



A Member of CDR Fundraising Group™

Convergence Continuum

Ease of Execution
Audience Size

Mass Marketing

Broadcasted
Measured on impressions
Example: Salvation Army's Space Ads

Direct Marketing

More focused, but typically limited to RFM or other tool
Measured on response, etc.
Example: ASPCA's DRTV spots

Complex Direct Marketing

Multi track and audience specific
Measured on DM stats but also audience specific metrics like upgrade, conversion, etc.
Example: Click Squared's Cadence and Channel Optimization

1:Some

Personal elements of engagement and balance of ask/action and cultivation
Measured on Hard and Soft Metrics
Examples: MINDset direct's 1:Some Programs or DSG's Concierge Program

1:1

Personal relationship, often with face to face
Measured on "moves" or touches and resulting gifts
Example: Capital Campaign for Ford's Theater

Value of Constituent
Data Required
Engagement Level
Convergence Required