



# MULTI CHANNEL ENGAGEMENT

- Marybeth Oskowski, Boston Latin School Association
- Ben Schools, Simmons College



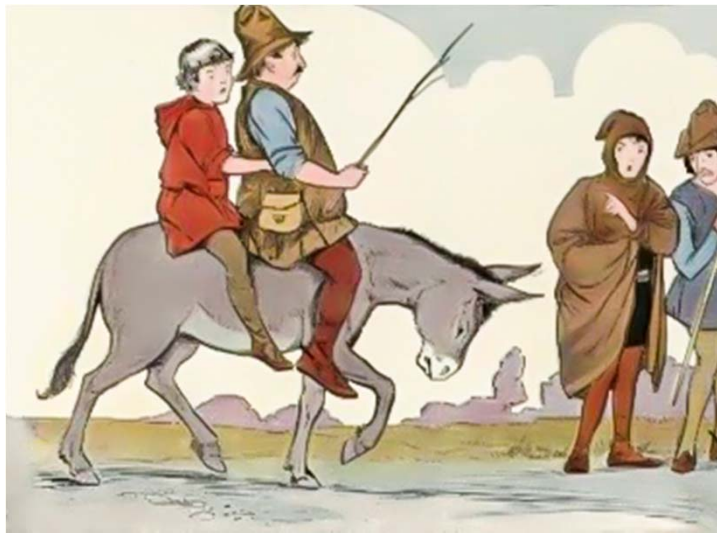
## agenda

- 3 Multichannel Marketing Takeaways
- BLSA Case Study

# a fable

to illustrate a point about marketing

## THE MILLER, HIS SON, AND THEIR MULE



THE MILLER, HIS SON, AND THEIR MULE



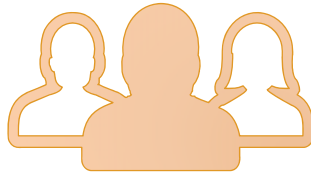
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“In trying to please all, he had pleased none.”

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Aesop

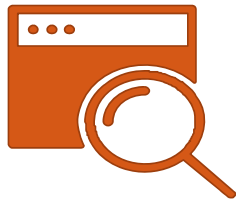
## MULTI-CHANNEL MARKETING TAKEAWAY #1:



KNOW YOUR AUDIENCE

## MULTI-CHANNEL MARKETING POINT #1:

Know Your Audience



THROUGH SURVEYS



THROUGH RESPONSES

## MULTI-CHANNEL MARKETING POINT #1:

Know Your Audience



THROUGH DATA

## Channels

There will always be more.....

## COMMUNICATION & TECHNOLOGY



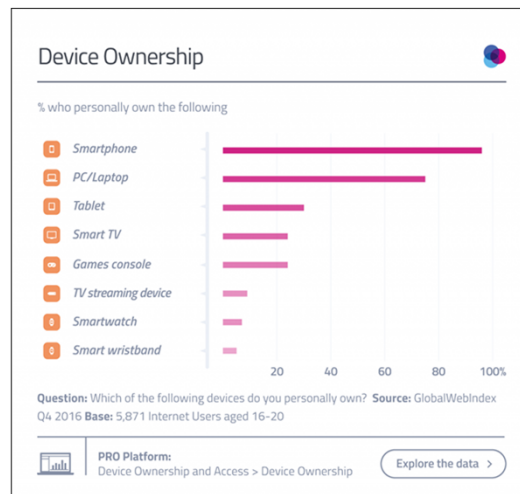
## GENERAL POPULATION



## MILLENNIALS & COMMUNICATION PREFERENCES

- Largest population group in US: over 92M
- Over a third of them have said: “When a brand uses social media, I like the brand more.”
- That is over 31 Million!

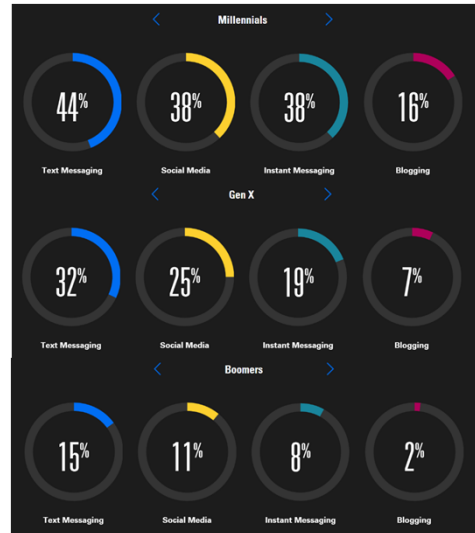
## GEN Z



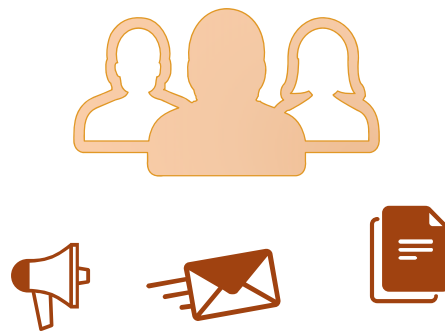
Source: Global Web Index

## SOCIAL + CONNECTED

“After searching online, how do you communicate with others about a service, product, or a brand?”



## MULTI-CHANNEL MARKETING TAKEAWAY #2: KNOW HOW + WHERE YOUR CONSTITUENTS LIKE TO COMMUNICATE





# CHANNELS

What is your reach?



## PRINT IMPACTS + BENEFITS

- Most familiar communication method of second largest group of alumni, boomers
- You likely have more addresses than phone, email, or social channels
- Direct Mail is still the top source of revenue.
- Simmons FY16 10.6%, 75% of Direct Marketing Channels
- Allows for a targeted, segmented message
- Draw back: highest expense





## EMAIL IMPACT + BENEFITS

- 77% said it is the preferred communication preference\*
- Email has the second highest return at Simmons as fundraising revenue source, 2%
- Can be targeted and segmented
- Works well when integrated with direct mail piece
- Can be used, with analysis to boost your phone program



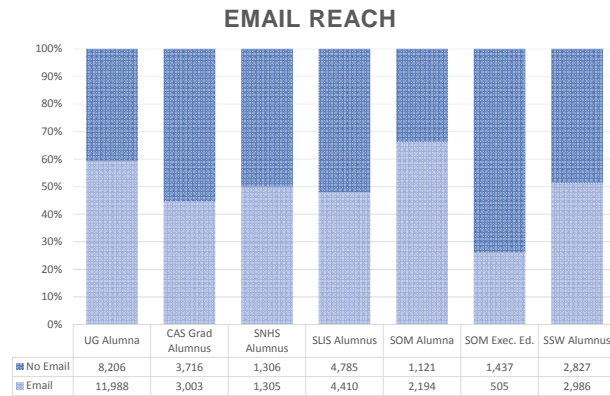
## SOCIAL IMPACT + BENEFITS

- It is where your largest audience is communicating
- One to many communication strategy (past), now one to many and many more
- Social sentiment monitoring, allows for analysis and impact of perceptions of “brand in social media”
- Social Sentiment monitoring allows for asymmetrical response
- Works well when integrated with direct mail piece



## MULTI-CHANNEL MARKETING POINT #3: KNOW YOUR REACH INTO EACH CHANNEL

- Non-profits spent less than \$0.04 in digital advertising for every dollar raised online\*
- That means \$40K for every \$1M raised
- In comparison, digital ads \$68B in 2016



## A BLSA Case Study

Building Your Annual Giving Calendar



## CONTEXT & RESOURCES

### FY18 Goals & Budget

- In 5<sup>th</sup> year of \$50 million *Prima Perpetua* Campaign
- Unrestricted Goal of \$2 million
- Programming budget of \$60,000

### Medium size shop

- 7 full-time & 3 part-time staff members
  - 1 full-time annual giving director
  - 1 full-time database manager
  - 1 part-time online communications manager



## Components of your Annual Giving Calendar

- Prioritizing where you are going to get the biggest bang for your buck
- Timing: Who is giving to you when?
- Timing: What else is your organization doing?
- What is your story and how many ways do you need to tell it
- Participation/acquisition
- Make it about your donors
- Stewardship and impact



| Drop Date               | Appeal/Message                      | Medium                | Audience                               | Segment   |
|-------------------------|-------------------------------------|-----------------------|--|---|
| September 9th           | First Day of School                 | Eblast                | Full Email Audnce                      |   |
| September 9th           | First Day of School                 | Social                | Fb and Twittersquere                   |   |
| September 10th          | E-News                              | Eblast                |  |   |
| September 21st          | Appeal #1                           | DM                    | Solicit-able Donors                    | (1) Leadership (2) General                            |
| September 28th          | E-Appeal #1                         | Eblast                | All Potential Donors                   | (1) Leadership (2) General                            |
| September 29th          | Appeal #1 Social Media              | Social                | Fb and Twittersquere                   |   |
| October 1st             | Reunion Class Letter #1             | DM                    | Reunion Classes                        | (1) Leadership (2) General                            |
| October 26th            | Gratiae                             | DM                    |  |   |
| November 2nd            | Gratiae E-Announcement              | Eblast                |  | (1) Leadership (2) General                            |
| November 3rd            | Gratiae                             | Social                | Fb and Twittersquere                   |   |
| Starts in November      | Reunion Peer to peer Outreach       | Personal Solicitation | Reunion Classes                        | By class/giving capacity                              |
| November 20th           | Appeal #2                           | DM                    | LY/Sybunt Audience, Consider Criteria  | Letter from student                                   |
| November 29th           | E-Appeal #2                         | Eblast                | All Potential Donors                   |   |
| November 28th           | Parent Volunteer Particiation Phon  | Personal Solicitation | Nondonor Families                      |   |
| November 28th           | Giving Tuesday Social               | Social                | Fb and Twittersquere                   |   |
| November 30th           | Appeal #2 Social Media              | Social                | Fb and Twittersquere                   |   |
| Starts in late November | Parent Committee: Peer Solicitation | Personal Solicitation | High Capacity Current parents          | November-December                                     |
| December 1st            | AF Staff Calls                      | Phone/Email           | High End AF Donors with CYE preference |   |
| December 6th            | Calendar Year End #1 E-blast Appeal | Eblast                | Reunion Classes/IRA                    | (1) Nonreunion IRA (2) Reunion IRA (3) Reunion NonIRA |
| December 21st- 30th     | Winter Phonathon                    | Phone                 | 1st 2 quarter lybunts; TBD             | (1) Leadership (2) Lapsed (3) TY in January           |
| December 18th           | Calendar Year End E-Appeal #1       | Eblast                | All Potential Donors                   |   |
| December 19th           | Calendar Year End Social #1         | Social                | Fb and Twittersquere                   |   |
| December 27th           | Fiscal Year End E-Appeal #2         | Eblast                | All Potential Donors                   |   |
| December 28th           | Calendar Year End Social #2         | Social                | Fb and Twittersquere                   |   |
| December 31st           | Fiscal Year End E-Appeal #3         | Eblast                | All Potential Donors                   | midnight  |
| December 31st           | Calendar Year End Social #3         | Social                | Fb and Twittersquere                   | a.m.  |

Snap Shot in Time



## Segmenting

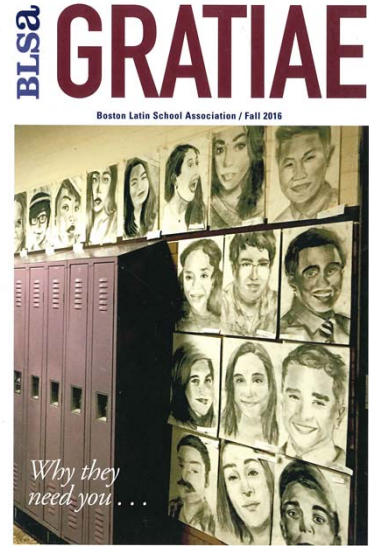
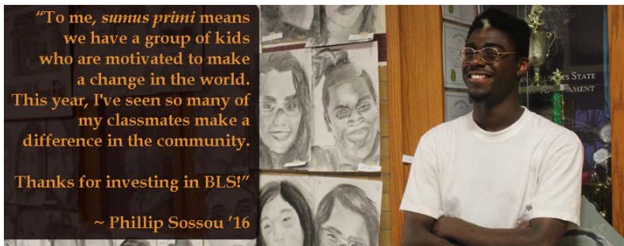
- Leadership Segment
  - Package 1: \$500+ giving in FY17, FY16 or FY15 (or)
  - Package 2: 2017 Wealth Screening with gift capacity range of \$10,000+ AND a total RFM of 250 or higher.
  - Package 3: Professional position title of CEO, President, or CFO, Vice President
  - Package 4: Target Ask is \$1,635+
  
- Participation Segment
  - Package 1: Alumni w. Consistent Giving
  - Package 2: Current Families w. Consistent Giving
  - Package 3: Alumni for acquisition
  - Package 4: Parents for acquisition
  - Package 5: Friends, widows, parents of alumni and faculty



Leveraging Opportunities:  
Throw the Calendar Out!



Email Acknowledgement



Annual Report of Giving



Thank you!

