ROADMAP FOR 2017 DIGITAL FUNDRAISING SUCCESS
WEBINAR

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Webinar Agenda

- Donor Experience: How to Tailor Communications for Your Audience
- Smart Fundraising: How to Cultivate Lasting Donor Relationships
- Video Storytelling: How to Promote Your Mission with Passion
- Dynamic Events: How to Create an Exciting Moment of Giving
- Social Media Engagement: How to Strengthen Every Part of Your Cause
- Crowdfunding and Peer-to-Peer: How to Move Your Organization Forward
Speaker Introductions

TOP FUNDRAISING EXPERTS

Krutि Kanojia
Director of Client Services
Media Cause

Scott Paley
Co-founder and CEO
Abstract Edge

Michelle White Hart
Video and Visibility Mentor
michellewhitehart.com

Angela Macintosh
Director of Digital Strategy
The Salvation Army

Ritu Sharma
Co-founder and CEO
Social Media for Nonprofits

Salvador Briggman
Founder
CrowdCrux
Donor Experience:
How to Tailor Communications for Your Audience

Krutik Kanojia
Director of Client Services
Media Cause
Technology Is Everything

MILLENNIALS ARE THE MOST CONNECTED (AND MOST CHARITABLE) GENERATION YET

Record videos and take photos of everything your organization does! In the mind of Millennials, if it isn’t online it didn’t happen! Content and messaging are important, but to get active engagement from your audience you must be actively involved with them—give them something to latch on to and a reason to come back for more.

Key components of a successful Millennial fundraising campaign:

1. **Start with user experience.** What are the easiest ways for someone to donate to you? Pick the right mobile-friendly platform to accomplish it

2. **Make it easy to give:** Get the minimum amount of info needed for the donation

3. **Help people find you** by promoting your fundraising—create videos, utilize Google Ad Grants, and take advantage of advertising for your campaign

4. **Give people an easy way to share**—specifically on Facebook and Instagram

5. **Make them feel really good** about their donation to inspire more gifts

**Not all Millennials are the same.** Do some persona development and drill into who your audience really is. It’ll likely be composed of multiple niches, so separate them out and segment your communications accordingly.
Case Study Persona 1: Humanists

VALUE HUMAN LIFE AND STAND UP AGAINST SUFFERING, NO MATTER WHERE IT TAKES PLACE

These Millennials care deeply about human life and preventing suffering. Migrant Offshore Aid Station (MOAS) resonates with them because the organization is doing vital work to help people in need. Person-to-person interaction is much more powerful than organization-to-group interaction.

They are fueled by a clear sense of right and wrong:

- I share MOAS’s beliefs on humanitarianism and humanity
- I believe as Pope Francis does concerning the refugee crisis: that it is a crisis of humanity
- It was after watching one of MOAS’s first rescues that I was guided to support the wonderful work MOAS is achieving
- MOAS isn’t political, it’s a humanitarian organization that humanizes the refugee situation which is severely lacking coverage in politically motivated newspapers

Content pairing: Refugee stories

Messaging: “Every life is worth saving. Thank you for standing with us.”
Case Study Persona 2: Impact Seekers
SUPPORT ORGANIZATIONS WHO HAVE A REAL, TANGIBLE IMPACT ON THE WORLD

Millennial impact seekers support organizations who are on the ground doing the actual work. They want to know exactly where their dollar is going and will choose the most direct path. These donors prefer to put their money behind small organizations making a large impact.

Patience for political posturing and talk is limited. They want action:

- You are the only people saving lives at sea. NATO is sending them back.
- Most "direct" help organization I could find, with as little waste of money as possible (due to bureaucracy, etc.)
- A small organization making a big difference
- Your organization is on the front lines, helping people directly
- You save lives

Content pairings: Operational updates

Messaging: “We’re ready to launch”
Case Study Persona 3: Distant Partners

EMOTIONAL DONORS WHO WANT TO DO EVERYTHING THEY CAN TO HELP

These Millennial donors wish they could do more (volunteer, take in refugees, etc.), but often cannot due to geography and other limitations. When they support a cause, they feel as if it is the least they can do. They are likely open to taking more actions if asked, in order to do all they can.

To them, MOAS does what they cannot:

- I am so desperate to help but feel so far away. I wish there was more I could do. Thank you for what you do. Sincerely.
- Because I feel useless here in my safe house and safe country while all these people just desperately need help. I want to be able to help fellow human beings.
- You do what I can’t: take action on the front line.

Content pairing: Family-oriented inspirational stories.

Messaging: “This family escaped hell because of your help.”
Smart Fundraising: How to Cultivate Lasting Donor Relationships

Scott Paley
Co-founder and CEO
Abstract Edge
There Are Two Types of Donors:

Type 1: People who give in the moment
Type 2: People who care deeply about your mission

Just because someone gave once doesn’t mean that they will give again. Figure out why donors gave in the first place and what their connection is to your cause.

Tips for Success:

- Map out how you are going to build relationships using technology
- Make it easy for people to get involved (they will be more likely to give)
- Use surveys to learn donor communication preferences and passions
- Figure out what motivates your supporters to make donations
- Segment content and tailor promotions across channels

“Build a culture of testing and have an infrastructure that tells you what is working. Don’t let perfect be the enemy of good!”
Video Storytelling: How to Promote Your Mission with Passion

Michelle White Hart
Video and Visibility Mentor
michellewhitehart.com
You Can Do This!

VIDEO PRODUCTION IS NOT JUST FOR PROFESSIONALS ANYMORE

4 Key Principles of Effective Video Production for Nonprofits:

1. Your message is more important than production quality

2. Raw videos with real moments uniquely capture authentic emotion and passion

3. Handmade videos often outperform high-end productions

4. Smartphones have made everyone a videographer
It’s All About the Human Connection
GET STARTED PRODUCING VIDEOS FOR YOUR NONPROFIT NOW

Best Practices for Getting Started with Video:

- Compile a library of footage taken by volunteers and staff
- Keep your donors' interest piqued with raw and real, behind-the-scenes footage that shows the good you are accomplishing
- Continually give thanks for the generous support of donors
- Post videos separately to YouTube & Facebook and cross promote with email and SMS as often you have something compelling to share.
- Keep your call-to-action for donations coherent and consistent

“Your goal should be that all your donors are continuously compelled to keep giving to your cause.”
Start Using Facebook Live!

FACEBOOK LIVE IS THE EASIEST WAY TO SHARE VIDEO CONTENT

Here’s How it Works:

• Open the Facebook app on your smartphone

• On your personal page: Select News Feed > Status > Live Video

Your live feed will display on your wall and all your followers can interact live with you. You can also be found publicly by a worldwide audience. It’s that easy!

“Amazingly, Facebook Live allows you to broadcast to a worldwide audience with the camera in your pocket.”
Dynamic Events:
How to Create an Exciting Moment of Giving

Angela Macintosh
Director of Digital Strategy
The Salvation Army
Timeless Event Fundraising Truths

THE HEART OF FUNDRAISING NEVER CHANGES

**Event Fundraising Truths:**

1. Fill a room with generous people
2. Captivate the audience with passion and storytelling
3. Empower people to make a difference
4. Keep supporters connected

Neglecting any of the truths above will almost always result in fundraising failure.
8 Essential Tips to Ensure You Reach Your Goal

MOBILE TECHNOLOGY HAS FUNDAMENTALLY CHANGED THE WAY WE CONNECT AND GIVE

**Essential Tips:**

1. Make it convenient for people to RSVP (direct mail, email, social media and text)
2. Empower out-of-towners to make donations (displayed at the event)
3. Send mobile alerts before, during and after events (require mobile number)
4. Empower ambassadors with crowdfunding (create an exclusive opportunity)
5. Use video to invite, remind and thank participants (4x click through rate)
6. Make a live giving demonstration (never passively ask for donations)
7. Recognize donations in real-time until the goal is met (show impact)
8. Provide multiple ways for people to donate (check/cash, smartphone, swiper)
Social Media Engagement: How to Strengthen Every Part of Your Cause

Ritu Sharma
Co-founder and CEO
Social Media for Nonprofits
Technology is not a miracle cure, it is an amplifier—and it amplifies both good and bad. A social media page alone is not enough! While many nonprofits do well with general awareness, organizations need a sound fundraising strategy to put behind their social efforts to achieve ongoing success.

**How to Build an Effective Social Strategy:**

1. Think about social as part of a long-term strategy for bringing new donors and constituents into the funnel

2. Design a social strategy that builds on your organization’s fundraising, marketing, and advocacy efforts and inject a hefty dose of social into each

3. Have a clear vision of what you wish to accomplish via social media, how it maps to your goals, and how you’ll analyze the data

4. Involve different departments and get your board engaged

5. Invest in a consultant to help you build a thoughtful strategy that you can maintain and build upon for years to come
As a general rule, it is best to focus your efforts to the 1-2 channels you are already use. Put a dedicated team member (who can write well!) in charge of posting updates across channels—their passion for your cause and the community will shine through.

**How to Integrate Social Media with Fundraising Efforts:**

- Identify the most compelling stories in your organization
- Build a content calendar with images, quotes, blogs, and more
- Test your mobile-friendly donation page and create shortlinks—this is vital!
- Identify influencers (people with a lot of followers) and reach out to ask them to help share your fundraising campaign
- Send an email to inform supporters about your fundraising campaign and link out to your social channels
- Provide staff and volunteers with talking points to use in posts and in person
- Thank each person who contributes, not just donors, on their walls and yours
- Leverage analytics and report back to your team about results and lessons learned—the make improvements in your next campaign
Crowdfunding and Peer-to-Peer: How to Move Your Organization Forward

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
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
MobileCause and
Your Organization:
Why Signing Up is a
No-Brainer for 2017

Jeremy Koenig
Creative Director and
Product Designer
Reason #1: Increase All Types of Online Donations and Participation for Every Campaign

Make it as easy as possible for supporters of all ages to go online from any device and:

- Make a donation
- Set up a recurring gift
- Sign up to volunteer
- Register for events
- Take a survey
- Sign a petition

and more!

In minutes you can create all types of payment and non-payment forms with corresponding weblinks and keywords to strengthen digital and traditional fundraising campaigns.
Reason #2: Reach New Audiences of Donors and Gain More Advocates for Your Cause

Strengthen digital, live events and traditional campaigns with mobile communication and text-to keywords:

- Increase response rate for all communication channels by sending corresponding text messages that have a 98% open rate
- Strengthen every call-to-action with text-to instructions

Any nonprofit organization can validate the mobile numbers they already have and start sending text messages. Additionally, anyone who texts one of your keywords is automatically subscribed to receive text message reminders from your organization.
Reason #3: Strengthen Donor Relationships with Auto Follow Up and Real-Time Communications

Follow up with every donor in a compelling way that inspires supporters to do more for your cause:

- Display and shout out donor names in real-time with a fundraising thermometer at live and digital events
- Embed a personal thank you video on confirmation screens
- Automatically email tax-receipts with thank you messages and social follow links and send text message confirmations

Cultivate donor relationships with exclusive communications, ongoing text message updates, free swag, and opportunities to become an crowdfunding ambassador.
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/free-consultation