America's Charities
Fall Advertising Impact Analysis:

America's Charities analyzed the pledge performance (funds generated from CFC/S&L/private sector campaigns managed by America's Charities) from a sample of 94 national member charities who were member during all three years: 2015, 2016, and 2017. During those three years, 29 of the 94 members participated at least once in America's Charities fall advertising campaign. This analysis is intended to show a correlation between a members' pledge performance and whether or not they participated in America's Charities' member ad campaign.

Advertising Packages Offered Each Year:

- **Blue Ribbon**: Highest priced package; receives 3x exposure of Classic package
- **Premium**: Moderate priced package; receives 2x exposure of Classic package
- **Classic**: Lowest priced package; receives 1/3 exposure of Blue Ribbon package

You can learn more about our advertising packages at: https://www.charities.org/advertising

Advertising Choices:

Our analysis examined how pledge performance was impacted by a members' year-to-year advertising investment choice:

- **Don't advertise** (Didn't advertise at all during the three years)
- **Start advertising** (Didn't advertise all three years but chose to start advertising at one point during those three years)
- **Keep Same** (Continue advertising via same ad package)
- **Increase advertising spend** (Upgraded to ad package with more exposure)
- **Decrease advertising spend** (Downgraded to ad package with less exposure)
- **Quit advertising** (Advertised at least once during the three years but chose to stop advertising at one point during those three years)

KEY FINDINGS

Investment Decision:	On Average, We Found That:
Don't Advertise vs. Start Advertising	Charities that started advertising performed as much as 14.7% better than charities that did not advertise.
Invest More vs. Invest Less	Charities that increased their advertising spend performed 38.34% better than charities that decreased their advertising spend.
Keep Same vs. Decrease Ad Spend	Charities that continued advertising via the same ad package performed 7.62% better than charities that decreased their advertising spend.
Keep Same vs. Increase Ad Spend	Charities that increased their advertising spend performed 30.72% better than charities that continued advertising via the same ad package.
Start Advertising vs. Quit Advertising	Charities that started advertising performed 6.07% better than charities that quit advertising.