

2020 Email Content Strategy The Salvation Army Central Territory

16 JAN 2020 | TRAVIS MCCAN

Agenda

- 01 2019 Wins
- 02 2020 Initiatives
- 03 Content Calendar Overview
- 04 Discussion





2019 RECAP

The Central Territory deployed **9,032,919 emails** over **239 campaigns** accounting for **\$808,566!**

We also converted **172 new recurring donors** attributing **over \$62,000** in revenue for 2019



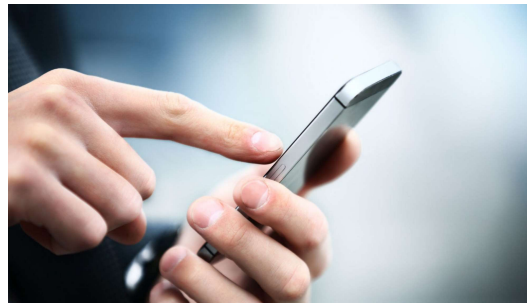


2019 Wins



CRM CONNECTED TO SFMC

Connected our CRM and Marketing Cloud accounts to ensure clean, up-to-date data



MAINTAINED ENGAGEMENT

Maintained open rates and click through rates well above industry benchmarks



PREFERENCE CENTER

Began capturing subscriber preferences through a preference center and send segmentation



2019 Wins



DIGIOH LIGHTBOX

Digioh lightboxes helped capture over 300 new subscribers a month



DIVISIONAL TRAINING

Email marketing training sessions were held throughout the year to help divisions develop successful campaigns



STORE SENDS

Built a template to accommodate store sale messaging



2019 Wins



REACHED NEW AUDIENCE

Facebook and Instagram Lead Generation campaign captured over 1,700 new subscribers



DEVOTIONAL SENDS

Launched monthly devotional series for subscriber inspiration



DIVISIONAL SUPPORT

From helping promote a concert to finding new subscribers

2020 Initiatives



REDEFINE ENGAGED CRITERIA

Safely maximize sending audience to increase program effectiveness

01



RECURRING CONVERSION

Increase conversion of monthly donors through testing and identifying key moments or indicators that signify potential monthly donors

02



LOCAL MESSAGING

Develop a structure to make local messaging easier to execute and test the effectiveness of different types of local content

03

Sending IP Descriptions

DEDICATED IP

- + An IP used by The Salvation Army Central territory only
 - Ensures we have full control over activities on the account to protect the IP's reputation
- + Sends from our dedicated IP have averaged over 98% deliverability, 25% open rates, and 1.5% click through rates
 - All metrics well above industry averages

SHARED IP

- + An IP shared with several other brands
 - Little to no control over IP reputation
- + Previously used to send to risky lists or sends



ENGAGED LIST CRITERIA



2019 Challenges

LOSING SHARED IP

- + Lost access to shared IP summer 2019
 - + Adjusted engaged logic to 120 days from 90 days Fall 2019
 - + Adjusted engaged logic to include past holiday leads Fall 2019
 - + Added divisional data to temporary holiday engaged list for Ad Hoc sends Fall 2019
 - + Added new leads and NOR list Fall 2019
-

CONNECTOR SLOWDOWN

- + Reduced number of sends reduced engaged send audience
 - Less opportunities to engage
 - + Changing subscriber key was needed but required a reset wiping out historical engagement data
-

INBOX PLACEMENT

- + Hotmail, MSN, and Live domains reset many dormant addresses fall 2019
 - + Onboarding new leads, expanding sending audience, and Hotmail, MSN, and Live changes caused inbox placement issues in December
 - + Adjustments to throttling and the engaged list has improved placement
-

ENGAGED LIST CRITERIA



Shared IP Impact

- + Very minimal engagement on shared IP sends
 - Averaged under 1% open and 0.1% click through rates
 - Of the 197 unique clicks on our last unengaged send 190 were unsubscribing
- + Addressing audience size through adjusting engaged criteria & active list growth efforts to further minimize impact
- + **More importance on list hygiene**
 - **2020 FreshAddress list cleanse planned for Q2**



ENGAGED LIST CRITERIA



New Engaged Subscriber Criteria

- + Implementing new engaged lead qualifications to increase list size
- + Past engagement criteria was based only on past engagement (90 or 120 days) or date entered
- + New engagement criteria will also include last gift date/amount, number of gifts, preferences and other known attributes
- + Aiming to increase engaged list size to around 100,000 for full file sends
 - Many sends will be to a smaller more engaged group of 70-85K

ENGAGED LIST CRITERIA

Options for Unengaged Subscribers

OTHER CHANNELS

- + Target unengaged audiences through other channels
 - Conversion rates among similar audiences are known to be higher than with leads
- + Determining the channel should be based on past engagement, lead history, and cost per impression

REENGAGEMENT

- + Throughout the year we will be monitoring campaigns to identify the highest engaging material to send to select unengaged contact
- + Preference center and reengagement automation will help reduce the churn



RECURRING CONVERSION

Recurring Donor Conversion

- + Learning how to convert monthly donors has always been a focus
- + Over the past two year's we've tested several strategies
 - Timing
 - Content
 - Amounts
 - CTA copy
 - Many more
- + We aim to increase the number monthly donors this year

PROPRIETARY AND CONFIDENTIAL

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DOING THE MOST GOOD

[DONATE](#)



WALK ALONGSIDE THOSE BATTLING POVERTY EVERY MONTH.

MONTHLY DONORS ARE THE BACKBONE OF THE SALVATION ARMY.

They ensure that when people walk through our doors, we have the resources to offer immediate and long-term help. Meet Diana's Family. Diana worked hard to support her children, but when surgical complications forced doctors to amputate her leg, she had to leave her job.

Our Pathway of Hope program helped Diana feed her family, catch up on her bills and set long-term goals for securing stable housing and transportation. Now, Diana has her own apartment and a support system to help her overcome her last few barriers to stability.



"I'm grateful for how God has worked everything out for us. Now that I'm getting back on my feet—literally—I plan on being there to welcome others to the Pathway of Hope."

POVERTY DOESN'T HAVE TO BE PERMANENT

Help us provide ongoing support to individuals and families in need by making a recurring donation. Select an amount below to get started.

BECOME A MONTHLY DONOR

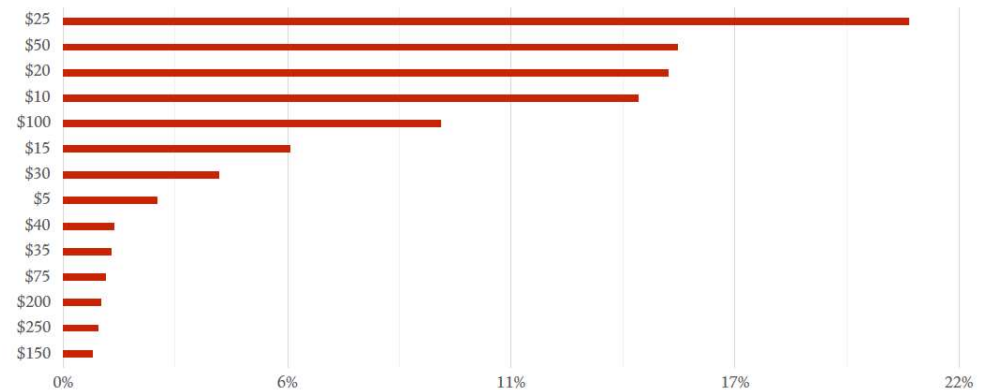
[\\$10](#) [\\$25](#) [\\$40](#) [OTHER](#)

RECURRING CONVERSION

Sustainer Profiling

- + Started with donor persona research, industry reports, and TRG data around sustaining donors
- + 2019 Western Territory project to understand who recurring donors are and how they behave
 - Data from 1970 to today, but focused on 2000 to today
 - Wanted to understand who converts to a monthly donor
 - Demographics- what attributes do recurring donors have in common?
 - When does conversion happen?
 - Do any attributes determine monthly donation gift amounts?

WHICH EXACT VALUES ARE DONATED MOST FREQUENTLY?

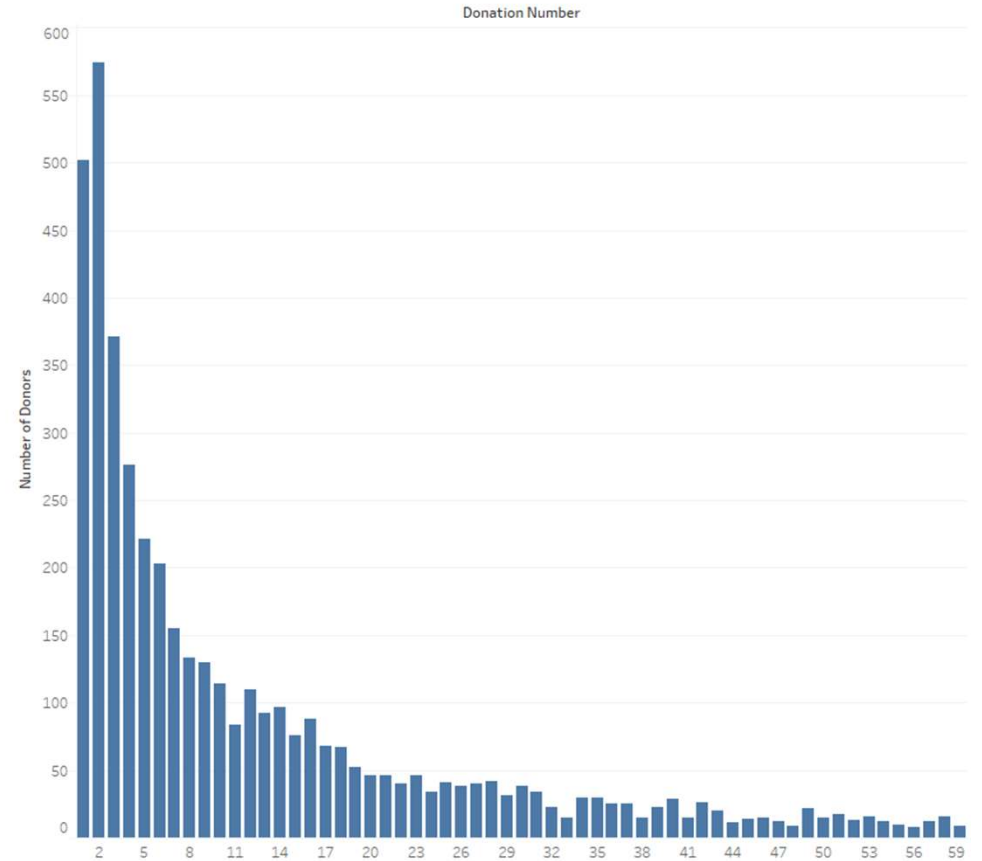


RECURRING CONVERSION

Recurring Donor Demographics

- + Early conversion happens within every demographic group
- + Preceding one-time donation amount did not impact monthly donation amount
- + Average donation amounts for middle-and lower-class households were nearly identical (\$75 & \$71 respectively)

Donations Prior to Recurring Donor Status



RECURRING CONVERSION



Testing In Progress

WELCOME JOURNEY

- + Updated welcome journey asks to ask for recurring donations (West)
 - + Looking to test a mix of one-time and recurring asks (East)
-

POST DONATION

- + Added additional email to end of post donation journey asking for a monthly gift one month after first gift (West)
-

DYNAMIC AMOUNTS


- + Testing dynamic recurring asks to subscribers with less than 3 donations (West)
 - + Ideating around fully dynamic ask amounts and first gift matching
-


LOCAL CONTENT

Changing Data Structure

- + Current data structure makes dynamic sends overly labor intensive, and restrictive
- + We are restructuring the data to make dynamic, local sends easier
 - Will be done in conjunction with engaged list criteria updates
- + Testing multiple factors over 2020 to better understand the impact of local messaging on engagement and fundraising

Having trouble viewing this email? [View it online.](#)

 **DOING THE MOST GOOD** [DONATE](#)



MAKE AN INVESTMENT IN THE LIVES OF YOUR NEIGHBORS

Every year, The Salvation Army helps more than 23 million Americans in need — each one an individual with a unique story and set of needs. We meet people like %NameofPerson/FamilyHelped%, who came to us when %BriefDescriptionofNeed/Issue%. %He/She/They% received help and hope because of support from people like you.

A donation of just %XX% today can extend the same kindness and generosity to others like %NameofPerson/FamilyHelped%. Please consider giving before the end of 2019.

[DONATE NOW](#)

[GIVE MONTHLY](#)

YOUR COMMUNITY NEEDS YOU

[Example Copy to Be Edited by each Division]
The Salvation Army exists to meet the greatest needs in %City%, and across the globe, without discrimination. We provide hope, healing and love to people who need it most. Please join us in our #FightForGood.

[MEET THE NEED](#)



2020 Content

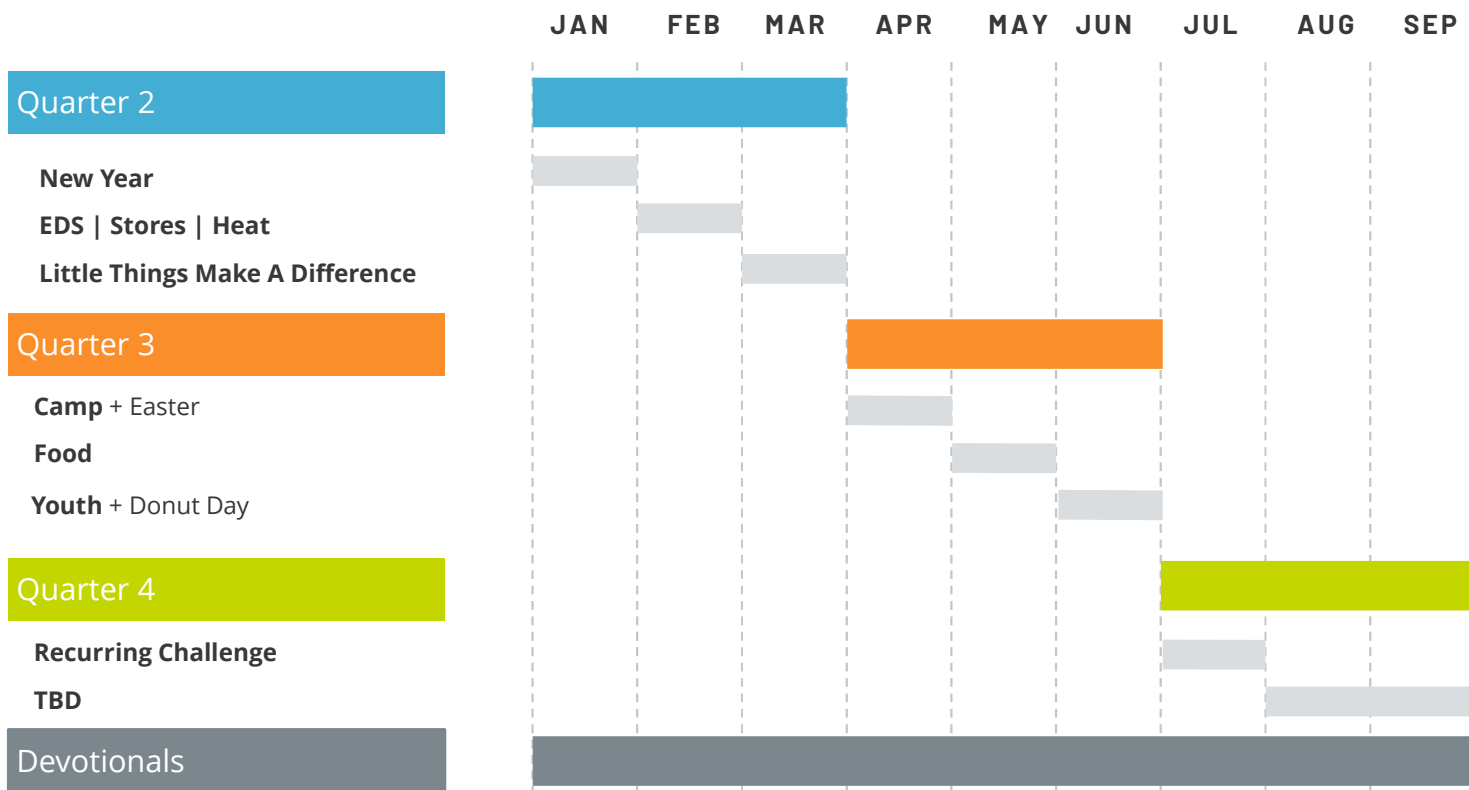


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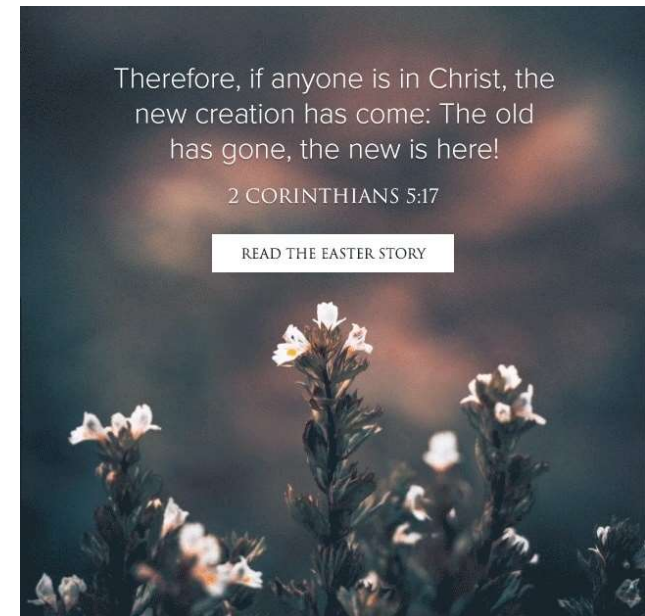


Content Calendar



DEVOTIONAL FREQUENCY

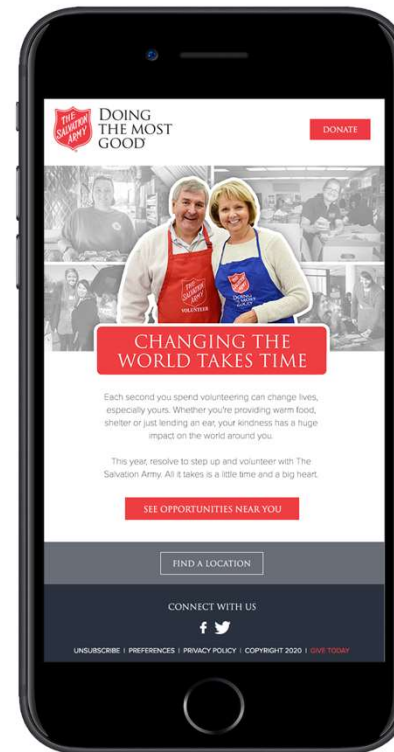
One week each month will be reserved for a devotional message



QUARTER 2: JANUARY

New Year

- + Four sends speaking to subscribers who are resetting for a new year
 - Volunteer in 2020
 - Jan 7th
 - Donor Thank You
 - Jan 14th
 - Devotional
 - Jan 21st
 - Recurring Ask
 - Jan 28th



QUARTER 2: FEBRUARY

Engagement

- + Four sends in February with an assortment of goals from fundraising to engagement
 - Donation Appeal (heat)
 - Week of February 3rd
 - Devotional
 - Week of February 10th
 - EDS Volunteer Recruitment + Handbook
 - Week of February 17th
 - Little Things Kickoff with Lent Challenge
 - February 26th



QUARTER 2: MARCH

Little Things Make A Difference

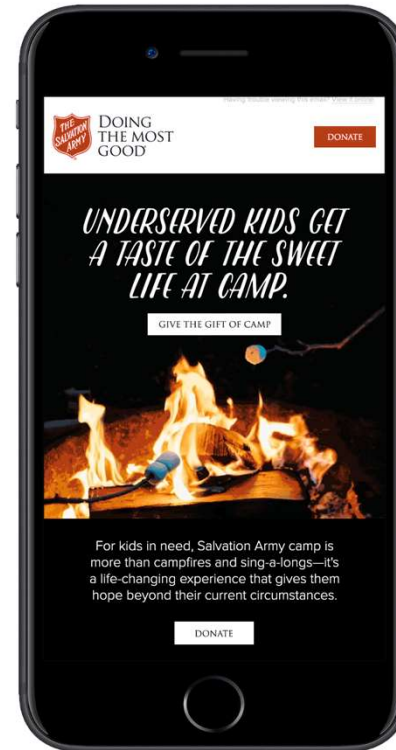
- + Four sends in March
 - + Two-part series on the little things someone can do to make a difference – continuation of lent challenge
 - We will be mixing in donation asks, stories, and volunteering opportunities throughout each send
 - Sending the weeks of March 9th and 23rd
 - + Store Sale
 - March 14th
 - + Devotional
 - Week of March 30th
-



QUARTER 3: APRIL

Camp + Easter

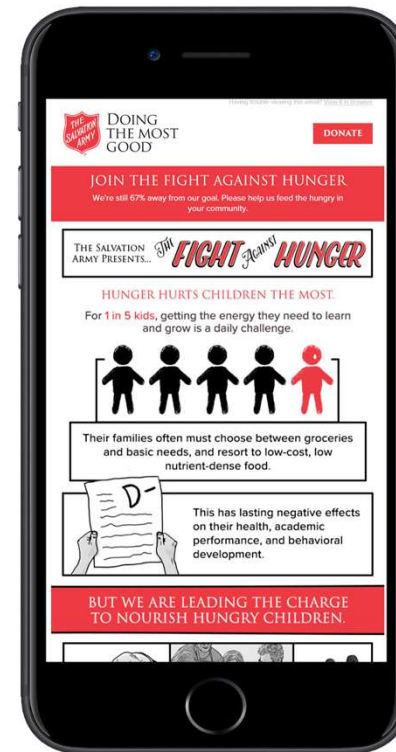
- + Four sends in April
- + Three-part camp series
 - Weeks of April 6th through 20th
- + Easter Devotional
 - April 12th



QUARTER 3: MAY

Food Insecurity

- + Five sends in May
- + Three-part series on food insecurity
 - At least one send will feature the challenges families face as the school year ends
 - Sending the weeks of May 4th through 18th
- + Devotional
 - May 28th
- + Memorial Day Store Sale
 - May 22nd



QUARTER 3: JUNE

Youth + Donut Day

- + Five sends in June
- + One donut day send
 - June 5th
- + Three sends on youth programs
 - Sending the weeks of June 8th through 22nd
- + One devotional
 - Week of June 29th



QUARTER 4: JULY

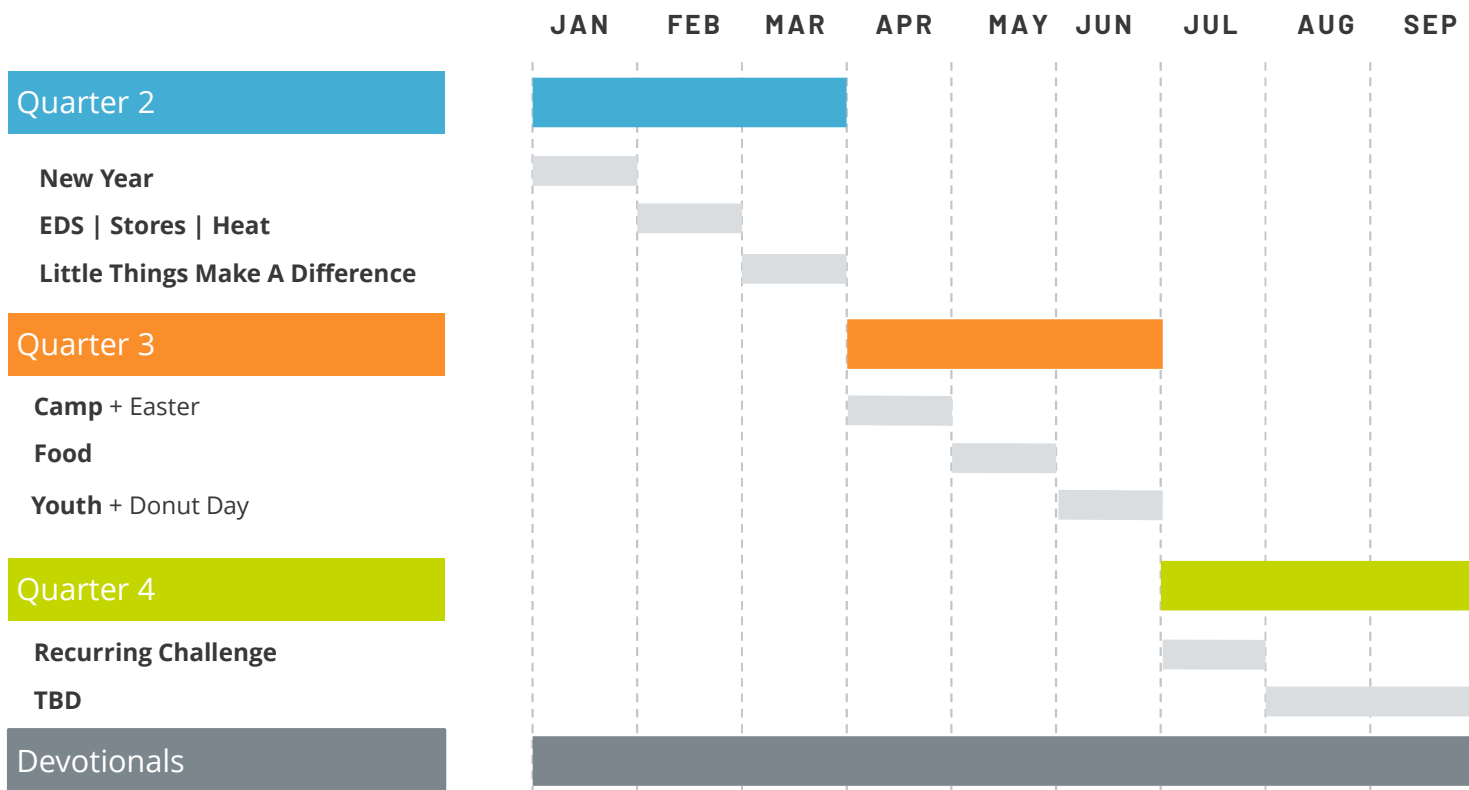
Recurring Challenge

- + Four sends in July
- + Three-part series with recurring donation appeals
 - Tests occurring throughout the nation to understand how to convert more recurring donors
 - Series will be based on learning and could vary between stories and dynamic asks
 - Sending the weeks of July 6th through 20th
- + Devotional
 - Sending the week of July 27th





Content Calendar





REPORTING & PROJECTS

We will be meeting next month to discuss 2019 results, key findings, and upcoming project work.

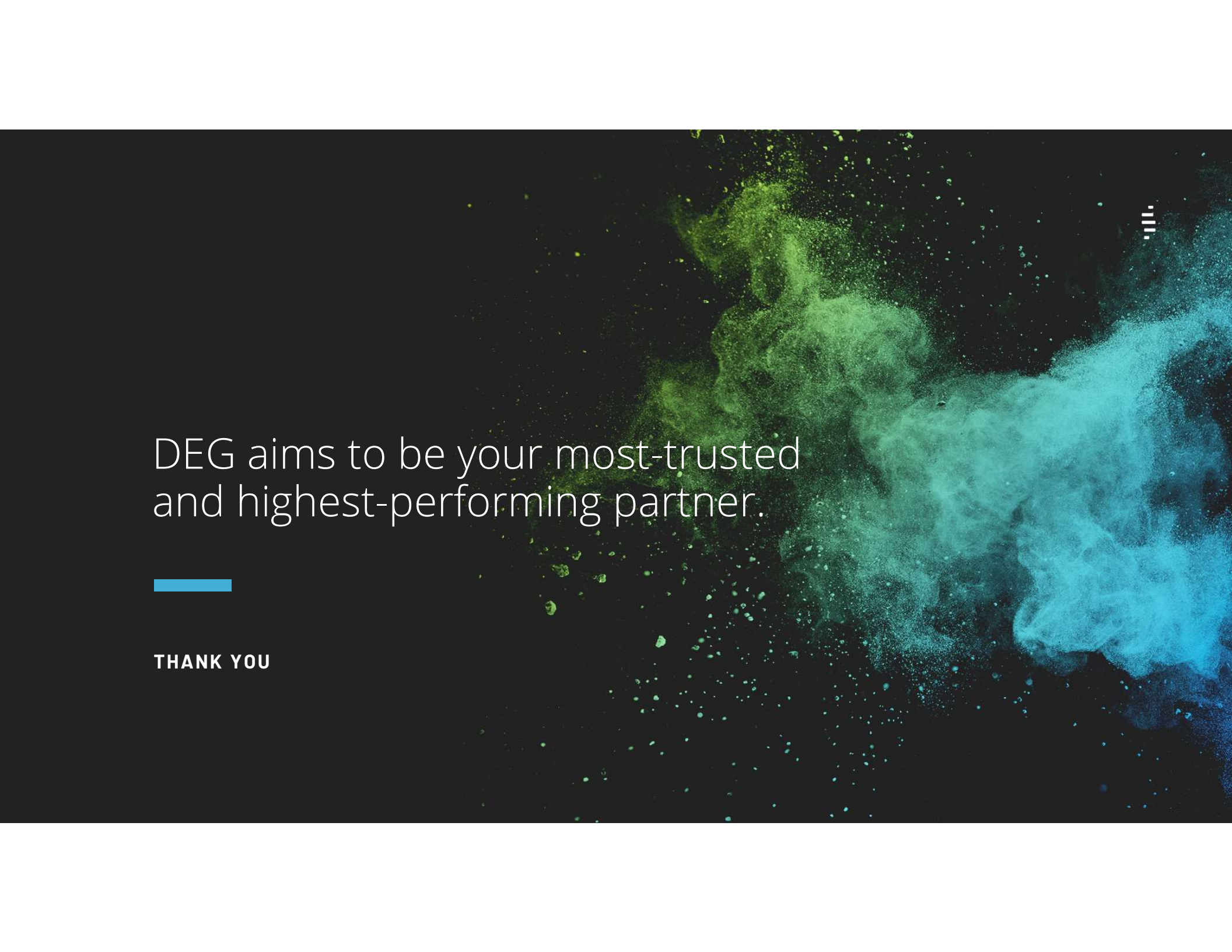


Discussion



+





DEG aims to be your most-trusted
and highest-performing partner.

THANK YOU