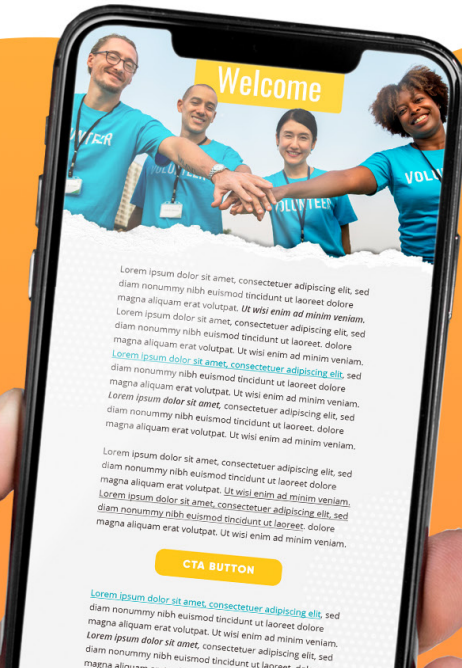


# THE NEW DONOR WELCOME STUDY

**A Look at How 147 Nonprofits Treat Donors from Different Channels During the First 90 Days**



AMERICAN PHILANTHROPIC





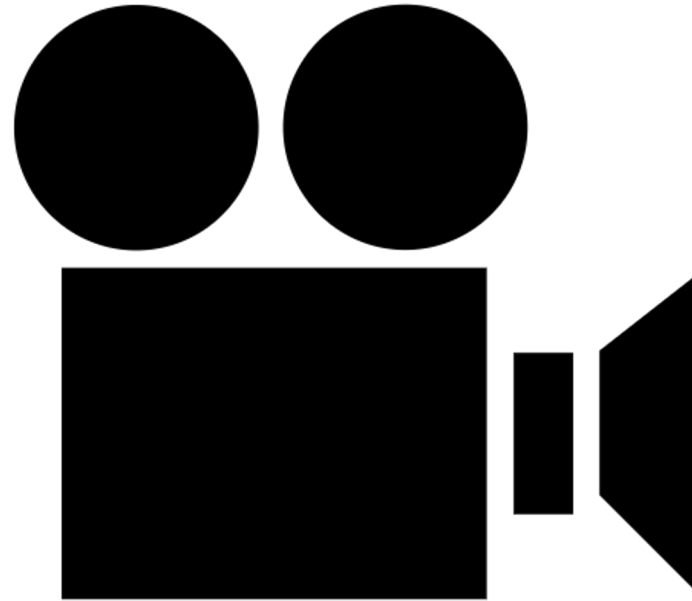
# THE NONPROFIT INNOVATION & OPTIMIZATION SUMMIT

KANSAS CITY, MO  
SEPTEMBER 20-23

[NIOSUMMIT.COM](https://niosummit.com)



# A Few Quick things...

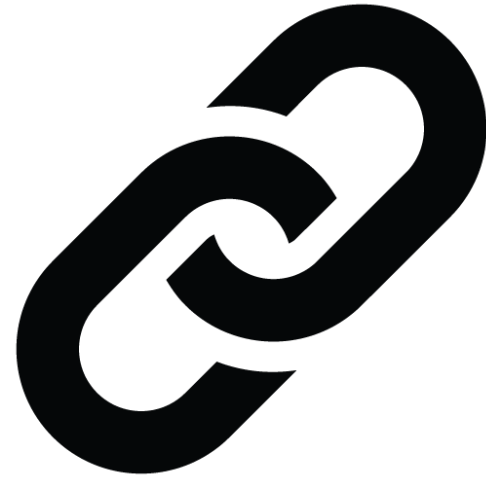


A video recording of this webinar will be sent to you afterwards.





# A Few Quick things...



Links to the slide deck and other featured resources will be sent out with the recording.





# A Few Quick things...

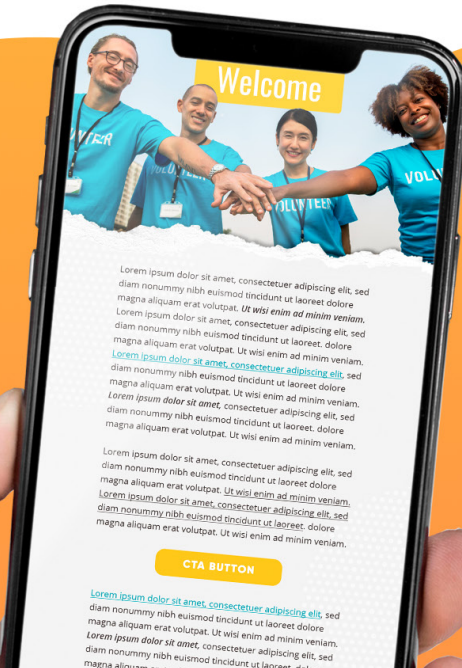


We have time for additional Q&A.



# THE NEW DONOR WELCOME STUDY

**A Look at How 147 Nonprofits Treat Donors from Different Channels During the First 90 Days**



AMERICAN PHILANTHROPIC







# AMERICAN PHILANTHROPIC



Why analyze the new donor  
welcome experience?





### Online donor retention

View as table ▾

	Overall	New Donors	Prior Donors
All	36%	23%	60%
Cultural	24%	18%	52%
Disaster/International Aid	48%	30%	66%
Environmental	41%	26%	59%
Health	22%	15%	53%
Hunger/Poverty	33%	27%	63%
Public Media	49%	44%	56%
Rights	34%	18%	60%
Wildlife/Animal Welfare	38%	25%	59%

M&R Benchmarks 2022

## DONOR RETENTION

29%

First-Year, Offline-Only Donor Retention Rate

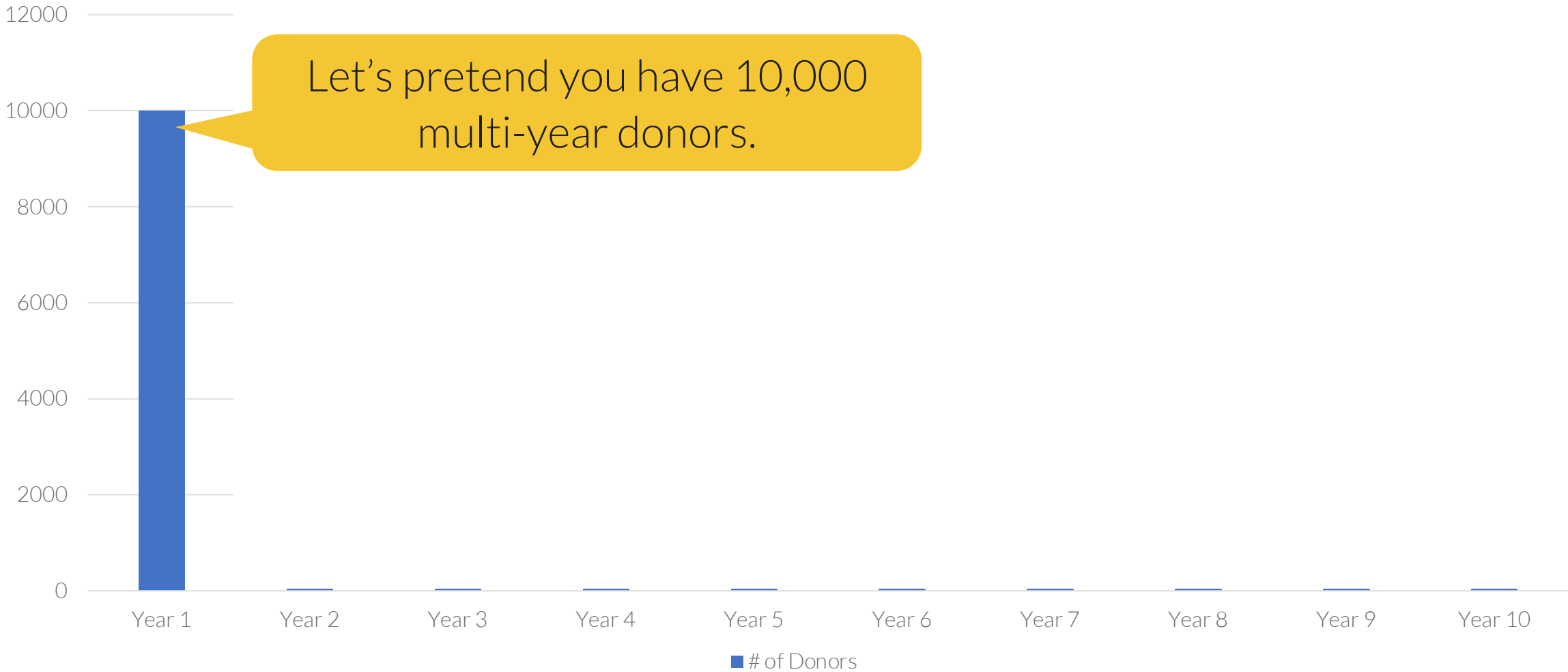
60%

Multi-Year, Offline-Only Donor Retention Rate

Blackbaud Institute 2021



# # of Donors With No Acquisition

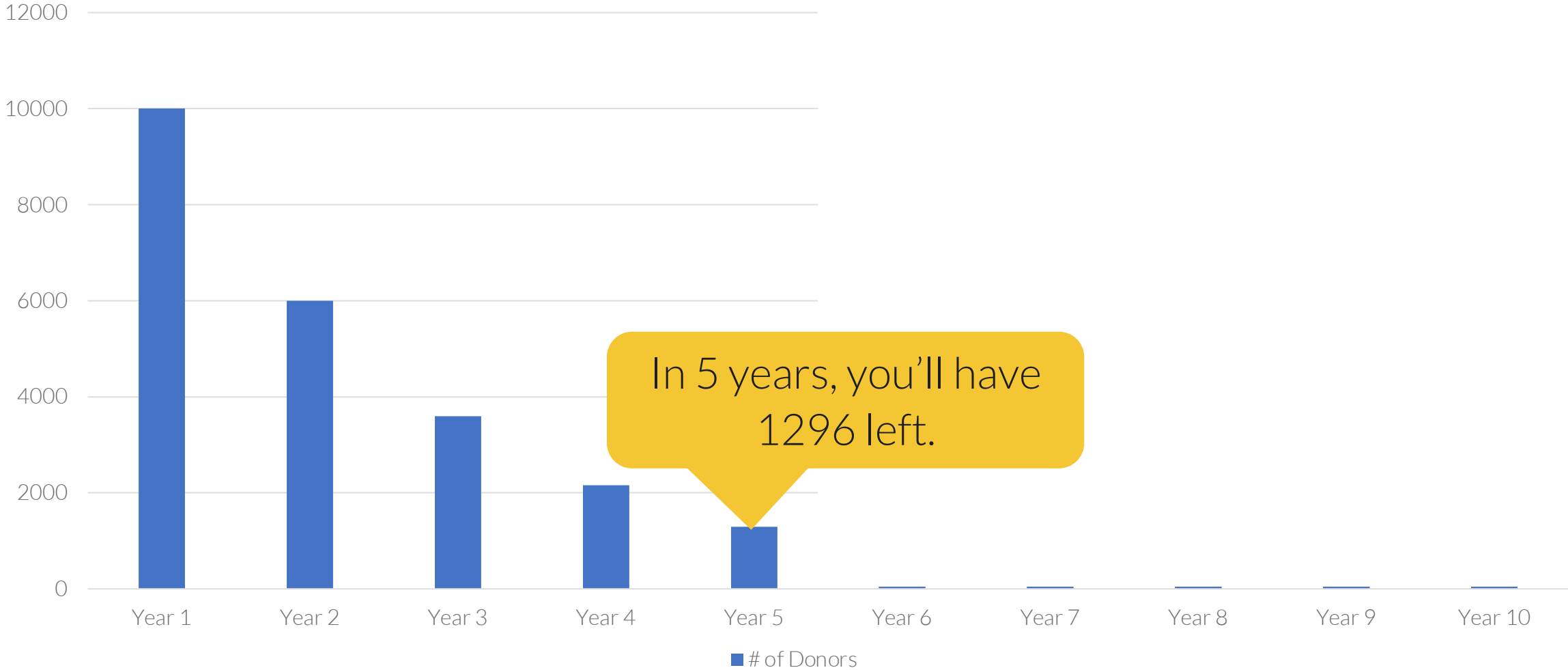




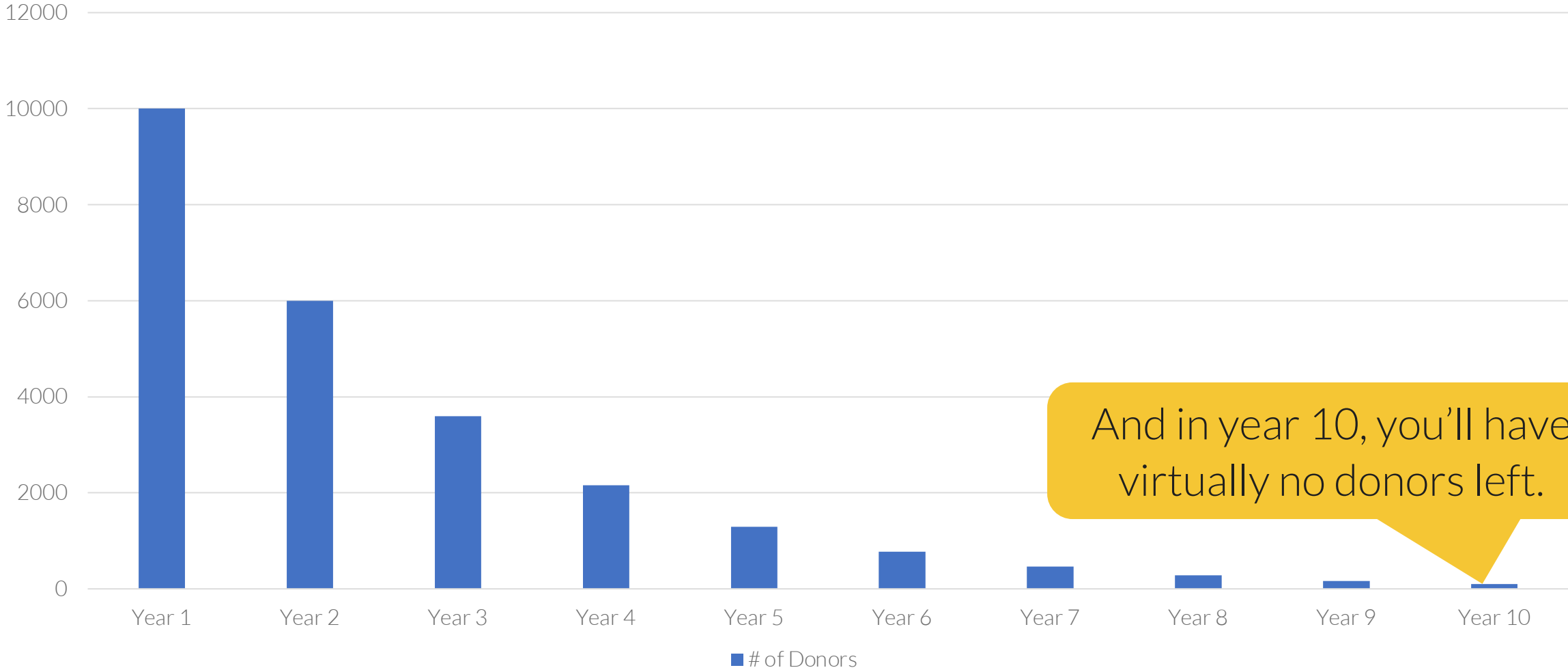
# # of Donors With No Acquisition



# # of Donors With No Acquisition



# # of Donors With No Acquisition







**Fix Retention**

**More Acquisition**

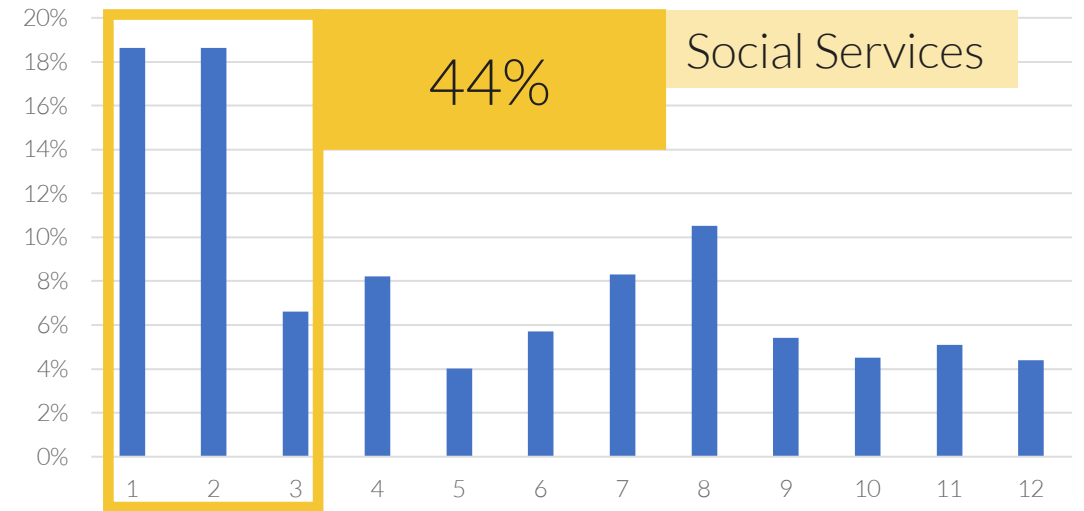


How the heck do you fix  
retention?

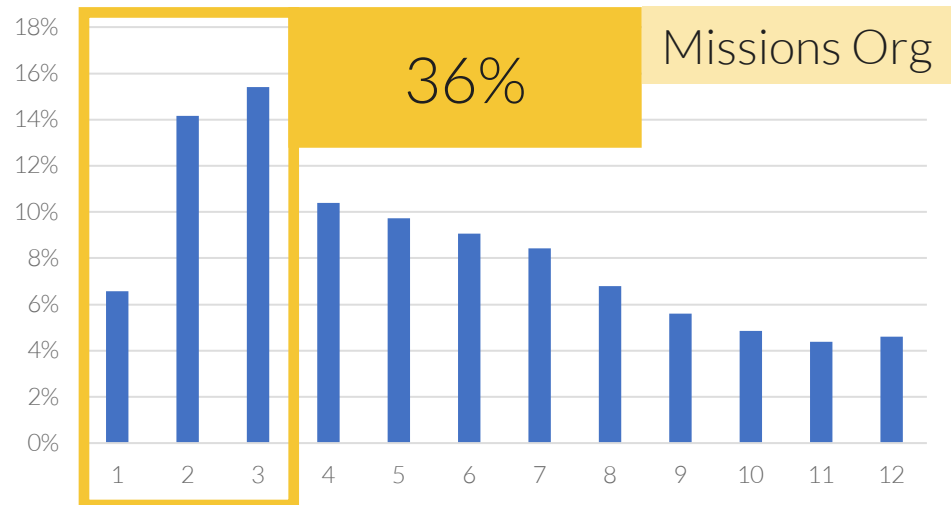


There's significant 2<sup>nd</sup> gift opportunity in a new donor's **first 90 days.**

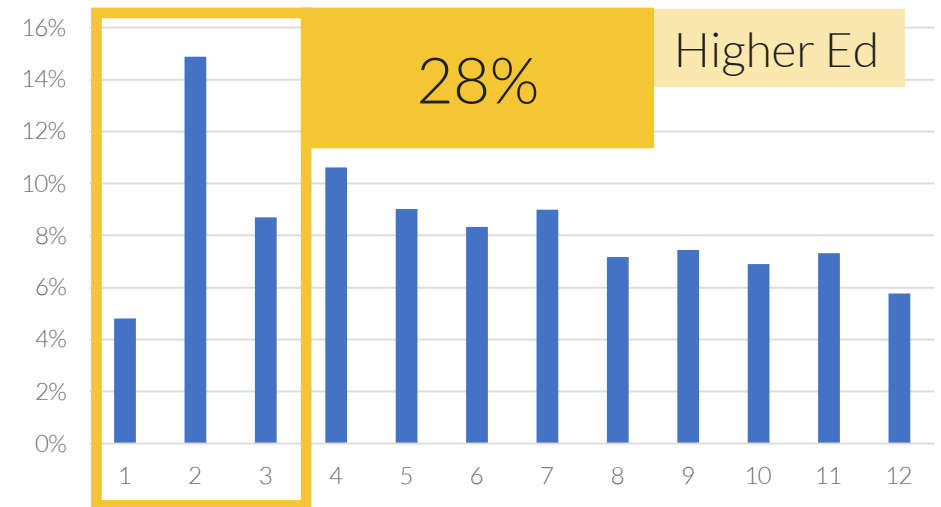
% of 2<sup>nd</sup> Gifts By Month



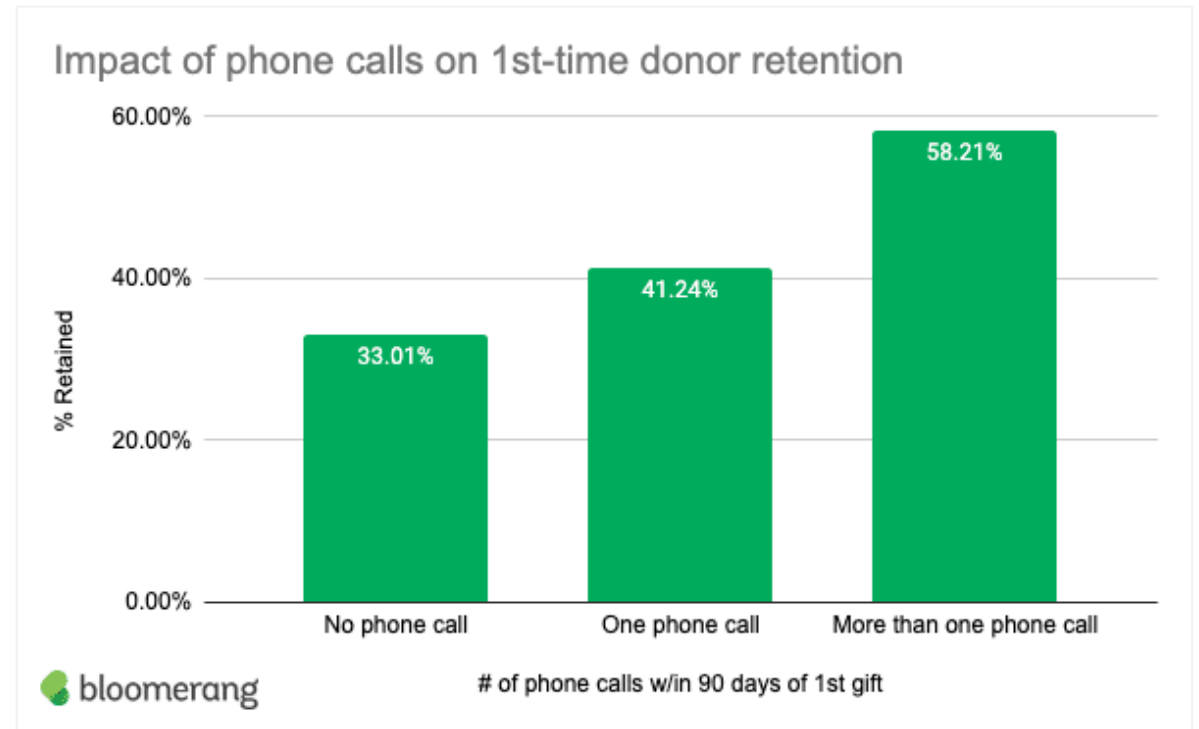
% of 2<sup>nd</sup> Gifts by Month










% of 2<sup>nd</sup> Gifts by Month



New donors who receive a phone call within 90 days are nearly **25% more likely to retain.**



# of messages 	Open rate 	Click-through rate 	Click-to-open rate 	Unsubscribe rate 	Spam rate 	Bounce rate 	% of cycles 
1	90.09%	27.06%	30.03%	0.75%	0.05%	3.01%	39.98%
2	71.86%	19.77%	27.52%	0.57%	0.03%	2.49%	8.74%
3	63.82%	15.14%	23.73%	0.63%	0.03%	2.13%	5.88%
4	57.69%	11.16%	19.34%	0.71%	0.05%	2.03%	5.63%
5	52.43%	10.83%	20.66%	0.65%	0.04%	2.41%	3.93%
6	85.16%	21.57%	25.33%	0.46%	0.04%	1.71%	2.80%
7	47.47%	8.34%	17.56%	0.67%	0.03%	2.43%	3.24%
8	54.83%	7.00%	12.76%	0.62%	0.04%	1.66%	3.02%
9	51.60%	9.26%	17.95%	0.51%	0.03%	1.48%	2.26%
10	40.75%	3.87%	9.51%	0.52%	0.03%	3.26%	2.42%
11	62.27%	8.51%	13.66%	0.36%	0.02%	1.54%	1.26%
12	29.78%	4.33%	14.53%	0.22%	0.02%	0.89%	2.14%

\*GetResponse customer data analyzing 7 billion emails sent in 2021

\*<https://www.getresponse.com/resources/reports/email-marketing-benchmarks>





## Campaign Monitor

Welcome email read rates are **42% higher** than the average email.



## Hypothesis

The way donors are welcomed can directly impact their **value** and likelihood of **retention**.



How did we analyze the new donor welcome experience?



# The Giving Process

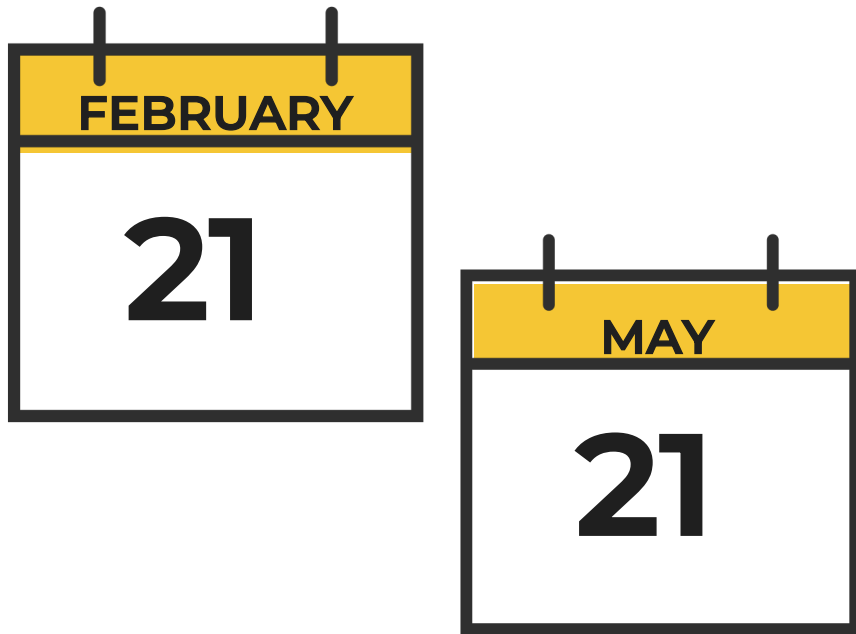
**Donated \$20 online to 130 organizations.**

**Donated \$20 via mail to 130 organizations.**





# Timeframe

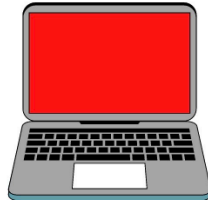


The New Donor Welcome Study focused on messages received from **February 21<sup>st</sup> to May 21<sup>st</sup>, 2022.**



# Terminology: Communication Channels

Donor Personas



Online



Postal

Communication Channels



Mail



Email



Both:  
Email & Mail



None

Types of  
Communication  
Messages



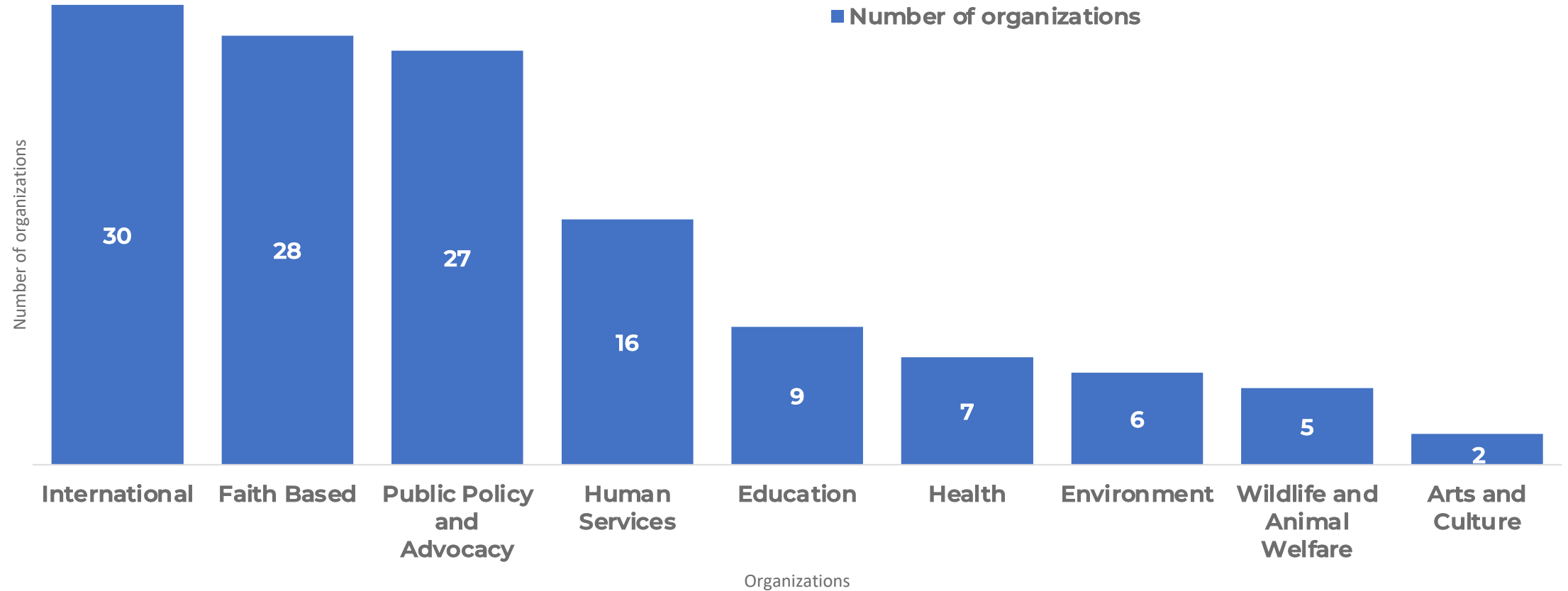
Solicitation



Cultivation



# Number of Organizations by Industry



# Organizations by Annual Revenue





What was the overall  
experience like?



# Number of messages to personas

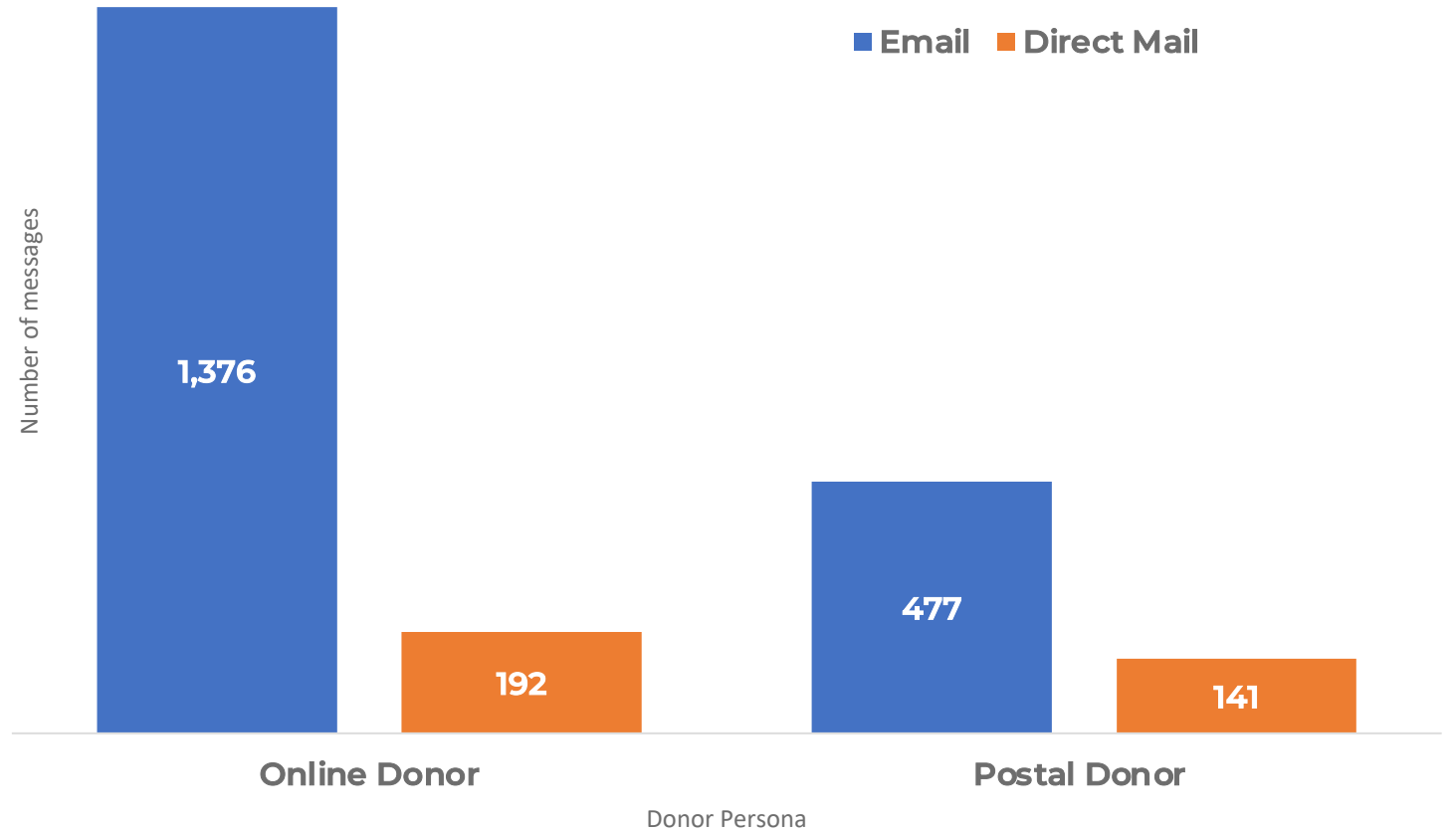
In total, we received **2,186** messages:



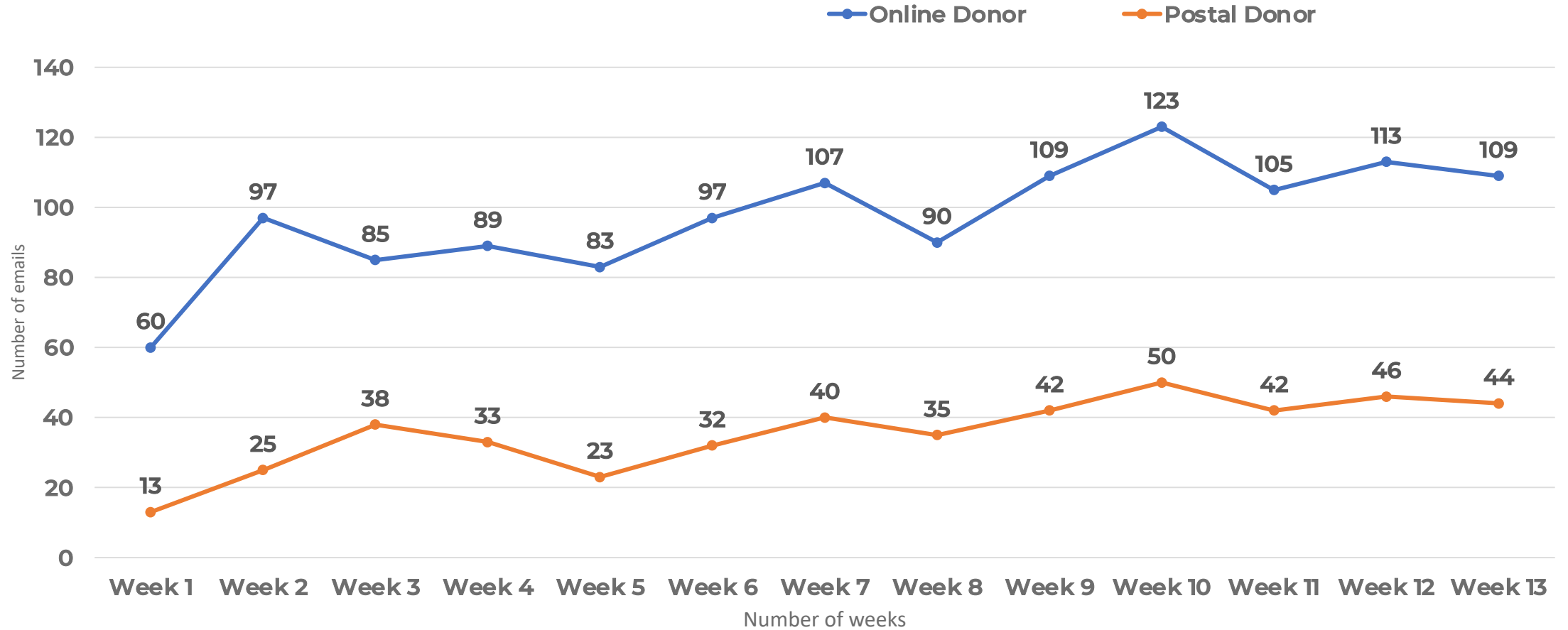
**1,853** emails



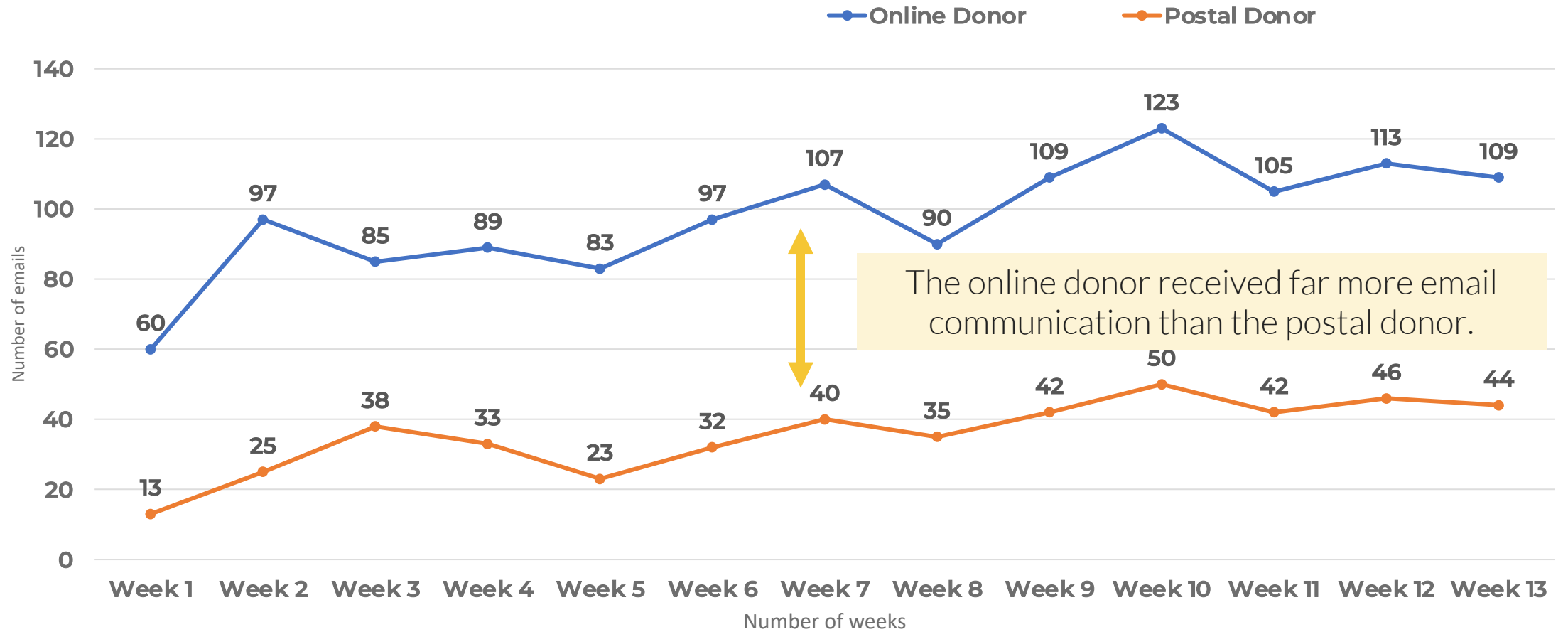
**333** mailed messages



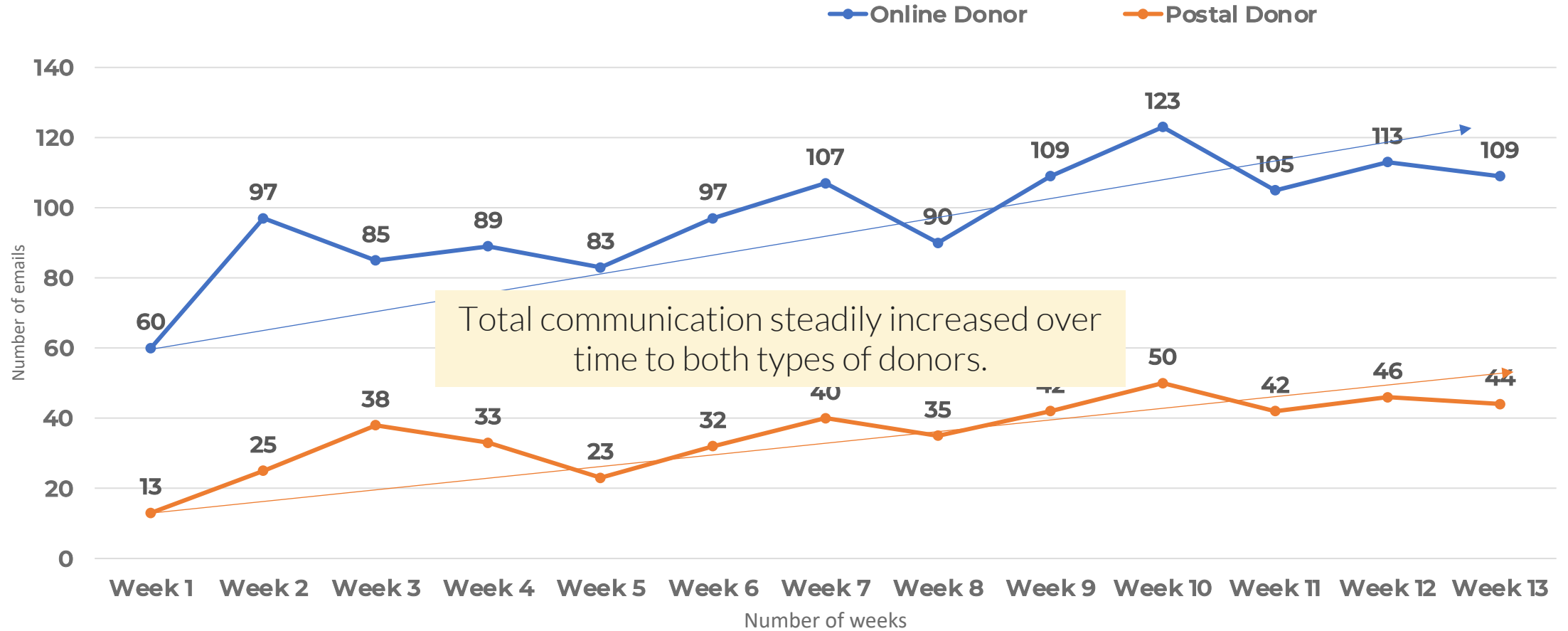
# Number of emails by week



# Number of emails by week



# Number of emails by week

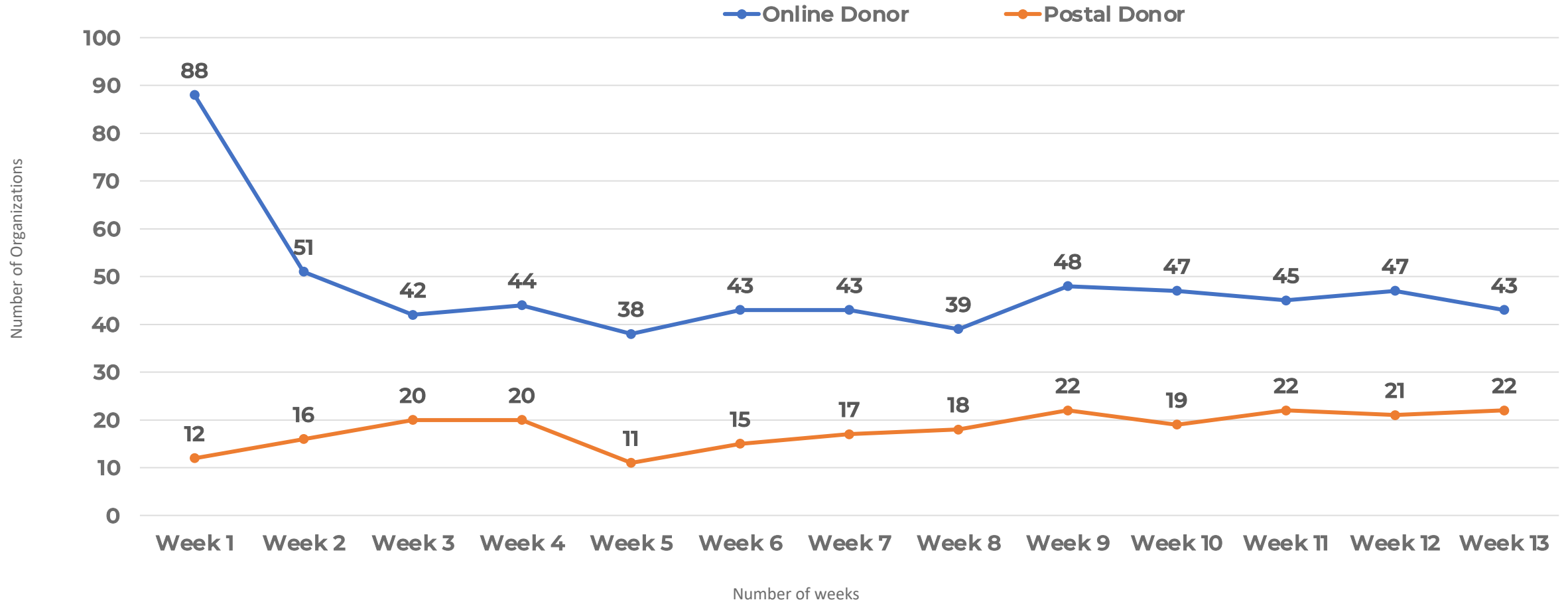


But **total volume** doesn't tell  
the whole story.

**1 organization sent 11 emails within a single week!**

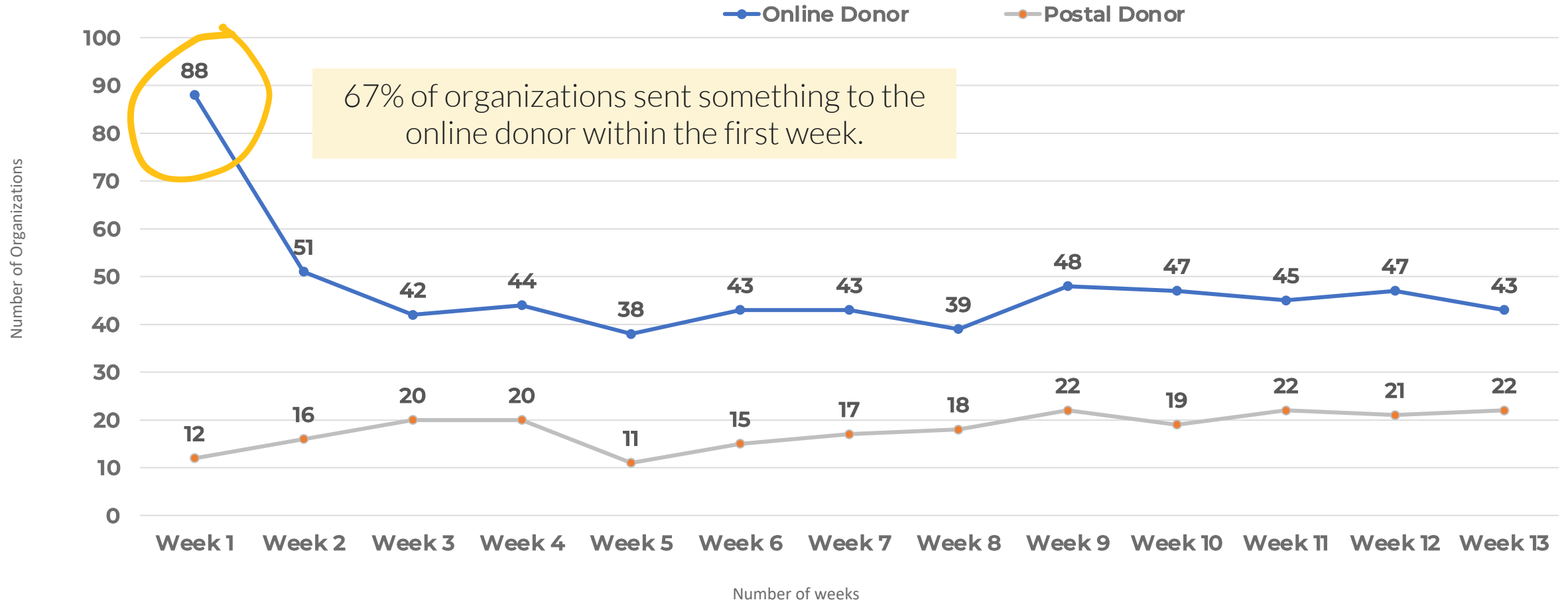


# Number of organizations emailing per week

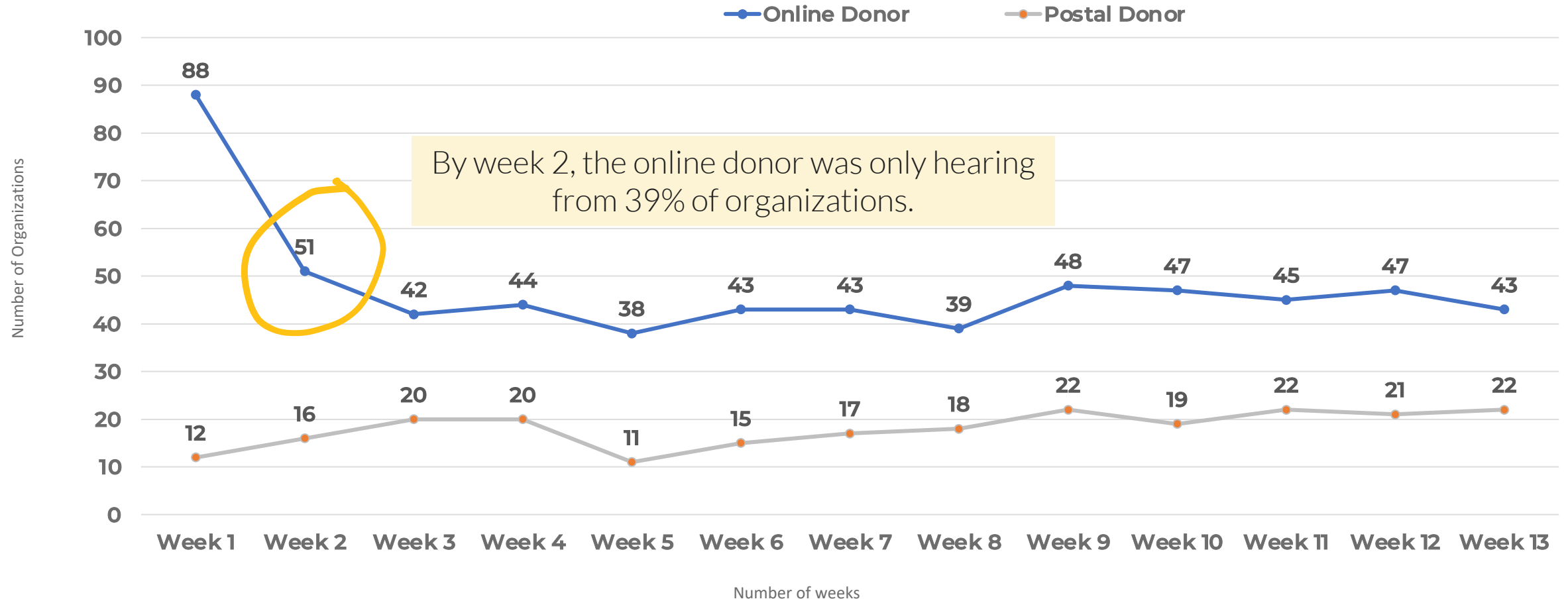




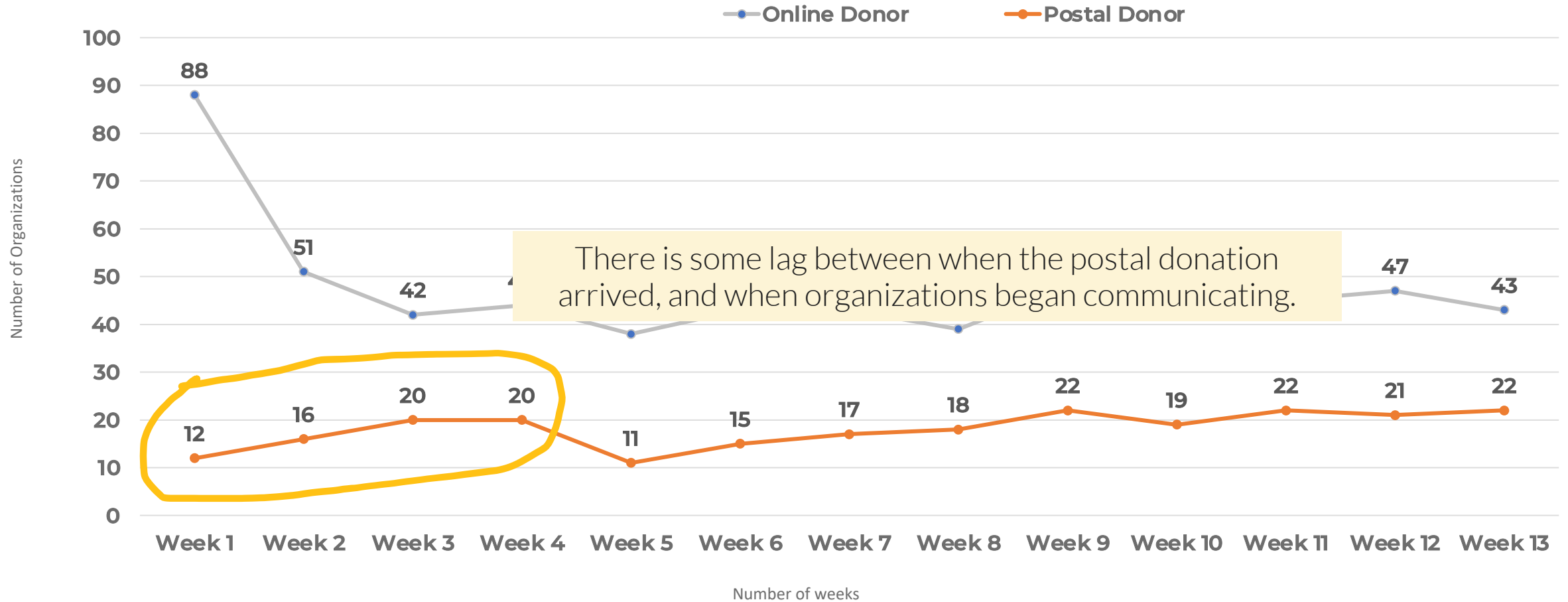
# Number of organizations emailing per week



# Number of organizations emailing per week



# Number of organizations emailing per week



# Communication Channels by Organization

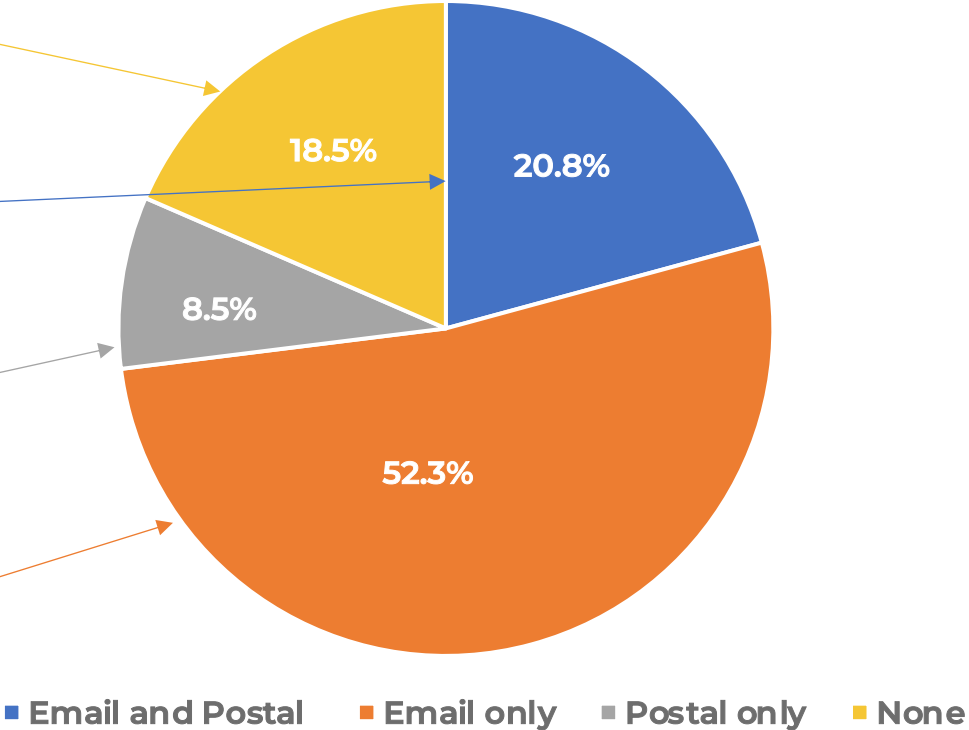
## Online Donor

18% of organizations sent nothing to the online donor in the first 90 days.

20% of organizations used both email and direct mail to communicate.

8% only used direct mail to communicate with the online donor.

52% of organizations only used email to communicate with their online donor.



# Communication Channels by Organization

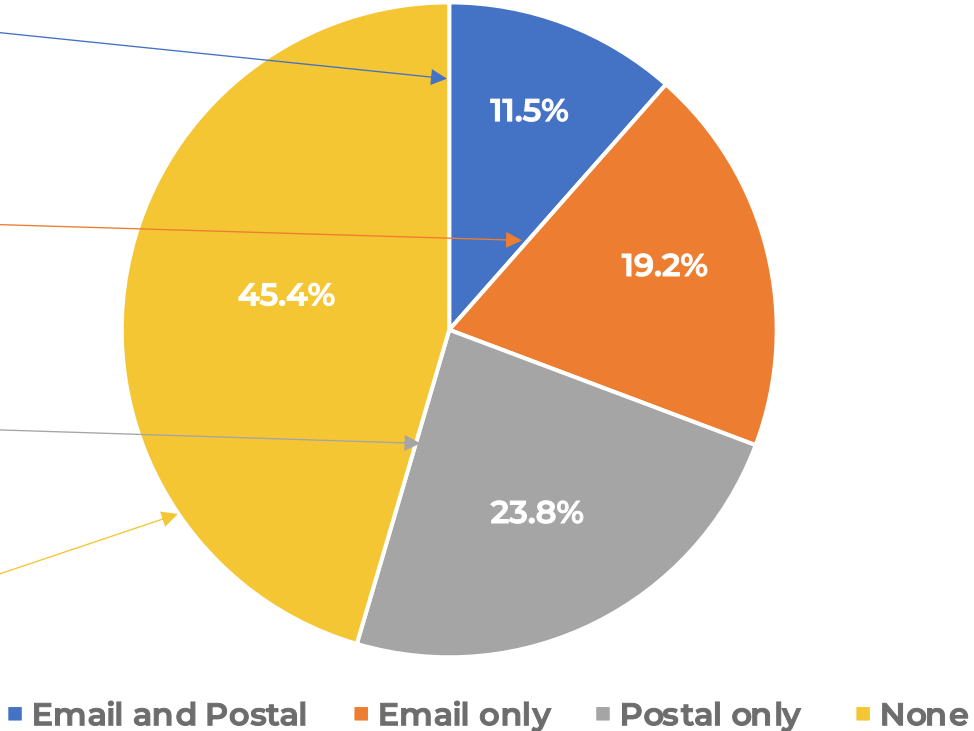
## Postal Donor

11% of organizations used email and direct mail to communicate with the postal donor.

19% used only email to communicate with their postal donor.

23% communicated with postal donor via direct mail only.

45% of organizations sent **nothing** to their postal donor within the first 90 days.

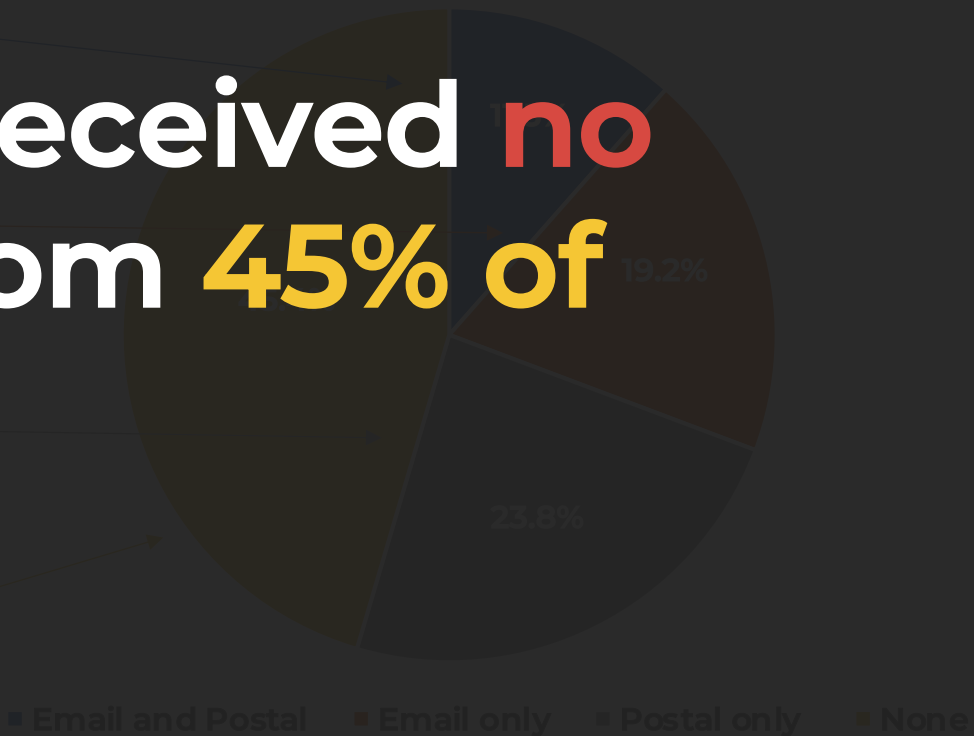


# Communication Channels by Organization

**KEY FINDING**

The offline donor received **no communication** from **45% of organizations.**

Postal Donor



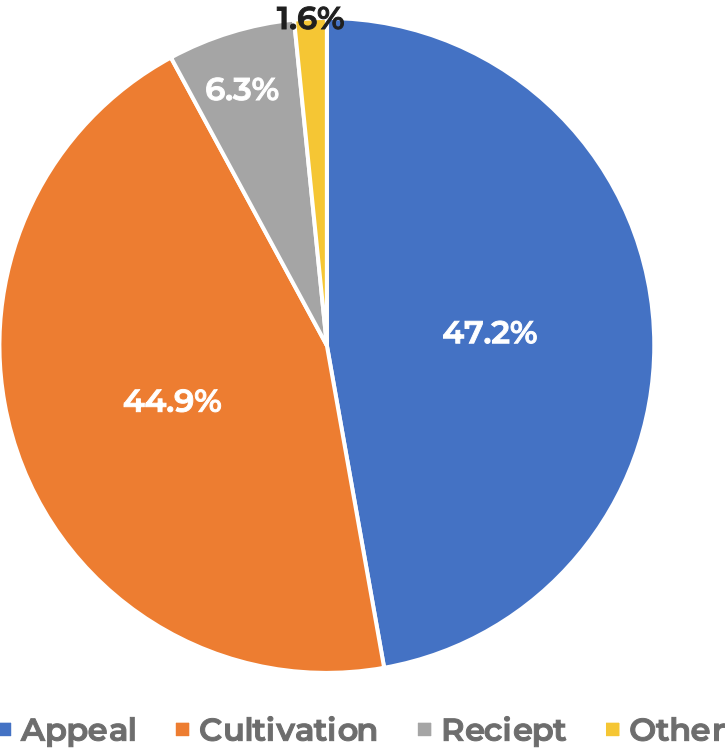
What kinds of communication  
were sent to new donors?



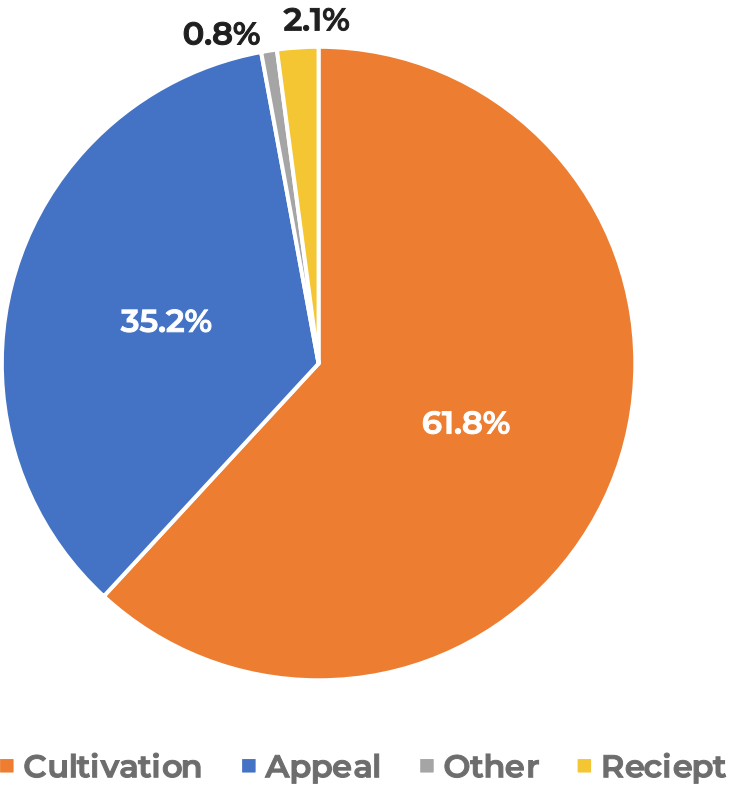


# Online and Postal Donor Email Experience

### Online Donor



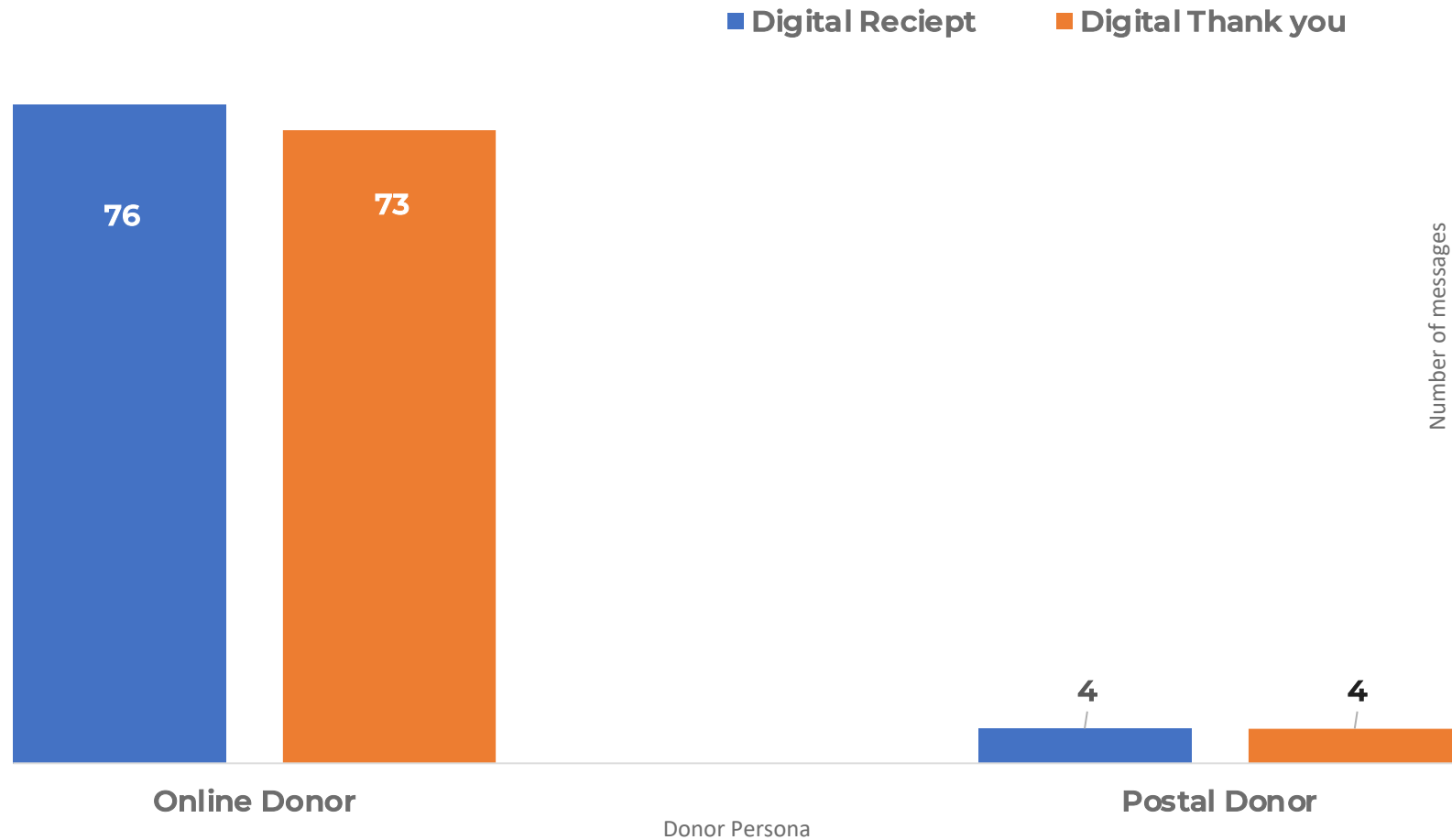
### Postal Donor



A brief look at  
Thank You Messages

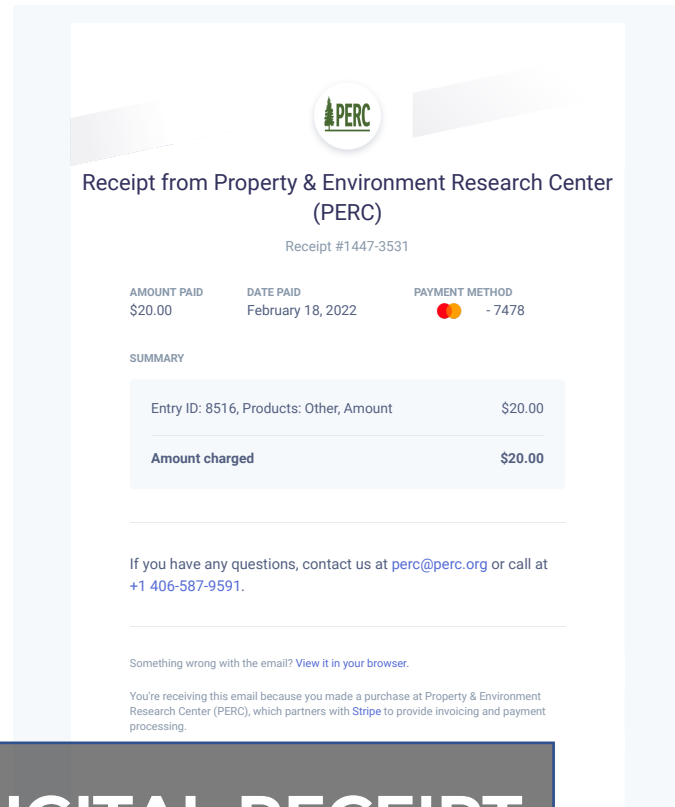


# Digital receipts vs. Personal Thank you notes



# Digital receipt vs Thank you email

**Subject:** Your Property & Environment Research Center (PERC) receipt [#1447-3531]  
**From:** "Property & Environment Research Center (PERC)" <receipts+acct\_1BisYfDN8MDsquMk@stripe.com>  
**To:** marypeters@loveyourgrub.co  
**Date Sent:** Friday, February 18, 2022 3:38:44 PM GMT-06:00  
**Date Received:** Friday, February 18, 2022 3:38:46 PM GMT-06:00



**DIGITAL RECEIPT**

**Subject:** Thank you for your generosity!  
**From:** Koppany Jordan <koppany.jordan@georgiaopportunity.org>  
**To:** bea.jimenez@loveyourgrub.co  
**Date Sent:** Tuesday, February 15, 2022 3:08:31 PM GMT-06:00  
**Date Received:** Tuesday, February 15, 2022 3:08:43 PM GMT-06:00

Good afternoon Beatriz,

Thank you so much for your generous gift to the Georgia Center for Opportunity! I would love to know how you heard about us and our work. If you could give me a call, my cell is (484) 587-0365. Looking forward to hearing from you.

Best,  
Koppany

--  
**Koppany B. J. Jordan**  
*Development Associate*

333 Research Court, Suite 210  
Peachtree Corners, GA 30092  
 [\(770\) 242-0001 Ext. 716](tel:(770)242-0001)

Please consider investing in our mission to create opportunities for a quality education, fulfilling work, and a healthy family life for all Georgians at [GeorgiaOpportunity.org/Donate](https://www.georgiaopportunity.org/Donate).

**PERSONAL  
THANK YOU**

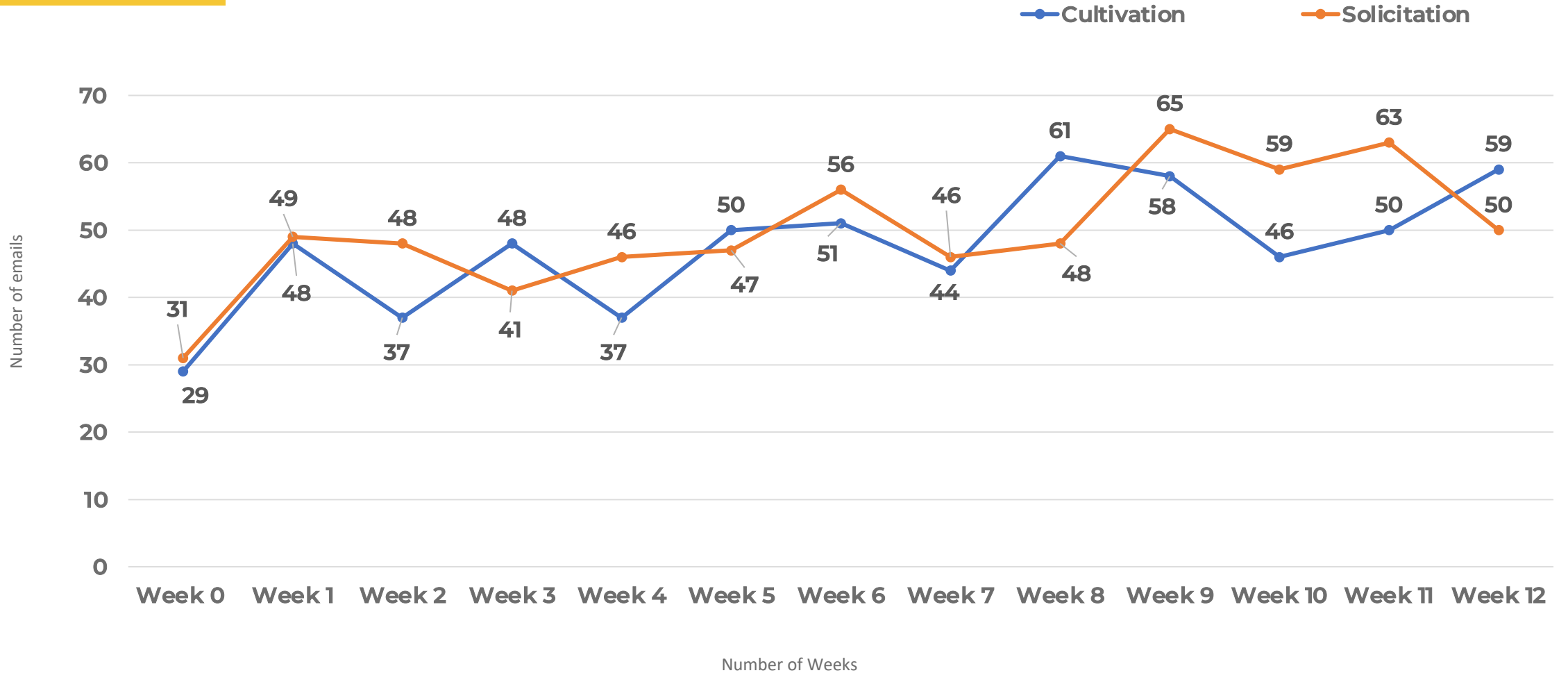


# Cultivation VS Appeals



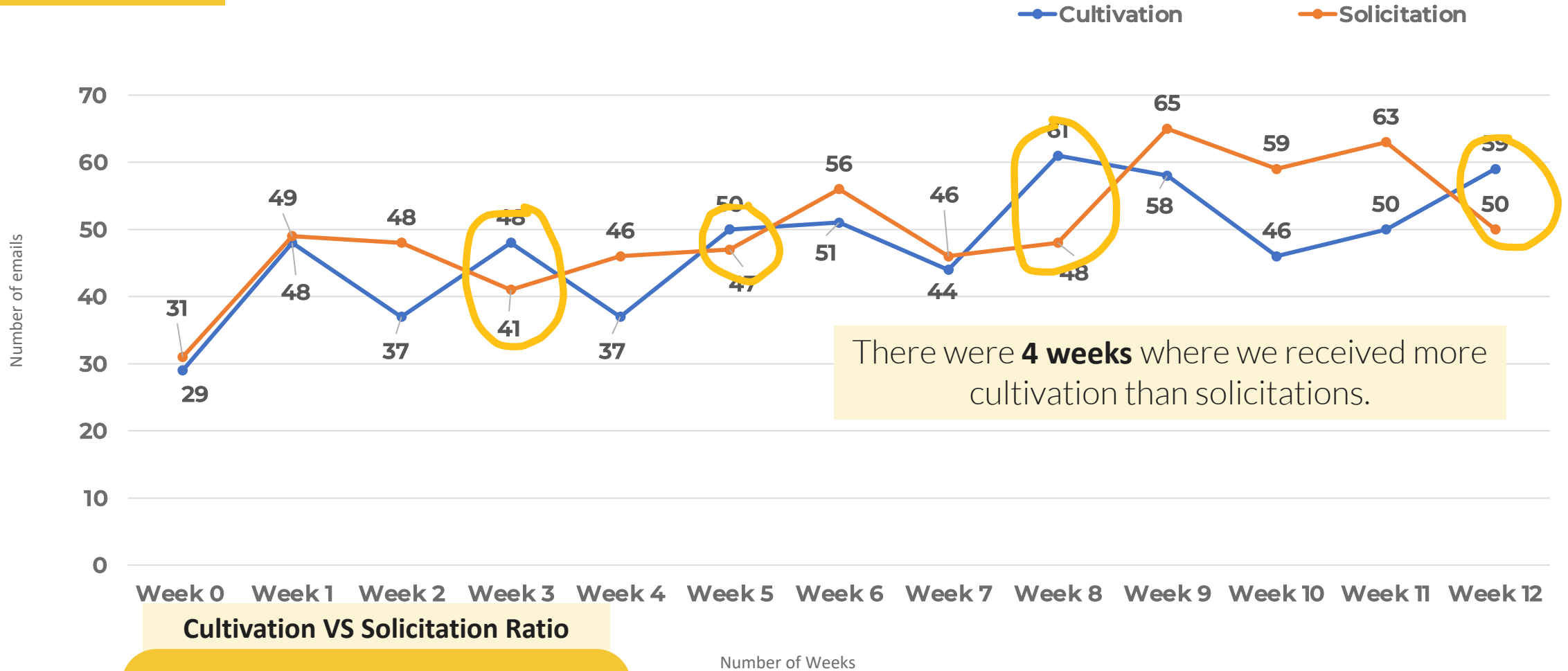
# Emails Per Week by Type

Online Donors



# Emails Per Week by Type

Online Donors



Cultivation VS Solicitation Ratio

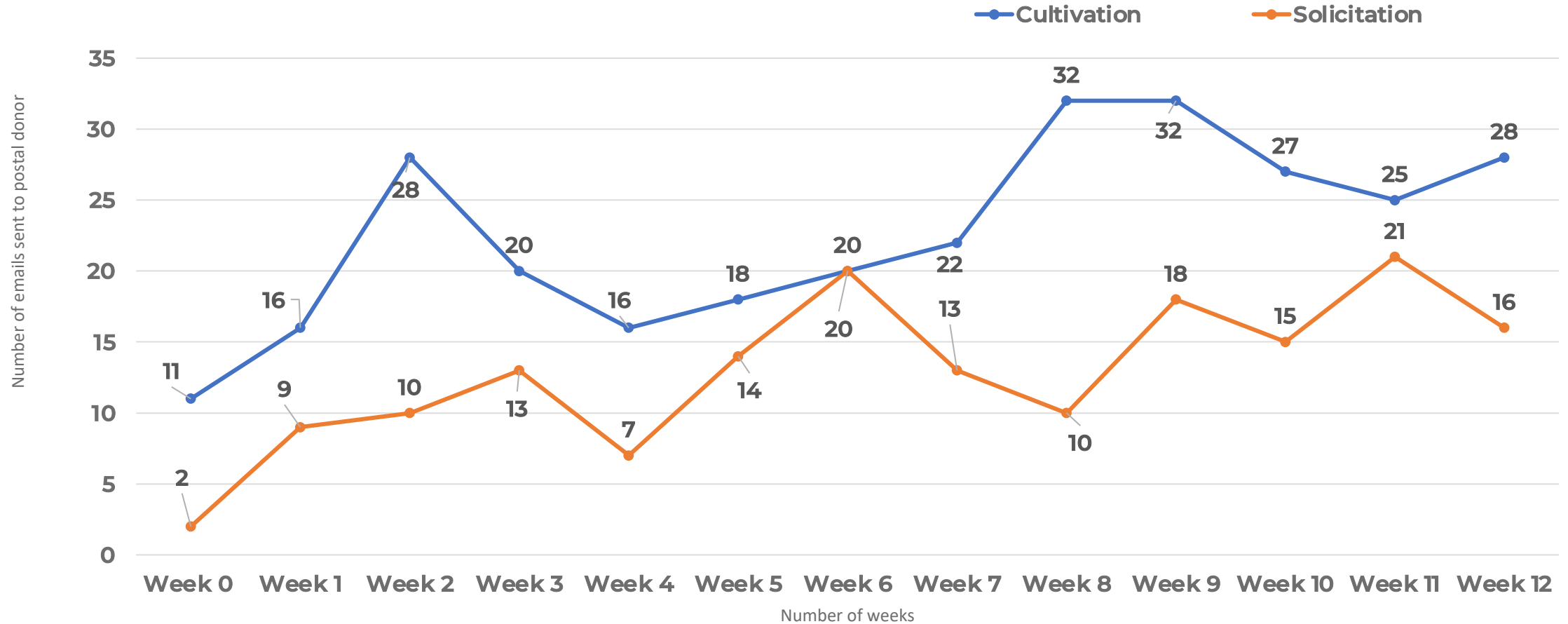
**1 : 1.05**





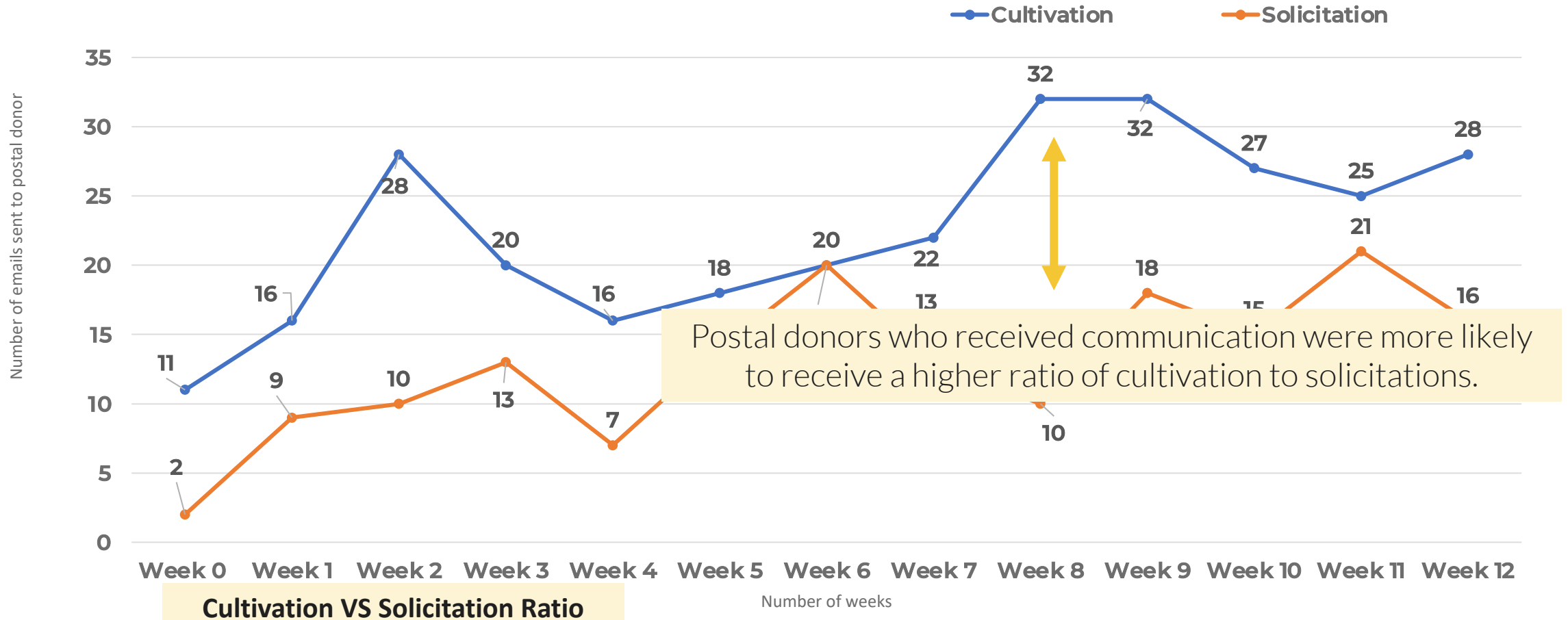
# Emails Per Week by Type

## Offline Donors



# Emails Per Week by Type

## Offline Donors



Cultivation VS Solicitation Ratio

**1 : 0.57**

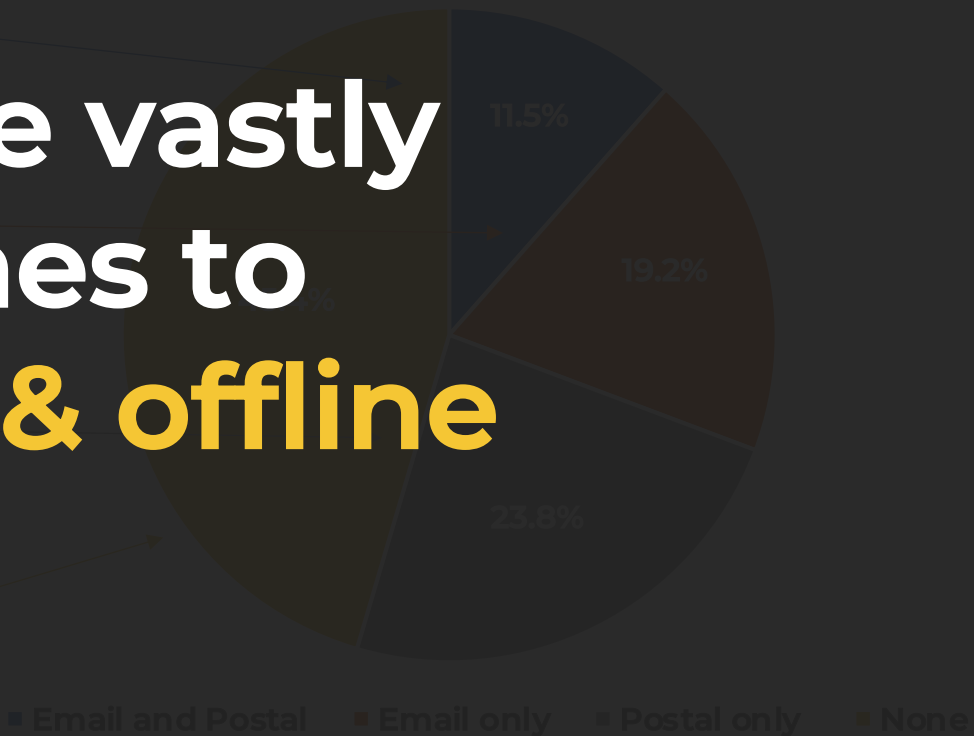


# Communication Channels by Organization

**KEY FINDING**

Organizations have vastly different approaches to welcoming **online & offline** donors.

Postal Donor



# A closer look at appeals

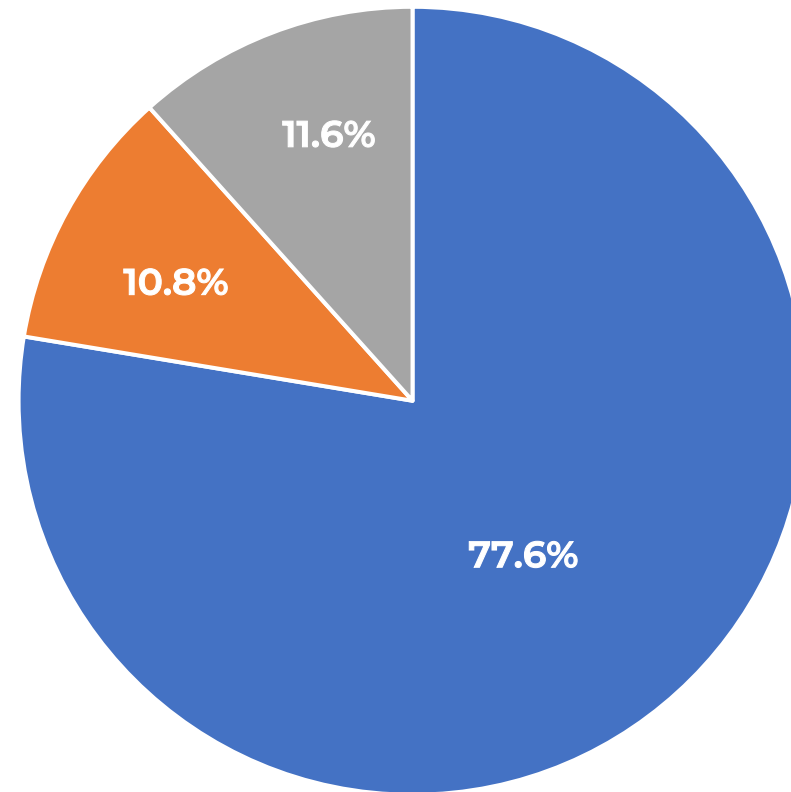


# Various Types of Email Appeals

Event Invitations

Product / Merchandise Appeals

Donation Appeals



■ Donation ■ Events ■ Merchandise



# Email Appeals: Events

**Subject:** Checking  
**From:** Robin Burress <info@ccv.org>  
**To:** bea.jimenez@loveyourgrub.co  
**Date Sent:** Tuesday, March 15, 2022 12:59:05 PM GMT-05:00  
**Date Received:** Tuesday, March 15, 2022 12:59:06 PM GMT-05:00

Hi Beatriz,

Aaron asked me to follow up with you to see if you'd like to get a table at the Cincinnati Gala on April 9 or Columbus Gala on April 30 with Secretary of State Mike Pompeo. We'd love to see you!

[Click here to reserve your table or tickets.](#)

Blessings,

Robin Burress  
Operations Director  
o: 513-733-5775  
CCV.ORG

**Center** FOR  
**Christian**  
**Virtue**



Public Policy. Engagement. Education.

We've rebranded! Formerly Citizens for Community Values, we are now Center for Christian Virtue.

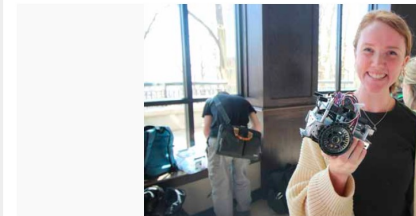
**Subject:** Discovery Day, 100 Years of Baseball, Solzhenitsyn Visits, and More.  
**From:** Raven Fly-By <fly-by@benedictine.edu>  
**To:** bea.jimenez@loveyourgrub.co  
**Date Sent:** Tuesday, April 12, 2022 5:23:36 PM GMT-05:00  
**Date Received:** Tuesday, April 12, 2022 5:23:38 PM GMT-05:00



Give

Athletics

## Discovery Day Returns



Benedictine College hosted its 26th Discovery Day on a person Discovery Day in three years. This year's presented vocal and instrumental musical performances, and a variety of projects.

[More](#)

## Upcoming Events

April 30:  
[St. Louis Golf Tournament](#)

April 1-3:  
[Commencement](#)

May 22-26:  
[Family Weekend](#)

[SOAR Weekends](#)

[See Calendar](#)

## More to Check Out

[Young Alumni Success](#)

[Interactive Campus Map](#)

[Catholic Living Podcast](#)

[Athletic Schedule](#)



## Raven Reunion

Welcome home for your Benedictine College Reunion; a time to celebrate lifelong friendships, relive memories and enjoy the beauty of campus again. Alumni Reunion 2022 takes place June 10-12, 2022, and will celebrate classes ending in 2 and 7.

[More](#)



# Email Appeals: Merchandise

Get an autographed copy of  
Dennis's new book!



Receive these special gifts with a donation of \$125 or more:

- Hardcover edition of *The Rational Passover Haggadah*, autographed by Dennis Prager
- Special hardcover copy of *Otto's Tales: The National Anthem and Pledge of Allegiance*—a #1 Amazon Best Seller and a perfect gift for family and friends!

*\*Books will ship approximately 6 weeks from the date of donation to U.S. addresses only.*

Send me my copies!

**Subject:** We're trying to pass a law in New York to help reveal wrongful convictions.  
**From:** Huwe Burton via Innocence Project <info@innocenceproject.org>  
**To:** marypeters@loveyourgrub.co  
**Date Sent:** Friday, February 25, 2022 2:50:22 PM GMT-06:00  
**Date Received:** Friday, February 25, 2022 2:50:24 PM GMT-06:00

**INNOCENCE  
PROJECT**

[View email in your browser.](#)

Mary —

I was just a teenager when I was sentenced to 15 years to life for a crime I didn't commit in my home state of New York.

In 1989, I came home from high school to see my worst nightmare — my

Shop

Donate



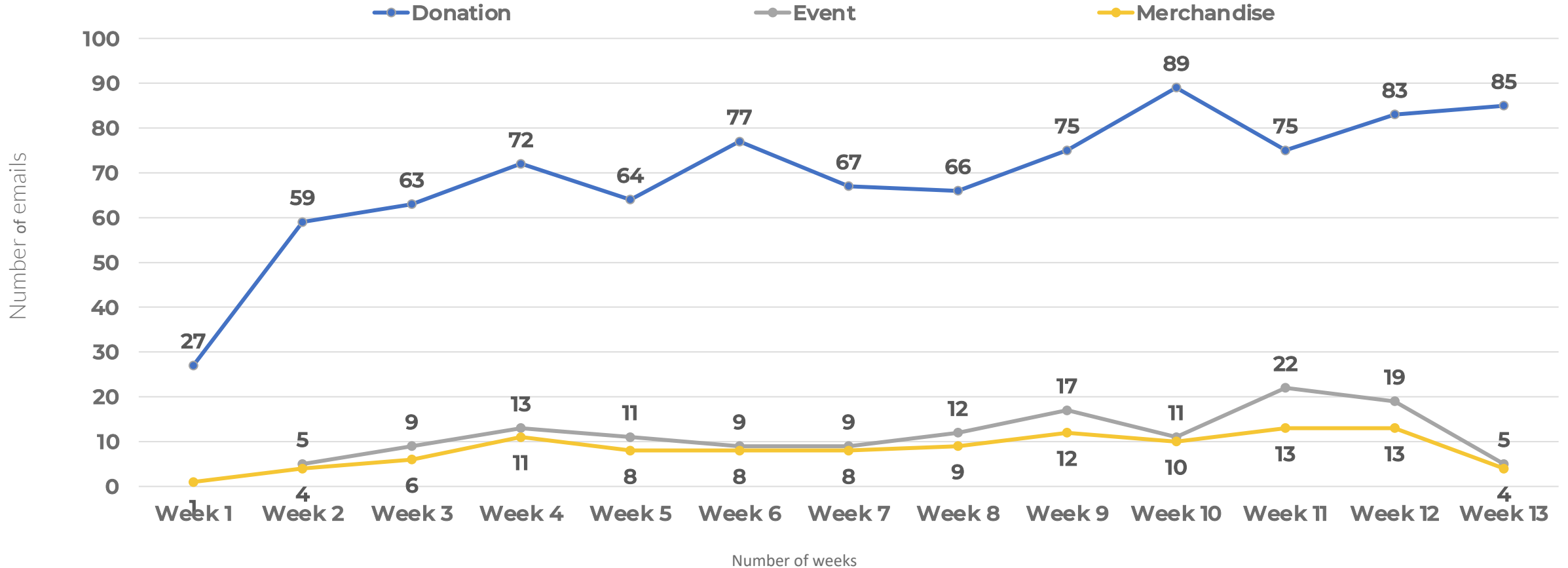
The Innocence Project works to free the innocent, prevent wrongful convictions, and create fair, compassionate, and equitable systems of justice for everyone. Founded in 1992 by Barry C. Scheck and Peter J. Neufeld at the Benjamin N. Cardozo School of Law at Yeshiva University, the organization is now an independent nonprofit. Our work is guided by science and grounded in antiracism.

[www.innocenceproject.org](http://www.innocenceproject.org)

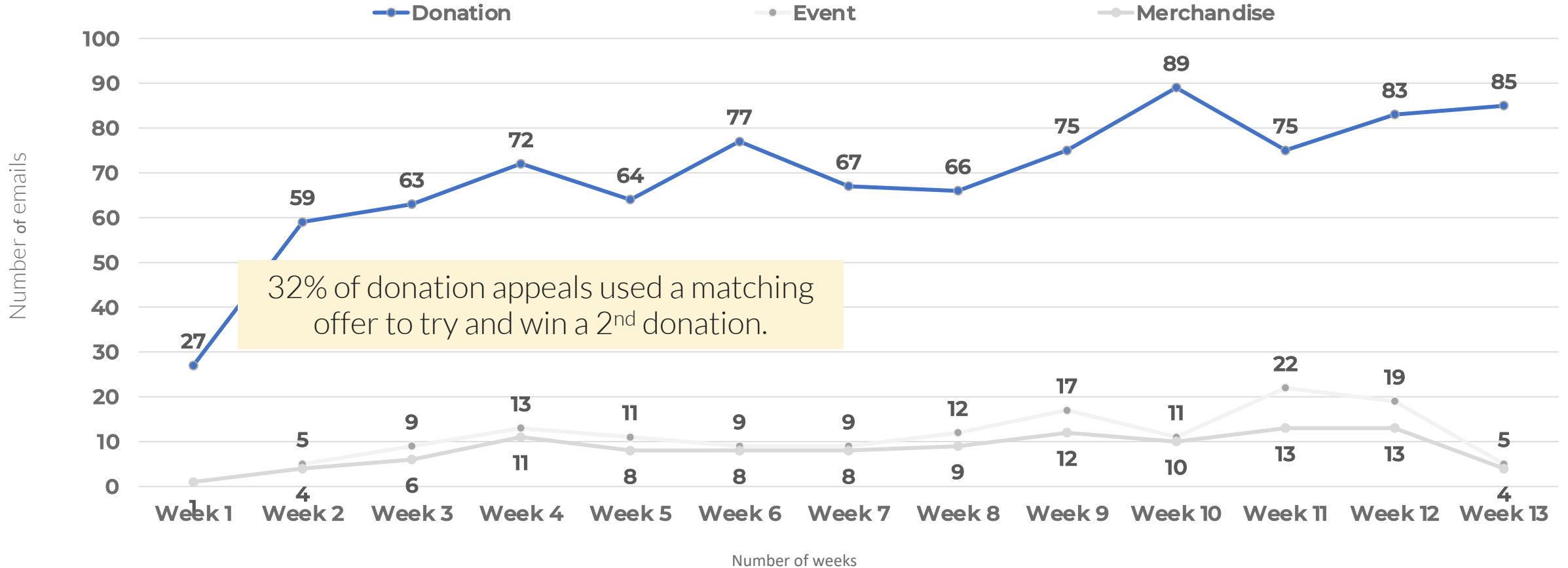




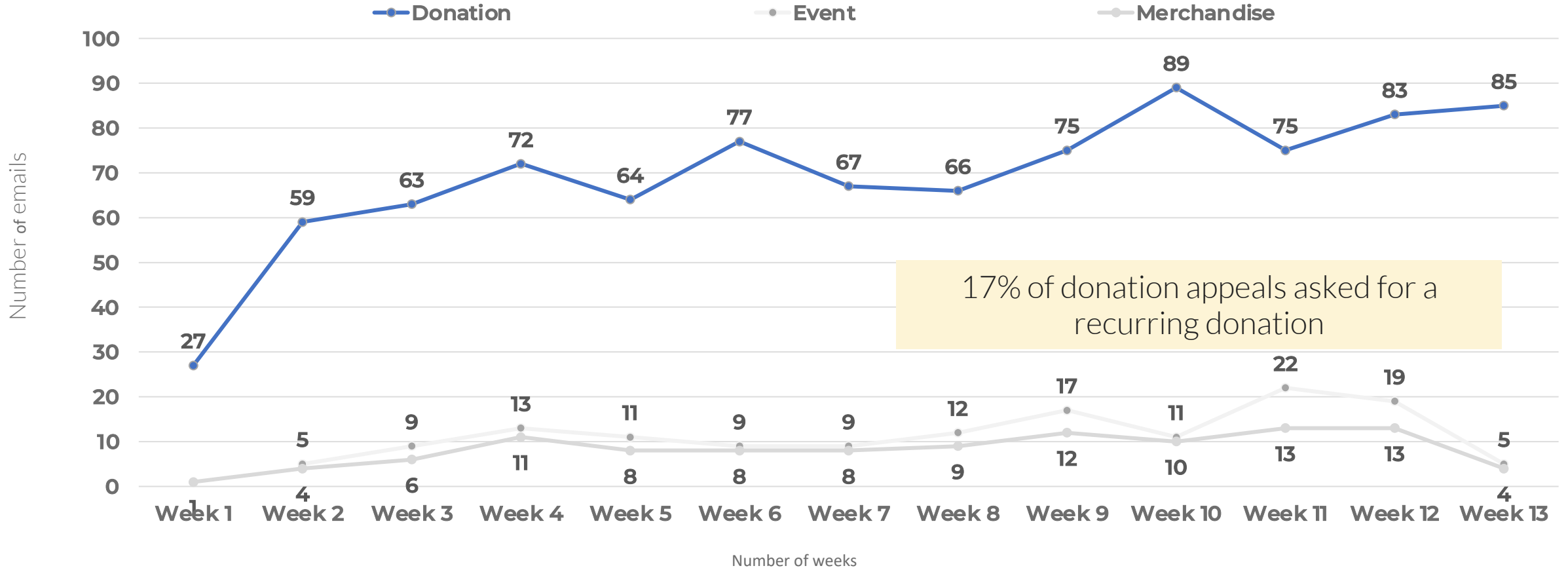
# Email Appeals per week



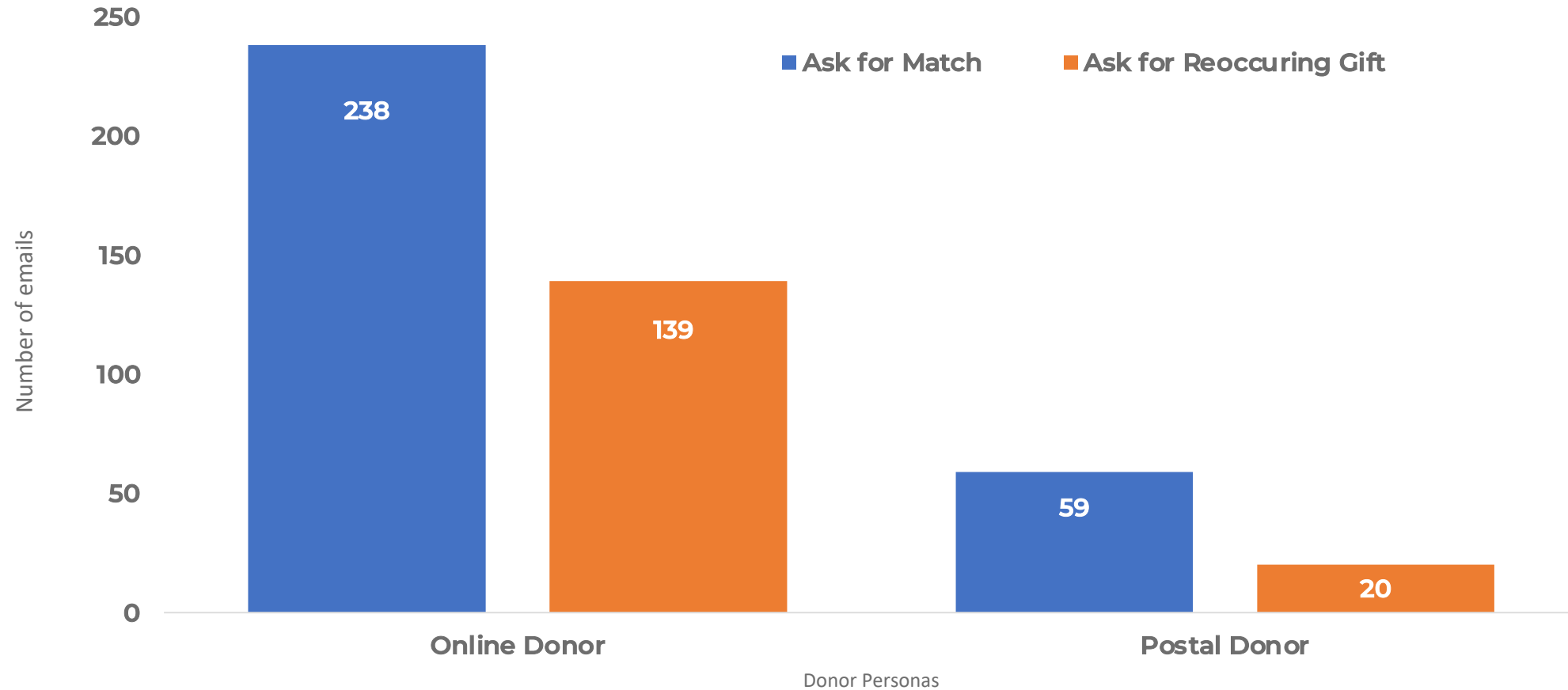
# Email Appeals per week



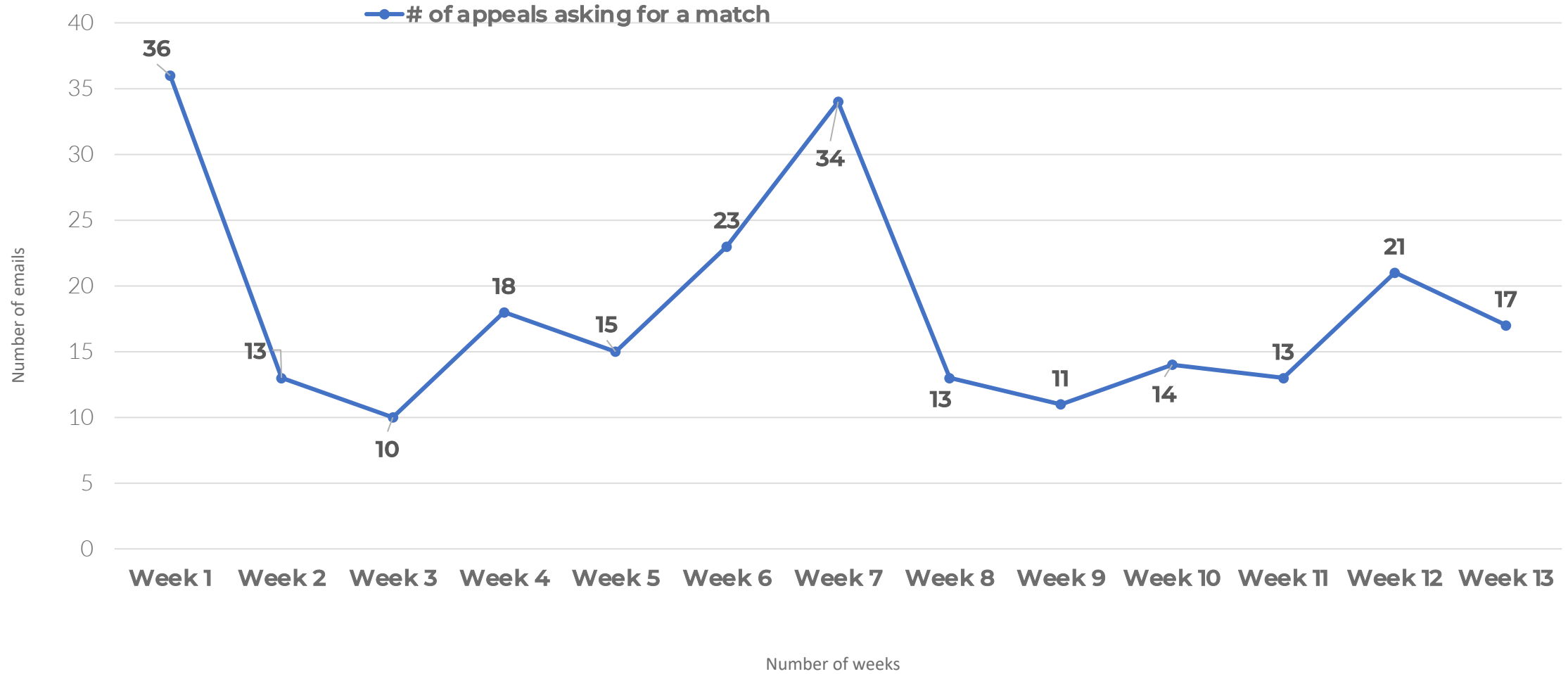
# Email Appeals per week



# Matching Gift vs Reoccurring Gift



# Number of emails asking for a match per week



# Matching Gift

**Subject:** no time to spare  
**From:** "madiha@updates.emails.rescue.org" <updates@emails.rescue.org>  
**To:** marypeters@loveyourgrub.co  
**Date Sent:** Tuesday, April 5, 2022 4:57:08 PM GMT-05:00  
**Date Received:** Tuesday, April 5, 2022 4:57:10 PM GMT-05:00

**4/5/2022 UKRAINE UPDATE:** Mary, The IRC is shocked and appalled at the senseless killing of civilians in Bucha. Civilian life must be protected — the world cannot afford to bear witness to yet another crisis. As we continue to welcome refugees crossing into Poland, which has surpassed 2.5 million who have crossed the border, our hearts are with the people who continue to suffer in Ukraine. Here and in places like Afghanistan and Yemen, families fleeing violence need support to survive, recover and rebuild their lives. **Your gift — doubled today — can provide 2X the critical aid to families in crisis around the world »**



Mary,

I wrote to you last week, just before Ramadan began, about **the growing hunger crisis in Afghanistan which is directly impacted by conflict in Ukraine. 23 million Afghans, including millions of**

**Subject:** ☒ Mary's 3x match eligibility: ONLY UNTIL MIDNIGHT ☒  
**From:** "Kira Girin, Covenant House" <news@email.covenanthouse.org>  
**To:** Mary Peters <marypeters@loveyourgrub.co>  
**Date Sent:** Thursday, March 31, 2022 7:03:16 PM GMT-05:00  
**Date Received:** Thursday, March 31, 2022 7:03:19 PM GMT-05:00



DONATE

## Official Online Supporter Record

**Name:** Mary Peters

**Match Eligible:** Yes!

**Triple Match Status:** UNCLAIMED

**Deadline:** 11:59pm ET on March 31

**Suggested Donation:** \$100

[Donate before the deadline >>](#)

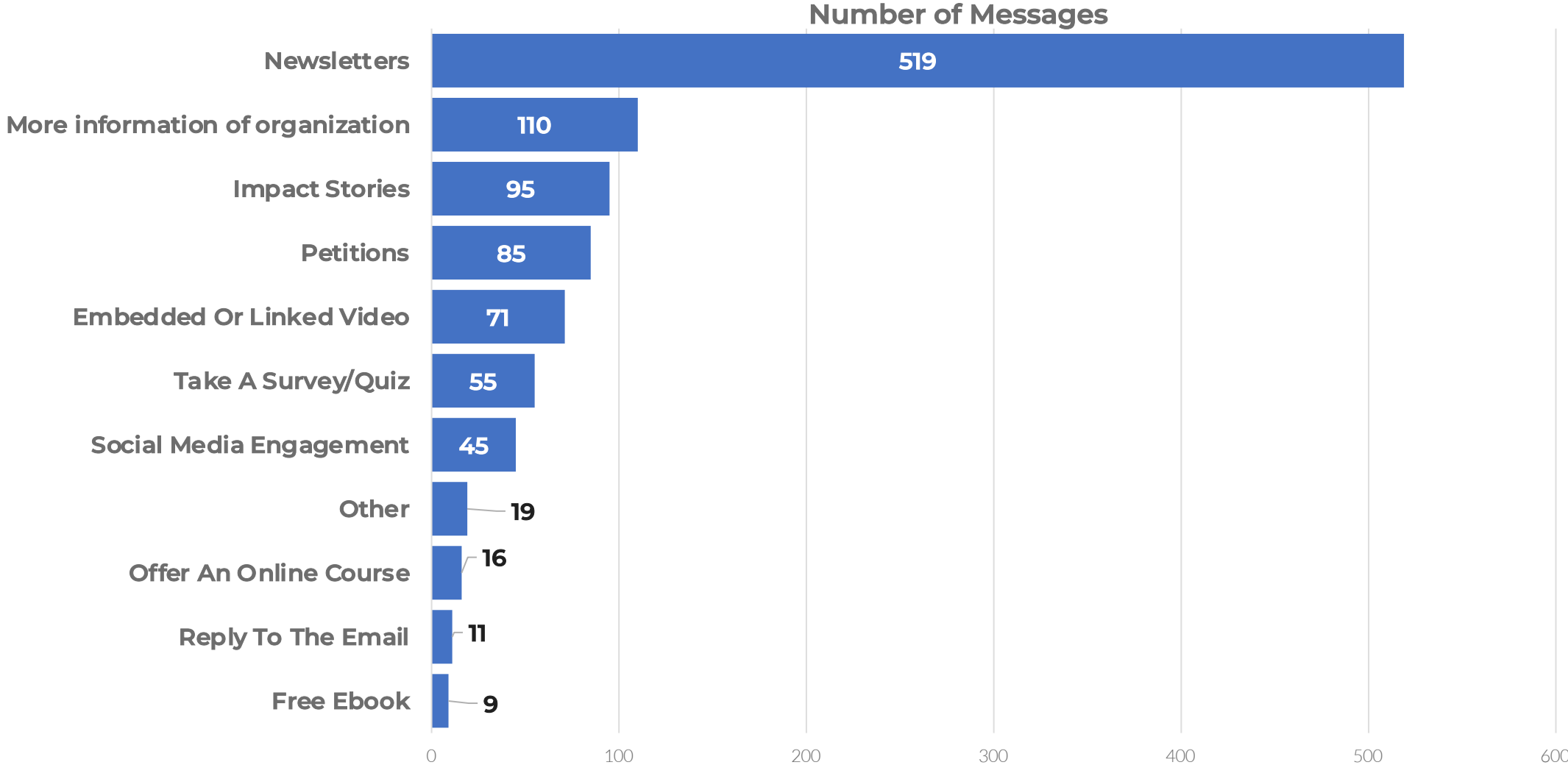
Claim the match, Mary!

Last chance! The **triple match** is expiring!  
Donate now to feed youth like:

A closer look at cultivation

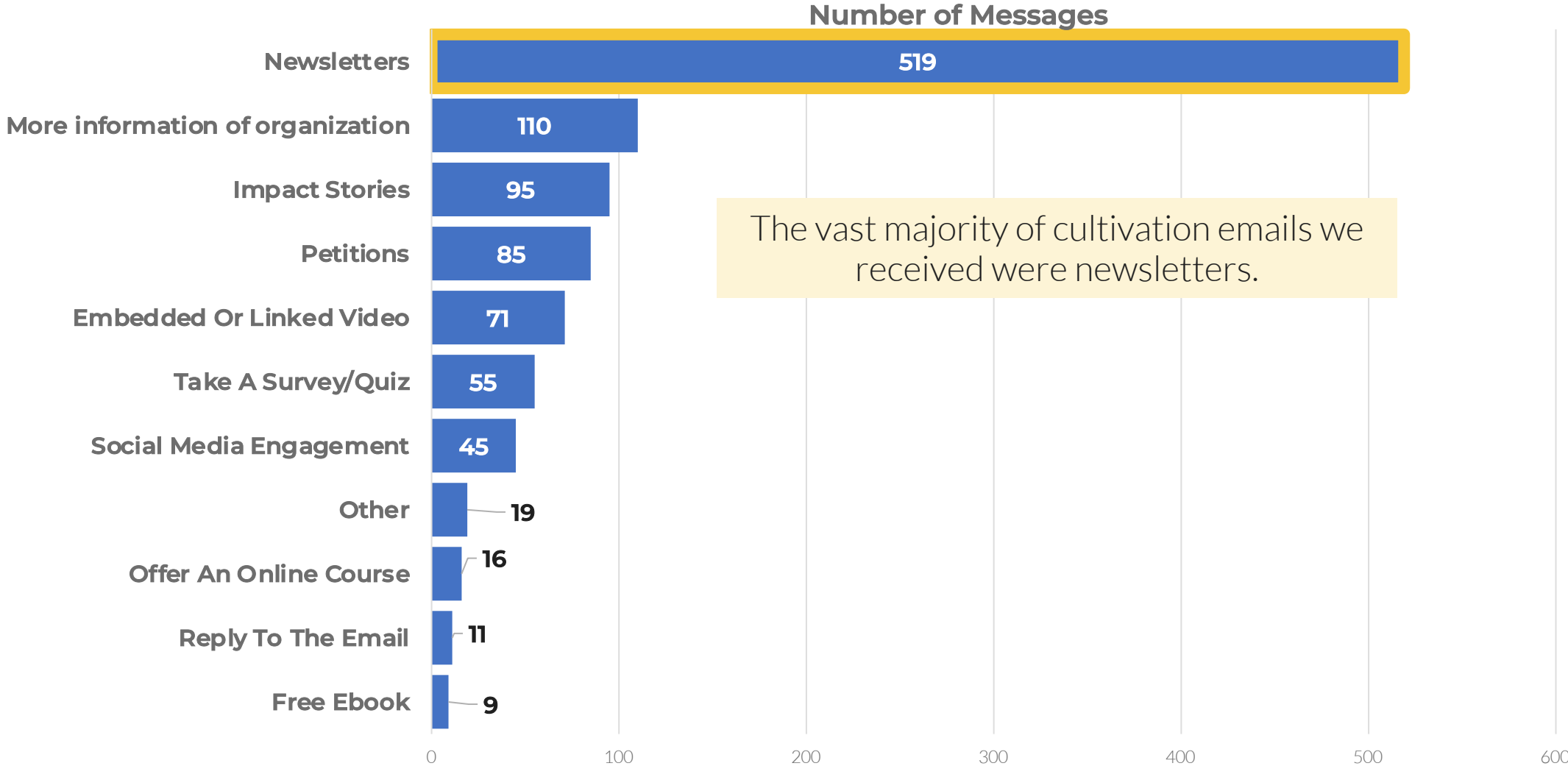


# Cultivation messages

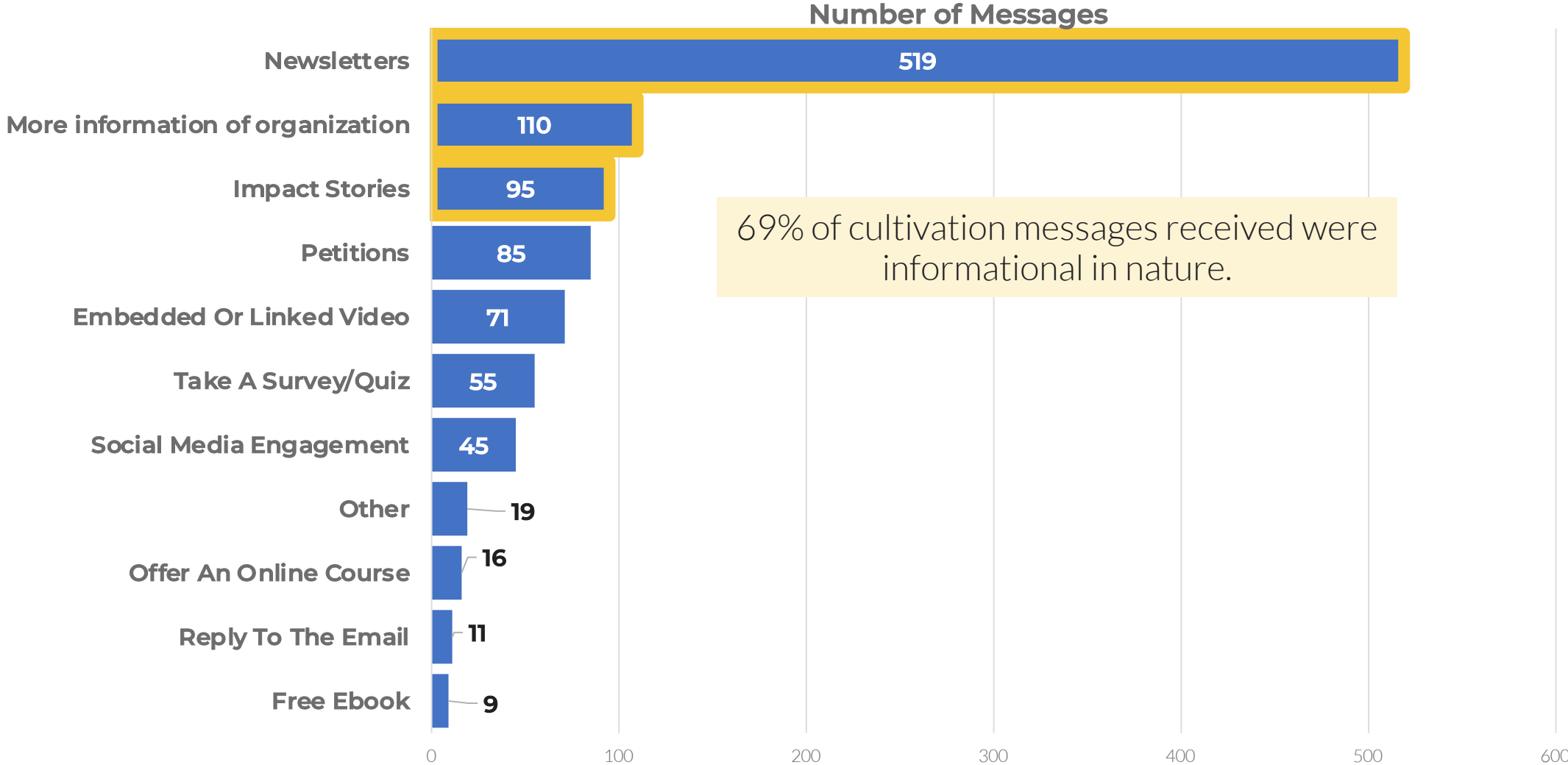




# Cultivation messages

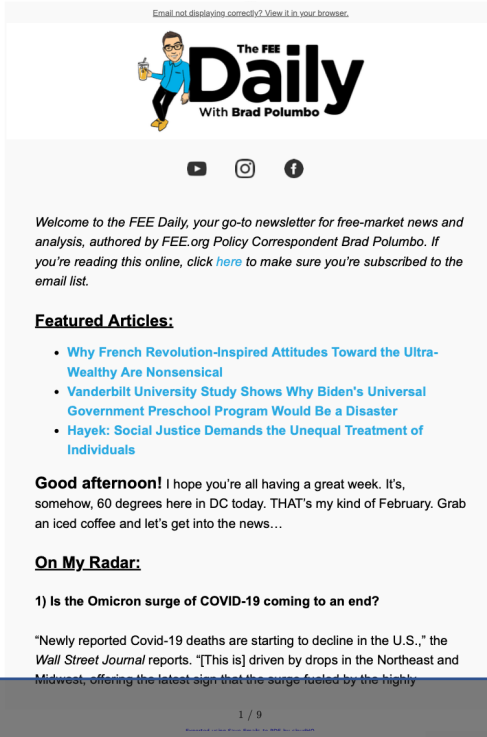


# Cultivation messages



# Cultivation messages: Newsletters

Subject: AOC lobbies Biden for this pre-election policy  
From: Brad Polombo <spolombo@fee.org>  
To: bea.jimenez@loveyourgub.co  
Date Sent: Thursday, February 17, 2022 3:20:02 PM GMT-06:00  
Date Received: Thursday, February 17, 2022 3:20:04 PM GMT-06:00

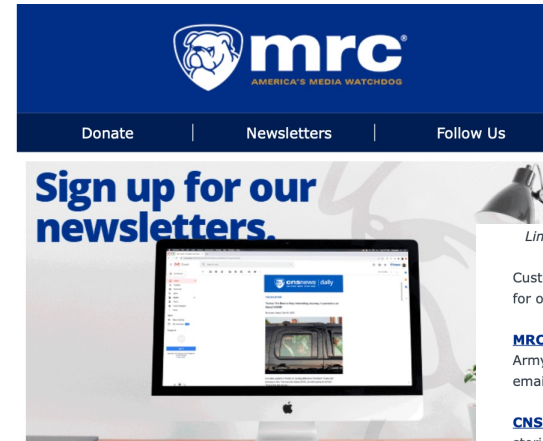


Economists Alex Salter & Vance Ginn for *National Review*: [We Need Binding Rules to Solve Our Inflation and Debt Problems](#)

"Without binding rules on irresponsible spending and money printing, American households and businesses will continue to suffer."

One organization sent **86** newsletters in the first 90 days.

P.S. Don't miss FEE's debut episode of RIGGED with Hannah Cox. She



Mary,

Thanks to the feedback and support of spirited members such as yourself, the MRC has expanded over the years to provide better, more in-depth media research and analysis, as well as by creating our own conservative news division.

The MRC is made up of different programs, working collectively to provide cutting-edge news monitoring services to educate the public about bias in news, entertainment, sports, and business.

Conservative leaders also rely on MRC research:

Limbaugh

Customize your experience and get the content you want by signing up for our newsletters below:

**MRC Action:** There's strength in numbers, so join the MRC Grassroots Army to directly confront media bias and change the narrative through email petitions, call-in campaigns, and social media messaging.

**CNSNews Daily:** No fake news here! Just fair and honest reporting on stories of interest to those who want *just* the news.

**NB Daily:** Your go-to blog for studies on the impact of bias, examples of media spin, and documented cases of censorship.

**MRCTV Daily:** Viral videos and news commentary with candor and humor.

**MRC Culture Weekly:** Monitoring the extreme bias in entertainment and sports.

**#FreeSpeechAmerica Weekly:** Exposing Big Tech efforts to censor conservatives on social media and manipulate online search results.

**MRC Latino Monthly:** In both English and Spanish, keeping a check on far-left propaganda from networks such as Telemundo, Univision, and CNN En Español.

Click the links above to sign up!

— The MRC Digital Communications Team

This email is part of a multi-week email series intended to welcome new supporters to the MRC. If you do not wish to receive any more emails in this series, [click here](#).



# Cultivation messages: Stories of Impact

**Subject:** CURE patient inspires the President  
**From:** Debbie Stowell, CURE International <debbie@cure.org>  
**To:** Beatriz Jimenez <bea.jimenez@loveyourgrub.co>  
**Date Sent:** Wednesday, March 23, 2022 12:06:07 PM GMT-05:00  
**Date Received:** Wednesday, March 23, 2022 12:06:14 PM GMT-05:00



## Kimberly Inspires The President

Dear Beatriz,

Last May, the President of Zimbabwe, Emmerson Mnangagwa, visited CURE Children’s Hospital of Zimbabwe and met a little girl named Kimberly who just had surgery to correct her dislocated knees that made walking difficult and painful.

He tweeted a picture with her writing, “Earlier, I met young Kimberly in Bulawayo [at CURE Zimbabwe]. **For too long, Zimbabwe’s children have suffered from poor access to orthopedic healthcare.** I was delighted to open Zimbabwe’s first children’s hospital in Bulawayo. This



For Earth Day, join the fight to ensure children inherit a liveable planet.

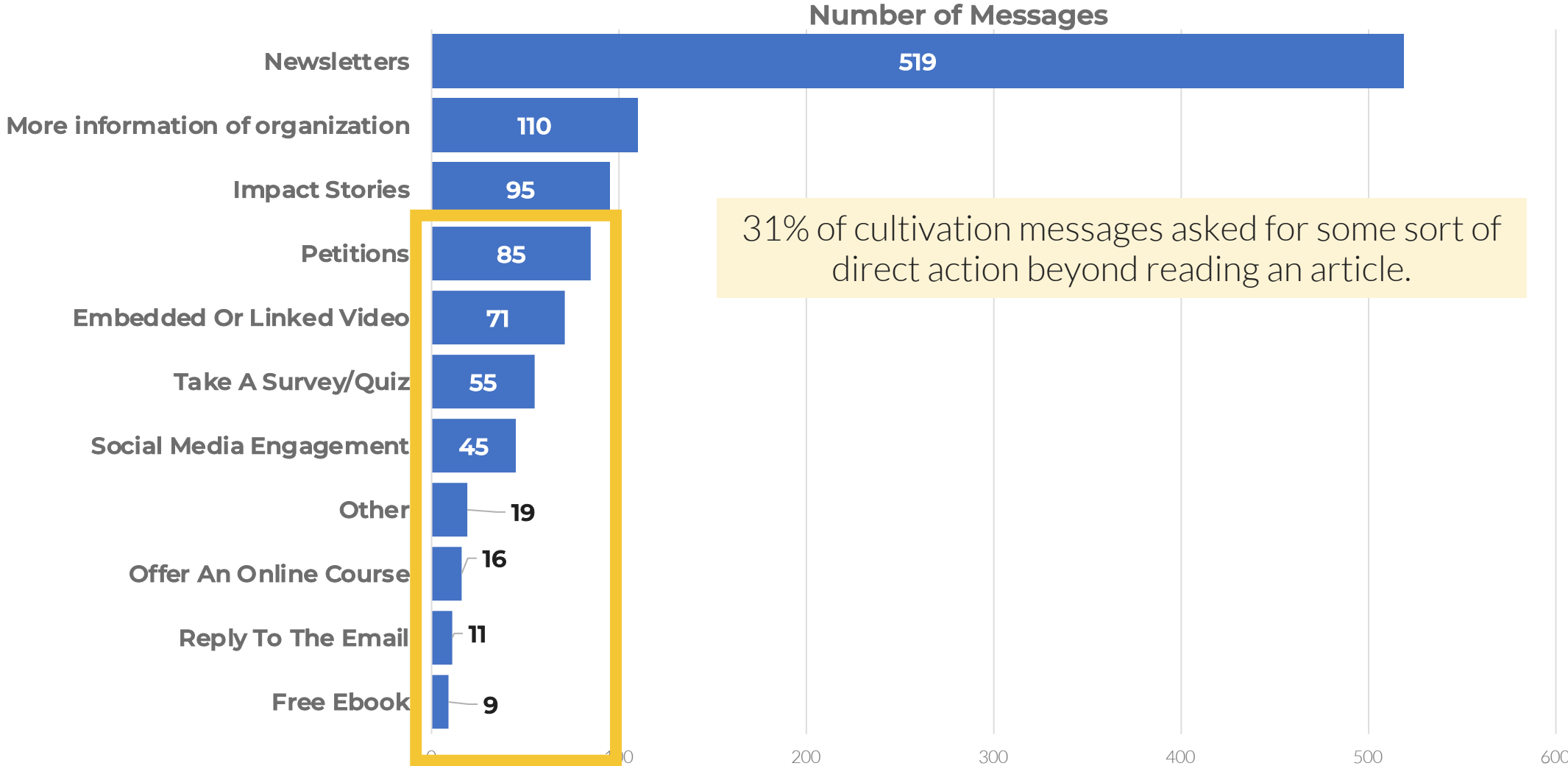
USE YOUR VOICE

for every child

PLEASE DONATE

UNICEF USA 125 Maiden Lane, New York, NY 10038  
©2022 U.S. Fund for UNICEF d/b/a UNICEF USA. All rights reserved. All photos ©UNICEF

# Cultivation messages



# Cultivation messages: Free Course

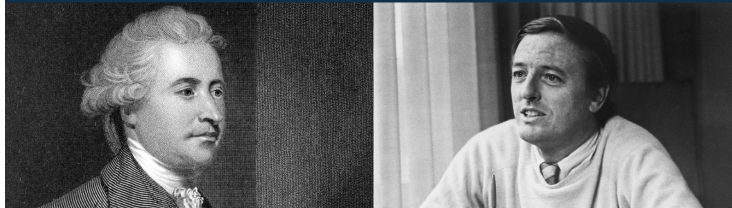
Subject: Get Fired Up about First Principles!  
From: Lynn Gibson <lynn@nriinstitute.org>  
To: marypeters@loveyourgrub.co  
Date Sent: Thursday, May 12, 2022 9:26:48 AM GMT-05:00  
Date Received: Thursday, May 12, 2022 9:26:50 AM GMT-05:00

To view this email as a web page, go [here](#).

## NATIONAL REVIEW INSTITUTE

VIRTUAL EVENTS

YOU ARE CORDIALLY INVITED TO JOIN  
US FOR THE BURKE TO BUCKLEY 101  
VIRTUAL PROGRAM



National Review Institute's Burke to Buckley Program takes place in five cities (Chicago, Dallas, Miami, New York, and Philadelphia) and is an eight-session dinner series designed for mid-career professionals to gain a deeper understanding of founding principles and to build a network of talented, like-minded individuals who can assist one another professionally and personally for years to come.

Because the demand for intellectual content and community is high and the ability to scale the in-person Program to other cities is limited, the Burke to Buckley Summer Course offers anyone with an interest in the program the opportunity to participate.

Participants will meet via Zoom for a series of six weeknight seminars. These will take place on Tuesdays between May 24th and June 28th from 7:00 to 8:30 pm ET. Readings will be sent to participants after their

1 / 3

[Exported using Save Emails to PDF by cloudHQ](#)

Date Received: Friday, April 15, 2022 2:41:49 AM GMT-05:00

You asked. The Alzheimer's Association answers.

alzheimer's  
association

DONATE NOW >

Stay connected with ALZ Talks.



Thank you for being part  
of our caring community.

TUNE IN TO ALZ TALKS. >

Dear Mary,

Around this country, people who are affected by Alzheimer's disease or those who have questions about its devastating impact are looking for **answers**, ideas and resources. No one should have to face Alzheimer's alone.

That's why I'm pleased to let you know about a **FREE video series from the Alzheimer's Association called ALZ Talks**.

Through our ALZ Talks video series we provide education, news and resources on a variety of dementia and caregiving topics to people living with Alzheimer's, their families and caregivers. Do you know others who could benefit from the information in these videos? We encourage you to share ALZ Talks with them.

You can experience ALZ Talks here:



# Cultivation messages: Petitions

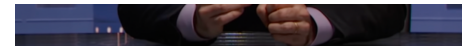
**Subject:** John Oliver speaks out on Melissa Lucio  
**From:** Innocence Project <info@innocenceproject.org>  
**To:** marypeters@loveyourgrub.co  
**Date Sent:** Wednesday, March 9, 2022 4:10:43 PM GMT-06:00  
**Date Received:** Wednesday, March 9, 2022 4:10:45 PM GMT-06:00

**INNOCENCE  
PROJECT**

[View email in your browser.](#)

Mary —

On Sunday, "Last Week Tonight" host John Oliver turned his focus to wrongful convictions. The comedian not only highlighted some of the major contributing factors to wrongful convictions, but painted a frustrating picture of how difficult overturning a wrongful conviction can be.



I judges have said that Melissa did not receive a  
uded that they were unable to provide relief due  
ctive Death Penalty Act — a law that created a  
deadlines and barriers that ultimately act as an  
wrongfully convicted people to overcome in

[Take a moment right now to watch the clip from "Last Week Tonight" and then share it far and wide on Twitter.](#)

Thank you for your support,

— The Innocence Project

P.S. [If you haven't yet, please sign the petition calling on Texas to stop Melissa's execution and prevent an irreversible injustice, then share it online with your friends and family.](#)

We received **24** petitions  
from the Innocence  
Project





# Cultivation messages: Surveys and Quizzes

**Subject:** What's on your mind, Beatriz?  
**From:** Mercy Corps <newsletter@mercy corps.org>  
**To:** Beatriz Jimenez <bea.jimenez@loveyour grub.co>  
**Date Sent:** Friday, March 4, 2022 11:03:27 AM GMT-06:00  
**Date Received:** Friday, March 4, 2022 11:03:35 AM GMT-06:00



Dear Beatriz,

As a Mercy Corps donor, you are an essential partner in our work. That's why we want to learn more about you. What issues are on your mind or close to your heart?

Would you take 1-3 minutes to answer three short questions and help us get to know you better?

### Which are you most passionate about?

- Helping vulnerable children and youth
- Creating long-term solutions to address hunger and poverty
- Helping refugees and people affected by violent conflict
- Responding to emergencies and natural disasters
- Educating and empowering women and girls

Take the 3 question survey )

1 / 2

[Download Extra Save Emails to 800+ Contacts](#)

# SURVEY

**Subject:** Discover Birding Activities Online and in Your Backyard  
**From:** The Nature Conservancy <member@conservancy.nature.org>  
**To:** marypeters@loveyour grub.co  
**Date Sent:** Wednesday, April 20, 2022 8:17:39 AM GMT-05:00  
**Date Received:** Wednesday, April 20, 2022 8:17:40 AM GMT-05:00

[View In Browser](#) | [Unsubscribe](#)



Dear Mary Peters,

You may be starting to suspect — thanks to our Daily Nature Photos and comments on [our Facebook page](#) — that birds are quite popular with our online community.

Birds are a key indicator of the health and well-being of our natural world. Getting to know them is a great way to stay in tune with nature.

How much do you know about these fascinating creatures? [Take our bird quiz to test your knowledge.](#)

You're bound to learn some fine, feathered facts you can chirp about!

Whether you've been watching birds for years or are just starting to appreciate their graceful flight, I'm sure you agree that admiring birds gives all of us a great way to



Whether you are a casual birdwatcher or a seasoned professional, you can prepare for a season of birding by testing your knowledge

1 / 2

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# QUIZ





# Communication Channels by Organization

**KEY FINDING**

Most cultivation communication is **informational** in nature. There may be major 2<sup>nd</sup> gift opportunity by leveraging more offers.

Postal Donor

■ Email and Postal ■ Email only ■ Postal only ■ None



Advertisement



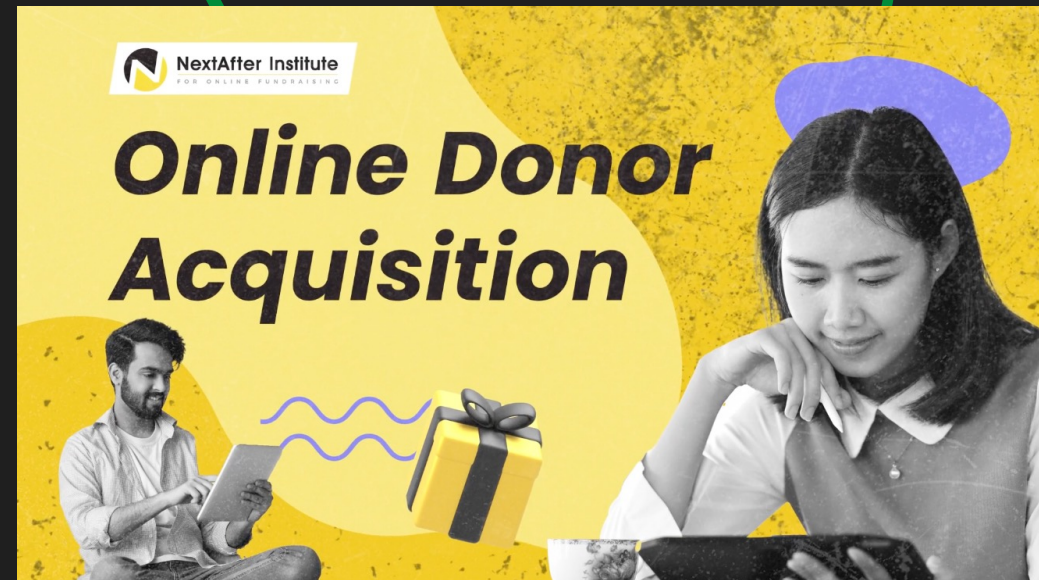
Landing Page



Instant Donation Page



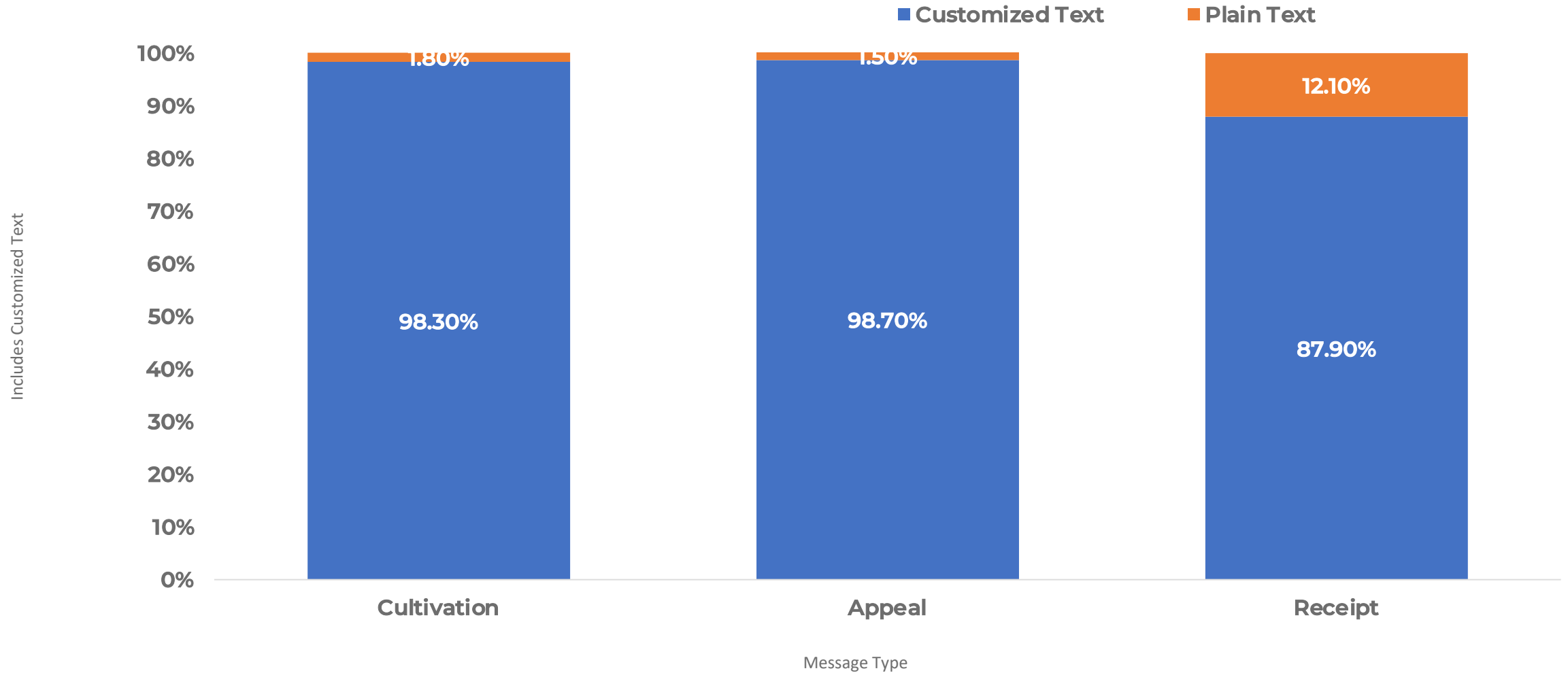
Email Offer



Other findings from welcome  
series communication



# HTML VS Plain Text Emails



# Plain Text Emails

**Subject:** URGENT — Aid needed in Ukraine disaster  
**From:** Beth Allen <fhservice@email.fh.org>  
**To:** bea.jimenez@loveyourgrub.co  
**Date Sent:** Thursday, April 7, 2022 10:15:29 AM GMT-05:00  
**Date Received:** Thursday, April 7, 2022 10:15:31 AM GMT-05:00

## Urgent Disaster Relief

Beatriz,

The conditions in Ukraine and border nations are extreme -- and millions are in urgent need of food, shelter, essential resources, and care.

The Russian military bombardment of Ukraine has devastated infrastructure, injured thousands, killed multitudes (exact number is not yet known), and sent Ukrainian families fleeing with little but the clothes on their backs --

- Over 4 million have fled Ukraine to neighboring nations.
- As of this writing, 6.5 million are displaced within Ukraine.
- And a startling 12 million are in desperate need of emergency aid!
- Poland has the greatest number of refugees as of this report, with 2.3 million.

**They're battling shortages of food, medicine, and hygiene items.**

[Your immediate response today will rush these life-saving supplies to devastated refugee families!](#)

Our partners in Poland are mobilizing to deliver food, shelter, and relief kits to as many children and families as possible, but our response depends on your support.

There isn't a moment to waste: [Please give generously online today to rush food, shelter, and emergency supplies that those affected by the conflict in Ukraine need to survive -- before it's too late.](#)

**Suffering families in these hard-hit areas need you right now.**

1 / 2

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**Subject:** Let's get to the finish line  
**From:** John Tsarpalas <jtsarpalas@nevadapolicy.org>  
**To:** bea.jimenez@loveyourgrub.co  
**Date Sent:** Thursday, May 5, 2022 6:30:07 PM GMT-05:00  
**Date Received:** Thursday, May 5, 2022 6:30:21 PM GMT-05:00

Beatriz,

I knew the Nevada Supreme Court's decision granting Nevada Policy standing in our ongoing separation of powers lawsuit was big, but I didn't know *how big*.

The case was the lead story in the [Las Vegas Review-Journal's Local section](#), followed by a [favorable op-ed](#).

Likewise, The Nevada Independent ran dual pieces on the case, including [this piece](#).

The Associated Press story has been reposted in 100-plus outlets nationwide, including U.S. News & World Report, San Francisco Chronicle, and local TV and radio websites.

As the Review-Journal put it, this seemingly "arcane legal debate, it is, in fact, a matter of great significance." Nevadans have waited to have this constitutional issue addressed and we are finally going to have that opportunity.

[Will you donate today to ensure we see this case to the end?](#)

The Nevada Supreme Court determined that Nevada Policy is the only party likely to fight this battle, saying we have "**demonstrated that the dual service issue is unlikely to be properly raised by any other parties with greater interest.**"

This is a unique expansion of taxpayer standing recognizing that we can litigate this "important, recurring issue" and it may be our only chance to challenge dual-serving legislators and finally address the constitutional issue of separation of powers.

[Please donate today to make sure we have the resources to fight this case on its merits.](#)

We have only made it this far because of you and are grateful for your support. Thank you.

Sincerely,

John Tsarpalas  
President  
Nevada Policy Research Institute  
jtsarpalas@nevadapolicy.org  
(702) 483-1783 - Mobile | (702) 220-6427 Ext. 7 - Work  
[www.nevadapolicy.org](http://www.nevadapolicy.org)

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Nevada Policy Research Institute 7130 Placid St. Las Vegas, Nevada 89119 United States (702) 222-0642

1 / 1

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# Control - Designed

Web Version


KUOW NPR [DONATE](#)

**STAND WITH TRUST.**

**STAND WITH LOCAL REPORTING.**

**STAND WITH KUOW AND NPR.**

**ONE DAY TO RAISE \$1M**



Hi there --

I'm your local host of *All Things Considered* here at KUOW, and I have just a quick note while I'm on air.

As you probably already know, we're taking just one day to come to you on air to raise \$1 million dollars for KUOW, so we can continue to provide our essential local reporting and ensure the station is healthy in the months ahead.

Our commitment to finding you the facts, providing context, and helping you see the larger picture is stronger than ever.

**We're less than \$250,000 away from our goal. Can you pitch in now?**


Thank you for trusting us and coming back to KUOW time and time again to get the news and information you need to keep you and your family safe. It's a responsibility we take incredibly seriously at KUOW and NPR, and we will continue to work as hard as we can to provide that service.

Today's goal is a big one, and it's something we've never tried before, but I know we can get there with you on our side.

If you can join us now, any amount goes a long way to supporting nonprofit, independent journalism.

[DONATE NOW](#)

Thank you,



**Kim Malcolm (she/her)**  
Host, *All Things Considered*

[f](#) [t](#) [v](#) [e](#)

**KUOW Puget Sound Public Radio**  
4518 University Way NE Suite 310, Seattle, WA, 98105 US

[Email Preferences](#) | [Privacy Policy](#)

# Treatment - Plain

Web Version

Hi there --

I'm your local host of *All Things Considered* here at KUOW, and I have just a quick note while I'm on air.

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Today's goal is a big one, and it's something we've never tried before, but I know we can get there with you on our side.

**Donate Now**


If you can join us today, any amount goes a long way to supporting nonprofit, independent journalism.

Thank you,

Kim Malcolm  
KUOW Host, *All Things Considered*

KUOW  
4518 University Way NE  
Seattle, WA, 98105 US

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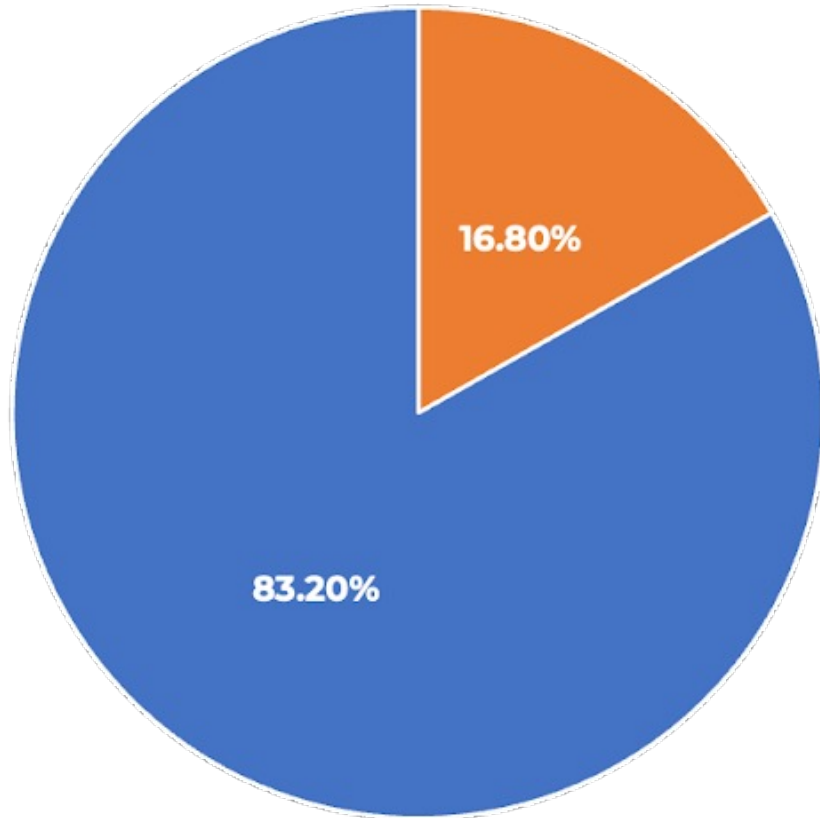


**29%**  
In Donations



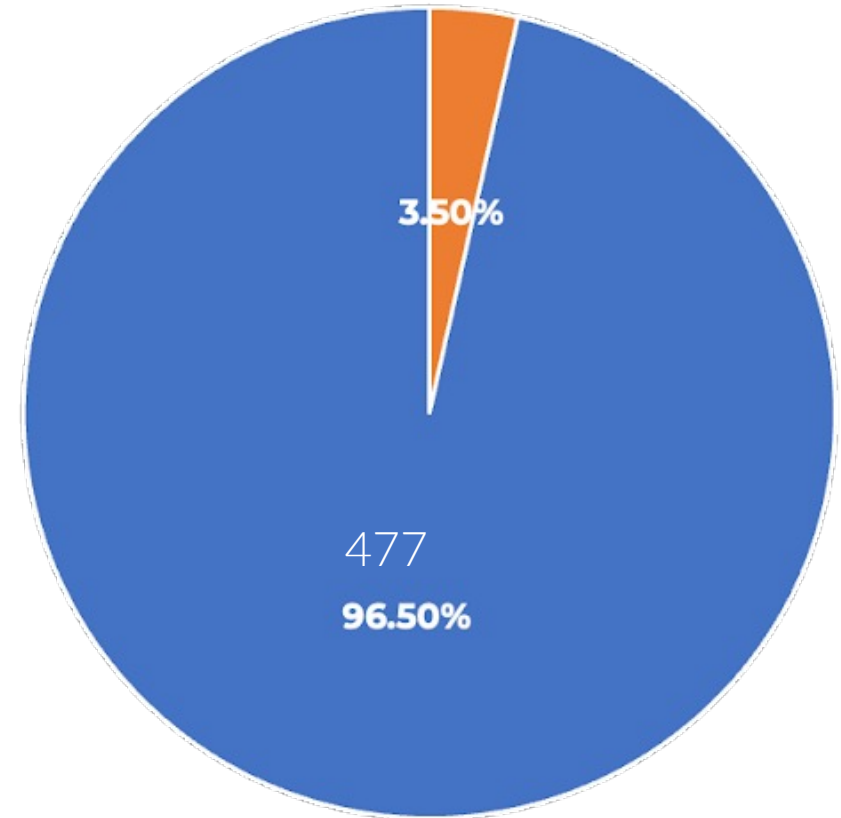
# How often organizations used videos

Cultivation



Video No Video

Appeal



Video No Video



# Video based donation page

The people in India desperately need our help.

**e3 PARTNERS**  
e3 | partner | establish

Will you join e3 Partners in this important ministry work? We invite you to make a gift today to support the relief effort for those suffering in India.

How much do you want to donate?  
\$25.00 **\$50.00** \$75.00 \$100.00 \$ Custom Amount \$0.00

Billing Info

First Name \* Last Name \*  
Email \* Phone Number (201) 555-0123  
Country United States  
Address 1 \*  
Address 2  
City \* State \* Zip Code \*

Payment Type **Credit Card** Debit Card PayPal

Payment Info  I would like to add \$1.94 to help cover the transaction cost.  
Card Number \* Month \* Year \* CVV \*

**Give \$50.00 Now**

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Privacy Policy

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# Text based donation page

The people in India desperately need our help.

At this very moment, a terrible situation is unfolding on the other side of the world in South Asia. As you may have seen in the news, **India is in the midst of a serious, nationwide crisis due to the resurgence of COVID-19.** Let me paint a picture for you: hospitals are overflowing beyond capacity... medical supplies, particularly oxygen, are running critically low... there are dead bodies on the streets... and the crematoriums themselves are breaking down due to round-the-clock use. In April alone, the country recorded a staggering 3 million new cases (over 400,000 in a single day) and over 17,000 deaths. And many of those 17,000 died without ever having heard the name of Jesus. Those souls are lost forever, but you can help save so many others.

To put it plainly, these circumstances are appalling, and it appears that it is only going to get worse.

**As the Body of Christ, we are not only called to bring the true light of the Gospel to those who have never heard, but also to alleviate suffering when it is in our power to do so.** e3 Partners has been working with indigenous leaders in South Asia to share the Gospel and plant churches for many years, and this extensive network will enable us to move quickly. In fact, many of these leaders and their families are in dire circumstances themselves.

So let me ask you a simple question: are you willing to rush a donation to assist the people of India, who so desperately need our help? **Just \$33 will provide an entire family with food, hand sanitizer, facemasks, and vitamin C for one month.** Think of it, a donation of just \$100 will provide for three families, \$1,000 for 30 families. A little goes such a long way. And by providing physical relief, we are opening the door for the spiritual relief of the Gospel. Already, we have seen thousands upon thousands turn to Christ through the compassion and generosity of God's people, many of these from among some of the most unreached people groups in the world. We have learned that where there is suffering, God is at work.

**So, will you join us?** The people of India need our help. And in doing so, remember the words of Jesus in Matthew 25:40: "Truly I tell you, whatever you did for one of the least of these, you did for me."

We invite you to make a gift today to support the relief effort for those suffering in India.

How much do you want to donate?  
\$25.00 **\$50.00** \$75.00 \$100.00 \$ Custom Amount \$0.00

Billing Info

First Name \* Last Name \*  
Email \* Phone Number (201) 555-0123  
Country United States  
Address 1 \*  
Address 2  
City \* State \* Zip Code \*

Payment Type **Credit Card** Debit Card PayPal

Payment Info  I would like to add \$1.94 to help cover the transaction cost.  
Card Number \* Month \* Year \* CVV \*

**Give \$50.00 Now**

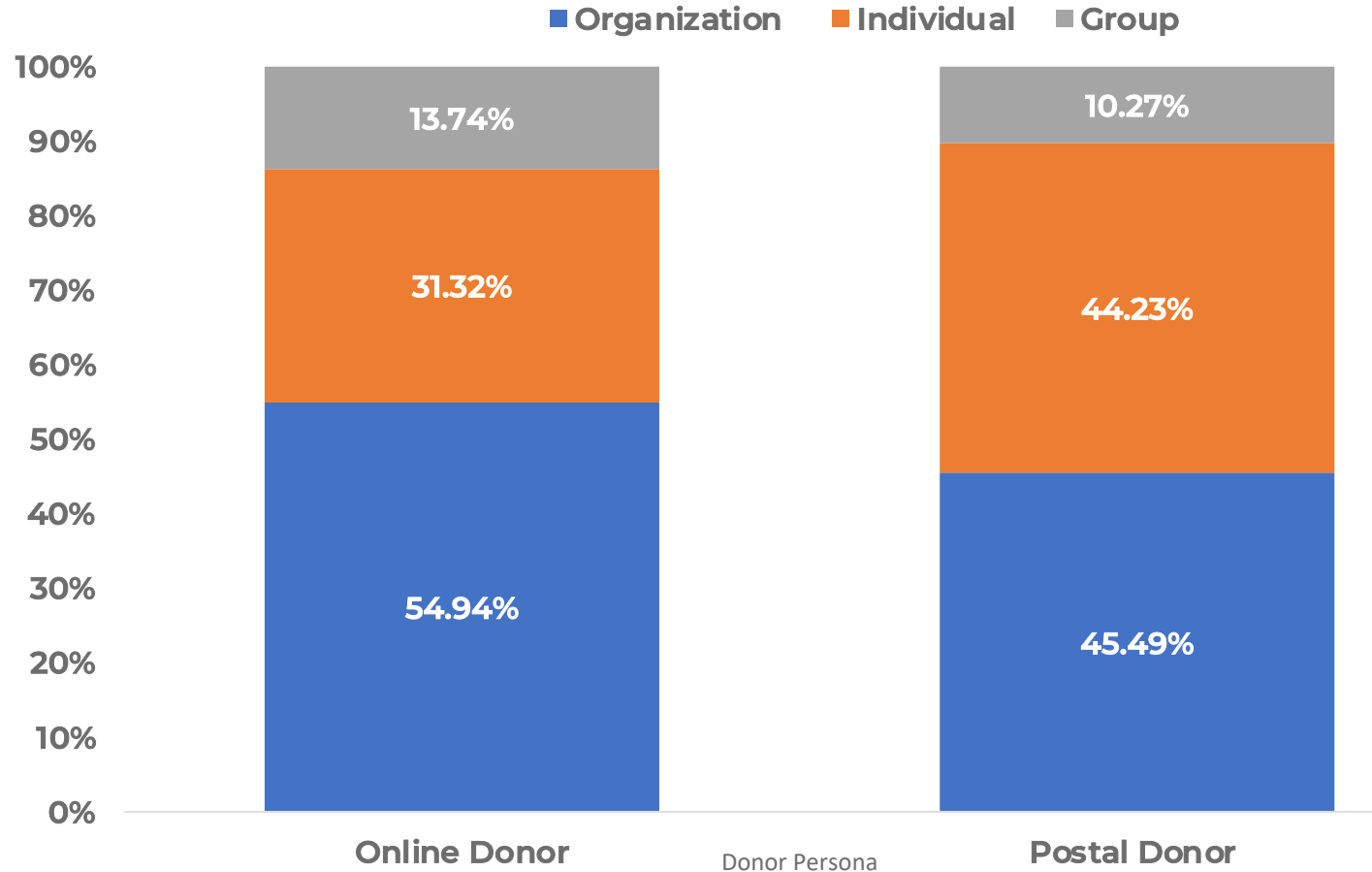
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**527%**  
In Donations



# Who sent the email?



## Group

**Subject:** Please check if your donation can be matched  
**From:** LLS Matching Gifts <matchinggifts@lls.org>  
**To:** Marypeters@loveyourgrub.co  
**Date Sent:** Tuesday, February 15, 2022 11:16:19 AM GMT-06:00  
**Date Received:** Tuesday, February 15, 2022 11:16:22 AM GMT-06:00

## Individual

**Subject:** Spotlight on Black voices fighting hunger  
**From:** "Ami McReynolds, Feeding America" <info@feedingamerica.org>  
**To:** Mary Peters <marypeters@loveyourgrub.co>  
**Date Sent:** Tuesday, February 15, 2022 12:12:17 AM GMT-06:00  
**Date Received:** Tuesday, February 15, 2022 12:25:17 AM GMT-06:00

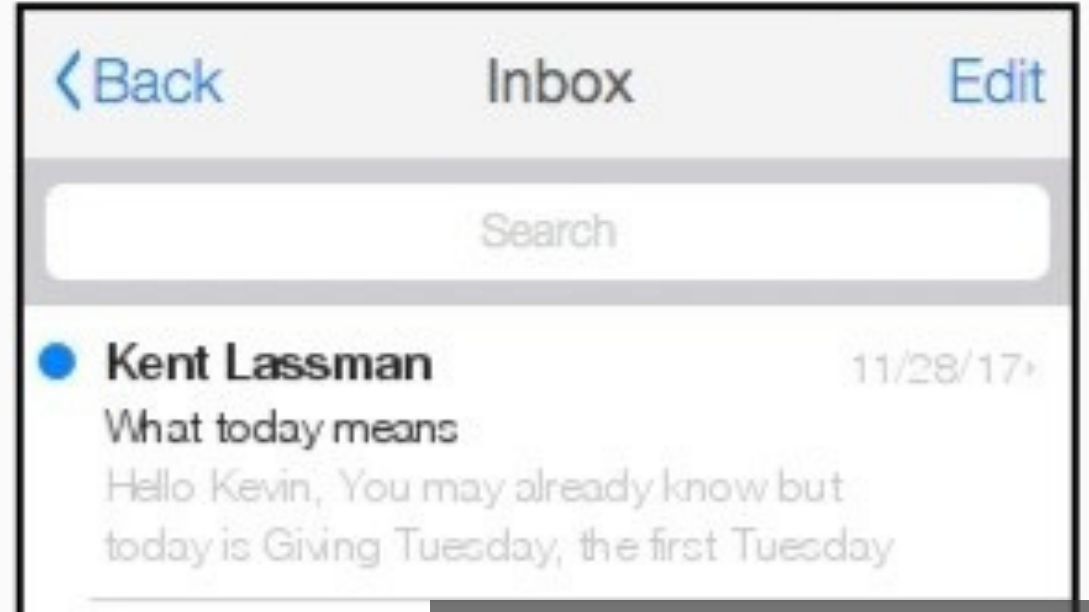
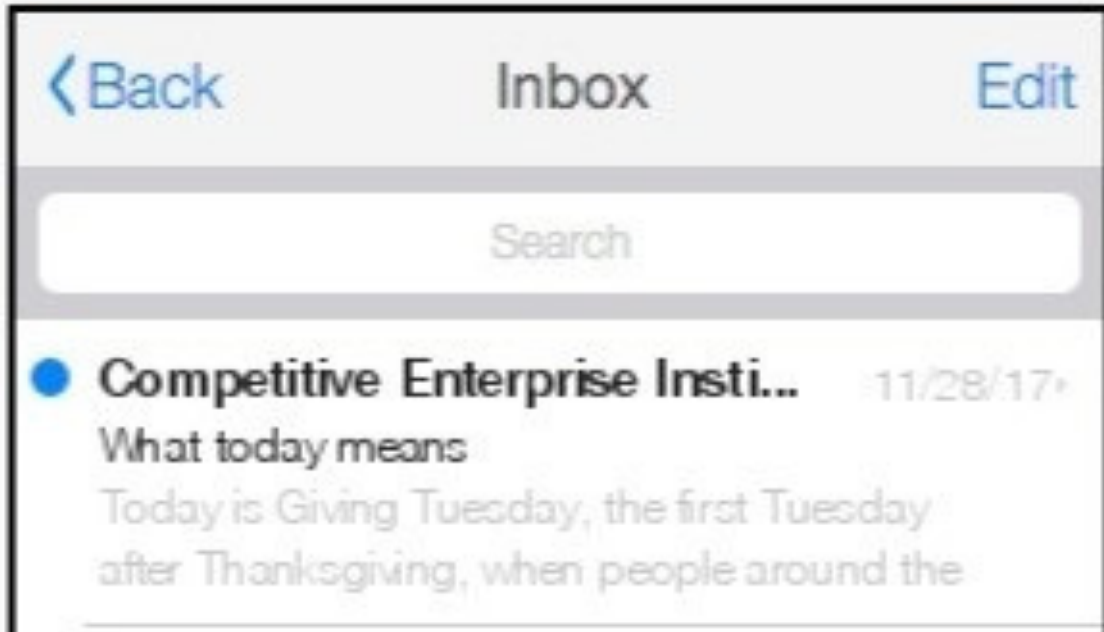
## Organization

**Subject:** Thank you!  
**From:** Autism Speaks <noreply@fundraiseup.com>  
**To:** Mary Peters <marypeters@loveyourgrub.co>  
**Date Sent:** Monday, February 14, 2022 10:57:23 AM GMT-06:00  
**Date Received:** Monday, February 14, 2022 10:57:26 AM GMT-06:00  
**Attachments:** Autism Speaks Receipt Feb 14 2022.pdf



# Organizational Sender

# Individual Sender

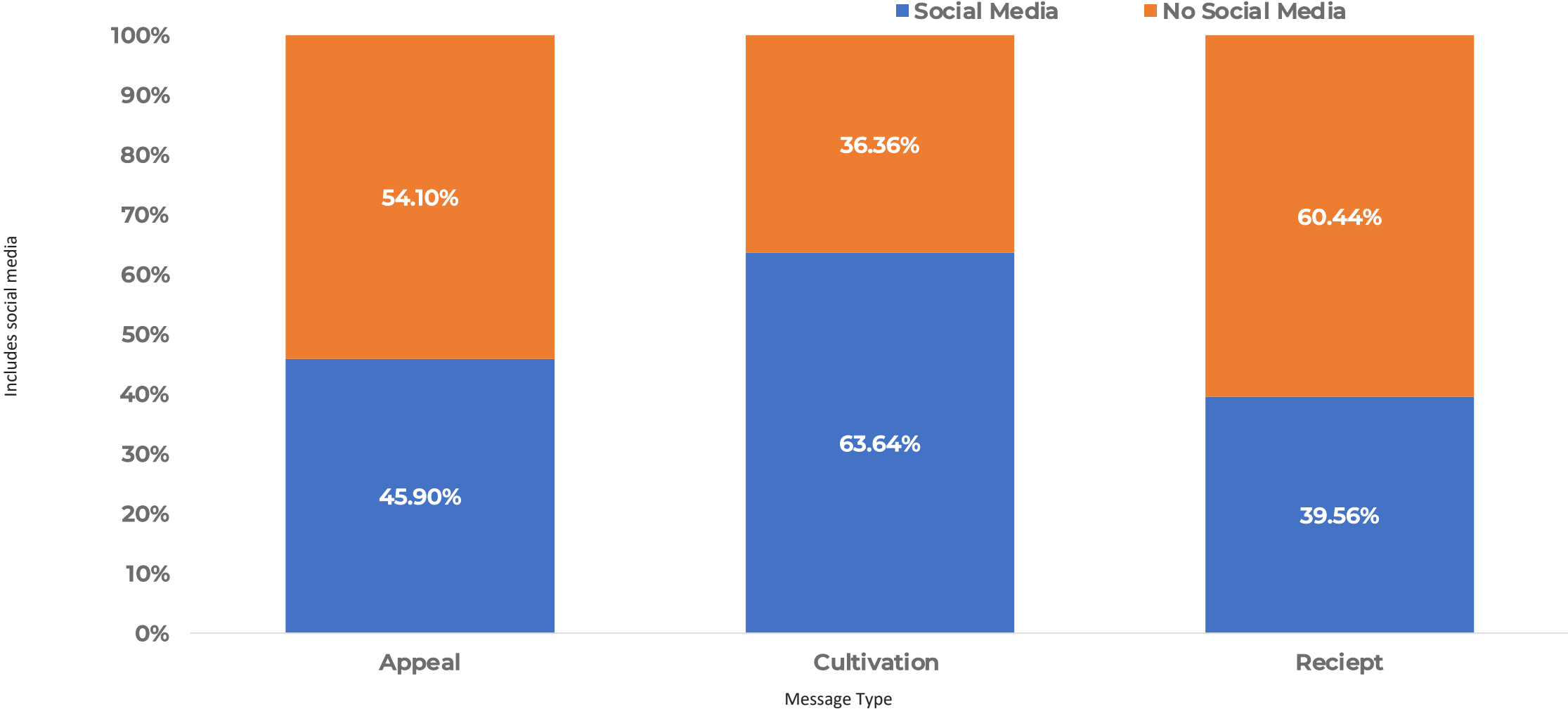


27%

In Opens



# CTAs: Social Media



# Control



[HOME](#) [WHO WE ARE](#) [WAYS TO GIVE](#) [CURRENT APPEAL](#) [PRAYER](#) [RELIGIOUS GIFTS](#) [CONTACT US](#)

[HOME](#) : [STORE](#) : [PROJECTS](#) : [DONATE NOW](#) : DONATION

[LOG IN](#) | [SIGN UP](#) | [GIFT BASKET](#)

## FIND A GIFT

Search

## MAKE A DONATION

### JOIN A CLUB

### REQUEST A RELIGIOUS GIFT

### MASS CARDS

### LIGHT A CANDLE



## DONATION

Because of you, Oblate priests and brothers in the United States and in more than 60 countries are bringing God to the world, and the world to God. Your contribution will make a huge difference in the lives of God's people.

Our founder, St. Eugene De Mazenod, O.M.I. said that an Oblate is "one whose life is offered in service to the Lord." In that spirit, we are responding to the call of Jesus to give food and drink, clothing and shelter, love and compassion to people in need, for as Jesus said, "Whatever you did for one of these least ones, you did for Me." (Matthew 25:40)

Your generous financial and spiritual support means that you share in the Oblate charism – you too are "one whose life is offered in service to the Lord." In a very real way, you are bringing healing and hope to shrine pilgrims. Because of you, the Good News of Jesus Christ is being preached to the people of Alaska.

You are helping poor and needy people in Tijuana. You are helping young visitors to Lourdes grow in the Catholic faith. You are providing food to malnourished people in Zambia.

The Missionary Association of Mary Immaculate is a nonprofit, 501(c)3 organization.

If you belong to a club, [click here](#) to log in to your account. Then click on "My Clubs Page" to make your donation.

If you have questions or need more information call 1-888-330-6264 Monday thru Thursday, 8:00 a.m. - 4:30 p.m. Central Time.

## DONATION AMOUNT

\$10.00  \$20.00  \$25.00  \$40.00  Other

## HOW OFTEN WOULD YOU LIKE TO GIVE?

One Time  Monthly

# Removed Distracting Links

## Donation



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## Your Donation

\$

## Billing Information

First Name  Last Name

Email Address

Country   
 United States

Address

City  State / Province

Zip / Postal Code

Phone (Optional)

## Credit Card Information

Card Number

CVV  Exp. Month



18%  
In Donation



# Communication Channels by Organization

**KEY FINDING**

**45% of appeals also asked donors to follow them on social media in the same communication.**

Postal Donor

■ Email and Postal ■ Email only ■ Postal only ■ None

# Examples of New Donor Welcome Series Approaches



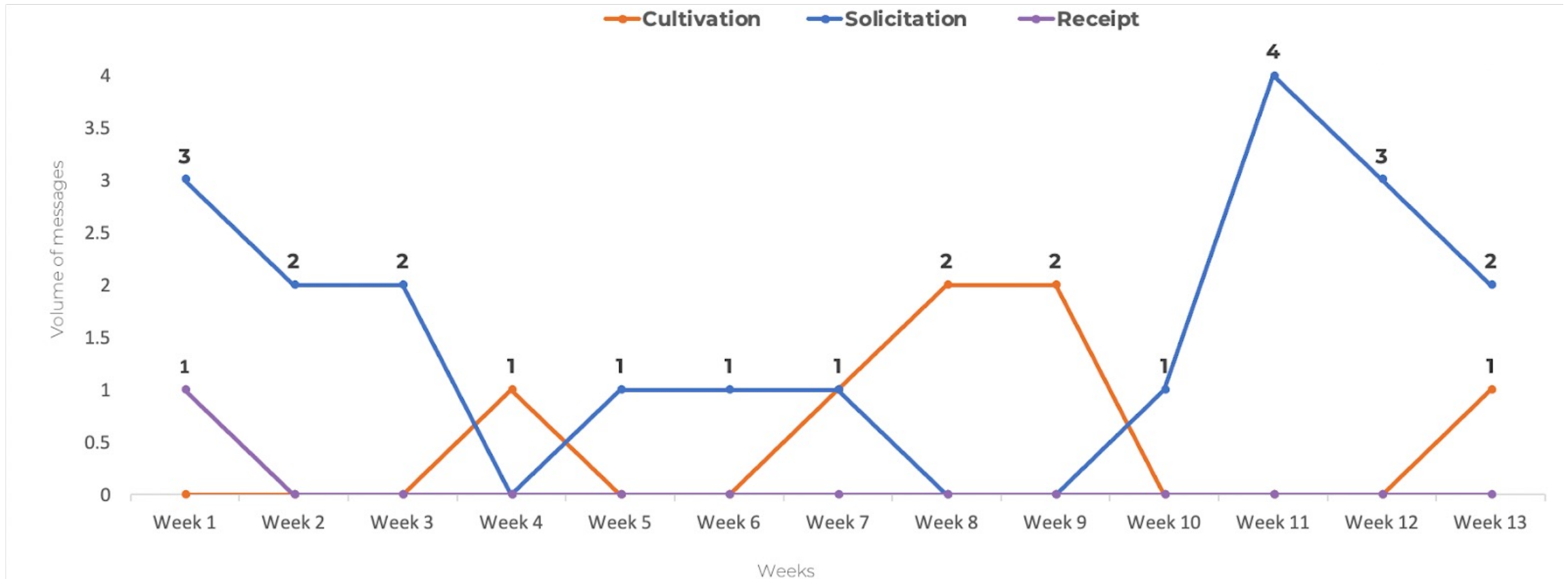


**American  
Heart  
Association®**



# Online Communication Only

Solicitation Heavy



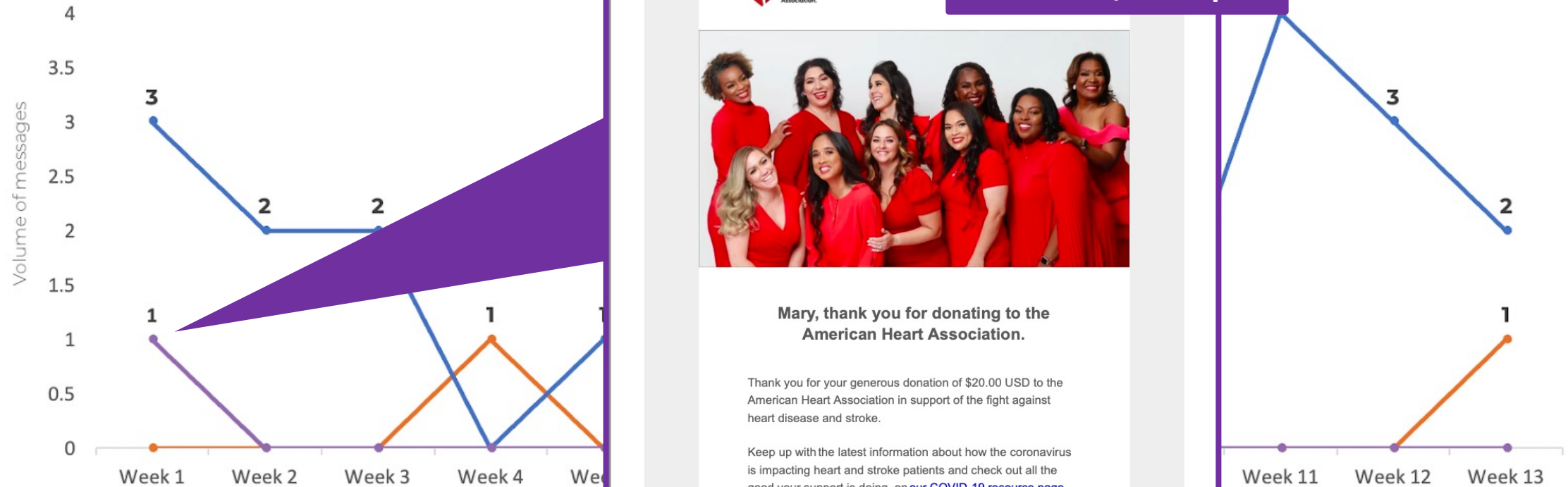


# Online Communication Only

## Solicitation Heavy

**Subject:** Thank you for helping give more moments that matter.  
**From:** American Heart Association <donate@heart.org>  
**To:** Mary Peters <marypeters@loveyourgrub.co>  
**Date Sent:** Monday, February 14, 2022 11:49:47 AM GMT-06:00  
**Date Received:** Monday, February 14, 2022 11:49:51 AM GMT-06:00  
**Attachments:** American Heart Association Receipt Feb 14 2022.pdf

Sent 3 days after the donation.



### Thank You / Receipt



**Mary, thank you for donating to the American Heart Association.**

Thank you for your generous donation of \$20.00 USD to the American Heart Association in support of the fight against heart disease and stroke.

Keep up with the latest information about how the coronavirus is impacting heart and stroke patients and check out all the good your support is doing, on [our COVID-19 resource page](#).

Interested in volunteering? [Register today](#). Also, please consider including the American Heart Association in your [will](#)

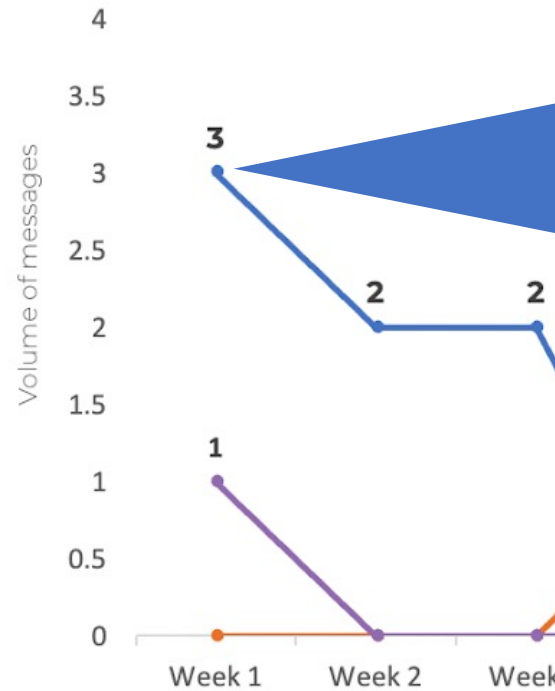


# Online Communication Only

## Solicitation Heavy

20 appeals in 90 days

## Appeals



Dear Mary,

We really appreciate your support of the American Heart Association.

Did you know that thousands of companies match donations made by their employees to organizations like ours? Please visit our matching gift page to see if your company will match your gift and to access the forms, guidelines, and instructions that you need to submit your match. If applicable, check to see if your spouse's company has match potential as well.

**Step 1: See if I'm eligible!** [Click here](#)

If you have already submitted your matching gift, Thank you! If not, it's not too late. Please follow the directions in the link above and then come back and let us know you have completed your portion by clicking the link below. Please forward your Cybergrants confirmation to [MatchingGifts@heart.org](mailto:MatchingGifts@heart.org).

**Step 2: I've submitted my matching gift request!** [Click here](#)

Regards,

Matching Gift Team

PS: If your company doesn't offer a matching gift program or won't match your donation, please let us know by clicking the following link:  
[I'm not eligible for a matching gift.](#)

Charity Information:  
 American Heart Association  
 7272 Greenville Avenue  
 Dallas, TX 75231  
 Tax ID: 13-5613797  
[MatchingGifts@heart.org](http://MatchingGifts@heart.org)

Sent on behalf of American Heart Association (matchinggifts@heart.org)  
 No longer want to receive these emails? [Unsubscribe from matching gift emails.](#)  
[Privacy Policy](#) | [Ethics Policy](#) | [Conflict of Interest Policy](#)  
 © 2020 American Heart Association Inc. - also known as the Heart Fund. All rights reserved. Unauthorized use prohibited. The American Heart Association is a qualified 501(c)(29) tax-exempt organization.

2 / 2  
[Unsubscribe from MatchingGifts@heart.org](#)

Subject: DOUBLE the impact for the hearts you hold dear  
 Free: American Heart Association <email@heartmail.org>  
 To: marypieters@loveyourgrub.co  
 Date Sent: Thursday, February 17, 2022 11:49:08 AM GMT-06:00  
 Date Received: Thursday, February 17, 2022 11:49:11 AM GMT-06:00

Right now, all gifts will be matched up to \$250,000!

 **AMERICAN HEART ASSOCIATION**

**DONATE ONCE  
 DONATE MONTHLY**

**Mary, give with twice the heart**



Celebrate American Heart Month by making a gift that will be instantly **DOUBLED**.

Each day there are 2,396 deaths from cardiovascular disease. Can you imagine the pain of losing someone you love to a deadly and often preventable condition?

Today you can make double the difference for the hearts you love. **This American Heart Month, all gifts will be matched up to \$250,000 thanks to a group of generous donors.**

1 / 3  
[Unsubscribe from MatchingGifts@heart.org](#)

Hi Mary,

I wanted to check in to see if you had a chance to review my previous email. Each year thousands of companies match donations made by their employees to organizations like ours. Please visit our matching gift page to see if your company will match your gift and to access the forms, guidelines, and instructions that you need to submit your match. If applicable, check to see if your spouse's company has match potential as well.

**Step 1: See if I'm eligible!** [Click here](#)

If you have already submitted your matching gift, Thank you! If not, it's not too late. Please follow the directions in the link above and then come back and let us know you have completed your portion by clicking the link below. Please forward your Cybergrants confirmation to [MatchingGifts@heart.org](mailto:MatchingGifts@heart.org).

**Step 2: I've submitted my matching gift request!** [Click here](#)

Regards,

Matching Gift Team

PS: If your company doesn't offer a matching gift program or won't match your donation, please let us know by clicking the following link:  
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Charity Information:  
 American Heart Association  
 7272 Greenville Avenue  
 Dallas, TX 75231  
 Tax ID: 13-5613797  
[MatchingGifts@heart.org](http://MatchingGifts@heart.org)

Sent on behalf of American Heart Association (matchinggifts@heart.org)  
 No longer want to receive these emails? [Unsubscribe from matching gift emails.](#)  
[Privacy Policy](#) | [Ethics Policy](#) | [Conflict of Interest Policy](#)  
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# Online Communication Only

Solicit

Subject: Come cook with me, Mary!  
From: American Heart Association <email@heartemail.org>  
To: marypeters@loveyourgrub.co  
Date Sent: Thursday, March 10, 2022 11:45:24 AM GMT-06:00  
Date Received: Thursday, March 10, 2022 11:45:26 AM GMT-06:00

You don't need to be a chef to make nutritious, heart-healthy meals your family will love.



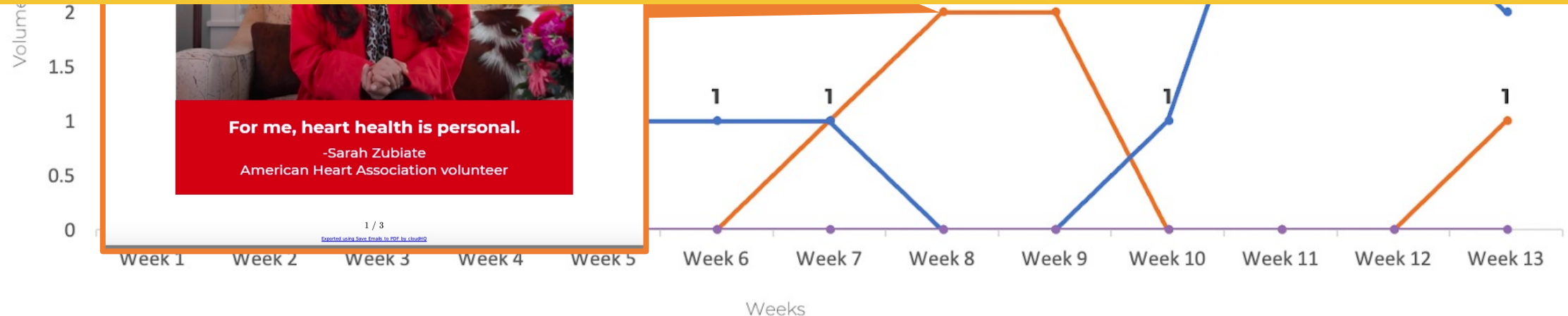
DONATE  
DONATE MOI

Come cook with me, **Mary**

Cultivation

7 cultivations in 90 days

There might be a better way...



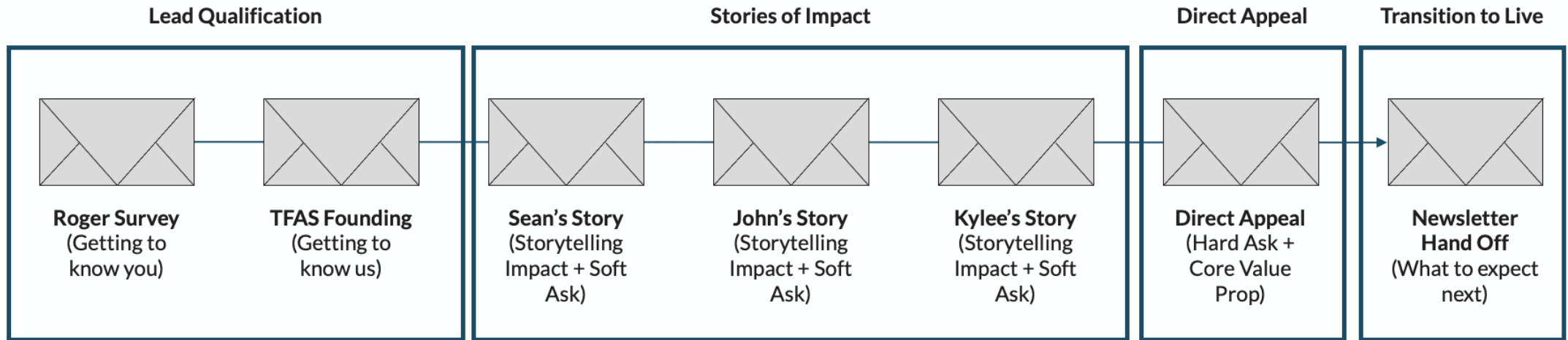
For me, heart health is personal.  
-Sarah Zubiato  
American Heart Association volunteer

1 / 3

[Exported List to Excel](#) [Email to PDF by cloudHQ](#)

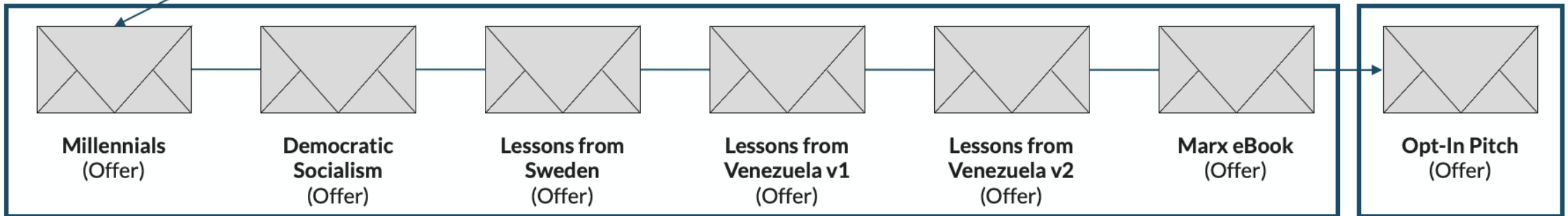
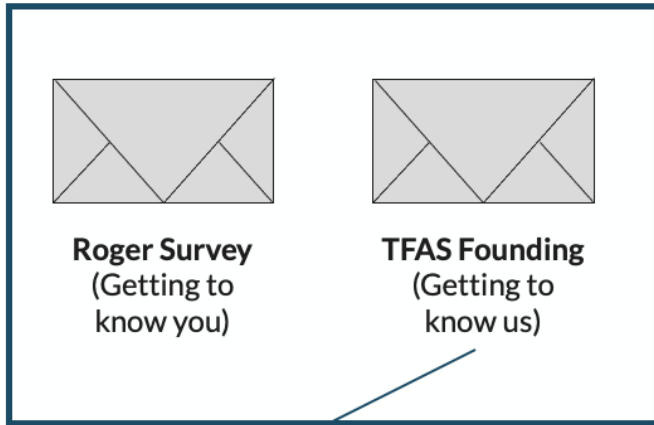


# The Control Welcome Series



# The Treatment Welcome Series

## Lead Qualification

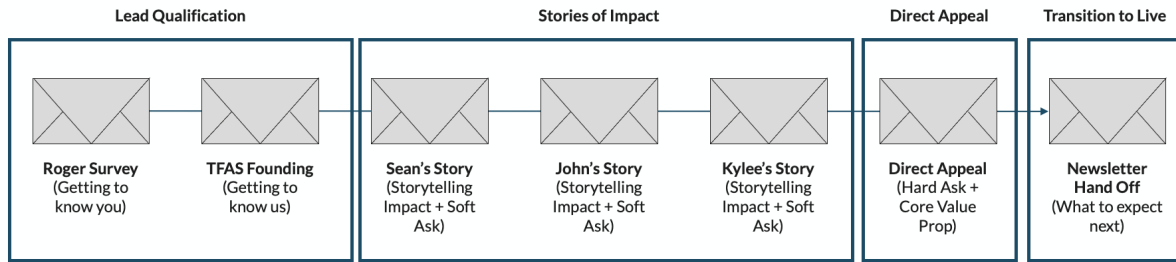


## Similar Content Offers

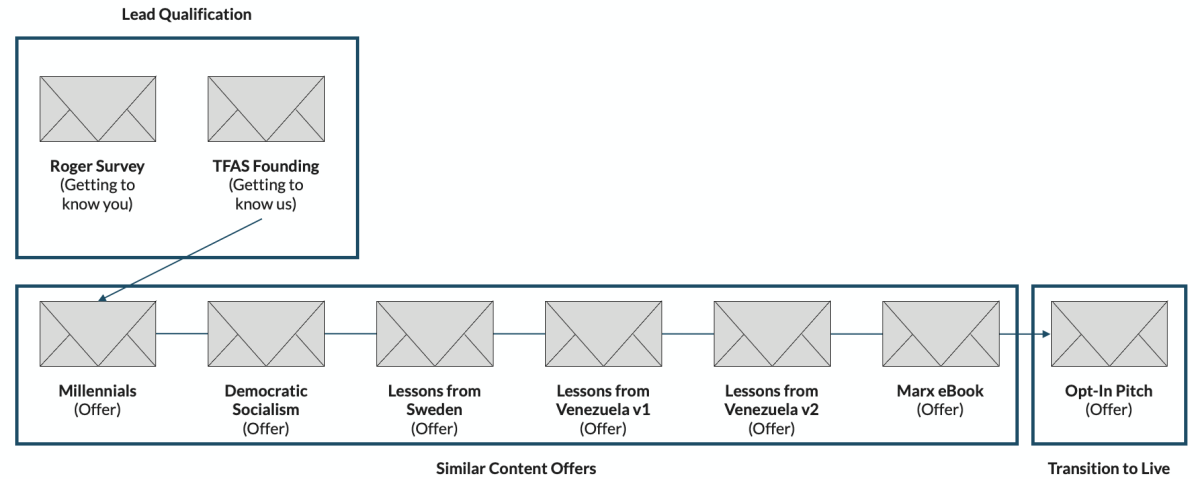
## Transition to Live



# Org-focused welcome series



# Offer-focused welcome series



 **920%**  
In Donations



# CatholicVote



# Single Channel Only

Plus Daily Emails



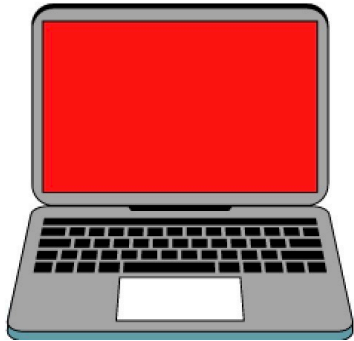
The Postal Donor received 1 piece of communication: a receipt in the mail.





# Single Channel Only

Plus Daily Emails

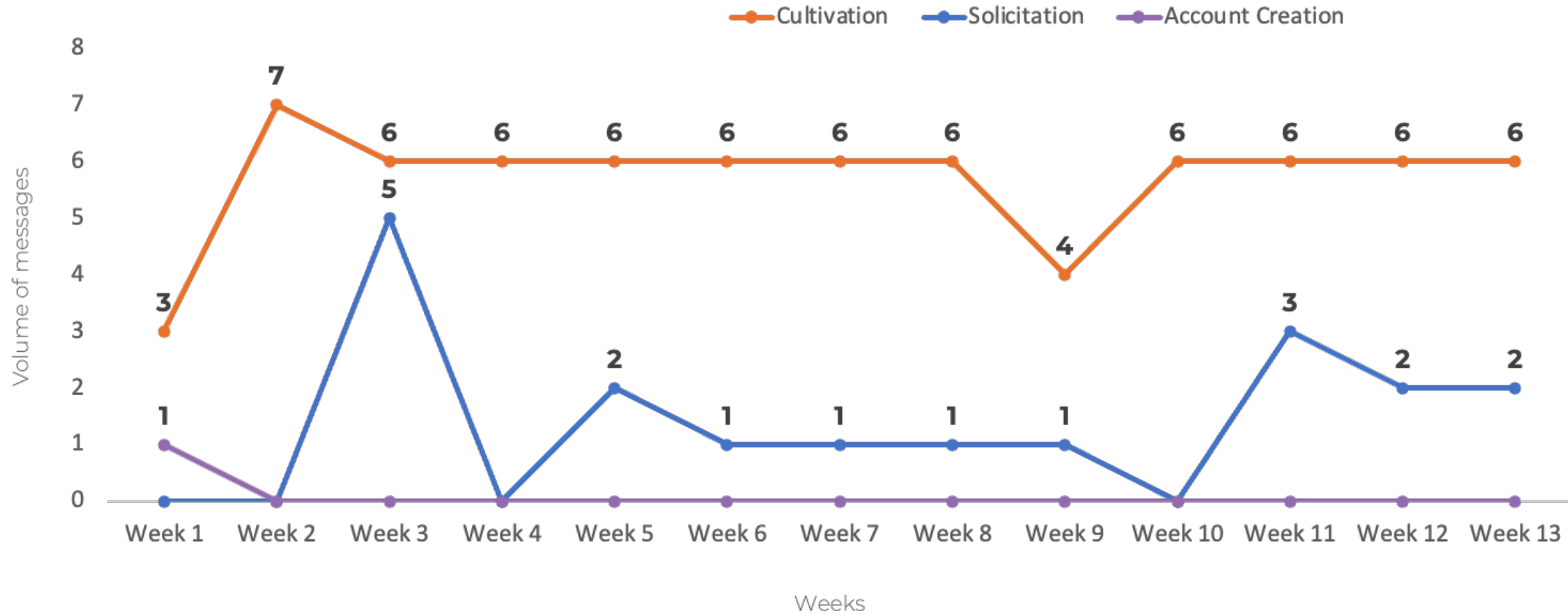


The Online Donor received 92 emails in 90 days – including 72 newsletters.



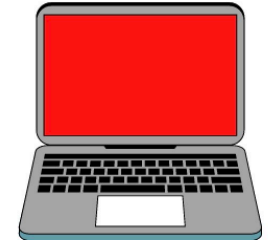
# Single Channel Only

Plus Daily Emails



# Single Channel Only

Plus Daily Emails



This organization sent a daily newsletter.

Amount Creation

Volume of messages

Subject: LOOP- Virginia governor signs bill ending mask mandates  
From: The Loop from CatholicVote <theloop@catholicvote.org>  
To: Mary Peters <marypeters@glovesyourgut.com>  
Date Sent: Thursday, February 17, 2022 4:49:36 AM GMT-06:00  
Date Received: Thursday, February 17, 2022 5:09:36 AM GMT-06:00

**THE LOOP**  
BY CATHOLICVOTE

**Cultivation**

THURSDAY, FEBRUARY 17

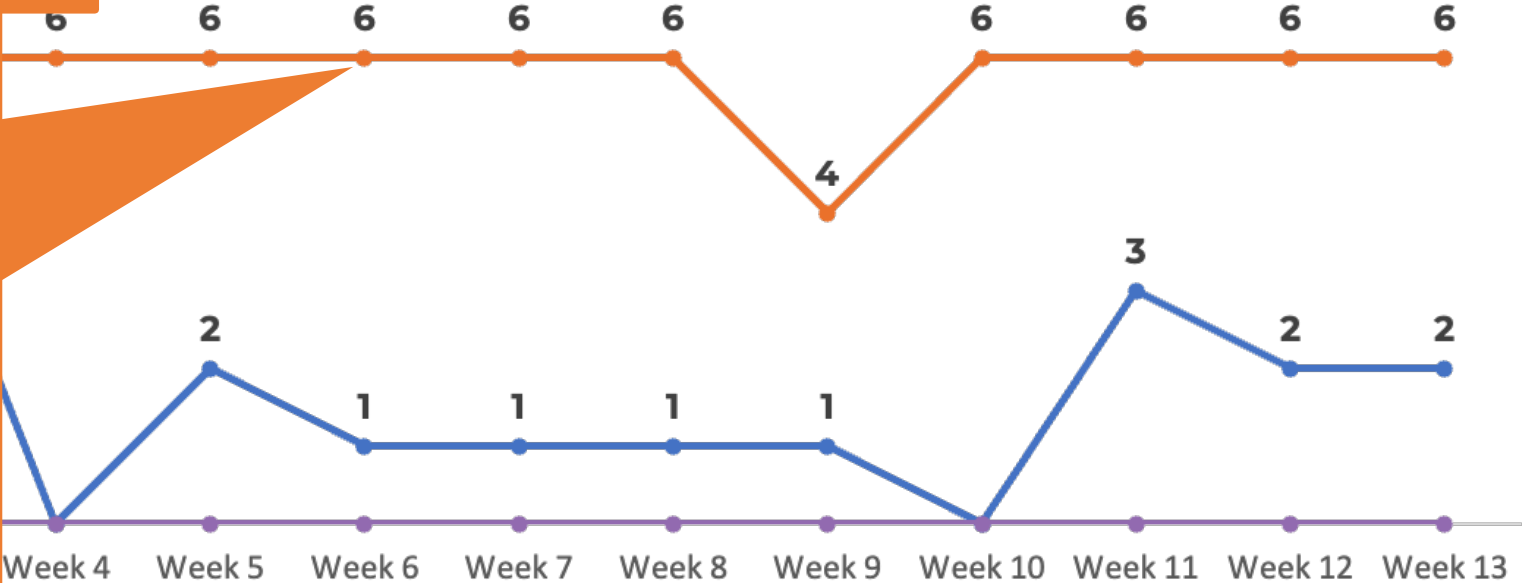
**MASKS OPTIONAL IN VIRGINIA** Gov. Glenn Youngkin, R-VA, signed a bill Wednesday that allows parents to decide if they want their children masked at school. Hours later, Loudoun County Public Schools dropped their mask mandate. "This is a defining moment and decisive victory for parents and kids across the Commonwealth," said Youngkin. [READ](#)

**SAN FRANCISCO PARENTS** Residents of San Francisco, one of America's most progressive cities, voted overwhelmingly Tuesday to recall three school board members who were widely criticized as too "woke." Fed-up parents launched the recall effort last year, accusing the board members of pushing progressive politics rather than acting in the best interest of children. [READ](#)

**PRESSURE ON TRUDEAU & BIDEN** A coalition of 16 U.S. governors and two Canadian premiers issued a letter Wednesday calling on Canadian Prime Minister Justin Trudeau and U.S. President Joe Biden to discard a vaccine mandate for cross-border travel for truckers. "The timing of your decision to terminate the vaccine and quarantine exemptions could not have been worse, as North America already faces grave supply chain constraints," the letter stated. [READ](#)

**CA STUDENTS WALK OUT** Hundreds of high school students at Oak Ridge High School in El Dorado Hills, California, staged a walkout on Tuesday over the school's mask mandate remaining in effect even as parts of California relax mandates. "This was a homegrown thing between the parents and then the kids working together to get everyone on board," said one parent. "It just kept growing and growing. And then they eventually just got up and left those classrooms and ran outside and started their protest." [READ](#)

**BLM INFLUENCE ON SCOTUS?** Minyon Moore, a former Clinton adviser, joined President Joe Biden's team two weeks ago to "mobilize a nationwide engagement effort" focused on confirming the nation's first black woman to the Supreme Court. The White House listed her bone fides when it announced her new role, but failed to mention one. This week it was revealed that Moore sits on the board of directors for the radical social justice organization Black

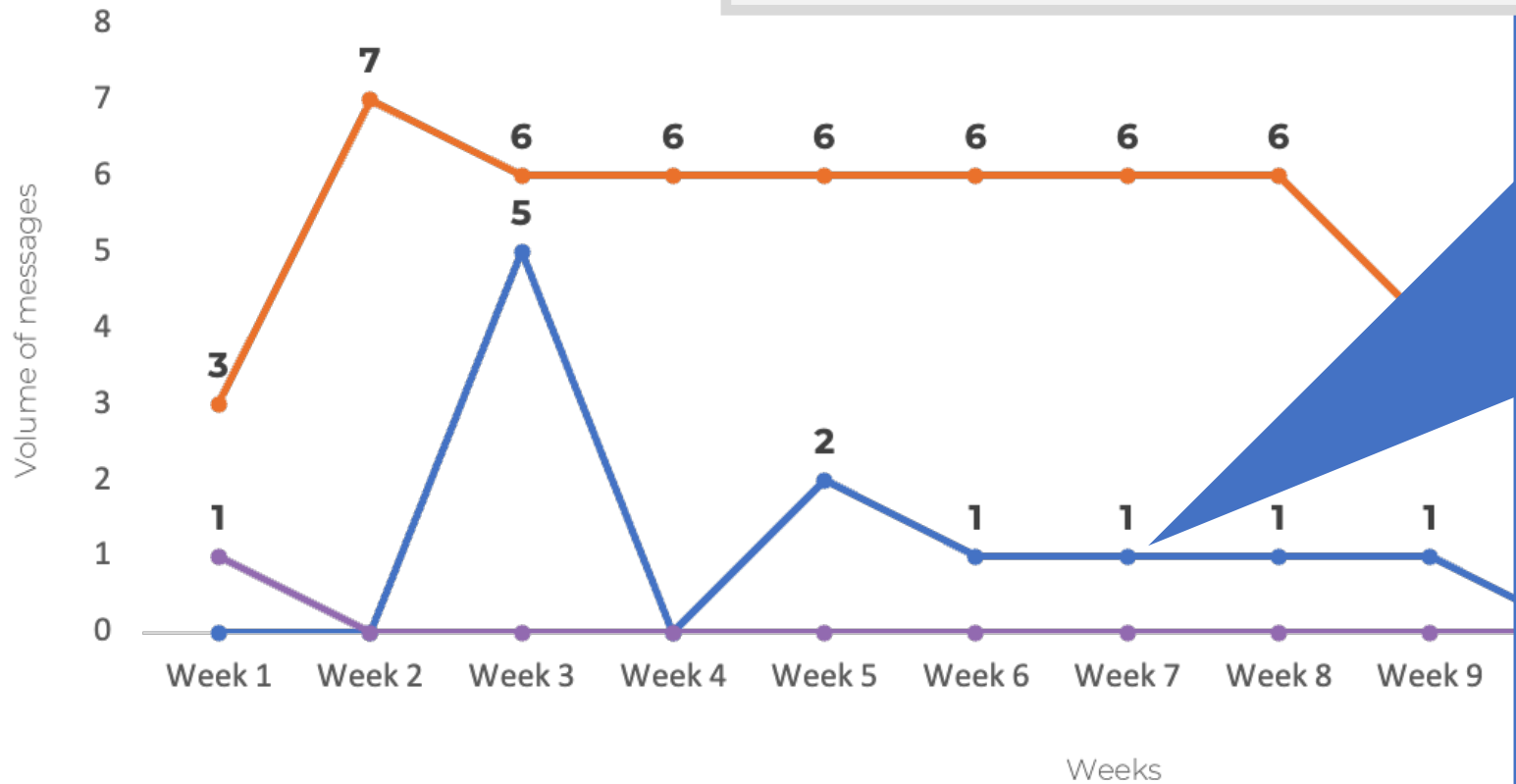


Weeks

# Single Channel Only

Plus Daily Emails

The donor received an additional appeal nearly every week.



Subject: what did Biden just say?  
From: Brian Burch - CatholicVote <brianburch@catholicvote.org>  
To: Mary Peters <marypeters@loveyourgrub.co>  
Date Sent: Wednesday, March 2, 2022 4:35:16 PM GMT-06:00  
Date Received: Wednesday, March 2, 2022 5:04:09 PM GMT-06:00

**CatholicVote**  
LIFE. FAITH. FREEDOM.

**Appeals**

Dear Mary,

Moments ago a reporter from EWTN asked Joe Biden:

**"As a Catholic, how do you support abortion, defying Church teaching?"**

Biden was flustered. He said: "I tell you what, I don't want to get into a debate with you about theology."

*This... on Ash Wednesday... with ashes on his forehead!*

The question is an excellent one. And not just for Joe Biden, but for every Catholic member of Congress and the U.S. Senate - including those who just voted for the most extreme abortion law ever introduced.

Thankfully, that law failed by a vote of 48-46.

**But we're not done.**

Yesterday the powerful Susan B. Anthony List announced a massive new ad campaign in Arizona focused on "Catholic" Senator Mark Kelly. CatholicVote is helping fund a portion of this campaign.

Don't forget Kelly just voted for the extreme abortion bill on Monday. And Kelly is considered one of the most vulnerable Senators seeking re-election.

1 / 3  
[Report using News Track in PDF by clicking](#)

---

**We've already committed \$100,000 to this campaign. And we've got more ads planned in other states.**

Mary, I could use your immediate help to support this campaign now.

[Chip in \\$10](#)

[Chip in \\$25](#)

[Chip in \\$100...or more!](#)

Catholics have to fight for what we believe. We have to hold our elected officials accountable.

**This is why CV exists.**

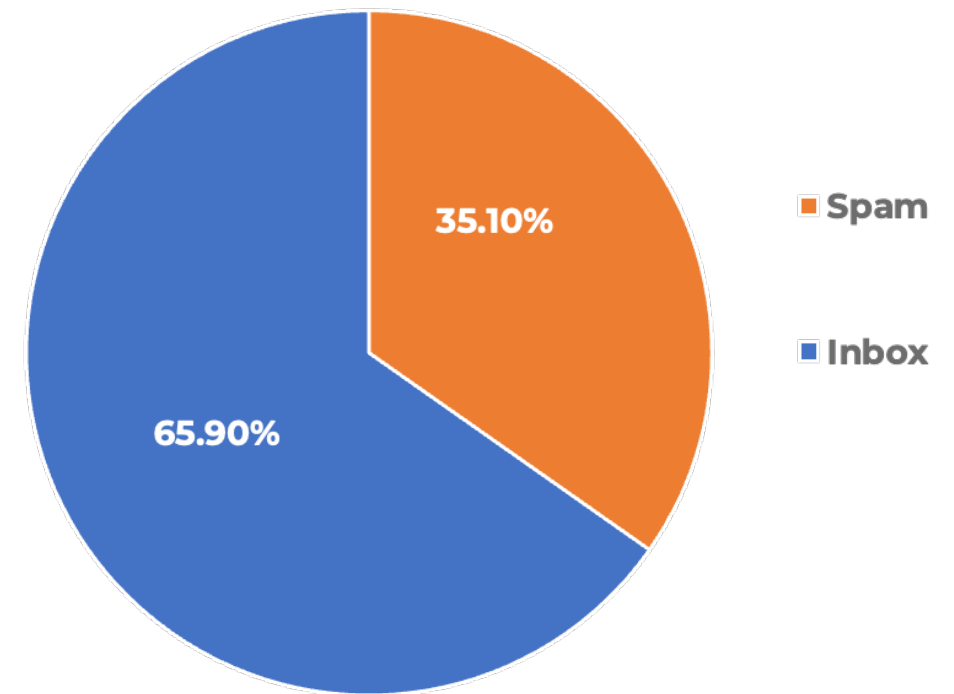
Let's go.

Brian

A word of **caution**



35% of emails from this organization ended up in the **spam folder**.



# Summary of Key Findings



**Key Finding #1:** 45% of organizations did not communicate with their new postal donor during the first 90 days.

**Key Finding #2:** Organizations have vastly different approaches to welcoming online and postal donors.

**Key Finding #3:** Most cultivation communication is informative in nature rather than more active offers like ebooks, surveys, etc.

**Key Finding #4:** 45% of donation appeals include a prompt to follow the organization on social media.



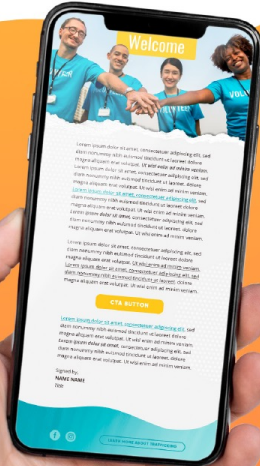


Questions?



# THE NEW DONOR WELCOME STUDY

*A Look at How  
147 Nonprofits  
Treat Donors  
from Different  
Channels  
During the  
First 90 Days*



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