

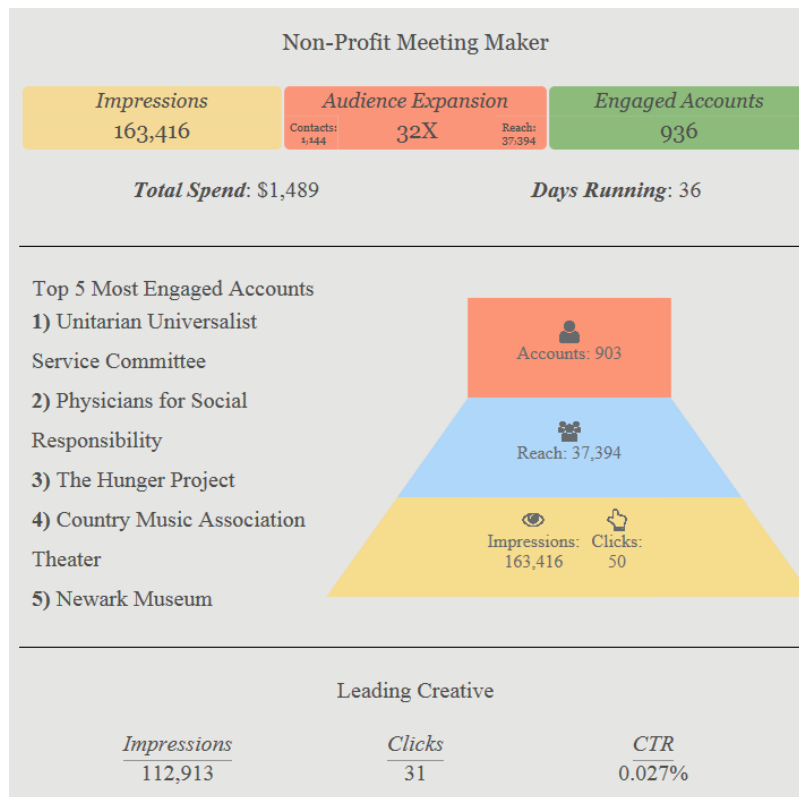
# Non-Profit Competitive Take-Away Campaign

# Non-Profit Competitive Takeaway Campaign

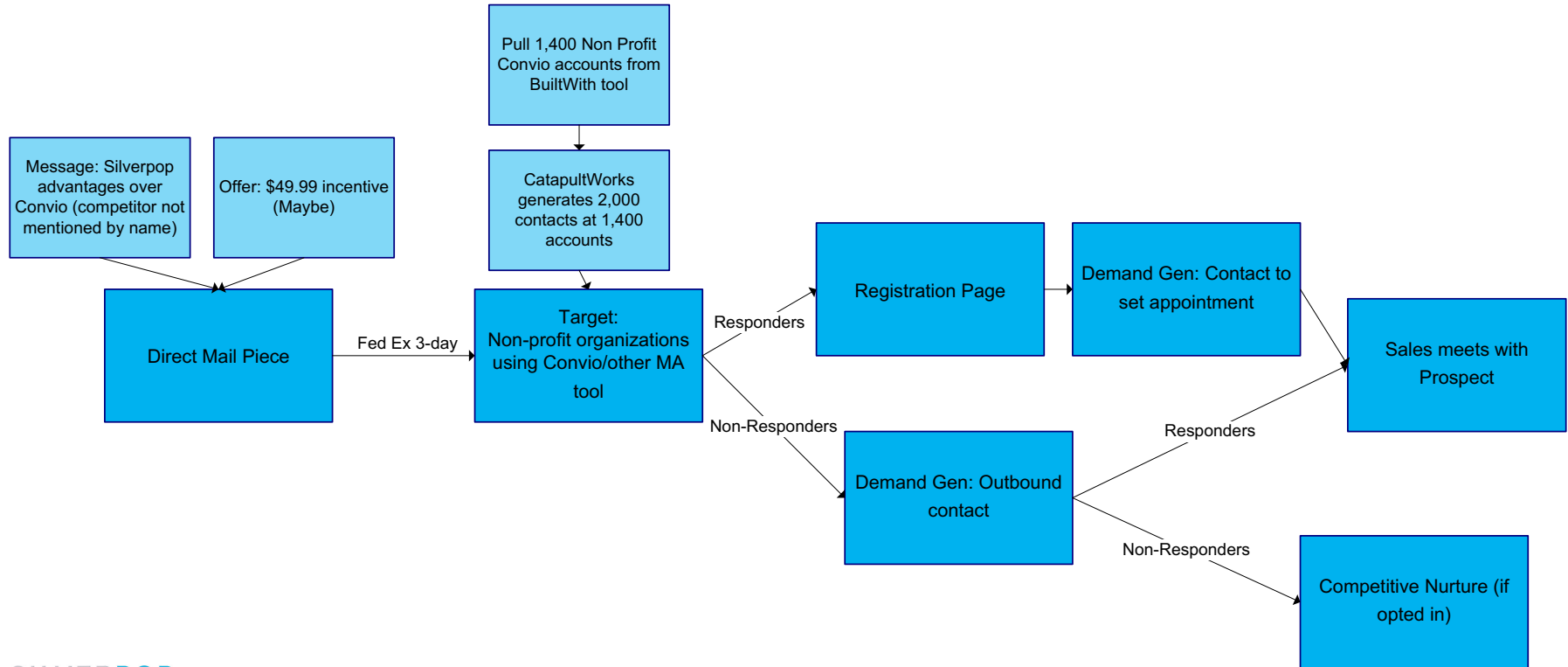
- **Goal:**
  - Win competitive business from current Non-Profit Convio/Black Baud and MailChimp users
- **Plan:**
  - BuiltWith account list
    - Download list of 1,400 Convio/Black Baud and MailChimp users from BuiltWith
      - Use annual BuiltWith subscription
      - Scrub against current customer database
      - Scrub for CTEBA
  - Contact List
    - CatapultWorks will develop list of 1,800 contacts from BuiltWith account list
  - Campaign
    - Direct Mail driving to “contact me” form on landing page
    - \$49.99 incentive offered – Bluetooth speaker
    - Demand Gen will follow up
      - Call all non-responders
- **Investment:**
  - Total cost is \$128k
- **Timing:**
  - Mail dropped February 11, 2016
- **Outcome expected:**
  - 60 MQLs generated, worth \$283k revenue
- **Actual Outcome:**
  - 31 Responses, leading to 7 Opportunities
  - \$23,500 Opportunity pipeline

# Non-Profit Competitive Takeaway Campaign

As of 6/16/2016



# Non-Profit Competitive Takeaway Campaign



# The Bag

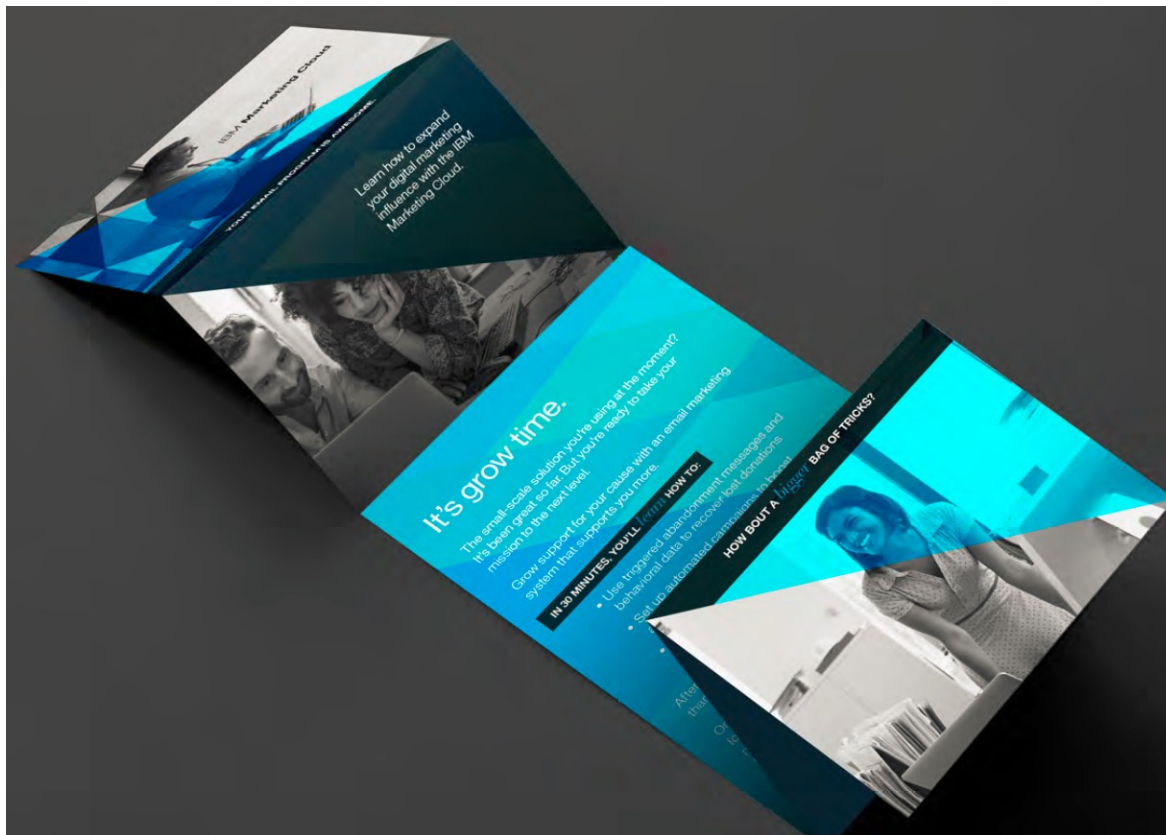


SMALL/FOLDED BAG

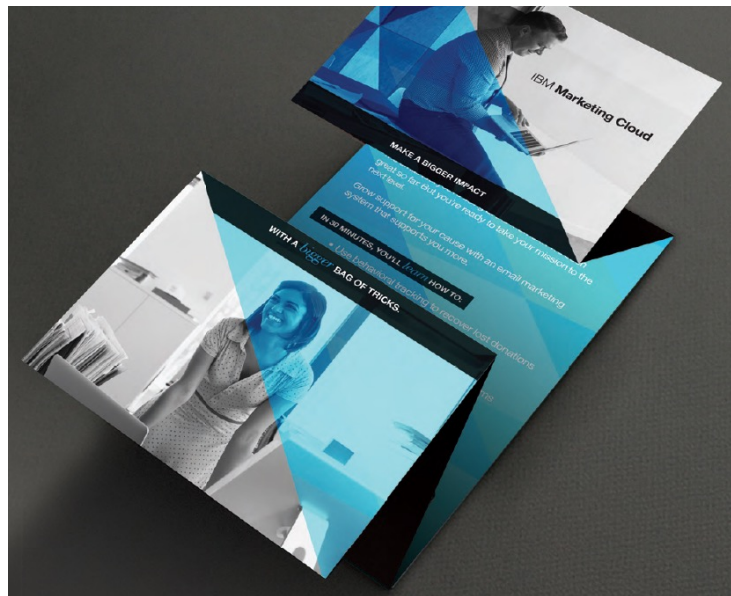


LARGE/UNFOLDED BAG

# The Brochure



# Competitive Take-Away Campaign Brochure



**It's grow time.**

The small tool you're using at the moment? It's been great so far. But you're ready to take your mission to the next level.

Grow support for your cause with an email marketing system that supports you more.

Schedule a short call with one of our digital marketing experts, and we'll walk you through how the IBM Marketing Cloud can accelerate your marketing results and expand your influence.

**IN 30 MINUTES, YOU'LL LEARN HOW TO:**

- Use behavioral tracking to recover lost donations
- Set up automated campaigns to boost awareness
- Build advocacy using a variety of data streams to personalize interactions in real time

**Turn up the volume:**  
After our call, you'll get a FREE gift—our way of saying thanks for your time.

Once you have a plan for *amping up* your non-profit marketing, keep the theme going with your

AmazonBasics  
Ultra-Portable Micro  
Bluetooth Speaker.



# Inside the Brochure

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# The Landing Page

## IBM Marketing Cloud



### Let's get growing.

Schedule a 30-minute phone meeting to learn how to expand your digital marketing influence with the IBM Marketing Cloud.

|                      |                      |
|----------------------|----------------------|
| *First Name:         | *Last Name:          |
| <input type="text"/> | <input type="text"/> |
| *Business Email:     | *Business Phone:     |
| <input type="text"/> | <input type="text"/> |
| *City:               | *State:              |
| <input type="text"/> | <input type="text"/> |

SUBMIT

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# Thank You Page



## thank you

**THANK YOU FOR REQUESTING A MEETING WITH US.**

We will contact you shortly to schedule a convenient meeting time.

After we meet, you'll receive your **FREE** AmazonBasics Ultra-Portable Micro Bluetooth Speaker.

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# Mailing Label

Label



# BD Training - The Non-Profit Difference

- Terminology: Donors/Constituents vs. Contacts
- They aren't trying to drive a purchase like a B2B or B2C marketer - they are trying to influence donors to part with \$\$ for an intangible.
- They are more focused on lifetime value – how can we get them to make another donation?
- They may have more available budget for something like an MA system
  - Typically the mid to larger non-profits have budget available if we can show how our product can drive donations.
- Direct mail still drives more income than online - online is more of a communication channel right now. Need help managing that data.
- Donors tend to be an older audience – people using old browsers, old email clients - impacts how they approach their creative.
- **More important that we show how we can move the needle for them:**
  - **Improve operational efficiency**
  - **Increase donations**
  - **Increase donor engagement**

## BD Training - Main Non-Profit Pain Points

- Donations are down for some orgs
- Technology limitations
- Data tracking and management limitations
  - Using closed systems; hard to get data in and out.
  - Poor data hygiene techniques – don't want to get rid of anyone!
  - Deliverability issues (Blackbaud)
  - Can't easily track behaviors
- Usually have a pretty small marketing staff
  - Tend to outsource to agencies for creative and for third party integration needs because they don't have those resources in-house.

# BD Training - BlackBaud – What you need to know

## The Good:

- It's a one stop shop – it has a lot of tools a non-profit needs which is why it is so often chosen.
- They are completely focused on non-profits and really understand them.

## The Bad:

- No open APIs – difficult for them to connect to other platforms
- Everything about platform is extremely manual
- No concept of a single DB – data lives in silos making extremely difficult to do even simple segmenting.
- Limited behavior tracking (limited to donation data and form data)
- Doesn't appear to have much of a product roadmap – the product doesn't ever really seem to change that much

## BD Training - IBM Marketing Cloud benefits to highlight

- Behavior Tracking
- Programs
- Segmentation
- Personalization
- Ability to easily integrate with other systems
- Scoring – could be used for:
  - Understanding gift frequency
  - Understanding engagement levels for event invitations or other appropriate outreach
  - Identifying major donors