



Mid-Level, Sustainer, and Sophisticated Direct Response: How to Adapt to Shifting Donor Expectations

Presented by

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Presenters



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National Director of Annual Giving @ JDRF International



Agenda

- An Overview of Shifting Donor Expectations & Consumer Behaviors
- Adapting to Donor Expectations - JDRF's Journey
- Q&A



Raise your hand if..



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Donor Expectations & Consumer Behaviors Are Changing...

The shift to digital has accelerated



Consumers are comfortable with subscription payments



At-home consumption is growing further



Trust with brands has never been more important



LOOKING FORWARD | 2023

WAGES ROSE

Up 5% from Dec 2021 to Dec 2022

CONSUMER SENTIMENT

13-month high in Jan 2023

FULL EMPLOYMENT

3.4% unemployment rate hit 53-year low in Jan 2023

INTERNATIONAL AFFAIRS

Ukraine War + Earthquake in Türkiye and Syria

STOCK MARKET

Volatile stock market with forecasts showing moderate improvement

INFLATION

Prices are 6.4% higher; coming down but still high

INTEREST RATE HIKES

Not as large as 2022 but continuing to increase

BANKING CRISIS

Largest bank collapses since 2008, including a known lender for cryptocurrency, and start-up funder




Becoming your donor's charity of choice makes you essential

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When you are essential...

Your mail is opened

**You are welcomed back
again and again**




When you are essential...

**First time donors make the leap
to a second-year gift**



When you are essential...

**A supporter chooses to
give you their time**



When you are essential...

**You don't get overlooked
when times are tough**

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Becoming “essential”...

- Builds resiliency within your donor file
- Opens the door to relationship development
- Drives growth at your organization



OVERALL GIVING TRENDS | Q1-Q3 '21 vs '22

2022 results through the third quarter show **a steady decrease** in overall donors, retention, and small size gifts.

Revenue is up slightly over 2021 driven in large part by strong Major & “Mega” donors.



DONORS

-7.1%

(+/- 2.0%)

YOY change



DOLLARS

4.7%

(+/- 2.0%)

YOY change



RETENTION

-3.1%

(+/- 1.0%)

YOY change

*Data from the Fundraising Effectiveness Project – not adjusted for inflation

GENERATIONAL GIVING | 2016 vs 2022



Gen Z

Gave **\$747**
(Only polled in 2022)



Millennial



Increased 40%
from **\$942** to **\$1,323**

Over the last five years, giving by **Millennials increased by 40%** while giving by other generations decreased.



Gen X



Decreased 4%
from **\$1,265** to **\$1,220**



Baby Boomer



Decreased 12%
from **\$2,921** to **\$2,568**

*Data from Giving USA

GENERATIONAL GIVING | 2016 vs 2022

Over the last five years, **Millennials** report an **increased likelihood** to give a gift **influenced by direct mail**.



Gen Z

45% influenced to give
(Only polled in 2022)



Millennial

59%, compared to 53% in 2016

6% increase in likelihood to give based on a direct mail touch



Gen X

52%, compared to 60% in 2016



Baby Boomer

52% compared to 53% in 2016

*Data from Giving USA



Consumer **beliefs** and **behaviors** are changing.

Recap: The Changing Landscape

1. The shift to digital has accelerated
 2. Consumers are comfortable with subscription payments
 3. At-home consumption will grow
 4. Trust with brands has never been more important
-
1. Generational giving is shifting

How Should Nonprofits Respond?



**Different donors have
different needs.**

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Today's Reality



Credit: Claire Axelrad




Our goal is to spark energy through interactions and engagement.

- Create opportunities to engage
- Create a seamless brand experience
- Create community *platforms* enabling constituents to engage with one-another



**Fundraising programs
have expanded far
beyond annual fund
and email campaigns**



Brand experience is sensations, feelings, cognitions, and behavioral responses evoked by brand-related stimuli that are part of a brand's design and identity, packaging, communications, and environments.

What does an **exceptional brand experience** look and feel like?



Crisis

I'm Recognized

I'm Heard

I'm Valued



Exceptional Experiences Deepen Relationships & Drive Value.

CREATE
SATISFIED
CUSTOMERS

INCREASE
LOYALTY

LOWER COST
TO SERVE



Delivers exceptional experiences to most loyal customers.

Spend 2x
more than
non-Prime
members

Shop 2x
more often
throughout
year

Less likely
to price shop
over time

68% of US households



Member benefits continue to evolve to delight – while driving loyalty and value.

Fast & Free Shipping

Amazon Originals Video

Whole Foods Member Deals

Amazon Music Prime



Prime Reading



Creating Memorable Experiences

Nonprofit Tactics

**Facility
Tours**

**Event Talks
with Experts**

**Volunteer
Engagement**

**Event
Experiences
with Fellow
Supporters**

A photograph of two hands, one from the left and one from the right, gently holding a dark heart-shaped object. The background is a soft, teal-colored gradient. The text is overlaid on the right side of the image.

Strengthened relationships drive value

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Strengthening Relationships.

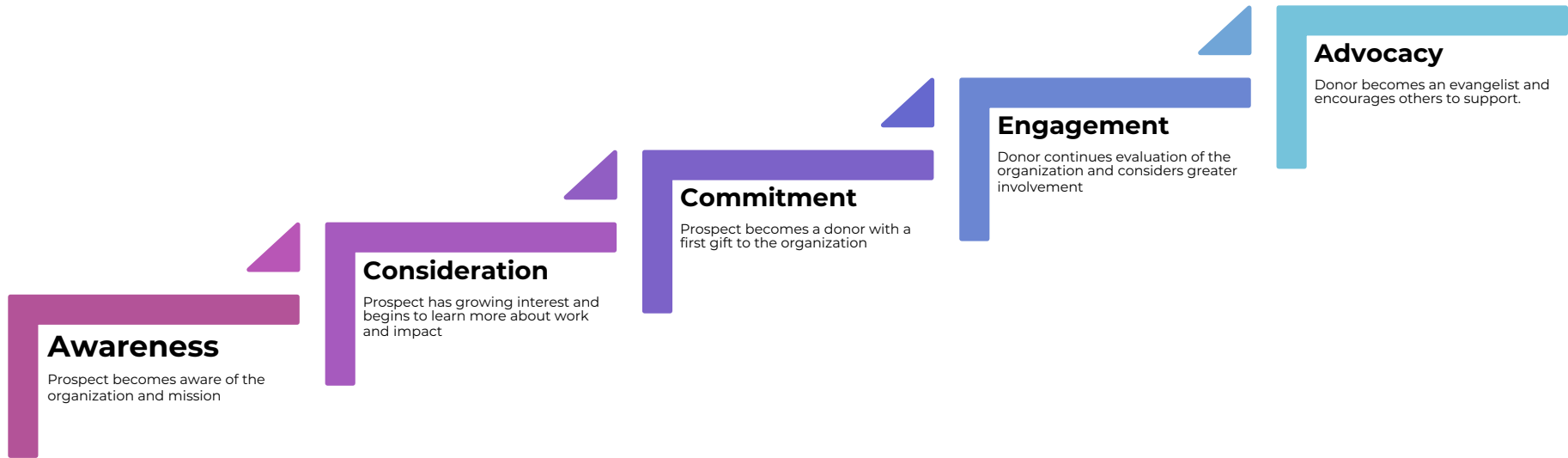
- Make giving easy and joyful
- Create a great first impression
- Ask and honor preferences
- Communicate impact
- Nurture the highly involved



**Donor journeys give us the
ability to build constituent
experience that deliver
lifetime value.**



Donor Journey.



Assess your donor file

Identify key opportunities

Develop experiences

Build a roadmap for growth

**YOUR DATA
TELLS THE
STORY OF
YOUR
DONORS**



**Experience creates moments of
truth – either the ability
to Awaken or Extinguish a
relationship.**

An aerial photograph of a winding asphalt road through a dense green forest. The road curves through the trees, creating a path that leads the eye across the frame. The overall color palette is dominated by various shades of green.

JDRF's Journey

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Background

- Founded in 1970, JDRF is the leading global nonprofit funding type 1 diabetes (T1D) research.
- 8.7 million people living with type one diabetes across the world
- 1 in every 30 families are impacted by T1D

Background

JDRF has a mature **event based fundraising** model through our network of **29 chapters** across the USA.

More than **50% of JDRF revenue** is generated through **One Walk®** and **Gala events**.





Challenge:

Increase revenue through custom **donor journeys** for a **chapter-based** organization that is trying to advance fundraising programs

...during a pandemic



Opportunities:

Monthly Sustainer Program

Mid-Level Donor Program

Stewardship

GENERATIONAL GIVING | 2016 vs 2022

Over the last five years, the average number of online gifts made in a given 12 month period has increased in every generation.



	Gen Z	Millennial	Gen X	Boomer
2016	N/A	4.1	3.6	4.0
2022	11.4	7.7	6.3	8.3

*Data from Giving USA



Opportunity to Retain more “Small” Donors



*Data from AFP Fundraising Effectiveness Project Q3 2022



2020 Monthly Sustainer Program

- 100% organic
- Majority connected to T1D
- Giving to JDRF for 5+ years
- Inspired by
 - Research and clinical trials to drive T1D treatments and cures
 - Technology to improve T1D management
 - Advocacy to improve access to care

Desire to step up and prioritize their giving to a cause they are passionate about.



2023 Monthly Sustainer Program

- Targeted digital and mail campaigns
- Created a brand
- Increased website visibility
- All campaign and website donation pages offer variable gift array for monthly giving

2023 Monthly Sustainer Program

Sometimes, hope—for change, for progress, for cures—is the only thing that gets us through the day. There's a special group of JDRF supporters who pride themselves in ensuring that hope stays alive: our monthly donors.

[I'm inviting you today to join JDRF's Discovery Circle and sustain our work with a monthly donation. We need 160 of our most dedicated supporters to join today. Will you be one of them?](#)



A special invitation to increase your impact and accelerate cures



Your first gift **DOUBLED** before 4/28—details inside!

Join the Discovery Circle

JDRF's monthly donors are committed to funding T1D research year-round and making a lasting impact in the fight to end T1D.

Give Monthly





Results

↑81%

Sustainer File Growth

↑67%

File Revenue Growth

\$1M+

FY 23 Revenue Projections

2023 Mid-Level Donor Pilot

Challenge



5% of JDRCF's donor base generates 25% of revenue.



12,000+ mid-level donors and less than 29 staff to cultivate them.

Objective



Build a reliable, sustainable revenue stream and a robust pipeline to our mid, major and legacy giving programs.



Leverage data and technology to create transparency, partnership, and relationship management for our donors

2023 Mid-Level Donor Pilot

Opportunity



Increase retention, revenue and lifetime value over time



All chapters have donors in the pilot



Measure impact across JDRF – not just within direct appeal



Short-term revenue gains, but true value is longer-term

Mid-Level Program

Landing Page + Newsletter



Your Support Changes Lives and Leads Toward Cures!

Since our founding in 1970, JDRF has always been on the front lines of type 1 diabetes (T1D) research, treatment, and advocacy. It's because we believe that we will one day find cures for this devastating disease—and we know you believe, too.

Your support is the catalyst in our advancement toward cures. When you choose to make a tax-deductible gift today, your generosity goes directly toward accelerating breakthroughs to cure, prevent, and treat T1D and its complications. Thank you for your support of JDRF. Together, we're moving closer to a world without T1D.

One-time gift Monthly recurring gift

Mid-Level Ask Array* to go here

\$ Other

Contributor

First Name * Last Name *
 Email *
 Street Address * Line 2
 City * State * Zip Code * Country *

JDRF Children's Congress Is Back for 2023

Your support is helping to grow future policymakers and T1D advocates

JDRF 2023 Children's Congress will take place June 20-28, 2023, using field for the first time since 2019 due to the pandemic. The excitement is building with an event schedule already packed with educational sessions, social events, and a keynote hearing.



Senators Blumenthal and Lee (left), Sen. Bennet, and the JDRF 2015 Pediatric Congress. Both are still involved with JDRF Advocacy to this day.

accelerated in the U.S. healthcare system

Accelerating progress toward [www.jdrf.org/advocacy](#)

Insulin costs are skyrocketing—but you can help!

Did you know that the cost of insulin has increased thousands over the last 10 years? This poses a national crisis for the diabetes community. I worry day and night about people who are dependent on insulin to live and cannot afford to purchase their health and basic necessities.

No one should suffer or die because they can't afford insulin.



Dear "Salutation":
 Since our founding in 1970, JDRF has always been on the front lines of type 1 diabetes (T1D) research, treatment, and advocacy. It's because we believe that we will one day find cures for this devastating disease—and we know you believe, too.

Your support has been the catalyst in our advancement toward cures. In this first issue of our newsletter, you'll get a taste of everything that you're making possible through your generosity—improving lives today and tomorrow by accelerating breakthroughs to cure, prevent, and treat T1D and its complications.

I hope you'll continue that support today with a gift to help power more vital services and life-changing programs like the ones in this newsletter.

Thank you for your support of JDRF. Together, we're moving closer to a world without T1D!

Aaron J. Kowalski
 Aaron J. Kowalski, Ph.D.
 Chief Executive Officer, JDRF

MY GIFT TO KEEP JDRF ON THE FRONT LINES

YES, I want to continue advancing research, developing better treatments, and revolutionizing the relationship people have with type 1 diabetes.

Enclosed is my gift of \$

For credit card gifts, please see other side or visit [jdrf.org/FrontLines](#)

I am living with T1D
 I have a child living with T1D
 I have a friend living with T1D
 I have no connection to T1D

I have a relative living with T1D
 I have a friend living with T1D
 I have no connection to T1D

<<SCANLINE>>



On the Front Lines

How your support is changing lives and leading toward cures

WINTER 2023

"Find Your Something": A father's call to action

by Matthew Tilton, DO



Matthew Tilton, DO is a family medicine resident in Johns Hopkins' 1st year of his daughter, Adelyn, lives with type 1 diabetes (T1D).

I was thankful for insulin, continuous glucose monitors, insulin pumps, medical professionals, and all—most mean that I don't have the worst count to hit. My 7-year-old daughter, Adelyn, lives a near-normal life due to these medical advancements and the amazing people who help her stay healthy.

I am also thankful for the access we have to medical care and life-changing medical technology. As a family medicine resident physician who specializes in working in underserved communities, I am painfully aware that many have not been afforded the same access.

Please understand, I would never take those advancements for granted.

That said, I want more. I want a cure.

For three generations, my family has faced autoimmune disease—not just T1D. In my intern year of family medicine residency, I was diagnosed with sarcoidosis, a lung disease that can also involve the skin, eyes, heart, or kidneys. Four

short months later, my daughter Adelyn was diagnosed with T1D.

Having dealt with these issues as a son, a father, a patient, and a practitioner, I feel that I am uniquely qualified to definitively say that autoimmune diseases are terrible. As we all know, it is really easy to look at a problem and say, "Oh yes, that should be fixed." It is a completely different story to actually make it happen.

My wife, Cassie, a nurse practitioner, and I have decided to spend our lives serving the medically underserved. If I were a researcher, I would certainly be focused working toward a cure. That just isn't in my wheelhouse.

If I were a researcher, I would certainly be focused working toward a cure. That just isn't in my wheelhouse.

How continue reading track →



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2023 Stewardship Program

Goal: Protect our acquisition investments through:



New donor welcome
(mail and digital)



Voice broadcast



Note cards



Impact newsletters
for sustainer and
mid-level donors



Stewardship video

Creating a Great First Impression

New Donor Welcome Series



Share your voice with us

ALSO INSIDE: A special gift for you!

<Address>
<Address2>
<AddressLine1>
<AddressLine2>
<AddressLine3>
<City> <State> <PostalCode>


Dear <FirstName>,

Thank you for choosing to support JDRF for the very first time. We know that it's a big decision, especially in these times of financial uncertainty. **Your compassion does not go unnoticed!**

You're investing in the next breakthrough for everyone living with type 1 diabetes (T1D), making it possible for people living with T1D to have improved access to care and to live more safely.

Because of your partnership, we see you as a special member of the JDRF family—an ally in the ongoing battle against T1D. And because you're a part of our family, I hope you'll take just a few minutes today to share your thoughts.


Will you take the short survey we've included today? Your feedback as a new supporter of JDRF is especially important to us. We're so grateful that you would take the time to share your generosity and your voice. From all of us at JDRF, thank you for showing how much you care!



Aaron J. Kowalski, Ph.D.
Chief Executive Officer, JDRF

P.S. Please enjoy the enclosed bookmark and Breakthroughs booklet with real examples of the difference you're making through your support!

<FirstName>
THANK YOU for showing up!



ADVOCACY

Affordable Insulin for All Americans

Over the last 50 years, insulin has tripled in price. Lowering this cost is an important and necessary step in the battle against T1D—because no one should have to choose between paying the rent or securing life-saving medication.

JDRF has been fighting this nationwide insulin affordability crisis for years. Through our CoverageControl campaign, we have called our community to call for insulin manufacturers, health plans, employers, and the government to take action.

Now, JDRF is lending its support to Clinica's insulin program. This new effort will manufacture and distribute biosimilar insulin options for three of the most prescribed insulins, enabling anyone, regardless of insurance status, to purchase low-cost insulin.

Once brought to market in 2024, these biosimilars will save lives by significantly lowering the cost of insulin for millions of Americans.

JDRF BREAKTHROUGHS!

ADVANCING TYPE 1 DIABETES RESEARCH. MADE POSSIBLE BY YOU.

RESEARCH

Four JDRF-Sponsored Clinical Trials to Watch

Thanks to the generosity of friends like you, JDRF is at the forefront of researching ways to delay or prevent the onset of type 1 diabetes (T1D). We're currently working with **INBIO** on four different clinical trials, testing therapies that have the potential to make a real difference in the lives of people living with T1D.

These clinical trials are focused on four promising areas of research:


- Investigating a very specific and novel immunotherapy that has the potential to stop the progression of T1D.
- Studying an investigational drug in young adult and pediatric patients with recent onset T1D, evaluating if it can protect the remaining pancreatic beta cells.
- Formulating a drug to protect and strengthen beta cells, slowing down beta cell destruction in T1D.
- Creating an infusion to balance attacking and regulating cells within the immune system, helping to preserve insulin secretion.

This incredible victory for the T1D community is only made possible by your support of JDRF. Thank you for helping get this life-saving medication into the hands of those who need it.



We're grateful for people like you who help fund these groundbreaking trials!





JDRF IMPROVING LIVES. CURING TYPE 1 DIABETES.

Do your little bit of good where you are; it's those little bits of good put together that overwhelm the world.

—Desmond Tutu

WARNING SIGNS OF TYPE 1 DIABETES

- Extreme Thirst
- Unexplained Weight Loss
- Dry Mouth
- Frequent Urination
- Fruity Odor on the Breath
- Drowsiness or Lethargy
- Increased Appetite
- Heavy or Labored Breathing
- Sudden Vision Changes

These symptoms may occur suddenly. If you or a family member exhibits one or more of these warning signs, call a doctor immediately. For more information about type 1 diabetes, call 800-533-CURE or visit us at jdrf.org.

JDRF IMPROVING LIVES. CURING TYPE 1 DIABETES.

Powerful Stewardship



JDRF | Discovery Circle

Your Dollars in Action— An Inside Look for Discovery Circle Members

Dear Discovery Circle Members,

I'm excited to share another behind-the-scenes look at JDRF's work with you, our most dedicated and committed supporters. Your generosity provides direct support for our work to reach a world without type 1 diabetes (T1D).

The mission of improving the lives of people living with T1D is driven by passionate scientists working here in the United States and around the world. Funded by JDRF, these researchers devote years to conducting tests and working with beta cells, all with the goal of finding cures.



**"I really love type 1 diabetes research,
and I'm not going back"**

— David Alagpulinsa, Ph.D.



Recap: JDRF's Goals

- **Increase retention** through building a stronger connection with donors
- **Demonstrate** how a **larger, transformative gift** can impact the mission to drive more revenue
- Create a **meaningful experience for sustainers** and build a consistent revenue stream
- **Cultivate a pool of loyal future** mid-level, major, and planned giving donors



Reflection: What Are YOUR Goals?



Q&A