



Communicating Impact of Funding

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WHY



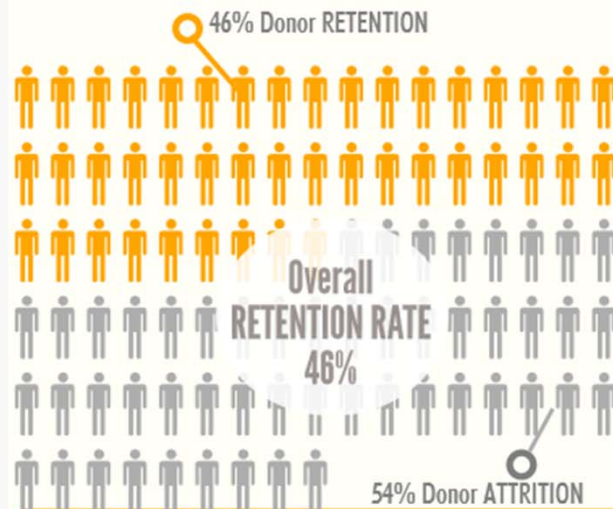
WHY



WHY

2015 METRICS

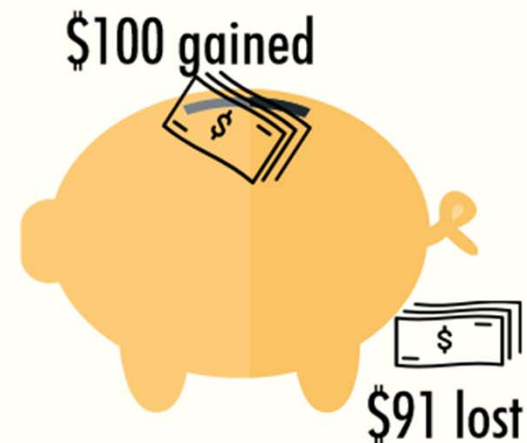
Every 100 donors gained was offset by 96 lost donors through attrition



DONOR RETENTION

- 2% net gain in donors retained from 2014 to 2015.
- 79% of the gains were from NEW donors.
- 21% of the gains were from REACTIVATED donors.

Every \$100 dollars gained was offset by \$91 lost



DOLLAR RETENTION

- 5.3% net gain in revenue from 2014 to 2015.
- 44% of the gains were from NEW donors.
- 37% of the gains were from UPGRADED donors.
- 19% of the gains were from REACTIVATED donors.

Source: Fundraising Effectiveness Project
2016 Fundraising Effectiveness Survey

ORGANIZING PRINCIPLES

WHO YOU ARE,

WHAT YOU DO &

HOW YOU TALK ABOUT IT

SHOULD BE ALIGNED

IF YOU ARE TO ENGAGE & CONVINCE.

ORGANIZING PRINCIPLES

WHO YOU ARE,
mission and vision

WHAT YOU DO &
programs and priorities

HOW YOU TALK ABOUT IT
communications tactics

SHOULD BE ALIGNED
integrated and connected

IF YOU ARE TO ENGAGE & CONVINCE.
progress and impact

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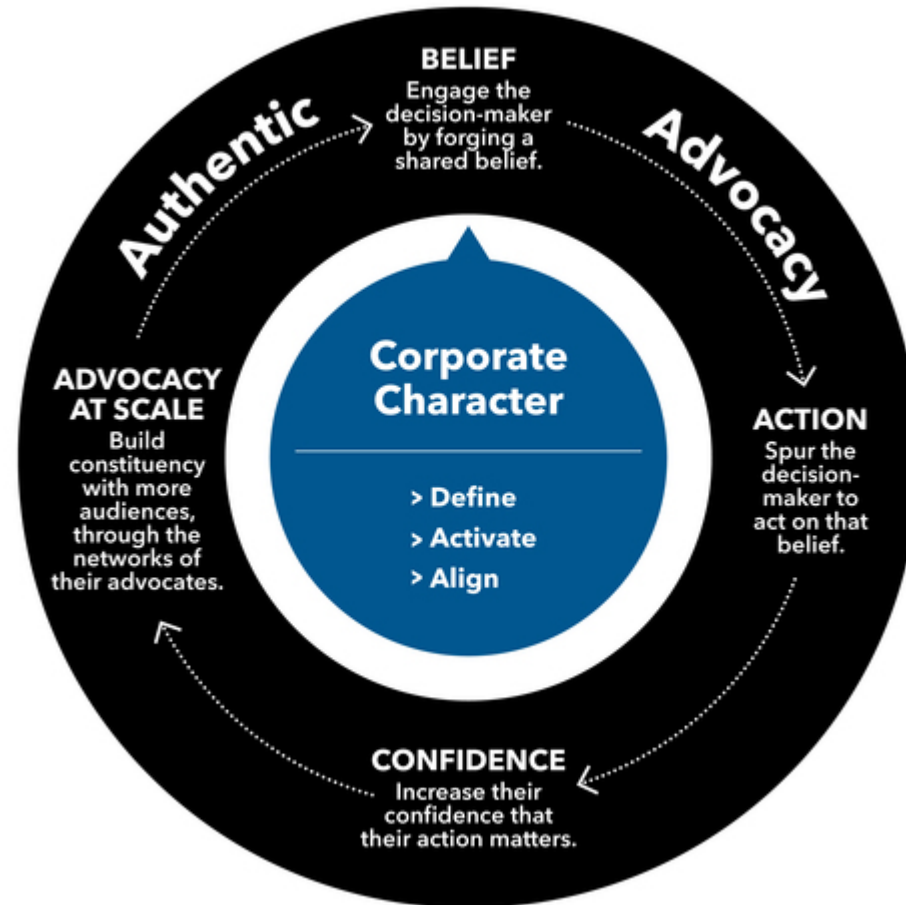
IF YOU ARE TO ENGAGE & CONVINCE.

Communications is Strategy

- Communications is not an add-on, it's a core business imperative
- Everything you do (or don't do) communicates
- Leading is communicating; you can't separate communications from leadership

Communicating Character

BUILDING BELIEF:
A NEW MODEL
FOR ACTIVATING
CORPORATE CHARACTER
& AUTHENTIC ADVOCACY



Source: Arthur Page Society

“Human beings continue to be inexplicably attracted to artful storytelling in every language, everywhere in the world.”

- The Moth

ORGANIZING PRINCIPLES

WHO YOU ARE,

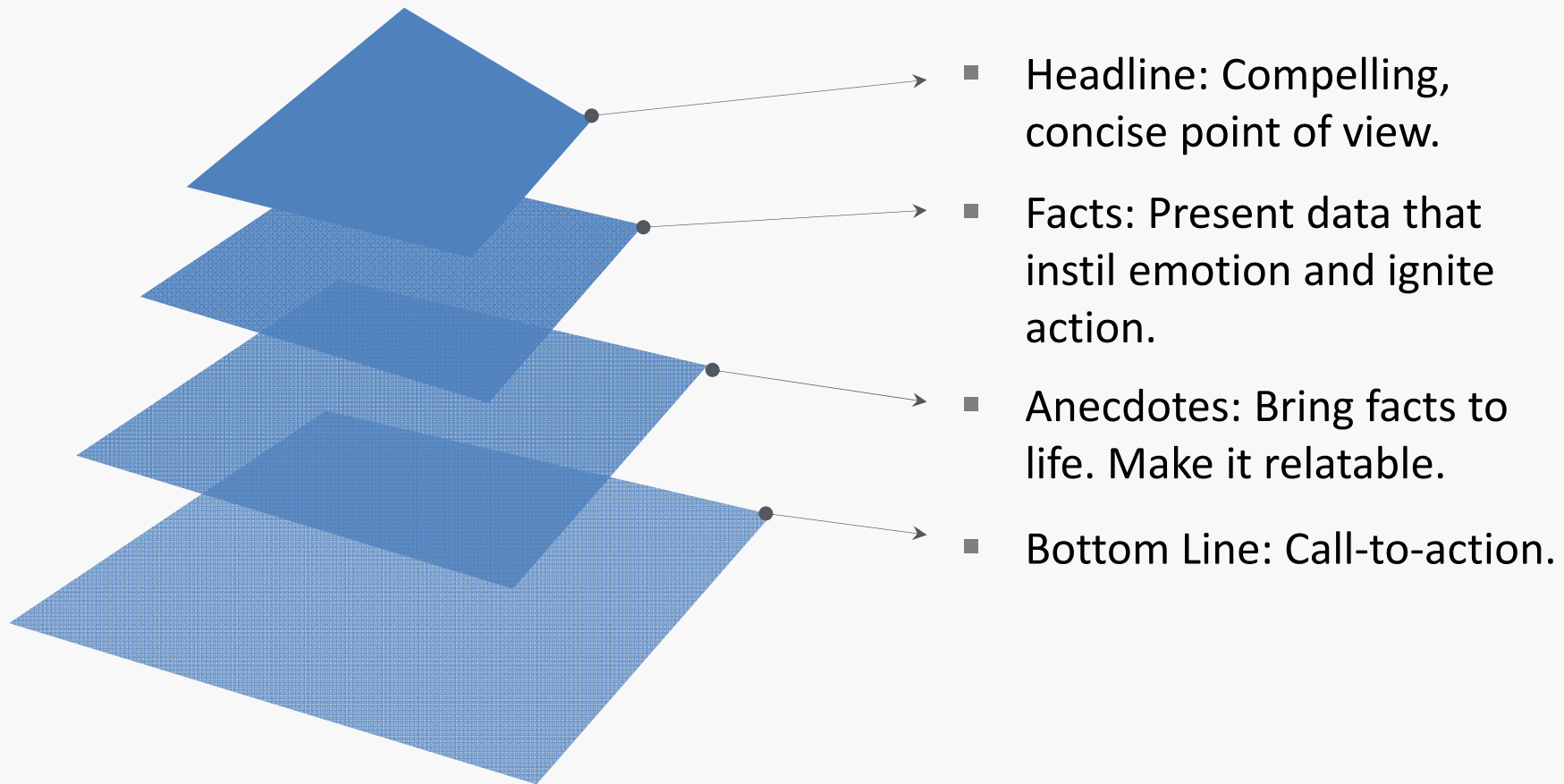
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programs and priorities

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Articulate Every Program as a Stand-Alone Message



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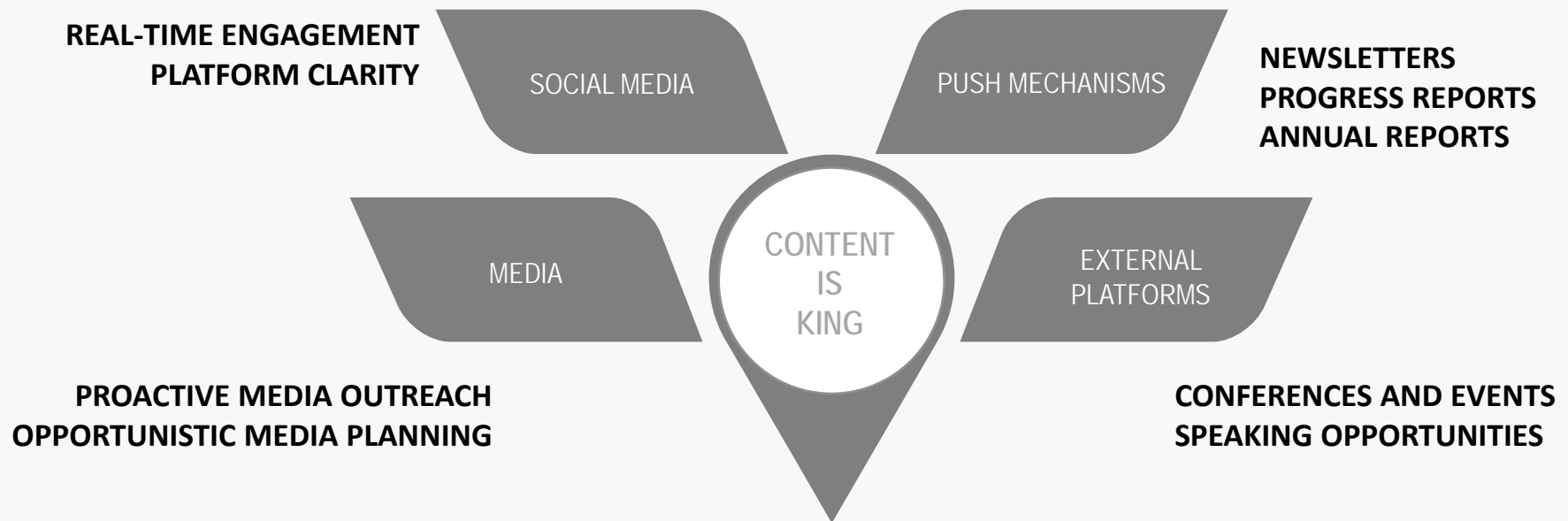
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Tactics Matter



ARTICULATE VALUE PROPOSITION
DRIVE ACTION
MEASURE PROGRESS

7 Trends to Consider



Business pressure changing media



Perishable content



Dominance of visual content



Algorithms as the new editorial



The death of organic reach



The second screen in the board room



Digital comes of age in the enterprise

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IF YOU ARE TO ENGAGE & CONVINCED.

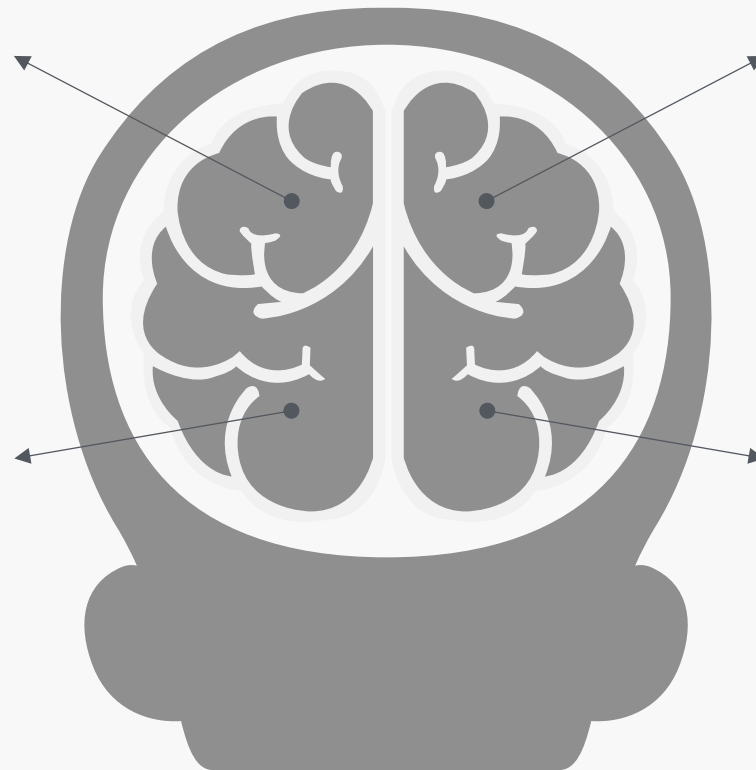
The Role of Your Chief Communications Officer

Steward of reputation

Earn trust, carve out leadership space, serve as "conscience counselor"

Effective communicator

Develop and implement honest and effective strategies



Integrator

Drive cross-functional collaboration and integration around strategic priorities within the organization.

connector

""No longer just explaining the company to the world, but also explaining the world to the company."

ORGANIZING PRINCIPLES

WHO YOU ARE

mission and vision

WHAT YOU DO

programs and priorities

HOW YOU TALK ABOUT IT

communications strategy

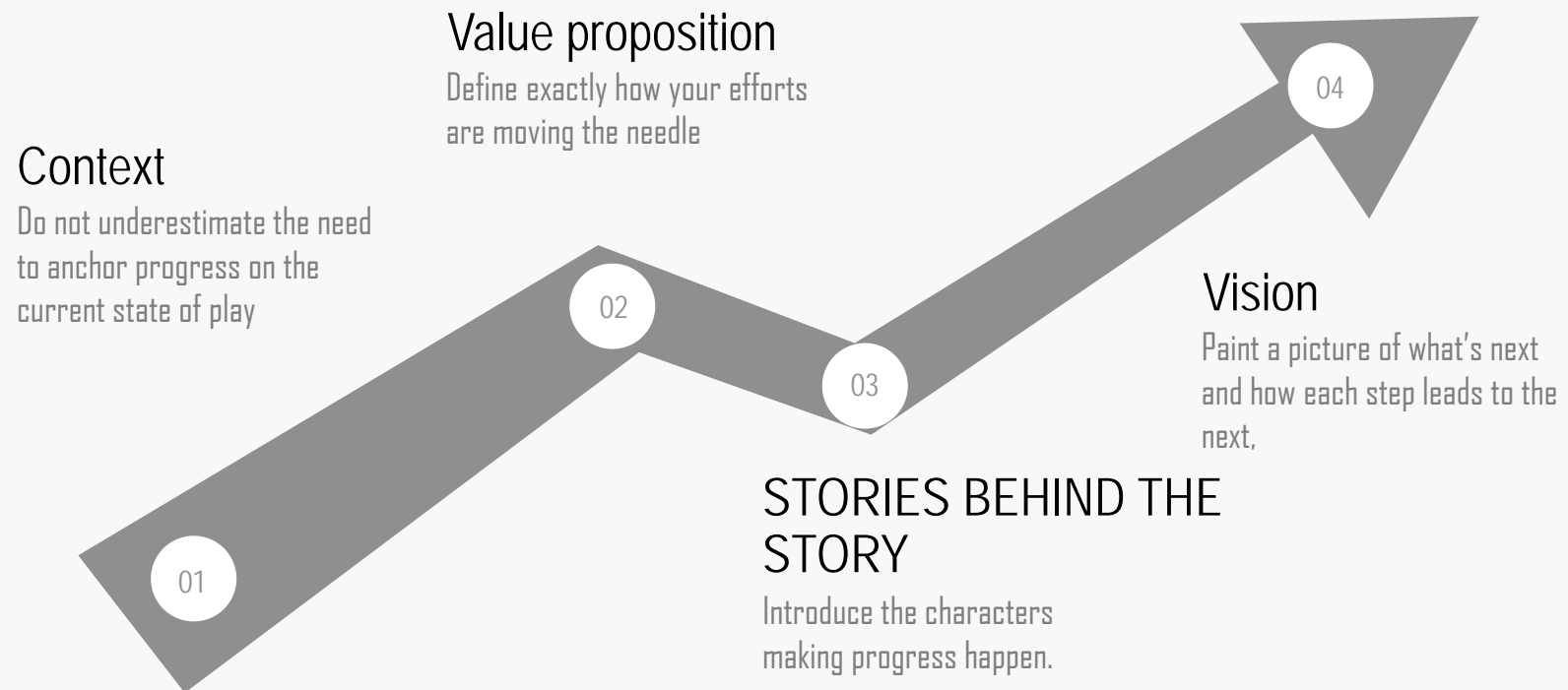
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IF YOU ARE TO ENGAGE & CONVINCE

progress and impact

PROCESS OF ENGAGEMENT

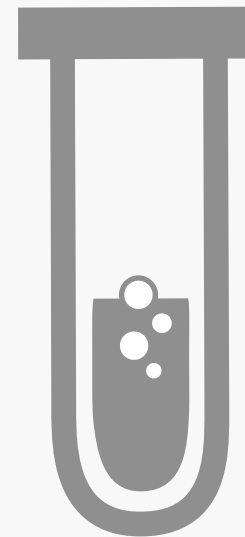
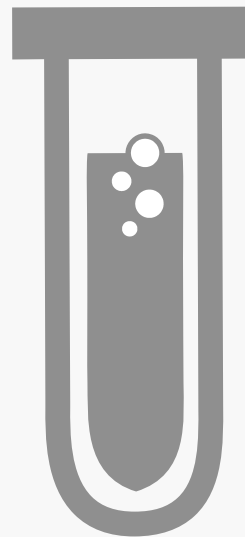
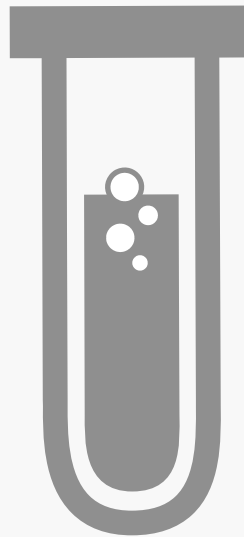


MEASUREMENT MATTERS

For meaningful metrics, measure tactics against key goals and objectives .

STATE OF THE SCIENCE

Have your programs changed the state of the science around the disease?



PATIENT ENGAGEMENT

How well do you know the needs and expectations of your patient population and what have you done to address these?

SCIENTIFIC COMMUNITY

How have you engaged the best and brightest? Have you brought in new collaborators and allow different disciplines to converge?

Continuous Process



Each output brings about changes in
outcomes – articulate it.

Q&A
