



ONLINE PHILANTHROPY HOW TO BRING YOUR NONPROFIT INTO FUNDRAISING'S FUTURE

In Conjunction with the Sherwood Trust and The Non-Profit Learning Center
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Takeaways:

- Overview various online fundraising platforms and how they are used
- Discuss how your nonprofit can start unlocking donations from younger individual donors
- Share online fundraising best practices
- Learn how to tell your organization's story

What is Crowd Funding?:

“The practice of funding a project or venture by raising many small amounts of money from a large number of people, typically via the Internet.”

When should a nonprofit use Crowd Funding?:

- To fund projects or new initiatives
- Target audience - usual donor base, individuals around the web
- Crowd Funding can be used to actively market your fundraising campaign
- Market to your established supporter base, potential new online supporters

What do Crowd Funding campaigns consist of?

Video pitch

Written pitch

Reward tiers

Some Crowd Funding sites:

YouCaring.com

Pledgie.com

Indiegogo.com

Fundly.com

GoFundMe.com

Mobilecause.com

Startsomegood.com

Plumfund.com

Chuffed.org

Pozible.com

Buzzbnk.com

Crowdrise.com

Crowd Funding Pros

- Access a larger audience than usual donor base
- Attract media attention for your new endeavor, which will benefit your organization
- Offer “rewards” or “perks” that engage your supporters in the new project
- More easily track fundraising patterns through the platform’s analytics and services

Crowd Funding Cons

- Coordinate shipping rewards for individuals that pledge at various fundraising tiers
- Spend time creating a marketing and PR strategy for the campaign and execute on it
- Create a video and come up with reward ideas
- May risk public failure if your campaign doesn't go well

How do you pick a Crowd Funding site?

- Safety of donations
- Proven platform
- Trusted by peers
- Innovation
- New supporters
- Robust
- Technology +

The screenshot shows a web browser window with the URL 'crowdfundi.ng'. The page features the 'chuffed' logo in the top left and navigation links for 'How it works', 'Our campaigns', and 'Start Crowdfunding'. The main heading is 'The best non-profit crowdfunding platforms' with a sub-heading 'Ranked by fees'. A note states 'All data captured from respective websites on 23 May 2015'. Below this is a table with 5 columns: '#', 'Platform', 'Fees', 'Fees on a \$20k campaign', and 'Notes'. The table lists Chuffed.org, Fundly, Crowdrise, Indiegogo, and GoFundme. At the bottom, there is a section for 'Other platforms that only offer All-or-Nothing crowdfunding' with a note that donors receive nothing if they miss their target.

#	Platform	Fees	Fees on a \$20k campaign	Notes
1	Chuffed.org	0%	\$0	Donors pay 2.0-2.9% + 30c credit card fees. Donors choose how much to give to Chuffed.org (if anything)
2	Fundly	4.9%	\$980	You pay 3% credit card fees
3	Crowdrise	5%	\$1,000	You pay 2.9% + 30c credit card fees. Only 501(c)3 and personal causes allowed.
4	Indiegogo	9%	\$1,800	Only if goal is reached, 5% of fee is refunded. You pay 3% credit card fees
5	GoFundme	9.25%	\$1,850	Fee is 9.25% for charities. For others, fee varies from 6.7% - 7.9%

Other platforms that only offer All-or-Nothing crowdfunding

For these platforms, you'll receive nothing if you miss your target

ACTION!

Discussion:

Programs or projects that you could potentially use Crowd Funding for

What's the risk if you don't innovate?



Young, tech-savvy donors matter

Gen X and Gen Y donors currently comprise 30 percent of total donated dollars.

They are:

- Willing to be advocates
- Share where they give with their friends
- Spread the word, and (with the help of a little smart technology on the nonprofit's side)
- Mobilize new donors to causes they love

Millennials hold the future of philanthropy

- Looking beyond 2020, these donors will inherit [more than \\$30 trillion over the next 30 years](#)
- The organizations they fall in love with now are ones they'll likely support for years to come

Millennials are changing the philanthropic sector

- Long reliance on traditional customer relationship management systems
- Communicate with traditional donors in traditional ways
- Traditional systems work reasonably well for email blasts, event invites, direct mail
- Traditional donors expect and act on the above

Millennials don't work this way

- Millennials are digital natives
- Expect to interact solely through technology
- Nonprofits who don't change methods will be ignored or judged poorly

Five ways to engage Millennials

Get out of their in-boxes

- [Direct mail](#) and [e-newsletters](#) have open rates below 30 percent
- Young donors are looking to engage online in creative ways, rather than via emails and mail
- 62 percent of Gen Y donors say [they would give via mobile](#)

Let them get to know you, not just your beneficiaries

- Millennials love thinking about the organization they support as well as the cause. Share authentic stories

Five ways to engage Millennials

Share the facts

- Younger donors are [more than twice as likely](#) as older generations to demand data about impact
- Know your numbers and share them

Be transparent

- Younger donors want honesty – the good, the bad – successes and failures – in real time
- Share the good and the bad, and donors will trust you and help you grow

Invest in a great online checkout

- Make sure your online donation experience is easy
- Younger donors are hesitant to mail a check, but love easy online options
- [Text-based giving](#) raised [\\$41 million after the Haiti earthquake](#)
- Nearly 50 percent of Gen Y [report donating online](#)

HOMEWORK

How are you currently engaging Millennials?

Make a list of numbers, facts that you could be sharing

How does your online checkout system check out?

Online fundraising best practices

Embed donation process inside your website, mobile compatible

- Six times more money is raised through custom-branded donate pages than through third-party donate pages
- Invest in a premium, mobile-compatible online fundraising service, such as Network for Good, StayClassy, Givlet, or Donation Pay, since responsive design doubles giving on mobile devices

Prominently feature a “Donate” button on every page of your website

- Add a “Donate” button to every page of your website and blog which is mostly easily done by integrating it into your site’s navigation
- The color of the button should be bold to ensure that donors can immediately see and tap or click the button

Add calls-to-action to your “Thank You” landing page

- The vast majority of [“Thank You” landing pages](#) are text-only and lacking in interesting content.
- Add visual calls-to-actions to better motivate your donors to take further action on behalf of your nonprofit.

Create donation impact graphics for social media

- Your followers on social networks are much more likely to take notice of your fundraising asks if you create a series of donation impact graphics.
- The ideal size for Facebook/Pinterest/Google+ graphics is 500 x 500 pixels. The size necessary for Twitter is 500 x 250 pixels.

**ONE OUT OF 48 JOBS
IN THE STATE OF WASHINGTON
IS ATTRIBUTABLE TO THE UW**



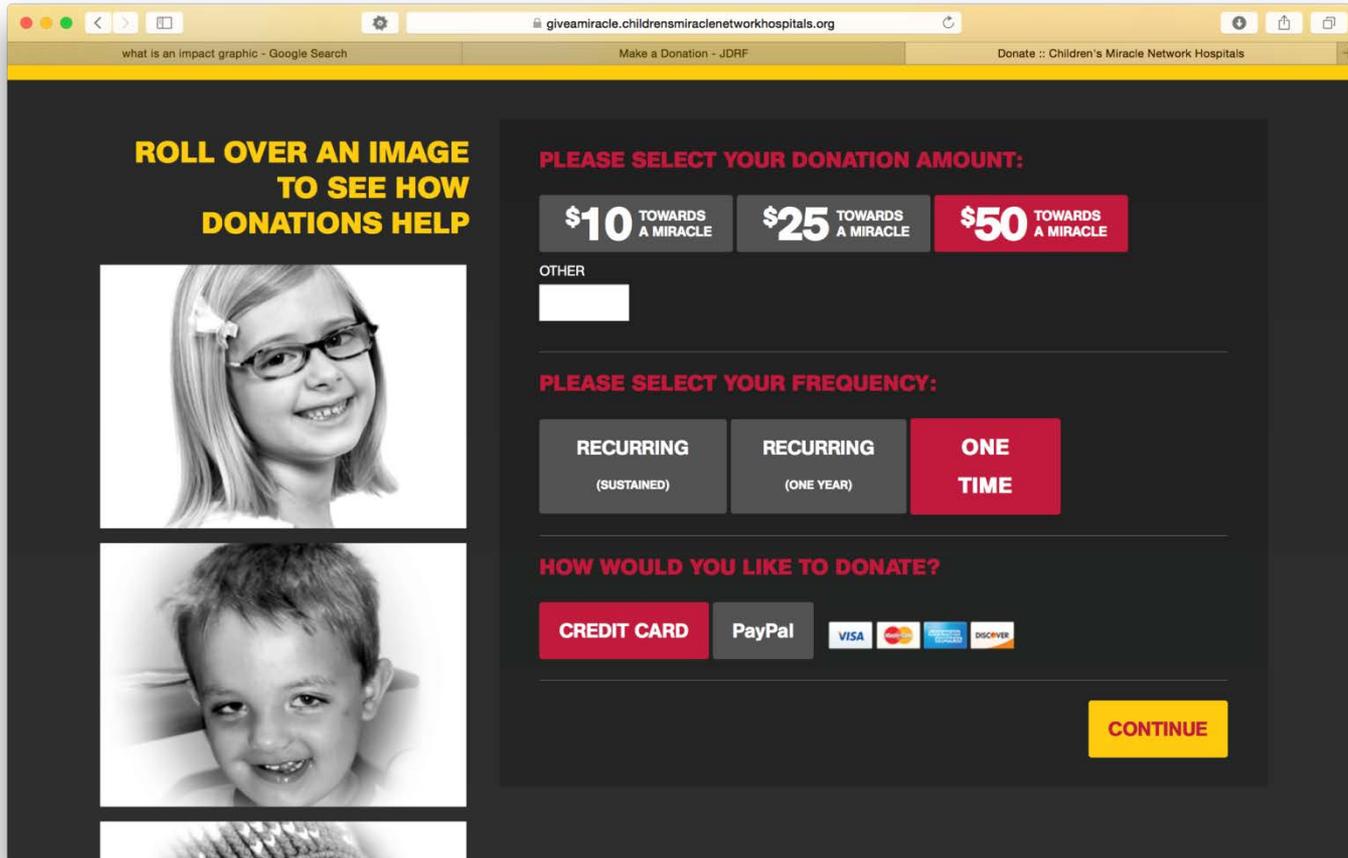
Source: Nipon Umbach using IPEDS data/results from data obtained through the IUI.

Have a “More Ways to Give” page

- “Donate” buttons should always link directly to a page where donors enter their credit card information, but in addition your nonprofit should have a “More Ways to Give” or “How to Help” page that lists all the ways supporters can donate to your nonprofit
- Prioritize images of text

Launch a sustainer program

- Use an online fundraising service that easily allows supporters to make monthly donations automatically.
- Monthly donors give an average monthly gift of \$52 (\$624 annually) and give 42% more over one-year than one-time donors



Enable tribute giving

- Use an online fundraising service that easily allows donors to make tribute or honor gifts, such birthday, holiday, and wedding gifts

The screenshot shows a web browser window with the JDRF International website. The browser's address bar shows 'JDRF International'. The page title is 'Make a Donation - JDRF'. The browser's tab bar shows 'My Saves', 'Make a Donation - JDRF', 'sample infographic - Bing images', and 'My Saves'. The JDRF logo is at the top left, with the tagline 'IMPROVING LIVES. CURING TYPE 1 DIABETES.' Below the logo is the heading 'Donate Today' and a paragraph about JDRF's mission. To the right is a donation form with sections for 'Donation Amount', 'Your Information', and 'Billing Address'. The 'Donation Amount' section has buttons for \$1,000, \$500, \$250, \$120, \$60, \$30, and an 'Other' option. The 'Your Information' section has fields for Title, First Name, Last Name, and Email. The 'Billing Address' section has fields for Street Address, Suite/Apt #, Country (set to United States), Zip/Postal Code, City, and State.

JDRF IMPROVING LIVES. CURING TYPE 1 DIABETES.

Donate Today

JDRF's mission is to find a cure for type 1 diabetes (T1D) and its complications through the support of research. Every dollar we are able to direct toward this critical research comes from donors like you. Your generosity makes real progress possible and propels us toward our goal of a world without T1D.

Your tax-deductible gift today will help us continue our work to bring life-changing treatments and therapies to the millions of people living with T1D until we find a cure.

Looking for other ways to give? Make a [Memorial Donation](#) or a [Tribute Donation](#).

Thank you for your support.

Donation Amount

\$

Yes, automatically repeat this gift every month

Your Information

Title **First Name *** **Last Name ***

Email *

Billing Address

Street Address *

Country * **Zip / Postal Code ***

City * **State ***

Prioritize year-end fundraising

- Thirty percent of all online donations are made in December and 10% of all annual giving happens in the last three days of the year
- Online fundraising campaigns should be focused on the online giving habits of their donors

Advertise your fundraising campaigns on your blog

- In addition to a “Donate” button on every page of your blog, create ads for other fundraising programs, such as products your nonprofit sells, apps you have available for download, crowd funding campaigns, monthly giving campaigns, etc.

Publish an e-newsletter

- When polled, 25-30% of nonprofits do not use email to promote their programs and fundraising campaigns (email is the primary source of online donations)

To Do:

Which best practices can you check off?

Which one-three could you begin now?

What impact would these changes have?

Why tell your story?

- Nonprofit storytelling can help you stand out from the pack
- Nonprofit storytelling gets more donations

By telling your story...

- You communicate the services you provide
- You articulate impact

Stories...

- Stories are what give context and meaning to data and facts
- Stories allow a donor to intimately and emotionally connect to your organization's impact
- Beyond building this important connection, stories gets donations

Elements of impactful nonprofit storytelling

- There are many reasons why we find stories compelling.
- Once you know what those are, crafting stories becomes as much of a science as it is an art.
 - Have a purpose
 - Add details
 - Be emotive

5 steps in crafting an impactful story

- Define your message
- Define your audience
- Determine what kind of story you need
- Find story leads and conduct interviews
- Tie it all together

Discussion:

What types of stories can your organization tell?

Overcoming adversity

Solving a problem

Creating a connection

Origin story

Creating a culture of nonprofit storytelling:

- Know your funding priorities
- Educate everyone on the value of stories
- Tell each other stories

Storytelling is transformative

Nonprofit storytelling can truly transform an organization's efforts by allowing others to emotionally understand what your work is all about it

It is a tool that can be learned and refined over time

Begin where you are and see where storytelling takes you

<http://resources.causevox.com/ebook/video-storytelling>

"The Starter Guide to Nonprofit Video Storytelling"

In conclusion...

Innovation—and in particular web technology—
is fueling improvements in fundraising

New technologies are helping non-profits:

- Reach new donors in new places
- Tell stories more vividly
- Make giving easier for contributors
- Maintain more frequent and relevant communication
- Lower administrative costs & apply more money directly to causes



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