Going Beyond Parallel Play
How to take Integrated Programs to the Next Level
• Introductions

• What’s the big deal about integrated programs anyway? What’s wrong with parallel play?

• Case Study – Children’s Hospital Trust

• Lightening Round – 8 More Ideas to Get Beyond Parallel Play

• Q & A and Sharing from Participants
INTRODUCTIONS

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  Children’s Hospital Trust

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  Charity Dynamics
SO WHAT’S WRONG WITH PARALLEL PLAY?

Absolutely nothing…

If you’re two years old.
AND WHAT DO WE MEAN BY ‘INTEGRATED PROGRAMS’ ANYWAY?
“Integration means communicating a consistent identity from message to message, and medium to medium, and (more importantly) delivering consistently on that identity.

It requires not only the identification of a powerful, unifying strategy and compelling voice for your brand, but the discipline to roll it into every aspect of your organization—from advertising to sales, customer service to customer relationship management programs (and beyond). It’s not for the faint of heart.”

Steve McKee author “When Growth Stalls: How It Happens, Why You’re Stuck and What to Do About It.”
But in the end, it’s not really about you.

It’s all about ME!
PREFERRED WAY TO LEARN ABOUT AN ORGANIZATION

- 71% Email Communication from the Org
- 62% Web Search
- 33% Facebook
- 32% Print
- 37% TV/Media Stories
- 41% Conversations with an Org's Leadership
- 42% Face-to-Face Meeting
- 56% Peer Endorsement (Family or Friend)
- 16% Blogs
- 9% Twitter
- 4% Text
- 2% Other
<table>
<thead>
<tr>
<th>% who get info through channel with top charity</th>
<th>% importance (among those who get)</th>
<th>% very important - blue</th>
</tr>
</thead>
<tbody>
<tr>
<td>TOTAL</td>
<td>GEN Y</td>
<td>GEN X</td>
</tr>
<tr>
<td>Mail</td>
<td>37%</td>
<td>25%</td>
</tr>
<tr>
<td>Email/ newsletters</td>
<td>29%</td>
<td>29%</td>
</tr>
<tr>
<td>Website</td>
<td>27%</td>
<td>36%</td>
</tr>
<tr>
<td>Subscribe issue updates</td>
<td>12%</td>
<td>12%</td>
</tr>
<tr>
<td>Facebook, other social media</td>
<td>10%</td>
<td>17%</td>
</tr>
<tr>
<td>Text/SMS</td>
<td>3%</td>
<td>7%</td>
</tr>
<tr>
<td>Twitter</td>
<td>3%</td>
<td>7%</td>
</tr>
</tbody>
</table>

Figure 6: Top Charity Information Channels by Generation
(bold numbers represent statistically significant differences)
THE NEXT GENERATION OF AMERICAN GIVING

<table>
<thead>
<tr>
<th>Donation Channel</th>
<th>GEN Y</th>
<th>GEN X</th>
<th>BOOMERS</th>
<th>MATURES</th>
</tr>
</thead>
<tbody>
<tr>
<td>Checkout Donation</td>
<td>48%</td>
<td>57%</td>
<td>52%</td>
<td>48%</td>
</tr>
<tr>
<td>Check by Mail</td>
<td>20%</td>
<td>43%</td>
<td>54%</td>
<td>77%</td>
</tr>
<tr>
<td>Gift Shop</td>
<td>28%</td>
<td>35%</td>
<td>32%</td>
<td>30%</td>
</tr>
<tr>
<td>Website</td>
<td>25%</td>
<td>35%</td>
<td>31%</td>
<td>23%</td>
</tr>
<tr>
<td>Fundraising Event</td>
<td>22%</td>
<td>28%</td>
<td>28%</td>
<td>31%</td>
</tr>
<tr>
<td>Honor/Tribute Gift</td>
<td>22%</td>
<td>22%</td>
<td>27%</td>
<td>35%</td>
</tr>
<tr>
<td>Third Party Vendor</td>
<td>25%</td>
<td>27%</td>
<td>17%</td>
<td>12%</td>
</tr>
<tr>
<td>Phone</td>
<td>8%</td>
<td>10%</td>
<td>16%</td>
<td>25%</td>
</tr>
<tr>
<td>Monthly Debit</td>
<td>11%</td>
<td>17%</td>
<td>14%</td>
<td>11%</td>
</tr>
<tr>
<td>Mobile/Text</td>
<td>14%</td>
<td>13%</td>
<td>4%</td>
<td>2%</td>
</tr>
<tr>
<td>Social Networking Site</td>
<td>9%</td>
<td>6%</td>
<td>4%</td>
<td>2%</td>
</tr>
</tbody>
</table>

Figure 5: Donation Channels Overall and by Generation
(blue numbering represents statistically significant difference)
How donations were made vs preferences:

- Personal Request: 40% donated, 50% preferred
- Online via Org's website: 40% donated, 50% preferred
- Via mail: 21% donated, 50% preferred
- Via email: 25% donated, 30% preferred
- Online via donation site: 17% donated, 20% preferred
- Facebook: 4% donated, 9% preferred
- Text: 6% donated, 9% preferred
- Phone: 10% donated, 9% preferred
- Mobile app: 1% donated, 9% preferred
- Other: 15% donated, 9% preferred
CHILDREN’S HOSPITAL TRUST
CASE STUDY IN GOING BEYOND PARALLEL PLAY

MAKE A YEAR-END GIFT TO CHILDREN’S HOSPITAL BOSTON
CHILDREN’S HOSPITAL TRUST
Tales from the Trust

• A little on the history of our development office
• Web team
Turnover presents opportunity... to pause.
Right people/right tools/right work?
We were ready to cross to the other side: inclusive culture + multi-channel communications
The sprint began...
Partnering with Charity Dynamics…

• Assessment in September 2011 of digital staffing and all initiatives
• Would shape staffing decisions and guide year-end plans
• Recommendations:
  - Strategic planning
  - Increase engagement activity
  - End of year solicitations - more frequent, more folks, more integrated
  - Prioritize digital opportunities with maximum return
  - Develop more stewardship opportunities
  - Assign marketing / technology resources to optimizing those “best” tools
## Integration Requires Planning

<table>
<thead>
<tr>
<th>Date</th>
<th>Method</th>
<th>Audience</th>
<th>Exclude</th>
<th>Effort</th>
<th>Message</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>November</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>11/14/2012</td>
<td>Email</td>
<td>All, with varied copy for prior donors and non-donors.</td>
<td>Gratitude 1</td>
<td></td>
<td>Thank you for past support and some examples of how that support made a difference</td>
</tr>
<tr>
<td>11/15/2012</td>
<td>Direct Mail</td>
<td>Prior donors and segments of non-donors.</td>
<td>Direct Mail</td>
<td>Year End</td>
<td>Mission Based Year in Review, Year End Ask</td>
</tr>
<tr>
<td>11/23/2012</td>
<td>Email</td>
<td>All, with varied copy for prior donors and non-donors.</td>
<td>Year End Appeal #1</td>
<td></td>
<td>Black Friday email suggesting Year End Tribute Gift rather than traditional present.</td>
</tr>
<tr>
<td>11/23/2012</td>
<td>Social</td>
<td>Facebook, Twitter, other vehicles.</td>
<td>Social #1</td>
<td></td>
<td>Black Friday email suggesting Year End Tribute Gift rather than traditional present.</td>
</tr>
<tr>
<td><strong>December</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>12/3/2012</td>
<td>Web</td>
<td>Web Visitors</td>
<td>Site Marketing</td>
<td></td>
<td>Rotating Home Page Slide promoting Year End Giving</td>
</tr>
<tr>
<td>12/11/2012</td>
<td>Social</td>
<td>Facebook, Twitter, other vehicles.</td>
<td>Social #3</td>
<td></td>
<td>&quot;Why I Give&quot; post</td>
</tr>
<tr>
<td>12/12/2012</td>
<td>Email</td>
<td>Prior donors &amp; non-donors.</td>
<td>Donors to Black Friday email</td>
<td>Year End Appeal #2</td>
<td>Mission Based Message</td>
</tr>
<tr>
<td>12/22 - 1/2</td>
<td>Web</td>
<td>Web Visitors</td>
<td>Site Marketing</td>
<td></td>
<td>Sole focus of home page is on &quot;Make a Year End Gift&quot;</td>
</tr>
<tr>
<td>12/28/2012</td>
<td>Social</td>
<td>Facebook, Twitter, other vehicles.</td>
<td>Social #4</td>
<td></td>
<td>Ease of Giving Message</td>
</tr>
<tr>
<td>12/28/2012</td>
<td>Email</td>
<td>Prior donors &amp; non-donors.</td>
<td>Donors to Previous Year End Emails</td>
<td>Year End Appeal #3</td>
<td>Mission Based Message</td>
</tr>
<tr>
<td>12/30/2012</td>
<td>Email</td>
<td>Prior donors &amp; non-donors.</td>
<td>Donors to Previous Year End Emails</td>
<td>Year End Appeal #4</td>
<td>Focus on ease of making a YE Gift</td>
</tr>
<tr>
<td>12/30/2012</td>
<td>Email</td>
<td>Donors to Year End Campaign</td>
<td>Facebook, Twitter, other vehicles</td>
<td>Social #5</td>
<td>Tell a friend + 2nd Thank you</td>
</tr>
<tr>
<td>12/31/2012</td>
<td>Social</td>
<td>Facebook, Twitter, other vehicles.</td>
<td>Social #6</td>
<td></td>
<td>Last Chance to Give in 2012</td>
</tr>
<tr>
<td>12/31/2012 AM</td>
<td>Email</td>
<td>Prior donors &amp; non-donors.</td>
<td>Donors to Previous Year End Emails</td>
<td>Year End Appeal #5</td>
<td>Focus on last day to receive a tax break for 2012</td>
</tr>
<tr>
<td>12/31/2012 PM</td>
<td>Email</td>
<td>Prior donors &amp; non-donors.</td>
<td>Donors to Previous Year End Emails</td>
<td>Year End Appeal #6</td>
<td>Focus on last chance to make a gift in 2012</td>
</tr>
<tr>
<td><strong>January</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Week 1</td>
<td>Email</td>
<td>Prior donors &amp; non-donors with variable copy.</td>
<td></td>
<td></td>
<td>Thank you 3 + Results</td>
</tr>
<tr>
<td>Week 1</td>
<td>Social</td>
<td>Donors</td>
<td></td>
<td></td>
<td>Happy New Year - Results of Year End Campaign &amp; Thanks to all who made a gift.</td>
</tr>
</tbody>
</table>

**Website Update**

**Direct Mail**

**Email**

**Social Media**
Online giving increased 26% from 2010 to 2011 through improved revenue capture of previous donors.
Multi-channel campaign, multi-channel outcomes

- Lightbox: 41%
- Other Internet: 24%
- Google CPC: 8%
- CHB/Feature: 12%
- Give Now Button: 3%
- Email: 12%
- Social media: 0%
Drill-down: The email campaign

1 - Story-Based

Help us improve the odds for children

Dear Friend,

It's heartbreaking to know that it is children who pass away before they even get to experience the wonder and joy of childhood. Fortunately, there are many organizations that are working hard to change this.

The Allen family's story is one of many that we are proud to share with you.

2 - Story-Based

Life-saving transformations

Dear Friend,

Thanksgiving Dinner—the simple act of gathering for a meal with family and friends and celebrating the blessings we share—is one of our most simple and most American of holidays.

This year, one family will have more to celebrate because of the life-saving medical care their daughter received at Children’s Hospital Boston.

3 - Tribute Appeal

Dear Friend,

Dr. Eliza Green and the team at Children’s Hospital Boston are committed to saving lives.

4 - End-of-Year Appeal

Dear Friend,

We truly appreciate your support of our important, lifesaving work.

5 - Last-Chance Appeal

Dear Friend,

Whether you choose to give a gift in the name of your loved one, or in honor of someone who has touched your life, your support is critical.

By taking action today, you’ll be helping to create a brighter future for children around the world.
Email results

Dollars raised through Year End email campaign increased 92% and number of donors increased 200% in large part due to expanding universe beyond direct mail donors to include:

- Major Gift donors and prospects
- Community Event Participants and Donors
- Marathon runners
- eNewsletter Subscribers

Including these populations resulted in a 3X increase in list size.
Testing lessons from direct mail

Dear Friend,

It’s heartbreaking to know that 1 in 5 children pass away before ever getting the organ transplant they need.

12-year-old Keenan Griffin was one of the fortunate ones thanks to Children’s Hospital.

When Keenan’s heart began to fail, it was clear that he would not survive until an appropriate organ could be found.

Undeterred, Children’s doctors identified a solution—getting special permission from the Food and Drug Administration for “compassionate use” of a pediatric mechanical pump released recently in Berlin, Germany, but not yet officially available in the US.

Keenan’s mother took him to the pediatrician after he didn’t bounce back from what appeared to be a pizza-eating induced case of heartburn. To her shock, her son was immediately rushed to Children’s Hospital Boston. Doctors began a race against the clock to save Keenan’s life because his heart was failing due to irreparable damage caused by a viral infection.

Today Keenan is doing wonderfully, enjoying school and looking forward to next year’s baseball season.

Doctors like Francis Flynn-Thompson helped Keenan beat the odds when his heart failed.

Donation button

Dear Friend,

It’s heartbreaking, but that fact is that 1 in 5 children pass away before ever getting the organ transplant they need. Fortunately, supporters like you are helping improve the odds for sick kids like 12-year-old Keenan Griffin.

Keenan’s mother took him to the pediatrician after he didn’t bounce back from what appeared to be a pizza-eating induced case of heartburn. To her shock, her son was immediately rushed to Children’s Hospital Boston. Doctors began a race against the clock to save Keenan’s life because his heart was failing due to irreparable damage caused by a viral infection.

Keenan was fighting to stay alive.

Today Keenan is doing wonderfully, enjoying school and looking forward to next year’s baseball season.

Donation button

Extra 232 words expanded ability to “tell the whole story” including personal details about Keegan

Mentioning Doctor’s role in body of copy kept “donate button” in closer proximity to photo

Good use of white space kept readers’ eyes moving through longer copy.
Testing lessons from direct mail

Dear Friend,

It's heartbreaking to know that 1 in 5 children pass away before ever getting the organ transplant they need. Fortunately, supporters like you are helping improve the odds for sick kids like 12-year-old Keenan Griffin.

Keenan's mother took him to the pediatrician after he didn't bounce back from what appeared to be a pizzle-eating induced case of heartburn. To her shock, her son was immediately rushed to Children's Hospital Boston. Doctors began a race against the clock to save Keenan's life because his heart was failing due to irreparable damage caused by a viral infection.

Keenan was fighting to stay alive.

Often, patients needing a heart transplant must spend months waiting for an appropriate donor organ to be found. Doctors feared Keenan wouldn't survive that long. And while adult patients had access to mechanical pumps that could maintain critical life functions, no similar technology existed in the United States for children.

Undeterred, Children's doctors identified a solution—working quickly to get special permission from the Food and Drug Administration for 'compassionate use' of a device released recently in Berlin, Germany, but not yet officially available in the US.

<table>
<thead>
<tr>
<th>Metric</th>
<th>Longer Copy Performance</th>
</tr>
</thead>
<tbody>
<tr>
<td>Click Through Rate</td>
<td>+20%</td>
</tr>
<tr>
<td>Gifts</td>
<td>+75%</td>
</tr>
<tr>
<td>Dollars</td>
<td>+125%</td>
</tr>
<tr>
<td>Avg. Gift</td>
<td>+28</td>
</tr>
<tr>
<td>Conversion Rate</td>
<td>+54%</td>
</tr>
<tr>
<td>Opt-out Rate</td>
<td>-8.3%</td>
</tr>
</tbody>
</table>
New for 2011
Coordinated message in all hospital efforts

• More prominent marketing on the Trust’s and Main Hospital Page
• Coordinated Facebook messaging
• Paid search advertising
• CarePages – (not everything was a success, but lessons learned help CHT focus on where to place limited resources in the future.)
New for 2011 – Targeted messaging for new email audiences

• Continued specific messaging to donors and non donors

• Specific messaging to “Miracles for Miles” Boston Marathon participants to help them leverage year end-timing for their own fundraising.
Giving Form Customization

• Continued messaging from email (header, images, vanity URL)
• Default amounts dynamic per donor segment ($50 versus $500)
• Embedded analytics and eCommerce tags to monitor results
Analytics Informing Communication

• Through integration with Google Analytics, the Trust was able to leverage the eCommerce API and campaign tagging.
• Impact is seeing what appeals donors are responding to, how much they are giving, what areas they are supporting and how channels align
Round 1:
Mobile empowers Couch Potatoes
Connection & content are main drivers

What were you doing when mobile multitasking while watching TV?

**CONNECT**

- Text: 80%
- Talk: 74%
- Email: 61%
- Social Networking: 54%
- IM: 46%

**CONTENT**

- Not related to what I'm watching: 44%
- Related to what I'm watching: 38%
  - Look up info on a commercial I just watched: 36%
  - Read news: 32%
  - Play online games: 32%
  - Do work or homework: 24%

There's a shocking amount of web surfing happening.

Yahoo!

razorfish.
Round 2: Online Voting + ‘Absentee Ballots’

Rock the Vote!

Direct Mail: May mailing

Email: June Newsletter

American Red Cross

Test Your Listening Skills

Choose our next Holiday Catalog cover!
Round 3: Don’t Silo Your Advocates
Round 4: Apps Prove that you’ve “walked the walk.”
Round 5: Shared Story Campaigns
Add Value for Corporate and Community Partners
Round 6: Shared Story Campaigns
Add Value for Corporate and Community Partners
Round 7: Multi-Channel your Thanks!
Round 8: Good Things Happen When You Take a Major Gift Officer to Lunch!

First $100,000 raised by August 31 will be doubled

Dear Supporter,

Jeff Gordon, an extraordinary partner both through his own philanthropy and the generosity of the Jeff Gordon Children’s Foundation, has presented an exciting opportunity right when we need it the most. The Jeff Gordon Children’s Foundation has offered to match the first $100,000 we raise!

This means that from now until August 31 every dollar you donate

— Parker is amazing. His courage in the face of
So Go Beyond Parallel Play!

- Keep the donor front and center!
- Consolidate what donor information you can, band aid what you can’t
- Think outside the technology box

- Develop a strategy that works for your organization
- Once you have that strategy, don’t wait for the perfect system – get started!
#BBCON TWEET YOUR TRACK:

#bbinteractive  #bbcultural
#bbk12  #bbanalytics
#bbfundraising  #bbcrm
#bbfinancial  #bbprodev
#bblearnlab