

# 2021 ANA NONPROFIT FEDERATION WINTER CONFERENCE

FEBRUARY 17-18 | A VIRTUAL EXPERIENCE



## DISASTER DONORS OR HERE TO STAY?



# INTROS



**KATE HOLLANDSWORTH**

Integral

*Vice President*

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**EVAN JOHNSON**

Project Hope

*Sr Director, Direct Response & Donor Services*

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International Fellowship of Christians and Jews

*Director, Retention & Strategic Fundraising*

paul.leo@ifcj.org

# WHAT WE KNOW

- **MASSIVE response from donors in 2020**
- **New donor growth out paced existing donor growth**
- **Increased rate of lapsed donors coming back**

# WHAT WE KNOW

**DISASTOR DONORS or MISSION DONORS**

# WHAT WE KNOW

## MISSION DONORS

# WHAT WE KNOW

**RETENTION**



**DONOR VALUE**



**GIFT FREQUENCY**



# WHAT WE **DON'T** KNOW

- **Will new and reinstated donor growth continue?**
- **Will retention rates hold?**

# WHAT YOU SHOULD DO NOW

- **Seize the moment. Spend now, spend early. Continue pushing your investment spends as we are not seeing giving slow down.**



# WHAT YOU SHOULD DO NOW

- **Manage your investments wisely. Closely monitor your investments' key performance indicators (KPIs). Be flexible and fast in reacting to opportunities and pulling back when your KPIs show a risk.**

## WHAT YOU SHOULD DO NOW

- **Focus on your new and reactivated donors** who saw the need to give in 2020. The dollars you spend cultivating your existing donors is just as important as finding brand new donors. Keep them educated, aware, and giving.

# PROJECT HOPE

# WHO WE ARE

- **Project HOPE is a global health and humanitarian relief org founded in 1958, starting as a hospital ship called the S.S. HOPE, retired in 1974.**
- **Today, we work on the front lines of disasters and health crises in over 20 countries, placing power in the hands of local health workers to save lives across the globe.**
- **We focus on:**
  - **Disasters and health crises**      **Health policy**
  - **Infectious diseases**              **Noncommunicable diseases**
  - **Reproductive, maternal, neonatal and child health**
- **For over 60 years Project HOPE has brought HOPE and health to tens of millions of people in more than 100 countries, trained more than 2 million health workers, and provided over \$2 billion worth of medicines and supplies.**

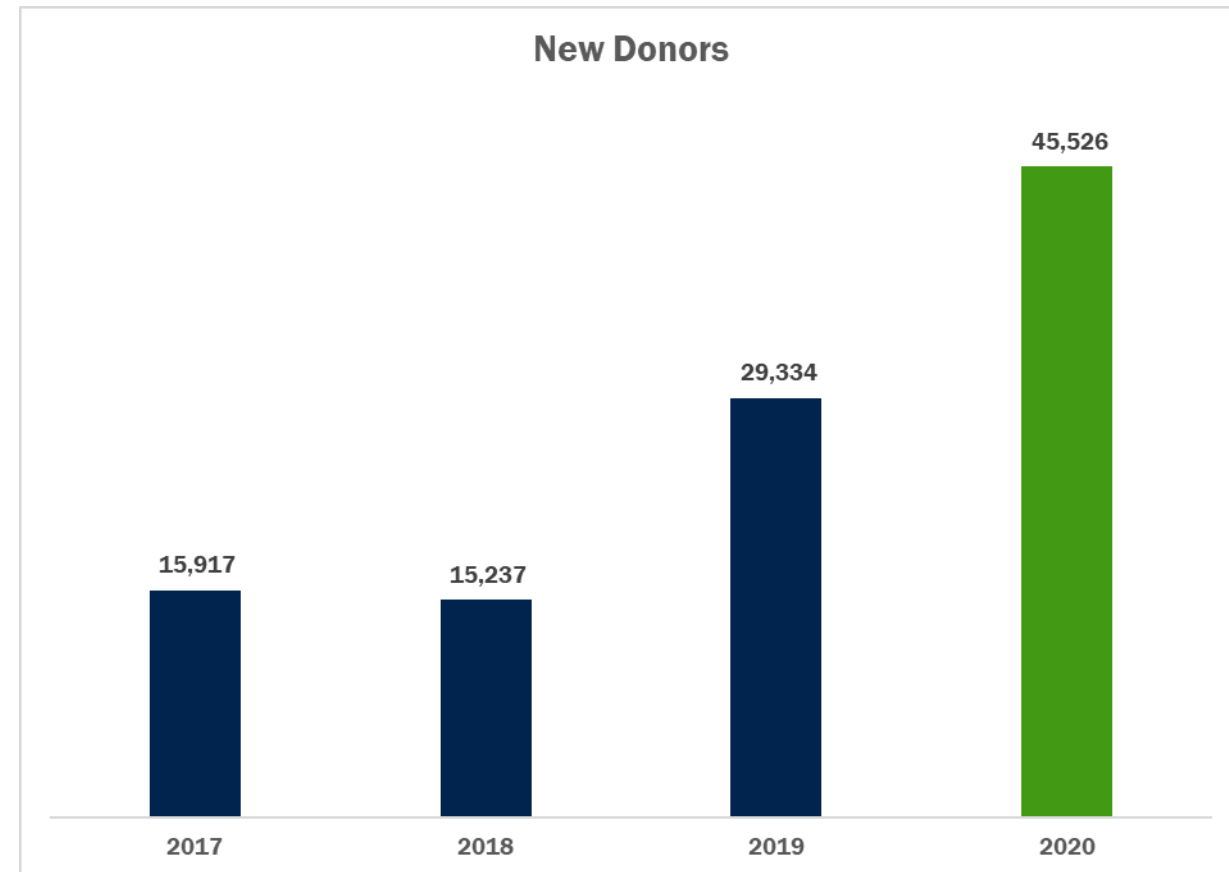


# GROWTH IN 2020



## ■ New donor counts were up 55%

- Year 2 of 3-year reinvestment in direct response
- Came off emergency year (Hurricane Dorian)
- Aggressive multi-channel, holistic acquisition strategy
- Organization-wide focus and buy-in for growth; fast, adaptable, flexible, freedom to take risks
- **Compelling offer:** Direct COVID-19 work in USA and globally
- Fundraising channels: DM, TM, Digital, P2P, Text; Had planned to launch canvassing in Spring 2020

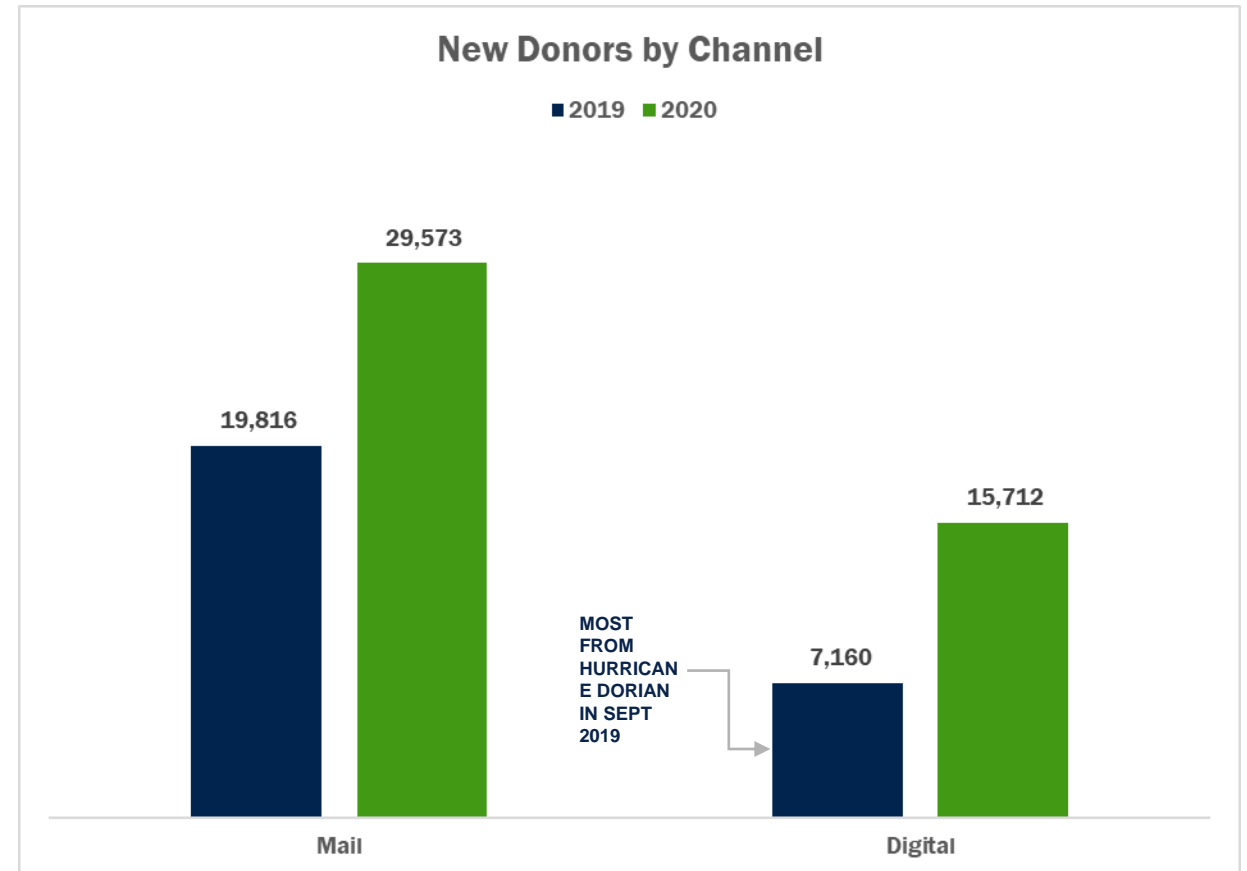


# GROWTH IN 2020



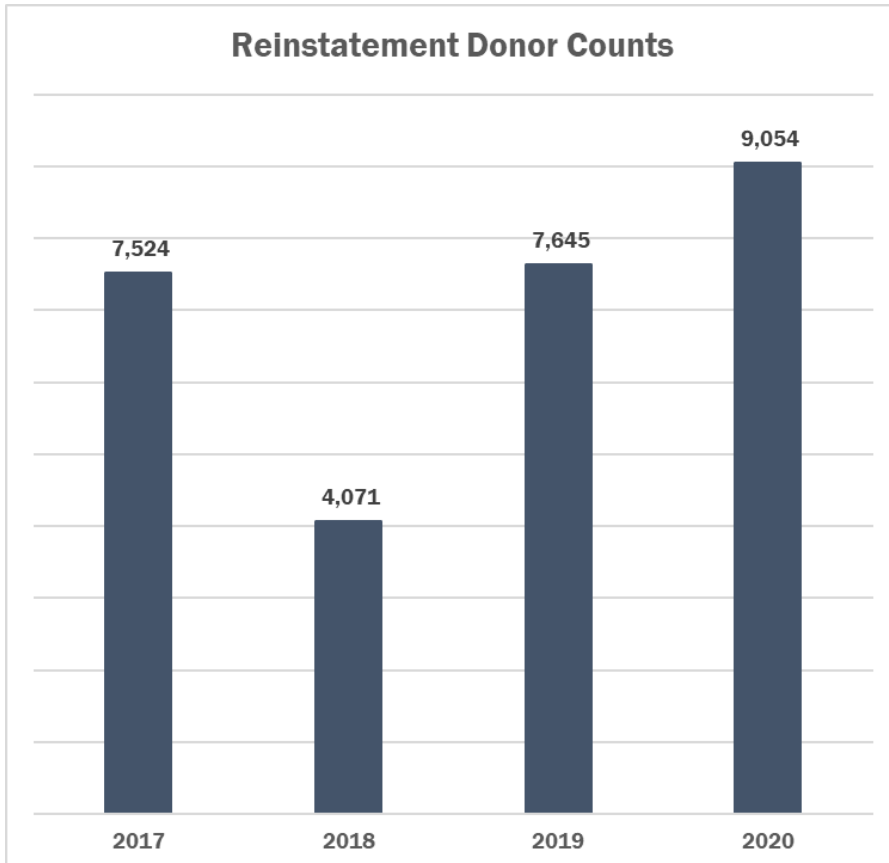
- **Mail was up 49%**
- **Digital up 119%**
- **350% increase in web traffic**
- **57% increase in organic search visitors**
- **Record-breaking growth and revenue**

**Covid messaging, quick scaled up investments, especially in digital, resulted in increased growth in donors, revenue, web traffic and brand awareness.**



# GROWTH IN 2020

- **Lapsed donors were up 18%**
- **Covid messaging increased response rates with lapsed donors, resulting in higher reinstatement levels**



project HOPE

Thank You!

Dear <Firstname>.

With the uncertainty we are all now facing, I knew it was ambitious to set a \$600,000 goal for our HOPE and Health Matching Gift Challenge.

But I also knew that our community of supporters have always shown an amazing amount of strength and generosity to protect the most vulnerable people from COVID-19 and other humanitarian crises.

**And they did! Incredibly, #### supporters rose to the challenge and contributed \$\$\$\$\$!**

Thanks to their gifts — which were instantly doubled — Project HOPE will continue our lifesaving work.

When we look back on these challenging times, I know all of us at Project HOPE will be able to say we did everything in our power to save lives and make the world a better place in the face of adversity. And that's because of caring people like you.

Gratefully,  
  
Rabih Torbay  
President and CEO  
Project HOPE

P.S. This year's HOPE and Health Matching Gift Campaign may be over, but it's never too late to help! **Your gift today will place power in the hands of local health care workers to save lives across the globe.**



Project HOPE

COVID-19 could kill more than 2,900 people a day in the United States this winter, according to the University of ...See More

COVID-19 ISN'T DISAPPEARING. NEITHER CAN YOUR SUPPORT.

Donate

SECURE.PROJECTHOPE.ORG  
Preparing for a COVID-19...  
Not affiliated with Facebook

DONATE NOW

# GROWTH IN 2020



## DIRECT MAIL & TM

- Early on, quickly added emergency urgentgrams in DM acquisition and House; increased volume for sustained momentum
- Added COVID buckslips in outgoing mailings
- Switched control to COVID for rest of year; small back-test of old control with covid language inserted
- Launched COVID emergency TM sustainer and lapsed campaigns

### EMERGENCY UPDATE: PROJECT HOPE'S RESPONSE TO THE CORONAVIRUS

Your help is urgently needed. The stakes are high, and the challenge is immense. The virus has spread to nearly 200 countries. The World Health Organization has called this crisis a pandemic.

Since the break-out began, Project HOPE has been working around the clock to provide critical equipment to doctors and nurses working on the front lines, including support for health workers here in the United States. We've provided essential supplies like face masks, goggles, and protective suits.

When disaster strikes, whether a hurricane, earthquake, or the spread of a health crisis — a quick response saves lives. With more than 60 years of experience providing lifesaving programs and responding to health challenges around the world, we know what is needed. Please make an emergency gift to Project HOPE to help fight coronavirus and support health workers and people in need around the world. Give online at [ProjectHOPE.org/emergency](https://ProjectHOPE.org/emergency) or return your reply form today.

1

**Global Coronavirus Pandemic:**  
Your Emergency Help Urgently Needed  
Project Hope, 255 Carter Hall Lane, PO Box 250, Millwood, VA 22646

**URGENT ACTION**

Ms. Leah Seed Washington  
Project Hope  
Suite 600  
7500 Old Georgetown Road  
Bethesda, MD 20814-6800  
|||

Dear Ms. Washington,

Your help is urgently needed.

As I write this, more than 164 countries are reporting cases of COVID-19. Hundreds of thousands of people have been infected, and tens of thousands have died. These numbers are climbing daily.

We're seeing an unprecedented level of need here in the U.S. and around the world, with virtually every community at risk. Since the outbreak began, Project HOPE has been working around the clock to provide essential resources like medical equipment and protective gear to doctors and nurses on the frontlines.



# GROWTH IN 2020

## DIGITAL

- Pulled from canvassing budget to significantly increase digital spending
- Ramped up paid search, paid social, chaperoned emails and display; 1-weekend quick scale up
- Optimized SEO with covid-19 quick facts, web content
- Kept current email campaign running and added on emergency COVID appeals on top
- Priority was growing digital, monitored CPR and ROAS against DM acq benchmarks and maintained spending; monitored activation rates of COVID joins
- Launched health workers pledge for lead gen, acquired 300,000+ emails to-date at under \$1 CPD
- Added top-of funnel web traffic ads to drive further low-cost traffic to website



**CORONAVIRUS EMERGENCY**

You can help protect health workers and provide urgently-needed training and supplies.

[Give Now](#)

project HOPE

A promotional banner for Project HOPE's coronavirus emergency campaign. On the left, a dark blue box contains the text "CORONAVIRUS EMERGENCY" in white. Below it, white text reads "You can help protect health workers and provide urgently-needed training and supplies." A red button with white text says "Give Now". On the right, a photograph shows a young child wearing a light blue surgical mask, looking directly at the camera. The Project HOPE logo is in the bottom right corner.

PPE Carousel Ad

First COVID Ad

COVID Lead Gen

A collage of three Facebook advertisements. The first is a carousel ad titled "PPE Carousel Ad" showing a healthcare worker in a blue uniform and cap handling supplies. The second is titled "First COVID Ad" and shows a hospital hallway with people. The third is titled "COVID Lead Gen" and shows healthcare workers in full protective suits in a clinical setting. Each ad includes a "Donate Now" or "Sign Up" button and engagement metrics like likes, comments, and shares.

# GROWTH IN 2020


## DIGITAL

- Early appeals were D2D ads focused on PPE, supporting and training health workers
- Introduced successful health workers pledge for lead gen; also drove significant web traffic due to low CPL

### PPE Carousel Ad

**Project HOPE** Sponsored · Paid for by PROJECT HOPE-THE PEOPLE-TO-PEOPLE HEALTH FOUNDATION, INC.

Health workers are fighting the devastating COVID-19 pandemic without enough of the protective gear and supplies they need. Please help us secure urgently-needed aid and implement training for brave health care workers facing the deadly coronavirus outbreak and other health crises around the world.



**Masks**  
Send supplies and aid [Donate Now](#)

**Protective Suits**  
Send supplies and aid [Donate Now](#)


20K Reactions 2.9K Comments 5K Shares

Like Comment Share

### First COVID Ad

**Project HOPE** Sponsored · Paid for by PROJECT HOPE-THE PEOPLE-TO-PEOPLE HEALTH FOUNDATION, INC.

Health workers are facing a devastating outbreak of coronavirus. Shortages of protective gear and other supplies mean doctors and nurses are putting themselves at great risk to care for the sick and help contain the spread of the disease. Project HOPE is on the ground supporting health workers on the frontlines with almost 3 million pieces of protective equipment like face masks and coveralls. But the need remains urgent. Please help these brave health workers and others around the world. [See More](#)



[PROJECTHOPE.ORG](#)  
**URGENT NEED: Coronavirus**  
Not affiliated with Facebook [Donate Now](#)


8.9K Reactions 1.5K Comments 3K Shares

Like Comment Share

### COVID Lead Gen

**Project HOPE** Sponsored

Sign if you agree we must all do more to protect and support the doctors, nurses and volunteers working tirelessly to protect us from the spreading coronavirus pandemic around the world.



[SECURE.PROJECTHOPE.ORG](#)  
**Will You Take the Pledge to Protect Health Workers?** [Sign Up](#)

135K Reactions 15K Comments 20K Shares

Like Comment Share

# GROWTH IN 2020

## DIGITAL:

- Later appeals focusing more on health workers proved to be more successful and also more connected to full mission than just COVID response

Project HOPE  
December 17, 2020

7,000 newborns die every day from causes that could be prevented. Please make a lifesaving gift to help more mothers, babies and families survive and thrive in the middle of the COVID-19 pandemic. Give by December 31 and your gift will be matched dollar-for-dollar to save TWICE as many lives around the world.

project HOPE

project HOPE

Donations Matched Until Dec 31

Donate Now

Donate Now

173

2 Comments 21 Shares

Spring Match Video

Project HOPE  
Sponsored · Paid for by PROJECT HOPE-THE PEOPLE-TO-PEOPLE HEALTH FOUNDATION, INC.

Your gift today will be DOUBLED, so you can help provide 2X the protection for health workers, 2X the lifesaving medical equipment, and 2X the compassionate care for families in need in the U.S. and around the world.

SECURE.PROJECTHOPE.ORG

2X the Lifesaving Aid and Impact

Not affiliated with Facebook

Donate Now

COVID Graph Video

Project HOPE  
Sponsored

Limited Opportunity Project HOPE is providing PPE and training to the frontline health care heroes facing long... See More

SECURE.PROJECTHOPE.ORG

Your Lifesaving Donation...  
Not affiliated with Facebook

DONATE NOW

Halina Zh... 15 Comments 52 Shares

Like Comment Share

Nurse Selfie

Project HOPE  
Sponsored

Limited Opportunity Project HOPE is providing PPE and training to the frontline health care heroes facing long... See More

SECURE.PROJECTHOPE.ORG

Your Lifesaving Donation...  
Not affiliated with Facebook

DONATE NOW

Match My Gift 2X

Anne Eva... 17 Comments 79 Shares

Like Comment Share

# GROWTH IN 2020

## P2P

- Increased advertising created brand awareness and revitalized nonexistent P2P program
- Increase in FB fundraisers, 3rd party and DIY
- Decided to do early launch of planned charity streaming program, raising more than \$200k from organic outreach with small-medium sized content creators



# MANAGING THE GROWTH: STRATEGIC RETENTION EFFORTS

- Stewardship, impact, cultivation across channels – newsletters, thank you and engagement messaging, videos, targeted thank you ads, DM impact inserts
- Personalized messaging in DR efforts all year
- Framed core mission work with COVID context; showed need for continued giving
- Sustainer conversion and high value donors
- Launched new Mid-level ambassador program
- Revamped online and offline welcome streams



**You've shown through your generosity that you care deeply about supporting the fight against the global COVID-19 pandemic with your recent gift — but many lives still hang in the balance.**

[Name], please rush a gift today to bring lifesaving supplies, programs, and emergency aid to struggling communities where health workers are fighting the pandemic while also addressing critical health threats that didn't go away when the coronavirus emerged.

## YOUR GIFTS MAKE A DIFFERENCE!



"Thanks to your support, we've sent delivery after delivery of equipment and protective gear from Chicago to Indonesia. We've trained medical volunteers and local providers online and in person. This work will continue to save lives in the most vulnerable communities."

Tom Cotter, Director of Emergency Response & Preparedness at Project HOPE.

"The first wave of nurses Harris Health deployed from Project HOPE was a welcomed gift. They were excited and eager to do whatever they could to ease the burden of our nurses — their peers."

Pamela Russell, RN, MHA, BSN, NEA-BC, Associate Administrator, Nursing Operations, Harris Health System. Project HOPE deployed an emergency team of health workers during a COVID-19 surge in Houston.

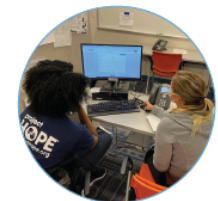


"As I started to fear that we would not be able to help the people who needed us so much, HOPE arrived through a donation of PPE – masks, gloves, gowns, and more. In less than 48 hours, we were able to distribute that urgently needed equipment to three area hospitals!"

Teresa Narváez Villarreal, Project HOPE Country Director, Dominican Republic.

"We are grateful to Project HOPE for sponsoring these important initiatives to educate providers, keep patients healthy and safe, and help battle the pandemic using the latest online platforms."

Daren Anderson, MD, Director, Weitzman Institute. A partnership between the Weitzman Institute and Project HOPE is bringing tools and training to clinicians on America's front lines of the COVID-19 pandemic.



Your generosity helps save lives in countless ways. Thank you for giving HOPE!

# MANAGING THE GROWTH: STRATEGIC RETENTION EFFORTS

## MAIL:

- Strongest appeals included urgentgram at start of crisis, Spring match, and urgent appeals in September and Oct around additional COVID spikes
- Messaging evolved from COVID-19 response, to core mission and stretched resources; then onto supporting health workers globally
- Tactics like matches, deadlines, dollar handles, engagement devices were important in all offerings
- Donor focused messaging in all appeals



## Everyone Deserves HOPE!

Your generosity helps save lives in countless ways. By joining Project HOPE today you will help save lives and ensure that people have access to the health care they need to reach their full potential.

**\$50** will grow to **\$250**, which will pay the weekly salaries of 5 nurses in Colombia as they provide care for Venezuelans who are vulnerable to COVID-19.

**\$30** will grow to **\$150**, which can provide comprehensive training to a frontline health worker so they are prepared to respond to COVID-19 cases in their community.

**\$20** will grow to **\$100** to provide up to 10 hygiene kits, including the basics like deodorant, toothpaste, shampoo, and soap, to families recovering from disaster.

"As I started to fear that we would not be able to help the people who needed us so much, HOPE arrived through a donation of PPE — masks, gloves, gowns, and more. In less than 48 hours, we were able to distribute that urgently needed equipment to three area hospitals!"

—Teresa Narváez Villarreal, Project HOPE Country Director, Dominican Republic



You may also give at [www.projecthope.org/5x](http://www.projecthope.org/5x)

And any gift you give will multiply 5 times in impact so any gift you make will do 5 times as much good to save lives.

- Your gift of \$50 will grow to \$250 which will pay the weekly salaries of 5 nurses in Colombia as they provide care for Venezuelans who are vulnerable to COVID-19.
- Your gift of \$30 will grow to \$150 which can provide comprehensive training to a frontline health worker so they are prepared to respond to COVID-19 cases in their community.
- Your gift of \$20 will grow to \$100 to provide up to 10 hygiene kits including the basics like deodorant, toothpaste, shampoo, and soap to families recovering from disaster

# MANAGING THE GROWTH: STRATEGIC RETENTION EFFORTS

## DIGITAL:

- Matches, GT Now, GT, EOY; COVID and health workers; dollar handles

**project HOPE** [Give now](#)

### Announcing our US Response

Dear Friend,

Since the COVID-19 outbreak began, Project HOPE has been working around the clock to provide protective gear and other critical equipment to doctors and nurses working on the front lines. We've already delivered millions of masks and other protective equipment to protect the health workers that are risking their own health to save lives.

Cases of the disease have been confirmed in at least 15 countries where our teams were already providing lifesaving care to some of our world's most marginalized people.


Today, we are announcing that we will be expanding our COVID-19 response to the United States – ramping up in order to support our health care workers in our own communities.

As a global humanitarian organization, Project HOPE's mandate is always to respond where the need is greatest, and now the need is massive right here at home.

We will be supporting America's health workers as they work to save lives and fight the virus's spread. And because one case can ignite a cluster, we're also looking at ways we can support underserved and marginalized communities that are unlikely to seek testing.

If you are in a position to help – now is the time. Your gift will provide urgently-needed aid and supplies to save lives now.


With gratitude,



Rabih Torbay  
President & CEO

[Give now](#)

**project HOPE** #GIVINGTUESDAY [MATCH MY GIFT](#)



**GIVINGTUESDAY**  
Limited 2X Match Opportunity

Raised: \$227,500 Goal: \$700,000

"Crouching over your patient trying to start an IV or draw blood, they start coughing. You had them put a mask on, but all you can do is hope your PPE will protect you."  
— Steve, Project HOPE COVID emergency volunteer

[MATCH MY GIFT](#)

Steve is a Registered Nurse from Seattle who traveled to the Northern Navajo Medical Center in New Mexico, volunteering his expertise to care for COVID-19 patients — and putting his own safety at risk.


Fortunately he's just one of many brave health care heroes fighting this pandemic in overwhelmed medical centers... in busy pop-up testing sites... in long-term care homes where those most vulnerable to the virus are cared for... and in communities across the globe.

This #GivingTuesday you can provide HOPE over the holidays by supporting volunteers like Steve and all the families impacted by COVID-19 and other health threats.

[MATCH MY GIFT](#)

**project HOPE** EVERYONE DESERVES HOPE [MATCH MY GIFT](#)

### Last Chance to Send 2X the Relief for Health Workers and Families



**\$50 becomes \$100**

Most people are giving

**\$100 becomes \$200**


**\$250 becomes \$500**

[MATCH MY GIFT 2X](#)

"Tonight, just when I feel as if I don't have the energy to pull one more gown over my head, a voice on the intercom overhead says, 'We have successfully discharged another COVID patient.'"  
— Lisa  
Project HOPE COVID emergency volunteer nurse

All year selfless volunteers and health workers have helped save lives and fight the devastating outbreaks of COVID-19. Tonight I am asking for your help to reach our goal and ensure that together we can continue to support heroic health care workers like Lisa and provide compassionate care to people facing health crises. **Will you help with a tax-deductible gift before midnight tonight?**

Your Gratefully,



Rabih Torbay  
President and CEO  
Project HOPE

[MATCH MY GIFT](#)

**project HOPE** [Donate Now](#)

### You can make a lifesaving difference.

Since the coronavirus outbreak began, Project HOPE teams have been on the ground providing protective gear and other critical aid and equipment to frontline health workers.

Today you can make a difference in the fight against this deadly pandemic and for better healthcare around the world.

When you make a gift today, you'll help provide:

- Personal Protective Equipment (PPE) including N95 masks and lab coats that we are able to procure through our long-standing relationships with manufacturers.
- Training doctors, nurses, and other health workers, including our newly-developed remote COVID-19 training in countries with vulnerable health care systems.
- Volunteers from Project HOPE's roster of medical professionals that are being activated as surge support staff in Chicago.

Project HOPE has delivered millions of masks, covers and other protective equipment to the health workers risking their lives to save lives. **Please donate now** to expand our work to protect health workers and help people facing health crises around the world.

[Donate Now](#)

ProjectHOPE.org  
205 Carter Hall Lane, PO Box 295, Melwood, VA 22641 | 844.349.0388  
©2020 Project HOPE. All rights reserved.  
Through December 31, 2020 your gift will be matched up to \$40,000.

A gift made to this appeal represents a gift to one or more of Project HOPE's medical, educational and humanitarian assistance programs. Contributions received from this appeal will be used to support these programs and all of Project HOPE's worldwide health care efforts wherever the need is greatest.

Privacy Policy

### Final Hours

We must unite to continue fighting this virus and save lives in emergencies. Your support. DOUBLED.

[Donate Now](#)


**project HOPE**  
GIVINGTUESDAY | NOW  
Your Gift Matched!

Today, people around the world are coming together to help and heal in the face of the extraordinary needs caused by COVID-19. #GivingTuesdayNow is a unique opportunity to use the power of individual generosity to connect and heal our communities — even when we can't physically come together.

Right now, we are on the frontlines protecting health workers and families here in the U.S. and countries around the world — delivering protective supplies, training doctors and nurses, and strengthening healthcare to save more lives.

Join us in this fight today and every dollar you give will go 2X as far to help.

- 2 HYGIENE KITS **\$20**
- 1 INFRARED THERMOMETER **\$85**
- 10 COVID-19 TRAINING SESSIONS **\$200**



As a friend and supporter of Project HOPE, you are a part of the groundbreaking work we're doing together to deliver vital equipment like protective masks, train health care workers, and help stop the spread of coronavirus and other deadly diseases.

Please join with us and the health care community today with a special **#GivingTuesdayNow** additional donation. Every dollar will be DOUBLED thanks to our \$600,000 matching gift challenge opportunity.

[Donate Now](#)

# MANAGING THE GROWTH: STRATEGIC RETENTION EFFORTS

Project HOPE  
January 29 at 5:10 PM

Stop scrolling to show health care heroes we care! We're gathering as many signatures as we can. We are sending PPE and training to health workers around the world. It takes less than a minute for you to add your name in support and appreciation.

**We need 422 more signatures**  
**Thank a Health Worker**

**SIGN THE CARD**

SECURE.PROJECTHOPE.ORG  
Sign our Card to Thank Health Care Heroes  
Founded in 1958, Project HOPE is a renowned global health and humanitari...  
Learn More

16K 2.4K Comments 1.9K Shares

### SIGN THE PLEDGE TO PROTECT HEALTH WORKERS BY:

- Following instructions from credible sources like the CDC and WHO
- Helping stop the spread of coronavirus misinformation by sharing the facts
- Finding out what issues are important to health workers and advocating for them
- Asking elected officials to create a health care worker relief fund

First Name  Last Name

Email Address

Phone Number

**Sign the Pledge >**

By submitting this form, you consent to receive communications from us, including text messages if you've provided your phone number.

### COVID-19 Survey

0% complete

Thanks for signing the pledge! Will you take a few moments to complete a quick survey about our lifesaving work?

**1. COVID-19 is one of the gravest threats to global health in our lifetime. How important is it to you to support efforts to protect health workers in high-risk areas?**

Extremely important

Very important

Somewhat important

Not at all important

**NEXT**

### COVID-19 Survey

80% complete

**5. Project HOPE is more committed than ever to helping people access the health care services they deserve. But we can only succeed when compassionate people like you step up. If you're in a position to give - will you donate to Project HOPE to help save lives right now?**

Yes, I can give \$15!

Yes, and I can give more!

**BACK** **NEXT**

**Thank you for protecting health workers! Will you take the next step to help?**

Last year alone, Project HOPE delivered more than 11 million pieces of PPE, trained over 83,000 frontline personnel, and deployed medical volunteers to help fight the greatest public health crisis of our lives – all while continuing to deliver relief to children and families facing deadly natural disasters and diseases.

Please make a generous gift to help continue this work around the world today.

**85%** OF OUR EXPENDED RESOURCES SUPPORTS PROGRAMS

**15%** SUPPORTS ADMINISTRATION AND FUNDRAISING

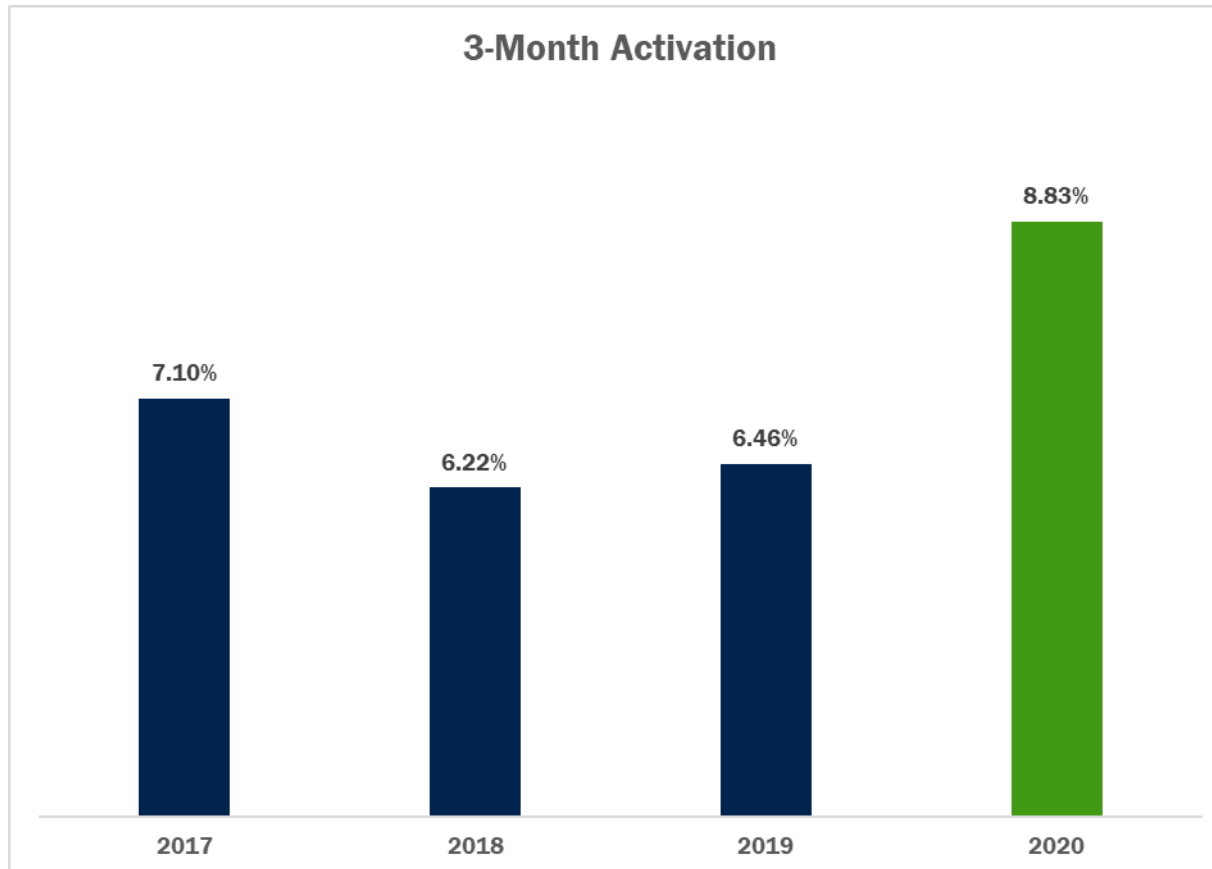
CHARITY NAVIGATOR ACCREDITED CHARITY

- Digital lead gen pathway from pledge to survey to ask helped with activation of leads and drove donations.



# DID IT WORK?

## ■ Retention for new donors is up.



project HOPE<sup>®</sup> EVERYONE DESERVES HOPE

SIGN THE CARD

**Sign the Card for Health Workers**

Dear Katie,

I am so grateful to everyone who made #GivingTuesday a success. Thanks to your generous gift, communities around the world will have the vital medical supplies, training and volunteers they need to survive and heal.

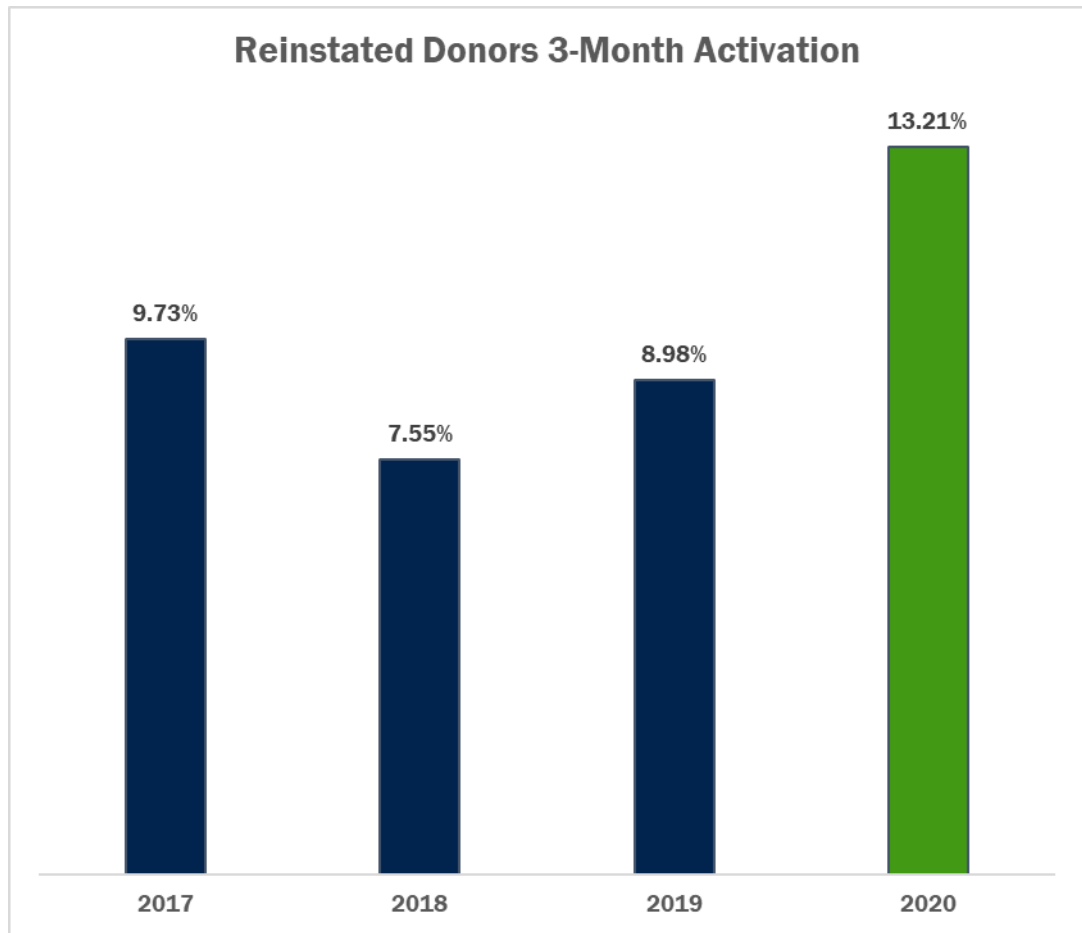
You are supporting the indispensable people on the frontlines — the health care heroes risking their lives to help others in places like Colombia, Indonesia and cities across the U.S. — who are caring for patients, preventing infections, and sacrificing time with their families over the holidays.

Your support on #GivingTuesday shows the strength of your compassion during this especially difficult year.

SIGN THE CARD

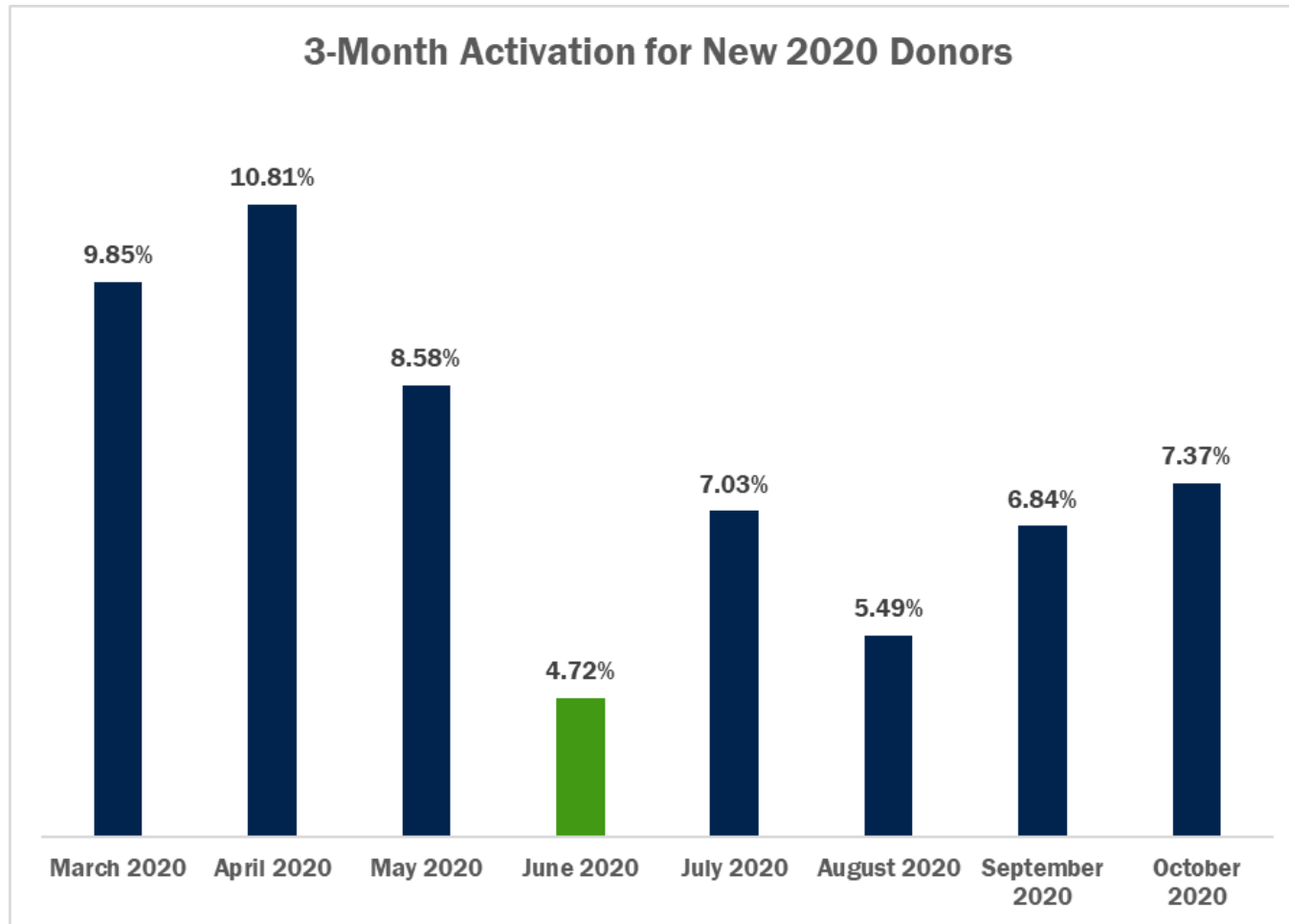
# DID IT WORK?

- Retention for reinstated donors is up.



# DID IT WORK?

## A “disaster” within a disaster



# **INTERNATIONAL FELLOWSHIP FOR CHRISTIANS AND JEWS**

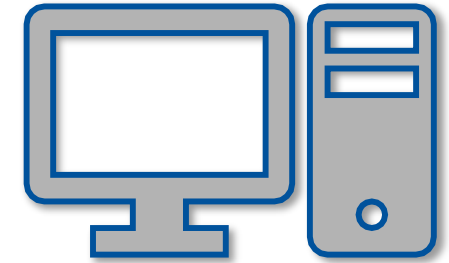
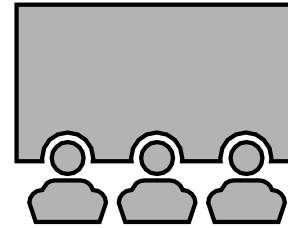
# WHO WE ARE

- The *International Fellowship of Christians and Jews* (*The Fellowship*) was founded in 1983 to promote understanding and cooperation between Christians and Jews
- Today, *The Fellowship* is the largest philanthropic organization in Israel helping impoverished people in Israel and Jewish communities world-wide
  - Delivers food, medical care, and other essentials
  - Assists vulnerable Jews around the world immigrate to Israel
  - Helps keep Israel safe and secure
  - Stands for Israel through education and advocacy



# OUR FUNDRAISING PROGRAM

- In 2020, The Fellowship raised over \$136M through direct marketing channels from 1.5M donors (370K Active)
  - \$110M in 1x Gift Revenue
  - \$26M in Monthly Giving Revenue
- Primary Fundraising Channels: Mail, Digital, DRTV, Radio, Telemarketing
- High frequency touchpoint program
  - 3-4 mailings per month
  - Highly engaged donors receive 6-10 emails per month

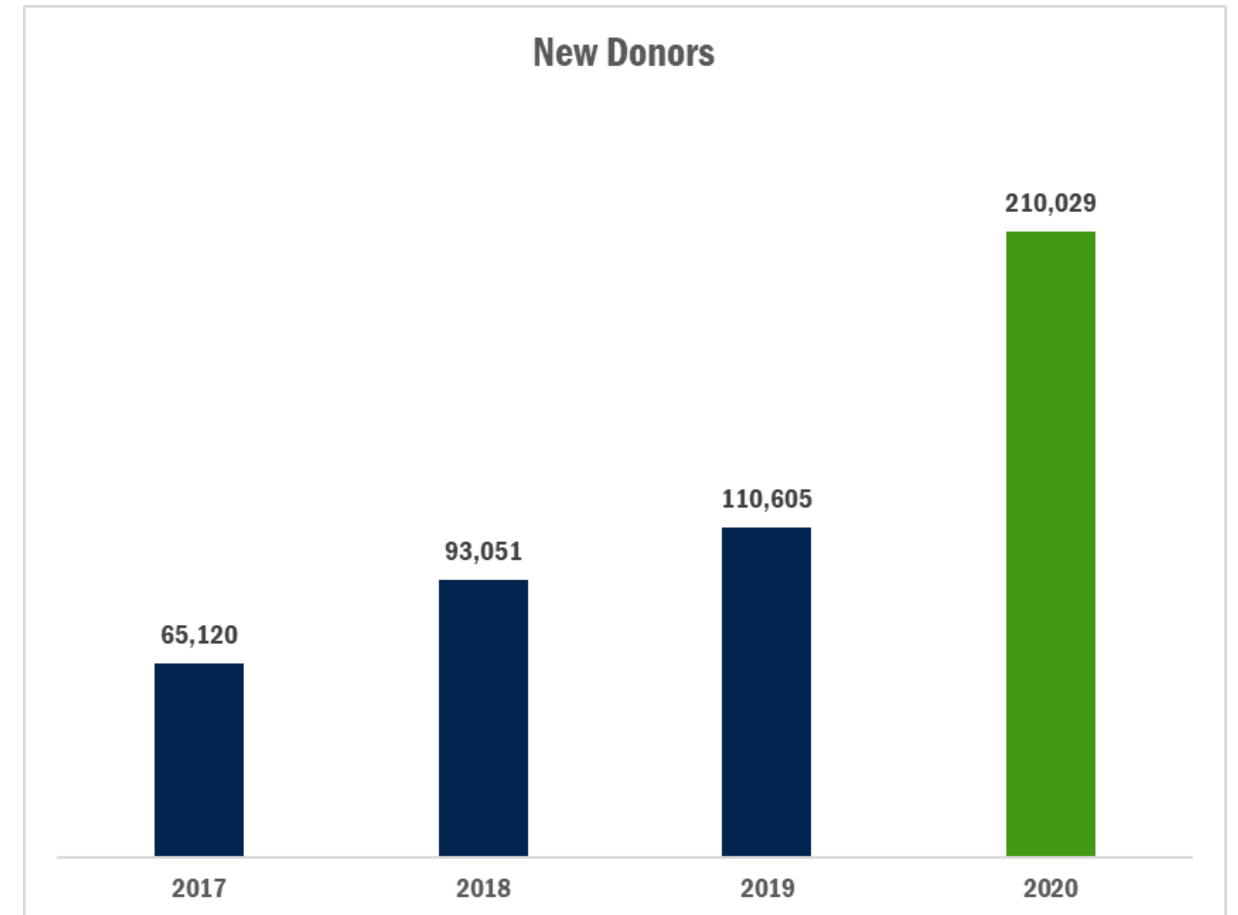


# GROWTH IN 2020



## ■ **New donor counts were up 90%**

- Easy to understand and relatable offer
- Quarantine orders meant people were at home
- Stayed the course
- Diverse acquisition channels
- Cohesive offer across channels
- Existing strong program fundamentals



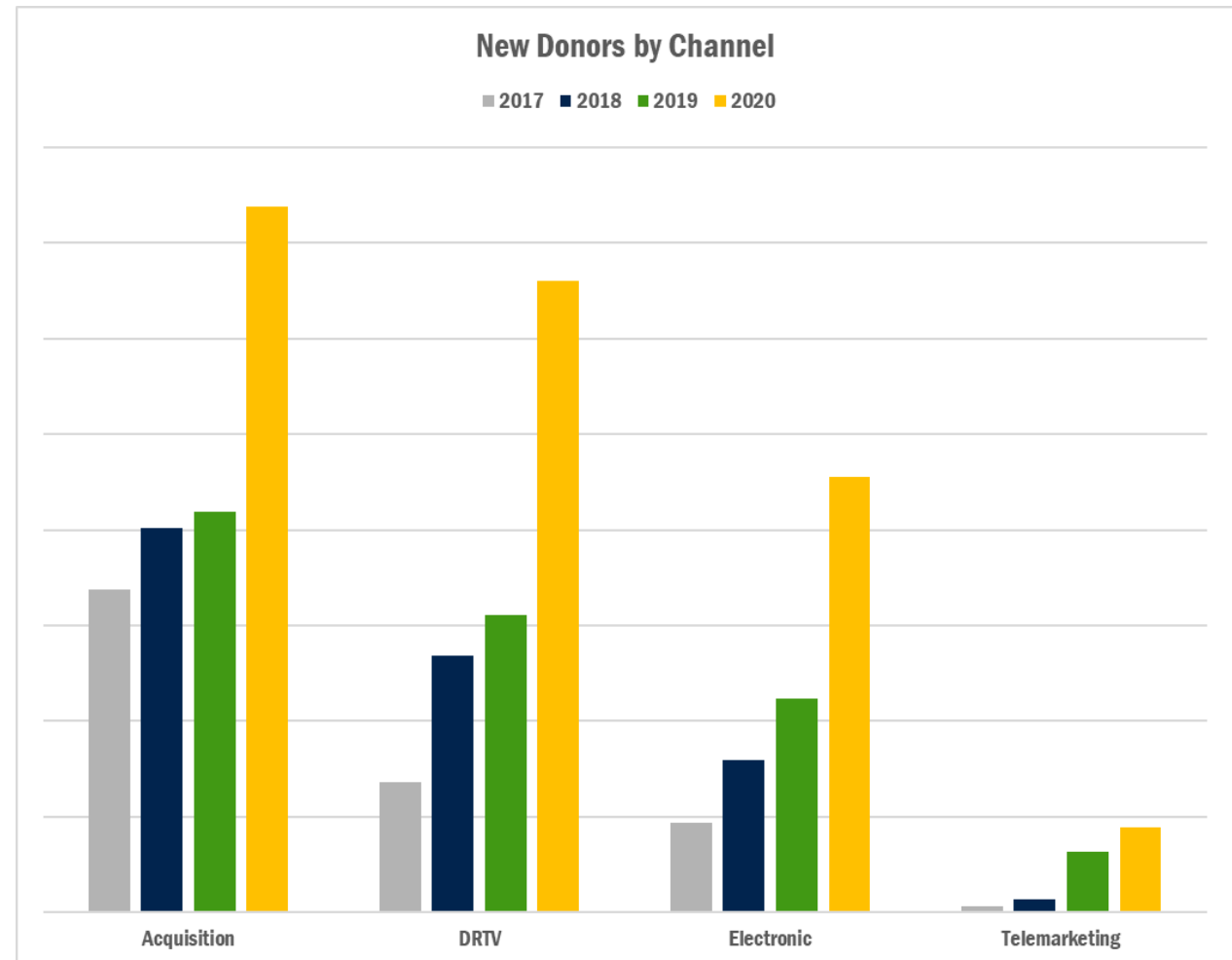
# GROWTH IN 2020

## Unprecedented Growth!



### 1x New Donor Giving:

- Acquisition = up 78%
- DRTV = up 37%
- Digital = up 101%
- Telemarketing = up 42%





# GROWTH IN 2020

## MAIL:

- Print vendor change allowed us to mail more than 2.2M acquisition pieces YOY
- In spite of increased volume, we saw a 28% increase in response rates and a 12% lift in average gift YOY
- Added emergency COVID buckslips to control appeals to boost response
- 11 month pay back period!



# GROWTH IN 2020

## DRTV:

- Quarantine = More eyes on the television
- Pandemic and election drove cable news viewership to all-time highs
- Evolved:
  - April: Began airing COVID versions of control spots
  - July: Tested into higher-performing creative
  - November: Hanukah creative
- Invested more into DRTV mid-year due to strong performance
- 8-month payback period!
- DRTV drives a lot of unattributed revenue and awareness



# GROWTH IN 2020

## DIGITAL:

- Increased SEM spend and webpage optimization of our website (SEO)
  - Increased website traffic by 70%
- Lead Gen Program grew 31% YOY
  - Lapel pin offer
  - First Gift Conversion = \$36
- Multi-touch attribution model supported investment in top-of-funnel marketing to drive greater fundraising efforts



# GROWTH IN 2020

## TELEMARKETING:

- Acquisition TM is new(er) to The *Fellowship*
- Contact rates went up in quarantine
- Lead-Gen names can convert on the phone
  - Tailored advocacy messaging
  - Modeling
- Longer (projected) pay-back period of 24 months

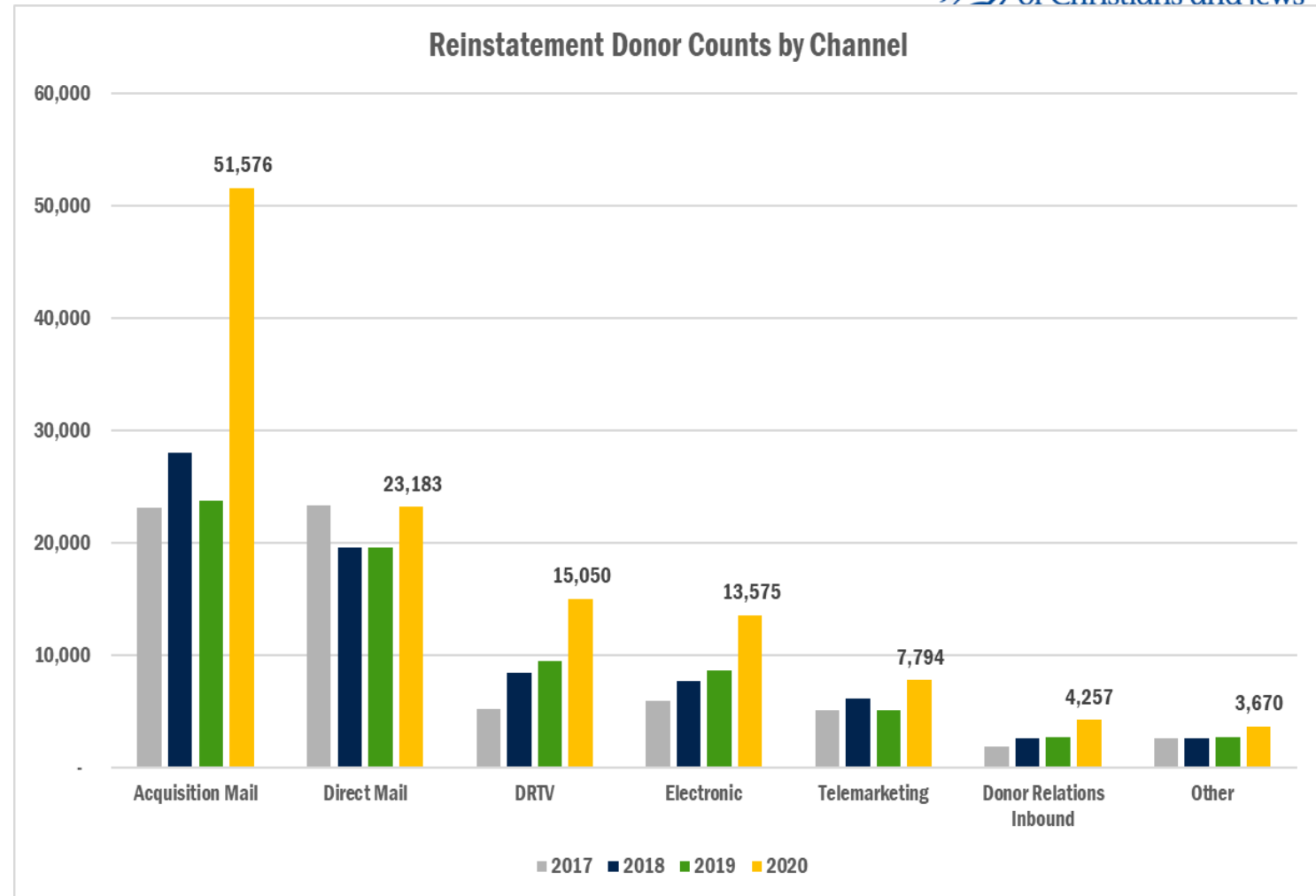


# GROWTH IN 2020

## ■ Lapsed donors were up 66%

Lapsed donors (13 months+) came back in huge numbers

Acquisition Mail more than DOUBLED



# GROWTH IN 2020

## MAIL:

- Cost Savings = 2.1M more pieces to lapsed donors YOY
- Increased mail cadence to monthly
- In spite of increased volume and frequency, we saw a 26% increase in response rates and a 13% lift in average gift YOY
- Regression models to optimize targeting

## DIGITAL:

- Emailed unengaged “deep freeze” audience and saw surprising engagement increases and revenue gains as well

## TELEMARKETING:

- Contact rates went up because people were home
- Leverage models to identify best audiences



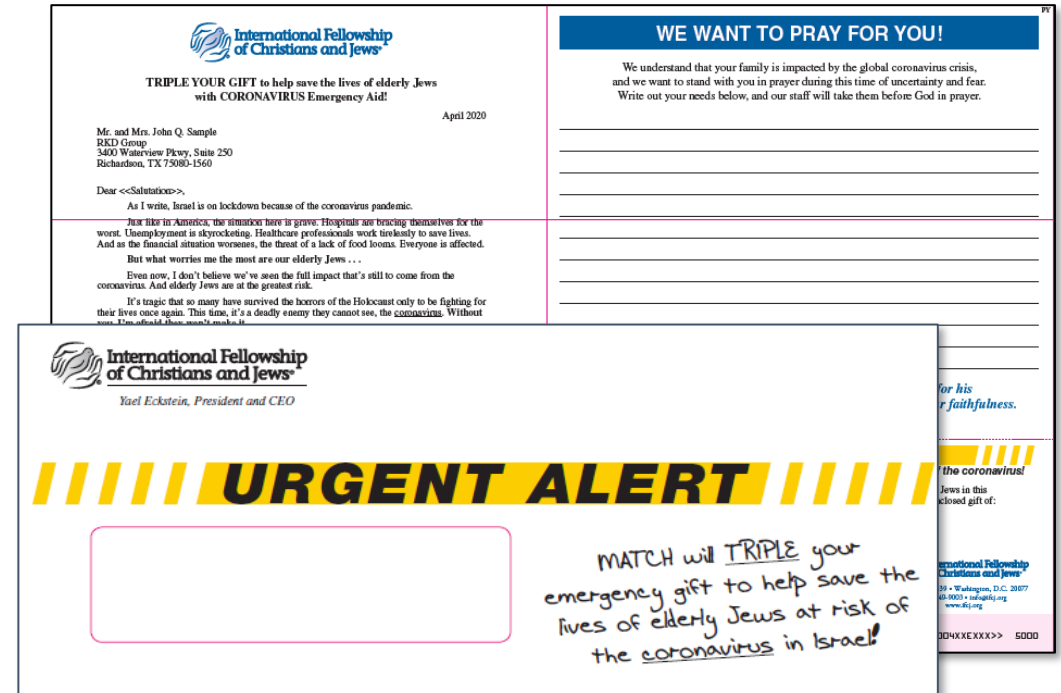
# SEIZING THE MOMENT

## PROGRAM-WIDE:

- Added matches across all channels

## MAIL:

- Added three COVID Emergency mailings
- Layered COVID messaging and imagery across program
- Tweaked newsletter to increase urgency and show impact
- COVID insert in tax receipts
- Constant Testing:
  - Winner: Follow-Up Mailings!
  - Winner: Triple match increased response from 6% to 19%!



March Urgent Gram	April Urgent Gram	May Urgent Gram
\$1.3M	\$1.67M	\$1.3M

# SEIZING THE MOMENT

## DIGITAL:

- Added COVID emergency email into digital onboarding series
- Early in the pandemic, added COVID-specific asks within email campaigns
- Peppered in COVID messaging/updates throughout the year
- Connected *The Fellowship's* COVID work with our larger vision and mission



International Fellowship of Christians and Jews® Give Now

### FIVE DAYS AWAY

Shalom, Abby,

Medical care or a meal... which would you choose?

This...*this* is a decision Miryam has to make every single day breaking for her today.

Now, with the coronavirus crisis, her situation is even more dire. Alone in isolation, fearing a diagnosis...

Abby, a diagnosis for Miryam... threatens her very survival.

This 87-year-old Jewish widow is battling cancer, which is making her vulnerable right now. The only time she dares leave her home is to travel to another city for cancer treatments. Her family members cannot help her, as they too need constant medical attention.

International Fellowship of Christians and Jews® Donate Now

### Passover Begins Tomorrow!

Shalom, Abby,

Have you ever had a life-changing moment?

Meeting Sibor and hearing her life story was such a blessing. Meeting Sibor and hearing her life story was such a blessing. Meeting Sibor and hearing her life story was such a blessing. Meeting Sibor and hearing her life story was such a blessing.

Passover is very special to Sibor. It reminds her of her family and the kind of deliverance that God provided for her people during the biblical time of trouble.

...before the Holocaust would strip her of her family.

Sibor has always been resourceful, having to get by on her own. She learned to be content with next to nothing while living in Azerbaijan — a survivor who was tragically orphaned.

International Fellowship of Christians and Jews® Donate Now

### In These Final Hours

Shalom, Abby,

At sundown tonight, Passover will begin and Jews around the world will turn their hearts to God, remembering the miraculous deliverance of His people during a biblical time of trouble.

**This Passover is eerily similar to that very first Passover.**

We may be facing a *new* plague, but God's people are praying for the same kind of miraculous provision that their ancestors asked for in the Exodus story.


The coronavirus crisis has turned the world upside down, but it hasn't stopped us. It can't — there are still desperately vulnerable elderly and Holocaust survivors who are not able to leave their homes for food, let alone afford it at all on their meager pensions.



# SEIZING THE MOMENT

## TELEMARKETING & SOCIAL

- Demonstrated empathy through monthly Tele-Town Halls, Virtual Prayer Services, Facebook Lives, etc.



**Fellowship Family Meeting**  
WITH Yael Eckstein  
**877-365-5237**  
Thursday, March 19  
8 PM EDT / 7 PM CDT / 5 PM PDT

Shalom, Abby,

We don't want to miss you! Tonight, on Thursday, March 19, 2020, Yael Eckstein will host a *Fellowship Family Meeting* on the phone, and you are invited!

At **8 PM EDT / 7 PM CDT / 5 PM PDT**, gather around the table as Yael discusses the latest on how we are responding to the coronavirus and the lifesaving help you're providing to Israel's most vulnerable people through our incredible ministry. She'll also be answering your questions live. We'll call you tonight at 8 o'clock Eastern for this conference call. Thank you, *Todah Rabah*, and I look forward to joining you in prayer during this extraordinary time.

At this exclusive phone gathering, the closest members of our *Fellowship* family will have a chance to ask Yael questions in real time. Please click "Yes, I'll Join" below if you would like us to save a seat for you at the table. Then **call 877-365-5237 this evening to join Yael** and the rest of our family!

Yes, I'll Join

**2020 Prayer Service Totals:**  
135K+ unique attendees  
15k+ prayer requests

# MANAGING THE GROWTH: STRATEGIC RETENTION EFFORTS

## DATA & REPORTING:

- Tracking performance of COVID-acquired donors
- Conservative projections for 2021

## CONVERT 1X DONORS TO MONTHLY GIVING:

- Present sustainer offer more frequency in email, mail, social
- Leverage successful “Box-a-Month” DRTV offer
- Retain with Proof of Delivery messaging
- Switch credit card processor
- Revamp declined/expired card communications
- Pre-lapse model



# MANAGING THE GROWTH: STRATEGIC RETENTION EFFORTS



## RETAIN AND UPGRADE HIGH VALUE DONORS

- Assign high-value, modeled donors to personal concierges
- Tailored messaging and offers

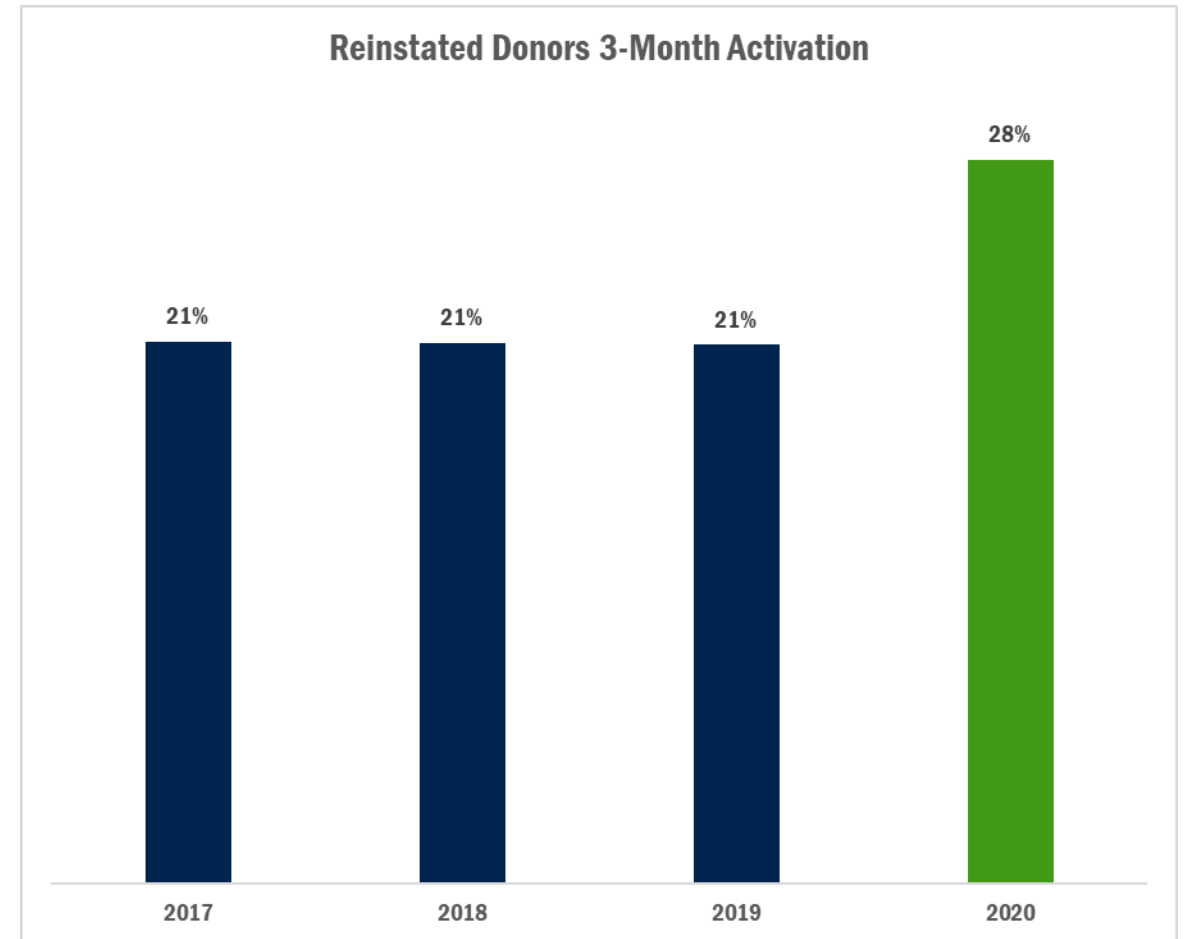
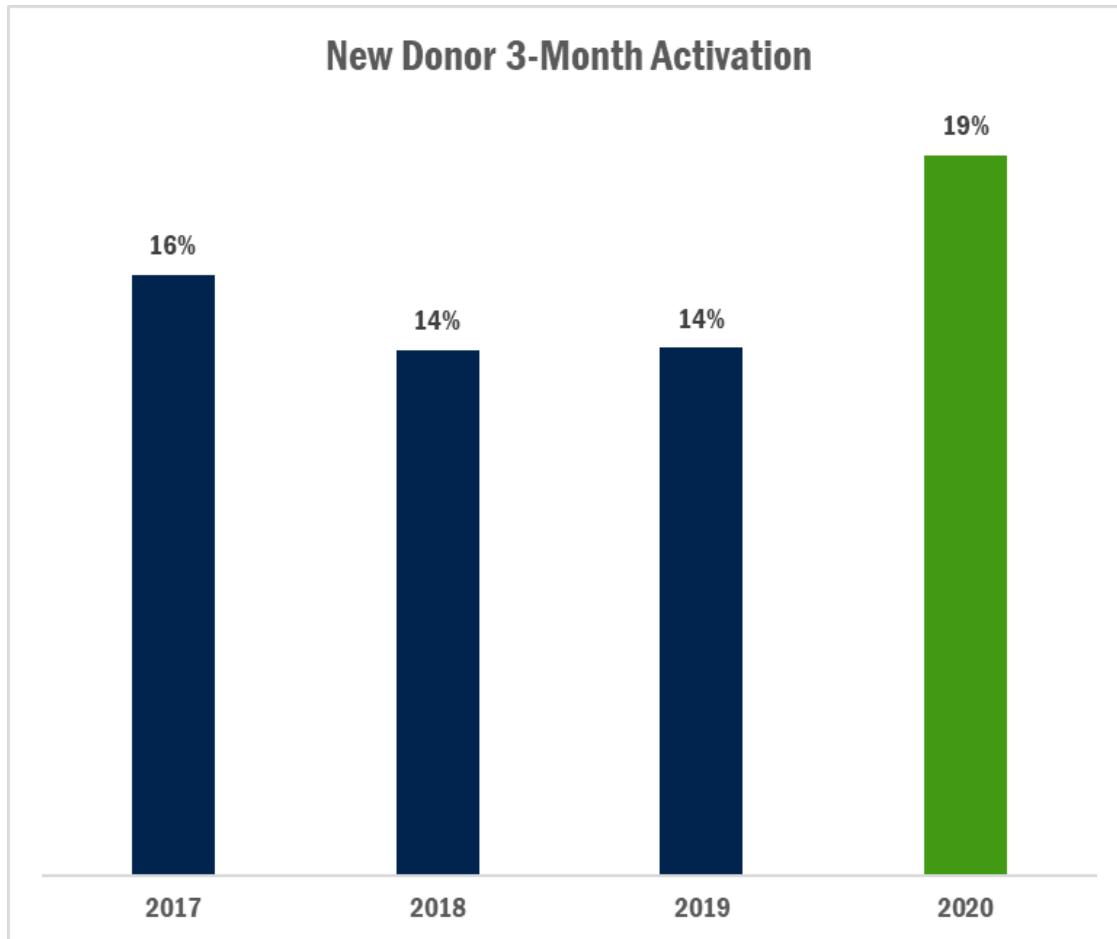
## GENERAL FILE:

- Pre-Lapse and Post-Lapse interventions
- Keep on doing Matches
- Continued donor care



# DID IT WORK?

## ■ Retention for new and reactivated donors is up



# QUESTIONS?



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