

## **HQ192 - Questions & Answers - Donor Personas and Market Research**

- 1. Will we have email access to the current donor base? We'd like to run a survey with this audience to understand commonalities and create a "likely donor" profile. If not, what background information is included in the donor file which will be provided?**
  - a. We are very much open to considering an email survey to our donor base as a component of this project. Currently in our donor file, we have the following information appended through a third party: age, gender, ethnicity, and religion as well as giving likelihoods and wealth and financial capacity ratings.
  
- 2. The RFP mentioned your current donor base is older and whiter - can you provide further information on your current donors? How many months/years have they been donating? Do you have any insight to their media use/habits?**
  - a. For donors who have given in the past 24 months, 19% have been on file for less than 1 year; 21% have been on file for 1 year; 14% have been on file for 2-4 years; 21% have been on file for 5-9 years; and 24% have been on file for 10+ years. We conducted a persona and market research project in 2016, during which we received insights into the media use/habits of our donor base at that time. However, that information has not been refreshed since then.
  
- 3. Do you currently, or have you in the past, surveyed your current donors? If so, how extensive is the list of donors you've surveyed before? If not, would you be willing to share contact information so we could survey them? We're thinking it might be helpful to obtain a subsample of your current donors for this work.**
  - a. Yes, we have surveyed our donors in the past. In 2016, we underwent a persona and audience insights project, which included a donor survey. We also use surveys in our fundraising program as a form of donor engagement and mechanism for feedback for specific donor segments. These are sent via email (2x per year) and direct mail (2x per year), but are typically not to the full file and are not for research purposes. We are very much open to considering a donor survey again as a part of this project.

**4. Regarding the acquisition strategy, what's your sense for the how broad the team would like to cast the net?**

- a. People who don't currently donate to Mercy Corps, but donate elsewhere**
- b. People who don't currently donate to any organization, but state an interest and consideration for donating in the future**
- c. People who don't currently donate to any organization or show interest, but could potentially be influenced with the right messaging**

- a. Our answer would be B) people who don't currently donate to any organization, but state an interest and consideration for donating in the future. We would like to extend our reach and engagement to groups and audiences who have historically been excluded or marginalized by the philanthropic sector, but who would be interested in donating in the future if engaged.

**5. Is the current research intended for a U.S. audience only?**

- a. Yes.

**6. Can you share any guidance regarding the budget investment available for this work?**

- a. No, we are not able to disclose this information as a part of this process.

**7. Do you have any past, related research that would inform the development of a new research program? If so, will the selected partner have access to that?**

- a. Yes. We conducted a persona and market research project in 2016. And yes, we would share the results of that project with the selected partners.

**8. Will the selected vendor have access to your donor file? What variables would be included in that?**

- a. Yes, the selected vendor will have access to our donor file. The extent of that access will be determined in partnership with our operations and data privacy teams. Our donor file includes giving history and interactions, as well as the following information appended from a third party: age, gender, ethnicity, and religion as well as giving likelihoods and wealth and financial capacity ratings.

## 9. IV. Evaluation of Proposals

### E2. Pricing

**Is there an estimated budget for this project?**

- a. No, we are not able to disclose this information as a part of this process.

## 10. II. Project Background and Context

### Paragraph 6

**Is the research intended to focus on US only donors, or are there other priority markets that should be included in this research?**

- a. U.S. only donors

## 11. III. Proposed Services & Sample Scope of Work

### Overview

**Is there more background you can provide on your existing donor base (number of current vs. lapsed donors, any specific demographic details, etc.)? Also, do you work with Salesforce or any other CRM tool or platform?**

- a. Donor segment size is provided below. Additional demographic information will be provided to the agency selected for this project.

Segment	Definition	Approx. Quantity
Digital prospects	Non-donors on our email file	190,000
Current donors	Gift of \$0.01 – \$999 in the last 0-24 months; does not include monthly or mid-level donors	151,000
Monthly donors	Monthly donors	15,600

Mid-level donors	\$1,000-\$9,999 cumulative giving in a year, excluding monthly donors	5,000
Lapsed donors	Last gift made 25-48 months ago	117,000

- b. We use Blackbaud Raiser’s Edge as our database of record. We also use Action Kit as our digital fundraising and engagement database.

## 12. Objective 3

**The research objectives reference sharing insights into what types of content and messages are most likely to engage and resonate with each audience segment. Are you looking to test specific messaging frames/language within a separate research project, or as part of this initial research?**

- a. This will be dependent upon the scope, timeline and cost of the proposal put forward. We look forward to your ideas and recommendations!

## 13. Is this a global effort? If so, how does Mercy Corps currently categorize their regions of focus. If this is a US only effort, how does Mercy Corps categorize their regions of focus?

- a. This is a U.S. only effort. Due to Mercy Corps headquarters location in Portland, Oregon, we have historically focused some of our marketing and fundraising efforts on the West Coast, targeting Portland, Seattle and the San Francisco Bay Area. However, our national fundraising program is national with donors across the United States.

## 14. Are there any aspirational regions?

- a. Outside of the West Coast targets stated above, we look forward to the insights that the results of this project will bring to help us determine the answer to this question.

## 15. What will the roles of the core team leading the work on the Mercy Corps side be? What level of engagement could we expect?

- a. This will be dependent upon the scope of the proposal put forth by the selected agency. However, the Mercy Corps team is typically a highly engaged partner.

**16. What is driving the June 30th deadline? Are there any other critical dates prior to this final deliverable?**

- a. The deadline is driven by internal budgeting and strategy considerations.