

#TRENDING

Capitalizing on Fund Development Trends With Your Online Presence

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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

Handwritten mathematical notes and diagrams illustrating algorithms, with a Facebook logo overlaid.

Top left: $f(\omega) = \int_{-\infty}^{\infty} f(x) e^{-2\pi i x \omega} dx \frac{d}{d\omega}$

Top right: $\nabla \cdot E = 0$, $\nabla \times E = -\frac{1}{c} \frac{\partial H}{\partial t}$, $\nabla \cdot H = 0$, $\nabla \times H = \frac{1}{c} \frac{\partial E}{\partial t}$

Middle left: $p \left(\frac{\partial v}{\partial t} + v \cdot \nabla v \right) = -\nabla p + \nabla \cdot T + f$

Middle right: $H = -\sum p(\omega) \ln p(x)$

Bottom left: $\frac{1}{2} G^2 S^2 \frac{\partial^2 V}{\partial S^2} + r S \frac{\partial V}{\partial S} + \frac{\partial V}{\partial t}$

Bottom center: $TC(Q, q_i, m_i) = \sum_{i=1}^n \left[\frac{D_i}{m_i} \dots \right]$

Bottom right: $\frac{q_i H_i^v}{2} \left(m_i \left(1 - \frac{D_i}{P_i} \right) - 1 + 2 \frac{D_i}{P_i} \right)$

Bottom right matrix: $\begin{bmatrix} \frac{d \Delta p(s, \phi)}{d \phi} \\ \frac{d \Delta M(s, \phi)}{d \phi} \end{bmatrix} = \begin{bmatrix} \gamma & -\beta \\ -\beta & 0 \end{bmatrix} \begin{bmatrix} \Delta p(s, \phi) \\ \Delta M(s, \phi) \end{bmatrix}$

Bottom right integral: $\frac{\pi}{2} \left\{ \frac{\pi^2}{12} + (\ln 2)^2 \right\}$

Diagram: A 3D coordinate system with axes labeled $\cos(\theta \sin(\phi)) \cos(\theta)$ and $\frac{P_i}{m_i} \frac{1}{P_i}$. A cube is shown with a diagonal line and a shaded area.

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)

Source: Pew Research Center, "Social Media Use in 2019"

Source: Pew Research Center, "10 facts about Americans and Facebook"

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.

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.**

- Dashboards
- Shortcuts
- Intelligence Events
- Real-Time
- Audience
- Acquisition**
 - Overview**
 - All Traffic
 - AdWords
 - Search Console NEW
 - Social
 - Campaigns
- Behavior
- Conversions

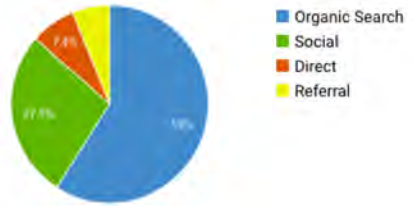
All Users
100.00% Sessions

+ Add Segment

Primary Dimension: Conversion: [Edit Channel Grouping](#)

Top Channels All Goals

Top Channels



Sessions



Conversions



	Acquisition			Behavior			Conversions		
	Sessions	% New Sessions	New Users	Bounce Rate	Pages / Session	Avg. Session Duration	Goal Conversion Rate	Goal Completions	Goal Value
	1,999	88.39%	1,767	59.98%	1.59	00:01:17	21.81%	436	\$0.00
1 Organic Search	1,179	<div style="width: 59%;"></div>		65.14%	<div style="width: 65%;"></div>		20.61%	<div style="width: 47%;"></div>	
2 Social	549	<div style="width: 27%;"></div>		60.11%	<div style="width: 60%;"></div>		27.50%	<div style="width: 63%;"></div>	
3 Direct	148	<div style="width: 7%;"></div>		58.11%	<div style="width: 58%;"></div>		25.00%	<div style="width: 57%;"></div>	
4 Referral	123	<div style="width: 6%;"></div>		12.20%	<div style="width: 12%;"></div>		4.07%	<div style="width: 9%;"></div>	

COMMUNITY IMPACT

Community Impact

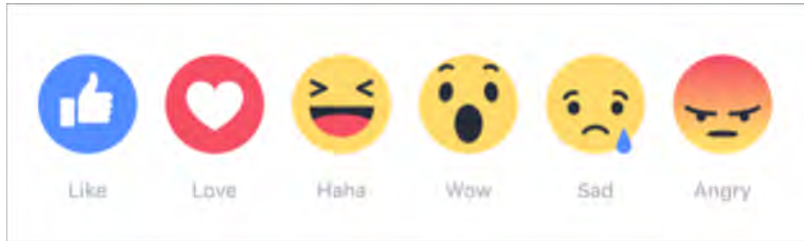
- Helps people see the impact of their investment
- People feel a part of something bigger than themselves
 - Peer-to-peer campaigns
- Transparency is more important than ever



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



THINKFORWARD →

Amount	Icon	Description
\$5/MONTH	Farmer with tools	PCI could provide a family in Malawi with the training and equipment to fish for their food.
\$10/MONTH	Child	PCI could give a child in Nicaragua access to a nutritious breakfast every day of the school year.
\$25/MONTH	Farmer with tools	PCI could help farmers in Bangladesh increase their yields for their communities through training and the purchasing of new farming tools.
\$50/MONTH	Woman with baby	PCI could ensure a safe delivery for a mother and her baby in rural Guatemala.
\$100/MONTH	Child with book	PCI could provide a homeless child in India with shelter, care and vocational and literacy training at a PCI drop-in center for one year.

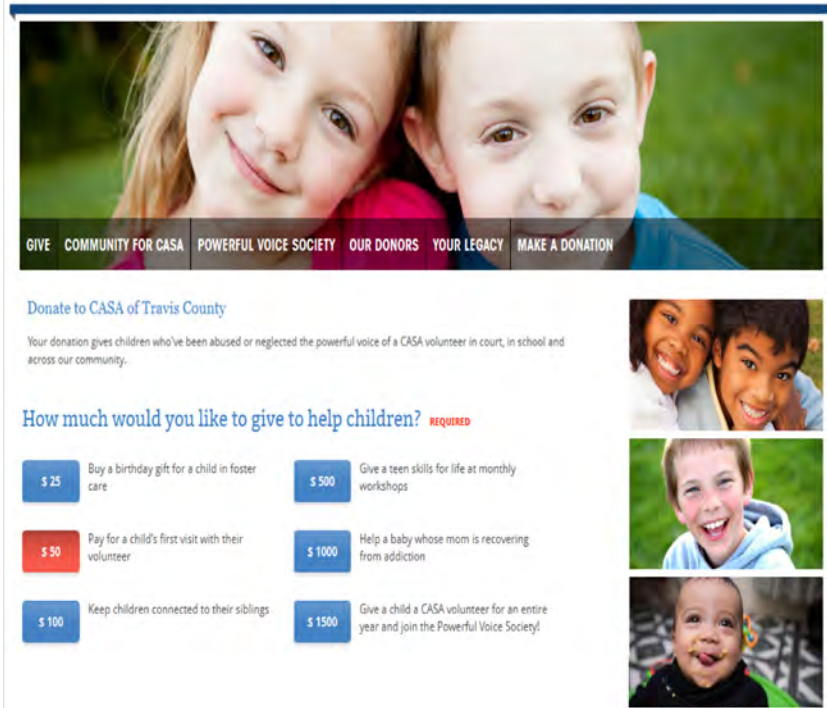
How to do it online?

- 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



GIVE COMMUNITY FOR CASA POWERFUL VOICE SOCIETY OUR DONORS YOUR LEGACY MAKE A DONATION

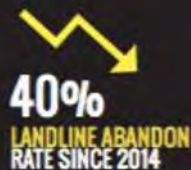
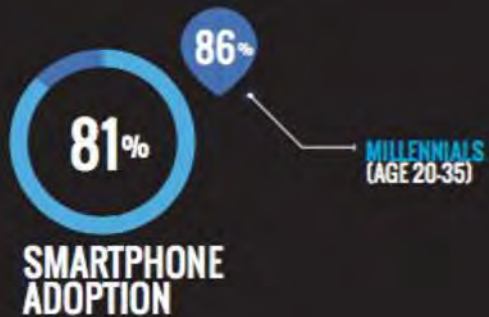
Donate to CASA of Travis County

Your donation gives children who've been abused or neglected the powerful voice of a CASA volunteer in court, in school and across our community.

How much would you like to give to help children? REQUIRED

\$ 25 Buy a birthday gift for a child in foster care	\$ 500 Give a teen skills for life at monthly workshops
\$ 50 Pay for a child's first visit with their volunteer	\$ 1000 Help a baby whose mom is recovering from addiction
\$ 100 Keep children connected to their siblings	\$ 1500 Give a child a CASA volunteer for an entire year and join the Powerful Voice Society!

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



Tip: Collect donor mobile numbers on all forms.

COMMONLY USED PROCESSORS

- Blackbaud
- MobileCause
- Network for Good
- Razoo
- Donor Perfect
- Global Giving

THANK YOU!
