
CMHS RESEARCH

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PURPOSE & OBJECTIVE

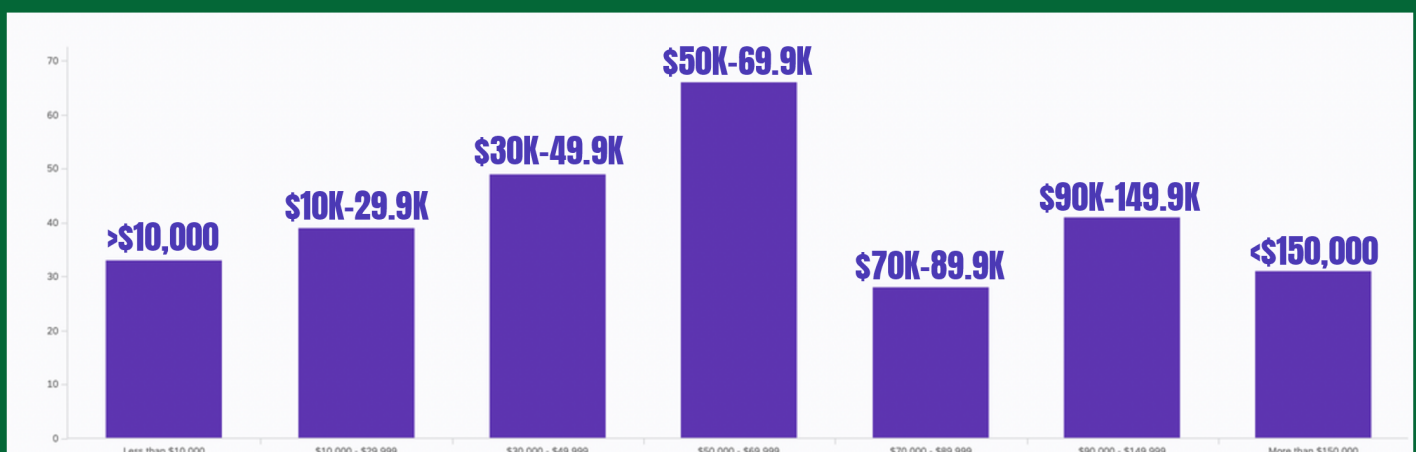
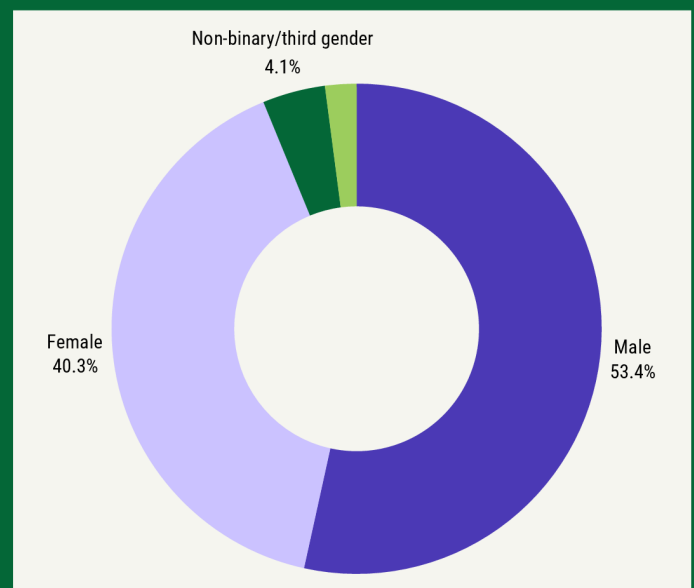
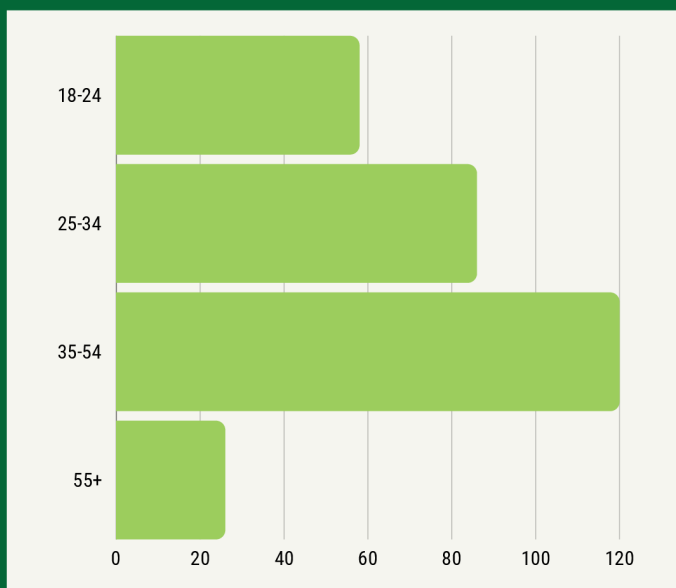
**PROMOTE 80TH ANNIVERSARY &
DRIVE DONATIONS**

CLIENT'S UNKNOWN INSIGHTS:

- **TARGET AUDIENCE**
- **PAIN POINTS**
- **MOTIVATORS**
- **MESSAGING STRATEGIES**

PRIMARY RESEARCH

QUALTRICS SURVEY AND REPORT DISTRIBUTED IN RELEVANT MISSOURI AREAS



“ Have you made a monetary donation to a non-profit organization in the past year? ”

“ What factors drive you to donate? ”

“ Do you feel valued as a donor? ”

“ What factors have prevented you from donating? ”

FINDINGS

76%

DIDN'T DONATE DUE TO A
LACK OF FUNDS
FOLLOWED BY NOT SEEING
WHERE \$ GOES

25%

OF PEOPLE FELT THAT THEY
WEREN'T VALUED
BY THE ORGANIZATION THEY
DONATED TO

TOP

REASON TO DONATE WAS
BELIEF IN THE CAUSE
OR PERSONAL
CONNECTION

AVG \$

DONATIONS WERE SPLIT
BETWEEN \$10-25
AND
OVER \$100

SECONDARY RESEARCH

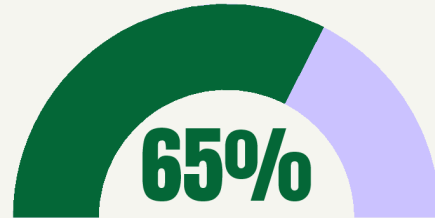
KEY FINDINGS:

1,759

NON-PROFITS IN
COLUMBIA, MISSOURI,
WITH MORE THAN

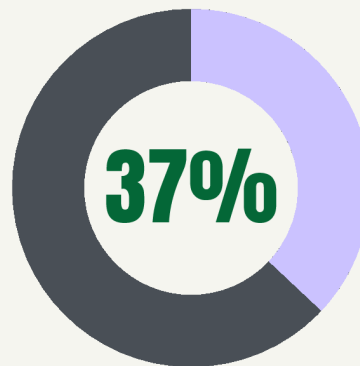
30

BEING STRICTLY ANIMAL
RELATED



65%

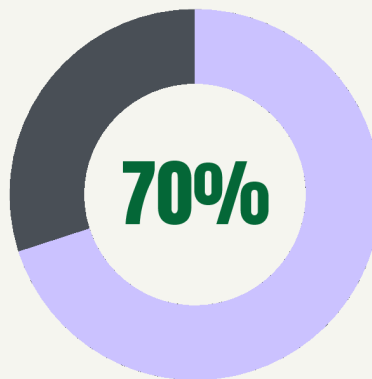
OF PEOPLE WHO REGULARLY
DONATE TO ANIMAL-RELATED
NON-PROFITS ARE WOMEN



37%

OF
CHARITABLE
GIVING
OCCURS IN
OCT, NOV OR
DEC

RE-TARGETED
ADS HAVE
BEEN FOUND
TO BE



70%

MORE
EFFECTIVE THAN
STANDARD
ONES

APPLYING THE FINDINGS

NEED-BASED CAMPAIGN

- **HIGHLIGHT COST OF OPERATIONS**
- **EASE DONATION IN DAILY PRACTICES**
- **EMPHASIS ON DONOR VALUE WITH EVERY INTERACTION**
- **GIVE FIRSTHAND LOOK AT DONATION IMPACT**
- **BUILD CREDIBILITY WITH THE COMMUNITY**

BILLBOARDS

SOCIAL MEDIA

RADIO

WEBSITE

DIRECT MAIL

EARNED MEDIA