



CONVERGE | 22

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Monday, October 10

A scenic landscape photograph serves as the background. It shows a person standing on a grassy mountain ridge, looking out over a calm lake. The sky is a mix of orange, yellow, and blue, suggesting a sunset or sunrise. The mountains in the distance are hazy.

Blurring the Lines Between Marketing & Fundraising: *Creating the Ultimate Constituent Experience*



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Blurring the Lines



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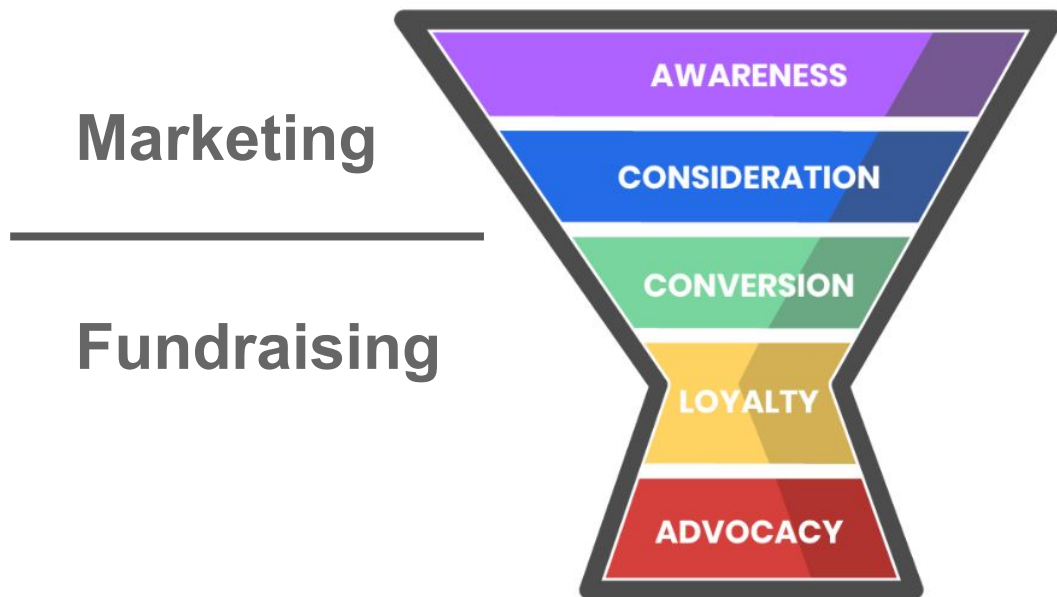
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What We'll Cover

- Shifts in the Landscape
- Delivering a Constituent Centric Experience
- Case Study
- Best practices for getting started



Linear Mindsets of the Past





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Today's Reality





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Our constituents are omnivores




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Risks

Continued Separation...

- Confuses and drives our constituents nuts
- Wastes resources
- Weakens brands



A person with dark curly hair, wearing a light blue long-sleeved shirt and dark pants, stands with their back to the camera on a rocky mountain peak. They are looking out over a vast, hazy mountain range with winding roads and valleys. A black backpack sits on the rock next to them.

When you change the way you look at things, the things
you look at change

—Wayne Dyer



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Our Constituent at the Center



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Constituent Centric Experience

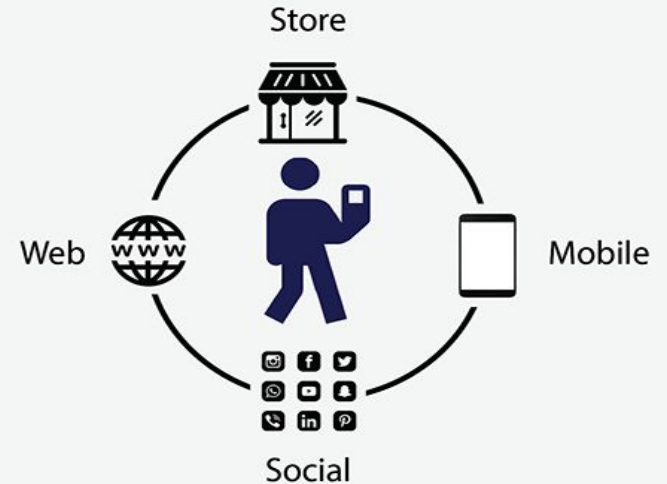
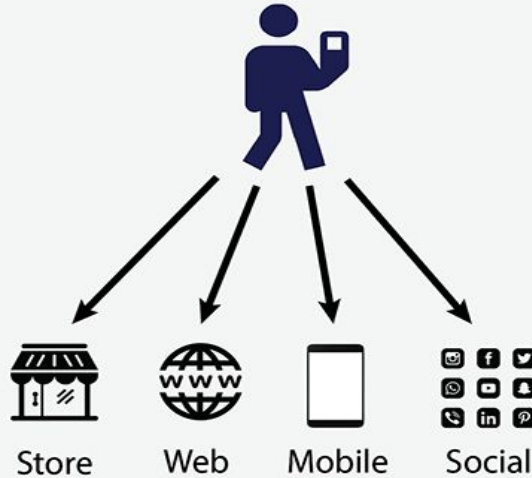


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Multichannel

Vs.

Omnichannel



- Channel centric
- Focused on quantity of channels
- Each channel acts individually and independently

- Human centric
- Focused on quality of experience and support
- Channels are integrated



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Benefits for the Constituent

Connected



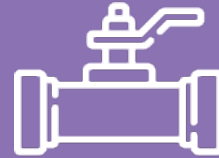
- No silos or linear journeys
- Combines and connects all channels and touchpoints into one experience

Tailored



- Honors the humanity and preferences of the constituent
- Personalized, relevant messaging and content

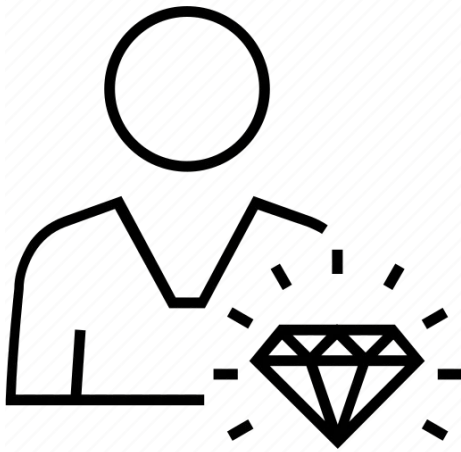
Seamless



- Meets constituents where they are and moves with them
- Constituents can easily toggle between channels



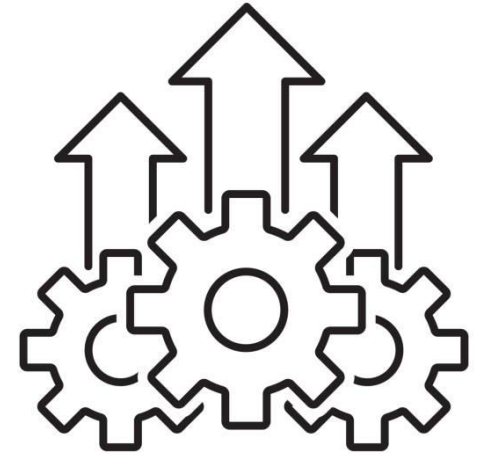
Benefits for the Organization



Improve loyalty,
retention and
lifetime value of
constituents



Reach new
constituents



Increase operational
efficiencies



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Roadblocks

- Silos
- Leadership misalignment
- Risk aversion
- Competing priorities & goals
- Resistance to change
- Technology barriers
- Attribution reporting
- Talent skills & bandwidth
- Investment resources



Blurring the Lines *in Real Life*



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FEEDING[®] AMERICA



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Feeding America Fundraising Context

- Legacy brand and networked-model had established barriers to national fundraising
- Fundraising portfolio significantly weighted toward corporate giving (often heavily restricted)
- Re-brand created opportunity to expand national giving
- **Soon after, BOD assigned outcome to accelerated giving, specifically digital revenue**



Feeding America: Bridging Marketing & Fundraising

ACCELERATING
DIGITAL



TACKLING
TECH
CHALLENGES



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Accelerate Digital Fundraising ...but how?

FROM

Fragmented internal structure
= fragmented consumer
experience

Competing priorities, no clear
audience

One-directional, push with
institutional messaging



TO

Cohesive consumer
experience - don't show your
"insides on the outside"

"Connect the funnel" -
awareness, consideration,
conversion, loyalty

Define and understand
audience; provide value,
enable engagement



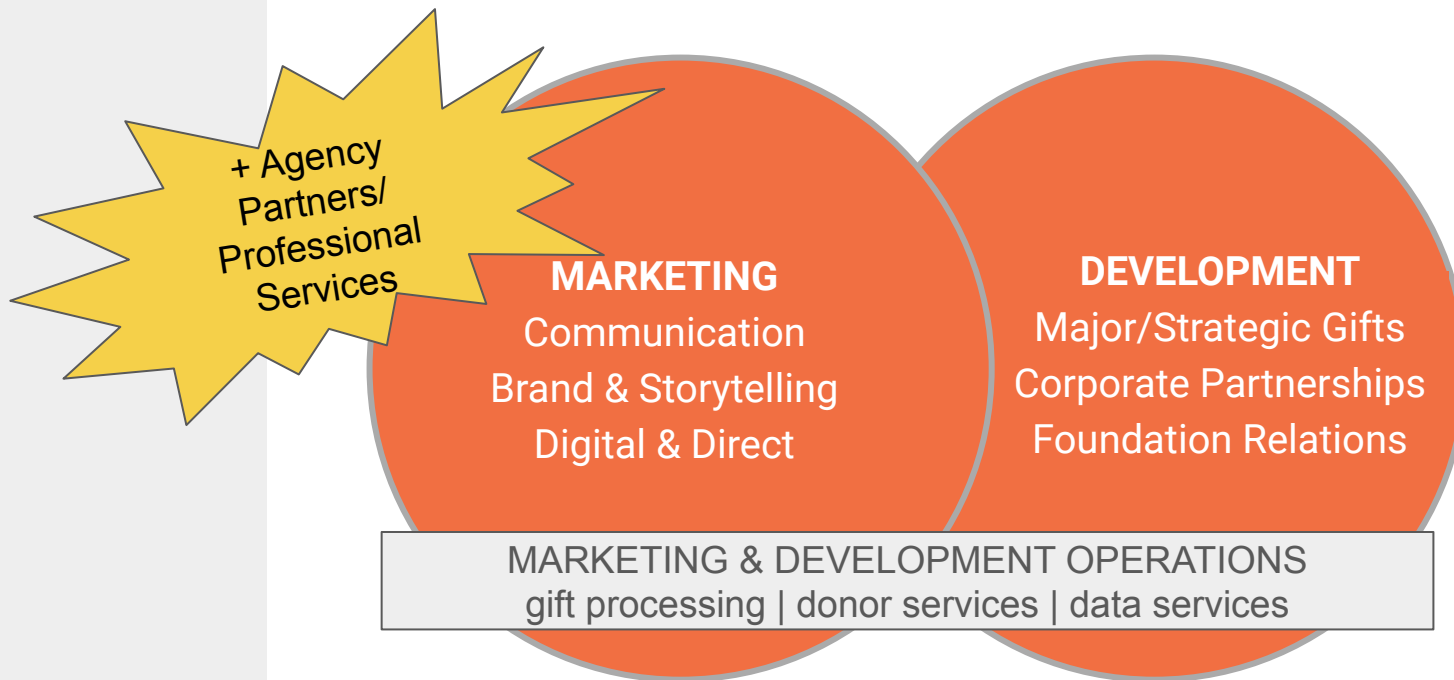
EMERGENCY
Scranton Branch

ORG. CHART

By
Dwight K. Schrute*



Structure for Success



Understand Your Audience



DEFINE TARGET AUDIENCE

Segmentation Study &
Donor Profiles/Personas



MINE TRENDING DATA

Marketing - awareness, intent, brand
attributes, issue resonance/attitudes
Fundraising - revenue, retention,
frequency, average gift



CAMPAIGN PERFORMANCE

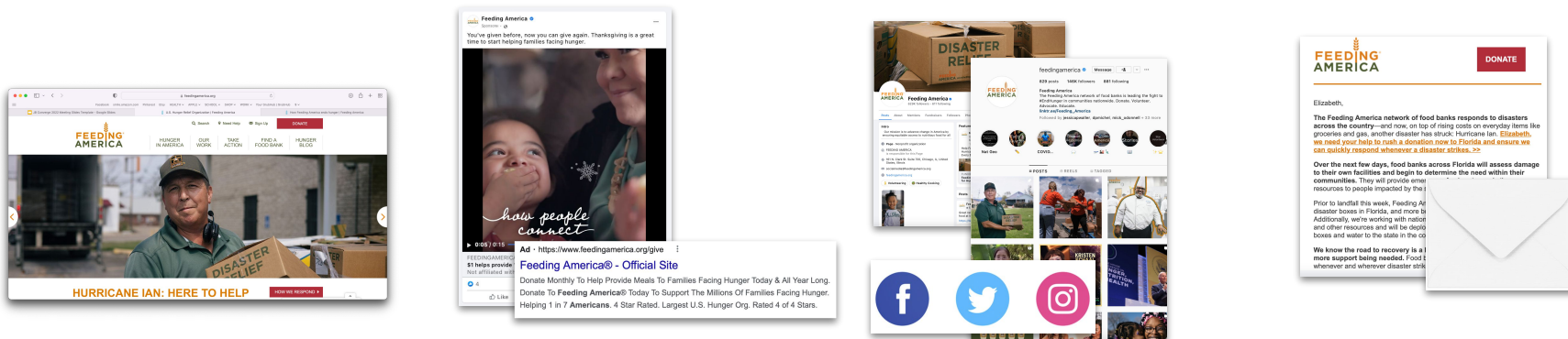
Marketing - impressions, reach,
traffic, engagement
Fundraising - clicks, conversion



AD HOC RESEARCH

Motivators and barriers, current
attitudes, qual/quant message
testing, quant testing, response
device/form optimization

Connect the Funnel & Prioritize



FeedingAmerica.org -
The Core



Ads, Email -
Distribute & Convert

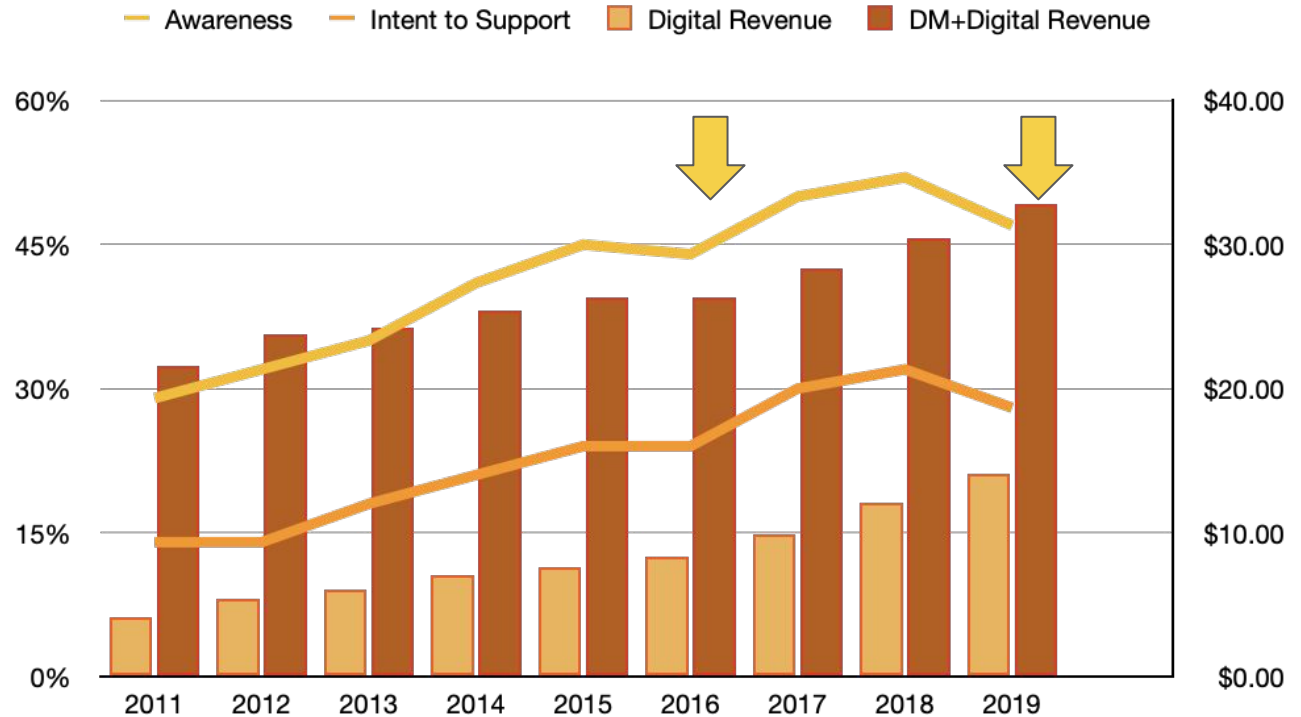


Social & 3rd Party
Amplify & Engage

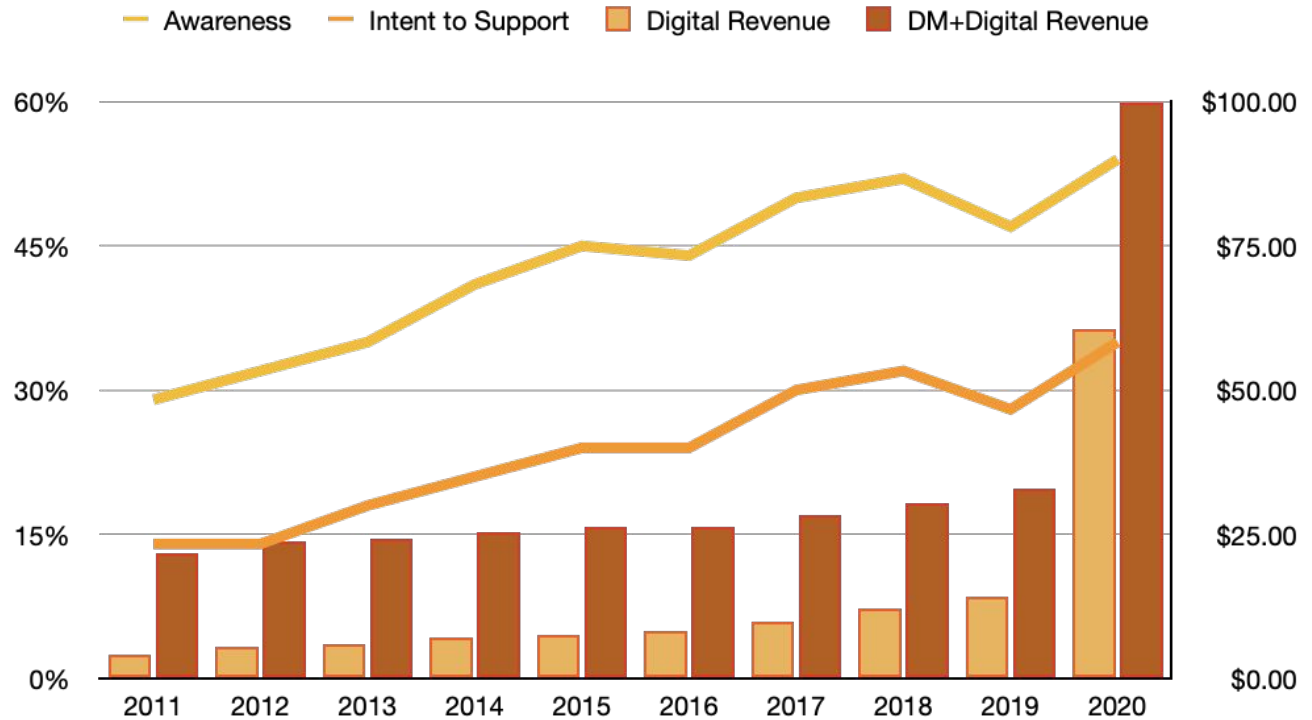


Mail, Phone, Alt Media -
Attribute

Measuring Results



Measuring Results (10 yr including 2020)



A vertical bar on the left side of the slide with a color gradient from yellow at the top to purple at the bottom.

Lessons Learned

- Make decisions informed by data...
- ...but also trust your gut!
- Just when you think you know...it's all new again
- Yes, blur the lines and be donor-centric...but center your mission first!

We were always at our best when we put the people we served – our mission – at the center of our work

Feeding America: Bridging Marketing & Fundraising

ACCELERATING
DIGITAL



TACKLING
TECH
CHALLENGES



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Digital Migration

Platform Gaps Identified,
Project Initiated

Launched Team, Hired
Agency, IDed Replacement

Original Scheduled Launch

Launch Delayed, Data
Integration Mitigations

Revised Launch

PANDEMIC RESPONSE!

CRM Migration

2015: Launched CRM
Migration Project

2016-17: Implementation
& Original Launch

2018-2019: Revised
Launch and Remediation

2020-22: Digital Migration
and Data Integration

2022 →: New CRM
Migration Project Launch



Lessons Learned

- Launch is not the end, it's just the beginning
- External environment isn't static
- New systems/platforms nearly never work exactly expected
- Understand what you can control, adapt to what you can't
- Expect challenges and learn from them!

A Few Words of Wisdom

- Be patient, be flexible
- While resource constraints (funding, talent) are reality, most challenges relational
 - Assume the Positive & Seek to Understand
 - Build Relationships & Celebrate Success Together
 - Identify and Resolve Conflicting/Competing Objectives

Worth it? YES. Without the time, thought, and effort...and even challenges, we wouldn't have been ready for the pandemic response



Ready to get started?

- Expand your thinking about prospect audience
- Dig into your data
- Define the problem you are trying to solve
- Articulate your mission with consistency
- Map existing constituent experiences
- Offer value at every stage
- Test and innovate along the way
- Deliver brilliant shareable moments



Creating Donor Centric Omnichannel Experiences



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Omnichannel Discussion



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THANK YOU!

Does anyone have any questions?

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