



Raising funds to  
change the world

# How to Optimize Your Digital Fundraising Program

# Speakers



**Carla San Vicente Cunha**  
*Senior Director of Digital Marketing*  
*Faircom New York*

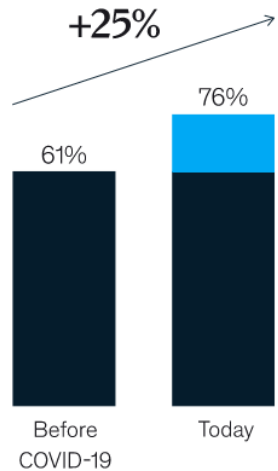


**Vijay Malavia**  
*Director of Digital Marketing*  
*VeraData*

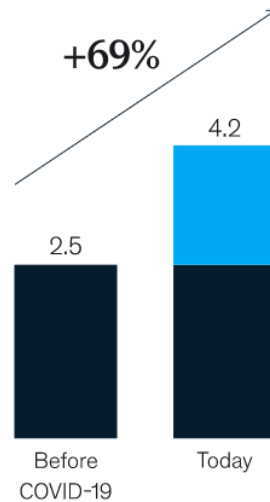
# Eastern Europe/Global Trends

## Three out of four people in CEE are now digitally engaged.

Digital adoption in CEE  
Share of users that accessed  
at least one service



Use of digital channels  
Number of sectors accessed  
digitally of the 10 surveyed<sup>1</sup>



12m

new online service  
users in CEE

40%

increase in the number of  
users over age 65 who access  
online services, the highest  
among all age groups

<sup>1</sup>Sectors: banking, insurance, grocery, apparel, entertainment, social media, travel, telecommunications, utilities, public sector.  
Source: McKinsey & Company COVID-19 Digital Sentiment Insights; survey results for the Czech Republic, Hungary, Poland, and Romania

- Digital adoption in Europe jumped from 81 percent to 95 percent as a result of the COVID-19 crisis—a rise that would have taken two to three years in most industries at pre-pandemic growth rates. In Jan-May 2020 the digital economy of **CEE grew almost twice as fast** as in previous months.
- **Social Media** (and Grocery) saw the strongest growth along with messaging platforms with mobile as the dominant device.
- 12 million new users of online services appeared in CEE—more than the population of Slovakia, Croatia and Slovenia put together. Notably, this increase was not only driven by the young population: the strongest growth was actually observed among **consumers aged over 65**.

# Eastern Europe/Global Trends

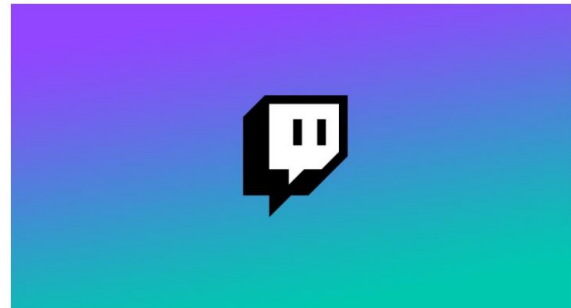


## Twitch expands local subscription pricing to viewers in Europe

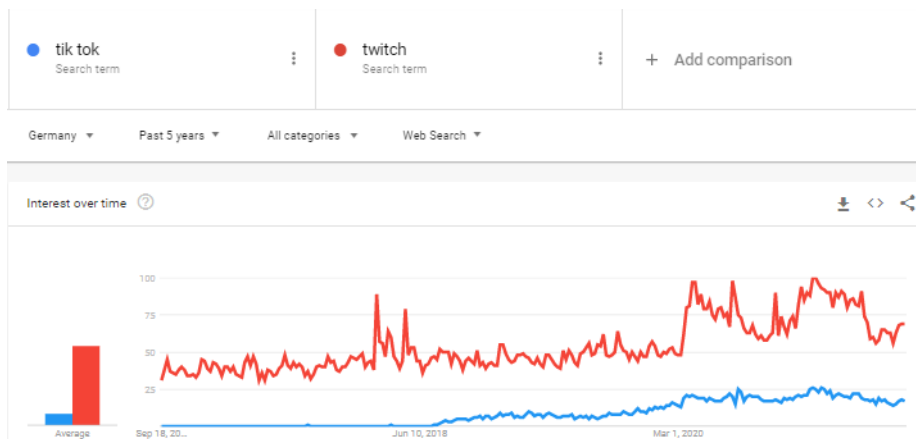
Channel subscriptions will drop to €3.99 in most parts of Europe.



Max Miceli



- Platforms are enacting measures to improve data privacy. Users are opting out of data collection. As a result, all for profit and non-profit businesses are prioritizing first party data acquisition.
- New "mobile" platforms are emerging such as Tik Tok. Tik Tok attracts mainly younger audiences and has created peer to peer giving tools such as donation stickers to facilitate fundraising.
- Text donations were at its highest in 2020 with nonprofits sending out over 5.3 million messages and collecting €12.5 million during the pandemic. With both messages sent and donations received via SMS almost doubling every successive year between 2015 and 2020.
- Rise in gaming is driving mobile growth on live streaming platforms such as Twitch which has generated \$83M+ peer to peer donation revenue in 2020.
- Connected TV is growing but remains fragmented. Streaming services such as Netflix are poised for growth in new and established EEC markets.



# Digital Toolbox + Best Practices

# Main Social Media Platforms



**2.6 billion active users**

**Purpose/functionality**

- Stay connected with family/friends.

**Type of content**

- Videos, memes, photos, groups.

**Audience**

- All genders, all ages from 18 to 65+



**166 billion active users**

**Purpose/functionality**

- A news and conversation tool.

**Type of content**

- Short texts, opinions, live streaming videos.

**Audience**

- Younger male audience, all genders, highly educated individuals.



**1 billion active users**

**Purpose/functionality**

- Instagram's sole purpose is to enable users to share images or videos with their audience.

**Type of content**

- Video IGTV, images, short-form video

**Audience**

- More women than men, ages between 18 and 29.
- Over two-thirds of total Instagram audiences are 34-years-old or younger.



**756 million users**

**Purpose/functionality**

- Professional network

**Type of content**

- Industry articles and general professional content

**Audience**

- Corporate foundation decision makers
- College graduates, high income earners, urban areas inhabitants, a little bit more men

# Digital Toolbox

- What's in your toolbox in engaging with supporters and prospects?
- Privacy laws impact on lead generation and email audience build up.
- Empowering choice on digital channels
- Personalized experience – apps versus desktop
- New and enhanced tools, such as Salesforce for Nonprofits, Google Optimize, WhatsApp and SMS.

Mon, Jul 26, 7:01 PM

We're looking for 778 supporters to step up and support MSF teams fighting COVID-19! Give now to help us save lives: <https://bit.ly/3eZfKRn>

Mon, Aug 16, 7:46 PM

MSF is responding to Haiti's 7.2 magnitude earthquake. Help us be prepared for emergencies around the world by making a gift today: <https://bit.ly/3m9iqjM>

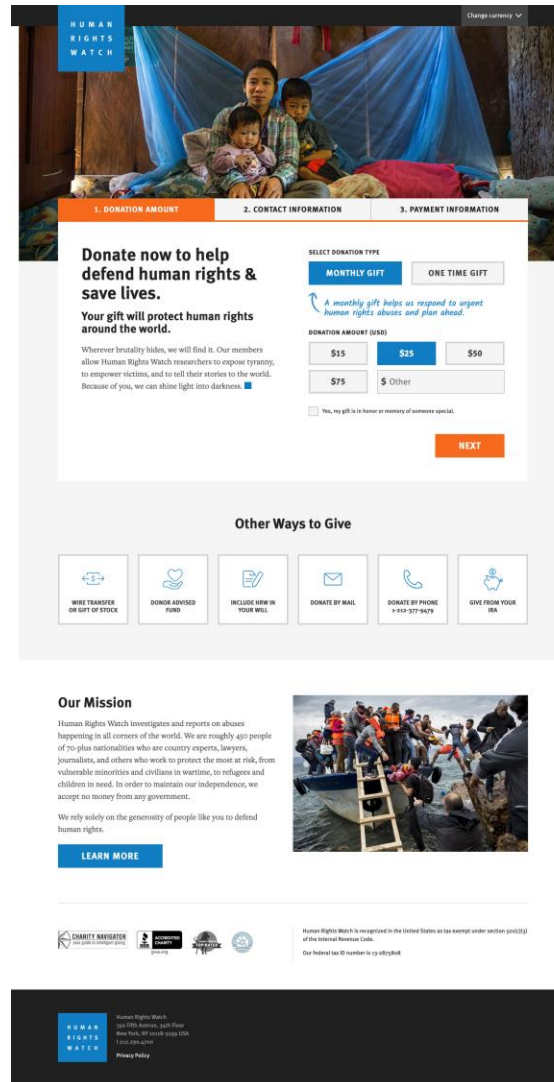
Fri, Aug 20, 1:03 PM

MSF is providing emergency care in Haiti and Afghanistan. Help us be prepared for emergencies like this by making a gift today: <https://bit.ly/3sx8Ubf>



# Donation Page Optimization

- Testing and Optimization
- Understanding your audience
- [HRW Donation Page link](#)
- Goals for your department
  - Monthly vs one-time?
  - Other ways to give
  - Donor experience



**Donate now to help defend human rights & save lives.**

**Your gift will protect human rights around the world.**

Wherever brutality hides, we will find it. Our members allow Human Rights Watch researchers to expose tyranny, to empower victims, and to tell their stories to the world. Because of you, we can shine light into darkness. ■

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SELECT DONATION TYPE

MONTHLY GIFT

ONE TIME GIFT

*A monthly gift helps us respond to urgent human rights abuses and plan ahead.*

DONATION AMOUNT (USD)

\$15

\$25

\$50

\$75

\$ Other

Yes, my gift is in honor or memory of someone special.

SELECT DONATION TYPE

MONTHLY GIFT

ONE TIME GIFT

*A monthly gift helps us respond to urgent human rights abuses and plan ahead.*

DONATION AMOUNT (USD)

\$50

\$100

\$250

\$500

\$ Other

Yes, my gift is in honor or memory of someone special.



# Competitor Ad Tracking

- It's crucial to track your competitor's ad spend especially for Facebook/IG ads.
- You can miss a big advertising opportunity if underspending or overspending during high and low traffic times of year.
- You can access competitor information through the [Facebook Ad Library](#)

The screenshot displays the Facebook Ad Library interface. At the top, the word "FACEBOOK" is visible on the left, and a user profile "Carla" is on the right. Below this, there are filters for "United St..." and "Issues, Elections or Polit...". A search bar contains the text "International Rescue Committee".

The main content area shows the profile of the "International Rescue Committee". The profile picture is a yellow circle with a black "R". The name "International Rescue Committee" is displayed, along with the handle "@InternationalRescueCommittee" and "841,131 likes • Nonprofit Organization". Below this, the handle "@rescueorg" and "221,740 followers" are shown.

Two informational boxes are overlaid on the right side of the profile. The first box, titled "Page transparency", lists: "Page created Apr 15, 2009", "Page name has not changed", and "Primary country/region location for people who manage this Page includes: United States (20), United Kingdom (4), Ireland (1), Spain (1)". The second box, titled "Total spent by Page on ads about social issues, elections or politics", shows the period "May 7, 2018 - Aug 27, 2021" and the amount "\$11,640,088". Below this, a third box titled "Recently spent by Page on ads about social issues, elections or politics" shows the period "7 days • Aug 21 - Aug 27, 2021" and the amount "\$264,362".

Below the profile information, the section "Ads from International Rescue Committee" is shown, indicating "~10,000 results" and "These results include active and inactive ads about social issues, elections and politics." At the bottom of the screenshot, there is a search bar with the placeholder "Keyword", a search icon, and buttons for "Filters" and "Sort by".

# Grow Your Digital Database

## Lead Generation Ads

By far one of the most useful advertising tools that Facebook offers is the Lead Generation Ad.

- **Gain new supporters** by targeting those who most likely will be interested in your organization.
- **Offer an incentive** like a free download of a report, in exchange for an email address, or join a newsletter list.

## Don't forget:

- **The ad should be direct.** Your lead gen ad should be transparent, using strong and to-the-point language and call to action.
- **Follow up ASAP!** A swift follow up to those who have opted-in via email is the vital next step to complete this process.

The Assistance Fund

Sponsored -

How can patients get better if bills make them sick? In the US, 6 in 10 adults have a chronic disease and face unimaginable medical bills for treatment. Find out how we're helping thousands of children and adults afford critical treatment each year!

Join the TAF Community Today!

Over the past 10 years, The Assistance Fund (TAF) has helped over 135,000 underinsured children and adults afford access to critical treatment for their life-threatening, chronic, or rare disease. Sign up for our quarterly newsletter to learn how we make a difference and help us change lives!

Please fill in the information below:

First name  
test

Last name  
test

Email  
test@gmail.com

US+1 Phone number

Next

FORM ON FACEBOOK

Join the TAF Community Today!

Sign Up & Advocate for Patients with Chronic Illness

# Essential Digital Campaigns

## Online Appeals

### Giving Tuesday

- An international day of giving
- This year it's on 11/30

### EOY Campaigns

- 12/27-12/31 are crucial dates
- Extended campaigns that run longer tend to perform better even in December

### Monthly Giving

- 2-3 times a year is best
- January is the perfect time
  - Upgrade current monthly donors
  - Obtain new monthly donors

## Online Cultivations

- Quizzes
- Bounce Back Cards
- Thank you emails

## Rapid Response

- A form of real-time marketing in which brands create a marketing initiative or campaign on the fly in response to opportunities that arise.



# End of Year Best Practices

- **Setting a fundraising goal** can increase your results.
- **Tie donations to a specific need.**
- **Include a Matching Gift.**
- **Launch a "Surprise" Matching Gift Extension.**
- **Promote Other Ways to Give**
- **Text message/WhatsApp message** your donors and supporters to encourage giving.
- **Personalize** your messages to donors and prospects.
  - **Use lightboxes** to target or suppress audiences
  - **Test ask strings** to increase average gift.
  - **Create a specific, optimized landing page for year-end giving.** Visitors who are directed to a landing page are 10 times more likely to give than visitors who start on a home page.

## Things to Remember:

- ✓ Cultivations  
lift responses before appeals
- ✓ Lift notes break through end of year clutter
- ✓ Final urgent reminders on last day of year
- ✓ 12% of all giving happens in the last three days of the calendar year. Save your most compelling, emotionally impactful stories and messages for this email.

# Google Ads – Paid Search

**Keyword search ads allow a nonprofit to reach target audiences based on interests, behaviors, demographics, and geographics with ads that appeal to them.**

Paid Search has the highest Return on Ad Spend (ROAS) compared to other channels such as Google Display Network. On average nonprofits earn \$4.78 for every \$1 spent. Additionally, optimizing this budget with Google Grant can help increase results.

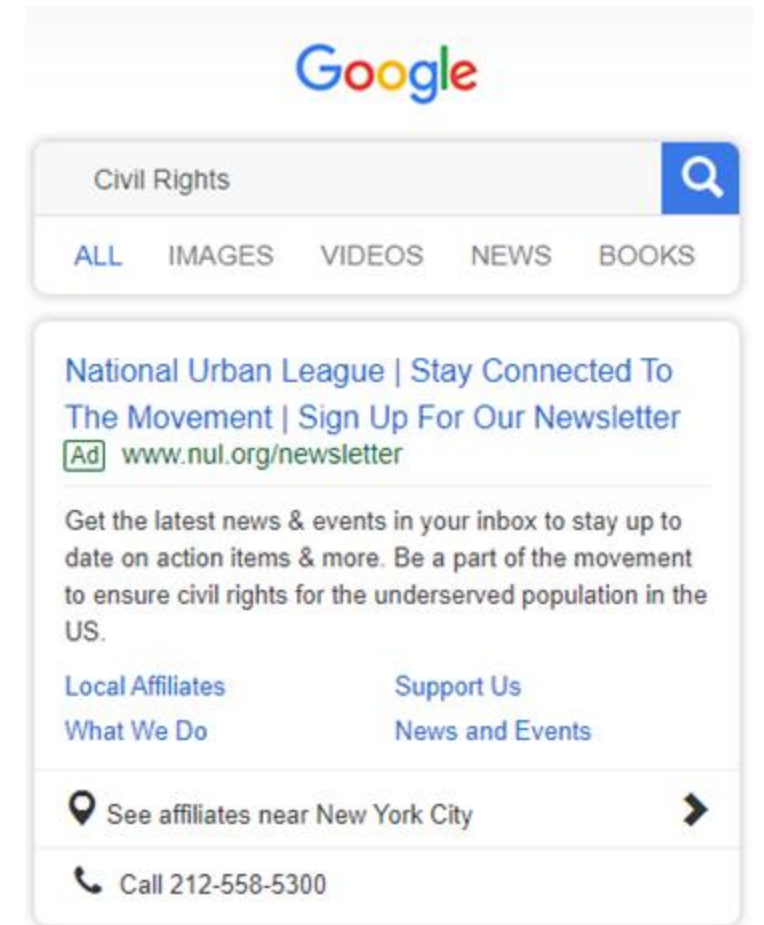
Google Grant offers up to \$120,000 (USD) a year or \$10,000 (USD) a month of free spend for [an eligible nonprofit](#).

**How to Use:** Use search keywords and website habits to promote your organization.

**How to Measure:** Revenue, clicks, CTR, impressions

**Good for:**

- Offer an incentive
- Promote Giving
- Promote Events
- Driving to trending content



The image features a dark teal background with abstract geometric shapes in lime green, orange, and white at the top-left and bottom-right corners. The text 'Marketing Automation' is centered in a bold, orange, sans-serif font.

# Marketing Automation

# Email Automation Best Practices

## Email Welcome Series

- Email Subscribers
  - E1: Welcome
  - E2: Follow / Volunteer
  - E3: Monthly or one-time ask
- One-time donors
  - E1: Thank them + donor survey
  - E2: Monthly giving or Mid-level push
    - Depends on giving level

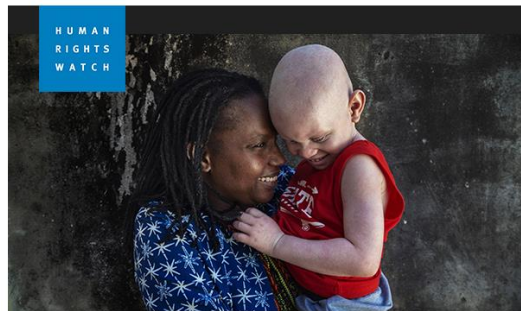
## Audience Reengagement

- Lapsed audiences
  - We miss you language to generate donations
- Nondonors
  - Promote monthly giving
- Volunteers
  - Other ways to support
- Petition Signers
  - Other ways to support

The screenshot shows an email from International Medical Corps with a subject line "We miss you". The main heading is "Do you still want email from us?". The body text says: "We haven't heard from you in a while. We miss you, Molly!". It then asks: "Do you want to stay on our email list and stay in-the-know when we're responding to emergencies or disasters around the world? Or read our success stories and updates from the field?". Below this is a form with three options: "Yes! Please keep me signed up.", "Yes, but monthly e-news only.", and "No thanks I wish to unsubscribe now". Each option has a "Click Here" button. At the bottom, there is a "P.S. If you're leaving our email list, we hope you'll still stay connected on social media:" followed by icons for Twitter, Facebook, Instagram, and YouTube. The footer contains the organization's name, address (12400 Wilshire Blvd., Suite 1500, Los Angeles, CA 90025), and phone/fax numbers.

The screenshot shows an email from the Drug Policy Alliance with a subject line "We are the Drug Policy Alliance.". The main heading is "Take the Survey". The body text says: "Friend, Don't miss out - take the 2021 Drug Policy Reform Reformers Club Survey now!". It then says: "The Drug Policy Alliance is grateful for your monthly support to help end this disastrous drug war." Below this is a "Take the Survey" button. The email is signed by "Kassandra Frederique, Executive Director". At the bottom, there are social media icons for Facebook and Twitter, and a link to "Receive fewer emails. - Contact Us.". The footer contains the organization's name, address (131 West 33rd St., 15th Floor New York, NY 10001), and a link to "Unsubscribe."

# Email Automation Samples



## Your Commitment Keeps Us Strong

Dear Carla,

By supporting Human Rights Watch, you have been:

- Protecting children from the devastating effects of climate change.
- Advocating for those who have shouldered the pandemic's most significant burdens.
- Demanding equitable and universal access to the Covid-19 vaccine.
- And so much more!

I am so appreciative of your activism. Just for today, we've extended our 5X matching gift offer for those who haven't made a gift yet. [If you wish to join, please donate by midnight tonight and your gift will be multiplied to shine a spotlight on human rights abuses, secure justice for survivors, and hold abusers accountable for their crimes.](#)

Through our collective compassion, we can work to create a world in which everyone's human rights are respected, protected, and advanced. I am so grateful to do this work with you.

**Thank you for your commitment to human rights.**

Sincerely,

**Ken Roth**  
Executive Director  
Human Rights Watch



"My friends have made the story of my life. In a thousand ways, they have enabled me to walk serene and happy." — Helen Keller

Dear Carla,

As Helen observed, our friends are the people who stand with us—in a thousand ways—through life's important milestones and biggest challenges. Their loyalty and commitment enable us to reach our goals—and push the limits of what we thought was possible.

That's why I wanted to write to you and extend a special **welcome**. As one of Helen Keller International's newest friends, you've made a crucial choice to stand with us and show your commitment to advancing positive change. Thank you.

Together, we will work to create a world where no one is deprived of nourishing food, essential healthcare, and the chance to realize their true potential, in times of crisis and beyond.

I hope you will take a moment to [view this reminder](#) of what your generosity means for vulnerable families around the world.

**We are so grateful for your friendship,**



*Kathy Spahn*  
Kathy Spahn  
President and CEO



Hi Friend,

Just a quick follow-up on our last email (attached below!) to confirm that **you** no longer want to receive emails from charity: water. We'd love to keep **you** in the loop with updates from our team, stories of impact, and ways **you** can get involved—but we also want to respect your inbox boundaries. Either way, we're grateful for **you!**

We noticed that **you** haven't opened or read any of our emails in the past six months, so we wanted to check in and ask two questions:

### 1. Would **you** like to keep getting our emails?

While **you** were away, **you missed** events like the [Water x Stream](#) campaign and a [special story in honor of International Women's Day](#). If **you'd** like to continue receiving our emails, click on either of the links above or reply directly to this email.

If not, no hard feelings! **You** can [update your preferences](#) to make sure **you're** only getting the emails **you** want.

### 2. What can we do to make our emails more valuable to **you**?

Our goal is to keep charity: water supporters connected to our work. If **you** have any feedback about how we can do that better, we would love to hear from **you!** Simply reply to this email with your thoughts. We promise to read every word.

If **you** don't take any of the actions above, we'll take that as a sign that **you** no longer want to hear from us. We'll remove **you** from our mailing list and **you** will stop receiving updates.

**You** are welcome back any time! (**You** can unsubscribe [here](#).) Our intention is simply to make sure **you** only get (or don't get) the emails **you** want.

Thank **you** for your time and feedback—and, most of all, for supporting clean water.

— your friends at charity: water

## DON'T WAIT!



### Start your Facebook Fundraiser today

Dear %PREFERRED\_NAME%,

It's almost your birthday! We hope your special day includes cake, gifts, (did we mention *cake*?) and time with the people you love. You also have the opportunity to create a personal fundraiser to support drug policy reform, a cause you believe in as a valued Drug Policy Alliance supporter.

**Here's the deal:** When you create your birthday fundraiser on Facebook, DPA will receive 100% of the funds you raise.

**START YOUR FUNDRAISER**

And just like that, you help us get closer to changing marijuana laws in more states and federally, decriminalizing all drugs, advancing reforms to the criminal legal system and stopping government overreach, providing harm reduction solutions to the overdose crisis, and ending this harmful, racist drug war for good. Together, we will save lives. [If your big day is coming up, start your fundraiser today!](#)

Thank you for your support and your dedication to changing drug policy for the better. Keep it up!

-Drug Policy Alliance

P.S. Want to celebrate your birthday with a DPA fundraiser, but you don't use Facebook? [Email membership@drugpolicy.org](mailto:membership@drugpolicy.org) to learn about more ways to host a birthday fundraiser with DPA.

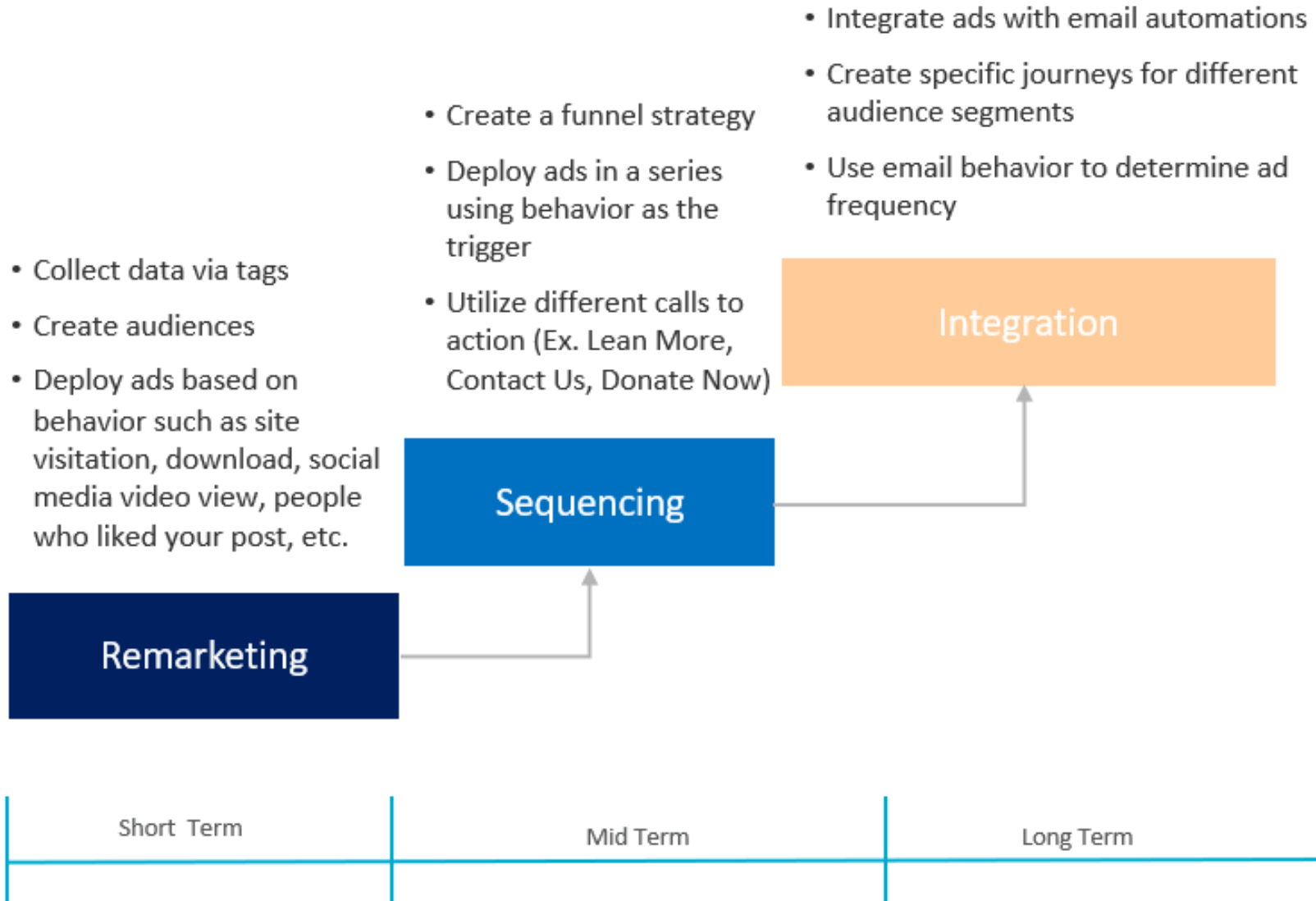
Follow us:



**DONATE NOW**



# Ad Automation Roadmap



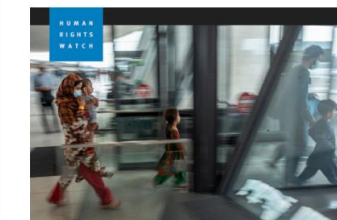
# Emergency Campaigns

# Emergency Campaign Checklist

- ✓ Stay abreast of the current news
- ✓ Can your organization help, or should they partner with another organization to get a message out?
- ✓ Identify channels (short-term versus long-term) – Email, Digital Advertising, Social Media, Lightbox, Landing page, and Direct Mail.
- ✓ Who's responsible for communications and who can act quickly to draft a message for approval and send asap?
- ✓ Once everything is approved – send it out and track results in order to determine if further follow ups are required.

The screenshot shows the top portion of a donation page. At the top, there's a navigation bar with the Human Rights Watch logo and a 'Change currency' dropdown. Below that is a large hero image of a crowded airport terminal. A progress indicator shows three steps: '1. DONATION AMOUNT', '2. CONTACT INFORMATION', and '3. PAYMENT INFORMATION'. The main content area features a headline: 'URGENT: In Afghanistan, thousands of lives are at stake.' Below the headline is a paragraph of text and a 'SELECT DONATION TYPE' section with 'MONTHLY GIFT' and 'ONE-TIME GIFT' buttons. A 'DONATION AMOUNT (USD)' section offers options for \$50, \$100, \$250, \$500, and 'Other'. A 'NEXT' button is at the bottom right. Below the main content is an 'Other Ways to Give' section with icons for wire transfer, donor advised fund, include in will, donate by mail, donate by phone, and give from IRA. At the bottom, there's an 'Our Mission' section with a 'LEARN MORE' button and a small image of a boat with people.

The screenshot shows a landing page with a dark background and a large image of a crowd at an airport. The headline reads 'URGENT In Afghanistan, thousands of lives are at stake. You can help.' with a prominent 'DONATE NOW' button. Above the headline, it says 'DEFEND RIGHTS. SECURE JUSTICE.' and 'Donate now to support human rights advocates who want to help.' There are navigation elements like 'Countries' and 'Give Now'.



The Crisis in Afghanistan

Dear Carla,

The crisis in Afghanistan is urgent. Many civilians are at grave risk – particularly teachers, human rights activists and journalists, especially women.

"The Taliban have a long record of abusing or killing civilians they deem enemies," said **Patricia Gossman**, associate Asia director at Human Rights Watch.

**Please donate NOW** so that Human Rights Watch can advocate that all governments:

- Immediately suspend all deportations and forced returns to Afghanistan.
- Publicly recognize that Afghans fleeing Afghanistan should be given meaningful opportunities to seek asylum.
- Increase humanitarian assistance to neighboring countries to which Afghans are fleeing.
- Increase support for emergency evacuation, relocation, and resettlement operations for Afghans.

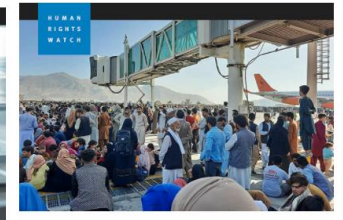
**Countries need to simplify, expand, and clarify procedures for providing refugee status, visas, humanitarian parole, or other documentation.** Governments also should immediately direct funding to countries willing to welcome at-risk Afghans.

**The US needs to negotiate safe passage for at-risk Afghans to Kabul's airport – and fill as many flights as they can before the evacuation ends.**

**DONATE NOW**

Many crises will confront Afghanistan in the coming months and years. But these are the actions that governments can take today to mitigate abuses and protect those facing the gravest risks. **The window is closing fast – and people are in danger. Your gift today will help save lives, so please donate now.**

With urgency and appreciation,  
Ken Roth  
Executive Director  
Human Rights Watch



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**DONATE NOW**

People's lives are at stake. Governments need to act as quickly as possible to evacuate and protect men, women and children fleeing the Taliban.

**Your donation now will mean justice later.** Afghanistan's warring parties need to recognize that the world is watching, and evidence of abuses is being collected. Those who commit atrocities can one day expect to face justice for their crimes before the International Criminal Court or another tribunal.

With urgency and appreciation,  
Ken Roth  
Executive Director  
Human Rights Watch

# HRW Emergency Campaign



## The Crisis in Afghanistan

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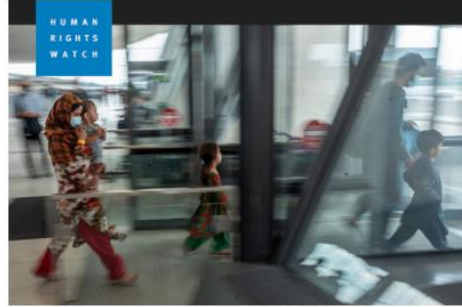
**DONATE NOW**

**People’s lives are at stake. Governments need to act as quickly as possible to evacuate and protect men, women and children fleeing the Taliban.**

**Your donation now will mean justice later.** Afghanistan’s warring parties need to recognize that the world is watching, and evidence of abuses is being collected. Those who commit atrocities can one day expect to face justice for their crimes before the International Criminal Court or another tribunal.

With urgency and appreciation,

Ken Roth  
Executive Director  
Human Rights Watch



## The Crisis in Afghanistan

Dear Carla,

**Tens of thousands of Afghans are desperately fleeing the Taliban.** Human rights and women’s rights activists, teachers, journalists, and women who took on high-profile roles in government, the police, the army, and public life are in the gravest danger.

**Please rush an emergency donation right now.** Human Rights Watch will use your generous support to demand that governments give refuge or resettle at-risk Afghans:

- **Countries need to simplify, expand, and clarify procedures for providing refugee status, visas, humanitarian parole, or other documentation.** Governments also should immediately direct funding to countries willing to welcome at-risk Afghans.
- **The US needs to negotiate safe passage for at-risk Afghans to Kabul’s airport – and fill as many flights as they can before the evacuation ends.**

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Executive Director  
Human Rights Watch

## Campaign Assets

- 2 emails + 2 lift notes
- Facebook/IG ads + paid search
- Lightbox
- Customized landing page

## Results

- 600+ donors
- \$72,000+ in total revenue

DONATE.HRW.ORG  
NOT AFFILIATED WITH FACEBOOK  
You Can Help Afghans Today  
Please act now

Donate Now

# Peer to Peer Fundraising

# P2P Fundraising Check List

- ✓ Pick a theme and the objective of the fundraiser.
- ✓ Create a web page or microsite – includes all information and steps on how to fundraise for your organization.
- ✓ Include a campaign goal and deadline with live tracker on a web page or microsite.
- ✓ Create a fundraising toolkit to share on social media and make sure Facebook Fundraisers are part of the plan.
- ✓ Streamline an email series - 8-11 emails dedicated to reaching out to volunteers and donors.
- ✓ Choose your advertising channels and make sure to have assets created that align with each platform.

## P2P Learning Ally Web Page

**Building Books for Student Success Fundraising Campaign**  
Giving our most vulnerable students an opportunity to reach their academic potential

FUNDRAISE DONATE

Struggling learners need your help now more than ever. Without direct access to instruction and educational solutions to help them get through this excruciating time, students are at greater risk of academic failure and are falling even further behind.

**Building Books for Student Success 2021 Campaign**

Today, too many children face barriers to literacy, particularly in communities of color or from low socio-economic backgrounds.

- 65% of fourth-graders read below proficiency levels in the USA.
- For students of color, low income, English Language Learners, and students with neurodiversity, that number increased to 81%.
- Students that read below proficiency are 4x more likely to drop out of high school and 63% more likely to be incarcerated.
- These challenges are further exacerbated by the current global pandemic, rapid shifts in educational systems, economic barriers, and the growing civil resistance to systemic racism.

Your support is essential. [Create a fundraising page](#), be the first to donate, and ask your family and friends to support your fundraiser. Raise \$540 or more and you'll give hope to students and families in need. Together with Learning Ally we will get these students the solutions they need to succeed.

**Fundraising Progress**  
Visit this page often to see how we're progressing to our goal.

101% funded      \$101,314.78 raised      Goal: \$100,000.00

FUNDRAISE DONATE

Download your fundraising toolkit and social share posts

Let us help you reach your fundraising goal. Here are a few items that you can download that will help you communicate with your network of family, friends and colleagues when asking them to support your fundraiser.

Download Building Books for Student Success

Urgent educational support for our most vulnerable kids. Please sharing books for students who are behind. Visually impaired? or have a reading disability?

Donate Today!

Share Tweet Download

We're doing this all #4studentsuccess, so remember to include the hashtag in all of your posts!

Support our 6th annual Building Books for Student Success campaign!  
Make a one-time donation today

Help us get closer to our \$100,000 goal and give thousands of children with reading disabilities the educational solution they need to reach their academic potential this school year.

A gift of \$135 will provide a family who struggles financially an annual Learning Ally membership.

DONATE

Support a Fundraising Team

Visit a fundraising team page and join, donate, and give words of encouragement to help them reach their goal.

<b>Volunteer Nation</b> Alumni active and prospective volunteers raise funds and awareness for student success.	<b>Learning Ally</b> Staff members are ready to go above and beyond to ensure at-risk children receive the support they need.	<b>Team Student Success</b> Learning Ally supporters and advocates, coming together to raise funds and awareness for at-risk children.
 VISIT TEAM PAGE	 VISIT TEAM PAGE	 VISIT TEAM PAGE

# P2P Fundraising on Facebook

Your organizations Facebook page should be optimized to this trend, so donors and prospective donors are inspired to fundraise on behalf of your organization.

- Offer Matching Gifts for Peer-to-Peer Campaigns
- Promote during peak seasons
- Thank your donors
- Automate P2P campaigns for birthdays and anniversaries

**Things to remember:** All the P2P pages that have been created on behalf of your non-profit will in turn appear on your page. Facebook releases limited data on those who have donated, and only if they opt in you would receive their information.



# P2P Birthday Promotion Samples



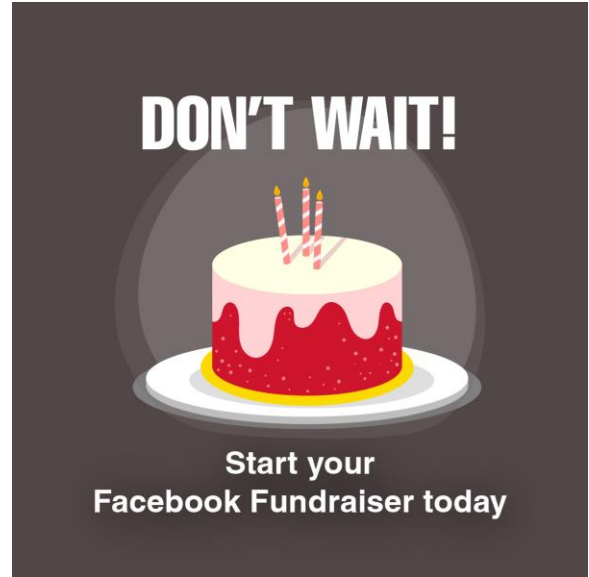
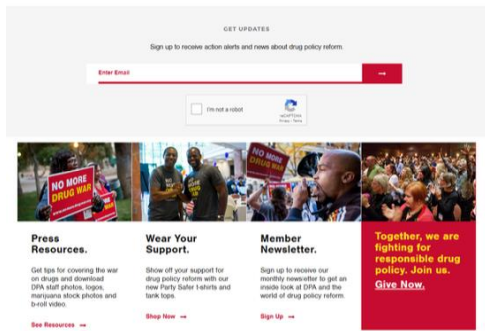
**It's your birthday month!**  
 Make it truly meaningful by creating a fundraiser for the Drug Policy Alliance on Facebook.  
 The war on drugs is harming millions. Let's work together to end it. It's time for a new approach grounded in science, compassion, health and human rights.

- CREATE YOUR FUNDRAISER:**
- 1** Visit us on Facebook
  - 2** Select "Create a Fundraiser"
  - 3** Set your goal
  - 4** Share with friends and family!

Together, we'll work to ensure that our nation's drug policies no longer waste money to arrest, incarcerate, disenfranchise and otherwise harm millions - especially Black, Latinx, and Indigenous people who are disproportionately targeted by the war on drugs.  
 Your Facebook Fundraiser allows us to continue this life-changing work.  
 Thank you for strengthening our fight for change!

[START YOUR FUNDRAISER](#)

Want to celebrate your birthday with a DPA fundraiser but you don't use Facebook? Email [members@drugpolicy.org](mailto:members@drugpolicy.org) to learn about more ways to host a birthday fundraiser with DPA.



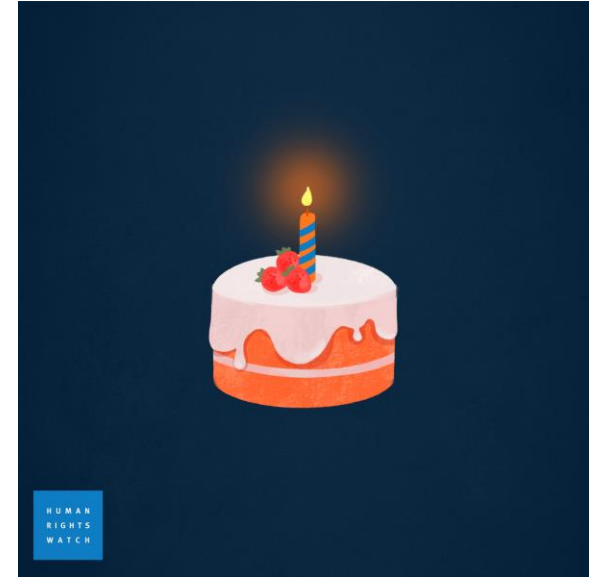
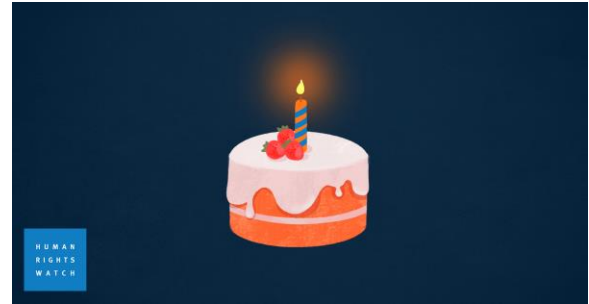
**It's your birthday month!**  
 Make it truly meaningful by creating a fundraiser for Human Rights Watch on Facebook.  
 Millions of people rely on us to defend their rights and restore justice. Now more than ever, we must come together to ensure all people are given the dignity and fairness they deserve, regardless of whom they love, the color of their skin, or where they are from.

[START YOUR FUNDRAISER](#)

- Create your fundraiser:**
- 1** Visit us on Facebook
  - 2** Select "Create a Fundraiser"
  - 3** Set your goal
  - 4** Share with friends and family!

To ensure our independence and stay impartial in our reporting, Human Rights Watch does not accept government funding - which is why we need people like you by our side. Facebook fundraisers allow us to continue holding governments accountable for protecting human rights in more than 100 countries.  
 Thank you for strengthening our fight for change!

[START YOUR FUNDRAISER](#)





The image features a dark green background with abstract geometric shapes in light green, orange, and white at the top-left and bottom-right corners. The text 'Q&A' is centered in a light green, bold, sans-serif font.

**Q&A**

# Appendix

# Monthly Giving

# Cultivate + Upgrade Donors

## Welcome series



- Share stories of their impact
- Give other ways to get involved
- Thank them

## Renew lapsed



- Automate reminders to launch before a donors' credit card expires
- Reach out to lapsed donors via email, mail, phone

## Upgrade donors



- Encourage upgrades 6-9 months after first monthly gift
- Pick significant moments (holidays, mission-specific asks)

# Seamless Monthly Experience

## Contact person



- Makes program feel more personal
- Send personalized welcomes and thank-you notes

## Optimize the website



- Homepage
- Donation form
- Most visited site pages
- Page for monthly giving

## Monthly giving form

- Pre-selected monthly giving option can increase conversions **up to 35%**

# Promote Monthly Digitally

## Advertising



- Facebook lead generation
- Facebook lookalike audiences based on interests
- Paid Search

## Email



- One-time donor welcome series
- Monthly donor email campaigns
- E-newsletters
- Pop up boxes on donation form or homepage

## Track channels



- Track where your new monthly donors come from: mail, email, web, other sources (phone, TV, etc.)

# Monthly Giving Case Study

## Campaign Assets

- 4 emails
- Facebook/IG ads + paid search
- Customized landing page
- Lightbox

## Results

- 53 new monthly donors from email + ads
- Email:
  - 20 active donors
  - 14 prospects
  - 5 lapsed donors
- \$19 average gift
- \$7,000+ raised



Dear Carla,

We're just days away from the **Human Rights Watch Film Festival in San Diego** (February 2-8). As a dedicated supporter of Human Rights Watch, we want to be sure that you've heard about our special offer to join us at the virtual event. **We are gifting all-access passes to the first 50 supporters who join us as new monthly donors—as Defenders.**

Defenders also receive a recurring membership newsletter, a membership card, invitations to exclusive virtual events, and the knowledge that you're advancing human rights every day of the year.

Celebrate the power of film to bring human rights issues to life with works like *I Am Samir*, about falling in love in a country that criminalizes anyone who identifies as LGBTQ, and *Reckoning in Boston*, which shows that transformation, healing, and social change begin with each of us.



We're grateful for your interest in our work and want you to know that as a *Defender*, your generous monthly gift will provide us with the reliable stream of income needed to reach our goals including:

- Advancing **racial justice**
- Pushing for **humane immigration policies**
- Fighting **authoritarianism**
- Safeguarding our planet and its people from **climate change**
- Advancing **science-based public health policies**
- And... creating a future of **peace, justice, and dignity** for all!

[BECOME A DEFENDER](#)

Sincerely,  
Ken Roth  
Executive Director  
Human Rights Watch

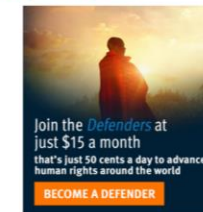
**P.S.** After each film is shown, there will be a Q&A with brave individuals on both sides of the lens. Don't miss out! Offer ends at midnight.



Dear Carla,

Now, more than ever, the world needs to hear uplifting stories of people overcoming enormous challenges and supporting each other. The Human Rights Watch Film Festival in San Diego is going virtual. It's happening February 2-8, and we have **exclusive free all-access passes for the first 50 supporters who join us as new monthly donors—as Defenders.**

Here's a quick festival preview.



We're grateful for your ongoing support and want you to know that as a *Defender*, your generous monthly gift will help provide us with the reliable stream of income needed to defend human rights and advocate for change around the world.

As a *Defender*, every day you'll join Human Rights Watch in meeting the challenges and opportunities that 2021 presents:

- Protecting those most vulnerable to **Covid-19**
- Advancing **racial justice**
- Pushing for **humane immigration policies**
- Fighting **authoritarianism**
- Safeguarding our planet and its people from the disastrous effects of **climate change**
- Advancing **science-based public health policies**
- And... creating a future of **peace, justice, and dignity** for all!

Defenders also receive membership newsletters, a membership card, invitations to exclusive virtual events, and the knowledge that you're advancing human rights every day of the year.

**I hope you'll join us. I look forward to welcoming you as our newest *Defender*.**

[BECOME A DEFENDER](#)

Sincerely,  
Ken Roth  
Executive Director  
Human Rights Watch



Dear Carla,

The **Human Rights Watch Film Festival in San Diego** will be online from February 2-8, and we have free, exclusive all-access passes for the **first 50 people who join us as new monthly donors—as Defenders.**



We're grateful for your ongoing support and want you to know that as a *Defender*, your generous monthly gift will provide us with the reliable stream of income needed to fight for human rights, including:

- Protecting those most vulnerable to **Covid-19**
- Advancing **racial justice**
- Pushing for **humane immigration policies**
- Fighting **authoritarianism**
- Safeguarding our planet and its people from the disastrous effects of **climate change**
- Advancing **science-based public health policies**
- And... creating a future of **peace, justice, and dignity** for all!

Be among the first 50 new monthly donors to join us as a *Defender* and you'll receive a **free all-access pass to the San Diego Human Rights Watch Film Festival**. You'll see works like *Missing in Brooks County*, which explores the life and death consequences of our broken immigration system, and *Talking About Trees*, featuring four filmmakers who refuse to give up in a country that has banned cinema.

Defenders also receive recurring membership newsletters, a membership card, invitations to exclusive virtual events, and the knowledge that you're advancing human rights every day of the year.

**Tickets are going fast, so please sign up today!**

[BECOME A DEFENDER](#)

Sincerely,  
Ken Roth  
Executive Director  
Human Rights Watch

**P.S.** There's still time for you to join us at this year's Human Rights Watch Film Festival in San Diego. **Become a *Defender* now.**

# Offline/Online Integration



# Improving Your Program

## Campaign Integration

**Multi-Channel Marketing:** Integrating your campaigns across digital channels, streamlining the message and creative.

**Integrating digital campaigns** with direct mail. Integrating events with direct mail and digital.

**Acquisition Campaigns** via social media and petitions are cost effective and allow you to convert new donors over time through email appeals and advertising.

## Getting started

- ✓ Create an annual calendar, a testing plan, and targeting strategies.
- ✓ Email performance reports to analyze year-over-year performance, looking at *Key Performance Indicators* (KPIs) like open rates, click rates, bounces, unsubscribes, and conversions.

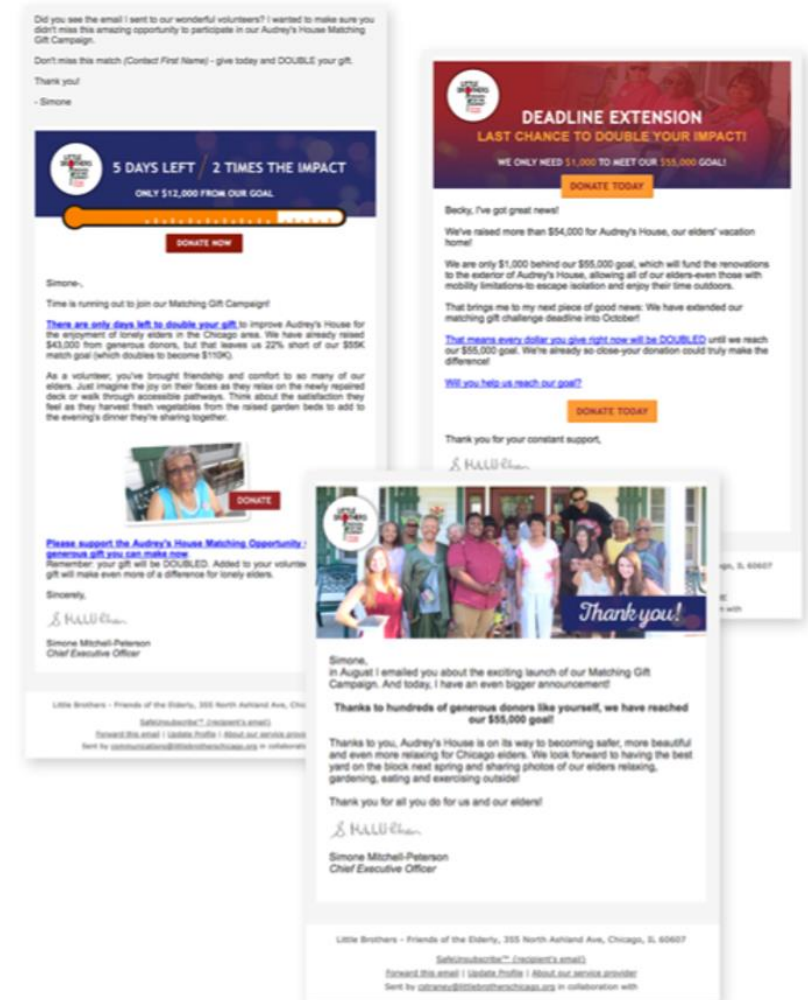


## Types of Email Campaigns:

- Automated Thank You's & Welcome Series
- Cultivations
- Appeals
- Rapid Response
- Monthly Giving Programs

# 5 Ways to Integrate Mail & Digital

- Push the option to **respond online in direct mail pieces**.
- **Cross-cultivate donors** as much as possible with e-mail, physical mail, ad campaigns, and paid/organic social media.
- **Innovate ways to capture all contact information for each donor**—mailing address, e-mail address, mobile numbers.
- **Promote traditional direct mail tactics**—premiums, planned giving promotion, gift matches—to the virtual space.
- **Use virtual cues in direct mail**—providing social media channels your organization is on, designing packages with a more “window” like feel.



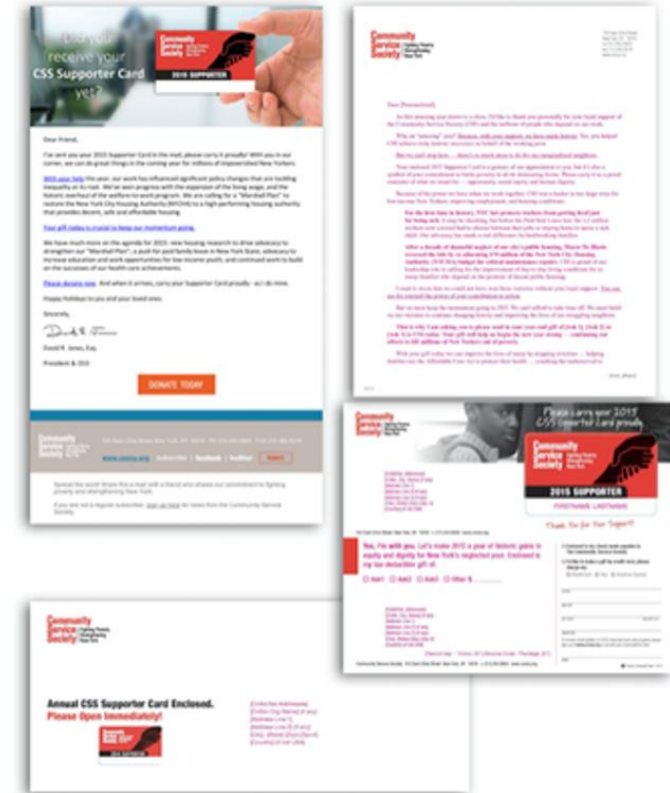
# Mail & Digital Integration Best Practices

## Best practices for Online Match Back to Direct Mail

- Match back DM donor and acquisition emails to online gifts. This will give you sense of impact around the integrated campaigns.
- If the DM emails match back to online gifts, then you can safely assume the direct mail piece and email were effective together.

## Best practices for integrated retargeting

- Once a direct mail piece launches, it's recommended to target those lists through Facebook advertising and GDN (Google Display Network) a few days after the mailing drops.
- This serves as an additional touchpoint and works wonders in increasing response rates and allows clients to prospect for new donors as well.



# Thank you!

*For further discussion and any additional questions, please contact:*

*Carla San Vicente Cunha,  
[Carla@faircomny.com](mailto:Carla@faircomny.com)*

*Vijay Malavia,  
[vmalavia@veradata.com](mailto:vmalavia@veradata.com)*