



Exclusive
Research Preview.

Why Should
Hispanics
Give to
You?

Published By:



Speak to the hearts of Hispanics





Executive Summary.



As multicultural marketers, our one passion at **Kerux Group** is helping organizations like yours reach the heart of Hispanics. Why? Because according to population trends in the United States, Hispanics are your next growth opportunity. To help you reach Hispanic donors, we partnered with our friends at **NextAfter** to begin studying what nonprofits are doing right now to reach this burgeoning audience.

This research study ***Why Should Hispanics Give to You?*** is motivated by the economical, educational, religious, and political implications of this major demographic change happening among North American donors. According to sociologist, William H. Frey, ***“Hispanics are poised to make the greatest contribution to the nation’s population growth in the foreseeable future.”***¹ ***Within just one year*** of this report, the Census Bureau predicts that Hispanics 18 and under will reach a tipping point, making multicultural children a majority. This trend is projected to impact the entire population in only two more decades.²

Yet many nonprofits are not prepared to communicate their value propositions to Hispanic donors. When we went to 57 different organizations as Hispanic, Spanish-speaking donors, most of them struggled to communicate to us at all, let alone give a compelling reason for ***Why Should Hispanics Give to You?***

If your organization needs help to answering this question across your communication channels, **this study will be tremendously helpful to you.**

¹ Frey, William H. (2018) Diversity Explosion: How New Racial Demographics are Remaking America. Washington, D.C.: The Brookings Institution.

² Koby, Sandra L. & Ortman, Jennifer M. (2015) Projections of the Size and Composition of the U.S. Population: 2014 to 2060. United States Census Bureau. <https://www.census.gov/content/dam/Census/library/publications/2015/demo/p25-1143.pdf>



Understanding its results will equip you to address these three critical areas, which can transform your fundraising to Hispanics:

1. What is our organization's value proposition for Hispanics?
2. How do we evaluate our value proposition for Hispanics?
3. How do we optimize our value proposition for Hispanics?

This booklet is a preview of the full study. Here, we'll share some general findings and showcase two of the 57 organizations we observed in the study. This will give you an idea of the detailed analysis you can get when the full report comes out in a few months.



Scan the code to sign up, and we'll send you the full report with the scores and results of all 57 organizations. You'll receive even more insights to help you optimize your fundraising to Hispanic donors.

It is our hope that you can take the research in this preview and in the full study to come, apply it within your organization, and accomplish your mission objective together with your Hispanic donors!



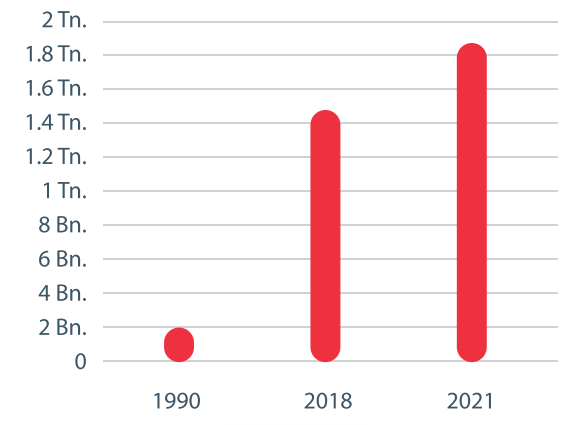
An Introductory Note from the Authors.

Why should Hispanics give to you?

A previous **NextAfter** research study begins by asking the question: *Why Should I Give to You?* This is the fundamental value proposition question. Every potential donor asks themselves this question before they give you a gift. So why talk about Hispanic donors specifically?

First, because the **potential giving power of Hispanic donors has risen** substantially.

According to a Nielsen 2019 report, *"Latinx buying power has risen from \$213 billion in 1990 to \$1.5 trillion in 2018"*.³ **In just three years, this number is expected to grow to \$1.9 trillion.**



With potential giving power like that, we hope more nonprofits like you will take notice of this massive potential donor base.

Secondly, perhaps even more importantly than the number of potential donors, **Hispanic are generous.** *During a recent Nieslen survey of over 200,000 Hispanics, 15 percent reported that they gave to healthcare related causes, 13 percent to*

³ de Armas, S. M., & Sott-Aime, M. (2019). La Oportunidad Latinx: Cultural Currency and the Consumer Journey. The Nielsen Company.



educational and academics, and nearly a third gave to religious organizations. Hispanic donors are especially loyal to causes that touch their communities and help their families. ⁴

The data is clear. **Resilient nonprofits must find ways to communicate their value proposition to an increasingly diverse, multicultural audience.**

In this study, we tried to understand how well nonprofits are communicating their value proposition to potential Hispanic donors, and how their messaging varies across different channels. In this investigation, we make observations and recommendations based on our experience as bilingual Hispanic Americans and multicultural marketers.

NextAfter is on a quest to discover the answer to the single question “What makes donors give?” through Forensic and Applied Research on the Internet. Kerux Group is dedicated to discovering what moves the hearts of Hispanics to give. Together, we’re embarking on a study to show you what some of the most visible nonprofits are doing right now to reach this burgeoning audience, and how you can learn from their efforts.

We invite you to join us in reaching the heart of Hispanics, some of the most generous people you will ever work with in the life of your organization.

Let’s do this together!

Ivan Leon

Founder & Chief Strategist
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Hispanic Value Proposition Index Study

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Chief Innovation & Optimization Officer
Research Advisor
NextAfter

Hispanic Value Proposition Index Study

Our Methodology.

As with all good studies, we will begin by defining our terms. What is a value proposition? For this study, we are using NextAfter’s definition as stated below:

A value proposition is very different from a mission statement. In fact, it is not a statement at all - it is an argument - an ultimate reason for taking a very specific action. The value proposition must answer the one fundamental question:

“If I am your ideal donor, why should I give to you rather than some other organization, or not at all?”

Once we add in the Hispanic factor, how does that change our working definition of a value proposition? In other words, what is a Hispanic value proposition? First, we must define what it means to be Hispanic.

While there are other noteworthy definitions, for the purposes of this study, the term “Hispanic” refers to a large cultural group of people from many different ethnic backgrounds. These different ethnicities share the following cultural characteristics:

- Their countries of origin were formerly colonized by the Spanish Empire.
- Consequently, they share a rich linguistic heritage in the Spanish language.
- Their cultures of origin have been shaped by a mix of the Roman Catholic and indigenous religions.
- This original culture has been further shaped by their immigration experience to the United States, producing a unique culture for Hispanic donors in America.

Therefore, a Hispanic value proposition is an argument aimed at Hispanic donors for taking an action on behalf of your organization.

⁴ The Nielsen Company. Scarborough Research 2019.



The fundamental question here, then, is:

As a Hispanic donor with my unique cultural background and history, why should I give your to organization rather than to some other organization, or not at all?

As we set out to analyze the value propositions of leading nonprofits for Hispanics, we needed to experience the value proposition from the perspective of the donor. We did this through our Hispanic, bilingual “Mystery Donor.”

Here is the approach our Hispanic “Mystery Donor” took:

1. First, we identified a sample of 57 large nonprofit organizations representing different verticals. These included: Christian Ministries, Colleges & Universities, Disaster & International Relief, Disease & Health Services, Environment & Wildlife, Food Banks, Human & Social Services, Hospitals, Performing Arts, and Public Affairs.
2. Then we visited each organization’s website and took a screenshot of their donation page.
3. We went to the Contact Us form and submitted this inquiry, *“Hola, mi nombre es Marisa Ramos. Soy latina y estoy pensando en hacerles una donación. Pero antes me gustaría preguntarles, ¿por qué debería donar a ustedes en vez de alguna de las organizaciones que hacen un trabajo similar?”* Translation: *“Hello, my name is Marisa Ramos. I’m Latina, and I am thinking about giving a gift to your organization. But before I do, I’d like to ask you: why should I give a gift to your organization rather than some other organization that does much the same work you do?”*

4. We found the phone number posted on every organization’s website. We placed a call and again asked the value proposition question in Spanish, *“I’m Latina. Why should I give a gift to your organization rather than some other organization that does much the same work you do?”*
5. Finally, we went to every organization’s Facebook page. We sent a direct message through Facebook (to organizations that had direct messaging enabled) and asked the value proposition question in Spanish, *“Hello, my name is Marisa Ramos. I’m Latina, and I am thinking about giving a gift to your organization. But before I do, I’d like to ask you: why should I give a gift to your organization rather than some other organization that does much the same work you do?”*
6. Once we had compiled all of the data, we scored each value proposition across each channel: web site, email, phone, and social media based on a methodology for scoring value propositions developed by **MECLABS**.

A Note About the Value Proposition Scoring Methodology:

It’s been rightly said that scoring value propositions is subjective. But we wanted to remove as much subjectivity as we possibly could and make the scoring rigorous and methodical. To accomplish this, we used the value proposition scoring methodology originally developed by **MECLABS**.

This is the same scoring methodology used in NextAfter’s insightful study *Why Should I Give to You?* We have yet to find a more helpful, consistent scoring method. **MECLABS** first showed how to accurately score value propositions in the for profit space; **NextAfter** then demonstrated how this could be applied consistently to the nonprofit world.



We are grateful to our friends at **NextAfter** for assisting our research with their expertise in this value proposition scoring methodology.

Through their rigorous research and extensive experiments, they have identified four primary components of a value proposition:

- **Appeal** – Appeal means, “I like it. I want it.”
- **Exclusivity** – Exclusivity means, “I can’t get it anywhere else.”
- **Credibility** – Credibility means, “I believe in it. I believe in you.”
- **Clarity** – Clarity means, “I understand it. I understand you.”

For the purposes of this study, we scored each organization’s value proposition across each channel on a score of 1 to 5. If an organization did not respond, they received a score of zero.

website	e-mail	phone	social media
Appeal	Appeal	Appeal	Appeal
Exclusivity	Exclusivity	Exclusivity	Exclusivity
Credibility	Credibility	Credibility	Credibility
Clarity	Clarity	Clarity	Clarity
< 1 - - - 5 >	< 1 - - - 5 >	< 1 - - - 5 >	< 1 - - - 5 >

Graded on a scale of 1 to 5

General Findings.

We are still aggregating the data, but in this special preview of the full study, we are ready to release some of the most important general findings so far. Here are the main points that concern us about the 57 organizations we reached out to in our Hispanic value proposition study.

75% of nonprofits across all verticals do not have a webpage contextualized for Hispanic donors.

We weren’t really shocked, but this saddened us. Not having a website in Spanish means that your organization is missing out on a chance to communicate to close to a fifth of the entire United States population.

So what is contextualization?

It begins with language. While it’s true many Hispanics speak English, there’s something powerfully moving about speaking to someone in their native language. There’s nothing that stirs you like the words and phrases you heard at home growing up.

But contextualization doesn’t stop with language.

Translating web copy to Spanish is a great first step, but your messaging needs to resonate with certain cultural values, emphasize concerns they care about, and appeal to them in their familial and cultural context.

If your nonprofit organization does not have a website or at least a webpage in Spanish, we highly recommend you begin by creating a Spanish version in order to speak to the heart of Hispanic donors who visit your site.



A word of caution here: the majority of the websites we found in Spanish were translated by a robot. Robot translators automatically lack the human contextualization key for donor response.

We saw another bad practice over and over again: the Spanish translation option was buried in the footer or the menu in a way that was difficult to spot. If you've gone through the trouble of translating your content, it simply follows that visitors will need to see and access it easily.

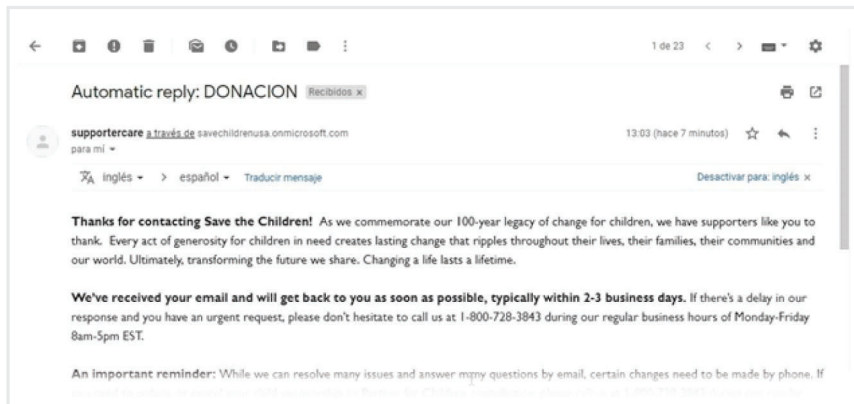
We recommend finding someone qualified who can help you craft your messaging in both languages in a way that will resonate culturally with your Hispanic donors.

41.6%

of the organizations did not answer our email.

This one shocked us. Out of all the organizations we emailed through the contact us section, more than 40 percent simply did not respond. Of the ones that did answer, a large portion replied with a pre-written auto-response.

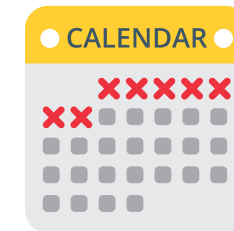
What's worse is that some nonprofits sent the automatic reply in English, further reinforcing the idea that no one was paying attention.



In the final analysis, 50 percent of the organizations in the study responded to our message within 48 hours. After a week, an additional 8.3 percent replied. We expected delays, but it shocked us to see more than a 40 percent of the study participants not respond at all.



50% OF THE ORGS RESPONDED WITHIN 48 HOURS OF OUR REQUEST



AFTER 1 WEEK, AN ADDITIONAL 8.3% OF THE ORGS REPLIED TO OUR REQUEST



AFTER 1 MONTH, 41.6% OF ORGS COMPLETELY IGNORED OUR REQUEST

If you use automatic replies, we recommend including a section in Spanish telling visitors how to contact staff members who speak their language.

Personal, human interaction is important to Hispanic donors. Giving them access to a real person who knows their language will immediately set you apart from other nonprofit organizations.



100%

of organizations across all verticals do not have a WhatsApp number.



“WhatsApp is more popular among US Hispanics than Instagram or Twitter, with those platforms seeing 34.3% and 21% user penetration, respectively. For greater context, that means there are 10 million more US Hispanics on WhatsApp than Instagram, and almost triple more than Twitter.” - Lucy Koch ⁵

Because American Hispanic donors have a close connection with the Latin American world, the popularity of WhatsApp is much higher among Hispanics than among other ethnicities.

In the same article quoted above, they estimate that “more than half of the US Hispanic population will use messaging app WhatsApp at least monthly this year.”

Many Hispanic donors barely use their carriers’ phone or texting services, choosing instead to use WhatsApp for almost all their daily communication needs. This is mainly because it’s the most stable, economic, and common way to stay in touch with family and friends living outside of the United States.

If you want an easy (and FREE) way to immediately stand out with Hispanic donors, consider downloading WhatsApp on a staff member’s phone (preferably one that speaks Spanish), having them be the point person for inquiries via WhatsApp. Simply by using this tool, you’ll send a message to Hispanic donors that you understand them.

⁵ Koch, Lucy. “WhatsApp Beats Out Instagram and Twitter Among US Hispanic Users.” eMarketer. May 22, 2019. <https://www.emarketer.com/content/whatsapp-beats-out-instagram-and-twitter-among-us-hispanic-us>

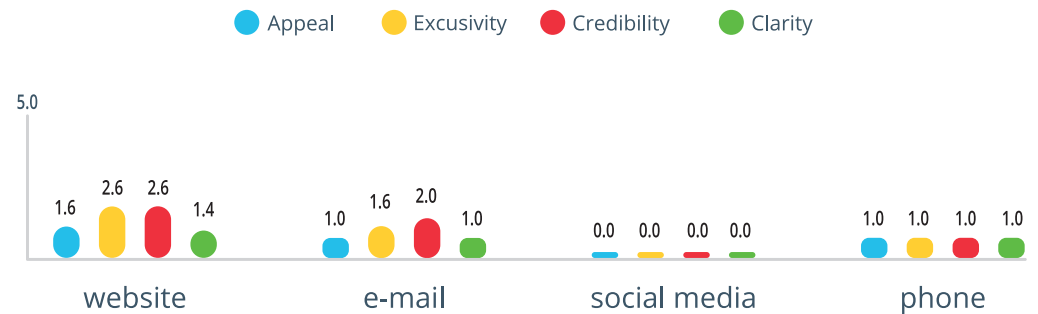
Now is the Time to Stand Out.

Right now, you have an incredible opportunity to grow your base of support by reaching the heart of Hispanics. They are the fastest growing population in the United States, and as this study has shown, they are a largely ignored and misunderstood as a donor segment. That means right now is the time to stand out and reach Hispanic donors!

Take a look at what the following organizations are doing or not doing to see what you can do today to better communicate your value proposition to Hispanic donors.

American Diabetes Association: A Lesson in Contextualization

Aggregate Value Proposition Scoring



Website.

It's good to see how the American Diabetes Association is showing interest in reaching Hispanic donors. They have an English and Spanish version of their donation page. This is a great start!

Unfortunately, they only translated the donation page copy. They did not contextualize the copy and photos for a Hispanic audience.

In other words, to a Spanish speaker, it sounds like copy that was translated from another language. It doesn't have that feeling of a casual, everyday conversation that you have when speaking to your family or friends. Also, they don't bring up any specific issues about diabetes that would concern Hispanics in particular.

They definitely give a value proposition in Spanish, but it just doesn't go far enough to become what we'd call an authentic Hispanic value proposition.



E-mail.

Since the ADA offered an online chat option, we asked our Hispanic value proposition via chat. The response was immediate and concise. We include a portion of it just so you can get an idea of what it looked like.

Esa es una excelente pregunta. La misión de la organización es prevenir y curar la diabetes y mejorar la vida de todas las personas afectadas por la diabetes. Para cumplir con esta misión, la Asociación Americana de Diabetes financia investigaciones, publica hallazgos científicos, brinda información y otros servicios a las personas con diabetes, a sus familias, a los profesionales de la salud y al público, y aboga por la investigación científica y por los derechos de las personas con diabetes. Lo hacemos mejorando el acceso a servicios de salud y seguros de calidad. eliminando la discriminación contra las personas por su diabetes...

This response in Spanish was a welcome change to the lack of interest we felt from other organizations who didn't respond at all or simply responded to us in a generic, English format.

However, as we noted earlier, their response lacks any specific mention of how diabetes affects the Hispanic community or how the ADA is working in Hispanic communities. We would like to see some more contextualization here.

Social Media.

The American Diabetes Association's Facebook hurt their Hispanic value proposition score by simply having nothing for Hispanic donors. There was no Spanish content anywhere. Even worse, we received no response to our direct message. Social media is a major channel of communication



and research for many Hispanic donors, so we highly recommend a robust social media strategy when reaching out to Hispanic donors.

Phone.

When we called, we were answered by an English-speaking representative who went to get a translator. This was good and made us feel as though they were doing all they could to communicate with us.

Unfortunately, the phone representative was not prepared to answer our Hispanic value proposition question at all. In fact, it seemed as though we were talking with someone who did not work for the ADA. They never advocated or asked for a gift from us at all. They were entirely neutral, neither caring if we gave a gift or not.



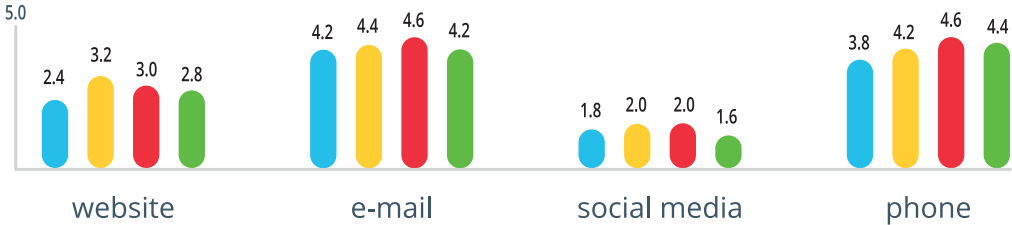
Scan the code to listen the audio recording.



**Autism Speaks:
A Lesson in Integrating All Your Marketing Channels**

Aggregate Value Proposition Scoring

● Appeal ● Exclusivity ● Credibility ● Clarity



Website.

We were encouraged by the Hispanic donor outreach of Autism Speaks, but there is room for improvement here as well.

Autism Speaks' marketing sends mixed messages. They have a website in Spanish which gives them an incredible lead on many other nonprofits that have no content in the Spanish language. However, whatever momentum they gain in their website, they lose when Hispanic donors come to their donation page, which is all in English.

As with any strategy, follow through is very important. It's important to think through where your Hispanic donors will go as they navigate your site and make sure that they are always being met with compelling reasons to give. Switching back to English in the middle of the journey is abrupt and shows a lack of commitment to finish the donor journey in Spanish.



Why should Hispanics give to you?

AUTISM SPEAKS LOG IN

AUTISMSPEAKS.ORG HELP & INFORMATION WAYS TO GIVE SECURITY ALERT

Autism Speaks enhances lives today and is accelerating a spectrum of solutions for tomorrow. Donate today to support our mission!

[Donate to a Walker or Walk Team](#)
[Make an honor/memorial gift](#)

Your Gift

Donate with

* Select Gift Amount:

\$25 \$50 \$100 \$250 \$500 \$5,000

Yes No By making this a monthly gift, you'll make a lasting impact for more people with autism.

Yes No I'd like to cover credit card processing fees

Payment Information

\$100.00
One-time donation

Payment Method:

Credit Card PayPal

Credit Card Information:

* Credit Card Number:

* Expiration Date:

07 2019

* CVV Number: [What is this?](#)

* First Name: * Last Name:

* Street 1: * Street 2:

* City: * State/Province:

* ZIP/Postal Code: * Phone Number:

* Country:

United States

* Email Address:

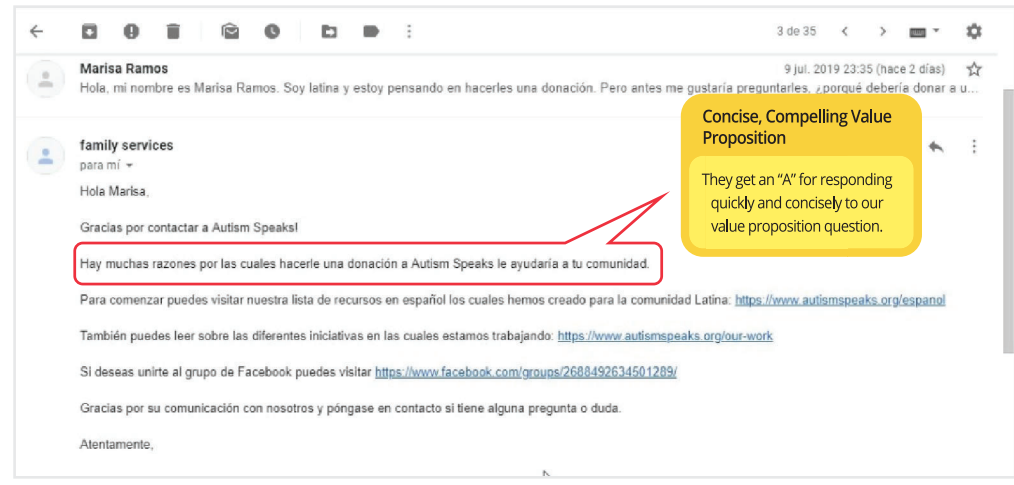
Yes No I'd like to receive email updates from Autism Speaks.

If you would prefer to contribute by mail, please [complete this form](#) and send it to the address listed on the form.

Autism Speaks, Inc. is a non-profit charitable corporation with 501(c)(3) tax exempt status in the United States. Address: 1 East 33rd Street, 4th Floor, New York, NY 10016. U.S. tax-exempt number: 20-2329938.

E-mail.

Whatever qualms we had about the Autism Speaks website, they made up for in their email response! We sent them our standard Hispanic value proposition question, and they answered quickly and with a compelling answer.



Social Media.

Unfortunately, Autism Speaks' overall score lowered when we got to their Facebook page. There was no content in Spanish. When we reached out to them via Facebook direct message, the automatic response was in English.

However, we're glad to say that within 24 hours we received another response in Spanish! Even with the delay, we could tell that a real staff person was reviewing the direct messages and making sure we got an answer in Spanish.



Phone.

On the phone, Autism Speaks was as professional and accessible as they were through email. When we selected the Spanish language option, we were attended by a helpful, Spanish-speaking representative. They received excellent marks for this conversation.

They were able to answer our Hispanic value proposition question suitably, and this helped their overall score.



Scan the code to listen the audio recording.



It's time to reach the heart of Hispanic donors.

Optimizing your fundraising to reach the heart of Hispanics is not easy, but it is an investment that can yield big results for years to come. Census data and demographic studies point to the same conclusion: Hispanic donors are a fast-growing population. Furthermore, Nielsen data suggests that Hispanics have big hearts and want to give to causes they believe in.

Right now is an incredible time to optimize your fundraising for Hispanic donors! If you haven't already, we encourage you to begin crafting a solid argument for why a Hispanic donor should give to you instead of another organization.

And as you do, don't be afraid to reach out to those with expertise in this field. As you begin connecting to your Hispanic donors, you'll need both Spanish translators and cultural translators. Simply translating words is not enough – you have to speak to their hearts by contextualizing your messaging.

MORE POWERFUL AND PRACTICAL INSIGHTS COMING UP!

We hope this preview with two out of the 57 organizations in the study was helpful to you. The complete report will have even more powerful and practical insights extracted from our investigation. Here are a few of the organizations we will feature in this in-depth analysis:



charity: water



Big Brothers Big Sisters

AND MORE!

In the full study, you'll not only see how these great organizations are reaching out to Hispanic donors (or not), you'll get an insider's view of how to optimize your fundraising to Hispanic donors.

So please sign up to receive the full report when it comes out! Until then, feel free to reach out to us with your questions at the Kerux Group anytime.



Scan the code to get the full report.



About KERUX GROUP.

Kerux Group is a cross-cultural marketing agency dedicated to helping nonprofits engage the Hispanic population. We provide strategy and support so they become loyal followers, advocates, donors and buyers.

Organizations such as FamilyLife, Back to God, and the Center for Church Renewal rely on our guidance to launch or strengthen their presence in the Hispanic community.

As bilingual and bicultural professionals, we match our strengths and passions to your project and assimilate quickly with your internal staff. You stay focused on your priorities and tap into our expertise.

Go beyond translating. Speak to the hearts of Hispanics.



Speak to the hearts of Hispanics

LEARN MORE

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About NEXTAFTER.

A Fundraising Research Lab

Conducting marketplace research, A/B testing, and digital experimentation to discover what works to attract, acquire, and retain more donors and raise more money online.

A Digital Fundraising Consultancy

Working side-by-side with nonprofit organizations to help them develop and execute research-backed digital fundraising strategies designed to generate sustainable online revenue growth.

An Institute for Online Fundraising

Equipping nonprofit fundraisers and digital marketers with data-driven and evidence-based research, resources, and training.

These three things are unified in our mission to decode what works in fundraising and make it as accessible to as many nonprofits as possible. It is our belief that if we can truly deliver on our mission we can, together, unleash the most generous generation in the history of the world.



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