

MEALS ON WHEELS

AUGUST 27-29, 2019

ANNUAL CONFERENCE AND EXPO

DALLAS, TX



STRATEGIES FOR SUCCESS WITH DIGITAL FUNDRAISING

SPEAKERS

1. **JASON WOOD**, TrueSense Marketing - Pittsburgh, PA
2. **DARYL TWERDAHL**, St. Vincent Meals on Wheels - Los Angeles, CA

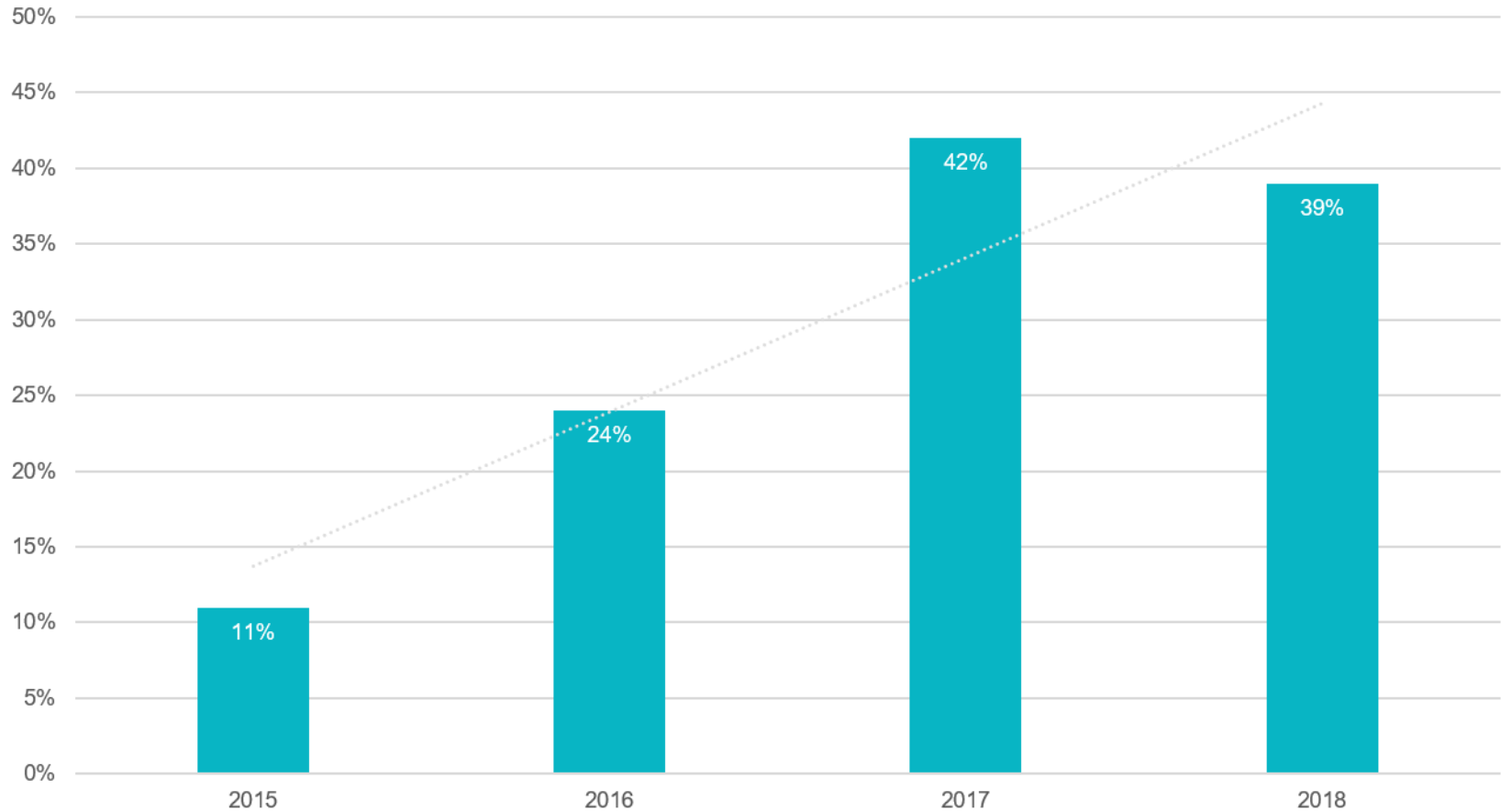


Expanding your digital fundraising

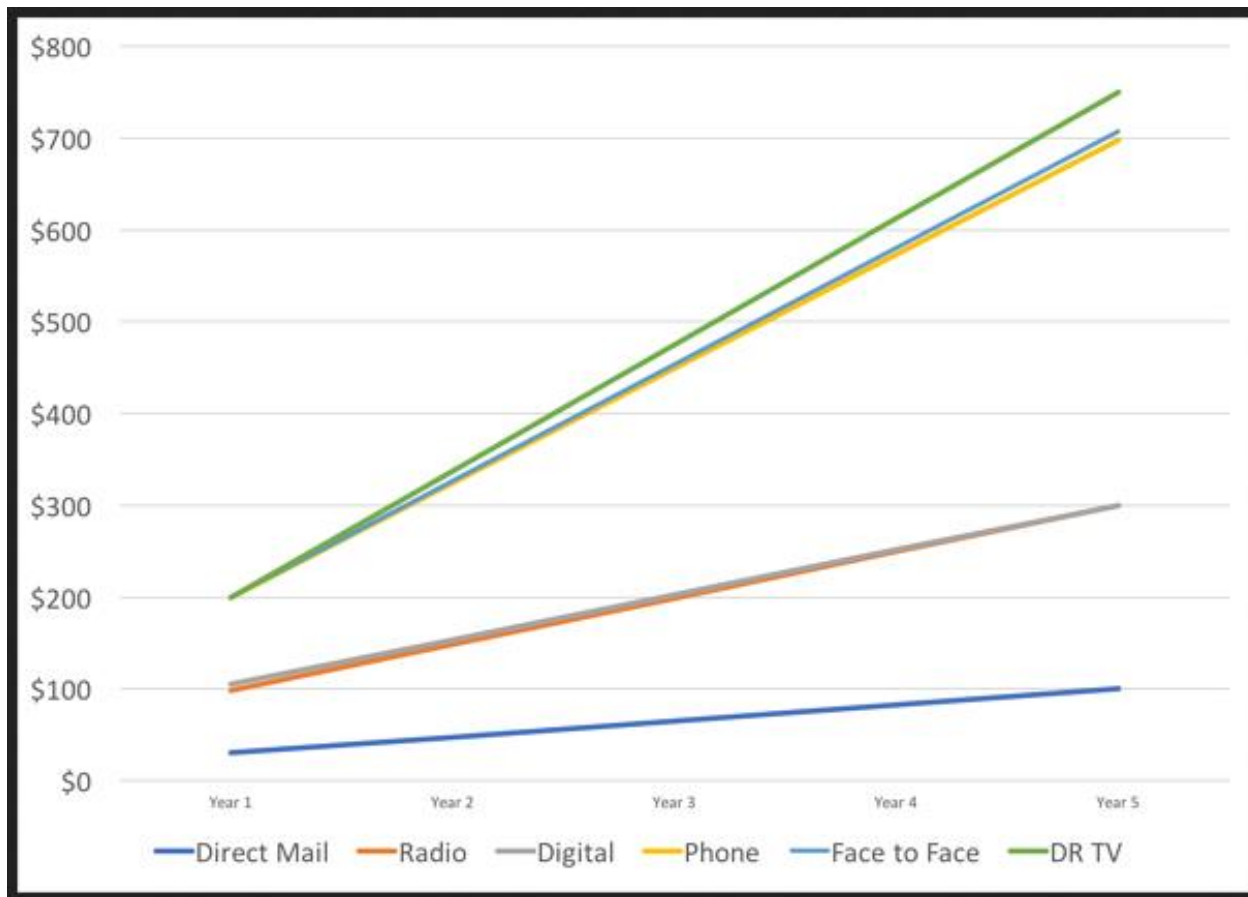
Quick agenda

- Why this matters
- Technology considerations
- Email marketing best practices
- Social media tactics and examples
- Planning your digital marketing next steps

39% growth in EOY revenue since 2014



The value of the digital donor



Digital is where our donors live

		Millennials	Gen X		Baby Boomers		Silent Gen	
2009	Age	18 - 24	25 - 34	35 - 44	45 - 54	55 - 64	65 - 74	75+
	Population Size	38 Million	37 Million	35 Million	39 Million	37 Million	32 Million	28 Million
	Average Giving	\$393	\$642	\$1,026	\$1,160	\$1,200	\$1,650	\$2,084
	Total Giving	\$15 Billion	\$24 Billion	\$36 Billion	\$45 Billion	\$44 Billion	\$53 Billion	\$58 Billion
2018	Age	18-24	25-34	35-44	45-54	55-64	65-74	75+
	Population Size	38 Million	37 Million	35 Million	33 Million	38 Million	33 Million	25 Million
	Average Giving	\$720	\$850	\$1,275	\$1,255	\$1,300	\$1,780	\$2,270
	Total Giving	\$27 Billion	\$31 Billion	\$47 Billion	\$43 Billion	\$49 Billion	\$58 Billion	\$57 Billion
		Millennials	Gen X		Baby Boomers		Silent Gen	

*source and slide credit:
MCQUEEN MACKIN & ASSOCIATES

Your Always On Distracted Consumer

2000

2013

Gen Z

12.0

8.0

2.8
seconds



A goldfish is
9 seconds

2,617

times a day the average
person click, tap, or swipe
their phone

8 Billion

times a day Americans
collectively check their
smartphones



SOURCE: Microsoft Published Research 2013 / Google Insights / Diarist Research June 2016

KNOWING THAT WE ARE A BIT DISTRACTED

MAKE IT EASY TO CAPTURE DONATIONS

1. Start simple, allow the public to make donations on your website.
2. Does the donate now/give now option stand out?

"I ask for extra fruit instead of dessert, and just opening the lid of my tray is like opening a present!" - Carla

As the largest privately funded Meals on Wheels organization in the U.S., your support makes it possible to serve over 3,000 of L.A.'s homebound seniors and seriously ill adults.

[DONATE NOW](#)

OUR MISSION: NO SENIOR GOES HUNGRY

Right here in Los Angeles, over 250,000 seniors are at risk for hunger.

St. Vincent Meals on Wheels serves as the safety net for many of those seniors who are hungry and homebound.

[🎁 DONATE TODAY!](#)

Bread Basket

Audi presents
AN EVENING



HOME ABOUT US OUR SERVICES RESOURCES JOIN OUR TEAM SUPPORT US



Aging & Adult Services

Promoting Independence Through Advocacy, Engagement and Access to Resources

55 Plus Book Senior Centers Volunteer Today Donate Today Caregiver Support

SLCo / Aging & Adult Services / Meals On Wheels

NEWS & UPDATES

You Can: Prevent Falls!

View our **Annual Report**

View our agency brochure in English, Spanish, Mandarin



Know us before you need us.

We help seniors and people with disabilities live in the setting of their choice by engaging community resources and supporting caregivers.

ABOUT US

OUR SERVICES

JOIN OUR TEAM

SUPPORT US



TEXT SIZE Join E-list

Site Search GO

QUICK LINKS

- Online Referral Form
- Aging Information Center
- Minuteman By Your Side
- Meals on Wheels
- Meals on Wheels Menu
- Senior Dining Menu
- SHINE Program: Free Health Insurance Information
- Tips on Healthier Aging
- Healthy Living Programs

JUST CONTACT US

Minuteman Senior Services
26 Crosby Drive
Bedford, MA 01730

(781) 272-7177
(888) 222-6171 (toll free)
MassRelay: 711 or
1-800-439-2370 (TTY/ASCL)

Email us Directions

DONATE NOW

Google translate Select Language

amazon smile Donate to Minuteman by shopping at AmazonSmile

Activities

- Active Aging
- Health Promotion & Education
- Volunteer Opportunities

Services & Assistance

- Advocacy & Ombudsman
- Information & Assistance
- Caregiver Support
- Home Care
- Legal Services
- Medicare Counseling
- Meals on Wheels
- Senior Transportation
- Yard Care/Snow Removal
- National Eldercare Locator

Information

- List of Our Services
- Privacy Practices
- Council for Aging & Adult Services
- News & Announcements
- Annual Report

Meals on Wheels



Overview Eligibility Volunteer Contact Media

Meals for Homebound Seniors

Meals on Wheels nutritious midday meals are delivered to frail and isolated older adults Monday through Friday. Eligible individuals may also receive weekend meals, which are delivered Thursday and Friday. Special diets (cut meat, mechanical soft, pureed, no nut, no pork and no seafood) are available. All meals are low-sodium, low-calorie and low-fat.

Each Meals on Wheels applicant is evaluated for program eligibility and additional services needed to assist in living as independently as possible.

- For new meal service call 385.468.3200
- For assistance, existing clients call 385.468.3220

Donate to Meals on Wheels online or send your contributions to:

Meals on Wheels
2001 S. State Street, STE S1-600
PO Box 144575
Salt Lake City, UT 84114-4575

Your tax deductible donation helps ensure the ongoing success of the Meals on Wheels program.



Fancy is great, but availability is better

Options for donation solutions on your website(s)

1. Paypal
2. Network for Good
3. FirstGiving
4. Qgiv
5. Blackbaud
6. Classy

Email marketing



Leveraging email for donor and donation growth

Audience participation

1. Who is sending emails to donors, volunteers, board members, etc.?
2. Who is responsible within your organization for email efforts?
3. Are you asking for donations within your email messages?
4. What platform are you using?



Recognize the crowded inbox

Email inboxes can be overwhelming

122

Total Business
Emails per day

93

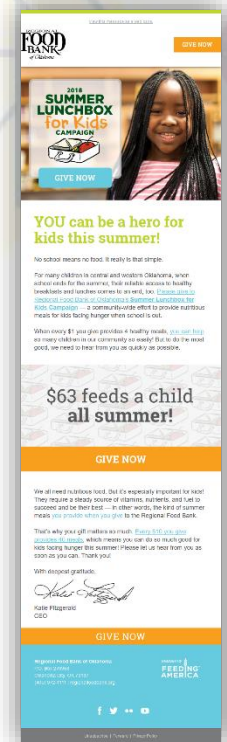
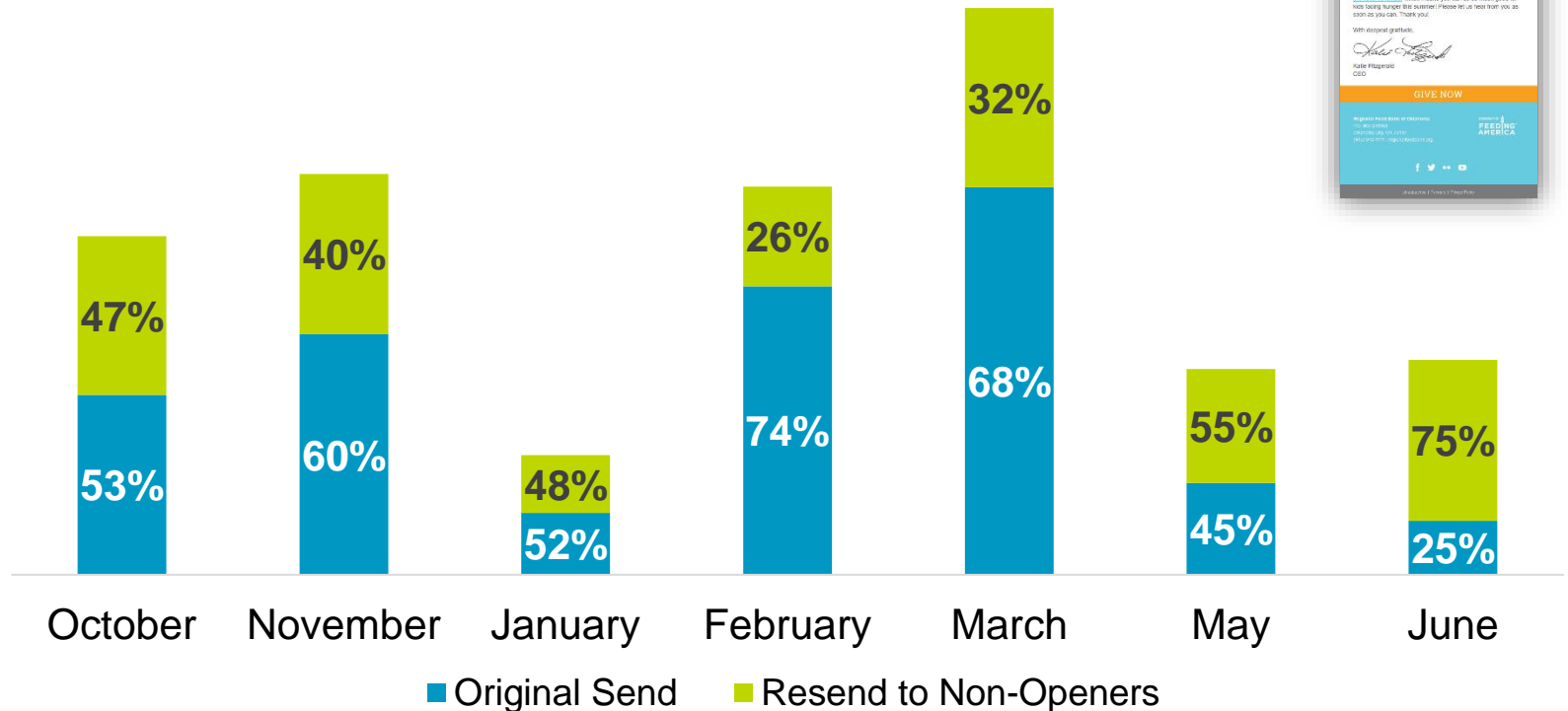
Total Consumer
Emails per day

14%

Average Non Profit
Email Open Rate

Resend your email to non openers

Provides value beyond the one time send



Attention economy alert

How long do consumers spend actually reading an email




- Read **43.5%**
- Glanced/Detected **31.4%**
- Skim read **25.3%**

Leverage your website

To support your email marketing efforts

Ronald McDonald House New York

See How YOU Help Families Stay Together While They Fight Cancer




Jo-Jo is happy to bring on his new best friend!

This Big Smile Is for You

Francois knows her son, Joel, is destined for big things. Maybe he'll be a doctor or a judge one day. But right now, little Joel goes by Jo-Jo, and his only job is to get better.

19 Clicks

[Read More](#)




Brooklyn has been battling cancer for most of her life. You help her feel like any other kid.

You Gave Brooklyn a Home in NYC

One day, Lindsay's 11-month-old daughter, Brooklyn, had a swollen belly. The next, Brooklyn was admitted to the hospital for what would be the fight of their lives.

12 Clicks

[Read More](#)



Kayla has an amazing story, and you're an important part of it!

Still Fighting and Going Strong

Kayla has a form of brain cancer so rare, she's one of only three people in the whole world who has it. "I really didn't think she was going to survive," her mom, Rochelle, admits. "But here we are, five years later, going strong!"

26 Clicks

[Read More](#)

Thank You, Jason, for Lifting Heavy Burdens

If only you could see — as we do — just what your gifts mean to families fighting cancer. You'd see how your support lifts burdens and nourishes spirits every single day.

19 Clicks

[Read More](#)

Ronald McDonald House New York

405 West 142nd Street New York, NY 10032

11 Clicks

[Donate](#)

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Leadership | Press Photo | News & Events

blackboard



Ronald McDonald House New York


[DONATE NOW](#)

[WHO WE ARE](#) [GUEST SERVICES](#) [PROGRAMS](#) [VOLUNTEER](#) [EVENTS](#) [WAYS TO GIVE](#)

LEADERSHIP
WHAT'S NEW
FINANCIAL DOCUMENTS
GREEK DIVISION
CONTACT US

SIGN UP FOR EMAILS
Sign up for our email newsletter and get the latest news.

[SUBSCRIBE](#)



Still Fighting and Going Strong
You changed everything for Kayla

Kayla has a form of brain cancer so rare, she's one of only three people in the whole world who has it. She was 3 years old when her family received the devastating diagnosis.

"I really didn't think she was going to survive," her mom, Rochelle, admits. "But here we are, five years later, going strong!"

And you're helping them stay strong through your gifts to Ronald McDonald House® New York.


It's thanks to you that they can come to New York City for treatment. One year ago, Kayla's doctors told her they were out of ways to treat her cancer. But Rochelle wouldn't give up. She found out about a hospital in New York that was developing groundbreaking treatments. She wanted to take Kayla there, but she didn't know how they could possibly stay in such an expensive city for months.

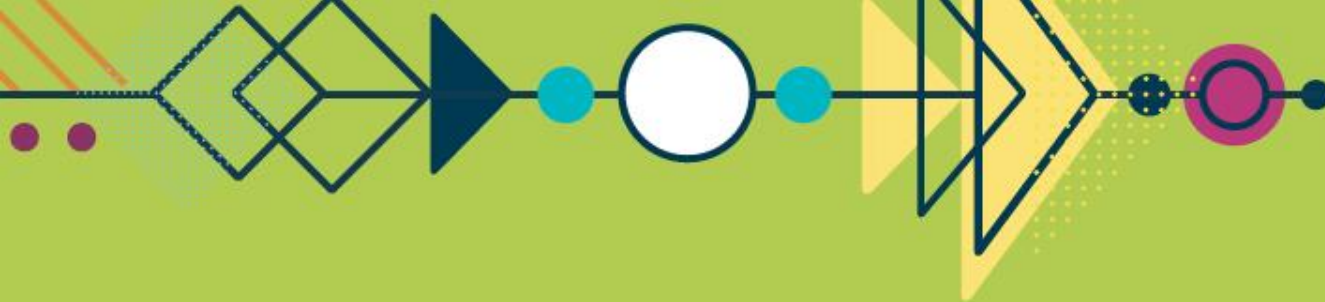
That's where you come in. Thanks to you, they could stay at Ronald McDonald House New York. And that changed everything. They made the trip and started treatment.

Today, Rochelle says, "I'm not crying. I'm laughing. I'm joyful because there's hope. You have to fight for your child. You've got to be strong. The people here bolster me to be strong!"

You give Kayla and Rochelle comfort, support, and strength. These gifts are priceless for helping them beat the odds far from home. Thank you.

[DONATE NOW](#)





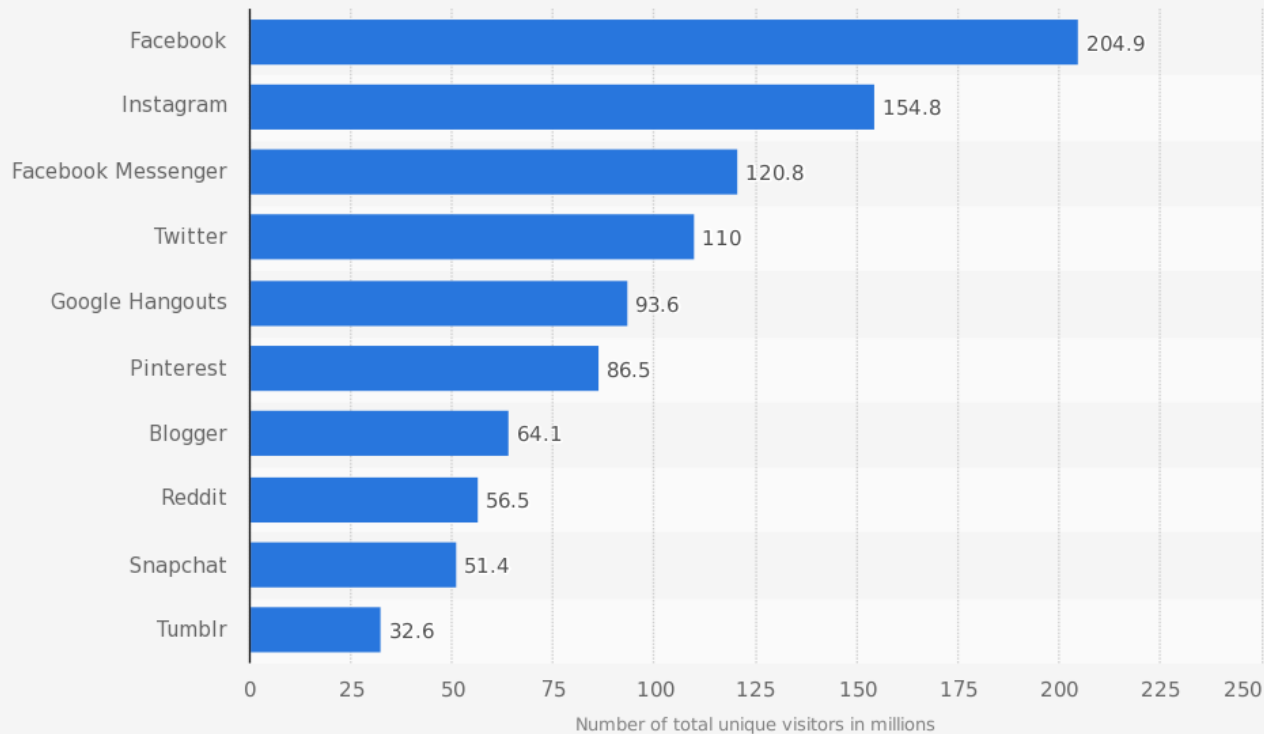
Social Media Marketing

Where to start?????



Simple answer...Facebook

Most popular social networks in the United States in October 2018, based on monthly active users (in millions)

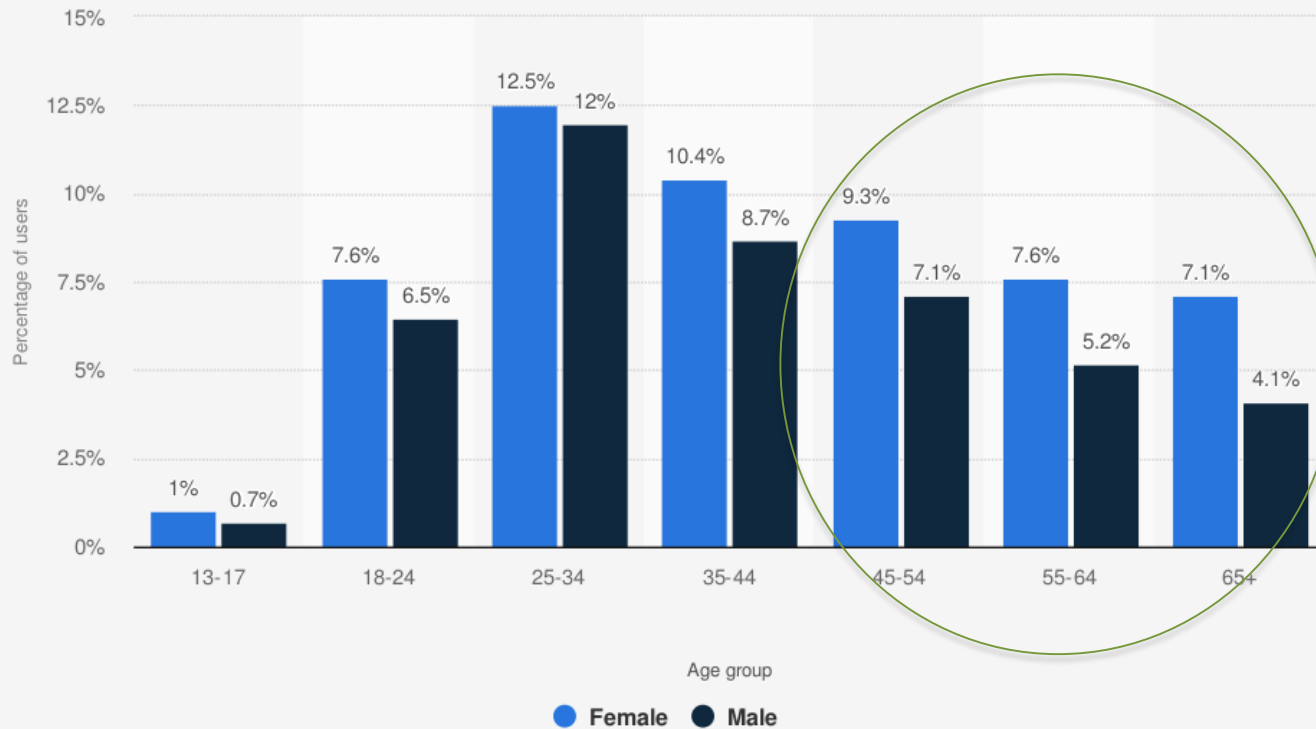


Source
Verto Analytics
© Statista 2019

Additional Information:
United States; Verto Analytics; October 2018; PC, smartphone and tablet users

Why Facebook?

Distribution of Facebook users in the United States as of May 2019, by age group and gender



Source
NapoleonCat
© Statista 2019

Additional Information:
United States; NapoleonCat; May 2019; 13 years and older

Another consideration for Facebook

Facebook allows for zero transaction fee donation processing

The image shows a screenshot of a Facebook fundraiser setup page for St. Vincent Meals on Wheels. The page is titled "AN EVENING ON THE BEACH" and features a background image of a beach scene. A central modal window titled "Let's start with the basics" is open, containing the following information:

- Who are you raising money for?** St. Vincent Meals on Wheels
- How much money do you want to raise?** 200 USD
- When should your fundraiser end?** Aug 23, 2019

Below the form, a note states: "Fundraisers are Public, so anyone on or off Facebook can see them. Only people on Facebook can donate." A "Next" button is visible at the bottom of the modal. In the background, there are several fundraiser listings, including "Skip a Meal to Feed a Senior: Support Meals on Wheels" and "Brigitte's Birthday Fundraiser for St. Vincent Meals on Wheels". A sidebar on the left lists navigation options like Home, About, Photos, Videos, Reviews, Events, Notes, Posts, Email Signup, Instagram, and Community. A right-hand sidebar shows the organization's profile, including a "8.6K people like this" badge and a "Get Started" button.

The St. Vincent MOW approach

2010 Country's First Philanthropic Food Truck

CART FOR A CAUSE



1. Social media built into the business model
2. For the first time, St. Vincent Meals on Wheels created a social and digital presence and mobile platform.
3. Twitter, Facebook and email marketing became the norm.

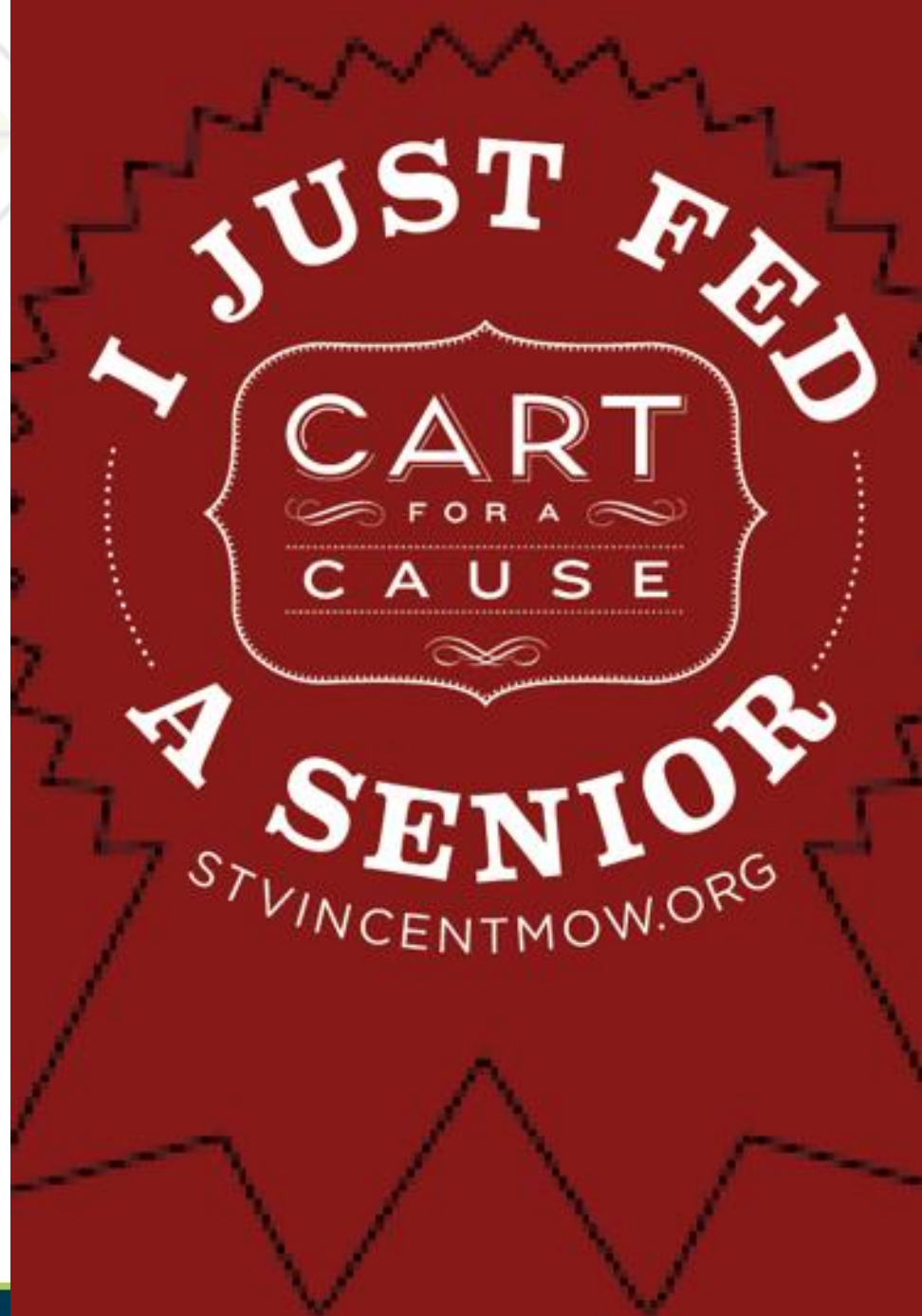


Leveraging what we learned:

CFAC addressed an internal problem for STVMOW

How to build community in younger generations while demonstrating a new kind of accessibility that leads to learning and connecting with issues of concern in Los Angeles

Without realizing it, we had begun testing the effect of digital on our ability to engage atypical donors in our mission



Developing the St. Vincent MOW voice



Start with the basics

- Standardize color palate
- Standardize template for posts
- Create a calendar of posts
- Theme the posts


Results:

- Monday Morning Inspiration – riffing off our Founder’s values and vision
- Added Instagram
- Hired part time staff


- Are you committed to moving forward?
- Is your goal fundraising or friend raising? Or both?
- What does it actually mean to add digital and social?
- Do you have the budget?
- If not, where do you look for the money?
- Get started!!!

 **St. Vincent Meals on Wheels**
Sponsored · 

Make this Mother's Day one our clients will never forget. Send a daisy and a message today!






Send a daisy and a greeting this Mother's Day.



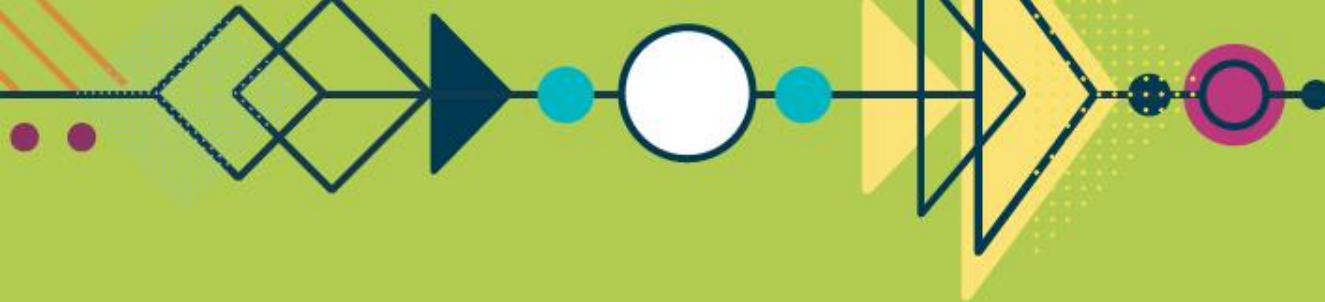
[ADD YOUR MESSAGE](#)

STVINCENTMOW.ORG
Send a Mother's Day message to L.A.'s homebound seniors. [Sign Up](#)

 Like  Comment  Share

Q4 is the perfect time to start

2	MONTH	SUN	MON	TUES	WED	THUR	FRI	SAT	Efforts	Facebook Ads	Homepage Banner/ Lightbox
23	OCTOBER 2019			1	2	3	4	5	10/10 - Place at the Table Email	10/1 - 10/20	10/1 - 10/20
24		6	7	8	9	10	11	12	10/14 - Columbus Day		
25		13	14	15	16	17	18	19	10/18 - October Thanksgiving Follow-up		
26		20	21	22	23	24	25	26	10/18 - October Acquisition	10/21 - 10/31	10/21 - 10/31
27		27	28	29	30	31			10/29 - Place at the Table Follow-up Email		
28									10/31 - Halloween		
30	NOVEMBER 2019						1	2	11/7 - November Holiday Appeal (Mid/Major Package)	11/1 - 11/17	11/1 - 11/30
31		3	4	5	6	7	8	9	11/7 - November Holiday Email		
32		10	11	12	13	14	15	16	11/14 - November Acquisition		
33		17	18	19	20	21	22	23	11/11-12/20 - Midlevel TM	11/18 - 11/30	11/18 - 11/30
34		24	25	26	27	28	29	30	11/21 - November Newsletter	11/24 - 11/29	
35									11/22 - November eNewsletter	11/29 - 12/3	11/27 - 12/3 (HPB)
36									11/28 - Thanksgiving		
37									11/28 - Thanksgiving Affirmation		
39	DECEMBER 2019	1	2	3	4	5	6	7	12/1 - 12/4 - #GivingTuesday Campaign		12/4 - 12/25 (HPB 1); 12/3 (LB)
40		8	9	10	11	12	13	14	12/2 - Midlevel Holiday Card	12/9 - 12/22 (FB1)	
41		15	16	17	18	19	20	21	12/5 - December Year End Appeal	12/16 - 12/25	
42		22	23	24	25	26	27	28	12/21 - Holiday Affirmation	12/26 - 12/31 (FB2)	12/26 - 12/31 (HPB2)
43		29	30	31					12/24-25 - Christmas Eve/Day		12/27 - 12/31 (LB)
44									12/27 - Year End Email #1		
45									12/30 - 12/31 - Year End Email #2, #3, & #4		
46									12/31 - New Year's Eve		
48	JANUARY 2020				1	2	3	4	1/1- New Year's Day	1/1 - 1/12	1/2 - 1/31
49		5	6	7	8	9	10	11	1/2 - January Affirmation Email		



Q&A....

Thank you

Don't forget to evaluate today's session in the Conference App!

