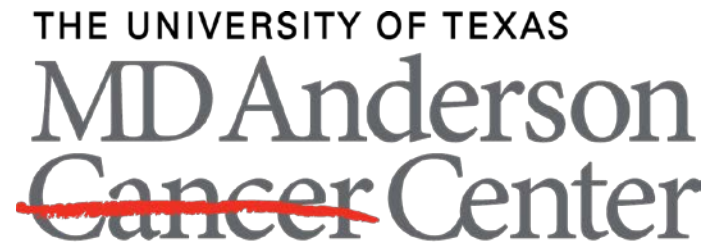


Making the Multi-Channel Fundraising Dream a Reality

Robyn Mendez

Associate Director, Corporate Alliances



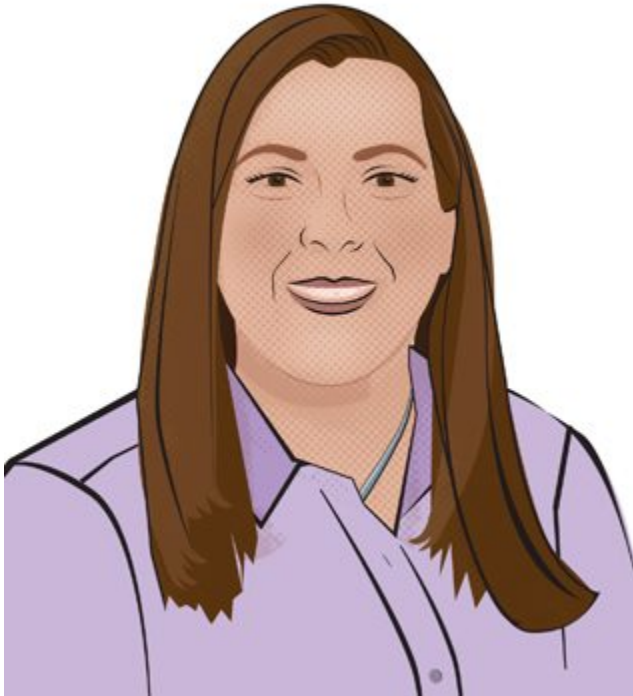
Making Cancer History®

Agenda

- A Little about Me
- The Dream...
- The Reality...
- The Intersection



A Little about Robyn...



Robyn Mendez
RHMendez@MD Anderson.org
@robynmendez

- Fundraising since 2002
- Associate Director, Corporate Alliances
- Worked for Blackbaud/Convio, Susan G. Komen for the Cure, National MS Society
- Live in Houston, TX

The Multi Channel Fundraising Dream

Multichannel Fundraising –

The act of soliciting funds across a mix of different marketing channels through consistent, targeted messaging.



The Multi Channel Fundraising Dream

Multichannel Fundraising Facts:

- Multichannel donors are more generous.
- Multichannel donors give more frequently.
- Multichannel giving can surface major gift prospects.
- Multichannel fundraising results in higher fundraising.

The Multi Channel Fundraising Dream

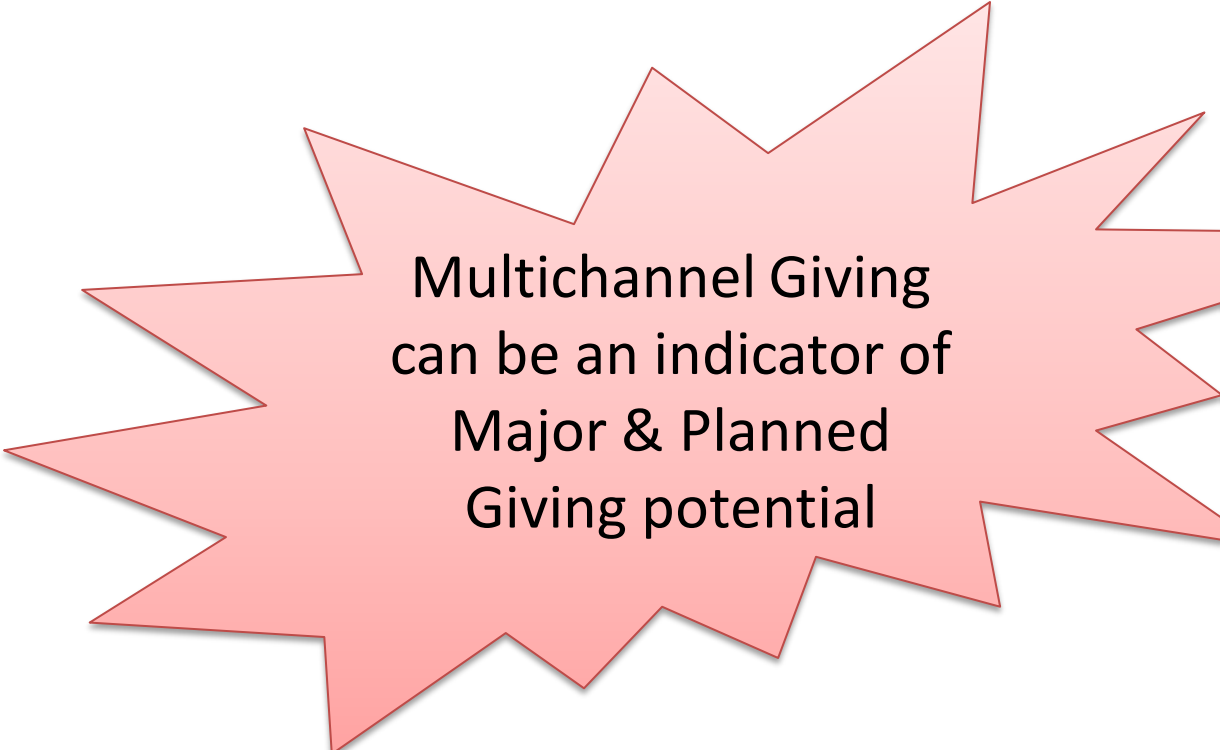
MD Anderson Proof Points:

| | Mail Only Donors | Online Only Donors | Multi Channel Donors |
|----------------|------------------|--------------------|----------------------|
| Average Gift | \$47 | \$102 | \$203 |
| Renewal Rate | 52% | 64% | 72% |
| Gift Frequency | 1.74 | 1.82 | 2.33 |

The Multi Channel Fundraising Dream

MD Anderson Multichannel Donor Profile:

- 45% Income of \$100K+
- 52% Completed College
- 72% Age 46-75
- 11% Age 76+



Multichannel Giving
can be an indicator of
Major & Planned
Giving potential

The Multi Channel Fundraising Dream

“Multi-channel fundraising moves beyond a simple one- or two-tactic campaign to **embrace the unique preferences of individuals** while effectively using popular communication channels to fundraise.”

- Guide Star

The Multi Channel Fundraising Reality

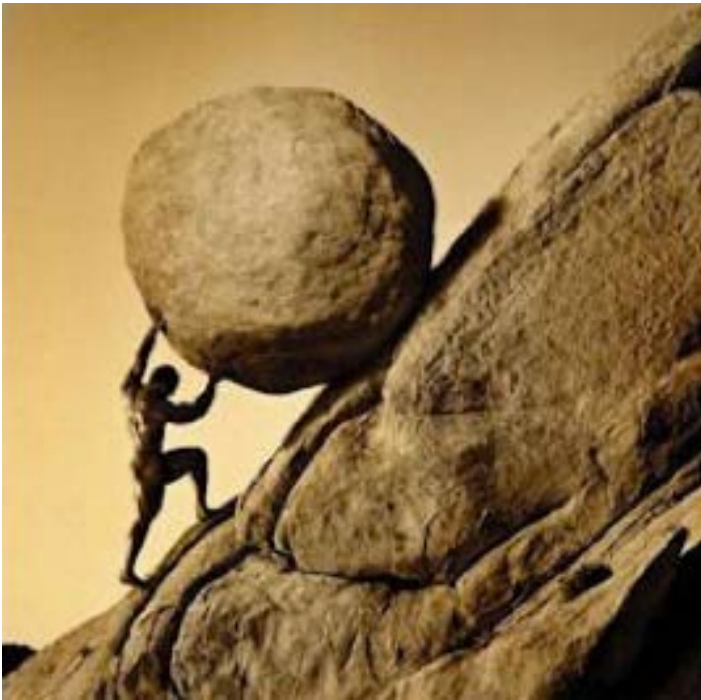
**The modern consumer expects a consistent experience –
They are experiencing it everyday in retail.**

POTTERY BARN



The Multi Channel Fundraising Reality

Implementing Multichannel Fundraising Strategies is Hard.



Hospitals face unique challenges:

- Large Complex Organizations
- Broad Missions
- Slow to Move
- Risk Adverse

The Multi Channel Fundraising Reality

Hospitals are large and complex...

...The Dev Office is large and complex.

- We currently have a direct mail program, a fundraising website, email fundraising program, gift acknowledgement, third party fundraising program, event fundraising program, etc.
- We have several employees responsible for these programs
- They all have different bosses.
- They all are using different vendors/consultants.
- They all use different technology & store data in different systems.

The Multi Channel Fundraising Reality

Hospitals are large and complex...

...The digital footprint alone is large and complex.

- We currently have a centralized institutional website & social media presence... but also multiple smaller accounts.
- People who own these accounts live in different departments and physically work in different buildings.
- Each of these groups sends out email... but the audiences are “different.” (Ha!)
- They all use different technology & store data in different systems.
- They all are using different vendors/consultants.

The Multi Channel Fundraising Reality

Hospitals are large and complex...

...Our data solutions make large and complex look simple.

- ❑ There's a donor database... and the event RSVP database, online donor database, Direct Mail list, email list, twitter follower list, Facebook list, and that spreadsheet that you have saved on your lap top.
- ❑ Even all the data lived in the same place, easily pulling that data to customize customer experiences would be impossible... or would take so long that it's almost no longer relevant.
- ❑ Patient data... HIPPA ... lawyers... *deep breath*

The Multi Channel Fundraising Reality

Our Mission is broad...

...Ending cancer looks differently based on your role.



It can result in equally important, competing messages.

The Multi Channel Fundraising Reality

We are slow to move...



...at a time where agility is required.

The Multi Channel Fundraising Reality

We are scared to take risks or make big changes...



...the consequences to failure can be catastrophic.

Tactics: Do Some Homework

Build a case for why multichannel fundraising is the future of your mass fundraising efforts.

- Have you run a multichannel campaign in the past?
- How does your online-only donor compare to your DM donor, to multichannel donor?
- Sign up for other organization's programs
- Monitor your mailbox at home



Tactics: Review Dev Office Strategy

Review the existing infrastructure in Development Office.

Staffing

- Are your communicators together under a single leader?
- Are there shared goals that are tied to individual performance?
- Do you have in-house experts to craft and manage your communication strategy? Technology solutions?

Technology

- Audit your existing technology
- Where does data live today?
- How easy it is to access & use that data?
- Is it time to make some changes?



Tactics: Review Dev Office Strategy

Review the existing infrastructure in Development Office.

Agencies/Consultants

- Who owns developing your communication strategy? Your staff or your agencies?
- Does the compensation structure for your vendors align with the multichannel vision?
- Red Flag – “Multichannel strategies will scalp from my single channel program.”



Tactics: Build a Plan

Build a multichannel communication plan for the Dev Office.

Planning

- Document all existing donor communications on a calendar
- Document the communication lifecycle for your primary audiences.
- Look for areas of overlap. Look for times of light & heavy communication
- Identify 1-3 campaigns to expand on.

Executing

- Establish a regular check in with the staff executing the plan to review progress



Tactics: Expand Intentionally

**Select one campaign isolated to a specific defined time –
End of Year Giving, Capital Campaign**

- Solicit Executive Support
- Start Early – before plans & budgets are set for next FY
- Create a Cross-Departmental Action Committee
- Set goals that touch the objectives of each dept.
- Socialize successes, especially to executive leadership



Key Takeaways

- Technology and Strategic planning are the foundation
- Strong leadership keeps the wheels on the bus
- Start by getting the Development Office House in order
- Expand Intentionally



Thank You!



Robyn Mendez
rhmendez@mdanderson.org
@robynmendez