

Offline footprints in a digital landscape: **The UNICEF Donation Journey**



Meet Our Team



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PRESENTATION PLAN

- 01 PROBLEM STATEMENT**
- 02 RESEARCH QUESTION**
- 03 MODELING APPROACH**
- 04 ACTIONABLE INSIGHTS**
- 05 TIPS AND SUGGESTIONS**
- 06 QUESTIONS PANEL**



Number of pledges



**Number of online
donations**

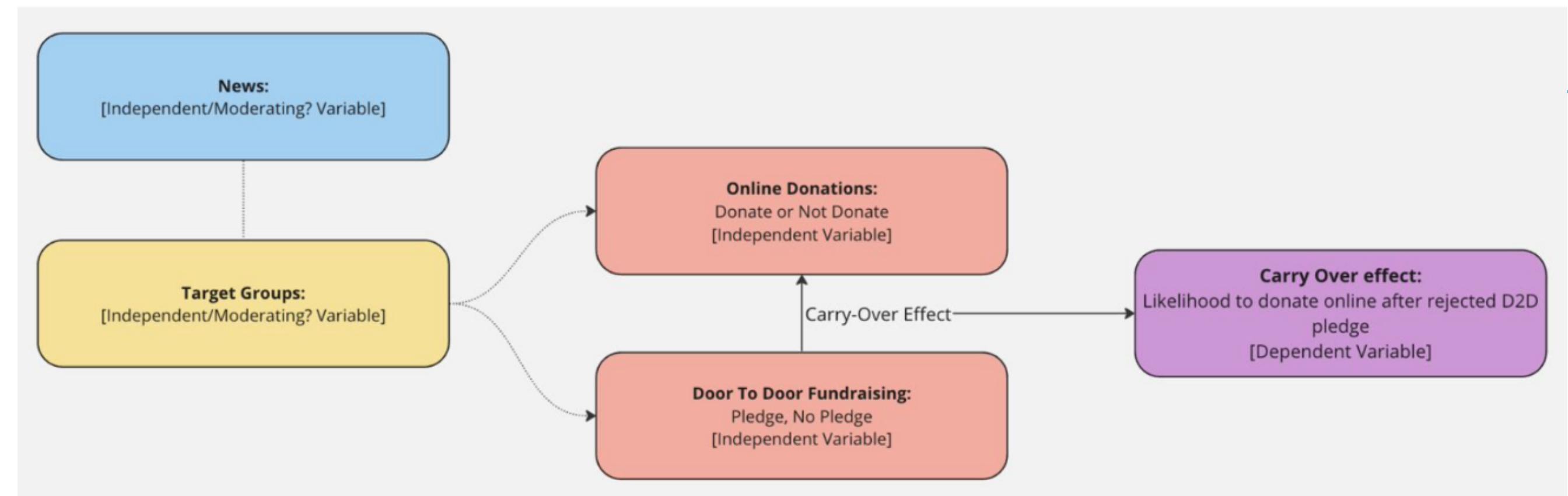


**What is the knowledge gap in our research?
What information about the donors can help us
understand their actions?**



Central Research Question:

Does the presence of door-to-door fundraising campaigns in specific areas reinforce the impact of news coverage on subsequent online donations, and are these dynamics consistently different across various target groups within those areas?



*the design will change a bit

OUR GOAL



Understanding
donors'
behaviour



Building
long - term
relationships



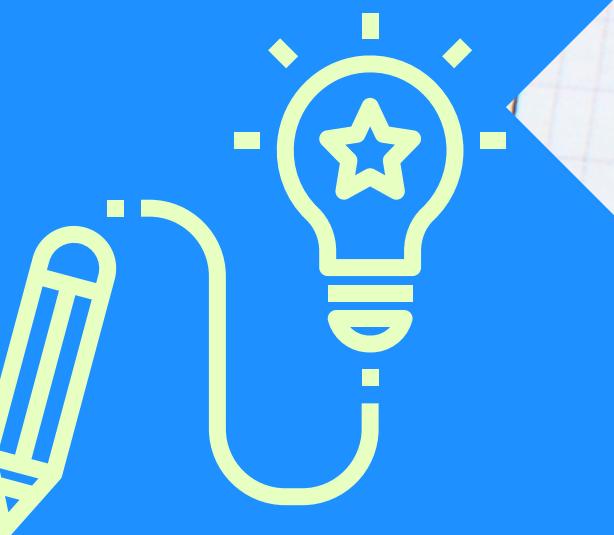
Efficient
resource
allocation



Multi-channel
integration

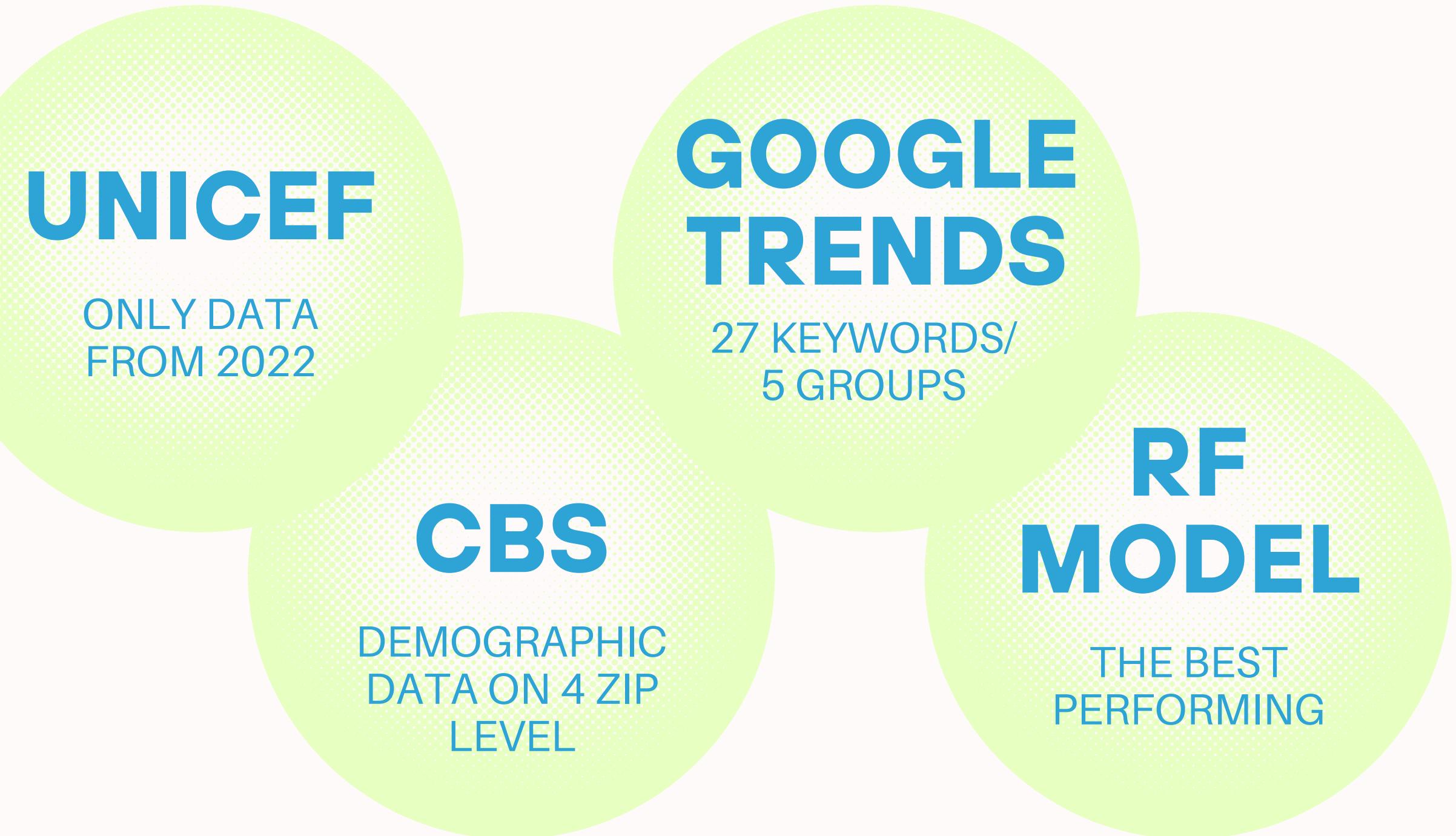
**MORE EFFICIENT
ACQUISITION**

The Modeling Approach





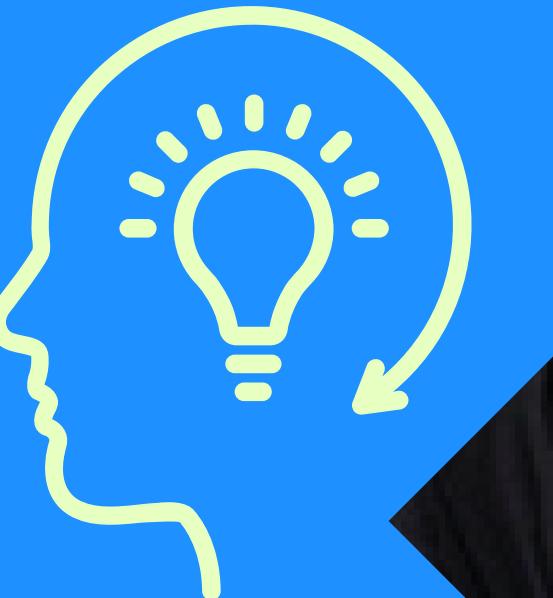
The Random Forest model



Google Trends Data

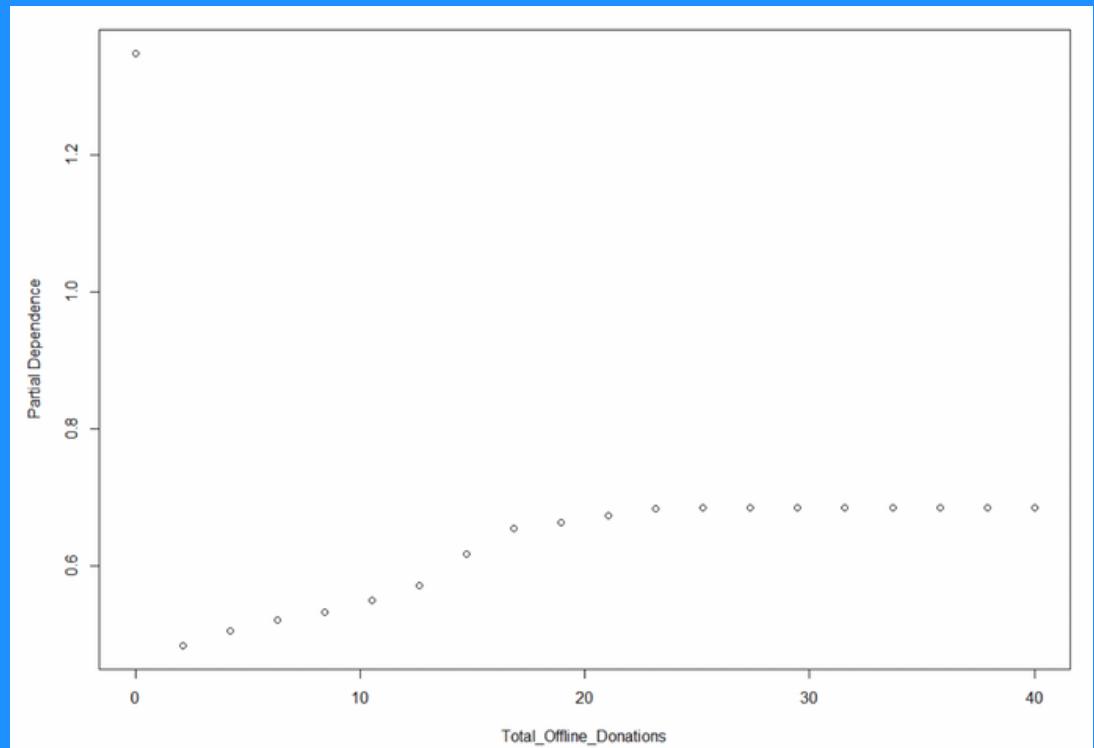
GROUP NAME	GOOGLE TRENDS KEYWORDS
ORGANIZATIONS AND INSTITUTIONS	UNICEF, UNITED NATIONS, VERENIGDE NATIES
CHARITABLE ACTIONS AND CONCEPTS	CHARITY (GOED DOEL), DONATION (DONATIE), PLEDGE (BELOFTE), SUPPORT (STEUN)
HUMANITARIAN ISSUES	HUMANITARIAN (HUMANITAIR), SUFFERING (LIJDEN), POVERTY (ARMOEDE)
CONFFLICT AND DISASTER	WAR (OORLOG), DISASTER (RAMP)
AFFECTED INDIVIDUALS	Orphan (Wees), Refugee (Vluchteling), Children (Kinderen), Child Mortality (Kindersterfte)

Main Insights

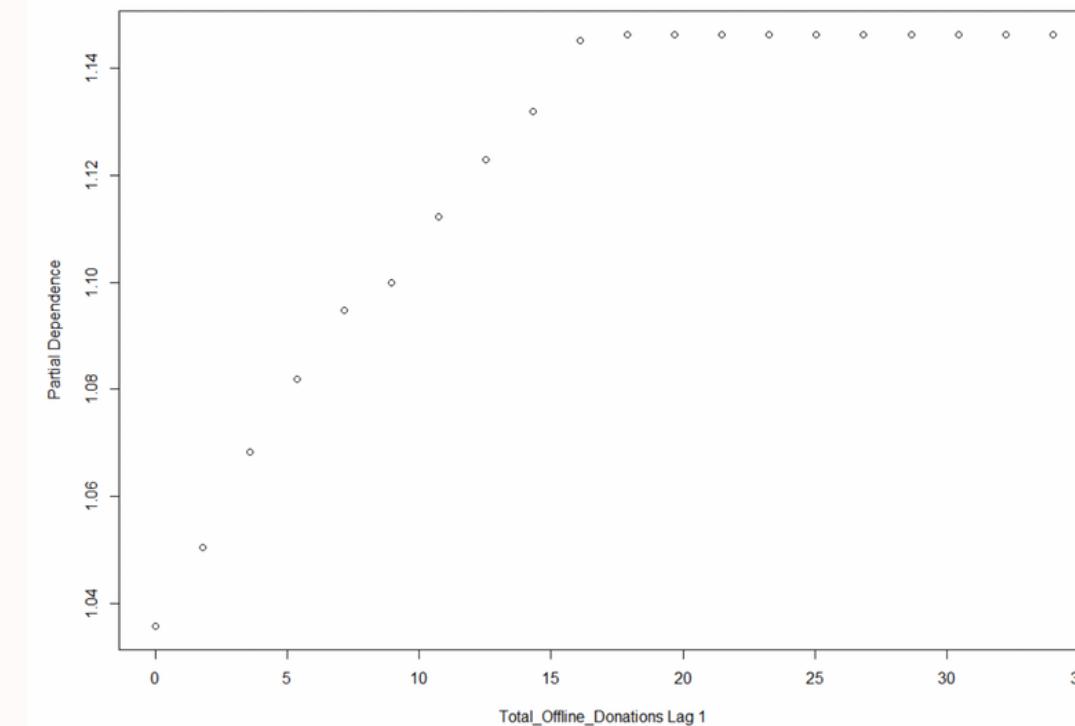


The carry-over effect is the highest 1-2 weeks after d2d pledge

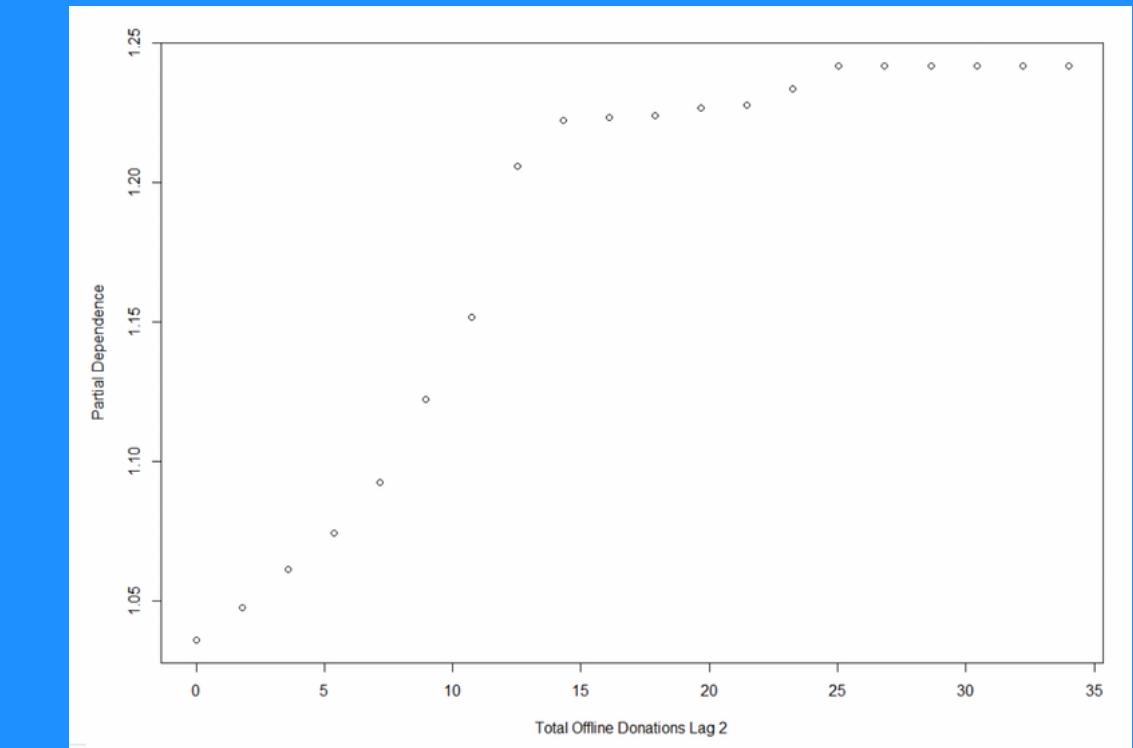
Partial Dependence Plots of Total Offline Donations (with and without lags) against the dependent variable Total Online Donations.



WEEK OF D2D



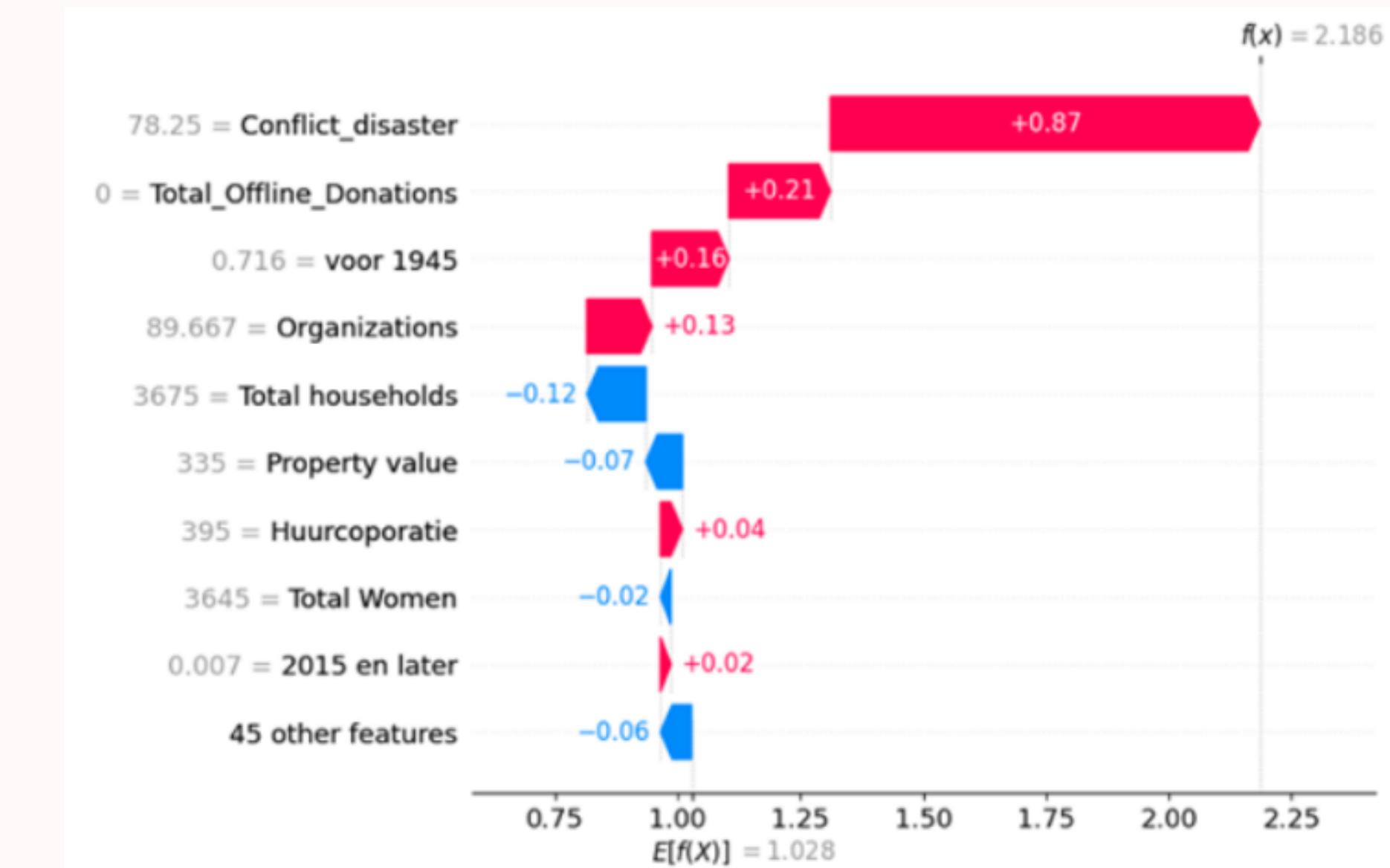
ONE WEEK LAGGED



TWO WEEKS LAGGED

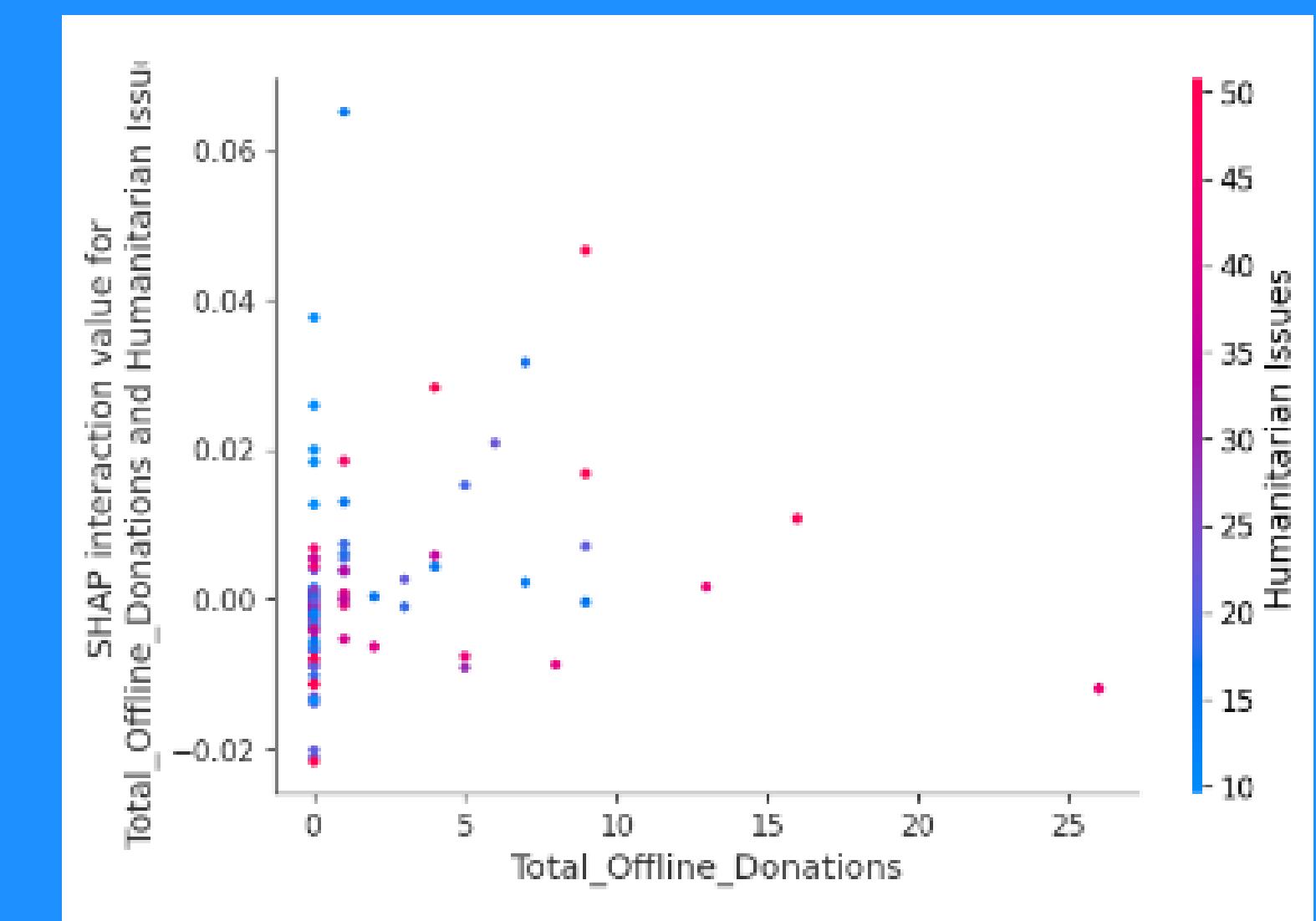
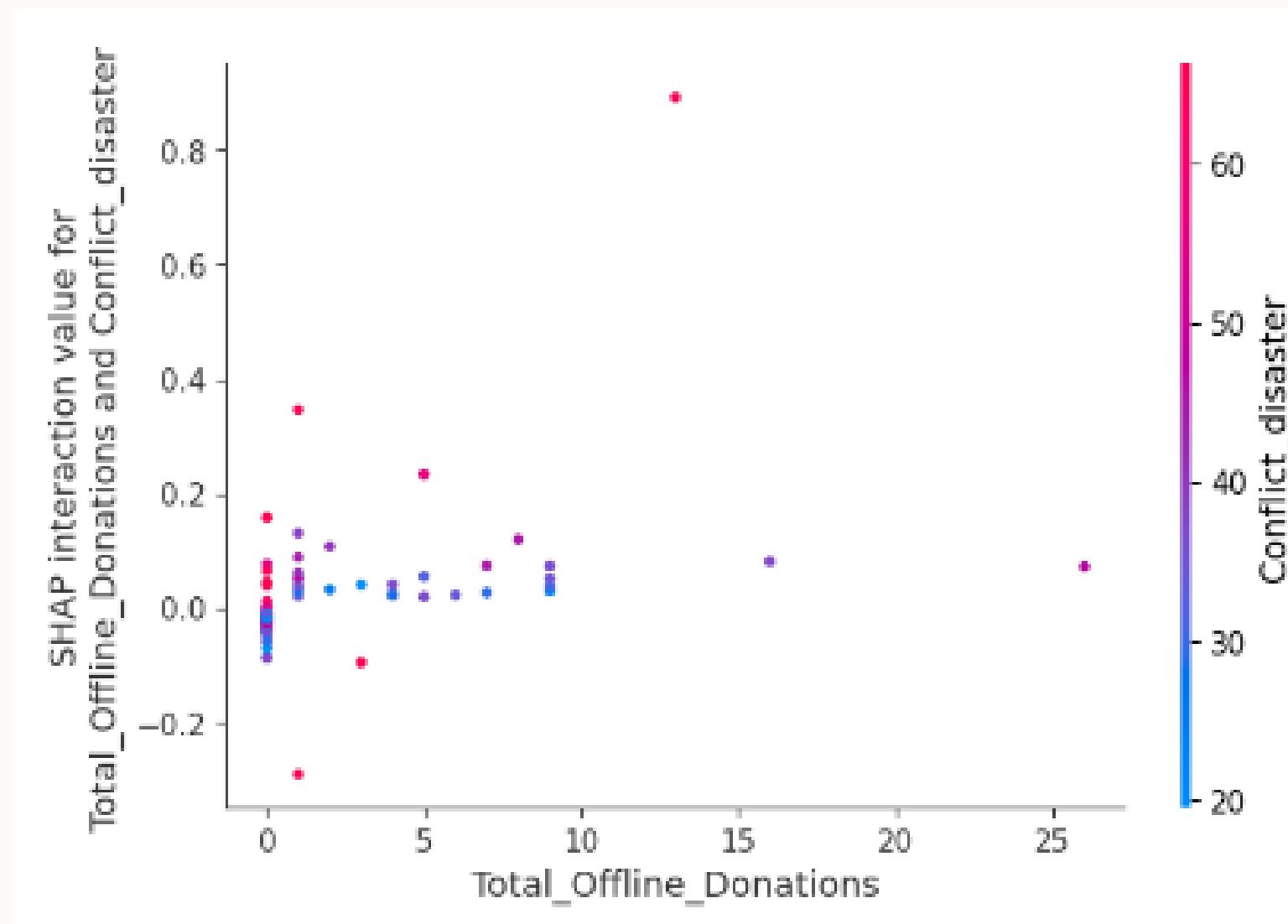
Conflict Disaster exerts the most substantial influence compared to other newsgroups

The model shows when the newsgroup is in the 70% search percentile, those neighborhoods are willing to donate 0.87 more online.



Local Interpretation: Waterfall Plot

Interaction effect of newsgroups between conflict disaster & offline donations



Actionable Insights

01

Send an online
reminder/geofencing
1-2 weeks after d2d
pledge in a zipcode!

02

Leverage conflict
disaster news to
drive d2d & online
pledges according
to our insights

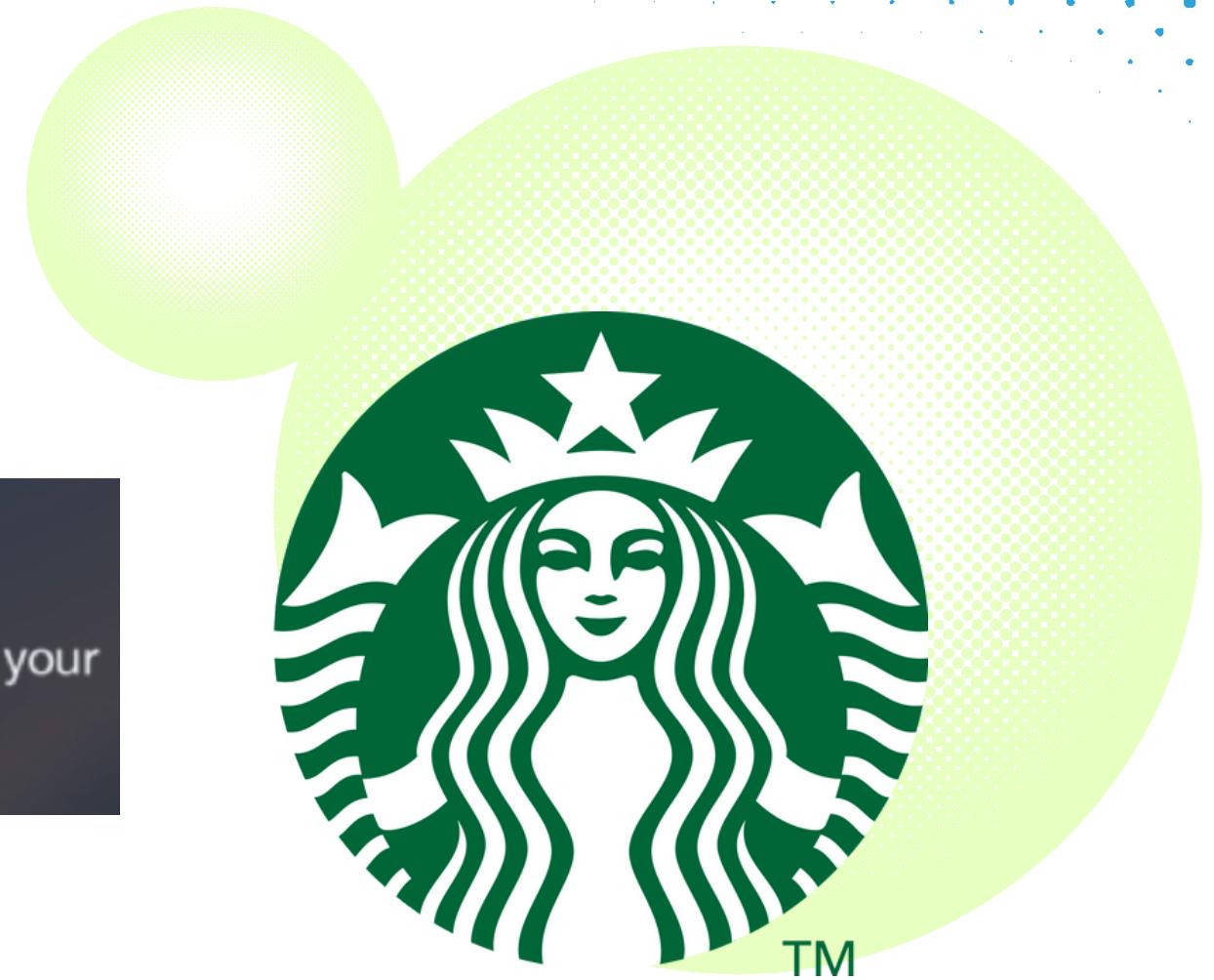
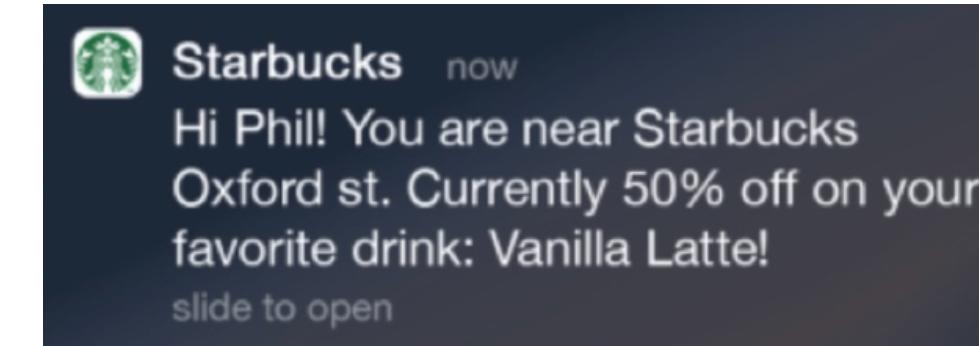
03

Optimise
messaging & SEO
settings around
conflict disaster
keywords

Geofencing

Starbucks example:

Send push notifications when users walk by their business or are in the nearby area.



UNICEF application:

Send push notifications/messages/run paid advertisements out to a region strategically after d2d visit!
Timing: 2 weeks afterwards



Leveraging News to Drive Donations: “Newsjacking”

- 1 Stay vigilant for breaking news (specifically conflict & disaster) through tools like Google Alerts, and social media scanning.
- 2 Engage with the topic through a variety of ways such as social media campaigns, events, pamphlets, etc.



SEO Goals

1

Enhancing site's presence in search results

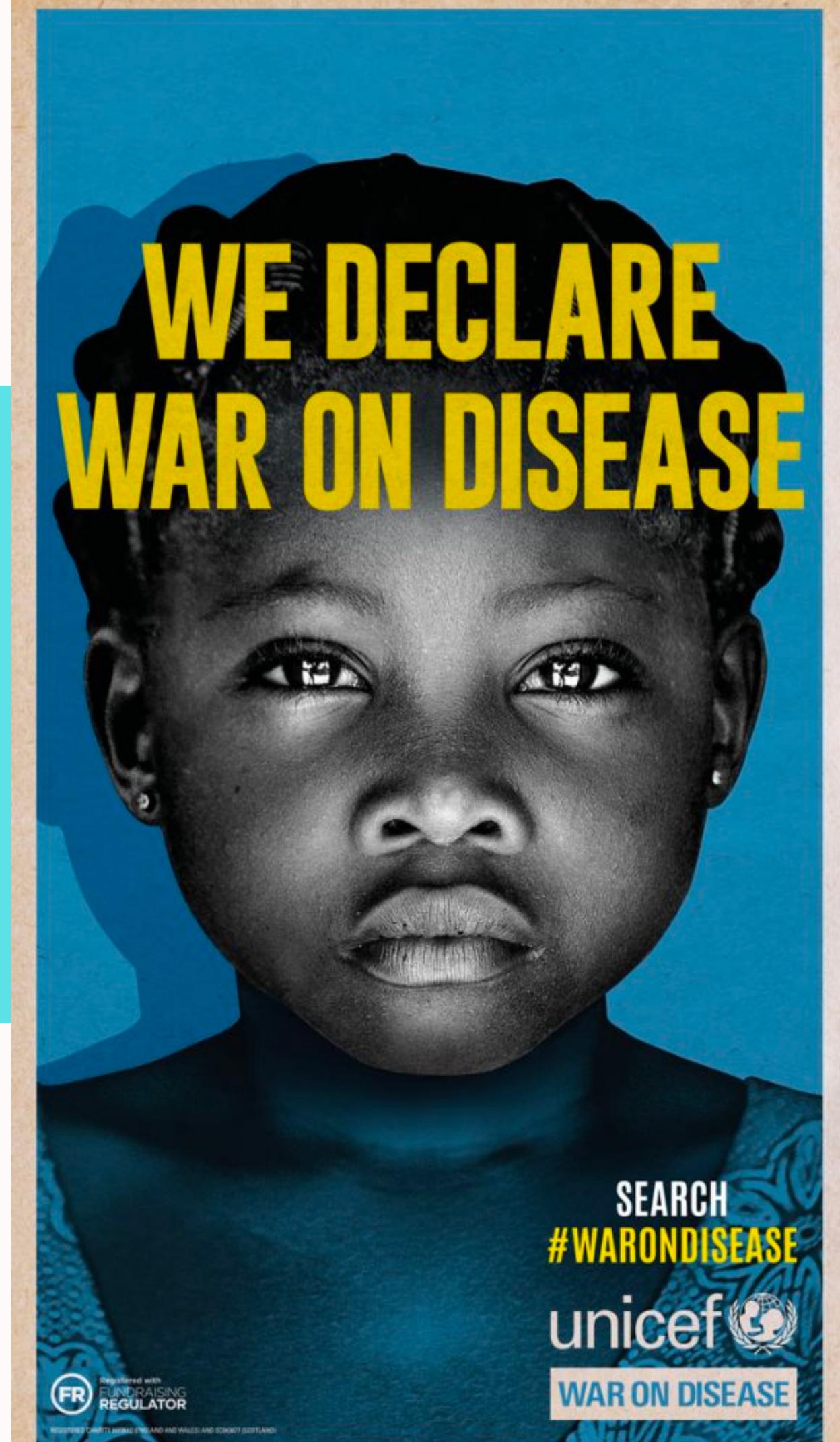
2

Increasing organic traffic --> attracting groups who would already donate

3

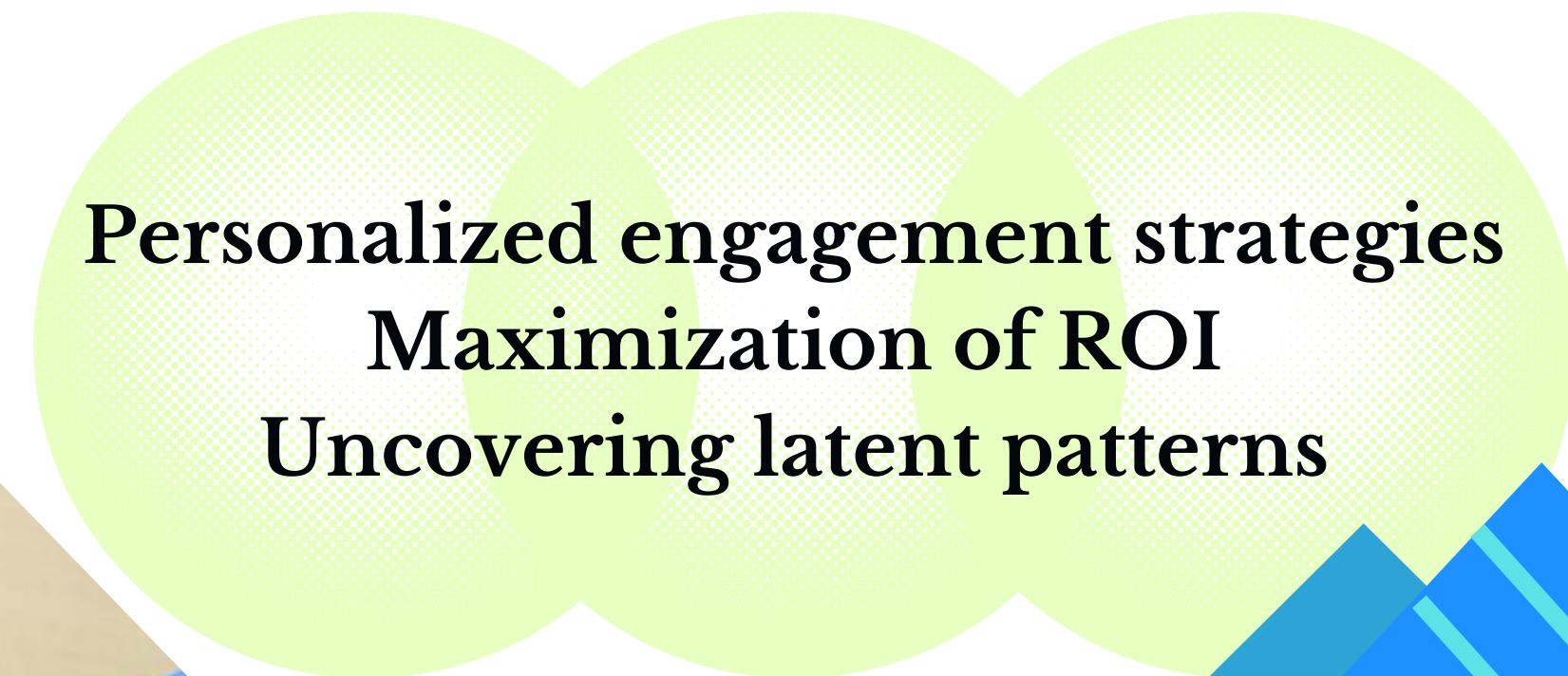
Enhancing the user experience.

By increasing organic traffic, UNICEF is more likely to have a **high conversation rates** on their online donations.



WHAT ARE THE NEXT STEPS?

- ✖ Churn data
- ✖ Donors' feedback
- ✖ More demographics



Personalized engagement strategies
Maximization of ROI
Uncovering latent patterns

- ✓ Demographics
- ✓ News exposure
- ✓ Carry-over effect



“It's not how much we give, but how much love we put into giving.”



THANK YOU!

QUESTIONS?



References

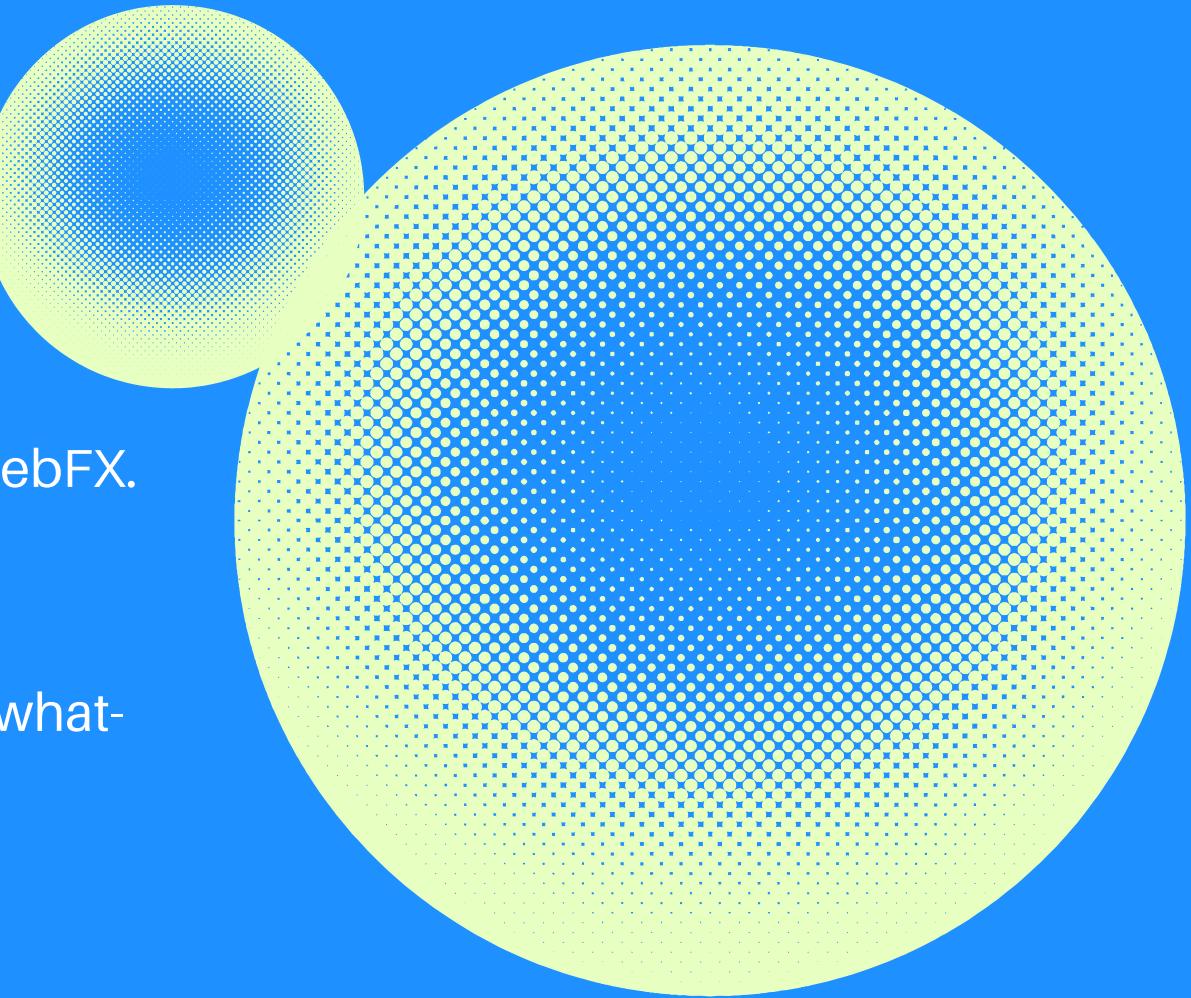
Storm, M., & Storm, M. (n.d.). Geofencing examples: 5 examples of geofencing done right. WebFX.

<https://www.webfx.com/blog/marketing/geofencing-examples>

What is newjacking and how to leverage it for your content? (n.d.). <https://blog.dalim.com/what-is-newjacking-and-how-to-leverage-it-for-your-content>

Setting SEO goals that will skyrocket your search rankings. (n.d.).

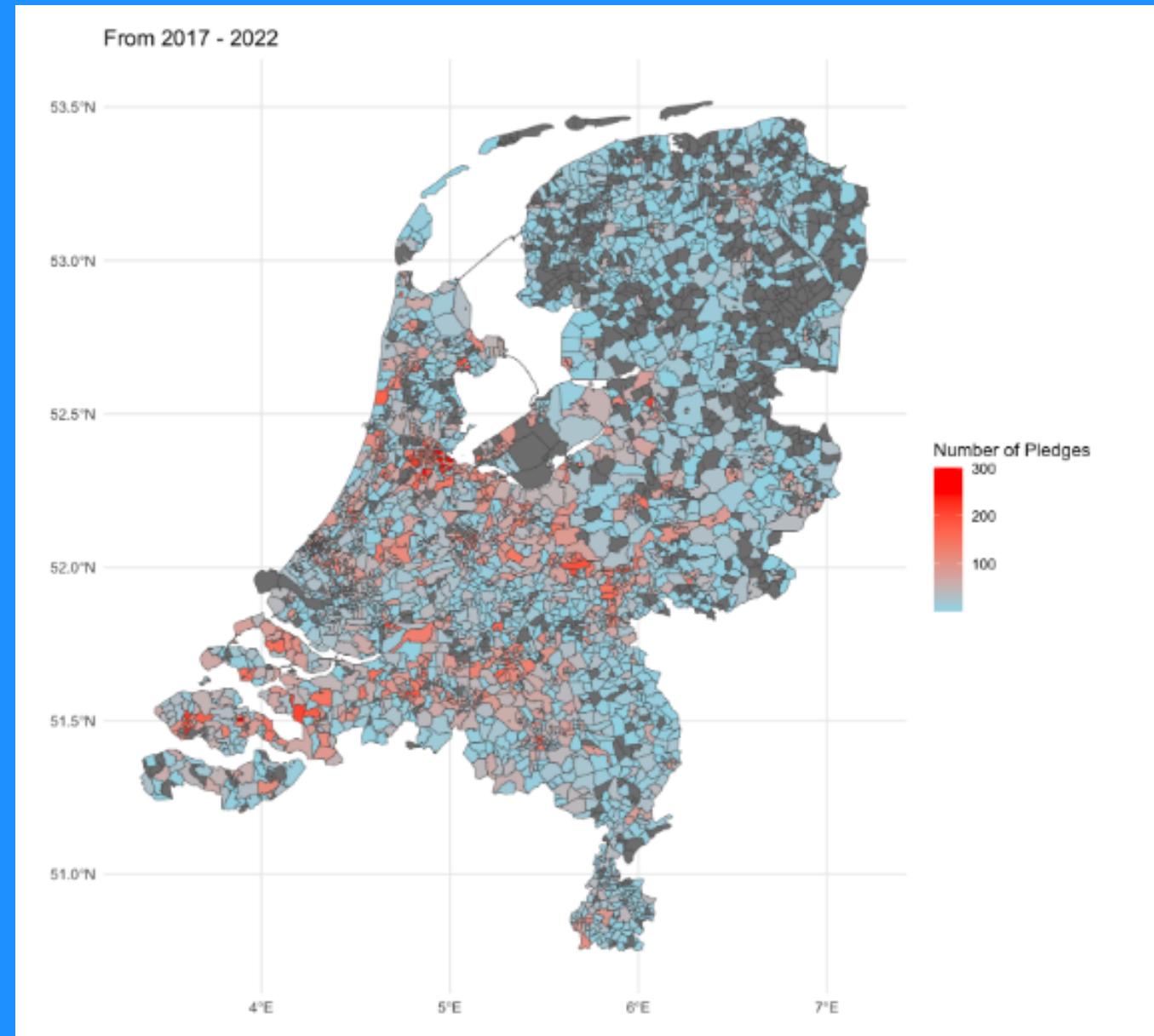
<https://www.growthmachine.com/blog/seo-goals>



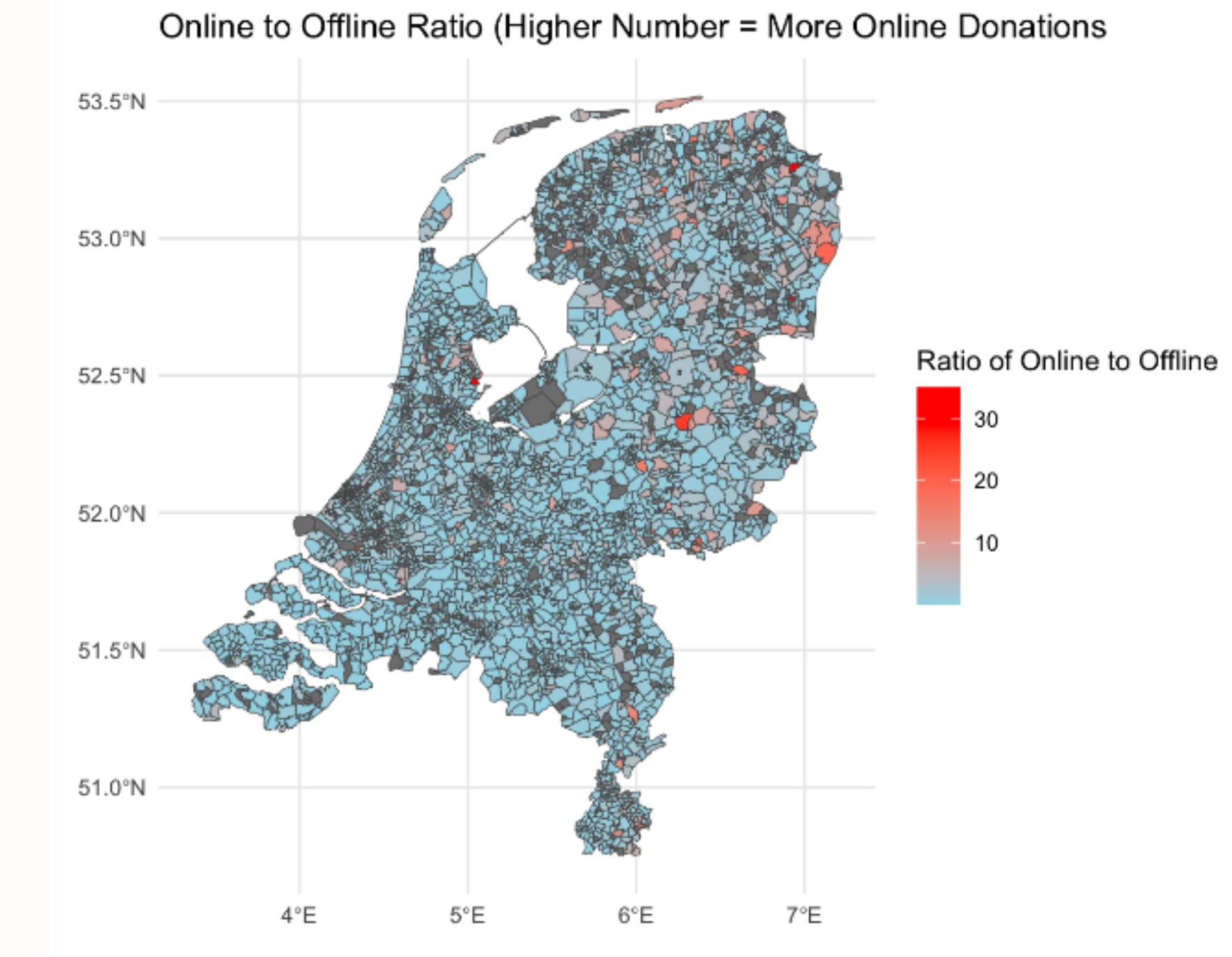
The Appendix

**We will add more in the following days*

Country exploration



TOTAL OFFLINE DONATIONS
(PLEDGES)



RATIO OF ONLINE TO OFFLINE
SALES

Evaluating Impact

A key indicator will help us to track and evaluate our target and impact from time to time. This is how we measure our impact in community.

PROGRAMS	COMMUNITY FOOD DRIVE	SEASONAL CLOTHES DONATION	PARTNERSHIPS FUNDING
KEY INDICATOR	Creating 50 food drive camps and distributing 20 tons of food and groceries for those in need in Rimberio City.	Giving 1500 clothes to the community in Rimberio City every season.	Affiliating with more than 200 non-profit organizations in Rimberio City.

