

00:35:10 STEVE LAUSCH: Country Roads (mostly when driving through WV)

00:35:14 Michelle Schindler: I'm Gonna Be (500 Miles)

00:35:16 Melanie Scholz: Harry Styles - as it was

00:35:16 Catharine Mini: Kansas - Carry on my Wayward Son

00:35:17 Mindy Tuttle: Rivers and Roads, Head and the Heart

00:35:17 Maggie McBride: Colter Wall's "western swings and waltzes" album is EXCELLENT if driving through country/woods

00:35:20 Teddy Quinn: Take It Easy by the Eagles

00:35:23 Ryan Scholl: Born to Run by Bruce Springsteen

00:35:29 Brittany Iery: George Michael "Freedom" ☐üòÇ

00:35:30 Kellie Ketterman: getaway car - taylor swift

00:35:30 Julia Rocchi: "On the Road Again," Willie Nelson

00:35:31 Eric Jost: Movin Right Along by the Muppets

00:35:31 Melanie Scholz: Stronger - Cher

00:35:36 Henry Decker: You Make My Dreams - Hall & Oates

00:35:39 Kasi Zieminski: Fleetwood Mac - The Chain

00:35:40 Beth Comeau: Faithfully by Journey

00:35:41 Brandon Hemel: Ministry's cover of Golden Earring's Radar Love

00:35:44 Carissa Gurgul: Southbound Carrie Underwood (best when driving South!)

00:35:46 Abigail Jarvis: "Midnight on the Interstate" by Trampled by Turtles

00:35:51 Lisa Aubin: Basically anything I know all the words to. ABBA comes to mind

00:35:56 Kate Osmundson: Untraveled Road by Thousand Foot Krutch

00:35:56 Quin Works: 3005 Childish Gambino

00:36:00 Megan Goss: Fat Bottomed Girls - Queen

00:36:00 Ayesha Anderson: Three Little Birds by Bob Marley

00:36:00 Rachael Powell:
<https://open.spotify.com/track/2WnAKZefdRHxtBEkRjFOHC?si=b840cb9alb9b4e54>

00:36:00 David Jorgensen: November Rain - Guns & Roses

00:36:07 Taylor Jarvis: Paradise by the Dashboard Lights by Meatloaf

00:36:08 Kim Gube: I'm gonna be (500 miles)

00:36:14 Pamela Pulkownik: Uptown Girl - Billy Joel or Nine to Five - Dolly Parton

00:36:16 Kacey Crawford: You and Me on the Rock - Brandi Carlile

00:36:22 Caroline Lochner: Life is a Highway - Rascal Flatts

00:36:24 Margo Dunn: Belle and Sebastian get me away from here, I, Æôm dying

00:36:24 Cosmo Lee: Canned Heat - On the Road Again

00:36:29 Larissa Peters: Wagon Wheel by Darius Rucker

00:36:31 Carissa Gurgul: ooo Life is a Highway is a great one

00:36:40 Leigh Ann Cardenas: Take it East - Eagles. "standing on a corner in Winslow, AZ..."

00:36:51 Dustin Ingalls: who doesn't love puns?

00:36:54 Denise Hubbard: LOVE LOVE the puns!!!

00:36:56 Lisa Aubin: Love the puns!

00:37:04 Jennifer Honadel: Times Like These - Foo Fighters

00:37:05 Amanda Aguigui: Flowers in Your Hair by The Lumineers! And hello from San Diego!

00:37:12 Kim Gube: I like the passports ☐üòÄ

00:37:14 Anita Ducey: Bohemian Rhapsody - Queen
00:37:21 Art Ellis: Follow That Road by Priscilla Herdman
00:37:33 Beth Hallowell: Living on a prayer, also We don't talk about Bruno
00:38:02 Lindsay Meiman: Take It Easy, Eagles
00:38:12 Julia Rocchi: Leonardo's Ride, The Greencards
00:38:37 Nathan Tarter: Home Again by Michael Kiwanuka
00:39:04 Madeline Stanionis: We'll have room for questions and answers at the end but if you have a question DURING the webinar, please use the Q&A feature on the bottom of your screen!
00:39:08 Richard Mussler-Wright: I want to heckle now. :^)
00:40:18 Nathan Tarter: Crazy - Gnarles Barkley
00:42:58 Madeline Stanionis: Yes we will be sending the recording!
00:44:21 Julia Rocchi: Well, that chart-breaker helps restore my faith in humanity!
00:44:49 Theresa Bugeaud: Me too, @Julia Rocchi
00:45:36 Madeline Stanionis: We will share the whole recording which includes the visuals!
00:45:48 Tom Cosgrove: Great!
00:46:00 Madeline Stanionis: Alllll the charts and graphs and commentary are on the web site: mrbenchmarks.com
00:47:00 Madeline Stanionis: (The slides are taken directly from the web site)
00:47:03 alan melrose: is that because they are more likely to ask for micro payments?
00:52:55 Madeline Stanionis: A quick ping to remind: please the Q&A feature at the bottom of the zoom screen for questions and the chat for comments, puns, and heckling!
00:54:14 M+R Webinar: Bonnie we will be getting to the Apple iOS stuff in just a few seconds! Good preview ☺
00:54:50 Mimi Torres: It's true - I've seen this at our org too - much lower quick rates on fundraising emails v our newsletter
00:56:11 Julianne Shapiro: are we seeing a shift in overall lead gen campaigns ?
00:56:58 Alexander Dunn: do you have any data around paid media trends and nonprofit fundraising campaigns
00:57:32 Maggie McBride: this sounds right
00:57:34 Alice Ferris: Yes for sure
00:57:40 Maggie McBride: we're still ahead but it doesn't make us less sad to see it haha
00:57:41 Alyssa Corasanti: Yes - definitely
00:57:45 Gerri Zimbardi: Agree!
00:57:48 Pamela Pulkownik: agree 100%
00:57:52 Nicolas Martinez: yep -- summer 2020 was a nuts year for social justice fundraising
00:57:58 Andrew Milton: We have seen our OR go down, by around 30%, this is what two CRMs have reported in general.
00:59:19 MATTHEW MIELCAREK: Donors, tastes and preferences have evolved - they are more comfortable subscribing - to Netflix, Disney+ their gyms and nonprofits they choose to support, right ?
00:59:22 Aine Doddy: Yes, with more investment in paid media
00:59:30 Natalie Buxton: We are focusing more on converting one-time donors to sustainers- asking them when we had not been asking before.
00:59:37 Tobi Nifesi: Subscription culture

00:59:42 Nicolas Martinez:easier tech
00:59:44 Kellie Ketterman:Flood of 1x donors in 2020
00:59:45 Nicolas Martinez:ux
00:59:45 Jon Wheeler: we've switched to a multi-choice fundraising form as our main email form
00:59:48 alan melrose: better UX
00:59:49 Paul Klein:Influx of Door and Street Canvassing as common way to support
00:59:50 Karen Vallecillo:We branded it and made it an actual program rather than having just recurring donors
00:59:53 Mindy Tuttle: ^ yup, we're asking them more and have the tools to ask for it effectively
00:59:54 Larissa Peters: increasing our sustainer asks and channel opportunities this last year
01:00:06 Sarah Keblin: Incentive to reduce direct mail
01:00:10 Alexander Dunn: is monthly giving defined strictly by subscription? Or is it just monthly asks
01:00:12 Amanda Rodriguez:We started using an automatic upsell in our software to turn one-time gifts to monthly giving.
01:00:15 Brittany Larson: I think it's also so widespread now that people are more likely to understand why its important
01:00:50 Lila Blackney: High Retention for recurring giving so there's a good cumulative effect
01:01:33 Amanda Aguigui: Amanda - we're piloting that soon as well! Excited to see how that impacts our monthly giving numbers.
01:02:40 karla capers: Sorry!
01:03:43 Roisin McGlynn: Does it make any sense at all to make SOME comparisons to organization categories? ie; environmental orgs?
01:06:34 Tamara Tripp: @amandaRodriguez - would you be willing to share what software you use for your monthly donor upsell?
01:07:48 Amanda Rodriguez:EveryAction
01:08:01 Tamara Tripp: thanks Amanda!
01:09:28 M+R Webinar: We will be emailing out the recording of this webinar tomorrow
01:10:46 Alexander Dunn: cultural barrier-often very little internal support for paid media in nonprofits. Best way to communicate the ROI as a proxy to impact?
01:11:49 Madeline Stanionis: Roisin, if your question, "Does it make any sense at all to make SOME comparisons to organization categories? ie; environmental orgs?" means looking at last year's study and this year's study...we still don't recommend comparing!
01:12:22 Alexander Dunn: any information on CPM increases given the increase in digital ad participation?
01:14:11 Tamar Skolnick: Which channels are indicated by video?
01:14:32 Nathan Tarter: @AmandaRodriguez - We use EA too, but haven't turned on the automatic upsell function. Any recommendations?
01:19:00 Dan Reed: Did the Hunger/Poverty sector change the ROAS numbers for Large/Medium/Small ROAS if they were excluded from the average?
01:20:54 Theresa Bugeaud: To confirm, we asked groups to exclude Google Grants for Spend in Search Ads
01:22:06 Taylor Jarvis: Did anyone else lose sound? Just me?
01:22:22 Sara Hardigan: I have sound
01:22:24 Katy Love: I can hear

01:22:33 Catharine Mini: It may be just you, Taylor.

01:22:38 Julianne Shapiro: assuming you're bucketing programmatic with that?

01:22:44 Julianne Shapiro: ok

01:25:04 Julianne Shapiro: also compelling creative...

01:25:50 Brittany Larson: Isn't YouTube the second largest search engine? Surprising there isn't more success with video ads

01:26:19 Julianne Shapiro: it's a good channel for SEO investment

01:27:53 Nathan Louise: What, Aô's CPM?

01:28:04 Max Duchaine: Cost per 1,000 impressions

01:28:16 hannah hubner: curious: what is something you all have learned so far?

01:28:17 Nathan Louise: Thanks

01:28:36 Max Duchaine: □üëç

01:28:55 Alexander Dunn: CPM will indicate the scalability of ad spend

01:29:09 Alexander Dunn: how expensive it will be to reach the audiences you have selected

01:29:51 Alexander Dunn: it's a good indicator of whether your ad is working and competition related to CPC or impression volume

01:30:32 alan melrose: you need decent user data to make it work and someone who knows how to plug it in

01:30:35 Max Duchaine: Great stuff

01:31:53 Alexander Dunn: in the e-commerce world, CPMS are up about 30% for example which mostly has to do with increased competition and/or iOS data attribution challenges

01:32:51 sarah friedman: truly, save us from facebook

01:34:38 Roisin McGlynn: Is "other" a live feed?

01:36:32 Cathryn McCue: Can you type in the chat that engagement score formula Theresa just stated?

01:37:12 M+R Webinar: Engagement Score: Engagement Score
The total number of users who engage with a social media post (by liking, clicking, sharing, etc.), divided by the total number of page fans on the day the content was posted.

01:37:44 Brittany Larson: Any word on Facebook opening up FB fundraisers to c4 organizations? I'm always so jealous, wish we could do that.

01:37:55 Cathryn McCue: Thanks!!

01:38:05 Adsla Adsla: Or C5s?

01:38:22 jocelyn Sherman: i agree Britney

01:38:45 Alexander Dunn: I doubt they will open that up

01:39:52 Julianne Shapiro: are u seeing a shift to growing FF vs other acq methods or is it flat

01:40:45 Ann Wicks: thank you for acknowledging that we can't be on all of the social platforms!

01:41:16 Aaron Sands: would love to see conversion rate of FB Fundraisers to donate directly to org

01:41:27 Alexander Dunn: FB fundraisers are great for generating new revenue but it's also very tentative in terms of LTV of these donors or re-engagement

01:41:41 Briana Steele: Any best practices from orgs that fundraise on Facebook, but have a fiscal sponsor or goes by a program name that is not widely identified with the name of its larger organization?

01:41:44 Kate Maxcy: I'm curious if you all looked into video length of posts on FB and how it's related to engagement score, and if so, did length impact performance for all sectors or worked better for some than others?

01:42:43 Katy Love: Also can be easier to grow faster when your baseline audience is smaller. So if you've been on FB for a while and newer to IG...

01:43:24 Max Duchaine: Also content that is shared/retweeted directly!

01:44:04 Julianne Shapiro: def turn on your nonprofit capabilities to give via tiktok

01:44:12 Alexander Dunn: tik tok will require a lot of video content frequently

01:44:20 Maggie McBride: what if we don't have any good dancers on our team

01:44:27 Toral Shah: Our experience with FB over the past 15 months has been so variable - massive ups and downs. Eg paid ad campaigns doing OK in terms of leads etc, and then suddenly changing and costing massively more with much less return. Does its algorithm change that often, month to month that could impact campaigns?

01:44:38 Taylor Jarvis: I just heard 52% of tik tokers are now 30 or older

01:45:07 Wyn Furman: We're really enjoying being on TikTok, plus can utilize the content on our other channels.

01:45:27 Alexander Dunn: don't think it's a matter of whether tik tok is viable, it's what your resource constraints are around media turn over

01:45:55 Megan Goss: I am stuck on dog tiktok and I am not complaining one bit

01:45:56 Katherine Koch: fyi: I,Äöve heard a good app to analyze data on LinkedIn is called Shield.

01:46:25 Linda Capato: Dog tiktok is truly my favorite place to be :)

01:46:52 Max Duchaine: Remote workers!

01:48:57 Linda Capato: Wyn, I think I follow y'all already! hahaha nice job!

01:50:00 Wyn Furman: Oh yay! I feel comfortable tooting our org's horn because I'm not the one making the content :-)

01:50:27 Jamie Goodman: Where do I find Dog TikTok?

01:50:49 Jamie Goodman: ☹️☹️☹️

01:51:00 Julianne Shapiro: how have the decline in interest-based advertising impacted certain verticals return on FB and do we see any alternative advertising methods instead

01:51:01 Wyn Furman: @Jamie, you can start your journey at <https://www.tiktok.com/@sdhumanesociety>

01:51:05 Kate Osmundson: Dog tiktok finds you

01:51:10 Jocelyn Sawyer: ^^

01:51:10 Natalie Buxton: @operationkindness on TikTok!

01:51:11 Megan Goss: ^^^^

01:51:42 Brittany Larson: Also recommend millie the noodle horse on tik tok

01:51:52 Jamie Goodman: woohoo, thank you!

01:53:10 Maggie McBride: YES we've been seeing that too, our (awesome) video content seems to get lost in the ether too! it performs the worst! It's so disheartening

01:53:26 Eric Jost: Thank you!

01:53:29 Julianne Shapiro:I'm sure we'll see big shifts with Elon buying Twitter

01:53:31 Tamar Skolnick: any nonprofits on tiktok that don't have the benefit of cute animals? we're always looking to see what kind of content nonprofits post on there

01:53:41 Julianne Shapiro:~)

01:54:20 Alexander Dunn: I'm not convinced there's less people on FB, I just think the user journey is more elastic and multi-touch

01:54:53 Linda Capato: Fair, Alexander! I'm not sure it's less people as much as less time on the platform. But I agree, the multi touch is seriously important.

01:55:10 Jocelyn Sherman: @Tamar: at the UFW we continue our farmworkers in the field #WeFeedYou videos on TicToc

01:55:17 Caroline Lochner:While we have you all here, quick, what CRM are you using?

01:55:22 Alexander Dunn: FB limited advanced targeting as well for many political topics

01:55:35 Bonnie Maratea: Salesforce NPSP

01:55:37 Roisin McGlynn: role of SMS in fundraising?

01:55:39 Julianne Shapiro:salesforce integrated with fundraise up donation forms

01:55:41 Jamie Goodman: Salesforce NPSP + Action Network

01:55:59 Alexander Dunn: yes SMS! would love feedback on that

01:56:05 Julianne Shapiro:clean up your email list?

01:56:37 Julianne Shapiro:check out Inboxable

01:56:54 Jamie Goodman: How many folks are suppressing inactives on their emails?

01:57:11 Andrew Milton: Suppressing inactive is a must.

01:57:13 Aaron Sands: Salesforce NPSP + Classy

01:57:15 Natalie Buxton: Blackbaud Raisers Edge & Luminate Online - and we suppress inactives

01:57:17 Andrew Milton: In my opinion Jamie

01:57:44 Maggie McBride: that sounds weirdly consistent with their ad policy. like you won't be able to boost it if it has too much texts?

01:57:59 Margo Dunn: It used to be that you could not include much text on images on FB-- they got rid of the rule but the de-prioritization continues

01:58:06 Jamie Goodman: We've never done it, and if we stat now it'll cut our overall sends by a significant amount, so feeling nervous about doing that.

01:58:15 Tamara Tripp: yes

01:58:16 Michelle Schindler: yes!

01:58:16 Rachel Feinberg: yes - CHLA

01:58:17 Michelle Liebetreu: Participant

01:58:18 Kelsi Boyle: yesssss

01:58:18 Nigel Rowe: Yes

01:58:19 karla capers: UCS

01:58:19 Emma Spencer: yes

01:58:20 Cheryl Zando: yes

01:58:20 Judy Freed: Alliance for the Great Lakes!

01:58:20 Natalie Buxton: we participated! Operation Kindness

01:58:21 Fiona Baker: Yes!

01:58:21 Eric Jost: Me!

01:58:22 Jamie Goodman: Yes! AppVoices.
01:58:22 Katy Love: Yes
01:58:22 Maggie McBride: Participant!
01:58:23 Dan Reed: Previous participant!
01:58:26 Jessica Smit: We did!
01:58:27 Roisin McGlynn: THANK YOU!
01:58:28 sarah friedman: we did!
01:58:29 Paulina Stachnik:Yes :)
01:58:29 Peter Keays: Yes!!
01:58:30 Christina Bello: yep, Ronald McDonald house Chicagoland &nw
indiana
01:58:31 Teresa Gaffney: Children International--thank you
01:58:33 Gwendolyn Chambers: yes
01:58:34 Laurie O'Reilly: Yes!
01:58:39 Julia Rocchi: You bet! National Trust for Historic
Preservation
01:58:39 Guzel duChateau: Previous participant! Such an amazing tool.
Thank you SO MUCH for it!!
01:58:41 Rob Hefferon: We were glad to participate at Root Capital.
Thank you all!
01:58:41 Rachael Powell: Thank you
01:58:41 Kacey Crawford: Previous participant
01:58:49 karla capers: Thanks for crunching the numbers!
01:58:50 Toral Shah: We loved your UK one last year - hope you can do
it again!
01:58:50 Lori Archut: Thank you everyone!!!
01:58:52 Claire Hermann: Thank you!
01:58:54 Erin McEwan: Thank you all for sharing!
01:58:55 Maggie McBride: we were so excited to participate at CFBNJ.
Much appreciated! it's beautiful!
01:58:57 Christina Bello: we're always excited to get the report, and
our custom report after
01:58:58 Alyssa Corasanti: Thank you M+R!!!
01:58:59 M+R Webinar: mrbenchmarks.com
01:59:00 Kim Gube: Thank you! Great webinar - it went by so fast!
01:59:03 Mindy Tuttle: Thank you!
01:59:03 Maryanne McGlothlin: Fascinating. Thank you for all the
work!
01:59:04 Jen Hickes: Missoula Aging Services!
01:59:05 Teddy Wingo: Thank you!
01:59:06 Hillary Freeman: Previous participant. Thank you!!
01:59:14 Emma Spencer: Thank you!
01:59:14 Jamie Goodman: ++ thank you, presenters!
01:59:16 Wyn Furman: Thanks, all!
01:59:16 Jen Hickes: Thank you.
01:59:17 Morgan Shoaff: Thank you!
01:59:17 Shannon David: Thank you!
01:59:28 Nigel Rowe: Thank you!