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MAL WARWICK • DONORDIGITAL

FY26 June Acquisition Strategy

PRESENTED TO:



National Organization for Women

APRIL 17, 2026



FY26 June Acquisition Campaign Overview

We are recommending restarting acquisition efforts in June. This will be our first acquisition effort since April 2023, and we'll be using this campaign to test the waters on what resonates with prospects—starting with versions of our previous co-controls: the survey package & the petitions package.

We have four acquisition campaigns budgeted throughout the year—a total of 600,000 in mail quantity with the goal of acquiring 5,400 new members. Because our first effort will be in June, our recommendation is to mail the same quantity divided evenly over three campaigns: 200,000 in June, 200,000 in August, and 200,000 in September.

We'll plan to mail multibuyers two weeks after the first drop each effort.

FY26 Budget Projections & Strategic Recommendations

ORIGINALLY BUDGETED ACQUISITION EFFORTS - FY26 ANNUAL PLAN

PROJECT	MD	QUANTITY	GIFTS	INCOME	% RESP.	AVG. \$	COST	NET
NOW26PA—February	2/27	150,000	1,350	\$47,250	0.90%	\$35	\$88,560	(\$41,310)
NOW26PB—April	4/23	150,000	1,350	\$47,250	0.90%	\$35	\$90,810	(\$43,560)
NOW26PC—June	6/18	150,000	1,350	\$47,250	0.90%	\$35	\$90,810	(\$43,560)
NOW26PD—September	9/18	150,000	1,350	\$47,250	0.90%	\$35	\$93,720	(\$46,470)

NEW RECOMMENDATIONS FOR FY26 ACQUISITION EFFORTS

PROJECT	MD	QUANTITY	GIFTS	INCOME	% RESP.	AVG. \$	COST	NET
NOW26PA—June	6/15	200,000	1,800	\$63,000	0.90%	\$35	\$119,050	(\$56,050)
NOW26PB—August	8/3	200,000	1,800	\$63,000	0.90%	\$35	\$122,425	(\$59,425)
NOW26PC—September	9/21	200,000	1,800	\$63,000	0.90%	\$35	\$122,425	(\$59,425)

TOTAL BUDGET		600,000	5,400	\$189,000	0.90%	\$35	\$363,900	(\$174,900)
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Prior Direct Mail Acquisition Campaign Performance

FY22 ACQUISITION CAMPAIGN PERFORMANCE

PROJECT	MAIL DATE	QUANTITY	GIFTS	INCOME	% RESP.	AVG. \$	COST	NET
NOW22PA	1/13/22	300,000	5,266	\$172,068	1.76%	\$33	\$185,788	(\$13,720)
NOW22PB	5/13/22	299,986	6,021	\$208,983	2.01%	\$35	\$173,476	\$35,507
NOW22PC	8/15/22	282,003	3,627	\$118,960	1.29%	\$33	\$190,235	(\$71,275)
NOW22PD	9/12/22	300,000	4,134	\$128,344	1.38%	\$31	\$197,404	(\$69,060)

FY23 ACQUISITION CAMPAIGN PERFORMANCE

PROJECT	MAIL DATE	QUANTITY	GIFTS	INCOME	% RESP.	AVG. \$	COST	NET
NOW23PA	1/16/23	300,000	4,070	\$134,449	1.36%	\$33	\$192,459	(\$58,010)
NOW23PB	4/18/23	300,000	3,209	\$101,139	1.07%	\$32	\$200,957	(\$99,818)

- Prior to our last acquisition campaign, our response rates ranged between 1.3% and 2.01% and we were seeing an average gift between \$31 and \$35. We've projected conservatively for our efforts in FY26 knowing we'll be mailing the downsized pkgs and the landscape is different.



National Organization for Women
Acquisition Mailings
Market Benchmark Reference
Based on results received through January 3, 2025

Mailer Market	Gross Revenue per Thousand Mailed				23 ÷ 22	24 ÷ 23	25 ÷ 24
	2022	2023	2024	2025			
NOW	\$476	\$374	\$0	\$0	-21%	0%	0%

By NIN Mailer Market

Animal Welfare	\$148	\$143	\$150	\$129	-4%	5%	-14%
Charitable	\$211	\$190	\$175	\$176	-10%	-8%	1%
Cultural	\$174	\$165	\$159	\$180	-5%	-4%	14%
Environ/Wildlife	\$192	\$192	\$177	\$223	0%	-8%	26%
International	\$194	\$162	\$153	\$148	-16%	-6%	-3%
Progressive	\$157	\$159	\$160	\$245	1%	0%	54%
Non-Political Total	\$179	\$169	\$163	\$183	-6%	-4%	12%

Political	\$790	\$675	\$1,032	\$704	-15%	53%	-32%
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By NIN Mail Volume Group

<500k	\$199	\$192	\$180	\$199	-4%	-6%	10%
500k-2mm	\$185	\$178	\$183	\$198	-4%	3%	8%
2-5mm	\$173	\$161	\$145	\$178	-7%	-10%	23%
5-10mm	\$165	\$152	\$147	\$161	-8%	-4%	10%

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