



Who We Are



DIRECTOR OF DIGITAL STRATEGY

Bryce Johnston is the Director of Digital Strategy for Brad Cecil & Associates and has been a digital fundraiser since 2013.

Innovation. Creativity. Responsiveness.

These are the hallmarks of Brad Cecil & Associates' relationships with the organizations we are privileged to serve.

For more than 25 years, BCA has been set apart as a leader in custom direct response fundraising solutions. Our unparalleled service and attention to detail have resulted in the total transformation of dozens of fundraising programs.

We are so much more than a "direct response vendor." We are true partners with you every step of the way. We have the knowledge and experience to help you cultivate donors at every level, from \$10 to \$10 million.

We believe that generosity is fundamental to what it means to be human and believe that the act of giving returns benefits to both donors and the organization. We believe asking for and receiving donor gifts is a positive thing for everyone involved. We are passionate about working hard to advance hunger solutions and see our primary partnership goal as driving revenue to support that end.

Today's Objectives

- 1. Why benchmarks matter.
- 2. Understand Key Digital Fundraising Benchmarks
 - Email
 - Paid Ads
- 3. Now that I know my benchmarks, what now?

Why is it important for me to know my benchmarks

Why should I know my benchmarks

- You can't improve what you don't measure.
 - Know your baseline performance.

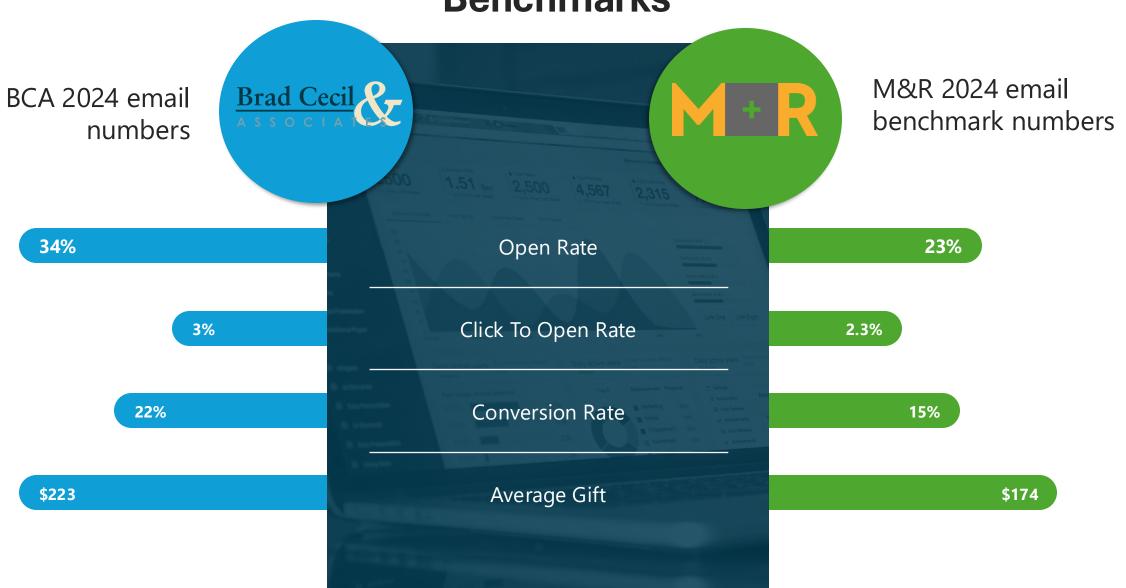
- Digital benchmarks show us where to focus.
 - Every improvement starts with measurement.

Build a strategy rooted in real performance.

Understand Key Digital Fundraising Benchmarks

Evaluate Email Effectiveness

2024 Avg. Email Results Compared to M&R 2024 Email Benchmarks



Why CTOR > Click Rate

Evaluate Email Effectiveness

- Click rate = clicks ÷ emails sent
 - Example: 100 clicks ÷ 10,000 sends = 1% Click Rate
- CTOR = clicks ÷ opens
 - 100 clicks ÷ 3,000 opens = 3.3% CTOR

- CTOR reflects engagement after open
 - Engagement is the reason we track clicks

Optimize & Improve Performance

Testing & Optimization

The Focus...

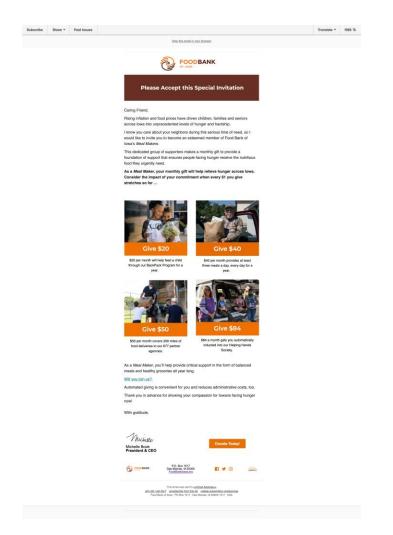
Traffic: How do we consistently drive more views of website/donation page?

Conversions: How do we also convert those visitors into new names, new donors, monthly donors or upgraded donors?

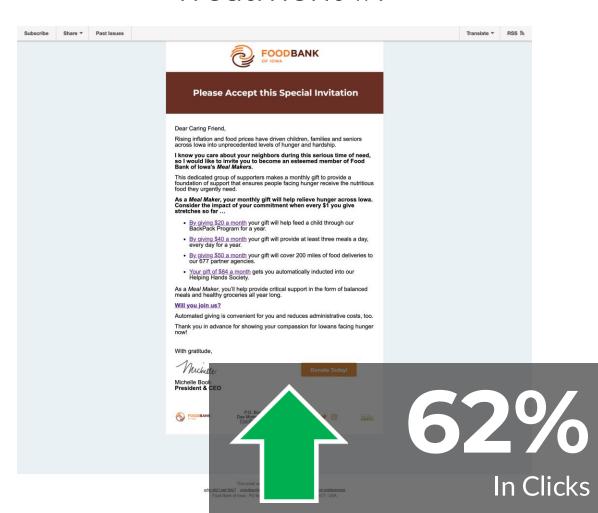
Average Gift: We also frequently test gift arrays on donation pages so while we are maximizing donations, we are also maximizing average gift.



How Can I Test Into Traffic?



Treatment #1







Dear [CONTACT_FIRST_NAME],

We're in the thick of another cold Iowa winter. Together, we can make sure local families and individuals don't have to sacrifice a warm home for a warm meal

Please connect older adults who live on fixed incomes, like Edwin, with the healthy food we all need to thrive...

After working in finance and then driving a Greyhound bus for nearly three decades, Edwin certainly earned some relaxation in his golden years. Instead, he's stepped back into a parenting role.

Edwin began raising his grandchildren — ages 3, 9, 12 and 15 — when his daughter, their mother, passed away after battling cancer. Then, Edwin's wife, Robin, had a stroke...

It's been an unspeakably difficult time for the entire family, and Edwin is the glue holding it all together. But that's not easy to do on a fixed income. He worries about being able to afford food and pay the heating bill.

Will you ensure neighbors in Edwin's situation have enough to eat during these frigid winter months?

"I want to make sure the children have access to healthy food, but my [financial] obligations are often above what I'm bringing in," Edwin says.

Because of friends like you, Edwin can pick up nourishing groceries from Sal's Cupboard, the Salvation Army pantry that partners with Food Bank of Iowa to fight hunger in Marshalltown.

"I don't come here to get food all the time; only when I need to," Edwin says. He knows many of his neighbors are facing similar challenges and he wants them to know they can get help with food, too.

Can we count on you to fight hunger this winter?

Thank you in advance for your support. Your neighbors are truly grateful for the hunger relief you help provide.

With gratitude,

Michelle Book President & CEO











Treatment #1

I wanted to make sure you didn't miss this opportunity to hear from a remarkable lowan — and the impact you can make in his life and so many more lowans when you join us today. Thank you for your dedication to a healthier lowa for all of us!

Bergetta Beardsley

Vice President of Philanthropy

FORWARDED MESSAGE

Dear [CONTACT_FIRST_NAME],

We're in the thick of another cold lows winter. Together, we can make sure local families and individuals don't have to sacrifice a warm home for a warm meal

Please connect older adults who live on fixed incomes, like Edwin, with the healthy food we all need to thrive...

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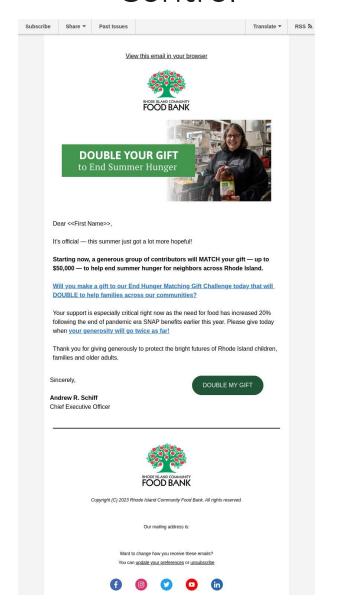
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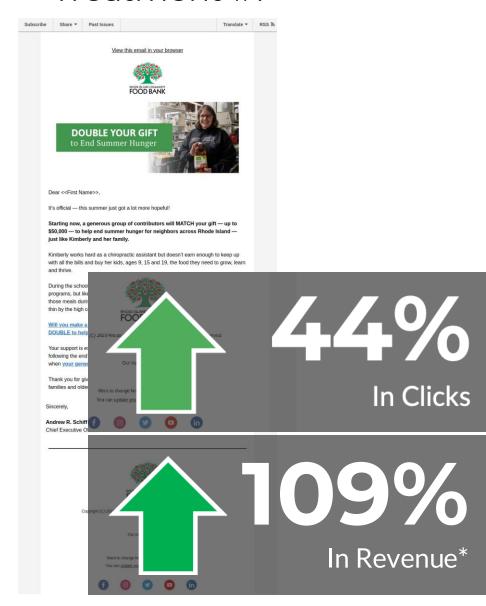


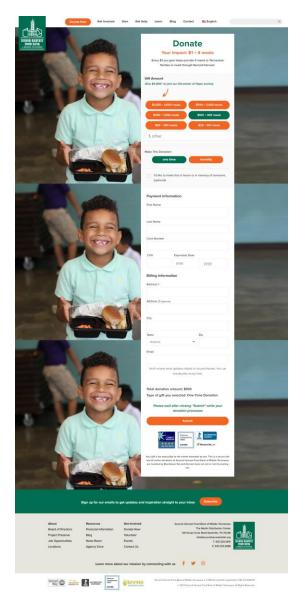
11% In Opens

How Can I Test Into Conversion Rate?

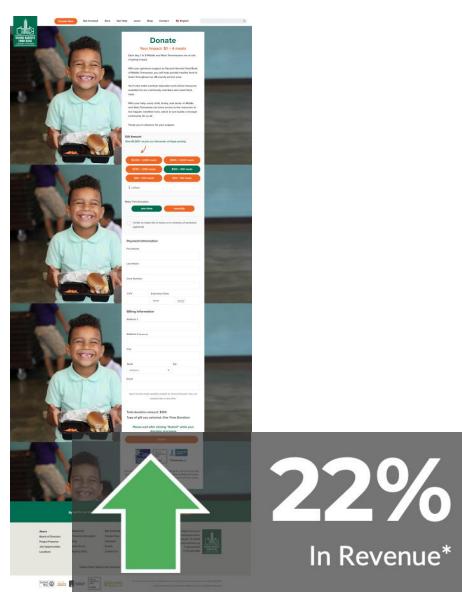


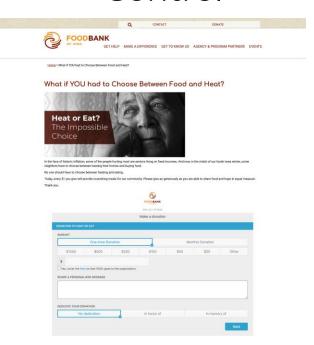
Treatment #1





Treatment #1







Treatment #1



What if YOU had to Choose Between Food and Heat?

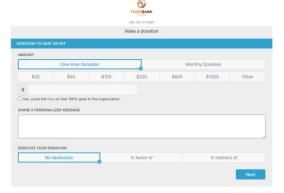


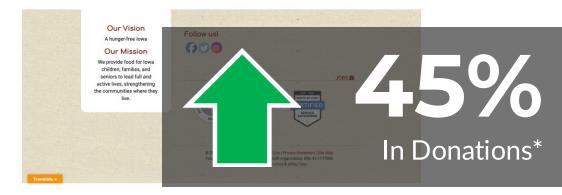
In the face of historic inflation, some of the people hurting most are seniors living on fixed incomes. And now, in the midst of our harsh lows winter, some neighbors have to choose between heating their hornes and buying food.

No one should have to choose between heating and eating.

Today, every \$1 you give will provide nourishing meals for our community. Please give as generously as you are able to share food and hope in equal measure.

There's you.





How Can I Test Into Avg. Gift?



Treatment #1





Track & Analyze Ad Performance

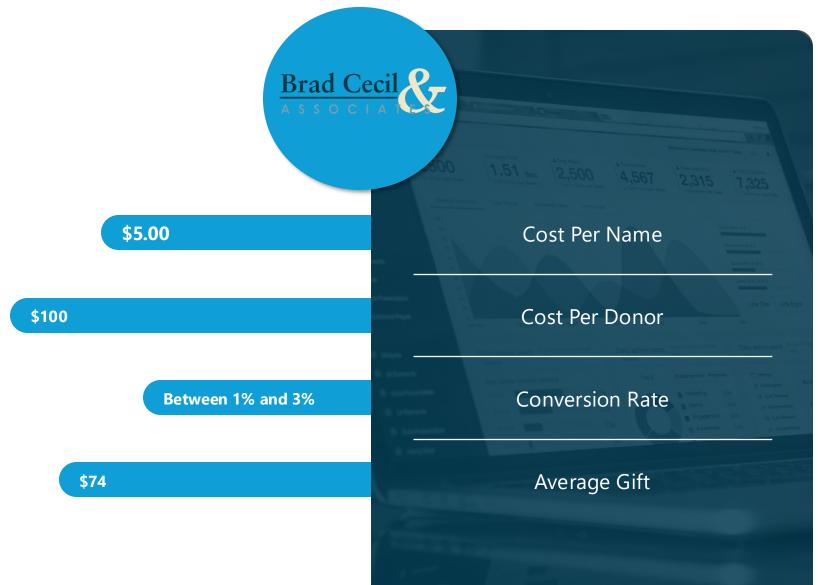
Identify What We Want to Accomplish with our ads

- Depending on our goal, it will change the setup of our digital ads and what platform we use.
- Example goals
 - To acq. new name
 - To acq. new donors
 - To get donations (new and or existing)
 - To drive traffic to our website
 - To reinforce a campaign that we are promoting via other efforts (Email or Direct Mail)

Who Do I Target

- Create multiple ad sets
 - Look A Like Audiences (donor LAL, Website Visitors LAL, Fans LAL, etc...)
 - Website Visitors
 - Interest based audiences
 - Open Targeting (Let Facebooks algorithm determine who would be most likely to make a gift or provide their email address)
- Set up Custom Conversions
 - Tell Facebook the goal of this campaign.
 - For someone to make a gift
 - For someone to provide their email address
 - For someone to go to our website

What should I expect to pay to acquire a new name or donor on Facebook



New Name and New Donor Acquisition Using Facebook

Acquisition



OFFER

Offer could be a multitude of offerings such as an eBook, quiz, survey, or download.



PROMOTION

Offer promoted using paid media on Facebook & Instagram



EMAIL ACQUISITION PAGE

Invitation to provide email in exchange for promotional item.



INSTANT DONATION PAGE

Instant donation page allows for an initial soft ask while we have their attention.

Doubles as confirmation page.



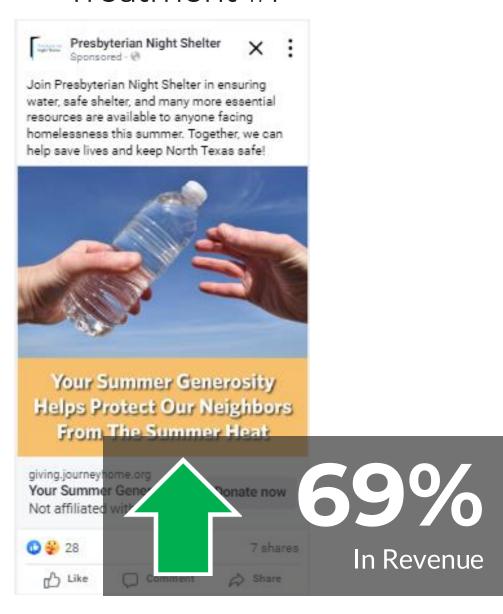
WELCOME SERIES

Acquired emails are then dropped into an email welcome series to cultivate and educate about the mission and orient them toward philanthropic engagement.

Why Do We Want To Capture Email?

Email results in 1/3 of online fundraising revenue.

Treatment #1



What is the value of an email address?

5-Year Donor Value

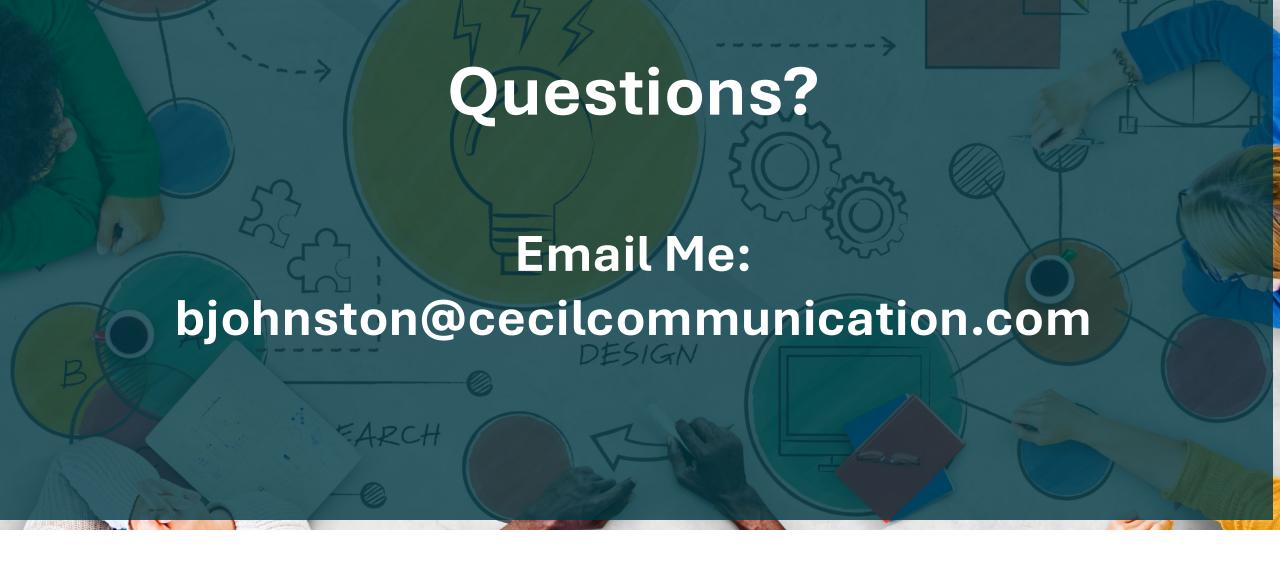


Benchmark → Test → Optimize

- Measure performance
- Test strategies
- Learn and improve continuously

Start Small, Think Big

- Small improvements in all areas add up.
- Begin with one metric or channel.





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Provide your name and email address to be entered into a drawing for a \$50 Amazon gift card!