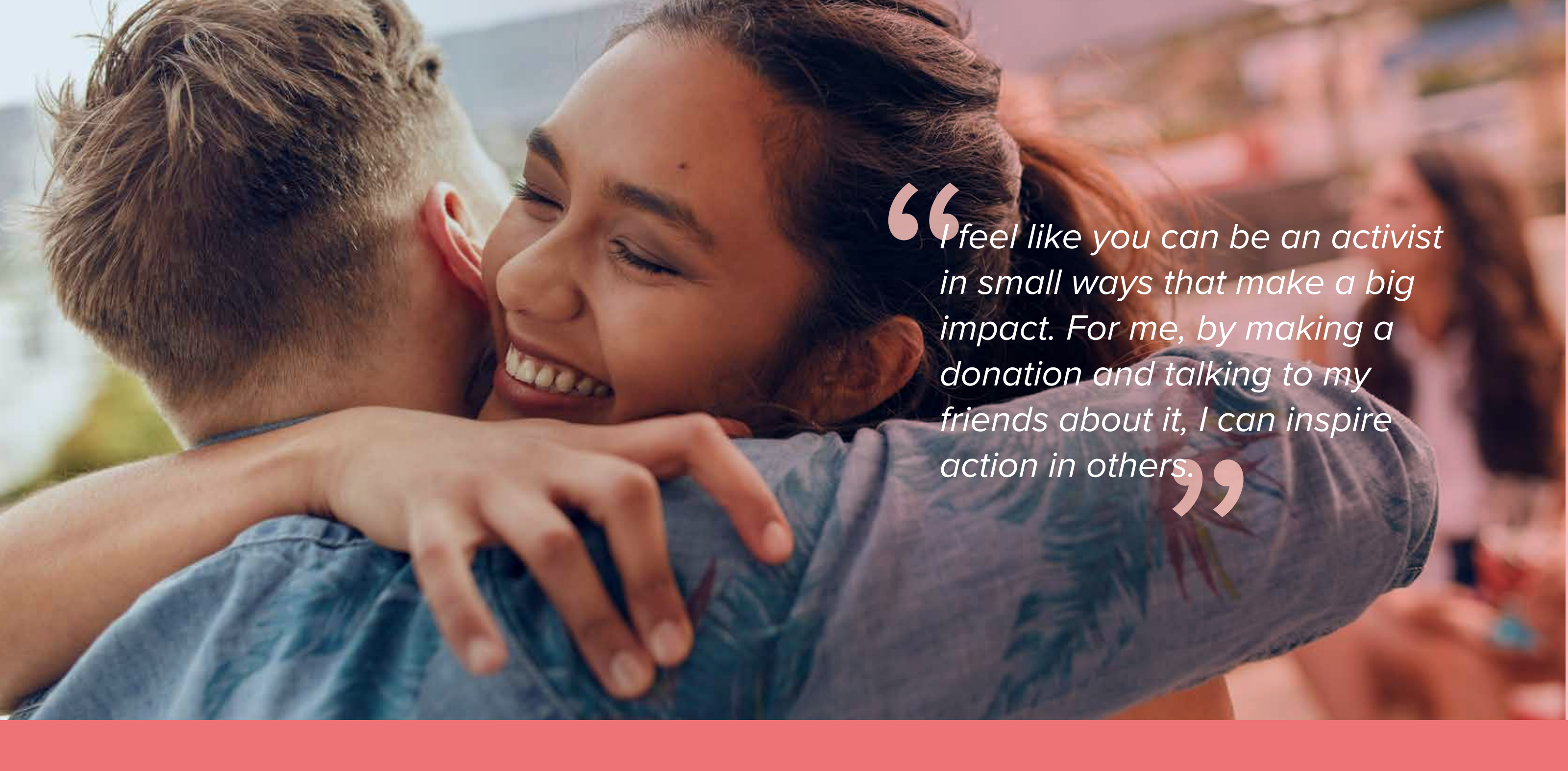


5 DIGITAL SKILLS

Your Nonprofit Needs to Reach Young Donors



“I feel like you can be an activist in small ways that make a big impact. For me, by making a donation and talking to my friends about it, I can inspire action in others.”

According to a recent study, **45% of nonprofits don't have a digital strategy**, but on average, young generations are using mobile devices in their everyday lives. If you want to engage and attract young donors who can serve as armies of fundraisers for your organization, it's time to formalize your digital strategy. It doesn't have to be difficult or time consuming either. Let these Top 5 Digital Skills help you get started.

WHAT DRIVES DONORS TO GIVE

77%

Believe everyone can make a difference by supporting causes

4.5

Average number of charities an individual supports

69%

Of individuals give to causes

TOP 5 DIGITAL SKILLS TO ENGAGE YOUNG PEOPLE WHO WANT TO GIVE



1. Capture Interest with a Multi-Channel Approach

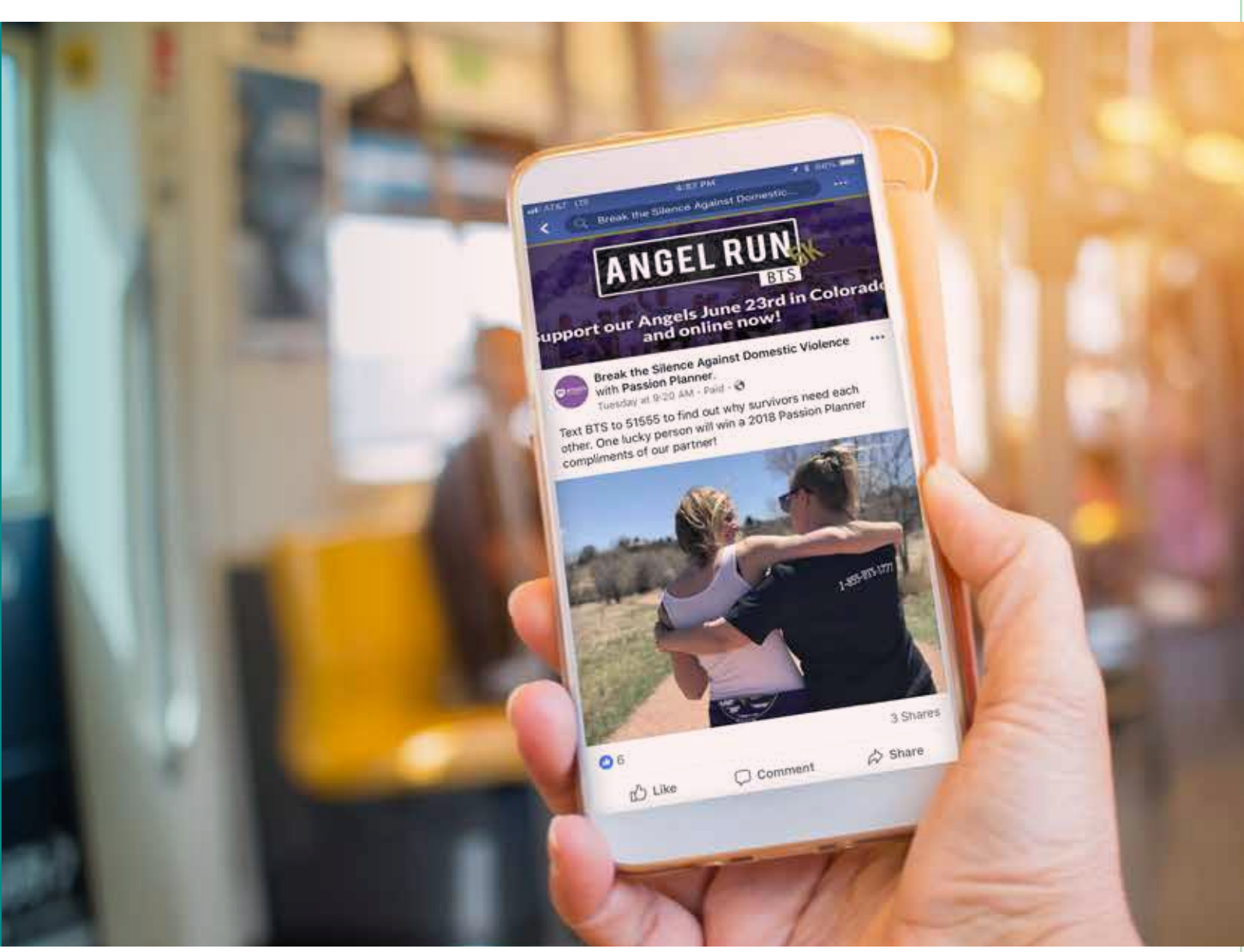
- Young donors have more choices than ever when it comes to how they want to get information. Harness their attention by spreading a cohesive message and call-to-action across email, online, social media and text messaging.
- When a multi-channel method is utilized, response rates increase up to 37%.
- Ensure every touchpoint your donor encounters is consistent, this includes branded online forms that match your call-to-action.

Recommended Times to Send or Post

MON	TUE	WED	THU	FRI	SAT
EMAIL 6am	LINKEDIN 7-8am / 10-11am 5-6pm Avoid Mon & Fri	TWITTER 12pm / 6pm Clicks Peak 5pm Send Retweets	FACEBOOK 1pm for Most Shares 3pm for Clicks	TEXT 1-5pm in Afternoon	INSTAGRAM 11am-1pm 7-9pm On Saturday or any Day of the Week

2. Power Up Your Social Media Presence

- Maximize your reach by sharing your story on social media with content that keeps your followers engaged, up-to-date and able to join in on relevant conversations.
- Always include social sharing within all of your communications. Younger generations want to post and share about the causes and social issues they believe in.
- Commit to creating more video content to capture the real emotion behind your mission even more than a photo alone.



57%

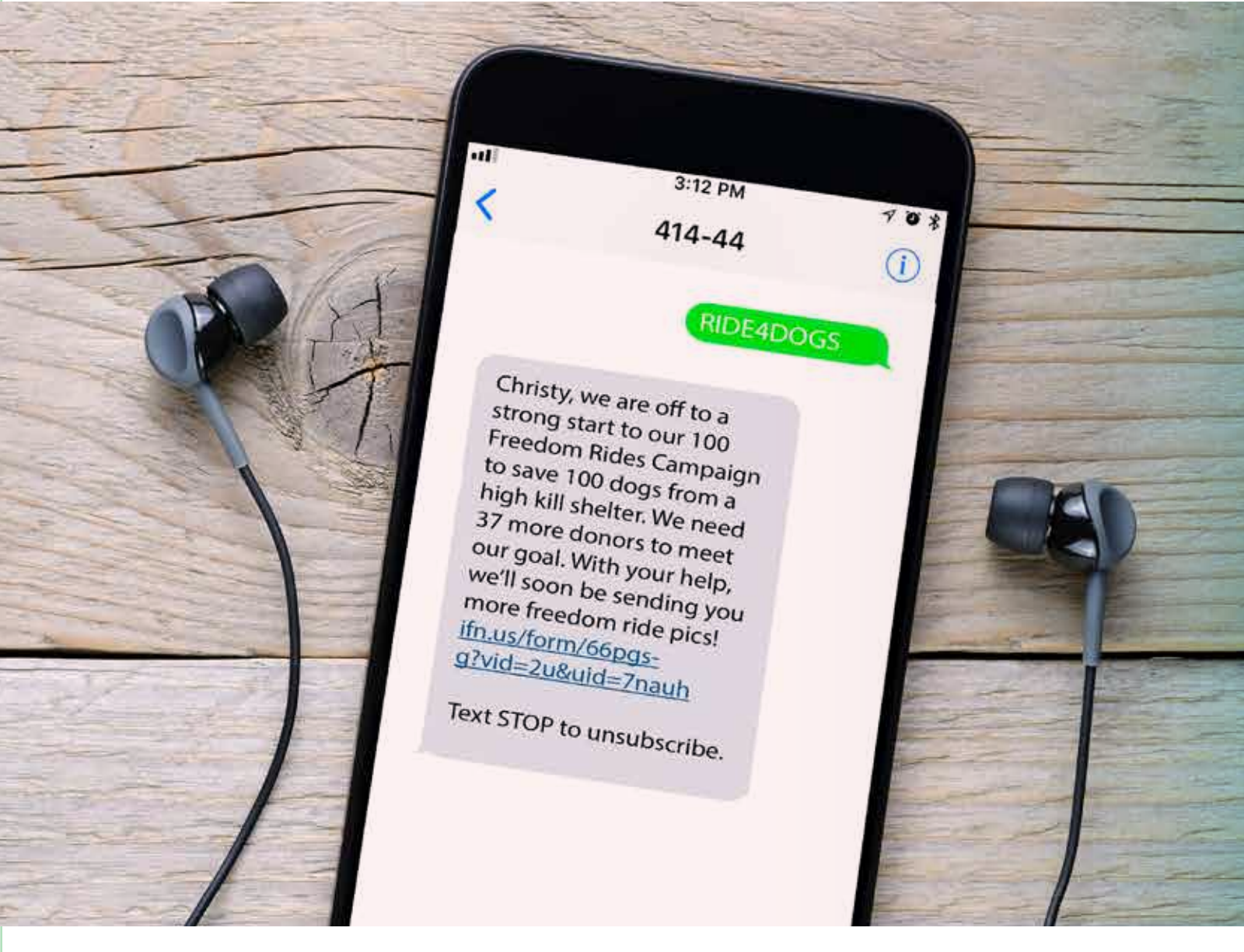
Of donors give to a cause after watching a video about an org's mission on social media

59%

Of Generation Z are inspired to donate to a cause through a message or image they saw on social media

71%

Of Generation Z uses social media on a daily basis



3. Personalization Improves Donor Engagement

- A personalized donor experience can contribute to higher levels of giving.
- Develop segmented audience email and text messaging lists and content that caters to their interests. Consider developing events that weave in their interests like happy hours with a guest speaker or unique volunteer activities for young professionals.
- Add personalized elements to email and text messages like their name or results on a campaign they donated to. This will help improved donor engagement.



Millennials respond best to positive, emotion-based and factual language



Gen Z are the first group to have a smartphone throughout their entire teenage years



Instagram stories have blown past Snapchat in active daily users by +35 million

4. Focus on Engaging Mobile Moments

- Smartphones have changed the way we communicate and connect with those we love, the causes we care about and the world around us.
- With younger donors spending on average 69% of their media time on smartphones, it's important to ensure all of your online forms are mobile-friendly.
- The easiest way for young donors to give on the go, at an event, or at the exact moment they're inspired to give to your organization is through text-to-donate. Add keywords for calls-to-action in videos, on images, in emails, in text messages and at in-person events.



51%

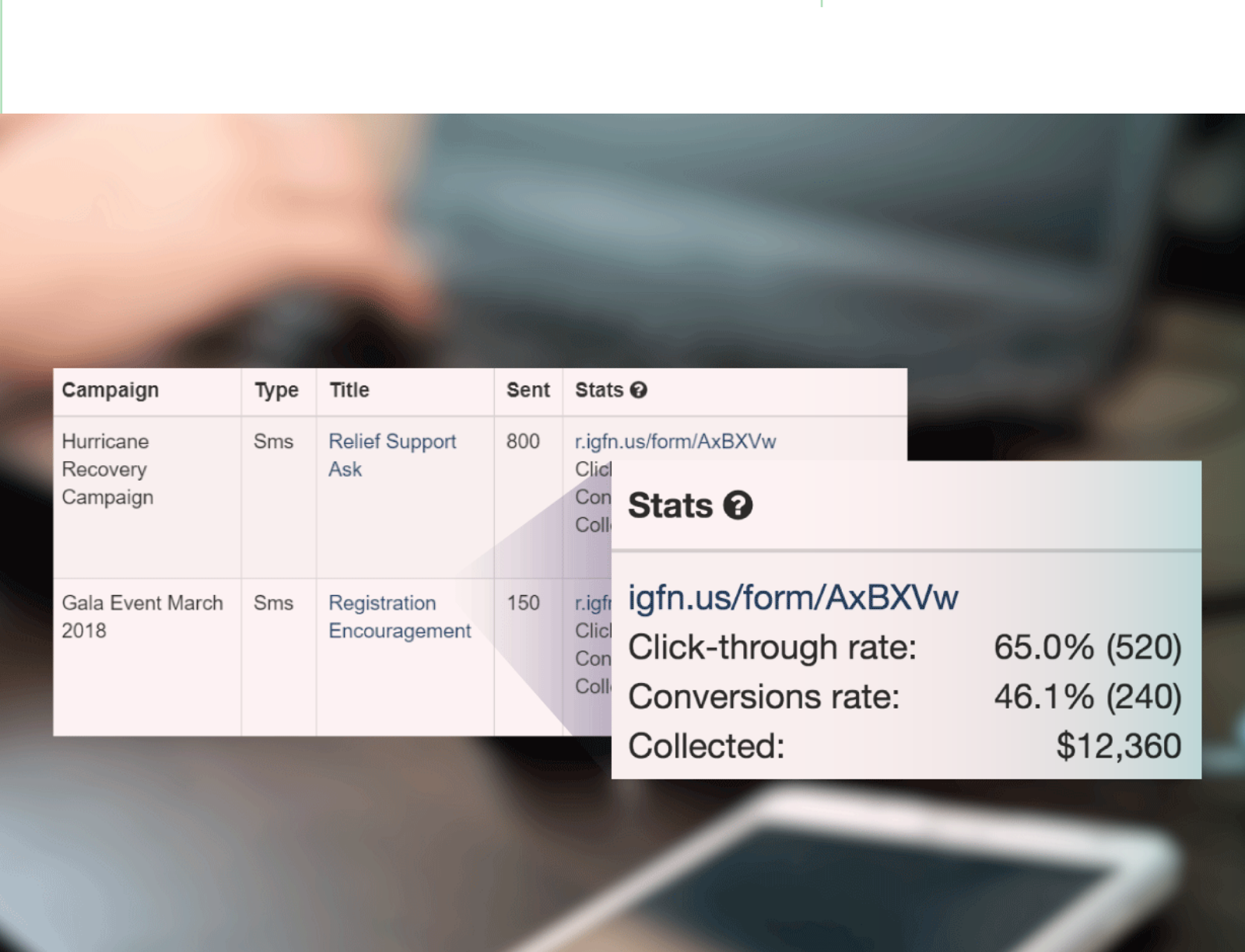
Of web searches happen on a mobile device

96%

Of donors use a mobile phone as their primary communication channel

98%

Of text messages are read



5. Measure and Track Campaign Results

- When taking a targeted approach to donor acquisition it's equally important to create measurable goals to be able to review and adjust your efforts and methods on a monthly basis.
- Become more savvy on your Key Performance Indicators (KPIs) like website visits, landing page conversions, social media engagement, text subscribers, blog subscribers, new donors, recurring donors and volunteers within your targeted age range.
- Become more savvy with the reporting tools. Pull reports from your donor engagement software, Google Analytics and CRM to measure your performance.

31%

Of Millennials have volunteered for a cause from 2016 to 2018

35%

Of Millennials increased their frequency of charitable donations from 2016 to 2018

40%

Of Millennials signed a petition for a cause from 2016 to 2018

SPEAKING THEIR LANGUAGE TO MEET YOUR GOALS

Young generations are striving for a world in which conditions are better than they are today. This means your mission matters to them, but it's up to you to choose the right communication channels and messages to get and hold their attention. You can do it by implementing an integrated digital strategy. By applying these Top 5 Digital Skills, you have every opportunity to continue making the social impact your nonprofit desires and scaling your mission.

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 <https://hubs.ly/H0cRdct0> to take a 4-Minute Tour.

SOURCES

1. MobileCause data on file.
2. http://www.themillennialimpact.com/sites/default/files/reports/FinalReport_MIR2017_030618-v4.pdf
3. <https://nonprofitssource.com/online-giving-statistics/>
4. <https://www.quicksprout.com/2018/01/29/the-ultimate-guide-to-generation-z-marketing/>