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In This Issue...

Isaac Newton is often credited with the phrase, "What goes up must come down." The law of gravity mandates this to be true. However, what goes down does not always come back up. Empty storefronts across America and around the world demonstrate this unfortunate truth.

We are going through an incredibly challenging time in the world today. Terms like pandemic, mutation, cluster immunity, and remote communication, that once sounded like they came from a science fiction novel have now entered into our daily vocabulary. How do you recover from a pandemic?

Did you ever pick up a ball only to discover that there was not enough air pressure to make it bounce? At that moment, the ball cannot perform to its potential. Its life is gone, and its purpose is unrealized. However, once the air pressure is restored, the ball that was flat is transformed into the resilient orb it was created to be.

Psychology Today describes resilience as "that ineffable quality that allows some people to be knocked down by life and come back stronger than ever. Rather than letting failure overcome them and drain their resolve, they find a way to rise from the ashes."

In a nutshell, resilience can be defined as the ability—and tendency—to "bounce back."

In every crisis lies an opportunity. I challenge you to consider which of these three responses you will choose at this moment of opportunity:

- **Remain Flat** – unable to recover—bidding farewell to your divine purpose.
- **Bounce Back** – return to your previous position and purpose.
- **Bounce Forward** – discover exciting new opportunities God has placed before you.

If you choose to **remain flat**, then read no more. This magazine is not for you. However, if you are ready to bounce, this issue of **Captivate** is written and designed to not only help you bounce back to where you were, but more importantly, to **bounce forward**.



Mark Dreistadt
President | CEO & Lead Strategist



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CONTRIBUTORS

Mark Dreistadt
President | CEO & Lead Strategist

Jason Dreistadt
VP | Chief Operations & Creative Officer

Darrell Law
VP | Chief Growth Officer

George Konetes
Director of Client Services

Andy Walker
Director of Integrated Communications

Paul McDonald
Media Strategist

Karen Hepp
Public Relations Specialist

Kim Rugh
Account Manager

Kathy Law
Project Manager





Is Your
DIGITAL
FUNDRAISING
Specific Enough to be Effective?

By George Konetes

There are many important rules when it comes to fundraising, but one that is often overlooked, especially in digital ads, is **specificity**. The adage is that specificity *converts*. The more specific you are, the higher your conversion rate is going to be. Being able to write a long appeal provides luxuries that can help overcome a lack of specifics, to a degree. But when digital ads need to be short and to the point, a vague ask is hard to salvage.

What Specifics Do You Need?

Donors and prospective donors want to know what their resources are going to accomplish. They want details. They want to sleep better being able to visualize the need their gift is helping to meet. Asking people to give **in order to “help people” in country X** is not going to be compelling. Let’s break down the elements of that example.

Help

What is being done to aid people? Is it food? Medicine? Clothing? What

kind of food? How much food? How fast and how often will they get it?

People

Who are the “people?” Are they adults? Children? Students? Mothers? Homeless? Etc.

that never lose site of the specifics and are constantly gathering them. Every detail can matter at some point or some time. Constantly collect stories, photos, videos, receipts, journal entries, anything and everything you can about the work your organization does.

The more specific you are, the higher your conversion rate is going to be.

Picture in your mind one of the people in need of the most help and tell their story.

Country X

What part of the country? What village? Why is that part important or in greater need? Have you been there? What makes it believable and compelling that you can help there?

Who is helping?

This was not even included in the example, and often is not remembered by those raising funds. Whose hands are the ones administering the aid? What is their story? What makes them trustworthy?

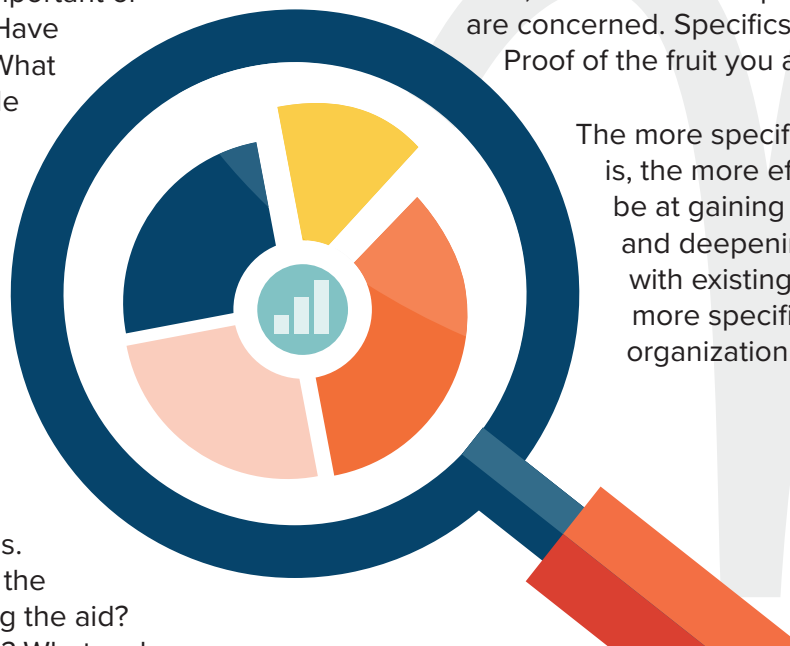
How much do you need? – Another overlooked aspect is the size of the need. If you take up an offering to make a church “better,” you will get far fewer gifts than if you share the vision and cost to replace the broken furnace with one that keeps the building comfortable all winter.

How Do You Gather Specifics?

From the lowest level to the highest level, the most successful organizations are often ones

You would be surprised how little is often recorded by organizations that do the most amazing work. If you do not have details about the life-changing ministry your organization does, that can be the same as never having done it, at least as far as prospective donors are concerned. Specifics are evidence. Proof of the fruit you are bearing.

The more specific your fundraising is, the more effective you will be at gaining new donors and deepening relationships with existing ones. Getting more specific can help your organization bounce forward. **1**



About the Author



George Konetes, PhD
Director of Client Services

Utilizing a keen sense of balance between practicality and innovation, George oversees the Account Services Department to ensure strategic implementation and successful results for all clients.

SMALL SHIFT — WITH — LARGE IMPACT



PUBLIC RELATIONS TRENDS IN 2021

By Karen Hepp

For most organizations and ministries, last year forced us to deviate from our plans and find new innovative ways to communicate our messages. Though it was a year filled with uncertainty and fear, it was also one of creativity and hope.

The impact of the pandemic hit all of us. Many organizations were forced to temporarily shut down, and some permanently closed their

doors. Others found creative out-of-the-box ways to survive.

It does seem as though there is a light at the end of this very long tunnel. As your organization begins to find a way back on track, there are a few Public Relations trends for you to consider as you communicate with your audiences.



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Crisis Communications

The 2020 pandemic was an unexpected wake-up call for many communication professionals. The overall impact was a true test of both an organization's internal and external communication plans. If your organization does not already have a detailed and effective crisis communication plan in place, now is the time to do so.

The goal is to maintain your organization's reputation no matter the circumstances. We live in a technology-driven world ruled by social media and the I-want-it-NOW mentality. Information is available at our fingertips 24/7 and it can be difficult to stay ahead of the noise.

REMEMBER, IT IS ALWAYS BETTER FOR
YOUR AUDIENCE AND MEDIA TO HEAR
YOUR MESSAGE DIRECTLY FROM YOU.

The key for success in maintaining your reputation is to adapt quickly and to be quick to act on potential issues. Develop an effective plan that you can use to communicate to all audiences, both internally and externally, and remember, it is always better for your audience and media to hear your message directly from you.

All Things Virtual

The concern for our health and safety will certainly continue as we move forward. Because of social distancing guidelines, travel restrictions, and remote work life, many events have moved online. Most churches have launched an online campus platform if they did not already have one. Conferences have moved to a virtual format and many fundraising events have followed suit.

This is a huge shift from what we are used to and hopefully someday in the not-so-distant future we can meet in person once again. But it is important to note some of the benefits that have come from our forced virtual world. We now have an ability to save money, reallocate budgets, and reach a much wider audience across multiple platforms and devices. This is one trend that is both budget-friendly and necessary.

Creativity is King

2021 should be a year of continued outside-the-box thinking and new ideas. Do not be afraid to brainstorm and experiment with your communication strategies and techniques. The communication techniques that worked in 2019 are not necessarily the best choice or fit for 2021. Are there any ideas you previously put on the back burner? Maybe now is the time to give them a chance. Is there a new audience you want to try to target but thought they might not have been the best fit? Is a podcast something your organization has considered but never tried before to promote your message?

Even a small shift in your priorities could have a large impact on your overall goals. Take this opportunity to get creative and try some more unique and even risky ideas. Do not be afraid to push your organization a bit outside of its comfort zone.

In whatever ways you choose to promote your organization's message and communicate with your audience, I am hopeful that your organization will find creative and exciting ways to reach your goals. [i](#)

About the Author



Karen Hepp
Public Relations Specialist

An expert at getting things done, Karen excels in utilizing her communication talents to cultivate client and media relationships.





Essential Principles for a

Healthy Brand

By Mark Dreistadt

What is a brand?

A brand is not a logo, it is not a design, it is not a color palette, it is not your collateral ...

A brand is not a product, it is not a slogan or ad campaign, it is not a website ... A brand is not your positioning statement, your mission statement, or your vision statement.

A brand is your organization's unique essence that differentiates you from everyone else.

A brand is the **container** for an individual's complete experience with your organization. It is the **collection** of emotional values, benefits, experiences and symbols. It is the **promise** that you always keep.

It is your organization's ultimate asset.

We often say that to understand your brand you need to answer the question, **"What do others think of when they think of you?"**

However, it is important to note that **your organization's brand is completely and totally controlled by you.**

A brand is comprised of many different elements ...

- The **brand essence** is the collection of characteristics that set you apart
- The **brand message** is how you communicate those core characteristics
- The **brand position** is your point of differentiation in the marketplace
- The **brand promise** is the deliverable of a well cultivated and healthy brand
- The **brand identity** is the collection of graphic and visual components that communicate and reinforce your brand position and brand promise.

So how can you make sure that your brand is healthy—and that you don't find your brand gasping for its final breath before flatlining? The following principles will help you ensure that your brand is strong and in good health.

1. Be sure to have an annual checkup.

Every organization has to deal with a dangerous malady ... **brand drift**. This has

We have found that changes in culture, technology, and politics can dictate changes in messaging to maintain effectiveness.

We often say that to understand your brand you need to answer the question, “What do others think of when they think of you?”

been the silent killer of brands around the world for decades. With the passing of time—and changing of personnel—the characteristics of a brand will tend to morph. Left unchecked, brand drift will alter the very essence of the brand. A smart organization, performs **an annual brand checkup** to be sure the brand components are all in alignment.

Additionally, it is good to observe cultural trends to see if the brand messaging strategy needs to be adjusted to more effectively engage the ever-changing marketplace.

Remember, a change in messaging does not necessarily mean a change in mission. Focus groups or surveys can help guide these considerations.

2. Invest in keeping your brand healthy.

A brand that is not nurtured will soon fall into poor health. Remember, your organization’s brand is completely controlled by you. But a neglected brand will soon lose its vigor. Set aside a portion of your budget to help your brand shine. Invest in your website, SEO, social media strategy, content development,



Unlock the **hidden potential of your brand!**

Your brand must be intentional, consistent, and memorable. It is defined by each interaction.

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and marketing efforts. Be sure the look and feel of your brand reflects the values of your organization in the very best way possible. If your website is more than 3 years old, it is likely time to refresh the site. Are your marketing materials fresh and engaging? If your website and collateral do not align with your brand, people will be confused. Make the commitment to keep your brand healthy and shining.

3. Ensure your brand remains consistent over time.

Rome was not built in a day—and neither is your brand. People must have a collection of consistent experiences in their brand container to form a brand perspective. They need to see your brand promise delivered again and again. Each **branding point** must provide a consistent image to provide the clarity an effective and memorable brand requires.

A **branding point** is any place that your brand touches the public. This includes print, media, social media, presentations, interviews, and even your facility. Messaging, image, and impressions must be consistent across all branding points. Even the way your organization answers the phone or signs its email communicates something about your

brand. In order to be healthy, a brand must continually be nurtured and protected. Have a comprehensive strategy in place to ensure every aspect of your brand—at every branding point—is clear and coherent.

On the visual side, be sure to craft a style guide with clearly defined parameters for font use and size, accepted color palettes, logo sizing and guidelines, typography, imagery, etc. But remember the brand identity is simply a reflection of the brand essence.

Don't be afraid to take your vitals—and be honest. Be sure your brand is in complete alignment from top to bottom, and head to toe. A healthy brand results in a growing organization. **1**

About the Author



Mark Dreistadt
President | CEO & Lead Strategist

As the founder and President, Mark has a long and distinguished history of transforming organizations through his strategic counsel and blended approach to branding, advertising, fundraising, and media management.



The GROWING PHENOMENON OF *Podcasting*

By Paul McDonald

*A*lthough podcasting represents only 6% of total “share of ear” listening, it is one of the fastest growing media right now. Media companies are scrambling to create their own podcast divisions and advertisers are taking more notice than ever before.

What’s behind this phenomenon?

Part of it, of course, is the current state of our world, with many still dealing with lifestyle adjustments due to the pandemic. But part of it is also due to the very nature of podcasting. Studies are being conducted to understand what makes some podcasts so attractive, while other studies are delving into how best to capitalize on their growing popularity.

In a recent survey, a majority of listeners said podcast listening gave them a break from the “negativity” of other media. News podcasts are very popular, due to the coronavirus and last fall’s election. They have a different “feel” than television news because they do not encourage the listener to just passively listen. Shows are “narrative” in the sense that they have interviews relying on a strong narrative to explain

the news. Other news shows create different “textures” with interviews, man on the street, even dramas or music.

In that same survey, two-thirds of the respondents said that listening to a podcast made them feel less lonely. Another survey, focusing on young adults, found that one of the most engaging elements, according to 71% of Generation Z and 51% of Millennials, is the unscripted nature of the podcast. It has been suggested that it feels more authentic and works to develop a friend-like connection. In fact, 83% of the respondents said they felt like their favorite podcasters were like their friends.

One of the researchers had this comment to make, “Podcasting has become the greatest companion medium because you can listen to a podcast and it can be a friend. Now is a good time to be friends with our listeners and make them feel like they are part of a community and not an audience.”

There are also many who are conducting research in order to monetize podcasts, including companies like Nielsen, who last year unveiled their Podcast Buying Power Service. Their data show a 20% growth in podcasts year to year since 2014, which is projected to double by 2023, much of the growth due to the 25-44 age group. In the 25-34 age group, nearly 30% listen to podcasts. Another report showed that 49.2% of adult podcast listeners





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In a recent survey, a majority of listeners said podcast listening gave them a break from the “negativity” of other media.

18+ were either Generation Z or Millennials, and almost 47% were high income individuals.

According to the Nielsen data, host-read ads drove 71% higher recall, 60% greater intent to seek information about the product advertised, 50% more purchase intent, and 50% higher recommendation intent than other types of ads.

Other studies concur with this data. Another study showed live reads are two times more effective at driving response than pre-recorded spots. A study by Edison Research found that those who avoid ads, the “unreachables” as they are often called, seem to like live-read ads and those that feature a personalized discussion of the product. But they also seem willing to listen to pre-recorded ads. Unreachables represent about 12% of the respondents to the survey.

Another study found that dynamically inserted ads did well in certain categories, like sports, retail, and credit cards. Dynamically inserted ads are pre-recorded ads that are placed in the program at the time of its download rather than “baked in,” as the live reads are.

As more data is becoming available, more advertisers are noticing. In a recent survey, 36% of advertisers surveyed said that they believe podcast advertising has become more effective in 2020, while an additional 35% felt they were just as effective as previous years. And that number will only increase in the future.

If you had not thought about podcasting before, now might be a great time to consider starting your podcast. And, if you've never considered advertising on a podcast before, now is the time to begin to look at that option in your media mix as well. [1](#)

About the Author



Paul McDonald
Media Strategist

Paul is our resident media wizard, spending his days diligently putting together the best possible deals on media buys for our clients.

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The Single Most **IMPORTANT KEY** *to* **BOOSTING REVENUE**

By Darrell Law

Often, I receive requests from nonprofits and ministries asking for help to acquire new donors. They are desperately looking for an abundant harvest of new donors at a low acquisition cost. A regular inflow of new donors is essential for any fundraising program's overall health.

I am proud to say we have had great success with implementing donor acquisition programs

for numerous clients. However, many organizations often overlook an important principle that has the power to revolutionize their fundraising efforts: **CONVERSION!**

Most organizations have built up sizable email lists, but only a small percent have converted to a donor. They also have databases with thousands of first-time givers who have not converted to a second gift. Just imagine

how improving the conversion rate would substantially increase revenue both in the short and long term. This untapped potential revenue is why working on your conversion strategies is imperative!

Let's talk about the conversion of first-time donors to a second gift. If a new donor does not give a second gift within the first 90 days, our research shows that the chances are less than 10% they will ever give again. WOW!

Can you see how important the first 90 days are?

It is beneficial to determine and track the conversion rate on your fundraising initiatives to monitor their effectiveness.

Here are a few of the areas to monitor:

- New Emails Acquired Converting to Donor
- New Donors Converting to Second Gift
- Second Gift Donors Converting to Multi-Donor
- Donors Converting to Partners/Auto Debit

Do you know what your second gift conversion rate is? Do you have donor conversion strategies in place to maximize your conversion rates?

Here are some ideas to improve your conversion rates:

Implement an email and direct mail conversion series

Create a series of emails and direct mail letters that welcome the new donor

and allow you to introduce your organization while also allowing the new donor to give again.

Trying to share your mission and stories of impact in one letter or email is too much, so a series of emails or letters sent over several weeks is the best approach. The donor conversion series should be well designed. The call to action must be carefully worded.

The timing between each letter and email requires careful planning to produce the desired results.

SOMETIMES THE PROBLEM IS NOT CLEARLY TELLING THE DONORS WHAT YOU WANT THEM TO DO.

Examine the sources being used for acquisition

Your new name acquisition campaigns may appear to be a success because the acquisition cost is low, but if only a few of the names are converting to donors, then it's not working! No matter how cheaply you can acquire new names, if those names are not converting to donors who support you, then you are wasting money.

Ask!

Sometimes the problem is not clearly telling the donors what you want them to do. Don't be afraid to ask for a donation in your fundraising communications.



Make it easy to give

Examine your online donation process. Eliminate any unnecessary fields and reduce the amount of copy on the donation page. Think mobile—you want your online giving to be simple and fast. Also, provide multiple ways for a person to give: mail, text-to-give, online, and phone. People are more comfortable using certain giving channels than others, so you want to diversify your giving channels.

Have a recurring donation option

Make it easy for donors to elect to give a gift monthly, quarterly, or perhaps annually. Adding this option to your hard copy and online forms is a huge opportunity, especially when the donor is already inclined to donate.

Say, “thank you” promptly

Mail a thank-you acknowledgment letter within 24 hours of receipt of the donor’s gift. The thank-you letter will reinforce to the donor

that he/she made a good choice in supporting your organization and you appreciated their gift.

Unleash the power of conversion to see your fundraising efforts revolutionized and your revenue experience a boost. [i](#)

About the Author



Darrell Law
VP | Chief Growth Officer

Darrell is a 20-year veteran leader of a multi-campus megachurch and international television and radio broadcast ministry. Darrell specializes in maximizing results out of limited resources.



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5 Ways To Revitalize Your Creativity

By Jason Dreistadt

Creativity is more than equipment. It is more than typing or clicking. It is more than the latest and greatest fonts and color palette. Creativity encompasses more than all of that. It is a mindset... a way of life, if you will, that includes both the approach as well as the execution. And it is not even limited to graphic design and programming. We can all be creative in one way or another.

If you are banging your head against a wall for a new idea, contemplating the challenges of switching from PC to a Mac, or drinking another cup (or two... or three) of coffee to boost your creativity, let's take a step back and look at five ways to jump-start your creative process.

1. Be Strategic

I know this may sound counterintuitive. But the left brain and the right brain need to work together. You need to have a plan. Define what you are trying to accomplish and what methods you need to use. I am not saying you need a spreadsheet to chart out the ramifications of varying font sizes and hues, but I am saying that it needs to be thoughtful and intentional.

2. Understand the Box

Many people say to try something new and think outside the box. Here's the thing... Constraints help define the creative process. Just because there is a box, it does not have to stifle creativity.



No creative solution will take place without first taking a leap.

Some of the best creative ideas come from having to work around specific limitations. Find the best solutions given your parameters (you should have figured some of those out in Point 1).

3. Disconnect

Good creative ideas can come from the strangest places. Sometimes by getting your mind off of a project for a while and focusing on something else (or nothing at all), a solution will present itself. Stimulating your right brain with meaningful activity allows the subconscious to percolate and bring that inspiration to the top. Sometimes even moving around to a different location can help. One time, I merely sat on the other side of my desk and got a fresh perspective.

4. Continue Learning

Always keep up on the latest trends and thought leaders in your specific area of expertise, as well as some areas that are not your strong suits. By continuing to always learn, you become well-rounded and an even greater asset to your coworkers. Because we know that a great idea can come from anywhere (see Point 3), you may be the catalyst that sparks another person's creativity.

5. Don't Be Afraid to Fail

No creative solution will take place without

first taking a leap. It may be the best idea or the worst idea, however, you will never know until you try. And if it is the worst idea... EVER (I've had a few of those), it becomes a learning experience (see Point 4). And sometimes "this" idea will spark "that" idea which will spark another idea to inevitably bring about the final solution. And yes, there will be those times when the final solution will also fail. Do not let it bog you down and stifle creativity. Pick yourself up and move on to the next project.

While not nearly an exhaustive list, keep these things in mind the next time your creative process needs a little help. **1**

About the Author



Jason Dreistadt
VP | Chief Operations & Creative Officer

Jason is best known as a creative thinker and problem solver, providing insightful resolution to challenges facing the clients he serves.



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Why Isn't **ANYONE** Opening Your Email



NE Emails?

By Kim Rugh

The way you communicate has never been more important. With so much work and interaction moving online, email specifically is one of the most important tools in your toolbox. It gives you a direct, personal line to your donors, volunteers and customers. But only if they read what you have to say.

So how do you get someone to actually open your email? We all know what it is like. We get hundreds (maybe thousands!) of emails every day. What do we do? Delete. Delete. Delete. As a marketer, your first goal is to get your recipients to OPEN your email.

As all marketers expand their digital communications, people's inboxes are increasingly cluttered, so you need to stand out. Big time! And you have fractions of a second to make an impression.

As all marketers expand their digital communications, people's inboxes are increasingly cluttered, so you need to stand out.

If you are like most nonprofit fundraisers and marketers, you spend a lot of time writing the perfect email body copy, selecting compelling images and designing just the right layout that will entice someone to respond to your call to action. Then, at the last minute, when you are ready to hit send, you quickly come up with a subject line.

But did you know that nearly 47% of email recipients open emails based on the subject line?

Even worse, 69% of email recipients report email as SPAM based solely on the subject line.

Not only do subject lines create your first impression, they also form a first impression on your ISP (Internet Service Provider), that actively scans for engagement cues to determine if you are spamming.

And that is why you need to be concerned with, and aware of, what works/does not work when it comes to sending out emails.

Most emails do not get opened because the subject line is boring or vague. There are two things you can do today to increase your open rate (and bring in more donations or sales!).

Tell me what is in it FOR ME!

Are you having a 50% off sale? Tell me about your 50% off sale. Can I double my donation because you have a matching gift available? Tell

me! Can I provide a needy child with a brand-new coat just as winter is starting? TELL ME! So many marketers say things like, "It is that time of year again!" instead of, "Shop our 50% off Black Friday Sale!" When you are vague and unclear, people do not know what you are talking about and they are much more likely to hit that delete button.

Make it personal

In short, personalization lifts open rate. Recent studies show that emails with personalized subject lines are 22% more likely to be opened.

So how do you personalize an email subject line?

- Include the recipient's first name by using your email software's merge function
- Speak to the things that your recipient cares about
- Use terms like "You" and "Your"

- Include the name of a product they ordered or a campaign they donated to

Take a look at the subject lines of emails you have sent out over the last several months. Did you tell the recipient what is in it for them? Did you make the subject line personal to the recipient?

If not, try these tips and see what happens to your open rates! **i**

About the Author



Kim Rugh
Account Manager

Kim joined Infinity Concepts with over 20 years of experience in marketing and communications, most recently as the Director of Communications at a large church.

What impression does your website make?

Your website never gets a second chance to make a first impression!

Your site should:

- ✓ Establish credibility
- ✓ Build trust
- ✓ Communicate your mission
- ✓ Generate revenue



THE FIRST-PARTY FUTURE

MOVING BEYOND THE AGE OF FACEBOOK ADS

By Andy Walker

Love it or hate it, donor data is crucial to the success of your fundraising efforts. In a digital world, effectively collecting and using donor data is the key to your nonprofit's future growth. It will help you better understand your existing donor community and identify new potential donors.

So, what if your ministry or organization could gain access to some of the most valuable fundraising data in the world?

You can! It is called first-party data, and it is available to you right now. First-party data is information that you collect directly from your audience or donors—like their names, email addresses, phone numbers, birthdays, occupation, interests and more. This data is extremely valuable to ministries because it can be used to target individuals with campaigns who are already interested in the mission of the organization and resources such as books, e-books, and DVDs.

Over the past decade, nonprofits and ministries have been able to consistently rely on platforms such as Facebook to run successful digital fundraising campaigns. Success experienced on these platforms has primarily been due to their ability to utilize third-party data to quickly and cost-effectively narrow down target audiences that are most likely to respond to the desired conversion.

However, things are getting more difficult when it comes to utilizing third-party data. Advertisers are beginning to see limitations placed on the ability to target campaigns based on third-party data on platforms such as Facebook. Compliance regulations such as the General Data Protection Regulation (GDPR) in Europe and the California Consumer Privacy Act (CCPA) are a foreshadow of future widespread regulatory efforts to protect consumer data. Recently ministries and nonprofits that advertise on Facebook have also had to navigate the ongoing ban on all ads about social issues, elections or politics in the United States, plus Apple's impending AppTrackingTransparency Framework (ATTf), which will significantly impact Facebook's ability to track, optimize, target, and report on web conversion events.

These changes in how third-party data is collected and how it can be used is making first-party data that much more valuable.

But here is the thing: most organizations do not prioritize strategies to collect and organize first-party data, let alone understand how it can be utilized to help fund their organization's mission. That means there is a huge opportunity for organizations that do understand first-party data and want to leverage its power.

Do you want to get ahead of the curve? Here are four ways to begin collecting first-party data for your ministry and organization.

1. Google Analytics

You may be familiar with the ability of Google Analytics to provide website statistics such as visitors, page views, and most viewed pages. Did you know that you can also uncover valuable first-party data about your audience? You can find out not only demographic information like age and gender but also affinity interests, language preference, location and more! This data can be used to create remarketing audiences for future advertising campaigns. It only takes a few minutes to



have Google Analytics up and running on your website and is a quick first step to gain valuable insight about your supporters.

2. CRM Database

Your organization's customer relationship management database is already filled with valuable first-party data that can be integrated into your fundraising campaigns both offline and online. For instance, the addresses of your current donors can be used in addressable geofencing campaigns to deliver video ads right to their homes on streaming platforms such as Hulu and YouTube. You make it a priority to keep an up-to-date database; make sure you are maximizing its potential to support your mission.

for stay-at-home mothers with young children, they could quickly utilize their first-party audience to run a digital advertising campaign targeted to women of a specific age range that are avid readers, with children under a specific age. Getting started with Audience Extension from Inspire Ads is free. You can learn more at InspireAds.net.

The digital landscape is constantly shifting! Don't let current and future changes to Facebook, Instagram, and Google slow down the success of your organization's digital marketing efforts. Take control and begin to leverage the power of your own first-party data. **1**

IN A DIGITAL WORLD, EFFECTIVELY COLLECTING AND USING DONOR DATA IS THE KEY TO YOUR NONPROFIT'S FUTURE GROWTH.

3. Polls, Quizzes and Surveys

By strategically using polls, quizzes and surveys, you can gain insightful information about your audience. These tools are easy to push out through existing platforms such as your email list, website, or social media sites.

4. Audience Extension

Organizations can utilize Audience Extension to aggregate their web visitors into a larger audience that can be reached through strategic digital advertising retargeting campaigns. The exciting advantage of Audience Extension is that the first-party data from this aggregated audience can be paired with big data filtering technologies to reach the exact segment of your audience that you want to reach—cost-effectively. For example, if a ministry is releasing a new book designed

About the Author



Andy Walker

Director of Integrated Communications

With over a decade of specialized experience, Andy loves helping people remove the stress and hassle of marketing their organization.

Acquire New Donors ***DIGITALLY***



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