



America's Charities Fall Advertising Impact Analysis:

America's Charities analyzed the pledge performance (funds generated from CFC and private sector campaigns managed by America's Charities) from a sample of 99 member charities during the years 2011, 2012, and 2013. During those three years, 32 of the 99 members participated at least once in America's Charities fall advertising 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
- Start advertising
- Continue advertising via same ad package (Keep Same)
- Increase advertising spend
- Decrease advertising spend
- Quit advertising



KEY FINDINGS

Investment Decision:	On Average, We Found That:
Don't Advertise vs. Start Advertising	Charities that started advertising performed as much as 16.65% better than charities that did not advertise.
Invest More vs. Invest Less	Charities that increased their advertising spend performed 19.04% better than charities that decreased their advertising spend.
Keep Same vs. Decrease Ad Spend	Charities that continued advertising via the same ad package performed 9.24% better than charities that decreased their advertising spend.
Keep Same vs. Increase Ad Spend	Charities that increased their advertising spend performed 9.8% better than charities that continued advertising via the same ad package.
Start Advertising vs. Quit Advertising	Charities that started advertising performed 10.95% better than charities that quit advertising.