Show Me the Money: Reaching Donors Across Generations

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Methodology

• **Phase 1** – Focus Groups among Gen Y and X donors, December 2009

• **Phase 2** – Online Survey of 1500+ US Donors, January 2010
Fundraising Emphasis: Matures
Future Giving
Donations plans to top charity next year

- Increase: 31% for Gen Y, 24% for Gen X, 17% for Boomers, 8% for Matures
- Same: 46% for Gen Y, 48% for Gen X, 54% for Boomers, 61% for Matures
- Decrease: 4% for Gen Y, 4% for Gen X, 2% for Boomers, 3% for Matures
- DK: 19% for Gen Y, 24% for Gen X, 27% for Boomers, 28% for Matures
More on Gen Y

Defining Values
Time to give back
What’s in it for me?
Online connection

Value
• Size
• Lifetime value
• Lower cost appeals
• Active supporters/promoters

BUT
• Require multichannel appeals
• Tracking difficult

Social Media Habits (% doing regularly)
- 70%
- 49%
- 25%
- 16%

Mobile Habits
- 49% Mobile ONLY phone
- 32% Mobile primary
- 42% Facebook Mobile app
- 53% Texters
More on Gen X

Defining Values
Peer-motivated
Support random, emotional
Time vs. money
Online connection

Value
• Size of gifts to top charities
• Lifetime value
• Lower-cost appeals
• More than dollars
• Viral promoters
• Most Educated, Higher Income

BUT
• Harder to secure

Social Media Habits
(% doing regularly)

56% Facebook
30% YouTube
13% Myspace
11% Twitter
11% LinkedIn

Mobile Habits
28% Mobile ONLY phone
37% Mobile is primary
27% Facebook mobile app
40% Texters
More on Boomers

Defining Values
Giving more planned
Efficiency/overhead concerns
2-in-10 retired

Value
• Largest cohort
• Size and dollars
• Income

Tech/Media Profile
29% Facebook (reg)
(60% Total)
17% Texters
47% E-newsletters
55% Bank online
33% Shop online
More on Matures

**Defining Values**
Pre-meditated giving  
Loyal  
But guarded  
Scrutiny

**Value**
- Largest annual contributions  
- Greater # of groups  
- Tracking/Direct mail responsive

**BUT**
- Smallest cohort and shrinking  
- Less open to new appeals

**Tech/Media Profile**
- 17% Facebook (reg)  
  (50% Total)  
- 5% Texters  
- 48% E-newsletters  
- 57% Bank online  
- 34% Shop online
Giving Channels

% donated this way in last 2 years (total)

<table>
<thead>
<tr>
<th>Channel</th>
<th>GEN Y</th>
<th>GEN X</th>
<th>BOOMERS</th>
<th>MATURES</th>
</tr>
</thead>
<tbody>
<tr>
<td>Checkout Donation</td>
<td>48%</td>
<td>57%</td>
<td>52%</td>
<td>48%</td>
</tr>
<tr>
<td>Check by Mail</td>
<td>26%</td>
<td>43%</td>
<td>54%</td>
<td>77%</td>
</tr>
<tr>
<td>Gift Shop</td>
<td>28%</td>
<td>35%</td>
<td>32%</td>
<td>30%</td>
</tr>
<tr>
<td>Website</td>
<td>29%</td>
<td>35%</td>
<td>31%</td>
<td>25%</td>
</tr>
<tr>
<td>Fundraising Event</td>
<td>22%</td>
<td>28%</td>
<td>28%</td>
<td>31%</td>
</tr>
<tr>
<td>Honor/Tribute Gift</td>
<td>22%</td>
<td>22%</td>
<td>27%</td>
<td>35%</td>
</tr>
<tr>
<td>Third Party Vendor</td>
<td>25%</td>
<td>27%</td>
<td>17%</td>
<td>12%</td>
</tr>
<tr>
<td>Phone</td>
<td>8%</td>
<td>10%</td>
<td>16%</td>
<td>25%</td>
</tr>
<tr>
<td>Monthly Debit</td>
<td>11%</td>
<td>17%</td>
<td>14%</td>
<td>11%</td>
</tr>
<tr>
<td>Mobile/Text</td>
<td>14%</td>
<td>13%</td>
<td>4%</td>
<td>2%</td>
</tr>
<tr>
<td>Social Networking Site</td>
<td>9%</td>
<td>6%</td>
<td>4%</td>
<td>2%</td>
</tr>
</tbody>
</table>

Emerging Channel: 14% 13%
Solicitation Channel Appropriateness
(From charities/nonprofits with established relationship)

% say appropriate solicitation channel (rank ordered by very important –blue)

<table>
<thead>
<tr>
<th>Channel</th>
<th>Total</th>
<th>Gen Y</th>
<th>Gen X</th>
<th>Boomer</th>
<th>Mature</th>
</tr>
</thead>
<tbody>
<tr>
<td>Peer to Peer</td>
<td>84%</td>
<td>87%</td>
<td>89%</td>
<td>82%</td>
<td>76%</td>
</tr>
<tr>
<td>Mail</td>
<td>77%</td>
<td>77%</td>
<td>79%</td>
<td>74%</td>
<td>77%</td>
</tr>
<tr>
<td>Email</td>
<td>65%</td>
<td>76%</td>
<td>69%</td>
<td>60%</td>
<td>51%</td>
</tr>
<tr>
<td>Social Media</td>
<td>47%</td>
<td>69%</td>
<td>60%</td>
<td>38%</td>
<td>17%</td>
</tr>
<tr>
<td>Phone</td>
<td>42%</td>
<td>51%</td>
<td>42%</td>
<td>39%</td>
<td>34%</td>
</tr>
<tr>
<td>Text</td>
<td>23%</td>
<td>38%</td>
<td>25%</td>
<td>16%</td>
<td>13%</td>
</tr>
</tbody>
</table>

12
 Awareness of Haiti Text-to-Donate

Seen/heard anything recently about making a donation via text for earthquake relief in Haiti?

77% total

Heard a lot, 57%
Heard some, 20%
No, 23%

<table>
<thead>
<tr>
<th>Age Group</th>
<th>Yes Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Gen Y</td>
<td>60%</td>
</tr>
<tr>
<td>Gen X</td>
<td>64%</td>
</tr>
<tr>
<td>Boomers</td>
<td>52%</td>
</tr>
<tr>
<td>Matures</td>
<td>50%</td>
</tr>
</tbody>
</table>
Awareness (top charity)

**Gen Y**
- Mainstream media: 27%
- Word of mouth: 22%
- School: 18%
- Peer to peer event: 14%

52% first learned childhood
Average time support: 4 yrs

**Gen X**
- Mainstream media: 24%
- Word of mouth: 18%
- Mail: 16%
- Peer to peer event: 11%
- Work/job: 11%
- Product purchase: 11%

32% first learned childhood
Average time support: 7 yrs

**Boomers**
- Mainstream media: 28%
- Mail: 19%
- Word of mouth: 16%
- Work/job: 11%

55% first learned 30’s+
24% childhood, 21% y adult
Average time support: 13 yrs

**Matures**
- Mail: 35%
- Mainstream media: 24%
- Word of mouth: 18%

68% first learned 30’s+
Average time support: 15 yrs
# First Engagement

<table>
<thead>
<tr>
<th>Generation</th>
<th>First Engagement</th>
<th>Direct donation</th>
<th>Attended event</th>
<th>Visited website</th>
<th>Promoted to others</th>
<th>Donated goods</th>
<th>Volunteered</th>
</tr>
</thead>
<tbody>
<tr>
<td>Gen Y</td>
<td></td>
<td>42%</td>
<td>19%</td>
<td>27%</td>
<td>15%</td>
<td>23%</td>
<td>15%</td>
</tr>
<tr>
<td>Gen X</td>
<td></td>
<td>51%</td>
<td>18%</td>
<td>28%</td>
<td>16%</td>
<td>25%</td>
<td>16%</td>
</tr>
<tr>
<td>Boomers</td>
<td></td>
<td>61%</td>
<td>13%</td>
<td>19%</td>
<td></td>
<td>25%</td>
<td>13%</td>
</tr>
<tr>
<td>Matures</td>
<td></td>
<td>71%</td>
<td>13%</td>
<td></td>
<td></td>
<td>26%</td>
<td>13%</td>
</tr>
</tbody>
</table>
Engagement Today

- Donate directly charity: 68%
  - GEN Y: 50%
  - GEN X: 66%
  - BOOMERS: 76%
  - MATURES: 81%
- Donate goods (clothing, food): 28%
  - GEN Y: 26%
  - GEN X: 30%
  - BOOMERS: 30%
  - MATURES: 23%
- Visit their website: 23%
  - GEN Y: 34%
  - GEN X: 23%
  - BOOMERS: 20%
  - MATURES: 13%
- Volunteer: 13%
  - GEN Y: 14%
  - GEN X: 17%
  - BOOMERS: 11%
  - MATURES: 7%
- Support friend walk/run/etc: 12%
  - GEN Y: 16%
  - GEN X: 13%
  - BOOMERS: 11%
  - MATURES: 6%
- Promote them online: 12%
  - GEN Y: 19%
  - GEN X: 14%
  - BOOMERS: 9%
  - MATURES: 5%
- Fundraise: 8%
  - GEN Y: 13%
  - GEN X: 8%
  - BOOMERS: 7%
  - MATURES: 4%
- Participate in walk/run/event: 7%
  - GEN Y: 13%
  - GEN X: 9%
  - BOOMERS: 5%
  - MATURES: 3%
- Advocacy campaigns: 6%
  - GEN Y: 8%
  - GEN X: 9%
  - BOOMERS: 5%
  - MATURES: 2%
“Making a Difference”

Where do you think you can make the most difference with (top charity)?

- **Gen Y**: 41% Money, 12% Volunteer, 18% Donate goods, 16% Spread word, 7% Fundraise
- **Gen X**: 45% Money, 12% Volunteer, 13% Donate goods, 18% Spread word, 4% Fundraise
- **Boomers**: 55% Money, 7% Volunteer, 13% Donate goods, 17% Spread word, 2% Fundraise
- **Matures**: 66% Money, 6% Volunteer, 13% Donate goods, 10% Spread word, 11% Fundraise
Fundraising is profoundly multichannel
Causation might be impossible to track
Traditional donor databases are dinosaurs
Remove the silos within your organization
Direct mail and telemarketing need to evolve
Word of mouth is critical
Social networks are important and still evolving
Boomers and Gen X hold significant value
Earthquake Strikes Haiti

CARE is deploying additional emergency team members and lifesaving aid to the devastated city of Port-au-Prince in Haiti, where the worst earthquake in 200 years destroyed houses, hospitals and critical infrastructure. While the exact death toll from the 7.0-magnitude quake is not yet known, it is expected to be catastrophic. Up to one-third of the impoverished nation’s population has been affected by this tragedy.

CARE is rushing aid to Haiti right now. Donate today to help in the relief effort. Your gift will help save lives.

Gift Amount
$25.00

Credit Card Number: CVV Number:
Expiration Date:

Credit Cards Accepted:
VISA

Your Information
Title: First Name:
Last Name:
Address 1:

Mobile’s time is coming
Content is king
Fundraising Strategy Overview

• #1 priority is to mobilize a broad base of people to bring about real human rights outcomes through:
  – Sending online actions
  – Visiting members of Congress
  – Donations
Demonstrating Impact

• Which organizations demonstrate clearly that contributions will make a direct, measurable difference in the lives of beneficiaries?
HOW We Demonstrate Impact

• **Troy Davis case**: clearly showed how public outcry could tip the scale in favor of justice

• Generated higher than average action rate

• Yielded donor conversion rate 3 times higher than any other campaign in 2009
WHY We Demonstrate Impact

• Gen Y donors are at (or almost at) the early stages of giving
  – 18% of Amnesty’s new online donors are under the age of 35
• Our primary goal: build trust and engage younger supporters in a relationship through human rights action
• Not raise funds
• Cultivation will pay off as Gen Y propensity to give grows over time
Donor Acquisition Efforts

• Investing in acquisition
• Organic online list growth and donor acquisition
• Healthy list growth – 10-15% YOY
• ROI too early to tell
New Media ROI

Search Engine Marketing
• 4% less to acquire a new donor via SEM than direct mail

Paid Online Advertising
• 60% less to acquire a new donor via online advertising than direct mail
Generational Marketing

- Planned Giving outreach to older audiences in file
- Age overlays
- Donor mix

<table>
<thead>
<tr>
<th>Generation</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Gen Y</td>
<td>12%</td>
</tr>
<tr>
<td>Gen X</td>
<td>40%</td>
</tr>
<tr>
<td>Boomers</td>
<td>28%</td>
</tr>
<tr>
<td>Matures</td>
<td>20%</td>
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</tbody>
</table>
Challenge: Recruiting Gen Y Donors

• Challenge with Gen Y supporters is how to:
  – Recruit them; and
  – Keep them engaged in Amnesty’s human rights
Reaching Gen Y

• Exploring/strengthening emerging channels
• Improving understanding of supporter profile
Reaching Gen Y

• Exploring/strengthening emerging channels
  – Meeting younger donors where they are
  – Devoting staff time to maintaining/growing presence on social networks
  – Invest substantial portion of our DM acquisition budget in online acquisition
    • SEM, chaperoned appeals, Google image ads, blog ads
  – Benefit to DM: 50% of our first-time online donors will renew offline
Reaching Gen Y

• Mobile
  – Mixed results with mobile fundraising
  – Shifting focus to strengthening integration between our mobile platform and eCRM
  – Better enable supporters to take action via SMS text messages
  – Setting the stage for higher quality of engagement
  – Likely lead to more success with fundraising
Reaching Gen Y

• Improving understanding of supporter profile
  – Multiple databases result in incomplete picture of supporters and less than ideal user experience
  – Running quarterly email appends
  – Improving data integration
    • Advocacy data => direct mail database
    • Offline donor data => eCRM
  – Better enabling supporters to indicate preferences
  – Considering what other types of data we should have access to in order to improve supporter engagement