

Breaking the Mold: How Digital and Direct Mail Testing Can Transform Your Fundraising Strategy

Brad Cecil &
ASSOCIATES

NOT A
MAGIC
WAND

(IT'S
JUST
A TOOL
!!!)

CAN BE A LOT OF TIME UNTIL YOU GET
SIGNIFICANCE (95%)



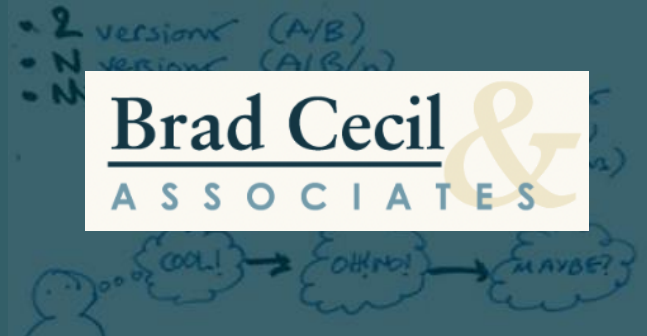
RESULT
OPTIMIZE

A/B

f(x)

Why test and what are the goals?

- Are we testing to solve a problem or testing to optimize?
- Goal is to increase overall fundraising by optimizing each measurable component



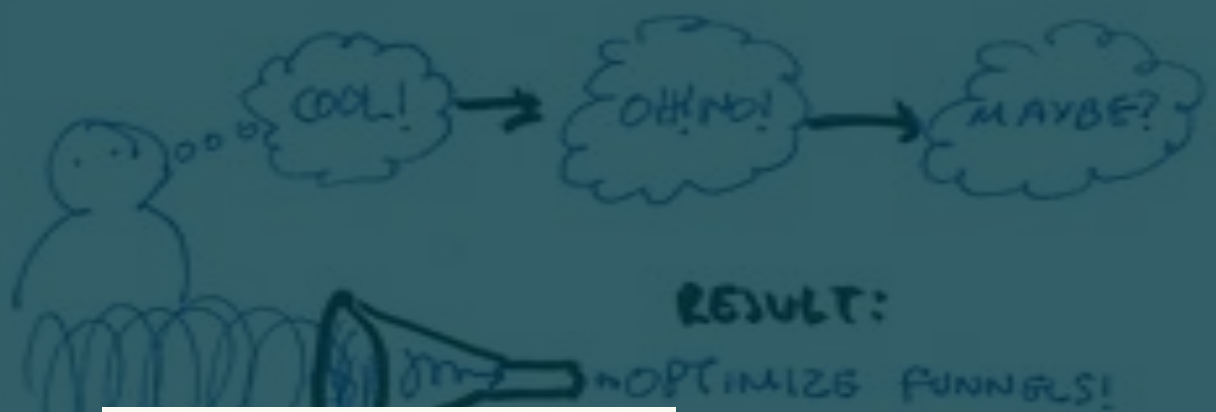
A/B & MULTIVARIATE TESTING
LUCY SPENCE

- 2 versions (A/B)
- N versions (A/B/n)
- MUT → different versions of elements

$f(x) = \int \frac{x^2}{n}$

NEED TO UNDERSTAND THE MATHS BEHIND THE TESTING (STATISTICAL SIGNIFICANCE)

How do we decide what to test?



← TIME →

CAN BE A LOT OF TIME UNTIL YOU GET STATISTICAL SIGNIFICANCE (95%)

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→ Digital vs Direct Mail testing

- Digital:
 - Immediate results
 - Easier to diagnose problem areas because there are more measurable components
- Direct mail:
 - “lagging indicator”
 - Limited to Response and Avg Gift

2 versions (A/B)
3 versions (A/B/C)
4 versions (A/B/C/D)

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COOL! → OH MY! → MAYBE?

→ Digital Testing

- **Traffic:** How do we consistently drive more views of website/donation page?
- **Conversions:** How do we convert those visitors into new names, new/monthly/upgraded donors?
- **Average Gift:** How do we ensure we're encouraging donors to give to their highest capacities?

2 versions (A/B)
3 versions (A/B/C)
4 versions (A/B/C/D)
5 versions (A/B/C/D/E)

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COOL! → OH MY! → MAYBE?

→ Direct Mail Testing – *Response*

- Test package components to motivate increased response
 - Teasers
 - Images
 - Pen Machine
 - Segments
 - QR Codes
 - Lift Devices

• 2 versions (A/B)
• 3 versions (A/B/C)
• 4 versions (A/B/C/D)
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... → COOL! → OH MY! → MAYBE?

→ Direct Mail Testing – *Average Gift*

- How can we try to match or exceed online average gifts?
 - Ask string
 - Online driver
 - QR code
 - Lift Devices

2 versions (A/B)
2 versions (A/B/C)

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→ Alameda County Community Food Bank

• Lift Card vs No Lift Card

ALAMEDA COUNTY COMMUNITY FOOD BANK
Until everyone's fed

From the desk of Regi Young, Executive Director

October 2022

Dear Mr. & Mrs. Sample,
It matters...
That you made sure our neighbors had somewhere to turn for nutritious food in the midst of a global pandemic. It matters that we have hope even as we face the highest inflation rate in 40 years. And it matters that our community is made up of kind and generous people like you.

As we enter this holiday season, it truly matters that we can all count on each other. In this community, we work together for a stronger, more nourished Alameda County.

We have our work cut out for us. In fact, the need for food in our community is as high as it was at any point during the height of the COVID-19 pandemic, even as the cost to provide that food continues to rise. And with the holiday season around the corner — already our busiest time — we anticipate *even greater* need in the months ahead.

You can be a source of hope — and help — for neighbors like Charla.

One of Charla's favorite pastimes in her retirement is gardening. She loves to share the tomato and cucumber bounty, especially with her granddaughters. But her generosity doesn't stop there.

After being diagnosed as borderline diabetic in 2021, Charla reached out to ACCFB. We helped her apply for CalFresh (formerly known as food stamps) and she began attending a drive-through distribution near her son's work. Each week she picks up food for her family and takes boxes to her neighbors who are older and unable to leave their homes.

"With the high cost of food and living - this help goes a long way."
(over please)

Happy Thanksgiving,
Regi Young
Executive Director

P.S. Please send a generous gift today to help Alameda County neighbors like Charla this Thanksgiving, and beyond.

My Thanksgiving Gift to Help My Neighbors!

Yes! I'd like to help provide nutritious groceries and meals for my neighbors facing hunger this Thanksgiving. Enclosed is my tax-deductible gift of:

SGC1 SGC2 SGC3 Other \$ _____

Mr. and Mrs. John Q. Sample
Brad Cecil & Associates
2115 Arlington Downs Rd.
Arlington, TX 76011

My email address is: _____

Check enclosed made payable to ACCFB.
 Credit Card information filled out on reverse.
 My employer will match my donation.
I have submitted the necessary forms to my employer.

FINDER ID CODE
DONATE AT ACCFB.ORG/HelpNow



Giving Back,
Rain or Shine!

"Giving back can look very different for everyone. For some people, giving money is easier than giving time, and vice versa."

Chia Hamilton feels "gratified and fortunate" that she can give both funds and time to Alameda County Community Food Bank — she's been volunteering longer than she can remember. At 79, she doesn't have plans to slow down any time soon.

"Even when it's cold, rainy or hot, I love coming out to volunteer," she says. "This work suits me."

Chia moved to Alameda County in 1978 to work for Kaiser Administration Offices in Oakland and retired in 2005. She says one of her earliest volunteer memories was sorting donations from the Boy Scout Food Drive — Scouting for Food — over weekend shifts.

Since then, Chia has continued to make volunteer shifts a priority — even switching to helping at drive-through distributions to stay safer during the pandemic. She also made the decision to leave a legacy gift to the Food Bank in her Will.

"It feels good to give back," she says.

Thanks to contributors like you and Chia, the Food Bank receives urgently needed financial support, keeping our shelves stocked and volunteers busy. Every time you give, you make an impact that reaches across the entire community.

Thank you for the incredible difference you make for children, adults, and seniors in Alameda County!

VISIT US AT WWW.ACCFB.ORG

We'd love to hear how you're helping:
call (510) 635-3663 x 111
or email donate@acfb.org

2 versions (A/B)
versions (A/B/W)

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+ 43% Response AND Average Gift

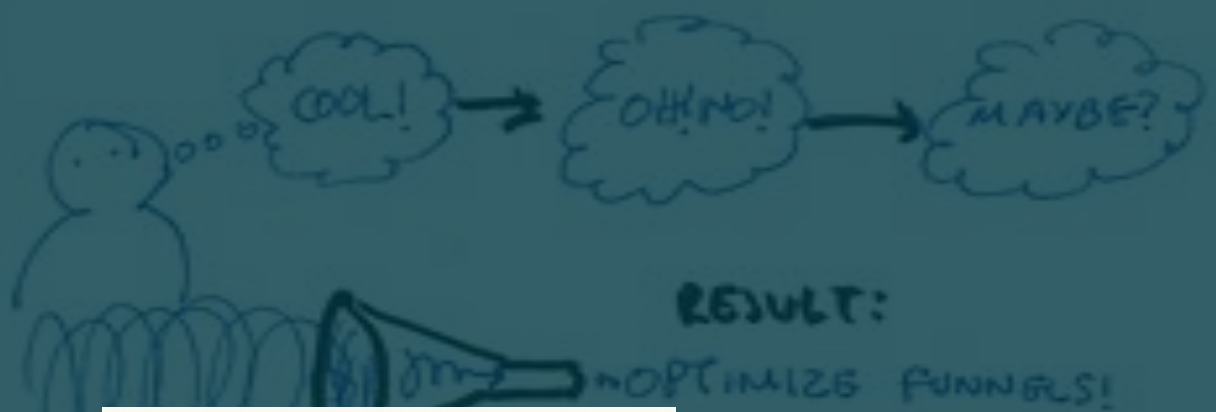
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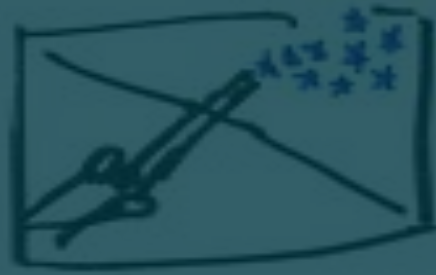
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Executing Healthy Tests



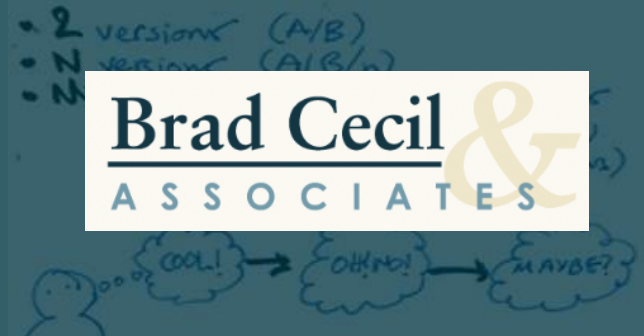
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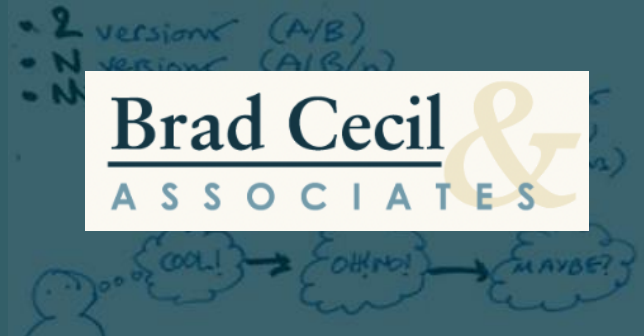
- Only test one element at a time
- Prioritize your testing based on need
- Quantity must be large enough for results to be viable
 - “100 response” rule – what quantity is needed to return at least 100 responses based on projected response?



- Minimize liability using progressive testing
 - Test run 1 – 80% control, 20% test
 - Test run 2 – 50% control, 50% test
 - Digital testing can be adjusted immediately so more freedom

→ Frequency & timing

- Be aware of time of year and other motivations that could impact test results
- Direct mail:
 - Pre-pandemic – multi-year testing on same package
 - Now – testing through subsequent packages for quicker results
- Digital:
 - 30 days or less



Questions ?

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