

# Allegra Marketing Services FootPrint Fund Awards Breakfast



**ALLEGRA**<sup>®</sup>  
MARKETING SERVICES

---

LOUISVILLE - EAST

March 14, 2012

# Introduction

## Agenda

- Welcome
- Introduction of Allegra Team
- Introduction of FootPrint Fund Recipients
- “The New” Allegra Marketing Services
- Key Note: Six Strategies for Fundraising Success
- Group Photo

# Welcome

## History of FootPrint Fund

- 8<sup>th</sup> Year
- Allegra Network contributed \$2.5mm nationwide
- Allegra-East contributed \$445,000
- 2012: \$45,000+ to 16 Nonprofits

# Introduction of Allegra Team

- Denise Spalding, President
- Jennifer Eberle, Vice President
- Karen Reis Olson, Assistant VP of Sales
- Stephanie Samaro, Marketing Specialist
- Chris Becker, Marketing Director
- Todd Redmon, Project Manager

# Introduction of Award Recipients

American Diabetes Association

Assumption High School

Bellewood Home for Children

Child Connection

Custom Quality Services

dEBra of Kentucky

Family Scholar House

Gilda's Club

Kentucky Derby Festival

Kentucky Humane Society

Little Way Pregnancy Resource Center

Mercy Academy

Michala Riggle Beat Autism Foundation

St. Michael's School

USA Cares

Wednesday's Child

# Introducing the “new”

## Allegra Marketing Services



smart meets style.

# Background

## Significant upheaval in print production

- Print sales revenues showing consistent decline
- Consolidation from acquisition and attrition
- Increase new digital communications technologies

## “Game Changing” Marketing Communications

- Emerging “online” media options
- Consumers increasingly in control of the conversation
- Marketers seeking solutions that are insightful, creative and show solid return on their investment

**Allegra-East is embracing this chaos  
To re-launch our Brand**

looking for  
**smart**

marketing solutions?

(without sacrificing style?)





does your marketing

**style**

need a boost?

(with a smart return on investment?)



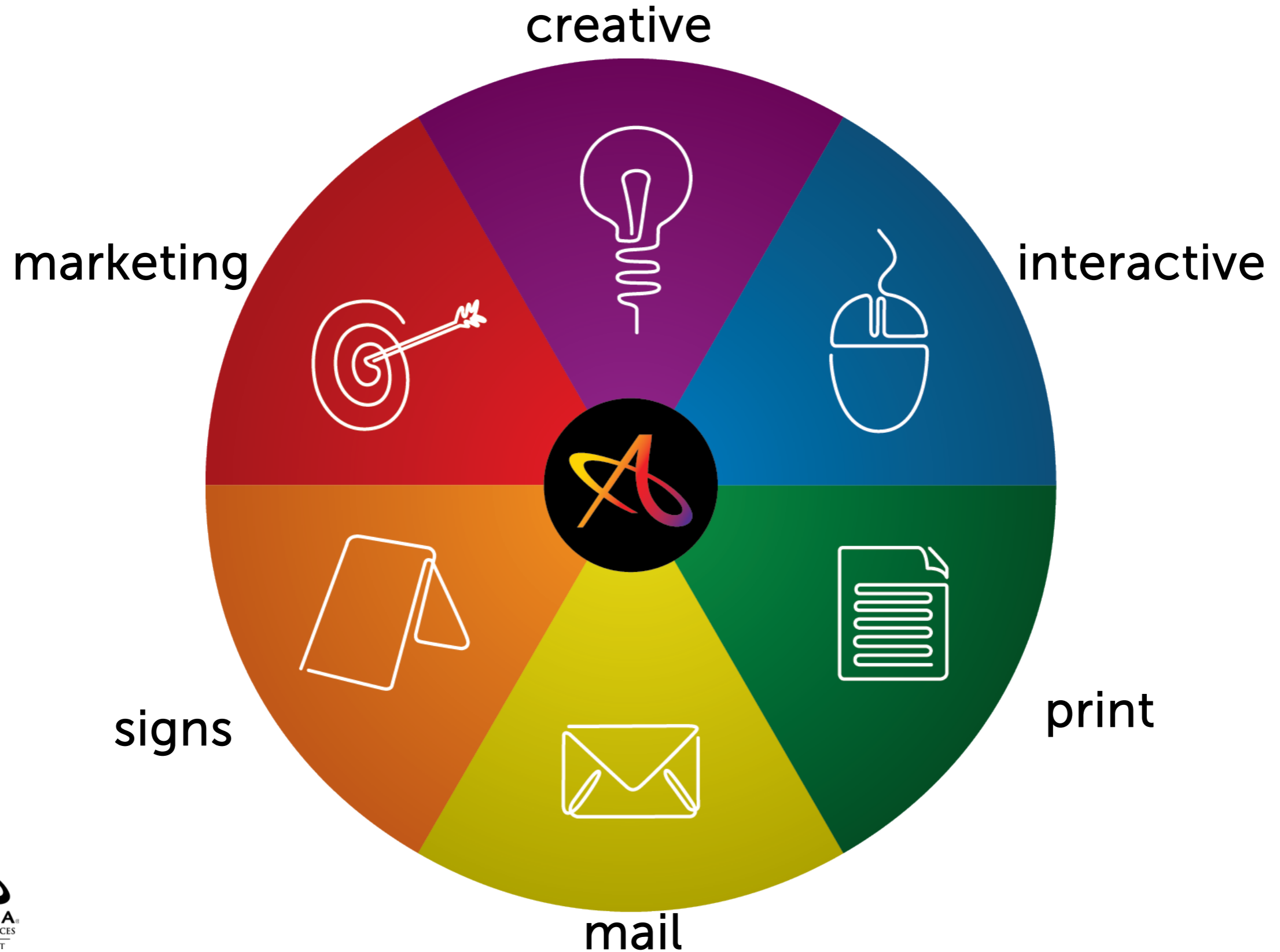
discover both...

# Allegra Marketing Services



smart meets style.

# Our Suite of Services



# Allegra Marketing Services: Expanded Platform

## Yesterday:

- Copying
- Graphic design
- Prepress services
- Offset printing
- Digital printing
- Wide format – signs, banners, display graphics
- Mailing services
- Promotional Products

## Today:

- Strategic Marketing Planning
- Copywriting
- Graphic design
- Prepress services
- Offset printing
- Database research selection, management
- Digital printing
- Wide format – signs, banners, and displays
- Mailing services
- Media analysis, negotiation, purchasing
- Public Relations
- Market research/Customer Research
- Promotional products
- Web-to-print systems
- Automated referral program
- Automated loyalty program
- Web design, development and optimization services
- Mobile marketing solutions
- Variable data programs
- Email marketing
- Tradeshow/Event analysis and support

# Nonprofit Marketing



## 6 Strategies for Fundraising Success

# The 6 Strategies

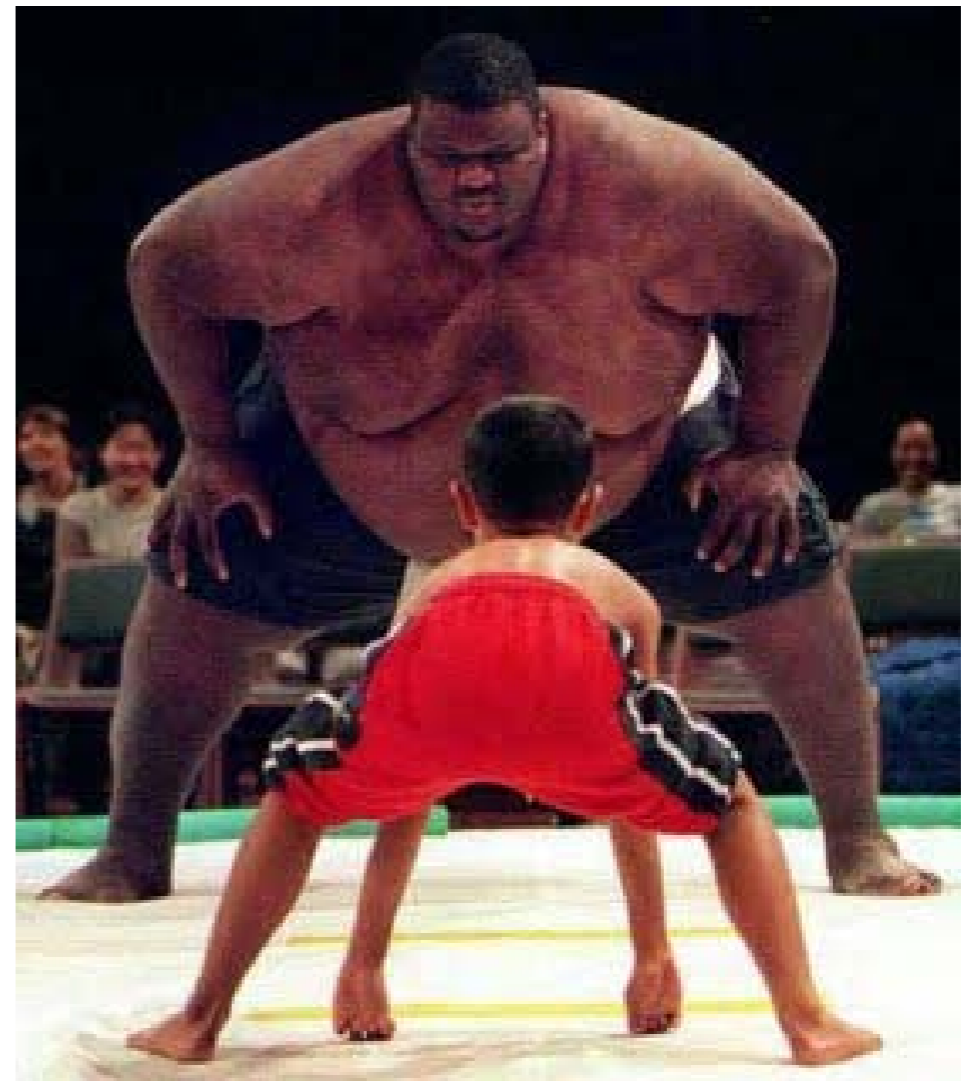
1. Know More About Your Donors
2. Know Where the Clones Are
3. Be Personal
4. Be Relevant & Engaging
5. Use Referral Power
6. Be Convenient



# Know the "Known" of Today

What you are up against: Competition of Attention

- ✓ 5,000 Per day
- ✓ Notice only 5
- ✓ Remember only 4



# Know the “Known” of Today

## What you’re up against: Competition for Donations

- 1.8 million nonprofits in U.S.
- *# of Nonprofits in Your State*
- *# of Nonprofits in Your Area*
- *# of Nonprofits in Your Town*





# Know the “Known” of Today

## “Your colleagues” are noisy

- 93% major donor cultivation
- 92% face-to-face fundraising
- 91% website donations
- 89% special events
- 86% direct mail
- 86% matching gifts
- 85% automatic donations
- 79% planned gifts/bequests
- 72% e-mail
- 56% social networking
- 32% telemarketing
- 18% Text messaging
- 13% door-to-door

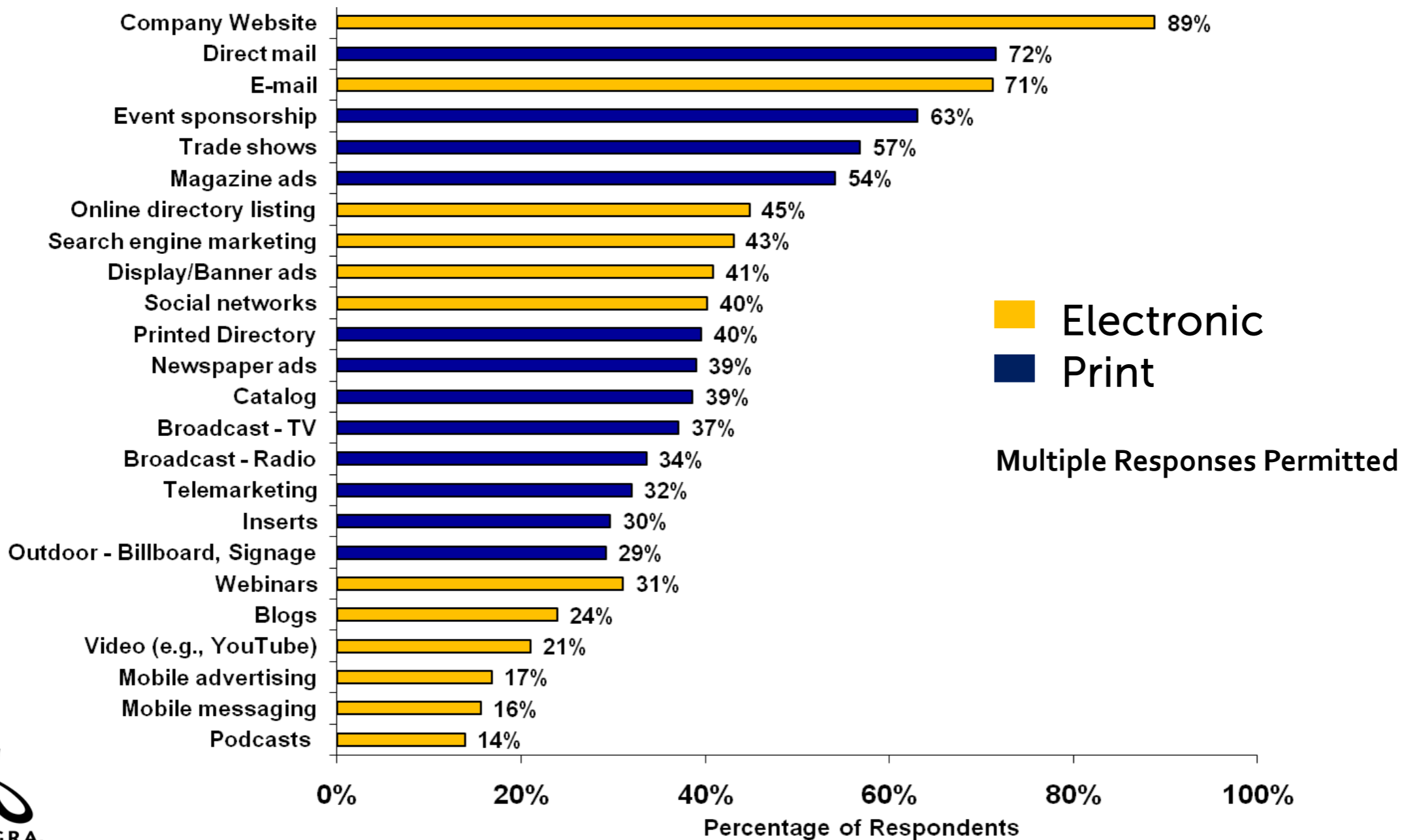


Source: Blackbaud:

2010 State of the nonprofit Industry Survey

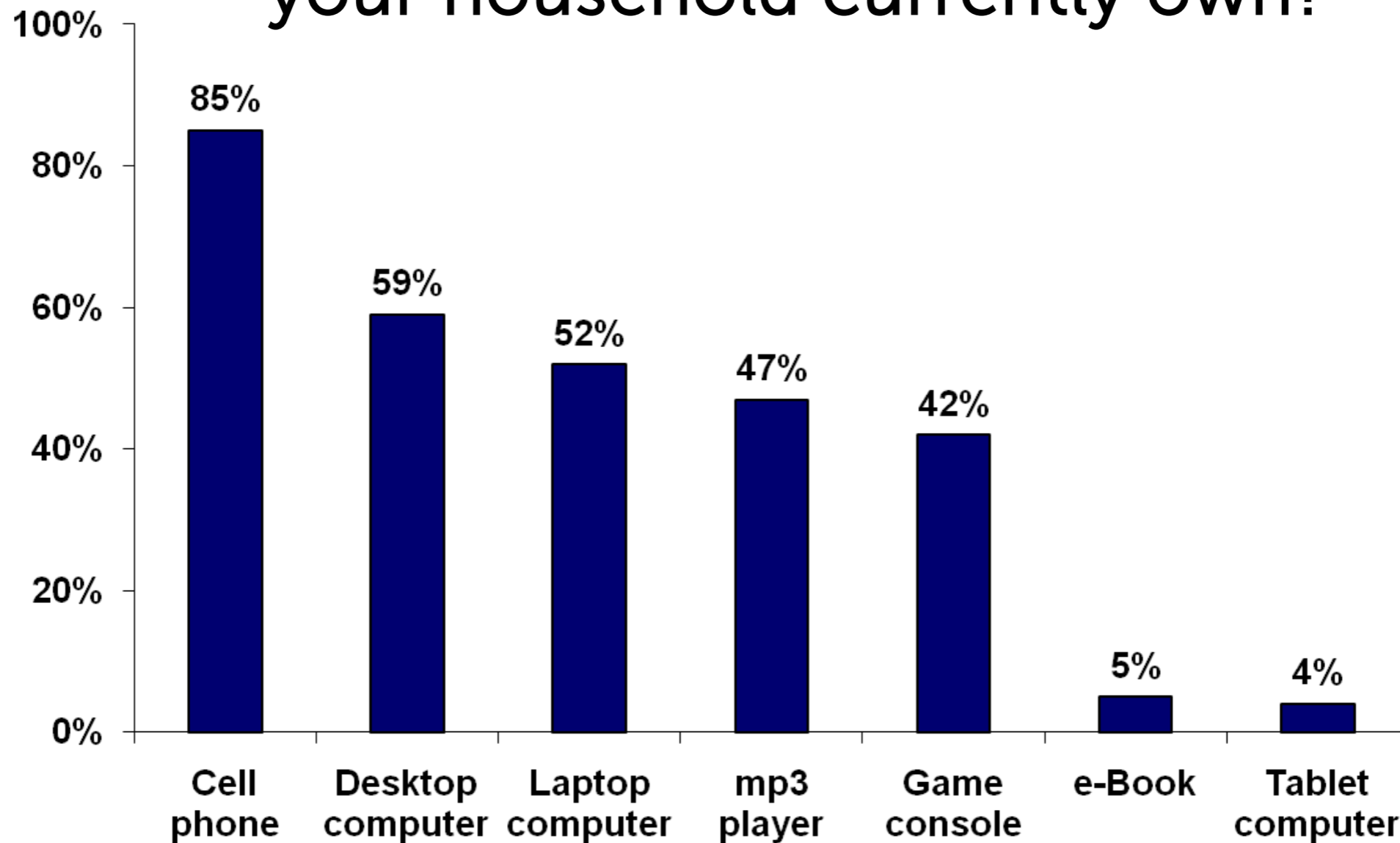
# More Media Options

Which of the following media types does your company use for marketing?



# More Access Options

Which of the following devices does your household currently own?



Source: Pew Research Center's Internet & American Life Project, August 9-September 13, 2010 Tracking Survey.  
N = 3,001 adults 18 and older, including 1,000 reached via cell phone.  
Interviews were conducted in English (N = 2,804) and Spanish (N = 197)

# Know the "Known" of Today The Growth of Online Giving

43% of people prefer to respond to direct marketing online.\*

Every direct marketing campaign must include an *effective* online response option.



\*Study conducted by the Direct Marketing Association (DMA).

# Demographic Differences

Online-acquired donors are reported to be younger than mail-acquired donors.



-2011 donorCentrics™ Internet and Multichannel Giving Benchmarking Report

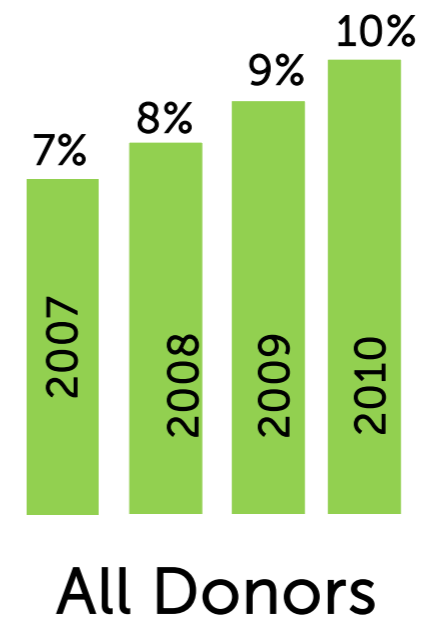
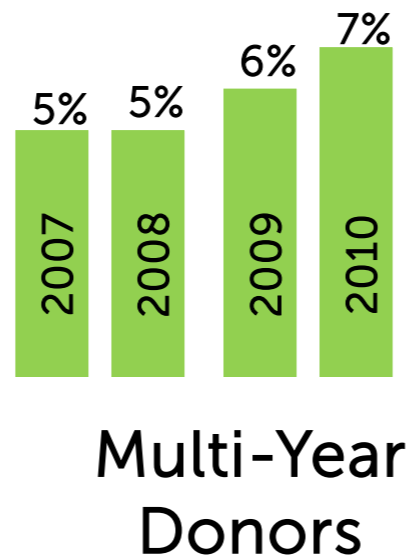
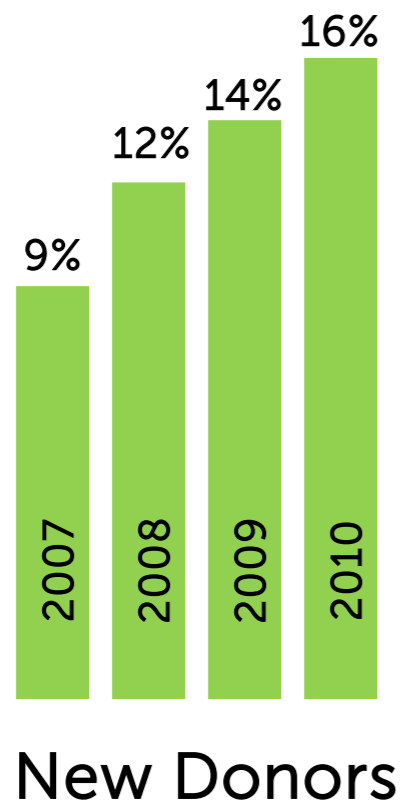
# Online Giving

- Findings from the 2011 donorCentrics™ Internet and Multichannel Giving Benchmarking Report suggest that...
  - Although direct mail remains the dominant channel for new donor acquisitions, it has been increasingly common for new donors to give their *first gift* online.
  - Online-acquired donors tend to give larger gifts than mail-acquired donors.
  - Online-acquired donors tend to have slightly lower retention rates than mail-acquired donors.

# Trends in Online Giving

## Trends in the Percent of Donors Giving Online

\* 2011 donorCentrics™ Internet and Multichannel Giving Benchmarking Report



Know the "Known" of Today

# Top Drivers of Donations

When asked to rank the fundraising efforts that are the top drivers of donations to the organization, respondents said:

Direct Mail

One-on-one Solicitation  
of Major Donors

Special Events

\* Results from Blackbaud 2010 State of the Nonprofit Industry Survey



# So....What's "Known"?

## BAD NEWS

### Harder to get noticed

- More general noise
- More competitive noise
- More media channels
- More devices to access info

## GOOD NEWS

### Mail is best-performing medium

- Personalization enhances mail
- Web presence enhances mail

## OTHER NEWS

### Online giving on the rise...preferred by many

- Online givers are premium givers
- Online givers are younger givers



# Strategy #1: Know Your Donors

## Append data so you can

- Be personal - **Strategy #3**
- Be relevant
- Know how and when to escalate
- Know how to clone to attract more



## What you can/should learn

- Donation frequency, consistency, amounts
- Basic demographics; age, gender, family status, home ownership, income, active donor
- Psychographics: hobbies, special interests, religion, political affiliations, pet ownership, affinity for your cause

# Strategy #2: Know Where the Clones Are

Since mail is the thing and personalization is critical...

## Know how to clone...or come close

Consumer lifestyle databases with more than three dozen selections available

- Experian
- Acxiom
- InfoUSA
- AmeriList

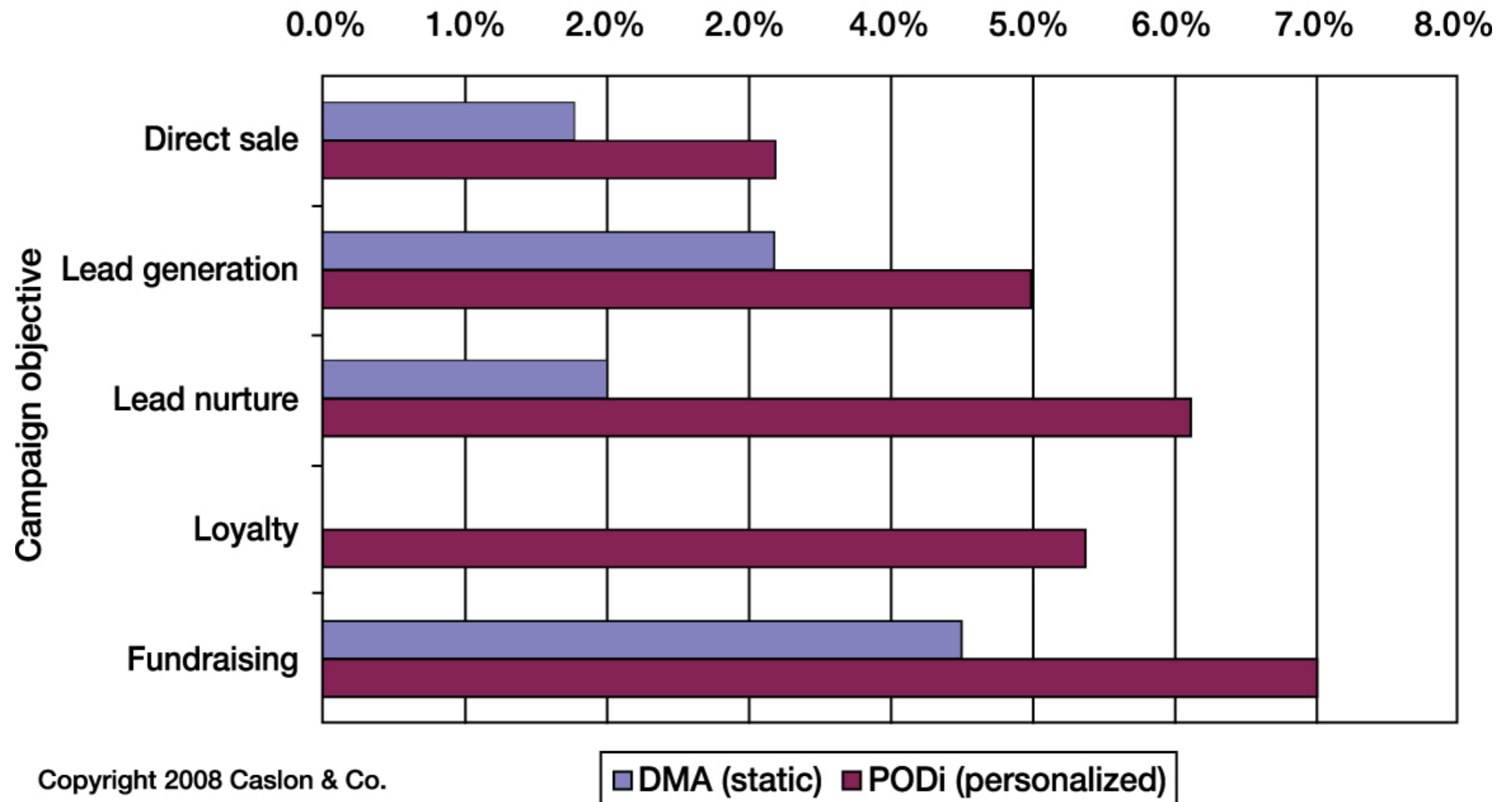
Donor databases with rich demographic selections, as well as cause affinity

- 2,066 donor files available through Allegra

# Strategy #3: Personalize

## Response Rates: Static vs. Personalized

(Data source: Caslon analysis of PODi and DMA data)



Copyright 2008 Caslon & Co.

■ DMA (static) ■ PODi (personalized)

# Introducing "PURLS"



# Use a Personalized Giving Site To:

- Build a two-way relationship
- Deepen understanding of your donors
- Get instant feedback in real time
- Add measurability to your campaign

The average Personalized URL visit rate for nonprofit organizations was 10.8%

Source: Carlson, 2010

# Strategy #4: Be Relevant and Engaging

QR Codes for instant engagement



# Creating a QR Code

You can create a QR code at no cost

<http://qrcode.kaywa.com/>

<http://www.qurify.com>

If you want tracking built in, a personalized QR code for each recipient or a branded QR code, that requires additional work (contact a professional)

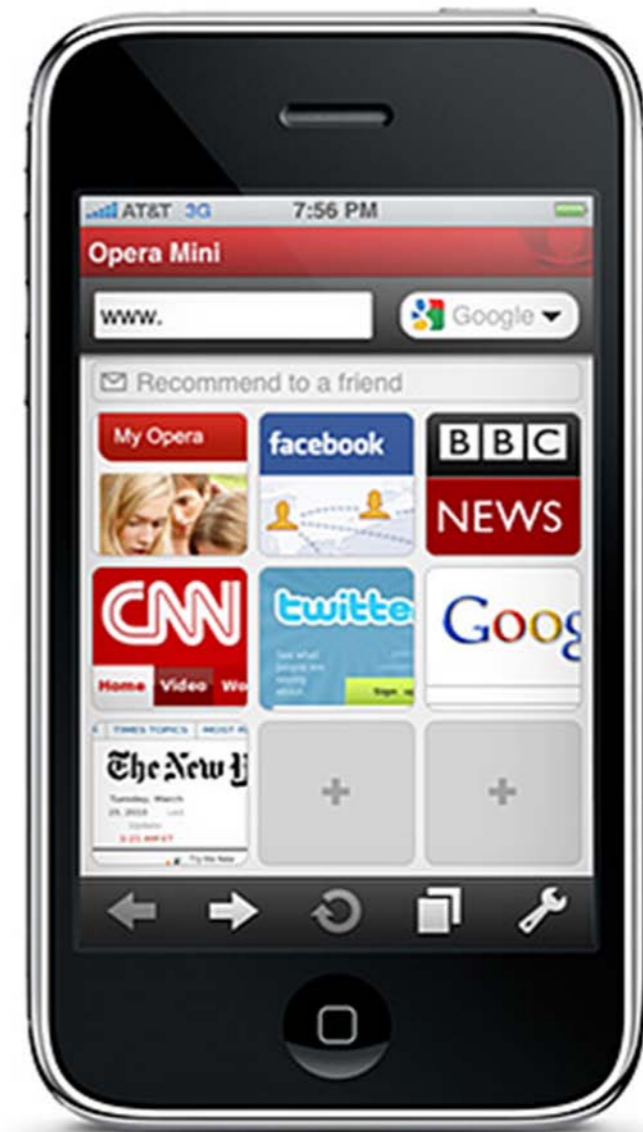




# Scanning a QR Code

Several QR Readers  
(most available at no cost  
through your phone):

- Quick Mark
- NeoReader
- OptiScan
- Barcode Scanner
- ScanLife
- TagReader



# QR Code Uses

## Uses:

- You Tube Video
- Donation Request
- Special Event Calendar
- Event Registration
- Coupon
- Product Demonstration

## Where to put QR Codes:

- Direct Mail Piece
- Business Card
- Poster
- Mug
- Window Decals
- Signs
- Magazine/Newspaper Ad



# Strategy #5: Referral Power

- "76% of all economic activity in the U.S. is influenced by personal recommendations"

- *eMarketer*

- "9 out of 10 people trust the recommendations of a friend while only 1 in 10 trust traditional advertising"

- *Forrester Research*

- "The average value of a referred customer is at least 16% higher than a non-referred customer"

- *Goethe University*

# Referral Power

## How an automated referral system works

- Build a microsite
- Push members/donors to site
- Members/donors become advocates and request others to join/donate
  - Auto email feature
  - Direct mail to members/donors
  - Referral cards handed out
  - Ads/QR codes in newsletters, mailers

**MUCC**

**Conserve. Protect. Defend.**

**And Refer.**

For more than 70 years, the Michigan United Conservation Clubs (MUCC) has fought to protect our rights to hunt, fish and trap.

Add your voice to the 38,000 like-minded sportsmen and sportswomen who today comprise Michigan's largest and most important conservation coalition.

Not only will you receive great member benefits, you will also become part of an organization that fights like no other to protect your interests.

**Join Us In the Fight for Michigan's Outdoors...**

Refer a new member to MUCC and you both will get a free MUCC T-Shirt!

[View Details & Eligibility](#)

**1** Refer friends through email, Facebook, Twitter, & more

**2** You'll get an MUCC Shirt when a referral becomes a member

**3** If your referral declines, we will respect their privacy

**1 Enter Your Information**

First Time User | Login

**Your Basic Info:**

Name (First & Last): \_\_\_\_\_ Email: \_\_\_\_\_

**Where do we send your reward check?**

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: (Please Select) \_\_\_\_\_ Zip: \_\_\_\_\_

**Account info to track referrals and rewards:**

Username: \_\_\_\_\_ Password: \_\_\_\_\_

Keep me informed about referral program updates ([Learn More](#))

**2 Tell Your Friends**

Send Email | Share Link | Print Card

**Your Friend's Info:** [Import Contacts](#)

Name (First & Last): \_\_\_\_\_ Email: \_\_\_\_\_

[Add Another Friend](#)

[Privacy Protection Policy](#) ([Learn More](#))  
Your Friend's info is only released after they accept the introduction

# Postcard

Sign Up a Friend,  
Get a Free T-shirt



Michigan United Conservation Clubs  
2101 Wood Street  
Lansing, MI 48912-3785



2 color graphic

Do you know others who love Michigan's outdoors? Ask them to join the MUCC. You'll receive a free t-shirt in appreciation of the new member who joined in our fight to defend the outdoors. Visit [www.mucc.org](http://www.mucc.org)

SELECT 1 OF 4 DESIGNS FOR YOU



Michigan is deer for me  
Proud Member of MUCC

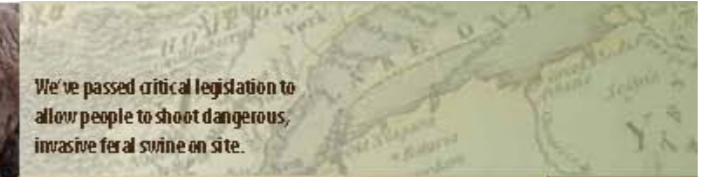


I am to protect Michigan's outdoors  
Proud Member of MUCC

Reel in  
Proud Member of MUCC

**Conserve.  
Protect.  
Defend.** And Refer.

Get Others to  
Join Our Fight and  
Get a Free  
T-shirt



We've passed critical legislation to allow people to shoot dangerous, invasive feral swine on site.



We continue to work to protect our hunting heritage from animal rights organizations.



Michigan Out of Doors camp programs ensure we're instilling a love of the outdoors in Michigan's youth.



We've expanded anglers' abilities to bring home a two-day walleye catch.

# Strategy #6: Be Web-Friendly

- Don't make visitors have to think. Visitors must identify what your organization does within seconds from the home page.
- Is your donate button easily found within 1-2 seconds?
- Post photo's that make sense to your organization. Don't make visitors have to think about what it is and why it's there.
- Don't be boring. Fundraising is an emotional engagement so leave off the mission statement from the homepage.
- Have links to other opportunities of engagement: events, newsletters, social network sites, etc.
- Be media-friendly...have a page for reporters
- Be volunteer-friendly...have content for them

# The 6 Strategies

- Know Your Donors
- Know Where the Clones Are
- Personalize
- Be Relevant and Engaging
- Referral Power
- Be Web Friendly

# Thank you for attending

We look forward to working  
with you on your projects.



**ALLEGRA**<sup>®</sup>  
MARKETING SERVICES

LOUISVILLE - EAST