

# DonorVoice

The Behavioral Science Fundraising Agency

## As Scientists

We dig deep into the “why” of human behavior.



## As Fundraisers

Science is only useful if applied. We make copy, design and donor journeys better.

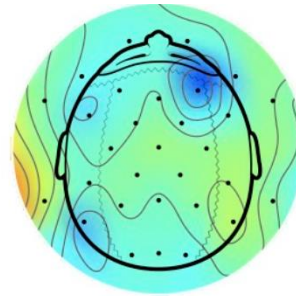
What Does  
Behavioral  
Science Have  
to Say About  
Journey?



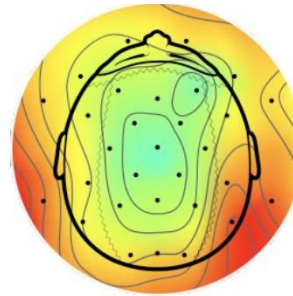
An EEG cap to monitor electrical activity in the brain



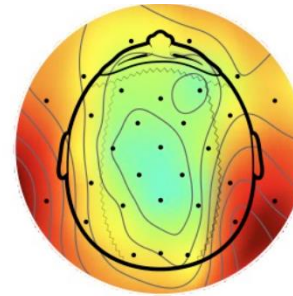
Less stress  More stress



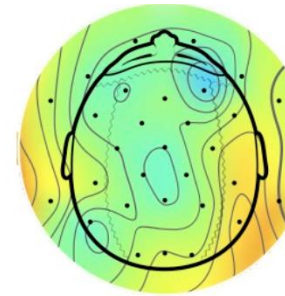
Meeting 1



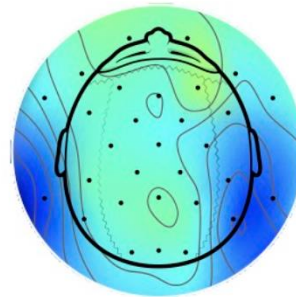
Meeting 2



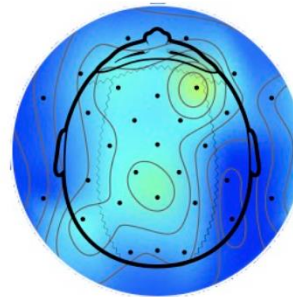
Meeting 3



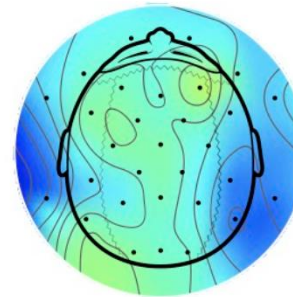
Meeting 4



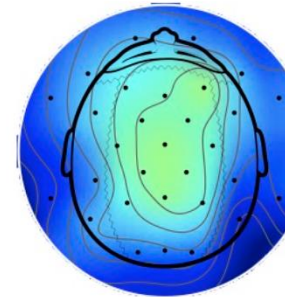
Meeting 1



Meeting 2



Meeting 3

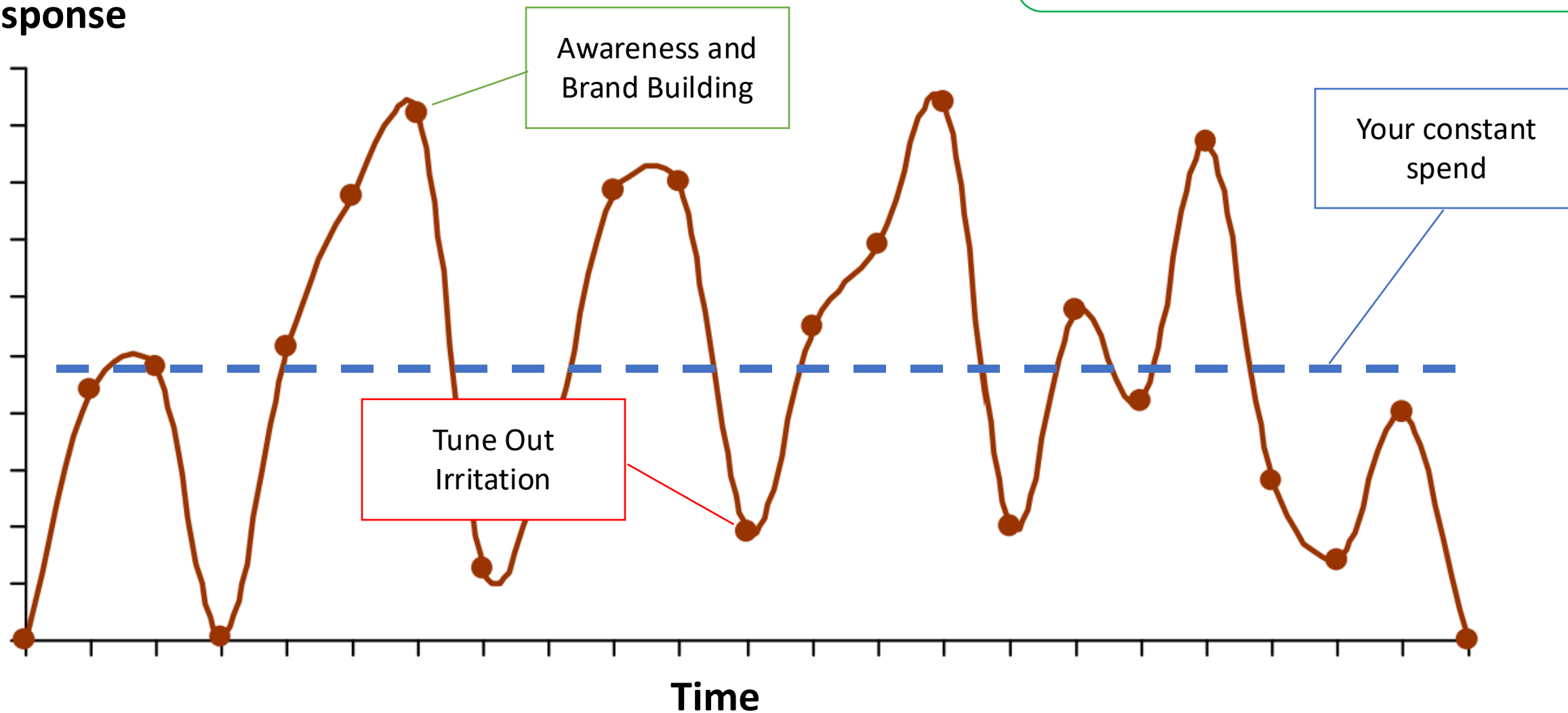


Meeting 4

Continuous: Auto-loop \$100,000

**Pulsing: Breaks** **\$122,000**

**Response**



-50

0

50

100

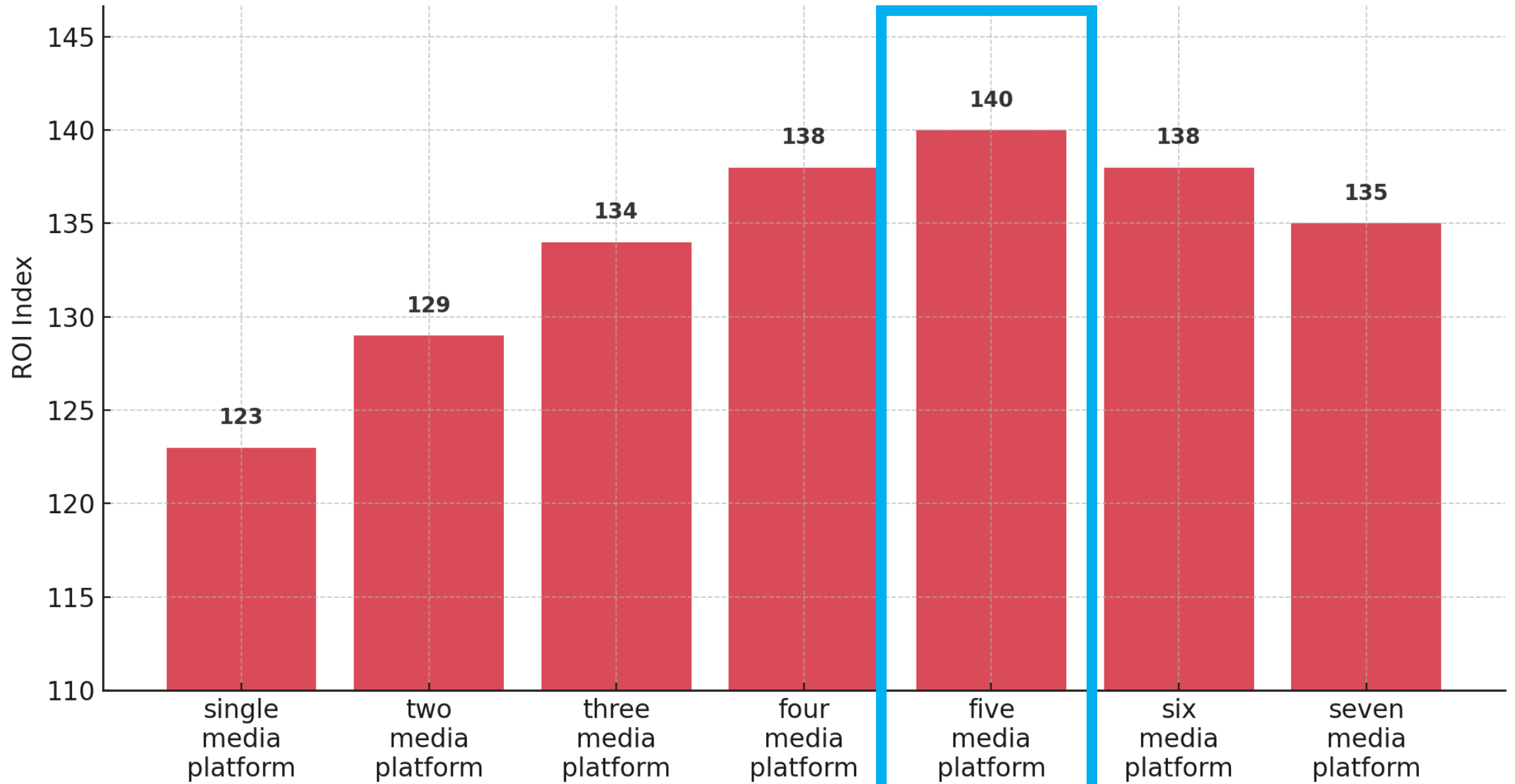
**High-Frequency, Static  
Messaging**

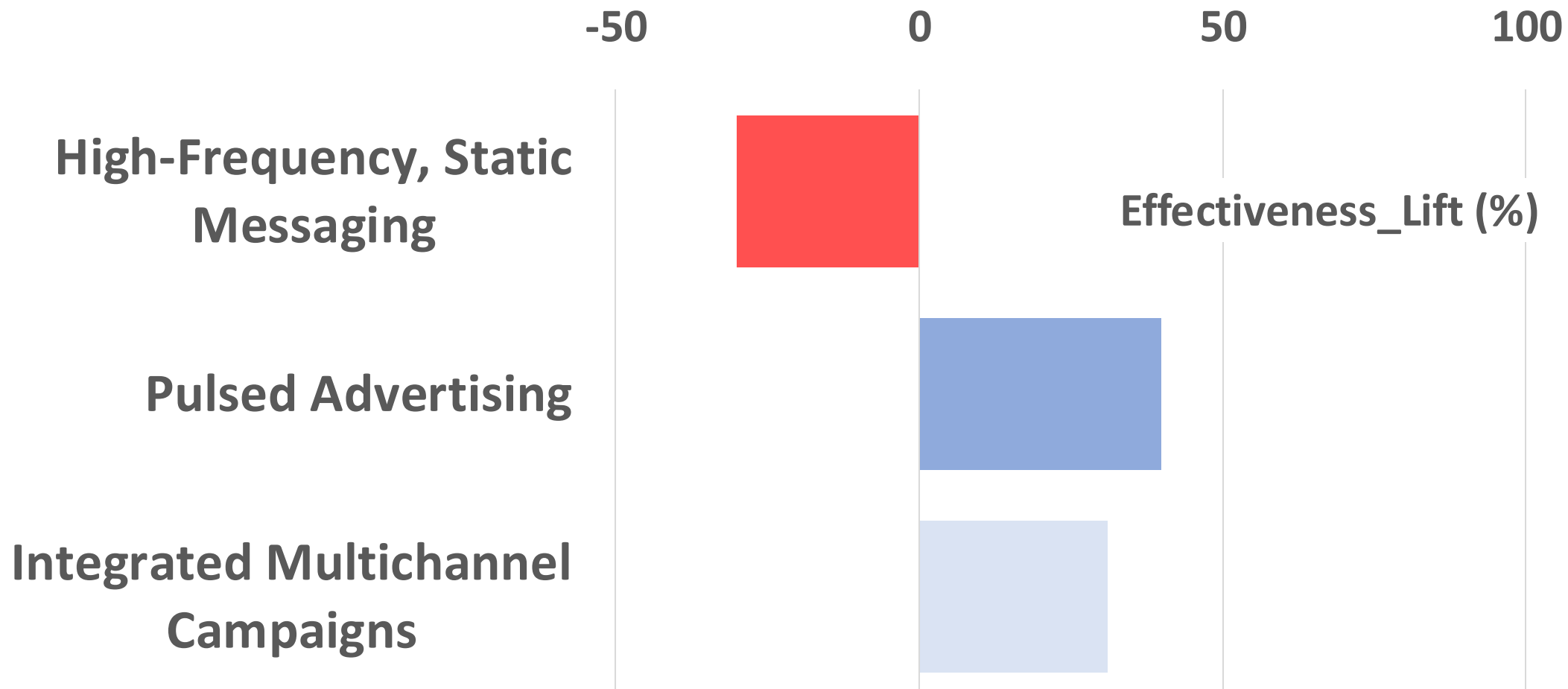
**Effectiveness\_Lift (%)**

**Pulsed Advertising**









Channel	Spend Before Modeling (%)		Spend After Modeling (%)
Bing	4		7
Mail	75	↓	49
Email	2		3
FB	1		4
Google Ads	5	↑	12
Programatic	2		5
Telefundraising	11	↑	21



-50

0

50

100

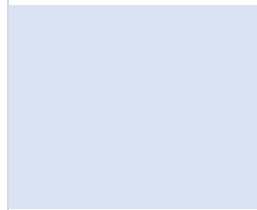
High-Frequency, Static  
Messaging

Effectiveness\_Lift (%)

Pulsed Advertising

Integrated Multichannel  
Campaigns

Customized Multichannel  
Campaigns

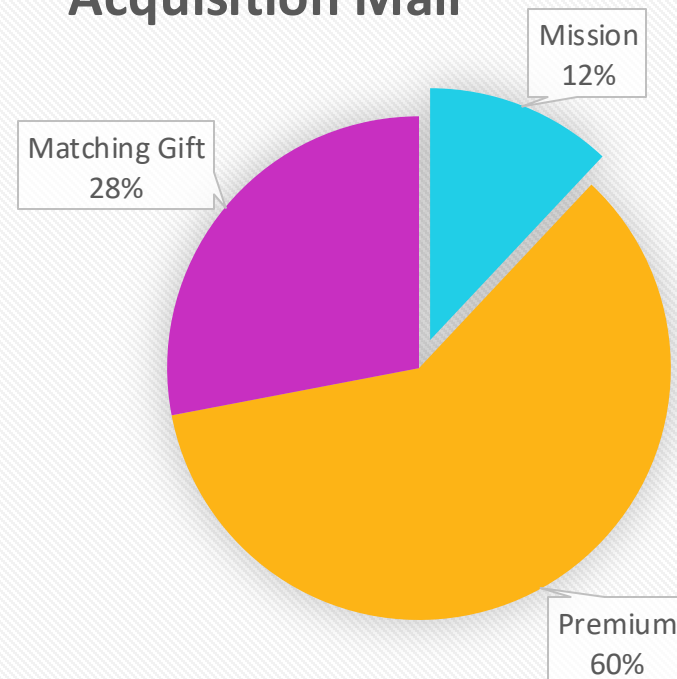








## Acquisition Mail





A photograph of a long row of dark metal mailboxes in a dry, yellowish field. The mailboxes are arranged in a perspective line, receding into the distance. Many of the mailboxes are overflowing with white envelopes. The top envelope of the mailbox in the immediate foreground is clearly visible and has the words "PLEASE DONATE" printed on it in bold, black capital letters. Other mailboxes further down the line also show stacks of similar envelopes. The sky is a flat, overcast grey. The overall scene suggests a collective resource (the field) being overused or mismanaged, which is the metaphorical "Tragedy of the Commons" referred to in the text.

# Tragedy of the Commons



# Which won?







360%  
In ROI



GIVE NOLA DAY



Nonprofit  
Organization  
U.S. Postage  
**PAID**  
New Orleans  
City Park

Maybe you loved playing in our Park when you were a child? Well, we were caring for it then and we're still caring today.

This GiveNOLA Day, will you share a gift to help us protect memories and make new ones?

DONATE TODAY



Scan here to  
make a caring  
gift to City Park

City Park Conservancy  
1 Palm Drive  
New Orleans, LA 70124

<Donor First Name, Last Name>  
<Address line one>  
<Address line two>  
<Address line three>

Agreeable



## Negative ROI



GIVE NOLA DAY



Nonprofit  
Organization  
U.S. Postage  
**PAID**  
New Orleans  
City Park

City Park is vital to New Orleans, providing an outdoor retreat in the city.

Please show your support with a gift this GiveNOLA Day.

DONATE TODAY



Scan here to  
support City Park

City Park Conservancy  
1 Palm Drive  
New Orleans, LA 70124

<Donor First Name, Last Name>  
<Address line one>  
<Address line two>  
<Address line three>

One Size  
Fits All



1460%  
In ROI



GIVE NOLA DAY



Nonprofit  
Organization  
U.S. Postage  
**PAID**  
New Orleans  
City Park

Isn't she beautiful? Is there anywhere better than our Park to experience a sense of wonder?

This GiveNOLA Day, maybe you'd consider a gift towards maintaining the deep beauty and magic of our Park?

DONATE TODAY



Scan the QR code  
and discover the  
beauty of giving.  
Let's spread wonder  
on GiveNOLA Day.

City Park Conservancy  
1 Palm Drive  
New Orleans, LA 70124

<Donor First Name, Last Name>  
<Address line one>  
<Address line two>  
<Address line three>

Open



Growing Branding = Growing \$





**HARVESTING  
CURRENT DEMAND**



**Direct  
Response**

**PLOWING  
FUTURE DEMAND**



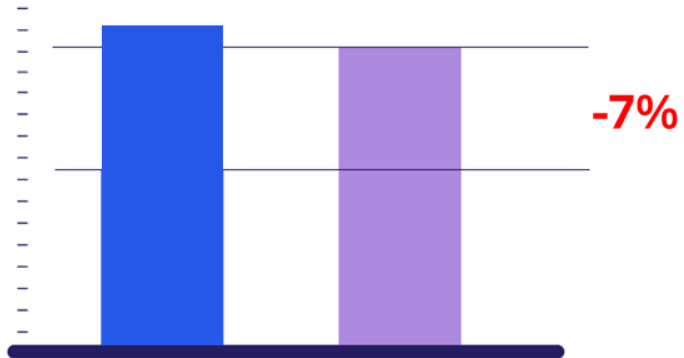
**Brand  
Build**



# The Value of Brand Ads

- Brands not running upper funnel
- Brands running upper funnel for 10+ months

ROAS (3 Month View)



- Brands not running upper funnel
- Brands running upper funnel for 10+ months

ROAS (10 Month View)



# Three Jobs for Brand Ad

1

**Link Brand to Ad**

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American Rivers

Sponsored • Paid for by AMERICAN RIVERS, INC.

A changing climate puts our rivers—and the clean water we depend on—at risk. These waterways fuel communities, sustain life, and provide vital resources. By restoring them, we strengthen their resilience and safeguard a future of clean, healthy water. Let's protect what keeps us strong.



 About this ad

[act.americanrivers.org](https://act.americanrivers.org)

**Healthy Rivers. Clean...**

Not affiliated with Meta

[Donate now](#)



American Rivers

Sponsored • Paid for by AMERICAN RIVERS, INC.



**AMERICAN  
RIVERS**



**32%**

In Distinctiveness



**46%**

In Category Recall



**67%**

In Brand Recall

[americanrivers.org](https://americanrivers.org)

**Protecting the beauty and  
wonder of our rivers.**

[Learn more](#)

No chance we're running brand ads or tailoring to match the person.

**What Else You Got?**

☐ **YES!** I received my 2025  Charity X  calendar and will use it proudly. Here's my special gift to help protect

☐ ((\$ASK1)) ☐ ((\$ASK2)) ☐ ((\$ASK3)) ☐ My best gift \$\_\_\_\_\_

☐ Make my gift of \$\_\_\_\_\_ monthly.

Email address \_\_\_\_\_

((Addressee))

((Address1))

((Address2))

((City, State, Zip))

((Barcode to fly package))

Please make your check payable to  
**Charity X**

To pay by credit card, use reverse.

000SCANLINE 00000000000



## Check writers – 2,704

1201 Sycamore Dr. SE, Washington, DC 20032

☒ Yes, I want to help Whitman-Walker serve more people in my community!

I've enclosed my donation of:

☐ \$25 ☐ \$50 ☐ \$100 ☐ Other \$ \_\_\_\_\_

<Jonathan Q. Example>  
<Any Place>  
<Any Street>  
<Any Town, USA 12345>

Appeal Code

☐ I'd like to learn more about including Whitman-Walker Foundation in my will or estate plans. No commitment made.

## Digitally Responsive – 4,230

# we need you

Your gift to the Whitman-Walker Foundation helps ensure we continue to be a place where the gay, lesbian, bisexual, transgender and queer communities – as well as those living with or affected by HIV – feel supported, welcomed and respected. Your generosity helps us to fight stigma and save lives every day.



There's an easier, faster way to make an immediate difference. Scan our QR code with your phone camera to make a secure online gift.





Winter Campaign Mailing	Revenue	#Gifts	Avg Gift	RR%
<b>Check Writers</b>	<b>\$30,785</b>	<b>239</b>	<b>\$128</b>	<b>3.5%</b>
<b>Digitally Responsive</b> <i>(3-week match back period)</i>	<b>\$284,495</b>	<b>892</b>	<b>\$318</b>	<b>12.9%</b>

# DonorVoice

The Behavioral Science Fundraising Agency

## As Scientists

We dig deep into the “why” of human behavior.



## As Fundraisers

Science is only useful if applied. We make copy, design and donor journeys better.