Webinar Agenda

• Fundraising Efforts that Grow Evergreen Philanthropy with Larry C. Johnson

• Digital Skills to Help Your Nonprofit Thrive with Christina Knudsen

• How to Achieve Digital Fundraising Success with Xanika Covington
Speaker Introductions

Larry C. Johnson
Author and Founder

Christina Knudsen
Director of Development

Xanika Covington
Digital Strategist
Using Digital Tools EFFECTIVELY!
Your Undivided Attention Please!
What they are NOT.
What they are.
Being successful in fundraising is much more about how you THINK than what you DO.

- Larry C. Johnson Founder, The Eight Principles
The unchanging truths which govern all philanthropy.
Principle 1: Donors are the Drivers®
Principle 4: Learn & Plan™
Donors choose you.
Discover the Field—
Learn who will support you
Principle 6: Divide & Grow™
Treat different donors differently.
Ability
Affinity
Life Situation
Principle 7: Renew & Refresh
Principle 8: Invest, Integrate & Evaluate
Two Free Resources For You:

Leaky Bucket Quiz
TEXT “BUCKET” to (314) 665-1767

One Page Summary
info@TheEightPrinciples.com
Subject: “Summary”
Digital Skills to Help Your Nonprofit Thrive

Christina Knudsen
Director of Development at Food Rescue US
Technology is Essential

However, digital **may not** replace everything you’re already doing.

- Your digital strategy should not be a "get rich quick" scheme
- Digital can help—but not replace—other relationship-building activities
- Digital is an important, complementary piece of the overall puzzle!
Sit down with your team and figure out:

1. What specific skills, know-how, and tools do we need and who needs them?
2. What role does this play in overall fundraising strategy?
3. What is the purpose of each digital activity?
1. Proficient use of analytics or reporting tools to research and qualify donors/prospects

2. Basic use of common digital platforms and social media networks

3. Software to overcome an “amateur” digital presence and let your brand shine through, even if you’re not a professional designer (fundraising platforms, video editors, etc.)

4. How to identify trends and how they do/don’t work for YOUR mission and nonprofit

5. Knowing where to look: your Facebook audience demographics may be vastly different than your major donors!
The Food Rescue US Model

Food Rescue US is committed to ending American food insecurity by directly transferring fresh, usable food that would have otherwise been thrown away from restaurants, grocers and other food industry sources to food insecure families throughout the U.S.

Food Rescue US is the simple solution to ending local hunger. Our innovative approach to food “rescue and delivery” is based on mobile app technology. Volunteer food rescuers across the country deliver fresh food from businesses that have too much to people who have too little by picking up excess inventory from food donors (grocers, restaurants, caterers, farmers markets) and delivering it directly to local agencies (soup kitchens, food pantries, shelters) serving hungry families.

The platform allows fresh food recovery and delivery on a massive scale, resulting in significant national food waste reduction.

Digital strategy overview:

- National and local sets of teams responsible for overall digital activity
- Mobile app connects volunteers with opportunities to partner with local businesses and deliver food to those in need
- Donors can make donations online
- Outreach across social media channels with regional social media pages run by volunteers
- Events help raise more money with digital giving component and hashtag, plus mobile messages to keep attendees engaged
Before:

- Use digital forms to sell tickets and collect RSVPs; include branded assets
- Capture mobile numbers with sign-up to grow your database
- Post announcements and reminders on social media to create awareness and excitement around your fundraiser
- Post news updates on your website
During:

- Prime your audience with text messages to let them know what’s coming next
- Have your ED or board members get up and quickly tell people the purpose of the event and how they can make a difference by donating
- Keep it short and sweet—let people take part in your event and enjoy themselves!
- Station your live fundraising thermometer next to your donation station to show attendees how close you are to your goal
- Post about your event on social channels and broadcast it on Facebook Live, encourage attendees to use your hashtag in their social media posts
After:

• Give attendees the opportunity to make donations after the event has ended
• Show your gratitude to attendees and donors and remind them what their gifts will help your organization accomplish
• Announce your fundraising results and share pictures across channels
• Always say thank you to everyone involved!

Results:

• $128,000 raised
• 127% growth in net revenue
• 75% growth in gross revenue
Summary: Christina’s Top Tips for Digital Fundraising Success

- **Be aware of your audience:** What kinds of technology are they comfortable with, and what will they need help using?

- **Know your campaign style and needs:** If you have a loud event, texts can be helpful; if donors need help making a gift, have a staffed donation station.

- **Don’t be afraid to show off your brand:** Customizing every touchpoint creates awareness in the minds of supporters.

- **Stay focused on your goals:** What is the purpose of each digital activity? What are you looking to achieve? Make every message have an actionable purpose.

- **Make it about the donor:** Technology is a huge help, but the focus should still be donor-centric and geared towards building or enriching relationships with real people.

- **Strategize around opportunities:** Digital activities are an opportunity to further enhance your relationships, but also build new ones with diverse audiences.
How to Achieve Digital Fundraising Success

Xanika Covington
Digital Marketing Strategist at MobileCause
Use video to share your organization’s story and keep supporters and donors engaged and compelled to give to your cause.

- Record raw video on smartphones to show your impact and involve donors in your story
- Break videos into short chunks—snackable segments—to keep ‘em wanting more!
- Broadcast live on Facebook, Instagram and Snapchat—don’t forget to send text alerts
- Share your video stories on your website, social media, donation and thank you pages
Set up custom donation pages using a storytelling workflow and make it easy for donors to give right when they’re inspired.

- Customize your donation page to let your brand and mission shine through
- Include compelling statements, photos, and video to continue telling your story
- Use impact metrics to show what can be accomplished at each set donation level to inspire more donations (e.g. $50 provides 200 life-saving vaccines for needy children)
Use keywords and messaging to make it easy for donors to give and engage with your cause from anywhere at anytime.

Example: “Text STREETS to 51555”

- Set up text-to-give keywords for highly effective in-person pledges and donations
- Use non-donation keywords and landing pages to grow your constituent base and for volunteer recruitment
- Ask your supporters how they prefer to engage
Know exactly who you’re talking to and make your audience feel they’re part of the story!

- Segment your database into communication groups and create and share content that will resonate with each audience segment
- Tailor messaging, language and tone to appeal to each specific group
- Successful campaigns thrive on specificity: impact, amount, or timeframe for your goal
- Always provide actionable takeaways
- Never send a message just for the sake of sending one, but never stay quiet when you have important news or a story to tell
Get the Digital Marketing Services You Need!

The MobileCause Digital Marketing Services team works hands-on with your organization on each component of your campaign to ensure it has all the elements of success.

We'll help you strategize and set up your campaign for you as well as create all relevant donation and non-donation forms, embed them on your website, and monitor the progress as the donations come in. Digital Marketing Services provides support for:

- Digital fundraising setup
- End-to-end event fundraising
- Peer-to-peer and crowdfunding campaigns
- Campaign creation
- Brand and communication strategy
Questions and Answers

Larry C. Johnson
Author and Founder

Christina Knudsen
Director of Development

Xanika Covington
Digital Strategist
MobileCause provides an innovative suite of digital fundraising and communication solutions that help nonprofits do more good. To speak directly to an expert about implementing MobileCause software solutions for your organization please call (888) 661-8804 or go to mobilecause.com/free-consultation