

THERE ARE
3 KEY STRATEGIES
TO GROW REVENUE
FOR NONPROFIT
ORGANIZATIONS

1

win

more donors

2

keep

(retain) the donors
you already have

3

lift

gift amounts by
encouraging current
donors to give more
generously



This study sets out to provide the dramatic discovery and data-driven direction for increasing both donor gift levels and ultimately long-term value by way of optimized ask strategies. Downright mesmerizing!

Increased Value.

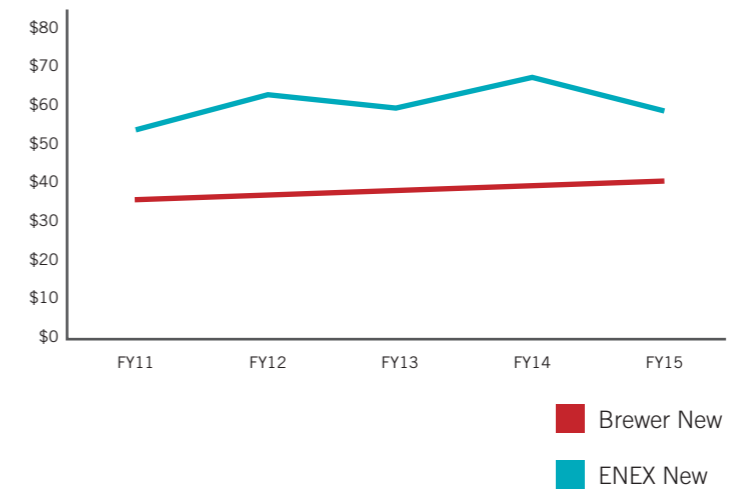
We're good alone... but together we are better! The merger of ENEX GROUP with Brewer Direct was an amazing step toward increasing the value that we are poised to bring to our clients through our proven fundraising programs and our top-notch service.

Brewer Direct's strengths in analytics, digital marketing, cross-channel integration, and middle donor programs are powerfully complemented with the strategic development expertise for which ENEX GROUP was known. By pairing these collective attributes, Brewer Direct is further positioned to expand its core direct response marketing programs and wrap-around development services to leverage solid growth for our clients.

the discovery

Following the merger, Brewer Direct launched an in-depth strategy audit, digging deep into the data and comparing each agency's campaigns and performance metrics. What we found was pretty exciting... especially with new donor acquisition! While ENEX GROUP was bringing in new donors with significantly higher gift levels...

New Donor Average Gift
New Donor Gift Size by Year



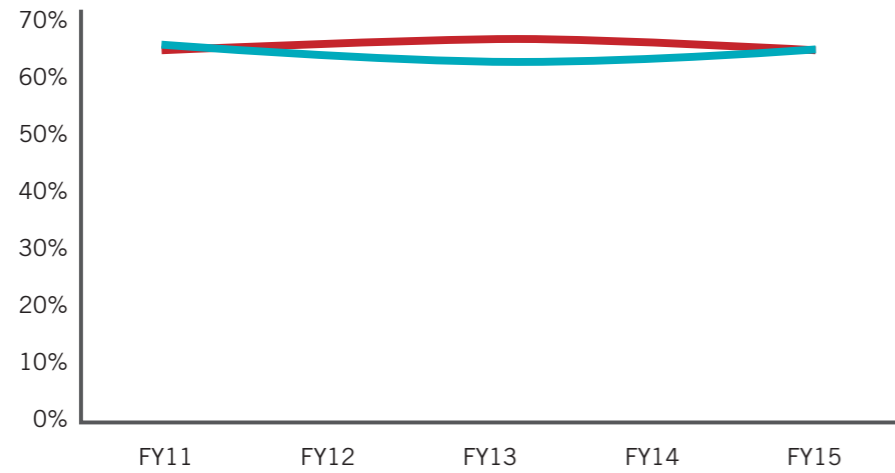
...Brewer Direct's clients saw higher retention rates for new donors acquired.

FY11 New Donor 5-Year Long-Term Value
Retention by Year

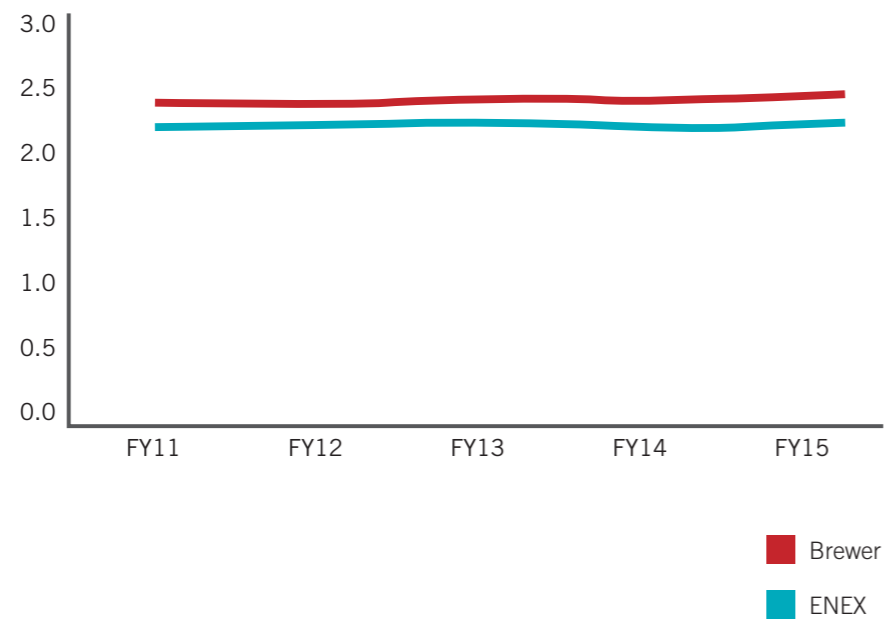


Digging deeper, we found that overall donor retention rates over 5 years came into alignment and gift frequency across all clients were nearly identical, as well.

Retention



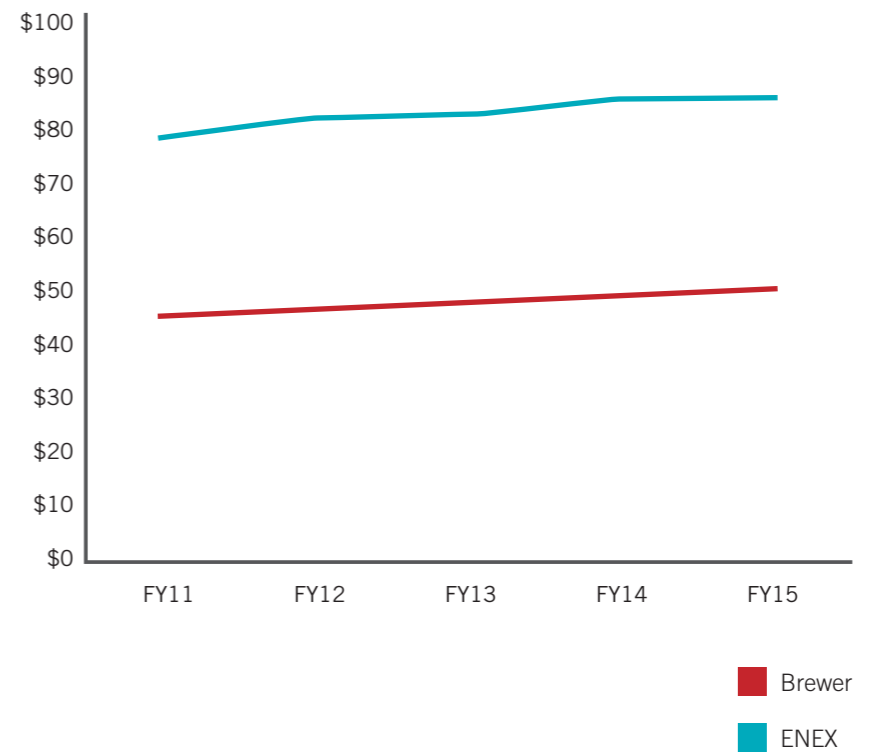
Frequency



Looking into our Donor Renewal programs, we found that:

- 1. Brewer Direct clients experience a strikingly higher response rate with their campaigns and therefore have more overall gifts.**
- 2. ENEX GROUP clients saw higher average gifts with continuing donors.**

Gift Size




Preliminary analysis and our own informed speculation inquired whether these differences might be accounted for by the way in which donors were respectively segmented – based on their giving history – before applying the individual ask string strategies, and/or if they might be accounted for by the differences in the ask strategies themselves.

Wanting the best of both worlds, it was determined that professional research and interpretation was in order.



the research



Data was turned over to Analytical Ones, a national marketing and research firm, with two requests:

- Analyze the upgrade logic used by both agencies to determine which (if either) provides the most effective overall segmentation strategy for donor upgrade.
- Analyze the Brewer Direct and ENEX GROUP ask tables to determine which (if either) provides the most effective overall upgrade strategy in terms of donor conversion rates, gift upgrade rates, and overall revenue.

Individual giving data for 14 clients (9 BDI/5 ENEX) was analyzed and the results were gratifying.

the results

We took a close look at acquisition to understand the value of newly acquired donors and the impact those initial gifts have on lifetime value. Research revealed that while Brewer Direct clients receive more overall gifts and more gifts from donors with gift levels under \$50, the higher average gift size for ENEX clients (and, consequently, higher lifetime value) was driven primarily by higher INITIAL gifts in the \$50+ range.

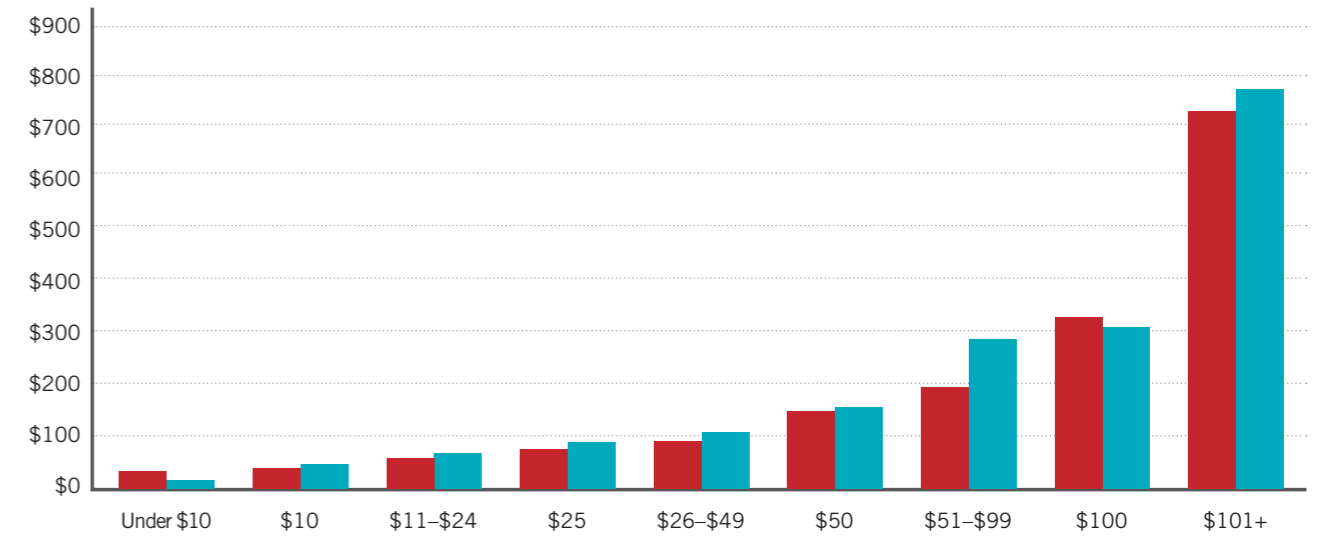
In FY15, most new donors to Brewer Direct appeals gave initial gifts of \$10, \$20, \$25 or \$50 while most new donors to ENEX GROUP appeals gave initial gifts of \$20, \$25, \$50, or \$100.

FY15 First Gifts by Amount



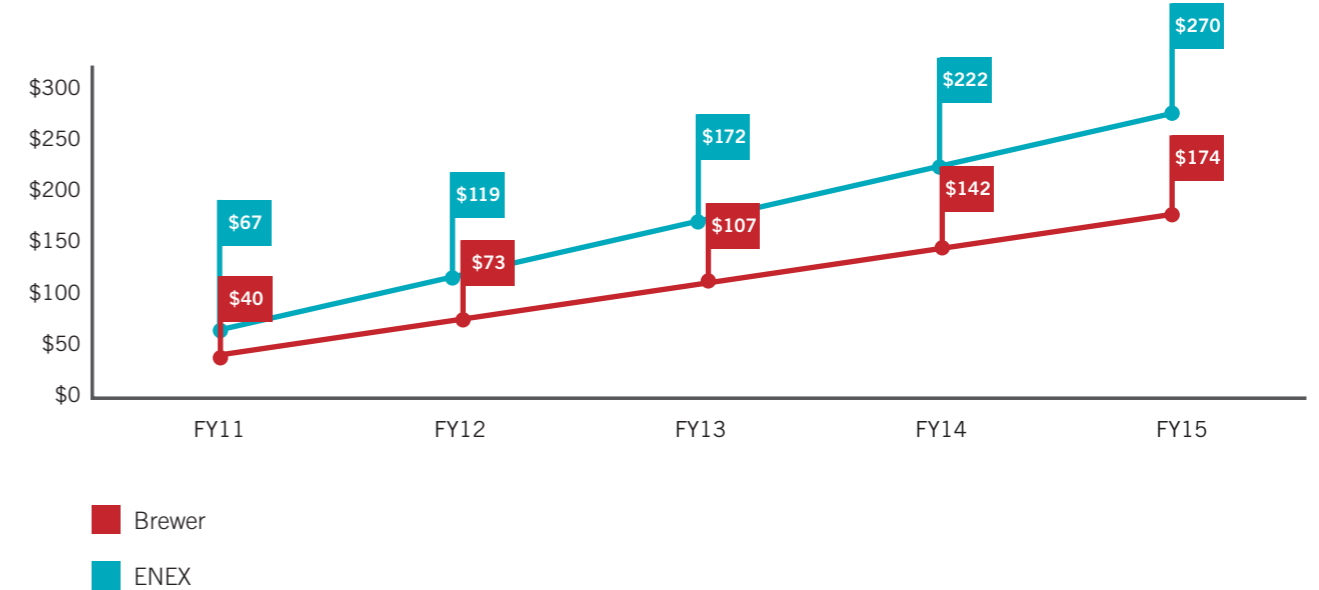
The following chart looks at lifetime value by gift level and demonstrates how ENEX's higher initial gift size contributes to higher lifetime value for those donors over 3 years.

3-Year LTV by First Gifts Amount



The following view demonstrates the impact that a higher initial gift can have on lifetime value over 5 years for all donors combined. Very compelling information!

5-Year LTV



So, what are our next steps?

For Brewer Direct, success is defined by our ability to effectively support the growth of our clients' development programs such that they have an even greater impact for Christ on their communities. That is where our hearts lie, and that is also what makes our partnership with our clients special.

With Brewer Direct and ENEX GROUP coming together, we have learned that $1+1 > 2!$ AND it only gets better as we are committed to taking these next steps:

1. Analyze each agency's campaigns from a creative and performance perspective and distill best practice to optimize response rates and lift overall revenue year-round.
2. Roll out a hybrid segmentation and ask strategy, pulling the best from both agency approaches to secure higher average gifts and increase overall lifetime value.
3. Continue to validate these findings by testing creative offers, as well as the number and order of asks in the ask string.
4. Invest in further research and market testing to probe offer strategies, package design, and messaging, as well as strategy nuances to maximize results for our clients.

Not only are we better together, but we are IN IT together. We are committed to partnering with our clients to deliver the best possible programs, strategies and outcomes. Together, we want to help you change the world!

BREWERSurround

This research is just one part of Brewer Direct's commitment to bring 360°, friend-raising, champion-building, and development/fundraising strategies and services to our clients.

As committed partners – and an extension of our clients' teams – we are dedicated to communicating a seamless, consistent message across all channels, from traditional direct mail to emerging technologies – enabling them to raise the resources they need to serve their communities and champion the causes that matter most.

This white paper is the second in a series on how to Win, Keep and Lift donors. To receive a copy of the initial presentation, please contact your Brewer Direct Account Strategist. Or, call Shellie Speer at (719) 687-7479.



SHELLIE SPEER has been working side-by-side with Rescue Mission clients for over 30 years. Before joining Brewer Direct, her heart for the homeless and hurting led her to found ENEX GROUP, an agency she owned and served as President of for over 23 years.

As Executive VP of Client Strategic Development, she focuses on helping clients raise funds by building stronger development programs. Her vision for an integrated donor communications model has empowered nonprofits across the country to set in motion successful development plans that strengthen their financial foundations and partnerships within the community.



LOLLY COLOMBO has worked on both the agency and client side, serving some of the world's most beloved charities and faith-based organizations including The Salvation Army, Operation Blessing International, Food for the Hungry, International Fellowship of Christians and Jews, CBN, and In Touch Ministries, enabling her to provide an exceptional experience for Brewer Direct clients.

As VP of Client Services, she utilizes her extensive experience in direct response marketing, Spanish language outreach, and broadcast media to bring our nonprofit partners cutting-edge strategies for integrated, multi-channel fundraising.