



# C&A Orientation 2024

# Fundraising

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# Fundraising

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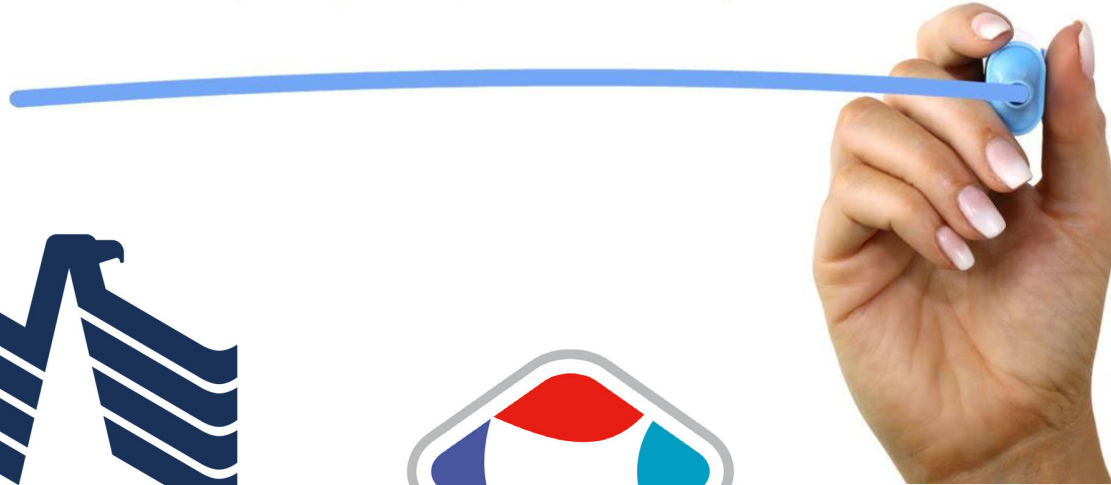
- Direct Marketing
- Personal Philanthropy Programs (Major Gifts & Planned Giving)
- Corporate Partnerships & Sponsorships
- New Initiatives





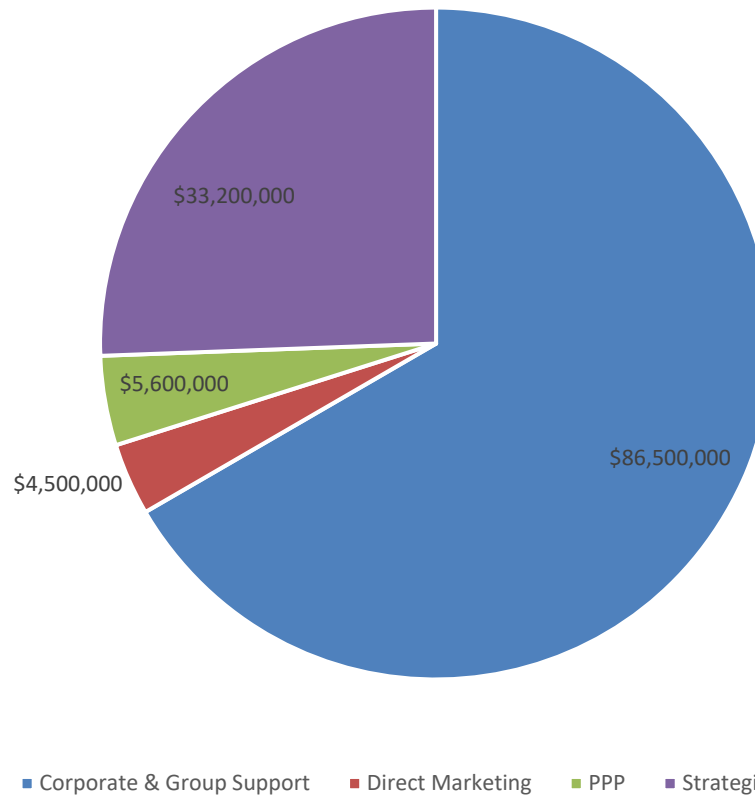
# Humana

## PARTNERSHIP



# Fundraising Donations

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**Total Revenue \$129.8 Million**

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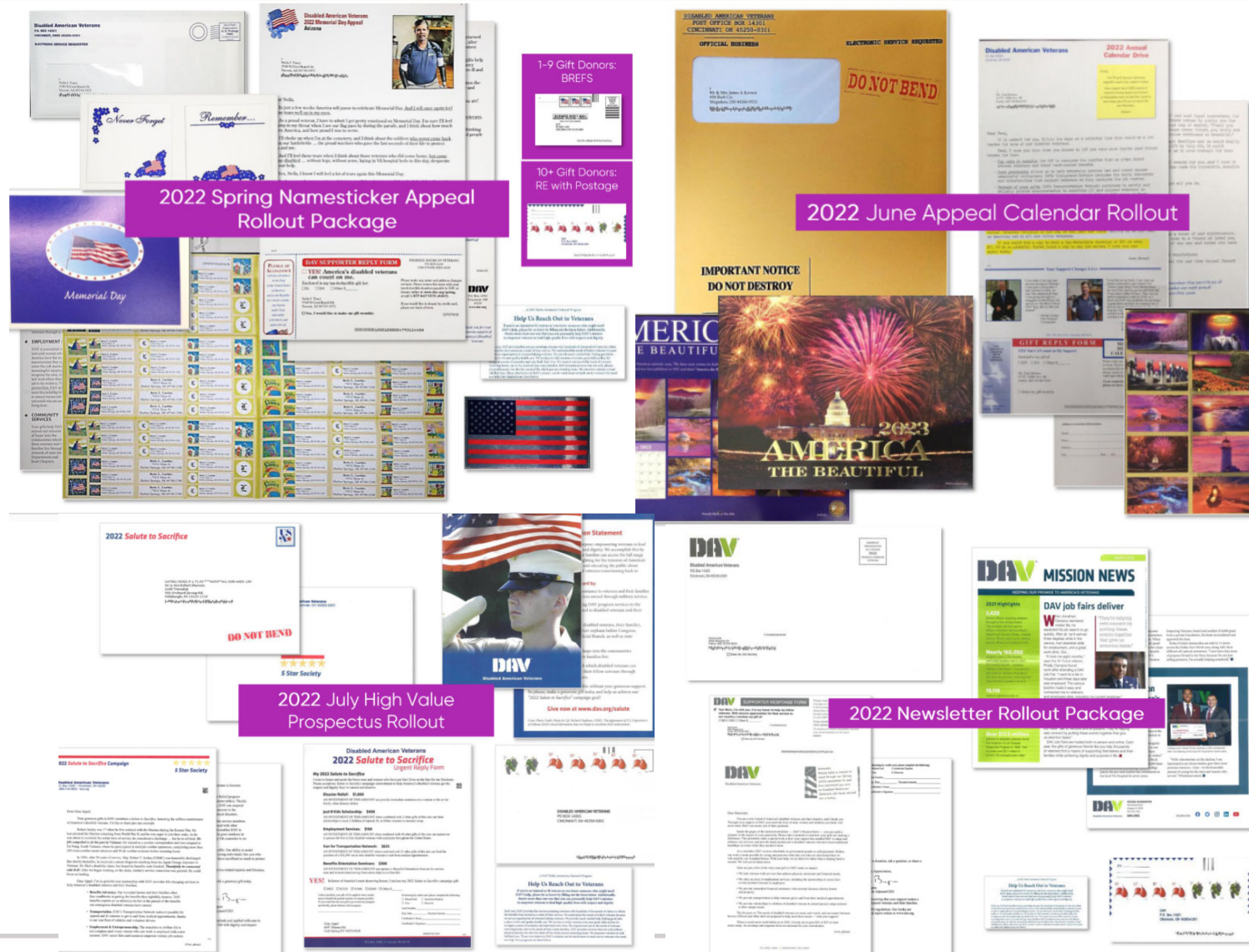




# Direct Marketing



# Direct Mail Solicitations



# Focus: Monthly Giving

## FY23 Sustainer Giving At-A-Glance

FY23 Total Revenue

\$13.5 Million

FY23 Recurring Revenue

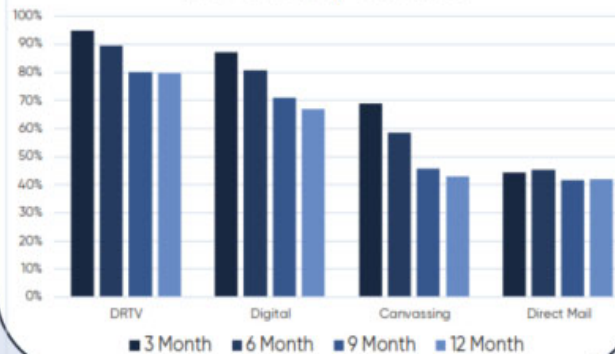
\$11.2 Million

FY23 Additional Revenue

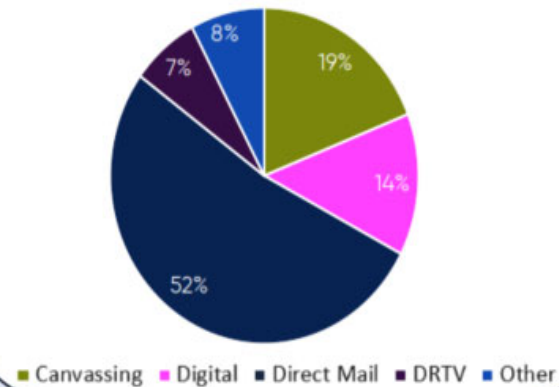
\$2.3 Million

Retention of Jan '23 Joins

Retention by Channel

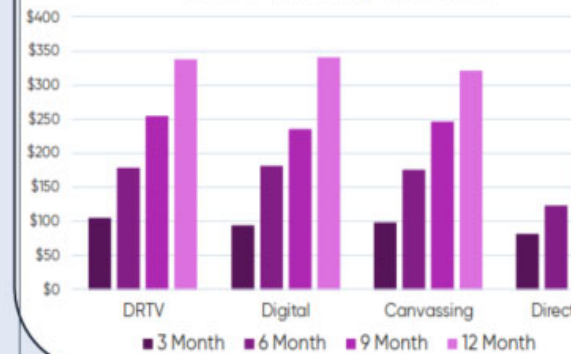


FY23 Joins by Channel



LTV of Jan '23 Joins

Donor Value by Channel





# Direct Response Television (DRTV)

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The Journey

# Canvassing

## STORIES FROM DONORS

This is Willard Scott, he voluntarily joined the Vietnam war in 1972. He is a lifetime member with us here at DAV and is now actually writing a book on his journey in the service!



## STORIES FROM DONORS

This is Dave. He lost all his medical records in 1974, and two years ago he went through DAV got all the back pay for the years he missed out on. He is also going to be at the race tomorrow!



## STORIES FROM DONORS

This is Jacob. He got a job at the Cincinnati ball park by going to one of the DAV job fairs in the area.

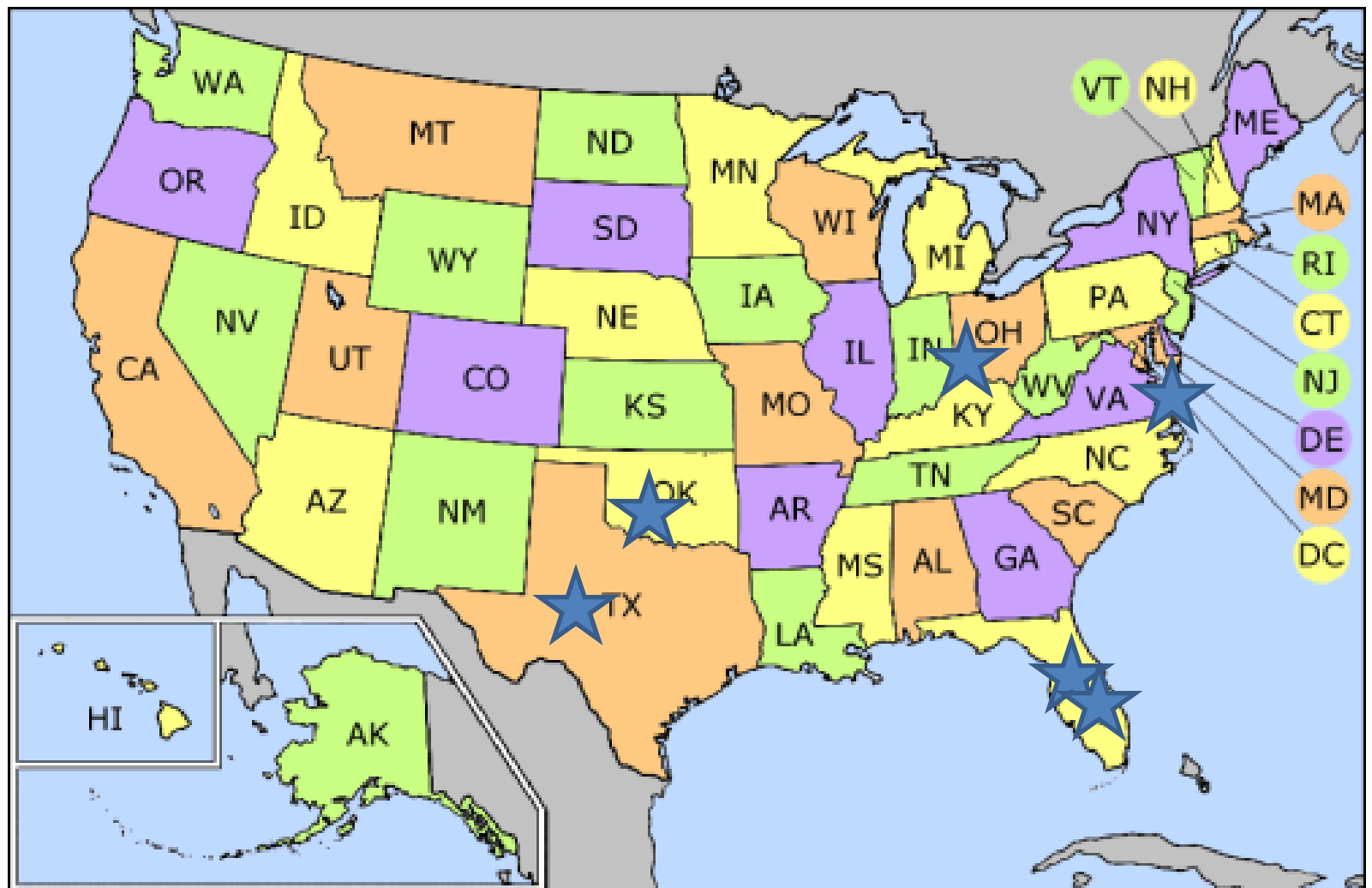


## STORIES FROM DONORS

This is Kathy, her mom had gone through DAV to help her get her benefits from her husband who had passed away and wasn't getting any benefits. Helped an 85-year-old woman being forced to work to just to survive. Now she's been on the honor guard program ever since and is proud to support the DAV!



# We are now in 6 Markets



# Digital Marketing





# Digital Marketing



**OVER \$8MM**

in gross revenue and  
1<sup>st</sup> sustaining revenue  
(all programs)



**360**  
**DONATED**  
**VEHICLES**



**164** **LEADS**  
for property  
donations



**83**  
**PLANNED GIVING**  
**PLEDGES**



**7,431**  
**NEW MEMBERS**

**DAV**  
KEEPING OUR PROMISE TO  
**AMERICA'S VETERANS**

# Paid Search

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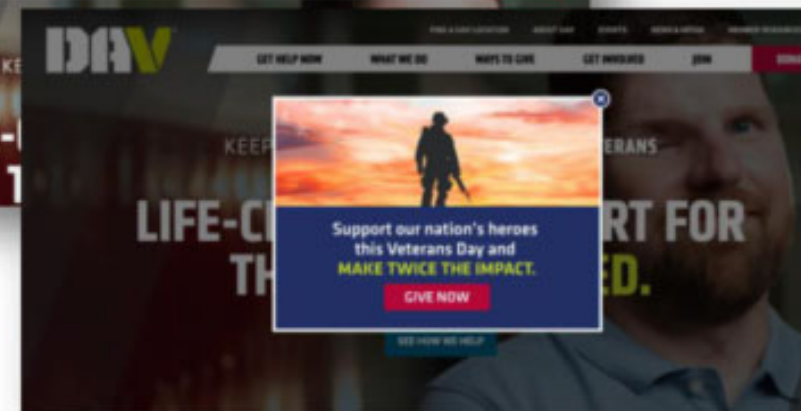
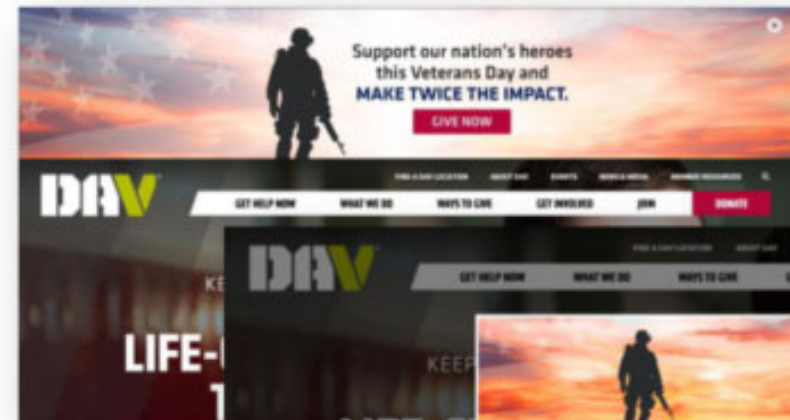
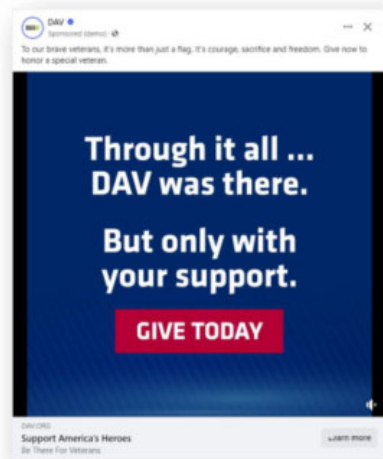


# Social Media/Digital Advertising

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# Display Ads





## Slide 16

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**TB1**

display ads support conversions across all other channels:

2x more likely to convert on Google SEM

3x more likely to convert on Bing SEM

5.4x more likely to convert on Facebook

6.2x more likely to convert through email

Tracey Burgoon, 7/5/2022

# Digital Support

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DAV and DAV Auxiliary  
Membership, 5K

# Personal Philanthropy Programs



# Major Gifts

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**Over \$4.2 Million!**

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# DAV Honor Garden

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# Corporate Partners

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# Ways to Partner

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Multi-faceted partnerships drive reach, relevance, and impact for companies



MISSION  
SUPPORT



CONSUMER  
ENGAGEMENT



EVENT  
SPONSORSHIP



CORPORATE  
FOUNDATIONS



PROGRAM PARTNER



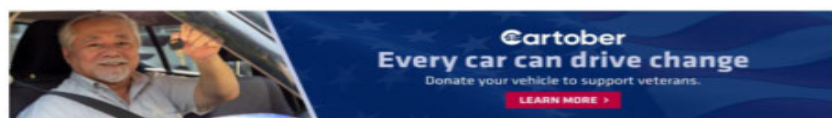
EMPLOYEE ENGAGEMENT

# Turnkey Fundraising Programs

- **What is “Turnkey”:** Car donation and real estate donation powered by CARS.
- **Revenue \$4.1 Million**



**Year End:** November 1 – December 31



**Cartober:** October 1 – 31



**Always-on:** July 21 – Sept 30







**NEW  
Initiative**

**DAV**  
Disabled American Veterans  
**FIELD OF FLAGS**

- **Overview:** Organizers sign up to host a field. They fundraise to sell flags in honor of veterans. Fields are displayed on Veterans Day - outdoor planted flags or indoor paper flags.
- **Target Audiences:** Schools (middle, high schools) + Companies

**2023 Goal: 100 Fields and \$100,000**

***\*\*Pilot – 10 Fields and \$16,269 raised\*\****

Thank  
You