Greater Public’s Online Revenue Detector: Lessons learned and KPIs to assess digital health

Melanie Coulson, Greater Public
Dick McPherson, newdonorstrategies.com
October 27, 2016

Greater Public focused on digital fundraising...

• Because you told us to
• Increase membership revenue from websites, email, and social media channels
• Take fundraising pressure off drives
• Lower acquisition costs for members and sustainers
What we learned and the strategy that emerged

• Review of national studies, data from NPR and highly successful stations told us to focus on websites and email

• Greater Public decided on:
  • A super-short quiz providing “how do you compare” benchmarks
  • Station answers (yes, no, don’t know) trigger practical fundraising steps based on current situation

The “Online Revenue Detector” asks...

- EMAIL LIST GROWTH
- ACTIVE EMAIL LIST
- MEMBERS’ EMAIL ADDRESSES
- SOCIAL MEDIA GROWTH
- GIVING FORMS’ MOBILE RESPONSIVENESS
- FUNDRAISING EMAIL EFFECTIVENESS
- OVERALL ONLINE GIVING GROWTH
- GIVING BY WEBSITE VISITORS
- FUNDRAISING EMAIL RESPONSE
- OF ONLINE GIVING FORM EFFECTIVENESS
- ONLINE SUSTAINER GIVING
- MEASURABLE ENGAGEMENT ACTIVITIES
Online Revenue Detector Quiz

Question 1 of 12: YOUR OVERALL EMAIL LIST GROWTH

Studies of thousands of nonprofit organizations and public stations of all sizes show email list growth (new names minus unsubscribes) ranged from 8-15% last year.

Did your email list grow MORE THAN THE AVERAGE OF 11% last year?

- Yes
- No
- Don't know

Next  Save my answers and come back later

Question 1 of 12: YOUR OVERALL EMAIL LIST GROWTH

Did your email list grow MORE THAN THE AVERAGE OF 11% last year?

Yes

Congratulations! Your list grew more than the industry average of 11%. Growing steadily means you are probably adding email from various sources like web visits, events, promotions, etc. To boost your email growth even more, here are ways to learn which email sources produce more giving, and tests for acquiring even more new email address.
How stations’ answers help management assess fundraising from a macro level

Based on benchmarks from public media and the nonprofit sector:

• Do listeners and members value hearing from us?
• Is our website effective at encouraging visitors to give?
• Do people find our online giving easy and compelling?
• Are people responding to our email and online appeals?
• Is our digital fundraising growing the way it should?

Our Strengths

• Mobile responsiveness

Are your online giving forms MOBILE RESPONSIVE?

- Yes 76%
- No 21%
- Don’t Know 3%
**Our strength**

- Email list growth and management

**Our weaknesses**

- Net email list growth and management

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**Do you have email addresses for MORE THAN 55% of your active members?**

- Yes 57%
- No 12%
- Don’t Know 31%

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**Was your email list’s net growth MORE THAN THE AVERAGE OF 11% last year?**

- Yes 19%
- No 55%
- Don’t Know 26%
MC1  Change photo to a "Strength" image
Melanie Coulson, 10/18/2016
The jury is out

- Are web visitors giving at a healthy rate?

Don’t Know 64%
Yes 13%
No 23%

Does your station achieve a GIFT CONVERSION RATE From website visitors of .6% last year?

The jury is out

- Is our giving experience easy and compelling?

Don’t Know 70%
Yes 17%
No 13%
For managers, how can the Online Revenue Detector help your station?

- Helps fundraising and digital teams measure shared goals that lead to more revenue
- Prioritizes digital fundraising activities
- Maximizes the technology and people you’ve invested in
- Personnel can see fundraising from a donor perspective
- Helps stations adopt successful tested strategies

*Caveat to managers: Some metrics, though basic, can be tricky to identify. Be patient – but insistent that your team work to develop these 12 benchmarks.*

What’s next for Greater Public and the Online Revenue Detector?

- Use answers to identify common challenges and provide training
- Developing a summary worksheet to track the KPI’s of the questions
- Enhance by adding new questions, e.g., mobile, social media
As a station manager, you can...

• Ask your team to brief you on their use of the Online Revenue Detector and their plans to use the findings.

• If your team hasn’t taken it, encourage them to.

• Discuss fundraising goals and decide which benchmarks’ improvement will move the needle the most.

• Encourage your team to take the Online Revenue Detector again in 6 to 12 months.

Questions?