

**DIGITAL HEALTH**   
STRATEGIES

**AHP** Association for  
Healthcare  
Philanthropy

# Raising Digital Dollars

An Exclusive Look at Results from the Inaugural Digital  
Fundraising Benchmark Report for Hospitals

November 17, 2021

# Introductions



**BEN TEXTER**

Co-CEO & Co-Founder



**JOHN SIMPSON**

Co-CEO & Co-Founder

# What we will cover

- 1 About Us
- 2 Why did we develop the Benchmark Report?
- 3 The Importance of Digital Fundraising
- 4 Survey & Benchmarking Methodology
- 5 Survey Results
- 6 Benchmarking Results



**DIGITAL HEALTH**   
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# About Us

# Digital Health Strategies: About Us



Foundation fundraising



Provider, nurse and  
employee engagement



Patient engagement



# Our work

## FUNDRAISING

Tens of millions of dollars raised online for leading non-profits and advocacy organizations.



## HEALTHCARE

Proven success across the health industry including health systems, health plans, schools of medicine, associations, and non-profits.



## DATA & TECHNOLOGY

Proprietary Honor Your Caregiver platform and DHS Enhance algorithms to identify and convert your highest-value healthcare donors



# Our Clients

## Health System Clients



## Previous Non-Profit Experience





**Why did we develop the Benchmark Report?**



# Why did we create the report

- Hospital foundations are beginning to **expand their digital fundraising programs**
- We wanted to produce a report that focused specifically on hospital foundations **so you can compare your digital programs to your hospital foundation peers**
- **Other reports produce benchmarks across all non-profit subsectors including:** animal welfare, higher education, international affairs, and faith communities
- **Other healthcare fundraising benchmarking reports compare hospital foundations to large, national health non-profits including:** disease advocacy groups, medical research organizations, children's hospitals and academic medical center



# What's in the report

## Survey Results

1. **25 questions**
  - Digital infrastructure
  - Data & Segmentation
  - Digital communications
  - Team structure
  - Digital priorities
2. **Surveyed 83 non-profit hospital foundations in 4 countries and 31 states**

## Benchmark Results

1. **4 initial benchmarks**
  - Online giving growth
  - Average online donation
  - Fundraising email open and click through rate
  - Email list growth
2. **Data from 27 hospitals**



# The importance of Digital Fundraising

# The importance of Digital Fundraising

1

**Philanthropy is moving online** and hospital foundations must be able to compete

2

**Digital is the best way to grow your pipeline** among the next generation of patient-donors (aged 45–64)

3

**Digital engagement is both efficient and effective**, growing fundraising revenue both online and offline

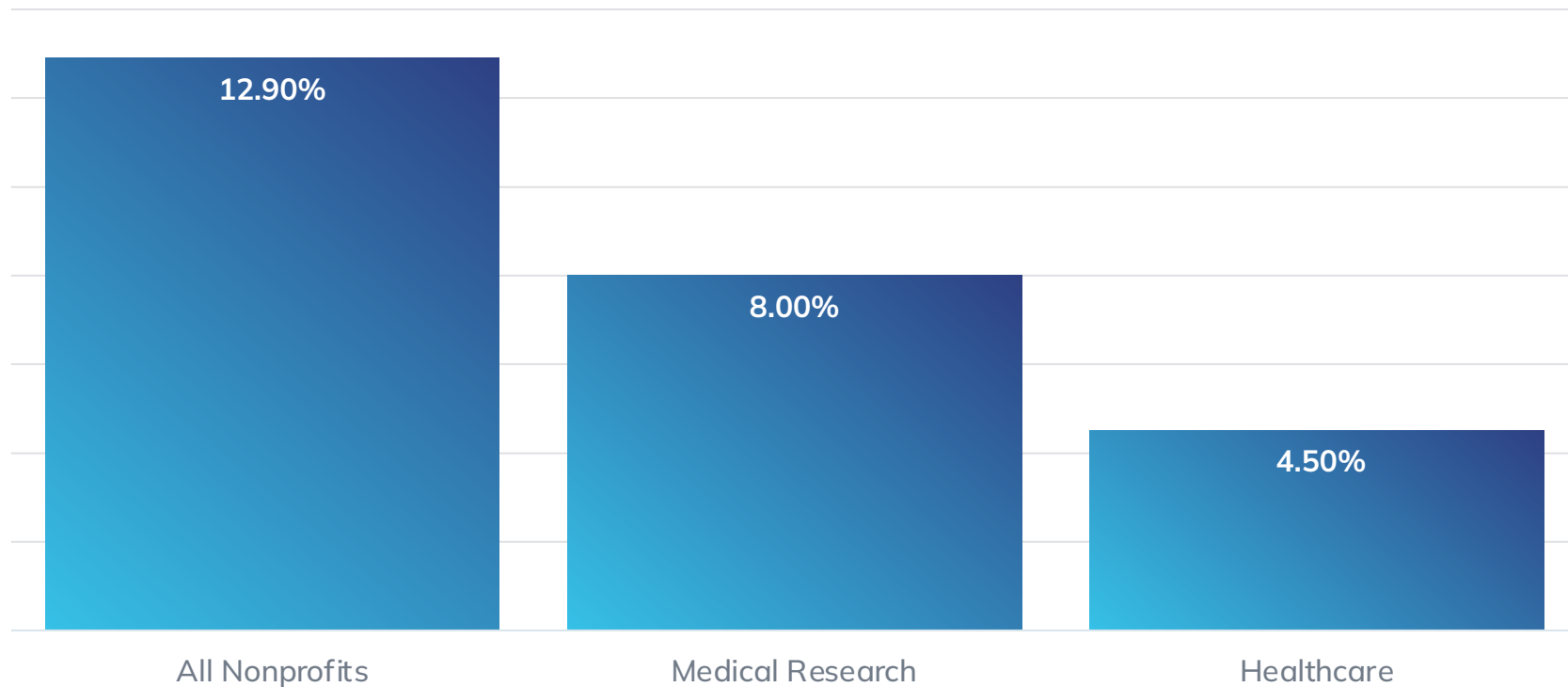
# Billions of philanthropy dollars moving online



↗ 20.7% year-over-year growth



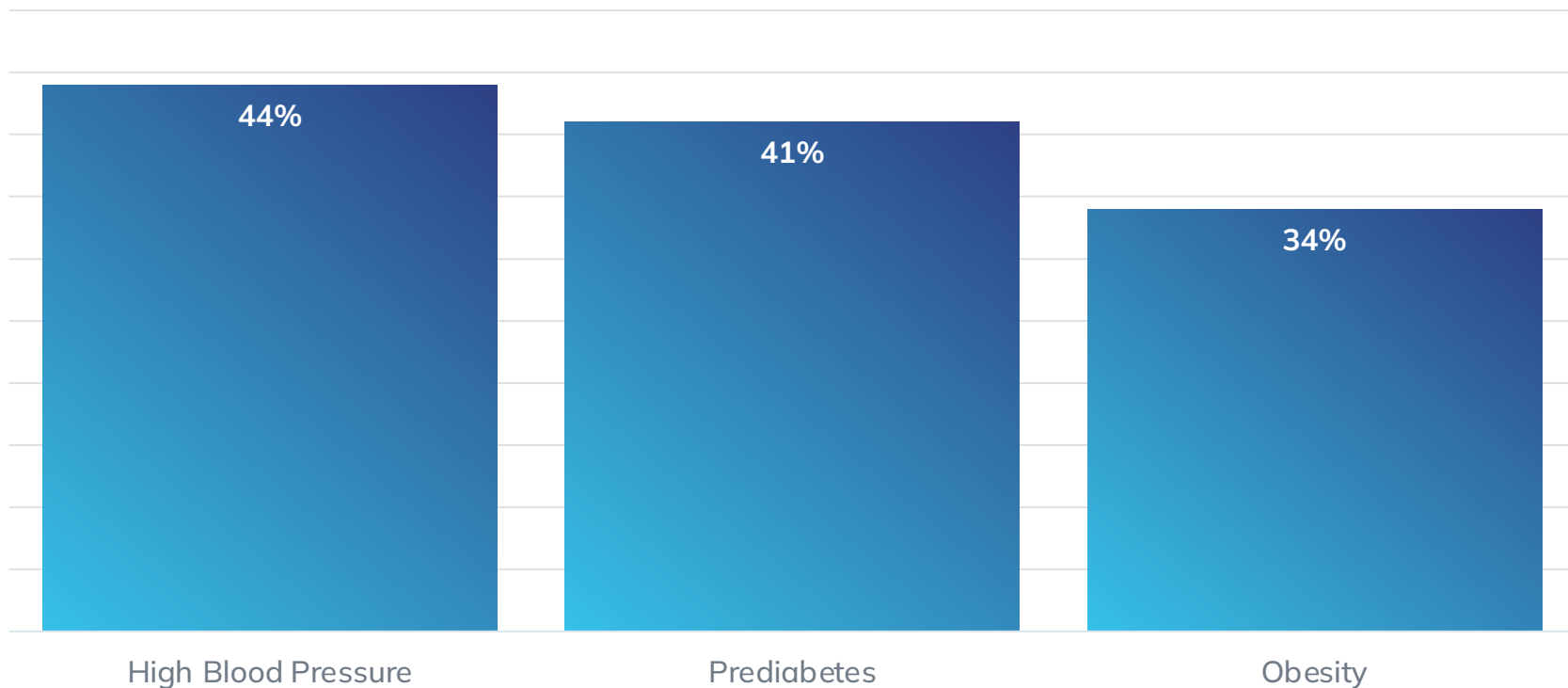
# 2020 Online giving (% of total revenue)





# Building your pipeline:

45–64 year old Americans  
are developing disease and seeking care



## Building your pipeline:

45–64 year olds  
are caring for an aging parent

**65  
million**

care for chronically ill,  
disabled or aged  
family member

**29%**

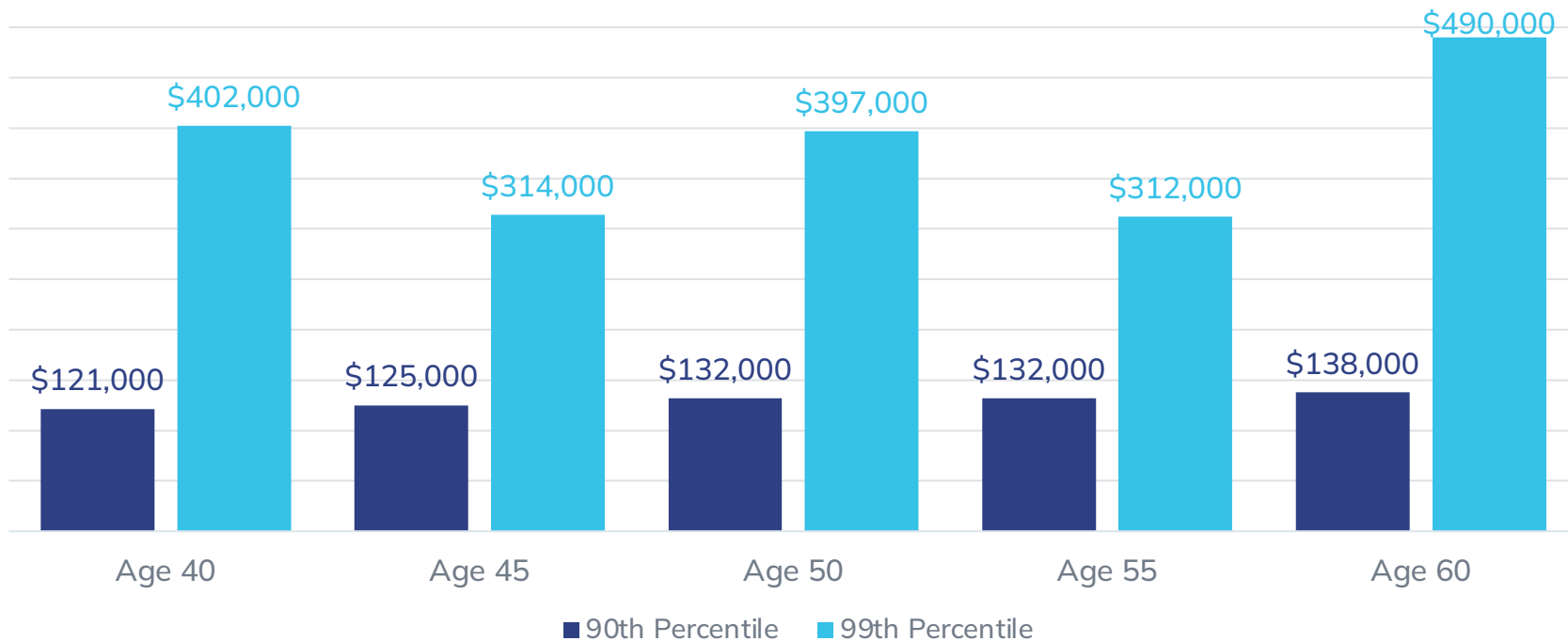
of the U.S.  
population

**49  
years old**

average age

# Building your pipeline:

High-income 45–64 year olds  
have giving capacity (90<sup>th</sup> vs. 99<sup>th</sup> %)



# Building your pipeline: 45–64 year olds depend on digital

**56%**

of 45–64 year olds  
subscribe to Netflix

**NETFLIX**

**1 in 3**

Amazon users  
are 45–64

**amazon.com**



# Survey & Benchmarking Methodology

# Methodology

## Two methodologies used

### 1. Survey methodology

- 83 hospital foundations
- Self-reported data
- 25 questions in survey
- Distributed in August 2021

### 2. Benchmarking methodology

- 4 Benchmarks
- 27 hospitals
- Validated and standardized data versus self-reported data
- Only includes revenue that has come from e-mail, website, and solicitation campaigns. Efforts from events and employee giving are excluded



# Survey Participants: 83 hospital foundations

## Geographic presence of participants



34

urban  
communities

serving a principal city of a metropolitan area



33

suburban  
communities

serving within a metropolitan or micropolitan area



16

rural  
communities

outside of a metropolitan area

# Survey Participants: 83 hospital foundations

## Size of participant hospitals



15

small  
hospitals

<100 beds



30

medium  
hospitals

100-499 beds



38

large  
hospitals

500+ beds

# Benchmarking Participants: 27 hospitals

## Geographic presence of participants



5

urban  
communities

serving a principal city of a metropolitan area



12

suburban  
communities

serving within a metropolitan or micropolitan area



10

rural  
communities

outside of a metropolitan area

# Benchmarking Participants: 27 hospitals

## Size of participant hospitals



11

small  
hospitals

<100 beds



13

medium  
hospitals

100-499 beds



3

large  
hospitals

500+ beds

# Survey Results



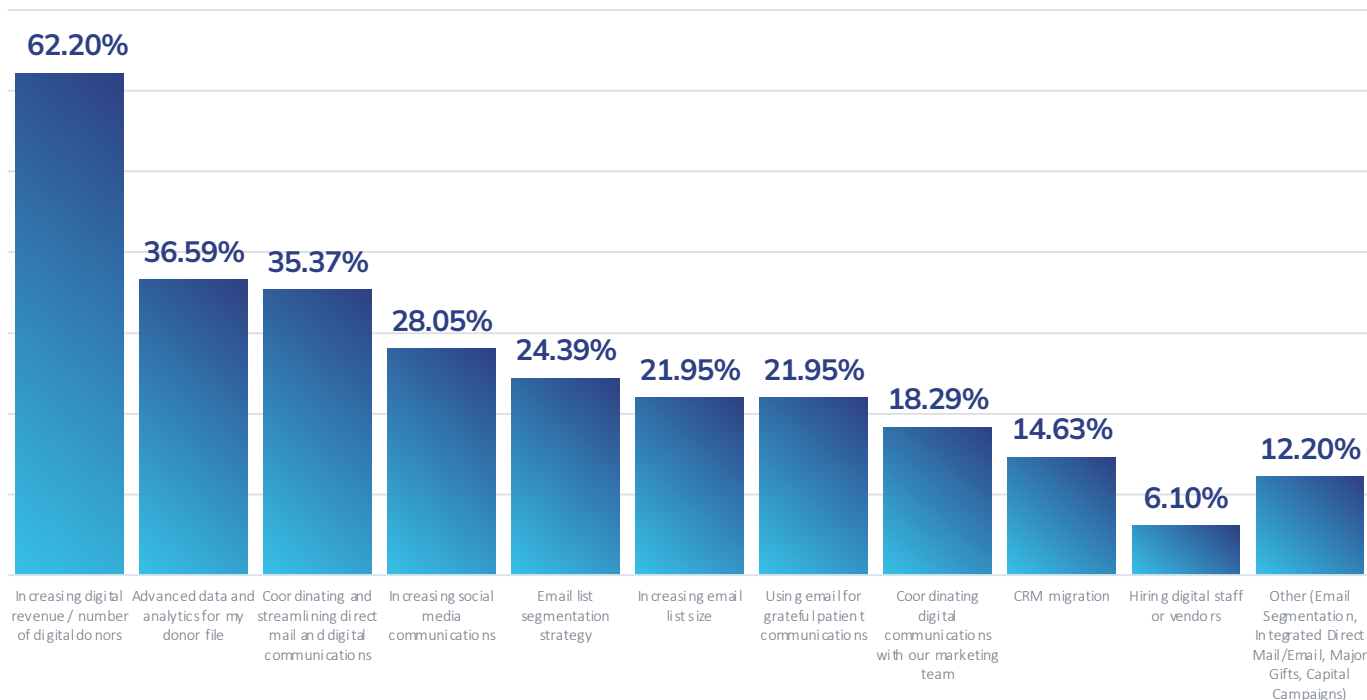
# Key Takeaways

- 1 Digital fundraising is a priority
- 2 Foundations need an email and direct mail integration strategy
- 3 Digital resources are necessary for success
- 4 Foundations want to digitize their grateful patient programs
- 5 Optimized email programs can drastically improve results



# Increasing digital revenue is a leading priority for Foundations

What are the top three priorities for your Foundation over the next 12 months?

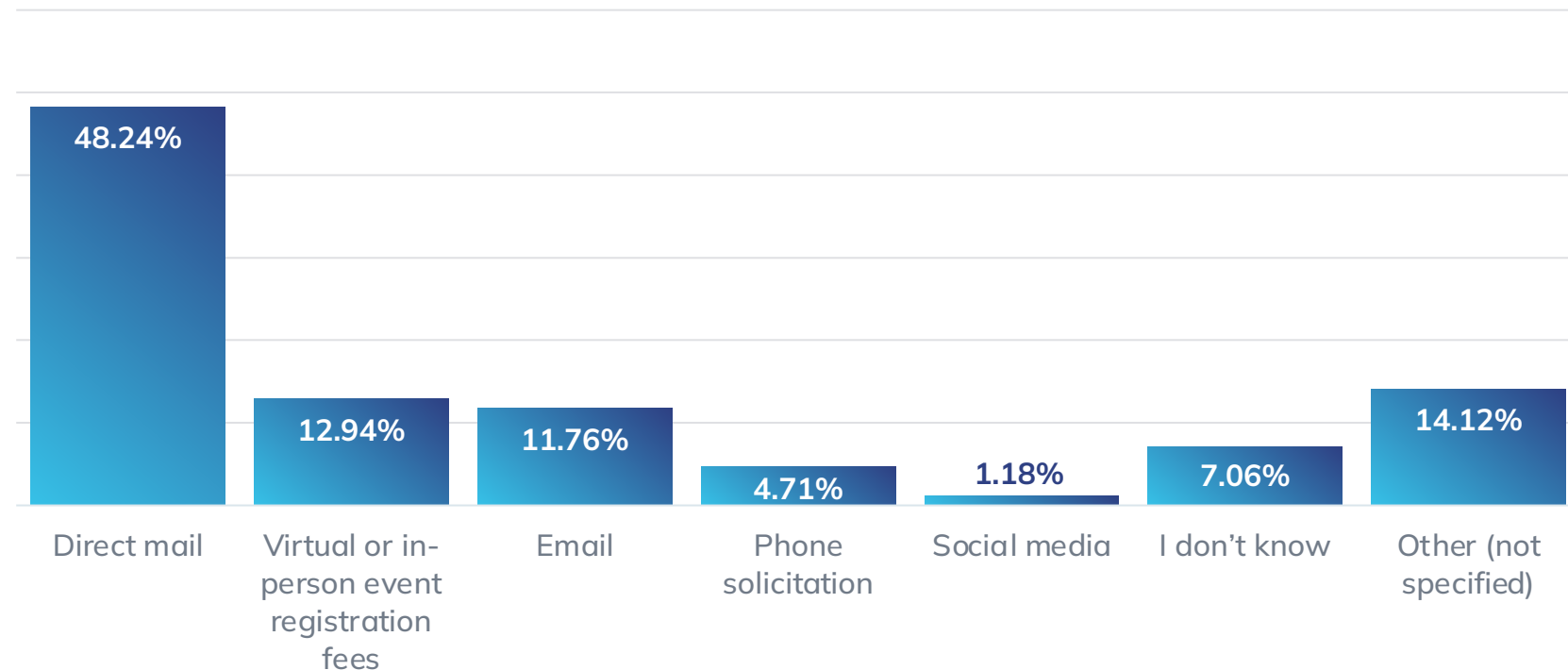


## Top three priorities:

1. Increasing digital revenue / number of digital donors
2. Advanced data and analytics for my donor file
3. Coordinating and streamlining direct mail and digital communications

# There is opportunity to utilize more email communication to raise revenue for your Foundation

What communication channel brings in the most revenue for your Foundation?



# Case Study

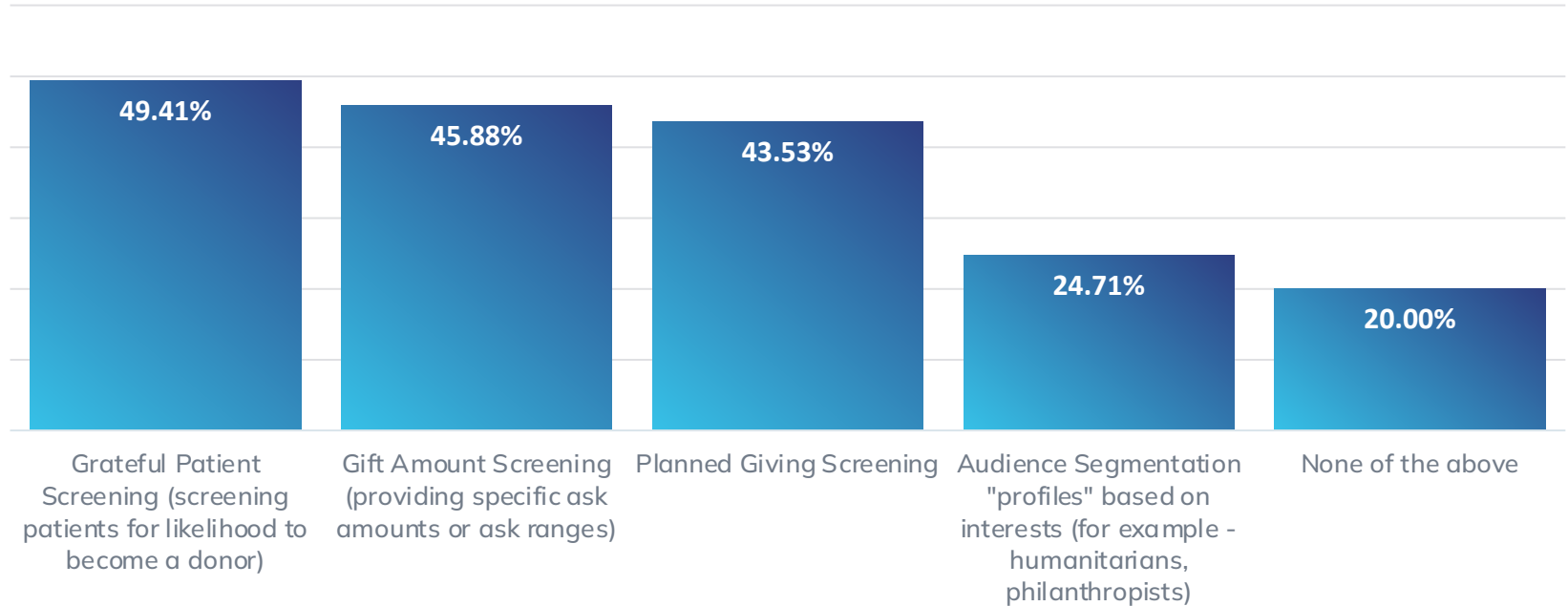
## Small steps can lead to big results

After implementing an online fundraising and grateful patient program, one regional health system successfully **converted a first-time digital donor into a \$1M+ single gift donor** in less than 6 months.



# Screening your data can help you identify supporters among the crowd

## What types of data screening do you perform?



# Case Study

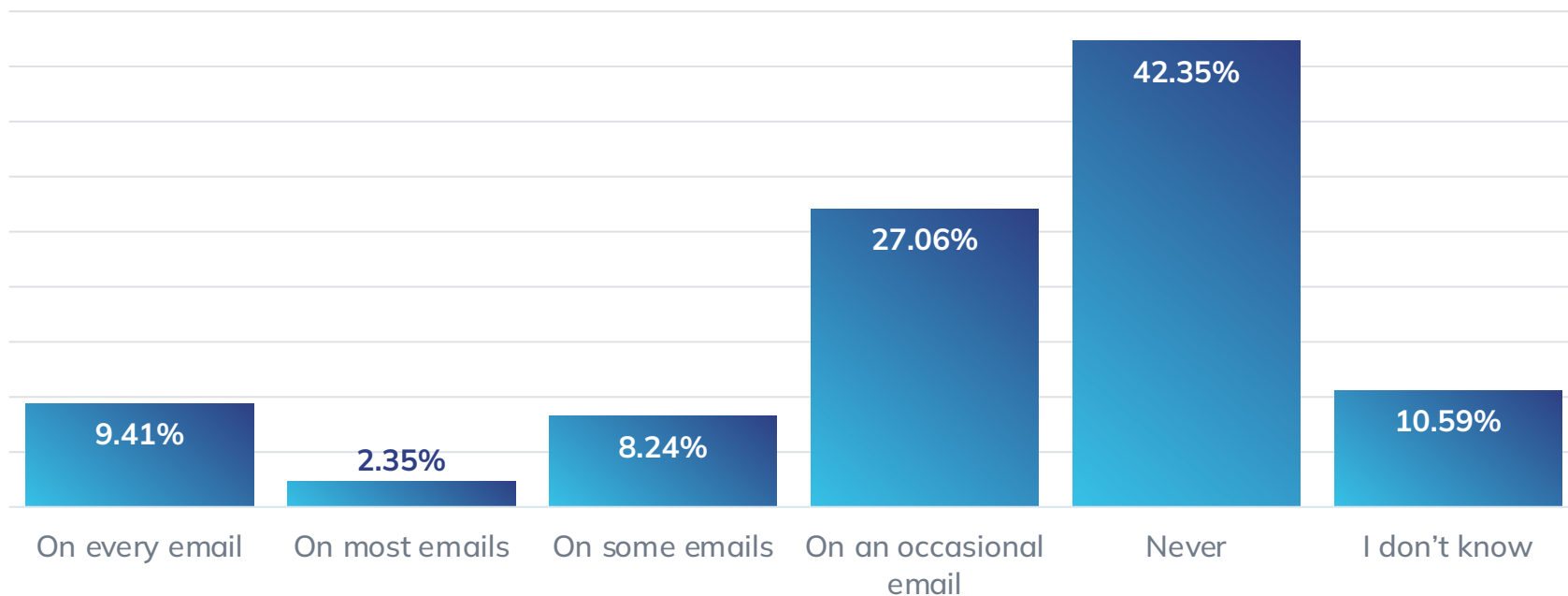
## The power of data

By customizing giving levels on donation pages and optimizing campaign landing pages, one non-profit saw a **137% growth** in high-dollar (over \$1000) online donations.



# Most Foundations are not conducting tests on their email programs

In the past 12 months, how frequently have you conducted tests as a part of your email program?





# Case Study

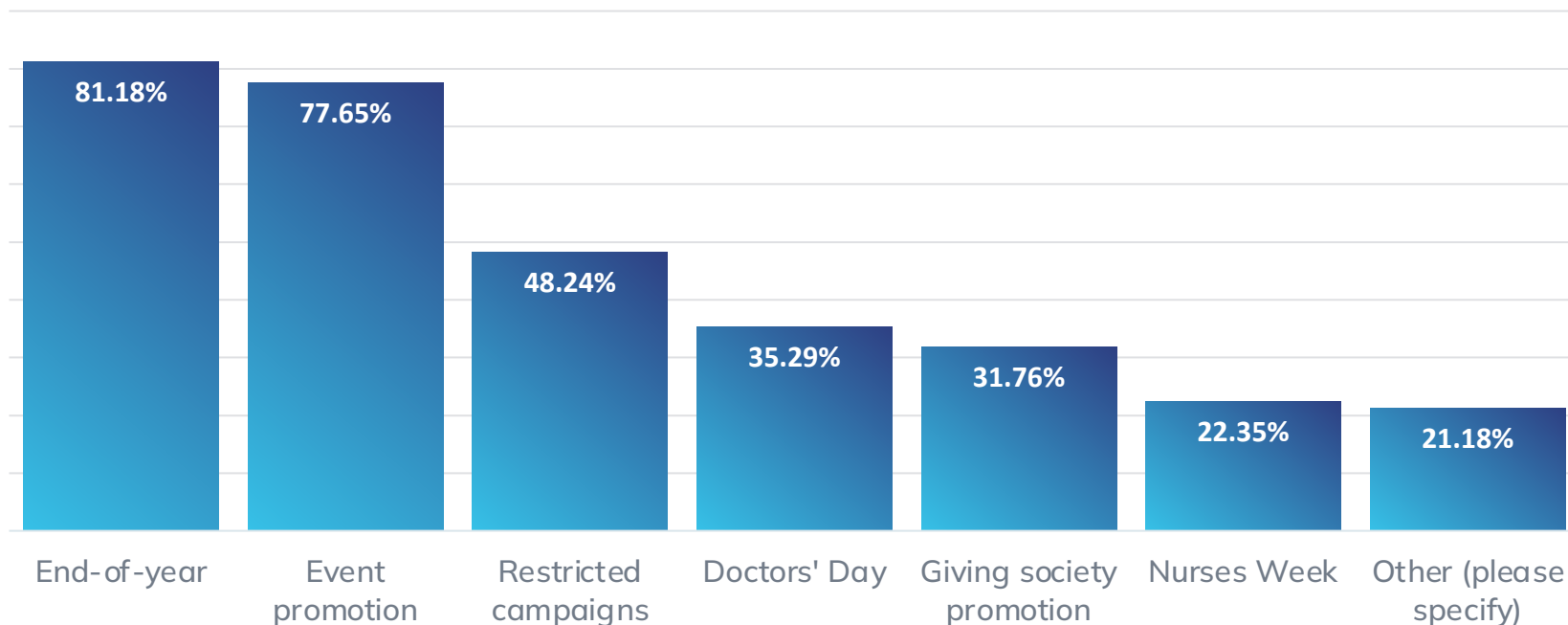
## Diversify your voice

By varying senders between foundation leadership and clinical physician senders, a non-profit hospital saw a **79% increase in email opens** during their 2020 end-of-year solicitation campaign.



# End-of-year campaigns are a leading priority for Foundations

Which of the following solicitation campaigns do you run each year?



# Case Study

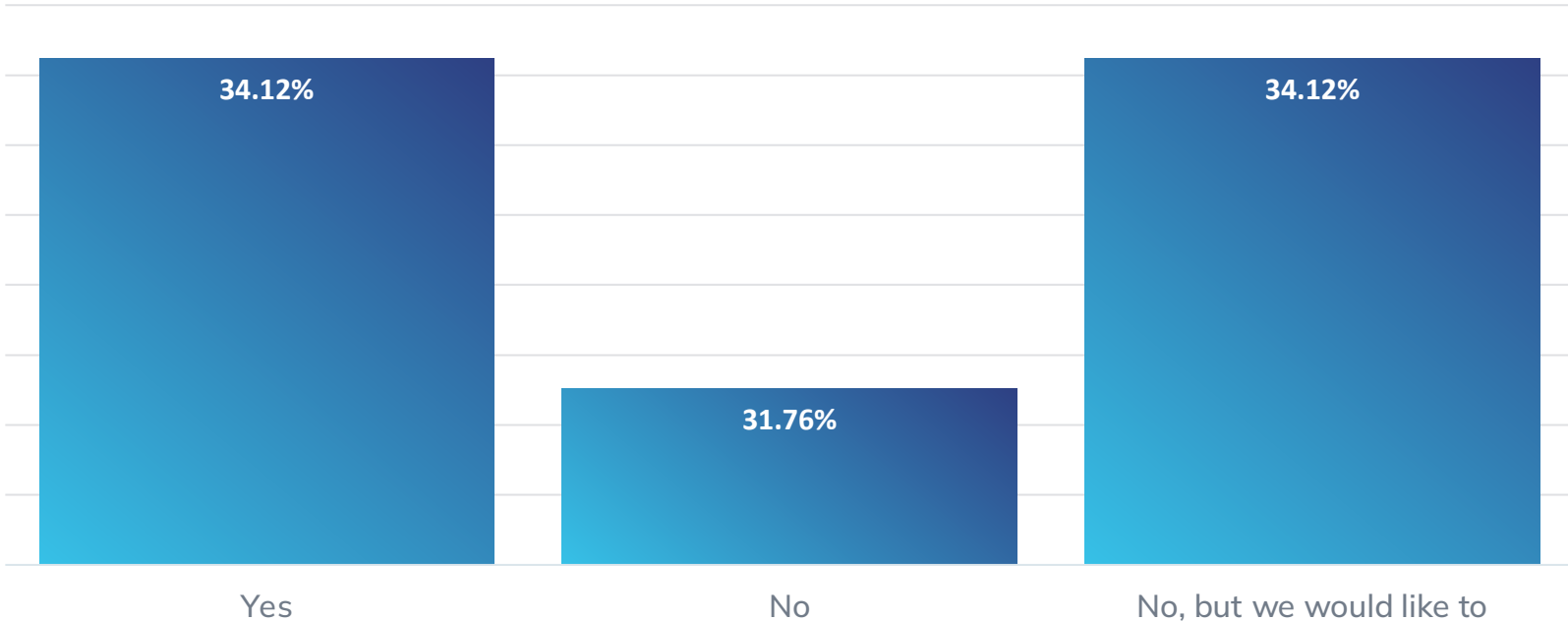
## Digital engagement means versatility

As COVID-19 caused in-person fundraisers and events to be canceled in 2020, one non-profit health system used the **power of online engagement to raise \$650,000, a 171% increase from the previous year**, for COVID response and their greatest needs.



# Foundations have a strong interest in developing a digital grateful patient program

Do you have a digital grateful patient program in place?



# Case Study

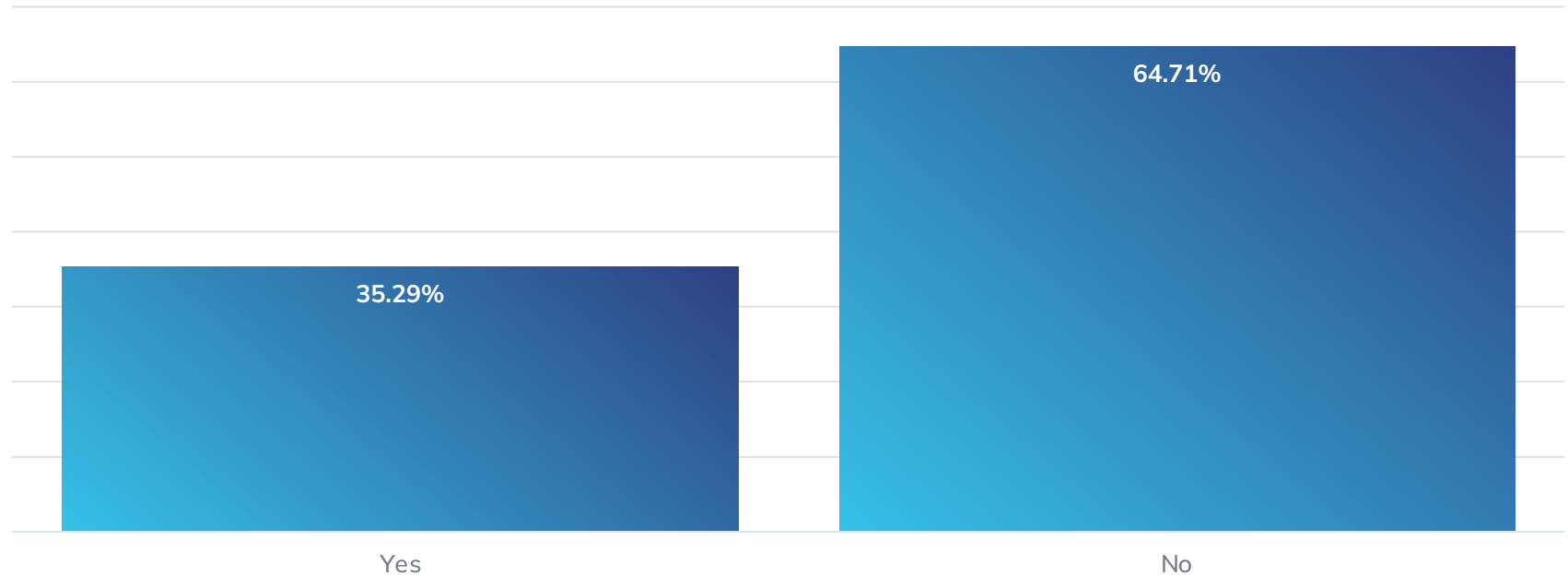
## Patients want to give back

One year after implementing a digital grateful patient program, a non-profit health network's grateful patient communications saw an **increased open rate of 42%** and converted new donors with an average gift of \$90.



# Most Foundations do not have staff members dedicated to digital fundraising

Do you have full-time, dedicated digital fundraising staff?



# Resources necessary for a successful digital fundraising program



**Data & Technology**

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# Benchmarking Results



# Glossary of Benchmarks



## **Online giving growth**

The growth in year-over-year annual revenue that comes in via online donation pages

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## **Average online donation**

Total online annual revenue per donor

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## **Fundraising email open rates\***

Unique email openers

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## **Fundraising email click-through rates**

Unique email clicks

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## **Email list growth**

Unique email addresses that a Foundation is able to solicit

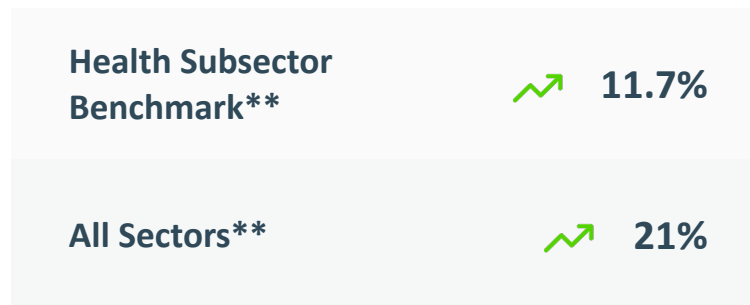
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\*Changes in Apple mail tracking will impact open rates

# Benchmarking Results

## Year-over-year online giving growth

Non-profit hospitals saw an average 204% increase in digital revenue from 2019 to 2020. This was higher than the average growth across most non-profit industries.



# Benchmarking Results

## Average online donation

The average online donor contributed \$338 to non-profit hospitals in 2020.







|                              |       |
|------------------------------|-------|
| Health Subsector Benchmark** | \$403 |
| All Sectors**                | \$177 |

# Benchmarking Results

## Fundraising email open and click-through rate

Non-profit hospitals saw an average open rate of 19.66% and click-rate of 1.97%

|   |  |
|---|--|
|     |  |
| Hospital-Only*<br>Open Rate   |  19.66% |
| Hospital-Only*<br>Click-through Rate  |  1.97%  |

|  |   |
|--|---|
| Health Subsector**<br>Open Rate          |  19%   |
| Health Subsector**<br>Click-through Rate |  1.1%  |
| All Sectors**<br>Open Rate               |  18%   |
| All Sectors**<br>Click-through Rate      |  0.70% |

# Benchmarking Results

## Email list growth

Non-profit hospitals saw a 40% increase in their email list growth from 2019 to 2020. This was higher than the email list growth across all other sectors.



|                              |      |
|------------------------------|------|
| Health Subsector Benchmark** | ↗ 1% |
| All Sectors**                | ↗ 3% |

# Visit our website to learn more about the survey

**A comprehensive Benchmark Report will be released in Fall 2022.**

**Benchmarks\* will include:**

- Multi-year donor retention rate
- Online giving by hospital size
- Online v. offline giving averages
- Growing your giving society and major giving pipelines
- Increase in email revenue
- Impact of data modeling

**LEARN MORE ABOUT THE REPORT**

[www.digitalhealthstrategies.com/benchmark21](http://www.digitalhealthstrategies.com/benchmark21)

**Email us to be included in the report!**

# Disclaimer

*All foundations vary slightly in their reporting and classification of variables like appeals, direct marketing efforts, inbound channel, packages etc. due to different products and how they are being used. DHS has standardized reporting across foundations to the best of our ability but acknowledges that there is some personal judgment in classification of online giving.*



# Questions & Discussion

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