5 Do’s & Don’ts for YEAR-END APPEALS
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SPEAKERS

Salvador Briggman
Nonprofit Blogger, Author

Christy Noel
VP, Digital Marketing Services
WEBINAR AGENDA

- Year-end giving statistics overview
- The science behind online giving
- Peer-to-peer fundraising
- 5 do’s & don’ts for year-end appeals
Poll

How many communication touch points did you send for your last year-end giving campaign?

1. Zero
2. One
3. Two
4. Three
5. Four or more
YEAR-END GIVING STATISTICS, SCIENCE AND PEER-TO-PEER

Salvador Briggman
Nonprofit Blogger, Author at CrowdCrux
Year-End Giving Statistics Overview

The end of the year is near and it’s the single biggest fundraising opportunity for all nonprofits

**Key charitable giving statistics:**

- 69% of the U.S. population gives and supports 4.5 causes on average
- 30% of annual giving occurs in December
- 29% of donors say social media shares convince them to give
- 28% of nonprofits raise between 26-50% of their annual funds from their year-end ask
The Science Behind Online Giving

Using Functional Magnetic Resonance Imaging (fMRI) to detect changes associated with blood-flow in the brain allows you to predict with 80% accuracy who will donate.

Creating real empathy for your cause will help you raise more donations:

• **Cortisol**: Focuses attention on something important and correlates with a feeling of distress
• **Oxytocin**: Associated with care, connection and correlates with a feeling of empathy
Peer-to-Peer Fundraising

Staff, Board members and corporate partners are a great team to have fundraise on your behalf through peer-to-peer campaigns

Key charitable giving statistics:

- Average peer-to-peer fundraiser collects $612 from 8 donors during the season of giving
- Staff members making year-end appeals will speak to the true needs of your cause
- Tell a story, incorporate photos, and use videos to show your donors and prospects the needs of your cause
Your Peer-to-Peer Launch Pad

Set a proven foundation for creating an effective “ask” and getting donors to take action by demonstrating the core mission and benefit of your cause.

Each building block plays a critical role:

• Fundraising goals set the campaign vision
• Deciding on a timeline creates urgency for your supporters and donors
• Create images, videos and stories that will allow supporters to connect with you, your mission and generate emotion
The fundamentals of fundraising come down to relationships that offer mutual benefits.
5 DO’S & DON’TS FOR YEAR-END APPEALS

Christy Noel
VP, Digital Marketing Services at MobileCause
DO Segment Your Donors

DON’T Send the Same Message to All

All supporters should not be treated the same, make sure you tailor your messaging and channels to your audience so you can engage donors on a deeper level.

Segment your donor database on:

- **Giving history**: One time, recurring or year-end returning
- **Location**: Invite locals to a year-end event or reward giving with an experience
- **Cause interest**: Demonstrate understanding of supporters connection with your cause

TIP – Saying the right thing at the right time and on the right channel for your audience can make or break your campaign
Regular communications, such as newsletters, should be used for sharing information about the great work your cause is doing, not asking for donations.

Make your year-end appeal a special initiative:

- **Promote a specific metric**: Like a year-end financial goal or how many people you will help.
- **Talk about the need**: The why, how and benefits to benefactors and donors.
- **Matching gift programs**: These are usually the most successful appeals at year-end.

**TIP** – Making your year-end goal specific and personal to your supporters will help make your appeals more successful.
With inboxes full, Gmail filters and a less than 20% open rate, email alone will not help you reach your year-end goal

A multi-channel campaign builds awareness:

- **Live video:** Many people give after watching a heartfelt video
- **Text messaging:** Using SMS to tell your story increases the average gift size to $167
- **Social media:** Identifying your ‘influencers’ and enabling them to promote your appeal is vital to the next generation of social fundraising

**TIP – Don’t go overboard on communications – 4-6 strategically timed messages or social posts should be enough**
Donors want to give to organizations that share their values and they want to know how their money is used, yet only 4% of nonprofit websites explain how they use donations. Sharing impact metrics will help your cause:

- **Before campaign:** Establish suggested donation amounts and show what donations can do
- **During campaign:** Show donors the impact of their contribution in your communications
- **Common metrics:** $ raised, expenses, # of people helped, % of capital campaign reached

**TIP** – Pre-schedule your text, email and social media messages so you can enjoy the last week of the year
Take the time to thank your donors by using the right fundraising software to automate sending customized thank you’s and receipts.

Raise 35% more with a digital donor wall:

- **Lifelong donors:** Recognizing donors for their contributions motivates them to give again.
- **Create excitement:** More ‘in the moment’ giving occurs when the thermometer gets closer to goal.
- **Thank you video:** Sending a video by your Executive Director that includes a few donors by name delivers 4x more donations.

**TIP – Celebrate year-end with your supporters by hosting a party or gala and display a live fundraising thermometer.**
DIGITAL MARKETING SUCCESS
PRISON ENTREPRENEURSHIP PROGRAM

Further your cause by collecting more donations per $1 spent

Prison Entrepreneurship Program (PEP) pioneers innovative programs that connect the nation’s top executives, entrepreneurs and MBA students with convicted felons. PEP was feeling like most nonprofits as they approach year end, behind budget, under pressure and very busy. They had a goal of raising 1.7 million in the last three months of the year so they could afford to develop former prisoners into successful members of society.

PEP partnered with MobileCause for their Digital Marketing Services best practices

- The Digital Marketing Services team evaluated PEP’s current year-end fundraising plans and created an integrated multi-channel strategy that would leverage their traditional methods with MobileCause technology like text messages, social media, emails and online donation forms
- Their donor communications were organized within a plan that complemented their direct mail and in-person events and it helped build a stronger message foundation to drive engagement and action

CAMPAIGN IMPACT

698
Total donors reached starting with 122 through year-end support

$431,864
Total donations raised with a 4x increase using Digital Marketing Services

7,170+
Mobile subscribers and counting
This December your donation will go twice as far!

With the leadership and commitment of our boards, the first $180,000 given for the year end campaign will be matched. Turn every $1 into $2, $100 to $200 and $1,000 to $2,000.

Choose amount

- $200
- $100
- $50
- Other

$ 100.00

Make your gift recurring

- One Time
- Weekly
- Monthly
- Quarterly

In Honor Of/In Memory Of

https://app.mobilecause.com/f/1mtg/n
Salvation Army Boise (SAB) serves the impoverished, homeless, and jobless by providing crisis aid to help struggling individuals and families. SAB needed a way to jumpstart donations and catch their Red Kettle luncheon attendees attention during the busy holiday season.

SAB partnered with MobileCause for their online giving and event fundraising solutions

- To build attendance, SAB nominated their board members as captains by encouraging them to invite their personal network to compete to collect pre-event donations through MobileCause online donation forms
- Pre-event donations were displayed on the live event thermometer and after a compelling story was told, the speaker asked attendees to make mobile pledges
- SAB was able to reach their goal in minutes, and they continue to leverage text communications with their donors to provide updates on how their donations are creating an impact

CAMPAIGN IMPACT

600 Total donors reached starting with 200 through their first event

$84,000 Total donations raised starting with $37,000 through their first event

350+ Mobile subscribers and counting
It is important to reach supporters during the season of giving in ways they want to connect to your cause.
Poll

What are you most interested in trying to help engage donors for your year-end giving campaign?

1. Donor segmentation
2. Creating a special promotion ask
3. Running a multi-channel campaign
4. Sending personal donor thank you’s
5. Use impact metrics in your ask
QUESTIONS & ANSWERS
MobileCause provides an innovative suite of digital fundraising and donor engagement solutions that help nonprofits do more good.

To speak directly to an expert about implementing MobileCause software and strategy for your organization please call (888) 661-8804 or go to 4-MinTour.com.