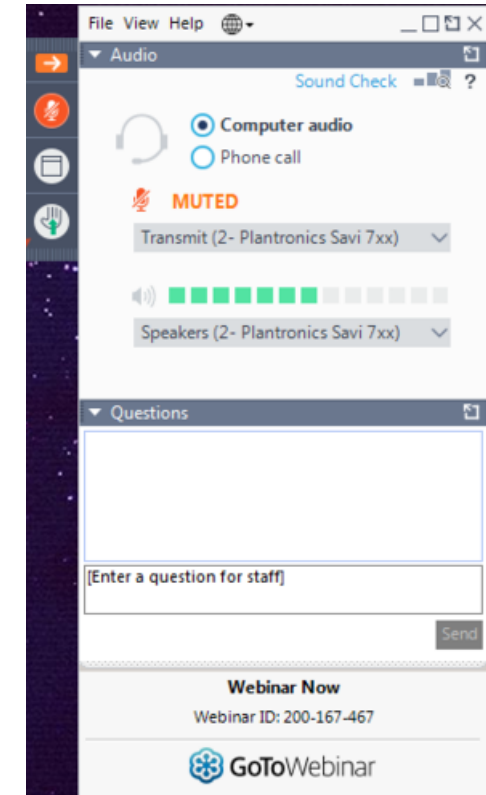


Welcome to RKD Group's Webinar:

Digital Transformation: Building a Program for the Road Ahead

We want your questions and comments!

Send your questions and comments by clicking this section of your panel





Justin McCord

Vice President of SMarketing

Justin oversees brand management, business development and content marketing for RKD Group. He is the host of the Groupthinkers podcast, where he brings together innovators in nonprofit marketing, branding and direct response to tackle the major issues facing nonprofits today. He is also a regular speaker and contributor to nonprofit marketing events, helping shine a light on current issues and progressive strategies to align channels and improve connection.



Cody Mains

Associate Director of Digital Strategy

Cody has more than seven years of experience in digital marketing and advertising with a focus on fundraising and development. He has an excellent reputation for resolving problems, improving customer satisfaction and driving overall operational improvements for nonprofit organizations. He works with RKD's clients to create integrated strategies that lead to multichannel growth and high-value donors.

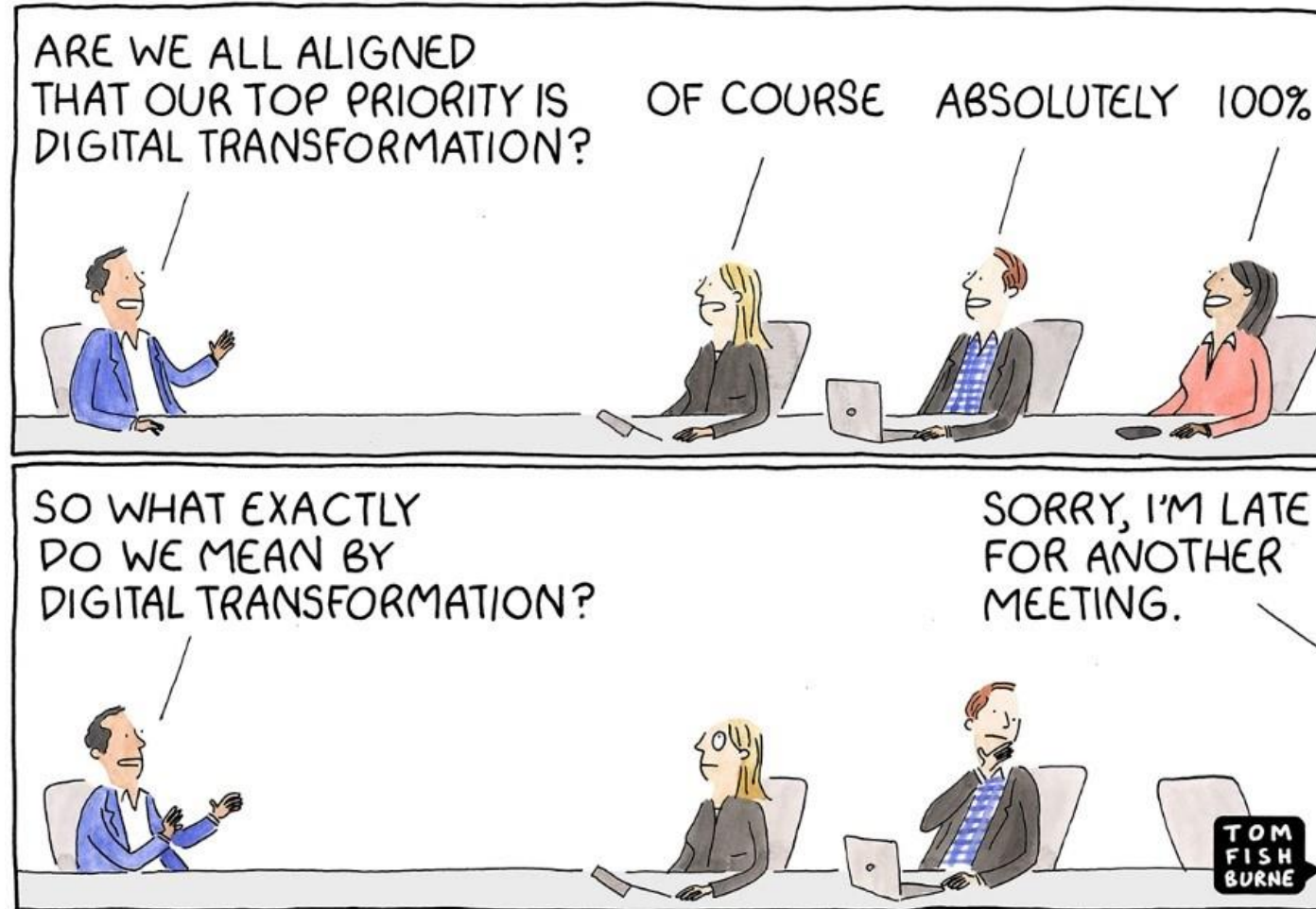


**Nonprofits are at an
inflection point of
digital transformation.**

Today's Discussion

- **Why digital transformation is so important for fundraising**
- **What areas nonprofits should look to for both quick fixes and long-term strategy**
- **The need for nonprofits to be authentic**

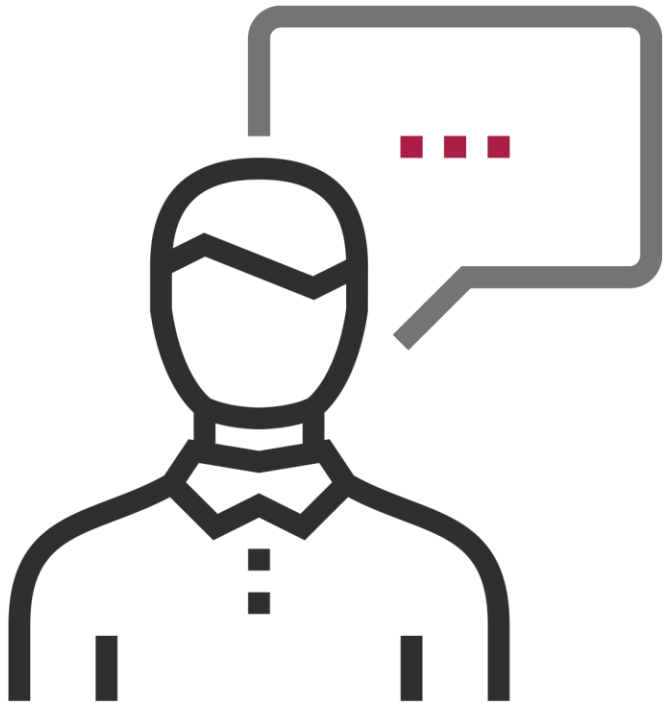
- **But first...what is digital transformation?**



© marketoonist.com

• But first...what is digital transformation?

Something involving technology?

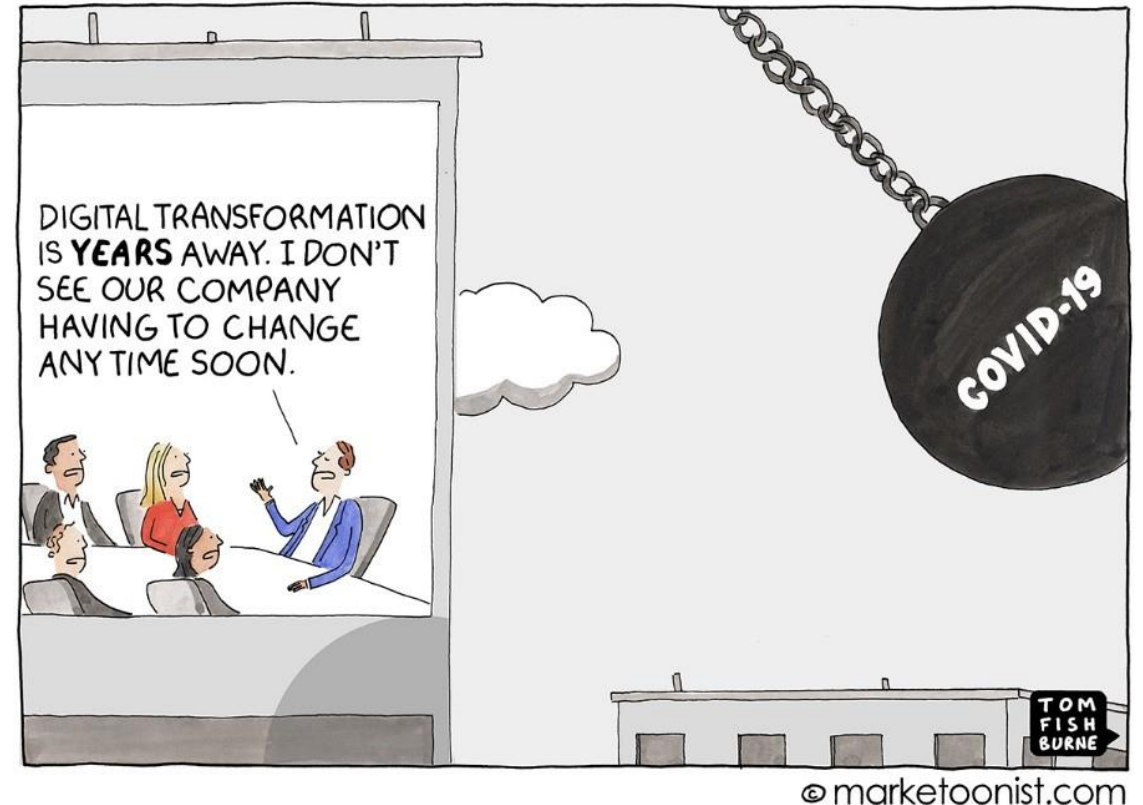


Actual meaning in two parts:

- Using technology to change how you get work done internally
- Using technology to change how people (donors) interact with your organization

- **COVID-19 has forced us all into an internal digital transformation...**

- Video calls and meetings
- Working remotely with cloud access
- Electronic messages vs. in-person conversations
- Operational transformations in how daily work is done



• But we're here to talk about the other side of digital transformation: customer experience

(Or in fundraising terms: the donor journey)

- Companies that are thriving in the pandemic have focused on customer experience & had already implemented digital transformation:



Can bring workouts
into your home

NETFLIX

Streaming digital
entertainment

amazon

Digital shopping &
fast delivery

Walmart

**Nonprofits should
focus on three main
areas of improving the
donor journey.**

Three Main Areas of Improving the Donor Journey:



Optimization

Adaptability

Experimentation

Optimization

Fix the simple things. Determine what people “expect” to see.

• Optimization

First things first...



- Make sure your donation form is easy to find and easy to use
- Easy-to-navigate website (and responsive design)
- Effective communication through digital channels
 - Transparency and authenticity

• Optimization

Digitally transform your communication with segmentation, personalization and automation.

Start with **segmentation**

Using data properly, you can understand how donors think and the journeys they're choosing to follow. Then, you can segment donors into a variety of audiences based on things like:



**Giving behavior
and channel**



**Engagement
behavior and channel**



**Demographics
profile and persona**



**Philanthropic
profile**

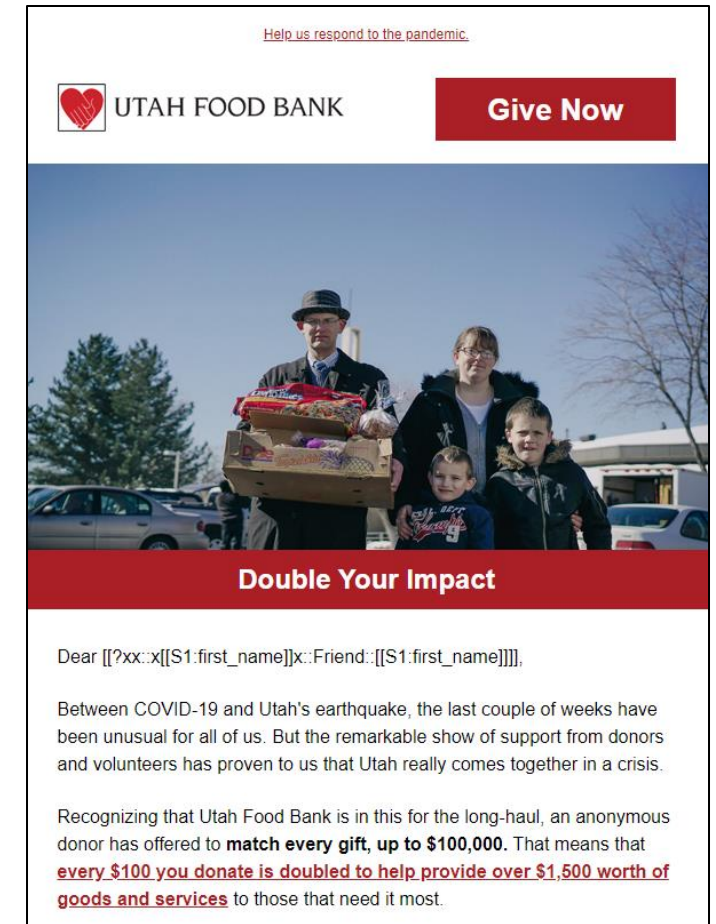
• Example: Segmentation & Messaging

Utah Food Bank

Utah Food Bank had a matching gift campaign planned for Spring, which was interrupted by the presence of COVID.

Utah pivoted the first message to center around COVID relief and segmented their remaining emails to feature renewal language to donors who had already given to the COVID appeal.

While there was no Spring Campaign last year to compare to directly, this match campaign did **raise almost double what their Year-End match did in 2019!**



• Optimization

Digitally transform your communication with segmentation, personalization and automation.

Use segmentation for **personalization**

- We can create messages that resonate more deeply on a personal level, rather than a one-size-fits-all approach.
- Deliver the right message at the right time
 - Address the donor by name
 - Provide the content donors want to see (based on their behavior)
 - Create personalized gift arrays (based on their giving history)



• Example: Personalization

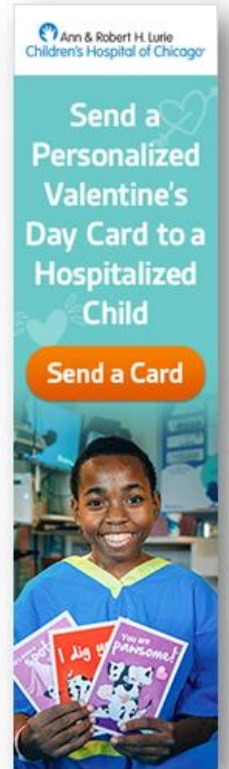
Lurie Children's Hospital

Lurie Children's Hospital runs an annual Valentine's campaign where constituents can send free V-Day cards to kids in the hospital.

Lurie's Approach personalizes the CTA of the campaign based on your past involvement in the campaign.

- For brand new: *Submit your Email*
- For those who have participated before: *Share and Donate*

Each segment has their own Welcome Series after the program.

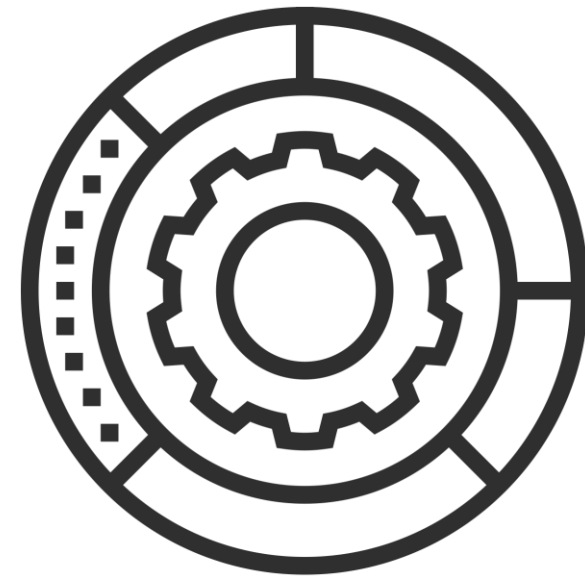


• Optimization

Digitally transform your communication with segmentation, personalization and automation.

Use segmentation for automation

- We can program a set of emails to be sent at specific times or as a reaction to specific behaviors.
 - After the gift, you can send a meaningful thank-you that acknowledges the donor.
 - Automated pre-lapse message to say “we miss you”
 - Welcome series for newly acquired donors



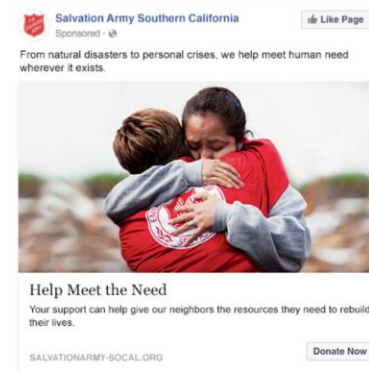
• Example: Segmentation & Messaging

The Salvation Army California South Division

Our client had acquired a large number of donors from a disaster.

RKD worked with them to segment and personalize messaging, testing creative to convert donors from disaster-only to mission-based donors.

We converted **8%** of donors to **mission-based**.



Adaptability

• Adaptability

Planning ahead

Once you've optimized your program, you can look to planning ahead.

- Adaptability is about being able to move quickly
 - Ex: Were you able to put a COVID message on your home page quickly, or did you need to track down the guy who designed your website a few years back?
- Do you have a strong handle on your program's infrastructure?



• Adaptability

Content Authority

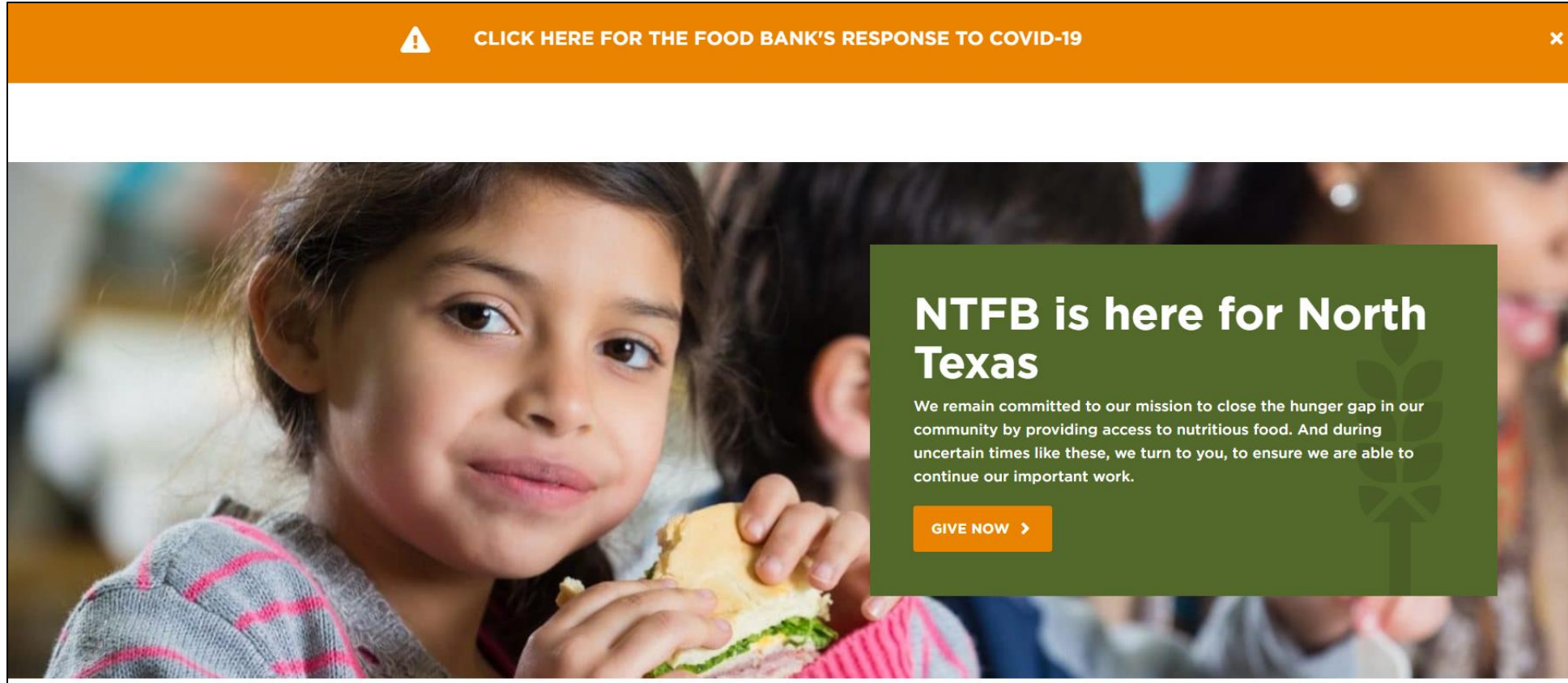
Establish content authority in your space.

- Need to move quickly during a disaster or other time of need
- Get your message out to your donors
 - Be authentic, doesn't need to be a polished, marketing-heavy message
- Think fast on your channels to distribute that message
 - Social media, email, paid search, Google Grant



- # Example: Creating Authority

North Texas Food Bank



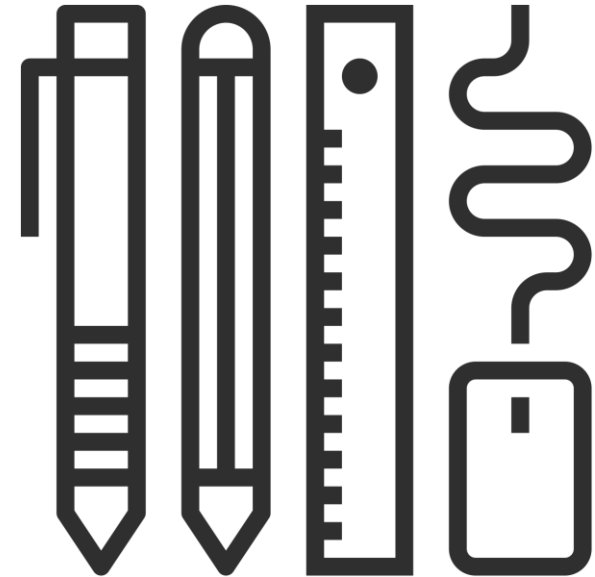
NTFB's homepage adapted quickly to build authority within the local market in response to COVID-19

• Adaptability

Disaster Toolkit

Prepare a disaster toolkit.

- Easy-to-use email templates to just drop in copy
- Pre-recorded videos asking for help
- Display/social ad series templates
- Training leaders to use tools like live video on social media



- **Example:**

Children's Hospital of Philadelphia



Experimentation

• Experimentation

Be future focused and try new things.

Once you've optimized and prepared to move quickly, it's time to try new things

- To stay on the cutting edge, it's OK to fail

New things to try:

Use social media and video more

- Deliver organic, authentic messages to donors
- Boost facebook posts
- Set up groups with mid-major donors
- Create a happy hour online event with donors to raise money

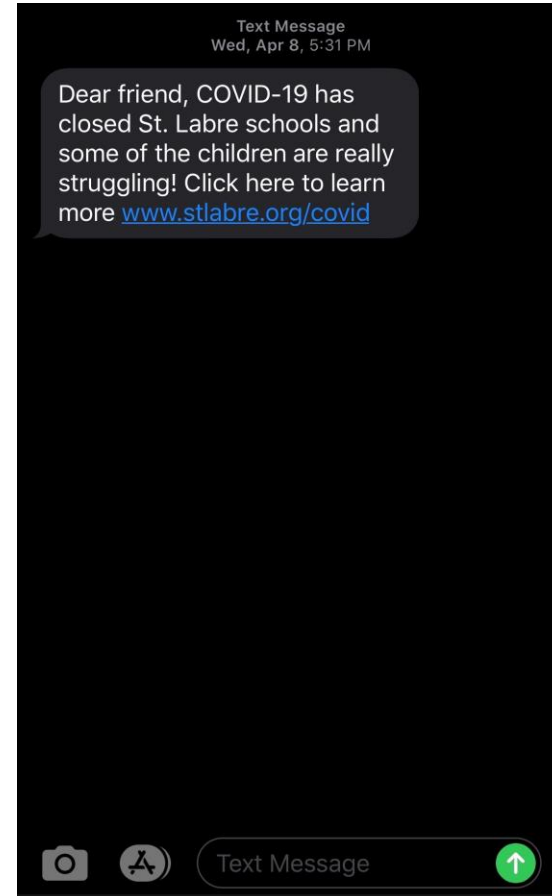


• Example: Experimentation

St. Labre Indian School:

Overcame challenges with access to direct mail caging to create an integrated, mobile-driven solution.

- 531% increase in website visitors
- 321% increase in donation revenue
- 50% increase in average gift



• Example: Experimentation

World Water Day:

Transitioned their annual campaign to COVID-19 related messaging, specifically around handwashing. More than doubled their contributions from 2019 to 2020.



Children's Miracle Network:

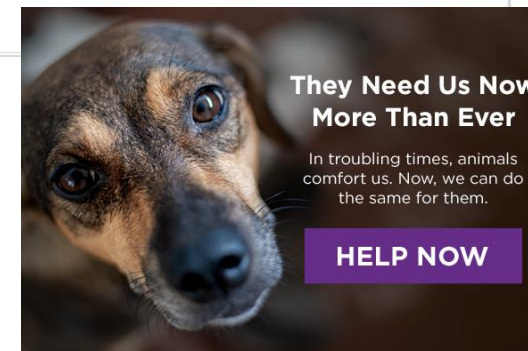
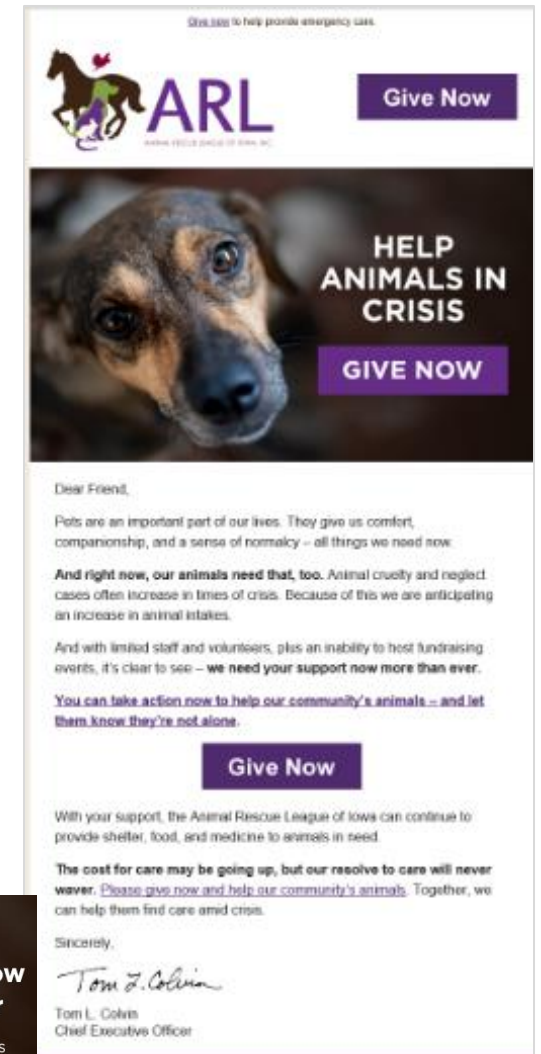
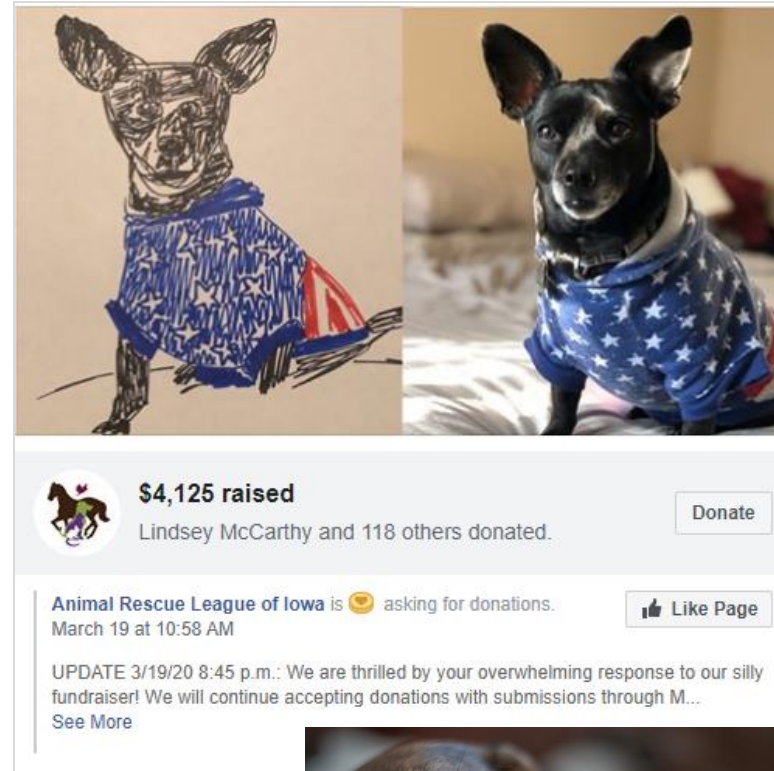
Partnered with extra life to leverage gaming as a peer-to-peer outlet. More than \$70 million raised since launch in 2008. COVID-19 specific fundraising days in April, with more planned later this year.



• Example: Experimentation

Animal Rescue League of Iowa:

Launched a light-hearted Facebook campaign offering pet drawings for a donation. They also added a lightbox to their website and sent out an email appeal. Up 150% in online giving YOY (March 12- Apr 2) and saw a 200% increase in social giving



Takeaways

- **Successful digital transformation is about how you change your approach to digital fundraising**
- **Be authentic and go without fear**

Upcoming Webinars

You Don't Need a Goat for Symbolic Giving to be Successful

May 28th | Duke Smith

Recordings | Presentations | Future Webinars

RKDgroup.com/webinars





Thank You!

Recordings | Presentations | Future Webinars

RKDgroup.com/webinars

