

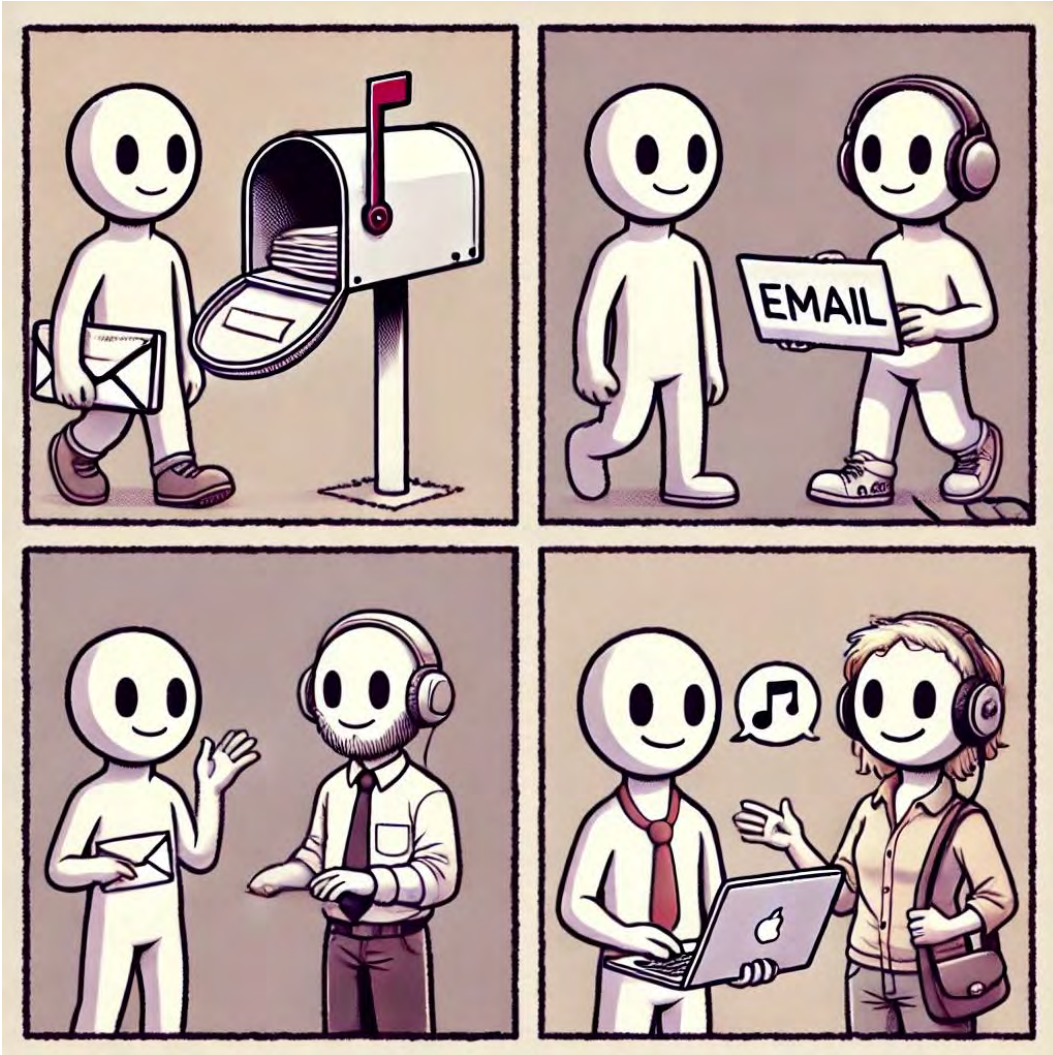


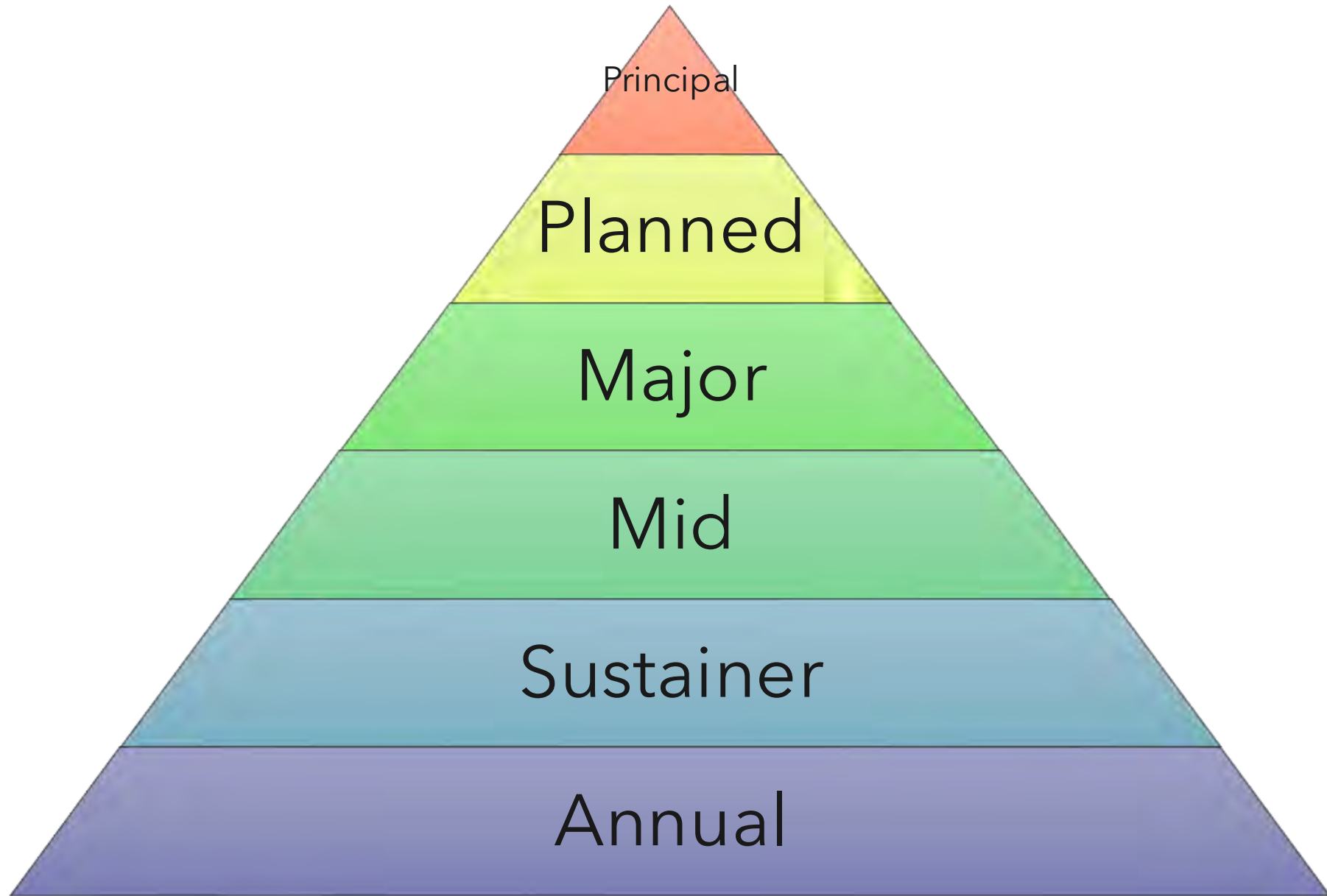
Collaboration in a Multi-Channel Environment

John Wilburn

Account Director, Epsilon

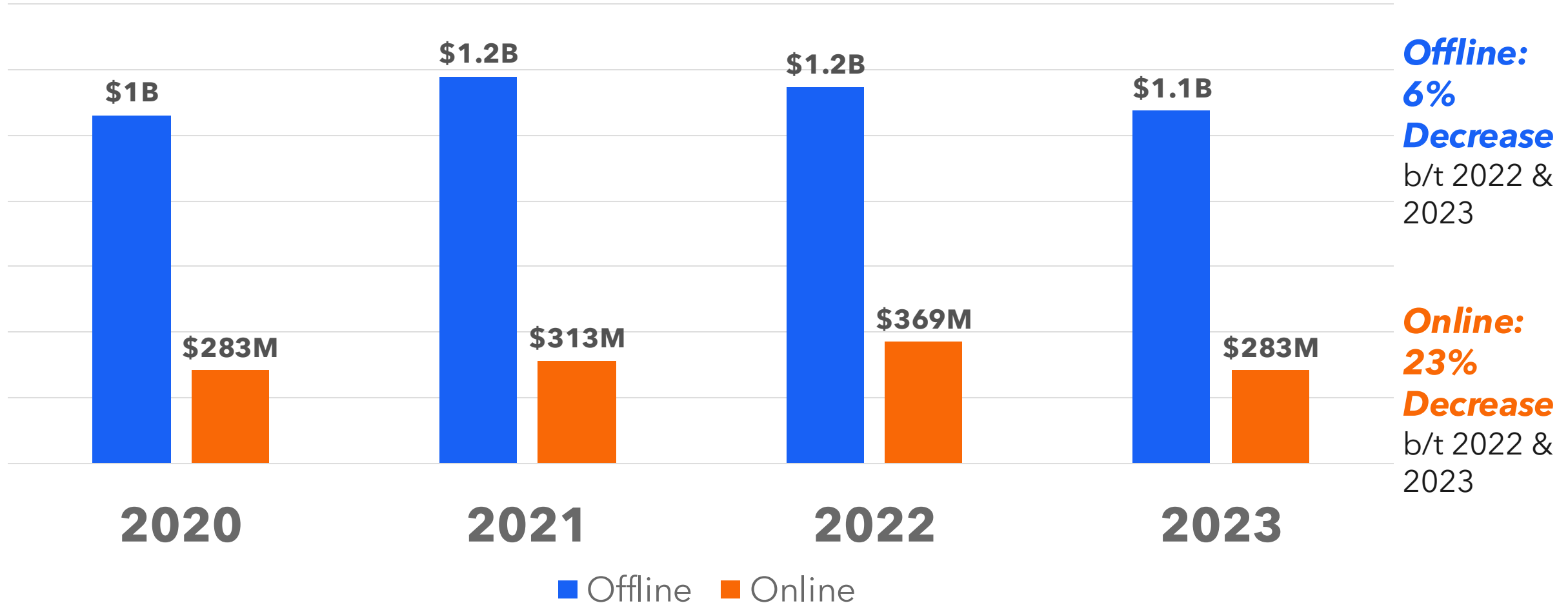






\$ Gross Revenue by Known Channel & Calendar Year

- For organizations that map giving data to the Abacus Coop split by channel of giving, we can see declines across both Offline and Online channels.



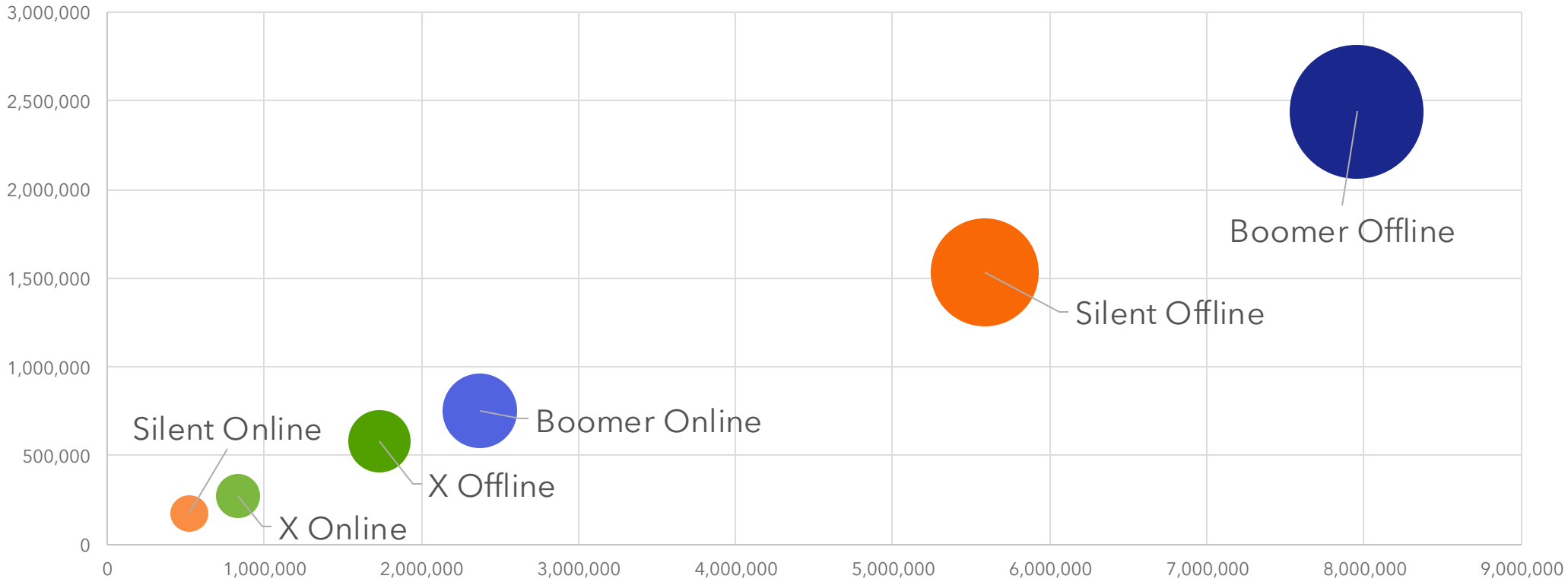
Abacus 2023

Household, Donation, and Revenue by Channel & Age

- Charting the number of Households donating (Y axis), the number of Donations (X axis), and the relative amount of Revenue raised (circle area), demonstrates the significant differences of giving between age groups and channel of donations.



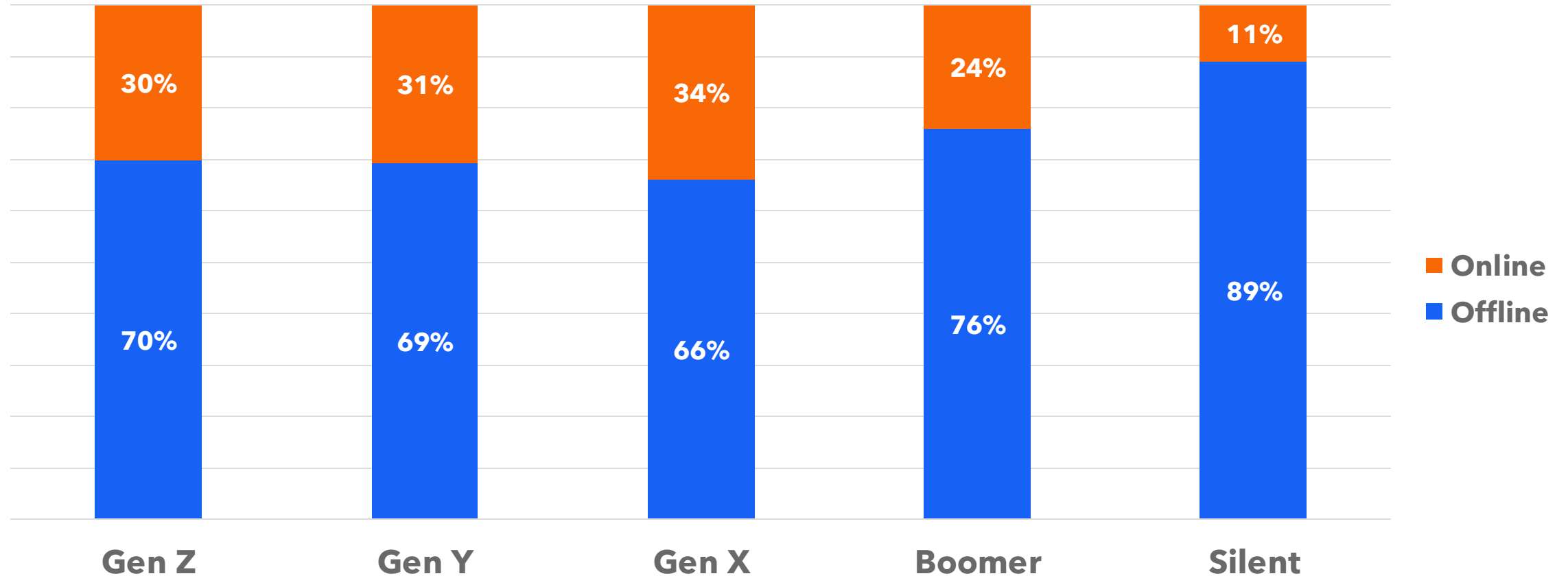
of Households

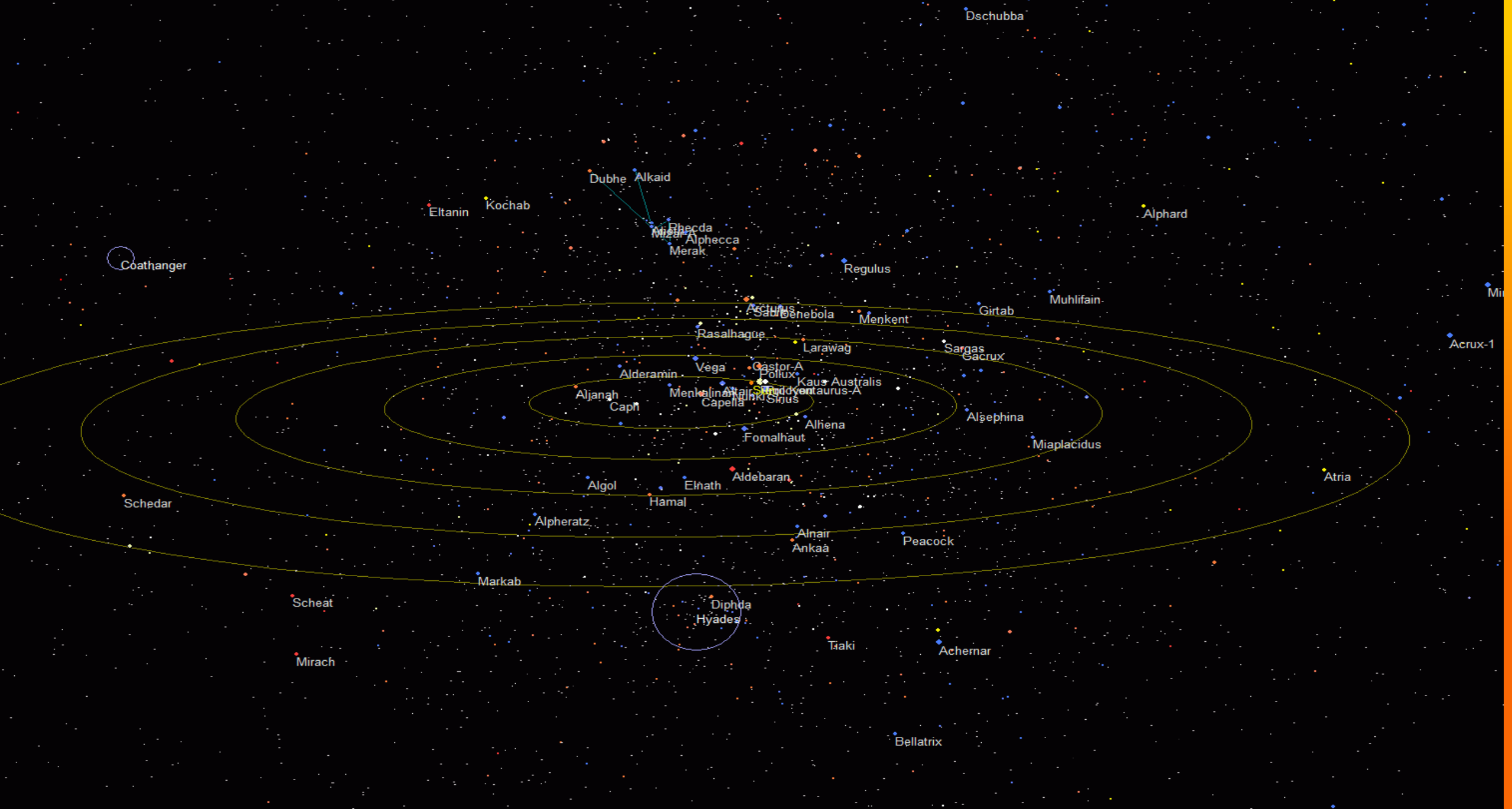


of Donations

2023 % of Gross Revenue by Known Channel & Known Age

- The offline channel continues to raise most of the gross revenue, even across age groups, with Gen X having the larger percentage of gross revenue from Online channels.





Budget

Goals
Expense
Credits

Teams

Development
Programs
Fundraising First

Campaigns

Evergreen
Pillar
Appeals

Donor

Attribution

Matchback
Interactions
Acknowledgement

Systems

Data
Coding
View

Partners

Leverage
Share
Communicate



Thank you