



**You Take
Care of
Families.**

**We Take
Care of You.**



August 2023

Agency Insights

- How is TrueSense uniquely positioned to support RMHC Chapters' fundraising programs?
- What are Chapters' greatest opportunities?





WE ARE RIGHT FOR YOU

1

Proven partnership

15 years of “acting as if it’s ours” and proving worthy of your trust

2

Privately owned, unified agency

No inner-company obstacles to impede your success

3

Business continuity

Vast data informs your strategy...no performance risk



4

Giving Potential Scores (GPS)

Proprietary AI used to get the most value from each donor

5

Research-backed strategy

Learn for less with pre-testing

6

Confidence in data security

More in-house data management means less data sharing

7

Database administration

Expert management of your donor records and file pulls so you can conserve your staff

8

In-house print production

Specifically equipped for critical Chapter-specific variables

9

Pay As You Grow

Making this fundraising program possible for any RMHC Chapter

10

Digital program design

Helping you build your digital fundraising foundation

11

Donor Engagement Team

An extension of your staff, providing consistency in personal cultivation of high-value donors

YOUR GREATEST OPPORTUNITIES



Digital Fundraising

- A best-in-class digital marketing program leveraging the Ronald McDonald House Charities brand to grow and engage your donor file.
- Opportunity to leverage digital as additional donor acquisition channels.



Holistic View of Your Whole Donor File

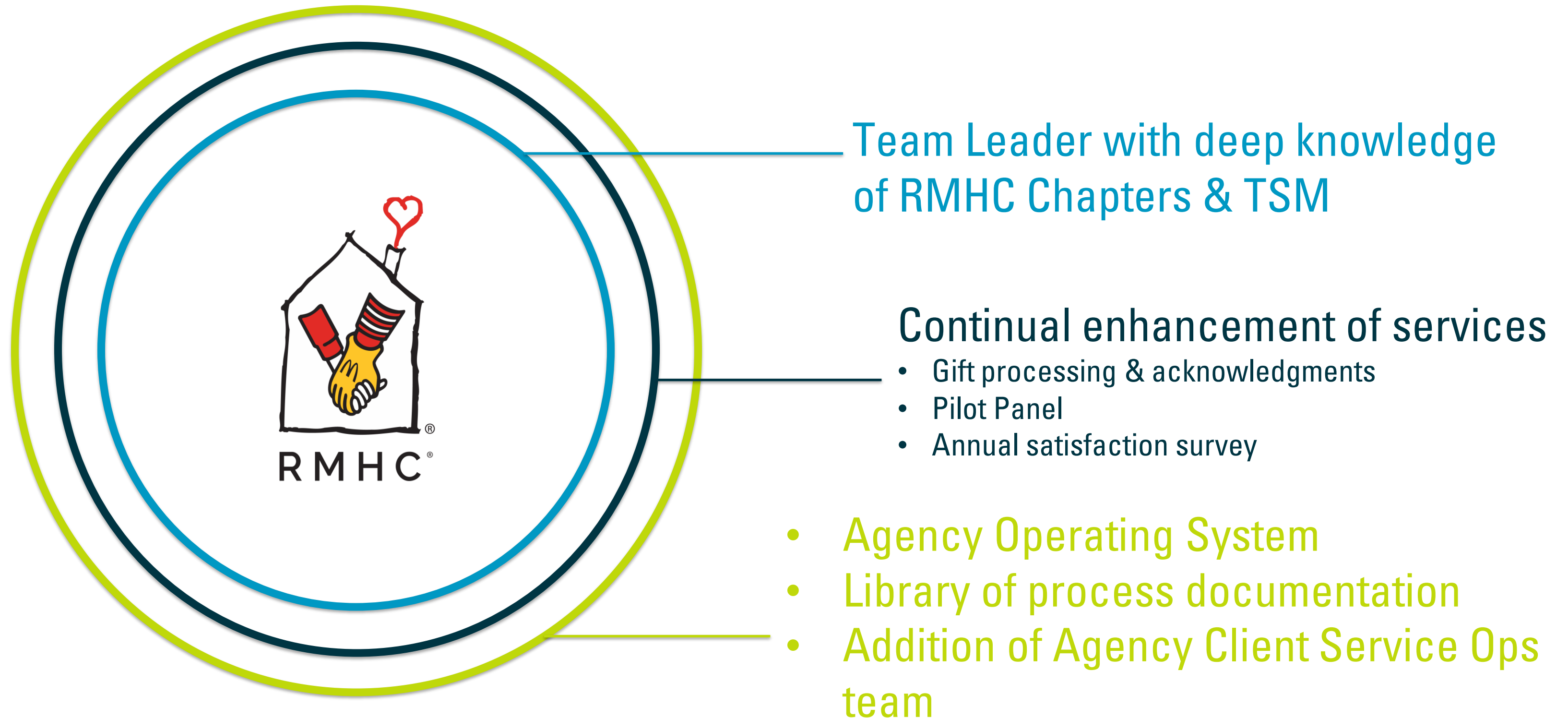
- Blending the donor silos: cultivating donors by science rather than siloed by source.

Future Strategies

Account Management
ROI
Digital
Pipeline
Data
Year-End Acquisition



ACCOUNT MANAGEMENT: AN EXTENSION OF YOUR TEAM



THE PATH TO MAXIMIZING ROI

Within current scope of work

How we are leading you:

- 1** Balancing acquisition costs and growth (tempering use of notepads)
11% better ROI on acquisition investment
- 2** Modeling prospect data in-house to further improve prospect name performance in acquisition campaigns
We're estimating a 5%–8% improvement in performance
- 3** Refreshing guidance to org leaders and their teams on Chapter-side touches that can lead to even more value from your direct mail donors
A 5% improvement in retention can provide a 11%–20% increase in net revenue
- 4** Continue leading with a Monthly Gift lightbox and default option on the donation pages associated with DM appeals
Monthly donors' value is 2x greater than single-gift donors
- 5** Because AI gets better and better as it continues collecting data, our GPS model will continue increasing the ROI of your cultivation appeals
GPS already increased ROI by 11% in 2022

The Role Digital Plays in Giving

1

Donors and prospects spend a lot of time online.

Boomers spend
27 hours
per
week
online



2

They are shopping, researching, Facebooking, watching videos, and streaming shows.



3

Each activity generates new channel-specific data.

4

Smart marketers — including nonprofits — use that data to place ads where donors are spending their time.



RMHC's next big opportunity is to meet your donors where they are!

TRUESENSE AS YOUR DIGITAL BRIDGE

SURROUND SOUND FOR DM

RMHCs want:

- To grow their online donor reach and revenue
- To see ROI on their investments ASAP

Online donors want:

- To get to know charities through their digital content before giving online
- To view and interact with that content in the course of their natural online activities

NEW SUBSTANTIAL REVENUE STREAM OF ITS OWN

Which requires:

- Technology platforms that are digital-marketing-friendly
- Digital experts (which can be expensive to have in-house)
- Tracking mechanisms for capturing leads' activities and info
- Additional email activities/journeys to welcome and steward leads and donors
- Investment in digital advertising

YOUR DIGITAL FUNDRAISING FRONTIER

How we are leading you:

1

Research & Development

- Surveyed Chapters
- Assessed Chapters' publicly available digital properties (website, social)
- Requested access from sampling of markets to do assessment of traffic and engagement

2

Shaping *Chapter Choice* digital scope options

- R & D informs 4 plan options for Chapters to choose from

3

Consultation with each Chapter

- Education
- Review of options based on individual Chapter tech, permissions and budget

4

Implementation (at individual Chapter level)

- Onboarding process to establish access and get tracking in place
- Strategic plan activated

WHAT'S DIFFERENT?

Why the right digital partnership matters so much

Direct Mail: TSM's technology alone	Digital: RMHCs' technology is involved
One appeal is created	Appeal is created for each Chapter
Appeal is localized with Chapter variables systemically in production	Email can be deployed from TSM platform and localized with conditional content Digital ads must be designed and placed manually for each
Mail is deployed from single TSM site	Email is deployed from TSM and Chapter platforms Digital ads must be deployed via individual Chapter platforms/accounts
Coded reply device returned with gift to single point (DMP) for results tracking	Gifts and engagement data (online donations, opens, clicks, likes...) live in multiple Chapter-owned platforms/accounts
Tracking mechanism embedded in TSM appeals	Tracking requires setup within Chapters' websites and digital platforms (eCRM, social media, Google Analytics)
Donation data is accessed by TSM on demand from EveryAction to inform strategy and next appeals	Full performance data can only be accessed by TSM if Chapters grant us access to their platforms/accounts to inform strategy and next appeals

DIGITAL “CHAPTER CHOICE” PACKAGES

Custom		
Growth		
Essential	Also acquire new digital-first donors, and cultivate those and existing donors online.	Unique strategy, resource and media plan aligned with your local activations and efforts
Surround-sound for direct mail		
Success in growth and custom choices require:		
<ul style="list-style-type: none">• Technical platforms that allow for seamless donor journeys• Access and tracking in place for measuring performance• Investment in digital media for reaching prospects and donors		

STRATEGIES FOR INCREASED SUPPORT VIA PLANNED GIVING, STOCK GIFTS AND DAF



Segmentation
Using Appends

Predictive
Modeling

Creative
Research

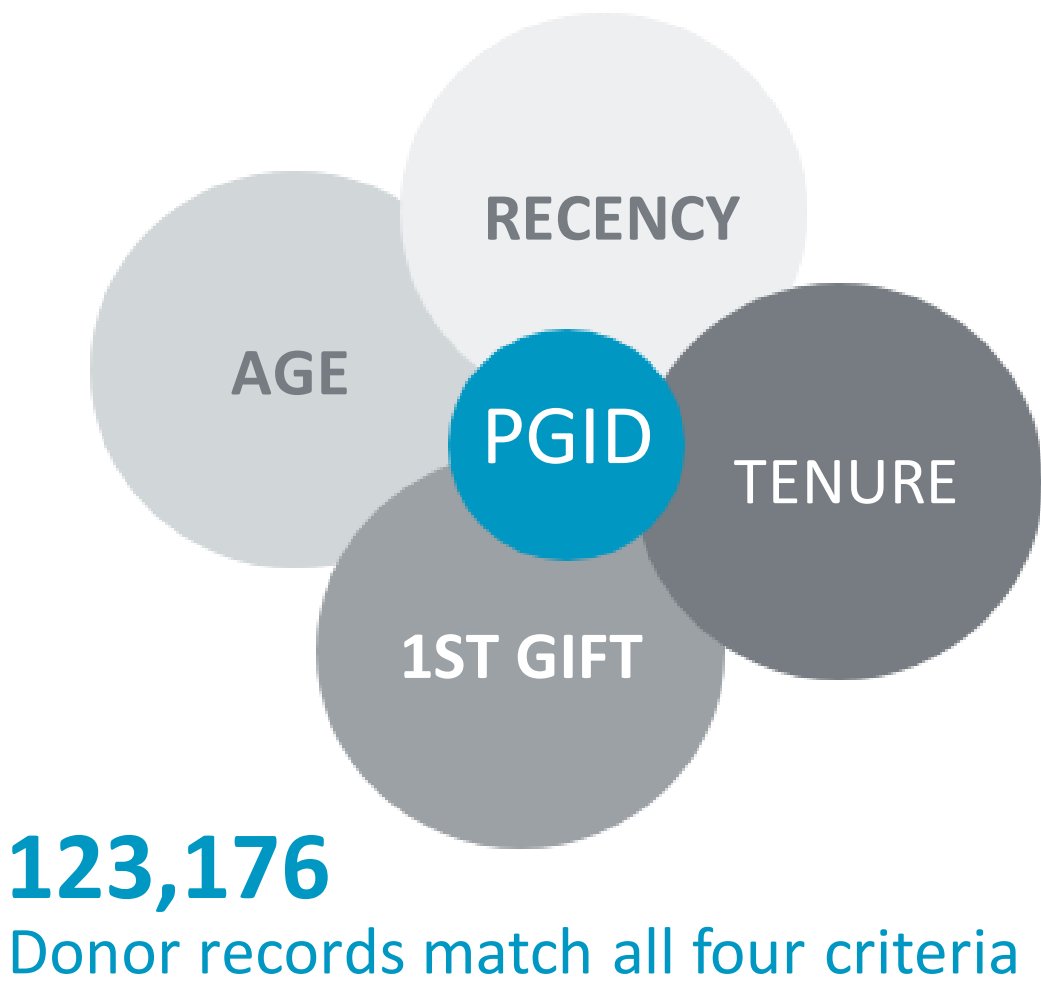
LEVERAGING EXPANDED CAPABILITIES OF TSM'S GIVING SCIENCES:

- New consumer database with 300 variables for modeling and segmentation
 - New AI-driven predictive modeling capabilities
 - Full service, in-house market and donor research

PLANNED GIVING IDENTIFICATION (PGID)

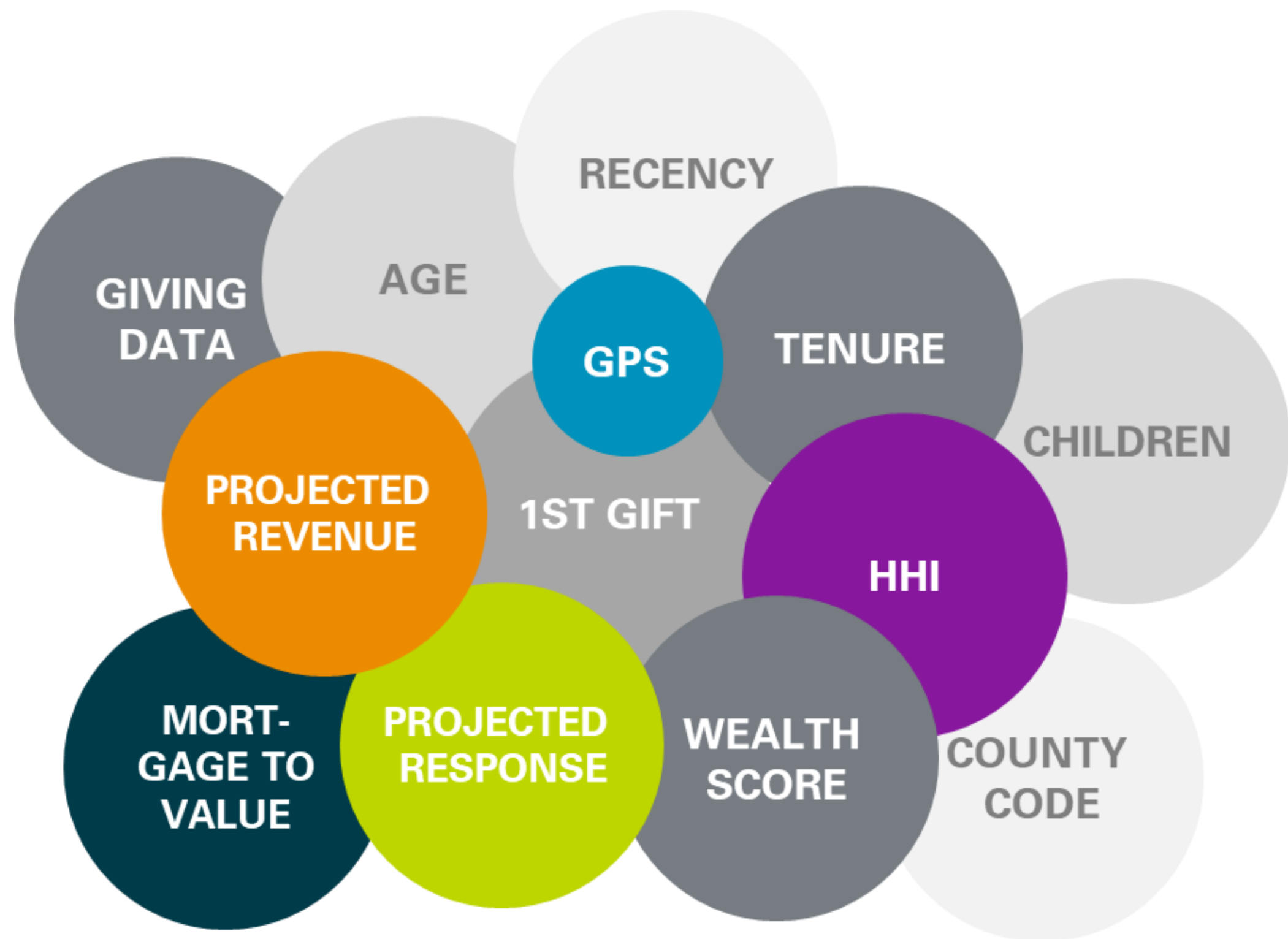
HISTORICAL PLANNED GIVING DATA FROM MILLIONS OF DONOR RECORDS POINTS TOWARD SEVERAL KEY FACTORS FOR TARGETING CONSTITUENTS LIKELY TO LEAVE A LEGACY GIFT

REGENCY	Records
00-24 MOS ACTIVE	168,424
25+ MOS LAPSED	1,025,419
YEARS ON FILE	Records
8+ YEARS	913,241
<8 YEARS	280,602
AGE GROUPS	Records
55+ YEARS OLD	632,616
<55 YEARS OLD	561,227
INITIAL GIFT	Records
ACQUIRED <\$50	32,064
ACQUIRED \$50-500	318,089
ACQUIRED \$500+	843,690



GIVING SCIENCES: PREDICTIVE MODELS (GPS)

FROM **PLANNED GIVING TO
DAF AND STOCK GIFTS**, OUR
CUSTOM AI-BASED MODELS
ARE SECOND TO NONE.



RESEARCH-DRIVEN CREATIVE

TESTING ELEMENTS (OFFERS,
IMAGES, CTA, NEED VS.
HOPE) IN MARKET RESEARCH
FOR THE BEST-PERFORMING
CREATIVE BY SEGMENT.



PROVEN PLANNED GIVING RESULTS

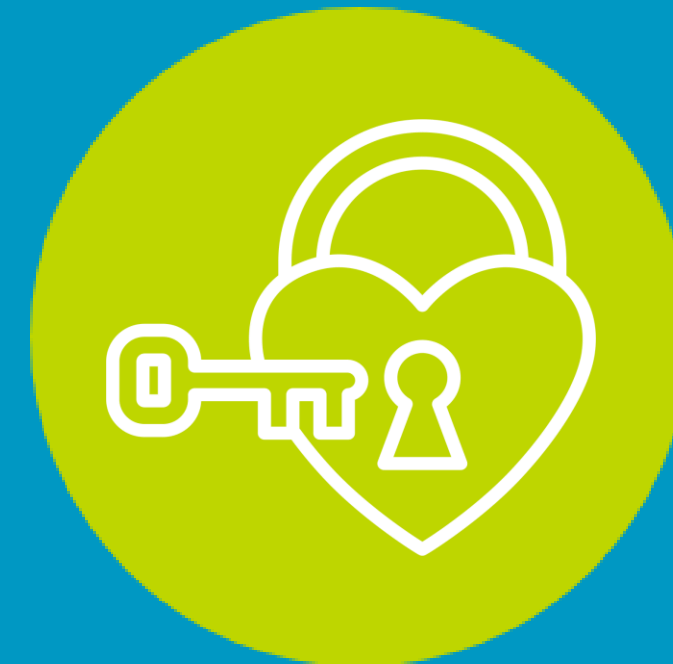


RMHC CNI

Identification of 28 planned gifts that RMHC CNI was not aware of

Uncovered 27 donors who are currently considering including RMHC CNI in their will

388 donors who are open to considering it in the future



Children's Mercy

Identification of 10 planned gifts Mercy was not aware of

Uncovered 22 hand-raisers who expressed interest in hearing from a Planned Giving Officer at Mercy

Overall 18.2% lead rate

FEEDING YOUR HIGH-VALUE DONOR PIPELINE

How we are leading you:

- 1

Continuation of content embedded into appeals + research-based messaging (NL articles, inserts in acknowledgments, remit)
- 2

Share donation form best practices with Chapters
- 3

Offer Planned Giving lead discovery to all Chapters
 - Predictive modeling
 - Digital survey
 - Donor Engagement Team calling
 - Encourage inclusion of housefiles

Your Lasting Legacy

With a little planning and a big heart, you can leave a lasting legacy of love for families with seriously ill children — for generations to come! When you leave a gift to a local RMHC® Chapter in your will, or designate a percentage of your retirement plan assets, you can:



Help ensure that sick and injured children, and their families, have a loving place to stay together.



Enjoy the advantages of planned giving. Ask your tax advisor about certain tax advantages for you and your loved ones.



How do you want to be remembered?
Call us at the number on the enclosed reply form to find out how easy it is to make a planned gift to a Ronald McDonald House. Thank you!

Please Charge My: ☐ MasterCard ☐ Visa ☐ American Express ☐ Discover

Card Number: _____ Exp. Date: _____ Security Co

Name (as it appears on card): _____

Address: _____ Apt. Number: _____ Phone: _____

City: _____ State: _____ ZIP: _____

Email: _____ Signature: _____

☐ I wish to give my gift in honor or in memory of: _____

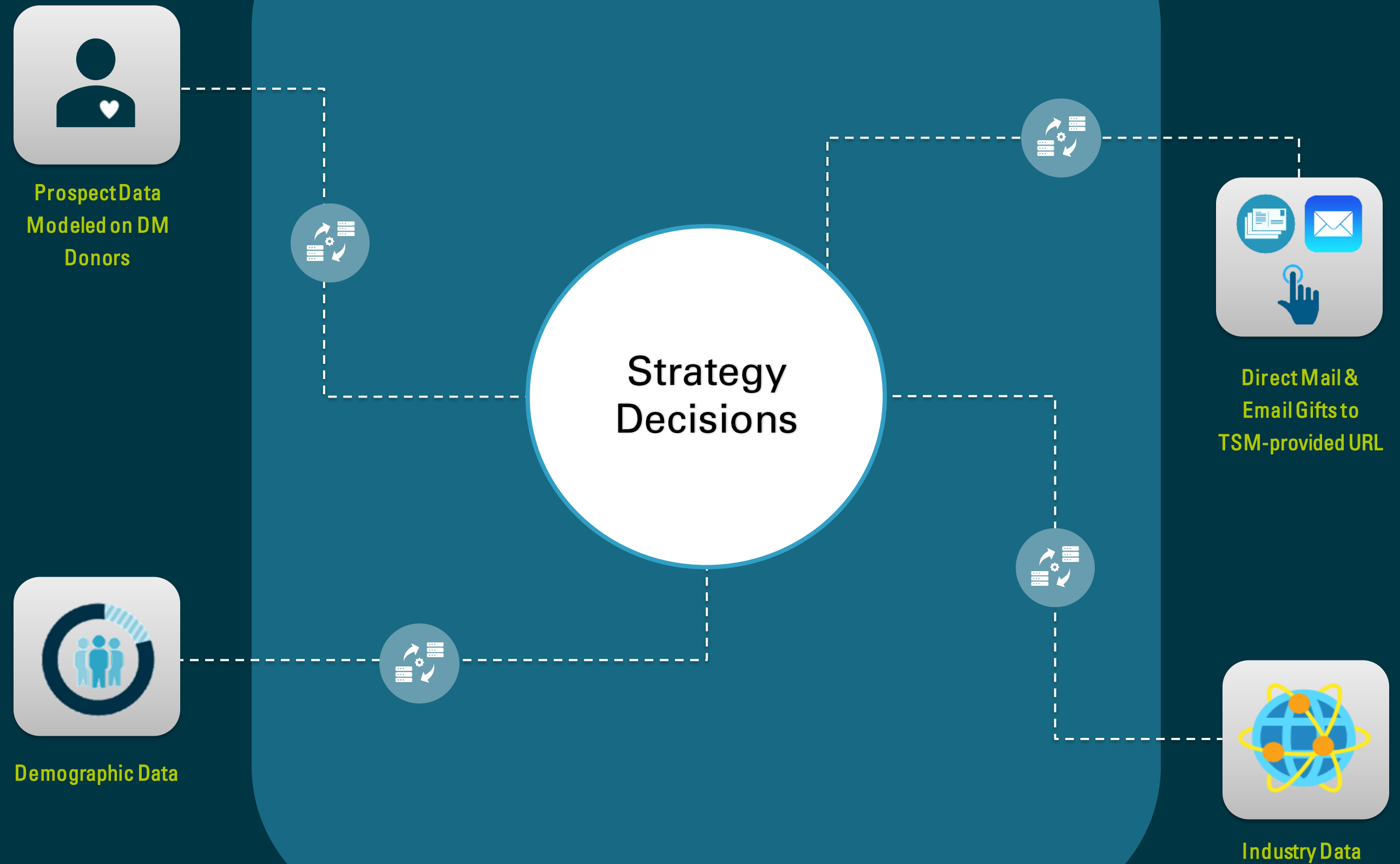
☐ Please send me information about Planned Giving. ☐ I have already included this Chapter in my will.



EXTENSIVE HISTORICAL DATA IS BEHIND EVERY PART OF YOUR TSM PLAN

- Appeal performance data over **14 years** and **68 RMHC Chapters**
- Response data for more than **1.7 million gifts**
- Modeling based on data attributes of more than **1 million donors**
- Use/testing of more than **100 prospect lists/sources** over **65 acquisition campaigns**

Data We Currently Use to Inform Strategy



Data We Currently Use to Inform Strategy



Prospect Data Modeled on DM Donors

- Precision in targeting acquisition investment



Demographic Data

- GPS selects
- Appeal versions
- Modeling to identify PG & MD prospects



Direct Mail & Email Gifts to TSM-provided URL

- Active/Lapsed
- GPS selects
- Appeal versions
- Ask amounts
- Appeal performance
- Test outcomes



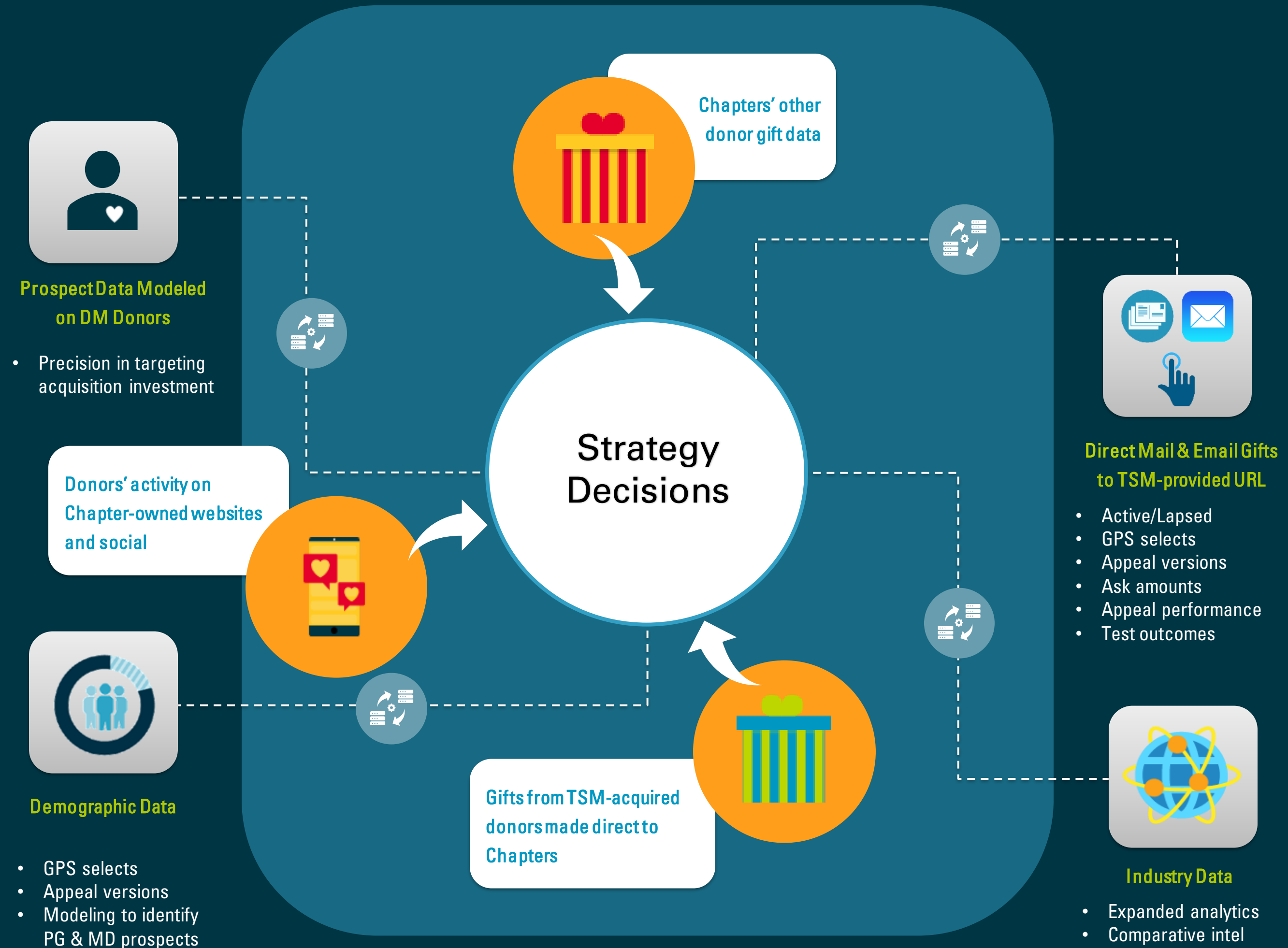
Industry Data

- Expanded analytics
- Comparative intel



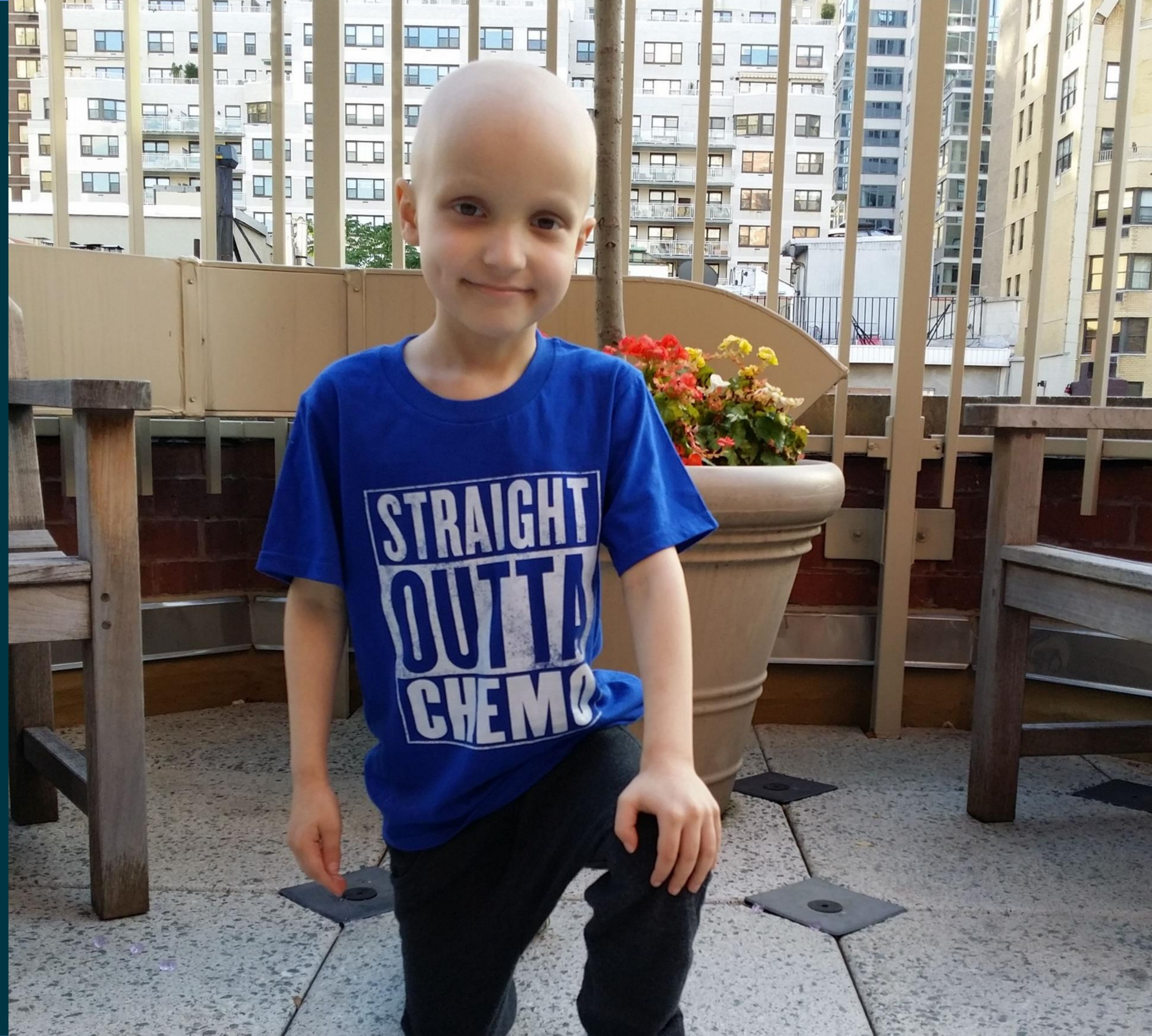
Additional Data = Improved Strategy

- Expand the “intelligence” of GPS selects for more net revenue
- Accurately report on the full value of DM donors for investment decisions
- Assess true effectiveness of appeals and channels for strategy decisions
- Identify more Planned Giving and Major Donor prospects for your staff to steward
- Expand the selects for mail and digital appeals to include DR-responsive house file donors for more net revenue



Future Strategies

Year-End Acquisition





YEAR-END ACQUISITION CAMPAIGN

INTRODUCTION

- The approach for this campaign assumes no limitations.
- Core tactics are universally recommended, and additional layers can extend reach and frequency to maximize performance.
- Each RMHC chapter is unique! Our recommendations are scalable; not all tactics will be the right fit for all chapters.
- A cohesive theme, message and offer will align with the RMHC brand and engage the targeted audiences.

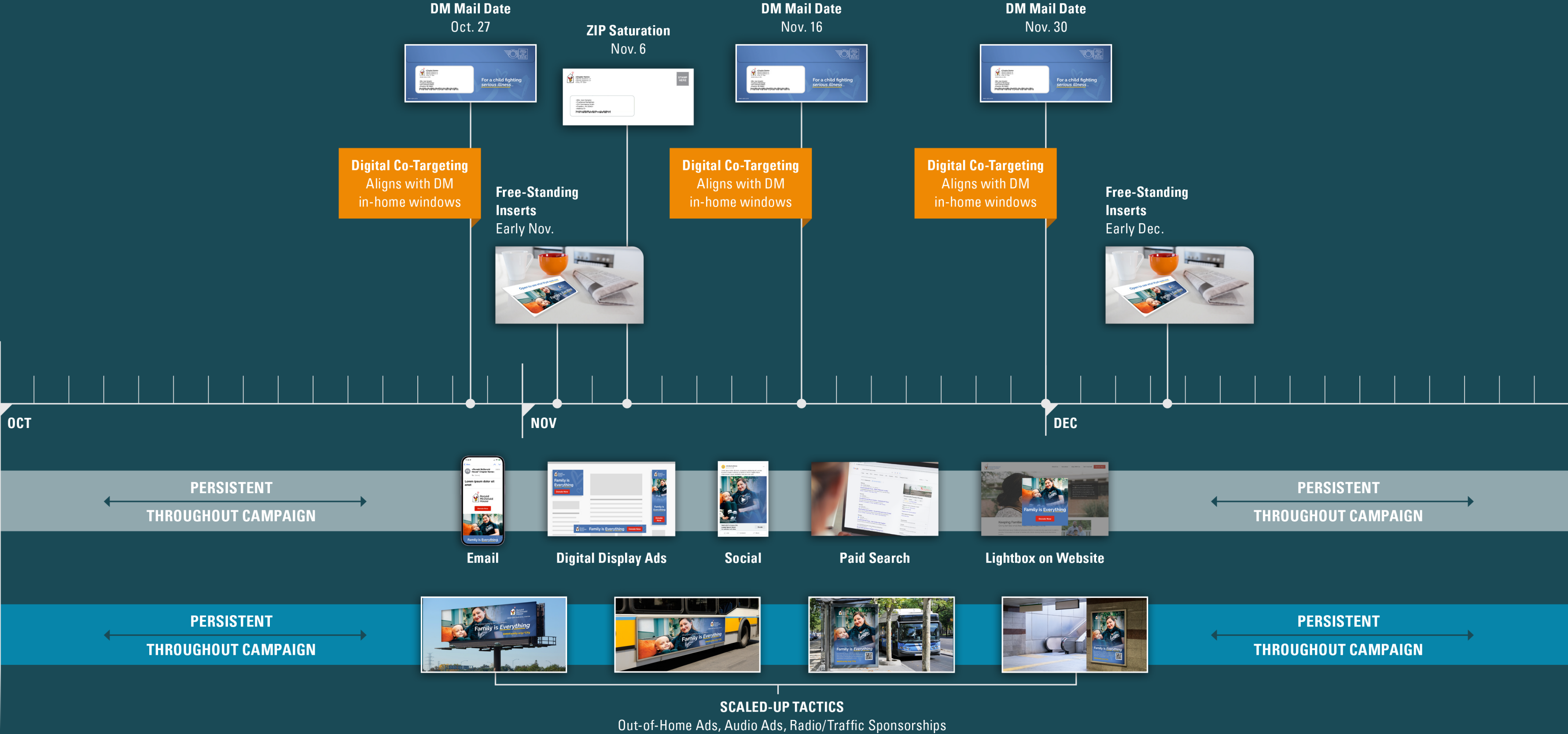


YEAR-END ACQUISITION CAMPAIGN

GUIDING PRINCIPLES FOR TACTICS:

- 1** Must be able to target the audience geographically.
- 2** Must expect return on investment at about 24 months.
- 3** Must not be something that Global offers nationally.

Multichannel Timeline | October–December



OVERVIEW OF CREATIVE CONCEPT

The “Family is Everything” concept captures the essence of Ronald McDonald House Charities’ mission in a single, heart-tugging statement.

What does a critically ill child like Wyatt need most? To be with his family. And Ronald McDonald House Charities makes that possible, through the generous support of donors.

Telling Wyatt’s story across campaign tactics will engage prospects with a consistent offer and message that everyone can relate to. Repeated impressions of this concept across channels will increase overall response.



CAMPAIGN TACTICS | DIRECT MAIL

There is a reason that Direct Mail is foundational: It’s the first step in acquiring new donors.

It is a predictable tactic that provides a trackable return on your investment.

Audience: Individuals who are charitable donors, subscribers, consumers or deeply lapsed donors.

Precision of targeting: Highly targeted.



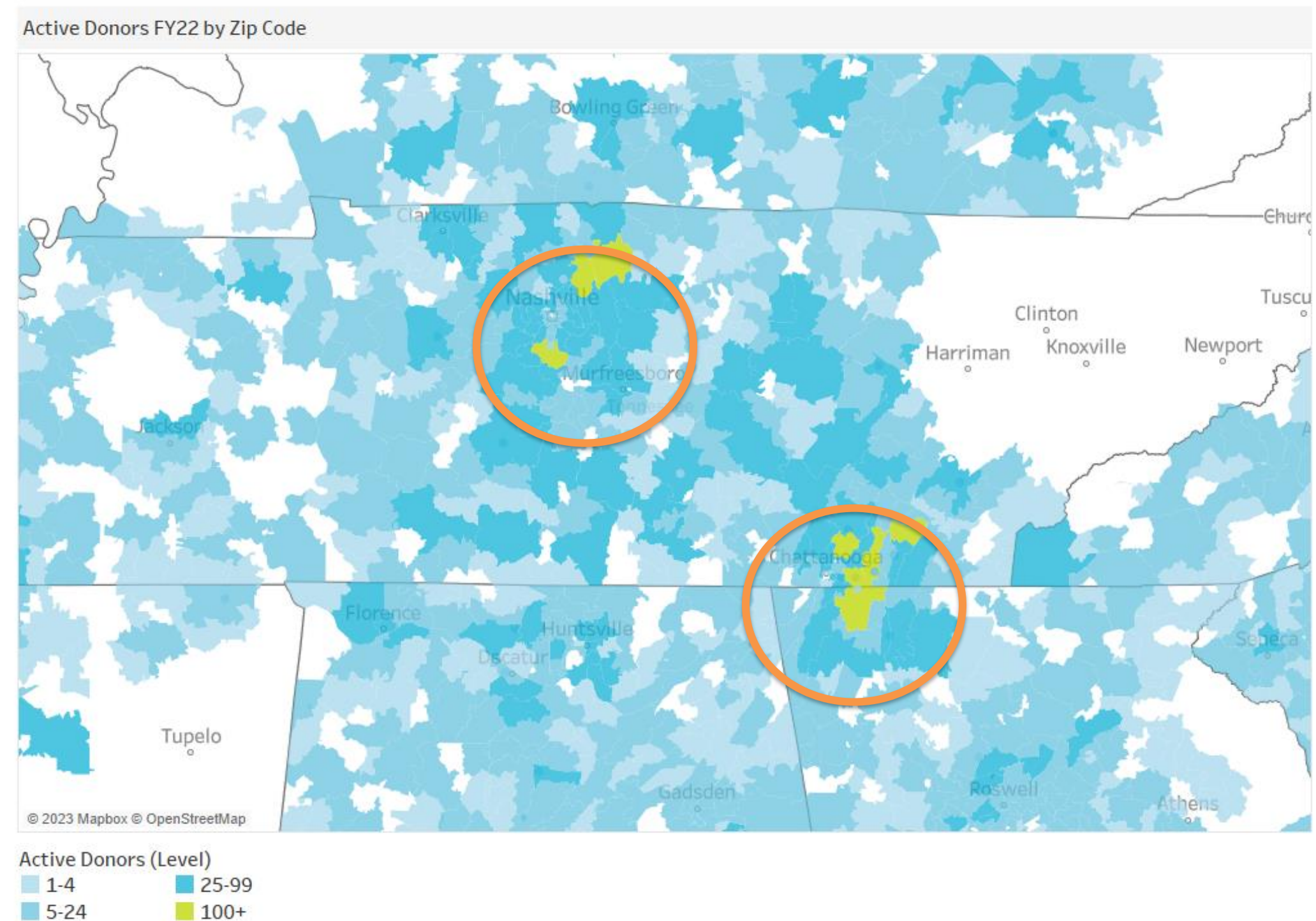
CAMPAIGN TACTICS | ZIP SATURATION MAIL

A ZIP Saturation mailing will complement direct mail. This tactic saturates entire neighborhoods with your message via a piece of mail.

Your data is used to create a Donor Concentration map like this sample. This mailing will target ZIP codes where there are high populations of donors already.

Audience: Prospects living in the neighborhoods (ZIP codes) where donors already live.

Precision of targeting: Moderately targeted.



CAMPAIGN TACTICS | FREE-STANDING INSERTS

Campaign awareness and audience reach can be increased through Free-Standing Inserts.

This tactic leverages your direct mail piece as an insert into a newspaper. This tactic is less expensive than traditional direct mail.

This tactic may not be available in every market.

Audience: Subscribers to local newspapers.

Precision of targeting: Broadly targeted.



CAMPAIGN TACTICS | DISPLAY AND PAID SOCIAL

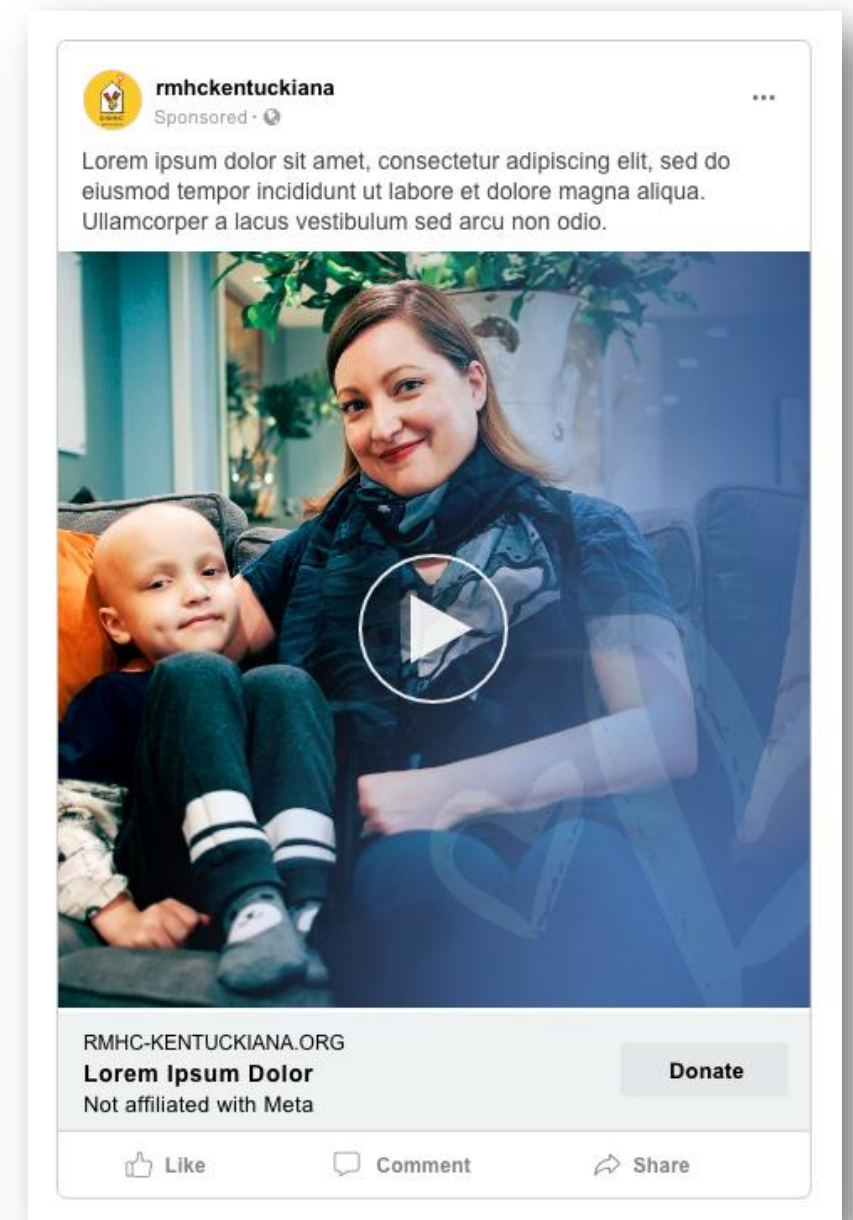
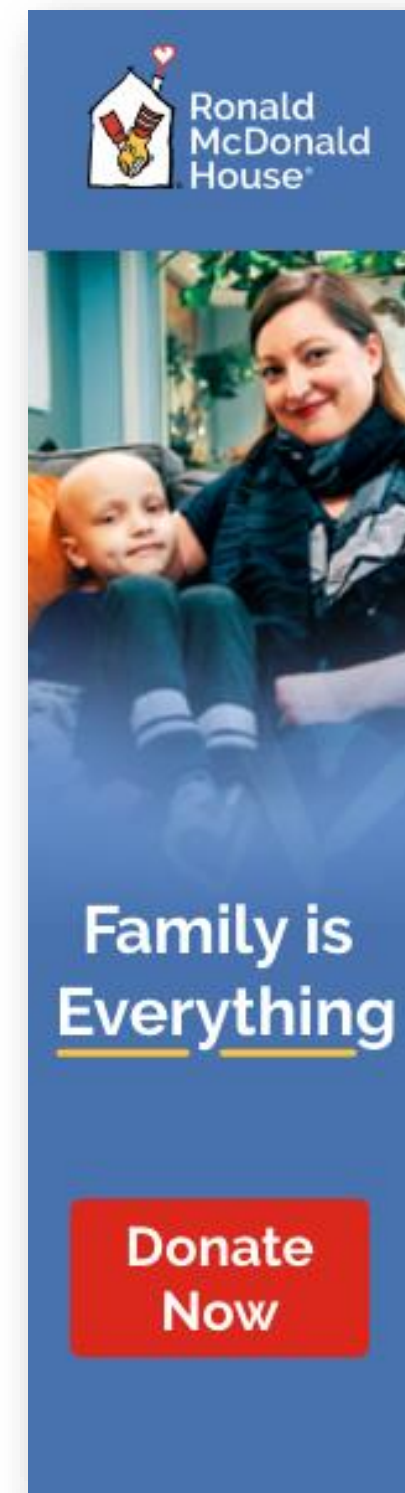
To lift your direct mail performance, our next step is to add co-targeting in Display and Paid Social.

We can reach prospects receiving direct mail online through display and social media ad platforms.

Digital ads on websites, Facebook and Instagram will keep RMHC top of mind for the targeted audience. We have seen co-targeting lift direct mail results by 20% or more.

Audience: The prospects who will receive a direct mail piece.

Precision of targeting: Highly targeted, to individuals.



CAMPAIGN TACTICS | DIGITAL ACQUISITION

We can leverage digital advertising to reach potential donors beyond co-targeting and retargeting efforts.

We'll use lead generation ads to capture email addresses from potential donors. Once captured, potential donors will receive welcome emails and ads to motivate them to give.


Audience: Digital prospects who look like existing donors based on demographics, similar interests and the geography surrounding an RMHC House (geo-fencing).

Precision of targeting: Moderately targeted.

<Ronald McDonald House® Chapter Name>

FN

Lorem ipsum dolor sit amet
Consectetur adipiscing elit, sed do eiusmod.
To: [Name]
Reply-To: email@email.com



Ronald
McDonald
House®

Match My Gift

Family is Everything

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Donate Now

Quis hendrerit dolor magna eget est. Sit amet mattis vulputate enim nulla aliquet porttitor.

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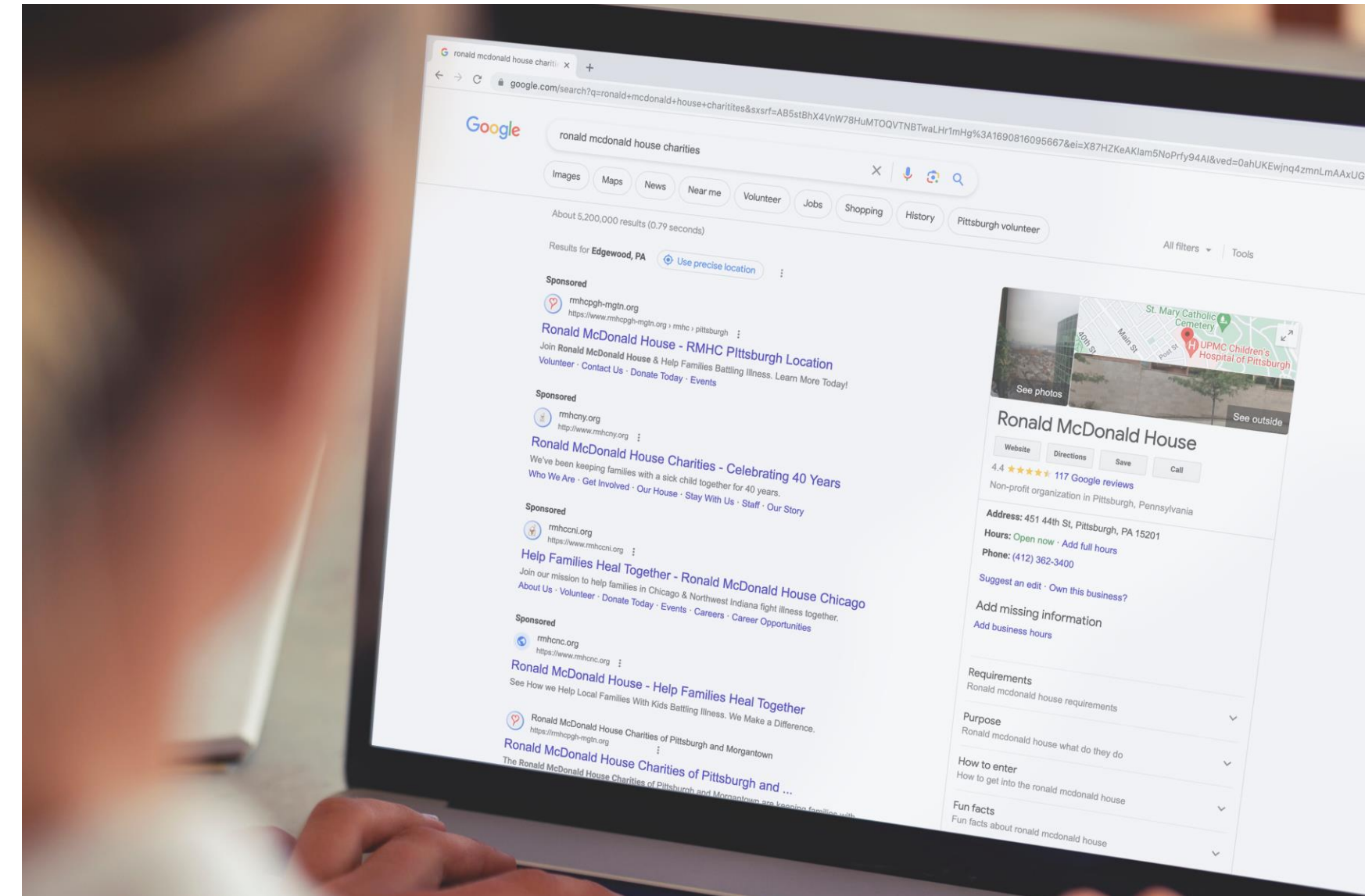
CAMPAIGN TACTICS | PAID SEARCH

When you search online for Ronald McDonald House Charities, are you the top result? You should be.

As these additional channels and efforts are executed, more digital traffic will be driven to find you. When a potential donor searches for you, we want to make sure they find YOU and not a different organization. An effective paid search approach will keep you at the top of the search results to capture the traffic and lead prospects back to your website.

Audience: Anyone searching RMHC related keywords, family campaign.

Precision of targeting: Highly targeted.



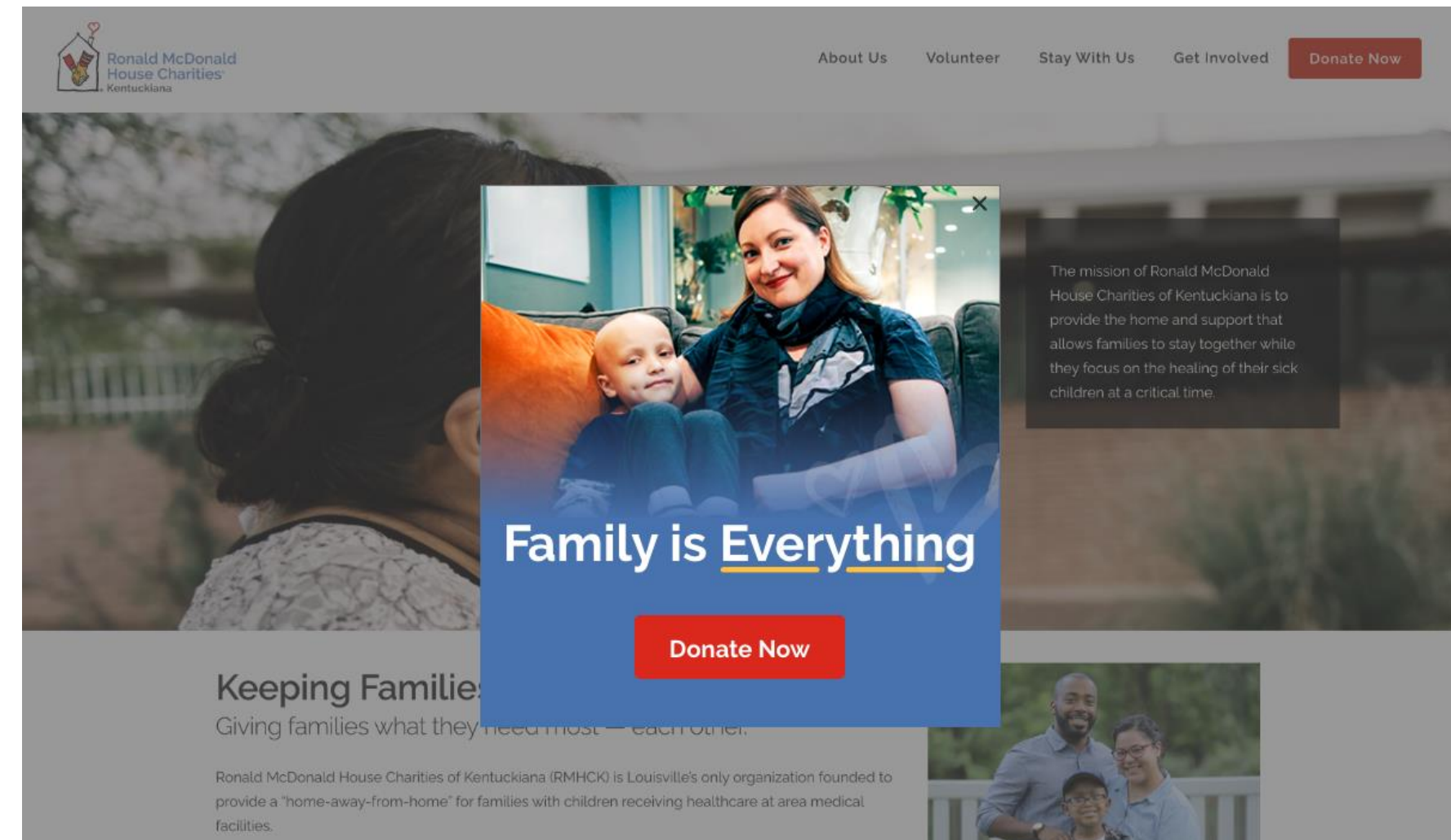
CAMPAIGN TACTICS | LIGHTBOXES

Once a potential donor arrives to your website, they need to know where to go.

A lightbox, sometimes called a pop-up, on your homepage will direct potential donors to the donation page where your offer and message will be presented at the point of transaction.

Audience: Chapter website visitors.

Precision of targeting: Broadly targeted.



SCALED-UP CAMPAIGN | ADDITIONAL TACTICS

Beyond our recommended approach to a Fall campaign, additional media investments can drive additional audience reach and impressions across chapter markets.

Radio Traffic Sponsorships

With Radio Traffic Sponsorships, you can reach further across your region.

In just three days one of our clients achieved **3.24 million impressions** through traffic sponsorships.

Audio Streaming

Audio ads placed in platforms such as Pandora and Spotify can boost the message similarly to traffic sponsorship ads.



SCALED-UP CAMPAIGN | ADDITIONAL TACTICS

Out of Home

Your brand awareness, web activity and donation volume can be lifted by utilizing Out of Home as part of your fundraising campaign. It has a broad reach. Large volumes of people will see the ads, which are targeted to locations in your market.

Out of Home amplifies other media. It has been shown to boost ROI in Display by 31%, Social by 56%, Search by 80%, Radio by 12% and TV by 21%.



ADDITIONAL TACTICS | OUT OF HOME



A billboard advertisement for Ronald McDonald House. The billboard features a photograph of a woman with long brown hair, wearing a dark blue jacket, sitting on a couch and holding a young child with a shaved head. The child is looking towards the camera. The background of the billboard is dark blue. In the top right corner, there is a logo for Ronald McDonald House, which consists of a white house icon with a red heart above it and the text "Ronald McDonald House" in white. Below the logo, the text "BENEFITING YOUR LOCAL CHAPTER" is written in white. In the center of the billboard, the text "For a child battling serious illness ..." is written in white, followed by the large, bold text "Family is Everything". At the bottom right, the website "RMHFamily.org/City" is displayed in yellow and white. The billboard is mounted on a tall metal structure with a walkway and railing on the right side. The background shows a clear blue sky, power lines, and some trees.

Ronald McDonald House®

BENEFITING YOUR LOCAL CHAPTER

For a child battling serious illness ...

Family is Everything

RMHFamily.org/City

RFP MICROSITE

Microsite for shared information:

<https://rmhc.truesense.com>

Contains: Original Proposal Documents, Final RFP
Presentation, RMHC Chapter Case Study

Thank You!



Questions



Comments



TrueSense.com

