YEAR-END FUNDRAISING
STEP-BY-STEP INSTRUCTIONS FOR MORE GIVING THIS YEAR
WEBINAR

Text YEAREND to 51555 to send this presentation to your phone
Welcome to the Season of Giving

From Thanksgiving to New Year's Eve American generosity skyrockets, causing people to be more generous with their time and money and to make donations, volunteer, and help raise support for causes they care most about.

Donors get involved with nonprofits over the holidays for four primary reasons:

1. To be happier by helping others
2. To feel good about themselves by making a difference
3. To be connected to something positive
4. To take advantage of tax deductions
## Step-By-Step Season of Giving Webinar Agenda

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Speaker Introductions

YEAR-END FUNDRAISING EXPERTS

Cody Damon
President & COO

Lindsey Newman
Senior Copywriter & Social Media Expert

Jeremy Koenig
Creative Director & Product Designer
Year-End Fundraising Strategies

Cody Damon
President & COO
Nonprofits churn 60% of their donors each year making the season of giving the best time to both re-engage old donors and gain new donors. Create a pipeline of motivated donors for the new year.

**American Statistics**

- $116,700,000 was raised last year on #GivingTuesday
- Over 30% of all annual donations occur in December
- 10% of all annual donations occur on Dec 29, 30, 31
- New Year’s Eve is the most generous day of the year
Target Donor Demographics

SEGMENT COMMUNICATIONS TO ENGAGE DONORS AND REACH NEW ONES

**Millennials:** Age 22-36 donors are most likely to donate via mobile, watch campaign videos, and prefer to give via crowdfunding. These supporters respond to text and are active daily on social media.

**Generation X:** Age 37-51 donors are most likely to fundraise on behalf of your organization, make a pledge, and volunteer. These supporters respond to email, phone calls and texts and stay up-to-date on social feeds and trends.

**Baby Boomers:** Age 52-66 donors are most likely to make recurring gifts. These supporters respond to phone calls, check email regularly, and are mainstream adopters of text messaging and social media.

**Greatest Generation:** Age 67 and up donors are most likely to respond to direct mail and give by check. Wealthy seniors are more likely to own smartphones and donate by credit card.
Strategic Goal Planning

SET SPECIFIC GOALS FOR YEAR-END FUNDRAISING AND DONOR ENGAGEMENT

Fundraising and donor engagement campaigns with specific goals consistently outperform those that have open-ended objectives. Think about what your mission is and what you are trying to accomplish within your organization. A clear-cut focus will make it that much easier for you to succeed.

Primary Goals:

• Existing donors
• New donors

Supplemental Goals:

• Recurring gifts
• Ambassadors (those who help raise donations and for your cause)
• Volunteers
• Social media followers
Integrated Campaign Branding

EVERY DONOR TOUCHPOINT SHOULD HAVE A CONSISTENT LOOK AND FEEL

Branded campaigns raise 38% more donations than ones and these donors are 66% more likely to become repeat donors for your nonprofit. Sit down with your team to ensure that every element of your year-end campaign ties together and creates a seamless experience with increased levels of donor engagement along the way!

**Brand Identity Elements That are Specific to Your Campaign:**

- Campaign Name: Get creative so that you stand out
- Logo and colors: Increase awareness with a visual identity
- Description: Have a unique and consistent tone
- Photos: Capture the essence of your mission
- Videos: Show people why your mission matters
- Testimonials: Quotes from program recipients
Inspirational Storytelling
SHARE AND PROMOTE VIDEOS, PHOTOS AND TESTIMONIALS WITHOUT ASKING FOR MONEY

Showcase the impact of your mission to prime donors for future calls-to-action. Always follow the 3-to-1 rule which is to share 3 pieces of compelling content before asking for a donation. Also note, 57% of online donors make a gift after watching a video, making it the most effective form of media.

**Smartphones Make It Easy to Create Compelling Videos and Photos That:**

- Showcase the good you are doing
- Share stories of individuals that have been touched by your mission
- Highlight the transformative impact of giving
- Compel audiences to take action

**Remember:** In terms of views, likes and shares, raw footage—like that which has been captured on a smartphone—consistently outperforms professionally produced videos and photos.

**Need help producing content?** We recommend extending an invitation to aspiring videographers and photographers that are connected to your cause.
Spread the spirit of gratitude across your network of supporters by intentionally thanking donors of all ages. There is a direct correlation between thanking donors and receiving future donations.

6 Ways To Ensure You Say “Thank You” to All Ages of Donors:

- Embed a video on your donation page confirmation screen
- Send an automatic email with a photo and tax receipt
- Personally post a thank you and tag donors on your social media wall
- Send a personal text message
- Call them over the phone or leave a voice mail
- Send a handwritten note by mail

Did you know? The #1 reason donors don’t give again is because they are unaware of the impact their donation had on your cause.
Encourage your followers, donors and ambassadors as you make progress towards your goal. Remember that many of the donors are more than willing to make an additional contribution in the last three days of the year to ensure you are able to succeed in your mission.

5 Ways to Showcase Fundraising Results

- Display a live fundraising thermometer on your website and in your office
- Link to your thermometer in campaign communications
- Use your social feed and Facebook Live to update supporters in real-time
- Pre-plan communications with 25%, 50%, 75%, and 100% of goal updates
- Post videos with mid-campaign updates challenging supporters to do more

Remember: The most important people you need to update and encourage throughout your campaign are your fundraising ambassadors.

Tip: Plan to promote a matching fund towards the end of your campaign to ensure your reach your goal.
Donor Data Analysis Is Key

MAKE REAL-TIME CAMPAIGN DECISIONS TO MAXIMIZE GIVING AND PARTICIPATION

It is vital to the success of your campaign that you understand who is making donations, when they are made, and where they are coming from.

Use analytics to gain insight into campaign effectiveness and make real-time adjustments to your website, donation page, and messaging.

- Google: Track conversion rates on your website and donation page
- Social media: Track your reach on Facebook, Twitter, and Instagram
- Shortlinks (like bit.ly): Track the number of people that click your links
- Donor records: Track average gift sizes and frequencies

It is of paramount importance that you make it possible for donors of all ages to give online with just a few taps or clicks from any device.

Tip: Only require fields on your donation page that help you get to know your donors without making it hard to give—the fewer the better. Donating should be quick and easy!
Year-End Fundraising Tactics

Lindsey Newman
Senior Copywriter & Social Media Expert
Convenient Donations
MAKE IT AS EASY AS POSSIBLE FOR ALL AGES OF DONORS TO GIVE

Each Donor Demographic Should Be Able to Give in Seconds in Whichever Way They Feel Most Comfortable:

- Online (from any device)
- By check
- By cash
- Over the phone
- By swiper (in person)
- By text message with a text-to-give keyword

**Bonus:** Keep supporters updated and easily track your goal with a live campaign fundraising thermometer.

**Tip:** Strengthen in-kind donation programs by making it easy to give with a credit/debit card.

Text **GOUSC** to **51555** or go to **mcause.us/gousc** to see example
Volunteer Empowerment
MAKE IT AS EASY AS POSSIBLE FOR PEOPLE TO GET INVOLVED IN YOUR MISSION

Volunteers are Nearly Twice as Likely to Donate than Non-Volunteers

Volunteering is the best way to gain contributions for your cause that don’t involve money. In fact, volunteers are more likely to become lifelong donors for your cause even if their first interaction with your organization wasn’t a donation. Sign up volunteers from wherever they are with mobile and online solutions that make it easy to get involved.

- Embed a video on your sign-up form
- Gain more volunteers with text message registrations
- Keep volunteers connected with text reminders

Text STREETSTo 51555 or go to mcause.us/streets to see example
Crowdfunding Ambassadors

EMPOWER SUPPORTERS TO RAISE DONATIONS FROM FRIENDS AND FAMILY

One-Third of All Online Donations are a Result of Peer-to-Peer Fundraising

Peer-to-peer fundraising is one of the most popular types of crowdfunding, giving your supporters the option to either donate directly to your cause or volunteer to fundraise on your behalf. They can recruit their family, friends, and social networks to do the same, amplifying the effectiveness of your fundraising simpler and easier than ever before.

- Ambassadors create their own page in seconds
- Donations go directly and securely to your cause
- Pages are easily shared via social media, email, and text

Text NORTHWOOD to 51555 or go to mcause.us/northwood to see example
Corporate Partnerships

EMPOWER YOUR CORPORATE PARTNERS WITH CROWDFUNDING

91% of Consumers Switch to Brands that Support Good Causes

Corporate partnerships are a great way for nonprofits to raise more donations while allowing a business to do good by fundraising for your cause. Often times companies will advertise your campaign to their customers as well as their employees, resulting in you reaping the rewards of both increased donations and heightened exposure for your organization.

- Showcase your partnership with the community
- Corporate employees can create their own fundraising pages
- Sign-up forms can be embedded on corporate websites

Text FARMERS to 51555 or go to mcause.us/farmers to see example
#GivingTuesday
EMPOWER EVERY FOLLOWER TO GIVE TO AND PROMOTE YOUR NONPROFIT

Keep Your Call-to-Action for Donations Simple and Consistent

The more you provide your ambassadors with training, content to share, encouragement and support, the more your #GivingTuesday campaign will be a success!

- Synchronize all communication channels
- Encourage followers to post #unselfies
- Use shortlinks and keywords to make giving easy
- Empower ambassadors with fundraising pages
- Showcase donor names and totals as they roll in
Donations Displayed Live On-Screen Makes Giving At Events Fun

Inspire dinner, luncheon, or virtual event attendees to donate with a unique giving experience they’ll never forget. The fundraising thermometer provides a visual cue to show attendees not only how to give, but how close you are to your goal! Watch as the donations roll in and the thermometer rises while your emcee recognizes donors as their names are displayed on-screen in real-time.

- Mobile pledges appear live on screen
- Include ticket sale totals
- Include out-of-towner gifts
- Include offline donations (cash and checks)
- Include donations collected with a swiper

Go to mcause.us/unity to see thermometer example and make a pledge
Reach Donors and Non-Donors with a Final Appeal

Ask your supporters to make a last minute donation before the clock strikes midnight to help you reach your goal. Be sure to communicate differently with people who have already made a gift.

- Record a video with your final appeal and embed it on your donation page
- Send a corresponding text message and email with donation page link
Year-End Fundraising Channels

Jeremy Koenig
Creative Director & Product Designer
Donations On Your Website

GIVING SHOULD BE FAST, SIMPLE, AND SECURE FROM ANY DEVICE

Remove All Obstacles to Completing a Donation on Your Website

Your **GIVE** button should be prominently located on your website and Facebook page, and when clicked, should open your secure (https) and mobile-friendly donation page.

The design of your donation page should reinforce the impact of year-end giving with:

- Campaign branding
- Videos and photos
- Suggested donation amounts
- Recurring gift options
- In memory/honor of option
- Custom data collection fields

**Did you know?** Mobile friendly donation pages yield 34% more donations
Donations from Email

MAKE IT EASY TO GIVE IN RESPONSE TO EMAILS READ ON ANY DEVICE

One-Click Donations from Emails

Make it easy for supporters to click your DONATE button in emails and give in seconds from a computer, tablet or smartphone.

Best Practices for Email Fundraising:

- Track every donation from email
- Strengthen email campaigns with text reminders
- Link a screenshot of your year-end donation page

Did you know? 56% of all emails are read on a mobile device.
Donations from Social Media

CONVENIENTLY COLLECT DONATIONS FROM ALL TYPES OF SOCIAL MEDIA POSTS AND PAGES

Promote Your Donation Page Shortlink in Posts and Text-to-Donate Keyword in Images and Videos

Make it easy and obvious for your social followers to make donations.

Practices for Social Media Fundraising:

- Encourage followers to click shortlinks in Facebook and Twitter posts
- Encourage followers to text-to-donate in photos on Instagram
- Embed your donation page inside your Facebook page
- Encourage followers to text-to-donate on Facebook Live and shout out donors as they appear on your fundraising thermometer
- Empower social followers to make micro donations of $1 or more

Did you know? 78% of all potential donors have at least one social media profile.
Donations from Text Messaging

SEND TEXT REMINDERS TO STRENGTHEN EVERY CHANNEL AND EXPAND YOUR REACH

Connect with Donors Using Text Messages that Have a 98% Open Rate

When it comes to getting in touch, there’s no better way to talk to your supporters than directly on their mobile device. Even better, the TCPA allows special permissions for nonprofits, meaning you can upload any phone numbers you have on record and start contacting your donors in a matter of minutes.

Best practices for sending texts to donors:

- Send at least 3 texts with compelling content before asking for a donation
- Send links to videos, web pages, social campaigns, and sign-up forms
- Integrate text reminders to increase conversions for every channel

Best practices for sending text messages:

- Build list of mobile subscribers with keywords
- Build list of mobile subscribers by collecting mobile number on forms
- Upload and validate the mobile phone numbers you already have in your database
Donations from Direct Mail

MAKE IT EASY FOR RECIPIENTS TO GIVE ONLINE FROM ANY DEVICE

Increase Direct Mail Response Rates By Making It Easy to Give Online By Sending a Text, Going to Your Website, or Scanning Your QR Code

Online donation instructions should be prominently located on the envelope and within your letter. Even better... the post office gives a 2% discount on postage if you include a QR code on your envelope.

Best Practices for Direct Mail Fundraising

- Track every online donation made in response to direct mail
- Strengthen donor records by collecting mobile numbers and emails
- Strengthen direct mail campaigns with text reminders

Did you know? 35% of donors say they prefer to respond to direct mail by giving online.
Donations from Television
GIVE TELEVISION VIEWERS EVERYWHERE A SIMPLE WAY TO DONATE

Empower Celebrities to Raise Donations For Your Cause

Your call-to-action should include text-to-give keyword along with your website URL to yield the highest possible donation totals.

Best practices for television fundraising:

- Make a clear and concise call-to-action
- The donate button on your website should link to the same page as your text-to-give keyword reply message
- Shout out donor names as they appear on the fundraising thermometer to inspire more giving
Donations from Radio

MAKE IT EASY TO ASK FOR DONATIONS ON RADIO AND SEE REAL-TIME RESULTS

Give Listeners the Power to Give From Anywhere in Seconds

Instruct listeners to text-to-donate or go to your website to make a donation of any amount.

Best practices for radio fundraising:

- Make your call-to-action as simple and easy as possible
- Shout out donor names throughout broadcasts to inspire more giving
- Promote your campaign until the fundraising goal is reached
Donations Over the Phone

EMPOWER YOUR STAFF TO COLLECT SECURE PHONATHON DONATIONS

Give Listeners the Power to Give From Anywhere in Seconds

Whether you’re a university with a student-run call center or an organization hosting its annual volunteer phonathon, online giving makes the process smoother than ever. Just provide your phone representatives with a link to your secure online donation form, and they’ll be able to enter donors’ information into the form to submit their donation with just a click.

Tip: Instantly send GiveLater donation page links by text message to donors that don’t want to give their credit card information over the phone. Additionally, you can send 3 automatic reminder text messages if they do not fulfill their pledge.

Did you know? Donors are 4 times more likely to connect with your nonprofit when they are contacted on their mobile phone. Use phone number validation to identify the mobile numbers you already have in your donor database.
Questions & Answers

PLEASE TYPE QUESTIONS AND THEY WILL BE SELECTED BY THE MODERATOR

Lindsey Newman
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Cody Damon
President & COO

Jeremy Koenig
Creative Director & Product Designer
MobileCause provides end-to-end mobile and online fundraising software for a new generation of donors. To speak directly to a fundraising expert about implementing solutions for your organization please call (888) 661-8804 or go to mobilecause.com/demo
Full Service Fundraising Campaign

$15,000

Let's Get Ready for Year End

- Creative Concept & Design
- Social Media Advertising
- Email Series
- Google Ad Grants Copy & Setup
- Reporting Setup

Click the link in the chat or email cody@mediacause.org to take advantage of this special offer