

TECHNOLOGY CHANGES THE NATURE OF ONLINE GIVING



Understanding your audience is the sacred piece of any puzzle. Who are your donors, and what drives them to engage with your organization? What characteristics can you count on your donors to have, and how can you strategize to find more like them? As the digital agency of record for a large mid-west nonprofit organization, Advance 360 began with these questions.

But there were real goals to solve. Donor relations is becoming even more important, but with resources waning, the hand-to-hand nature of these relationships is being eclipsed by a desire to drive transactional gifts. These automations, when done well, can still feel personal, allowing staff the time to concentrate on the kinds of relationships that might still require them to be present.

Such was the case for our client.

GOAL

**DRIVE ONLINE GIVING, DRAMATICALLY
INCREASING THE NUMBER AND VALUE
OF TRANSACTIONS**



+60%

Online Transactions



+53%

Revenue

This activity was generated in Q4, 2017, and compared to the same periods of the prior year.



69.6%
SOCIAL



13.9%
EMAIL



16.4%
DISPLAY and SEARCH

CREATIVE STRATEGY

These results represent a creative shift as well. With the personal connections missing, it became increasingly important for the creative to generate the emotion that might have been conveyed by discussion. Stories about how contributions served individuals in the community became the currency of the engagements. Multiple stories were tested, and determinations made on the value of each based on their conversion metrics. Optimizations were performed in accordance with the best performers, amplifying the work of single stories and pieces of creative over time.



+7X

Conversion Rate
Improvement Year Over Year

NOTABLE

As is often the case in nonprofits, budgets must be fluid based on audited revenue from previous years. In Q4 2017, the organization needed to decrease spending by 20% over 2016. Even with this decrease, the Return on Investment (ROI) improved by 2.8 times.



20%
Less Spend



2.8X
Return On Investment