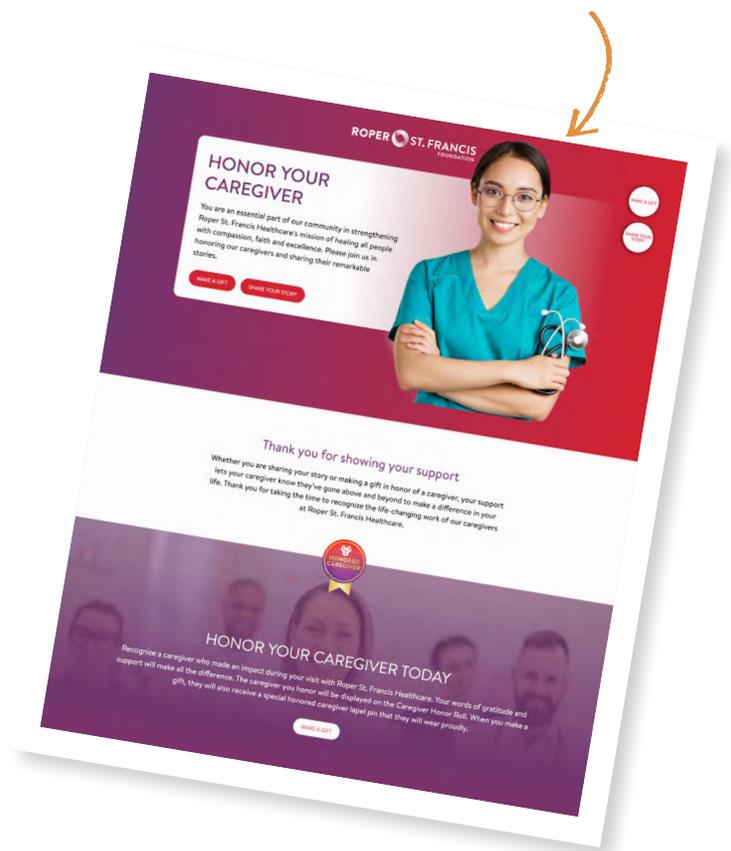


Top Strategies
that we are currently
working on as a digital
fundraising agency

**Digital Donor
Acquisition Journey**



**Digital Grateful Patient
Acquisition Journey (Hospitals)**



**Automated cultivation
and stewardship series**

**Integrated engagement
opportunities including
message boards, interactive
quizzes, badges and more**

**Automated moves
management from Annual
Giving to Mid and Major Giving**

Myths of working with a separate digital fundraising agency:

It's too much work to manage two vendors

Solution: You can invite both vendors to your weekly/monthly check in so you are all on the same page.

Vendors don't collaborate with each other

Solution: You can introduce the vendors to each other and set the expectation that you are all working as a team. Vendors are always keen to accommodate to provide you with the best services.

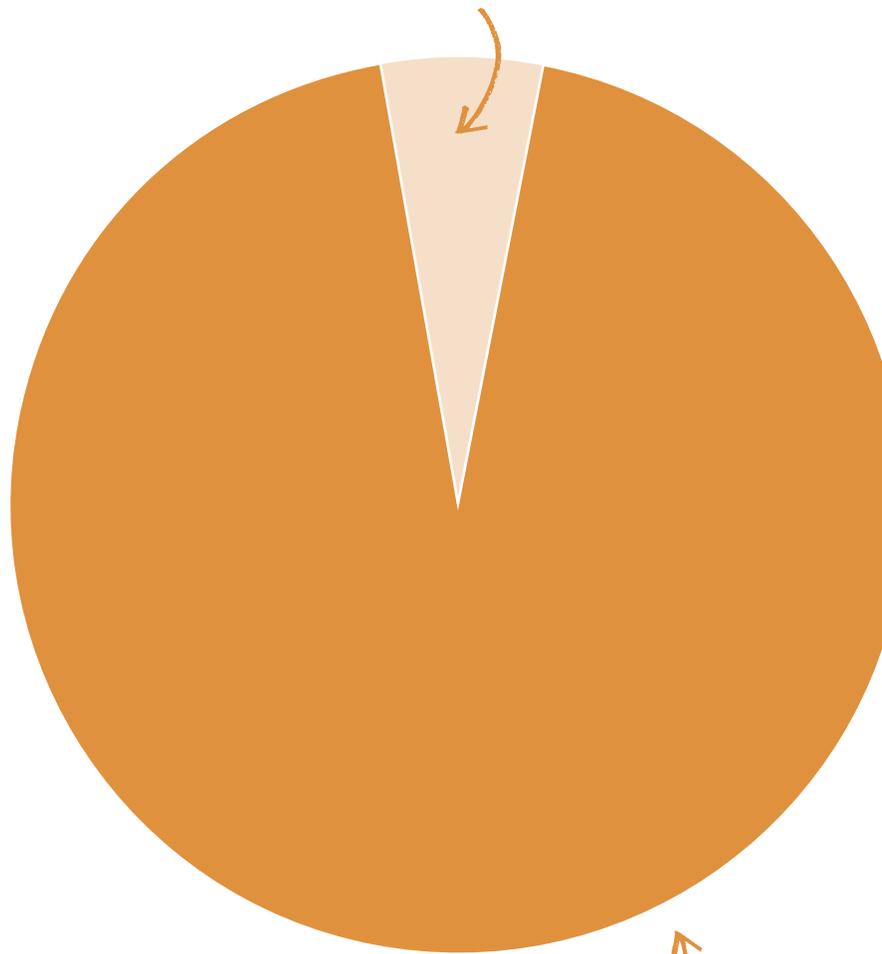
Can't integrate with direct mail

Truth: All agencies in the fundraising industry would have some knowledge of both digital and direct mail. You would be surprised at how easily the two vendors can speak "fundraising" to each other!

There is no return-on-investment

Truth: According to NextAfter, direct response programs that have integrated campaigns see a 60% increase in revenue versus just direct mail alone.

Companion emails integrated with direct mail.



Our Program Includes:

- ✔ Online-only Campaigns
- ✔ Automated Donor Journey
 - ✔ Social Acquisition
 - ✔ Upgrade Campaigns
 - ✔ P2P Campaigns
- ✔ Stewardship and Impact
- ✔ Personalization based on location and interest
- ✔ Donation Form Tracking, Optimization, A/B Testing



Benefits of Working with a Digital Fundraising Agency

There are numerous other benefits to working with a digital fundraising agency. In addition to bringing laser-focused expert attention to digital, it can produce the following results.

Investment for the Future

The main benefit of digital channels is that they are extremely cost effective. You can reach a larger audience for a fraction of the cost. And when organizations provide ongoing value and impact to their entire audience, they will boost response rates across all other channels, realizing strong ROI.

Clients with strong digital programs typically have higher rates of acquisition and higher rates of retention across the entire organization. This is especially true when digital is integrated with offline channels.

Enhanced Donor Journey

A focused digital fundraising strategy will lift acquisition and renewal rates by increasing personalization and touchpoints throughout the donor journey. These touch-points can work hand-in-hand with your direct mail strategy and enhance offline giving for annual and other segments. The strategy is different for every organization and could range from personalized impactful newsletters, engagement (quizzes, downloads, questionnaires, interactive web pages), to automated retention and upgrade journeys. The whole strategy should be tailored to keep donors motivated and excited for your organization.



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Lift All Channels

Beautiful, thoughtful, personalized digital communication will lift channels from mid level, major, P2P, volunteers to employee giving. Specifically, your mid-level and major donors are often seeing communication from your organization and we need to make sure that communication is on point, exciting and relevant. Although it can be difficult to attribute revenue in these channels to digital, for many mid-level and major gifts, digital will certainly play a role in your donors' decision to renew or upgrade their gift. Some organizations even go one step further with dedicated digital strategies for mid level, employee, P2P and volunteer segments.

Artificial intelligence

We encourage everyone to start testing AI in their day-to-day work. But if you don't have time, leverage AI through your digital agency. Most are piloting AI for copywriting, image generation and analytics. As an example, we leverage AI to learn from all your past campaign creative and results so that future campaigns are optimized and on message.



With our partner, StoryCause, you can add a phone element to your Grateful Patient Program that will lift conversion rates and produce content for future campaigns.

Remove Channel Bias

By separating direct mail from digital, under two separate agencies, your organizations can leverage the deep expertise of each, without bias towards any particular channel. Long term digital activities, like carefully planned stewardship and cultivation, can sometimes be overshadowed by revenue-today activities in direct mail. Direct mail revenue is extremely important, and we don't advocate cutting that investment any time soon. But we do advocate for separate, dedicated digital investment. Digital investment should be a function of the impact that digital is having on the entire organization, over the long term.





Cost Effectiveness

Every piece of direct mail is costly, making ROI a key metric for each direct mail campaign. Since the cost of emails, landing pages, social media and other digital initiatives are relatively low, your organization can demonstrate impact consistently, to a much wider audience.

Eliminating Surprises and Maximizing Technology Investments

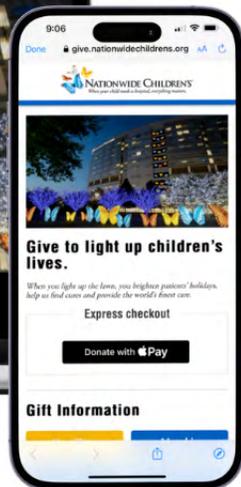
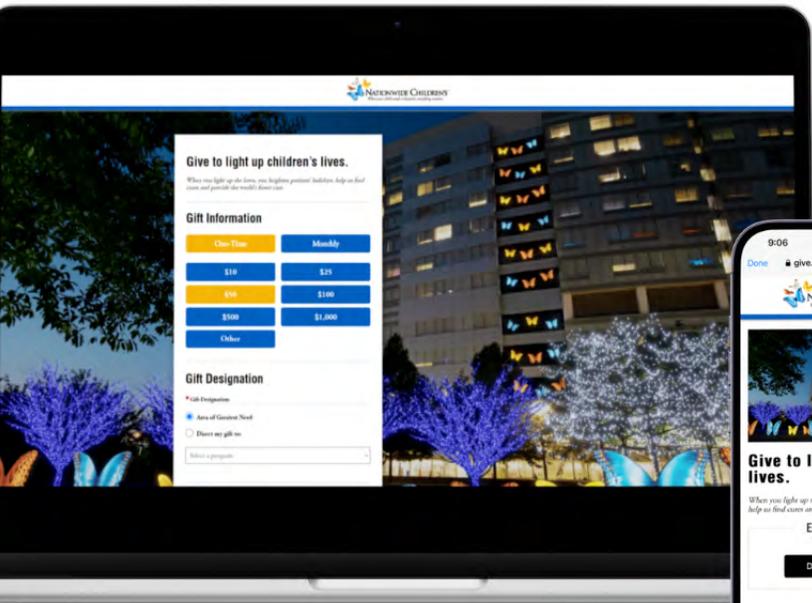
Being laser focused on digital allows a digital fundraising agency to make sure organizations are getting the most from their digital investments, without distraction. From ensuring accessibility of all web assets, maximizing email deliverability, keeping up to date with the latest PCI and email compliance, or simply maximizing all the benefits of your digital platform that you invested in, such as Luminate Online, Engaging Networks, Classy or Analytics Platforms.

Data & Measurable Results

A digital fundraising agency excels at data analytics and performance tracking that provides clear, actionable insights. This is done by methodically tracking how your audience responds to campaigns through A/B testing, click behavior, and Year-over-Year campaign analysis. Each campaign or initiative is a chance to test and learn. It's also an opportunity to capture data that may be used by other departments, such as click data for mid-level or major gift segments.

Technical Expertise & IT Support

Sometimes you just need a tech person or developer to call. A digital agency can be an extension of your team to help with that last minute email someone insisted goes out tomorrow or that P2P event that is launching next month. For example, our team at Doing Good Digital has developers, consultants and strategists who specialize in Luminate Online, Engaging Networks, Raiser's Edge NXT and WordPress along with other platforms.



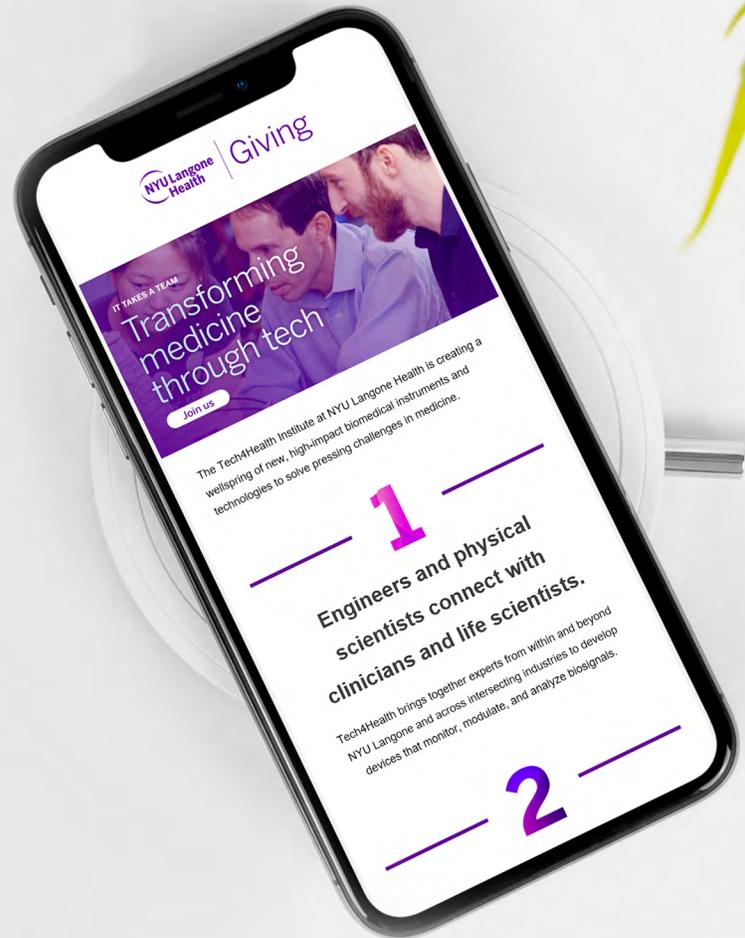
We worked with Nationwide Children's Hospital and their event partners to develop a donation form that reflected the campaign strategy -- Light Up the Lawn.

When a donor made a gift a butterfly statue would illuminate on the hospital campus and around the city. This is the perfect example of using digital in a creative way to enhance giving.

Integrating Digital and Direct Mail Efforts

Here at Doing Good Digital, we often build a strategy around a direct mail calendar. For some clients, we build the calendar together in conjunction with the direct mail firm. Weekly, monthly or quarterly meetings, with both agencies, can also be helpful depending on the frequency of integrated initiatives.

With our partner, CI Partners Direct, we developed a comprehensive campaign that showcases the new giving brand for NYU Langone Health that included multiple mailers and a seven part email campaign.creative way to enhance giving.



We Hope You'll Consider A Digital Fundraising Agency, Like **Doing Good Digital**

Splitting digital and direct mail fundraising efforts between specialized agencies allows each agency to focus on what they are best at. **By unleashing your digital strategy from your direct mail strategy, you will enhance all your digital initiatives to lift offline channels and lift all your ways to give - annual, monthly, mid, major volunteers, employees and P2P - over the long term.** By leveraging the expertise of specialists, organizations can achieve higher quality campaigns, better long term results, and in the end, greater returns on their fundraising investments.

Let's Work Together!

If you are looking for a digital fundraising agency that specializes in technology and strategy, look no further. We are here to help.

Contact Us Today:
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Doing Good Digital is committed to providing the best ideas and digital solutions for hospitals and nonprofits.





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