SUREFIRE WAYS TO ATTRACT AND RETAIN Young Donors
SPEAKERS

Kristen Paruginog
Founder & Executive Director

Sarah Baker
Digital Marketing Strategist
WEBINAR AGENDA

- Cause Engagement Journey and Storytelling
- Young Donor Engagement Campaign
- Digital Channels Help Engage Young Donors
- Survey Results and Best Practices
Poll

Do you have a young donor engagement strategy?

1. Yes
2. No
MY CAUSE ENGAGEMENT JOURNEY: FROM VICTIM TO FOUNDER

Kristen Paruginog
Founder & Executive Director of Break the Silence Against Domestic Violence
About Break the Silence

Mission: To provide community resources and support services to victims, survivors, and families affected by domestic violence

Why Break the Silence matters to victims and supporters:

- Each year, approximately 1,500 domestic violence victims are murdered
- We envision a world without domestic violence
- Value taking an innovative approach in all we do
How We Tell Our Story

**Online**
Most millennials make donations through online channels and from a smartphone, so make sure to have a mobile-friendly donation form and website.

**Text Messaging**
This is the new email, it’s the closest thing to being able to stand in front of people and talk to them personally, so use it to your advantage.

**Peer-to-Peer**
Empower supporters to conveniently set up crowdfunding pages to raise support from their own network of friends and family.

**Social Media**
Pay attention to what work works and what doesn’t for your specific organization.

**Events**
Empower Millennials to make a difference through engaging events like run/walks and retreats.

**Call-to-Action**
Create a relationship with your donors, touch their hearts and the rest will come naturally.
Surefire Ways to Attract and Retain Young Donors
Young Donor Engagement: Annual Angel Run

The Annual Angel Run is to honor the memories of precious lives lost and to create a legacy that will help save the lives of others.

**Angel Run 2018:**
- 1,000 participants world-wide
- Raises funds for the Angel Scholarship Program, Angel Families Retreat and Angel Babies
- Calls attention and breaks barriers about domestic violence through peer communication

**Peer-to-Peer Fundraising Page**
Connect with Donors and Reap the Rewards

Millennials want to be connected and involved, so give them a voice! Social media and text messaging are the best ways to engage them.

Proven strategies:

• Pay attention to what works and what doesn’t for your specific organization on Social media
• Be transparent even when it’s uncomfortable
• Connect your supporters directly to those you are helping to make it personal
• Send supporters fun branded swag they can have at home to represent their involvement
The best way to engage young donors is to make the conversation cool, relevant, fun, and most importantly – impactful.
HOW DIGITAL CHANNELS HELP ATTRACT AND RETAIN YOUNG DONORS

Sarah Baker
Digital Marketing Strategist at MobileCause
Millennial Impact Report

The 2017 report revealed an invigorated generation that is more interested in supporting causes and social issues

Key findings:

• Millennials value interaction with the causes they care about
• They believe they can affect positive change
• They’re tech-savvy, well-connected and possess a lot of potential for creating social change

Source: Millennial Impact Report
A New Voice in Philanthropy

Younger generations have found their voice – cultivating interest and involvement with these generations starts by listening to them.

**Millennials see themselves as supporters:**

- Help millennials understand how, through your nonprofit, they can make change.
- Tap into their interests by speaking to a social issue that millennials are passionate about.
- Keep in mind that millennials are driven to engage locally more than nationally.

*Source: Millennial Impact Report*
Top 3 Digital Channels to Engage Young Donors

Peer-to-Peer
Setting up a crowdfunding campaign easily enables individuals to reach out to their personal networks and share your cause.

Text-to-donate
Create more meaningful connections when you offer a variety of communication channels.

Social Media
Donors like when they are given a choice about how they want to learn about you – text, email, social media, direct mail.
#3 Peer-to-Peer

To drive more participation from young donors, use an easy to set-up peer-to-peer fundraising page and set reasonable goals, a strong call-to-action and sense of urgency

- Millennials are not necessarily donors, they should be seen as fundraisers
- Millennials are willing to raise money on behalf of a cause or institution they care about and they are comfortable sharing content about those causes and institutions on social media
#2 Text-to-donate

Send text messages for event announcements, to subscribe to updates, share personal stories and for real-time donations at events

- Millennials are most likely to contribute to work sponsored initiatives, donate via mobile and watch online videos before making a gift
- Millennials are active on their phones and respond best to text messages, but rarely check personal email or respond to voice calls
#1 Social Media

Encourage young supporter participation by making your content compelling and easily shared on any social media channel

- **91%** of Millennials said that they used Facebook within the past week to post about or engage with an issue they care about
- **59%** of Gen Zs are inspired to donate to a charity by a message or image they saw on social media
Younger generations are giving nonprofits an opportunity to do what they think needs to be done to improve life for everyone.

**Tips and strategies:**

- Demonstrate value and intended impact
- Encourage volunteering
- Be active on social media and use video
- Host fun, unique and intimate events
- Incorporate mobile-friendly and online payments
New generations believe quite strongly in their own power to create the change they want to see in the world.
What are you most interested in trying to engage young donors?

1. Storytelling
2. Volunteer
3. Opportunities
4. Peer-to-Peer Fundraising
5. Text-to-Donate
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 4-MinTour.com.