

Engaging Non-Religious Audiences In Meaningful Ways

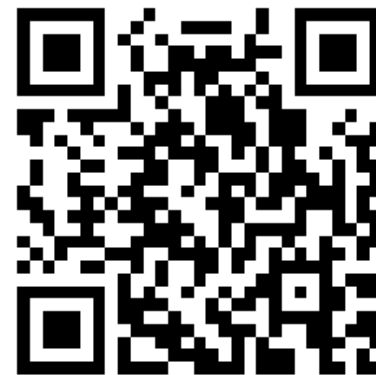
Presenters:

Karen Woods, Territorial Director, Integrated Marketing, Eastern Territory
Dustin Phillips, Territorial Director of Digital Strategies, Eastern Territory

Karen.Woods@use.salvationarmy.org
Dustin.Phillips@use.salvationarmy.org

Overview

How to best connect with donors using a data-driven approach that communicates with constituents in ways that are personally meaningful. A practical approach to managing the tension between gospel-first and donor-interest first messaging in marketing communications will be discussed.



Scan to Participate
OR
salarmy.us/outcomes23

Donor Lifestyle/Interest Index

This report matches your donors with some common lifestyles and interests. We provide a count of your donors and the percentage of your donors with each self-reported lifestyle/interest. The table also shows the percent of all U.S. consumers with each given lifestyle/interest. (Totals in each column exceed 100%, as consumers may be counted in multiple interests.) The Interest Index, which provides a relative engagement index for each lifestyle/interest, is calculated by dividing the percentage of your donors by the percentage of all U.S. consumers. Indexes are highlighted green, light green, yellow, pink, or red to indicate greatest to least engagement in the lifestyle/interest.

Lifestyle/Interest Category	Lifestyle/Interest	Your Donors	Percent of Your Donors	Percent of U.S. Consumers	Interest Index
Active Outdoors	Camping and/or Hiking	1,194,946	37.8%	35.5%	1.06
	Equestrian/Riding Horses	124,427	3.9%	3.1%	1.26
	Fishing	964,536	30.5%	34.6%	0.88
	Hunting/Shooting	1,550,392	49.0%	40.9%	1.20
	Outdoors	2,679,856	84.7%	72.3%	1.17
	Playing Golf	1,505,470	47.6%	34.0%	1.40
	Playing Tennis	244,710	7.7%	5.3%	1.47
	Scuba Diving	41,322	1.3%	1.3%	1.02
	Snow Skiing	429,329	13.6%	9.8%	1.39
	Arts	Fine Arts	1,483,530	46.9%	25.3%
Theater/Performing Arts		956,110	30.2%	18.4%	1.64
Civic & Religious	Community/Charities	2,464,966	77.9%	41.6%	1.87
	Religious/Inspirational	1,230,269	38.9%	26.1%	1.49
Collecting	Collectibles, Antique	1,278,405	40.4%	21.8%	1.86
	Collectibles, Arts	723,062	22.8%	13.6%	1.68
	Collectibles, Coins	820,646	25.9%	20.4%	1.27
	Collectibles, General	2,296,456	72.6%	56.9%	1.27
	Collectibles, Stamps	575,355	18.2%	12.7%	1.43
	Movie Collecting	1,085,286	34.3%	25.5%	1.35
Contests	Sweepstakes/Contests	1,541,970	48.7%	46.1%	1.06
	Cooking, Gourmet	2,681,562	84.7%	66.1%	1.28
Food & Wine	Natural/Organic Foods	1,347,436	42.6%	24.2%	1.76
	Exercise, Aerobics	520,312	16.4%	10.7%	1.54
Health & Fitness	Exercise, Running/Jogging	480,753	15.2%	13.1%	1.16
	Exercise, Walking	1,452,734	45.9%	31.2%	1.47
Hobbies	Crafts	2,673,099	84.5%	67.0%	1.26
	Grandchildren	998,283	31.5%	16.3%	1.94
	Photography	1,122,577	35.5%	25.8%	1.38
	Sewing/Knitting/Needlework	1,277,468	40.4%	28.0%	1.44
	Woodworking	1,007,322	31.8%	24.2%	1.32

Lifestyle/Interest Category	Lifestyle/Interest	Your Donors	Percent of Your Donors	Percent of U.S. Consumers	Interest Index
Home & Garden	DIY Home Improvement	1,510,916	47.7%	35.2%	1.36
	Domestic Activity	932,469	29.5%	22.1%	1.33
	Gardening	2,880,182	91.0%	73.0%	1.25
	Home Furnishing/Decorating	2,973,886	94.0%	80.6%	1.17
	Home Improvement	2,176,141	68.8%	56.8%	1.21
	Reading, General	3,031,617	95.8%	85.4%	1.12
Reading	Reading, Magazines	3,075,312	97.2%	87.6%	1.11
	Reading, Religious/Inspirati...	1,080,995	34.2%	27.6%	1.24
	Reading, Sci-Fi	255,571	8.1%	7.6%	1.06
Real Estate & Investing	Investing/Finance	2,332,444	73.7%	60.0%	1.23
	Investments, Real Estate	806,616	25.5%	20.4%	1.25
	Investments, Stocks/Bonds	1,211,642	38.3%	21.7%	1.76
Science	Science/Space	657,805	20.8%	13.7%	1.51
Sports Enthusiasts	Auto/Motorcycle Spectator	338,898	10.7%	10.4%	1.03
	Baseball Spectator	942,626	29.8%	22.7%	1.31
	Basketball Spectator	734,958	23.2%	21.6%	1.07
	Football Spectator	1,114,847	35.2%	29.3%	1.20
	Hockey Spectator	438,196	13.8%	8.9%	1.55
	NASCAR	543,560	17.2%	18.9%	0.91
	Soccer Spectator	64,302	2.0%	1.2%	1.70
	Watch TV Sports	697,409	22.0%	17.4%	1.27
Travel	Travel	2,778,309	87.8%	79.8%	1.10
	Travel, Cruise	994,526	31.4%	29.5%	1.07
	Travel, Domestic	1,827,552	57.8%	40.6%	1.42
Vehicle Hobbies	Auto Work/Mechanics	1,771,145	56.0%	46.4%	1.21
	Boating/Sailing	818,158	25.9%	21.1%	1.22
	Motorcycle Riding	239,113	7.6%	8.0%	0.95
	Recreational Vehicles	883,893	27.9%	30.9%	0.91
World Affairs	Current Affairs/Politics	1,639,715	51.8%	38.8%	1.33
	History or Military	783,287	24.8%	11.2%	2.21

Take Aways

Apply analysis methodologies to better understand donor interest

Deliver biblical/Christian messaging in a way that is impactful and relatable

Get a better understanding of the interest makeup of US nonprofit constituent audiences.



the **outcomes**
conference