Year End Giving at Denver Rescue Mission

Mission Statement

Denver Rescue Mission is changing lives in the name of Christ by meeting people at their physical and spiritual points of need with the goal of returning them to society as productive, self-sufficient citizens.

Denver Rescue Mission 2015 Stats and Financials

<table>
<thead>
<tr>
<th>SUPPORT AND REVENUE</th>
<th>2015</th>
<th>2014</th>
</tr>
</thead>
<tbody>
<tr>
<td>Contributions</td>
<td>$30,126,884</td>
<td>$26,414,786</td>
</tr>
<tr>
<td>Individuals, businesses &amp; foundations</td>
<td>$17,057,666</td>
<td>$18,003,838</td>
</tr>
<tr>
<td>Gifts-in-Kind</td>
<td>$11,069,938</td>
<td>$4,403,940</td>
</tr>
<tr>
<td>Total Contributions</td>
<td>$30,126,884</td>
<td>$26,414,786</td>
</tr>
<tr>
<td>Revenue</td>
<td>$31,651,887</td>
<td>$37,411,187</td>
</tr>
<tr>
<td>Program service revenue &amp; other</td>
<td>$1,353,392</td>
<td>$1,798,651</td>
</tr>
<tr>
<td>Total Support &amp; Revenue</td>
<td>$33,005,279</td>
<td>$39,209,838</td>
</tr>
</tbody>
</table>

DRM Development Department:
- 24 Team members
- 100% Privately Raised
Denver Rescue Mission
2015 Stats and Financials

Operating Expenses
- 81% Program Services
- 6% Administrative & General
- 6% Fundraising
- 4% Operating Revenue

6% Program Services

Operating Revenue
- 6% Program Services
- 4% Administrative & General
- 38% Operating Revenue
- 10% Fundraising

Denver Rescue Mission
2014 & 2015 Year-End Stats and Financials

General 2014 & 2015
Statistics for Year-End Giving

- Blackbaud defined as giving in the month of December
- Average percentage of giving: 17.4%
- Faith Based: 17.1%
- Human Services: 17.9%
Denver Rescue Mission
2015 Year-End Stats and Financials

<table>
<thead>
<tr>
<th>2015</th>
<th>Direct Mail</th>
<th>Newsletter</th>
<th>Internet</th>
<th>Individuals</th>
<th>Corporate</th>
<th>Foundations</th>
<th>Monthly</th>
</tr>
</thead>
<tbody>
<tr>
<td>November</td>
<td>$904,700.79</td>
<td>$331,843.54</td>
<td>$412,837.48</td>
<td>$862,964.73</td>
<td>$61,021.77</td>
<td>$33,500.00</td>
<td>$114,903.09</td>
</tr>
<tr>
<td>December</td>
<td>$1,373,060.76</td>
<td>$360,159.70</td>
<td>$848,334.83</td>
<td>$1,906,173.01</td>
<td>$169,500.00</td>
<td>$55,675.00</td>
<td>$150,373.85</td>
</tr>
<tr>
<td>Totals</td>
<td>$2,277,761.55</td>
<td>$692,003.24</td>
<td>$1,261,172.31</td>
<td>$2,747,137.73</td>
<td>$230,521.77</td>
<td>$89,175.00</td>
<td>$265,276.94</td>
</tr>
</tbody>
</table>

29% 9% 16% 35% 3% 1% 3%

Digital and Direct Fundraising

Online Giving
Year End Performance

Statistics:
- November/December: 63% of total Web Revenue
- December: 42% of total Web Revenue

Email Fundraising:
- 15% of total Web Revenue (Full Year)
- Year-End Emails = 46% of total Email Revenue for the year
Year-End Messaging

Timing

- Direct Mail and Digital
  - Update the homepage/donation page when direct mail drops
  - Wait to send emails closer to the holidays
- Digital: Leverage Urgency
  - Hours left...
  - Give by 12/31...
  - Last chance to give this year...
  - Avoid the “Early Bird”

Online Giving

Frequency

- Frequency
  - Multi-part emails
  - Reinforces messaging
  - Enhances visual branding
- Unsubscribes
  - Suppress donors who have given
  - Test emails in inboxes
  - Careful review process

Email Quantity: 45-50 emails vs. 2-3

Risk of Unsubscribes: Over-solicitation

Increased Competition
- Mailbox
- Inbox
- Taking risks

Digital Fundraising

Segmentation

<table>
<thead>
<tr>
<th>Level</th>
<th>Total Donations</th>
<th># of Gifts</th>
<th>Avg Gift</th>
<th>Suggested $</th>
<th>% Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Middle ($500+)</td>
<td>37,485.00</td>
<td>58</td>
<td>$58</td>
<td>$646.29</td>
<td>49.95%</td>
</tr>
<tr>
<td>S1 ($1 - $24.99)</td>
<td>617.93</td>
<td>19</td>
<td>$32.52</td>
<td>$28.80</td>
<td>0.82%</td>
</tr>
<tr>
<td>S2 ($25 - $49.99)</td>
<td>3,290.40</td>
<td>72</td>
<td>$45.70</td>
<td>$48.00</td>
<td>4.38%</td>
</tr>
<tr>
<td>S3 ($50 - $74.99)</td>
<td>4,091.40</td>
<td>52</td>
<td>$78.68</td>
<td>$67.20</td>
<td>5.45%</td>
</tr>
<tr>
<td>S4 ($75 - $124.99)</td>
<td>12,437.51</td>
<td>112</td>
<td>$111.05</td>
<td>$96.00</td>
<td>16.57%</td>
</tr>
<tr>
<td>S5 ($125 - $249.99)</td>
<td>6,249.40</td>
<td>47</td>
<td>$132.97</td>
<td>$153.60</td>
<td>8.33%</td>
</tr>
<tr>
<td>S6 ($250 - $499.00)</td>
<td>10,875.00</td>
<td>39</td>
<td>$278.85</td>
<td>$250.00</td>
<td>14.49%</td>
</tr>
</tbody>
</table>

TOTAL 75,046.64 $188.09 $138.09

Query Performance Analysis (Year-End Campaign)

- Segmentation
- Dollar Handles
- Previous Giving
- Messaging

- Lessons Learned
- Engagement / Advocacy
- $1 - $24.99 Level
- Large Ask
- $500+ Level
Relational Giving

**Relational not Transactional:**
- Requires time/effort in advance
- Strategic plan for each in January
- Taking it beyond meals/shelter
- Learn about their passion, align communication accordingly
  - Tours
  - Open Houses
  - Volunteer Opportunities
  - Special Stories of Interest

**Tax Benefits:**
- Build Awareness/Not THE Focus
- Stock Gifts
- Special Programs
  - Enterprise Zone
  - Child Care Tax Credits
- Reminders:
  - Enterprise Zone postcard in October
  - Info on website
  - Specific follow-up as needed
Denver Rescue Mission
Relational Giving

Personal Touches:
- Treat them like Family
  - Thanksgiving Cards
  - Tasteful Christmas Gifts
    - Mugs/Aprons/Vests

Special Events – Collaboration is essential
- Volunteer Opportunities
  - Traditional: Thanksgiving and Christmas Banquets, Thanksgiving Banquet-in-a-Box Distribution
  - New: Centerpiece Party, Cookie Decorating (family friendly)

After December 31st:
- Thank you immediately
- Annual Report
- Tours with newer donors
- Begin process all over again for 2017

Case Study:
Denver Rescue Mission
2016 Colorado Gives Day

Colorado Gives Day Overview:
Colorado Gives Day is an annual statewide movement to celebrate and increase philanthropy in Colorado through online giving.

- Enrollment opens March 1 through August 1. It is closed for 2016, however you can prepare for 2017.
- November 3rd donors can qualify or the Matching
- Great resources page on Statistics

Matching Incentive Fund:
Community First Foundation and First Bank each contributed $500,000 to create a $1 Million Incentive Fund again this year, one of the largest in the country! It increases the value of every donation proportionally.

\[
\frac{\text{Individual Charity's Share of Incentive Fund}}{\text{Total Amount Raised on Colorado Gives Day}} \times \text{Total Amount in Incentive Fund} = \text{Individual Charity's Share of Incentive Fund}
\]

\[
\frac{450,000}{30,000,000} \times 1,000,000 = 15,000
\]

Nonprofit Toolkit:
Colorado Gives Day has a wonderful resource to both set up your Nonprofit to be eligible for Colorado Gives Day, as well as detailed practices and resources for you to implement.

https://www.coloradogives.org/cogivesday/nonprofit/toolkit
Denver Rescue Mission
2016 Colorado Gives Day

Strategies for Denver Rescue Mission

1. New Colorado Residents through “Give Where You Live” Campaign
   • Approximately 100,000 people moving to Colorado each year (2014 and 2015)
   • #GiveWhereYouLive
   • Community Resource

2. 1000+ that gave through Colorado Gives Day (CGD) last year but not this year.

Ranking of Single Giving Days

1. Colorado Gives Day - $441,302.11
2. Year-End: 26th – 31st $388,019.11
3. Thanksgiving
4. Christmas
5. Turkey Drive
6. Easter

Colorado Gives Day Stats ('14 & '15)

<table>
<thead>
<tr>
<th></th>
<th>2015 - CGD</th>
</tr>
</thead>
<tbody>
<tr>
<td>Increased Giving</td>
<td>304</td>
</tr>
<tr>
<td>Decreased Giving</td>
<td>111</td>
</tr>
<tr>
<td>Renewal</td>
<td>184</td>
</tr>
<tr>
<td>Did Not Renew</td>
<td>949</td>
</tr>
<tr>
<td>First Time Givers</td>
<td>1055</td>
</tr>
<tr>
<td>NGO Donors</td>
<td>52 – $112,850.00</td>
</tr>
<tr>
<td>NGO Donors</td>
<td>74 – $70,127.00</td>
</tr>
</tbody>
</table>
Denver Rescue Mission
2016 Colorado Gives Day

<table>
<thead>
<tr>
<th></th>
<th>2015</th>
<th>2014</th>
<th>Variance</th>
<th>% Variance</th>
</tr>
</thead>
<tbody>
<tr>
<td>Revenue</td>
<td>$441,302.11</td>
<td>$377,691.26</td>
<td>$63,610.85</td>
<td>17%</td>
</tr>
<tr>
<td># of Donors</td>
<td>1754</td>
<td>1648</td>
<td>106</td>
<td>6%</td>
</tr>
<tr>
<td># of Gifts</td>
<td>1938</td>
<td>1804</td>
<td>134</td>
<td>7%</td>
</tr>
<tr>
<td>Average Gift</td>
<td>$227.71</td>
<td>$209.36</td>
<td>$18.35</td>
<td>9%</td>
</tr>
</tbody>
</table>

Implementation Strategy Examples:

1. Print:
   • Newsletter advertisement
   • Receipt Stuffers

2. Social Media:
   • Twitter Campaign
   • Facebook Poll
   • Donor Recognition:
     o Why do they give where they live

3. Email
   • Reminder to schedule gift
   • Day of reminder
   • Targeting emails to secondary donors

4. Stewardship
   • Thank you emails to donors the day after CGD
   • Calling Campaign to thank donors.

Question & Answer
Is direct mail dead?

How does a major (presidential) election year impact timing of year-end communications, especially direct mail?

What are 2-3 strategies that a small organization can implement now?
How do you make sure all the different components of development (and different team members) are well-coordinated during this busy time?