

NOW APPEARING!

**GENERAL OF
GENEROSITY**

**MUST BE SEEN
TO BE BELIEVED**

**SIMPLY
STUPENDOUS!!**



**NOT TO BE MISSED
THIS IS A
ONCE IN A
LIFETIME CHANCE**



**CHAMPION
- OF -
CHARITY**

TIM KACHURIAK

Value Proposition Study:

What We Learned From An Analysis of 127 of the Largest Nonprofit Organizations

Presented By

Tim Kachuriak

NextAfter



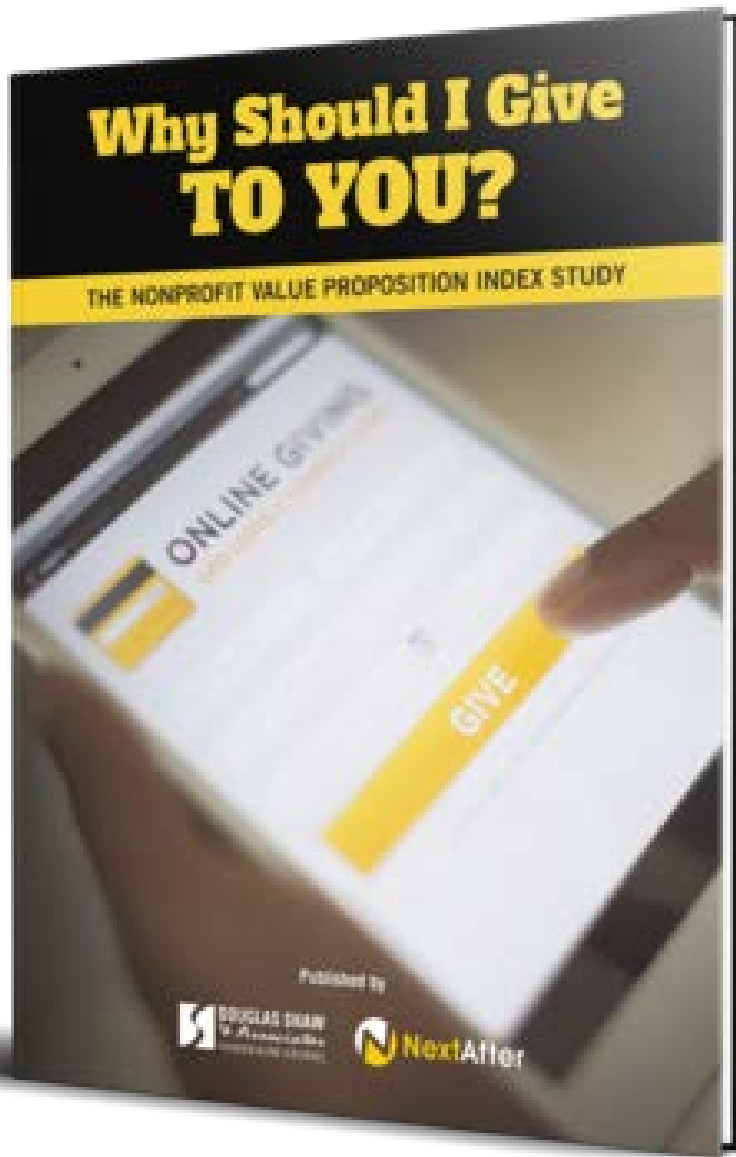
Why Should I Give TO YOU?

THE NONPROFIT VALUE PROPOSITION INDEX STUDY



NextAfter

How do nonprofits
COMMUNICATE their
VALUE PROPOSITION?



Nonprofit Value Proposition Index Study

- Study of 127 nonprofit organizations across 8 different verticals
- Assessed the value proposition as communicated via four channels:
 - Telephone
 - Email
 - Web site
 - Social Media
- Value propositions scored in four areas based on research and methodology developed by MECLABS:
 - Appeal
 - Exclusivity
 - Credibility
 - Clarity
- Data collected from 11/4/15 through 2/6/16

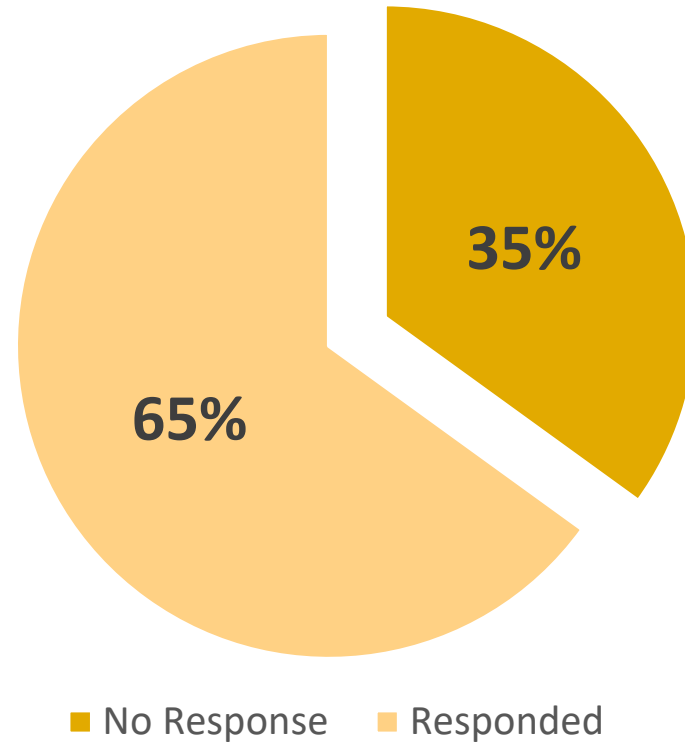
Download Full Study:
nextafter.com/vp





General Observations

No One's Home on Email



Of the organizations that had a “Contact Us” form, more than one third did **NOT** respond to our submission...ever!



How Long Does it Take to Respond?

Contact Us Form

First Name

Last Name

Email

Comments
Let us know what you think

Thank you for contacting us.

3% of Orgs did NOT
have a “Contact Us”
Form

How Long Does it Take to Respond?

Contact Us Form

First Name

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Let us know what you think

Thank you for contacting us.

3% of Orgs did NOT have a "Contact Us" Form



26% of Orgs responded within **48 hours** of our request



How Long Does it Take to Respond?

Contact Us Form

First Name

Last Name

Email

Comments
Let us know what you think

Thank you for contacting us.

3% of Orgs did NOT have a "Contact Us" Form



After 1 Week, **43%** of Orgs still had NOT responded to our inquiry

26% of Orgs responded within **48 hours** of our request



How Long Does it Take to Respond?

Contact Us Form

First Name

Last Name

Email

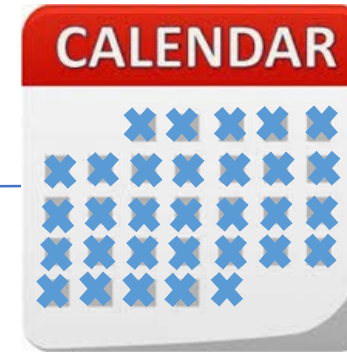
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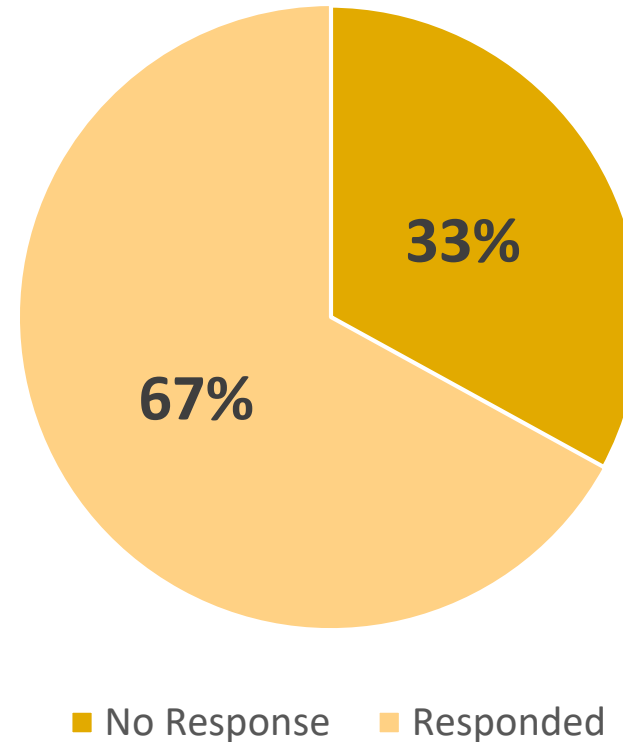


After 1-month, **35%** of Orgs Completely ignored our request.

26% of Orgs responded within **48 hours** of our request



Social Media is Not Much Better



When we contacted organizations through direct message on Facebook, 33% **never got back to us.**



How Long Does it Take to Respond?

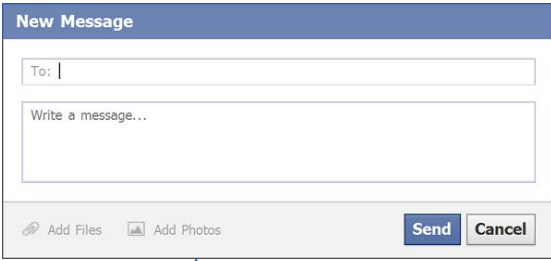


The image shows a screenshot of a Facebook 'New Message' dialog box. It has a blue header with the text 'New Message'. Below the header is a 'To:' field with a cursor. Underneath is a large text area with the placeholder text 'Write a message...'. At the bottom left, there are two options: 'Add Files' with a paperclip icon and 'Add Photos' with a camera icon. At the bottom right, there are two buttons: 'Send' and 'Cancel'.

27% of Orgs had disabled direct messaging in Facebook and were uncontactable

How Long Does it Take to Respond?

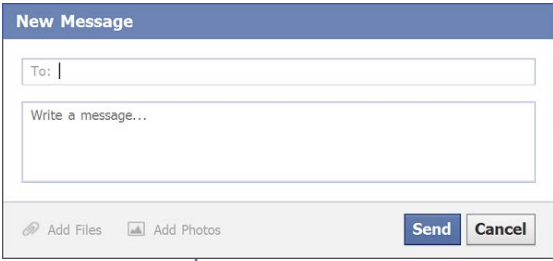
27% of Orgs had disabled direct messaging in Facebook and were uncontactable



25% of Orgs responded within **48 hours** of our request



How Long Does it Take to Respond?



27% of Orgs had disabled direct messaging in Facebook and were uncontactable



After 1 Week,
36% of Orgs
still had **NOT**
responded to
our inquiry

25% of Orgs responded within **48 hours** of our request



How Long Does it Take to Respond?



27% of Orgs had disabled direct messaging in Facebook and were uncontactable



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Scoring the Value Proposition

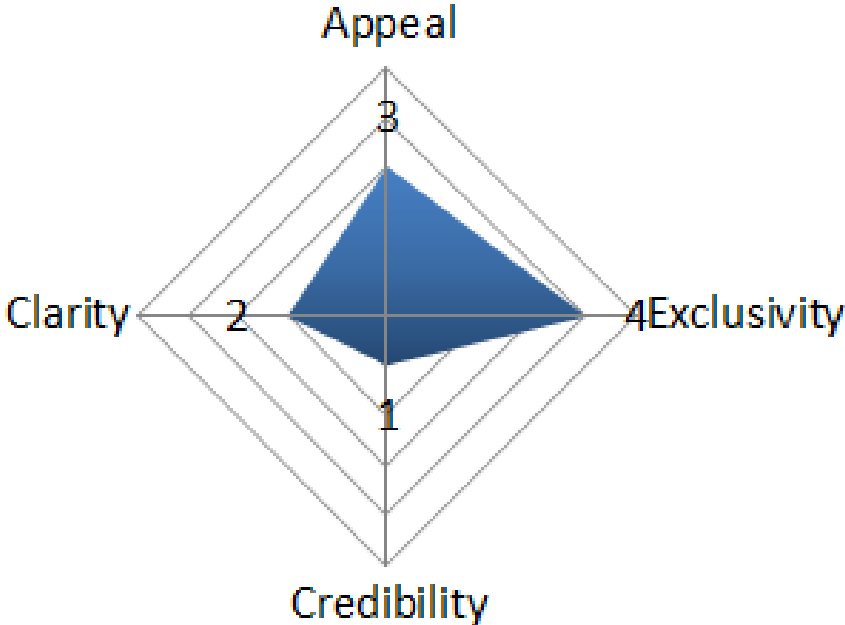
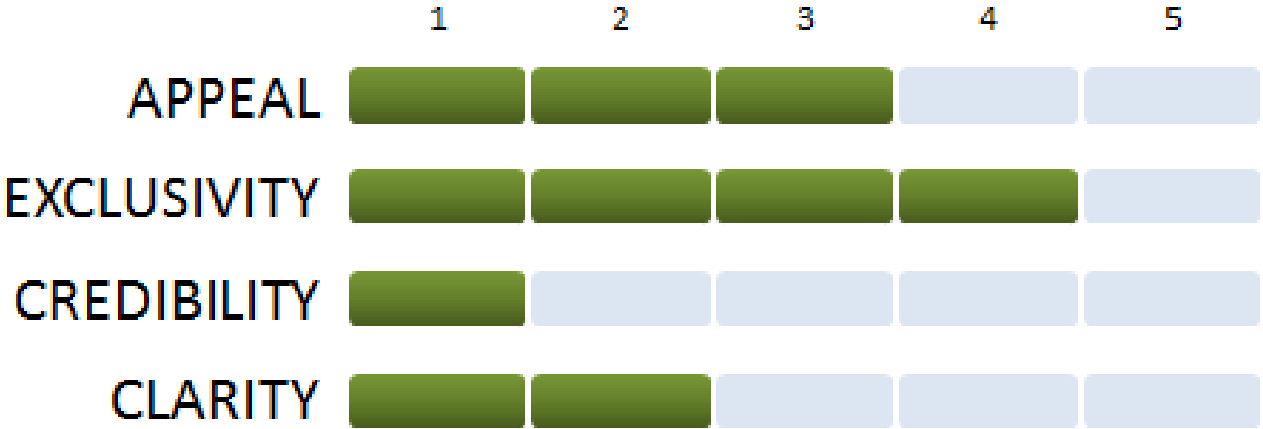
MECLABS INSTITUTE

Value Proposition Formulation

I must understand (clarity)
so I can believe (credibility)
that only you (exclusivity)
have what I want (appeal).



MECLABS Value Proposition Evaluation Criteria



Scoring Matrix

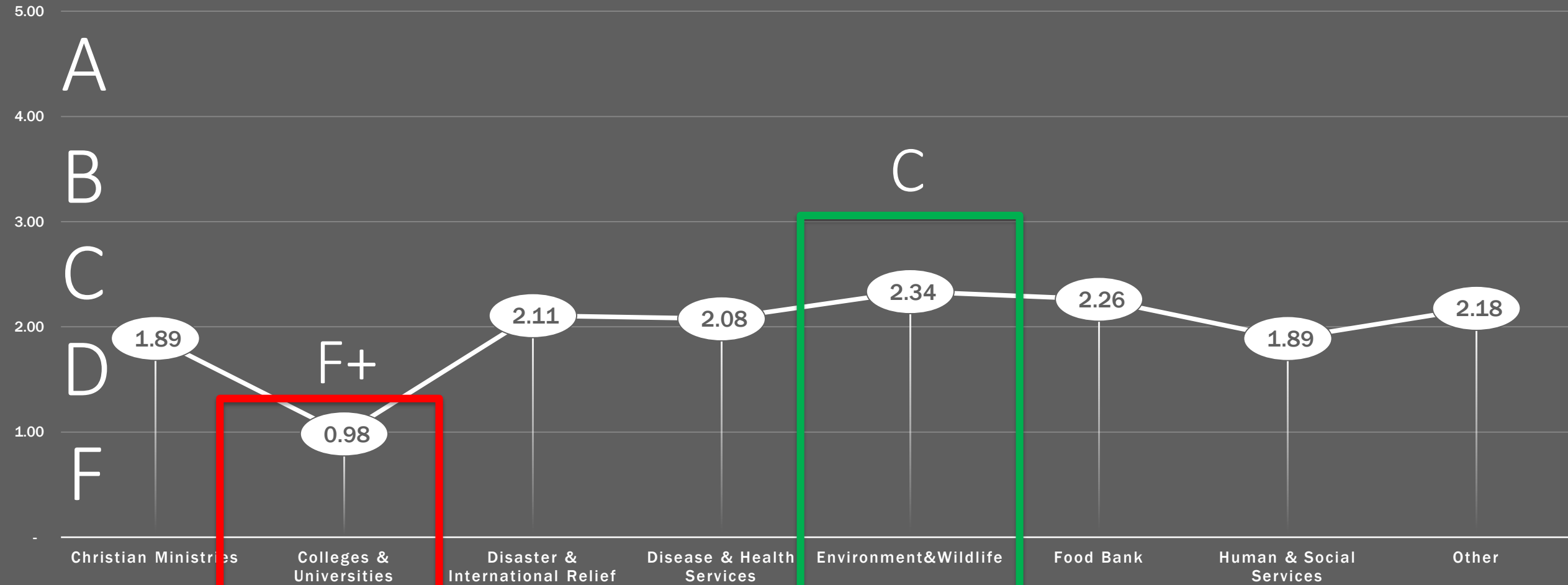
Website	Email	Phone	Social Media
Appeal	Appeal	Appeal	Appeal
Exclusivity	Exclusivity	Exclusivity	Exclusivity
Credibility	Credibility	Credibility	Credibility
Clarity	Clarity	Clarity	Clarity

Graded on a Scale of 1 to 5



Was the scoring too rigorous?

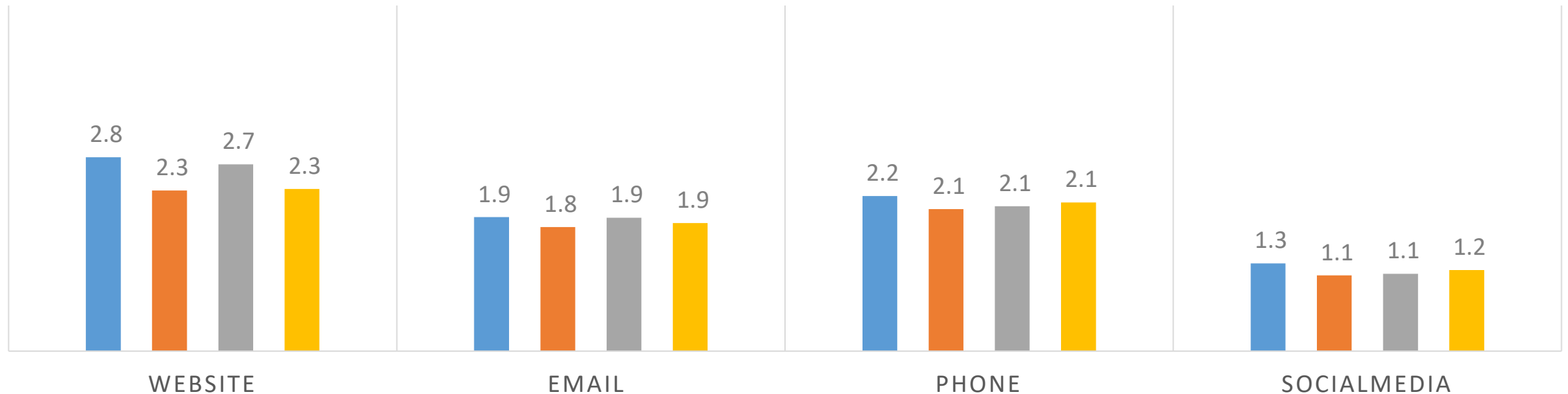
VALUE PROPOSITION INDEX



Aggregate Scores by Channel

AGGREGATE VALUE PROPOSITION SCORING

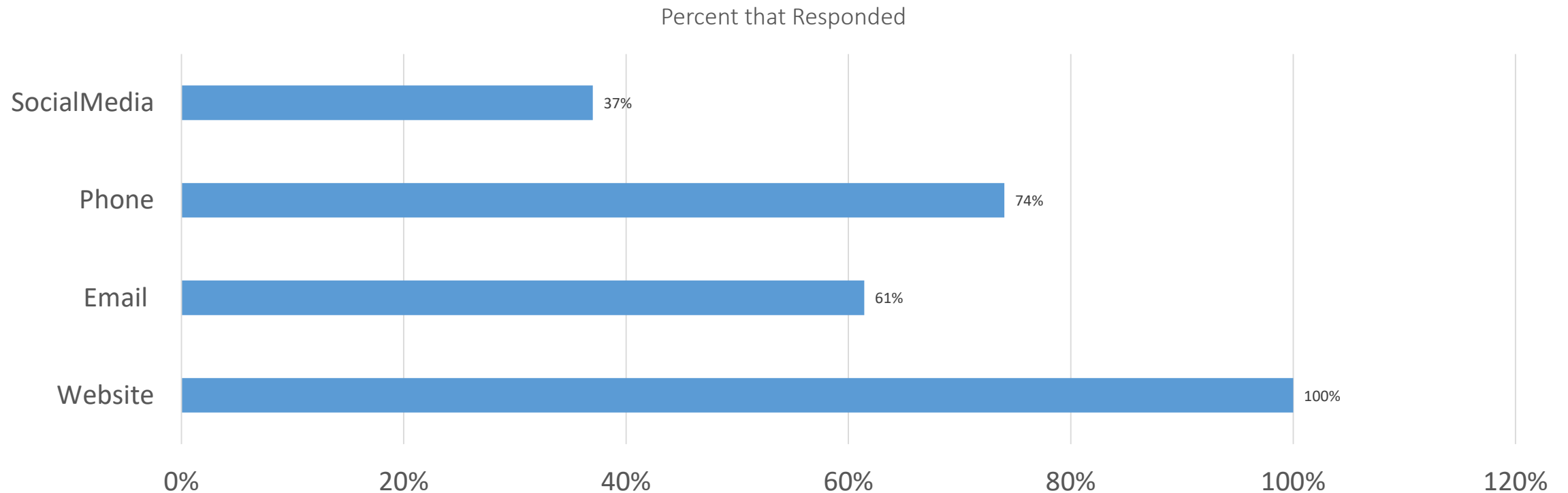
■ Appeal ■ Exclusivity ■ Credibility ■ Clarity



Initial observation was that Website and Phone were highest performing channels...



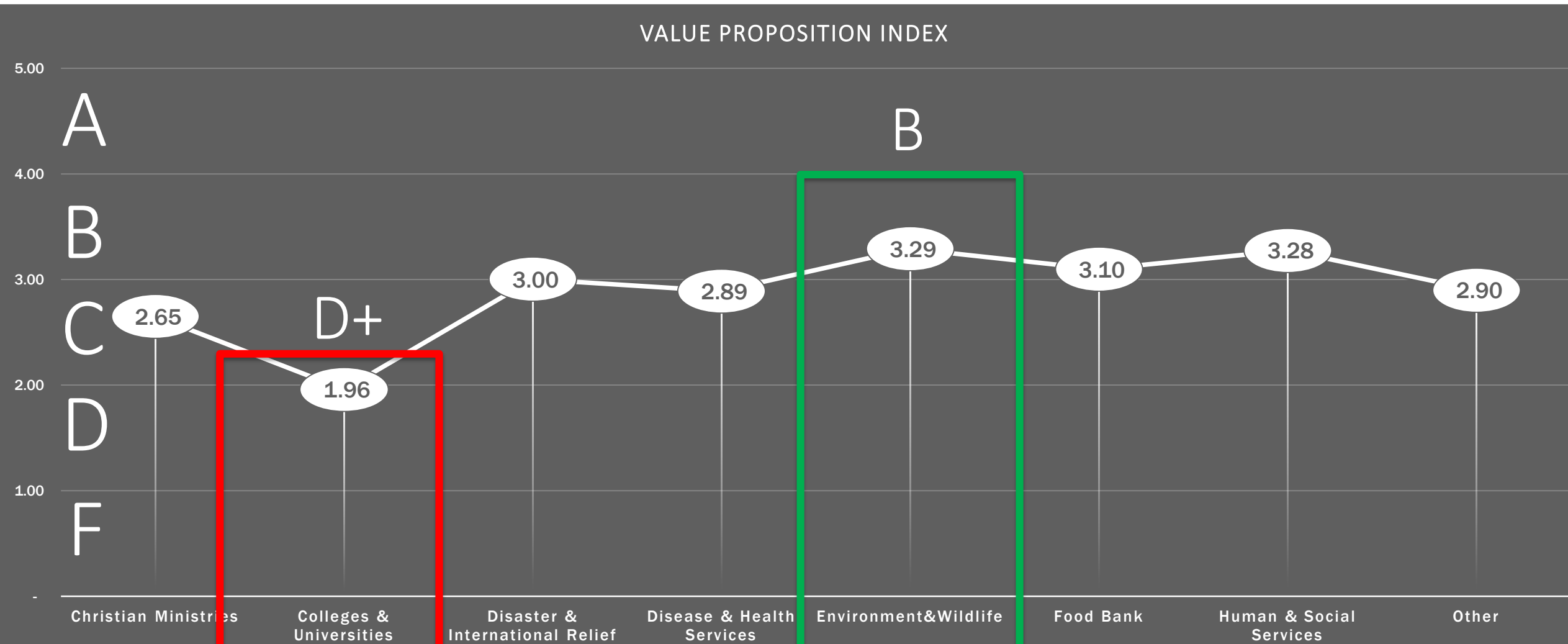
Nobody is Listening Online



...however, the lower scores are due to nonresponse. Only 37% of orgs responded on social media, and 61% on email.



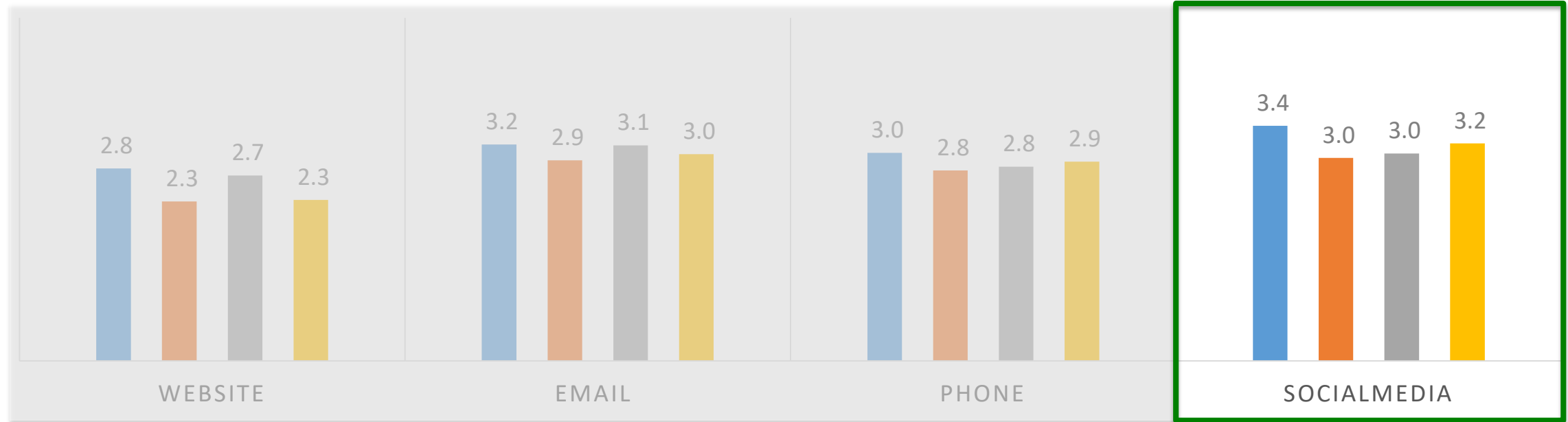
Removing Non-responders Paints a Different Picture



Aggregate Scores by Channel

AGGREGATE VALUE PROPOSITION SCORING

■ Appeal ■ Exclusivity ■ Credibility ■ Clarity



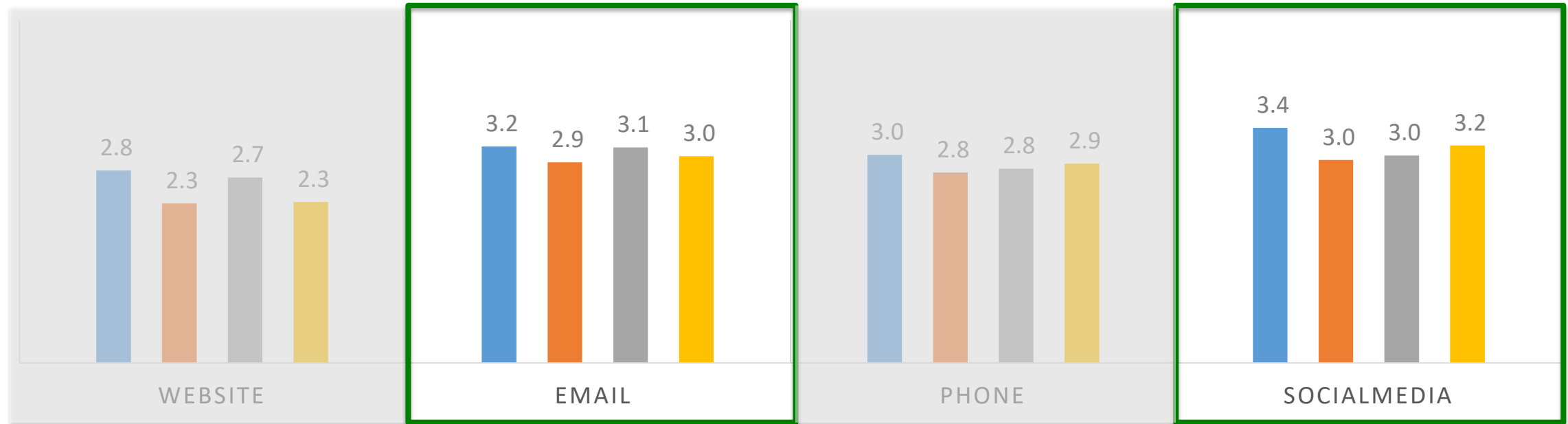
After filtering out nonresponders, the results flipped— Social Media was the highest scoring channel followed by Email. Website was the poorest performing channel.



Aggregate Scores by Channel

AGGREGATE VALUE PROPOSITION SCORING

■ Appeal ■ Exclusivity ■ Credibility ■ Clarity



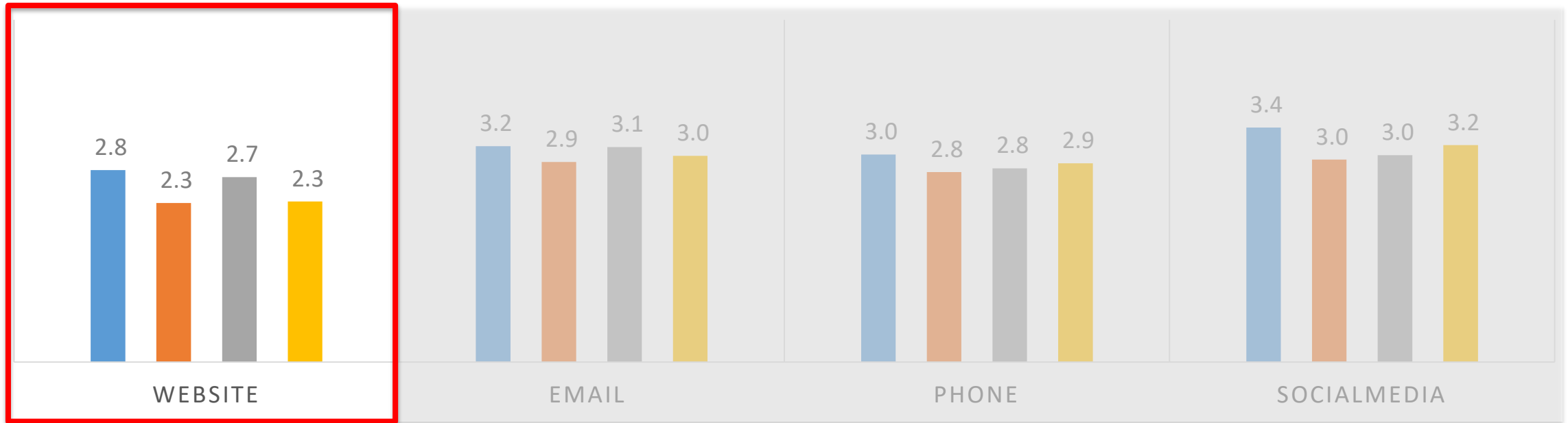
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Aggregate Scores by Channel

AGGREGATE VALUE PROPOSITION SCORING

■ Appeal ■ Exclusivity ■ Credibility ■ Clarity

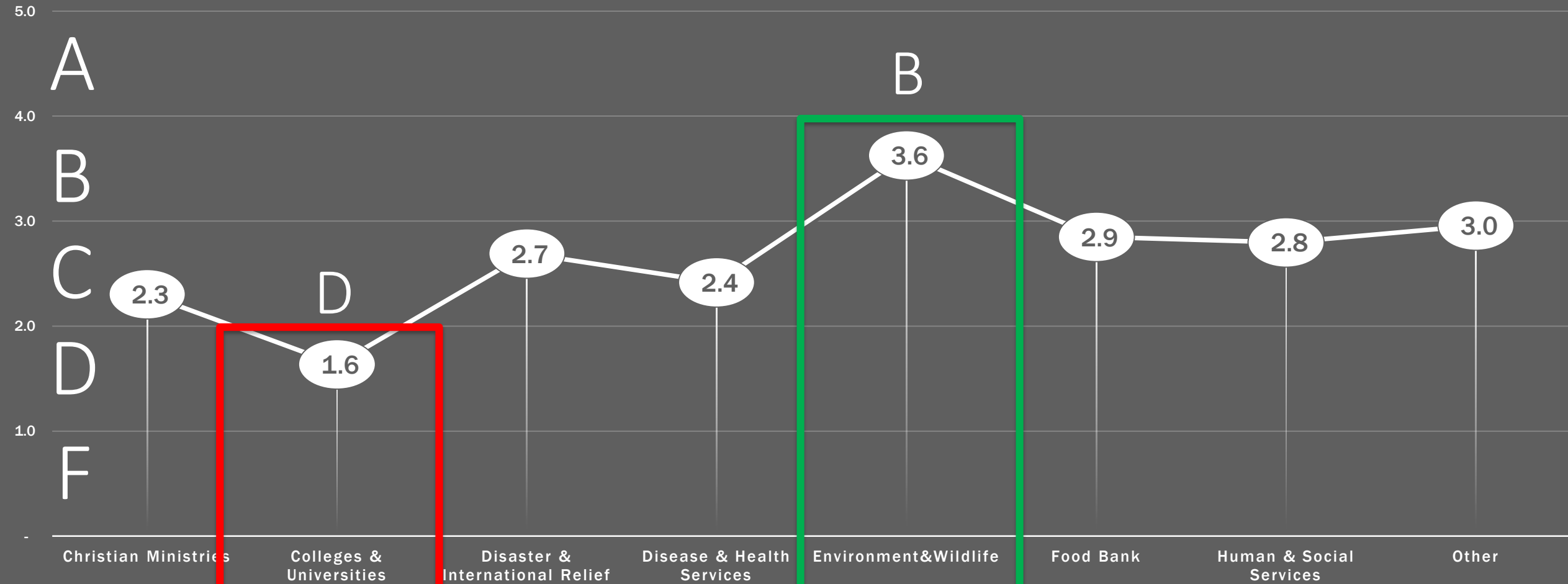


After filtering out nonresponders, the results flipped— Social Media was the highest scoring channel followed by Email. Website was the poorest performing channel.




Website Scoring


WEBSITE VALUE PROPOSITION



Website Example #1




Meeting the most pressing needs



The children, families and communities you help with a donation to have varying needs and concerns. Help us to meet those needs as they develop and change.

Donation Amount

Website Example #2

Need any help? [Talk to a live agent now](#) 



Whatever Your Why, Thank You!

Life is why the _____ exists.




For the littlest baby and the oldest grandparent, you can change and even save their life. With your donation today, you are why families will stay together after _____ threatens to tear them apart.

Yes, I want to be the reason why.


► How would you like to donate?

 ONE-TIME GIFT  MONTHLY GIFT

► What type of gift would you like to give?

 GENERAL  HONOR  MEMORIAL

► How much would you like to give?



Website Example #3

GIVE NOW

3 easy steps to your secure donation

DONATION INFORMATION

- Provide God's Word to 7 waiting people \$35.00
- Help 15 people receive a Bible of their own \$75.00
- Give 30 people a Bible they can read and share \$150.00
- Other \$

Type of gift:

- One-time gift
- Recurring gift

BILLING INFORMATION

Title:

First name:

Last name:

Address:

City:

State:

ZIP:

Phone:

Email:

PAYMENT INFORMATION

Who your gift will help



Send God's Word around the world

Every \$5 you donate will place a Bible into the eager, waiting hands of:

- Someone who has never had God's Word in their language before
- An orphan or at-risk child
- Patient Chinese Christians
- People suffering for their faith
- A U.S. military member who is defending our freedom.

Since 1816 donors to [World Prayer](#) have had the assurance that their contributions are faithfully providing God's Word to others.



Learn how your gifts will be used

- Funds raised beyond this need will be used to help provide even more copies of God's Word where the need is greatest.
- Your gift will help provide a Bible for a man, woman or child who is waiting with open hands and an open heart.
- Your gift is used to make the Bible available to every person in a language and format each can understand and afford, so that they may experience the life-changing message of the Gospel.
- [World Prayer](#) partners with local Bible societies, churches and pastors to ensure that the Bibles you provide go directly to those who need them most.
- Contributions are greatly appreciated and [World Prayer](#) is committed to providing the best possible service to our donors.



Things that blew our mind!

The image shows a blurred screenshot of a website's donation form. A red-bordered box highlights a 'FRAUD ALERT' message. To the right of the message are form fields for 'Select Country', 'State/Province*' (with a dropdown menu showing 'Select a state'), and 'Zip/Postal Code*'. A yellow 'DONATE' button is positioned below these fields.

FRAUD ALERT:

A person identifying himself as [redacted] has attempted to defraud individuals by claiming an affiliation with [redacted]. This person has no affiliation with [redacted] or any member agency.

Please click the Donate button only once. Do not click "back" or "refresh" on your browser. Any of these actions may result in your credit card being charged more than once.

Select Country

State/Province*

Select a state ▼

Zip/Postal Code*

DONATE

Things that blew our mind!

[Cancel this gift](#)

Give Online: 1. SELECT A GIFT > 2. GIFT DETAILS > 3. PERSONAL INFORMATION > 4. PAYMENT INFO

Thank you for choosing to give to [REDACTED]

This tool helps you:

- Make gifts of any size using a credit card
- Make gifts in honor or in memory of someone
- Make gifts jointly with a spouse

Select a School or Division: Arts and Sciences

Select a designation: [REDACTED]

Select a Gift Type: [REDACTED]

Gift Amount: [REDACTED]

[NEXT >>](#)

Arts and Sciences

Select one

- A&S Center for Science & Society
- Alliance Program (Columbia-Paris)
- American NGOs Coalition for the International Criminal Court (AMICC)
- Architecture, Planning and Preservation (GSAPP), Graduate School of Arts and Sciences
- Department of Astronomy
- Department of Art History and Archaeology
- Department of Classics
- Department of East Asian Languages & Cultures
- IMJS: Japanese Cultural Heritage Initiatives
- Department of Economics
- Department of English and Comparative Literature
- Department of French and Romance Philology
- Department of Germanic Languages
- Department of History
- Department of Italian
- Department of Middle Eastern, South Asian, and African Studies
- Department of Music
- Department of Philosophy
- Department of Physics
- Department of Political Science
- Department of Psychology

[PRIVACY POLICY](#)

All information entered into this form is secure and private.

[View our privacy policy >](#)

NEED HELP?

If you have any problems with this form—technical or otherwise—please contact [REDACTED]

[QUESTIONS](#) | [CONTACTS](#) | [COLL](#)

2007



--East Central European Center
--Committee on Global Thought
--Harriman Institute
--Institute for Comparative Literature and Society
--Institute for Israel and Jewish Studies
--Wallach Art Gallery
Arts, School of the
Athletics
Business School
Center for New Media Teaching and Learning (CCNMTL)
Columbia College (CC)
--Columbia College Student Affairs
--Columbia College Student Emergency Fund
--Columbia College Today
--Double Discovery Center
--Senior Fund
Columbia Entrepreneurship
Columbia Global Centers
Columbia Magazine
Columbia University Medical Center
--Adolescent Health Uganda Fund
--Department of Anesthesiology
--Bone Marrow and Blood Diseases
--Breast Cancer Program
--CARING at Columbia
--Celiac Disease Center
--Center for Bioethics
--Center for Family and Community Medicine
--Center for LAM & Rare Lung Diseases
--Center for Radiological Research
--Center for Translational Immunology
--Columbia Center for Children's Environmental Health (CCCEH)
--Columbia Heart Valve Center
--CUMC P&S/Clinical Genetics
--Department of Dermatology
--Department of Dermatology
--Department of Medicine
--Department of Neurology
--Department of Neuroscience
--Department of Ophthalmology
--Department of Pediatrics
--Division of Hematology/Oncology



- Herbert Irving Comprehensive Cancer Center
- IFAP Dominican Family Health Program
- Infectious Diseases
- Institute of Cancer Genetics
- Institute of Human Nutrition
- IFAP Global Health Program
- Lung Transplant Program
- Lyme and Tick-Borne Diseases Research Center
- Medical and Graduate Education Building - Campus Revitalization
- Medical School Administration
- Naomi Berrie Diabetes Center

--Division of Nephrology

- Genomics of IgA-related Disorders in Kids
- Department of Obstetrics-Gynecology
- Department of Orthopedic Surgery
- Department of Otolaryngology
- P&S Department of Pediatrics
- P&S Department of Pediatrics
- P&S Genetics
- Pancreas Center
- Pediatric Allergy and Immunology
- Pediatric Blood and Marrow Transplantation
- Pediatric Brain Tumor Research
- Pediatric Cardiology
- Pediatric Child and Adolescent Health
- Pediatric Clinical Genetics
- Pediatric Critical Care Medicine

--Pediatric Infectious Diseases

--Pediatric Neonatology/ Perinatology

- Pediatric Nephrology
- Pediatric Oncology
- Pediatric Orthopaedic Surgery
- Pediatric Pulmonology
- Pediatric Rheumatology
- Pediatric Surgery Research
- Pediatrics
- Wung Respiratory
- Program in Narrative Medicine
- Department of Psychiatry
- Department of Radiology
- Spinal Muscular Atrophy Clinical Research Center
- Stem Cell Initiative
- Surgery -- Colorectal



<ul style="list-style-type: none"> --Taub Institute --The Center for Lymphoid Malignancies --Transplant Initiative --Department of Urology --Weinberg Family Cerebral Palsy Center CU Arts CUMC Transplant Initiative Dental Medicine, College of Department of Radiation Oncology Earth Institute Engineering and Applied Science (SEAS), The Fu Foundation School of General Studies, School of Hispanic Institute Injury Free Coalition Institute for the Study of Human Rights Institute of Latin American Studies International Research Institute for Climate and Society Iranian Studies, Center for Journalism, Graduate School of 	▲
<ul style="list-style-type: none"> Lamont-Doherty Earth Observatory Law (CLS), School of Libraries Maison Francaise Miller Theatre Morningside - Health Services Nursing, School of Occupational Therapy Physical Therapy Physicians and Surgeons, College of --Department of Cardiology --Department of Orthopedic Surgery --Pathology --Physiology and Cellular Biophysics --Prenatal Pediatrics Fund --Rehabilitation Medicine Physicians and Surgeons, College of Public Health (MSPH), Mailman School of --Center for Infection and Immunity --Climate and Health Program 	▼
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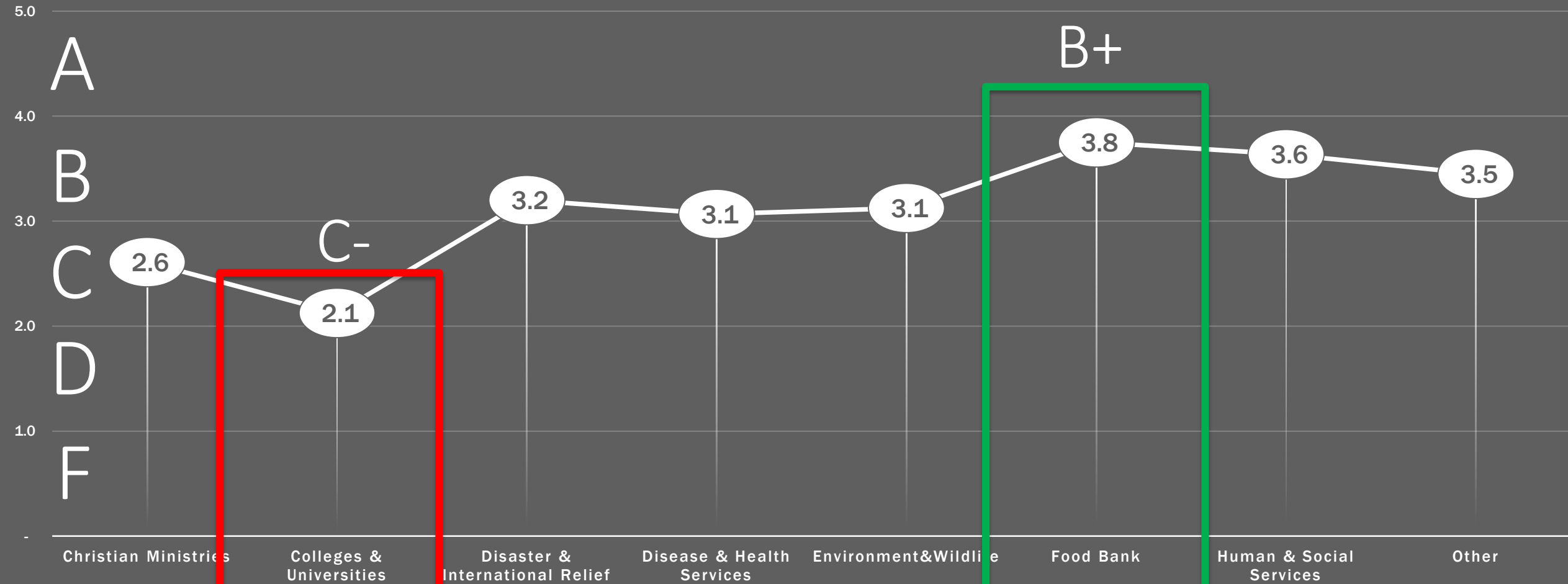
--School of International and Public Affairs Annual Fund Gifts
--SIPA Center for Development Economics and Policy
School of Professional Studies
SEAS Class of 2013 Senior Fund
Social and Economic Research and Policy, Institute of (ISERP)
Social Work, School of
Sociomedical Sciences
Target ALS
The Institute for Research on Women, Gender, and Sexuality
The Italian Academy for Advanced Studies in America
University Seminars
University-Wide/Unrestricted
WKCR Radio
Zuckerman Mind Brain Behavior Institute

So...which one??



Email Scoring

EMAIL VALUE PROPOSITION



Email Example #1

Dear Friend,

Thank you for contacting us here at [ORGANIZATION].

We do not ask for donations, so this decision is entirely up to you. If you would like to make a donation, you may do so online, or by calling our customer service department at 800.XXX.XXXX. Our normal customer service hours are Monday through Friday, 7:30 a.m.—3:50 p.m. (Pacific time). We would be happy to assist you in any way we can.

Thank you again for writing. If you have any further questions, please let us know.

Have a blessed day.

Sincerely,



Email Example #2

Richard-

Good afternoon. Thank you for your email and your interest in supporting the [ORGANIZATION]. There are so many charities out there right now supporting children and it can be very difficult to work your way through the masses to find the best fit for your personal contributions. What I can tell you about the [ORGANIZATION] is that unlike any of the other organizations within this same space we combine three very important attributes that other organizations cannot match. Those three attributes are:

- Our more than 100 year history of support America's youth. We have more than 16 million living Alumni throughout the world, many of which would tell you that their Club saved their life.
- Our reach of service with more than 4,000 Clubs located in cities, towns, U.S. military installations worldwide and Native American lands throughout the US; that serve 4 million children
- Our combination and scope of services that include not only a safe place to go after school, but also provide fundamental programs that emphasize academic success, health lifestyles and the skills and attributes needed to grow into a person of character who believes in supporting their community.

The last (and to many the most important) piece of the puzzle is return on investment. The [ORGANIZATION]'s National structure creates efficiency by consolidating resources. Clubs receive support in key areas such as: administrative services, technology support, government relations, financial services, human resources, professional development, training and marketing. This combination fosters shared best practices and cost efficiencies that ultimately results in increased impact across movement and on the lives of America's youth.... and Our Future!

I hope this has given you a broad overview of what makes the [ORGANIZATION] different than other youth serving organizations. I am happy to share additional information if you have any further questions. Please do not hesitate to reach out directly.

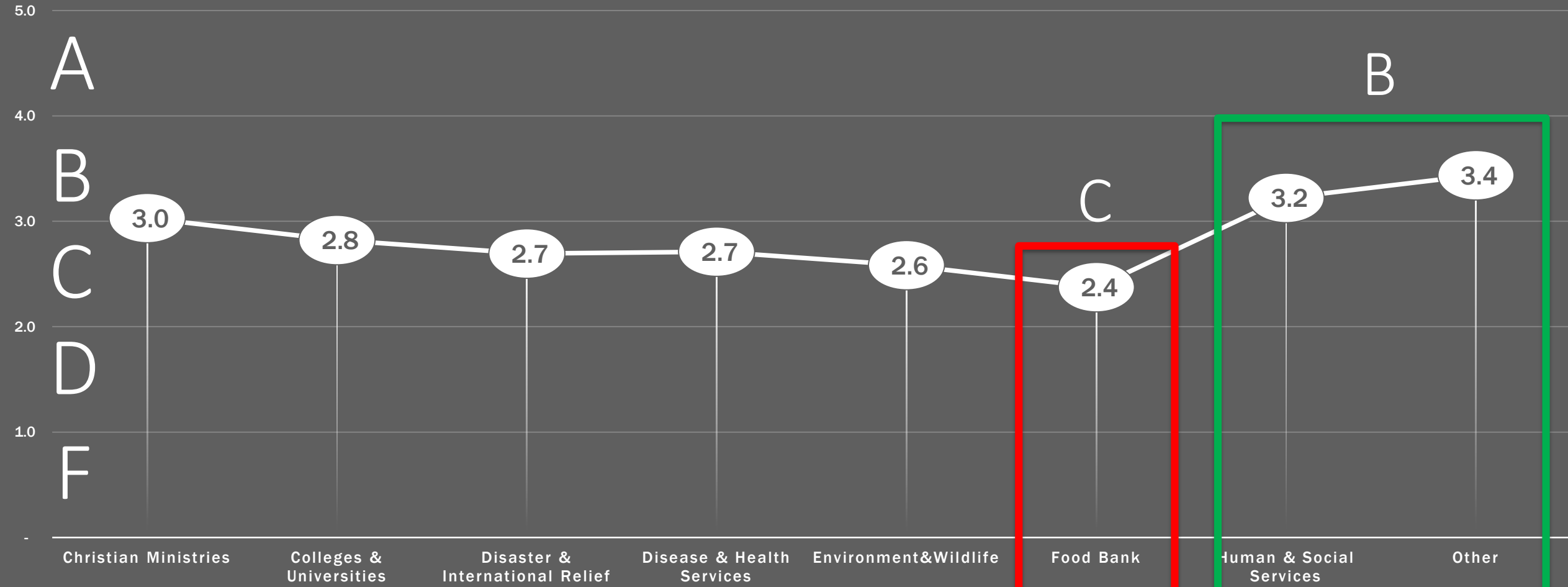
Have a wonderful week!

~Kelly



Phone Scoring

PHONE VALUE PROPOSITION



Call Example #1



“we're working for a great cause”

“This is a disease that really doesn't have a cure”

“When you are able to fund something that people want to see curable one day, I think that's just makes it better.”



Call Example #1

“we're working for a great cause”

“This is a disease that really doesn't have a cure”

“When you are able to fund something that people want to see curable one day, I think that's just makes it better.”



Call Example #2



“celebrating it's 200 year anniversary this year”

“make the bible available in a language and format that all can understand and afford so that people can experience its life-changing message.”

“We have an outreach that is global. We partner with 147 bible societies around the world.”

“We have goals to really translate 100% of languages. Also, to actively engage people here in the US with God's word.”

“We were one of the originators of the charitable gift annuity, as a way that people can give money.”

“We actually have never missed a gift annuity payment in our years of doing the charitable gift annuity.”



Call Example #2

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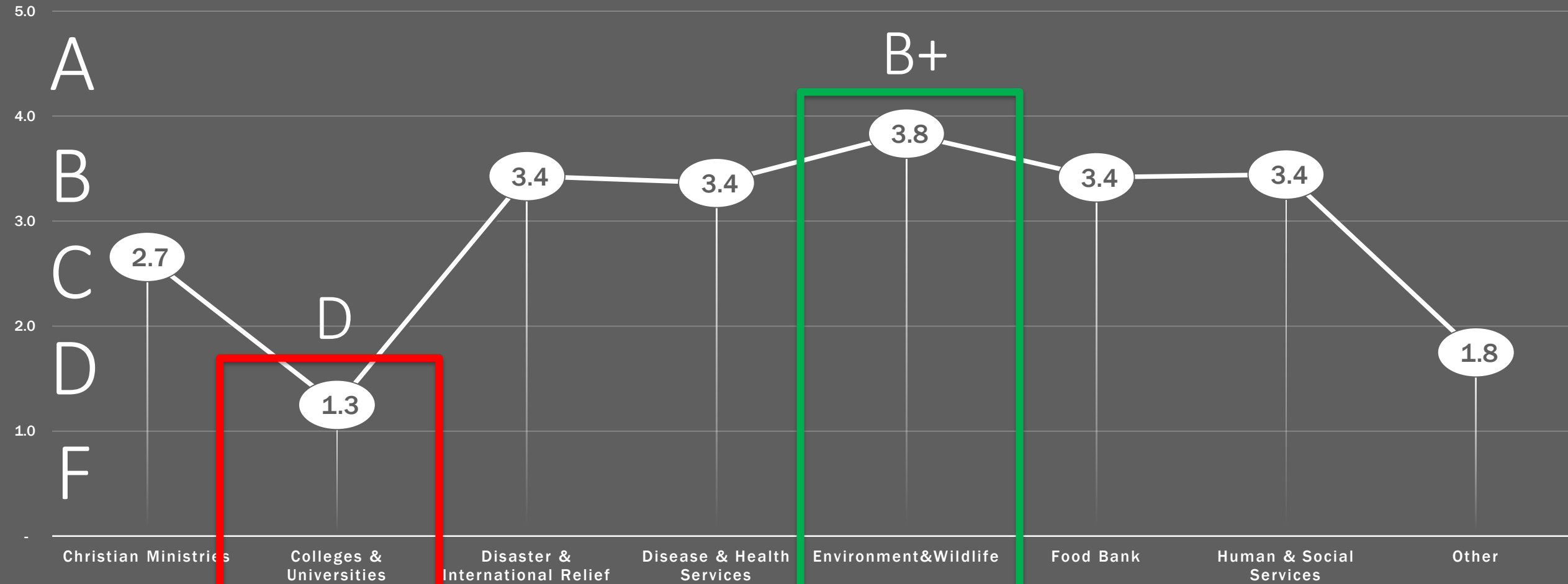
“We were one of the originators of the charitable gift annuity, as a way that people can give money.”

“We actually have never missed a gift annuity payment in our years of doing the charitable gift annuity.”



Social Media Scoring

SOCIAL MEDIA VALUE PROPOSITION



Social Media Example #1

Hi, Mary.

Thank you for your message. You can learn more about our mission at [www.\[organizationwebsite\].org](http://www.[organizationwebsite].org).



Social Media Example #2

Hi Jeff,

There are certainly a lot of fantastic organizations out there to give to. What I think sets [ORGANIZATION] apart is our strategic global plan.

We not only provide Bibles to the under-resourced Church, but we are hands on in the field around the world. We are providing training to equip the people in those areas to reach others. We go into a local church, equip them with Bibles, biblical resources, and training to ensure that they understand God's Word, and are in turn, able to reach others in their families and communities with God's Word.

That is what I love [ORGANIZATION], and what I think sets us apart.

Please let me know if I can provide any other information to you. Thank you.



Final Observations

1. We speak with forked tongue.
2. A strong value proposition in one channel, doesn't mean it is strong in others.
3. The relationship between clarity and appeal.
4. Creative ways to communicate exclusivity.
5. Too much Nonprofit 'Gobbledygook.'
6. Lazy responses
7. No one killed it– every organization has room to improve.



Questions?

