

# EMBARK

on your way to breakthrough marketing and fundraising

## How Industry Regulations and Performance Benchmarks Shape Fundraising Strategies

### In This Issue:

- What is GDPR?
- 2018 Animal Welfare Digital Benchmark Snapshot
- Digital and Media Defined
- Direct Mail Is Alive and Thriving

# What U.S. Nonprofits Need To Know: **General Data Protection Regulation**

We know that every nonprofit is different and the GDPR takes a risk-based approach to data protection. Regardless of whether you mail to the EU, U.S.-based nonprofits need to use this as an opportunity to take immediate action in improving data best practices.

**The General Data Protection Regulation (GDPR) is a standard data protection policy that covers how personally identifiable information is controlled and processed among all 28 European Union countries.**



The GDPR defines "personal data" as: *"any information related to a natural person or 'Data Subject', that can be used to directly or indirectly identify the person. It can be anything from a name, a photo, an email address, bank details, posts on social networking websites, medical information, or a computer IP address."*

## **What does GDPR mean for U.S.-based nonprofits?**

The GDPR imposes strict new standards on companies, government agencies, nonprofits and other organizations. Regardless of location, organizations that offer goods and services to residents of the EU, or those that collect and analyze data tied to EU residents, are generally subject to GDPR standards.

GDPR covers postal mail, email, and interest-based advertising. There are provisions within the GDPR that cover explicit consent, how long you can store data (such as transaction and donor history), how you target, your data retention practices, and how you handle data breaches.

Many organizations in the U.S. do not operate or have business in the EU or process information of individuals in the EU. For these types of organizations, the GDPR will not have an immediate impact. However, many nonprofits do not know whether or not they may be collecting data from individuals in the E.U.

# What U.S. Nonprofits Need To Know: **General Data Protection Regulation**

## So...What do nonprofits need to do?

Below are six steps you can take to handle the new policies and regulations. Talk to our digital media team if you are interested in more information or recommendations on the data you collect, how that data is being used, and how to articulate it in your privacy policy.

- 1) Perform a risk assessment:** There are some exclusions for the applicability of GDPR based on size and location of companies, so you should find out whether you meet one of the exclusions. If not, you should do the remaining steps in this section.
- 2) Look at your data:** Do you have EU IP addresses in your Google Analytics? Do you have donors on your file from EU countries? Many U.S. nonprofits are suppressing EU constituents from their emails/web, or purging those records altogether.
- 3) Document your processes:** You need to have a written process and understanding of what data you're collecting, where, and how. Call it a "data handling plan."
- 4) Review and update your privacy policy:** You need to update your privacy policy to account for how you are collecting and storing data. This includes terms of service, cookies, and tracking. If you are active with digital media, there are key elements you should outline.
- 5) Update web applications to meet standards:** From your donation forms to other web apps—if you don't ask, you won't know what is being captured by your partners.
- 6) Review and revise your insurance policy:** Cyber security is a real thing and there is insurance that can cover some of the costs of a cyber-attack. You should make sure you know how your organization is handling cyber security and whether it is in your best interest to get cyber insurance.

*\*\*Note: The above content is informative in nature and is not intended as legal advice. As a company that provides professional fundraising consulting services, we retain counsel to ensure compliance with fundraising laws in each applicable state. Questions related to the above content and GDPR regulations for U.S.-based nonprofits should be directed to counsel that is competent to address such matters.*

# Digital Fundraising and Paid Media Defined

When working with a digital expert, it sometimes can be hard to become familiar with the jargon. To help, here is a short (and far from exhaustive) list of digital terms used on a regular basis.

**Paid Search:** These are paid promotions to secure search results above organic listings relevant to specific searches.

**Placement Strategy:** The strategies that our team of digital experts use to target the right audience, through the right device, in the right place, and at the right time to efficiently use your budget and maximize your bottom line.

**Permission Marketing:** Contrary to television ads or billboards, permission marketing seeks the authorization of an individual to see advertisements for your organization. Also known as opt-in marketing, examples of permission marketing would be the ads you see on mobile apps or games.

**Search Engine Optimization (SEO):** SEO is the process of adjusting digital design and copy to increase traffic to your site via organic search results. Your web content should include keywords and phrases to increase the odds of your content being found.

**Geographic Targeting:** This type of targeting selects an audience based on geographic location. Use this practice when promoting an event, partnering with other causes or special days, and using integrated campaigns to lift results.

**Click-Through-Rate (CTR):** This is a measurement of the percentage of people who click on one of your links via email, banner ad, Google ad, or social media site.

**View-Through-Rate (VTR):** This refers to videos you post and is calculated by the number of videos watched divided by the number of times a page loaded with a video. If you can optimize your VTR, you'll increase your conversion rate as well!

**Conversion Rate:** A conversion is defined as the desired action that an individual takes, such as making a donation or registering for an event.

**If we ever use terms in conversations, presentations, or at meetings you are unsure of the meaning, always ask!**

# 2018 Animal Welfare Benchmark Snapshot



We've analyzed 2016 and 2017 giving data for RKD Alpha Dog clients across the United States. Here are some of our biggest findings.

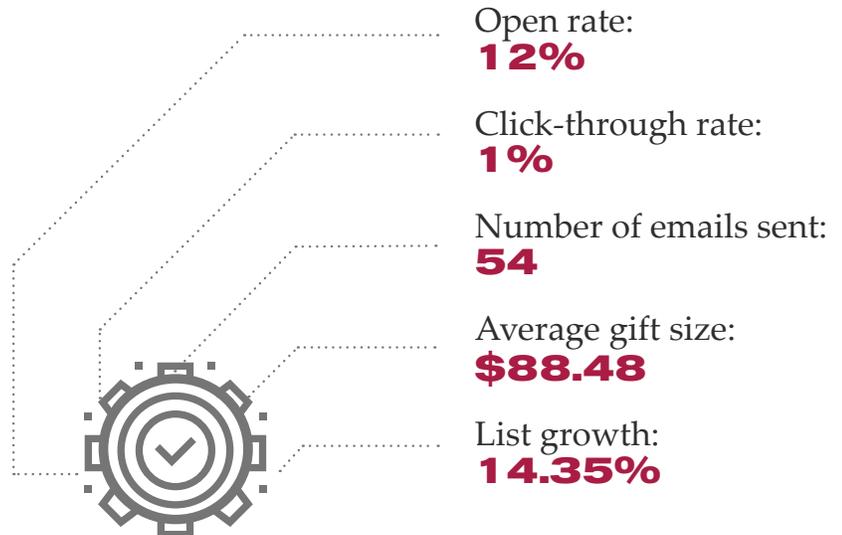
## Average Gift Size

One-Time Gifts

Recurring Gifts



## 2017 Email Fundraising



## End-of-Year Giving

December Average Gift

December 31 Average Gift



# Direct Mail Is Alive and Thriving

### "Does direct mail still work?"

Digital fundraising is a game changer for nonprofits and continues to evolve. RKD loves to talk about it; from appeal best practices and mobile donations to media acquisition strategy. With the frenzy over digital, it's no surprise people new to direct response ask us, "Does direct mail still work?"

The answer is - and will continue to be - "Yes, direct mail still works and it continues to be a powerhouse in direct response fundraising!"

To think that the growth of digital implies the death of direct mail is a stretch. Anyone who understands strategic multichannel direct response knows that direct mail is a key part of any fundraising strategy.



**Ironically, direct mail has been an accelerant to digital fundraising's growth as more and more donors receive a piece of direct mail and go online to give.**

### So Why Is It Still So Effective?

**Simply put: it creates a connection.** Direct mail has a strong perceived value. It has weight, substance, and dimension. You can not only see it but touch it.

*Turns out, 56% of consumers and 80% of donors still enjoy receiving mail.* That means over half of the commercial consumer base and the vast majority of donors are receptive to traditional mail marketing.

And while other mediums (like digital and television) can be "hotter" than direct mail, nothing is more personal or official.

Receiving a letter is an intimate experience and more personal than many other forms of communication.

Effective direct mail fosters intimacy with donors by generating a personal, emotive experience. As direct marketers, we should focus each element on building connections and affinity toward a cause.

## Creating Donor Connections

# Direct Mail Is Alive and Thriving

### More Donations Come In Through the Mail



**73%**  
of consumers prefer mail for brand communication

**80%**  
of donors enjoy receiving mail from nonprofits in their community

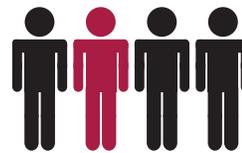
### New Direct Mail Donors Have Higher Retention Rates

**31%**  
Retention Rate for First Time Offline Donors

**25%**  
Retention Rate for First Time Online Donors

Hispanic households are **3.5x** more likely to respond to a direct mail piece. More than **75%** of Hispanics will hang on to a solicitation after reading it and more than **50%** of Hispanic adults will respond.

Source: *The Agitator*, "Direct Mail is Not Yet Dead"



One out of four \$1,000-\$2500 donors is acquired through direct mail



One out of six \$2,500+ donors is acquired through direct mail

● Mark Your Calendars

# Conference Schedule



**Feeding America Unite Conference**  
August 15-17 in Chicago, IL

**SAWA Annual Conference**  
November 8-10 in Kansas City, MO

## RKD Alpha Dog **TEAM NEWS**

**RKD Alpha Dog is quickly growing and is pleased to welcome so many new faces and talented people to the Lincoln Office Team!**

Catherine Hill, Copywriter  
Jessica Bernadt, Data Coordinator  
Amie Callahan, Production Coordinator  
Nichole Diaz, Production Artist  
Shelby Krueger, Creative Intern  
Kaitlin Cech, Food Bank Account Coordinator

**We also want to recognize a few team members who have milestone work anniversaries this year!**

Lisa Jones Rossi, Vice President, 5 years  
Dee Soflin, Lead Data Technical Liaison, 5 years  
Kristi Allen, Account Executive, 5 years  
Kristen Kenney, Account Director, 15 years



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### **Serving the nonprofit community since 2005**

Our mission and passion is to provide nonprofit organizations with fundraising services, strategies, and solutions that empower them to fulfill their missions. As a part of RKD Group, we are able to provide capabilities and services to local organizations that are utilized by the largest national nonprofits.