

Donor Diversity:

How to Conceive, Test, and Optimize
a Multicultural Fundraising
Campaign



The Association for
Animal Welfare
Advancement





KERUX GROUP

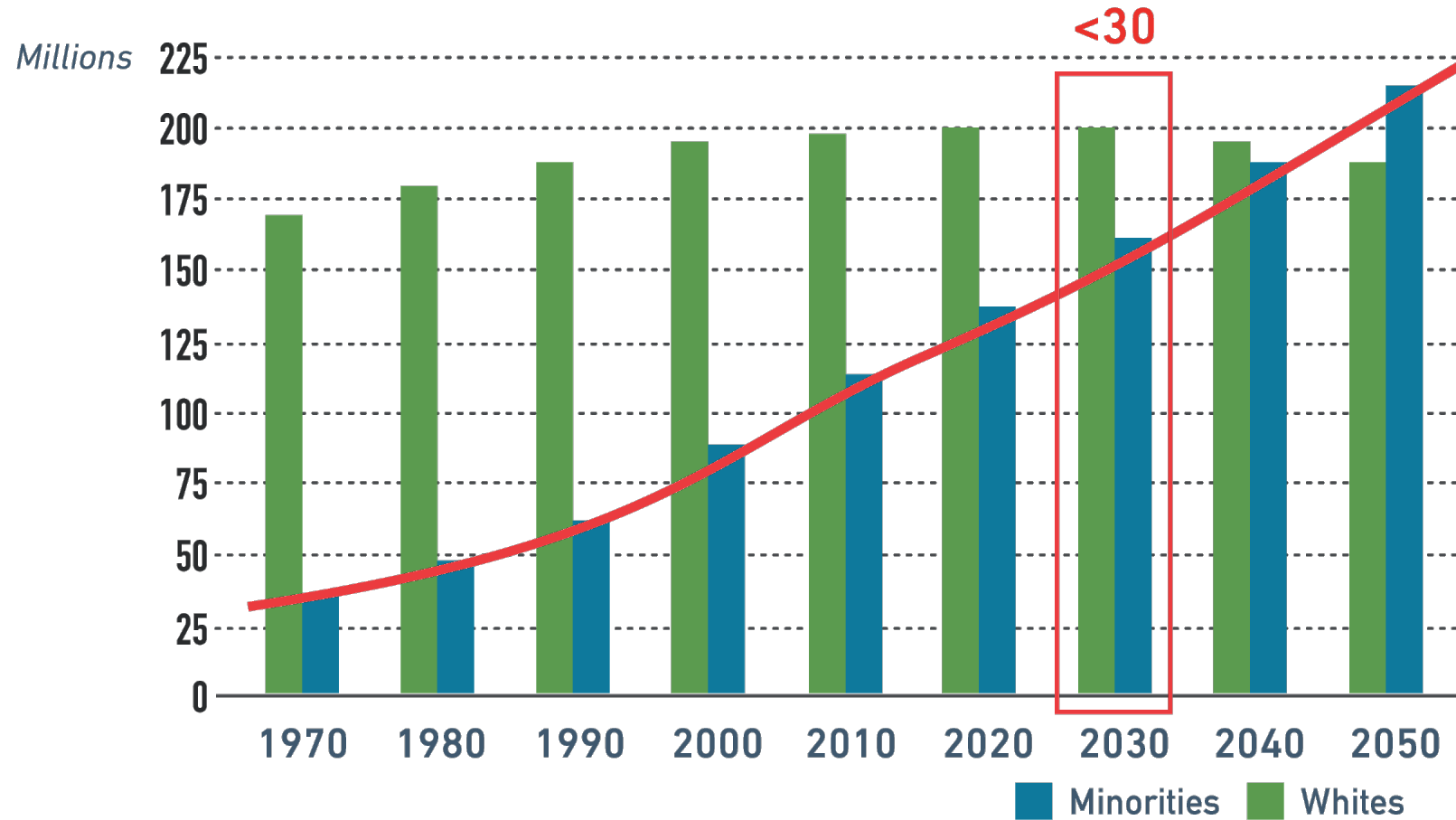
Speak to the hearts of Hispanics

*We are a communications agency dedicated to
helping nonprofits speak to the hearts of Hispanics.*





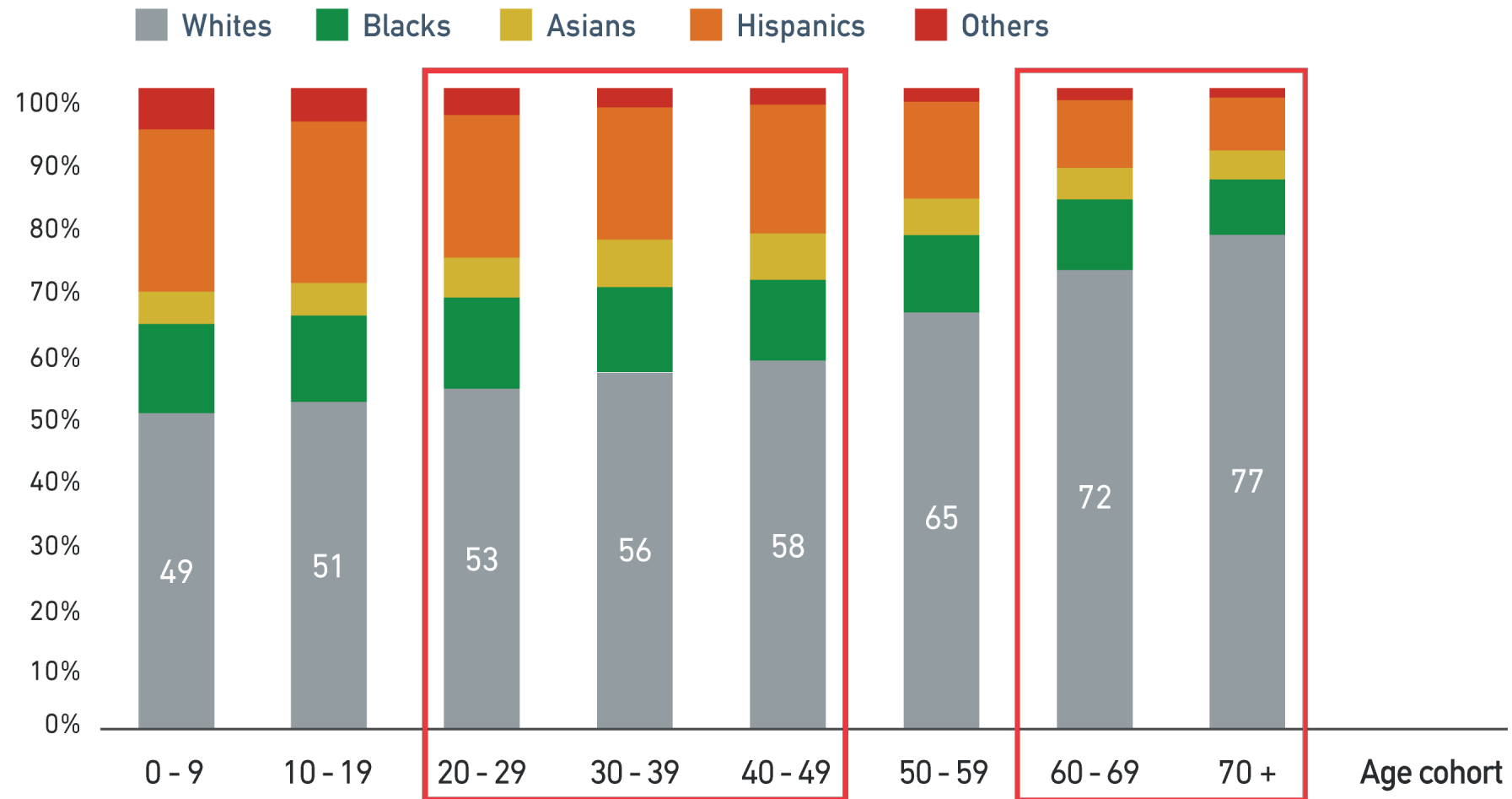
● U.S. White and Minority Populations - 1979-2050



Source: Diversity Explosion: How New Racial Demographics Are Remaking America, 2018.



● U.S. Race Profiles by Age 2020



Source: William H. Frey analysis of US Census projections



● Median Age by Race

	Africa Americans	Asian Americans	Hispanic	Non-hispanic whites
Average Age	32	34	29	44
% Under Age 35	52%	48%	61%	41%

Source: Collage Group via U.S. Census Bureau, American Community Survey (2019)



- **Growth of Diverse Affluent Households
(Annual Income More Than \$125,000 Between 2015 to 2019)**



Source: Diverse Viewpoints: Exploring Wealth in the Black/African American Community, Merrill Lynch, July 28 2021.



● Multicultural Consumers Want to Support Brands that Support Them

I go out of my way to buy from brands/companies that support...

(Multiselect; segment's top 5 responses shown)

Legend

Hispanic People	
Black People	
Asian People	
People with Disabilities	
Racial Justice/Equality	
The Environment	
Women	
Reducing Poverty	
Reducing Gun Violence	
Christian People	

	Ac	Bi	Un	Black	Asian	White
1	 Hispanics (40%)	 Hispanics (55%)	 Hispanics (56%)	 Blacks (63%)	 Asians (43%)	I don't go out of my way to buy from brands that support any of these (40%)
2	 The Disabled (35%)	 Environment (37%)	 The Disabled (47%)	 Racial Justice (40%)	I don't go out of my way to buy from brands that support any of these (36%)	 The Disabled (28%)
3	 Women (33%)	 Women (37%)	 Environment (42%)	 The Disabled (36%)	 Environment (34%)	 Environment (26%)
4	 Environment (32%)	 The Disabled (34%)	 ↓ Poverty (41%)	 ↓ Poverty (33%)	 Women (26%)	 Women (25%)
5	I don't go out of my way to buy from brands that support any of these (30%)	 ↓ Poverty (33%)	 ↓ Gun Violence (34%)	 Women (32%)	 ↓ Poverty (25%)	 Christians (25%)

Source: Collage Group Roundtable Survey, October 2020, (18+ population).



MULTICULTURAL FUNDRAISING FRAMEWORK



➤ 1) Pick a regular campaign



● Prison Fellowship



● Lutheran Hour Ministries

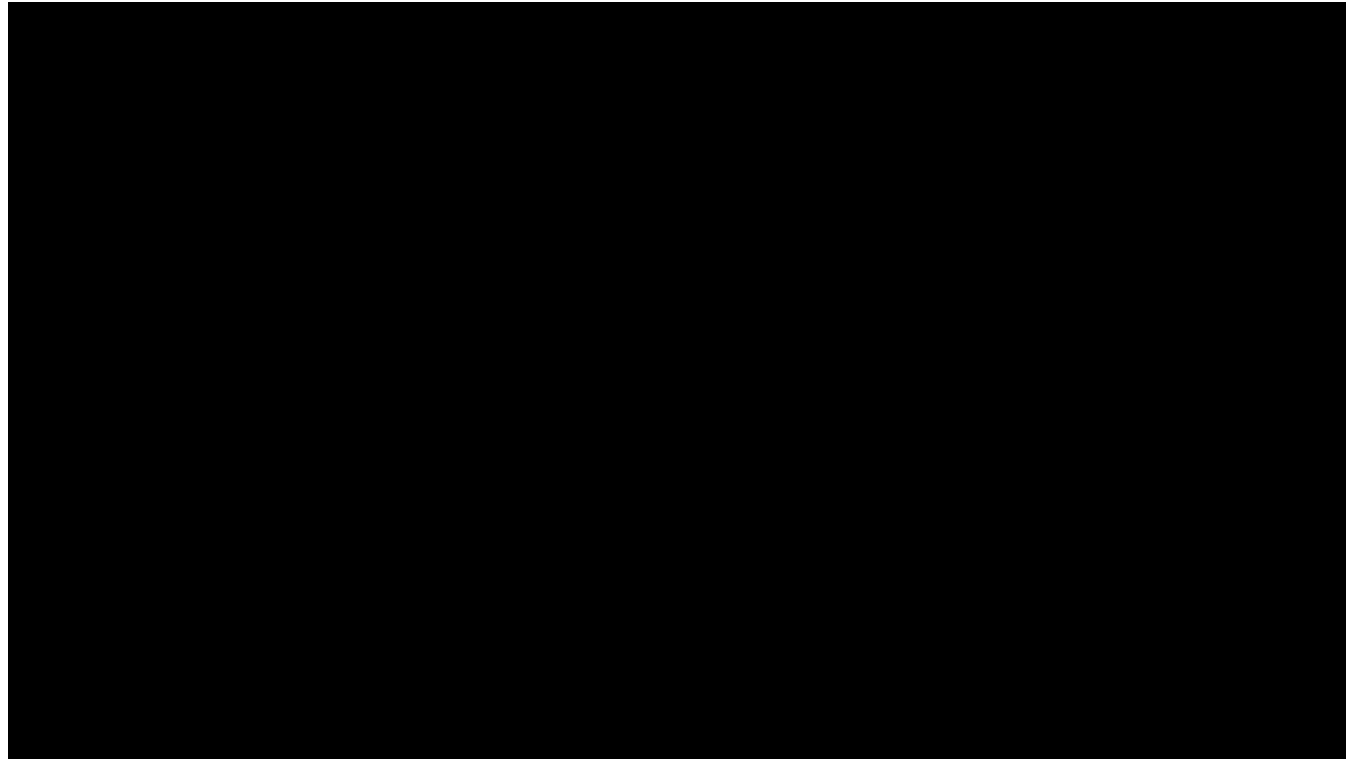


➤ 2) Culturalize the creative



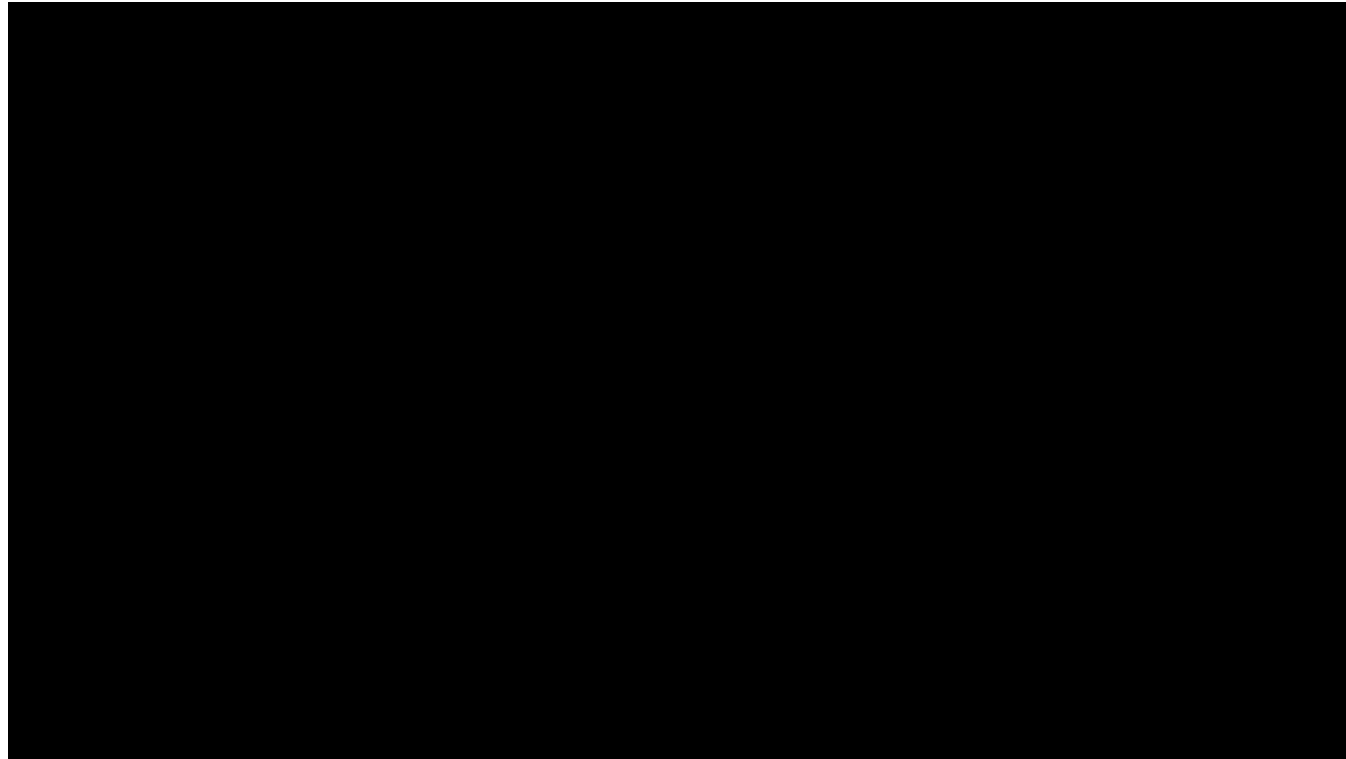
- Angel Tree Christmas - Prison Fellowship

Anglo



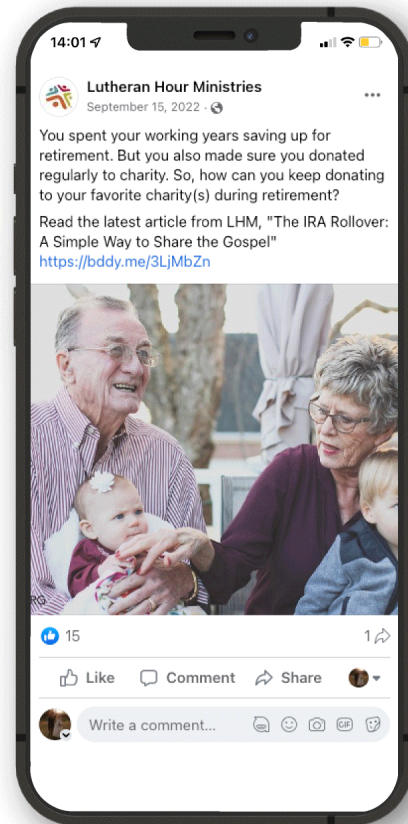
● Angel Tree Christmas - Prison Fellowship

Hispanic



● EOY - Lutheran Hour Ministries

Anglo



Hispanic



➤ 3) Build the
target audience



● EOY - Lutheran Hour Ministries

Audience Building Based on Data Intelligence

firstname	lastname	Street address	City	zipcode	State	email	phone
MARK	FLETCHER	525 STARDUST DR	Placentia	92870	CA	ghost_yankee@me.com	
DAVID	GEISLER	71 VAUGHN RD	Yakima	98908	WA	sgeisler45@gmail.com	
GURDIAN	TILTON	3112 CALHOUN DR	Saint Charles	63301	MO		

VIRGINIA	Create audience from a list ✓ Prepare list ✓ Select list type ✓ Add customer list ✓ Map identifiers ✓ Upload
VIRGINIA	
VIRGINIA	
SUSAN	
SUSAN	
ABIGAIL	
ABIGAIL	
RHONDA	
RHONDA	
LOIS	
LOIS	
LOIS	

Confirmation



Your customer list is hashed and uploaded

11,490 rows uploaded (100%)



It may take a few minutes for us to finish matching your customers to people on Facebook.
Audience Manager.

Next steps



Create a lookalike audience

Reach **people** similar to the audience you just created by creating a lookalike audience.
[Learn more](#)

Para El Camino
Sponsored · 🌐

🙏 Ayúdanos a que más latinos en Estados Unidos escuchen el evangelio y se integren a una iglesia local en el 2023.



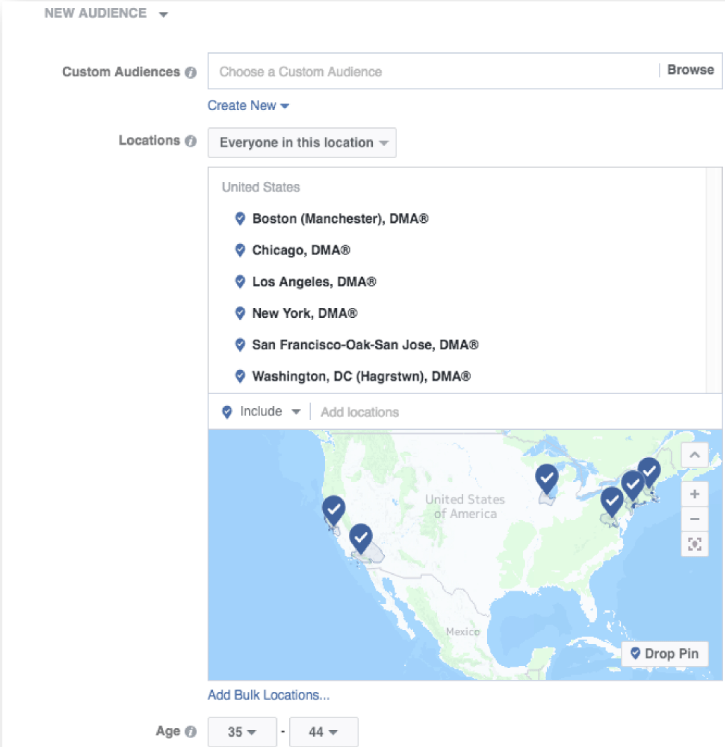
DONA PARA IMPACTAR A NUESTRA COMUNIDAD LATINA

paraelcamino.com/desafio
¡Ayúdanos a alcanzar a nuestra gente!

[Learn more](#)

● EOY - Lutheran Hour Ministries

Audience Building Based on Data Intelligence



NEW AUDIENCE ▾

Custom Audiences ⓘ Choose a Custom Audience Browse

Create New ▾

Locations ⓘ Everyone in this location ▾

United States

- ◆ Boston (Manchester), DMA®
- ◆ Chicago, DMA®
- ◆ Los Angeles, DMA®
- ◆ New York, DMA®
- ◆ San Francisco-Oak-San Jose, DMA®
- ◆ Washington, DC (Hagrstwn), DMA®

◆ Include ▾ Add locations

United States of America

Mexico

Drop Pin

Add Bulk Locations...

Age ⓘ 35 ▾ - 44 ▾

Audience Definition

Specific Broad

Your audience selection is fairly broad.

Details

Location - living in: United States

Age: 20 - 60

Language: Spanish or Spanish (Spain)

People who match: Field of study: Pastoral counseling, Biblical theology or Religious studies, Employers: Pastor, Job title: Pastor

0 of 870,000 ⓘ

This is only an estimate. Numbers shown are based on the average performance of ads targeted to your selected audience.

Ad set duration: 30 days

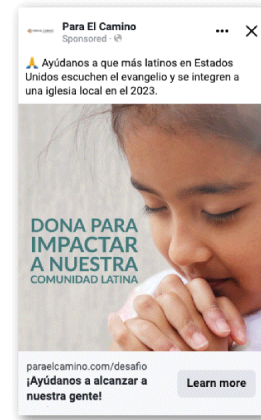


➤ 4) Deploy via digital



● EOY - Lutheran Hour Ministries

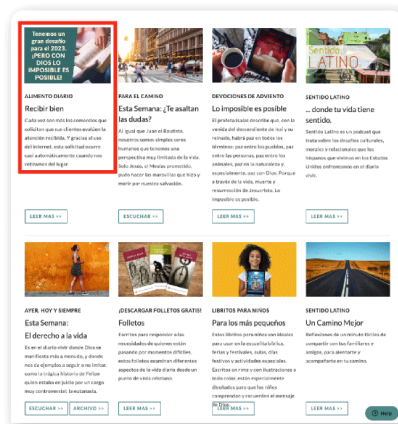
Digital Facebook Ads



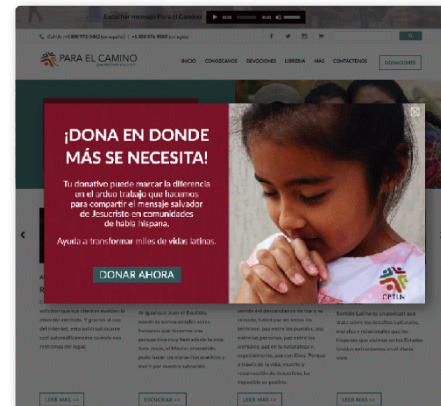
App Banner



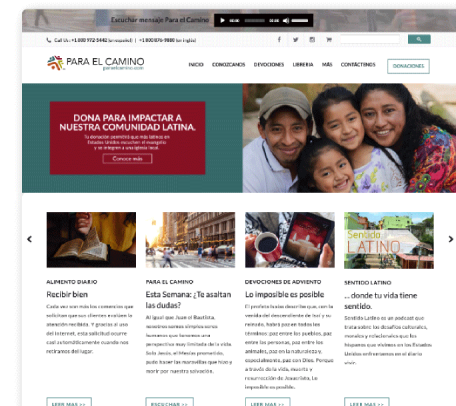
Blog Article



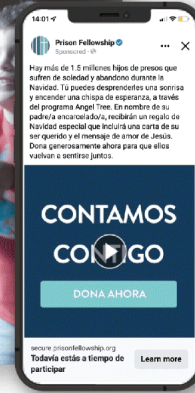
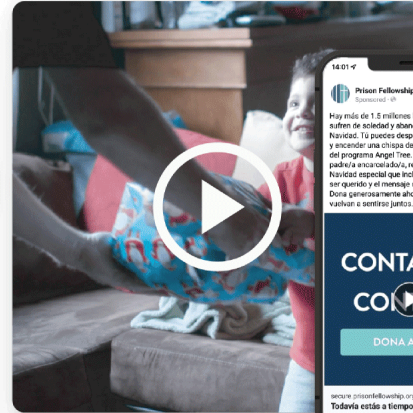
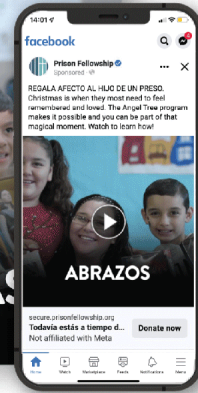
Web Pop-Up



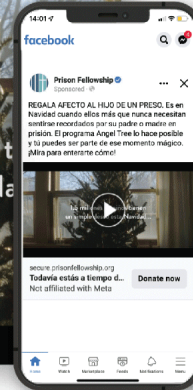
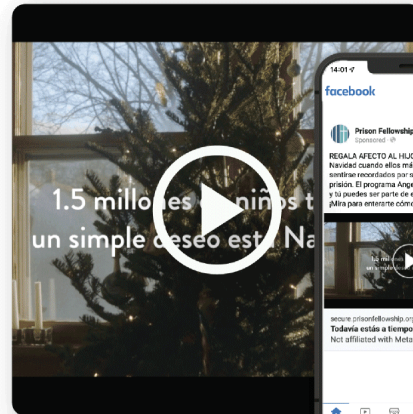
Homepage Banner



● Angel Tree Christmas - Prison Fellowship

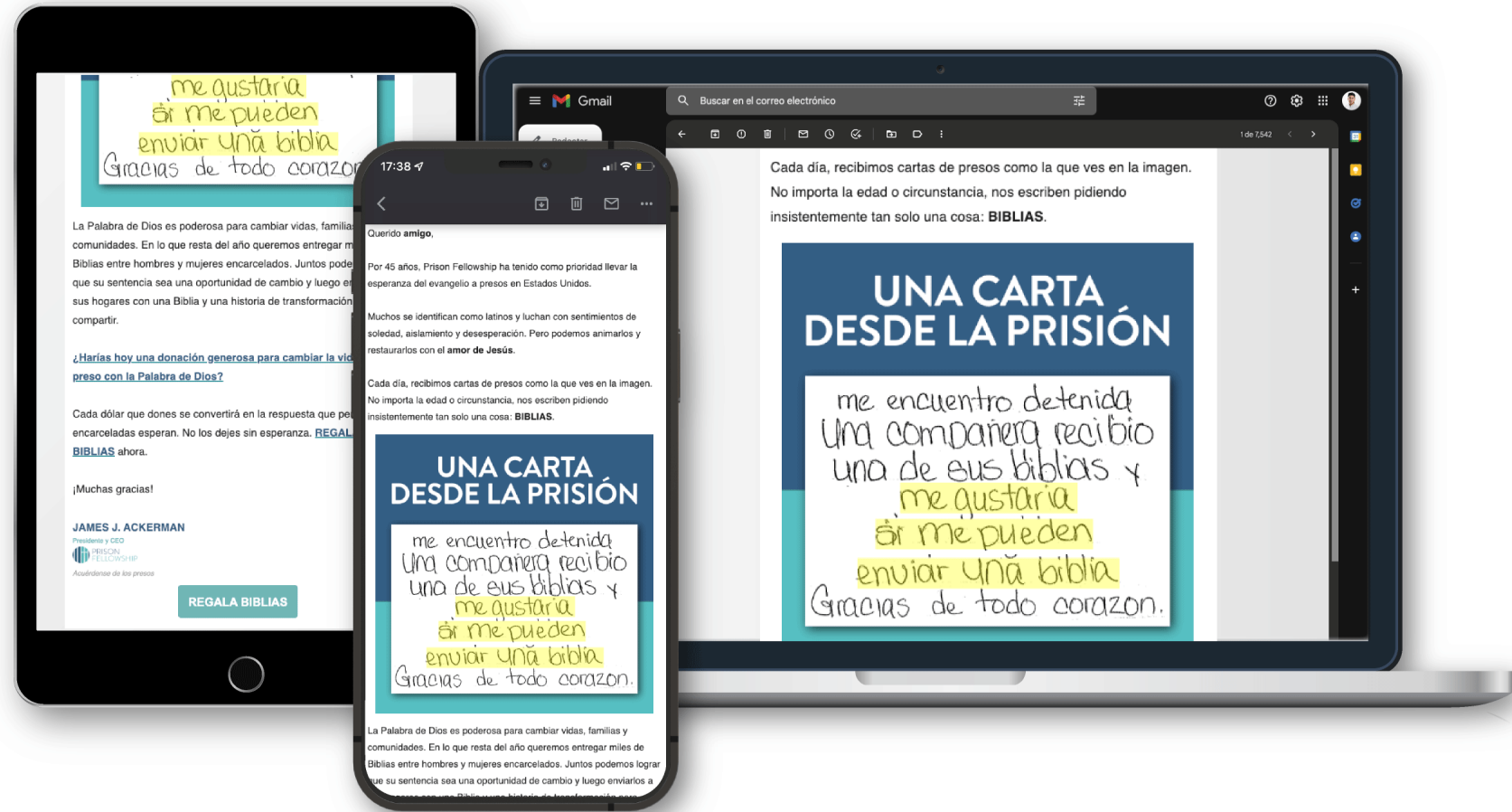


Digital
Facebook
Ads



● Bibles for Prisoners - Prison Fellowship

Email Marketing



➤ 5) Track results and learnings



● Lutheran Hour Ministries

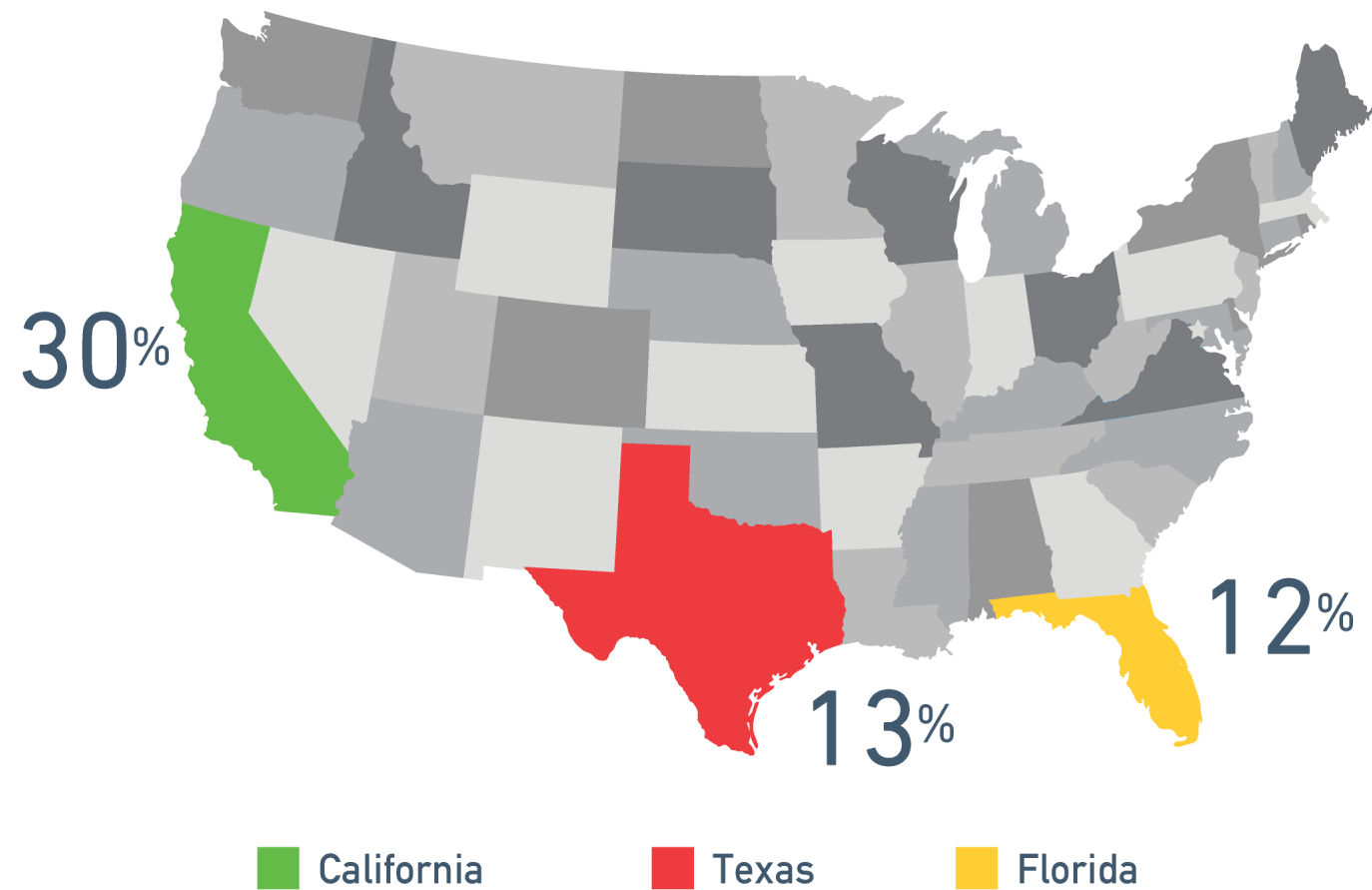
App Downloads
↑ 200%



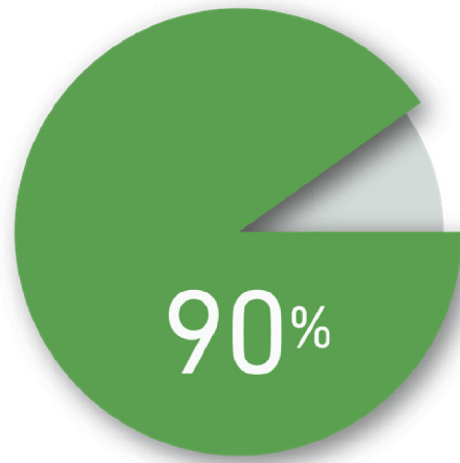
Link Clicks
↑ 40K



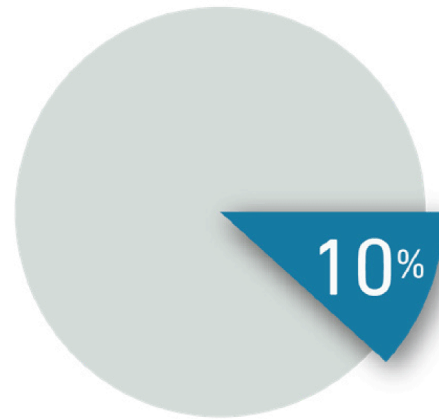
● Prison Fellowship



● Prison Fellowship



Hispanic

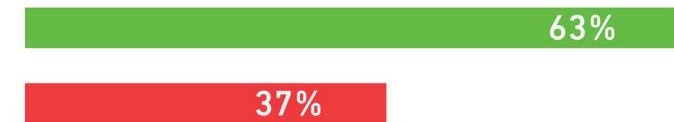


Anglo-American

iPhone
Android
Desktop



Credit Card
Paypal



➤ Interaction



➤ Gracias

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- 🌐 keruxgroup.com

