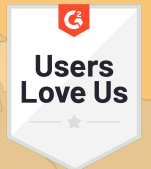




THE NONPROFIT PLAYBOOK FOR 2024



Your Host



Paul Crisp

Chief Marketing Officer
Simplify



SYMPHIFY

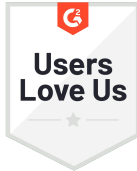
About Us

Is Simplify a SaaS. We help non-profits to generate more donations with less effort.

CONVERSION
OPTIMIZATION



MARKETING
AUTOMATION



The 2024 Playbook For Nonprofit

01. The Digital Donor

An overview of what drives donor behaviour and their expectations.

02. Conversion Optimization

How to leverage data and donor insights to increase donation and website conversions.

03. Create Better Experiences

Techniques and best practices to engage and retain donors.



SYMPLYFY

01.

The Digital Donor



Uber



Netflix



Amazon



Opentable



In 2021

80%

**of donors preferred to
give online.**



What channels most inspires donors to give?

MILLENNIALS

25 and 40 years old

GEN X

41 and 56 years old

BABY BOOMER

57 and 75 years old

Social Media	39%	33%	19%
Email	23%	26%	33%
Website	20%	19%	16%
Direct Mail / Post	6%	9%	18%
Others	12%	13%	14%



SYMPPLY

What channels most inspires donors to give?

MILLENNIALS

25 and 40 years old

GEN X

41 and 56 years old

BABY BOOMER

57 and 75 years old

Social Media	39%	33%	19%
Email	23%	26%	33%
Website	20%	19%	16%
Direct Mail / Post	6%	9%	18%
Others	12%	13%	14%

68% to **82%**

prefer digital
channels for
information &
inspiration

Source: 2022 Global Trends in Giving Report



SYMPHONY

Crowded Space with Lots of Competition



GlobalGiving

The logo for gofundme.org, featuring a green sun icon above the text "gofundme.org" in green lowercase letters.

SYMPLYFY

PLAYBOOK TIP #1

Your donors are online
and doing more there...

Be **Digital-centric.**



02. Conversion Optimization





- Donors expect nonprofits to be steward of their donations.
- Nonprofit organizations need to increase impact while optimizing costs.

Traffic via Search & Social



Hope donors will convert



Average Results

1% / 2%

Conversion Rate

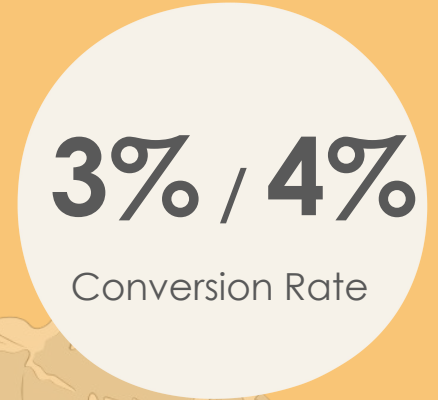


SYMPHIFY

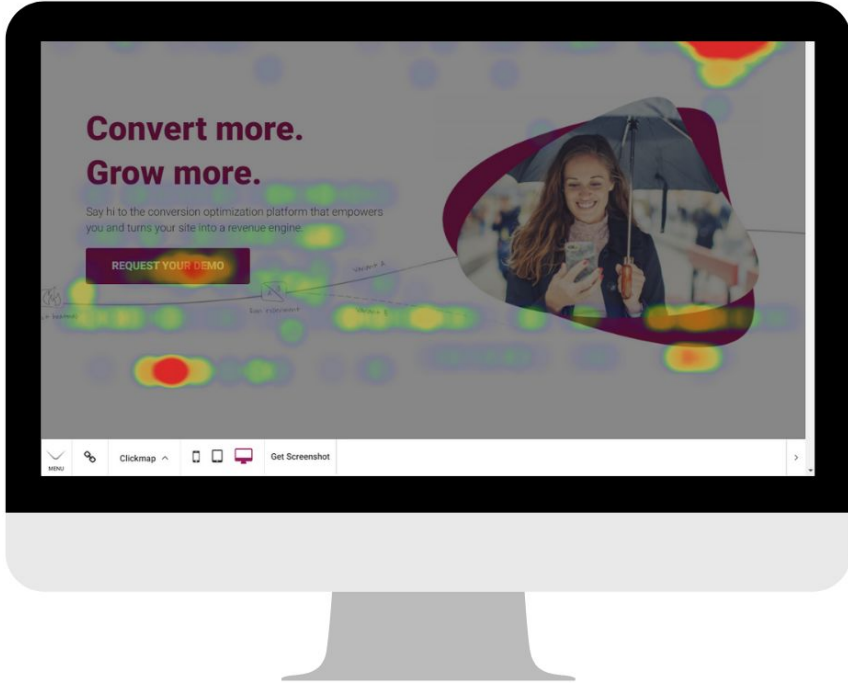
Same Budget For
Search & Social

Focus on
Conversion

Average
Results



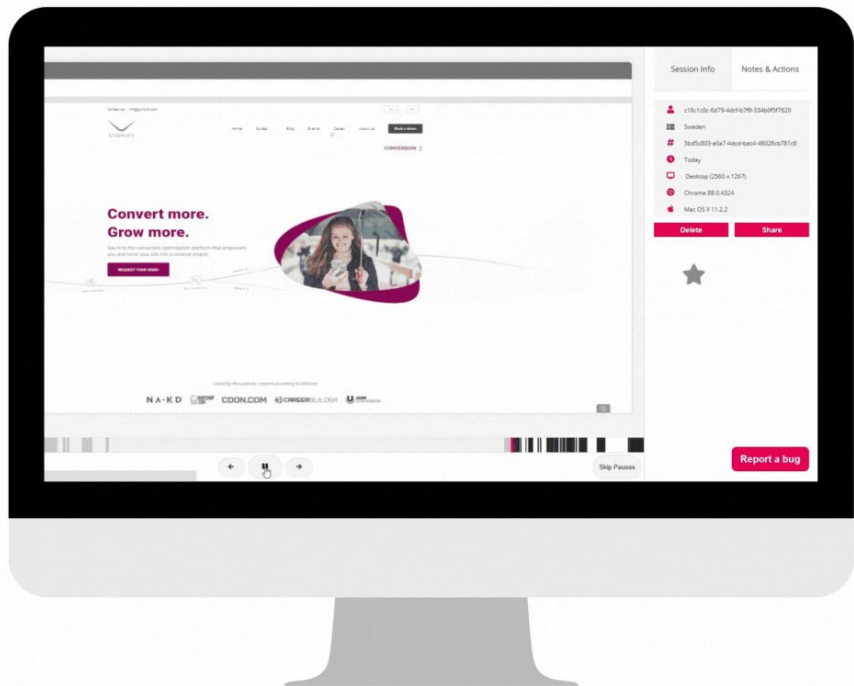
SYMPLYFY



STEP 1: OBSERVATION

Visual Heatmaps

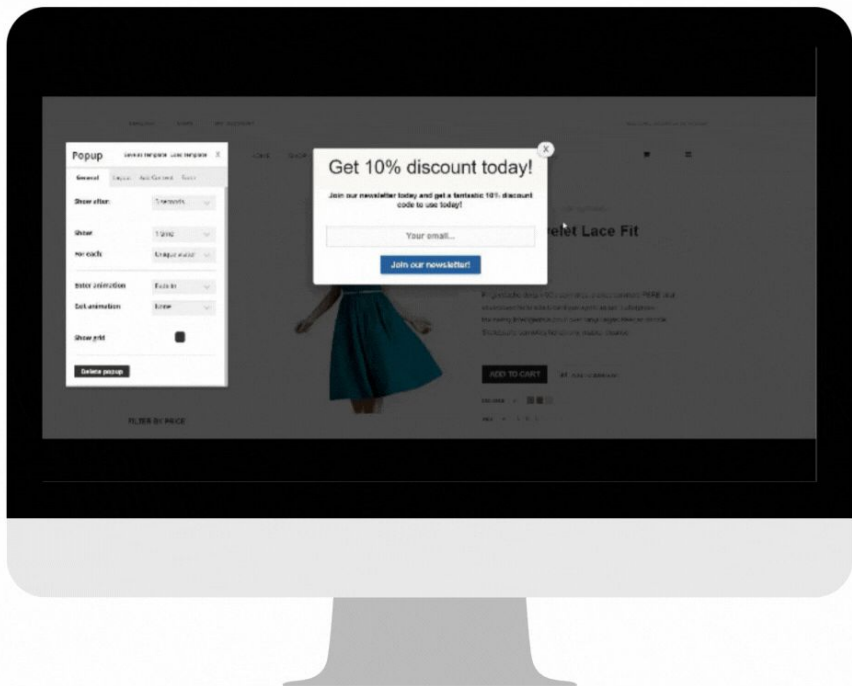
Understand the hotspots for your targeted prospects and donors



STEP 2: LEARNING

Donor Recordings

See exactly how your donors are interacting with your website and gain insights into their behaviour



STEP 3: CONVERSION

A/B Testing

Create A/B tests to
optimize conversion



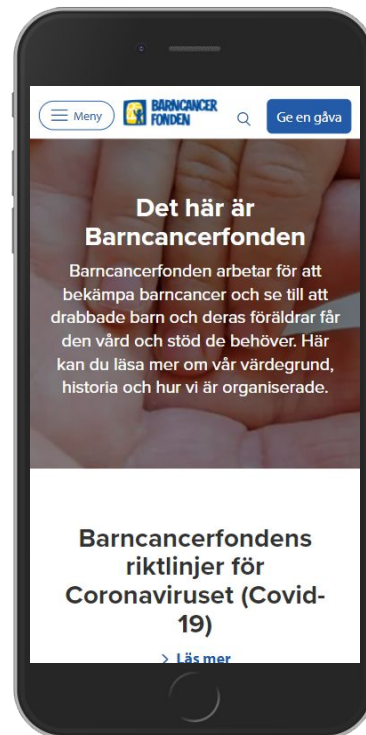
Case Study: The Childhood Cancer Foundation (Sweden)

VISION

To eradicate childhood cancer.

PURPOSE

- Funds research that is relevant to childhood cancer.
- Provides support for education and training for various staff groups in the field of childhood cancer.
- Provides young people and their families receive the care and support they need.





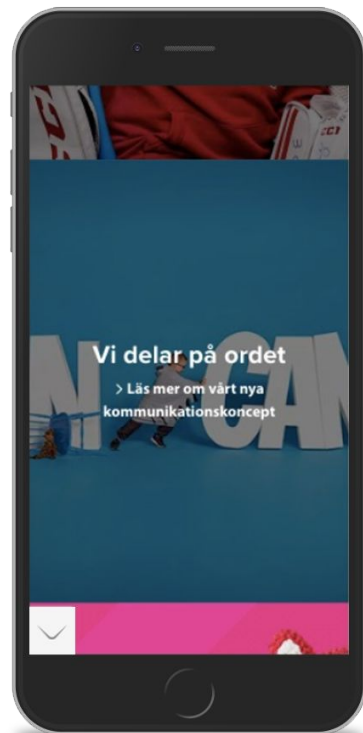
Case Study: The Childhood Cancer Foundation (Sweden)

STEP 1: PROBLEM IDENTIFICATION

- Many potential donors wanted to make a gift donation, but there was no quick and easy way to do this.

OBSERVATIONS

- It took several steps for a potential donor to find a way to make a gift donation.
- The current flow had friction points that cause potential donors to abandon the process.





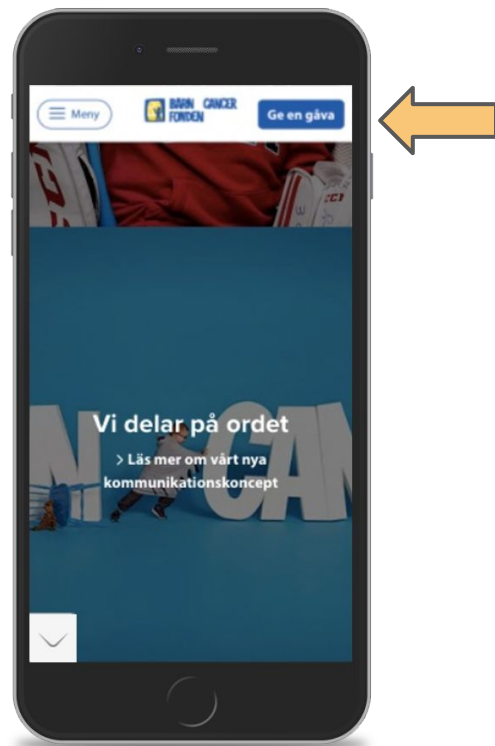
Case Study: The Childhood Cancer Foundation (Sweden)

STEP 2: SOLUTION

- Provide an easy and immediate way for donors to give a gift no matter where they are on the website.
- Add a persistent “Gift” option on all pages

TACTICS

- Add “Give Gift” to the header menu.
- Display a “sticky” button when scrolling on the website.





Case Study: The Childhood Cancer Foundation (Sweden)

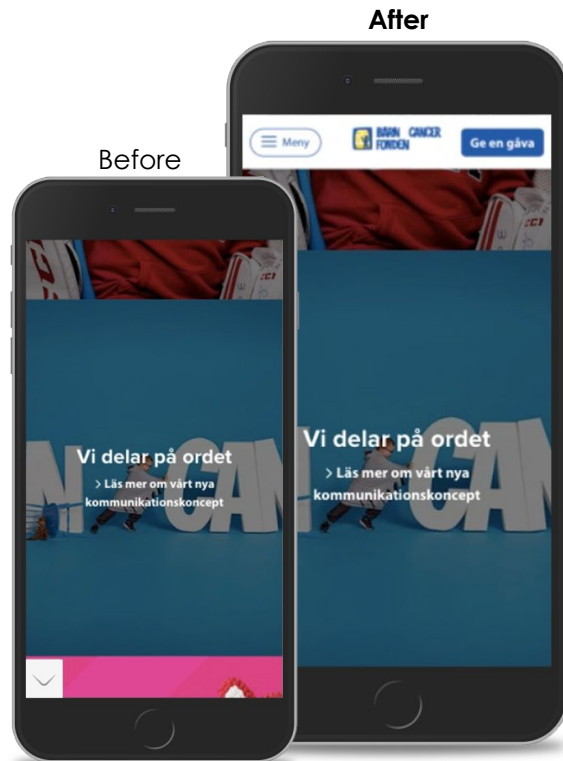
STEP 3: ANALYSE RESULTS

+42%

Increase in traffic directly to the
"Give a Gift" donation page

+20%

Uplift in the the number of
"Completed Gift" transactions.





Case Study: The Childhood Cancer Foundation (Sweden)

Click to “Give Donation” Page

Slutförd gåva Goal ID: 13830 [Show Graph](#)

A standard goal

Variation	Unique Visitors / Conversions	Conversion Rate	Increase	Significance
Original	148,204 / 1,000	0.68%	-	-
Variant 1	148,204 / 212	0.14%	20.35%	99.43%

“Complete Gift” Transactions

Besök Href Ge en gåva Goal ID: 13822 [Show Graph](#)

A standard goal

Variation	Unique Visitors / Conversions	Conversion Rate	Increase	Significance
Original	148,204 / 1,000	0.68%	-	-
Variant 1	148,204 / 438	0.29%	42.15%	99.99%

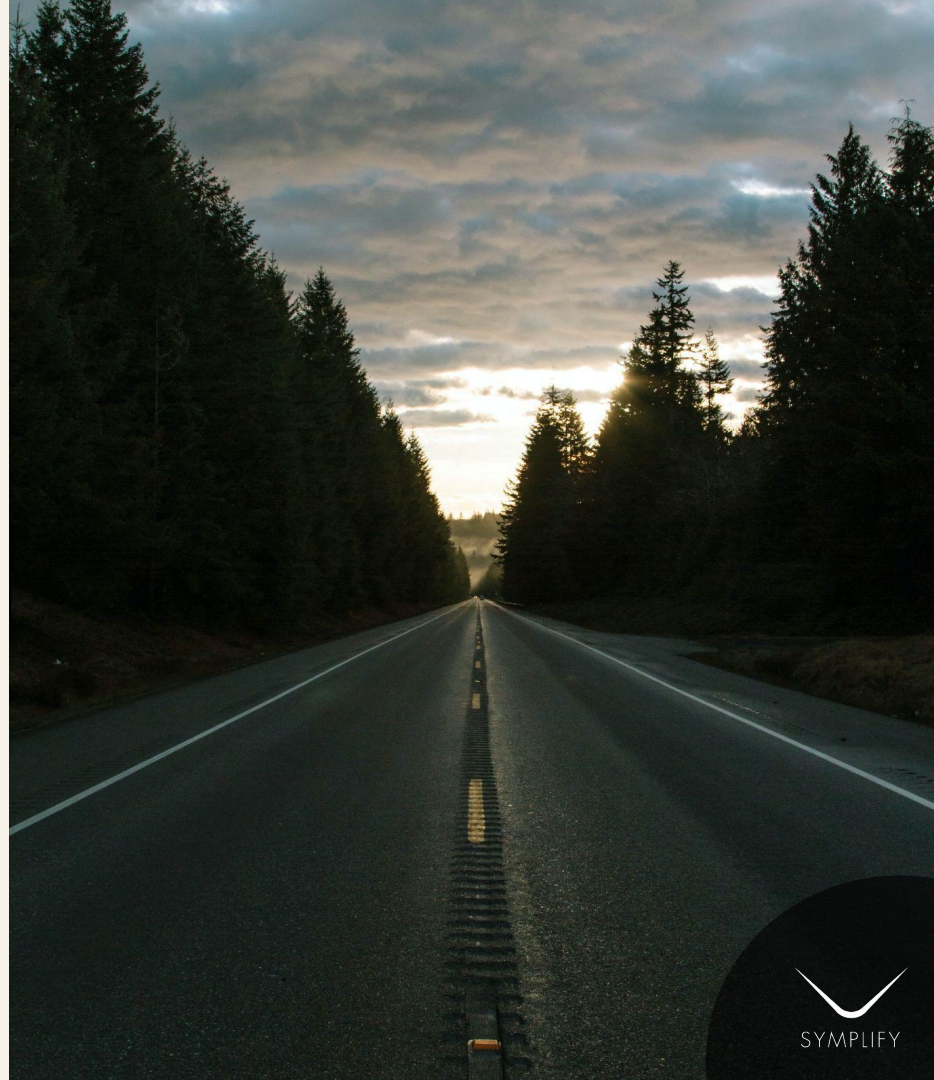
PLAYBOOK TIP #2

Leading organizations leverage donor data to increase conversion and optimise operations...

Be Data-centric.



03. Create Better Experiences





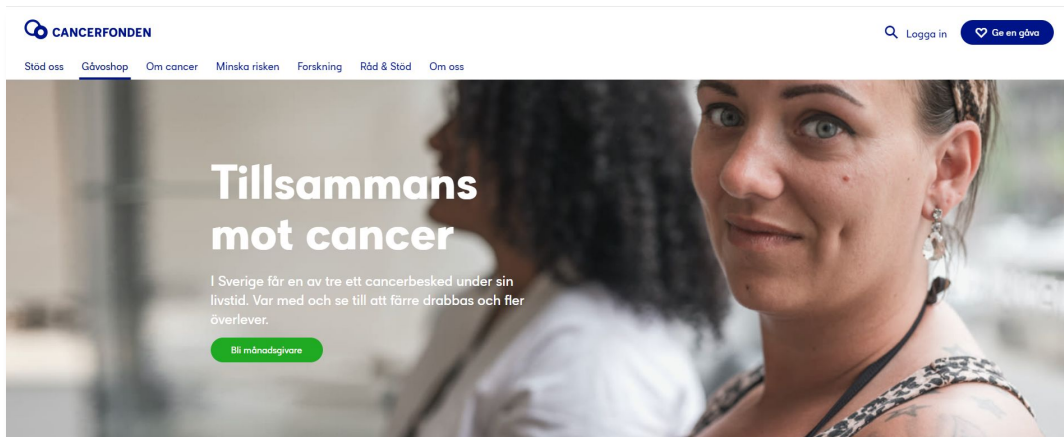
Case Study: The Cancer Foundation (Sweden)

VISION

To defeat cancer

PURPOSE

- Founded in 1951, the Cancer Foundation is the largest funder of Swedish cancer research.
- Supports approximately 450 research project each year.





FILLING THE BUCKET

- The Cancer Foundation, the leading nonprofit organization in Sweden.
- Consistently high influx volume of donors.
- But as with any organization that works with a customer database, concepts such as churn, bounce and conversion are also among the primary areas for reflection and action.
- To keep the balance in the bucket, it's rarely a case of just ploughing in more water.



CANCERFONDEN

Case Study:

The Cancer Foundation (Sweden)

A "regular" database or customer register experiences somewhere between 0.3-0.6% **BOUNCES** per month when it comes to the e-mail channel.

BOUNCE

0.5%

MONTHLY

BOUNCE

6%

ANNUALLY

DATABASE: 450,000

27,000

LOST

Case Study:

The Cancer Foundation (Sweden)

RE-ENGAGEMENT STRATEGY

Custom

List mottagare

Frequency 10:00 - 12:00 every day

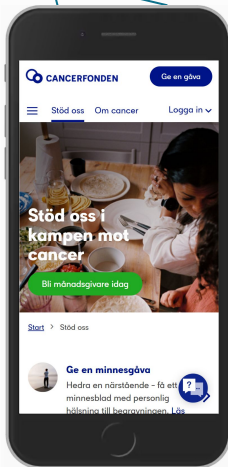
Segment All conditions

Include project segment Yes

Override unsubscribe Disabled

Remove

Web Push
We are missing your email.



Engagement split

- A Clicked
- B Remaining



SMS
Update your details

VI SAKNAR DIG.

Eller vi saknar din e-mailadress.

Om du inte vill bli kontaktad av oss, vänligen kontakta oss på telefon eller e-post. Vi kommer att ta bort din e-mailadress från vår lista om du inte svarar på våra mejl inom 14 dagar. Vi kommer att ta bort din e-mailadress från vår lista om du inte svarar på våra mejl inom 14 dagar. Vi kommer att ta bort din e-mailadress från vår lista om du inte svarar på våra mejl inom 14 dagar.

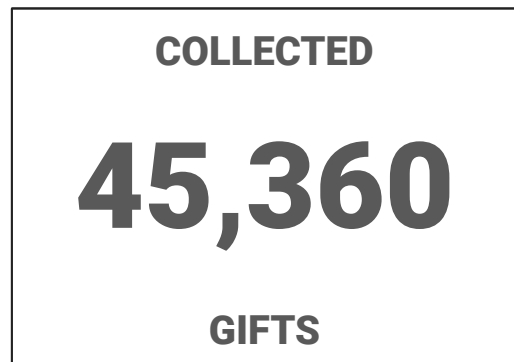
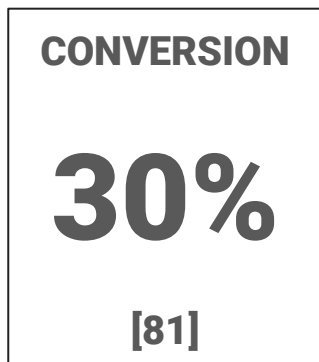
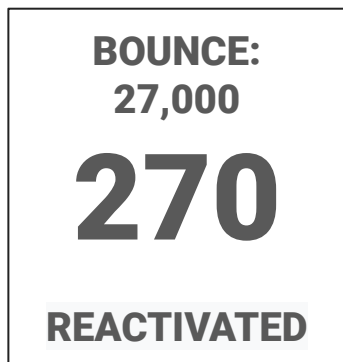





Case Study:

The Cancer Foundation (Sweden)

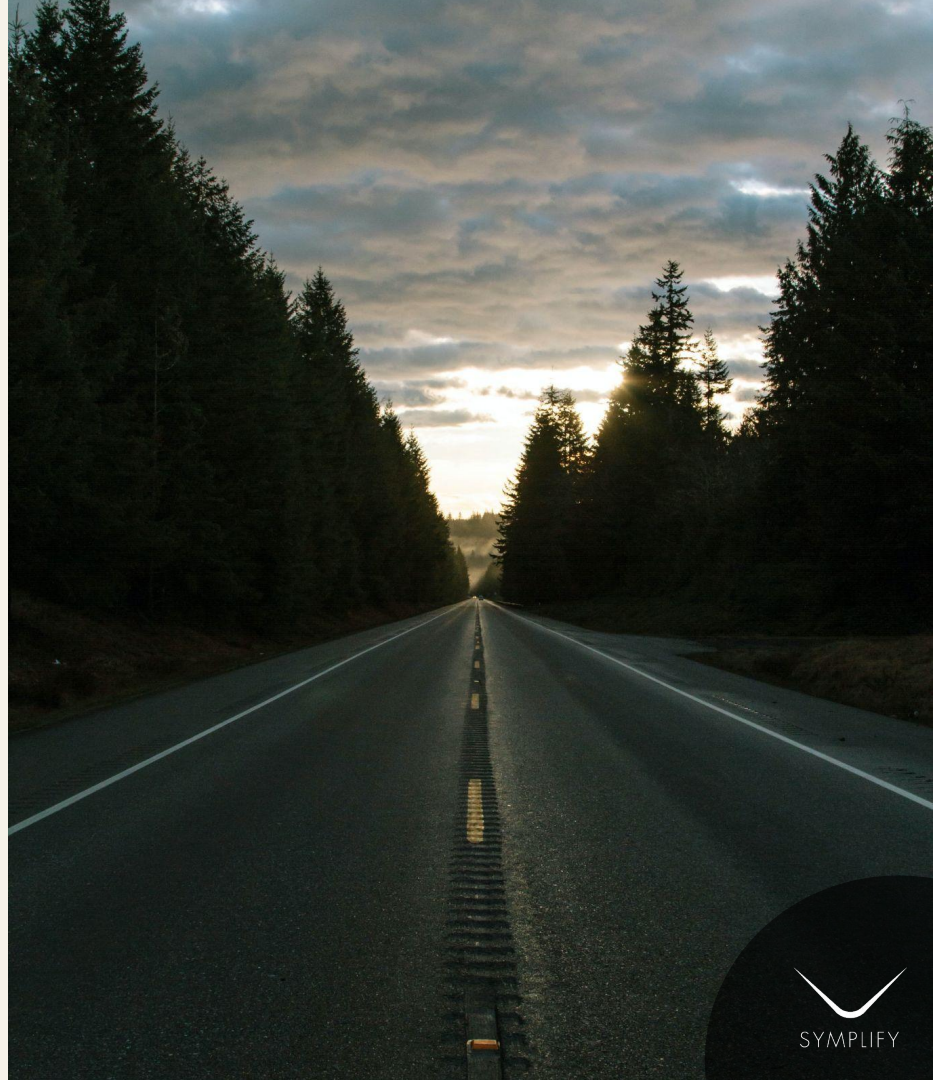
The Impact of a Single Percent



PLAYBOOK TIP #3

Deliver personalized experiences to engage and keep your donors...

Be Donor-centric.



Playbook Summary

Control costs & increase transactions
with Conversion Optimization



OBSERVE

Watch how users are actually interacting on your website



TEST

Conduct scientifically significant tests to optimize conversions



ACQUIRE

Acquire new customers using personalized pages and targeted pop-ups.

360 Profiling
Targets based on profile, behaviour, & transactions

Multi-Channels
8 channels to connect with your audience

Deepens Loyalty & Engagement

Visual Journeys

Automated and personalized customer experiences triggered by real-time events and behaviours

Engage existing donors through targeted personalized communication & donor journeys



Thank you & don't be a stranger



Paul Crisp

paul.crisp@symplify.com

[linkedin.com/in/pscrisp](https://www.linkedin.com/in/pscrisp)



SYMPLIFY