CREATE A CROWDFUNDING MOVEMENT THAT INSPIRES DONORS TO DO MORE THAN JUST GIVE

WEBINAR

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Webinar Agenda

- The Crowdfunding Gold Rush for Nonprofit Organizations with Salvador Briggman
- 5 Ways to Activate a Crowdfunding Movement with Farra Trompeter
- Crowdfunding and Peer-to-Peer Fundraising Essentials with Jeremy Koenig
- Questions and Answers with Speakers
Speaker Introductions
CROWDFUNDING AND PEER-TO-PEER FUNDRAISING EXPERTS

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The Crowdfunding Gold Rush for Nonprofit Organizations

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Blogger, Podcaster, and Author

CrowdCrux
Fundraising technologies have evolved and yet many nonprofit organizations remain in the dark ages!

Sending direct mail, cold calling, and spam emailing does not engage Millennial and Generation X donors who now make up more than two-thirds of the US workforce.

Fundraising is and will always be about donor relationships. Crowdfunding allows nonprofits to scale and grow their mission with unprecedented reach.
Two Extremely Successful Crowdfunding Models for Nonprofit Organizations

Traditional crowdfunding:

- Promoted via traditional communication channels (examples: events, direct mail, TV, radio, PR)
- Single call-to-action, donation page, and goal
- Donations are collected from donors at large

Peer-to-peer fundraising:

- Promoted via social networks of volunteers (examples: social posts, text messages, emails)
- Volunteers have a unique call-to-action, donation page, and individual fundraising goal
- Donations are collected by volunteer fundraisers from their personal and social networks
Traditional Crowdfunding Campaign
Core Components

- **Fundraising goal**: Target dollar amount you are trying to reach—creates a sense of momentum, social proof, and a bandwagon effect.

- **Fundraising duration**: A set deadline to create a sense of urgency and prompt immediate donor actions to participate in your campaign.

- **Fundraising rewards/perks**: Thank donors with special opportunities (dinners, events, clubs) and give them public recognition (social media, email) to show how important they are to your cause.
Peer-to-Peer Fundraising Campaign Core Components

- **Education**: Teach volunteers best practices for asking for donations on your behalf from their friends, family, and colleagues.

- **Leadership**: Create a sense of fundraising confidence and community with ongoing in-person and recorded digital training sessions lead by a fundraising leader from your organization.

- **Resources**: Provide compelling templates (social media posts, text messages, emails, letters) that make it easy for volunteers to ask for donations.

- **Inspiration**: Schedule ongoing updates and encouragements (videos and messages) that reinforce the importance of reaching goals.
Donors Naturally Gravitate Towards Crowdfunding Campaigns

Crowdfunding is effective because of the psychological motivators that inspire us to make donations including:

- **Empathy**: Emotional response
- **Storytelling**: Powerful testimonials
- **Impact**: Making a difference
- **Social pressure**: Supporting friends
- **Scarcity**: Sense of urgency
- **Small first step**: Ease of participation
Crowdfunding Has Raised Billions For Nonprofits

Important peer-to-peer fundraising benchmarks:

- Average gift size: $67
- Average raised: $612
- Average individual donor count: 8
- Average new donors: 62%
- Average donor retention: 28% (donate again)

Did you know?

- 71% of Millennials (age 22-37) have fundraised on behalf of a nonprofit organization
- Pages raise 4 times as much when promoted by video
- Teams raise 3-4 times more donations than individuals
- 67% of crowdfunding happens on a mobile device
5 Ways to Activate a Crowdfunding Movement

Farra Trompeter
Vice President

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Peer-to-peer fundraising pages can be used to strengthen your campaign

Make it as easy as possible for your supporters and ambassadors to customize pages with their own message, goal, photos, and video to promote to their personal network of friends, family, and colleagues.

Every crowdfunding campaign should connect donors with your brand to help you achieve your mission
#2 Empower Your Board to Reach Fundraising Goals with Crowdfunding

Ensure you have supportive leadership

Fundraising is a team effort. Get everyone on your board involved in the early stages of planning of your campaign in order to achieve greater buy-in and ownership.

Set crowdfunding goals for:

- Donations (total, average gift size)
- Donors (new, renewed, recurring)
- Followers (email, social media, SMS)
- Fundraisers (individuals, teams)
Create a toolkit of ideas and best practices that can be used by individuals of all ages to promote their own crowdfunding pages.

Provide templates for social media posts, text messages, and emails that include videos, photos, stories, and easy giving instructions. All collateral should reinforce the impact that each donation will have on your mission.

Fundraisers should feel they are making a difference and have a sense of: accomplishment, belonging, and influence.
#4 Focus on Strong and Frequent Communications

Use deadlines to create a sense of urgency

Send weekly updates to champions with highlights and encouragements. Shout out team/individual fundraising leaders and create friendly competitions (gamification).

Send text messages, emails, and social posts to inspire fundraisers to reach their individual goal and help drive your campaign across the finish line!

Tip: Record a personal video each week with a campaign update just for fundraisers
#5 Experiment with Creative Ideas

Create exclusive clubs, experiences, and incentives for fundraisers.

Figure out ways to inspire your champions by promoting their own crowdfunding page and be sure to give out lots of free swag.

Crowdfunding ideas:

- Runs, walks, swims, rides (active events)
- Camps, trips, retreats
- Alumni programs
- Start-up programs
- DIY (birthdays, anniversaries, etc.)
Crowdfunding and Peer-to-Peer Fundraising Essentials

Jeremy Koenig
Creative Director

Webinar Series

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MobileCause
Your crowdfunding landing page is ground zero for collecting donations, recognizing donors, signing up fundraisers, collaborating with teams, and tracking results!

Landing page essentials include:

- Short and compelling campaign video
- Easy text message, email, and social sharing
- Fundraising goal progress bar
- Fundraiser wall highlighting top contributors
- Donor recognition wall
- Comments wall for encouragements

**Top tip:** Promote a text-to keyword at live events and URL shortlinks (e.g. bit.ly) across online channels to help increase donations.
Showcase all online and offline donations and donor names from every revenue source.

Fundraising thermometer essentials include:

- Thermometer link posted on your website and social media to help encourage donors to give and see their name appear
- Shout out donor names at live events as well as on radio and TV to make giving fun
- Display the live thermometer on-screen in your office to motivate and encourage your team as you progress toward your goal

**Top tip:** Monitor campaign progress and make adjustments to suggested gift sizes, fundraiser instructions, and donor communications until your crowdfunding goal is reached.
It is imperative to your crowdfunding success that donors of all ages can give from the device they prefer from anywhere.

Donation page essentials include:

- Campaign branding (logos, buttons, images)
- Mobile-friendly design
- HTTPS secure
- Minimal fields
- Suggested donation amounts
- Recurring gift options

**Top tip:** Millennials (age 22-37) prefer to give on their smartphone, Gen X (age 38-53) prefer to give on a computer or tablet, and Baby Boomers (age 54-79) will give online, but appreciate the option to give cash and checks.
Email Receipts and Text Message Confirmations

Use tax receipt and text confirmations as a reason for donors to give you their email address and mobile number.

Email and text receipt essentials include:

- Personalized thank you message reinforcing what their gift will be used to accomplish
- Social media follow links and instructions to grow your following and let donors see their donation in action
- Link to an official gift receipt that can be used for tax deduction purposes

**Top tip:** Include a screenshot of a video player that when clicked, opens a thank you video from a volunteer, staff member, or program recipient.
Empower individuals and teams to set up peer-to-peer fundraising pages directly on your website in seconds, from a PC, tablet, or smartphone.

Sign-up page essentials include:

- Fundraiser first and last name
- Headshot or personal photo
- Personal message to friends and family
- Individual fundraising goal
- Email address for instructions
- Mobile number for updates
- Team selection (if applicable)

**Top tip:** Orgs can send individuals the sign-up page so they can set up their own fundraising pages, or create the pages for them and simply send them the link, text-to keyword, and instructions.
Fundraiser Pages

Provide every individual who is passionate about your cause an easy way to do more than just give so they can raise support from their personal network of friends and family.

Fundraiser page essentials include:

- Personalized fundraising page
- Clear call-to-action
- Consistent campaign branding
- Donate button to mobile-friendly secure page
- Donation page URL for web sharing
- Text-to keyword for in-person and text message sharing

Top tip: The more training, instructions, and updates you provide to fundraisers (sample posts, emails, text messages, letters) the better their pages and your campaign will perform.
Real-Time Communication

Text messaging is the only way to send updates, encouragements, and links that have a 98% chance of being seen by supporters.

Real-time communication essentials include:

- Ability for nonprofits to upload lists of phone numbers and determine which are mobile to start sending texts immediately
- All people who text a keyword are subscribed to receive messages from your organization
- Strengthen email and social communications with corresponding text messages

**Top tip:** Organize mobile number lists and send segmented messages to donors, fundraisers, and team leaders throughout your campaign.
Questions & Answers

PLEASE TYPE QUESTIONS AND THEY WILL BE SELECTED BY THE MODERATOR

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