GROW YOUR DONOR BASE WITH CROWDFUNDING WEBINAR
Webinar Agenda

• How to Reach Millennial and Generation X Donors with Jeremy Koenig
• Top 3 Ways Nonprofits Use Crowdfunding Right Now
• Crowdfunding Secrets for Success with Salvador Briggman
• Proven Strategies with Tory Vore
• Social Media Crowdfunding Tips with Lindsey Newman
• Questions and Answers with the Experts
Speaker Introductions
CROWDFUNDING EXPERTS

Salvador Briggman
Founder
CrowdCrux

Tory Vore
Family Partner
Manager
Lighthouse Family Retreat

Jeremy Koenig
Creative Director &
Product Designer
MobileCause

Lindsey Newman
Senior Copywriter &
Social Media Specialist
MobileCause
crowdfunding for nonprofits

(noun)

The best way to gain more new donors. Volunteers, advocates, celebrities, and corporations can raise donations from friends and family using their own peer-to-peer fundraising pages shared across social media, text message, and email. 5 out of 8 donors are new to each organization, and the average individual collects $612.
How to Reach Millennial and Gen X Donors

Jeremy Koenig
Creative Director & Product Designer
Today’s **donors** are different...

They avoid phone calls, rarely respond to emails, and tend to throw out any direct mail they receive. So how do you get them involved with your cause? Target them on the one piece of technology they have on them at all times: **their smartphone**.

Both Millennials and Gen Xers are generous and want to give, but tend not to carry cash or checks. Therefore, it is imperative that everything your organization does is accessible from a mobile device. Mobile and online solutions are the #1 way to do this successfully. MobileCause provides a full suite of solutions that integrate with text-to keywords to allow your organization to reach donors right where they are—any time, anywhere.
Reach Millennial Donors

Age 18-35

Millennials have recently surpassed Boomers as the largest generation in America, and by 2025 will make up 75% of the workforce. They are active on their phones and respond best to text messages and social media, but rarely respond to personal email or voice calls. They tend to watch videos online before making a gift, and prefer to donate right from their phones.
Gen Xers, combined with Millennials, make up over 2/3 of the workforce today. These donors are most likely to fundraise on behalf of a cause, make a pledge, and volunteer their time to an organization. These donors check email regularly, stay up-to-date on social media feeds, and prefer to receive communication by text message, making mobile and online solutions vital in targeting them.
Top 3 Ways Nonprofits Use Crowdfunding Right Now

Jeremy Koenig
Creative Director & Product Designer
#1: Alumni Engagement

Those who have been involved in the past are most likely to participate

“Alumni” isn’t limited to just schools—it’s anyone who has been involved with your organization: volunteers, donors, past beneficiaries, and anyone on your email or mailing list. These supporters have already invested in your cause in some way, making them the best people to spread the word and raise donations on behalf of your organization.
#2: Run, Walk, Swim, Rides

Embrace the trend in order to target Millennial and Gen X donors

Both of these generations spend much time online and on their smartphones and look for fun and meaningful ways to give back, making them ideal candidates to fundraise for your cause before and during a run/walk (or other event) using mobile solutions. Try creating teams to fuel friendly competition and boost donations to your cause.
#3: Service Projects, Missions, and Trips

Transform contacts into advocates

Fuel your organization’s mission by empowering your most passionate supporters of all ages to raise the funds they need to make a difference in communities across the world from their family, friends, and social networks.
Crowdfunding
Secrets for Success

Salvador Briggman
Founder

CrowdCrux
Crowdfunding and peer-to-peer often go hand in hand, but knowing the difference is key. Above all, donor education is paramount when it comes to a successful crowdfunding campaign.

**Crowdfunding:** Marketing directly to your donor base/new donors.

- Create a library of assets and communication for educating donors
- Create emails, templates, images and more
- Make it as easy as possible for donors to give
- Plan a series of training events (in-person or virtual)
- Set clear goals and make the value of the campaign clear

**Peer-to-peer fundraising:** Educating your donors to empower them to market to and raise money from their personal network.

- Decide if you are rallying existing donors or attracting new ones
- Use success stories to attract new donors
- Give value 5 times before asking something of people
- Email is still valuable—so keep building your email list

See how it works: Text **WALKMS** to **71777** or go to [http://mcause.us/walkms](http://mcause.us/walkms)
Psychological motivators are the best way to inspire people to give!

- **Empathy**: use compelling video, images, and stories with clear calls to action
- **Storytelling**: stories connect people, and people connect to the stories being told
- **Impact**: appeal to the ego—people want to feel like they are making a difference for your cause
- **Social pressure**: people are more likely to give after seeing others do the same
- **Scarcity**: create a sense of urgency to get people to participate
- **Small First Step**: a small initial commitment is more likely to lead to bigger commitment later on
Crowdfunding
Proven Strategies

Tory Vore
Family Partner Manager
Lighthouse Family Retreat Proven Strategies

RAISING DONATIONS FOR FAMILIES AFFECTED BY CHILDHOOD CANCER

Leverage the power of the “crowd” and the community to share the impact of your cause. Be sure both your vision and your goal are clear and provide updates throughout the campaign to keep fundraisers motivated and informed about their progress.

Proven Strategies for Peer-to-Peer Fundraising:

- Conduct organized training to orient crowdfunding volunteers
- Encourage participants to customize their page
- Attach direct impact to each dollar and explain gift benefits
- Be transparent about costs to encourage good stewardship
- Provide a fundraising guide to encourage peer-to-peer activities (garage sales, bake sales, run/walks, etc.)
- Create a journal framework for people to share their stories
- Always bring it back to your mission and goal!

“MobileCause makes it easy to scale fundraising to hundreds of volunteers, so don’t hold back! Let every participant share their story to inspire and motivate their personal networks to give.”
Peer-to-Peer Examples

Individuals can join a team, set up a crowdfunding page, share on social media, and make donations in minutes from any device.

See how it works: Text Lighthouse to 71777 or go to http://mcause.us/lighthouse
Social Media Crowdfunding Tips

Lindsey Newman
Senior Copywriter & Social Media Strategist
Social Media Crowdfunding Tips

TREAT EVERY FOLLOWER AS A POTENTIAL FUNDRAISER

Tell your nonprofit’s story across social media to help propel the momentum of your crowdfunding campaign. From micro donations to larger gifts, show your audience what every level of involvement means to your cause in order to increase participation and giving.

**Tips for Crowdfunding On Social Media:**

- Ask for participation across all social networks
- Utilize keywords and links for easy promotion across channels
- Use your unique voice to tell your story along with donation asks
- Include bold, bright images and compelling video and provide clear instructions within each to boost participation
- Encourage your audience to get their personal networks involved by sharing posts and asking them to fundraise with you
- Update your audience with milestones along the way
- Show supporters how they will be making a difference by donating or fundraising on your behalf
- Thank and recognize donors and fundraisers for participating
- Post often, across all networks—they won’t all be seen!
Crowdfunding Post Example

Post

Alumni unite! Hook us up with new uniforms as we go for the 2016 title. No donation is too big or too small! CBUVolleyball has a goal of raising $8000. Give here: http://mcause.us/cbuvolleyball. Thank you!

HELP US RAISE $8000 FOR NEW GEAR!

Text: LANCERS15 to 71777

Link

Womens Volleyball

Make a Donation

Donate

$100.00

DONATE
Questions & Answers

PLEASE TYPE QUESTIONS AND THEY WILL BE SELECTED BY THE MODERATOR

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MobileCause is the world’s leading mobile and online fundraising and communication software. To speak directly to a fundraising expert about implementing solutions for your organization please call (888) 661-8804 or visit mobilecause.com/demo