#TRENDING

Capitalizing on Fund Development Trends With Your Online Presence

Mandi Cambre
August 16, 2019
Bayou Region Nonprofit Conference

The Importance of Fund Development

- "The purpose of fund development is to find donors, not donations."

- "Giving is not a financial transaction. Giving is one of the most personal acts anyone can make."

- "Donors give to you for reasons you can only guess at. (Don't guess! Ask them why they give!)"

-Simone Joyaux

Trends in Fund Development

- **PERSONALIZATION**
- **DATA**
  - Generational Shifts
- **COMMUNITY IMPACT**
- **RECURRENT GIVING**

The Importance of Fund Development - ONLINE

- Online giving grew 10.6% in 2018

- 68% of donors worldwide prefer to give online

- $128 dollars is the average online donation amount

- On average, 38% of donors who made an online gift to a nonprofit in 2016 made an online gift again to that nonprofit in 2017

- Email messaging accounted for 26% of all online revenue

- Direct mail motivated 36% more donors to give online in 2016 compared to previous year.

- 51% of high-wealth donors ($200k+) prefer to give online

- 21% of donations are directly through social

PERSONALIZATION

Personalization

- Cuts through the noise
- Makes donors feel special
- Gets donors involved!
- Opportunity to highlight programmatic highlights
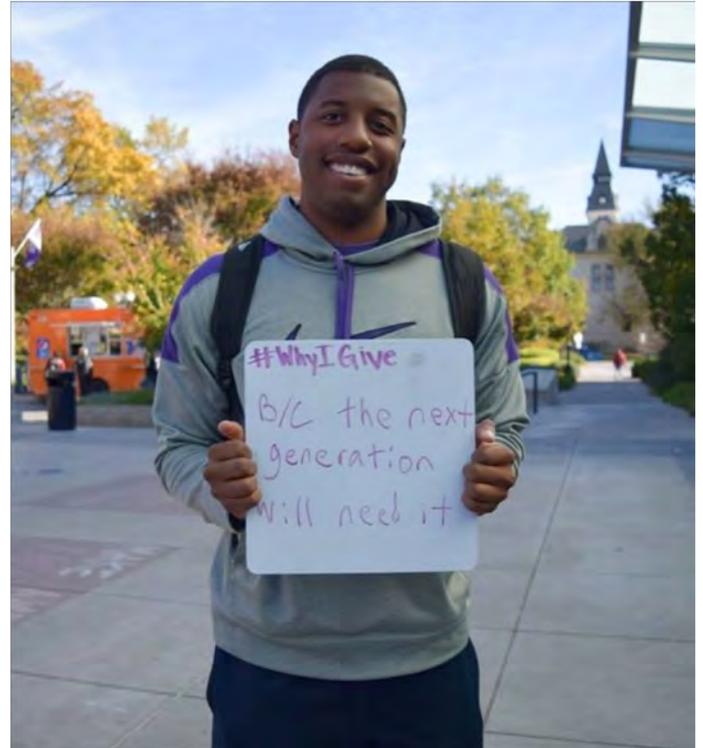
How to do it online?

- Programmatic spotlights
  - Monthly/quarterly focus
  - Donor segmented
  - Website pages for each program
- Shoutouts/Appreciations
  - Social media thank you posts
  - Thank you videos from staff/CEO/clients
  - Newsletter spotlights
  - Donor thank you page on website (with donate button!)
- Photos/Photo Opportunities
  - Photos of your work in action on website/social media
  - Photo spot at location/event
  - Volunteer photo albums on online presence

- Email
  - New donor welcomes quarterly
  - Lapsed donor emails
  - Holiday and Special Day/Week/Month emails
  - Month-long challenge
  - Consider your younger donors!
- Voice Amplification
  - Online shareables
  - Calls to action ("Why do you give?")
  - Facebook poll/Survey Monkey

THE ALGORITHMS

- Most important thing to remember: MEANINGFUL CONTENT
- People have to interact for content to be seen
- Reactions, comments, shares, messages: all factor into the algorithm
- Consistency matters, especially on Facebook and Instagram

DATA

Data

- Who gives to you? How do they do it?
- Who is interacting with you and how?
- What else are they interested in?
- How are you collecting and tracking data?

Measure Your Messaging

- Use qualitative and quantitative data to measure your messaging:

  ○ Listen and respond to your followers

  ○ Use Facebook Insights, Twitter Analytics, Instagram Insights, etc. to measure the impact of posts

  ○ See how many hits you're getting to your webpage and which pages are the most popular

  ○ Use an email content manager to measure opened/unopened email rates

- Adjust accordingly!

Social Media by the Numbers

- Women outnumber men on Facebook and Instagram
- Men outnumber women on LinkedIn and Twitter
- 69% of internet users are on Facebook, with 74% using it daily and 91% regularly interacting with content
- Facebook use has dropped slightly among teens
- Over 2/3rds of all American adults use social networking sites
- 52% of online adults use 2+ platforms
- 56% of 65+ online adults use Facebook (31% of all seniors)

Generational Giving

Millennials (1981 - 1996):

- **46%** donate to crowdfunding campaigns.
- **15%** gave on #GivingTuesday 2017
- **16%** give through Facebook fundraising tools
- **84%** of Millennials give to charity, donating an annual average of $481 across 3.3 organizations.
- Millennials are active on their phones and **respond best to text message and social media**, but rarely check personal email or respond to voice calls.
- Millennials are most likely to contribute to work sponsored initiatives, **donate via mobile and watch online videos** before making a gift.

Gen X (1965 - 1980):

- **45%** donate to crowdfunding campaigns.
- **14%** gave on #GivingTuesday 2017
- **19%** give through Facebook fundraising tools
- Gen Xers are most likely to **fundraise on behalf of a cause**, make a pledge, and volunteer their time to an organization.
- Gen X prefers text messages or voice calls. These donors **regularly check email and stay up to date on social media** feeds.
- **Email prompted 31% of online donations** made by Gen Xers
- **59%** of Gen Zs are inspired to donate to charity by a message/image they saw on social media.

Source: Nonprofit Source, "The Ultimate List of Charitable Giving Statistics for 2018"

Generational Giving

Baby Boomers (1946 - 1964):

- **35%** donate to crowdfunding campaigns.
- **15%** gave on #GivingTuesday 2017
- **21%** give through Facebook fundraising tools
- **24%** of Boomers say they were promoted to give an online donation because of direct mail they received.
- Boomers answer voice calls, **check email regularly**, and also use text messaging and social media.
- Boomers are **most likely to make recurring donations** on a monthly, quarterly or yearly basis.

Greatest Generation (1928 - 1945):

- **30% of donors aged 75+ say they have given online in the last 12 months** and on average give 25% more frequently than younger generations
- Greatest prefer voice calls and direct mail. These donors are late adopters of email and **do not typically use text messaging or social media**.

COMMUNITY IMPACT

Community Impact

- Helps people see the impact of their investment
- People feel a part of something bigger than themselves
  - Peer-to-peer campaigns
- Transparency is more important than ever

How to do it online?

- Virtual Tour
  - Show your facility, a site, or program
- Client stories
  - Instagram stories
  - Testimonials on website
  - Newsletter stories
- Financials online
  - The impact of $x
  - 990 on website (CharityNavigator Gold Rating)

- Highlight partnerships
  - Talk about how you work with other community organizations (nonprofit, corporate, etc.)
- Give people an opportunity to create impact
  - Give people opportunities to create impact! Online champions, share content, etc.
  - Giving Days, peer-to-peer giving

Online Champions
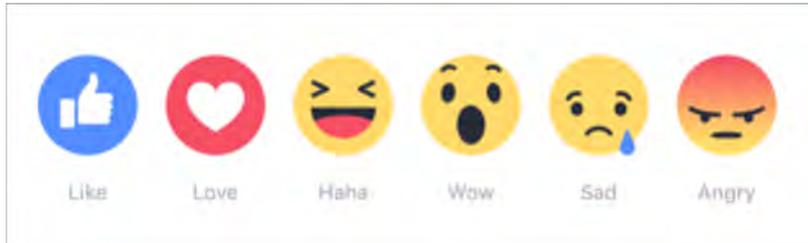
Facebook:

● Reacts, comments, tags, and shares all generate more interest in a post through FB algorithm

Instagram:

● Likes, comments, and tags generate higher interest.

Twitter

● Retweet, like, and comment!

RECURRENT GIVING

Recurrent Giving

- Sometimes easier than one time gift
- Schedule it and forget it
- Feels more impactful!
- Sustainable funding

How to do it online?

- Promote your recurrent giving campaign!
  - Social media posts
  - Newsletters
  - Email
- Highlight impact!
  - What's the value of dollar? Does your donor page show it?
- Run campaign to move people from one-time to recurrent givers
  - Special incentives, stewardship
- Donor advised funds
  - Reach out to those who give through DAFs

"The experience matters. People give 38% more when donation pages reinforce the purpose and power of the gift."

-MobileCause "Online Giving Tips for Maximum Donations"

Donor Pages - Optimized

- Concise messaging
- Simple, mission-aligned photos
- Branded
- Part of the nonprofit's webpage
- Easily navigable
- One page process
- Mobile-optimized
- "Give"

96% MOBILE PHONE ADOPTION FOR US ADULTS

81% SMARTPHONE ADOPTION

86% MILLENNIALS (AGE 20-35)

40% LANDLINE ABANDON RATE SINCE 2014

EVERY YEAR **14**% OF AMERICANS CHANGE THEIR MAILING ADDRESS
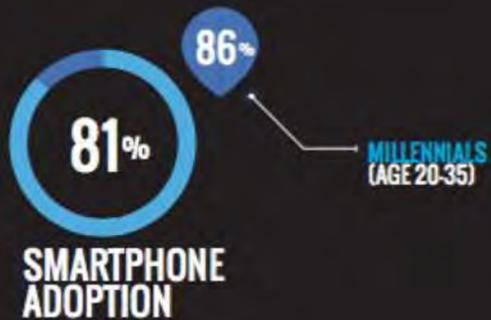
Tip: Collect donor mobile numbers on all forms.

COMMONLY USED PROCESSORS

- Blackbaud

- MobileCause

- Network for Good

- Razoo

- Donor Perfect

- Global Giving

THANK YOU!