

Donor Journey Analysis

Optimizing the Digital Donor's Experience to Increase Revenue

The **Agenda**

- 01** The Challenge
- 02** Analysis & Findings
- 03** Opportunities
 - Awareness
 - Consideration
 - Decision
 - Loyalty
 - Technical & Team
- 04** Action Plan

Analysis **Summary**

Strong Digital Foundation

- Client has laid a solid foundation for digital through active use of valuable channels as well as experimentation to incrementally impact donor growth and retention

Incremental declines and growth opportunities ***“Death by 1000 cuts”***

- Declines in donations YoY were not due to a single source, channel or organizational shift but rather due to compounding incremental declines
- Revenue improvement and increased donor LTV will stem from incremental adjustments across the donor journey experience

The Challenge

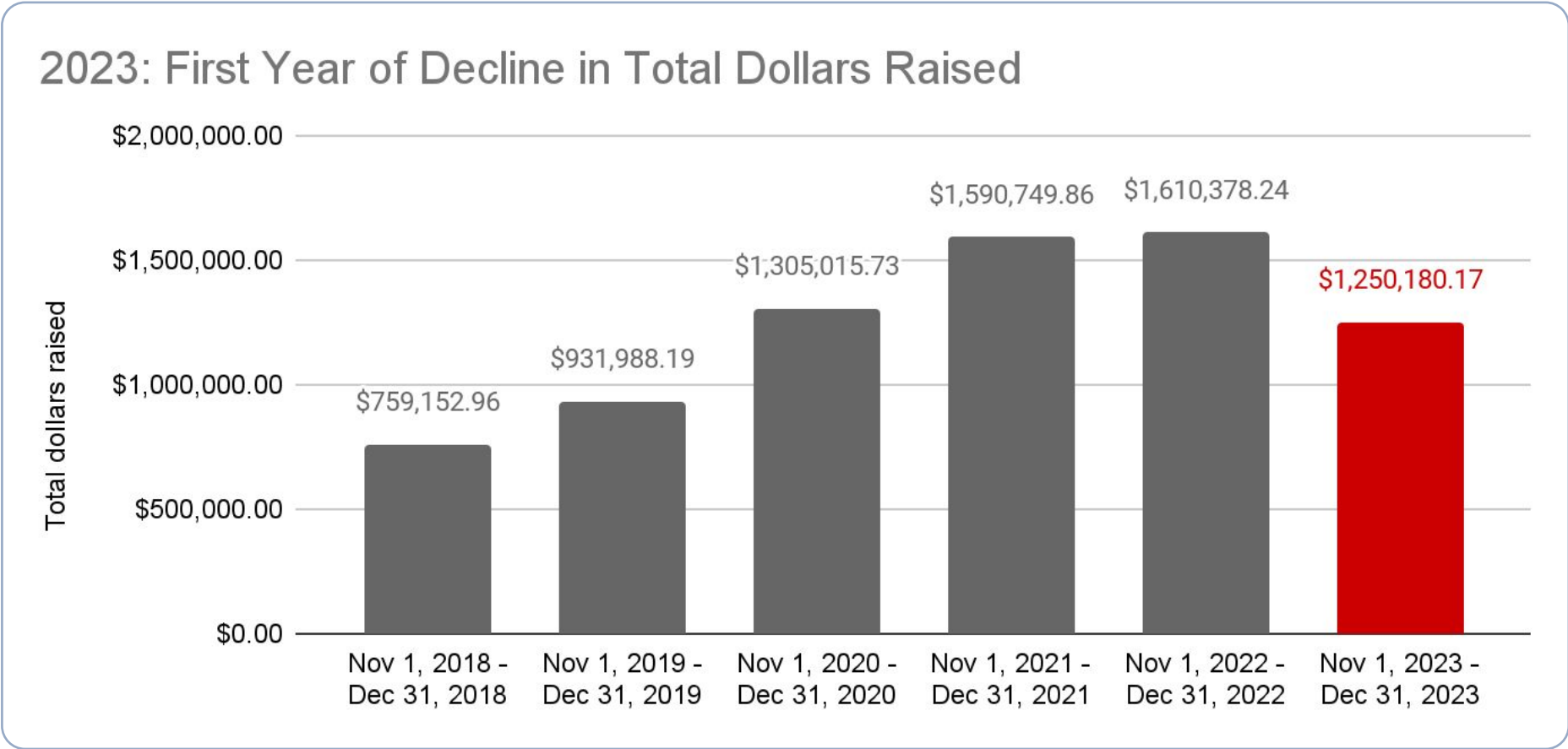
Client | Donor Journey Analysis

Year-over-year revenue declines during critical windows indicated a need for **strategic analysis**

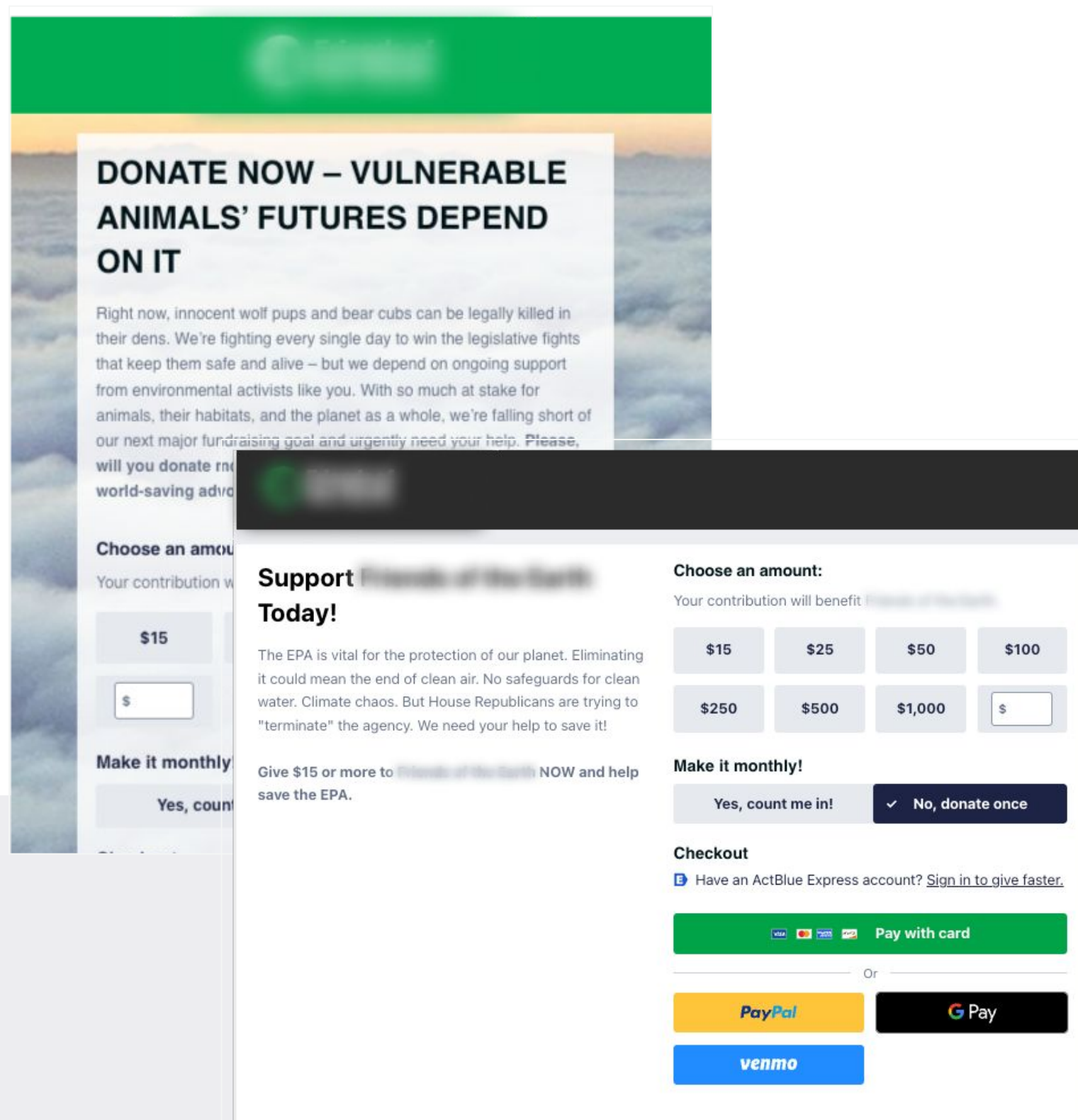
Year-over-year, donations across the C3 and C4 declined for the first time. Some expected causes of this decline as we began analysis include:

- Full implementation of ethical creative standards in March 2022
- Challenging external environment contributing to a potential shift in donor priorities
- Potentially reaching points of diminishing return from existing tactics

C3:



Reducing ESA messaging to better align to the [client] mission contributed significantly to **revenue lost.**



DONATE NOW – VULNERABLE ANIMALS’ FUTURES DEPEND ON IT

Right now, innocent wolf pups and bear cubs can be legally killed in their dens. We’re fighting every single day to win the legislative fights that keep them safe and alive – but we depend on ongoing support from environmental activists like you. With so much at stake for animals, their habitats, and the planet as a whole, we’re falling short of our next major fundraising goal and urgently need your help. Please, will you donate now to help us protect these vulnerable animals?

Choose an amount:
Your contribution will benefit Friends of the Earth

Support Today!

The EPA is vital for the protection of our planet. Eliminating it could mean the end of clean air. No safeguards for clean water. Climate chaos. But House Republicans are trying to "terminate" the agency. We need your help to save it!

Make it monthly!
Give \$15 or more to Friends of the Earth NOW and help save the EPA.

Checkout
Have an ActBlue Express account? [Sign in to give faster.](#)

Pay with card

PayPal

venmo

The reduction in ESA messaging and alignment with Ethical Creative Standards played a significant role in the year-over-year decline in revenue.

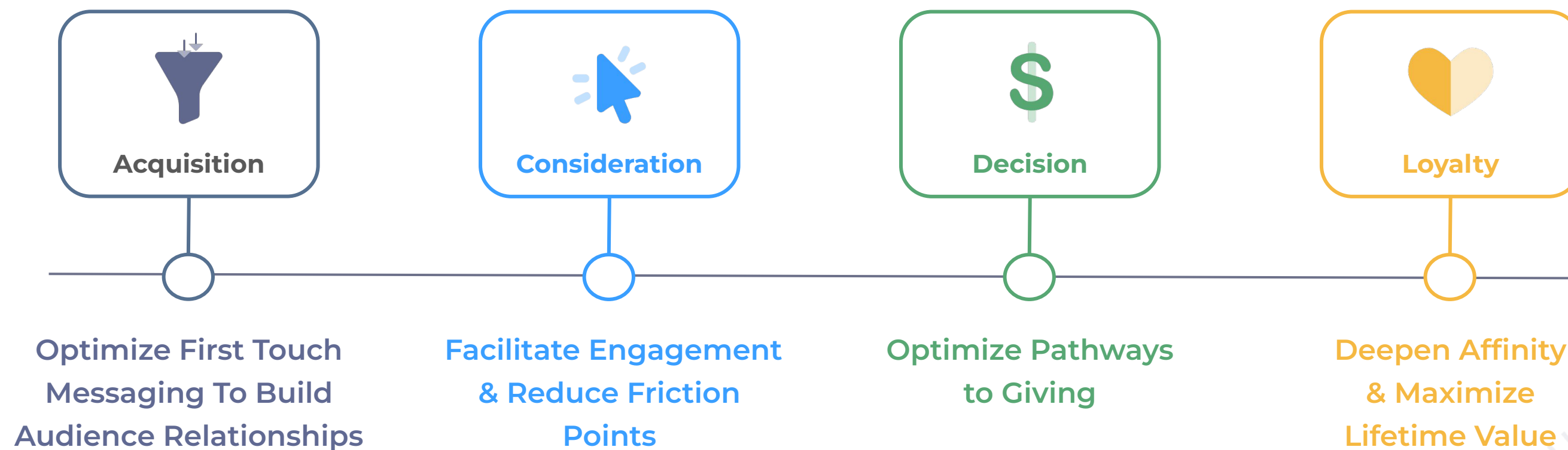
The projected annual revenue loss from this shift is \$861K. **A 12% decrease from prior digital projections.**

Key Questions

Through this analysis we want to understand more about the cause of the decline in donations YoY and answer critical questions regarding the donor journey and experience.

- Was there any particular failure points along the donor journey that contributed more than others to the decline?
- Have we reached our maximum potential through digital?
- What next steps would be most impactful to revenue growth alongside the adjustment to new messaging?

We reviewed every stage of your **donor journey** across digital channels



Core Opportunity Identified:

Build out **unique, optimized digital donor experiences** to incrementally improve ROI and future-proof growth of lifetime value.

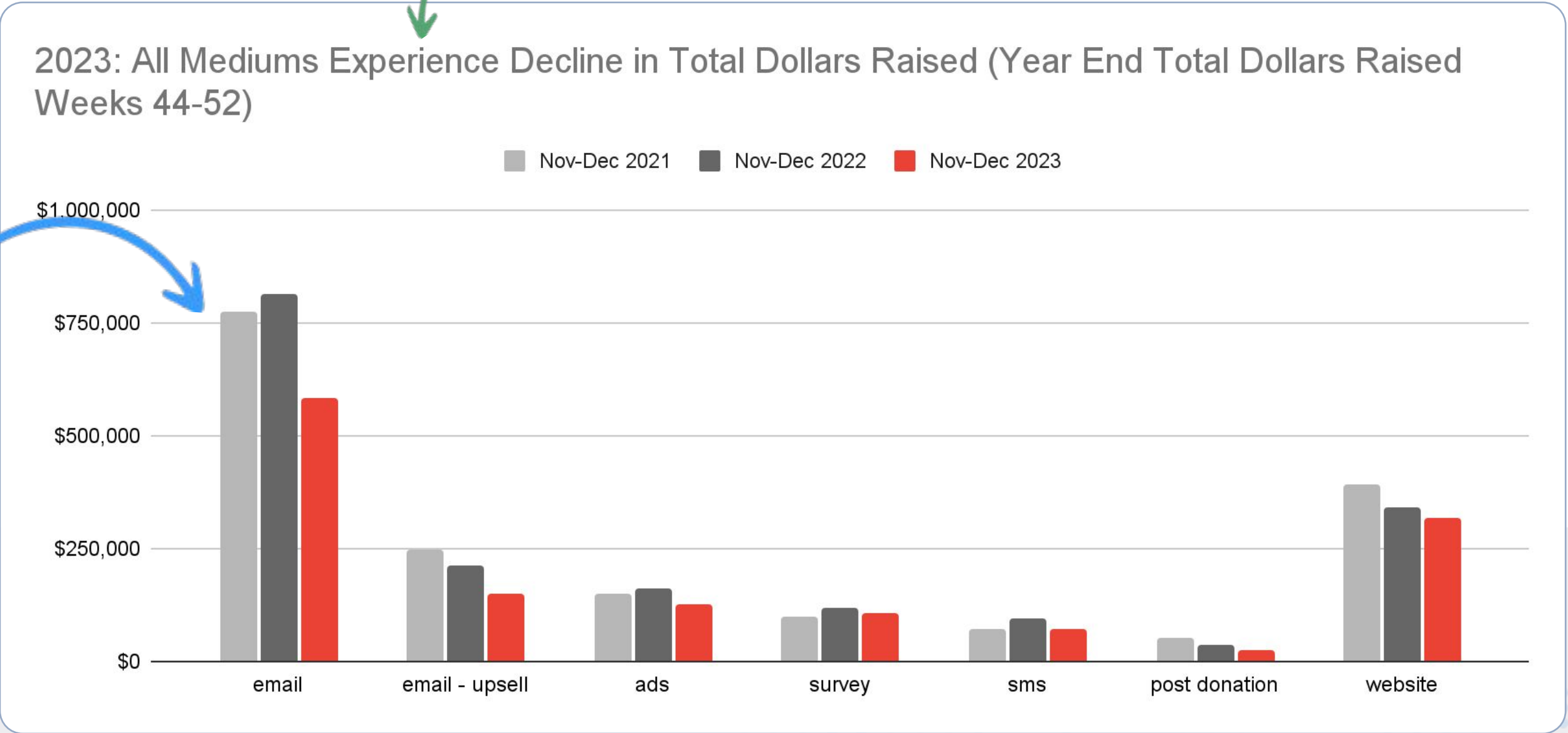
Analysis and Findings

Client | Donor Journey Analysis

The decline in donations YoY was the result of **incremental decline across all digital channels**

No single channel or tactical change was responsible for the overarching decline in donations

-27% YoY,
Email had the
greatest
decline of all
channels

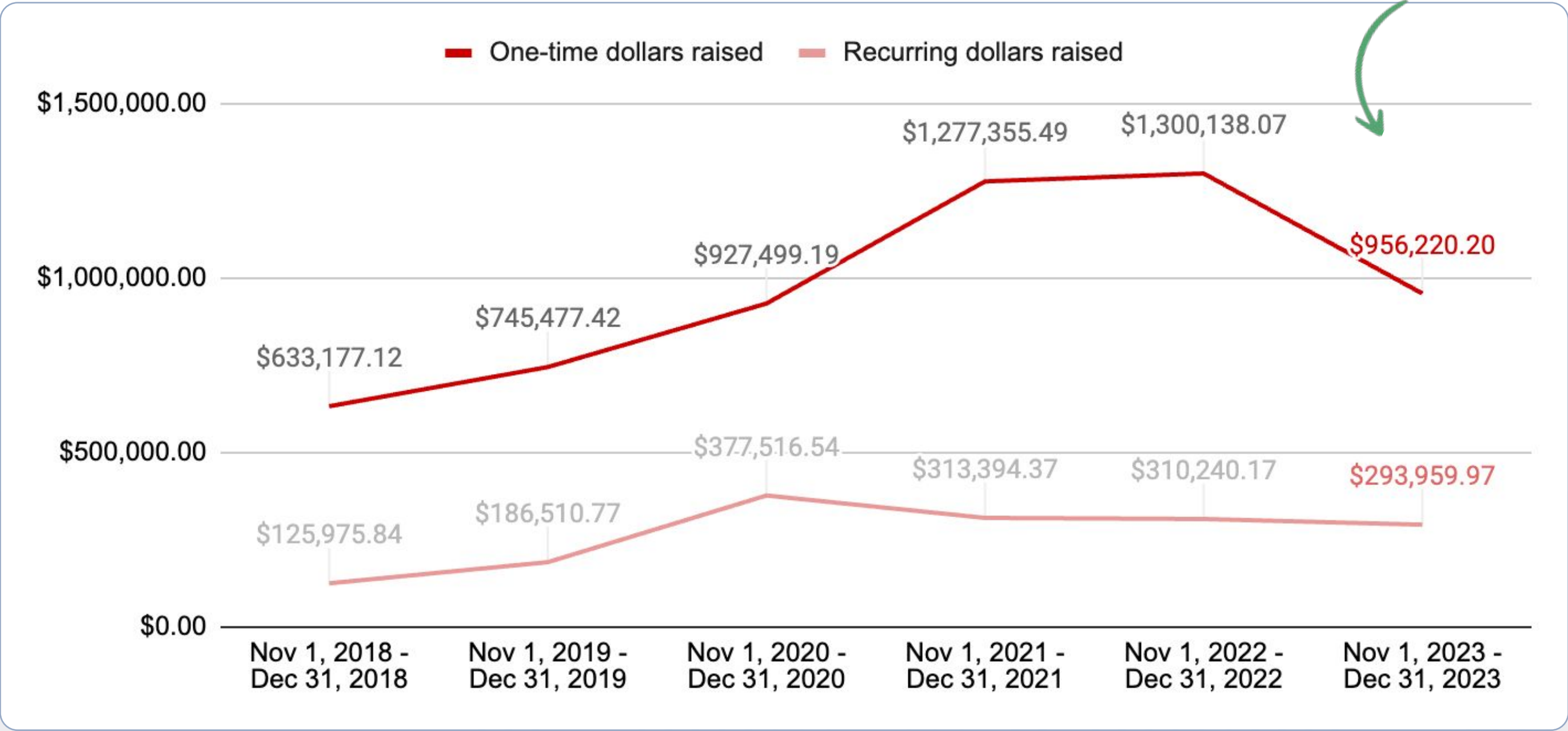


C3 data shown in visual. C3 & C4 analyzed.



A higher rate of decline among one-time dollars raised indicates a **top-of-funnel disconnect**

One-time donations decreased at a higher rate than the non-profit average from 2024 (-5%) Source: M+R Benchmarks Report



A higher rate of decline among one-time dollars raised indicates a **top-of-funnel disconnect**



C4 trend lines show longer term shift towards recurring donations, and a continuing decline from one-time donors

C4 data shown in visual.



Declining donations combined with rising engagement indicates **continued donor disconnect**



- 27% Donations



+13% Open Rate

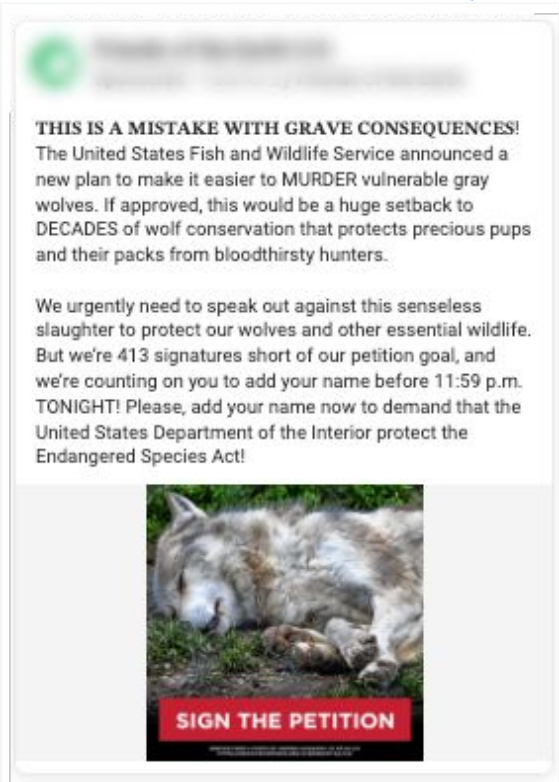


+58% CTR

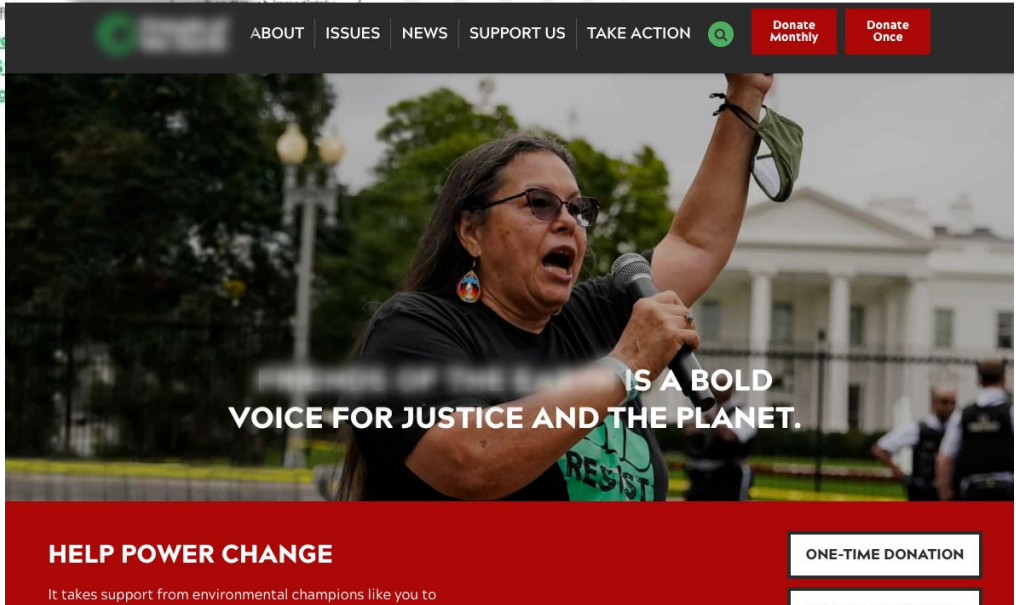
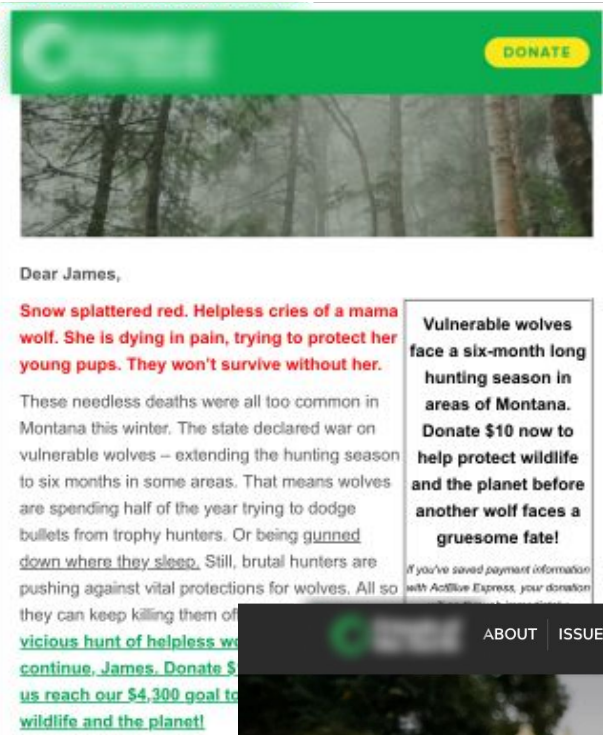
2022	2023
<div>November</div> <ul style="list-style-type: none">Average Open Rate: 36.98%Average CTR: 8.84% <div>December</div> <ul style="list-style-type: none">Average Open Rate: 37.65%Average CTR: 9.54%	<div>November</div> <ul style="list-style-type: none">Average Open Rate: 41.72%Average CTR: 13.90% <div>December</div> <ul style="list-style-type: none">Average Open Rate: 42.32%Average CTR: 14.11%

A **fragmented cross-channel experience** hinders relationship building with Client

Visual and messaging experience shifts broadly from assets to landing pages



As users re-engage, the overarching mission is unclear, making it difficult to build relationships with donors



Current strategy limits the value of digital channels by not adjusting for the **donor's needs**

Current State:

All marketing channels are working to accomplish all marketing objectives at the same time, limiting personalization and ultimately ROI.

Future State:

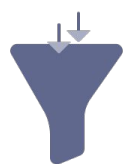
A personalized approach that creates unique experiences for the various audiences at the different stages of their donor journey would create more valuable experiences for the user.

A personalized approach also allows for more unique goals at each stage and allows Client to measure impact more effectively.

Opportunities

Client | Donor Journey Analysis

Opportunities to create **unique, personalized digital donor experiences**



Drive Awareness & Actions from Potential Donors

- Implement welcome series
- Test paid social messaging



Consideration

- Create cohesive ad/email to landing page experiences
- Ensure site and email are optimized for mobile



Decision

- Implement testing of key donation page features that are in-use amongst competitors



Loyalty

- Implement phased approach to personalized donor journeys
- Leverage and mature remarketing through paid media

Opportunities

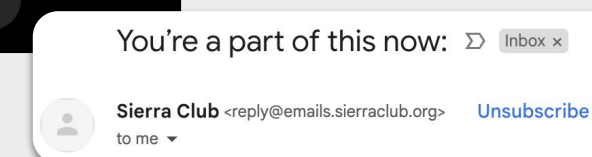
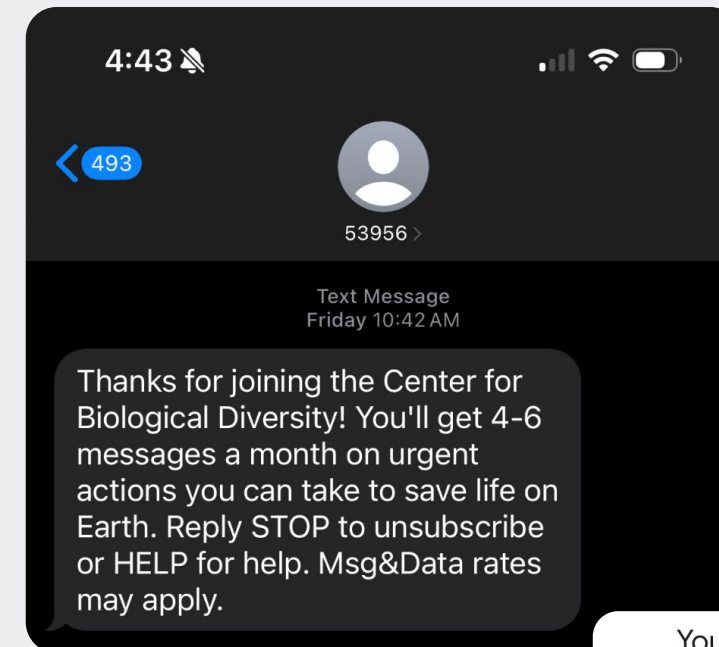
Drive Awareness & Actions From Potential Donors



Leverage introductory messages to attract mission-aligned donors

Currently, new signatures and leads from purchased lists lack an introduction to Client, risking confusion and limiting relationship building with donors.

Looking at the competitive trendscape we can clearly see room for improvement. Leveraging an email and SMS welcome series can set expectations for communications and create loyalty to the cause among new donors.



Dear friend,

By taking action with the Sierra Club, you've joined a special community. For more than 130 years, Sierra Club supporters have explored the outdoors, protected unique landscapes and magnificent wildlife, and fought to keep our air, our water, and local communities safe and healthy from disastrous pollution and development.

Thank you for carrying that legacy into the future.

Your commitment to preserving natural wonders and our special places across the country matters more than ever right now. As climate change intensifies, threats to our environment are becoming worse and more frequent — so we must find new ways to care for our world.

Every bit of progress we make depends on strong support from people like you. **As we look towards the important work ahead of us, which of these Sierra Club priorities are you most excited about?**

2024 Sierra Club Priorities

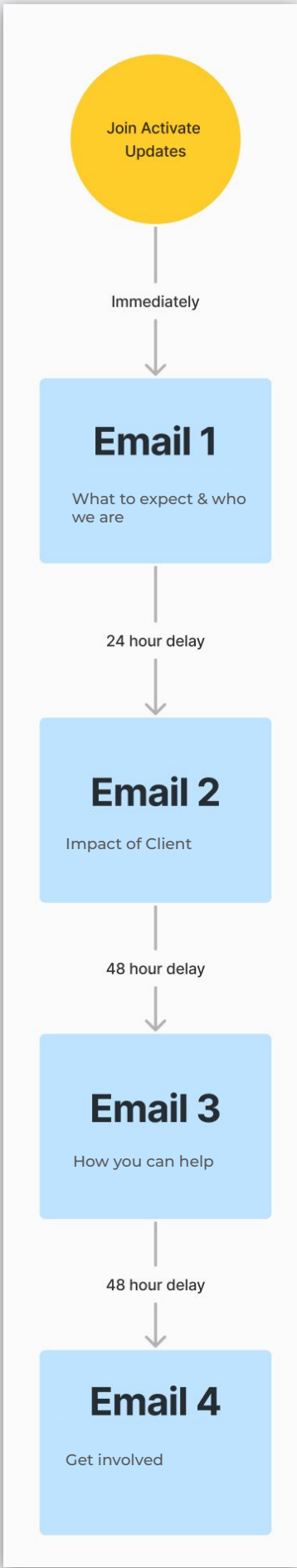
[Fighting extreme climate and supporting clean energy.](#)

[Protecting wildlife and habitats they depend on](#)

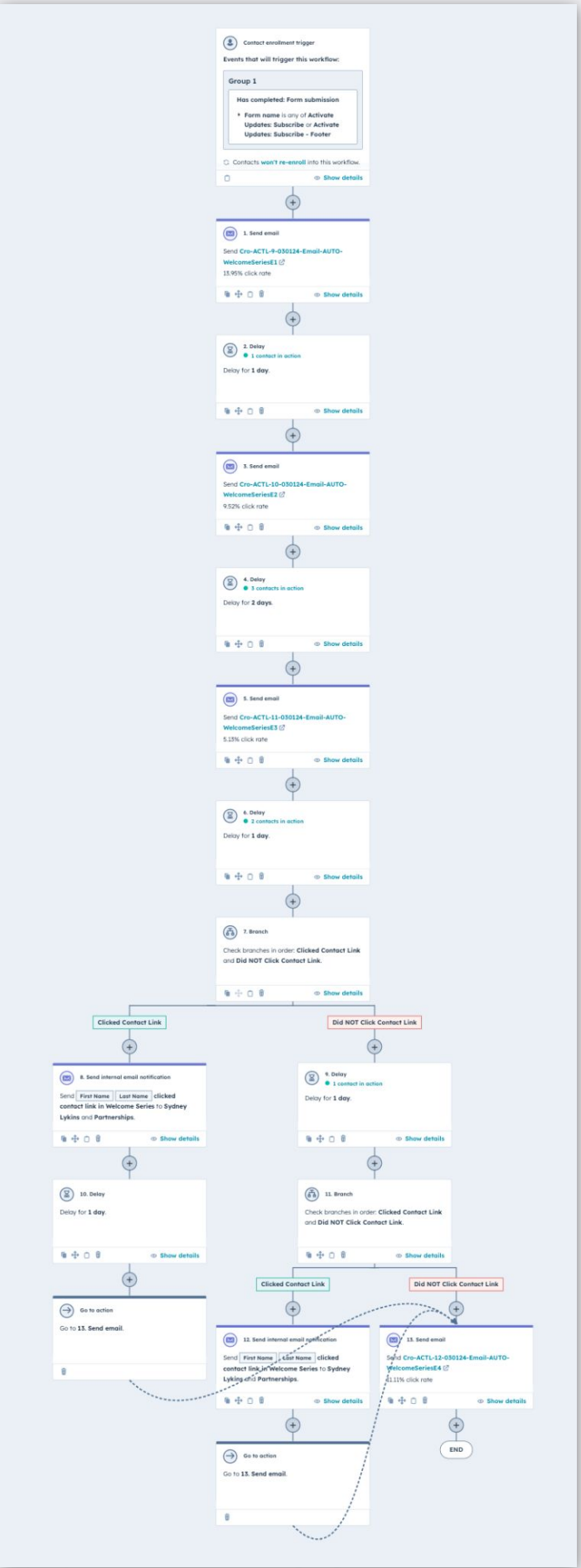
Leverage introductory messages to attract mission-aligned donors

As introductory messaging is implemented, it will mature over time, through testing to become more personalized to donor needs.

Where to begin:

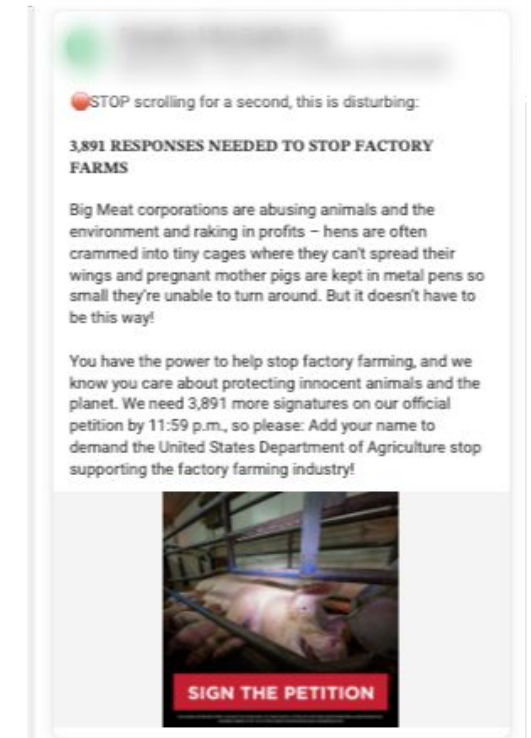
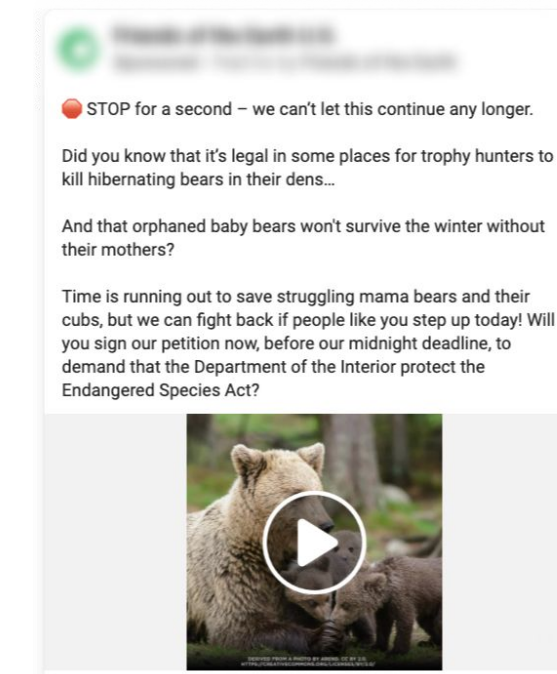
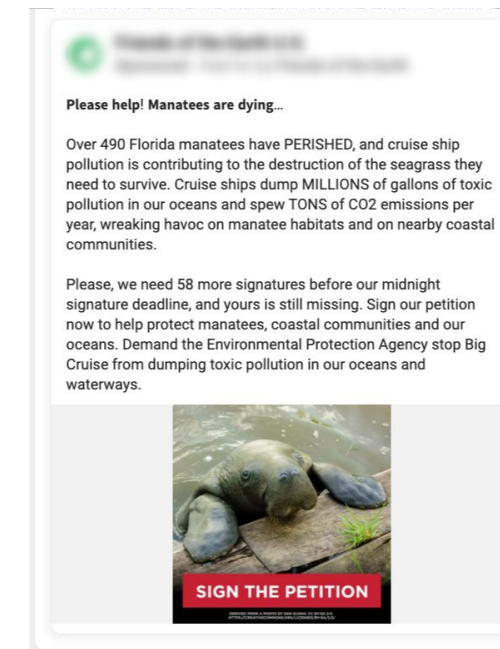


Evolution:



Paid Media offers a chance to diversify messaging and **create unique early funnel entry points**

Top-of-funnel tactics won't match lower funnel ROI, but their halo effect on donor lifetime value can be measured over time.




Testing Opportunities:

- Shortened ad copy
- Messaging Themes
- Appeals
- Calls-to-action
- Ad Creative Type (Single Image, Video, Carousel)

Test messaging appeals in paid social to identify motivated audiences with new messaging

Competitors leverage varying messaging appeals that would be valuable for Client to test in paid media as well as other top-of-funnel messaging such as the Welcome Series


Organization Introduction



Center for Biological Diversity
Sponsored • Paid for by CENTER FOR BIOLOGICAL DIVERSITY, INC.


Without them there is no us. Help us save wolves, manatees, grizzlies, plants, bees and so many more species. Double your impact with a year-end donation now.

The Center for Biological Diversity has been fighting for endangered species for decades—and we'll never stop saving life on Earth. Give today and your donation will be...



And we secured 3.8 million acres of critical habitat for dozens of species


Emotional Appeal For Donation



Center for Biological Diversity
Sponsored • Paid for by CENTER FOR BIOLOGICAL DIVERSITY, INC.


Tragically, more than 500 manatees died last year, mostly from starvation due to polluted Florida waters. Of the surviving, imperiled adults, 96% have sustained boat related injuries and many are harassed by humans. The Center for Biological Diversity just took legal action to save these gentle giants.

We need your help to petition the Fish and Wildlife Service to fully protect manatees under the Endangered Species Act before it's too late. Add your name today!



This extreme mortality event is all the evidence we need to know that they're in crisis.

Educational Appeal for Donation




Center for Biological Diversity
Sponsored • Paid for by CENTER FOR BIOLOGICAL DIVERSITY, INC.

Sightings of the American bumblebee have dropped by 89% and these bees have disappeared completely from eight states. The decline of this once-common native bee is alarming and heartbreaking — and a harbinger of massive biodiversity loss across the country.

This fuzzy teddy bear of a bee's range once stretched from coast to coast. But the past 20 years have been a disaster for the species.

Today, a generous donor will match your gift to help to prevent the extinction of this iconic native pollinator. Help us save the American bumblebee. Double your donation today.

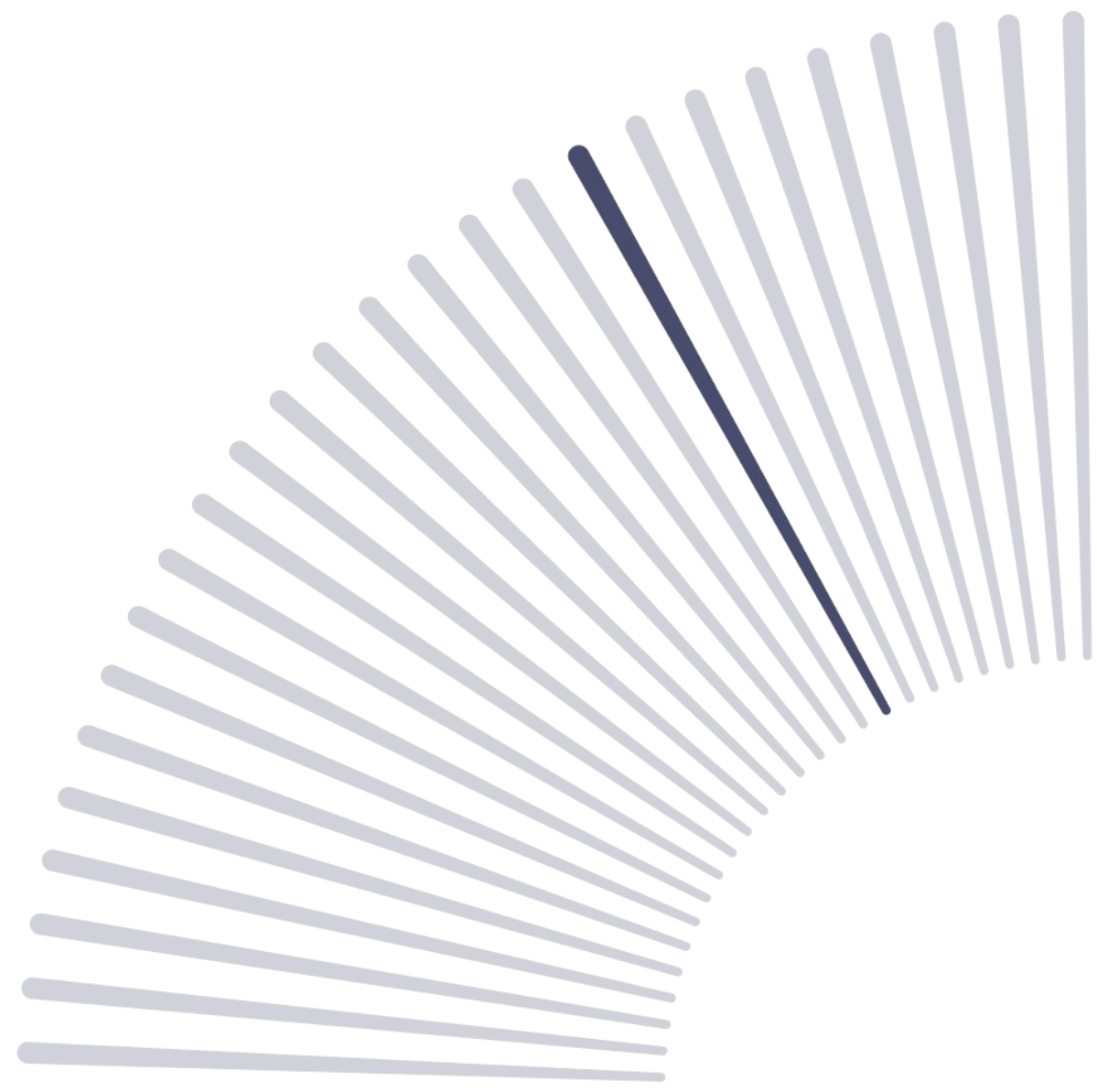


ACT.BIOLOGICALDIVERSITY.ORG
NOT AFFILIATED WITH META
2X Match for Bees
Donations doubled up to \$10,000

Donate Now

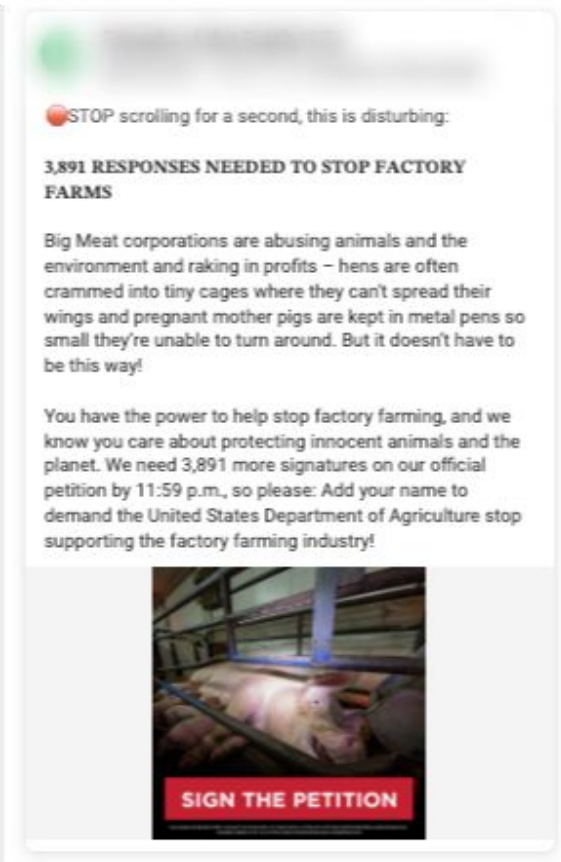

Opportunities

Consideration



Inconsistent creative experience causes disconnect and likely **decreases donation follow-through**

Imagery and messaging are not carried through to the landing experience

A screenshot of a petition landing page. At the top is a green header with the "Cro" logo, "ABOUT", and a yellow "DONATE" button. The main heading is "Demand the United States Department of Agriculture stop supporting factory farms!". Below this is explanatory text about factory farming and a call to action. A large form box contains input fields for "First Name", "Last Name", "Email*", and "Zip Code*", followed by a green "SUBMIT »" button. At the bottom, a small line of text reads: "By submitting this form, you are signing up to receive updates and alerts from Friends of the Earth. You may unsubscribe at any time."

Increase Community Giving With **Repeated Content Across Email & Donation Pages**

Learning

Creating custom, dedicated campaign content for emails and landing pages to work in tandem to ensure a consistent supporter experience drove a lift in giving and average gift for this non-profit organization.

+117%

In donations

+31%

In average gift





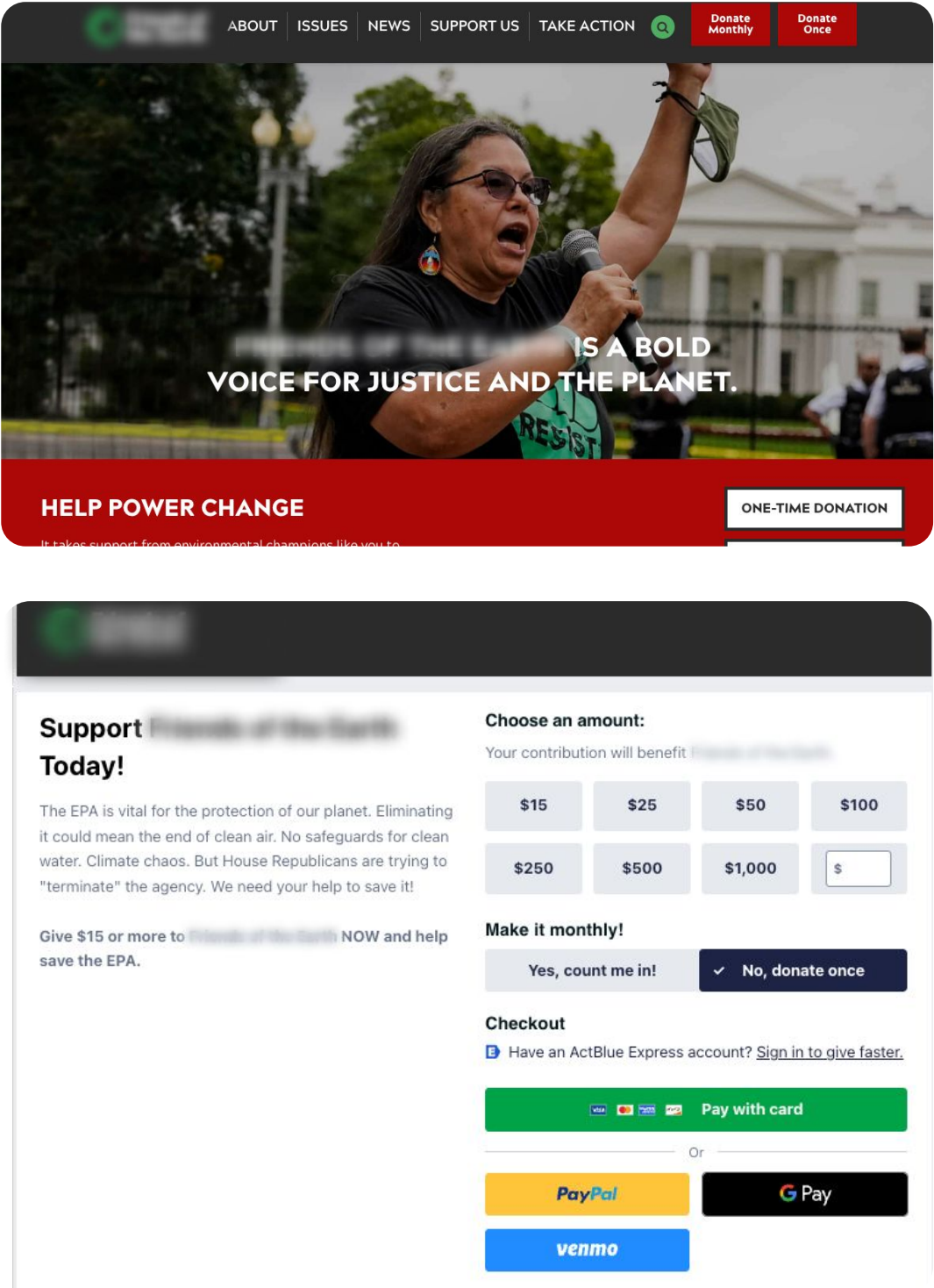
Client testing reaffirms impact of visuals on donation experience

Including an image, relevant to the content on the donation form drove a 75% higher rev/recipient and a 39% higher gift/click rate.

Version	Sent	Clicks	gifts/clicks	\$ raised	Rev/recipient
Control	1,559,919	1,727	10%	\$3,936	\$0.0025
Test (image)	1,559,768	1,707	14%	\$6,892	\$0.0044

Inconsistent creative experience causes disconnect and likely **decreases donation follow-through**

Multiple CTAs and text highlights can make it difficult for audiences to understand what is important



Varying CTA and text colors and varying design can create confusion or uncertainty

Clear, Concise CTAs

Drive Engagement & Revenue

Learning

Using plain text giving appeals negatively impacts email performance metrics and should be used sparingly.

+5%

Donate Clicks in v0

+117%

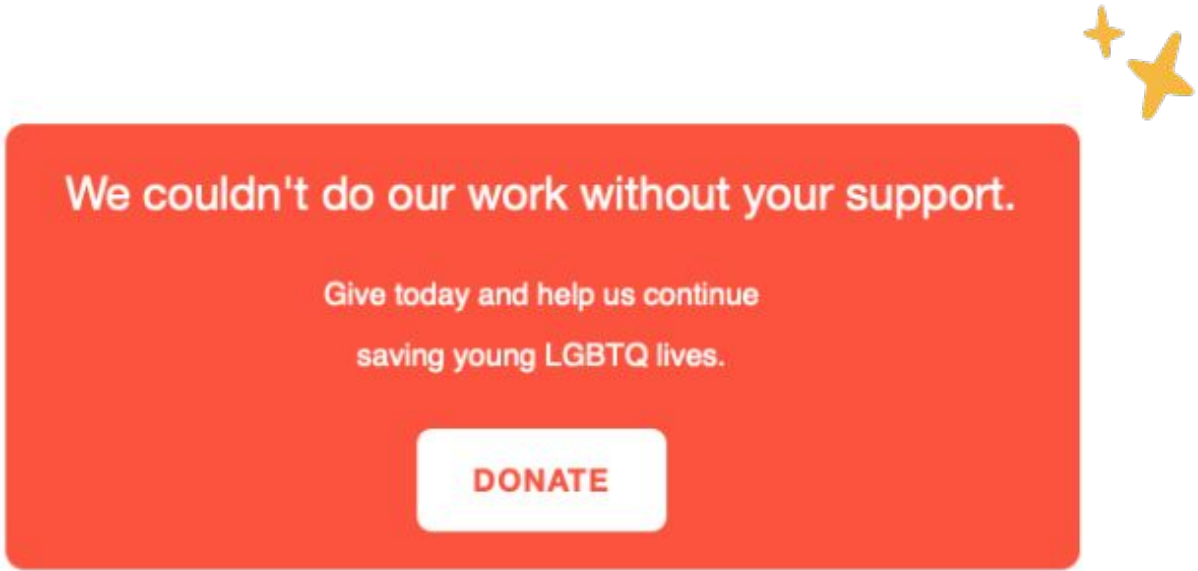
Revenue in v0

+3.9%

Click to Open in v0



Case Study



V0: Winner!

Donations from community members like you enable to serve LGBTQ young people in a moment of crisis, advocate for political action, and develop resources like this. If you are able to, **we ask you to consider supporting our work today >>**

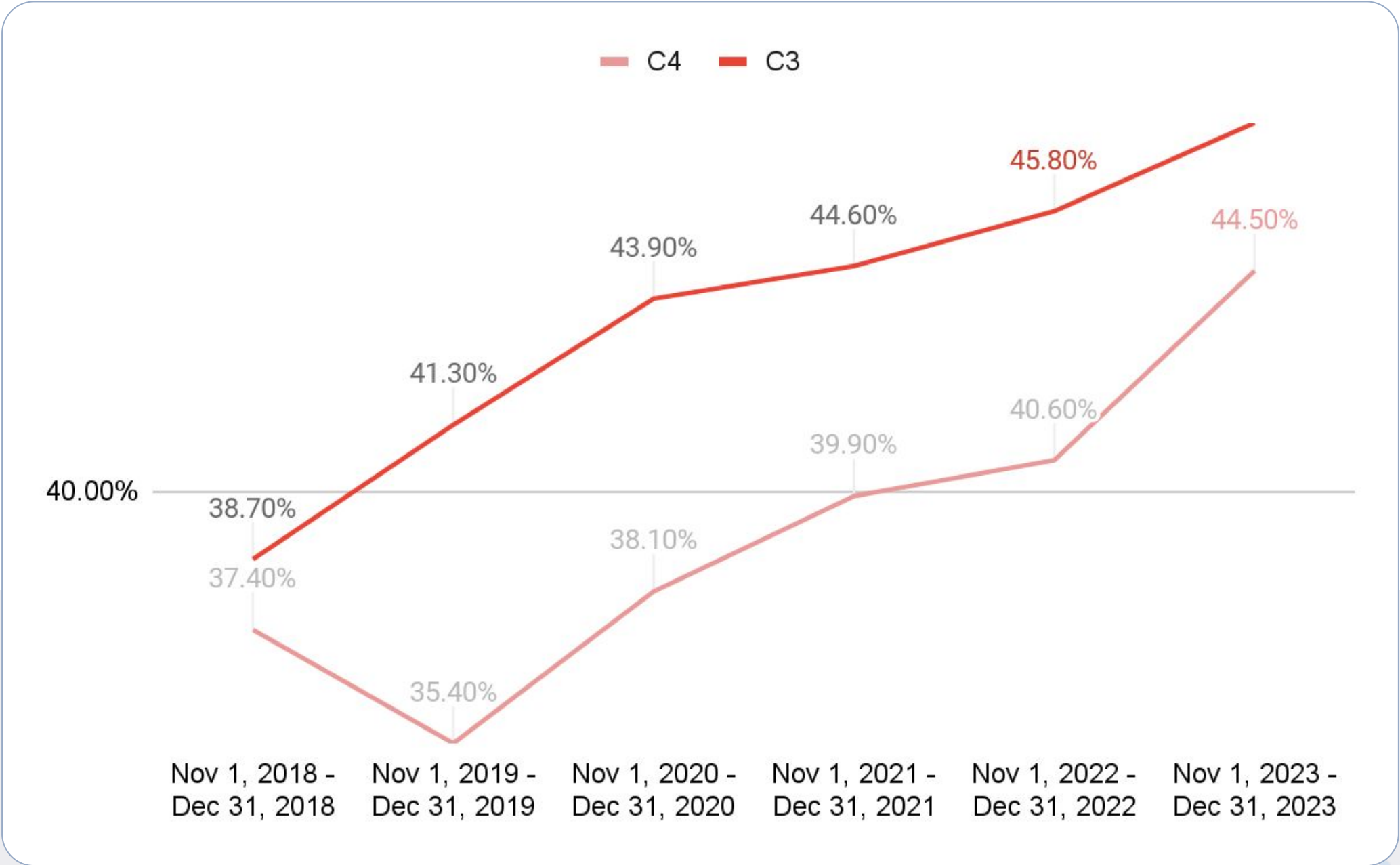
V1



Donate Buttons Increase Revenue 117%

Mobile donations rising, making up nearly half of all C3 & C4 donations

Donations from mobile devices



Opportunity to maximize donations from mobile with responsive templates

Today, Client emails are not mobile responsive. The content volume provided within this format is very likely limiting the ability to convert mobile donors through email.

This is critical to increasing email engagement given that in 2022, 57% of non-profit traffic stemmed from mobile.*

*Source: M&R Report





Improving Mobile-Friendly Email Templates **Lifts Donations and Engagement**

Learning

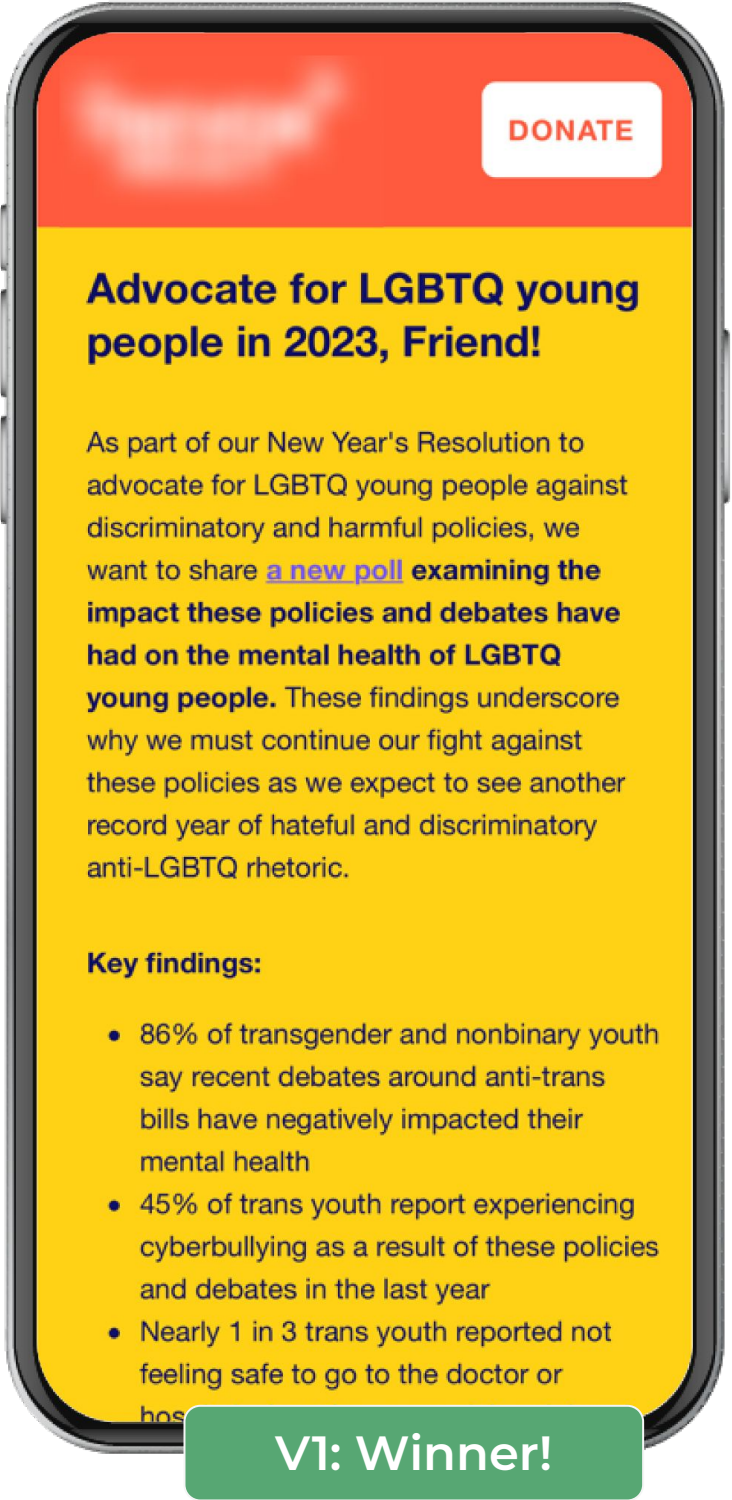
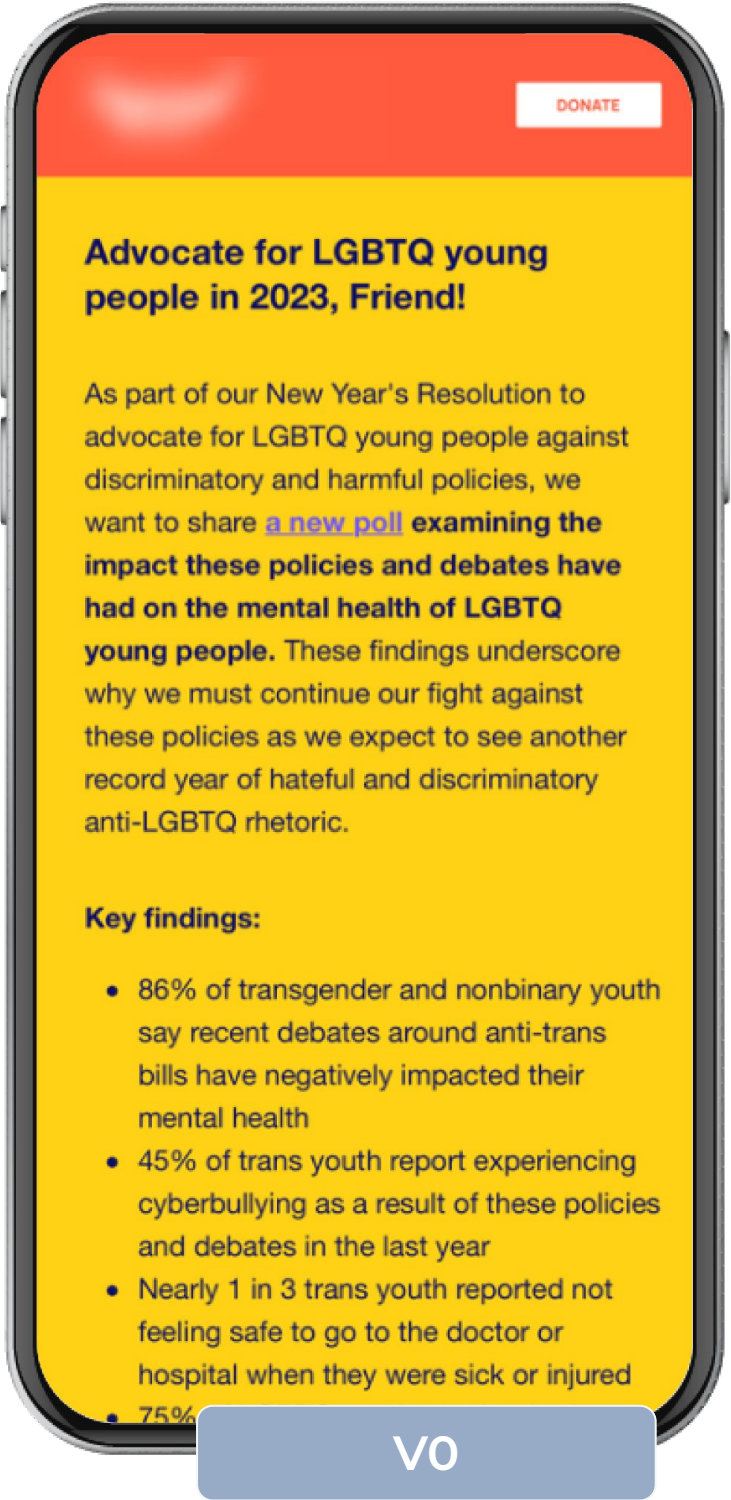
This non-profit organization's e-newsletter template was optimized for mobile devices to ensure optimal legibility and sizing. This test had a significant impact on donations as well as engagement with campaign content.

+41%

In Donations

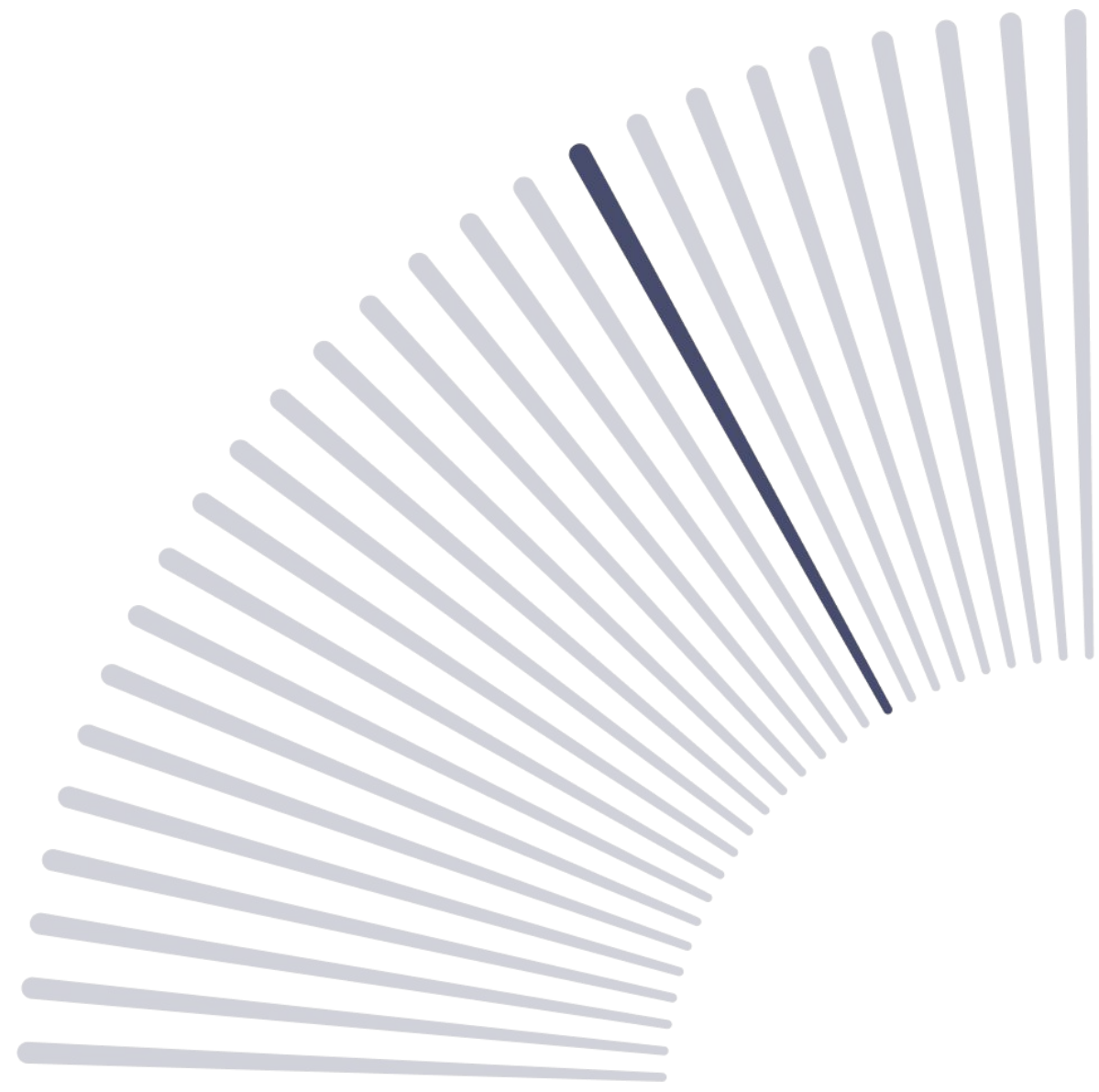
+4%

In Read Through Rate



Increase Donations 41%

Opportunities
Decision



Competitors outpace Client in use of valuable **donation page features**

- Pre-selected ask amounts
- Heightened priority for monthly giving options
- Images
- Shorted copy
- Social proof
- Progress bar

Your support matters – Donate to the Sierra Club

We must work tirelessly to protect wildlife and wild places, ensure clean air and water for all, and fight for environmental justice. **Your gift will support all of our work to move the country in a new, just, and sustainable direction. Make your gift today.**

1. Select Amount
2. Your Information
3. Payment Information

Make my gift monthly.

Yes, count me in!
✓ No, donate once

109,420 donors have already signed up to give monthly
- join them today

\$15
\$25
\$50
\$100
\$250
\$ other

VISA
MasterCard
American Express
Discover

Continue

GODADDY
VERIFIED & SECURED
VERIFY SECURITY

CENTER for BIOLOGICAL DIVERSITY

Please Give to the Center Today

We're fighting with everything we've got to save wolves, grizzlies, orcas, monarch butterflies and all species large and small. **Please give to the Center today — your donation is crucial to saving wildlife, their habitat and the laws they depend on to survive.**

1 Amount
2 Details
3 Payment
4 Finish

Monthly Donation
One-time Donation

\$2,500
\$1,000
\$500
\$250

\$100
\$50
\$30

\$0.00

Pay with Bank Account
PayPal

Pay with Card

The Center for Biological Diversity may contact you by email or phone with campaign updates and other ways you can get involved to make a difference. You can unsubscribe at any time. View our [privacy policy](#).

Progressively **test variations of key donation forms** to maximize return on outreach

Headline copy

Image inclusion

Shortened content

The Earth Needs a Good Friend

When you support [ActBlue](#), you fuel the fight to protect people and the planet over corporate profits.

Like when you convinced major garden retailers like Home Depot and Lowe's to say no to bee-killing pesticides.

Or when you pushed the Obama administration to stop selling off our public lands to Big Coal.

And when you stopped what would have been the biggest coal export terminal in North America -- preventing nearly 1,000 coal shipments through the Salish Sea each year.

Together, we're working to build a system that promotes clean energy and solutions to climate change. We're fighting for a truly safe and healthy food system. And we're protecting marine ecosystems and the people who live and work near them.

We've been defending the Earth and fighting for a healthy and just world for more than 50 years. But we need your help to keep going. Will you support our work with a

Choose an amount:

Your contribution will benefit [ActBlue](#)

\$27 \$50 \$100 \$250

\$500 \$

Make it monthly!

Yes, count me in! ☒ No, donate once

Checkout

Have an ActBlue Express account? [Sign in to give faster.](#)

Pay with card

PayPal

venmo

Google Pay

Progress Bar

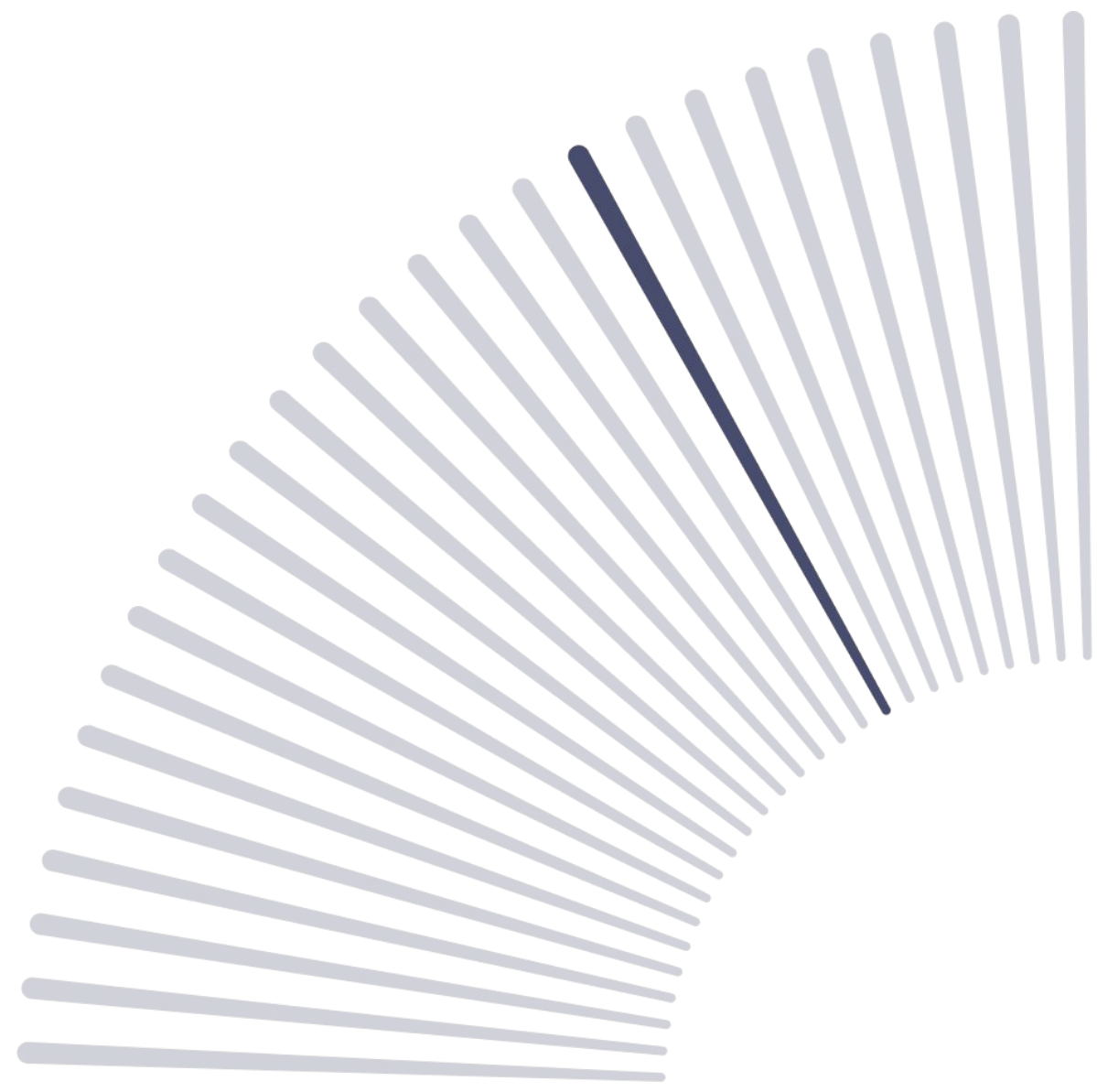
Set Default Donation

Module Order

Payment Types

Opportunities

Loyalty



Personalization

presents opportunity for increased Donations

- Interest-based segmentation fails to boost donations significantly (e.g. whales v. orcas)
- Recurring vs. new donor segmentation limited to survey emails, not all fundraising emails.

Opportunity:

Segment audiences based on engagement and previous donor status to personalize and experiment in additional communications.

Phase 1 Segmentation

Segment audiences based on where they are in their donor journey and set specific goals for each segment.

For example:

- New names who haven't donated
(Goal: First Donation)
- First time donors
(Goal: Retention & Conversion to Recurring)
- Returning Donors
(Goal: Increase lifetime value & retention)

Phase 2 Segmentation: Inclusive of Phase 1 Winners +

Incorporate learnings from phase 1 and begin to segment more narrowly, for example:

- First Time Donors in the last 3 months
(Goal: Conversion to Recurring)
- Former recurring donors
(Goal: Reactivation)



Personalization in Donation Ask **Drives Increased Revenue**

Learning

This initial test to trial personalization in the donation footer successfully saw an increase in donation revenue from connected campaigns. There was a flat affect on unsubscribe rates signaling an ability to continue testing into the impact of increased personalization in the donation footer.

+175%

In Revenue



Case Study

Support from individuals like you enables The Trevor Project to continue our work to end LGBTQ youth suicide through our crisis services as well as the development of resources and guides like these to promote education and allyship.

We couldn't do our work without your support.

Give today and help us continue saving young LGBTQ lives.

DONATE

V0

We couldn't do our work without your support.

Give today and help us continue saving young LGBTQ lives.

DONATE

V1

Support from individuals like you enables The Trevor Project to continue our work to end LGBTQ youth suicide through our crisis services as well as the development of resources and guides like these to promote education and allyship.

Friend, we couldn't do our work without your support.

Give today and help us continue saving young LGBTQ lives.

DONATE

V2

Friend, we couldn't do our work without your support.

Give today and help us continue saving young LGBTQ lives.

DONATE

V3: Winner!

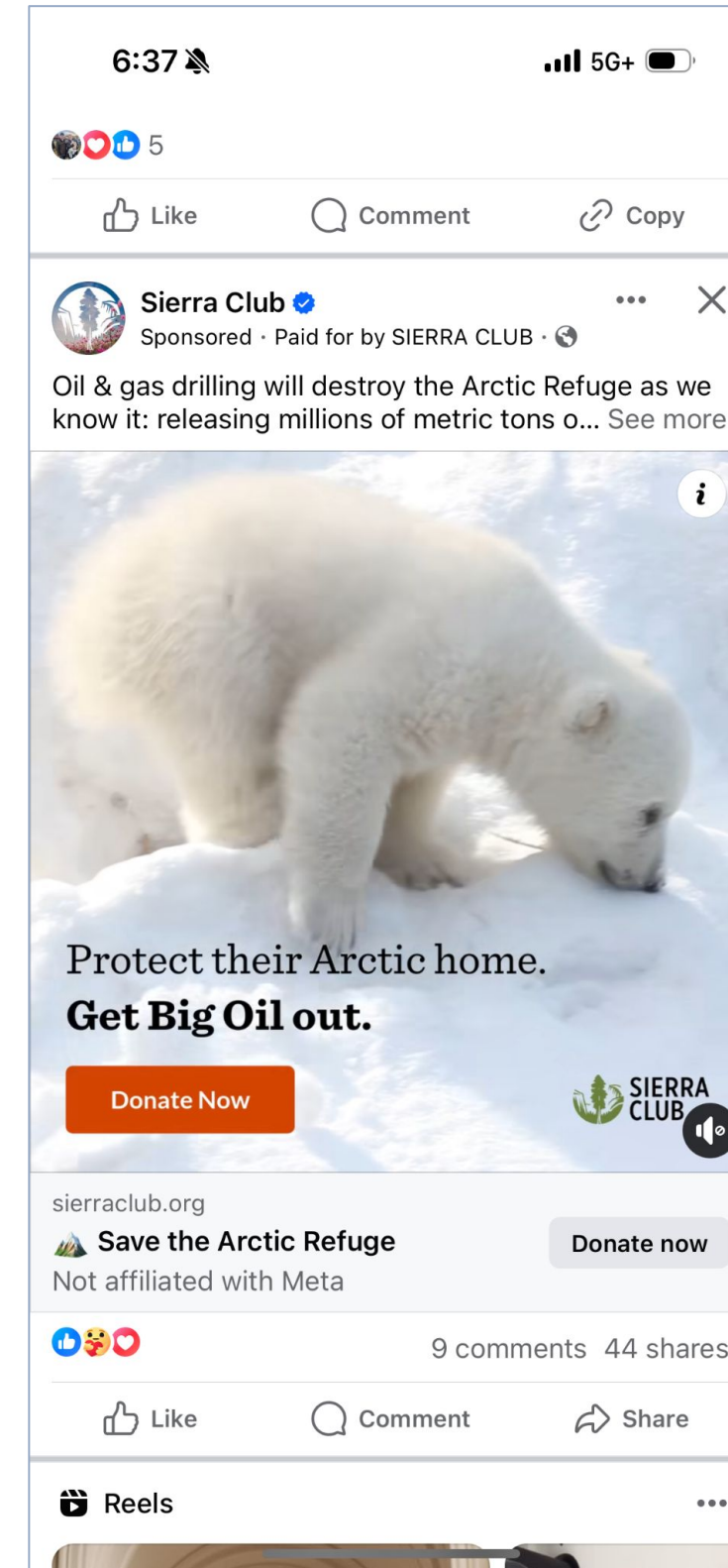


V3 Increased Revenue 175%

Remarketing presents an opportunity to **further engage past site visitors**, and convert donors at an efficient cost

Retargeted users are 70% more likely to convert.

Source: SharpSpring



Served ad on mobile after visiting the website on desktop

Opportunities

Technical & Team Optimizations

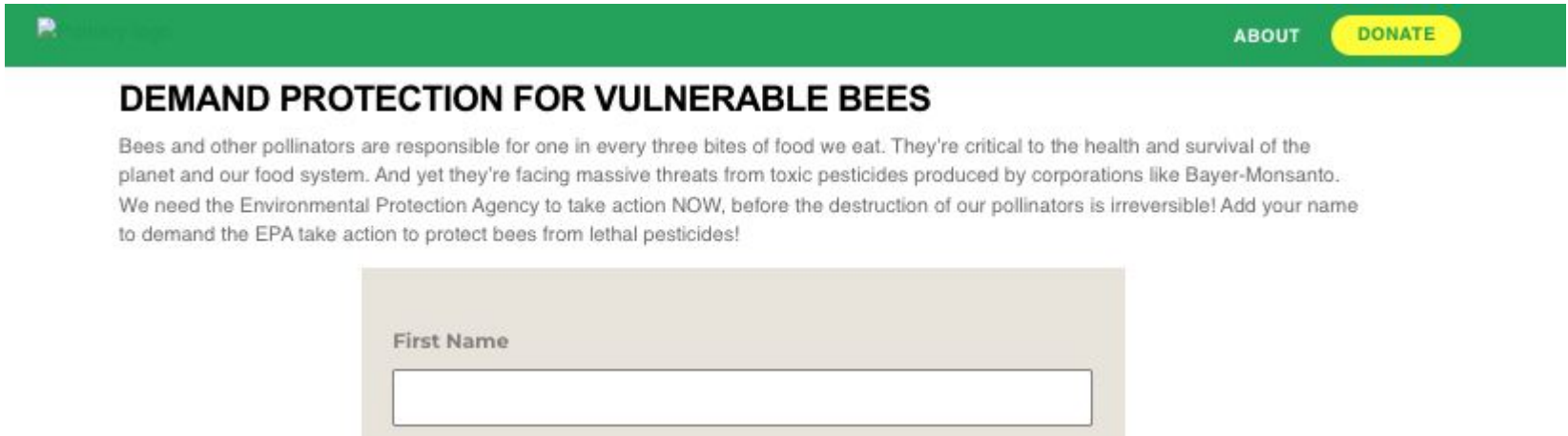


Quick wins exist to optimize the audience experience with the Client brand

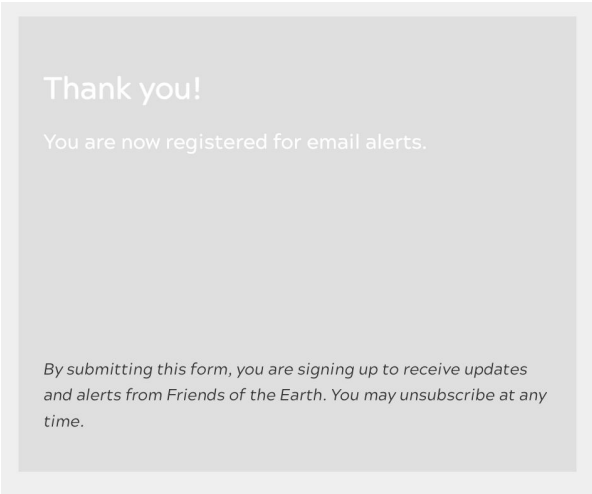
Primary CTA in most emails use red buttons with white text > this fails AA compliance for small text, but would pass for large



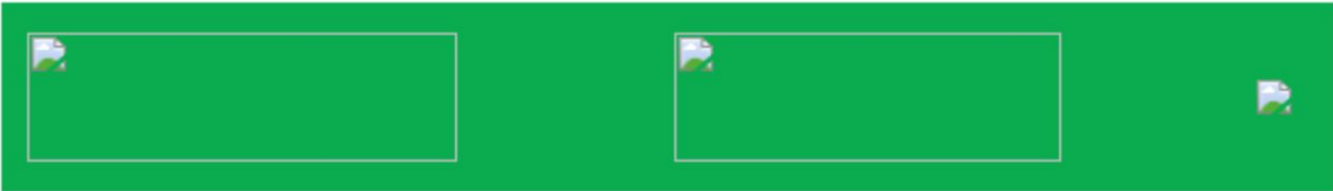
A number of pages across the Client site are missing logo images



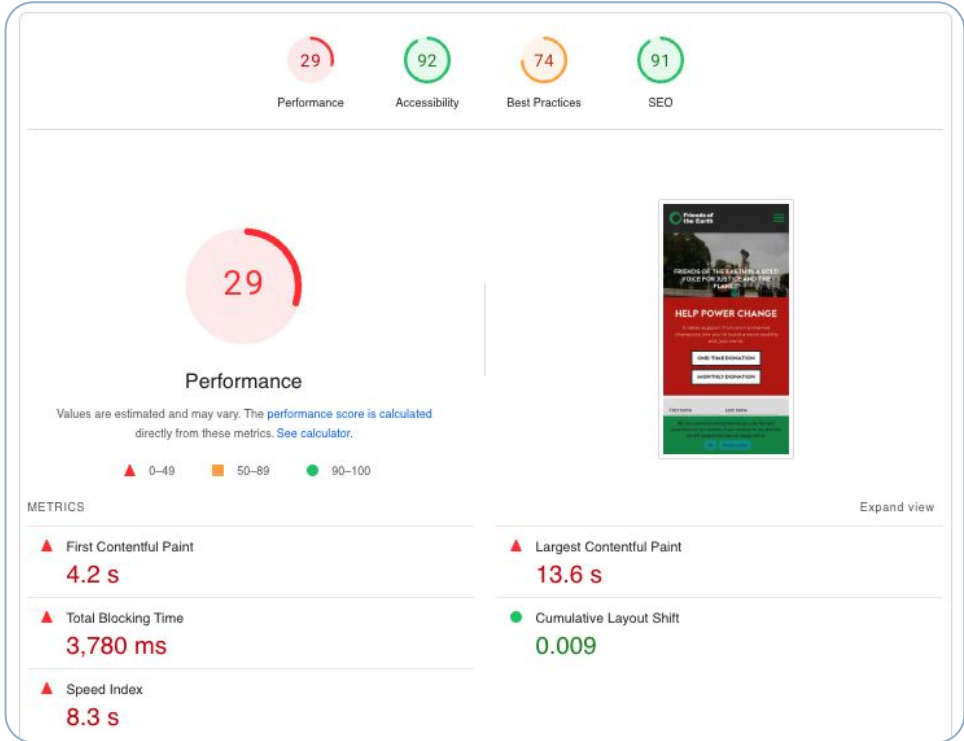
Post sign-up message is white text on light grey background. Update to bring into AA compliance



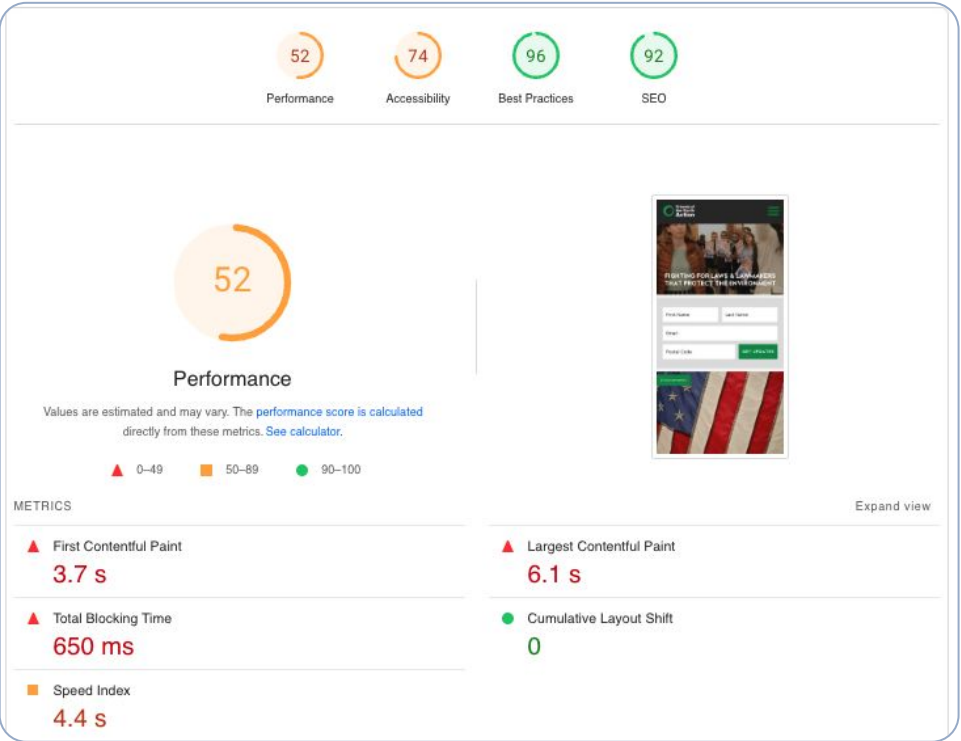
With images off - no donation button appears in fundraising emails



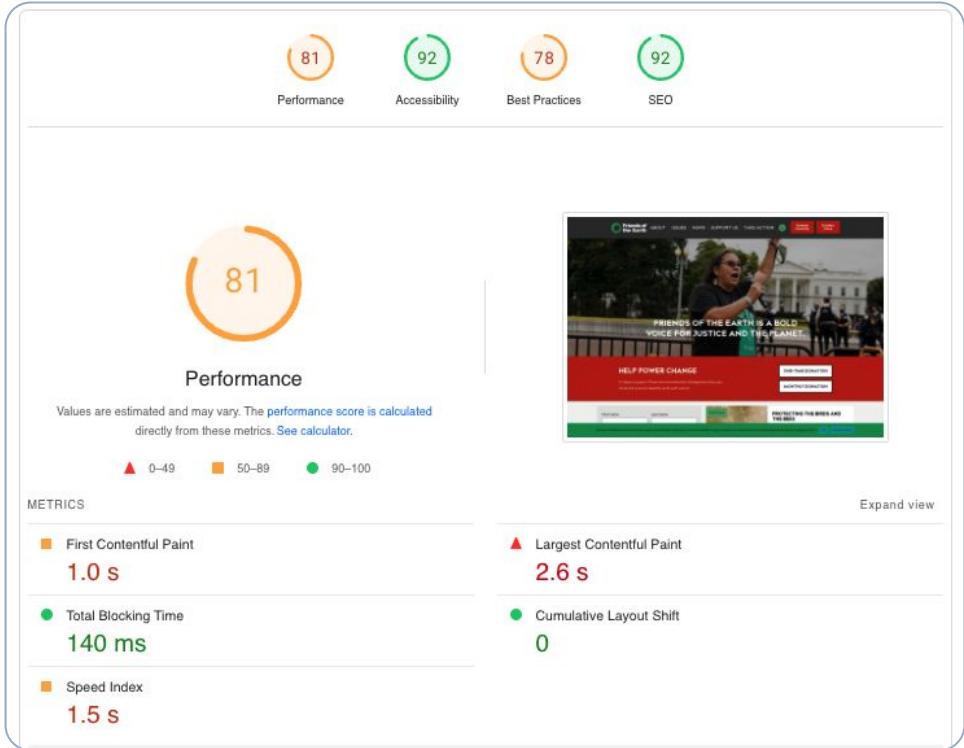
Mobile site performance issues highlight opportunity for optimization



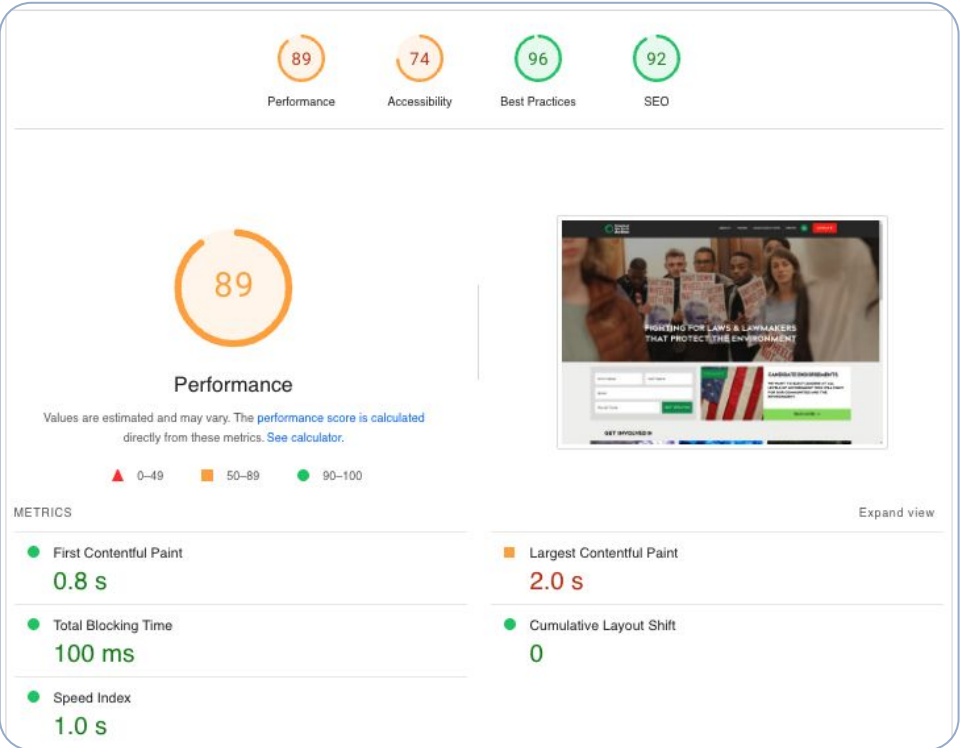
C3 - Mobile



C4 - Mobile



C3 - Desktop



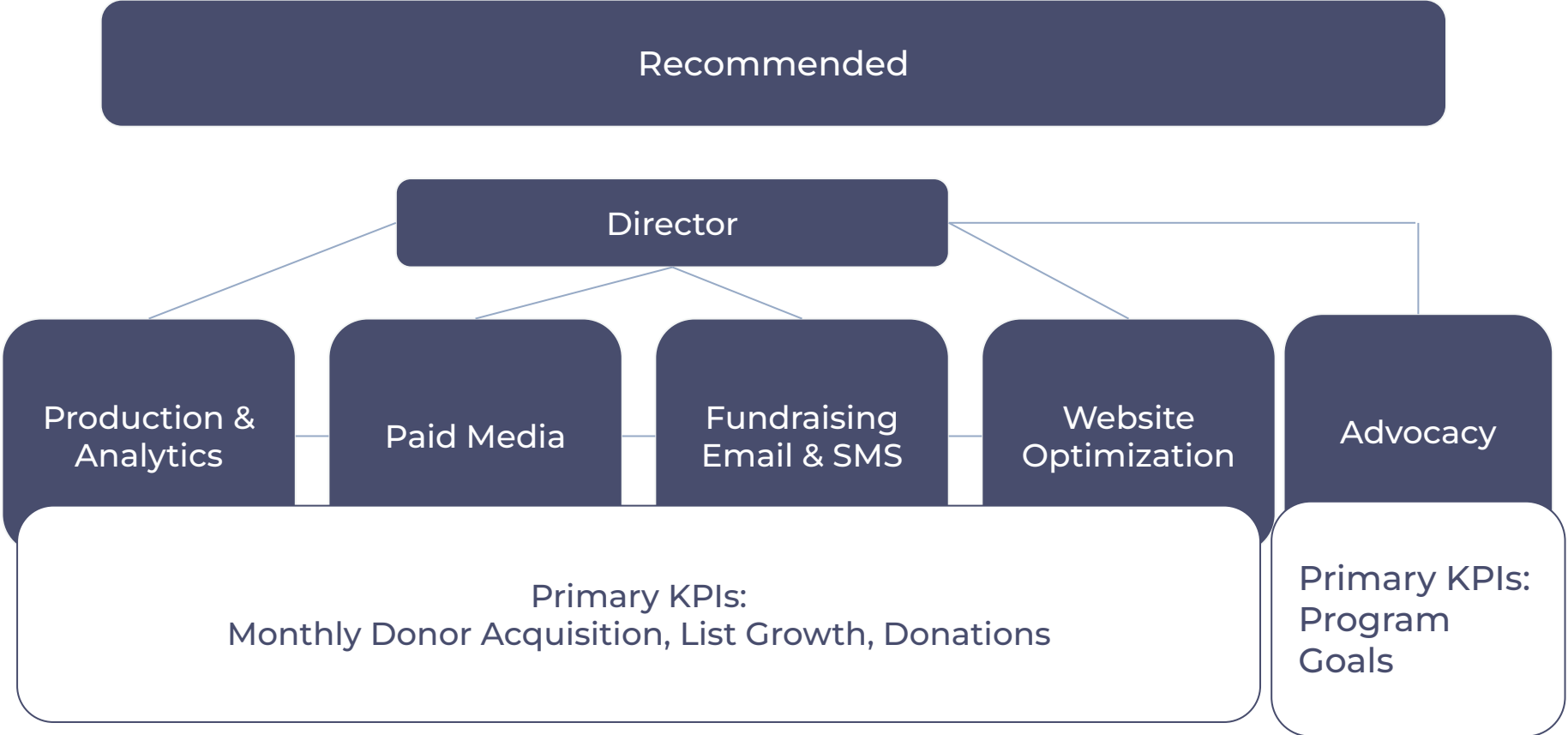
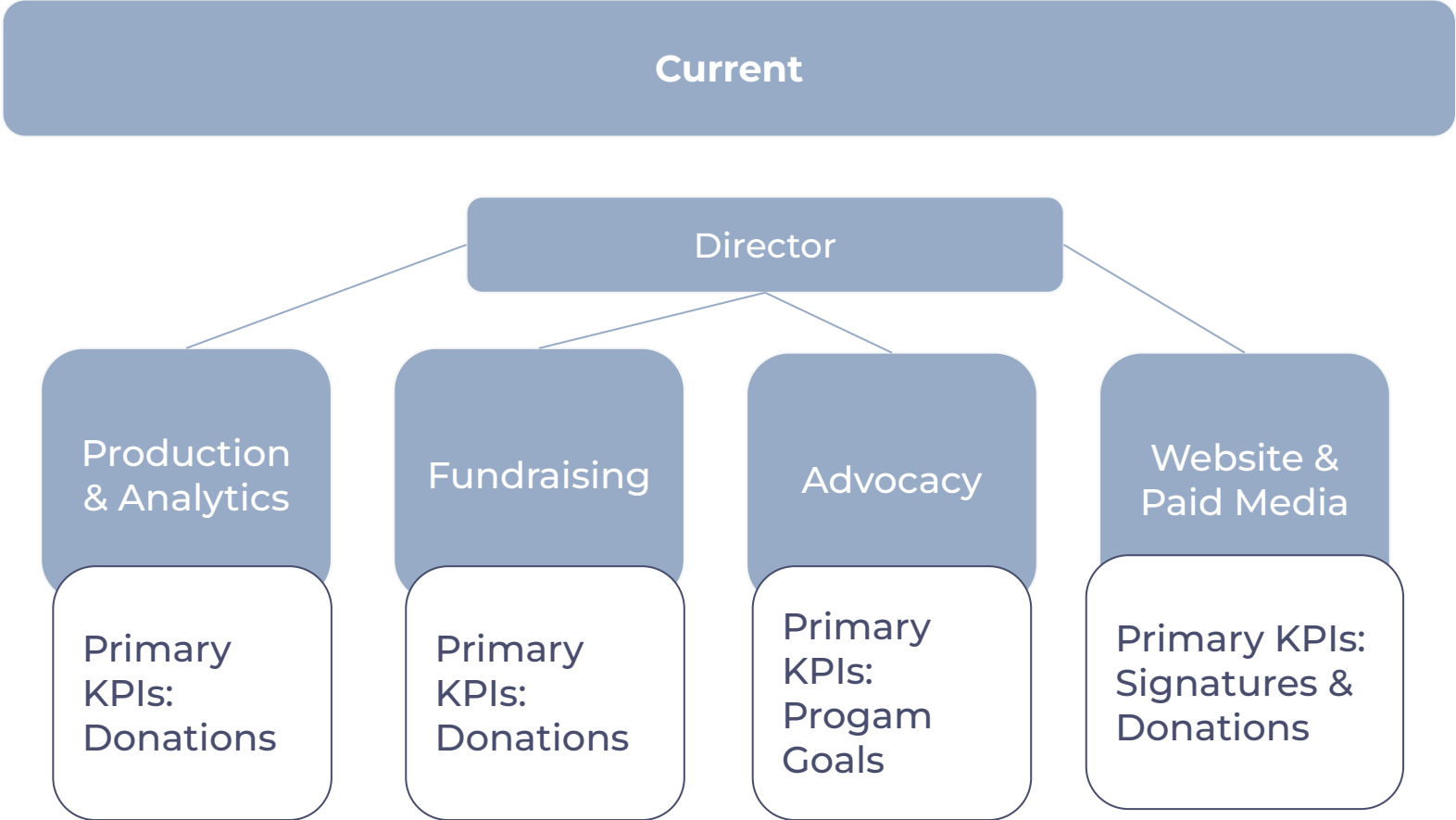
C4 - Desktop

A sound team structure exists, with room for **increased agility** within fundraising

Overall Client is structured similarly to other organizations of their size. Maintaining the incorporation of digital as a part of the membership org rather than a standalone team is preferred.

Opportunities:

- Align digital team roles around unified KPI's. Ensuring all marketing activities are working together to support the donor's experience
- Create boundaries for communication to fundraising and advocacy audiences to reduce audience exhaustion through segmentation



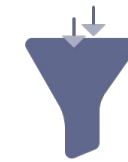
Action Plan

Client | Donor Journey Analysis

Cro Metrics + Client

Key Donor Journey

Stage Insights



Awareness

A 56% decrease in acquisitions costs constrained top of funnel outreach. Further experimentation with creatives and calls to actions is recommended to increase ROI and decrease cost per acquisition.



Consideration

Website revenue for the C3 declined for the third year in a row. Combined with technical and accessibility opportunities, optimizing the site experience presents a large opportunity for revenue growth.



Decision

Email, the leading driver of digital revenue, declined 27% YoY. Segmenting returning and new donors presents an opportunity to test, learn and implement the value of personalization to increase revenue.



Loyalty

Providing a unique experience to returning donors through segmentation presents an opportunity to personalize communications to donors loyal to Client.

Engage donors throughout their journey with **unique, optimized digital experiences**

Future State:

A personalized approach that creates unique experiences for the various audiences at the different stages of their donor journey would create more valuable experiences for the user.

A personalized approach also allows for more unique goals at each stage and allows Client to measure impact more effectively.

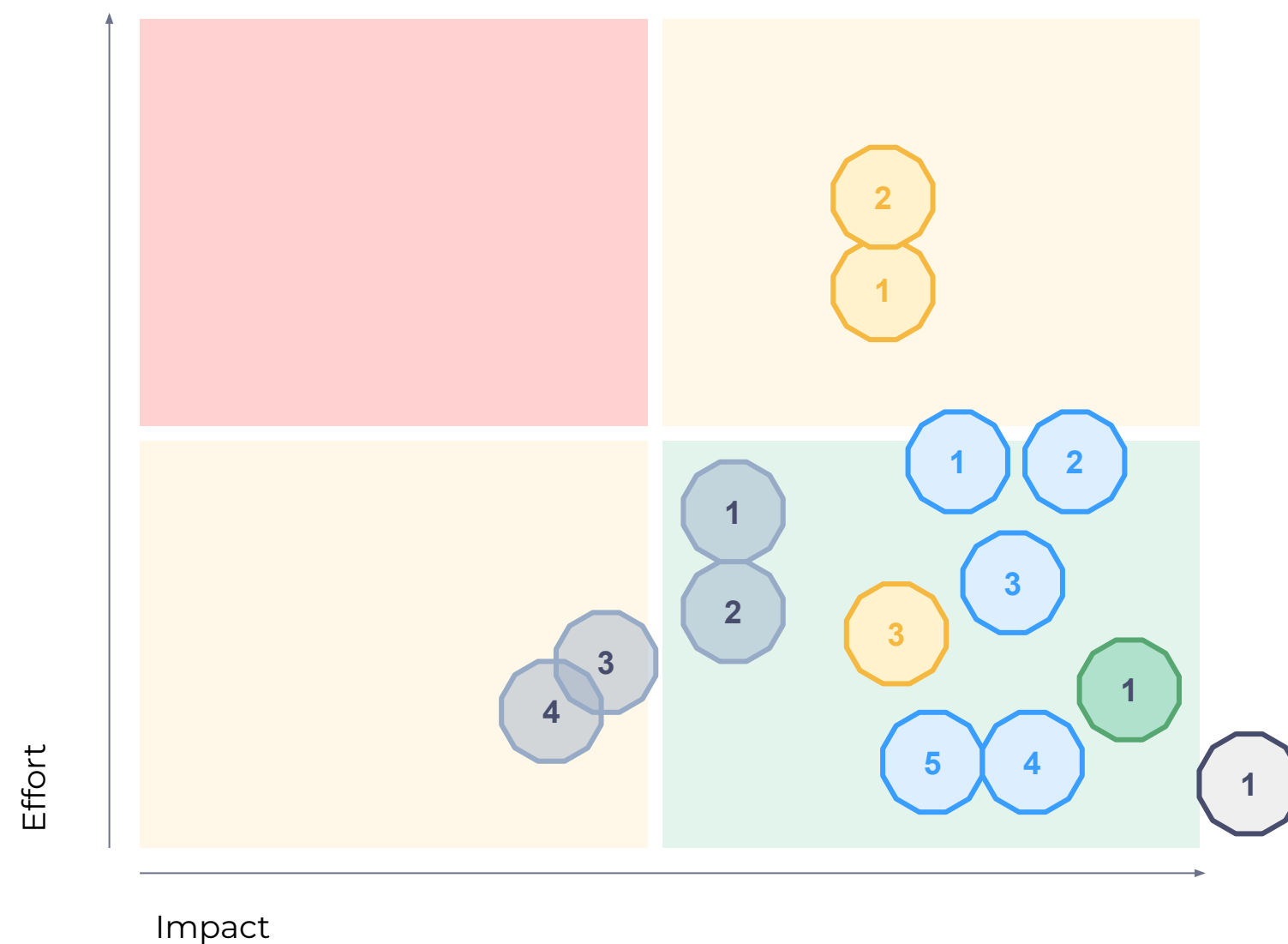
Awareness

Consideration

Decision

Loyalty

Technical Needs



Prioritization Matrix

Implement quick win testing for the remainder of the 2024 fiscal year to prepare the most effective journey ahead of the 2024 election.

1. Welcome Campaign
2. Paid Media Segmentation Testing
3. Social CTA Testing
4. Social Appeal Testing

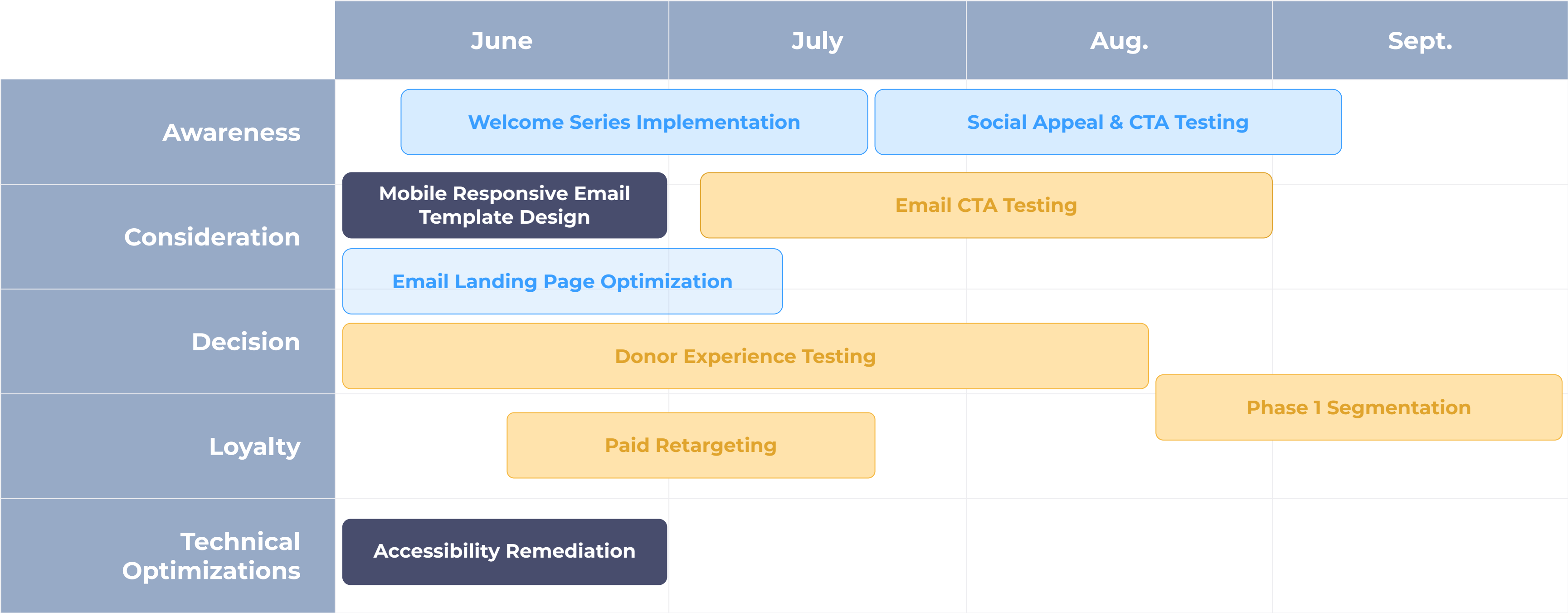
1. Paid Landing Page Optimization
2. Email Landing Page Optimization
3. Homepage Creative Testing
4. Mobile Responsive Template Implementation
5. Email CTA Testing

1. Donor Experience Testing

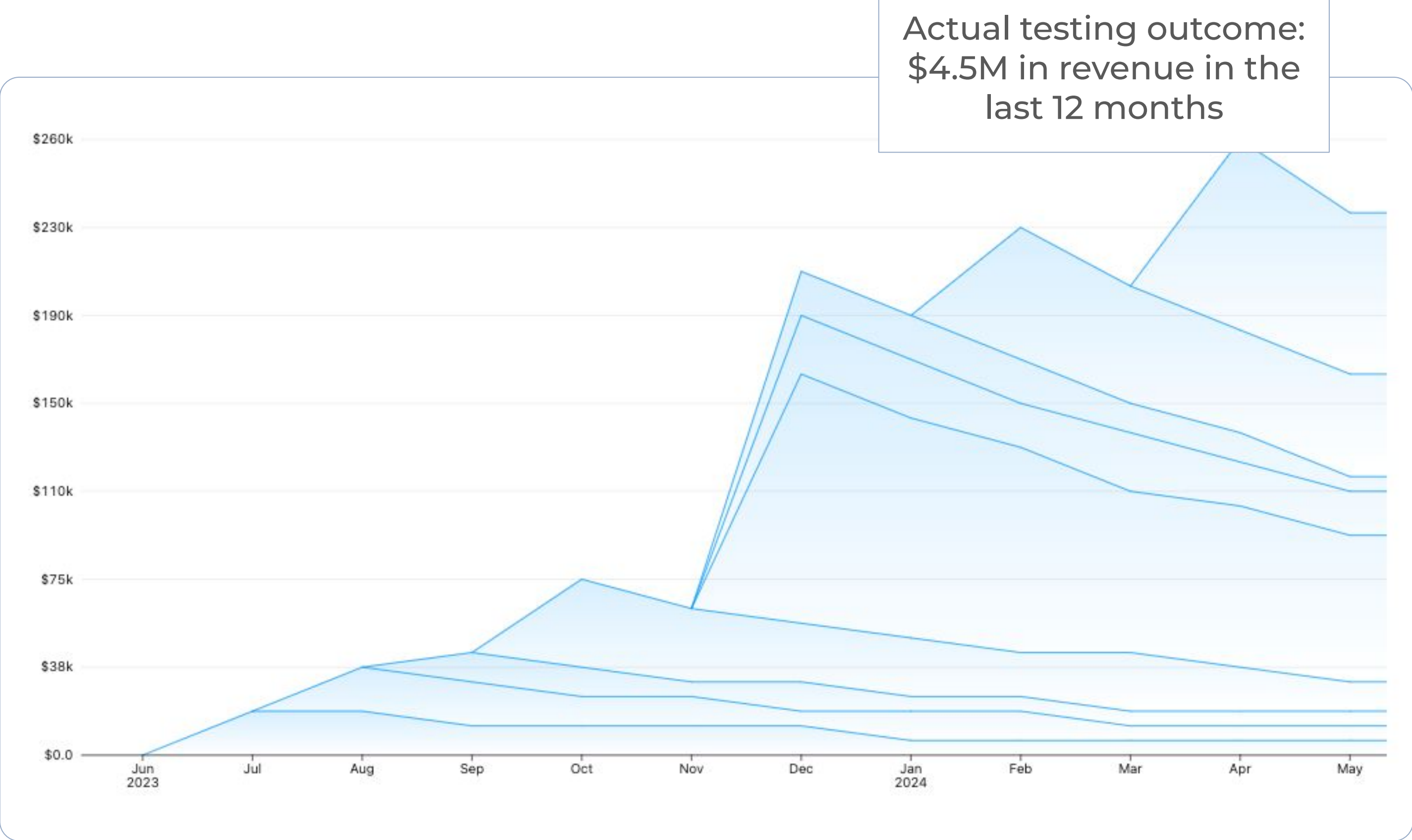
1. Fundraising Email Segmentation Phase 1
2. Fundraising Email Segmentation Phase 2
3. Remarketing Paid Media Campaigns

1. Technical Optimizations

Rapid implementation puts structure and foundation in place for high-visibility moments



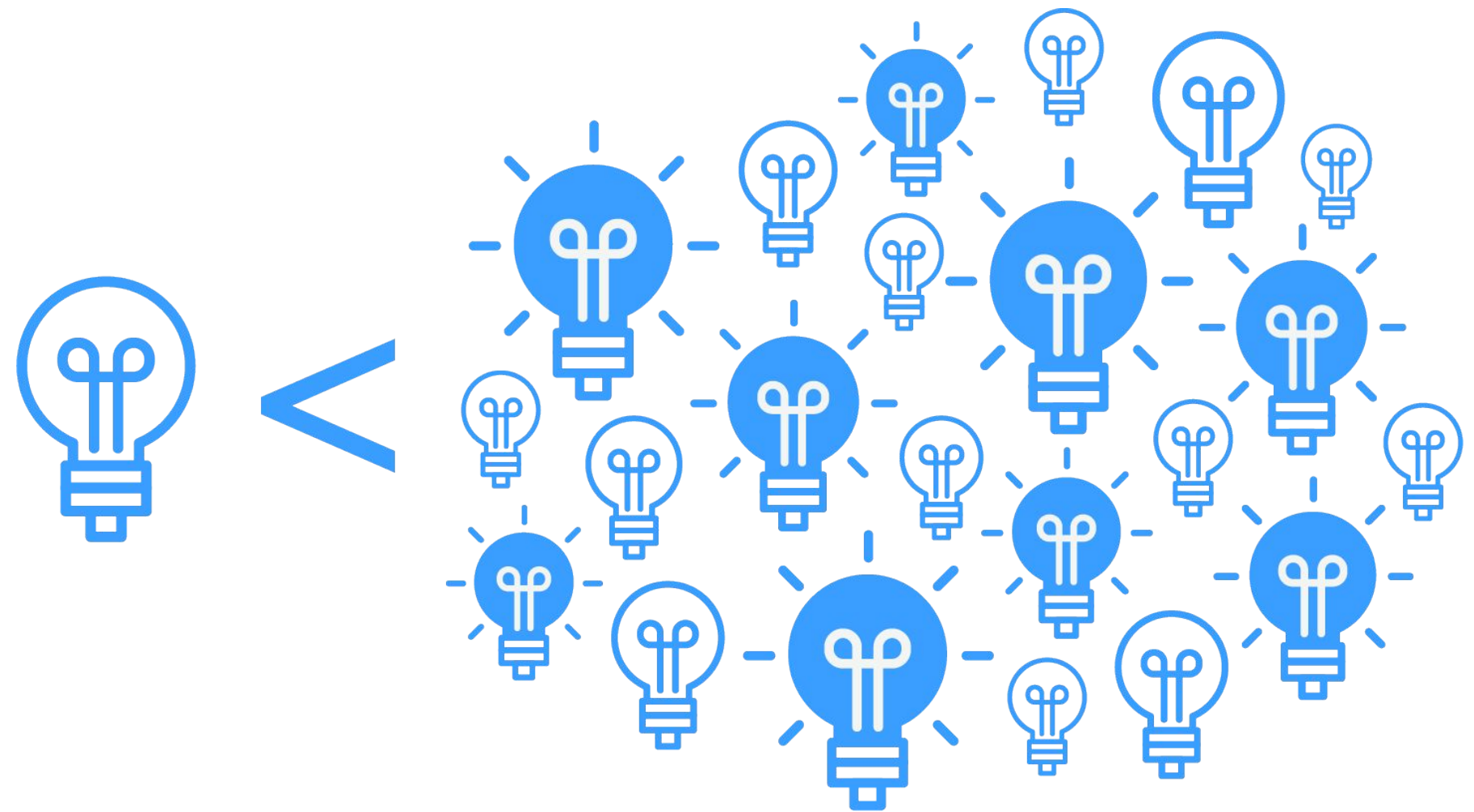
Small wins across the donor experience **compound** **into massive revenue gains**



High testing velocity drives higher ROI

Based on academic meta-analysis of tens of thousands of experiments

- Key finding: A/B testing outcomes follow a “fat-tailed” distribution
- Individual outcomes are unpredictable, but large outlier wins drive high ROI
- High testing volume creates more opportunities to identify outliers that drive large impact vs. attempting to only increase win-rate
- Increased velocity creates disproportionately higher return on investment.



Thank You

Client | Donor Journey Analysis