More Waffles for Breakfast

How Google Data Studio served up the right DIY recipe

Presented by:

Covid-19 has been especially hard on many families and businesses

Photo by @kellysikkema on Unsplash

The number of children facing food insecurity increases each month

Photo by Kochanka Visuals

Covid-19
has also created opportunity in exploring agile analytics

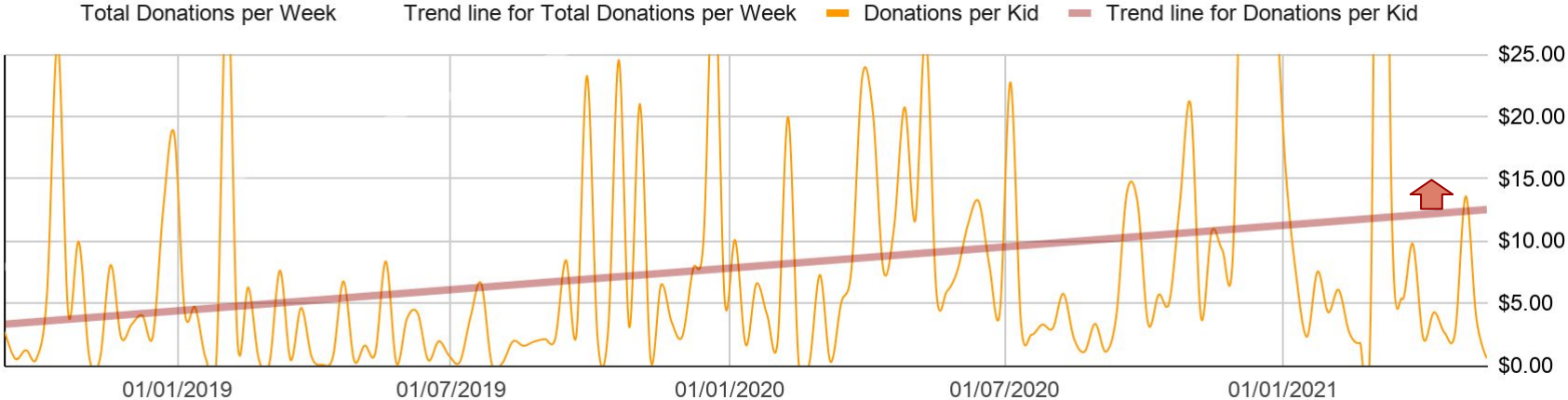Photo by Sean Pollock on Unsplash

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Currently supporting over 840 children; forecasted growth of 18% for the 2021-2022 school year means 1,000 kids in need

Kids Supported — Trend line for Kids Supported

FOOD4KIDS
Halton

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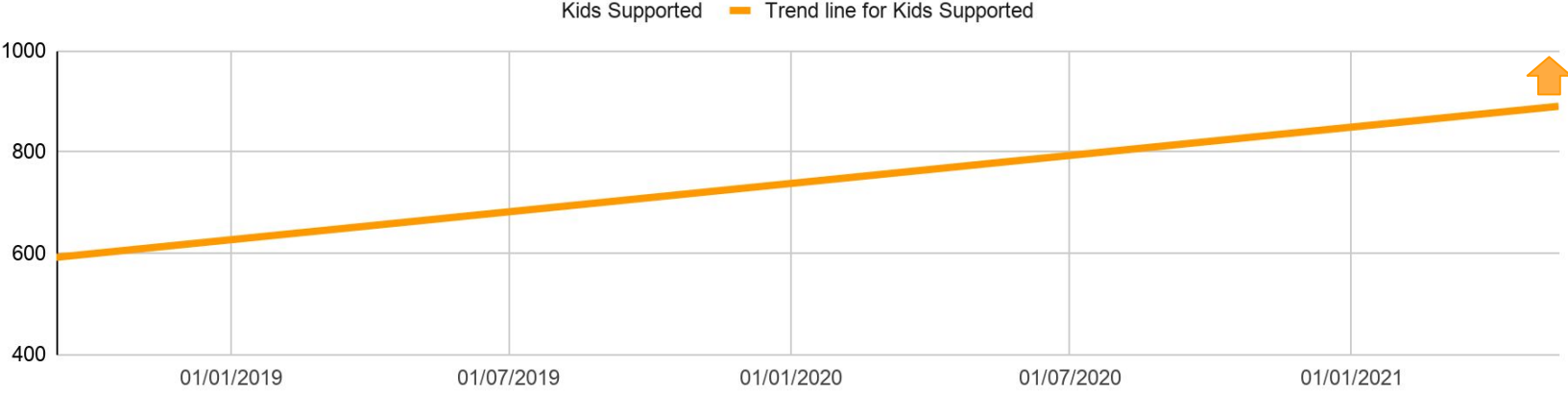
Year over year Donations are growing as Gayle and her team work hard to keep up with demand
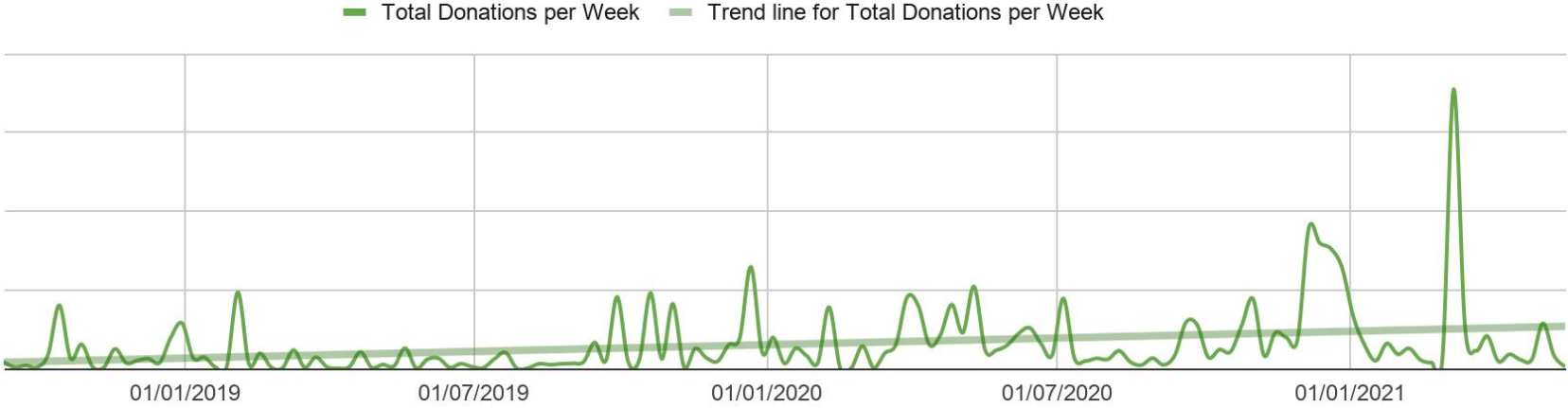
However, current donations are not meeting the cost of $15 per child per weekend

Total Donations per Week   Trend line for Total Donations per Week   — Donations per Kid   — Trend line for Donations per Kid

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Central Need:
Identify Opportunities to Increase Growth in Individual Donations

4 Phase Design

1: Customer (Donor) Analytics

2: Brand Awareness Quant Survey

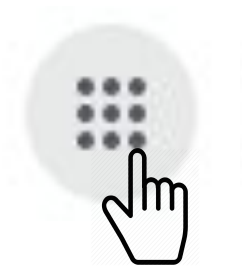3: Marketing Strategy Consultation

4: "Always-On" ROI Measurement

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Photo by Joyful on Unsplash

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Thanks to Covid-19 and Virtual Learning, my grades 3 & 5 kids introduced me to a little something called the "Waffle"

Photo by Joseph Gonzalez on Unsplash

DIY with Google Workspace

Google Sheets
Add-on: Geocode
by Awesome Table

Google Data Studio

Google Slides

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Learning #1

Don't be afraid of your data. Explore your data. Experiment with your data.
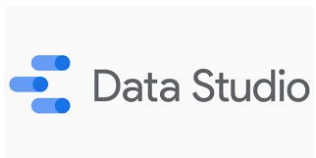
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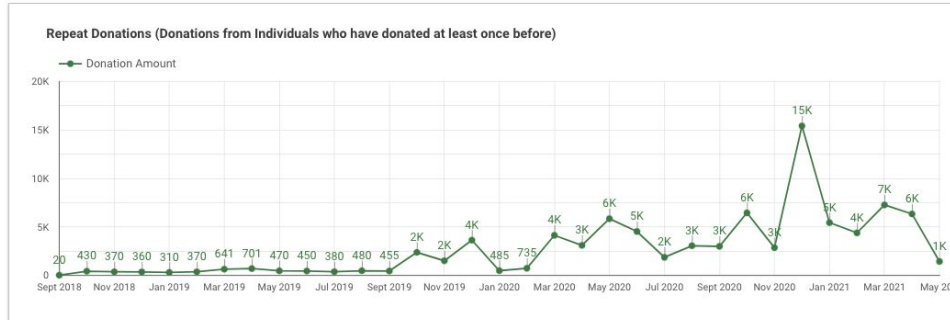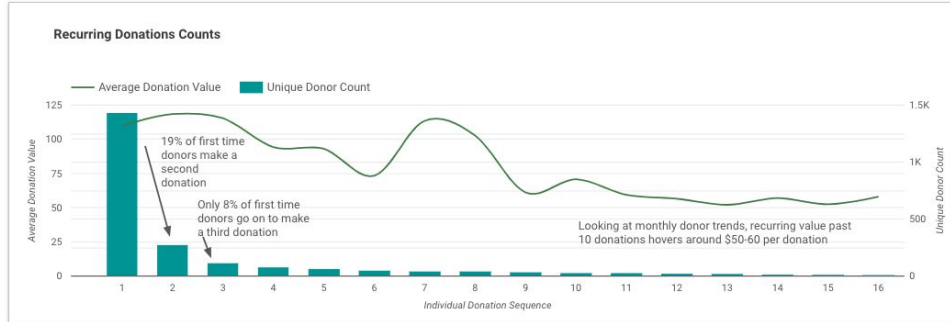Photo by Caleb Woods on Unsplash

#1: Your Data has Value
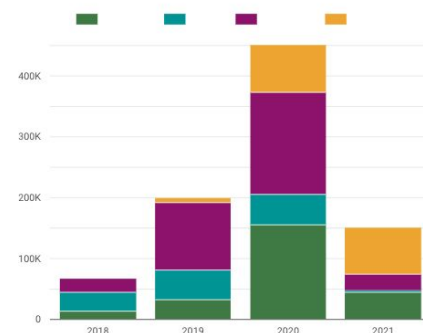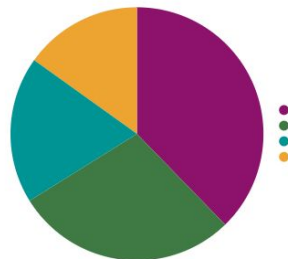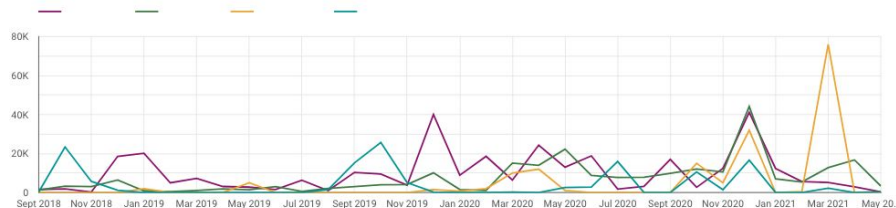
Learning #2

Customer Analytics is simpler than you think.

You don't need to be an expert. Enables reaching insights faster and more enjoyable.

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#2: Donor Analytics identifies growth opp

Individual Recurring Donation Sequence Trends

Recurring Donations Counts

— Average Donation Value ▪ Unique Donor Count

19% of first time donors make a second donation

Only 8% of first time donors go on to make a third donation

Looking at monthly donor trends, recurring value past 10 donations hovers around $50-60 per donation

Individual Donation Sequence

Repeat Donations (Donations from Individuals who have donated at least once before)

— Donation Amount

20 430 370 360 310 370 641 701 470 450 380 480 455 2K 2K 4K 485 735 4K 3K 6K 5K 2K 3K 3K 6K 3K 15K 5K 4K 7K 6K 1K

Sept 2018 Nov 2018 Jan 2019 Mar 2019 May 2019 Jul 2019 Sept 2019 Nov 2019 Jan 2020 Mar 2020 May 2020 Jul 2020 Sept 2020 Nov 2020 Jan 2021 Mar 2021 May 20...
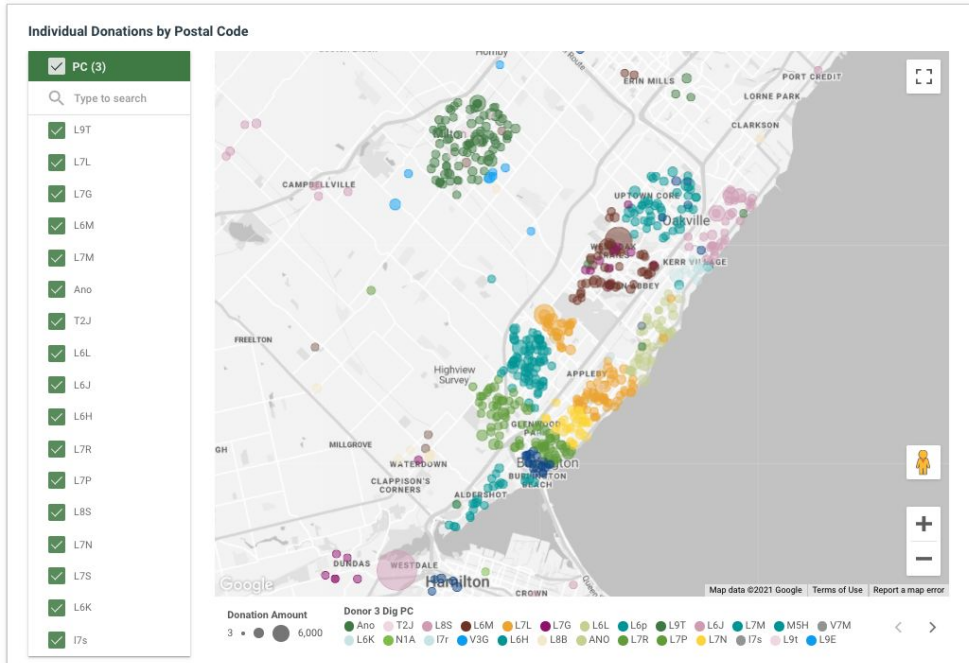
Opportunities:

1. Remind previous donors

2. Raise awareness of Monthly donations

#2: Donor Analytics informs marketing

Donations by Geographic District (First 3 Digit Postal Code)
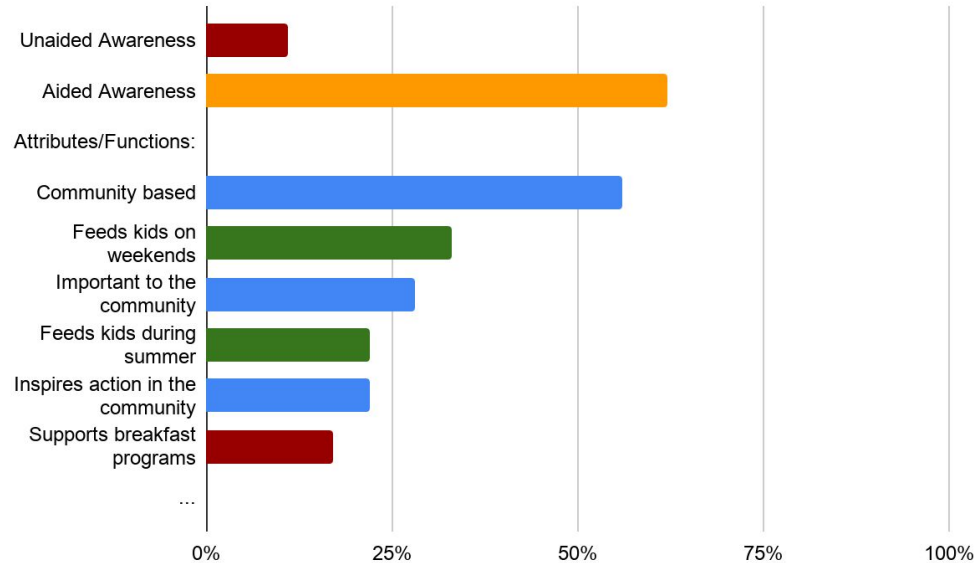
Opportunities:

1. Geo-Targeted Paid Social

2. Geo-Targeted Paid Search

3. Smartmail Campaigns with A|B Testing

Learning #3

Tech will never replace the need for Insights from Humans. Give yourself more time for Qual & Quant insights.

Photo by Caroline Hernandez on Unsplash

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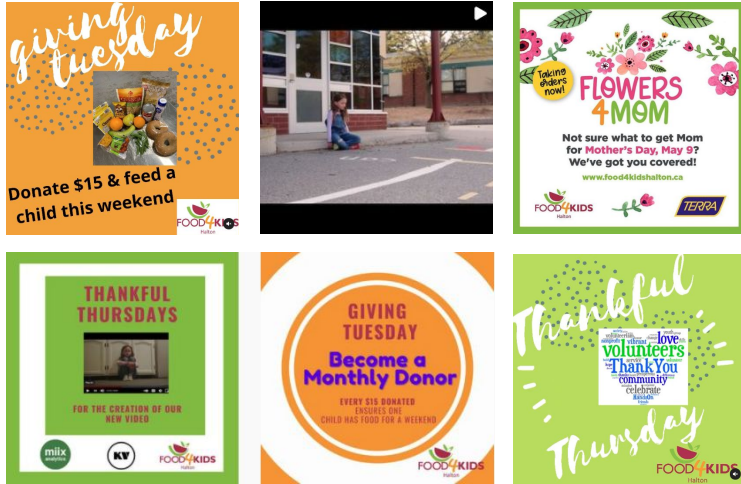# #3: Give yourself more time to be human

Opportunities:

1. Raise Unaided & Aided Awareness in Halton

2. Differentiate as the Charity that *Feeds kids on weekends* and *during summer,* not the Charity that *supports breakfast programs*

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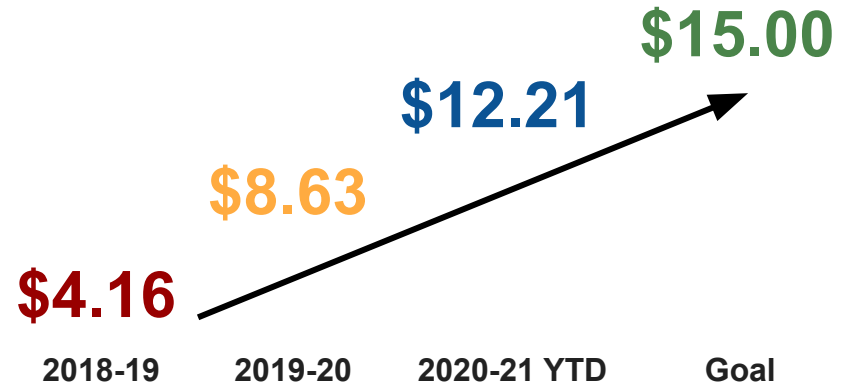
Learning #4

Real-Time Measurement is possible, allowing for faster campaign optimization and ROI metrics.

Photo by Ben White on Unsplash

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Learning #4: Real-Time Measurement

Real-Time Monitoring
Donations per kid per week

$15.00

$12.21

$8.63

$4.16

| 2018-19 | 2019-20 | 2020-21 YTD | Goal |

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Subscribe to be a monthly donor campaign

Video Production by Kochanka Visuals

Client POV
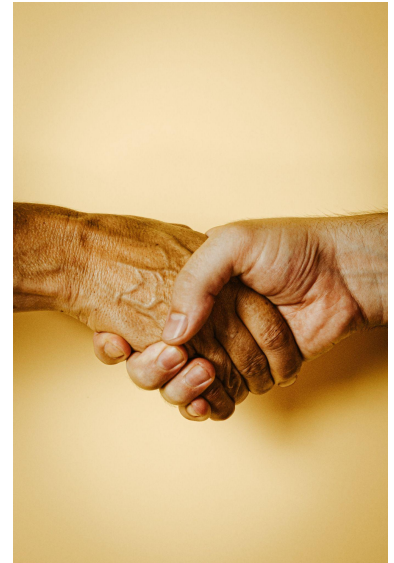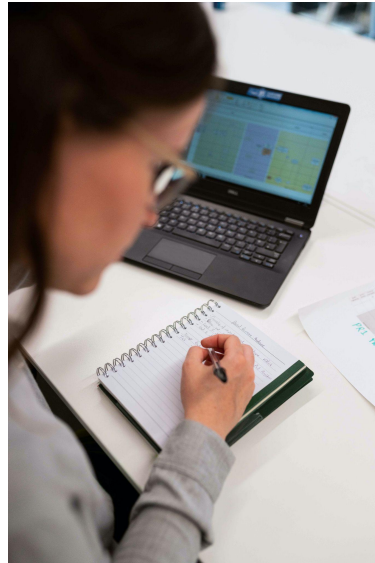
Google Ad Grants connects people to causes online with free Google search ads

$10B
given

115k
nonprofits

67
countries

Thank You!

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