

Audience First: Recalibrating Your Fundraising Program To Meet the Moment

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FEEDING
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Long-term
giving trends

More channels, more
info, more everything —
all in the hands of the
consumer

COVID-19:
A once-in-a-century
accelerant



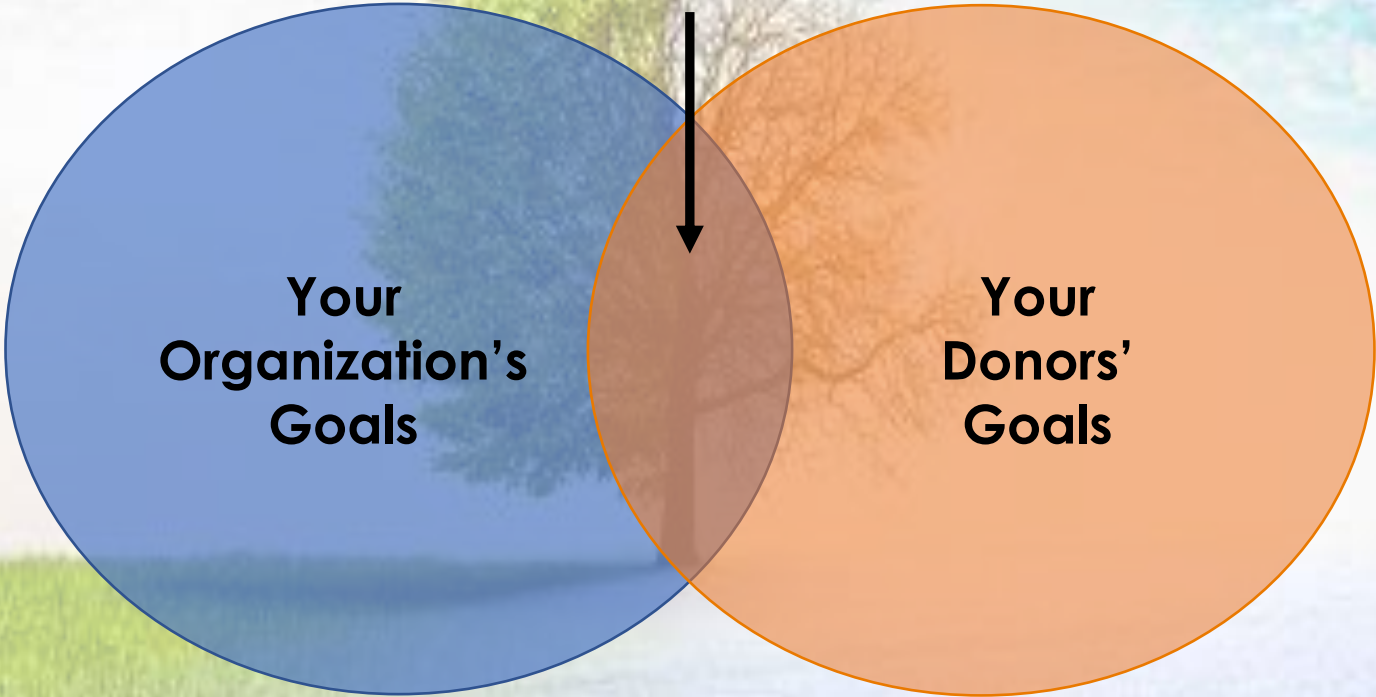
We know the why...

**So, what are the
building blocks of your
Audience-First
Strategy?**



Moving beyond “revenue this year” ...

Audience-First Strategy



External Environment

Understanding donor motivations, biases, and preferences leads to strategies that meet donors' goals

- Primary research — quantitative and qualitative
- Third-party data appends
- Don't overlook the increasing number of first- & zero-party data sources to capture preferences, content interests, etc.



Audience insights bubble up from multidimensional data

- As direct response marketers, we embrace the value of data. We're data driven; everything we do is informed by data proof points...
- Audience-First Strategy requires evaluating multiple data sets in context:
 - Audience intelligence data must be coded and accessible in your CRM
 - Campaign performance is evaluated across channels by audience dimensions



Donor-centered journeys

Creative & media strategy are inextricably linked along the donor journey

- The path to conversion is complex
- Important to understand the interaction among media channels and how they influence each audience
- Equally important to understand how the creative influences each audience along that journey
 - Creative & media teams working off the same audience insights



Key martech investments make it real...

- CRM single source of truth
- Website analytics — user funnels, e-commerce tracking, tag manager/UTM — and SEO tools
- Content management system enables customized content for your audiences
- Marketing automation — enables audience behavior triggered, business rule-driven marketing touches, in real time



Shared goals for your multidiscipline team

All you really need to know you learned in kindergarten – sharing & collaboration

- **Collaboration from many SMEs:** Strategy, business intelligence/analytics, digital and offline channel SMEs, finance, technology, donor relations
- **Shared goals** for lifetime value, new donor growth, churn, organic traffic, branded search...
 - Goals and KPIs for individual teams/business units ladder up to shared goals
- **New roles and forums** (meetings, measurement reports, communication protocols) to facilitate sharing, learning, and activating



Thank you!

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