



# **2020 ANA VIRTUAL NONPROFIT CONFERENCE**

**AUGUST 5-6**



**#ANAnonprofit**

# **THE RISE OF DRTV & DIGITAL**

**Kim Bersin, The International Fellowship of Christians and Jews**

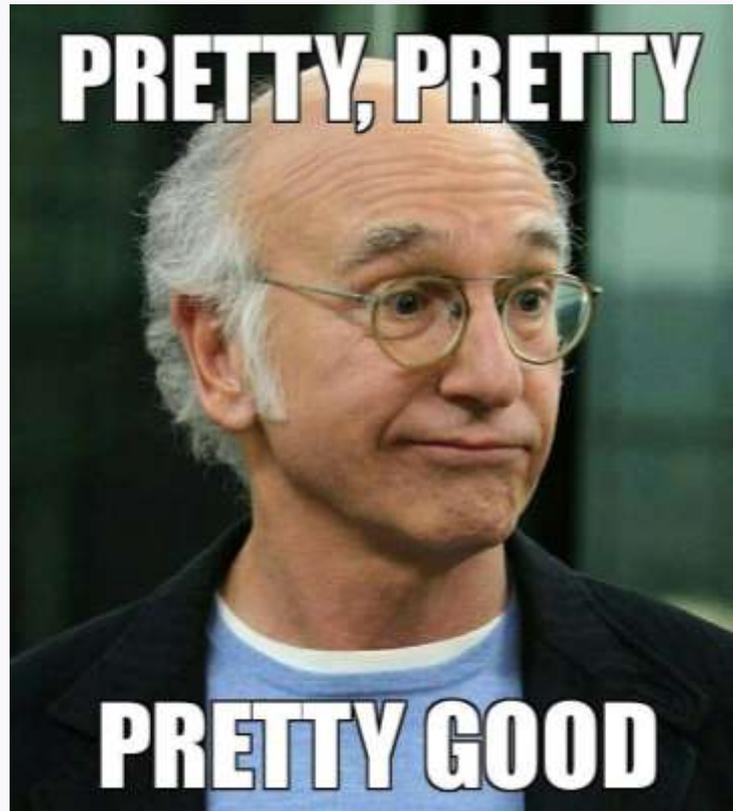
**Eli Hartman, Cannella Media**

**Adrian White Slagle, Full Hearts**



# A FEW HEADLINES

## Bad, bad, not so bad(?)



“Model Projects One-Third Of Nonprofits Might Close” –  
The Nonprofit Times

“More Than Half of Fundraisers Expect to Raise Less Money  
This Year” – Chronicle of Philanthropy

“Direct Marketing Revenue Stable in Q1 2020 as US  
Economy Contracts due to Global Pandemic” – Blackbaud  
Target Analytics

# SOME THINGS ARE PRETTY, PRETTY, PRETTY HARD RIGHT NOW

## Wait it out? Pivot? Diversify?

Live Events

Face-to-Face

Corporate Giving

Major Gifts

Grants

when you thought everything would be  
easy peasy lemon squeezy but it's  
actually difficult difficult lemon difficult



# TWO TYPES OF NONPROFIT LEADERS

## Which one are you?

1. “I can’t wait until this is over and we can get back to normal.”
2. “This is a rare opportunity for me to address the problems we’ve been talking about for years. If I take this time to quickly analyze the situation, I can make key decisions and accelerate my fundraising for years to come.”

- Alan Clayton



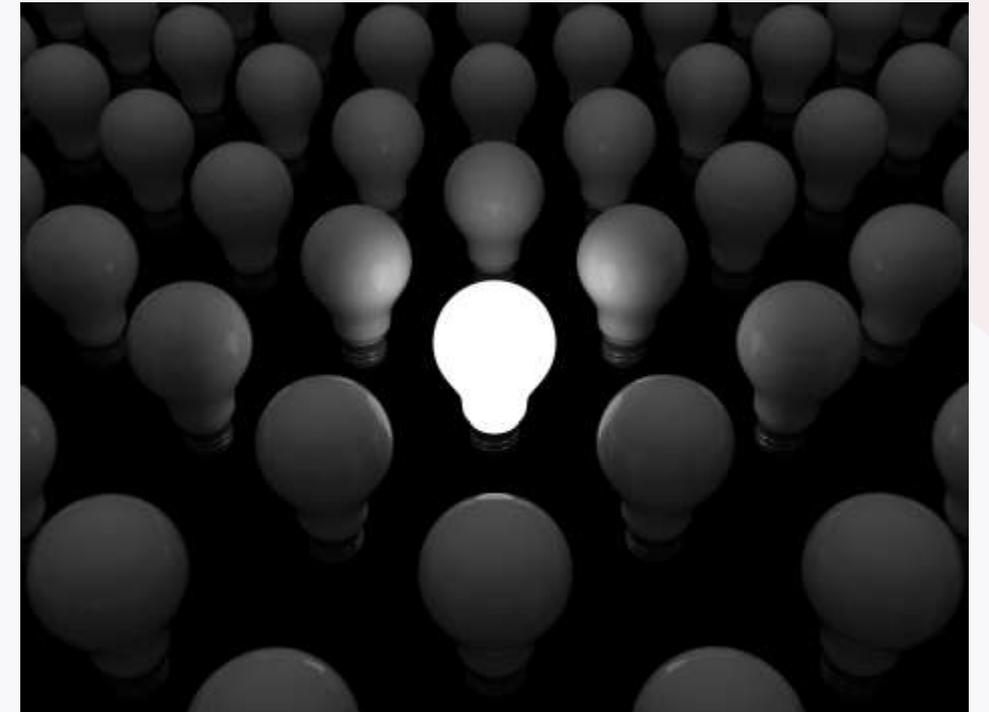
# DON'T SOLVE PROBLEMS, COPY SUCCESS

## Find The Bright Spots

“In times of change, if we allow ourselves to slip into problem solving focus – that’s a mistake; a recipe for paralysis, because there are too many problems to be solved.

...what we need to do instead is **focus on the bright spots, the early glimmers that something is working right.** Once we find them, our mission is to study them and clone them.”

- Dan Heath



# SOME MORE HEADLINES

**If you're looking to diversify, now is probably a better time than any**

**“Coronavirus Could Wipe Out \$10 billion In TV Ad Spending” – LA Times**

**“Quarantined Consumers Are Staying Connected With TV And Social Media” - Nielsen**

**“People Are Watching TV From 4.8 Different Sources” – Fierce Video**

**“A Tale Of Two Madison Avenues: Ad Execs Signal Bifurcated Performance vs. Brand Rebound” - MediaPost**

*This is a scrappy cohort, heavily metrics-driven and are nimble in capturing pricing dislocations.*

# IS TV/VIDEO A VIABLE OPTION FOR YOUR BRAND?

## Some things to consider

Your brand should have broad-based appeal. i.e. animal welfare, children's hospital, hunger relief.

Not necessarily.

In today's long-tail environment and with new options, this is not as big of an issue.

You need millions of dollars to invest, upfront.

Not necessarily.

There is a wide range in video production costs that will vary by agency. In a test phase, you'll want to spend a few hundred thousand in working media cost to get a solid read on performance.

You need clarity on your mission and messaging.

Yes.

You have a matter of minutes to explain your organization's mission and move people to join you. Your message needs to be succinct and impactful.

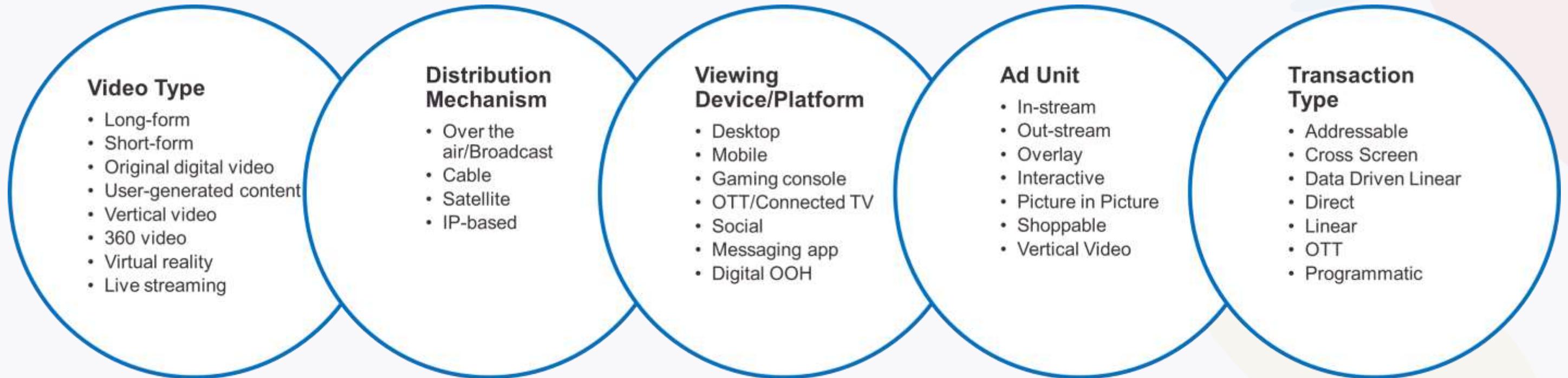
# WHAT'S NEW? OR NOT SO NEW?

## Same, same but different

1. Format/Length
2. Method of response
3. Creative
4. Delivery



# THERE ARE MULTIPLE OPTIONS FOR VIDEO TYPES & CONTENT DELIVERY



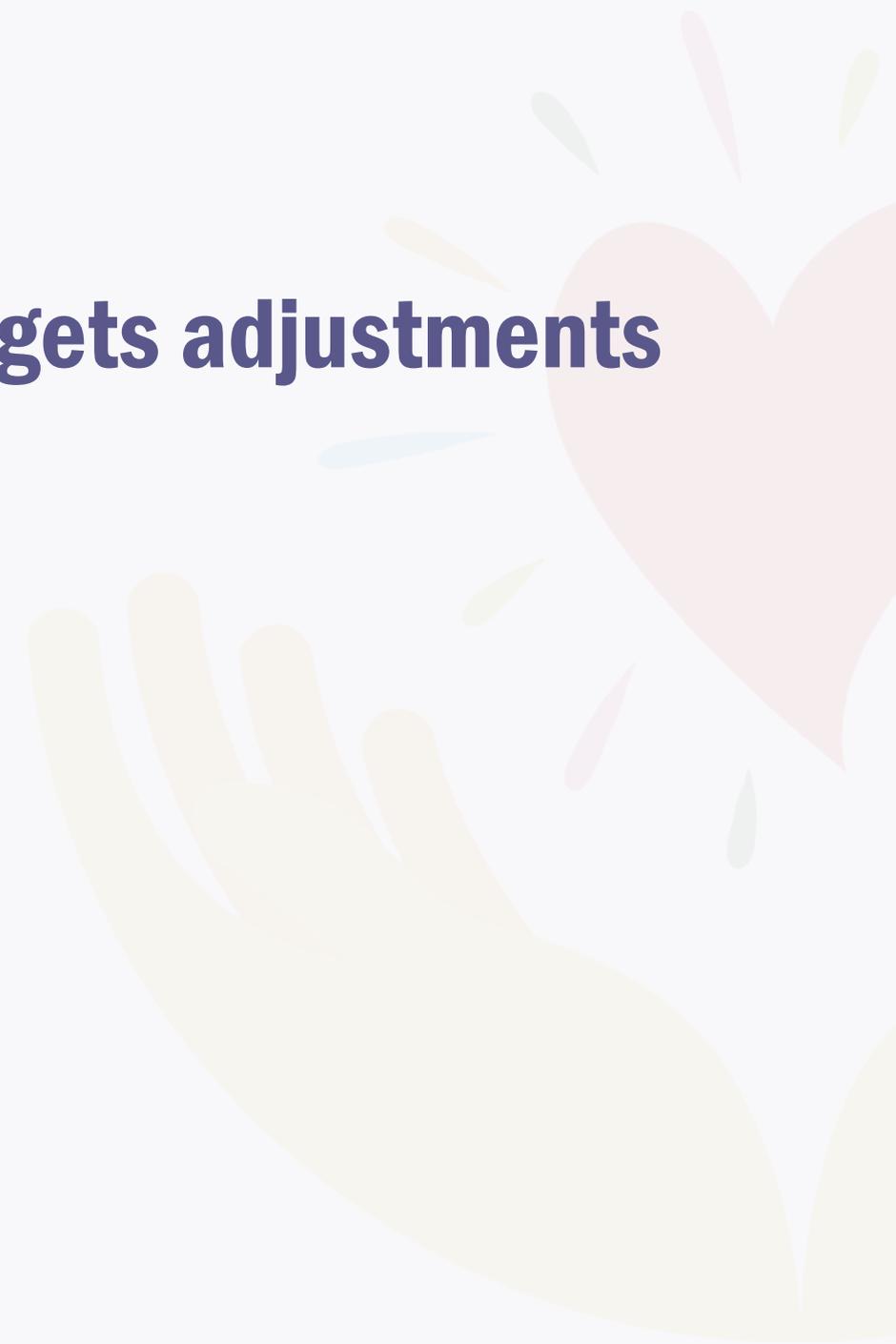
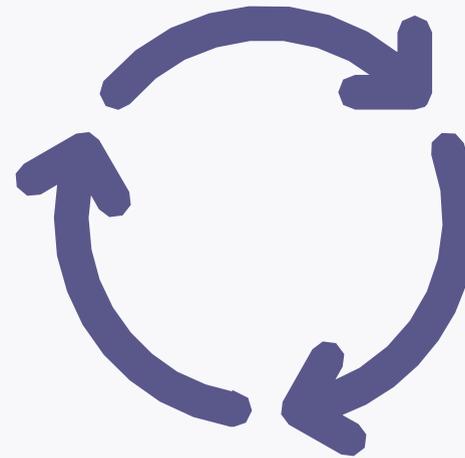


# *The Fellowship's* DRTV Evolution

# Evolution of DRTV

## Being nimble allows for real time media mix & budgets adjustments

- Multiple creative lengths
- Testing new creatives
- Testing new networks
- Large base of media networks



# MULTIPLE CREATIVE LENGTHS

- ❑ Airing multiple creative lengths (Long-Form, 5-minute, 2-minute) affords the ability to shift budgets between lengths
  - Passover is the strongest time of the year for *The Fellowship*
  - The start of Stay At Home orders affected Long Form media more than the 5-Minute and 2-Minute media
  - *Shifted media from the Long Form creative to the 2-Min and 5-Min lengths to continue delivering efficient KPIs*



# TESTING NEW CREATIVES

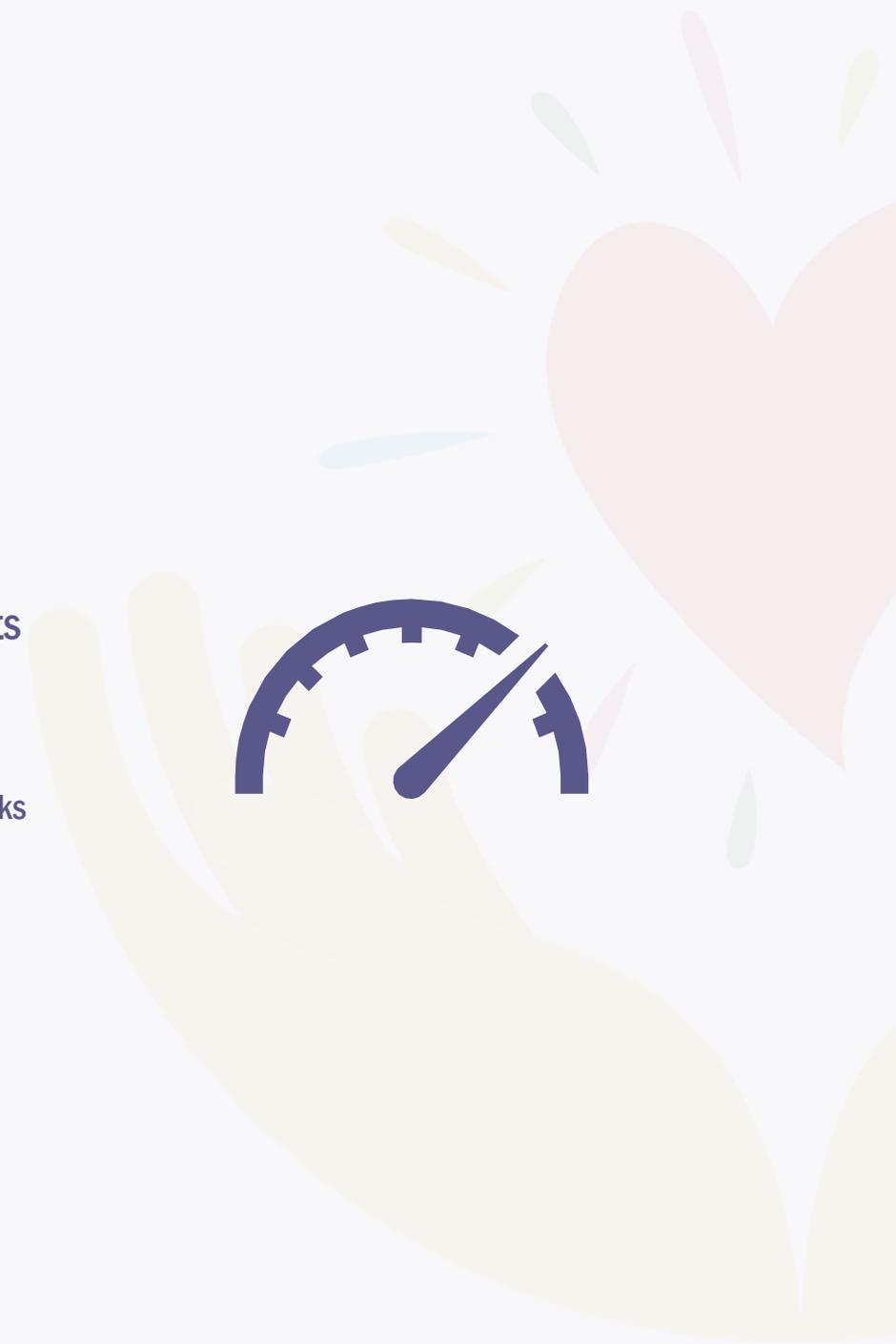
- ❑ *The Fellowship* is always looking for ways to keep a fresh creative mix and cut down on fatigue
  - *Tested a COVID creative in addition to a “Donation Match” creative*
  - *The additional creatives keeps all current creatives fresh in order to maximize ROI*



# TESTING NEW NETWORKS

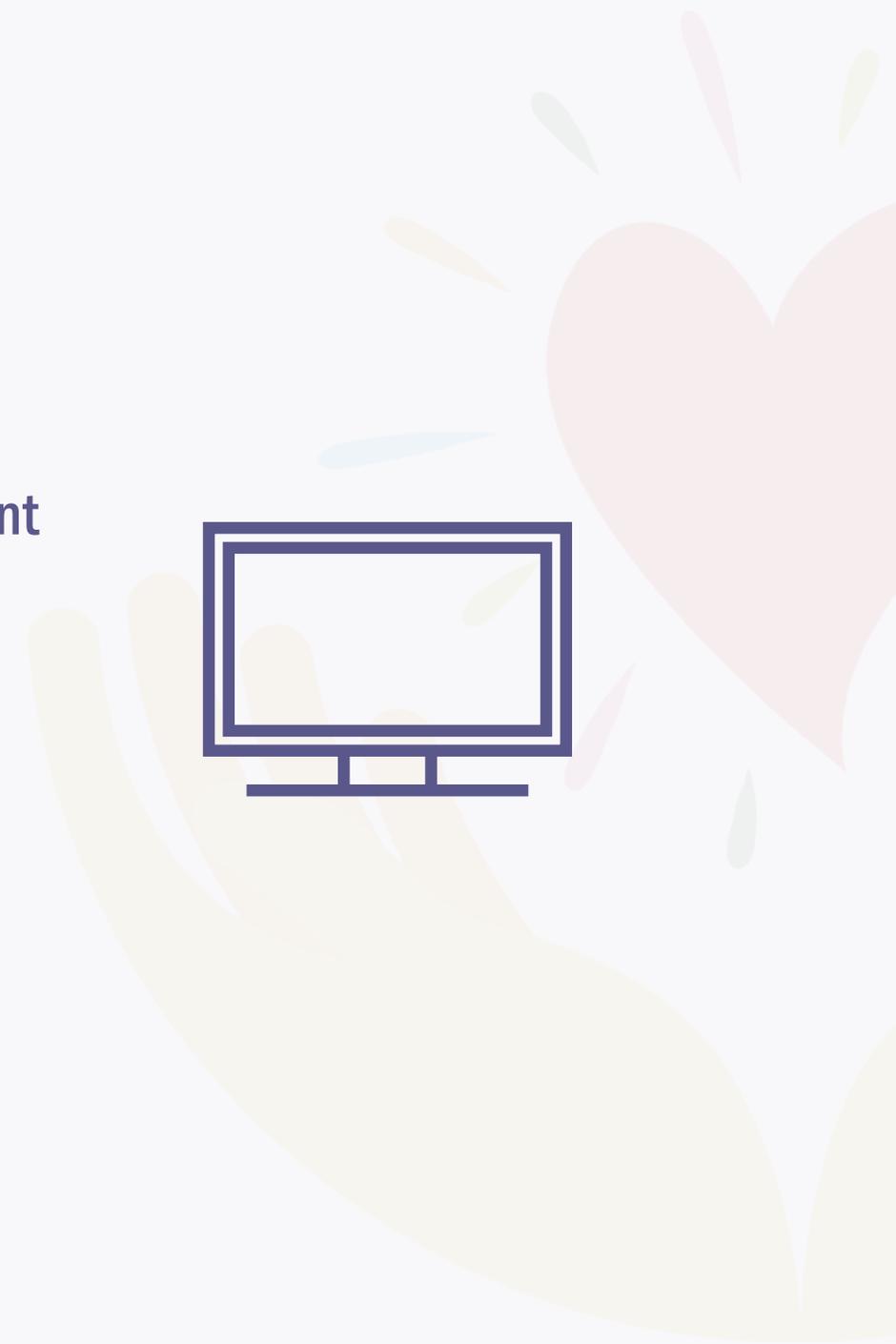
## □ Cannella is always looking for new networks to test.

- Having the ability to test new networks allows Cannella to maximize efficient returns on the media budgets
  - Networks are a mix of local broadcast markets and national cable networks
  - With the ability to find efficient new networks for *The Fellowship* allows Cannella to have a large base of efficient media networks



# LARGE BASE OF MEDIA NETWORKS

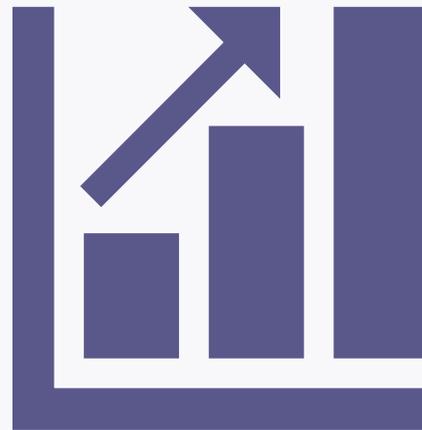
- Having a large base of media networks give Cannella the ability to maximize efficient media spends
  - With a strong core network list, Cannella can maximize efficiency if there is a dip in network performance
    - Since there are many networks to choose from, Cannella can shift budget on the fly when a network(s) becomes less efficient



# EVOLUTION OF DRTV

## Results

- By using the tactics discussed Cannella can stay nimble in a constantly changing marketplace
- Ability to drive a **10% increase** in efficiency when comparing the first half of '20 versus '19 while increasing revenue by **43%**



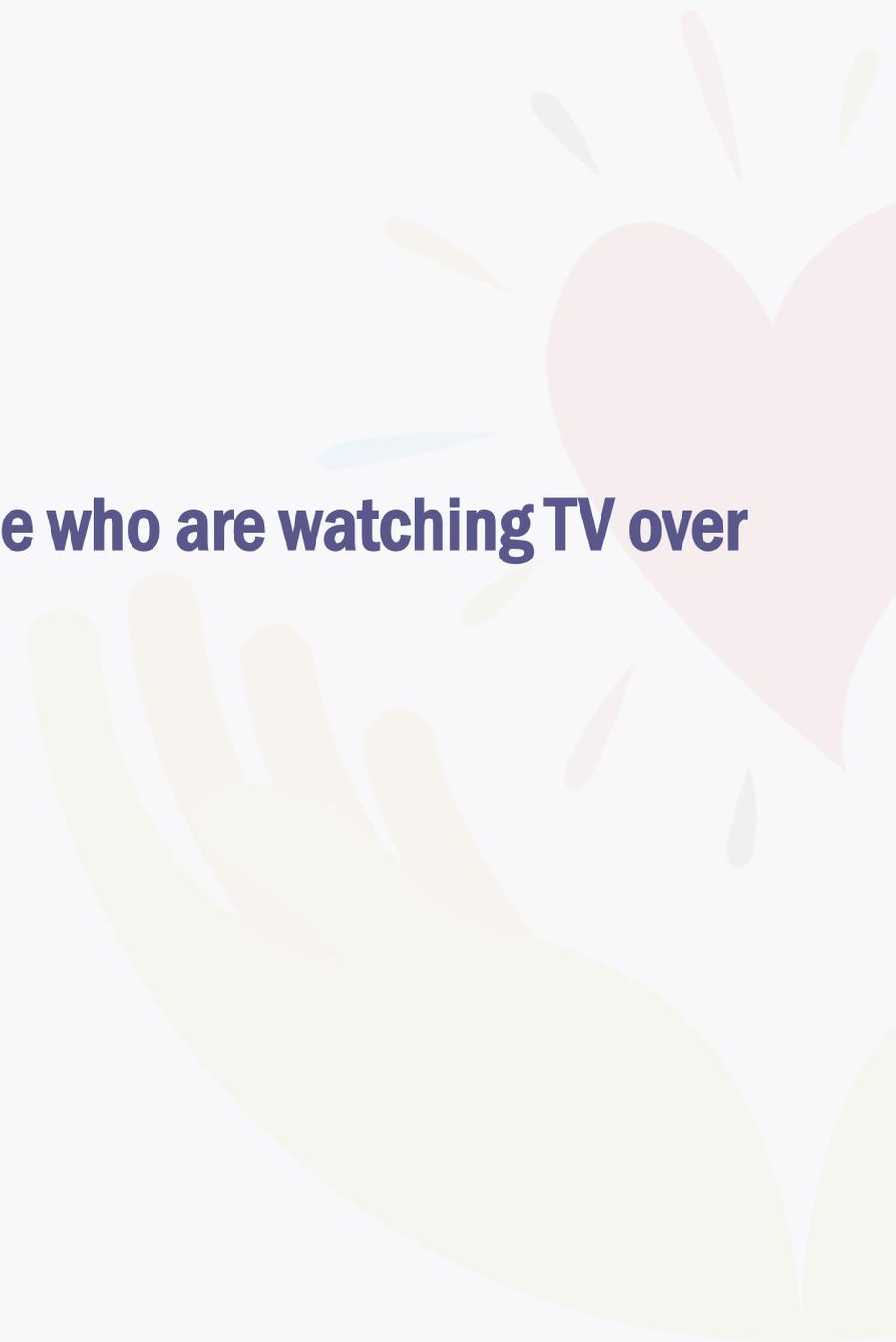


# Launching Connected Television

# Going Digital with TV

## *What's Connected TV (CTV)?*

- While the experience for the viewer is the same, CTV targets people who are watching TV over the internet on Smart TVs and other internet based devices



# DR vs. Connected Television

## What's the difference?

While **Direct Response TV (DRTV)** time is a 1:1 transaction (networks sell airtime; client purchases), **Connected TV (CTV)** targets audience demographics and finds them where and when they want to be found through programmatic bidding.

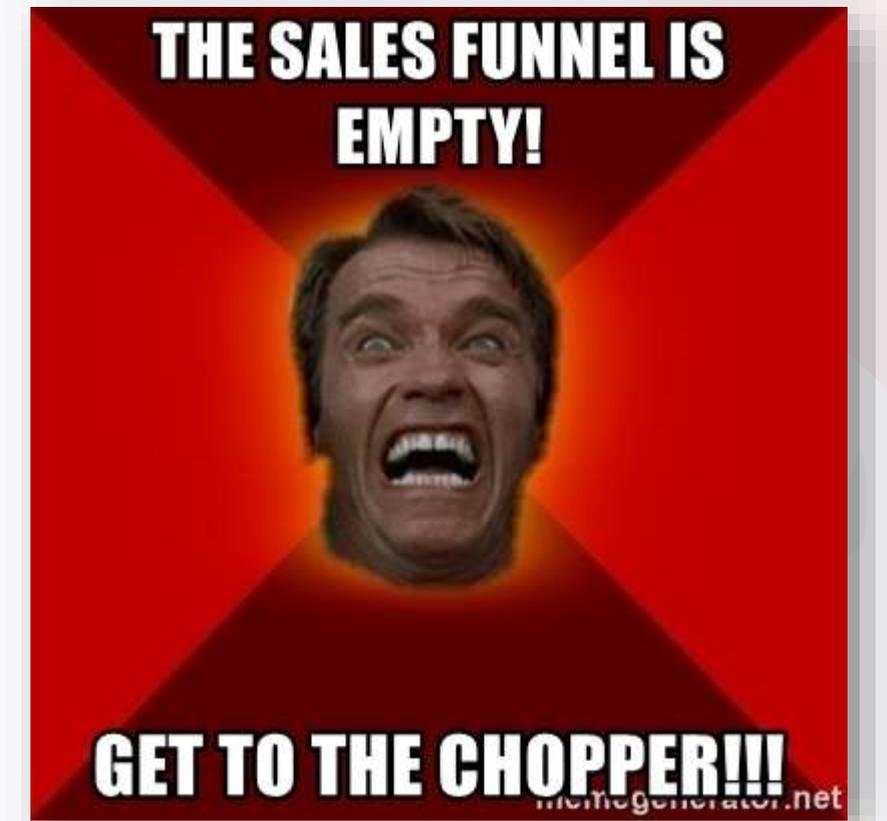


While **DRTV** behaves like a typical direct response channel (immediate response and return on investment), **CTV** is a first touch that initiates the donor journey.

# Going Digital with TV

## Why *The Fellowship* tested Connected TV (CTV)

- Strategic priority to grow Digital
- No additional scalability in core channels (Search, Email, Social Media) without increased demand on the brand
- Launched new channels in 2019-2020 with the objective to fill the top of the funnel with warm leads to convert



# Launching Connected Television

## Steps to Launch

1

Edited existing DRTV short form creative down to needed lengths (:15, :30, :60), removed phone numbers, and highlighted web address

2

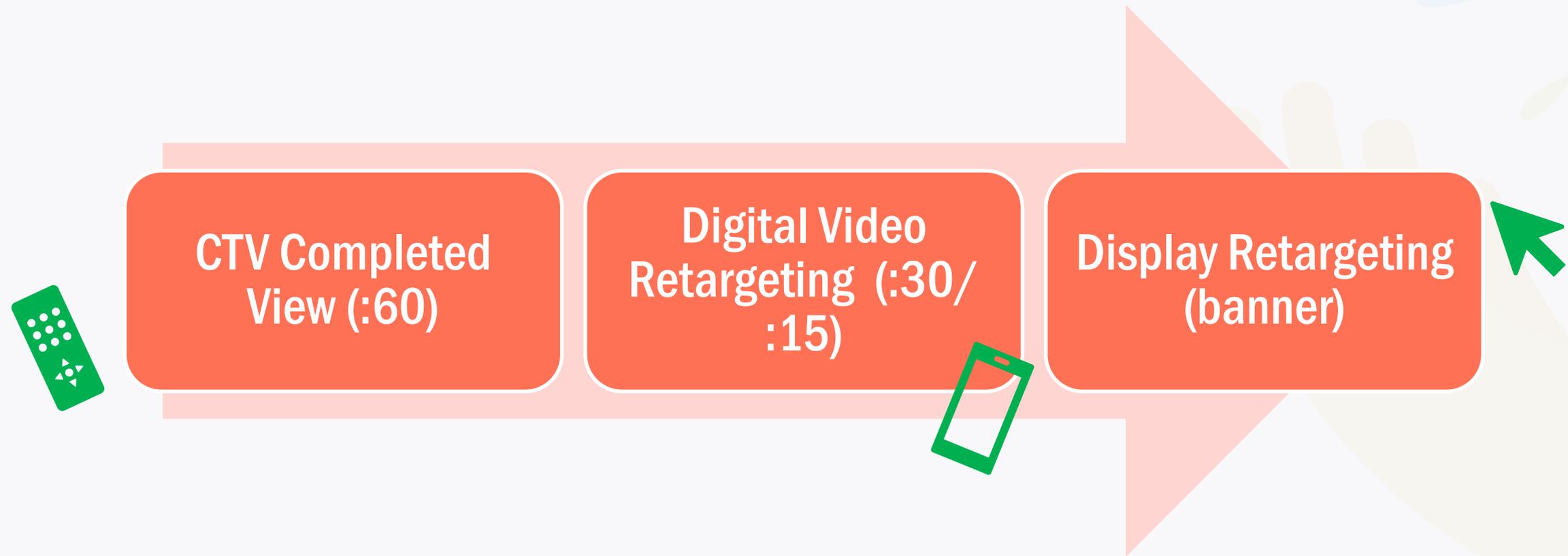
Chose and tested programmatic platforms that serve up CTV ads and designed a donor journey that began with a completed ad view and continued through digital retargeting

3

Set up tracking in a multi-touch attribution model to measure how it influenced the donor journey

# Launching Connected Television

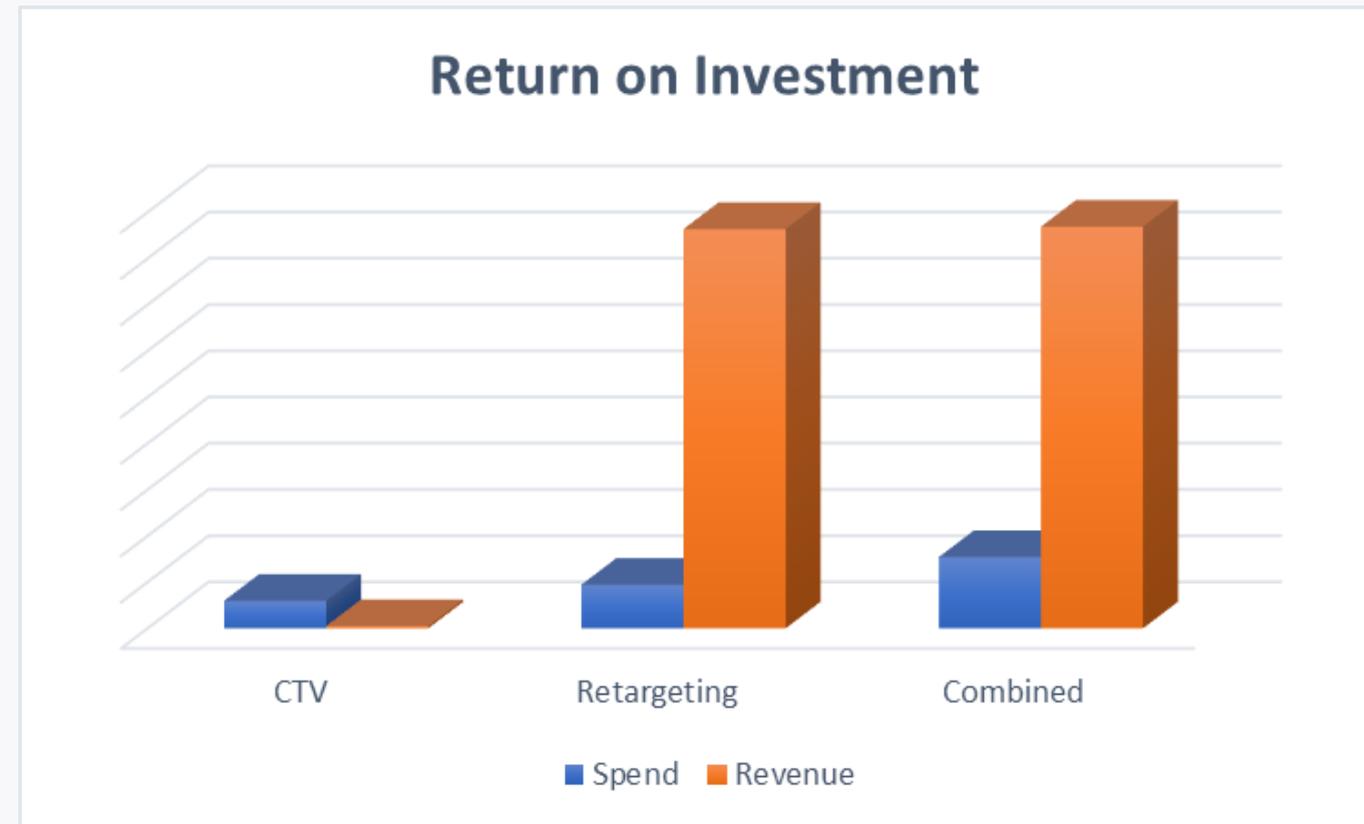
## The Donor Journey



# Launching Connected Television

## The Results

While CTV alone had zero return (.03 ROAS 🤖), it effectively fueled our retargeting pool to create the most profitable segment of prospects.



All investment combined, we're generating a 6x return on ad spend!



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