Donor Engagement Essentials
Speaker Introductions

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Webinar Agenda

• Looking Ahead to #GivingTuesday 2017

• Harnessing the Power of Social Media

• Online Giving Strategies for Maximum Donations

• Questions and Answers with Experts
Poll

What has been the biggest challenge you’ve faced so far on #GivingTuesday?

1. Promoting your cause
2. Creating compelling content
3. Collecting donations
4. Connecting with donors after they give
5. We have not participated yet in #GivingTuesday
Looking Ahead to #GivingTuesday 2017

Black Friday. Cyber Monday.

#GIVINGTUESDAY

November 28, 2017

Jessica Schneider
Director of Strategy & Collaboration
Belfer Center for Innovation and Social Impact

92Y
#GivingTuesday Donor Engagement Essentials

History of #GivingTuesday

#GIVINGTUESDAY
a global day of giving

- GIVE MONEY
- GIVE TIME
- GIVE GOODS
- GIVE YOUR VOICE
2016 #GivingTuesday Results

$177 million
TOTAL DOLLARS RAISED ONLINE

2,399,092
TOTAL SOCIAL MEDIA ENGAGEMENTS

1.64 million
TOTAL GIFTS

$107.69
MEAN GIFT SIZE

AND COUNTLESS ACTS OF kindness

Online giving in millions

<table>
<thead>
<tr>
<th>Year</th>
<th>2012</th>
<th>2013</th>
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40 UKULELES
for arts education
at local middle schools
(Music for Life Foundation)

251 WINTER COATS
collected at a community coat drive
(92nd Street Y)

250 PONCHOS
& 1,500 personal hygiene
packs for homeless
(Sack of Love Ministries)

723 PAIRS OF SOCKS
collected for those in need
(Irwin Naturals)

80 COFFEES
120 DONUTS
given out as a “thank you” to teachers
and staff in four Baltimore schools

50 25 PILLOWS MATTRESSES
given to NYC
firehouses
(Casper)
Uniting Communities

#LatinosGive

on #GivingTuesday

#lovenotes2Baltimore

YOUR generation has a responsibility to the NEXT generation.
Creativity and Ownership

1) It's #GivingTuesday. Here's some of the places I'm giving. Please join me in whatever you can spare.

2) Global Daily and 189 others follow.

The White House @WhiteHouse · 30m
On this #GivingTuesday, pledge to make a lasting impact on a kid's life. Sign up to be a mentor: serve.gov/mentor

3) More Stories

Perri, Together We Can Make a Difference
In honor of #GivingTuesday, your fundraiser donations will be matched. Facebook and the Bill & Melinda Gates Foundation are teaming up to contribute $1 million to support the causes people care about.

Donate to a Fundraiser
Start Planning Now!

Visit [www.givingtuesday.org](http://www.givingtuesday.org) and:

- Gain access to toolkits and case studies
- Download #GivingTuesday logos
- Subscribe to our Blog
- Find campaign information in your community
- Join our mailing list
Harnessing the Power of Social Media for #Giving Tuesday

Amy DeVita
Chief Operating Officer
Top Nonprofits

Socialnomics 2017 By Erik Qualman. Based on his #1 Bestseller.
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Donors Must Be There... But Where?

Which social media fundraising channels should your nonprofit organization use?

- Who is your target audience?
- Which types of social media do they use?
If your audience is.... Anyone over age 18

- 2.01B monthly users (6/30/17)
- 1.57B mobile daily users (6/24/17)
- 83% of women online
- 75% of men online
- Best place to reach Millennials and GenX (Ages 18-49)
- 100M hours of video watched daily (Jan 2016)
- 48% of ages 18-34 check when they wake up
- Average user has 155 friends*
- Average use is 20 minutes per day

If your audience is.... Young men

- 317 million monthly users
- 22% of men online
- 15% of women online
- 18-29 year olds
- Grandparent use is growing
- 53% never post updates
- Average use is 2.7 minutes per day
If your audience is.... Professional

- Professional and business to business (B2B)
- 106M monthly users
- 133M registered accounts in US (13M Canada)
- 31% of men online
- 27% of women online
- May not be on other social network
- 34% of adults in urban areas
- 30% of adults in suburban
- 18% of adults in rural areas
If your audience is... Younger

- 1B monthly users
- 55% male
- 45% female
- Greater reach to 18-34 and 35-49 than any network
- Approximately 2M views per minute
If your audience is.... Women

- 150M monthly users
- 45% of women online
- 17% of men online
- Life of a pin: 151,200 minutes (24 for a Tweet or 90 for a FB Post)
- 34% of adults in suburban areas
- 30% of adults in urban areas
- 25% of adults in rural areas
If your audience is... Under 35

- 600M monthly users
- 38% of women online
- 26% of men online
- 90% under age 35
- Brand followers
If your audience is… Millennials, GenZ and cool moms (growing 25+)

- 173M daily users
- 75% is within North America
- Not GenX or Baby Boomers
- Not brand followers
Top 5 #GivingTuesday Social Media Tips
Every nonprofit organization should:

• Create a content calendar
• Curate and craft posts for each social media channel
• Have a super user group
• Promote campaigns across departments
Know your audience:

- Develop donor personas
- Segment communications
- Use hashtags
#3: Use Video

Every campaign should be promoted by compelling live and recorded videos:

- Facebook live
- Instagram stories
- How to videos
- Behind the scenes
- Discoverability
#4: Gain Influencers

Recruit social media ambassadors that have large numbers of local and national followers

- Make it easy to promote campaigns
- Grow your reach
- Free exposure to thousands of potential donors

Photo by Drew Graham on Unsplash: https://unsplash.com/
There are many free solutions that help nonprofits do a great job engaging donors on social media:

- Images: CANVA, PicMonkey, Piktochart
- Schedulers: Hootsuite, TweetDeck, Buffer, AgoraPulse
- Collateral: SimpleBooklet
- Photography: Unsplash
- Animations: Giphy, Imgflip
Recommended Resources


Forbes: https://www.forbes.com/sites/ajagrawal/2017/01/17/3-ways-for-marketers-to-connect-with-gen-z/#28adbe6a3f68


John Hayden: https://www.johnhaydon.com/join

Top Nonprofits: https://topnonprofits.com/free-editorial-calendar-campaign-planning-documents/
Online Giving
Strategies for
Maximum Donations
on #GivingTuesday

Jeremy Koenig
Creative Director
MobileCause
Encourage All Supporters to Give Online and Post an Unselfie to Social Media

The more resources, training and accountability you provide to your team of ambassadors, the more money you will collect:

- Facebook and Facebook Live
- Instagram and Instagram Stories
- Twitter
- Snapchat, LinkedIn and Pinterest

Download Unselfie Template:

PPTX: https://www.mobilecause.com/downloads/unselfie.pptx
Text to Give

Empower your donors to give from the convenience of their own smartphone with just a few taps.

After texting your keyword, donors receive a reply with a link to your donation form in which they can give any amount with a debit/credit card. 84% complete their gift after receiving up to 3 text message reminders.

Average gift sizes:

- Social media, email and text: $35
- Television and radio: $65
- Live event with thermometer: $167

*MobileCause campaign averages

See it for yourself!
Text TEEN to 41444
After hearing your call-to-action 50% of donors will go to your website and click the “Donate” button located on your header.

- 80% of individuals select the second suggested donation amount
- Mobile friendly donation pages receive 34% more submissions than non mobile-friendly pages
- Reducing contact fields from 11 to 4 increases page submissions 120%

*MobileCause donation page averages
Thank Donors

Record and embed an inspirational thank you video that auto-plays on the page that donors are redirected to after completing a gift.

Many #GivingTuesday donors will be first time supporters of your organization. Thanking them and communicating the immediate impact that their donation will have is the #1 way you can prepare them to make a year-end donation.
Email Donors a Tax Receipt Immediately After They Donate

Sending an immediate tax receipt via email is an important precedent to set with donors before asking for a year-end contribution.

Include the link to your #Unselfie template and encourage donors to print and post their support of your campaign on social media.
Recognize Donors in Real-Time

Donation and payment form totals can be combined and displayed live during your campaign.

Share your gratitude by shouting out donor names while streaming online and be sure to post on the social media profiles of your supporters.

Recognizing donors in real-time creates excitement and inspires people to give until the goal is reached.
**Poll**

In what ways does your nonprofit need the most technical support for #GivingTuesday?

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<td>1.</td>
<td>Campaign branding and video creation</td>
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<td>2.</td>
<td>Synchronized multi-channel communication and promotion</td>
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<td>3.</td>
<td>Making it easy for every supporter to make a donation</td>
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<tr>
<td>4.</td>
<td>Thanking participants and keeping them engaged long term</td>
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<td>5.</td>
<td>Converting one-time donors into recurring donors</td>
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Questions and Answers

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MobileCause
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 mobilecause.com/free-consultation