

Creating an “Olympic” Multichannel Strategy

Evolving from Market Research to Implementation

Presented by: Mikaela King

DID YOU
KNOW





**It takes 3
training
centers.**



It takes
20,000
athletes.

**It takes
\$25,000 per
athlete.**





To get to the Olympics



A Little About Me

Mikaela King

MERKLE | Do What Matters

mking@merkleinc.com

A Few Nonprofits I've Worked With:



5 years in commercial business

- Sales, Investor Relations and Webmaster
- Sportfishing boat builder, large national bank

10+ years in nonprofit fundraising

- Raised \$100+ million through online, mail, phone, DRTV and face-to-face fundraising
- Clients include Toys for Tots, MADD, US Olympic Committee, Wounded Warrior Project, Defenders of Wildlife, American Heart Association, DAV, Citizens Against Government Waste, Fords Theatre
- Currently work for a marketing agency creating multi-channel fundraising strategy for large national nonprofit orgs

Where we'll go today

Research is Your Right to Win
Creating a Winning Multichannel Strategy
Prioritizing for Growth



To get here...

We had to research the playground...



What did bobsled teach us?



RESEARCH IS YOUR RIGHT TO WIN.

IT IS POSSIBLE TO MEASURE ANYTHING.

WHAT IS IT YOU WANT TO KNOW?

HOW WILL YOU USE THE INFORMATION?

ARE THERE SIMPLE THINGS YOU COULD BE DOING THAT WILL HAVE AN IMPACT?

So what is USOC's playground?

USOC's Multichannel Marketing Included:



- A large supporter base built primarily through direct mail
 - 1 million + donors
 - Heavy product buyers (Olympic-themed premiums)
 - Older audience (65+)
 - Preference for “legendary” athlete stories



- Campaign-driven Telemarketing calls and messaging



- A large, but inactive email file
 - Built through an e-append to the mail file
 - Not much meaningful communication until March 2011
 - Very low engagement (measured in opens, clicks, actions)



- Strong Social Media presence but little conversion



- 1 million “likes” on Facebook
- No way to convert fans to subscribers or donors

But We Needed to Understand Olympic Fans

Quantitative research was fielded in June 2010 to:

- Understand **who** Olympic fans are and how they live their lives
- Demonstrate **why** they watch and are interested in the Olympic Games
- **Benchmark** them against the average American and the NFL fan
- Understand **how** to engage with and activate the Olympic Fangelist



USOC Market Research

Across the Fangelist population, three dimensions separate themselves as creating attractive and distinctive behavioral segments:

Sports Enthusiast

- Exercise at least 1 hour or more every day

Values Driven

- Watches the Olympic Games :
 - Because I believe in the Olympic Values
 - To be inspired
 - Because it promotes world peace and global unity

Flag Bearer

- Watches the Olympic Games:
 - To support the US Olympic team
 - To cheer for my country

Source: Millward Brown Optimor quantitative research, 05/10

Merkle Market Research

VIEW FROM THE DIGITAL INBOX

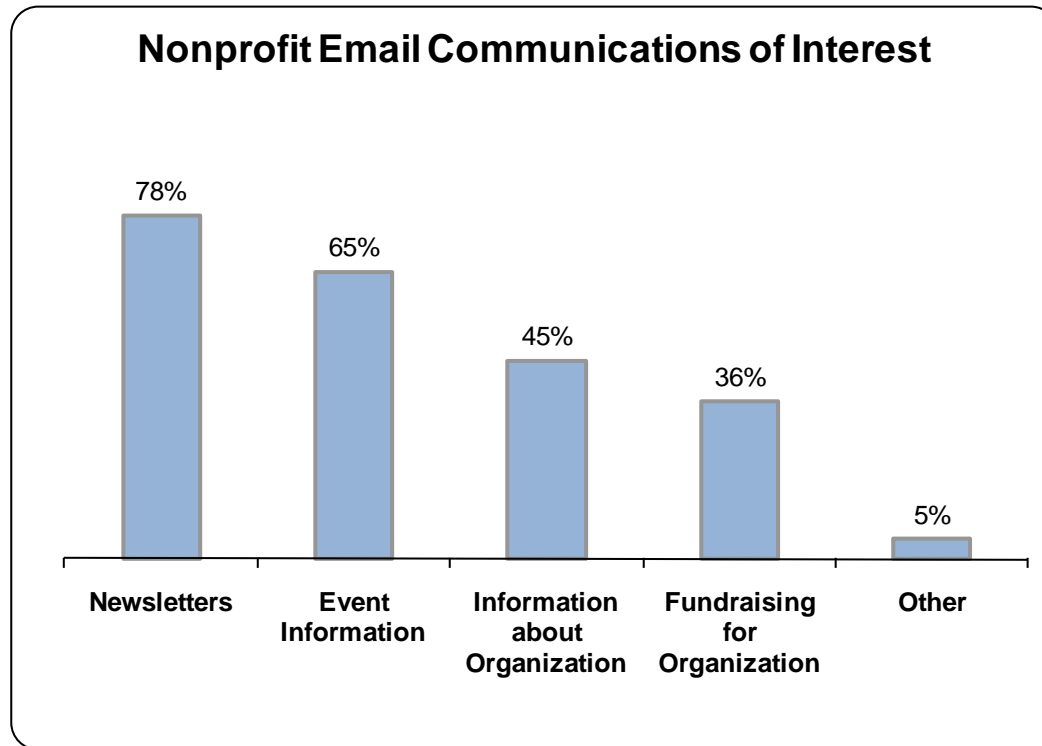
Merkle has been conducting the *View from the Inbox*™ national study for nine years. The study was created to measure and track attitudes and online behaviors among U.S. adults, with emphasis on permission-based email and digital media such as social networking and mobile marketing

- The study is fielded every fall through Harris Interactive, which maintains a panel of millions of people who respond to online research surveys

Goal: Highlight online attitudinal, behavioral and demographic **differences** of **constituents** opted in to nonprofit e-communications to identify digital marketing **opportunities**

Desired Nonprofit Digital Content

- **Newsletters** are the types of nonprofit email communications that garner the most **interest** among subscribers, followed by **event info**



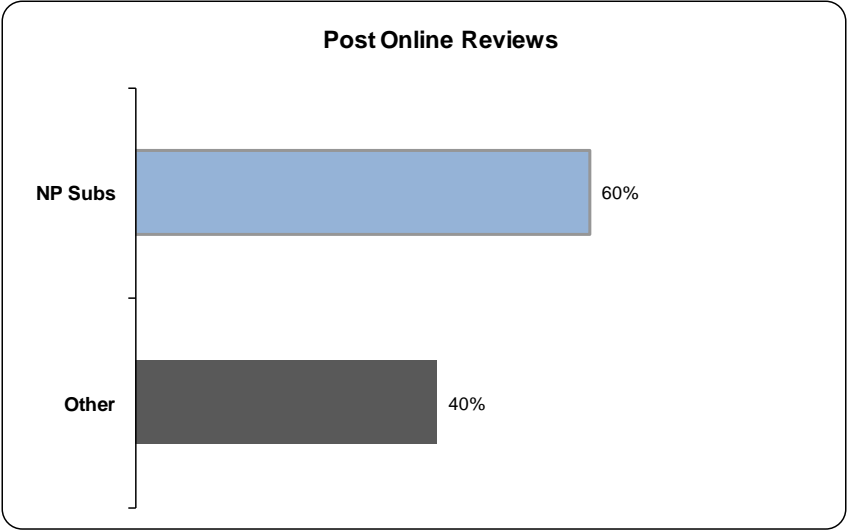
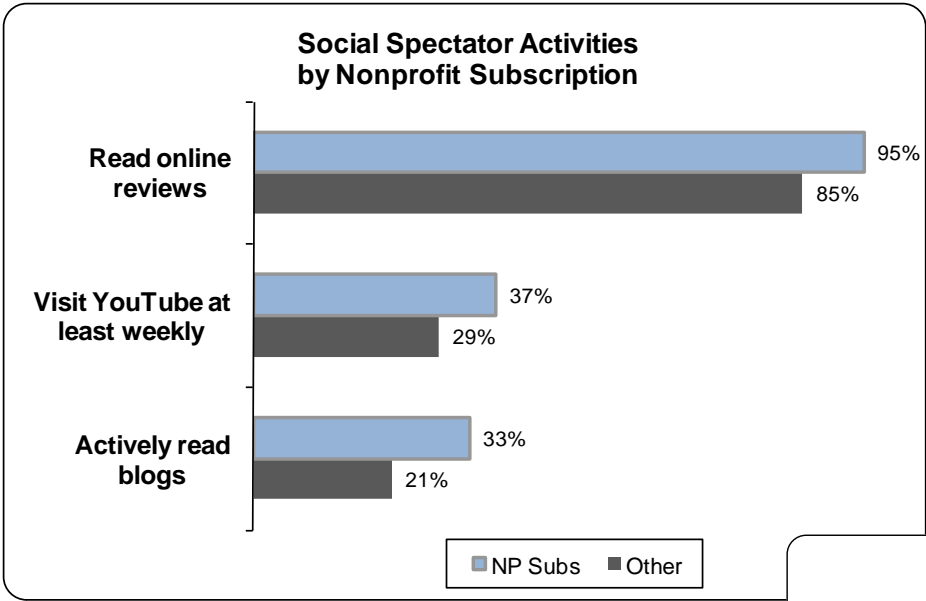
Base: nonprofit subscribers

Half (51%) of nonprofit subscribers say that receiving email increases the likelihood they'll donate to that organization

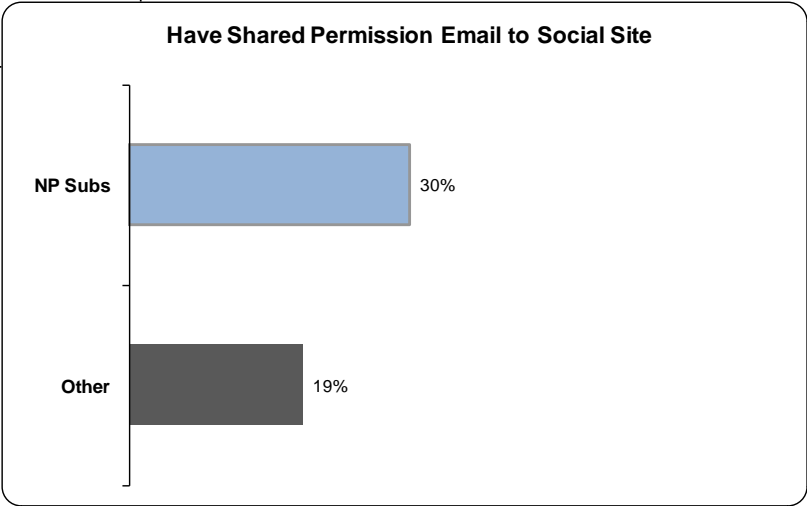
Social Activities

Nonprofit subscribers are more likely to:

Consume Social Media



Review Content and Products

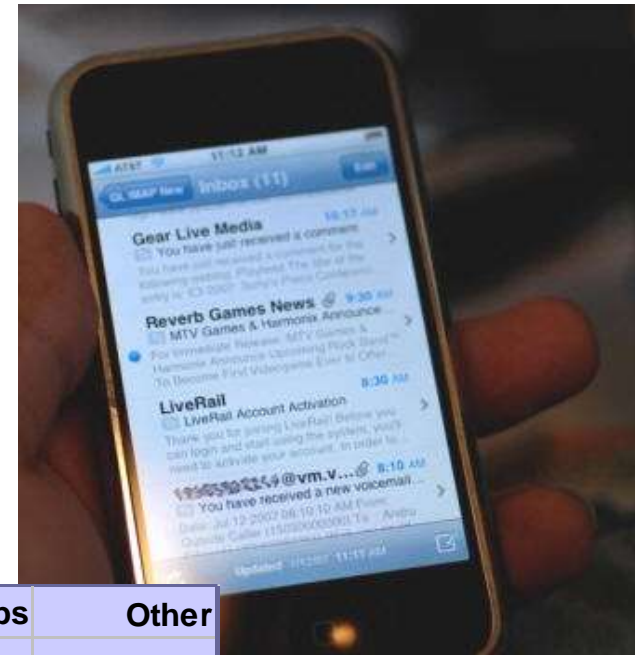


Share information through social media

Base: all respondents

Mobile by the Numbers

- Nonprofit segment is more likely to **engage** in **mobile** communications:
 - Higher instance of text messaging, commercial mobile opt-ins, and smart phone usage
- Nonprofit digital contact strategies should include a mobile component to **leverage** this group's **mobile savvy**



Mobile by the Numbers	NP Subs	Other
Text message on mobile phone:	55%	47%
Opted in to receive commercial messages on mobile	37%	25%
Avg. number of companies sending mobile messages monthly*	2.3	1.9
Have an Internet-enabled mobile phone:	56%	48%
Access the Web via mobile	70%	65%
Check primary personal email account on mobile	58%	53%
Percent of time spent with PEM on mobile*	12%	13%
Primary purpose of mobile is for work (vs. personal use)	13%	9%

Base: all respondents for main categories; sub-categories based on texting and Internet-enabled mobile respondents respectively.

*Not a statistically significant difference.

Key things we learned

Reach new fangelists though multichannel communications

Build layers of content through additional channels

Balance email content 2:1 content to ask to increase likelihood of donation

Mobile content and donation capability a must

Social engagement required with concentration on Facebook

What We've Done

- Turning Market Research Into Strategy



Winning strategies take commitment.

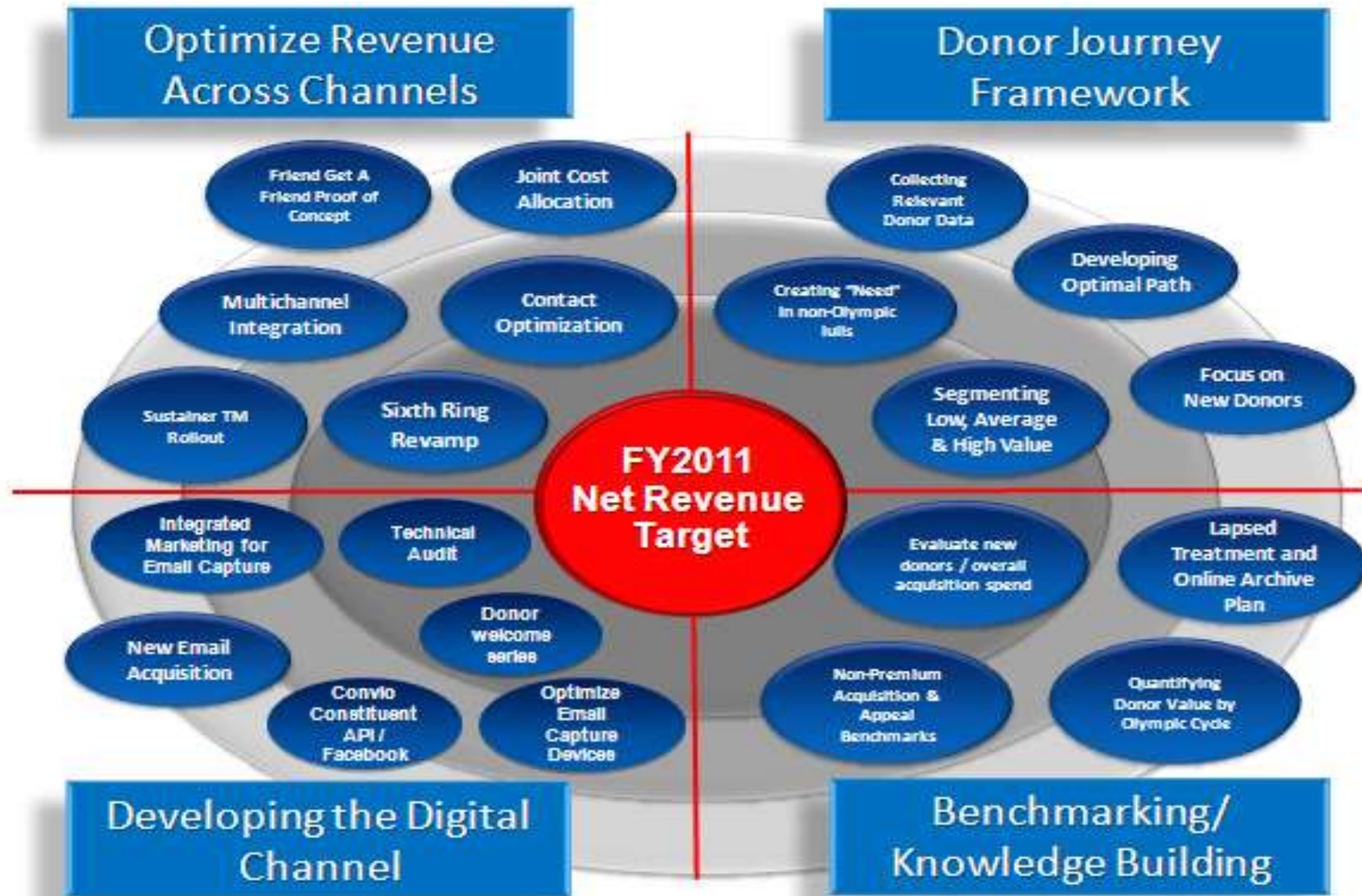
Ten years in the making...



Billy Demong practicing for his eventual Gold medal win in 10km Individual Large Hill ski jumping.



Building a Strategic Roadmap

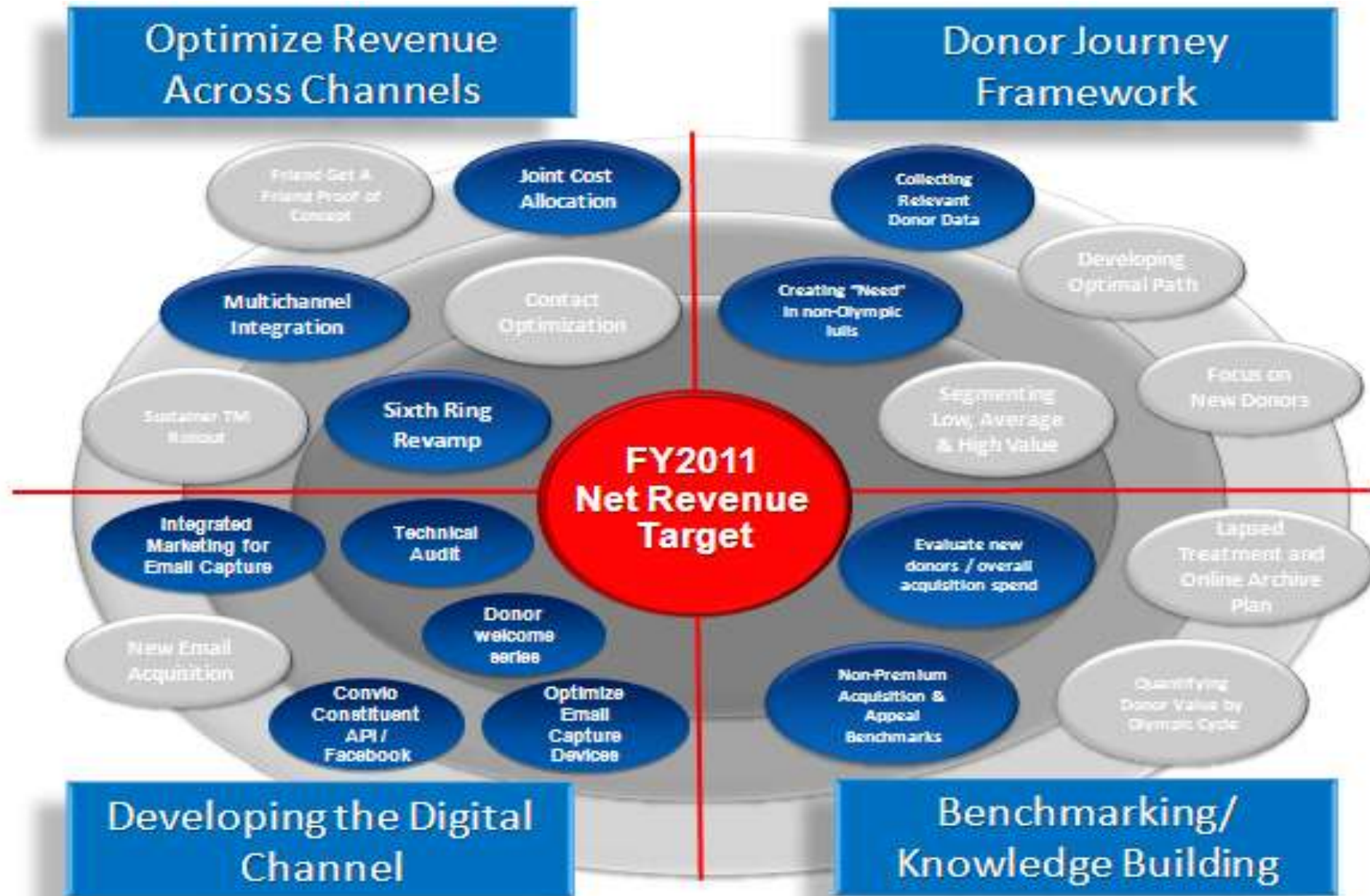




BOILING THE OCEAN

A perfect job for the S.S. Failboat. Ready to set sail?

Balancing the short & long term needs



Your gift DOUBLES to give the gift of education - Give today!

Credit Card Payment <input type="checkbox"/> Please put my donation of \$_____ on my Visa® card.		Address Correction Do we have your address wrong? Please let us know:	
CARD NUMBER _____ EXPIRATION DATE _____		NAME _____	
SIGNATURE _____		ADDRESS _____	
Important Information In order to provide you with the best customer service possible, please provide your phone number and e-mail address.		CITY _____ STATE _____ ZIP _____	
YOUR PHONE NUMBER _____		If you wish to change the frequency of future mailings from us, please call us at 888-888-2213 or e-mail us at customerservice@donorsupportusa.org .	
YOUR E-MAIL _____		Follow Team USA on Facebook at www.facebook.com/usolympicsteam and on Twitter at www.twitter.com/usolympic .	

United States Olympic Committee
 National Processing Center
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 Albert Lea, MN
 55007-8010
www.teamusa.org
 888-222-2314

We're not golden yet, but we've created...

- Cross-channel campaigns and contact capture

What's Next?

- Active (not just passive) cross-channel conversion programs:

Billing & Shipping Information

Title:

* First Name:

Middle Name:

* Last Name:

* Billing Street 1:

Billing Street 2:

* City:

* State/Province:

* ZIP/Postal Code:

Country:

* Email Address:

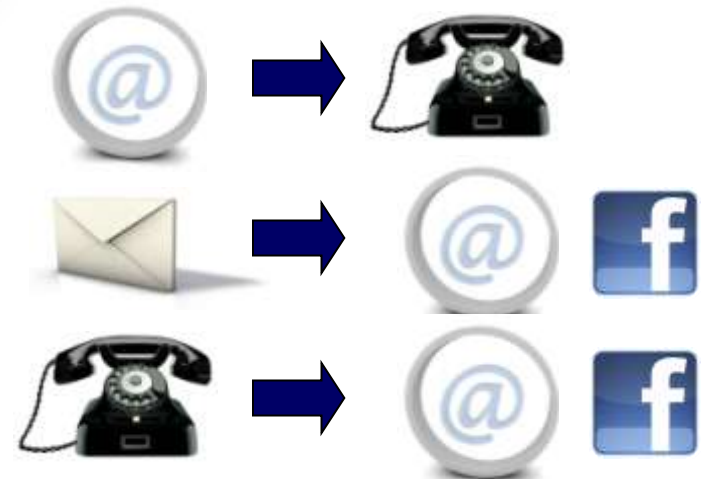
☒ Yes, send me updates so I can follow Team USA!

Sign up to Follow Team USA

Email Address

First Name Last Name

Zip Code **SUBMIT**



Key Campaign Integration

- Email follow-ups to DM pieces yield expected lift

What's next?

- Tracking higher level engagement across both channels

UNITED STATES OLYMPIC COMMITTEE

GO FOR THE GOLD WITH TEAM USA

DONATE NOW

Dear Merle,

By now you should have received your 2011-2012 United States Olympic Calendar, and I hope you're enjoying it.

Your calendar is full of iconic Olympic athletes and epic moments in U.S. Olympic history, like Michael Phelps' record-breaking performance in Beijing in 2008.

Today I wanted to give you a chance to get another U.S. Olympic Calendar to give to a friend or keep and have one for the home and office.

All I ask is that you [make a donation today](#) of \$20 or more to help Team USA on the Road to London. As an added thank you for anything you can send today, we will send you access to online videos highlighting some of Michael Phelps' most amazing moments.

Remember, with your gift of \$20 or more, we'll also send you a FREE U.S. Olympic Fleece Jacket. Wear it to show your support of Team USA as they prepare for the London Games.

The Games will be here before you know it – and our athletes are training every day to make America proud. They just need your support! [Please give now](#) if you can. Thank you so much.

Sincerely,
Jeffery Hunt
Director, Annual Fund
The United States Olympic Committee

ATHLETE SPOTLIGHT - MICHAEL PHELPS

In 2008 Michael Phelps became the first athlete ever to win eight gold medals at one Olympic Games. With 59 total medals in major international competition, he has won more medals than any athlete in World Championship history.

[VIEW PROFILE](#)

FREE
with a donation of \$20 or more
GIVE NOW


You received this email as a valued subscriber. To ensure delivery, please add teamusa@usoc.org to your address book. Questions, comments, or if you want more information, please contact Customer Service. If you no longer wish to receive email from Team USA, click here to unsubscribe.

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BEHIND THE PODIUM


Your U.S. Olympic Committee e-newsletter

JUNE 2011

Fueling the American Dream


Dear Merkle,

In just about a year, America's top athletes will compete with the best in the world for a chance to stand on the podium and represent our great nation. For most, it's a dream they've had since childhood—their American dream. Dedicated people like you help fuel that dream.




Become a Team USA Insider

Team USA wants 10,000 new Facebook fans before the Fourth of July! If you've already joined us on Facebook, thank you and please tell your friends to join, too. If you haven't, find the U.S. Olympic Team on Facebook and click "Like." When you do, you'll become a Team USA insider and be kept up-to-date on all the latest news and behind-the-scenes information. [Become a fan.](#)




Get Your Olympic Tickets

As a donor to the U.S. Olympic Committee, you can access a special Olympic ticket pre-sale. And, for a limited time, you'll also enjoy an 8% discount on Olympic Hospitality Packages for London and a 4% discount on ticket packages. Just click the link below and enter the code USOCDONOR-2012 when prompted. But don't wait—this sale won't last forever. [Get your tickets.](#)



Train Like an Olympian

You may never get the chance to work out with Michael Phelps or Apolo Anton Ohno, but that doesn't mean you can't work out like they do. We got a peek at the training sessions of some top Olympic athletes, and now you can try their favorite exercises from the comfort of your own home. [Go now.](#)




Warrior Games: A New Perspective

Writer Brad Botkin has covered plenty of high profile events, athletes and celebrities in his career. But nothing prepared him for the life-changing experience of spending a full week with the 220 service men and women who participated in the 2011 Warrior Games presented by Deloitte. [Read his story and view Warrior Games highlights.](#)

In This Issue

- [Become a Team USA Insider](#)
- [Get Your Olympic Tickets](#)
- [Train Like an Olympian](#)
- [Warrior Games: A New Perspective](#)
- [Athlete Spotlight: Henry Cejudo](#)
- [Upcoming Events](#)
- [Olympic Fun Fact](#)
- [In the News](#)



Athlete Spotlight

Olympic Freestyle Wrestler

Henry Cejudo rose above a life of extreme poverty to win an Olympic gold medal in Beijing in 2008. [Read more about Henry.](#)

Stream your favorite events LIVE!

June 25: [Boxing Nationals](#), live from Colorado Springs, CO.

June 25: [Fencing World Cup](#), live from New York, NY.

July 16: [Weightlifting National Championships](#), live from Council Bluffs, IA.

[Visit our events page.](#)

OLYMPIC FUN FACT

American Walter Walsh, who turned 104 last month, is the oldest known living Olympian. He competed in shooting in the 1948 Games in London.

IN THE NEWS

Starting June 14th, Flag Day, USOC begins its "Join Team U.S.A." engagement campaign through print, TV and digital media channels using contests and chat opportunities to raise money for the 2012 games. [Read more news.](#)

DONATE

You received this e-mail as a valued subscriber. To ensure delivery, please add teamusa@usoc.org to your address book.

Questions, comments, or if you want more information, please contact [Customer Service](#).

If you no longer wish to receive e-mail from Team USA, click [here](#) to [unsubscribe](#).

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E-newsletter Redesign

- New e-news design with content targeting three fangelist audiences
- Opened very strong and integrated non-financial engagement points like social, downloadable content, multi-media, etc.

What's next?

- Incorporate user-generated content, test designs

Mobile Integration

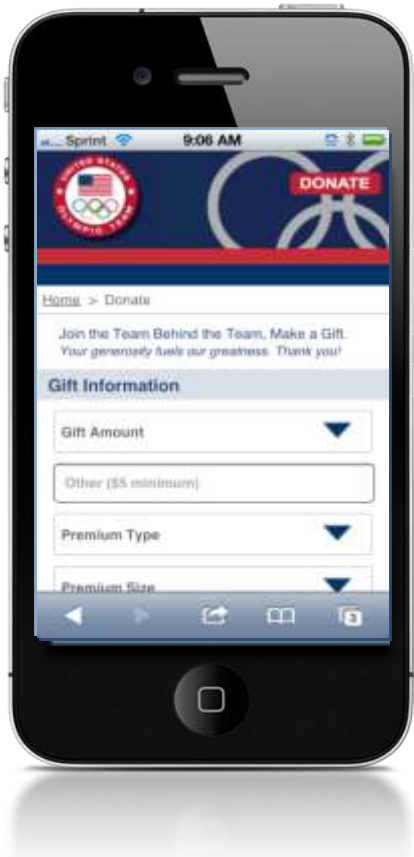
An Olympic Mobile Experience

- Mobile-ready website with sniffer technology
- Navigate a media-rich site easily from any smart phone

On the Go Mobile Giving

- Easy-to-use donation process
- Integrated with Convio (USOC's eCRM tool) for processing and reporting

Mobile Donation Form



Fill out the Form

A screenshot of the 'Payment Information' form on a mobile device. It includes a header 'Payment Information', a note 'We are proud to accept only VISA', a 'Card Type: Visa' dropdown, an empty card number field, and a 'January' dropdown for the month. The status bar shows 'Sprint' and '9:07 AM'.

Select the Amount


A screenshot of the 'Select the Amount' screen. It features a 'Previous' button, a 'Next' button, and a 'Done' button. The main content area shows a checkmark and the text 'Gift Amount' followed by four options: '\$5 USD', '\$10 USD', '\$15 USD', and '\$20 USD'. The status bar shows 'Sprint' and '9:07 AM'.

Confirmation Email with Receipt

A screenshot of a confirmation email receipt. It includes a header 'Thank you for your order!', a table with 'Order Information' (Merchant: Salvation Army, Donation: \$5.00, Invoice Number: 54-9013344, Customer ID: 54-328), and 'Billing Information' (Name: William, Address: 1200 W 12th Terrace, Fort Lauderdale, FL 33305, US). It also shows 'Shipping Information' and a 'Total: US \$20.00'. The footer includes 'Date/Time: 30-Nov-2011 02:58:10 PM EDT' and 'Transaction ID: 4011200002'.

facebook

HomeProfile



WFL

Dave

Friend Activity

Like Your Favorite Sp...

Like Our Sponsors

Donate

Team Behind the Team

Athlete Chats

SEE MORE >

About

To support U.S. Olympic and Paralympic athletes in achieving sustained comp... More

1,030,413 like this

2 more time

Libra

See all

Carly Patterson

NBC

Abel Poul

Danet Doubla

Hilton Hhonors

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Subscribe via RSS

Subscribe via RSS


Unlike

Report Page

Share

US Olympic Team · Donate

Non-Profit Organization · Colorado Springs, Colorado




London 2012

OLYMPIC GAMES 330

PARALYMPIC GAMES 363

WAYS TO GIVE TO THE U.S. OLYMPIC COMMITTEE

No athlete becomes an Olympian or Paralympian on their own. It takes a network of dedicated coaches, trainers, and supporters. And it takes you. In competition, every second, every step, and every shot counts. So does every gift to Team USA. Join the team today and support our athletes by making a donation.



DONATE ON FACEBOOK




Give directly to the U.S. Olympic Committee using the Causes on Facebook.


DONATED	NEWSPRINTS	POINERS	COUNCILS
\$1,680	10,662	30	1
Donate	Invite Friends		

OTHER WAYS TO DONATE

The U.S. Olympic Committee provides other ways to donate. Please consider supporting Team USA and America's Olympic and Paralympic athletes in any of the following ways:

CALL: (800) 222-2313



DONATE ONLINE


DONATE BY PHONE

DONATE BY MAIL


[Click to Donate](#)
[Call or Click for Instructions](#)
[Click for Instructions](#)

Your tax-deductible gift will help donors who are proud of the Olympics!




DONATE POINTS FROM U.S. OLYMPIC PARTNERS



Stay, Earn, Donate.
Hilton HHonors™ members can donate their points to Team USA. Learn More.



SHARE & SPREAD THE WORD



[Share Badge](#)
[Share Badge](#)
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Support America's Olympic and Paralympic Athletes by sharing your Olympic spirit on your Facebook wall. It's easy, just click on any or all three of these trophies.




CONNECT WITH US

Support Team USA and the U.S. Olympic Committee by connecting with us online:

[TeamUSA.org](#)
[twitter](#)
[USParalympics.org](#)
[facebook](#)


You and US Olympic Team

8 friends like this.

VenueView 2012

Recommendations




Tony Mendez... who is the olympics? I love Ameri...

<1

Write a recommendation...

Duplicate Places

Help improve Facebook Places. Who following was the same place as US Team?




E Boulder, CO

US Olympic Swimsuit Fundraising \$2,303


2 Olympic Pl., Colorado 80200

Friends' Events



U.S. Fed. Federation of Handgunner...
Friday, September 15, 7:00pm



Join Yes No Maybe



A New Brain
Friday at 8:00pm until September 21, 11:00am

Join Yes No Maybe


Photos

Diamond Dazzlers has posted a photo.


[View Photos](#)

Previous Status Updates



Brian D. Haydock Sr. (Bri...)
Posting is a terrible idea, wha...
all serious and give the wor...

<1 people



Brian D. Haydock Sr. (Bri...)
I wish I could go to work! I'd b...

<1 people



ACHIEVE WITHOUT LIMITS

MELISSA CLARKWELL, SWIMMER
U.S. Paralympian

 = \$1

For every Like on Facebook,
The Hartford donates \$1
to U.S. Paralympics.

Support Us On Facebook



One "Like" Click = \$1

"Like" our founding
partners at
The Hartford on Facebook,
and they'll donate \$1
to U.S. Paralympics.



Like Founding Partner
THE HARTFORD
on Facebook

Dear Merkle,

Today you have a chance to help the U.S. Paralympic Team, and it won't cost you a dollar. Founding Partner, The Hartford has teamed up with the U.S. Olympic Committee to help U.S. Paralympics bring home the gold.

All you have to do is [visit The Hartford on Facebook](#) and click the "Like" button. When you do, they'll donate \$1 to the U.S. Paralympic Team. It's that easy!

Be sure to watch the inspiring videos there about a few of our Paralympians and share them on your own page. [Your click](#) will help raise money to equip our athletes with the tools they need to compete with the best in the world. **And we need your help!**

The Hartford, a founding partner of U.S. Paralympics and leading financial services group, is committed to helping our athletes Achieve Without Limits. We know you are too. If you'd like to support U.S. Paralympics directly, you can also choose to [give now](#).

Thank you!
The U.S. Olympic Committee

Share with your friends:






You received this email as a valued subscriber.
To ensure delivery, please add customerservice@donorsupportusoc.org to your address book.

Please do not reply to this e-mail. If you need to contact us with questions or feedback, please contact Customer Service.

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Social Conversion

- Built email and donation capture devices through Convio Facebook API

What's next?

- Use social media interaction to drive content themes in e-news and appeals
- 31



LONDON 2012

BE A PART OF TEAM USA

JOIN US IN LONDON »

Dear Merle,

Every two years, America's best athletes pursue their dreams to represent our country at the Olympic and Paralympic Games, and are supported by an Olympic family made up of coaches and scientists, friends and relatives, staff and **generous contributors like YOU who help make these dreams come true.**

You too can share in the excitement of the Olympic Games by joining one of our exclusive hospitality packages for the 2012 Olympic Games in London. Our specially-designed programs have something for everyone and provide exceptional behind-the-scenes access that only guests of the U.S. Olympic Committee can experience. Our programs include:

- ★ **London Concierge Club (\$10,000 payable over two years):** Allow USOC Development staff to enhance your Games experience with sporting event tickets, a special reception with Olympians and Paralympians, and invitations to our exclusive USOC Hospitality Venues where you can experience the Olympic spirit!
- ★ **London Gold Club (\$25,000 over four years):** This membership not only includes the same terrific benefits as the Concierge Club, but also increased access to Olympic tickets, U.S. Olympic merchandise, a special dinner with an Olympian, an exclusive invitation to the USA House Preview Party and USA Victory Celebrations.
- ★ **Olympic Adventure Club (\$50,000 over four years):** A unique hospitality program designed to provide the flexibility of creating your own adventure, this program includes accommodations (double-occupancy), round-trip airport transfers, pre-selected tickets to some of the most exciting competitions, and time for sight-seeing adventures on your own.
- ★ **Taste of the Games (\$75,000 over four years):** This three-night package includes lodging at a five-star property (double-occupancy), pre-selected event tickets, fine dining, and accredited group transportation by motor coach. Additional amenities include a VIP reception at the USOC's premiere hospitality center, sports apparel, and dedicated staff.
- ★ **London Premier Club (\$150,000 over four years):** This package includes five-star accommodations, exceptional seating at competitions, accredited transportation, fine dining, sightseeing and receptions at the USOC's exclusive Hospitality Venues. Meet remarkable athletes and USOC leadership, experience the history of London and share in the camaraderie of the Games!

I'd be happy to answer any questions you might have, and will work to make your Olympic experience as amazing as possible. I hope to hear from you soon regarding one of these exciting programs.

Sincerely,

Sarah Cantwell
U.S. Olympic Committee
Development Team
973-784-4331
Sarah.cantwell@usoc.org

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Major Donor Integration

- Success driving major donors to give offline with email

What's next?

- Can we get major donors more engaged with online VIP community?

What The Future Looks Like

- Striving for the right priorities and relevancy



What's USOC's road to London, Sochi, Rio and beyond?

Optimize Revenue Across Channels

Donor Journey Framework

**FY2011
Net Revenue
Target**

Friend Get A
Friend Proof of
Concept

Multichannel
Integration

Contact
Optimization

Developing
Optimal Path

Focus on
New Donors

Segmenting
Low, Average
& High Value

Integrated
Marketing for
Email Capture

Lapsed
Treatment and
Online Archive
Plan

New Email
Acquisition

Develop new
email streams
for emerging
segments

Social
segmentation

Use social to
drive email
content

Optimize
Email
Capture
Devices

Quantifying
Donor Value by
Olympic Cycle

Developing the Digital Channel

Benchmarking/ Knowledge Building

How do we prioritize?

**Do the Right Things at the Right Time,
Not Just the Shiny Things Now**

Be Data-Driven

- **Social space is ripe**
- **Still need more insight on email**
- **Mobile not great during non-Game time**
- **Donation form conversion**

How do we prioritize?

Don't Do the Right Things in a Vacuum

**Shift Approach from Channel-Specific
to Donor-Centric**

Be Integrated into Holistic Engagement Efforts

- **New teamusa.org – mobile and DM integration**
- **Multichannel Raise Our Flag campaign**
 - **Cross-channel capture**
 - **Let the donor choose**

How do we prioritize?

Do What You Need and What Your Constituents Need, Even if Those Needs are Different

Create Strategic Harmony Between USOC's Fundraising Offerings and It's Donors' Needs

- Organizational priorities
- Surveys
- Social content guidance

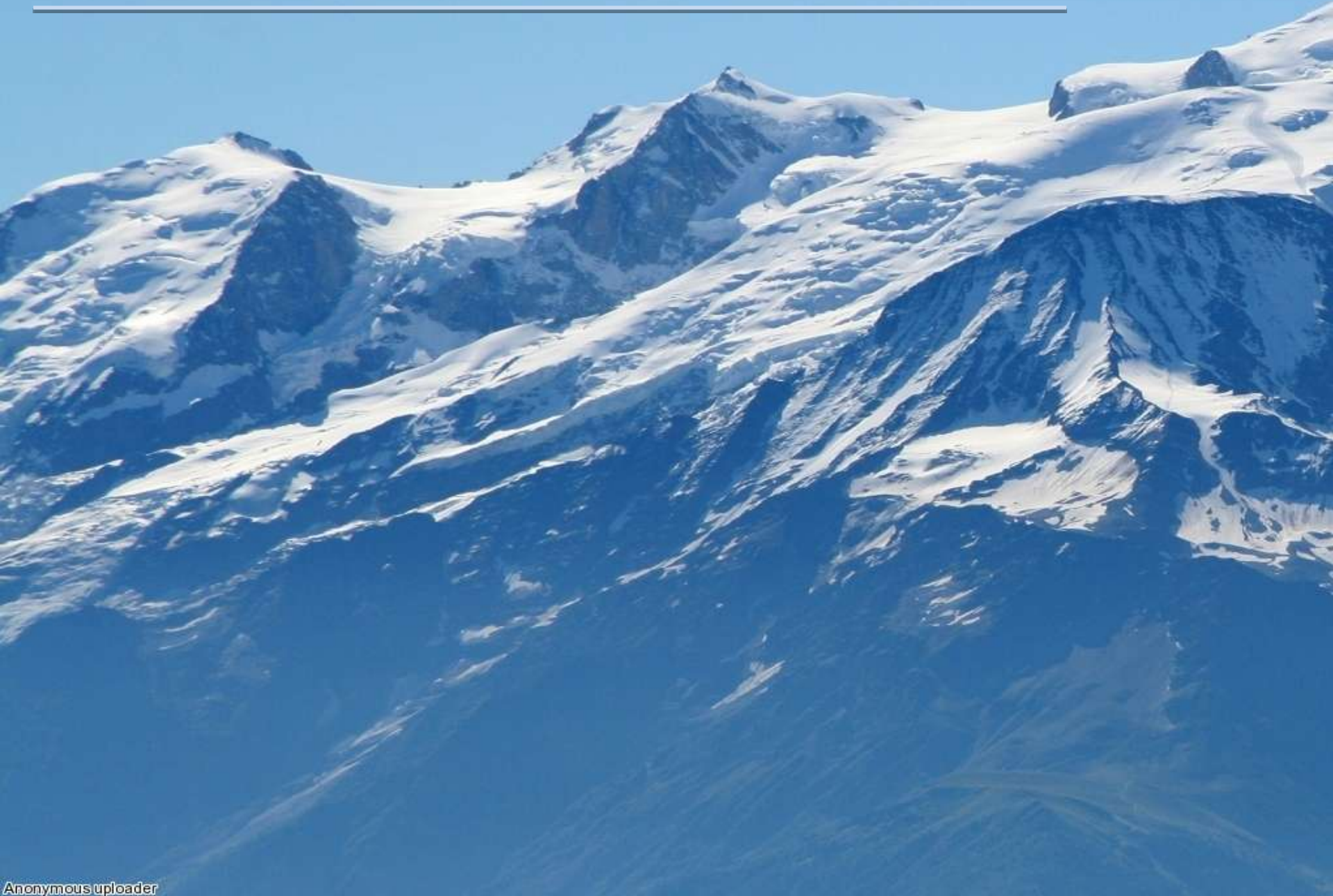
How do we prioritize?

Do the Right Things Well Consistently

**Ensure Consistent Positive Constituent Experiences
Across All Channels**

- Collaboration between executing departments and vendors
 - Universal metrics
 - Consistent tracking

Q & A





AMAZING AWAITS! Good luck!

Appendix

USOC Market Research - Fangelist Study
Merkle Market Research - View from the Inbox

USOC Market Research

The number of Fangelists in the US was sized using a conservative approach that combined US Census data and three quantitative research metrics

	Overall #	% Fan	% Personal interest	% Heavy viewership	Total Fangelist #
Adults (18-65)	196.5m*	56.6%	51.6%	51.8%	29.7m
Teens(13-17)	21.6m*	92.4%	40.9%	83.5%	6.8m
Total					36.5m

=



Population of the
US aged 13 to 65
in the US

Market Research
Input 1

Market Research
Input 2

Market Research
Input 3

Fangelist

Study Sample Size and Benchmark Group

		Sample
Fangelist	Teens (13-17)	150
	Young males (18-34)	202
	Moms (35-49)	153
	Adults (55+)	153
Benchmark groups	Average Americans	108
	NFL Fans	105
Total		871

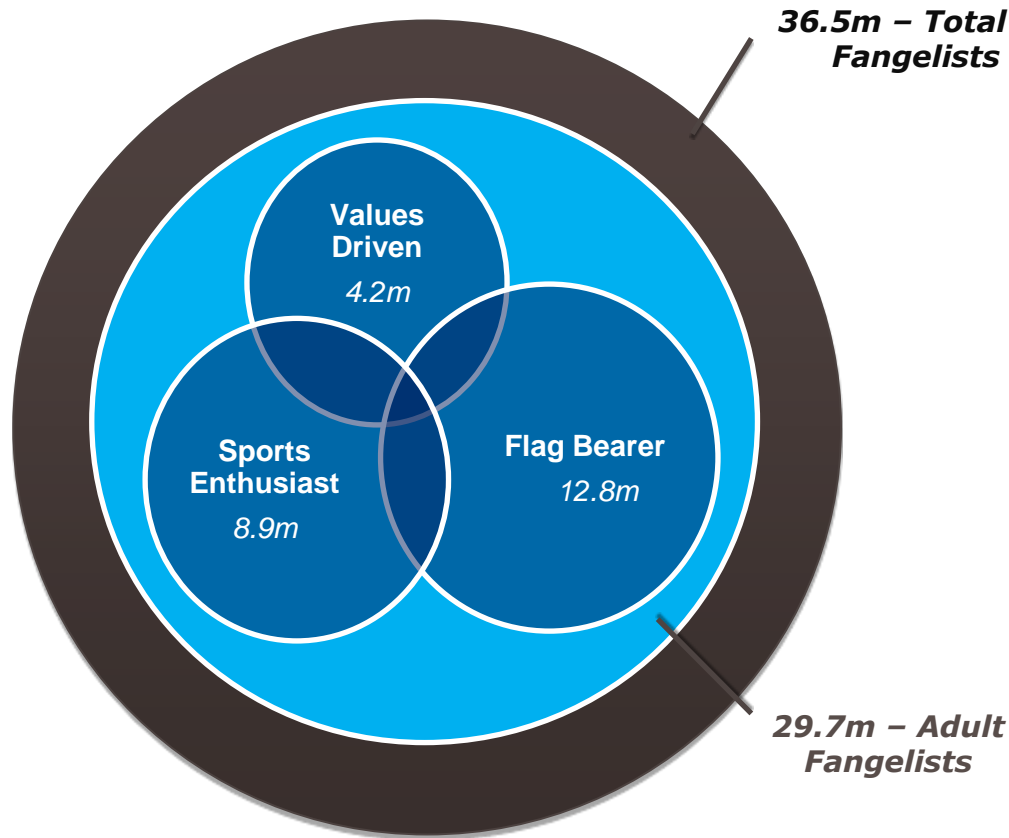
- Based on this methodology there are:
 - 36.5m Fangelists in the US
 - 29.7m adult Fangelists
 - 6.8m teenage Fangelists

* Source: US Census data

USOC Market Research

Market sizing of the Fangelist population

–Fangelists (millions)



- In the United States, there are 29.7m Fangelists aged 18 to 65
 - 36.5m including teenagers
- The three main segments of these Fangelists account for 88% of the total Olympic fanbase in the US
 - Values Driven
 - Sports Enthusiast
 - Flag Bearer



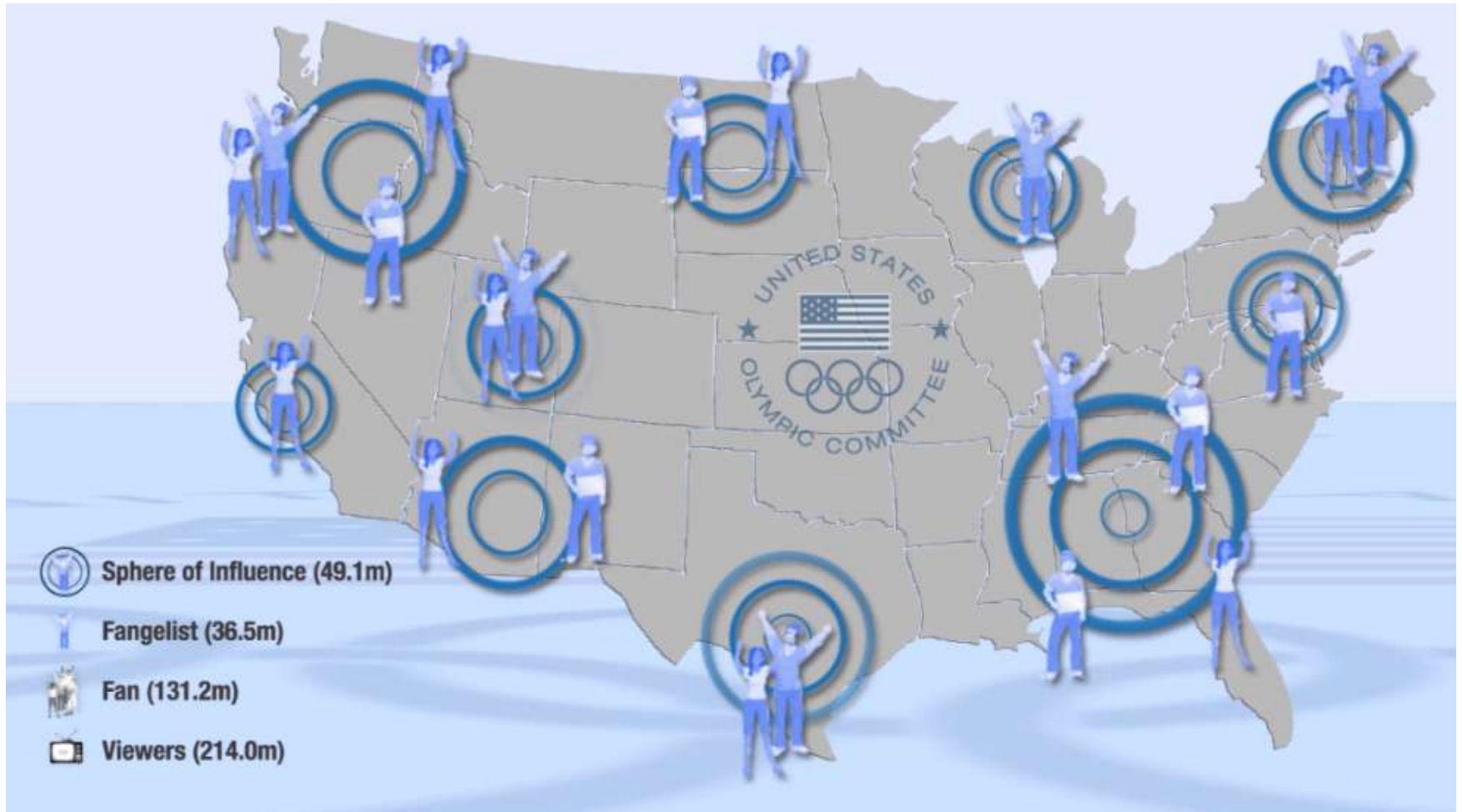
Source: Millward Brown Optimor quantitative research, 05/10

USOC Market Research

- In addition to this core group of Olympic Fans, the Fangelists hold significant power to influence their friends and families
 - The net of influence by the Olympic Fangelist reaches 49.1m Americans

	# of Fangelists	% Trend setter	Influence multiplier	# of Followers
Adults (18-65)	29.7m	25.4%	5	37.7m
Teens (13-17)	6.8m	33.4%	5	11.4m
Total				49.1m

USOC Market Research



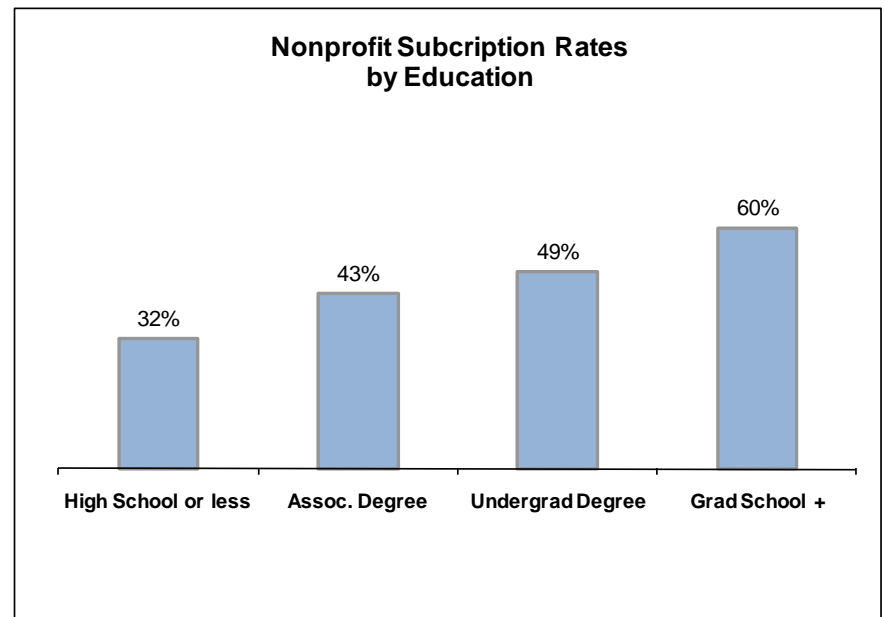
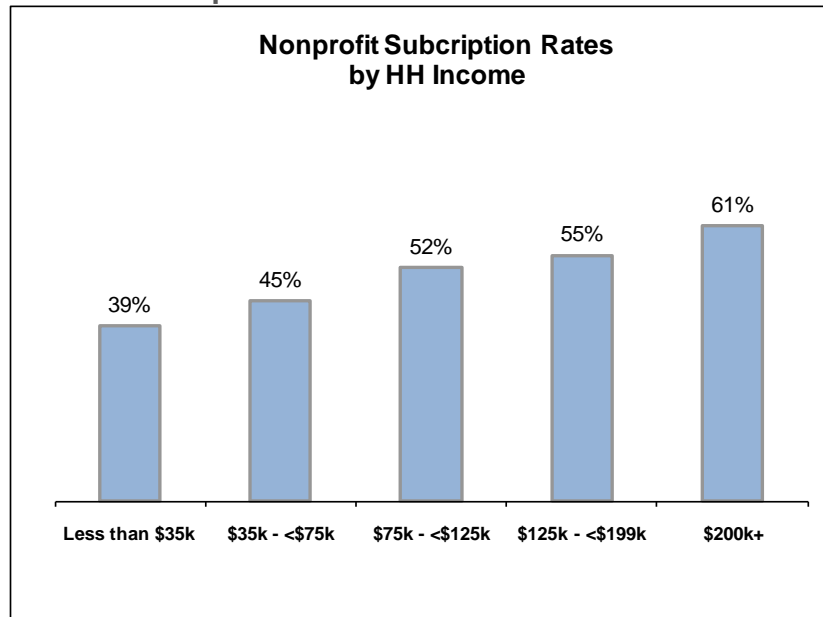
Source: Millward Brown Optimor quantitative research, 05/10

Merkle Market Research

VIEW FROM THE DIGITAL INBOX

Demographics: Do Nonprofit Email Subscribers Look Different?

- **Age:** Average age the same – 44
- **Gender:** Slight but significant female skew
- **Income:** Not surprisingly, annual household income is a predictor of email relationships with nonprofits, as an email opt in can be implicit in an online donation
 - Non profit subscription increases with household income
- **Education:** As education correlates to income, we see the same rise in subscriptions as education increases



Merkle Market Research

VIEW FROM THE DIGITAL INBOX

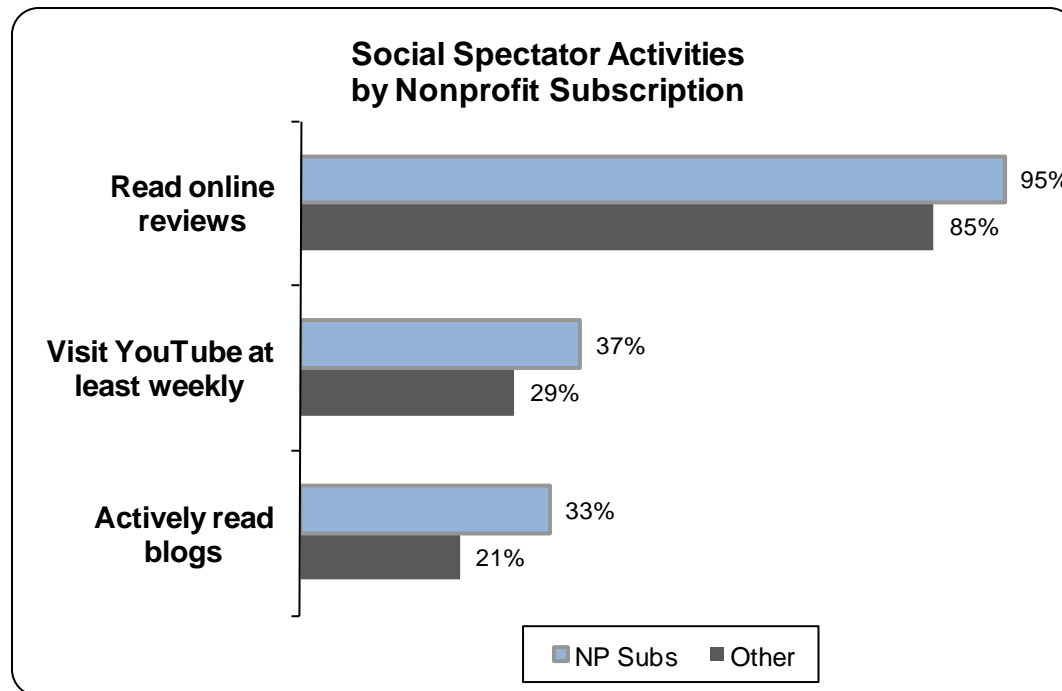


Targeting Tip

Fundraising strategies should include content covering these elements to better reach target audiences

Social Activities

- Of the “social spectator” activities measured in the *View from the Inbox™*, **nonprofit subscribers** have substantially **higher social content consumption** compared to remainder of the online population



Base: all respondents

Merkle Market Research

VIEW FROM THE DIGITAL INBOX

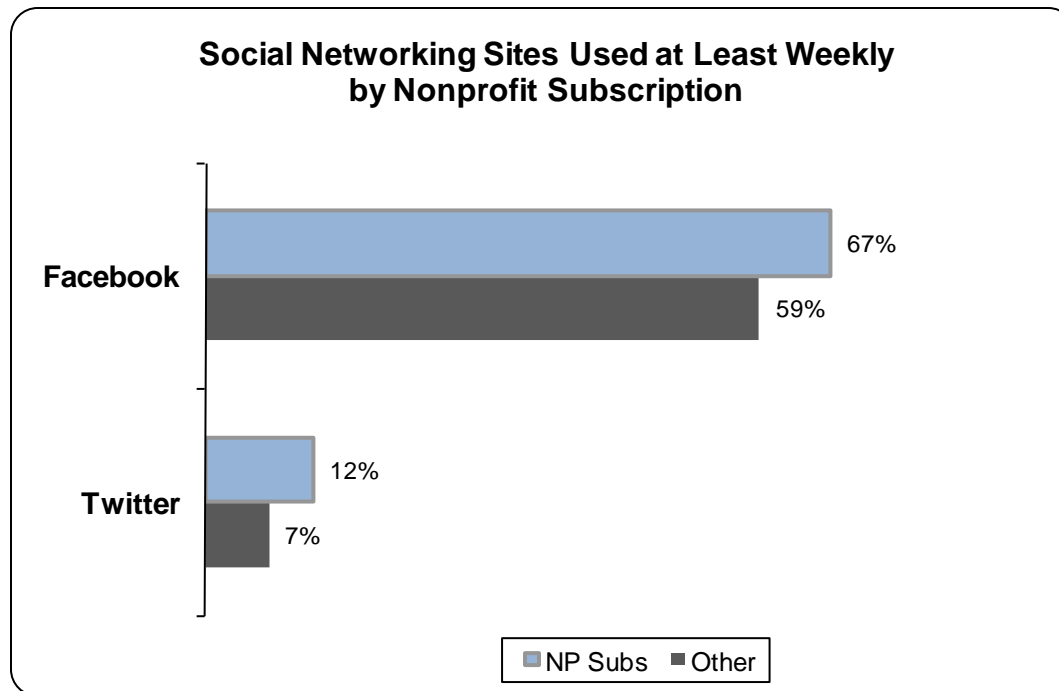


Targeting Tip

Not only are nonprofit subscribers 13% **more likely** to be a regular Facebook user, they have become a fan of **6 additional organizations** or brands (15.5 vs. 9.4)

Social Networking Sites

- Facebook has lost a lot of its differentiation from past years with the nonprofit cohort, but **Twitter** has made **gains** in the ability to **reach** the nonprofit target audience



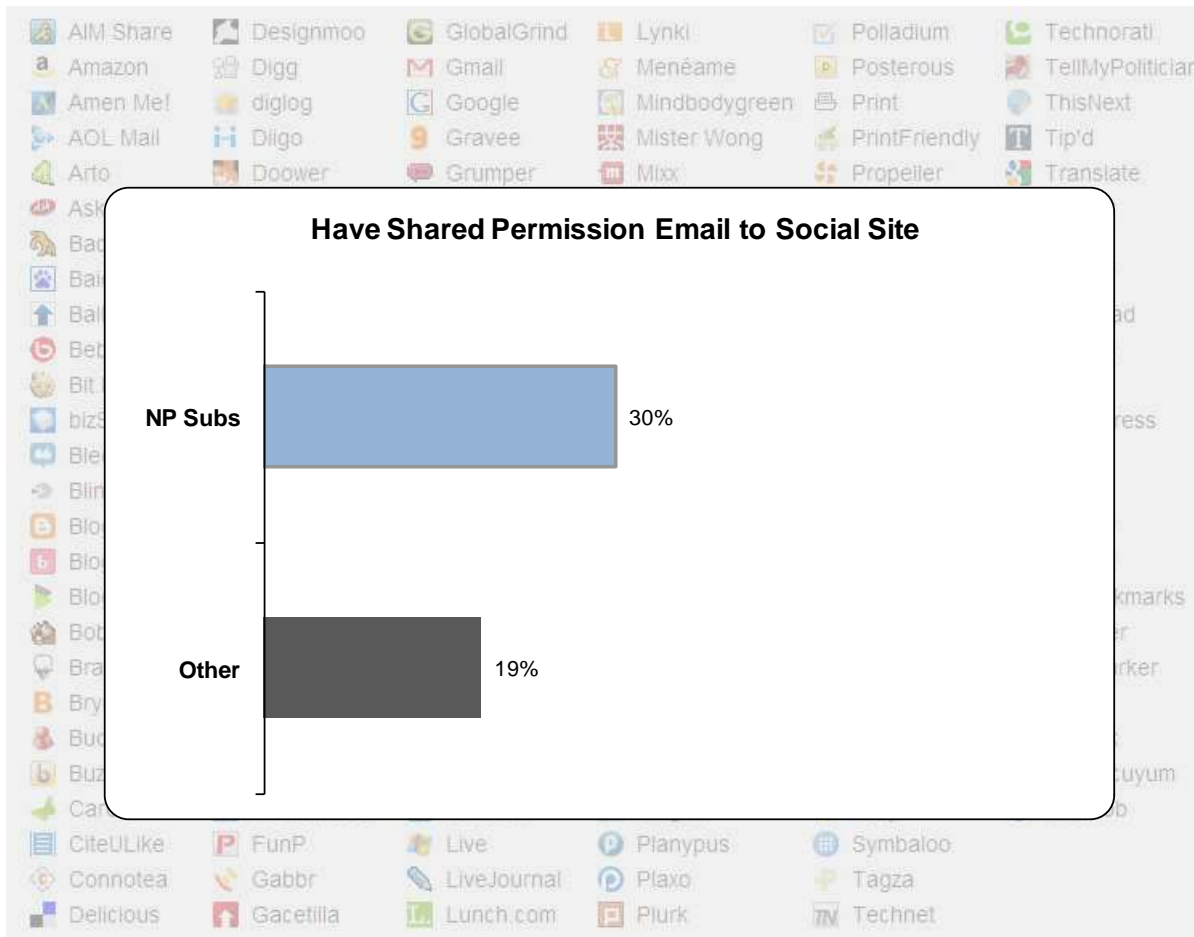
Base: all respondents

Merkle Market Research

VIEW FROM THE DIGITAL INBOX

Social Sharing

- Nonprofit social subscribers are more likely to **share** something they've received in commercial email to their social site(s)



Targeting Tip



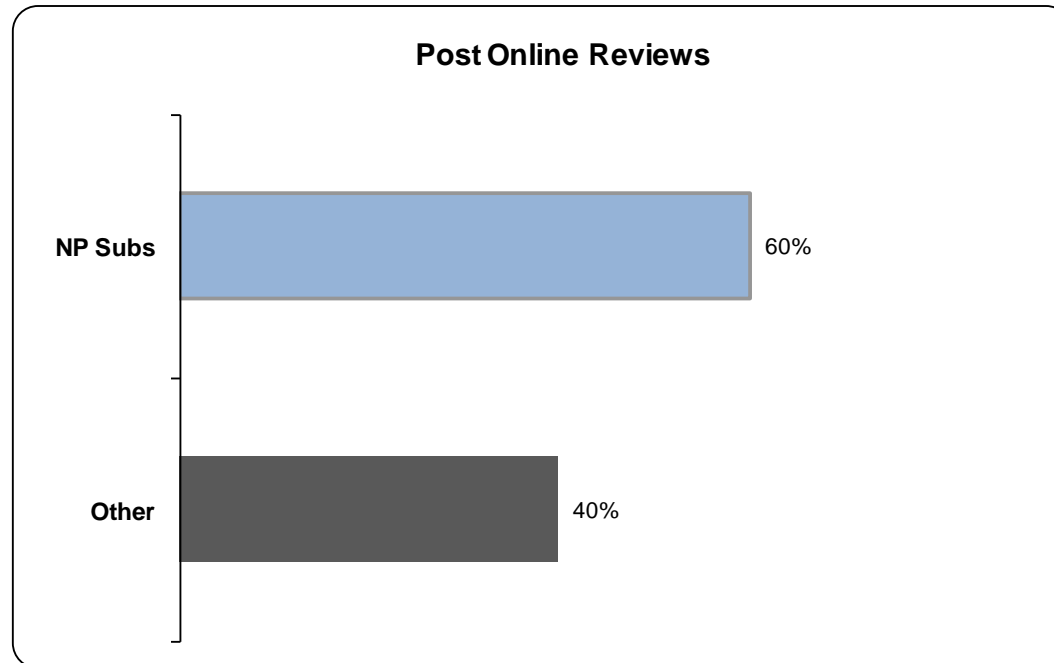
Ensure all emails with a call-to-action have a "post to social" feature

Merkle Market Research

VIEW FROM THE DIGITAL INBOX

Social “Critics”

- Sixty percent of the nonprofit subscribers have **posted online reviews**, compared to 40% of the remaining online population
 - This online audience segment is not only involved, as demonstrated in their nonprofit subscriptions, they are vocal!
 - This point reinforces the need for a social component in email communications



Base: all respondents

Merkle Market Research

VIEW FROM THE DIGITAL INBOX

Mobile Donations

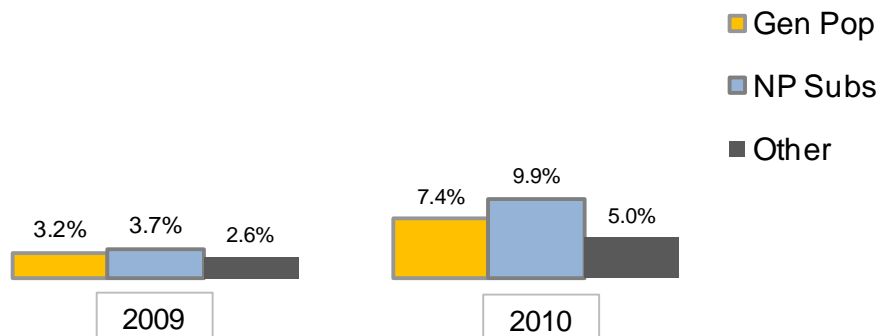
- Newer, **mobile** methods of **giving** like Text2Give, are quickly **gaining traction** among the general online population and existing nonprofit constituents
 - Interestingly, the gains in openness seem to be coming from the decrease in those saying they are not likely to donate this way (down 8 pts. To 72%). The undecided group is about 20% across all groups shown (increased YOY)

Targeting Tip



There is an edge for this donation strategy among the younger crowd: those who are open skew about five years younger than those who are not likely to use this method

Percent Saying they are More Likely to Donate Using Mobile



Base: text messaging respondents