

StratusLIVE WEBINAR



WITH  dotdigital

How to Build Compelling Digital Donor Experiences in 2024



AGENDA

- Introductions
- 2023 Fundraising Year in Review
- 3 Tactics to Continue Year–End Giving Momentum
- Level-Up your CRM and MarTech Strategies
- Demo
- Q&A

MEET THE SPEAKERS



Kelly Perry

Senior Digital
Marketing Manager
StratusLIVE



Lori Combs

Director of Solution
Engineering
StratusLIVE



Aubrey Almond

Principal Solution
Consultant
Dotdigital

Meet the Customer Experience Data Platform

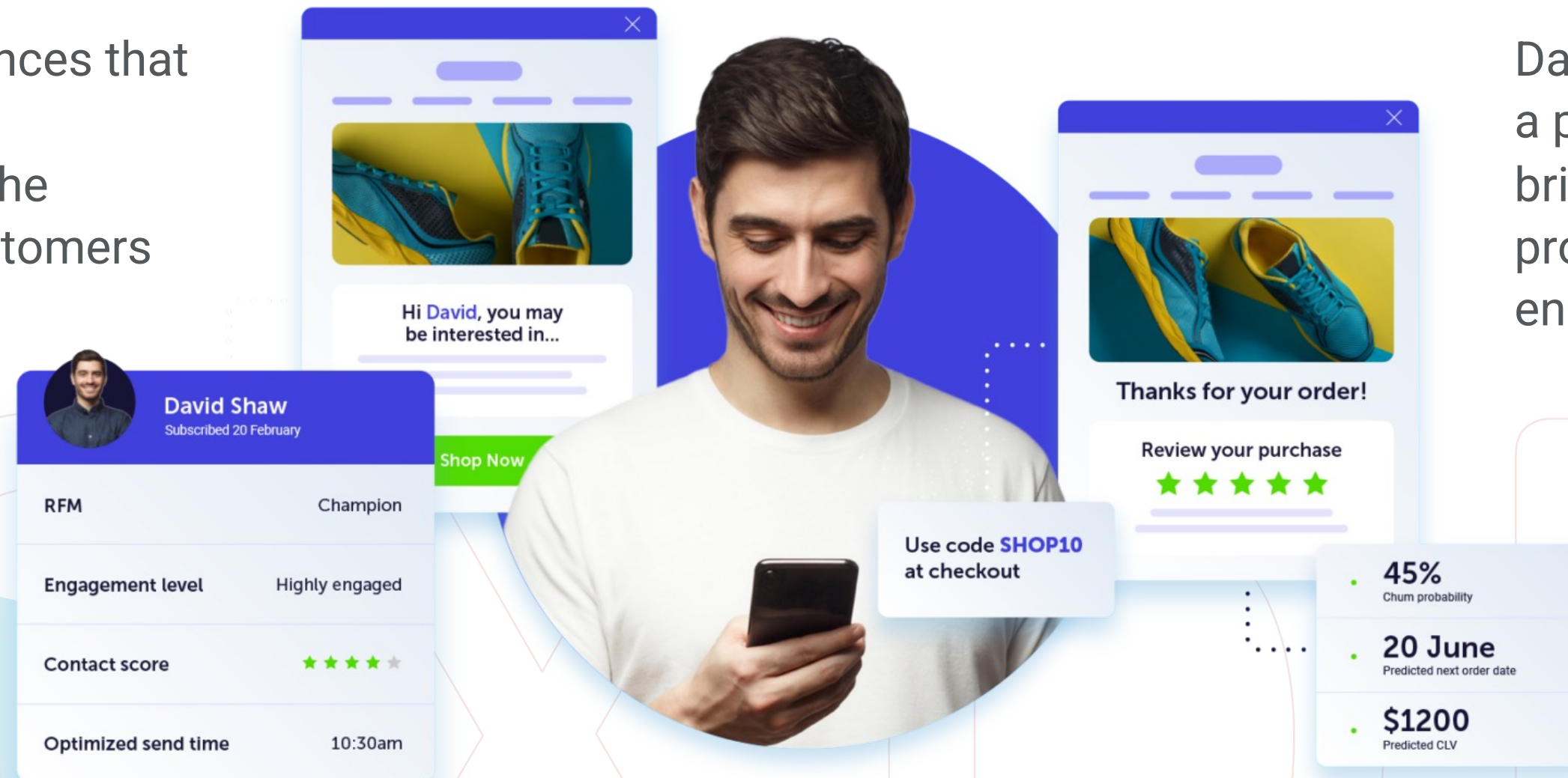
Dotdigital helps marketing teams deliver engaging customer experiences, powered by data.

+ Customer Experiences

Customer experiences that scale and convert. Delivered across the channels your customers care about.

+ Data Platform

Data so rich, you'll never make a poor impression. Dotdigital brings together and enriches product, customer, and engagement data.



Hi David, you may be interested in...

Shop Now

Use code **SHOP10** at checkout

Thanks for your order!


Review your purchase

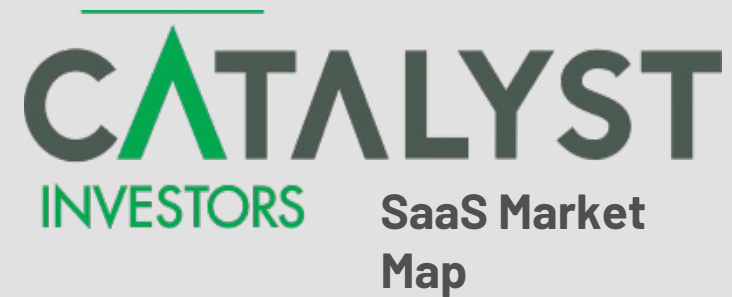
★★★★★

45%
Churn probability

20 June
Predicted next order date

\$1200
Predicted CLV

	David Shaw Subscribed 20 February
RFM	Champion
Engagement level	Highly engaged
Contact score	★★★★★
Optimized send time	10:30am



Awarded by CIOReview



DRIVE CHANGE AND INCREASE IMPACT WITH STRATUSLIVE

100%
Implementation
Success Rate

20+ M
Donor Profiles

+58 NPS

\$1B+
Annualized Giving

StratusLIVE's Nonprofit Industry Cloud delivers a complete, fully-integrated, enterprise-class solution for modern digital fundraising.

2023: FUNDRAISING YEAR IN REVIEW

DONORS

↓ 7.6%

- New donors dropped by 16.9%

DOLLARS

↓ 1.1%

- Small and micro-donors (total gifts \$1-\$500) – accounted for 83.6% of all donors
- Supersize donors (\$50K+) – accounted for 52% of the decrease

RETENTION

↓ 1.3%

- 1st time donors dropped 9.5%

Donor acquisition and retention is a challenge.

- How are you engaging your micro-donors?
- How are you stewarding your major donors?
- How are you creating a rewarding giving experience for first-time donors?

2023: YEAR IN REVIEW (CHANNELS)

ONLINE GIVING



12% - one-time donors

- Monthly giving increased 11%

EMAIL

- After years of decline, email evenly split
- Email revenue successes due to expanding audience
- Giving Tuesday email sends increased 90% YOY with increases in Open Rates and CTR

Key considerations...

- How can you leverage your online giving tools to reinforce your monthly giving program?
- How can you re-engage past subscribers or acquire new email subscribers?



MONTHLY GIVING PROGRAM BEST PRACTICES

- Post donation education and brand building
- Personalize appeals
- Utilize multi-channel appeals
- Test messaging, CTAs, channels, and creative to drive maximum conversions



REENGAGEMENT BEST PRACTICES

- Segment your audience based on engagement and channel interactions
- Optimize subject lines
- Try a direct appeal and push toward managed preference centers
- Leverage opportunities for incentives and matched donations



3 TACTICS TO CONTINUE YEAR-END MOMENTUM

01

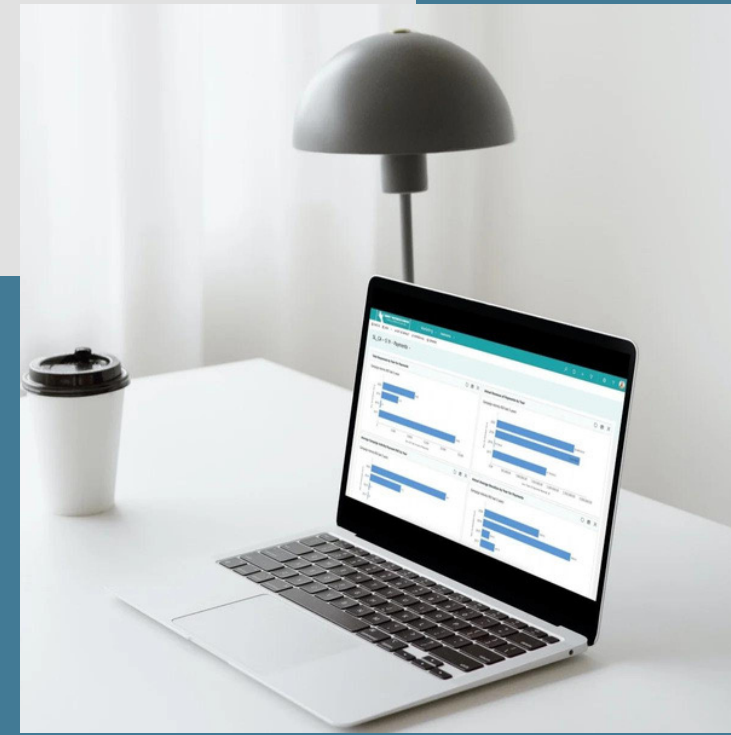
Donor Stewardship
(and an ask!)

02

Share impact
(and an ask!)

03

Build your Donor Journey –
based on donor data



DATA POINTS TO TRIGGER DONOR JOURNEYS

Giving Level

Campaign

Cause
Interest

Engagement
Score

One-Time
versus
Recurring
Donors

Constituent
Type

Always consider
next steps...

What's the next ask?

What's the next
engagement strategy?



LEVEL-UP YOUR CRM & MARTECH STRATEGIES

Extend a
constituent's
journey on your
website

Custom email
properties

Predictive
Analytics

SMS &
Mobile Push



PRODUCT DEMONSTRATIONS

Dotdigital and StratusLIVE 365 with Aubrey Almond

StratusLIVE Ignite with Lori Combs

THANK YOU

ANY QUESTIONS?

StratusLIVE



dotdigital

Stay In Touch

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