

# Getting the Most Out of Your Year-End Campaign

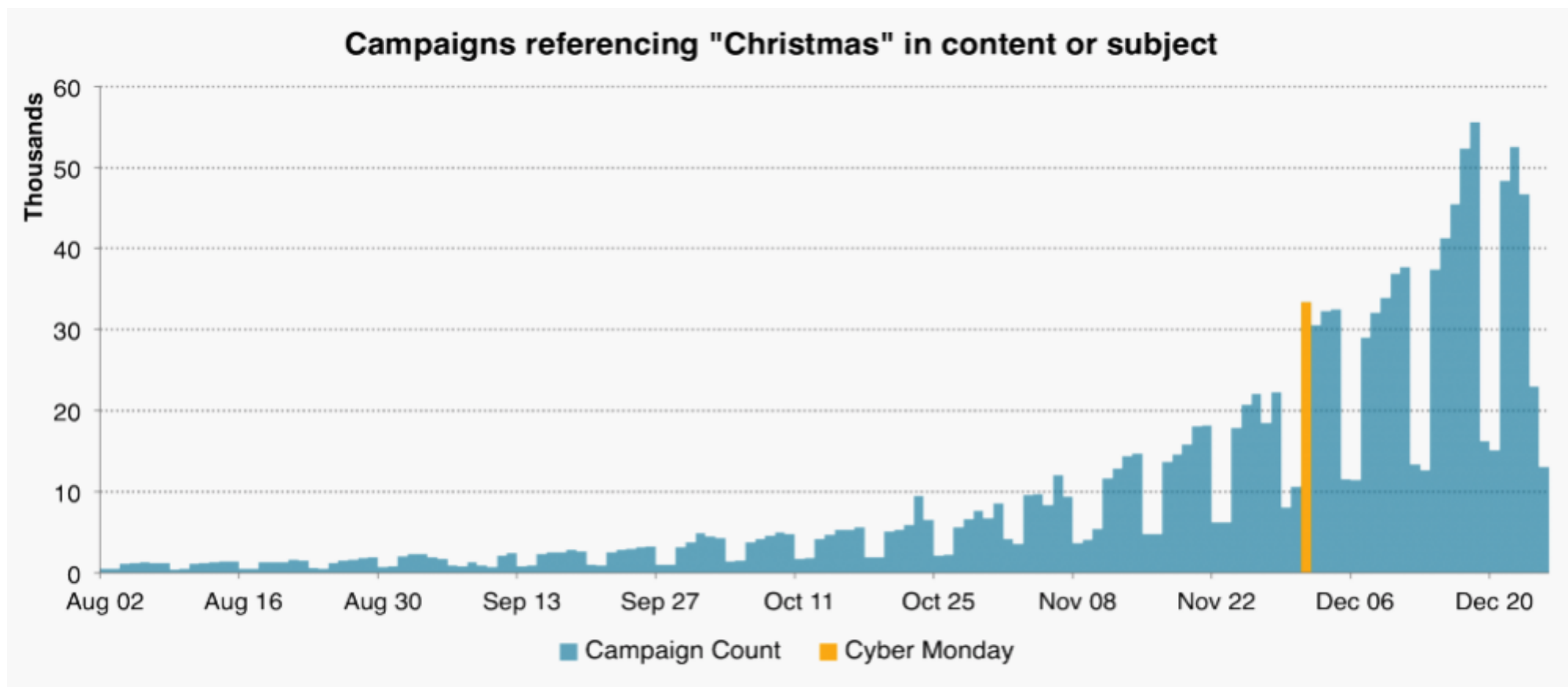
# Why Does Digital Matter at Year-End?

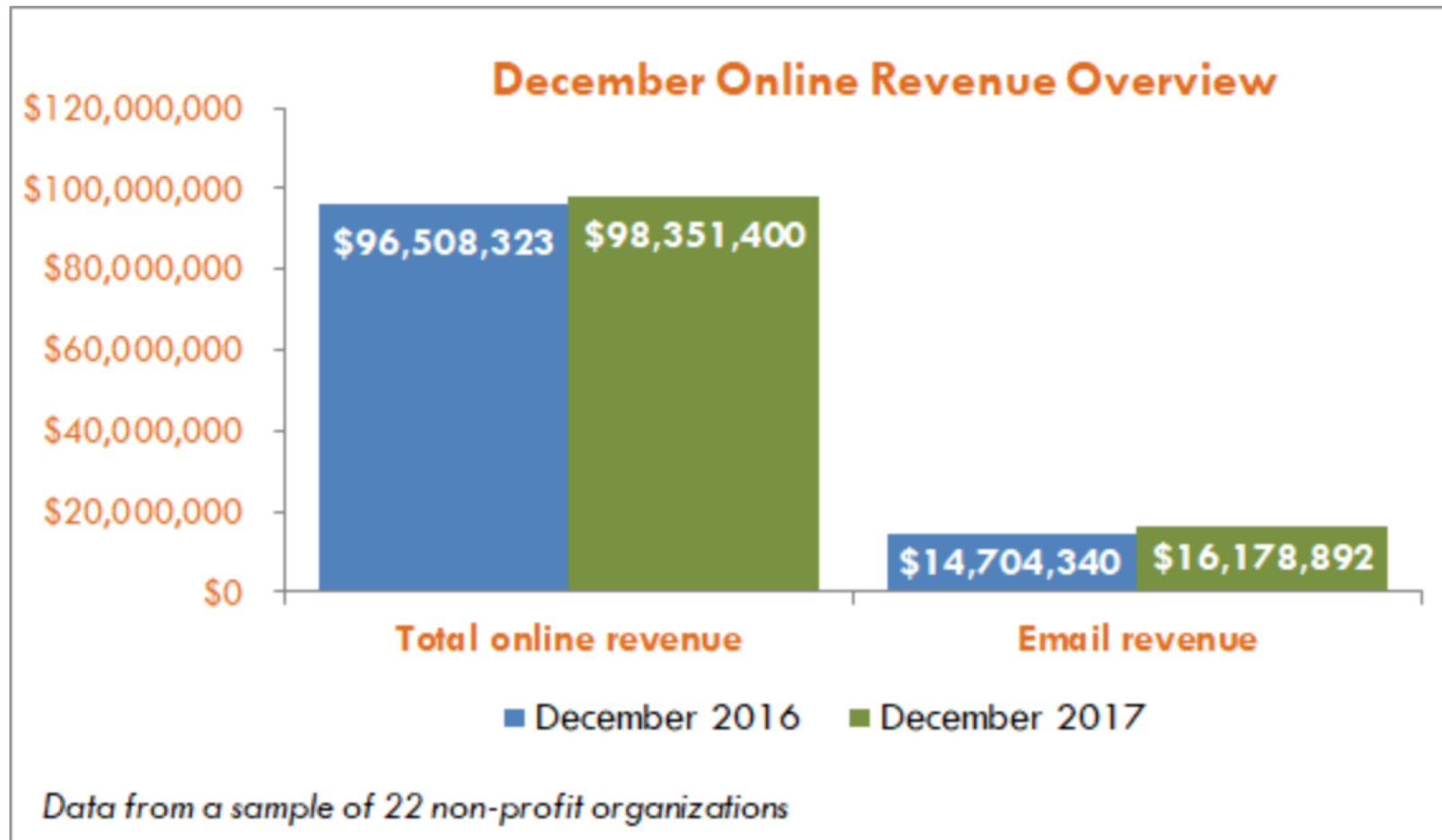
- 64% of nonprofits raise 11-50% of total revenue at year-end
- Online revenue grew 23% in 2017; after a 15% growth in 2016
- Email revenue increased by 24% in 2017 and accounted for 28% of all online giving.

# Disruption / Distraction

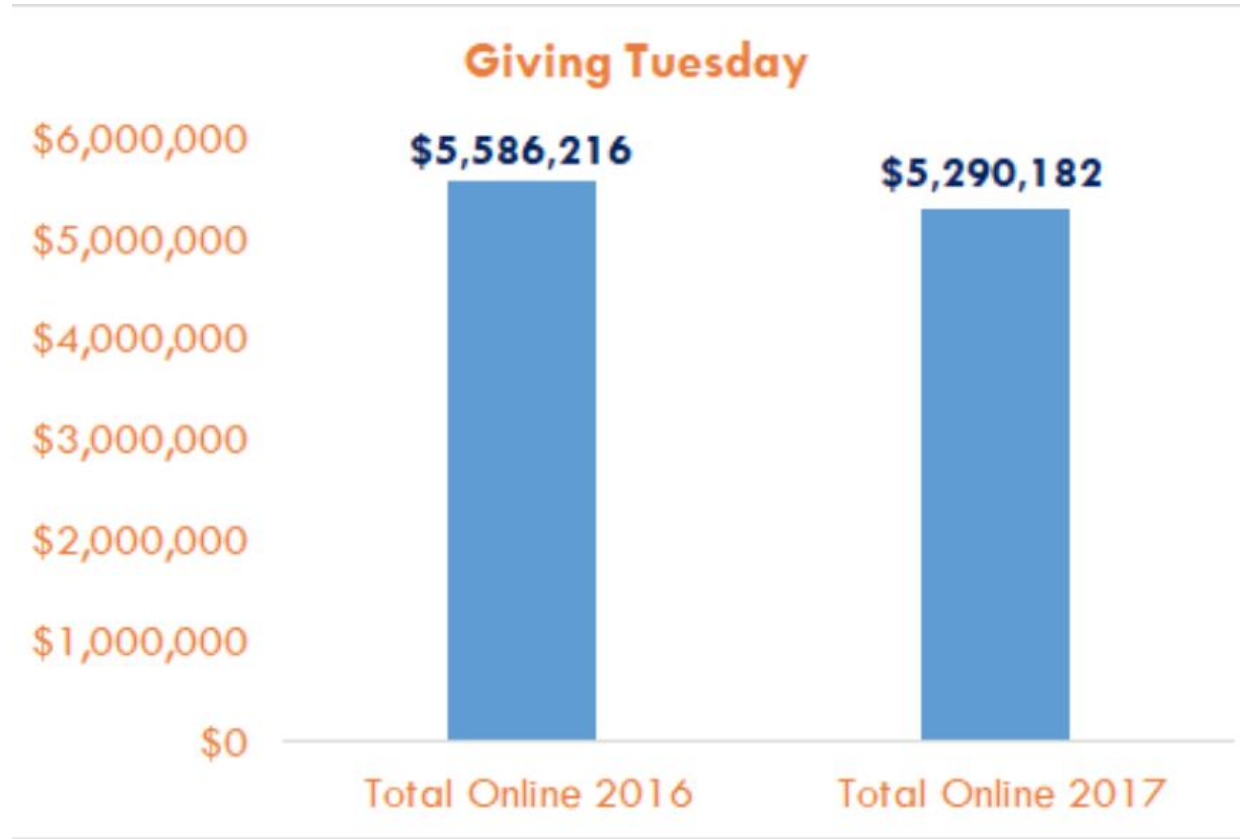
- Open rates for fundraising and advocacy emails shrank by 1%.
- Fundraising email click-through rates went down 6% (to 0.42%).
- Page completion rates were down 6% for fundraising messages (to 17%) and 4% for advocacy messages (to 76%).
- 1.1% of visitors to a nonprofit website completed a donation.
- 1% of website visitors joined an email list

# Disruption / Distraction





# #GivingTuesday



So... what does that mean for this year?

# Start early...





# #GivingTuesday




# Email



Join the movement, [Insalu]. - PROSPECT

**Jason Mohr, CPR** <membership@cpr.org>  
Jonathan Silis  
Tuesday, November 28, 2017 at 11:50 AM  
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Black Friday. Cyber Monday.  
**#GIVINGTUESDAY**  
November 28, 2017


(break)  
Thousands of people in our community are supporting the causes they care about today. So the [giving Tuesday](#) and support your local public radio service with a donation to Colorado Public Radio.

[JOIN TODAY](#)

Justin Shoman, CPR <membership@cpr.org>  
Jonathan Silis  
Friday, December 1, 2017 at 9:55 PM  
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[Insalu],  
Tomorrow is Colorado Gives Day and we hope you'll celebrate with your friends at Colorado Public Radio.  
I know you'll get a lot of requests. It's because you're generously invested in our state.  
But as a loyal listener and someone who understands the value of local public radio — delivering enlightening music and so much more — you'll want to [give](#) in CPR with a gift tomorrow. (via Colorado Gives Day)  
Everything you enjoy on CPR is only possible thanks to the [donations](#) you give to CPR on Colorado Gives Day.  
Thank you,  
  
Justin R Shoman  
Fundraising Communications Manager  
P.S. - Thanks to a \$1 Million Incentive Fund, every dollar you give to CPR goes even further.  
[Schedule](#)

[TEST] Happy Holidays, Friend!

**Your friends at CPR** <membership@cpr.org>  
Jonathan Silis  
Wednesday, December 20, 2017 at 8:20 PM  
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Relevant. Insightful. Essential.  
Support your values with a Holiday gift to CPR.  
[Make my holiday gift](#)  
Happy holidays from all your friends at Colorado Public Radio!

[TEST] 2017 is almost over

**Justin Shoman, CPR** <membership@cpr.org>  
Jonathan Silis  
Thursday, December 28, 2017 at 9:18 PM  
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00 HOURS 00 MINUTES 00 SECONDS

Friend,  
It's like me, you're wondering how it got to this stage of the year so quickly, then you'll appreciate this reminder. Time is running out to make your special year-end donation to Colorado Public Radio.  
2017 was another unprecedented year in which the pace of the news cycle just kept getting faster. CPR was with you every step of the way providing reliable and insightful reporting on local, national and international events.  
[Make my year-end donation to CPR](#)  
To help us expand our coverage and keep pace in 2018, make a special year-end gift today.  
Make your tax-deductible gift before midnight, December 31 and CPR will continue to be with your every step of the way in the year ahead.  
Thank you for your generous and continued support.  
Happy New Year!

[TEST] Don't walk, run.

**Jason Mohr, CPR** <membership@cpr.org>  
Jonathan Silis  
Friday, December 29, 2017 at 8:21 PM  
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00 HOURS 00 MINUTES 00 SECONDS

Friend,  
As you look ahead to all that 2018 holds, know that Colorado Public Radio will be there to guide you with relevant, insightful and essential news reporting and inspiring new musical discovery.  
[Make my year-end donation](#)  
As a member-supported public radio station, we rely on Coloradans like you for the vast majority of our funding. So, before 2017 ends, why not get a head-start on your New Year's resolutions and become a CPR member once again before midnight tomorrow?  
When you do, you'll be affirming your values and helping CPR stay strong for whatever 2018 brings.  
Thanks and best wishes for the New Year!

Help us pick your favorite story of 2017

**PR** <membership@cpr.org>  
Jonathan Silis  
Friday, December 29, 2017 at 1:03 PM  
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Friend,  
Overcrowded hot springs, a red-hot housing market and Colorado's woes with recycling... These CPR News stories from 2017 have big implications for the future of our state.  
We created a short-list of the stories that generated the most audience engagement this year. And now, we want to hear from you.  
Vote for your favorite story of 2017 and let us know why you chose it. It'll only take a few seconds. But hurry — polls close at midnight tonight!

[TEST] Help us cover 2018's essential stories

**Jason Mohr, CPR** <membership@cpr.org>  
Jonathan Silis  
Tuesday, December 26, 2017 at 4:20 PM  
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Friend,  
All of us at Colorado Public Radio hope you've had a wonderful time this holiday season surrounded by family and friends.  
As you know, we depend on your generosity and that of your fellow CPR members to deliver you relevant, insightful and essential news and music year-round.  
[Make my special year-end gift today](#)  
So, please, as you reflect on everything that happened in 2017, consider the important role CPR played in keeping you up to speed on the issues and the musical richness CPR Classical and Opera provided when you needed it most.  
Make your special year-end gift to CPR, right now. When you do, you'll be helping us continue to cover these essential stories in 2018.  
Thank you,  


[TEST] 2017 is almost over

**Justin Shoman, CPR** <membership@cpr.org>  
Jonathan Silis  
Thursday, December 28, 2017 at 9:18 PM  
[Show Details](#)

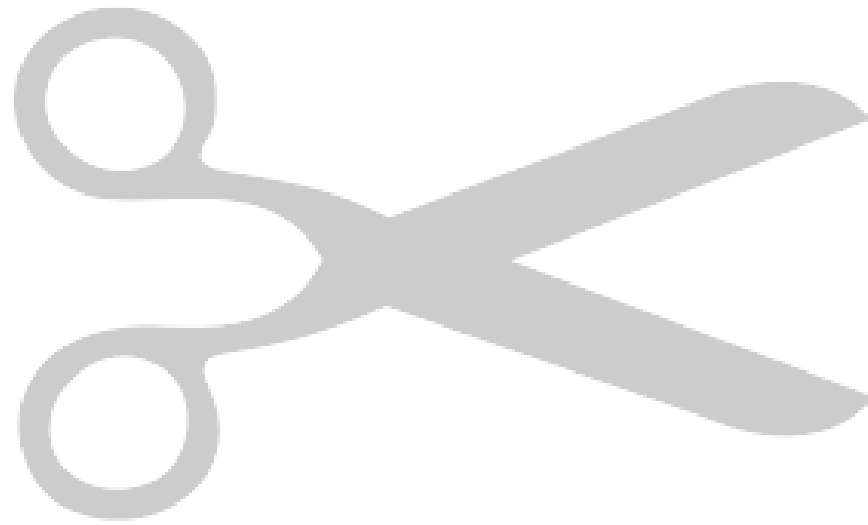
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# Email



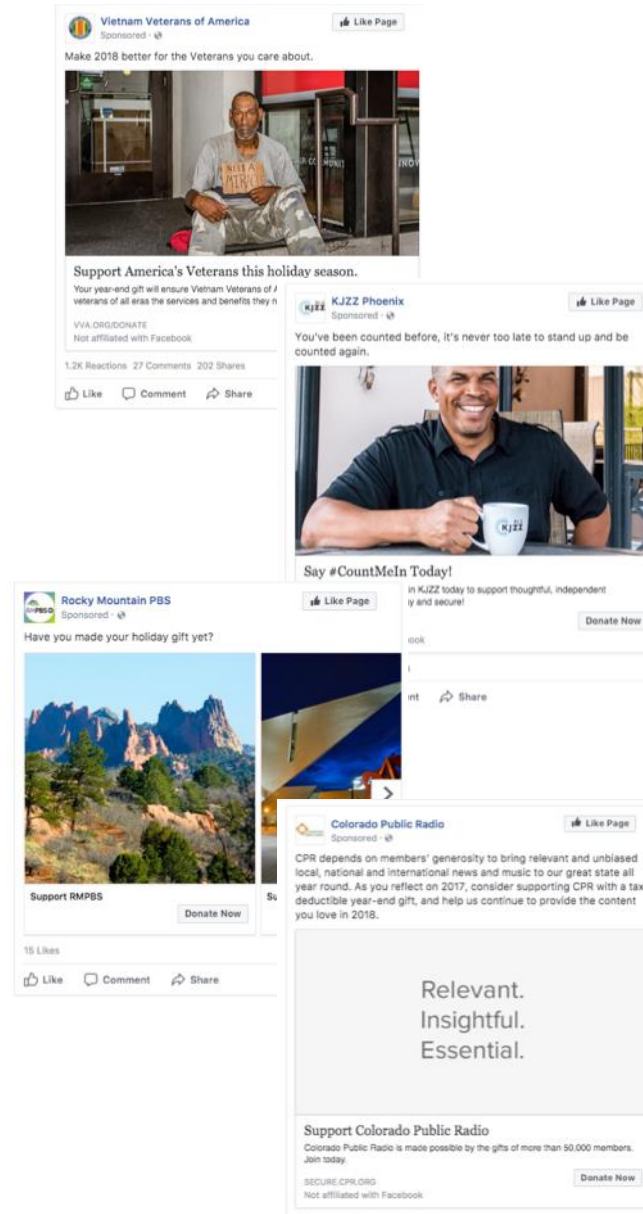
# CPR Year-End News Poll



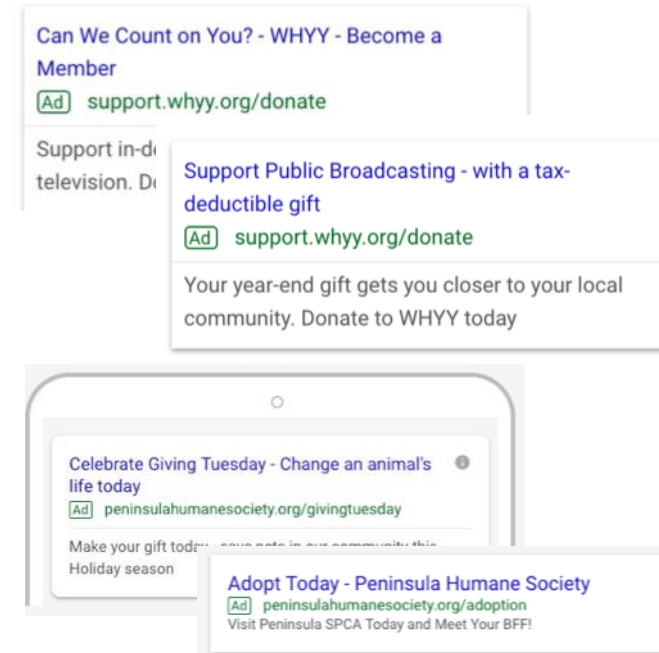
# Supporting Channels



## Facebook



## Search



## Display

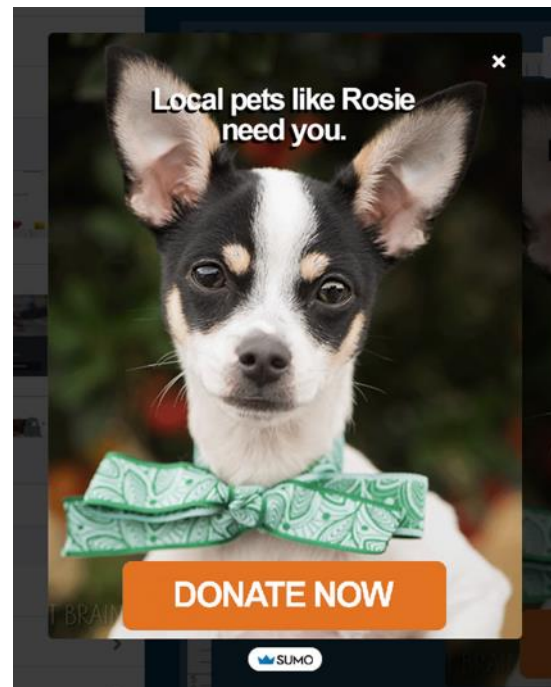
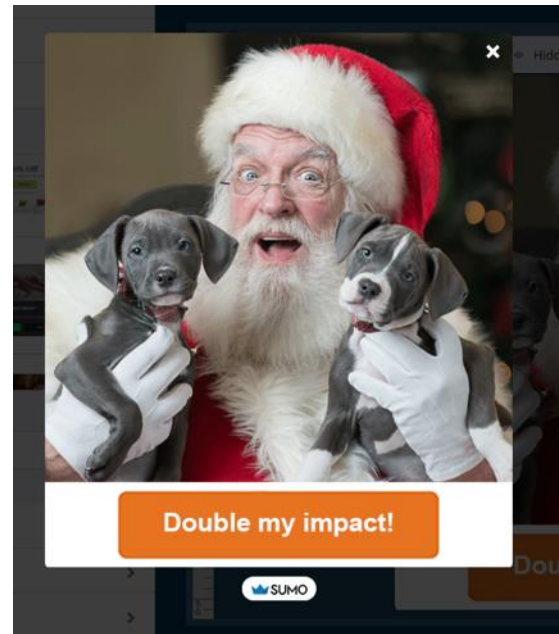


# Supporting Channels

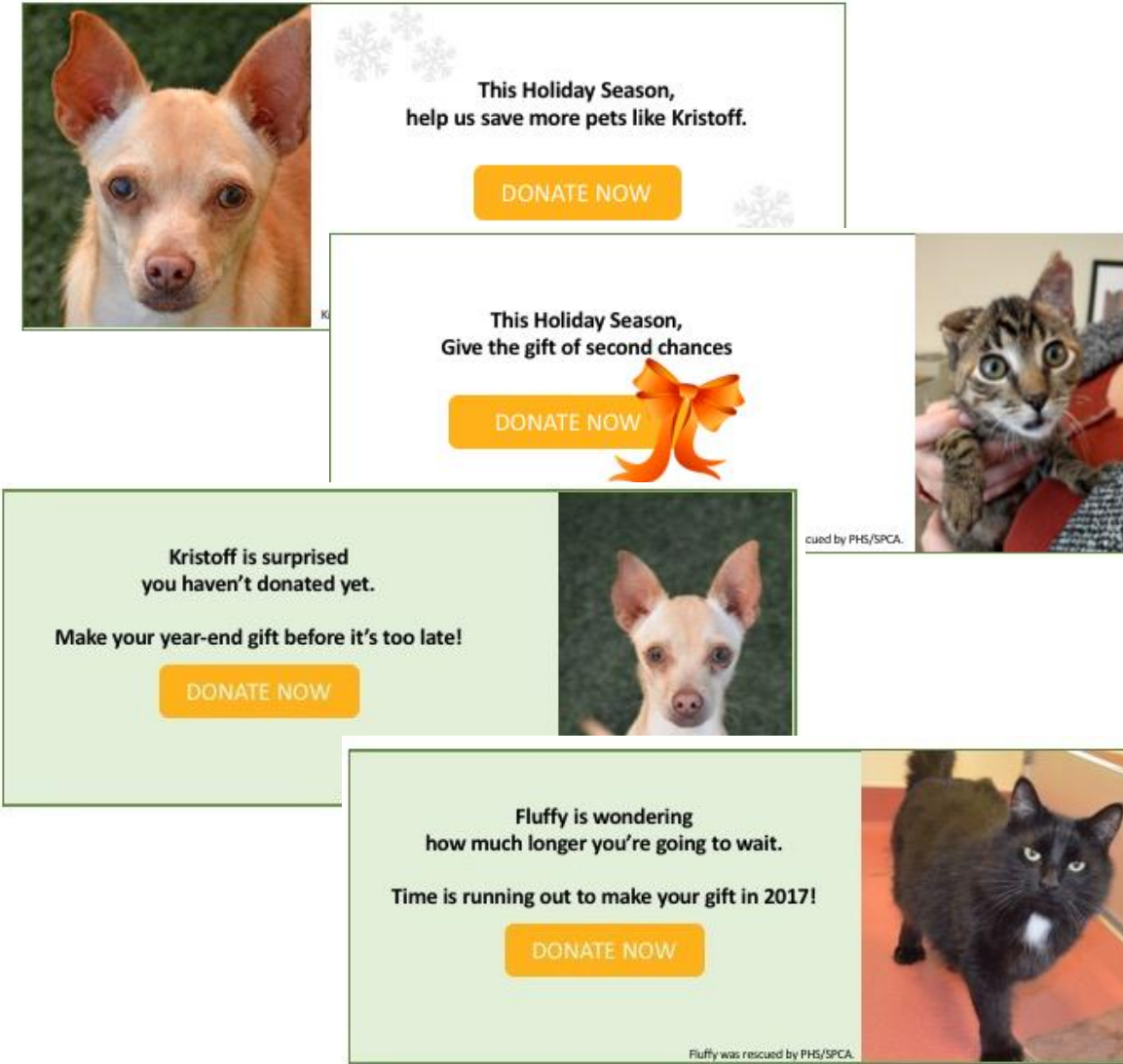




## Pop-ups/lightboxes



## Homepage sliders



# GBBS YouTube

## Ad group

GBBS Passport Test - GBBS Target - YouTube - Keywords  
 GBBS Passport Test - GBBS Target - YouTube - YT Channel & Videos  
 GBBS Passport Test - GBBS Target - YouTube - Topic Targeting  
 GBBS Passport Test - GBBS Target - YouTube - Demo Targeting  
**Total**

Viewable impr.	Cost	Display impr. share	Display lost IS (rank)
428	1.09	94.37%	5.63%
3,517	9.04	90.82%	9.18%
43	0.12	87.50%	12.50%
745	1.63	94.50%	5.50%
<b>4,733</b>	<b>11.89</b>	<b>91.71%</b>	<b>8.29%</b>

# GBBS YouTube

Keywords –  
GBBS  
Keywords  
Only

Demo  
Targeting –  
AGE: 25+,  
Optimized to  
45+  
GENDER:  
Women and  
Unknown


Topic Targeting – Cooking  
Fats & Oils  
BBQ & Grilling  
Healthy Eating  
Soups & Stews  
Cooking & Recipes  
Food & Drink  
Cuisines  
Food  
Desserts  
Culinary Training  
Salads

YT Channels & Videos – Mary  
Berry - Topic  
Jamie Oliver  
The Great British BBQ Off  
Lidia Bastianich  
BBC Good Food  
Create TV  
New Scandinavian Cooking  
with Andreas Viestad  
Binging with Babish  
Food Network UK  
WGBHFood  
Tasty  
Everyday Italian  
MyCupcakeAddiction  
House Beautiful  
GreatChefs  
PBS Food  
Food Network

The Great British Bake Off  
The Great Irish Bake Off  
Season 3  
PBS  
Bon Appétit  
youtube.com  
The Splendid Table  
Pati's Mexican Table  
First We Feast  
Joy of Baking  
Eater  
Mashed  
Goodful  
Pati Jinich  
Paul Hollywood - Topic  
Mary Berry the Cook  
New Scandinavian Cooking  
season five preview  
The Great Irish Bake Off  
Season 2

# GBBS YouTube

Text



## Great British Baking Show

Twin Cities Public TV

Become a TPT member for \$5/month & stream all new episodes of GBBS on TPT Passport now.

**OPEN**

Native



### Season 5 of The Great British Baking Show on TPT Passport...

Twin Cities Public TV

[Visit Site >](#)

Image



## Great British Baking Show

Become a TPT member for \$5/month & stream all new episodes of GBBS on TPT Passport now.

[>](#)

# Jamestown YouTube Test

## Ad group report

March 27, 2018 - April 3, 2018

### Ad group

YouTube Pilot March 2018 - Jamestown - Poldark  
 YouTube Pilot March 2018 - Jamestown - Outlander  
 YouTube Pilot March 2018 - Jamestown - Downton Abbey  
 YouTube Pilot March 2018 - Jamestown - Victoria  
 YouTube Pilot March 2018 - Jamestown - Great British Baking Show

### Total

Clicks	Impr.	CTR	Avg. CPC	Cost	Display lost IS (budget)	Display impr. share	Display lost IS (rank)
4	718	0.56%	\$0.27	\$1.07	19.96%	77.18%	2.85%
855	181,827	0.47%	\$0.51	\$436.22	29.39%	68.39%	2.21%
97	24,054	0.40%	\$0.44	\$42.22	12.37%	83.18%	4.45%
102	33,522	0.30%	\$0.46	\$47.11	19.06%	78.03%	2.91%
146	69,025	0.21%	\$0.52	\$75.45	17.43%	80.16%	2.41%
<b>1,204</b>	<b>309,146</b>	<b>0.39%</b>	<b>\$0.50</b>	<b>\$602.07</b>	<b>24.83%</b>	<b>72.70%</b>	<b>2.47%</b>



# Jamestown YouTube Test



## Preview

Share your ad preview with the link below

[https://adwords.google.com/aw\\_displayads/creatives/ExternalPreview?hl=en\\_US&ad=262062505565&adGroup=52750984799&ocid=24967336...](https://adwords.google.com/aw_displayads/creatives/ExternalPreview?hl=en_US&ad=262062505565&adGroup=52750984799&ocid=24967336...) [COPY LINK](#)

Text

### The New Series Jamestown

Stream the whole series today  
for only \$5/month with TPT  
Passport. Join Now!



Twin Cities PBS

Native



Watch Jamestown From the  
Creators of Downton Abbey

Twin Cities PBS

[Visit Site >](#)

Image



### The New Series Jamestown



Stream the whole series today  
for only \$5/month with TPT  
Passport. Join Now!



[CLOSE](#)