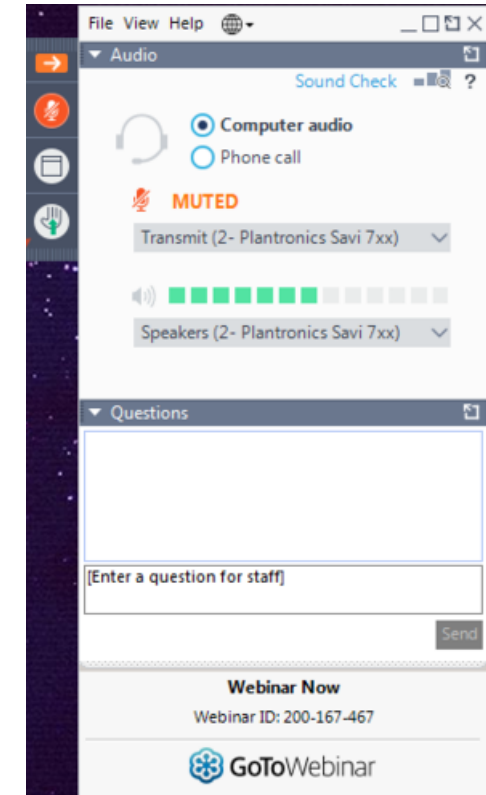


Welcome to RKD Group's Webinar:
**You Don't Need a Goat for
Symbolic Giving to be
Successful**

We want your questions and comments!

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





Duke Smith

Senior Vice President, Client Strategy

Duke brings senior-level philanthropic counsel to the charitable community throughout the United States, Canada and internationally.

Over his 25-year career, Duke has provided direct-marketing fundraising expertise for North America's largest and most respected nonprofit organizations.

Duke has traveled to more than 40 developing countries to meet, film and photograph children and their families whose lives have been impacted by the organizations he has worked tirelessly to serve.

**Nonprofits need to find
new ways to replace
lost revenue.**

Today's Discussion

- **Dispel the common myths about gift catalogs**
- **Showcase how symbolic giving fits into your fundraising program**
- **Illustrate how this has worked for other organizations**

What is symbolic giving?

• Symbolic Giving

- "Symbolic" does not mean without substance. Rather, a representation of something greater.
- "Giving" - An alternate method to engage and raise funds from current and prospective donors providing a new and ongoing revenue stream.
- In the end, Symbolic Giving is an interactive catalog campaign designed to raise funds by showcasing the essence of an organization.

4 Common Misconceptions about Gift Catalogs

• 1. Nobody looks at gift catalogs in 2020.



- Many organizations -- even Amazon -- publish a printed gift catalog
 - Print looks great and provides a high-quality product
 - Online is easy-to-use and provides a positive experience
- All donors are consumers. Catalogs solve a consumer problem (holiday shopping) as well as doing good during the holidays

- 1. Nobody looks at gift catalogs in 2020.
Amazon Example:

Amazon Example:



• 1. Nobody looks at gift catalogs in 2020.

What's Old is New Again: Annual Joy Delivered by Analog Catalogs – Media Agency Daily

I work at an agency where harnessing the latest tech tools to capture consumers where they live, learn, work and play is our perpetual mission...And here in my living room, I was reminded of the power low-tech plays in driving consumer purchasing decisions.

One glossy print catalog opened my son's eyes to new things he didn't even know existed.

*...The catalog proved to be a window into possibilities ...
Catalogs give us control over our consumer experience
... Catalogs engage our senses and trigger memories ... It
gives us the ability to control the intake of information
and interact with the experience on our own terms.*



• 1. Nobody looks at gift catalogs in 2020.



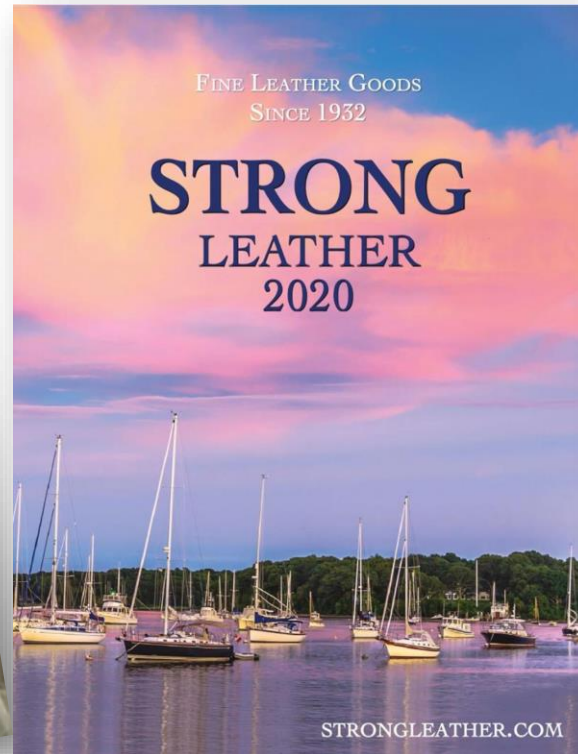
*"We try very hard to create a **one-to-one dialogue** and presentation to our customers, no matter where they live or shop. With our print catalogs, tabs and inserts, we have increasingly transformed what was traditionally a mass market channel into a **one-to-one connection** with our customers."*

- Joe Gies, Sr. Marketing Manager, Bass Pro

- 1. Nobody looks at gift catalogs in 2020.



- 1. Nobody looks at gift catalogs in 2020.



- **2. We need a goat to showcase.**



- Don't need to have an iconic "product" like a goat
- Do need to have about 20 items you can turn into symbolic giving
- Must contain tangible and easily understood "products" that represent what the donor perceives to be your organizational mission

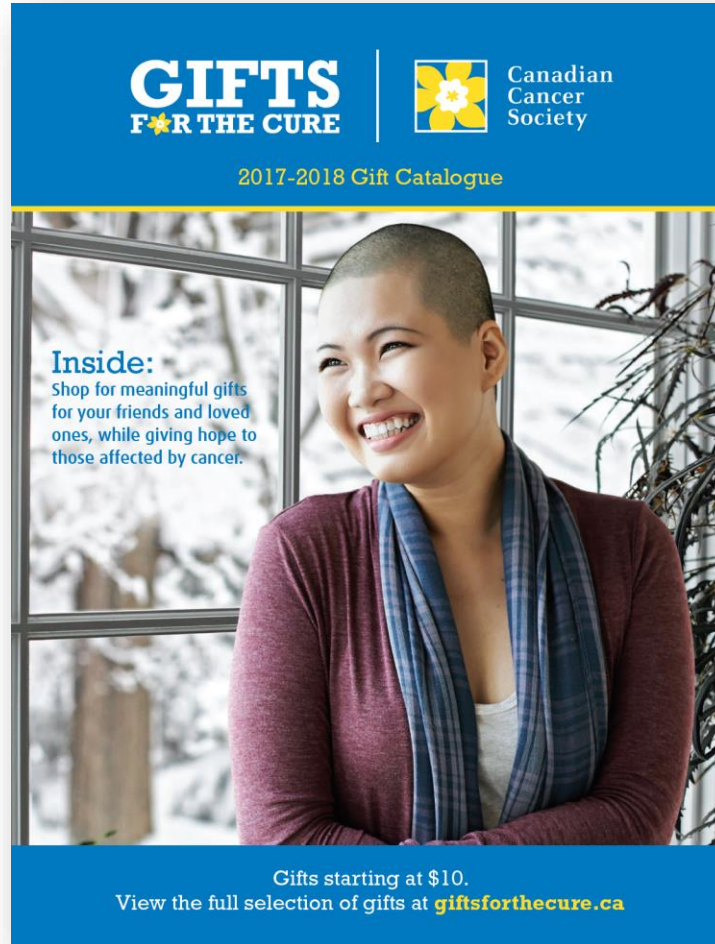
- **2. We need a goat to showcase.**

Example:



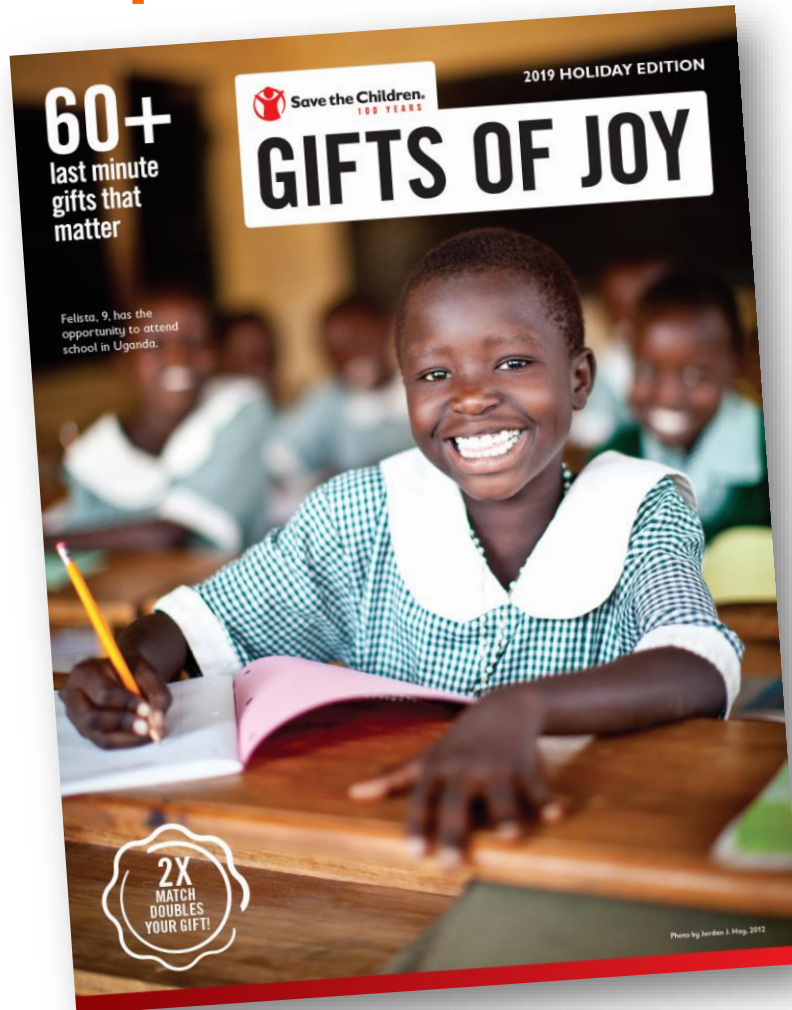
- ## 2. We need a goat to showcase.

Example:



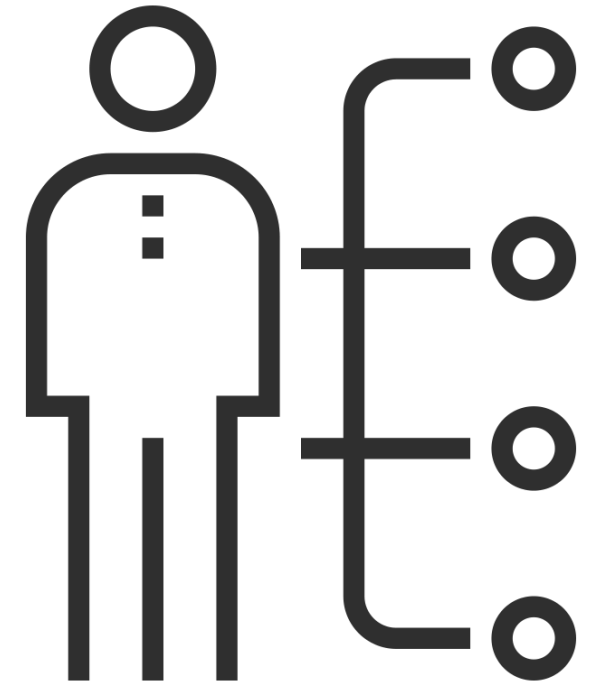
- **2. We need a goat to showcase.**

Example:



- **3. It's just not worth it and will cannibalize revenue in other channels.**

- Solves the donor's dilemma – Holiday Shopping
- Catalogs provide a "retail," not direct mail, experience
- Sits on top of year-end fundraising program
- 8 Messages a Catalog Will Communicate to Your Donors
 - Heartfelt need
 - Search for meaning
 - Practical need
 - Personal significance
 - Charity Trust
 - Wow! Factor
 - Price Point
 - Convenience



- **3. It's just not worth it and will cannibalize revenue in other channels.**

- Positions your org in its best light
- Direct mail and digital typically showcase the need; catalogs showcase the solution
- Great opportunity to secure second gifts
- Catalog donors are GREAT donors – excellent retention rate



- **3. It's just not worth it and will cannibalize revenue in other channels.**

Example:

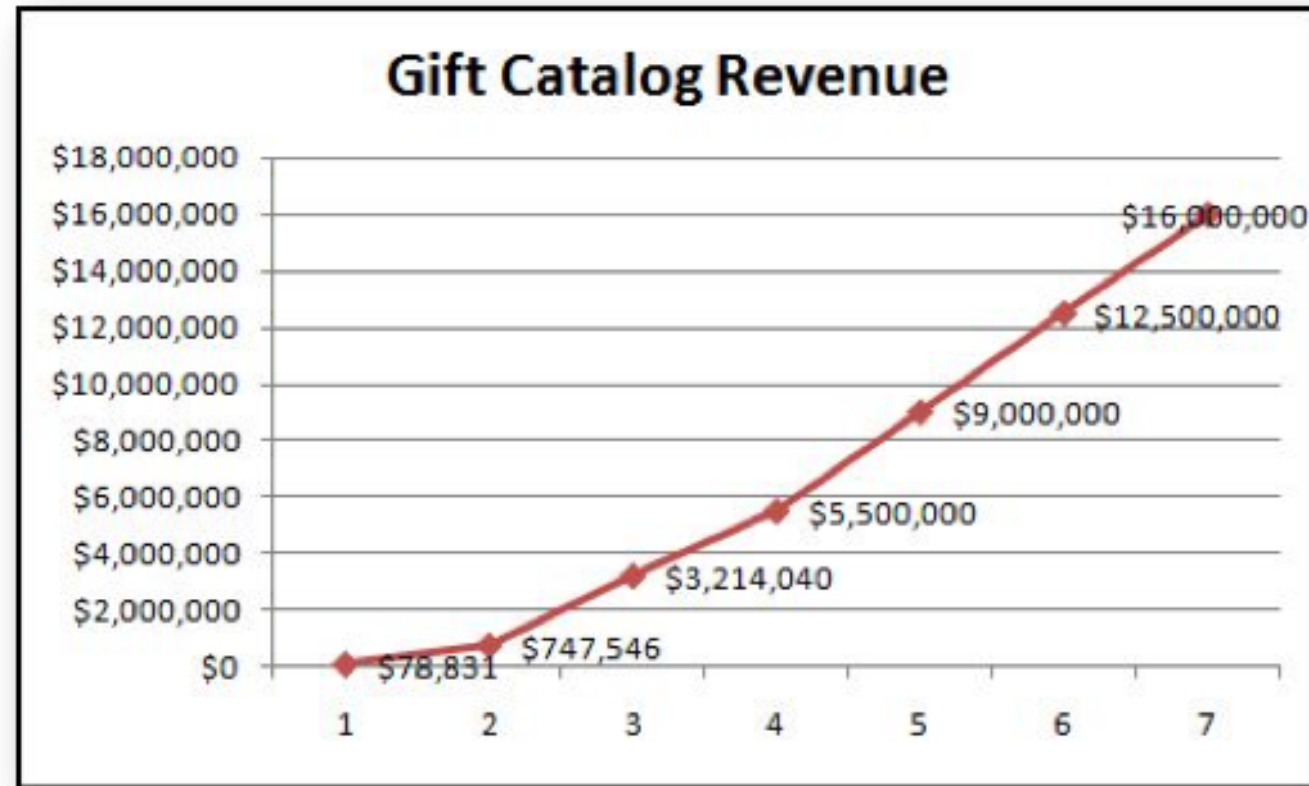
Recent Gift Catalog analytics reveal:

- Donors who give to catalogs in addition to other channels have over 20% higher annual value and twice the renewal rate compared to non-catalog givers
- Digital catalog givers retain 166% more than non-catalog donors
- Why? Part of Answer: \$150 average gift size in house file and acquisition.

- **3. It's just not worth it and will cannibalize revenue in other channels.**

Example:

And if retention isn't enough for you...



- **3. It's just not worth it and will cannibalize revenue in other channels.**

Five Reasons Why Catalogs Work – Lois Brayfield – CEO, J. Schmid

1. Catalogs create desire

- Catalogs have the space and freedom to tell your story, share a lifestyle and create desire

2. Catalog buyers deliver a strong ROI

- Multiple brands have proven that catalog shoppers are more loyal and provide stronger lifetime value

3. Catalogs provide merchandise intelligence

- Catalogs introduce new categories, expand on winning products, increase average order value...while still driving customers online to find out more



- **3. It's just not worth it and will cannibalize revenue in other channels.**

Five Reasons Why Catalogs Work – Lois Brayfield – CEO, J. Schmid

4. Catalogs drive action

- A catalog is a disruptive marketing tool, delivered directly into the hands of the target audience
- According to InternetRetailing, consumers who shop multiple channels will spend 82% more than those who only shop in-store

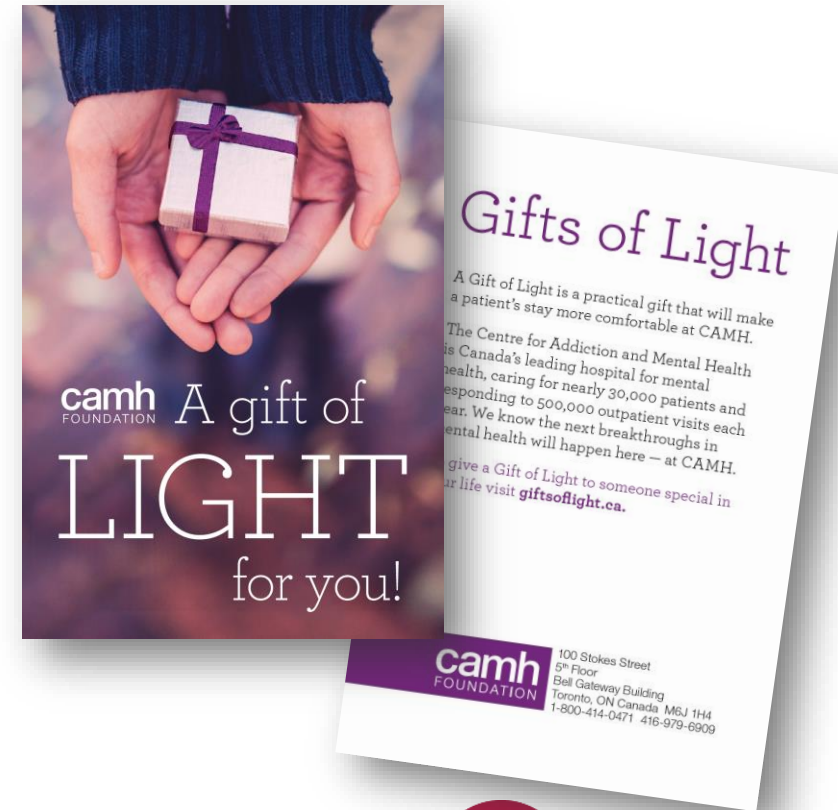
5. Catalogs are scalable

- Catalogs can be scaled up to achieve growth or down to achieve profitability goals – or both.

• 4. We tried it before, and it didn't work.

• Did you do it the right way?

- "Wow" donor experience
- Catalog development approach based on retail best practices
- A holiday shopping experience vs. donation solicitation
- Both print and online catalog work together to create a diversified fundraising effort with its own set of metrics
- Seen as an Oct - Dec campaign with multiple drops
- Robust digital promotion & homepage presence
- Immersive customer journey utilizing original product photography and "proof of delivery" video
- Recipient cards to increase shopping experience – print and digital
- "House File First" strategic approach
- Patience to learn and grow



- **4. We tried it before, and it didn't work.**

Best Practice Highlights

- **Branding**

- The catalog must effectively reflect what obviously differentiates you from peers
- Design elements must support your unique positioning in a consistent manner – from cover to order-form

- **Format and Organization**

- Optimize page count allowing enough profitable real estate to sell your full product assortment while "feeling" like a catalog (min. 16 pages)
- Is easy to shop from, allowing donors to quickly find the products they are interested in

- **Front Cover**

- Grabs attention, evokes emotion and inspires interest while standing out in the mailbox
- Sells with graphics that are brand-relevant, clearly presented and is quick to read
- Is appropriate for your audience (house file vs. acquisition)

• 4. We tried it before, and it didn't work.

Best Practice Highlights

• Back Cover

- Includes segment-level and previous gift history personalization (inkjet)
- Easy to read logo + tagline, "how-to-order" and key products promotion

• Pacing and Design

- Layouts that flow, encouraging readers to browse with interest
- Place best-sellers in "hot spots" throughout the book
- Incorporate "disrupter" elements to fix the eye and motivate page-turns
- Highlight "deals" - bundles, matches, stocking stuffers...



- **4. We tried it before, and it didn't work.**

Best Practice Highlights

- Photography & Graphics
 - Catalog-purposed photography with hero front-and-center and without distracting background elements
 - Products are clearly presented with important features in focus to draw the eye "in"
 - Copy and headlines presented in fonts, sizes leading and line lengths that allow for easy reading
 - Use "slapdots!"



• 4. We tried it before, and it didn't work.

Best Practice Highlights

- Product Discovery, Placement and Evaluation
 - Deciding on what goes where with what frequency is the foundation of any catalog
 - Back-end SQUINCH analysis is the key to determine product selection and emphasis for next year's catalog
 - Eliminate losers and give donors more of what they want

	Page 3 Items	Sales	Space on Page	Space Cost	Contribution to Profit
93211	Chicken/Rooster	\$42,532	25%	\$4,383	\$38,149
93229	Dairy Goat	\$98,094	50%	\$8,766	\$89,328
93195	Harvest pack for 1 family	\$18,184	25%	\$4,383	\$13,801
	Total Sales	\$158,810			
	Total Cost	\$17,532			
	Page Profit	\$141,278			
	I:C	9.1			

	Page 4 Items	Sales	Space on Page	Space Cost	Contribution to Profit
93146	Girl Child Education	\$19,240	100%	\$17,532	\$1,708
	One-year tuition				
	Total Sales	\$19,240			
	Total Cost	\$17,532			
	Page Profit	\$1,708			
	I:C	1.1			

	Page 6 Items	Sales	Space on Page	Space Cost	Contribution to Profit
93161	Winter clothing multiply	\$14,400	22%	\$3,857	\$10,543
93153	School supply multiply	\$32,834	31%	\$5,435	\$27,399
93179	Medicine multiply	\$52,600	47%	\$8,240	\$44,360
	Total Sales	\$99,834			
	Total Cost	\$17,532			
	Page Profit	\$82,302			
	I:C	5.7			

	Page 7 Items	Sales	Space on Page	Space Cost	Contribution to Profit
93021	Alg. School build/repair	\$6,000	33%	\$5,786	\$214
40501	Sponsorship	\$20,048	33%	\$5,786	\$14,262
93187	Family Emergency Kit	\$3,285	33%	\$5,786	-\$2,501
	Total Sales	\$29,333			
	Total Cost	\$17,532			
	Page Profit	\$11,801			
	I:C	1.7			

	Page 9 Items	Sales	Space on Page	Space Cost	Contribution to Profit
60103	Water foot pump (\$500)	\$31,845	50%	\$8,766	\$23,079
92148	Zinc roof	\$6,000	25%	\$4,383	\$3,617
92510	Vitamin A supplements	\$7,400	25%	\$4,383	\$3,017
	Total Sales	\$47,245			
	Total Cost	\$17,532			
	Page Profit	\$29,713			
	I:C	2.7			

	Page 10 Items	Sales	Space on Page	Space Cost	Contribution to Profit
93203	HIV/AIDS education kit	\$2,175	30%	\$5,260	-\$3,085
93138	Orphan care kit	\$7,245	20%	\$3,506	\$3,739
93120	Bicycle	\$5,440	50%	\$8,766	-\$3,326
	Total Sales	\$14,860			
	Total Cost	\$17,532			
	Page Profit	-\$2,672			
	I:C	0.8			

	Page 11 Items	Sales	Space on Page	Space Cost	Contribution to Profit
40501	Sponsorship	\$20,048	40%	\$7,013	\$13,035
60103	Water well for 1 family	\$31,845	60%	\$10,519	\$21,326
	Total Sales	\$51,893			
	Total Cost	\$17,532			
	Page Profit	\$34,361			
	I:C	3.0			

	Page 12 Items	Sales	Space on Page	Space Cost	Contribution to Profit
93211	Chicken/Rooster	\$42,532	40%	\$7,013	\$35,519
40501	Sponsorship	\$20,048	60%	\$10,519	\$9,529
	Total Sales	\$62,580			
	Total Cost	\$17,532			
	Page Profit	\$45,048			
	I:C	3.6			

- **4. We tried it before, and it didn't work.**

Best Practice Highlights

- Proper Planning
 - Phase 1 – Jan – March: Evaluation & Setting the Strategic Direction
 - Phase 2 – April – June: Media and Promotion Planning
 - Phase 3 – March – Sept: Creative Development
 - Phase 4 – June – Sept: Campaign Execution & Production
 - Phase 5 - Oct – Dec: In Market

How and where to start?

- **Internal Discovery**

Can you see the catalog as an "on top of" strategy?

- **Mission Review**

Are you looking to diversify fundraising efforts?

- **Product Development**

Can you identify at least 20 showcase "products"?

- **Internal Agreement**

Can you reach agreements with key stakeholders?

- **Budget Review – Revenue & Expense**

Are you ready to explore test opportunities?



Thank You!

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connect@rkdgroup.com

