

# Fundraising, Digital Print, and Tackling New Challenges

- In today's omnichannel world, it's harder for our fundraising messages to stand out among the noise and confusion of all the marketing messages that are delivered every day, minute, and second. Join Jeffrey Dowd as he highlights how using a digital press, data insights, variable content and metrics/measurements help deliver relevant information to the changing generations. Jeffrey will also showcase a nonprofit case study that baby-stepped from sending static documents to highly customized messages.





# FUNDRAISING

## Fundraising, Digital Print and Tackling New Challenges

Non Profit Day, Erie PA October







**PRINTING  
CONCEPTS, INC.**



A HUGE thank you for sponsoring my attendance for this session

# Jeff Dowd

Business Development Lead- North America

HP- Graphics Solutions Business

jeffdowd 



# Marketing noise and confusion is everywhere







How can you make your request or message stand out to hit your goals?



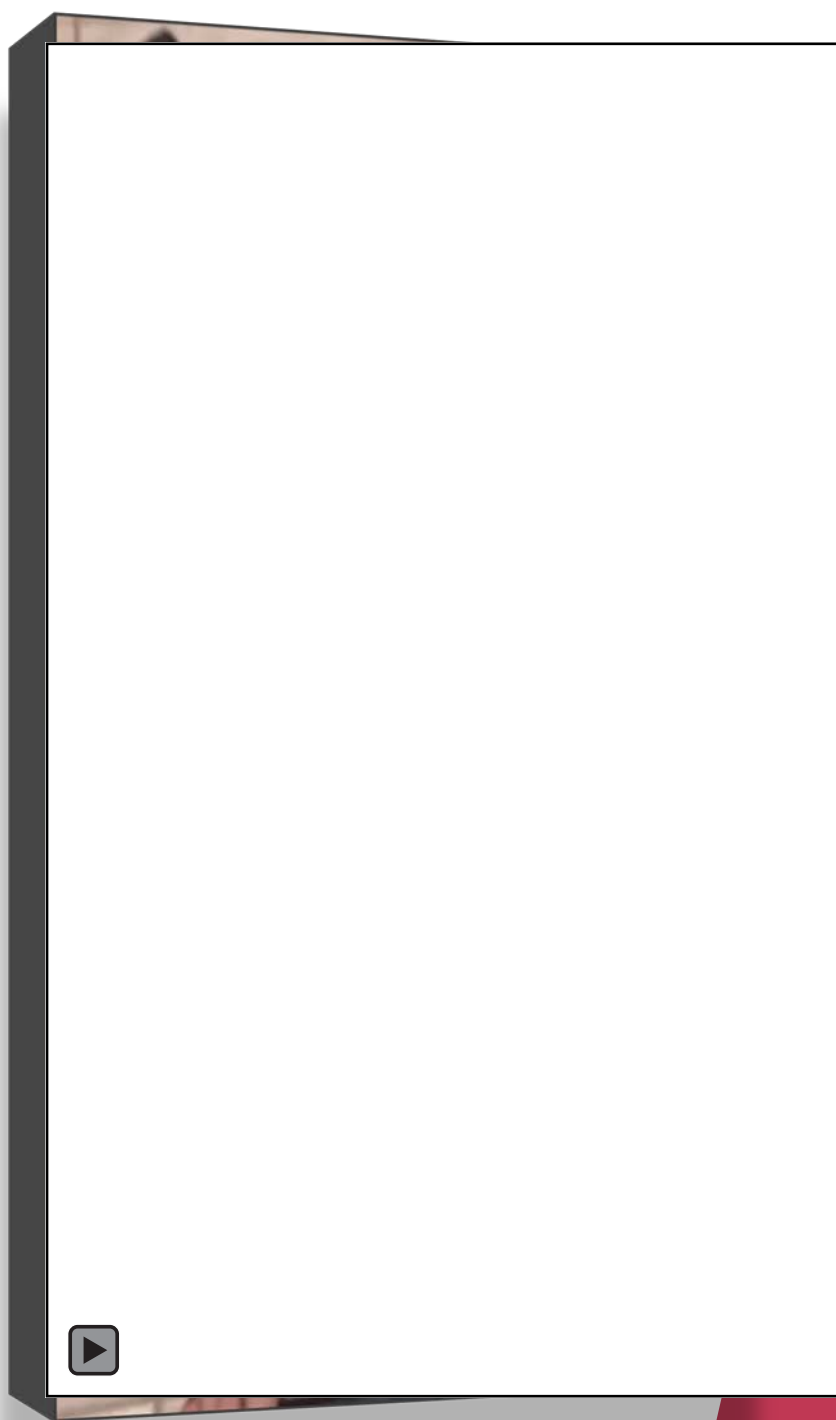
FREEWAY  
ENTRANCE

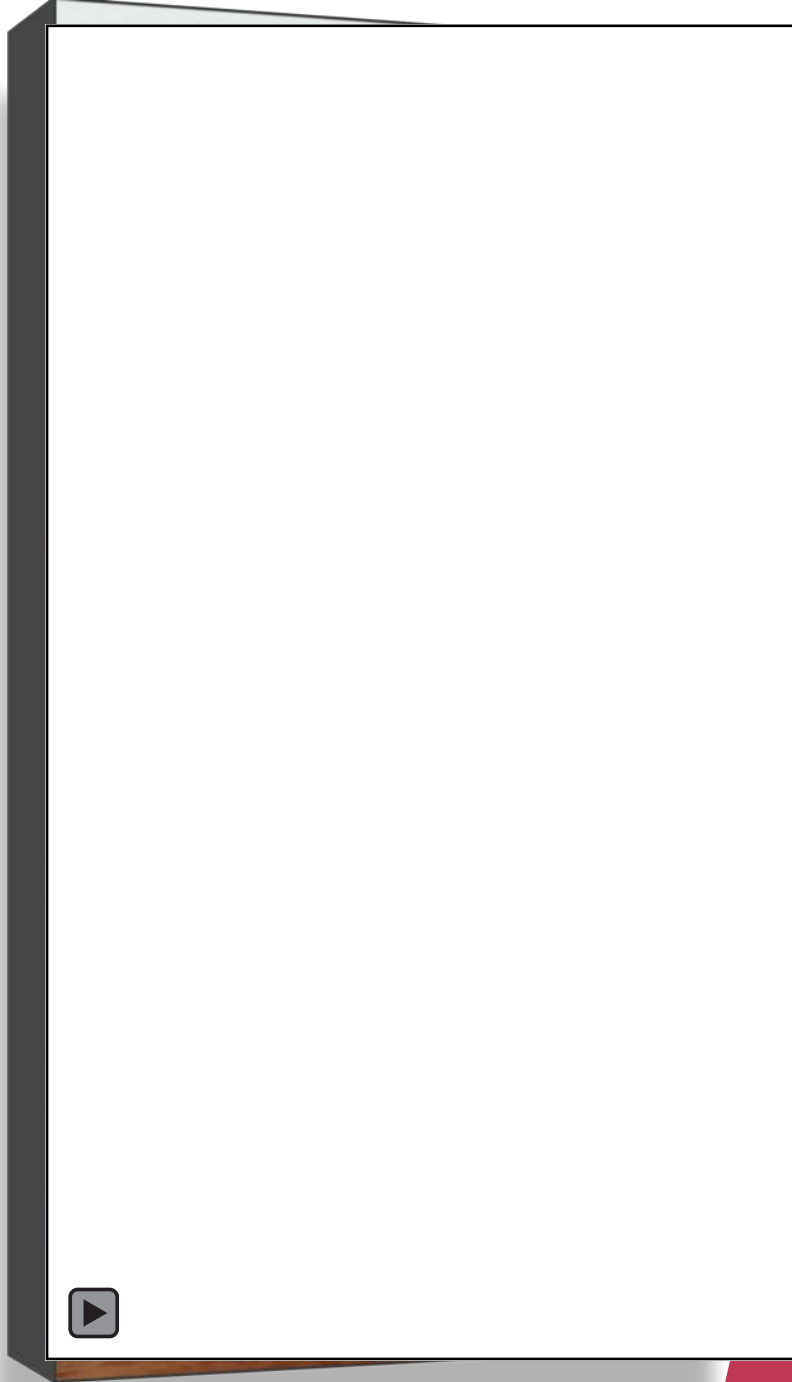
INTERSTATE  
CALIFORNIA  
405

NORTH



FIRST, LETS  
UNDERSTAND WHY WE  
ARE ALMOST  
PARALYZED BY THE  
SPEED OF CHANGE  
AROUND US

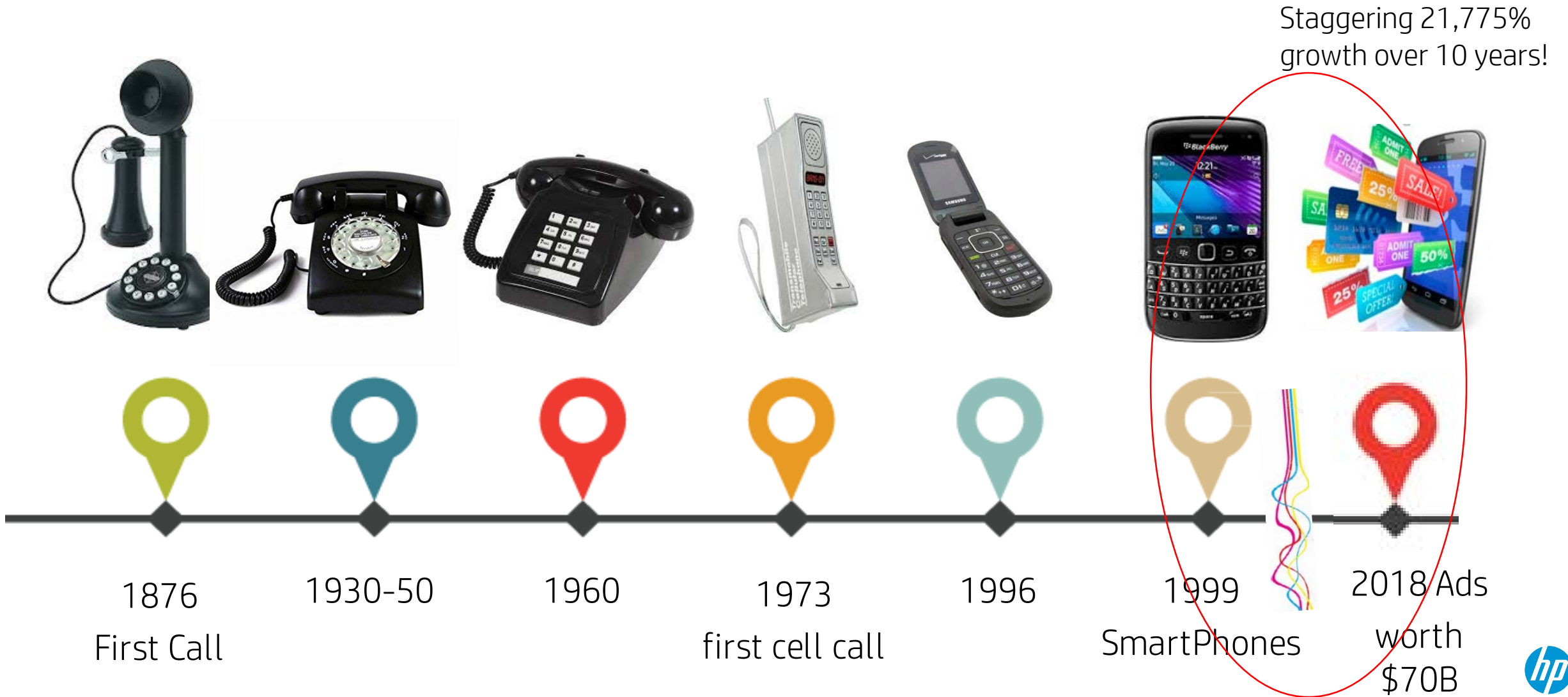




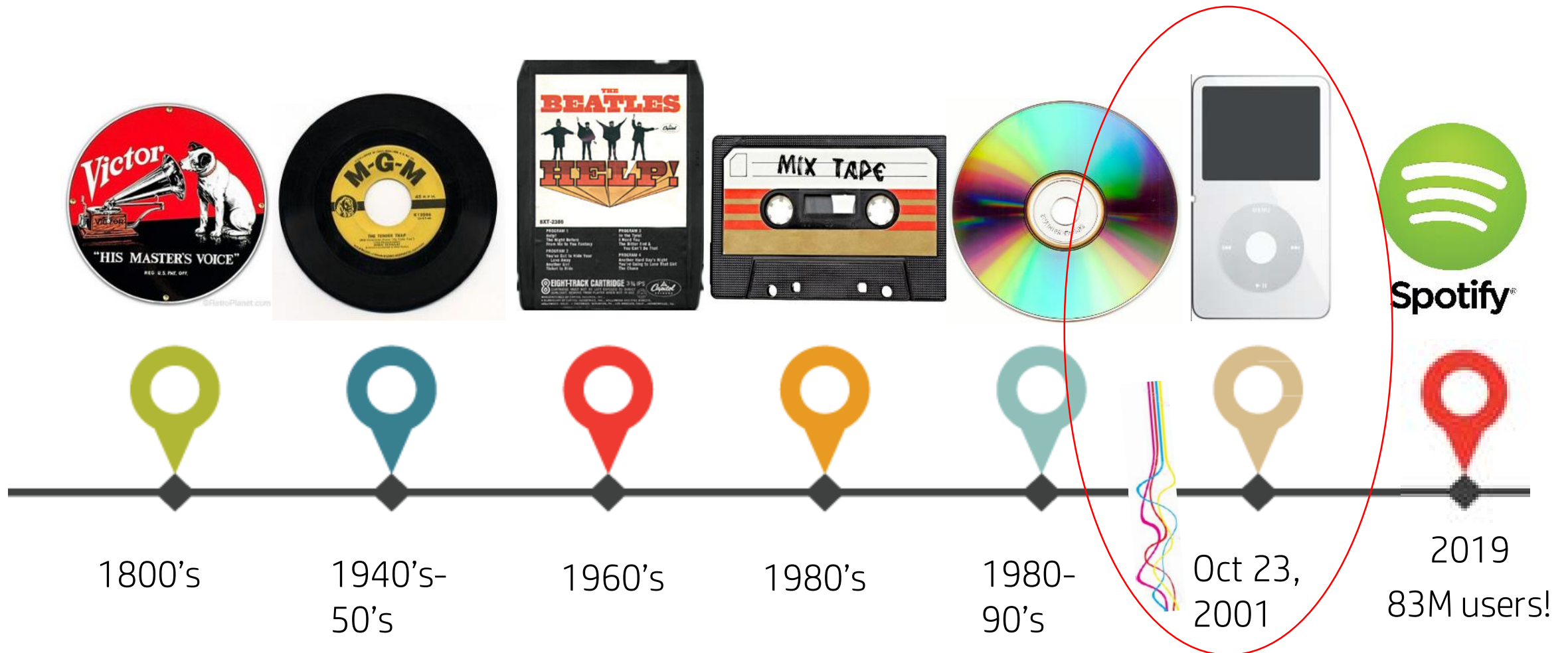




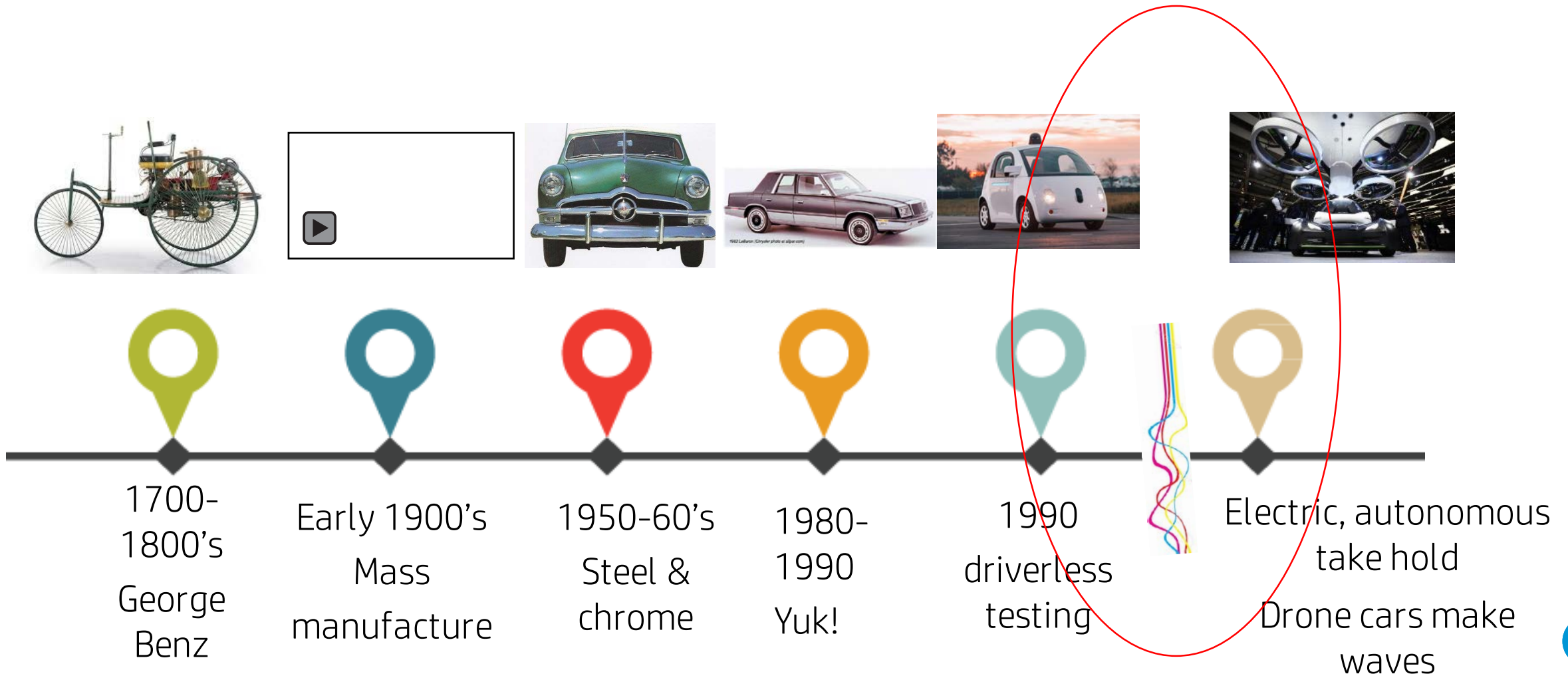
# Speed of change with phone technology



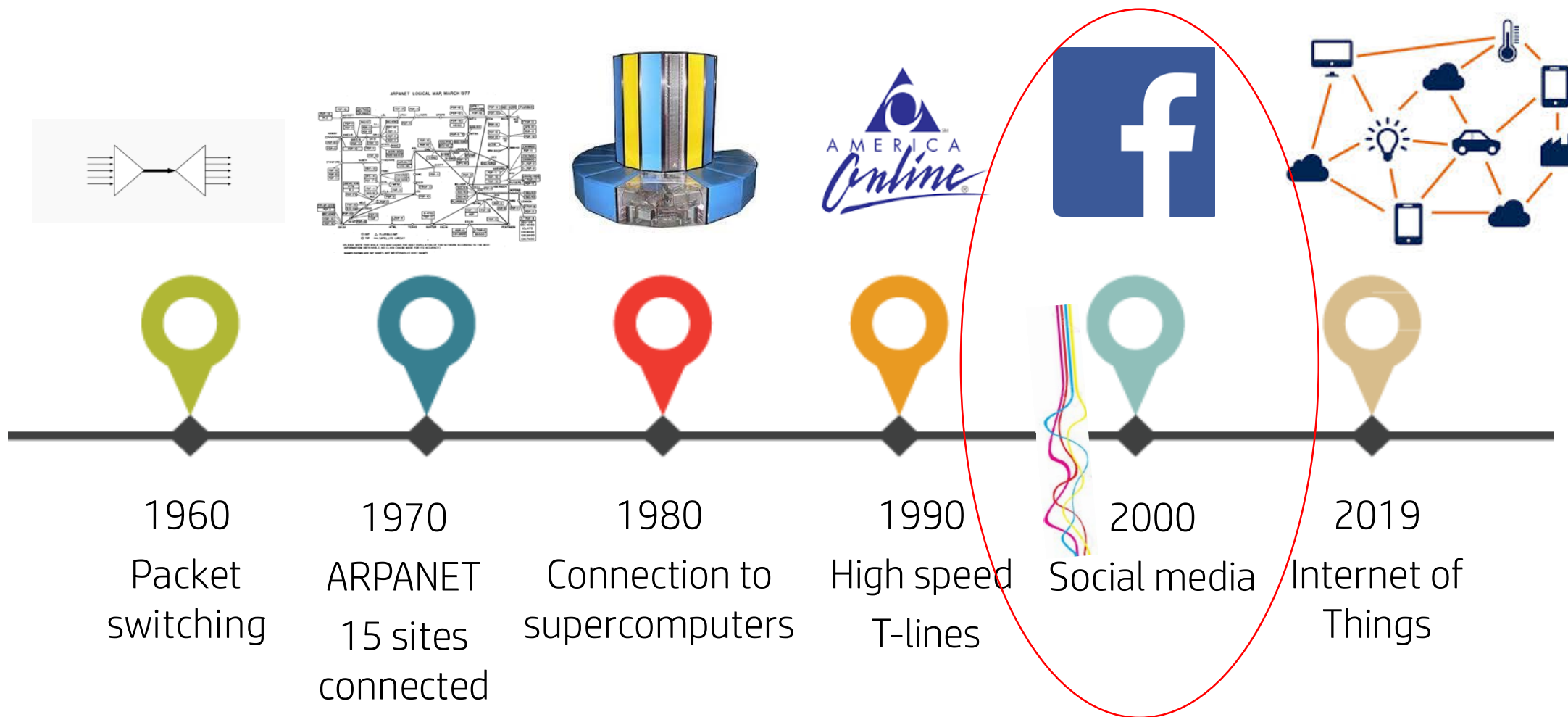
# Speed of change happened with music



# Speed of change happened with transportation



# WHY? Broadband and the Internet changed us forever







IN THIS WORLD THERE ARE  
SEVEN TRENDS THAT WILL IMPACT  
A BRANDS DISCIPLINE + CREATE  
GREAT OPPORTUNITY



# The generations are changing

And so is the buying power





The background of the slide is a composite image. The top half shows the Earth's horizon from space, with a thin green and blue line representing the atmosphere against the blackness of space. The bottom half is a dense field of stars, with many appearing as bright, elongated streaks, suggesting a long-exposure photograph or a digital representation of a starry sky.

2.

# THE DIGITAL MEDIA TRANSFORMATION WILL LIVE UP TO ITS PROMISE

HEIGHTENED ATTENTION TO SOCIAL LISTENING



OMNICHANNEL BECOMES  
THE ONLY CHANNEL

4.

BRAND WILL BECOME MORE  
IMPORTANT THAN EVER





5.

# Fast To Fail



6.

# Direct to Model

BRANDS GET CLOSER THAN EVER BEFORE

7.

# THE HEART WILL RULE

EMOTIONAL CONNECTION IS EVERYTHING

# Case Study 1



Using a digital press,  
HP Indigo, to achieve  
the results



Problem statement

The  
Challenge  
A non profit  
was not  
increasing  
their donors

Just using emails or  
phone calls make it hard  
to raise up above the  
noise.

But it seems inexpensive.





Problem statement

The  
Challenge  
A non profit  
was not  
increasing  
their donors

TEEN CHALLENGE INTERNATIONAL  
Southern California Headquarters

November, 2014

Dear <First Name>,

David Wilkerson was one of the most influential Christian leaders of the late 20th century. Obedience to the call of God sent this humble country preacher to New York City to reach out to young people caught up in gangs and drugs. Within five years, Rev. Wilkerson traveled to Southern California to help found Teen Challenge in Los Angeles.

We are the beneficiaries of David Wilkerson's life and vision. Most of you know about his best-selling book *The Cross and the Switchblade* with more than 17 million copies published in dozens of languages worldwide.

Now I'm excited to share with you that Gary Wilkerson—David's son—has written a fitting tribute to his late father in the recently published book, *David Wilkerson: The Cross, the Switchblade and the Man Who Believed*.

Through our special relationship with Pastor Wilkerson and the publisher Zondervan/HarperCollins, we are able to offer the book to benefit Teen Challenge of Southern California. Our arrangement does not allow us to sell the book, but we will send one to you for a small donation. **If you can, we ask you to include a suggested donation of \$25 in addition to your regular monthly gift.**

David Wilkerson's life touched millions, but there are still countless others at-risk or involved in drugs, alcohol and destructive behaviors who need our help. <First Name>, right here at home in <City> and across Southern California, you are making a difference today your gift directly helps people in your local community through one of eight Teen Challenge of Southern California centers, including our <county> center.

I'm always thankful for your prayers and financial support that make this work possible, but in this month of Thanksgiving I'm especially grateful that we can offer you a personal copy of this inspirational story. I'm grateful for the impact of David Wilkerson's life. And I'm grateful that you have heard the calling to help continue his legacy through the life-giving ministry of Teen Challenge of Southern California.

Thank you for your crucial role in spreading the Good News that hope can be found in Christ.

God bless you,

  
Ron Brown, Executive Director

P.S. <First Name>, make your gift to Teen Challenge of Southern California in November and we will send you a hardcover first edition of *David Wilkerson: The Cross, the Switchblade and the Man Who Believed*. **Complete the gift form below or give online at [www.teenchallenge.org/book](http://www.teenchallenge.org/book)**

Complete this tear-out form and enclose in return envelope below

When my father saw evil in the world, he never questioned why it existed. Instead, he did something about it. 'You can't do everything,' he always told us, 'but you can do something.'



YOU can join us in saving lives from destruction. Your gifts further the ministry of Teen Challenge and help transform lives of the addicted and at-risk in Southern California.

☐ One-time gift by credit card or check  
(enclose check or complete information below)  
Card # \_\_\_\_\_ Exp. date \_\_\_\_\_  
Name on card \_\_\_\_\_ 3-digit code \_\_\_\_\_

☐ Recurring gift charged automatically to my credit card  
Charge my card \$ \_\_\_\_\_ on the \_\_\_\_\_ day of each month Exp. date \_\_\_\_\_  
Card # \_\_\_\_\_ 3-digit code \_\_\_\_\_  
Name on card \_\_\_\_\_  
Signature \_\_\_\_\_

☐ Amount of my gift  
☐ <amt1>  
☐ <amt2>  
☐ <amt3>  
☐ \$ \_\_\_\_\_

☐ Contact me about planned giving options or automatic recurring gifts directly from my bank account

WITH YOUR GIFT  
Receive your personal, hardcover first edition of this inspirational story





ABOUT THE AUTHOR  
Pastor Gary Wilkerson leads The Springs Church in Colorado Springs, CO, along with his continuing leadership role in the Texas-based World Challenge ministry established by his father, Reverend David Wilkerson. He is a Man of God following in his father's footsteps, a true friend of Teen Challenge of Southern California and was the featured speaker at our 2013 and 2014 Pastors' Conferences.

Mail your gift with the form and envelope below, or give securely online at:  
[teenchallenge.org/book](http://teenchallenge.org/book)

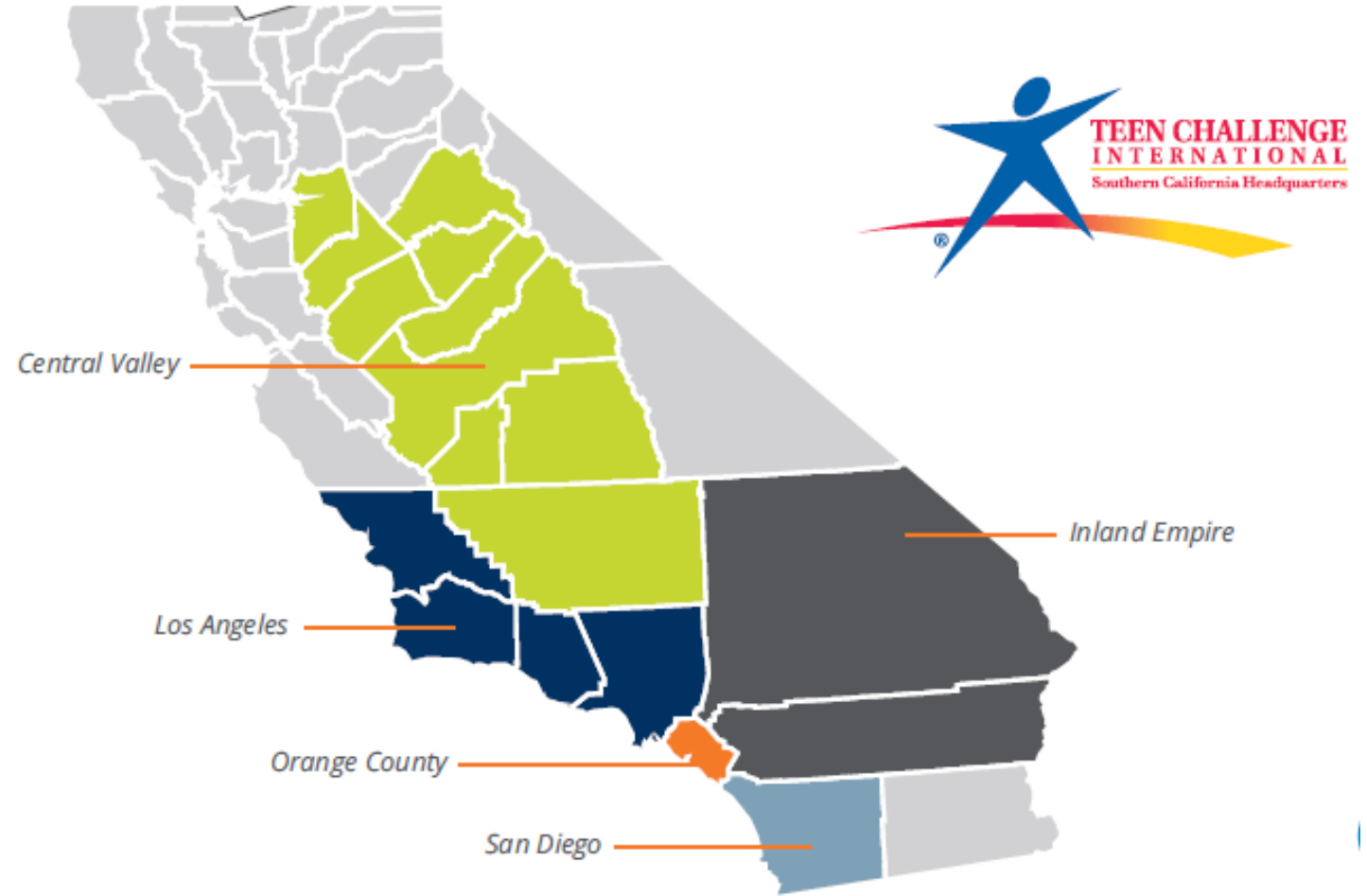
YES! Enclosed is my gift to help <County> win the battle against drug and alcohol abuse through the grace of Jesus Christ.



hp

Problem statement

Five  
regions– 9  
centers, but  
everyone  
was getting  
the same  
piece



Step 1, baby  
step the  
process.  
Make simple  
changes to  
the static  
document



TEEN CHALLENGE INTERNATIONAL  
Restoring California's Hope

<Secondary Address>  
<Primary Address>  
<City>, <State> <Zip>

**"I believe in walking in the Spirit."**

— Rev. David Wilkerson

**You can too!**

**WITH YOUR GIFT**

**<First Name>, receive your personal, hardcover first edition of this inspirational story**

**Discover how YOU can join us in our vision to transform lives.**



When my father saw evil in the world, he never questioned why it existed. Instead, he did something about it. **'You can't do everything,' he always told us, 'but you can do something.'**

☐ **One-time gift by credit card or check**  
(enclose check or complete information below)

Card # \_\_\_\_\_ Exp. date \_\_\_\_\_  
Name on card \_\_\_\_\_ 3-digit code \_\_\_\_\_

☐ **Recurring gift charged automatically to my credit card**  
Charge my card \$ \_\_\_\_\_ on the \_\_\_\_\_ day of each month  
Exp. date \_\_\_\_\_



**MUSICAL MY GIFT**

☐ <amt1>  
☐ <amt2>  
☐ <amt3>  
☐ \$ \_\_\_\_\_



**YES!** Enclosed is my gift to help <Cont> against drug and alcohol abuse of Jesus Christ.











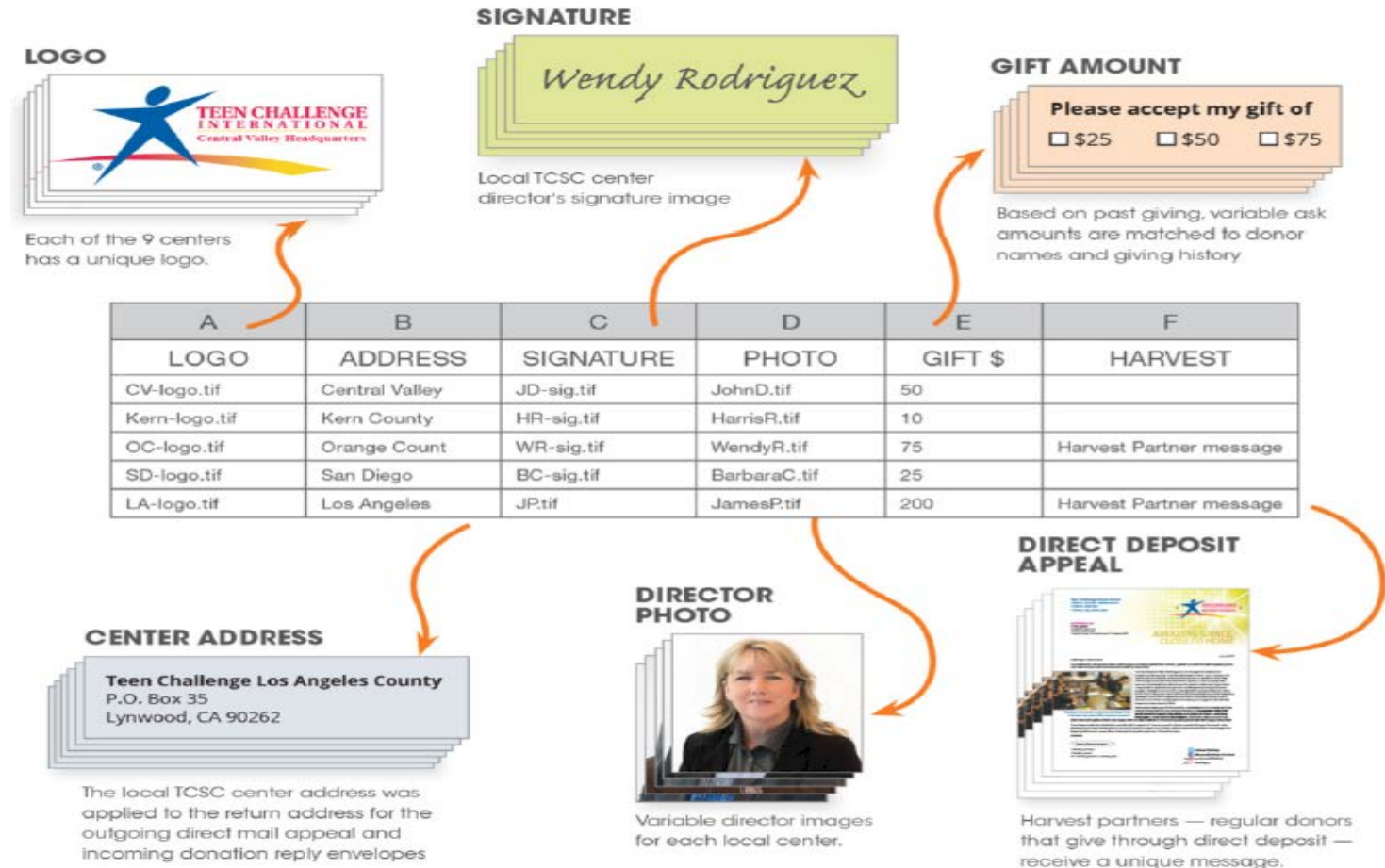

Solution

Simple Changes  
at first

A-B test is the  
most important  
aspect

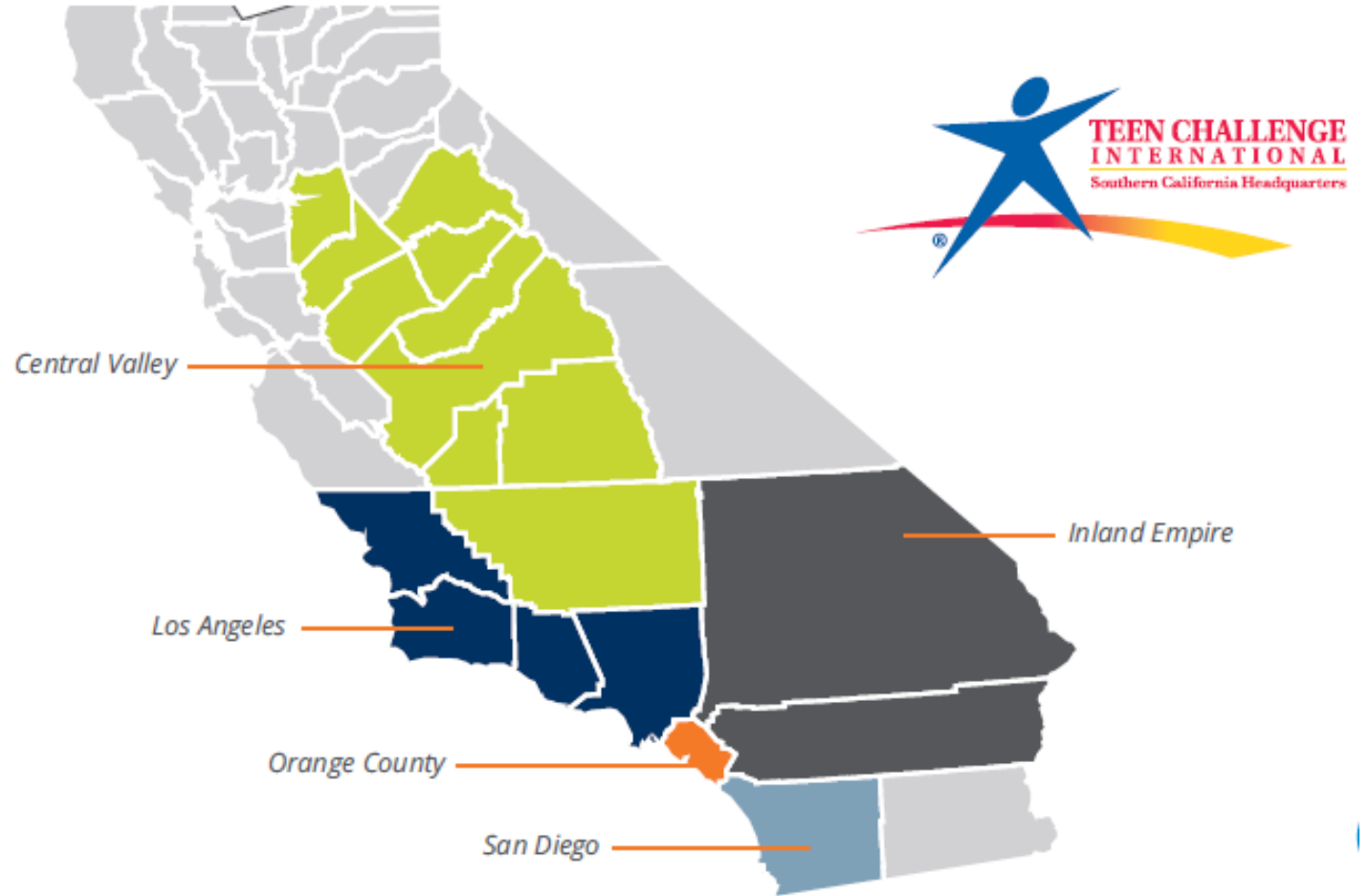
Test, Test, Test

## BUILDING A DATA SET



Build upon the data insights

Remember those 5 regions  
They are very, very different



Build upon the data insights

# Step 2 Personas based on data.





MONTHLY  
THEMES

STORY  
TELLING



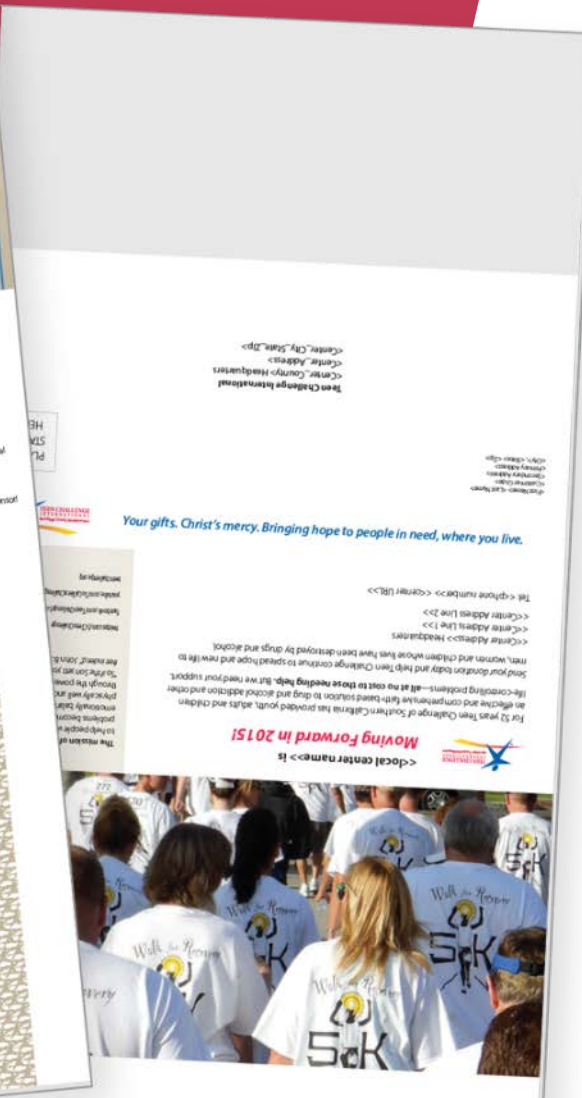


Add more value and relevance, solve more problems with the insights

# Step 3 Geolocating the routes of walks hyper- personalizes the appeal



A different map was created for each of the 9 walking routes and then printed as a variable image using NEXT / GLS data-driven technology.





# Step 4

## Increase the Value to the individual

# Serialized Tyvek running vests



# RESULTS

**RESPONSE  
RATES** **250%**  
↑ FROM 2.5% TO OVER 6.5%

 **65%**  
**EXPANDED  
DONOR BASE**

 **RE-ENGAGEMENT  
WITH PAST  
DONORS**

**INCREASED  
DONATIONS**  **30%**



Direct Mail based on  
big data & Insights

2.2 Million direct  
mailers based on  
hundreds of  
parameters and  
geolocation





# Step 5

## Expand this to the other regions using same methodology



## Best Practices

Separate  
house list &  
prospect list

Segment your  
house list  
(think loyalty  
programs)

Test wording,  
imagery,  
discounts, offers  
and layout.

Adjust

Be agile based  
on insight

## Best Practices

Not a data Geek?

Someone needs to be able to make sense of the data and someone needs to take that information tell a story with it.

Leverage Omnichannel- Let mail trigger email, phone, other CTA's



# Case Study 2



Orange Club  
Syracuse University



William —  
Get back  
in the game!

GABOR

William —  
Get back  
in the game!



*Adrian Autry*



*Be a part of the future*




Think differently about Digital  
Printing with an HP Indigo





Great Applications that stand out are combination of items (only with Indigo)



# DATA & Insights

## HP Indigo

Offset quality  
Supports Brand Standards

## Inks

Spots, Fluorescents,  
Raised, UV, White, OVG,  
LCLY, LLB, Matte, Scratch  
off

## Substrate

Teslin, Tyvek, Canvas, Foils,  
Stipple, Velum, ClingZ, Plastics,  
Non Tear, Craft, Thick, Colors,  
Recycled, Cork, Veneer, more

# Don't forget Mosaic and Collage. Makes static print Hypercustomized!



Tropical Prints Collection



ColorFALL Collection



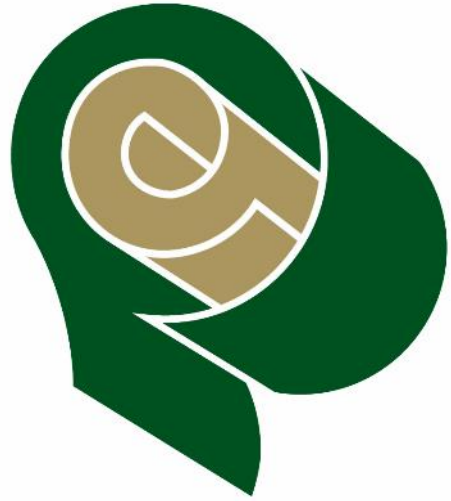
Artist Rendition Collection



Highlight a group of items within a set, or build inter-set associations.

One seed file using white on craft paper





# PRINTING CONCEPTS, INC.



Questions on how to implement some of the ideas shown here today and for all your printing needs, call Printing Concepts!





Gracias!

Thank you!



Merci!