

CHILDREN'S HOSPITALS WEEK 2021

# Direct Response Television

Maureen Carlson  
Chief Programs & Marketing Officer



## **What is DRTV?**

Direct response television (DRTV) is a form of direct response marketing that recruits new (monthly) donors through television advertising.



# Why DRTV?

## Opportunity

- One of many opportunities being analyzed.

## Fundraising

- A proven monthly sustainer fundraising tactic.  
(Causes raising \$20M to \$72M+)

## Low Lift

- Low to no lift for program directors/hospitals.

## Halo Effect

- While DRTV is a powerful revenue stream in its own right, organizations have seen 10-20% increase in other programmatic revenue streams.

# How It Works?

Short form DRTV spots are created (under 2minutes).



Spots are placed on a plethora of targeted national broadcast and cable television outlets during defined time periods.



Testing & analytics are critical as the flights go live to understanding the best formula in spot messaging + spot placement for the highest overall response rates.

Market  
Testing

6000

45812

**CDO Sub-Committee**

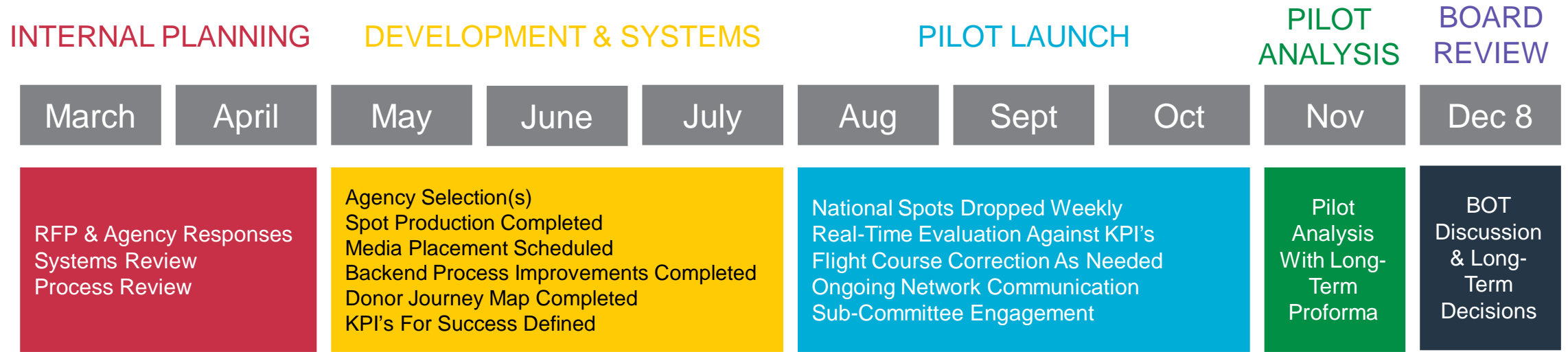


**CDO Advisory Committee**



**CMN Hospitals Board of Trustees**

# Timeline



1. Pilot performed exceptionally against KPI's and long-term proforma is positive. Recommend to CDO Advisory/BOT we move to more formalized annual rollout.
2. Pilot performed well, but pilot phase needs to be extended for better, diversified data. Recommend extending pilot into 2022.
3. Pilot did not perform well, lessons learned from pilot data is analyzed to increase fundraising performance in other CMNH programs/activities. Recommend the organization does not move forward in formalized annual rollout.

# Considerations

## Overall Budget

Overall budget is under \$1M for the pilot. Key spending buckets:

- Creative Agency
- Placement Agency
- Consulting Agency
- Incentives/Fulfillment
- Call Center

*PAID OUT OF CMN  
HOSPITALS RESERVES*

## In-Flight KPI's

- Cost Per Call
- Capture Rate
- Conversion Rate
- Cost Per Donor
- Average Gift
- Credit Card Use
- # of Gifts

## Halo Effect

- Lift across programs like Dance Marathon, Extra Life, Play Yellow, Radiothon
- Increases in web traffic
- Click-thru rates on digital marketing

## Sub-Committee Work

- Spot Production
- Localization Process
- Media Placement
- Donor Journey
- Long-term Value

## Success Factors

- Pilot Data Against KPI's
- Long-term Proforma Detail for Fundraising Impact
- Length CMN Hospitals Would Absorb Costs Out Of Reserves



# THANK YOU

