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BOOT CAMP

Channel Effectiveness & Corresponding Strategies

Carrie Ellis, Vice President of Marketing
Eric Cronin, Senior Analyst



Agenda

Introductions

Research

Which Channels are Most Effective for Which Groups?

How to Analyze Your Own Channel Performance with the Platform

Q&A

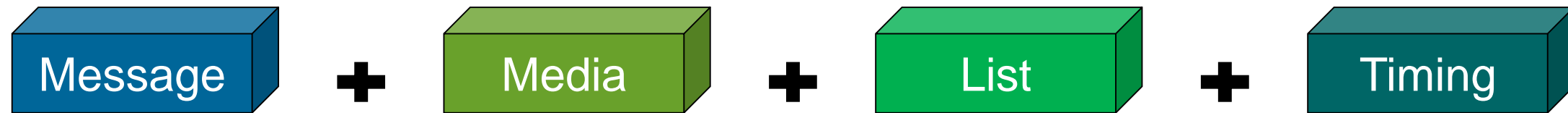
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For Every Direct Marketing Appeal...

We need to identify...



How we deliver the message

- Will they see it?
- Will they open it?
- Will they read it?
- How much does it cost?

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The Research

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23

institutions

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6.6 million

constituents

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\$221.9 million

donated

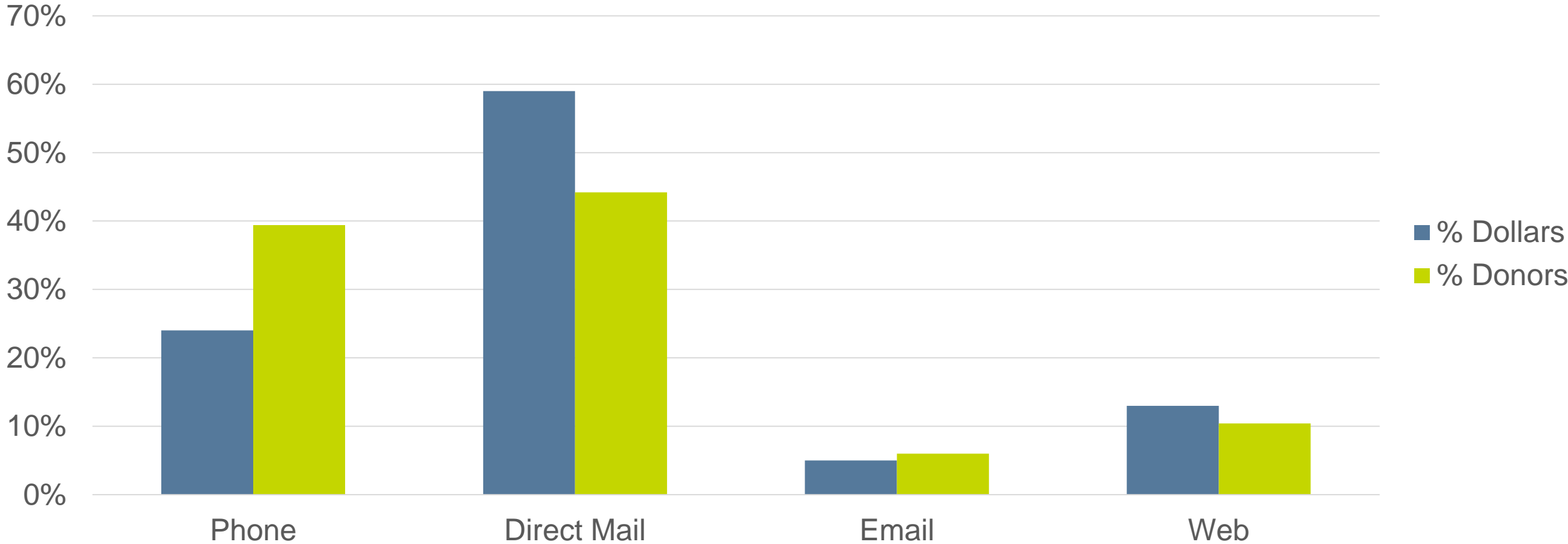
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2013: Phone and Direct Mail Led in Percent of Dollars and Donors

Reeher Community – Percent of Dollars and Donors by Channel



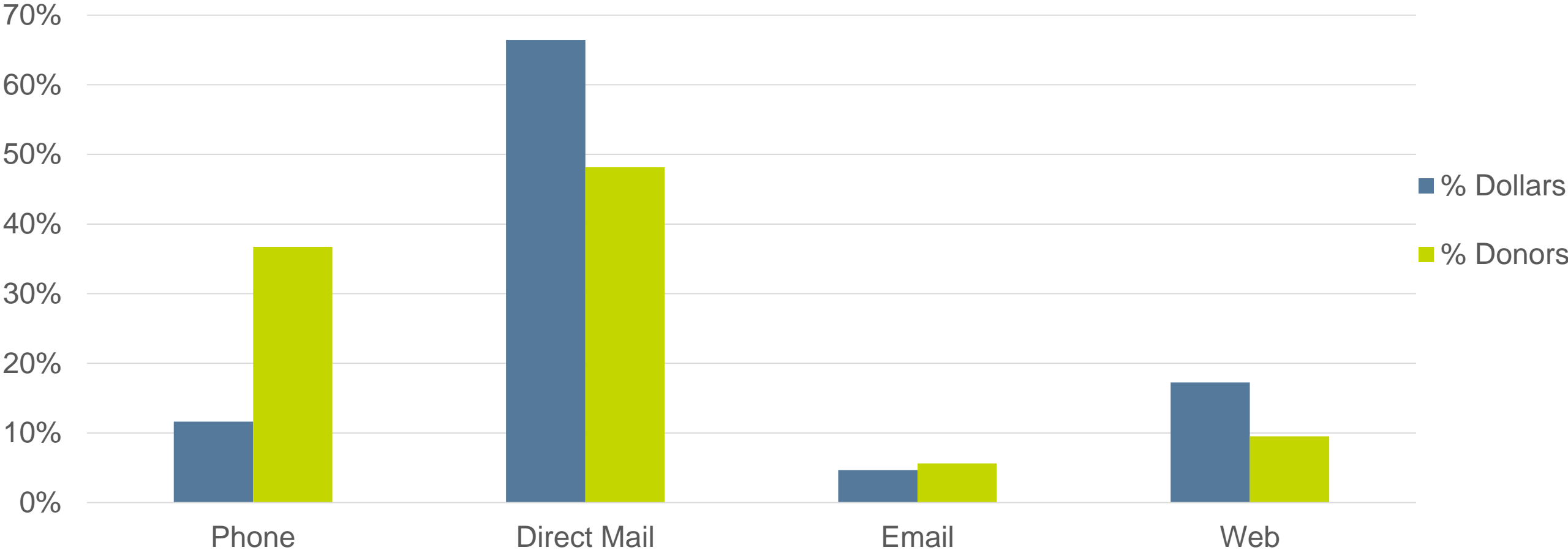
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2014: Direct Mail and Web Led in Percent of Dollars

Reeher Community – Percent of Dollars and Donors by Channel

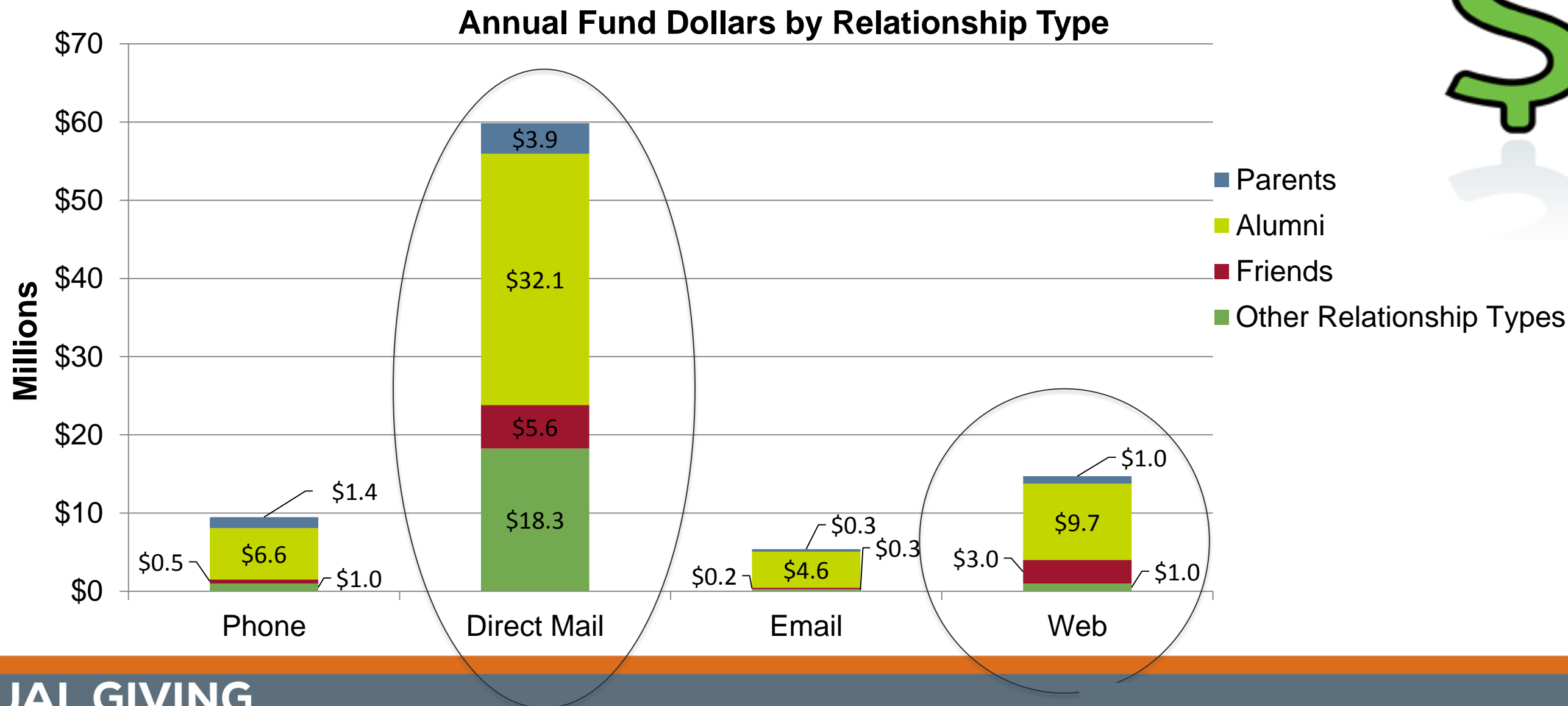


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Direct Mail Brings in the Most Money of All Channels



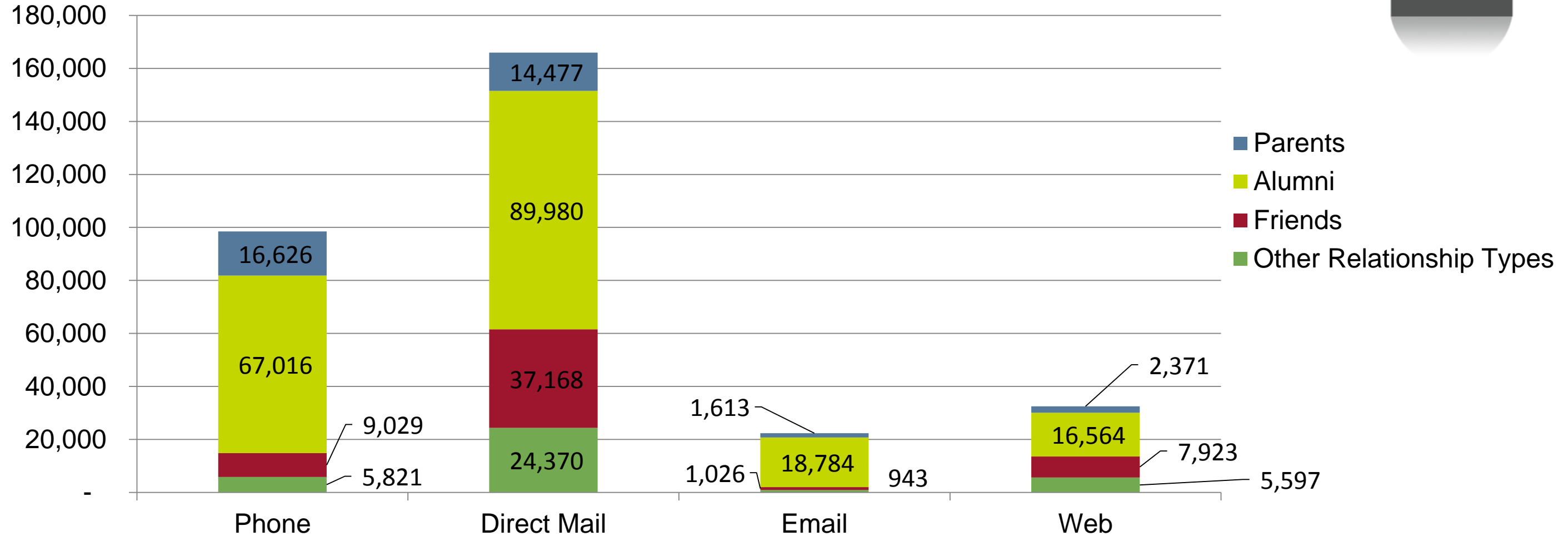
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Phone and Direct Mail Lead in Numbers of Donors

of Annual Fund Donors by Relationship Type



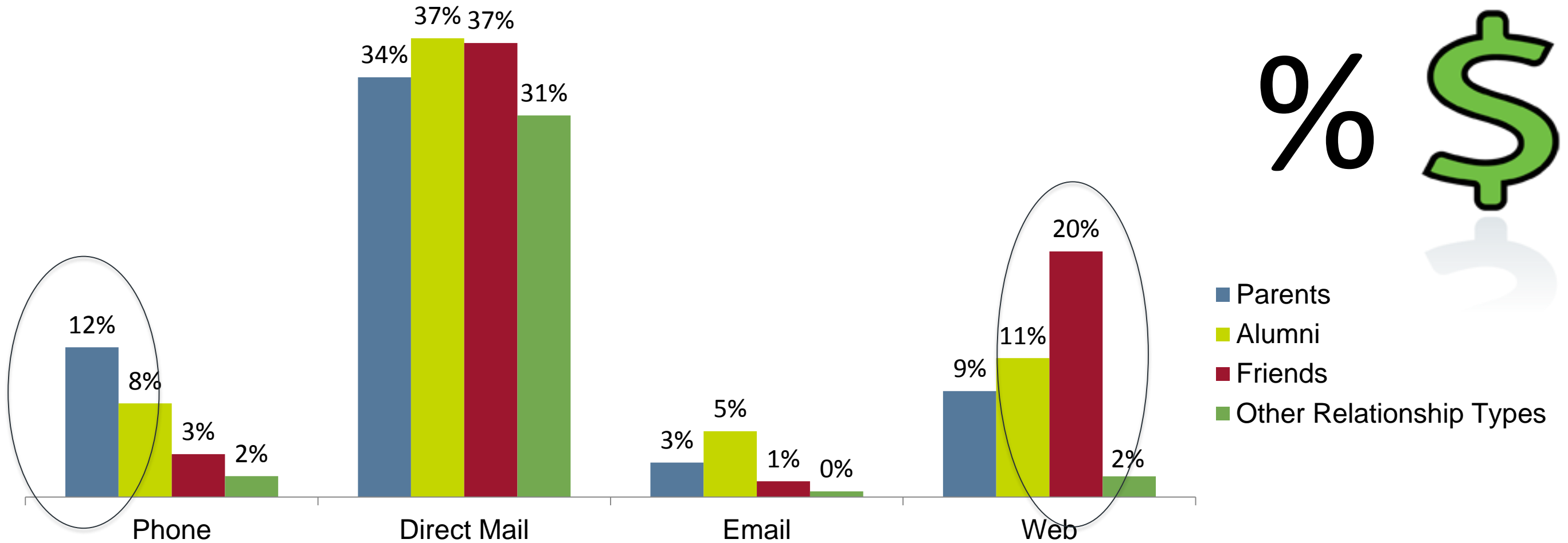
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Preferences for Phone and Web Vary by Relationship Type

Percent of Annual Fund Dollars by Relationship Type

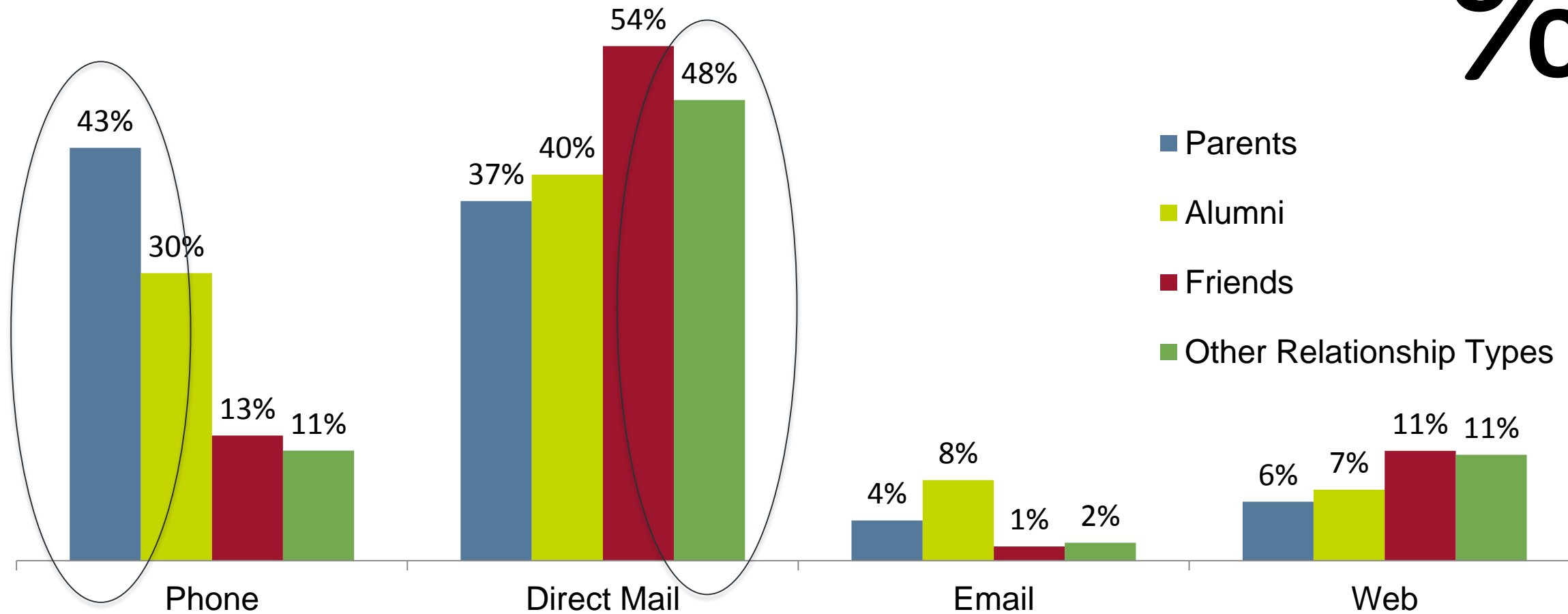
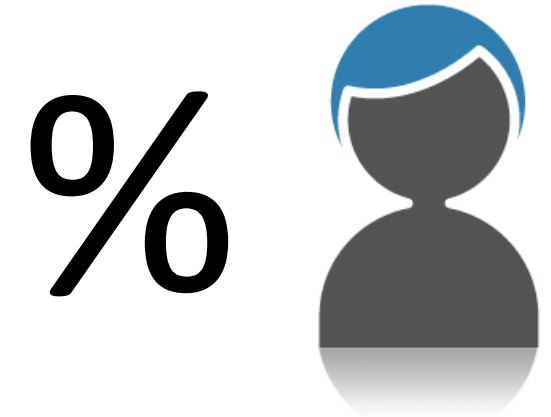


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Phone is Effective at Getting Parents to Donate

% of Annual Fund Donors by Relationship Type



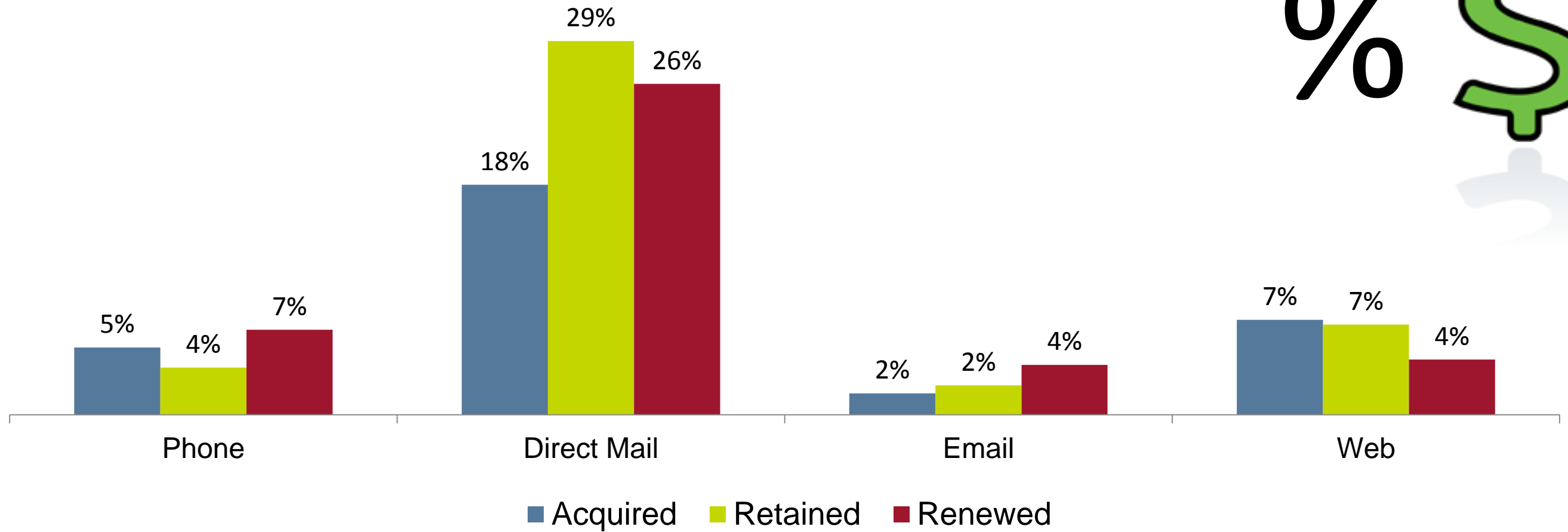
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Direct Mail Performs for Acquisition, Retention and Renewals

Percent of Annual Fund Dollars by Donor Type



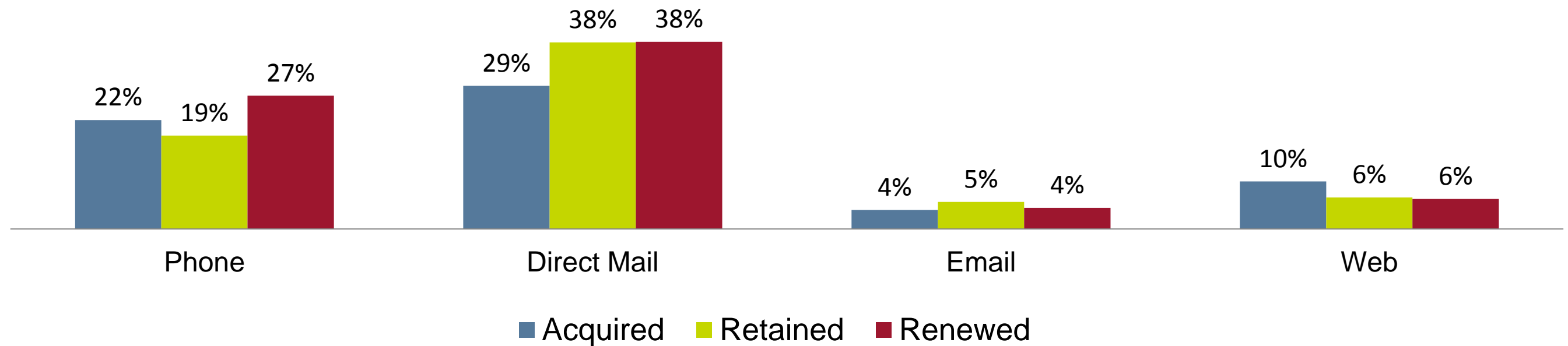
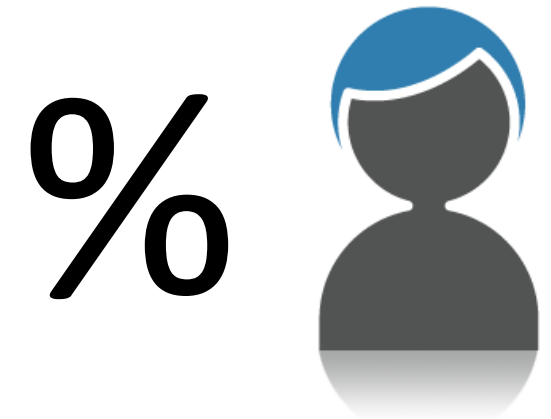
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Phone's Strong Response Rate Cannot be Dismissed

Percent of Annual Fund Donors by Donor Type



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How Often Do Donors Switch Channels?

All Donors

FY 2014

FY 2013

	Phone	Direct Mail	Email	Web	Officer	Other/No Type	Total Donors
Phone	64%	24%	2%	3%	1%	6%	100%

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Switching is Common; Direct Mail is the Stickiest

All Donors

FY 2014

FY 2013

	Phone	Direct Mail	Email	Web	Officer	Other/No Type	Total Donors
Phone	64%	24%	2%	3%	1%	6%	100%
Direct Mail	10%	77%	2%	3%	0%	7%	100%
Email	8%	15%	56%	9%	2%	11%	100%
Web	9%	17%	4%	61%	1%	8%	100%
Officer	11%	23%	6%	9%	38%	14%	100%
Other/No Type	6%	24%	7%	3%	1%	61%	100%

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Where Did We Lose Donors From Last Year?

All Constituents

FY 2014

FY 2013

	Phone	Direct Mail	Email	Web	Officer	Other/No Type	Non-Donor	Total Constituents
Phone	34%	13%	1%	2%	0%	3%	47%	100%
Direct Mail	6%	50%	2%	2%	0%	5%	35%	100%
Email	5%	10%	36%	6%	1%	7%	36%	100%
Web	5%	10%	3%	35%	1%	5%	42%	100%
Officer	8%	16%	4%	6%	27%	10%	29%	100%
Other/No Type	4%	15%	4%	2%	0%	39%	36%	100%
Non-Donor	3%	4%	0%	1%	0%	2%	90%	100%

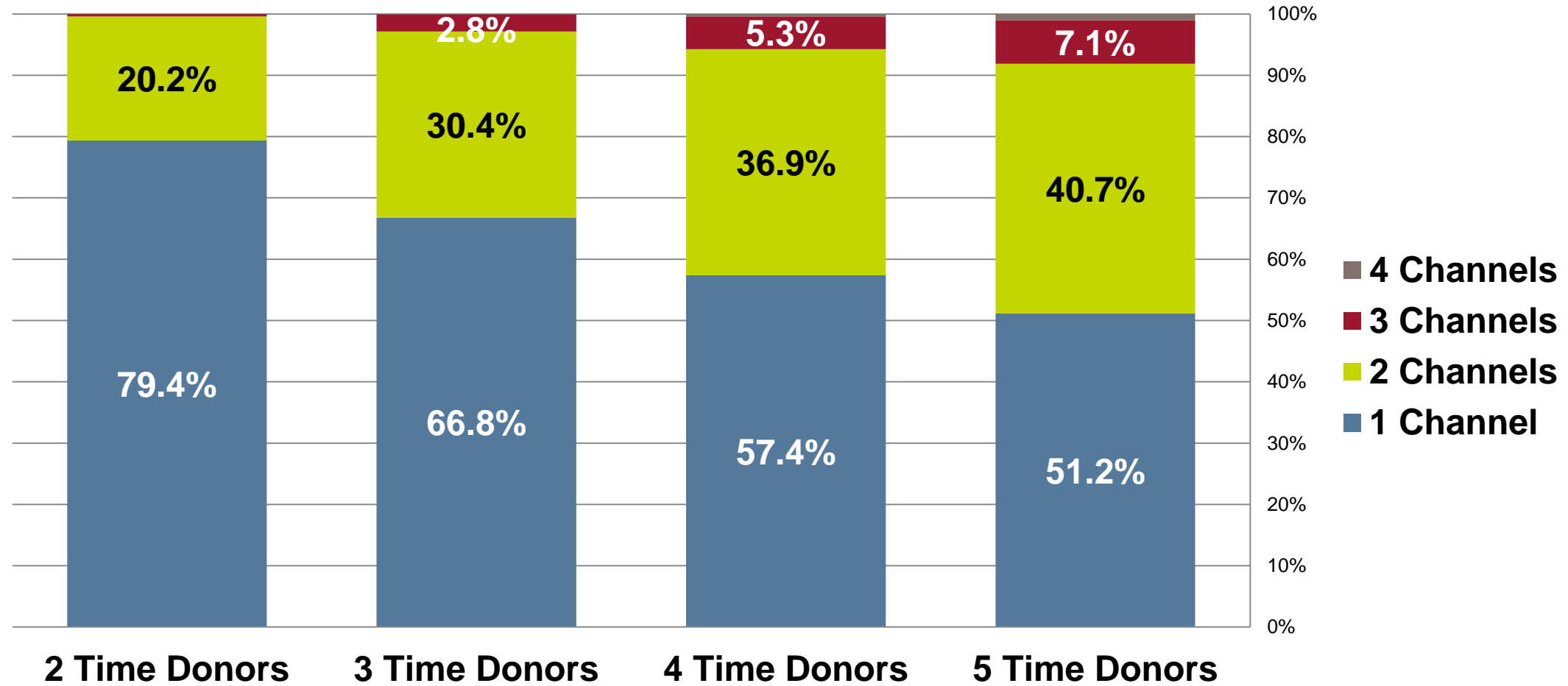
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People Move from Channel to Channel

Channel Usage Among Multi-Year Donors

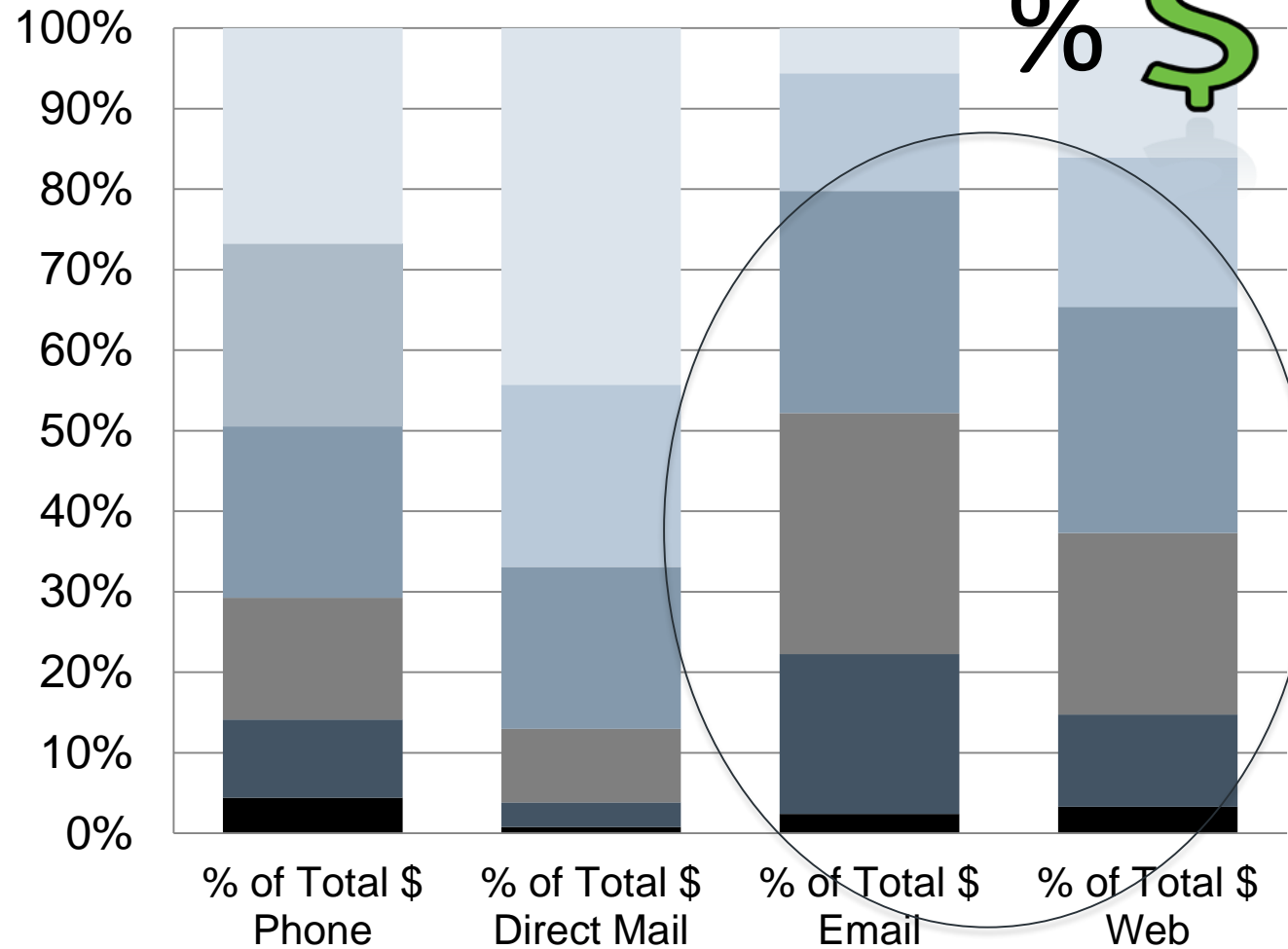


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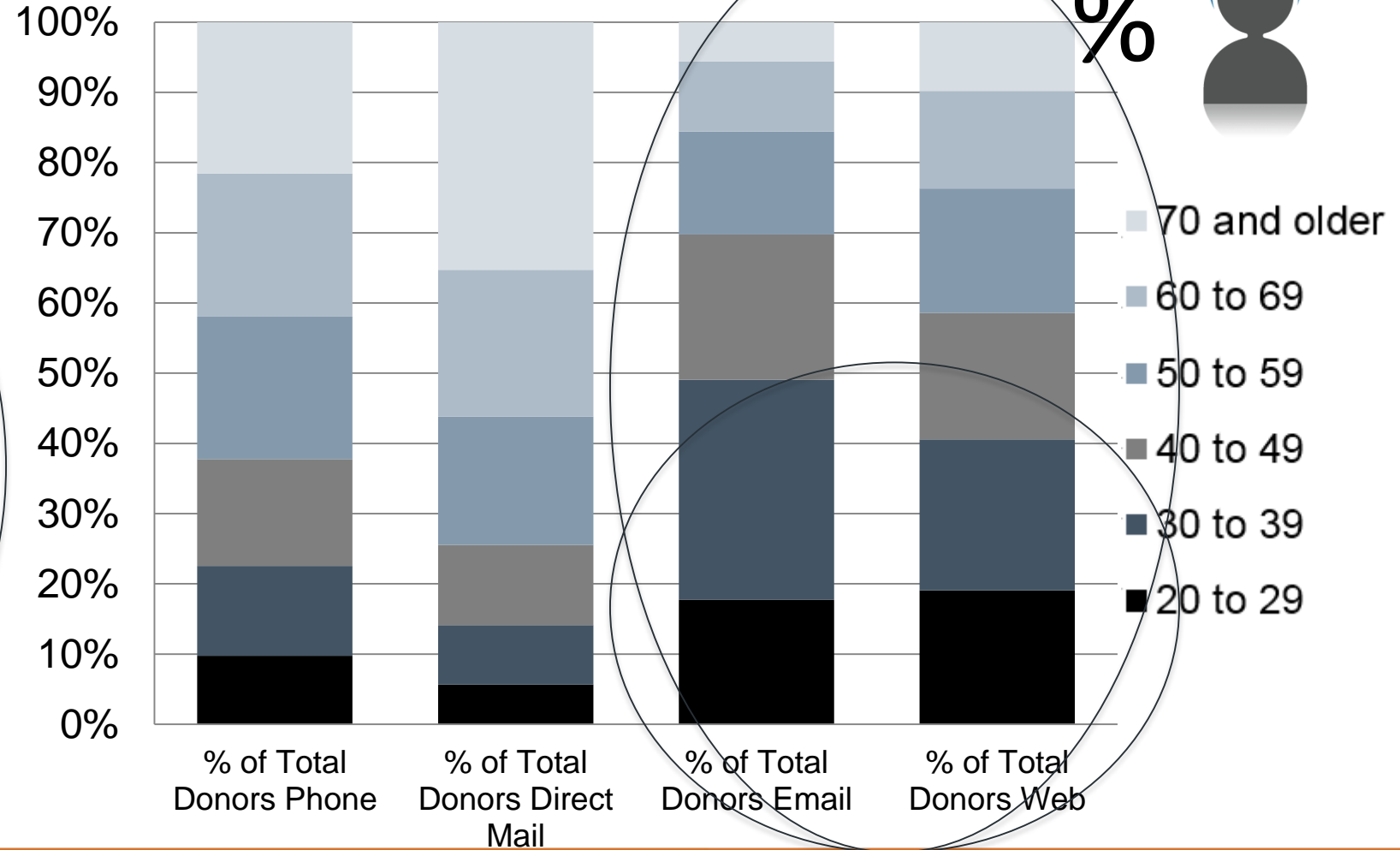
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Donors of All Ages Like Email and Web

Channel Dollars by Age



Channel Donors by Age

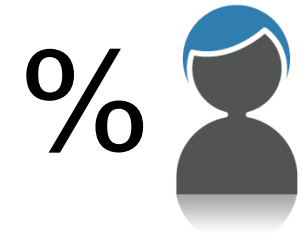


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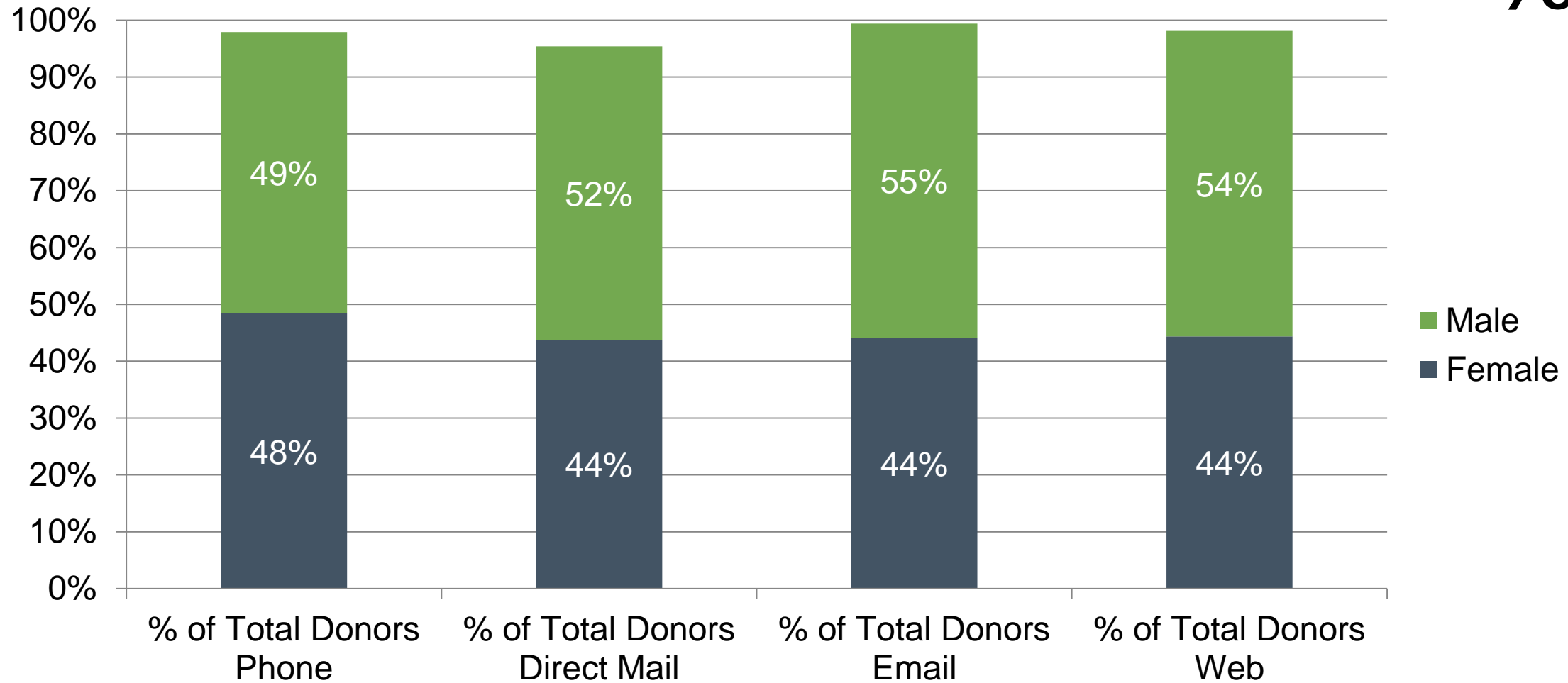
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Does the Gender of the Donor Make a Difference?



Channel Donors by Gender



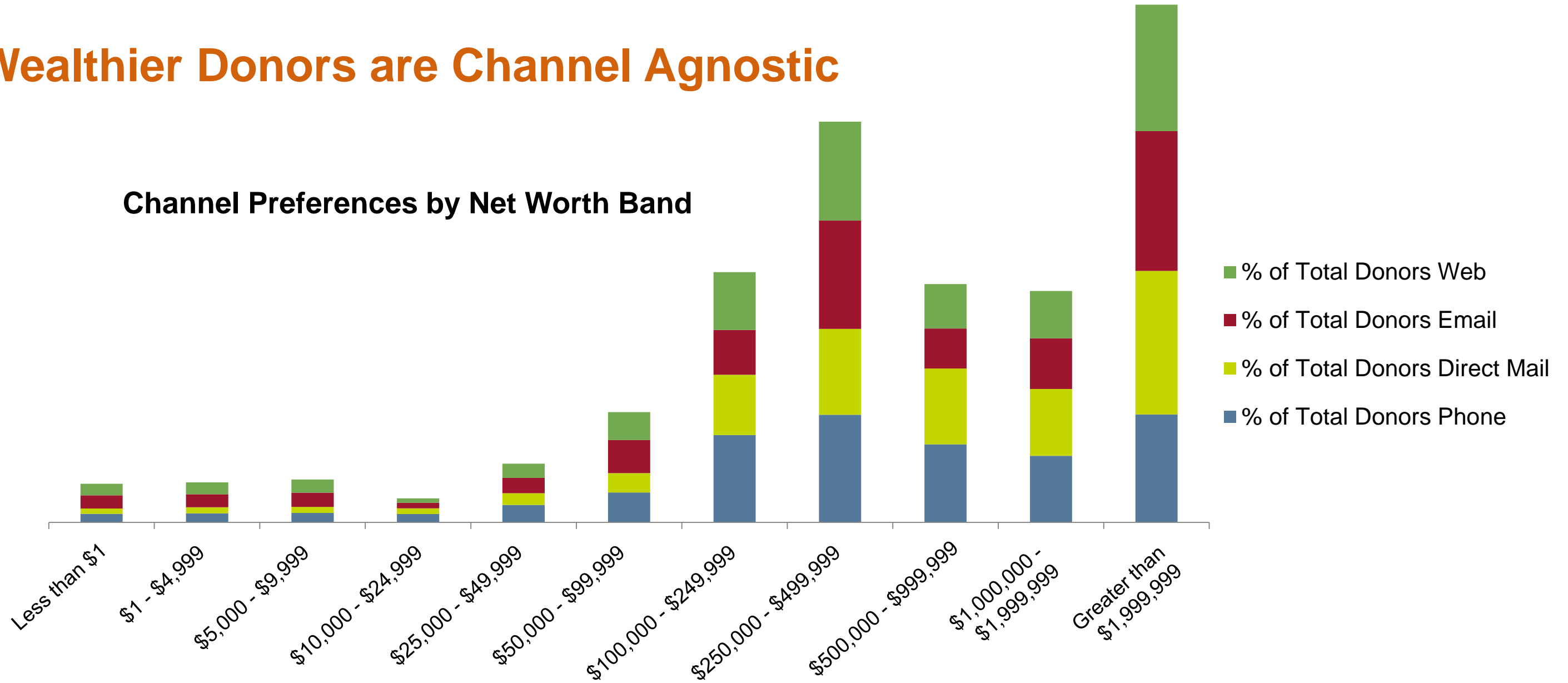
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Wealthier Donors are Channel Agnostic

Channel Preferences by Net Worth Band



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Summary

- Direct Mail
 - The most dollars and donors, from all channels
 - The stickiest channel
- Phone
 - 2nd highest number of donors
 - Strong response with parents, new donors
- Web and Email
 - Web edged out phone to contribute 2nd highest dollar amount by channel
 - Large response from “younger” donors, friends
- Constituents are open to all channels; having a multi-channel strategy is essential

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Applying the Research with the Reeher Platform

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Fiscal Year: FY2015

+ VIEWPORTS

DONORS »

DOLLARS »

APPEALS »

OPERATING REPORTS »

FY2015 Appeals

First Previous 1 2 3 4 5 Next Last



Appeal type missing on 0 of 354

1 to 5 of 354 Appeals

Search Appeals

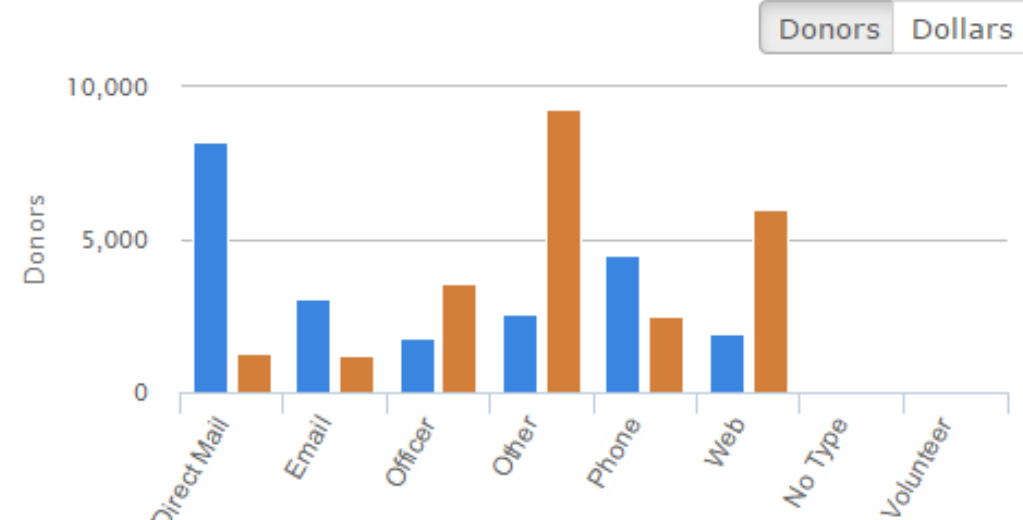
Appeal Code	Description	Type	Initiated FY	Solicited	Cost	Cash In FY	Donors In FY	Total Cash	Total Donors	Avg. Gift	Participation Rate
D7SL1	Save the Date Postcard	Direct Mail	2015	69		\$1,120.00	13	\$1,120.00	13	\$86.15	18.8%
SL07	Senior Gift Grand Mailing	Direct Mail	2009	7,424	\$800,000.00	\$153,610.03	496	\$3,302,405.95	6,825	\$483.87	91.9%
V7FL1	Class President Breakfast	Direct Mail	2014	292	\$1,000.00	\$220.00	7	\$4,270.00	68	\$62.79	23.3%
E6SN1	Commencement Chapbook	Direct Mail	2013	594	\$1,060.70	\$25.00	2	\$6,228.00	180	\$34.60	30.3%
MEM06	Holiday Card	Direct Mail	2013	3,126	\$60,000.00	\$20.00	1	\$142,255.48	1,459	\$97.50	46.7%

Annual Fund Layer: Appeals Tab

FYTD2015 Channel Performance

Type	Cash	% Cash	Donors	% Donors	Avg. Cash Gift
Direct Mail	\$227,149	3.8%	<u>1,303</u>	6.1%	\$174
Phone	\$321,846	5.4%	<u>2,469</u>	11.5%	\$130
Email	\$106,483	1.8%	<u>1,194</u>	5.6%	\$89
Web	\$738,049	12.4%	<u>5,998</u>	27.9%	\$123
Officer	\$1,359,314	22.8%	<u>3,571</u>	16.6%	\$381
Volunteer	\$0	0.0%	0	0.0%	\$0
Other	\$3,219,915	53.9%	<u>9,319</u>	43.4%	\$346
Overall	\$5,972,755	100%	<u>21,471</u>	100%	\$278

FYTD2015 Channel Performance Comparison



Appeal Summary

Appeal Summary

PR7CI - Recognition Mailer Spring 🖨️ ⓘ

Type: Direct Mail Owner: ✎

Initiated Fiscal Year: 2014 Cost: \$10,000.00

Drop Date: ✎ Number Solicited: [983](#) ✎ Upload List

EXECUTIVE SUMMARY | ATTACHMENTS (0)

Overall Performance

Cash: **\$19,685**

Donors: [331](#)

Average Cash Giving: **\$59**

Median Cash Giving: **\$50**

Cash Giving Range: **\$5-\$500**

Participation Rate: **33.67%**

Cost to Raise \$1: **\$0.51**

Cost Per Donor: **\$30.21**

Annual Fund Performance

Cash: **\$19,685**

Donors: [331](#)

Cumulative Cash Giving

Dollars | Donors

Weeks After First Donation	Donors
1	10
2	15
3	20
4	25
5	30
6	40
7	70
8	90
9	100
10	150
11	190
12+	330

Designation of Giving

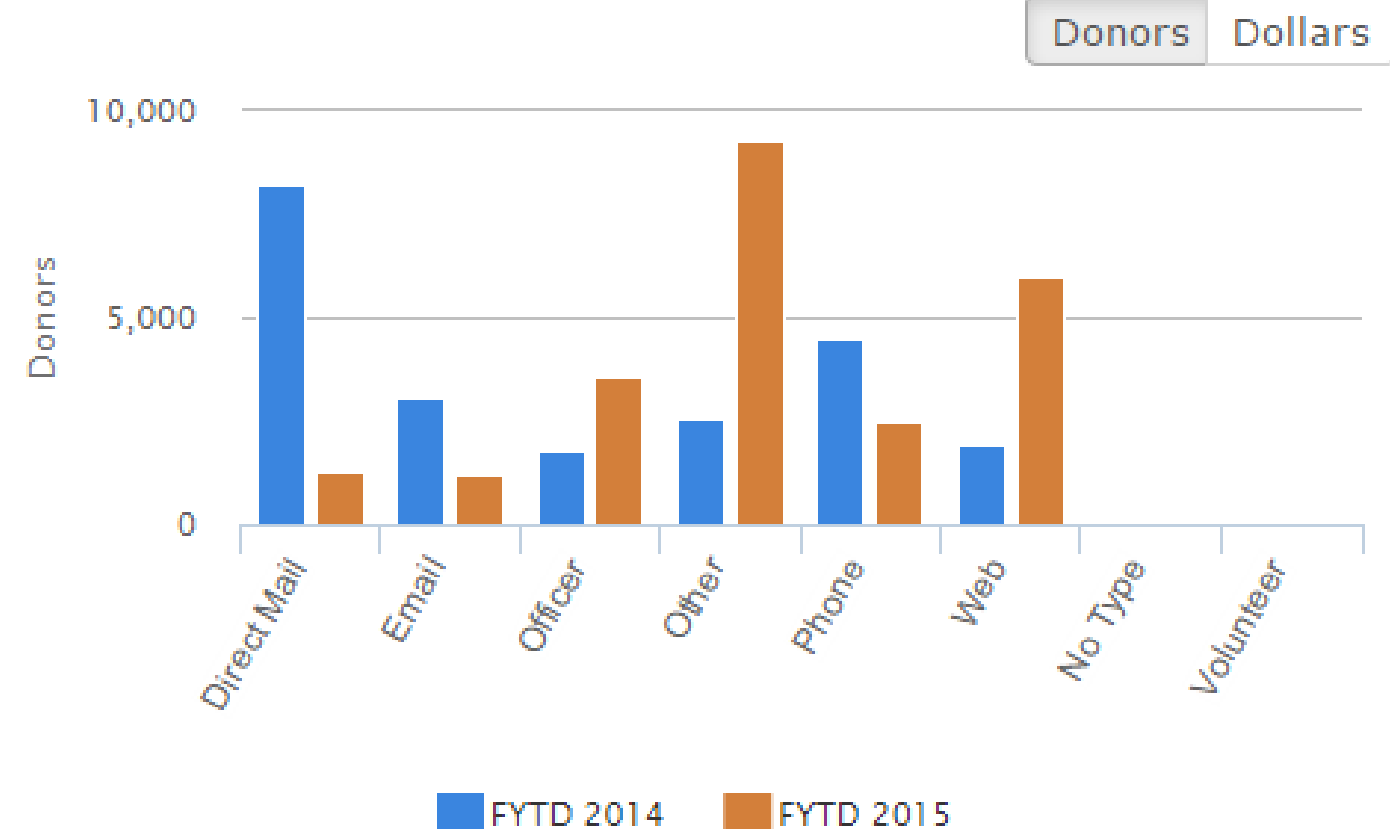
Designation	Designation School/Unit	Cash Giving	Donors
Phil and Ted's Undergraduate Research Fund	School of Business	\$17,190.00	289
The Joe Foxworthy Community Fellowship	Continuing Education	\$1,925.00	39
Class of 1984 General Scholarship Fund	School of Business	\$495.00	11
Katie Olives Scholarship Fund	School of Pharmacy	\$50.00	1
Health Sciences Care Program	School of Health	\$25.00	1

Channel Performance Viewports

FYTD2015 Channel Performance

Type	Cash	% Cash	Donors	% Donors	Avg. Cash Gift
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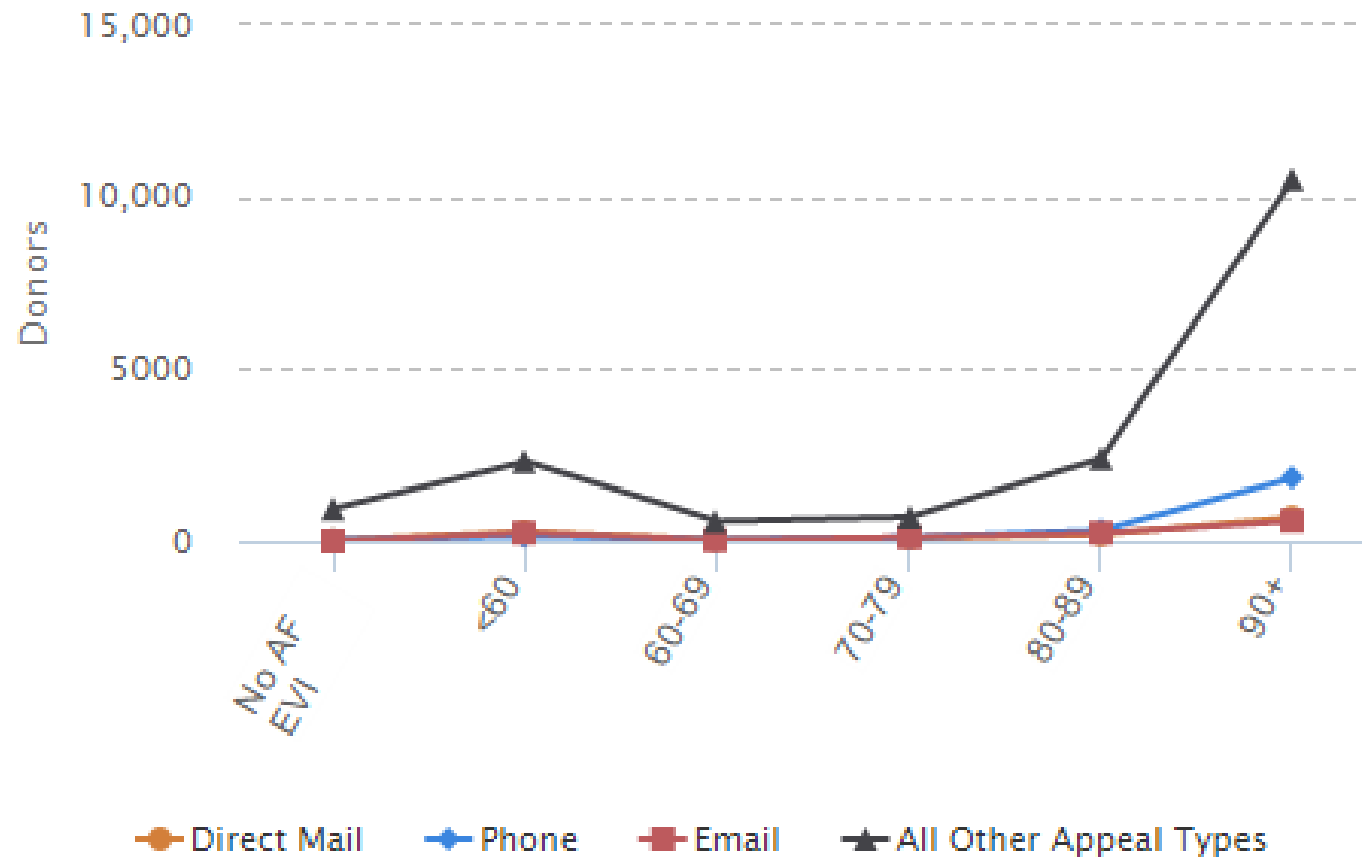
FYTD2015 Channel Performance Comparison



FYTD2015 AF EVI Performance by Channel



Donors Dollars



AF EVI Performance by Channel Viewport: Chart and Table Views

FYTD2015 AF EVI Performance by Channel



Donors Dollars

AF EVI	Direct Mail	Phone	Email	All Other Appeal Types
No AF EVI	25	26	4	955
<60	269	149	234	2,313
60-69	38	36	27	581
70-79	85	106	111	705
80-89	196	313	232	2,400
90+	690	1,839	586	10,529
Total	1,303	2,469	1,194	17,483

Channel Migration



FYTD 2015

Type FY 2014	LYBUNT	Direct Mail	Phone	Email	Web	Officer	Volunteer	Other	No Type
Direct Mail	<u>5,683</u>	<u>480</u>	<u>578</u>	<u>83</u>	<u>909</u>	<u>521</u>	0	<u>3,349</u>	0
Phone	<u>2,081</u>	<u>82</u>	<u>449</u>	<u>39</u>	<u>865</u>	<u>1,077</u>	0	<u>1,330</u>	0
Email	<u>1,636</u>	<u>37</u>	<u>364</u>	<u>216</u>	<u>554</u>	<u>693</u>	0	<u>460</u>	0
Web	<u>1,257</u>	<u>26</u>	<u>187</u>	<u>43</u>	<u>539</u>	<u>499</u>	0	<u>284</u>	0
Officer	<u>1,706</u>	<u>54</u>	<u>157</u>	<u>53</u>	<u>832</u>	<u>1,053</u>	0	<u>1,248</u>	0
Volunteer	0	0	0	0	0	0	0	0	0
Other	<u>1,731</u>	<u>79</u>	<u>487</u>	<u>35</u>	<u>668</u>	<u>273</u>	0	<u>1,048</u>	0

Channel Migration Viewport

FYTD2015 Donor Type Performance by Channel



Donors Dollars

Type	Acquired	Retained	Renewed
Direct Mail	310	589	404
Email	111	398	685
Officer	304	2,773	494
Other	1,924	5,658	1,737
Phone	102	1,798	569
Web	847	3,577	1,574
Overall	3,485	12,849	5,137

Donor Type Performance by Channel Viewport

Operating Reports: Channel Summary

School/Unit Designation(s): 17 of 17 selected

Primary Relationship Type(s): 9 of 9 selected

+ VIEWPORTS

Channel Summary

Period: Fiscal Year to Date



Dollar Performance

Channel	FYTD 2011	FYTD 2012	FYTD 2013	FYTD 2014	FYTD 2015	Unit Change	% Change
Other	\$793,813	\$1,823,754	\$1,940,058	\$675,800	\$3,219,915	\$2,544,114	376.5%
Officer	\$370,755	\$247,597	\$114,963	\$232,494	\$1,359,314	\$1,126,820	484.7%
Web	\$113,990	\$251,409	\$210,122	\$283,642	\$738,049	\$454,408	160.2%
Phone	\$2,164,008	\$2,440,207	\$472,718	\$1,472,694	\$321,846	(\$1,150,849)	-78.1%
Direct Mail	\$1,050,157	\$155,397	\$2,423,120	\$2,592,170	\$227,149	(\$2,365,021)	-91.2%
Email	\$178,377	\$250,606	\$204,679	\$299,873	\$106,483	(\$193,390)	-64.5%
Total	\$4,671,100	\$5,168,969	\$5,365,660	\$5,556,672	\$5,972,755	\$416,083	7.5%

Donor Performance

Channel	FYTD 2011	FYTD 2012	FYTD 2013	FYTD 2014	FYTD 2015	Unit Change	% Change
Other	<u>2,806</u>	<u>4,082</u>	<u>3,942</u>	<u>2,569</u>	<u>9,319</u>	6,750	262.7%
Web	<u>1,018</u>	<u>1,712</u>	<u>1,702</u>	<u>1,911</u>	<u>5,998</u>	4,087	213.9%
Officer	<u>3,567</u>	<u>3,041</u>	<u>1,926</u>	<u>1,764</u>	<u>3,571</u>	1,807	102.4%
Phone	<u>7,114</u>	<u>7,845</u>	<u>3,067</u>	<u>4,508</u>	<u>2,469</u>	-2,039	-45.2%
Direct Mail	<u>2,967</u>	<u>1,433</u>	<u>7,476</u>	<u>8,219</u>	<u>1,303</u>	-6,916	-84.1%
Email	<u>1,963</u>	<u>1,956</u>	<u>2,136</u>	<u>3,055</u>	<u>1,194</u>	-1,861	-60.9%
Overall	<u>17,701</u>	<u>18,403</u>	<u>18,439</u>	<u>19,874</u>	<u>21,471</u>	1,597	8.0%

Questions?

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Thank You.

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Appendix

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**Reeher Community
Customers
Included in
Channel Analysis**

Client Name	Composite
Ball State University	National - Public
Clark University	National - Private
College of Charleston	Regional - Public
College of the Holy Cross	National Liberal Arts
Colorado College	National Liberal Arts
Colorado School of Mines Foundation	National - Public
Colorado State University	National - Public
Creighton University	Regional - Private
Duquesne University	National - Private
Fordham University	National - Private
Fresno State	National - Public
Hamilton College	National Liberal Arts
Harvard Business School	National Liberal Arts
Ohio University	National - Public
Otterbein University	Regional - Private
Saint Louis University	National - Private
Skidmore College	National Liberal Arts
Trinity College	National Liberal Arts
Tulane University	National - Private
UC-Irvine	National - Public
University of California - Davis	National - Public
University of Cincinnati Foundation	National - Public
University of Southern California	National - Private

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