2016 IMPACT ANALYSIS
KEY POINTS
KEY POINTS

- You Are Not the Target Audience
KEY POINTS

- You Are Not the Target Audience
- Donors Do Not Read Everything
KEY POINTS

- You Are Not the Target Audience

- Donors Do Not Read Everything

- Donors Are Busy and Forget About You
KEY POINTS

- You Are Not the Target Audience
- Donors Do Not Read Everything
- Donors Are Busy and Forget About You
- Donors Will Not Experience Your Work
Emotion drives impulse giving,
Emotion drives **impulse giving**, moving from **impulsive** to **transformative giving** over time.
WHAT FACTORS INFLUENCE FUNDRAISING OUTSIDE OF MESSAGE AND DESIGN?
WHAT FACTORS INFLUENCE FUNDRAISING OUTSIDE OF MESSAGE AND DESIGN?

- List
FACTORS

WHAT FACTORS INFLUENCE FUNDRAISING OUTSIDE OF MESSAGE AND DESIGN?

- List
- Leverage
WHAT FACTORS INFLUENCE FUNDRAISING OUTSIDE OF MESSAGE AND DESIGN?

- List
- Leverage
- Stewardship
WHAT FACTORS INFLUENCE FUNDRAISING OUTSIDE OF MESSAGE AND DESIGN?

- List
- Leverage
- Stewardship
- Connection
WHAT FACTORS INFLUENCE FUNDRAISING OUTSIDE OF MESSAGE AND DESIGN?

- List
- Leverage
- Stewardship
- Connection
- Moving Donors from One-Time to Frequent Engagement
How did your end-of-year fundraising perform?
ORGANIZATIONS

- Ursuline Support Services
- History Center in Association with the Smithsonian Institution
- The Open Door Inc.
- Pittsburgh Glass Center
- gtech
- World Affairs Council of Pittsburgh
Each organization received:

- Designed Direct Mail Package
Each organization received:

- 1 Letter (Including Variable Data)
- 1 Response Envelope
- 1 Outer Envelope
- Graphics & Copy Services

Designed Direct Mail Package
Each organization received:

- Designed Email Solicitations
Each organization received:

- Designed Email Solicitations
- 3 Emails
- Graphics & Copy Services
Each organization received:

- Designed
- Website
- Graphics
Each organization received:

1 Homepage Graphic
1 Donation Page Graphic
Graphics & Copy Services
Designed Website Graphics
Each organization received:
Cohort organizations also received:

Training Sessions
Cohort organizations also received:

1:1 Consulting
Cohort organizations also received:

- Mailing & Email List
- Consulting
Cohort organizations also received:

- Printer & Mail House Consulting
Cohort organizations also received:
When a community comes together, incredible things can happen.
Keshia Hatten, a parent and GTECH volunteer who helped transform a neglected space in her neighborhood into a play area for young ones in the neighborhood, and the impact GTECH’s work has on children like her 9-year-old son Kejuan.
Keshia Hatten

Proud parent and GTECH volunteer
DIRECT MAIL
PACKAGE

Dear [FRIEND],

A few months ago, we would never have thought our initiative could have such a profound impact on our community.
The solution began with GTECH Strategies. GTECH has been helping Pittsburgh residents find new ways to stay connected. Through our work, we help residents gain a deeper understanding of their neighborhoods.

With this in mind, we came up with the idea of a ‘Community Garden’ project. Our aim is to bring people together in a shared space.

I want you to know what we’re doing is not just for the plants. We’re working on a project that could really help improve our community.

With your help, we can create a sustainable gardening project where kids can learn, grow, and lead lives full of purpose.

Sincerely,

[Your Name]
**EMAIL**

A few months ago, the families in my neighborhood barely knew each other. My 9-year-old son, Aiden, had no space to play with kids from outside of school.

Our children needed a safe place to make friends and memorize the neighborhood. GTECH Strategies helped us come together to make that change.

GTECH saw potential in an empty alleyway near our homes. We worked with the local Recreation Center and city leaders, and we transformed the space into a living, breathing community where our families can play and grow together.

We're all trying to do the best for our families, and gtech is helping us make that happen. gtech has secured a generous $30,000 grant to support our efforts through November 30, 2016, to help our community thrive.

**DIRECT MAIL**

Hard-working neighbors need your support today.

**STORY**

You can turn a neglected lot into a space where kids can play, learn and grow.

**WRITER**

You can create something kids desperately need: a place to make friends.

**PACKAGE**

You can help a neighborhood in need: a safe place to play and grow.

**GIVE $50**

**GIVE TODAY**

**GIVE NOW**
### 2016 Campaign Results

<table>
<thead>
<tr>
<th></th>
<th>Distribution</th>
<th># Total Gifts</th>
<th>Response Rate</th>
<th>Average Gift</th>
<th>Total Raised</th>
</tr>
</thead>
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<td><strong>Grand Total</strong></td>
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<td><strong>28</strong></td>
<td><strong>0.26%</strong></td>
<td><strong>$243</strong></td>
<td><strong>$6,812</strong>*</td>
</tr>
</tbody>
</table>

*Does not include match dollars ($13,624 with match). Because some data were not provided, there is a discrepancy among totals raised.

### 2015 Campaign Results

GTECH raised a total of $15,678 from 47 donors in 2015.
### 2016 Campaign Results vs. National Average

<table>
<thead>
<tr>
<th></th>
<th>2016</th>
<th>National Average</th>
</tr>
</thead>
<tbody>
<tr>
<td>Average Email Response Rate</td>
<td>0.12%</td>
<td>0.04%</td>
</tr>
<tr>
<td>Average Online Gift</td>
<td>$162.50</td>
<td>$68</td>
</tr>
<tr>
<td>Average Email Revenue per 1,000 Emails Delivered</td>
<td>$191.97</td>
<td>$44</td>
</tr>
</tbody>
</table>
Discovering what we have in common makes family relationships stronger.
Frank and Eileen Chiprich’s visit to the museum with their young granddaughter and the kinds of connections between generations that happen every day at the museum – like the one made when all three Chipriches bonded over the exhibit on *Mister Rogers’ Neighborhood*.
Andrew E. Masich
CEO
DIRECT MAIL

Help children find themselves in our history. GIVE TODAY.

"Not to mention all the museums in the city and support what they do, but every single day the History Center is doing something that no person can connect with." Diane said. "It’s a reason to me how it not only a real treasure."

For more than 75 years — thanks to people like you — the Heinz History Center has been connecting generations through history, presenting the American experience with a Western Pennsylvania perspective.

Now, another child will be ready to find his or herself in our region’s history. Will you give today to help make it possible?

"Thanks, once again, for a letter from the History Center and for your support." Diane said.

All the members of the Choper family agree that the History Center has something for everyone.

Make sure our history is in our future.

Donate online at contribute.heinzhistorycenter.org

Yes, I want to help children find themselves in our history.

Help children find themselves in our history.
Make meaningful connections every day at the Heinz History Center.

Who knew historic Pennsylvania would matter to Darlene and Grandpa Chipps even more now than in the years of their childhood?

It was 5 years old Ana who first met their Park and El华南 Chipps the resident of Miller Hollow Neighborhood, a world full of characters like Grandma that meant so much to her. Little did she know that the TV show Heinz was a special place in the hearts of her grandparents, too.

Your visit to the Heinz History Center sparked the best kind of meaningful, memorable experience we can share with our children:

"It's been making sure we have a connection with our grandchildren, and going there to connect to the city where they live." - Cloi

The Heinz History Center has been building opportunities for such connections for 115 years. Your gift will help ensure we can be there for the next generation. Will you please give to one of Pennsylvania’s true treasures?

DONATE

Giving $100

It’s easy to find common ground at the Heinz History Center.

Ana, the 5-year-old granddaughter of Park and El华南 Chipps, found much more than herself in her family’s history. She found her grandparents, too.

The Chipps family made a special connection at the Heinz History Center’s exhibit on Miller Hollow Neighborhood, which just happened to be the little girl’s favorite show. She’d never realized that Grandma and Grandpa would have the chance to look, too.

They were able to see Western Pennsylvania’s history through each other’s eyes, only because of supporters like you.

Your gift will ensure more families who want to make this kind of connection can find them at the History Center. Will you give today?

DONATE

Your gift will help the Heinz History Center create connections to our past and to each other.

We’ve shared the story of Frank and El华南 Chipps and their granddaughter, Ana, who discovered each other in our exhibit on Miller Hollow Neighborhood. They laugh at old-time through new kids.

Today is your last chance to help us create more solemn, delightful, and unexpected connections to our past and to each other. Do you want your support, and we hope you will to see what we can accomplish with it. Will you give today?

Wishing you a Happy New Year.

Andrew S. March, PhD
President and CEO
### 2016 Campaign Results

<table>
<thead>
<tr>
<th>Distribution</th>
<th># Total Gifts</th>
<th>Response Rate</th>
<th>New Donors</th>
<th>Average Gift</th>
<th>Total Raised</th>
</tr>
</thead>
<tbody>
<tr>
<td>Direct Mail</td>
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<td>$38.53</td>
<td>$10,528</td>
</tr>
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<td>0</td>
<td>$40</td>
<td>$40</td>
</tr>
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<td>5</td>
<td>$91.67</td>
<td>$825</td>
</tr>
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<td>0.12%</td>
<td>2</td>
<td>$208</td>
<td>$3,120</td>
</tr>
<tr>
<td>Other online contributions</td>
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<td>0.12%</td>
<td>N/A</td>
<td>$209</td>
<td>$2,090</td>
</tr>
<tr>
<td><strong>Grand Total</strong></td>
<td><strong>111</strong></td>
<td><strong>04%</strong></td>
<td><strong>7</strong></td>
<td><strong>$149.58</strong></td>
<td><strong>$16,603</strong></td>
</tr>
</tbody>
</table>

### 2015 Campaign Results

In 2015, Heinz raised $16,986 from 133 donors.
### 2016 Campaign Results vs. National Average

<table>
<thead>
<tr>
<th></th>
<th>2016</th>
<th>National Average</th>
</tr>
</thead>
<tbody>
<tr>
<td>Average Email Response Rate</td>
<td>0.03%</td>
<td>0.04%</td>
</tr>
<tr>
<td>Average Online Gift</td>
<td>$133.22</td>
<td>$68</td>
</tr>
<tr>
<td>Average Email Revenue per 1,000 Emails Delivered</td>
<td>$57.37</td>
<td>$44</td>
</tr>
</tbody>
</table>
It’s important for a young person to find their life’s passion.
Emma Huckestein, who fell in love with glassblowing at age 5, became a student of the center and then a teacher. As she heads off to college to study glassblowing, Emma encourages donors to help “light the flame of passion” for young artists just like her.
Emma Huckestein
Young artist
DIRECT MAIL

PACKAGE

You can light the flame of passion for artists of tomorrow.

GIVE TODAY.

Donate online at
pittsburghglasscenter.org/donate

Glas Art: We teach it, we create it, we inspire it. We support those who make it happen.

DIRECT MAIL
PACKAGES

YOUR DONATION MAKES A BIG DIFFERENCE

Get others excited about art.
Help a student like Emma take the lead.
Support exhibitions.

$50
$115
$200
$500

Yes, I'm excited about the future of Pittsburgh Glass Center. I want my gift doubled today.

 choices:

$100 $200 $300 $400 $500 $600

PITTSBURGH GLASS CENTER

Pittsburgh Glass Center

"In 1983, Pittsburgh Glass Center was founded as a way to encourage and celebrate creativity in the Pittsburgh region. Today, the Center continues to provide opportunities for artists to explore and develop their craft, and to engage with the community through exhibitions, workshops, and educational programs. With your support, we can continue to foster artistic expression and inspire the next generation of artists."
EMAIL PACKAGE

PITTSBURGH GLASS CENTER

THEME

STORY

WRITER

DIRECT MAIL

EMAIL

People like you light the flame of passion to others like me.

I'm grateful for people like you, who don't give up on dreams.

Without you, an artist may never realize her purpose.

[INSERT NAME]

When we are young, who believed in you?
The Pittsburgh Glass Center believes in you. Everything people like you have supported is here. I'm going to be a part of your success. Let's go together and pursue your dreams.

Every young person deserves someone who doesn't give up on them. In every room, we need someone who doesn't give up on the every day of the year.

When you give to support young people like me, you can continue to fuel their dreams.

With your help, we can continue to light the way for young people.

[INSERT NAME]

[Signature]

[Signature]

[EMAIL] pghglass@pitt.edu

[DIRECT MAIL] 105 North 11th Street Pittsburgh, PA 15222

[EMAIL] pghglass@pitt.edu

[DIRECT MAIL] 105 North 11th Street Pittsburgh, PA 15222

[EMAIL] pghglass@pitt.edu

[DIRECT MAIL] 105 North 11th Street Pittsburgh, PA 15222

[EMAIL] pghglass@pitt.edu

[DIRECT MAIL] 105 North 11th Street Pittsburgh, PA 15222

[EMAIL] pghglass@pitt.edu

[DIRECT MAIL] 105 North 11th Street Pittsburgh, PA 15222
2016 CAMPAIGN RESULTS

<table>
<thead>
<tr>
<th>Distribution</th>
<th># Total Gifts</th>
<th>Response Rate</th>
<th>New Donors</th>
<th>Average Gift</th>
<th>Total Raised</th>
</tr>
</thead>
<tbody>
<tr>
<td>Direct Mail</td>
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<td>$235</td>
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<td>1</td>
<td>$203.75</td>
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<tr>
<td>Grand Total</td>
<td>96</td>
<td>0.19%</td>
<td>32</td>
<td></td>
<td>$178.67</td>
</tr>
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*Does not include match dollars. $38,800 with match.

2015 CAMPAIGN RESULTS

In 2015, the Pittsburgh Glass Center raised $8,370 from 49 donors.
## 2016 Campaign Results vs. National Average

<table>
<thead>
<tr>
<th></th>
<th>2016</th>
<th>National Average</th>
</tr>
</thead>
<tbody>
<tr>
<td>Average Email Response Rate</td>
<td>0.07%</td>
<td>0.04%</td>
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<tr>
<td>Average Online Gift</td>
<td>$170.14</td>
<td>$68</td>
</tr>
<tr>
<td>Average Email Revenue per 1,000 Emails Delivered</td>
<td>$50.16</td>
<td>$44</td>
</tr>
</tbody>
</table>

**Pittsburgh Glass Center**
When given the opportunity, people can take control of their lives.
Michael found himself homeless, HIV positive and in desperate need of help. When he found The Open Door, he was welcomed without judgment. Stable housing was the first step in restoring Michael’s health; once he got his own apartment, he could complete treatment for Hepatitis C and learn how to manage his health and finances.
Christina Farmartino

Executive Director
For those with nowhere else to turn, make sure there’s The Open Door.

Dear [Name],

Michael knocked at the front door. It had been long time since someone had looked at him without judgment.

His teeth were poor. His hair fell into his eyes. He was not wearing a shirt or underpants. The owner of the house turned their back on him.

Michael placed his left hand on the door, then turned to his right. He discovered a coat hanger. He grabbed it and placed it straight, then turned to his left. He pushed the door open and walked in.

Michael’s eyes were bright and searchedroom with purpose. He walked around the room, looking for something to wear.

He found a shirt, a pair of jeans, and a pair of shoes. He put them on and walked out the door.

For those with nowhere else to turn, make sure there’s The Open Door.
Stable housing is the first step in getting a life back on track.

Will you be there when your neighbor has nowhere else to turn?

Today is your last chance to change someone’s future.

GIVE $50

GIVE TODAY

GIVE NOW
THE OPEN DOOR INC.

2016 CAMPAIGN RESULTS

<table>
<thead>
<tr>
<th>Distribution</th>
<th># Total Gifts</th>
<th>Response Rate</th>
<th>New Donors</th>
<th>Existing Donors</th>
<th>Average Gift</th>
<th>Total Raised</th>
</tr>
</thead>
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<td>$202.02</td>
</tr>
</tbody>
</table>

2015 CAMPAIGN RESULTS
The Open Door raised $6,400 from 51 donors in 2015.
## 2016 Campaign Results vs. National Average

<table>
<thead>
<tr>
<th>Measure</th>
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</thead>
<tbody>
<tr>
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<td>3.8%</td>
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<tr>
<td>Average Online Gift</td>
<td>$203.71</td>
<td>$68</td>
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<tr>
<td>Average Email Revenue per 1,000 Emails Delivered</td>
<td>$7,918.66</td>
<td>$44</td>
</tr>
</tbody>
</table>
Visual impairment doesn’t have to stop someone from living a fulfilling life.
<table>
<thead>
<tr>
<th>THEME</th>
<th>STORY</th>
</tr>
</thead>
</table>

Helen Gratton, a woman with visual impairment who engaged Ursuline’s services for both her mother and later for herself, and Toni Molisee, the Ursuline volunteer that helps Helen write checks and manage her finances.
<table>
<thead>
<tr>
<th>THEME</th>
<th>STORY</th>
<th>WRITER</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>Toni Molisee</td>
</tr>
</tbody>
</table>

_Toni Molisee_

_Ursuline Support Services volunteer_
Dear [NAME],

Ursula O’Brien’s mother was blind. She moved in with Helen for help she needed to navigate a world made for people with sight.

Though Helen took her to her mother’s doctor for 15 years, one thing was beyond her ability to manage: paying for mother’s bills.

Helen’s mother was able to live her 109 years in the comfort of the daughter’s home. One of her secrets to her longevity was Ursuline Support Services volunteers, who removed the worry and stress of paying bills and recording bank statements.

I am in line with Helen, and these days, I’m thinking about Helen. She is 92 today. Every day she also blesses the obstacle for someone who can’t.

Through Ursuline, volunteers like me help take the weight off the shoulders of people like Helen, thanks in large part to you, the support from people like you.

We also decide to devote my time to a friend. I know that older residents of our senior neighborhood were grateful for their personal friendship with Helen, finding new hobbies, an effort to harness their independence. I have the chance to lend my professional banking skills to those who needed them.

I enjoy, that’s one the advantages of this.

Together, we might work to support our most vulnerable neighbors.

$25 can provide 10 Meals, $50 can provide 10 Meals, $100 can provide 10 Meals

Donate online at ursulinesupportservices.org/donate

Yes, I want to help our vulnerable neighbors stay independent.
You can help provide trusted friends to older people in low-income neighborhoods in our community.

(Please)

Imagine Susan Martin blind from birth, growing up in her mother’s care with the help of Ursuline Support Services. Susan remained shy in her early years, but her mother’s constant care was instrumental in her development. She graduated from college and later worked in the non-profit sector, advocating for the rights of people with disabilities.

Susan’s story is one of resilience and determination. She credits her success to the support she received from Ursuline Support Services. Susan now uses her platform to speak out on behalf of others who may not have the same opportunities.

Gratefully,

Tom Cooke
Ursuline Support Services

You can help Ursuline be the trusted friend so many older, low-income people need.

(Email)

Most of the financial fraud perpetrated against seniors is done by members of their own family or other people they know. It’s no wonder that when their children need financial aid, many turn to the most trusted source of all: their own family.

When you give, you give people in low-income areas the independent and safe haven they need.

What you give, we can continue to lend a helping hand to our vulnerable neighbors. Will you give to Ursuline today?

For some, it’s the least wonderful time of the year.

(Email)

The holiday season can be difficult for many seniors and people with disabilities. Thank you for supporting Ursuline Support Services. Your generosity is needed more than ever to keep things like food banks and warm shelter for our neighbors.

Held up against the pressure and stress of the season, it’s hard to believe the true meaning of the season. Help us spread light and love by connecting with our most vulnerable neighbors with a friend they can trust. Today is your last chance to give.

With love this holiday season.
### 2016 Campaign Results

<table>
<thead>
<tr>
<th>Distribution</th>
<th># Total Gifts</th>
<th>Response Rate</th>
<th>New Donors</th>
<th>Average Gift</th>
<th>Total Raised</th>
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<tr>
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<td><strong>$381.73</strong></td>
<td><strong>$15,035</strong></td>
</tr>
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</table>

### 2015 Campaign Results

Ursuline raised $16,720 from 63 donors in 2015.
## 2016 Campaign Results vs. National Average

<table>
<thead>
<tr>
<th></th>
<th>2016</th>
<th>National Average</th>
</tr>
</thead>
<tbody>
<tr>
<td>Average Email Response Rate</td>
<td>0.39%</td>
<td>0.04%</td>
</tr>
<tr>
<td>Average Online Gift</td>
<td>$197.82</td>
<td>$68</td>
</tr>
<tr>
<td>Average Email Revenue per 1,000 Emails Delivered</td>
<td>$586.45</td>
<td>$44</td>
</tr>
</tbody>
</table>
When youth broaden their horizons, they become informed, empathetic global citizens.
World Affairs Council helped broaden 17-year-old Jahonna Lipscomb’s horizons by exposing her to other cultures. WAC’s Global Leadership Certificate (GLC) program scholarship allowed Jahonna to visit Morocco.
Angélica Ocampo
Executive Director
**World Affairs Council of Pittsburgh**

**THEME**

Ignite a student's curiosity about their role in a global society.

**STORY**

You can open a student's mind to other cultures.

**WRITER**

P.S. The next generation needs your support! If you are able to, please consider making a donation.

**DIRECT MAIL**

P.S. The next generation needs your support! If you are able to, please consider making a donation.
EMAIL

PACKAGE

Where’s the last time you went outside your comfort zone?

World Affairs Council of Pittsburgh

[Image]

[Name]

[Message]

GIVE $50

GIVE TODAY

THREE

THEME

WRITER

DIRECT MAIL

EMAIL

Today is your last chance to open up a world of opportunity to the young people of Pittsburgh.

World Affairs Council of Pittsburgh

[Image]

[Name]

[Message]

GIVE NOW

GIVE TODAY

Will you help open up the world to the young people of Pittsburgh?

World Affairs Council of Pittsburgh

[Image]

[Name]

[Message]

GIVE $50

GIVE TODAY

THREE
### 2016 Campaign Results

<table>
<thead>
<tr>
<th>Distribution</th>
<th># Total Gifts</th>
<th>Response Rate</th>
<th>New Donors</th>
<th>Average Gift</th>
<th>Total Raised</th>
</tr>
</thead>
<tbody>
<tr>
<td>Direct Mail</td>
<td>3,300</td>
<td>12</td>
<td>0.36%</td>
<td>2</td>
<td>$650</td>
</tr>
<tr>
<td>Email 1 - Sent Dec. 7th</td>
<td>3,119</td>
<td>1</td>
<td>0.03%</td>
<td>0</td>
<td>$50</td>
</tr>
<tr>
<td>Email 2 - Sent Dec. 20th</td>
<td>3,127</td>
<td>N/A</td>
<td>N/A</td>
<td>N/A</td>
<td>N/A</td>
</tr>
<tr>
<td>Email 3 - Sent Dec. 31st</td>
<td>3,127</td>
<td>4</td>
<td>0.13%</td>
<td>3</td>
<td>$331</td>
</tr>
<tr>
<td><strong>Grand Total</strong></td>
<td><strong>28</strong></td>
<td><strong>0.13%</strong></td>
<td><strong>5</strong></td>
<td><strong>$257.75</strong></td>
<td><strong>$14,220</strong>*</td>
</tr>
</tbody>
</table>

*Does not include match dollars ($28,440 total). Because some data were not provided, there is a discrepancy among totals raised.

### 2015 Campaign Results

In 2015, World Affairs Council raised $6,827.53 from 29 donors.
### 2016 Campaign Results vs. National Average

<table>
<thead>
<tr>
<th></th>
<th>2016</th>
<th>National Average</th>
</tr>
</thead>
<tbody>
<tr>
<td>Average Email Response Rate</td>
<td>0.05%</td>
<td>0.04%</td>
</tr>
<tr>
<td>Average Online Gift</td>
<td>$127</td>
<td>$68</td>
</tr>
<tr>
<td>Average Email Revenue per 1,000 Emails Delivered</td>
<td>$146.70</td>
<td>$44</td>
</tr>
</tbody>
</table>
OVERALL FINDINGS & KEY TAKEAWAYS
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THE COHORT RAISED
$14,624 MORE IN 2016 THAN IN 2015
($85,605 IN 2016 VS. 70,981 IN 2015)
OVERALL FINDINGS & KEY TAKEAWAYS

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AVERAGE GIFT INCREASED BY $46
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| AVERAGE EMAIL RESPONSE RATE 0.7% OVER NATIONAL AVERAGE |          |
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<td>AVERAGE EMAIL RESPONSE RATE FOR 5 OUT OF 6 WAS BETTER THAN NATIONAL AVERAGE</td>
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## Overall Findings & Key Takeaways

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<th>The Cohort Raised</th>
<th>Average Gift InCREASED BY $46</th>
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| Average Online Gift | $94.40 Over National Average |
## Overall Findings & Key Takeaways

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<td><strong>Average email response rate for 5 out of 6 was better than national average</strong></td>
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<tr>
<td><strong>Average online gift $94.40 over national average</strong></td>
<td><strong>Each organization had higher online gift average than national average</strong></td>
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</tbody>
</table>
RECOMMENDATIONS FOR ORGANIZATIONS
FOCUS ON
ACQUISITION
PROGRAMMING
FOCUS ON ACQUISITION PROGRAMMING

MAINTAIN MESSAGING TONE
<p>| Focus on Acquisition Programming | Maintain Messaging Tone | Test Alternative Subject Lines |</p>
<table>
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<th>Maintain Messaging Tone</th>
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<td>Adjust Email Solicitations Based on 2016’s Results</td>
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VELOCITY 2.0
Velocity 2.0 is an in-depth learning experience for nonprofit leaders, marketers and fundraisers to deepen knowledge on the methods to build public awareness, adoption and support for their cause. Through education, discussion, field tests and research based campaigns, leaders work side by side with one another all year long to learn the most current and relevant practices used to build the movements of today.

Two program levels will be offered: Level 1 Core and Level 2 Advanced.

Learn more: achieveagency.com/velocitypittsburgh/