



2020 ANA VIRTUAL NONPROFIT CONFERENCE

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#ANAnonprofit

Thank Before Asking (Again)

An Unlikely Partnership to Improve Donor Stewardship

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An Unlikely Partnership



The Donation Processor

Founded in 1983, Merkle Response Management Group (RMG) is a processing, data and technology-driven company. By combining best-in-class direct response processing, customer care and fulfillment solutions with actionable data insights, Merkle RMG drives one-to-one relationships for an improved donor and customer experience that increases retention and revenue.



The Nonprofit

For 100 years, we've been giving children in the U.S. and around the world a healthy start in life, the opportunity to learn and protection from harm. When crisis strikes, we are always among the first to respond and the last to leave. We do whatever it takes to save children, transforming their lives and the future we share.

The Challenge: Internal Resources to Personally Thank Key Audience Segments

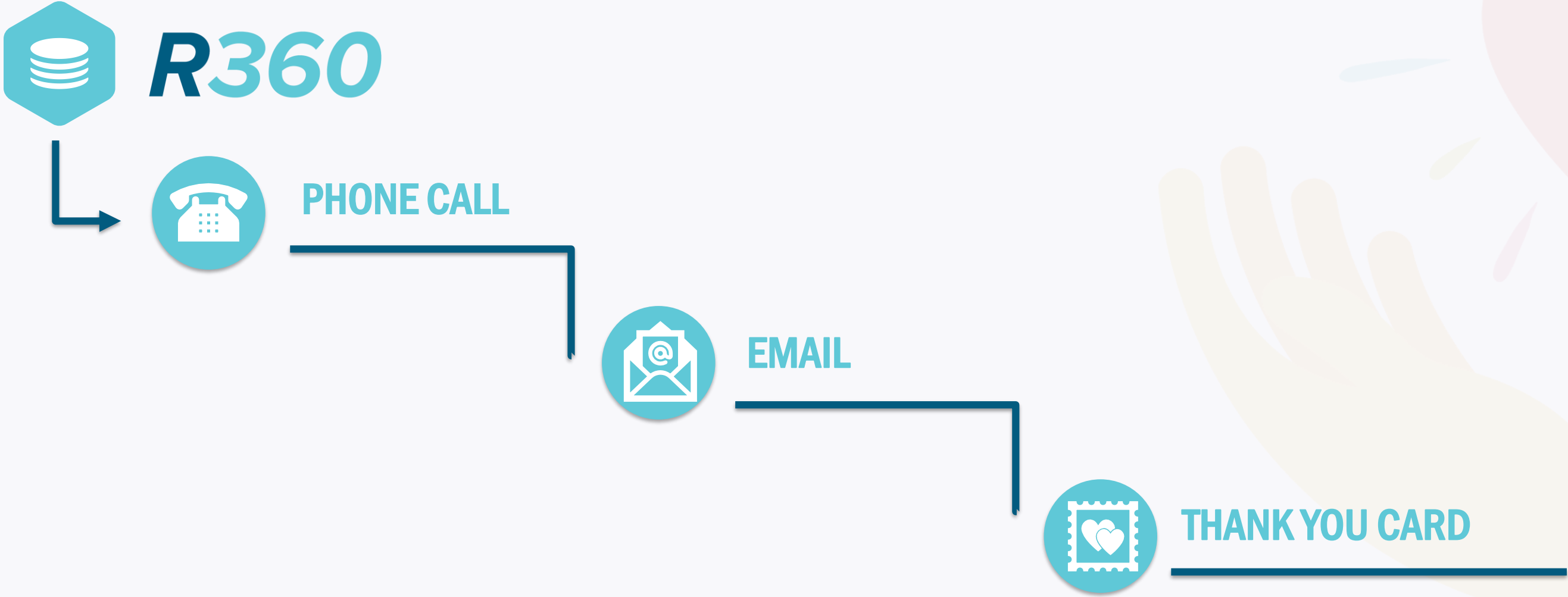
- **Save the Children wanted to add a personal thank you to \$500-\$999 Mass Market donors and \$1,000-\$4,999 Mid-Level donors.**
- **This additional touch-point supported the strategic direction of these programs as part of a broader organizational stewardship initiative.**
- **There were limited internal resources that could manage and execute the additional touch-point in a timely manner.**

The Solution: Merkle RMG's *Rapport* Solution



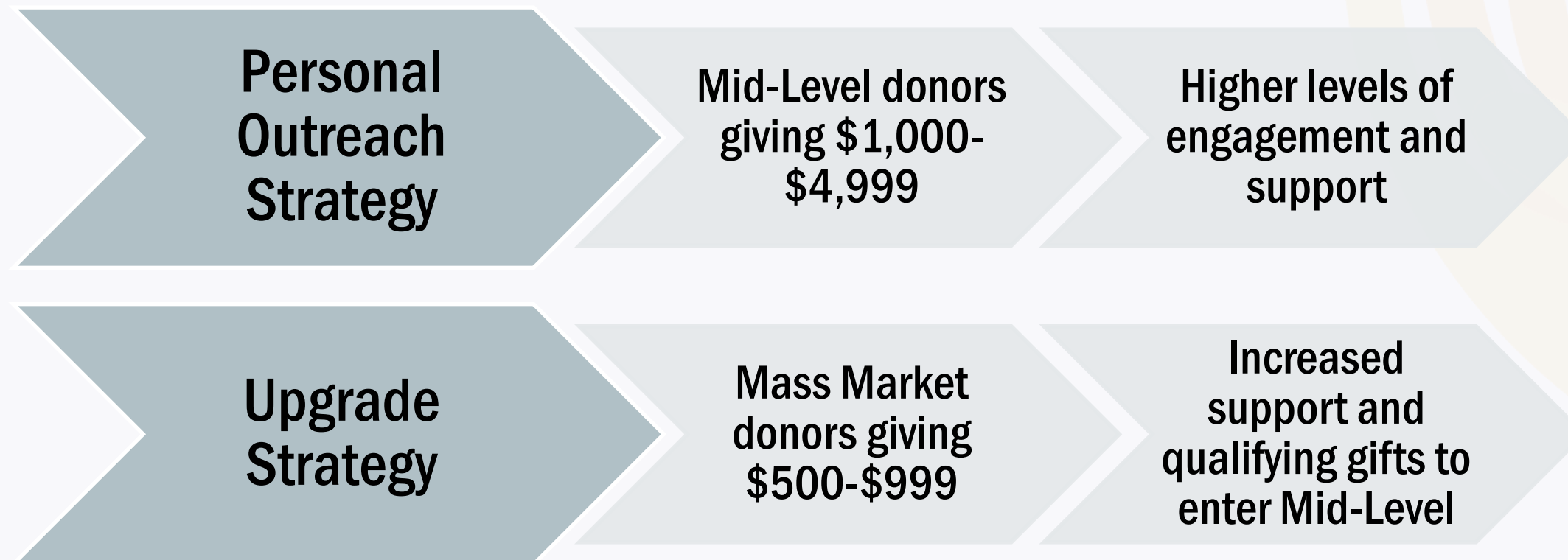
Rapport is a collection of fully outsourced donor stewardship solutions that allow nonprofits to engage and cultivate their donors with little effort from their staff. Merkle RMG has done the strategic thinking and handles the execution. And then we deliver measurable results.

The Solution: Merkle RMG's *Rapport* Solution



Save the Children's Personal Thank You Outreach with Merkle RMG's *Rapport* Solution

Save the Children started utilizing Merkle's Rapport program in December 2019, as an additional personal thank you touch-point in our larger stewardship program and as part of our strategic goals for our Mid-Level and Mass Market groups.



Leveraging Existing Technology to Maximize Efficiencies

Technical Innovation

Creation

Programming was developed in Save the Children's CRM for Merkle RMG's access to our live data

The Build

A unique, dedicated workspace that was made for use by Merkle RMG and Save the Children

Outcome

A dynamic live environment for an efficient workflow that will feed future reporting



An Efficient Workflow to Maximize Speed-to-Donor and Reduce Costs

Using live data, donors are grouped by their solicitation preferences in the shared workspace

In a stepped-down approach, personal calls, emails or note cards are completed by Merkle's Rapport Representatives

We've been able to reach over 4,491 supporters with this additional touch-point, since the effort began in late 2019

Early Wins Validating Proof of Concept

“Donor advised that he would like to increase his monthly donation from \$150.00 to \$250.00. I advised that I will submit the request to increase and thanked him tremendously for his support. The donor is very happy with the organization.” – Merkle RMG

*“The only request I have is that my donation should reach the children of Yemen, if this is confirmed I can be more generous in my donations.”
– anonymous donor*

*“Dr. Q called in to make another donation to our greatest need fund. We had a good convo and talked about NYC and Coronavirus a little. Dr. Q is going out of the country soon and will continue to make donations via our website.”
– Save the Children staff*

The Good Stuff: Pipeline Upgrades & Increased Giving

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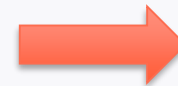
- Save the Children staff



Dr. Q joined Save the Children with a \$511 gift in May. He was welcomed and thanked by Merkle’s Rapport Program and has since made 4 additional gifts of \$1,000 each. He is also very engaged, having conversations with each call in!

“The only request I have is that my donation should reach the children of Yemen , if this is confirmed I can be more generous in my donations.”

- anonymous donor



Became a supporter of Save the Children with a \$525 gift in early July. The day after receiving his welcome and thank you email from Merkle’s Rapport Program, he gave a \$1,050 gift to enter our Mid-Level

What's Next: Reporting & Continuous Improvements

Reporting is being developed to track performance.

Continue to refine workflow and improve messaging.

Working with Merkle RMG has been collaborative, fun and innovative!

THANK YOU!

Please reach out with any questions:



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THE END