

MANAGEMENT REPORT

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Meeting Date: February 24, 2021

TO: Library Board

FROM: Carol Nelson, Director, Planning & Communications

SUBJECT: Cardholder Email Campaign Results

SUMMARY

Attached is a presentation summarizing the results of the cardholder email campaign undertaken in December 2020.

Approximately 205,000 active cardholders were sent an email providing an update on VPL's activities during the pandemic and introducing the Vancouver Public Library Foundation (VPLF) as the Library's fundraising organization. As a direct result of this campaign, 1,421 VPL cardholders made new donations to the VPL Foundation totalling \$123,429.

While the response was overwhelmingly positive, staff will undertake further evaluation in collaboration with the VPL Foundation to determine optimal timing and targets for any subsequent campaigns.

PURPOSE

This report is for information.

RECOMMENDATION

That the Board receive the report for information.

STRATEGIC IMPLICATIONS

One of the goals within VPL's 2020-2023 Strategic Plan, 'Increase public awareness and usage of VPL services', includes exploration of customized communication. This project allowed VPL to test email communications and gain a deeper understanding of the processes and technologies required.

BACKGROUND

VPL has very high levels of public support, but there is limited awareness that the Library has a Foundation which does fundraising on behalf of the Library. In late 2020, the VPL Board supported a request from the VPL Foundation to send an email to library cardholders introducing the VPL Foundation, and soliciting undesignated donations.

The email, sent from the Chief Librarian, provided an update on VPL activities during the pandemic and introduced the VPL Foundation with a charitable appeal for donations. The email followed all applicable privacy/anti-spam regulations.

DISCUSSION

Response to the campaign was overwhelmingly positive, both in terms of patron feedback and funds raised.

As a direct result of this campaign, 1,421 VPL cardholders made donations totalling \$123,429. This included two notable donations: one in-person donation of \$10,000 and one online donation of \$25,000. An additional 198 donations valued at \$16,461 were received by the VPL Foundation during the campaign period. While not directly tracked through the VPL campaign activity, they were likely influenced by the campaign.

While the campaign enabled the VPL Foundation to establish relationships with over 1,400 new donors and generated almost \$140,000, it revealed a number of technical and timing challenges that must be considered for future deployment.

The attached presentation summarizes the campaign results and key metrics.

FINANCIAL IMPLICATIONS

The campaign generated approximately \$140,000 (\$130,000 net of expenses) for the VPL Foundation.

CARDHOLDER EMAIL CAMPAIGN OVERVIEW

December 2020

AUDIENCE

Active library cardholders
from past 3 years with email
(205k)

DETAILS

2-Email Stream

- **Email 1:** Dec 11, 2020
- **Email 2:** Dec 15, 2020



Dec 11, 2020



Active library
cardholders



Dec 15, 2020



Library cardholders who
did not open email 1



Sent	204,756
Opened	55,454 (27%)
Donated	653
Amount Gifted	\$84,608

Sent	148,511
Opened	54,487 (36.6%)
Donated	570
Amount Gifted	\$38,821.95

EMAIL CONTENT

- Show appreciation to VPL members for being a part of the library community
- Explain how the library is working towards improving access to digital learning for everyone during this difficult time.
- Kindly ask members for their support through vplf.ca/give/



Dear %%NAME%%,

I'm writing to thank you for being part of our library community in Vancouver, and to share how your library is working to meet our community's needs during this difficult time.

This has been an unprecedented year for the library and everyone in our community. We have had to rapidly adapt how we deliver library services – including shifting many services to digital.

The library continues to play a critical role in the lives of so many, especially now.

As people seek ways to cope with the global pandemic, the library is helping people learn, connect and reduce social isolation. Did you know our Digital Library's online programs, collections and services were accessed almost 125,000 times each week in October alone? This demand is only growing.

Every day, over 750 families rely on our Virtual Storytimes to support their children's learning as they juggle new routines. Seniors coping with isolation are learning the digital skills they need to access critical services and connect with family and friends. To meet our community's needs, we are adding more digital events, classes, streaming services and books every week.

But we can't do it alone. Right now, the VPL Foundation is raising funds to support the Library.

Your support will help ensure parents, children, seniors, students, and all in our community can access the books, learning tools, and library programs they need during this difficult time.

As this year comes to a close and we look ahead to a new chapter, I hope you'll consider [supporting the VPL Foundation](#) today. We're proud to serve our community and we are needed by many – now more than ever.

[SUPPORT THE LIBRARY](#)

Wishing you a safe and healthy holiday season,



Christina de Castell
Chief Librarian
Vancouver Public Library

P.S. I would love to hear what offerings YOU would like to see in our Digital Library as it continues to expand. Please email chief@vpl.ca to share your thoughts with me.

Donation Amount

\$123,429.95

Total

\$100.92

Avg.

\$25,000

Maximum

\$10

Minimum

DECEMBER 2020 CAMPAIGN

Fundraising Summary (as of Feb. 2, 2021)

1,421

Donors

\$123,429.95

Gifted during Campaign*

\$0.07

Cost per Dollar Raised**

1.11%

Email Conversion Rate

198

Unattributed Donors

\$16,461

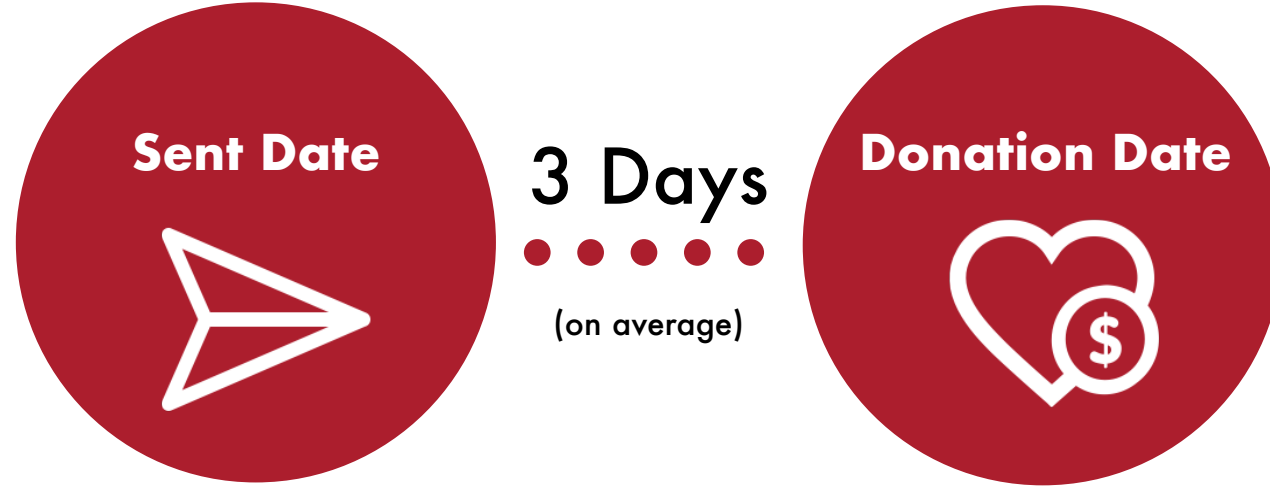
Unattributed Gifts

* Only include gifted amount from donors whose email addresses match the December 2020 Campaign

** Calculated using Revenue Automation's cost of \$8,500

- While \$65 is the default donation amount on VPLF website, most people donated **\$100**.
- Everyone donated **at least \$10**.
- Half of recipients donated more than **\$50**, half donated below that number.
- Smaller donations tend to occur immediately, while larger gifts are given after a few days after the email send date.
 - The two major gifts of \$25,000 and \$10,000 were given on December 14, which was 3 days after the first email send date





- Most people donated **within the day** after they received their email.
- On average, people donated **3 days** after they received their email.
- **44 days** was the longest time taken to donate after receiving the email.

- More than 80% of donors are in Vancouver.
- Within Vancouver, most donors come from Kitsilano and the West End neighbourhoods.
- Nearly 35% of total donation amount* in Vancouver are from donors in these 2 neighbourhoods.
- Donors in Kitsilano gifted the highest amount, which accounts for 19% of total donation amount in Vancouver.

*Exclude the two major gifts of \$25,000 and \$10,000

