

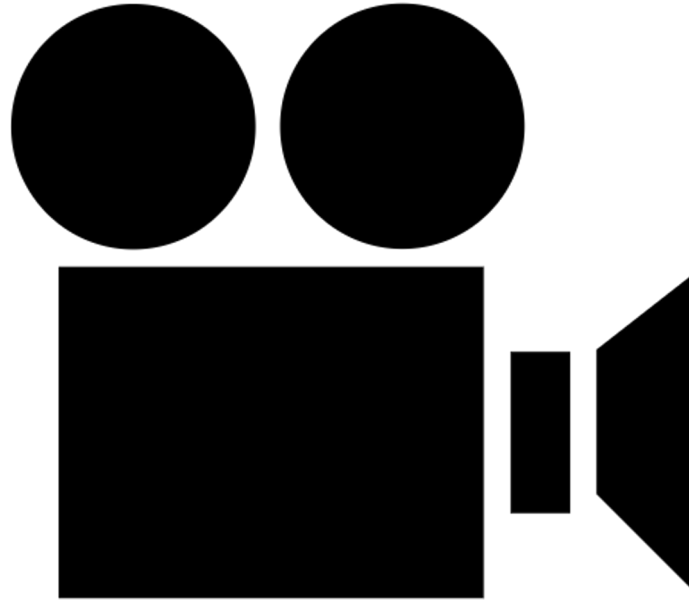
A photograph of a smiling Hispanic family, including a man, a woman, and two children, overlaid with a semi-transparent blue filter. The text is positioned on the left side of the image.

Why Should
Hispanics
Give to
You?

March 24th, 2020

Starting at 1pm Central Time

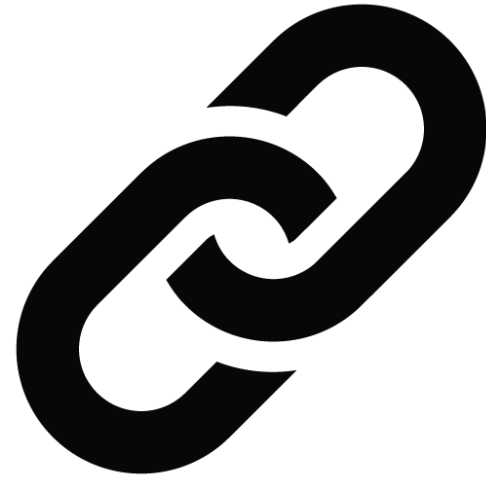
A Few Quick things...



A video recording of this live webinar will be sent to you afterwards.



A Few Quick things...



Links to the slide deck and other featured resources will be sent out with the recording.

A Few Quick things...



We have time for Q&A.

A Few Quick things...

Use the Chat window to ask a question or drop in a comment.

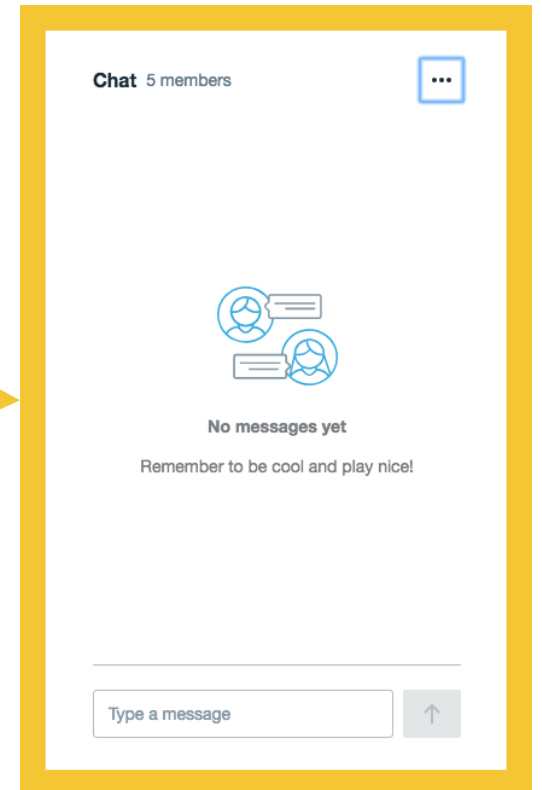
Cracking the Code of Facebook Fundraising



In this free webinar, Jon and Tim will show you each step of a Facebook fundraising strategy that will help you *target* likely donors, *capture* their attention, *convert* them into new donors, and *cultivate* them for the future.

This webinar will begin on Wednesday, August 29th at 1PM CT.

[Get a Recording of the Live Stream](#)





2 DAYS.

16+ SPEAKERS.

**600+ FUNDRAISERS
& MARKETERS**



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Standard Price: ~~\$1295~~
Super Early Bird: \$745

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***We'll refund you if
canceled due to COVID-19***

Today's Speaker



Ivan Leon
Founder
Kerux Group

ivan@keruxgroup.com





Why Should
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Published By:



Speak to the hearts of Hispanics



Why Should
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- *“We have tried and the results were disappointing”*
- *“We don’t have the staff nor the funding”*
- *“We have other urgent priorities”*
- *“We want to see success first”*

Why Should
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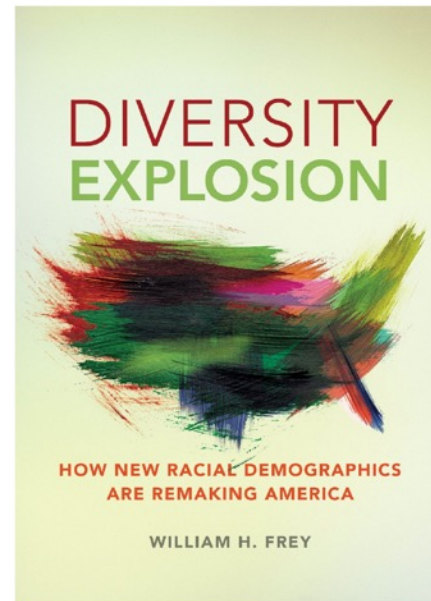


DONOR DIVERSITY



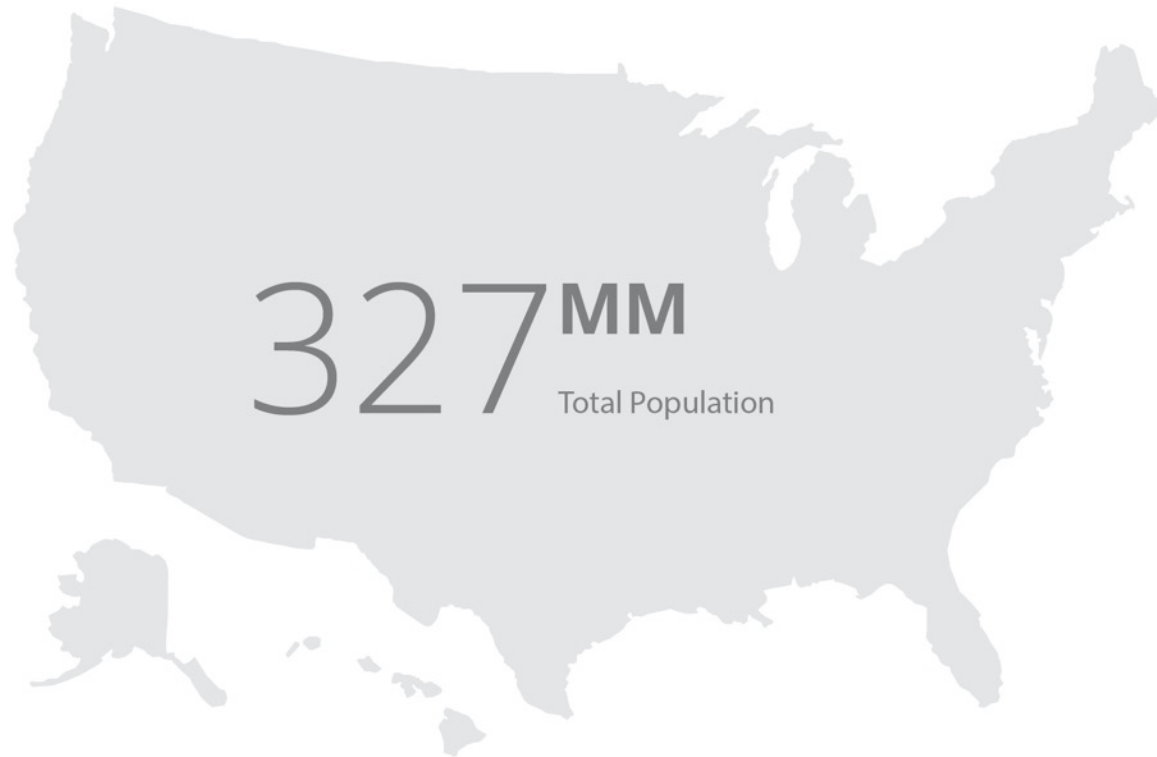
Why Should
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Recommended Reading



Why Should
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DONOR DIVERSITY

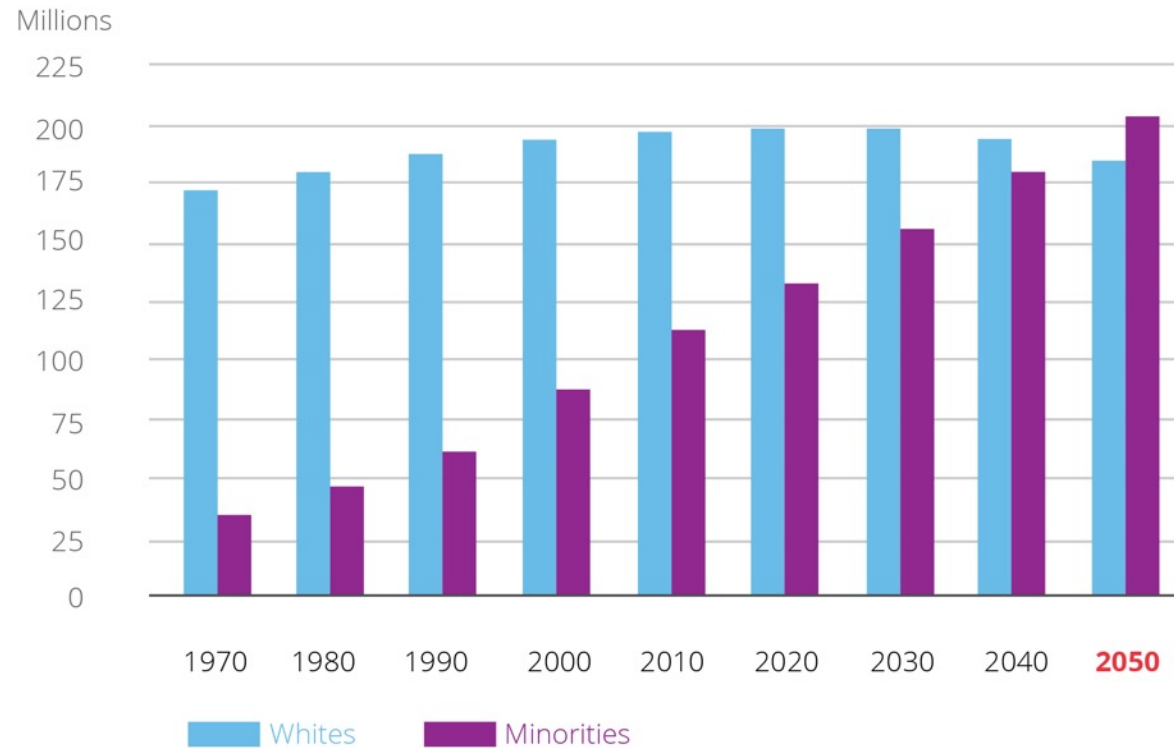


Why Should
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Source: 2018 American Community Survey

DONOR DIVERSITY

U.S. White and Minority Populations, 1970-2050

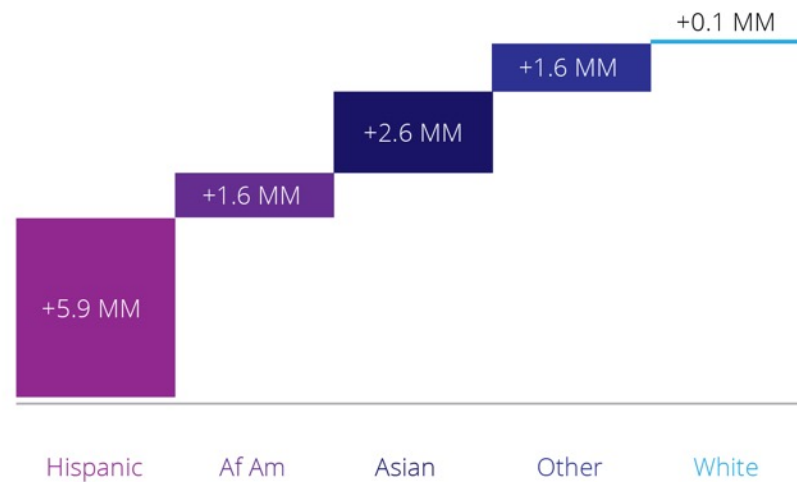


Source: U.S. censuses and Census Bureau projections, released March 2018.

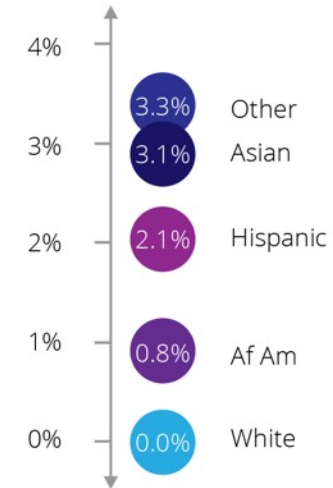
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POPULATION GROWTH (2012 - 2017)



CAGR (2012 - 2017)

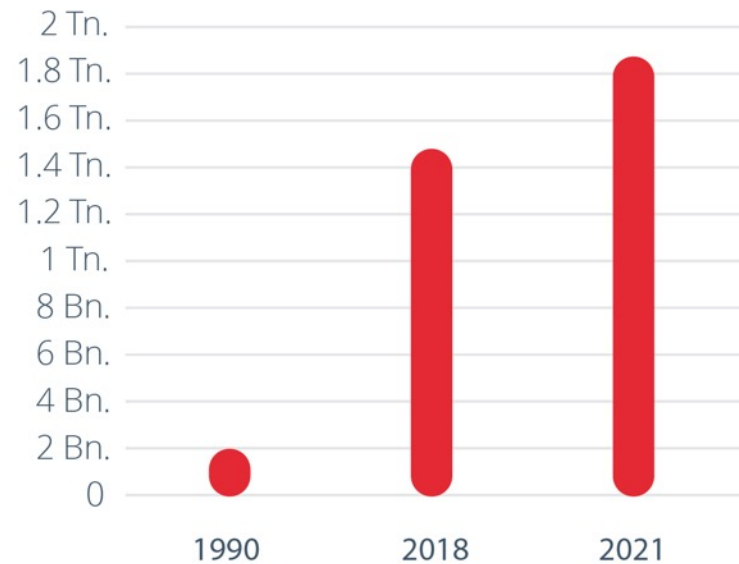


Why Should
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Source: American Community Survey, 2012-2017

DONOR DIVERSITY

U.S Hispanics are an economic powerhouse



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Source: La Oportunidad Latinx: Cultural Currency and the Consumer Journey. The Nielsen Company.

7th biggest economy in the world

US
Hispanics
GDP

Equal ← → Larger

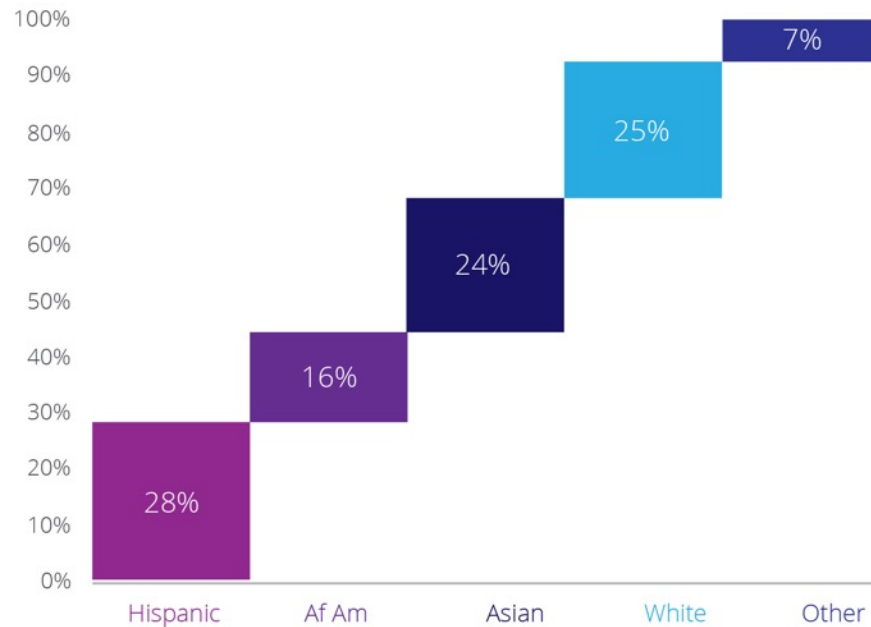


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Hispanics Drove More Real Total Expenditure Growth Than Whites Over the Past Decade.

SHARE OF REAL TOTAL EXPENDITURES GROWTH (2007 - 2017)



Source: Consumer Expenditure Survey, 2007 & 2017

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Spanish at its peak

There is a total of **41 million Spanish Speakers** in the United States.

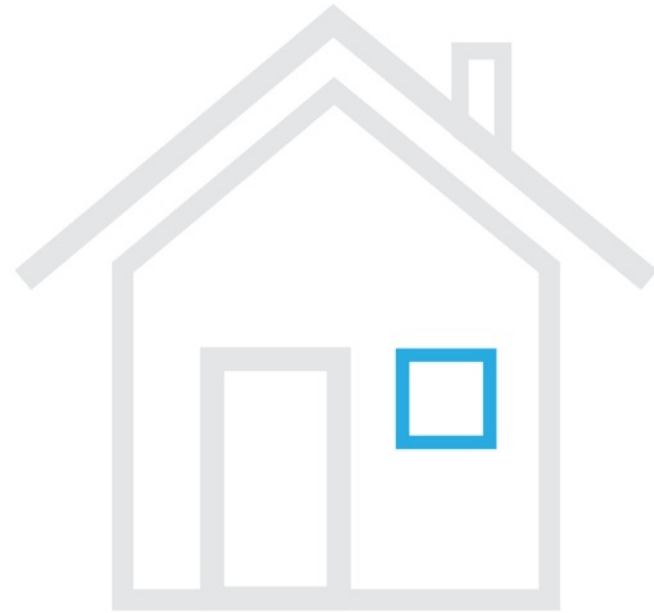
Four million were added between 2010 and 2017, the **largest numerical increase** compared to other languages.

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SPANISH IS A CULTURAL CONNECTOR

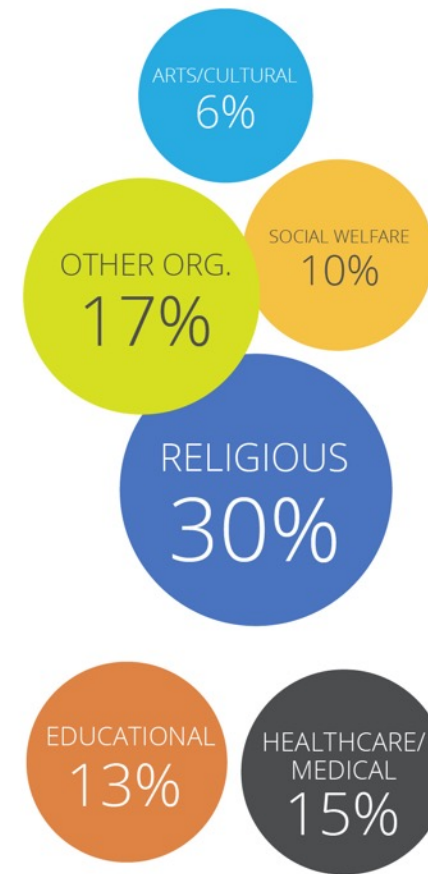
 72%

of U.S. Hispanic speak Spanish at home.



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Hispanic Giving Behaviors



Hispanics 18+

Source: The Nielsen Company, Scarborough Research 2019

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Why Should
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Telemundo And Univision Raise **\$20 Million** For Puerto Rico And Mexico Disaster Relief



Veronica Villafañe Contributor

Media & Entertainment

I'm an expert in the Hispanic media industry.

f

t

in



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#UnidosConStJude national radio event raises nearly \$500,000 for St. Jude Children's Research Hospital® English ▾

NEWS PROVIDED BY
[St. Jude Children's Research Hospital →](#)
Nov 20, 2017, 08:00 ET

SHARE THIS ARTICLE



MEMPHIS, Tenn., Nov. 20, 2017 /PRNewswire/ -- The recent *Promesa y Esperanza*® (Promise and Hope) national radio event raised funds for St. Jude Children's Research Hospital®, helping to ensure that families never receive a bill from St. Jude for treatment, travel, housing or food - because all a family should worry about is helping their child live.



Los Hijos de la Machaca Show with St. Jude patient Thanaydi

*“How Effectively Do Nonprofits
Communicate Their Value Proposition
to Hispanics?”*

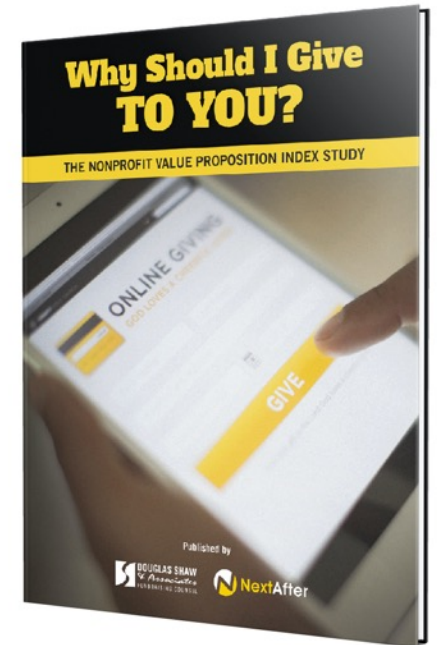
Why Should
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The Value Proposition Index Study

- 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



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Value Proposition Question

“If I am your ideal donor, why should I give to you rather than some other organization, or no one at all?”

First, An Experiment!

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How copy on a donation page affects the force of the value proposition.

NextAfter Experiment ID: #111

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Power of the Value Proposition

Control



Background:

- Client: Senator John Cornyn
- Primary donation page for JohnCornyn.com
- Minimal copy on the page

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Power of the Value Proposition

Treatment

Treatment Changes:

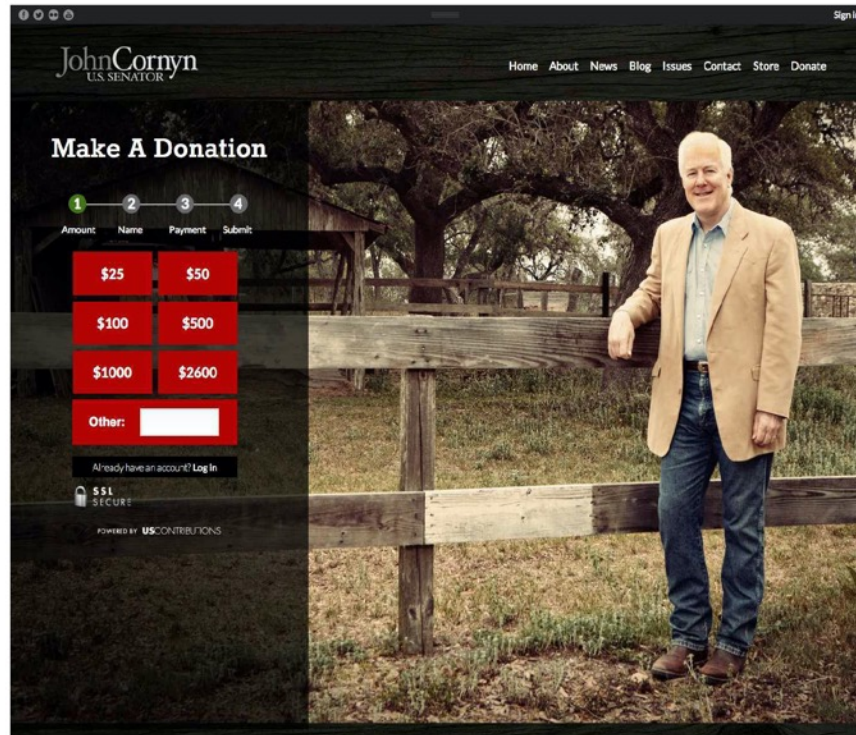
- Changed headline to convey value
- Added copy outlining reasons why donors support the Senator.
- Included evidentials to back up each claim



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Power of the Value Proposition

Control



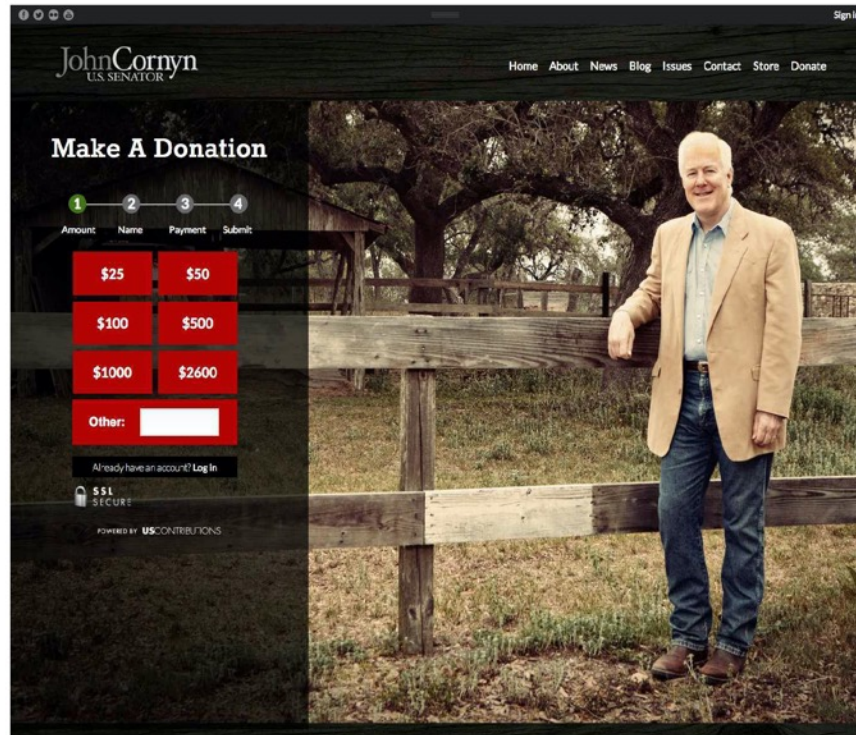
Treatment



Why Should
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Power of the Value Proposition

Control



Treatment



258.1%
increase
in conversion rate

Why Should
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Clarity
is more important
than brevity

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Published By:



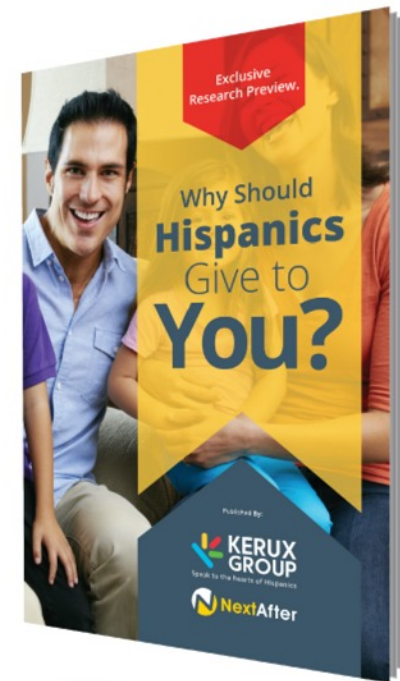
Speak to the hearts of Hispanics



BACKGROUND

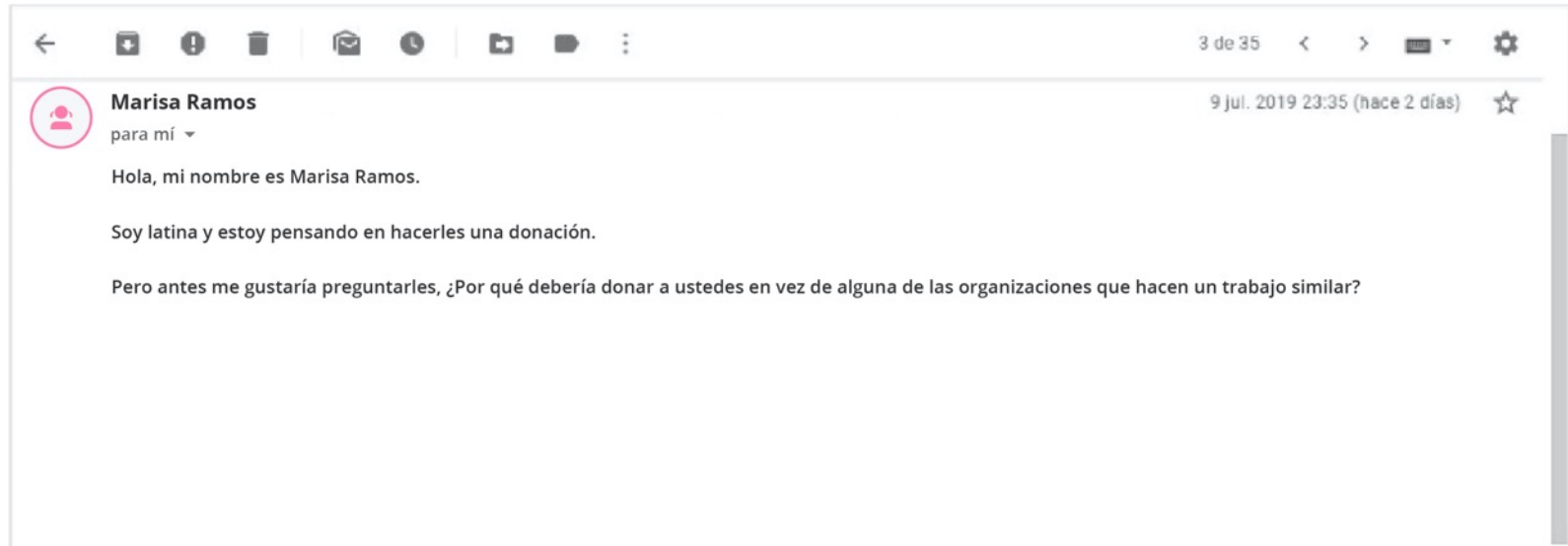
57 leading nonprofits studied

- Disaster & International Relief
- Disease and Health Services
- Environment & Wildlife
- Food Banks
- Hospitals
- Performing Arts
- Public Affairs
- Religion



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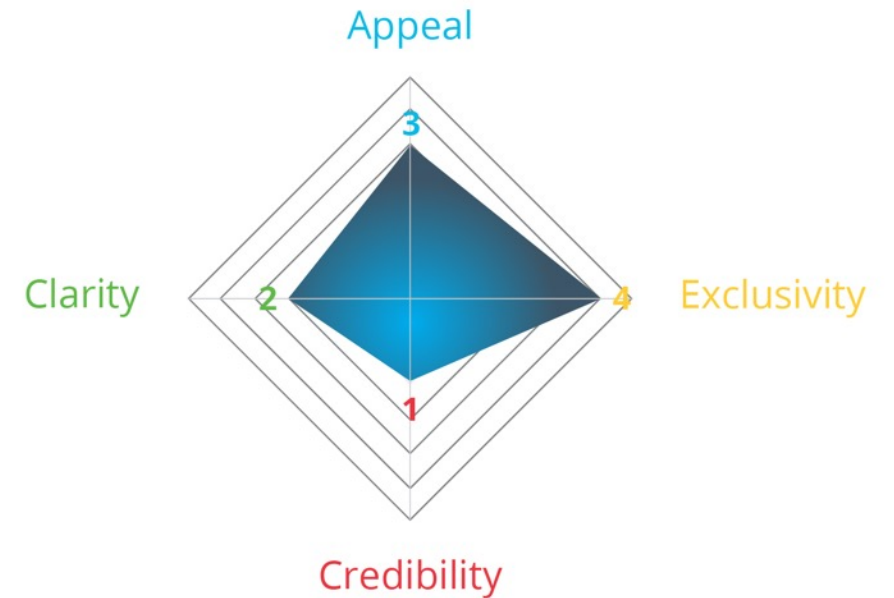
Scoring Methodology

website	e-mail	phone	social media
Appeal	Appeal	Appeal	Appeal
Exclusivity	Exclusivity	Exclusivity	Exclusivity
Credibility	Credibility	Credibility	Credibility
Clarity	Clarity	Clarity	Clarity
< 1 - - - 5 >	< 1 - - - 5 >	< 1 - - - 5 >	< 1 - - - 5 >

Graded on a scale of 1 to 5

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Measuring the force of the value proposition

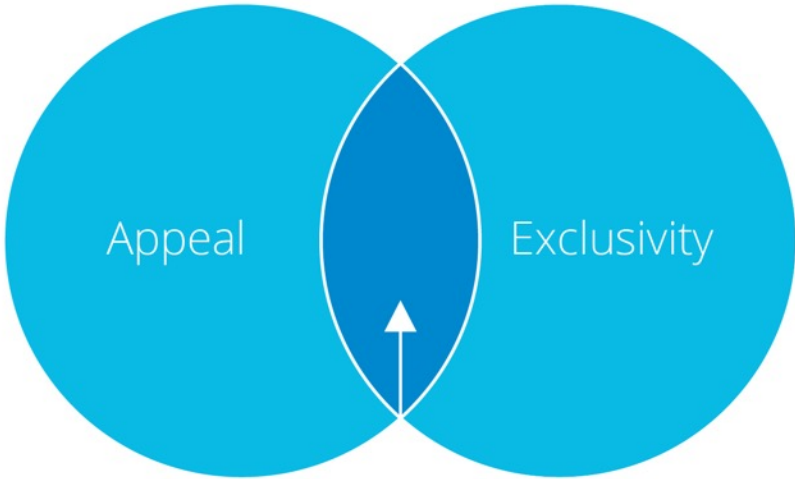


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Why Should
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- Appeal — “I like it/I want it.”
- Exclusivity — “I cannot find it anywhere else.”
- Credibility — “I believe in it/you.”
- Clarity — “I understand it/you.”

The best value propositions
have a differentiator



Powerful "ONLY" factor

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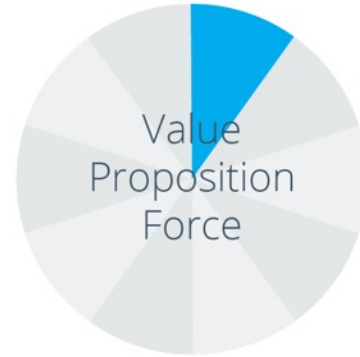
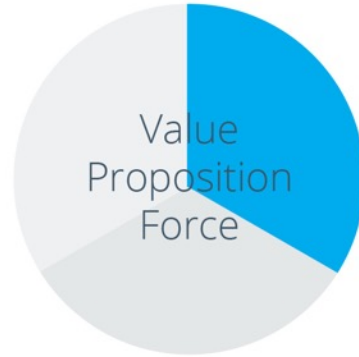
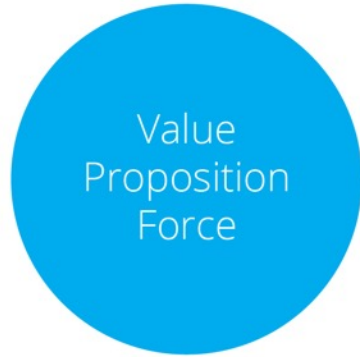
If I am your ideal prospect,
why should I buy from you rather than your competitors?



XYZ company offers the only potion
that has been clinically proven
to systematically cure male-pattern baldness
in 7 days or less.

Why Should
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Why Should
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Why Should
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You?

I must understand you _____| (clarity)
so that I can believe _____| (credibility)
that only you/that _____| (exclusivity)
have/has what I want _____| (appeal)

GENERAL FINDINGS

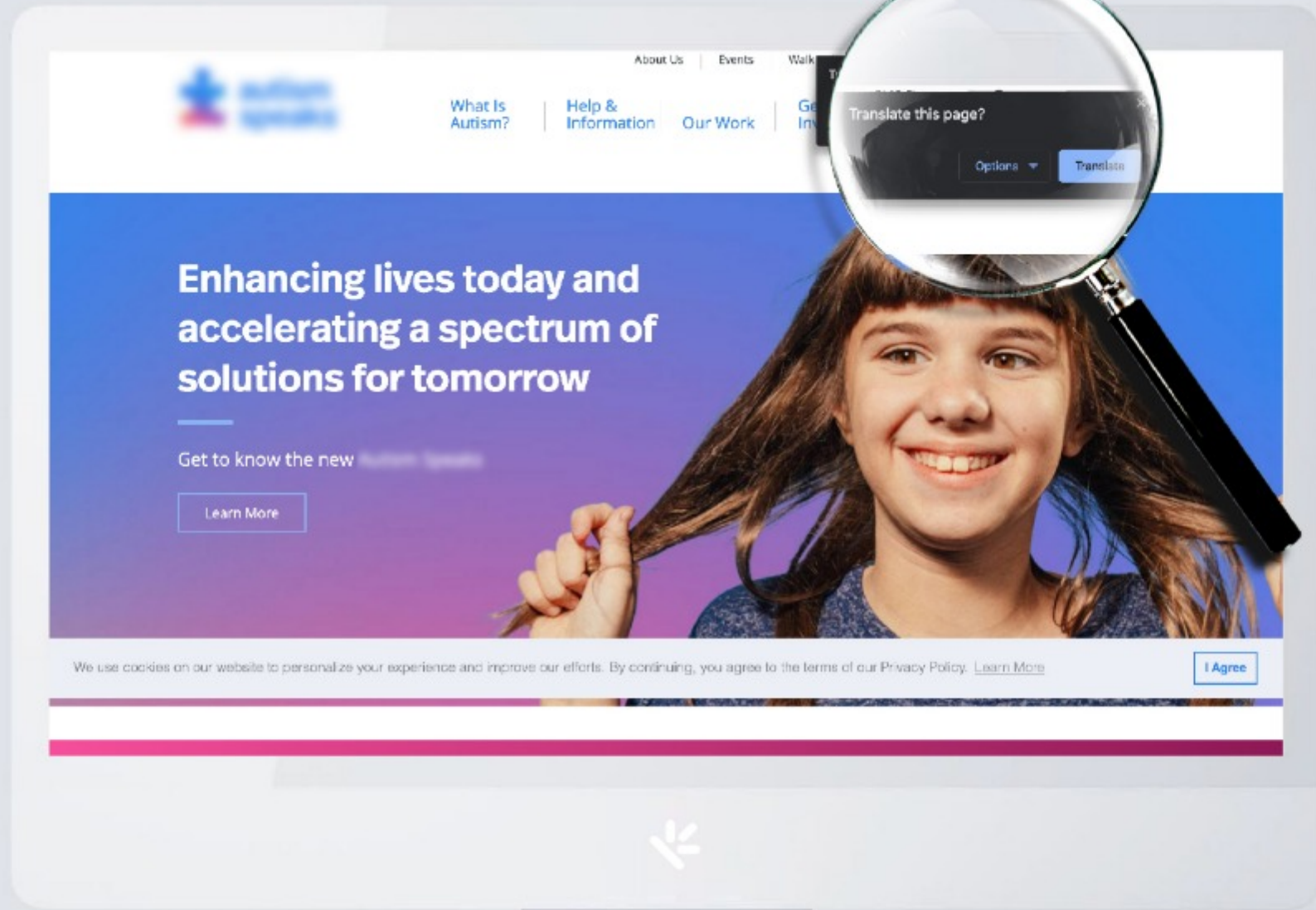
WEB

73% of nonprofits across all verticals studied do not have a donation page optimized for Hispanic donors.

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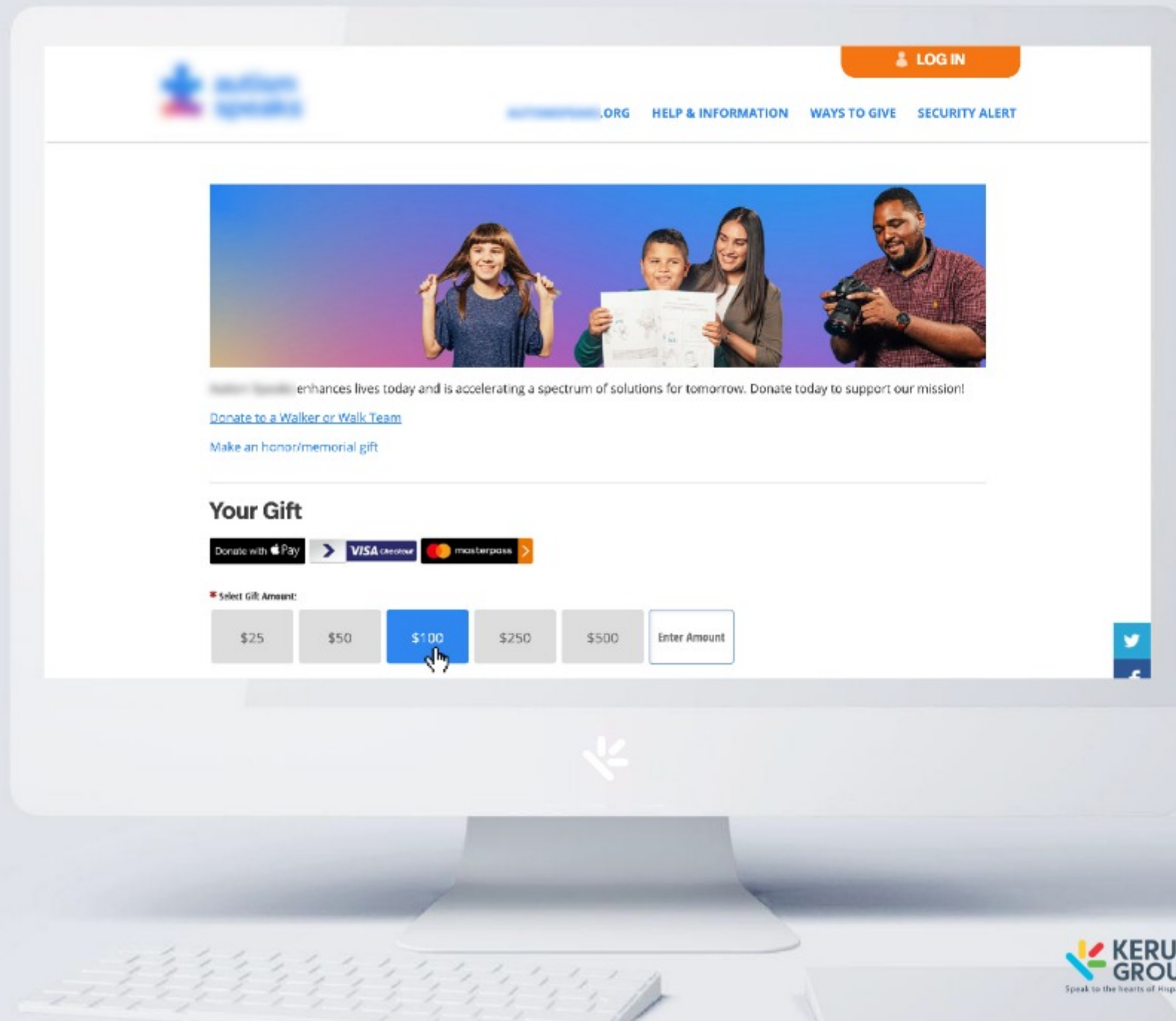
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especial de primavera.

Por un tiempo limitado, un grupo de generosos inversores está haciendo coincidir todos los regalos como parte de su apoyo al trabajo de Heifer para acabar con el hambre y la pobreza.

Pasando ahora con vaquilla



Mejorando la sostenibilidad de la agricultura en los Estados Unidos

Heifer USA está cambiando la forma en que



Recursos gratuitos para el hogar y la escuela

Aquí están nuestros recursos gratuitos favoritos de los programas escolares de




COVID-19 y su impacto en nuestro trabajo

Heifer está trabajando en 13 países que se ocupan del virus. Estamos comprometidos



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BECOME A MONTHLY DONOR

Create

LASTING

IMPACT

Únase a nosotros para invertir en individuos y comunidades para ayudarlos a crear un cambio duradero.

CONVIÉRTETE EN UN DONANTE MENSUAL

Regístrese para recibir correo electrónico

Email*

UNIRSE

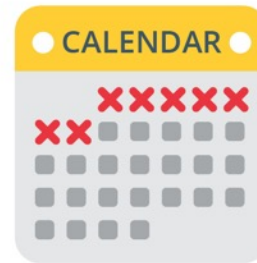
GENERAL FINDINGS

E-MAIL

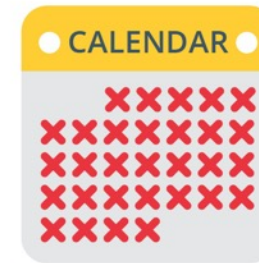
Almost 42% of the nonprofits contacted did not answer our email.



50% OF THE ORGS
RESPONDED WITHIN
48 HOURS OF
OUR REQUEST



AFTER 1 WEEK,
AN ADDITIONAL 8.3%
OF THE ORGS
REPLIED TO OUR REQUEST



AFTER 1 MONTH
41.6% OF ORGS
COMPLETELY IGNORED
OUR REQUEST

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GENERAL FINDINGS



1 de 23

Automatic reply: DONACION Recibidos x

supportercare a través de savechildrenusa.onmicrosoft.com
para mí

13:03 (hace 7 minutos)

inglés > español Traducir mensaje Desactivar para: inglés x

Thanks for contacting Save the Children! As we commemorate our 100-year legacy of change for children, we have supporters like you to thank. Every act of generosity for children in need creates lasting change that ripples throughout their lives, their families, their communities and our world. Ultimately, transforming the future we share. Changing a life lasts a lifetime.

We've received your email and will get back to you as soon as possible, typically within 2-3 business days. If there's a delay in our response and you have an urgent request, please don't hesitate to call us at 1-800-728-3843 during our regular business hours of Monday-Friday 8am-5pm EST.

An important reminder: While we can resolve many issues and answer many questions by email, certain changes need to be made by phone. If you need to reduce or cancel your child sponsorship or Partner for Children contribution, please call us at 1-800-728-3843 during our regular business hours of Monday-Friday 8am-5pm EST.

For all other requests, here's a few links that may be helpful:

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DONACION Recibidos x



Marisa Ramos

13:13 (hace 3 horas) ☆

Hola, mi nombre es Marisa Ramos. Soy latina y estoy pensando en hacerles una donación. Pero antes me gustaría preguntarles, ¿porqué debería donar a uste...



Friends

13:41 (hace 2 horas) ☆ ↩ ⋮

para mí ▾

Hola Marisa,

Gracias por tu mensaje. En primer lugar, por favor perdona mis habilidades de traducción al Español. Una de las grandes cosas que hace [redacted] es brindar educación musical vital para niños en comunidades marginadas de Los Ángeles. Actualmente, [redacted] sirve a más de 1,200 músicos jóvenes en cuatro sitios, proporcionándoles instrumentos gratuitos, instrucción musical intensiva (hasta 18 horas por semana), apoyo académico y capacitación en liderazgo. El programa comenzó como una adaptación del revolucionario programa de educación musical de El Sistema de Venezuela, pero ahora es un modelo innovador por derecho propio, que guía a estudiantes y profesores de casi 100 programas de música en todo el país. Lo invito a explorar el impacto que nuestros programas de educación tienen en la comunidad haciendo [clic aquí](#).

Si bien hay muchas organizaciones en Los Ángeles que trabajan para brindar educación musical, [redacted] puede llegar a un volumen tan alto de niños. Sepa que si hace un regalo a [redacted], tendrá un impacto profundo. Por favor hágame saber si tiene preguntas.

Amablemente,

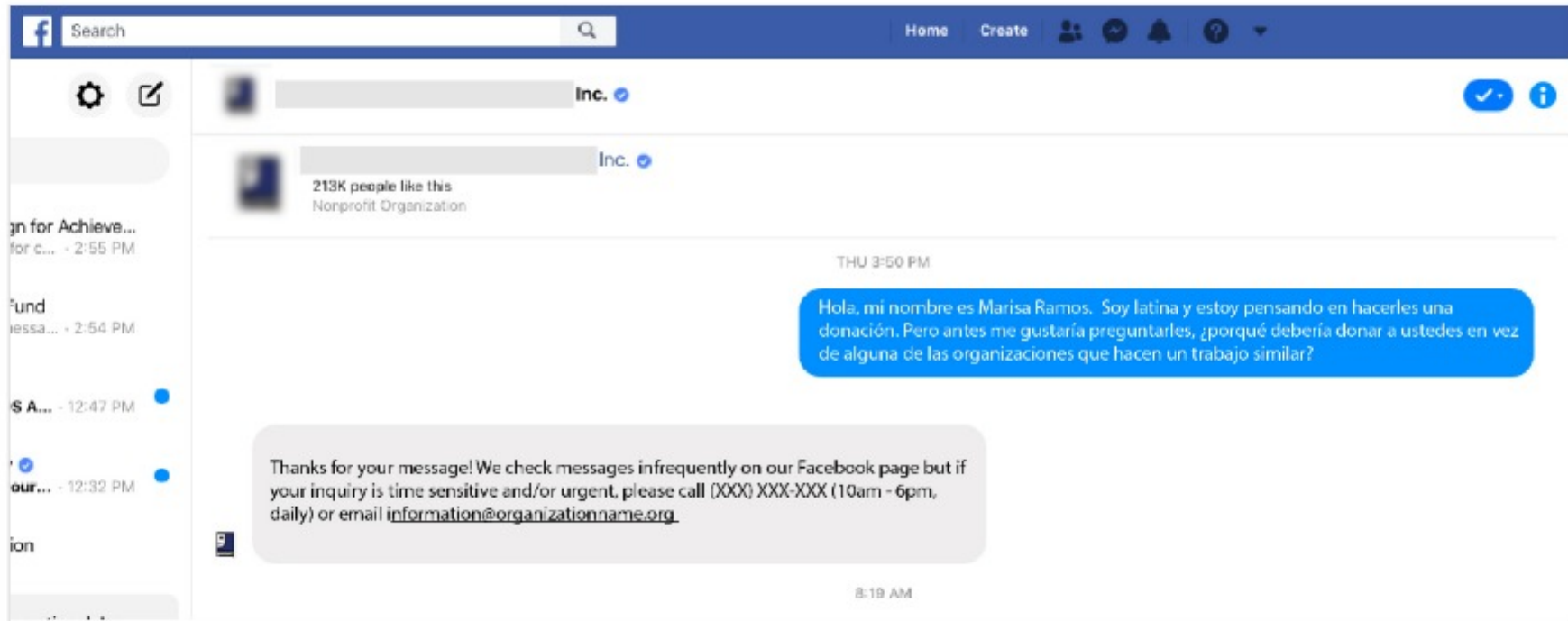
GENERAL FINDINGS

SOCIAL

65% of the organizations contacted did not respond to our inquiry.

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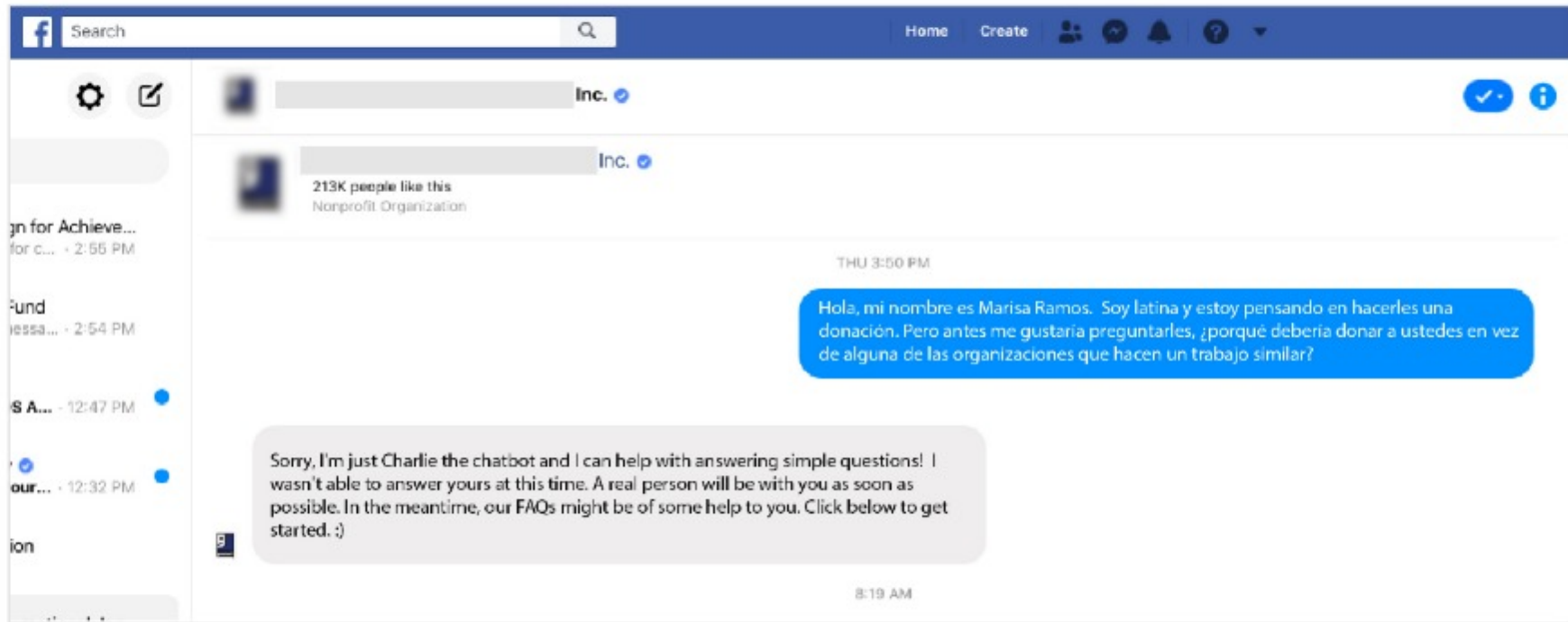
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GENERAL FINDINGS

PHONE

100% of the nonprofits studied do not use WhatsApp.



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GENERAL FINDINGS



Let's listen

Why Should
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GENERAL FINDINGS



Let's listen

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MORE POWERFUL AND PRACTICAL INSIGHTS COMING UP!



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IDEAS TO TRY

THE BRIGHTEST MARKETING EXECUTIVES WEIGH IN ON WHAT NONPROFITS MUST KNOW ABOUT HISPANICS.



JOSÉ VELEZ SILVA | V.P. of Multicultural COMCAST



ISAAC MIZRAHI | Chairman CULTURE MARKETING COUNCIL



MARISSA SOLIS | V.P. Hispanic Business PEPSICO



ALBERTO LORENTE | Marketing Director SPRINT

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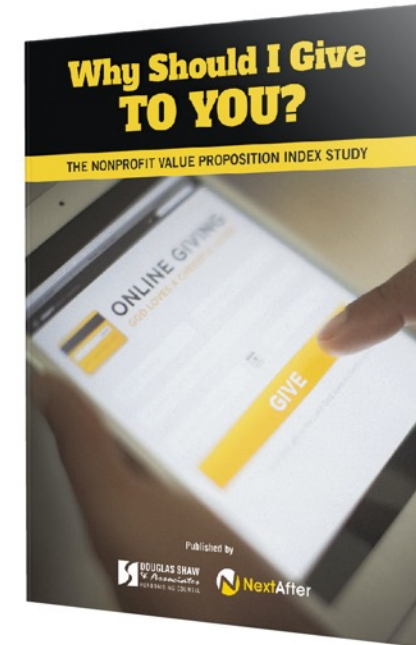
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Download the exclusive preview
whydohispanicsgive.com



Why Should
Hispanics
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Download the original report
nextafter.com/vp



Why Should
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*"I am convinced that the United States is in the midst of a pivotal period ushering in extraordinary shifts in the nation's racial demographic makeup. **If planned properly**, these demographic changes will allow the country to face the future with **growth** and **vitality**."*

- William H. Fray

Stay In Touch



ivan@keruxgroup.com



<https://www.linkedin.com/in/ivanleon/>



@IvanKerux



keruxgroup.com

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Dive Deeper with Online Fundraising Certification Training



Online
Courses



In-Person
Workshops



More Perks
as a Member

courses.nextafter.com

Get a Free Course: **LEARNFROMHOMETRY**





More Perks as a Member

- Unlimited access to certification courses
- Quarterly “Member’s Only Webinars”
- Early access to new research
- Workshop discounts
- Free ticket to the NIO Summit (for premium members)

nextafter.com/membership





More Perks as
a Member

Get a free copy of

The New Nonprofit if you

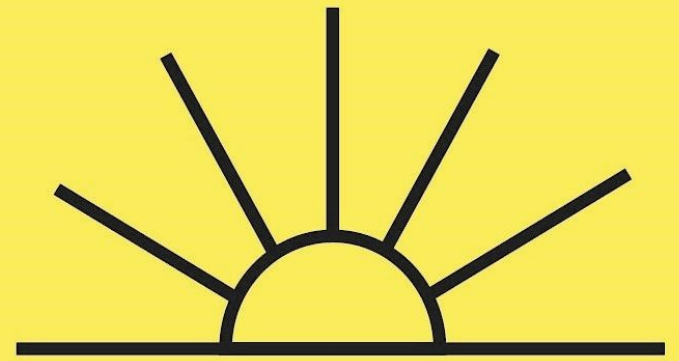
- Unlimited access to certification courses
- Quarterly "Member's Only Webinars"
- become a member by
- Workshop discounts
- Free ticket to the NIO Summit (for premium members)

March 27th.

nextafter.com/membership

THE NEW NONPROFIT

*Six Models to Raise More Money
and Accomplish More Mission*



Nicholas Ellinger

Foreword by Roger Craver

Questions?

