



HOLT INTERNATIONAL CASE STUDY

**The Omnichannel Strategy for
Nonprofit Fundraising Success**

How Holt International Boosted Year-End Fundraising with Texting



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Photos courtesy of Holt International

In 2022, nonprofits received five percent of all 2022 revenue on December 31.

Despite the creative efforts of nonprofits to counter negative trends, overall revenue on this key day was down 13% in 2022 vs. 2021.

Post-Covid Industry-Wide Declines Affect Nonprofits

Year-end giving, a critical period for nonprofits, saw significant declines in 2022. Traditionally, a large percentage of nonprofit annual donations are received during this period, making the downturn an issue with significant consequences for many organizations.

In fact, the overall nonprofits reported a 4% decline year over year in online revenue from 2021 to 2022. The biggest drop was Hunger/Poverty nonprofits which experienced a 14% drop from 2021.*

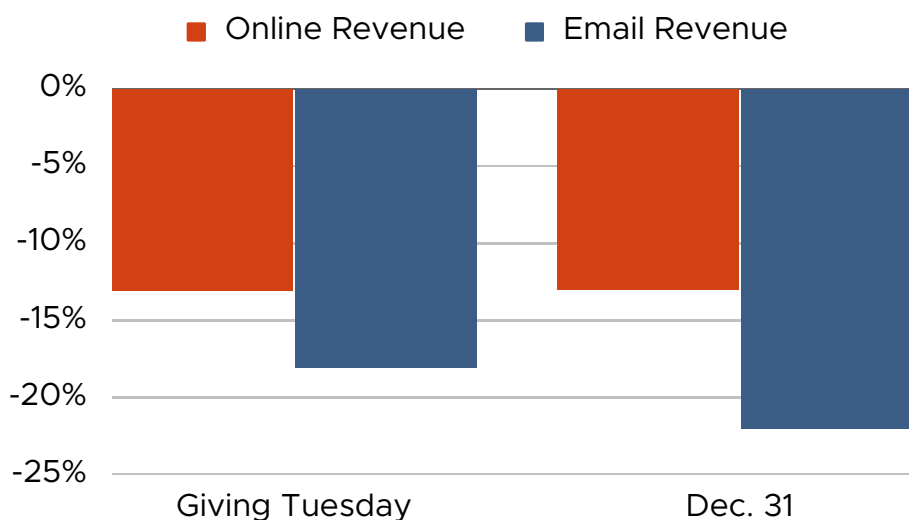


*Source: mrbenchmarks.com/#the-joy-of-benchmarking

GIVING TUESDAY REVENUE DECLINE

Despite the growth of Giving Tuesday as a critical fundraising day over the years, many nonprofits have also recently experienced a decline. Giving Tuesday online revenue declined by 13% from 2021, with email revenue alone dropping by 18%.

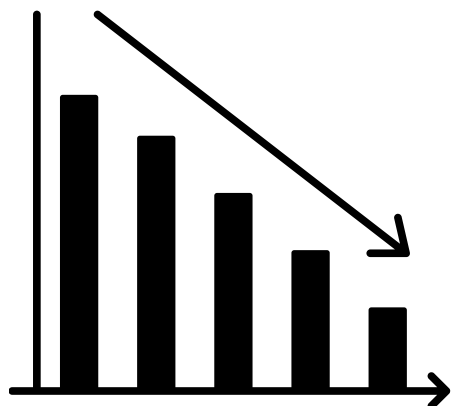
2022 - Industry-Wide Declines on Giving Tuesday and Dec. 31



The funds achieved during these times can literally make or break the year and establish what is possible in the year ahead. We know how important it is to achieve your fundraising goals. Nonprofit teams are continually searching for the right channels and tools to help them achieve their fundraising goals, and engage directly with their constituents. Holt International was no different.

GIVING TUESDAY AND THE END-OF-YEAR GIVING SEASON ARE CRUCIAL FUNDRAISING MOMENTS FOR NONPROFITS.

REVENUE DECLINE BEFORE TEXTING



Holt's Giving Tuesday online giving declined 22% and December 1-28 online giving declined 15% compared to 2021

Holt's Online Revenue Decline Prior to Texting

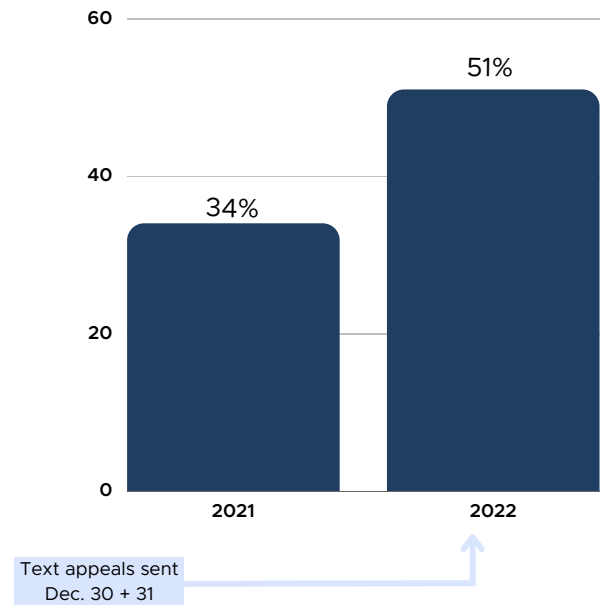
Holt International was no exception to the end-of-year and Giving Tuesday challenges and decline in online revenue. Before implementing a text-based fundraising solution, their organization saw significant drops in both their Giving Tuesday and end-of-year online contributions.

Holt International came to Tatango because they wanted to engage with their constituents directly where they are- on their phones! Additionally, they wanted to build a holistic and sustainable relationship with their supporters via text, thus increasing their end-of-year and Giving Tuesday donations.

ADDING TEXTING TO YOUR OMNICHANNEL STRATEGY

Holt's Email Open Rates Increase

After integrating texting with Tatango into their fundraising strategy, Holt International experienced a remarkable surge in email open rates. This enhancement led to increased engagement, proving that multi-channel communication is crucial for modern fundraising.



Holt's Email Fundraising Increase

Not only did engagement increase in 2022, but email fundraising numbers soared. The additional texting touchpoint created awareness and primed donors for all communications including email interactions, resulting in more opens and, crucially, donations. Yes, after years of declining email performance, nonprofits can actually reverse this trend by creating awareness outside of the inbox.

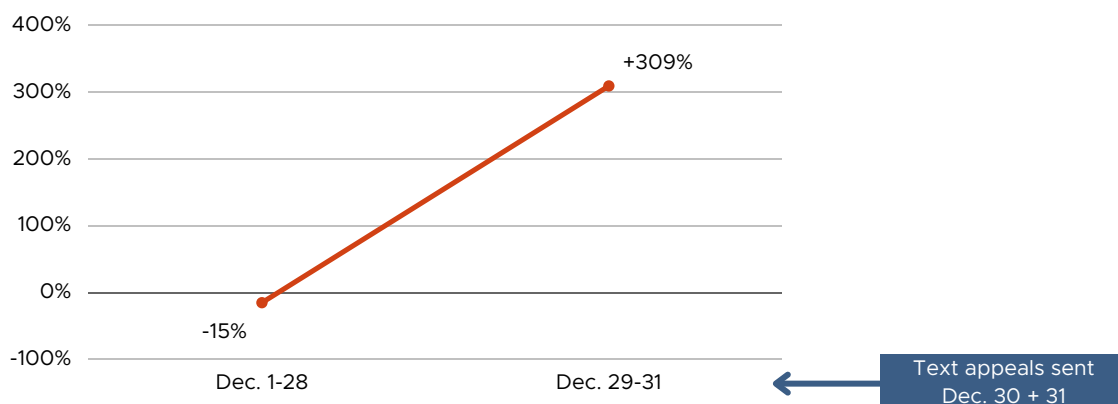
Because of texting,
Holt's email
fundraising
increased by 47%

**THE ADDITIONAL TEXTING TOUCHPOINT
CREATED AWARENESS AND PRIMED DONORS
FOR ALL COMMUNICATIONS**

HOLT'S INCREASED DONATIONS

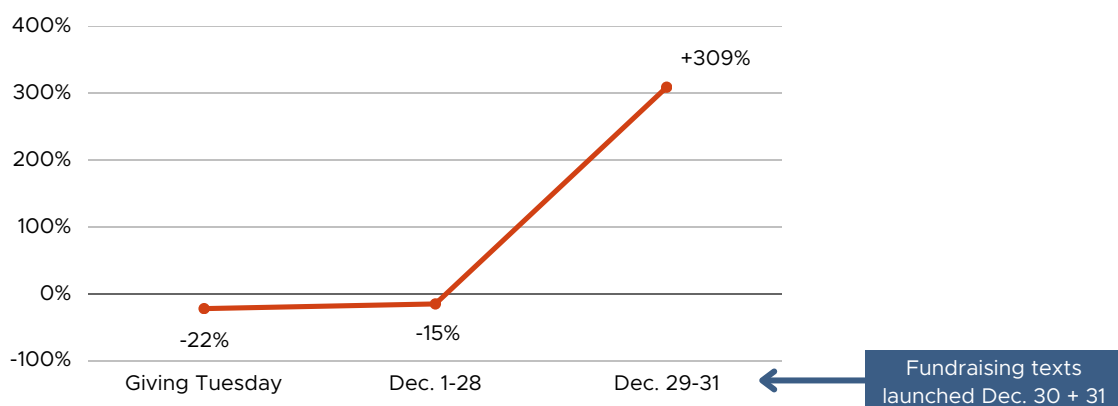
Holt's Online Giving Increase YOY

The Year-over-Year (YOY) stats for Holt's online giving were equally impressive. Holt saw an uptick rather than a decline, bucking overall industry trends and making 2022 a year of growth and promise.



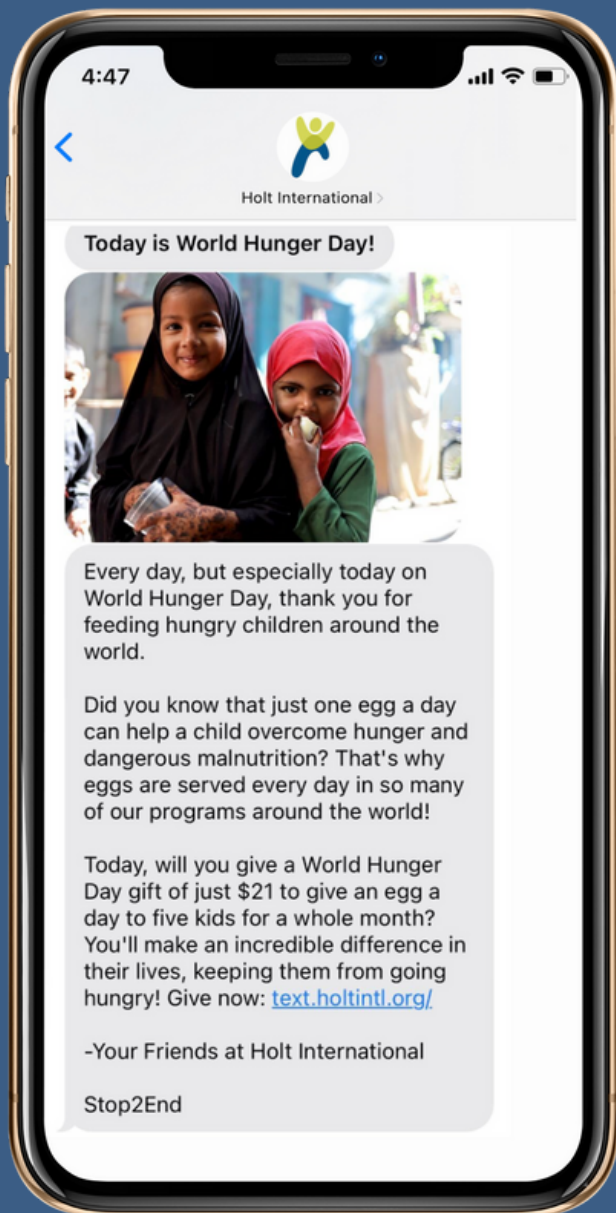
EOY Giving 2022

By the end of 2022, Holt's end-of-year giving had not only recovered but thrived. Their holistic approach to using texting as a supplementary awareness and engagement channel worked and shows what's possible when organizations innovate and expand their digital toolkit.



TEXTS THAT RAISE MORE

Inspiring Messages To Further Your Cause



Pictures, videos and GIFs are engaging content that encourages open rates and read rates.

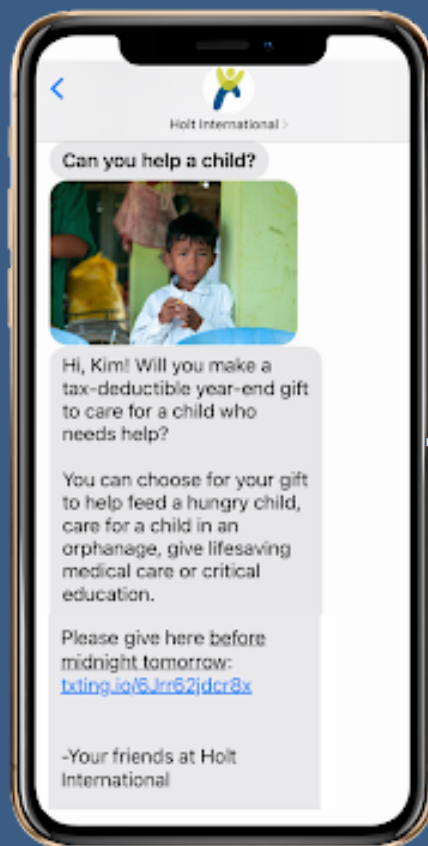
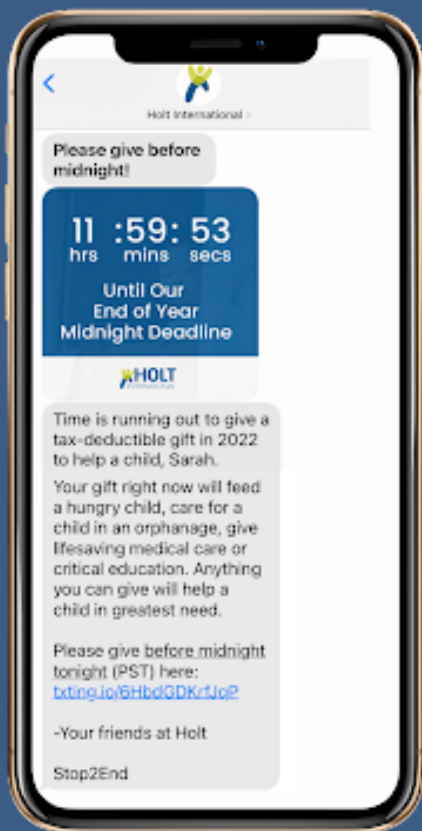


Hyperlinks using a custom domain not only make it easy for supporters to give, but adds trust and increases click-through rates.

Donation Asks

TEXTS THAT ENGAGE MORE

Inspiring Messages To Further Your Cause

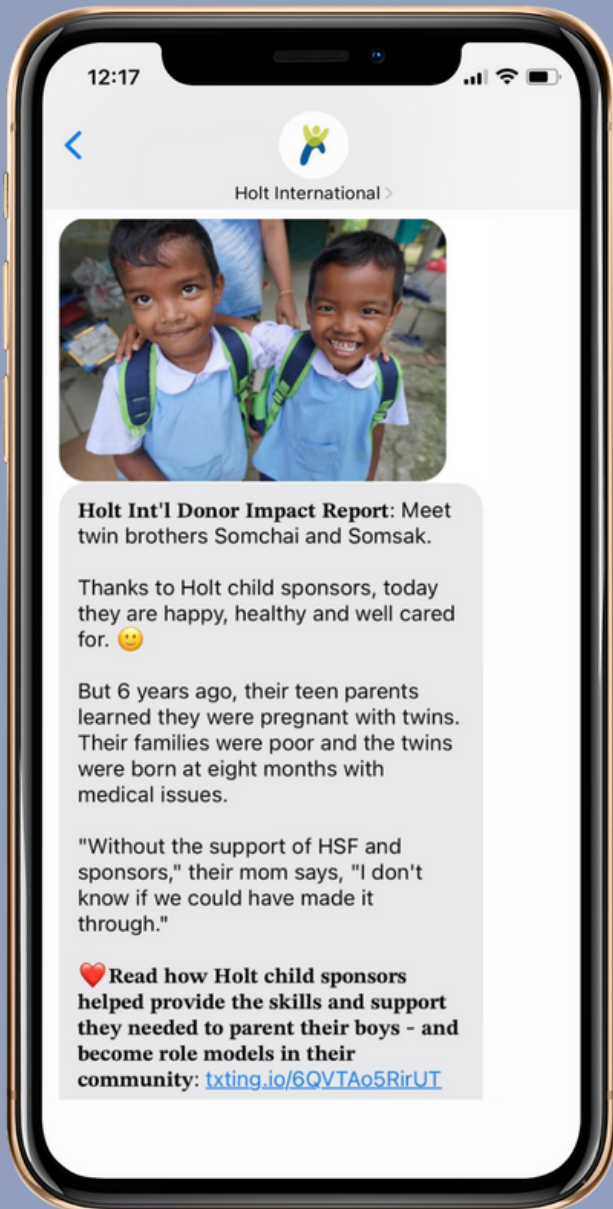


Countdown clocks (left image) and dates or timed deadlines (right image) increase the urgency of the appeal.

End of Year Appeals

TEXTS THAT **SHARE MORE**

Inspiring Messages To Further Your Cause



Bolded text calls out important information

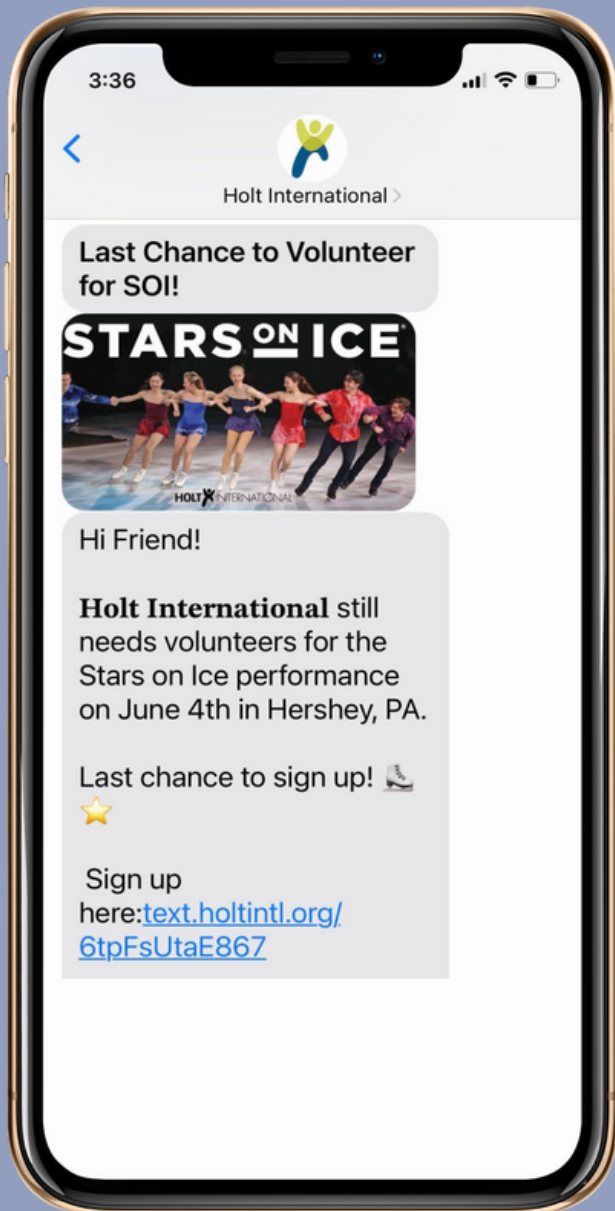


Compelling stories, testimonials, and quotes highlight the impact of donations.

Donor Impact

TEXTS THAT WORK

Inspiring Messages To Further Your Cause



→ A bolded subject line can help to quickly impart the information that will be delineated in the message.

→ Emojis and hyperlinked text are simple ways to direct a supporter towards the call to action.

Volunteer Management



CASE STUDY: HOLT INTERNATIONAL

TEXT STRATEGY
FOR 2023

LEVERAGE CREATIVE

LAUNCH MESSAGES

CULTIVATE THE
RELATIONSHIP

ASK FOR DONATION

ENGAGE SUPPORTERS

A strong marketing channel is one that utilizes the communication channels of the organization's supporters, meeting them where they are in the moment. Holt International came to Tatango to level up its omnichannel marketing strategy and to incorporate texting in order to reach their year-end fundraising goals.

**THE STORY OF HOLT AND
TATANGO IS NOT JUST A
CASE STUDY; IT IS
A BLUEPRINT FOR SUCCESS.**

In the following pages, you will learn how Holt International increased their giving and achieved their fundraising goals by incorporating text into their omnichannel marketing strategy.

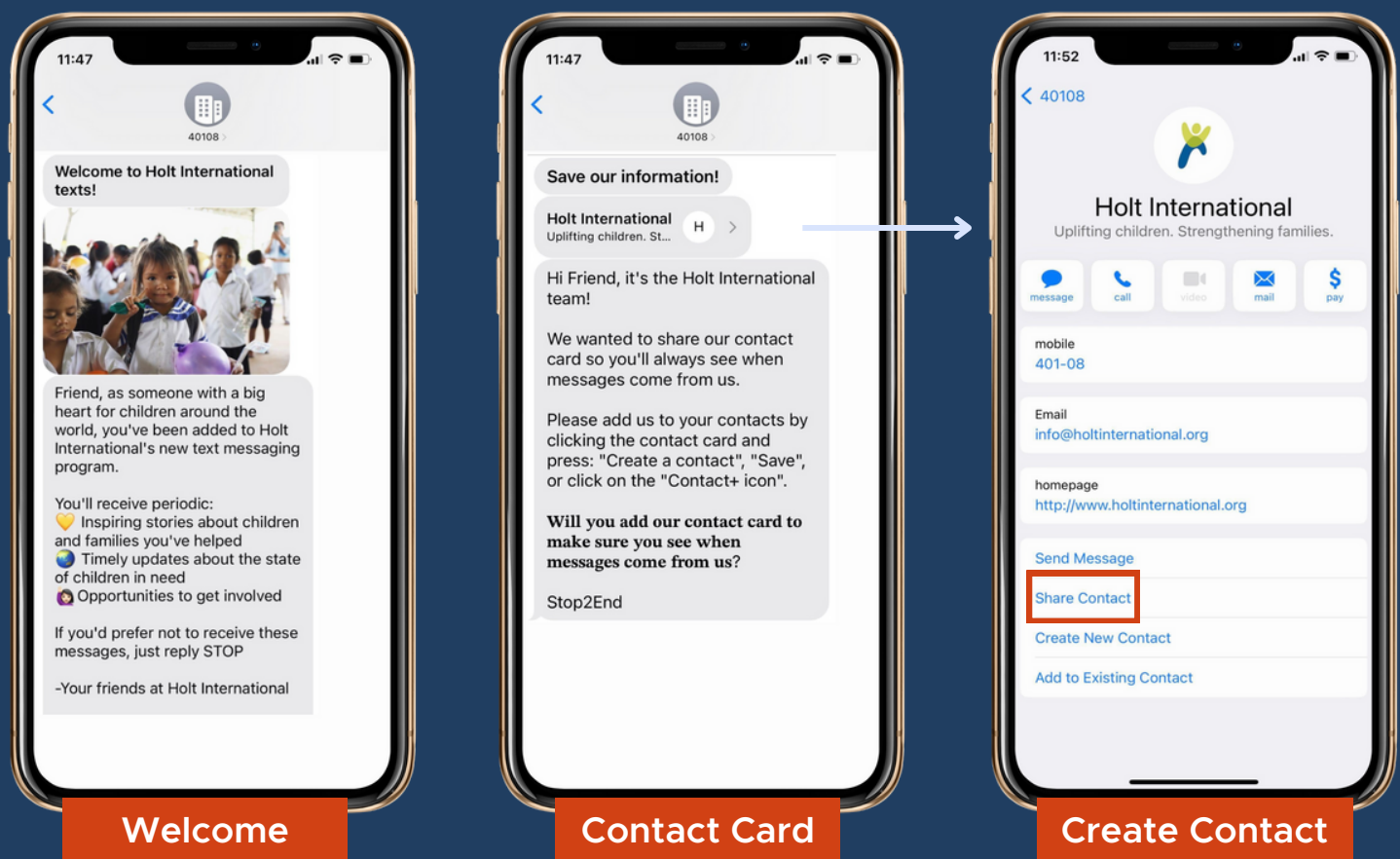
1. Leverage Available Creative

Creating a successful text campaign is not always about creating something new. Most marketers can look into their existing arsenal of messaging - often on email - and find something they can modify (and shorten) that would be suitable for text.

Beyond adding efficiency, it can lead to cohesion in messages and storytelling that is important for any nonprofit.

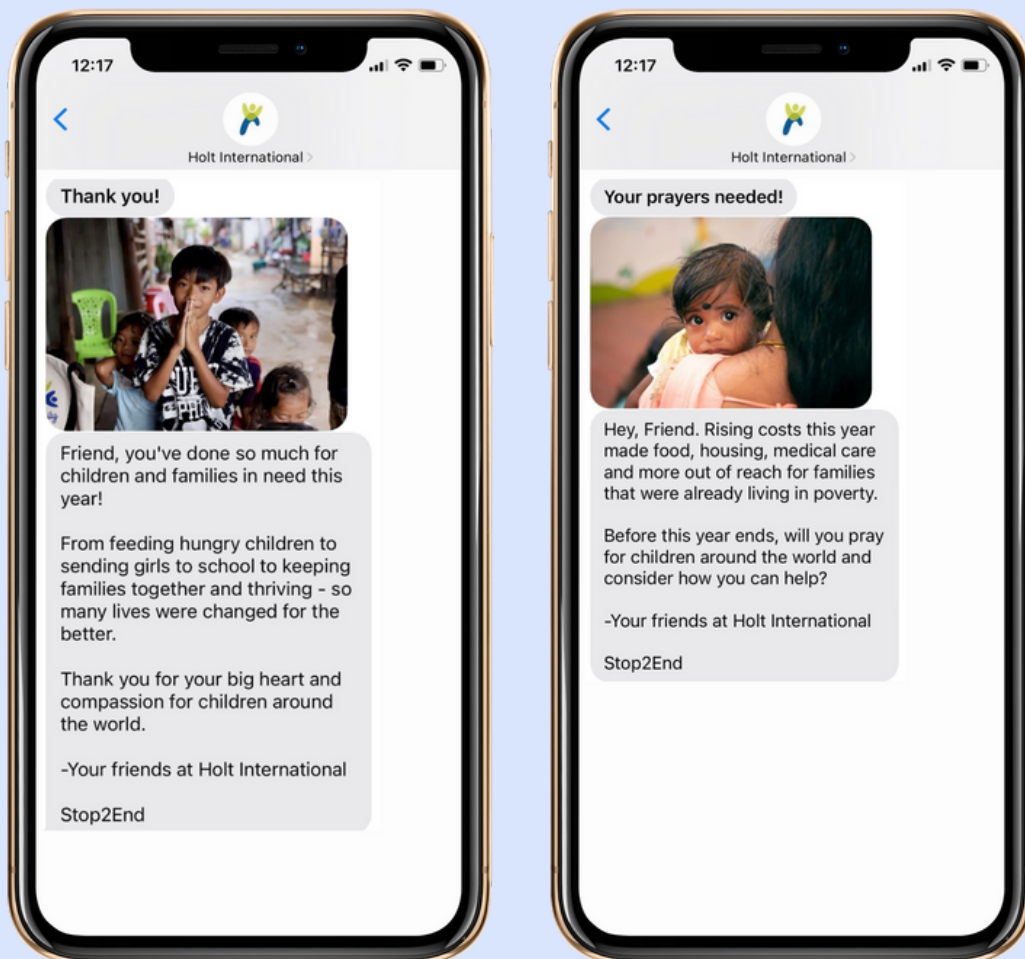
2. Launch Messages

Holt used traditional marketing methods and also started their text campaign by sending targeted launch messages designed to tap into the spirit of giving. These messages were crafted to not only inform but inspire prospective donors about the impact of their contributions.

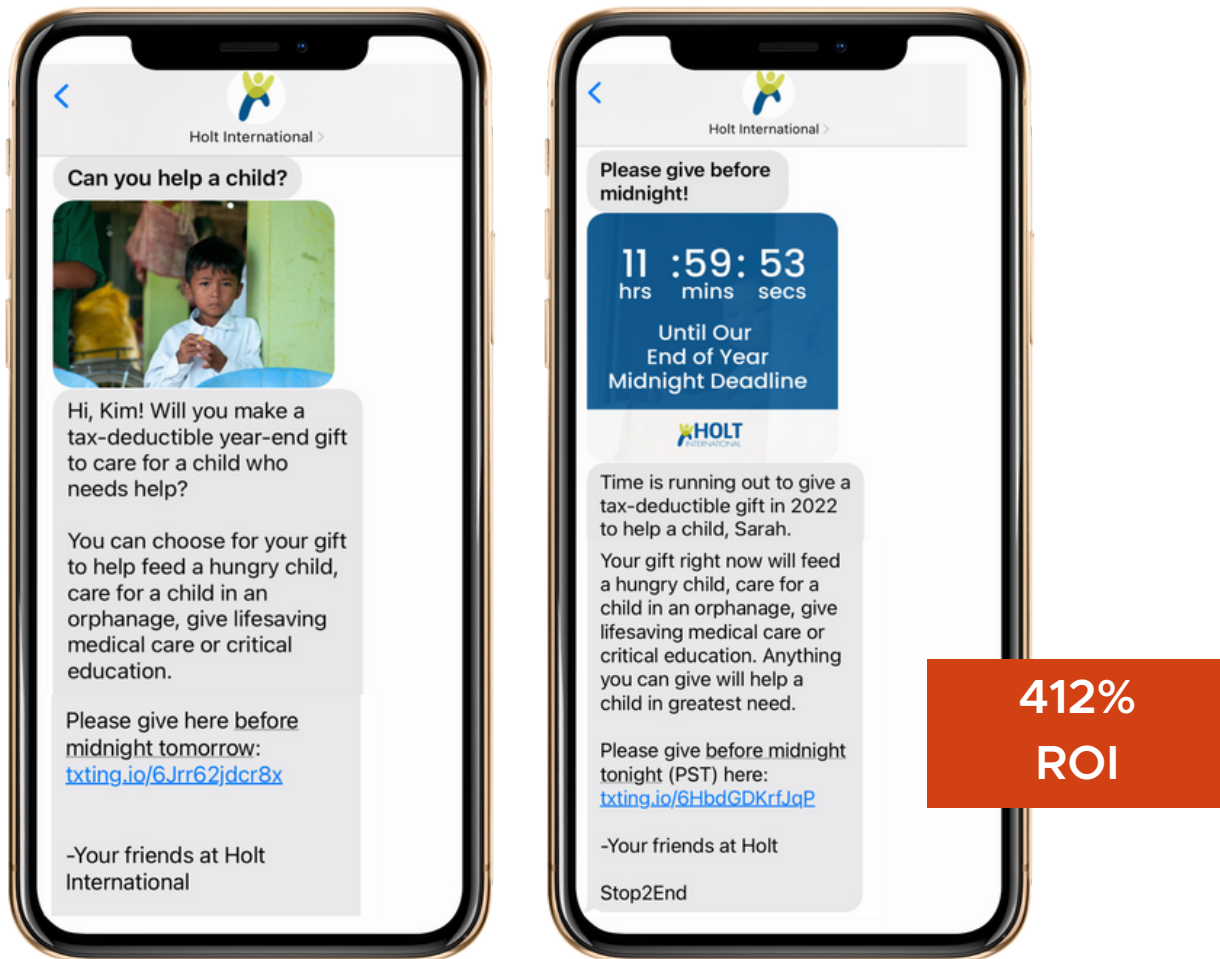


3. Cultivate

Next, Holt focused on cultivation. Instead of immediate asks, they shared stories, updates, and valuable content that further engaged their audience. This highlighted the impact and importance of the donations they had received and encouraged other donors to give.



A/B testing your messages allows you to tailor engaging content to relevant audiences.



This statistic highlights how much was raised vs. the send costs of these two texts.

4. Donation Ask

After initially engaging donors and constituents, Holt then sent out time-sensitive donation asks on Dec. 30 and 31. The asks included urgency and a problem to solve before the year ended.

5. Engage

Post-donation, Holt continued the engagement through thank-you messages and impact updates, thus ensuring that the donor felt valued and involved.

TIPS AND BEST PRACTICES

Holt International's collaboration with Tatango provides a template for other nonprofits facing similar challenges. Through innovative strategy and the effective use of texting, Holt got the word out and reversed industry-wide declines to drive engagement and giving.

By understanding and applying the insights gained from Holt's experience, any nonprofit can transform its end-of-year fundraising outcomes.

Personalize The Messages

Use names and past interaction data to personalize each message.

Time Your Messages

Align your texts with your email and social media campaigns for maximum effect.

Segment Your List

Don't treat all donors the same; segment them based on factors like giving history, location, and engagement level.





RESOURCES

READY TO INCREASE DONATIONS?

Tatango's vast library of resources is available to help your team send messages that engage constituents and achieve your fundraising goals.

TATANGO.COM/RESOURCES

INFO@TATANGO.COM | 1.888.517.6345