

# Visit GiveSmart in Booth #104



# Trends to Diversify Revenue Streams and Raise More Amid Economic Upheaval

April 16, 2023



**Booth 104**

# Today's Speakers



**Cara Dickerson**

VP of Customer Success and  
Account Management

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Product Operations  
Manager

**Kirsten.Primozic**  
**@communitybrands.com**



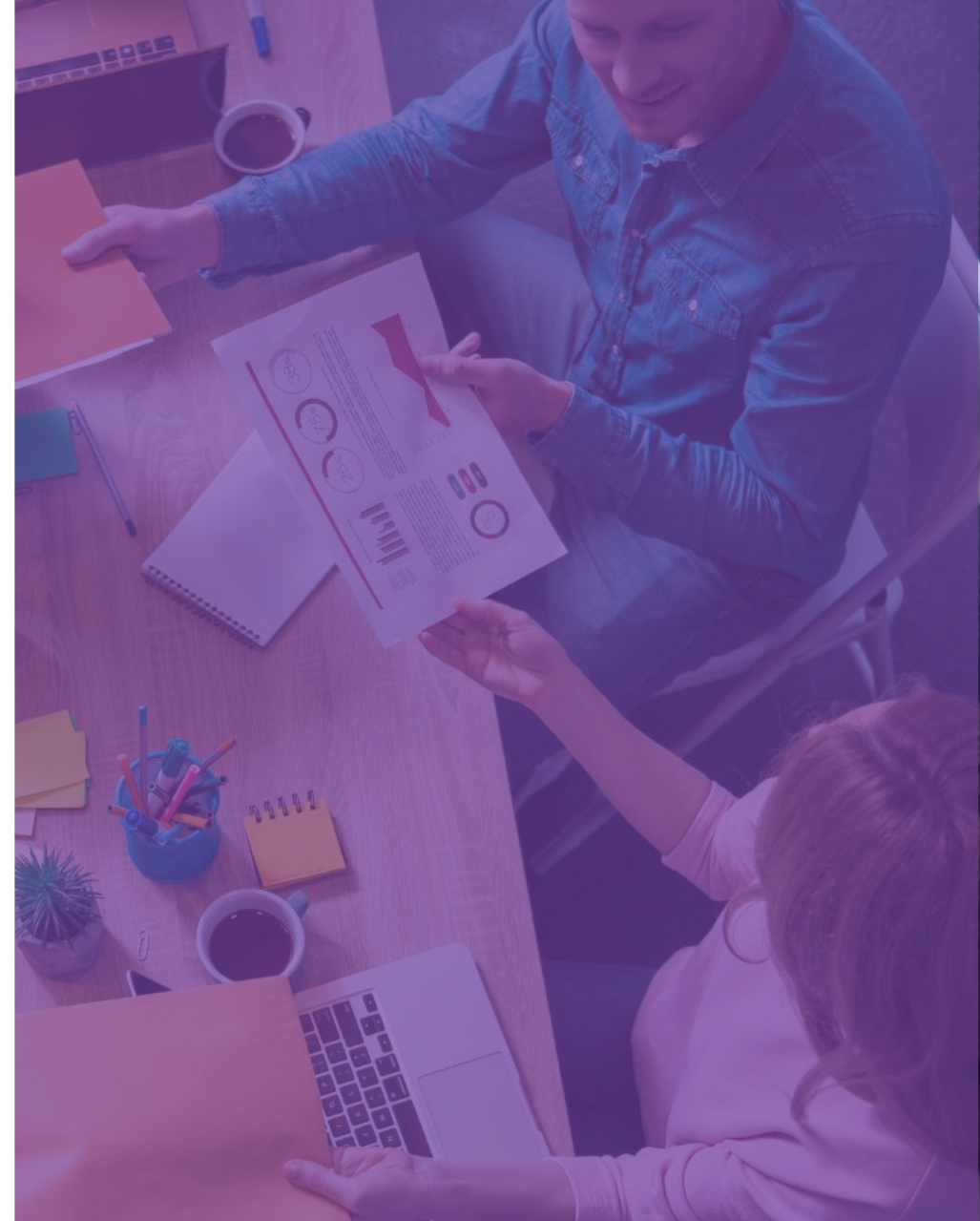
**Let's**

**Warm**

**Up!**

# Agenda

- State of the Market
- Data Trends
- Tapping into New Donors and Real-Life Examples
- Reaching New Donors
- Q&A



# State of the Market

Text AFP2023 to 41444

*for exclusive swag giveaways at GiveSmart booth #104*

# Survey Methodology

All respondents were in advancement and development, accounting, purchasing, HR, or the C-Suite.

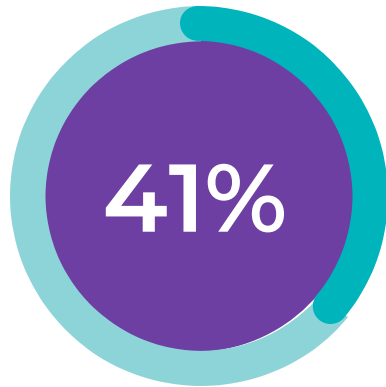


**We surveyed 416 professionals**

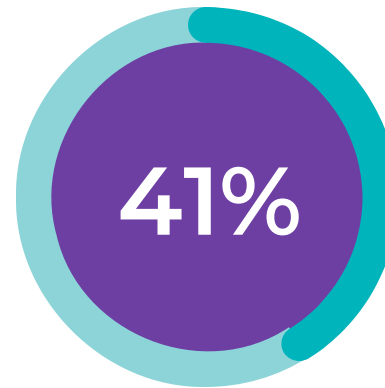
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- President/Owner/CEO
- COO, CTO, CFO
- Executive/Senior Vice President
- Vice President
- Director/Manager
- Operational Employee

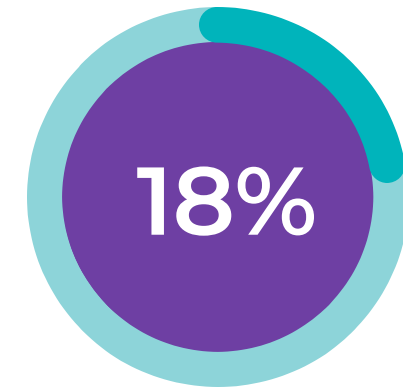
# Recession or Not?



of nonprofits believe the U.S. is currently in a recession in 2022



of nonprofits do not believe the U.S. is in a recession in 2022



of organizations are undecided on whether the U.S. is in a recession in 2022



# Recession or Not?

**THE NONPROFIT TIMES**  
The Leading Business Publication For Nonprofit Management

## Fundraising's Lowered Expectations For 2023

by *The NonProfit Times* on *March 7th, 2023*



Amazon ends its charity donation program AmazonSmile after other cost-cutting efforts

January 19, 2023 · 12:34 PM ET

By *Kaitlyn Radde*

**NonProfitPRO**

FINANCIAL SERVICES

March 3, 2023

## FORVIS National Nonprofit Study Reveals Widespread Fall in Net Income

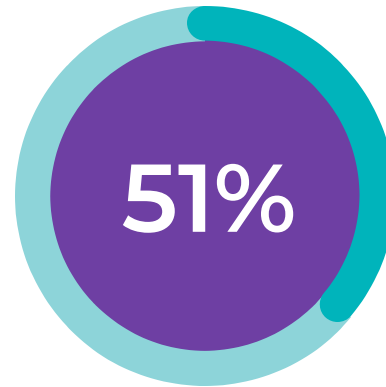
THE CHRONICLE OF PHILANTHROPY  
Inflation and Labor Costs Squeeze Nonprofits as Pandemic Relief Wanes. Is a Fiscal Cliff Ahead?

By *Drew Lindsay* | MARCH 8, 2023

THE CHRONICLE OF PHILANTHROPY  
Banking Failures Add to Growing Economic Uncertainty for Nonprofits

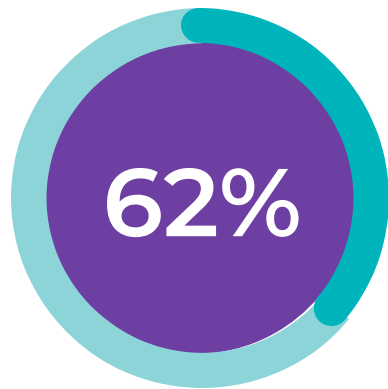
By *Sara Herschander* | MARCH 20, 2023

# Nonprofit Focus in 2023



of nonprofits ranked identifying new opportunities for fundraising as a top 3 in focus for 2023

# Income Source Expectations



of nonprofits expect to see an increase in fundraising event income in 2023



of nonprofits expect to see an increase in social fundraising income in 2023



of nonprofits expect peer-to-peer fundraising income to stay the same in 2023

# It's Time to Raise Your Paddle!

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Raise your paddle IF your organization is feeling the impact of the economy in 2023.

# Data Trends

Text AFP2023 to 41444

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# 2022 GiveSmart Customer Data

**8,479**

Fundraising Organizations

**31,802**

fundraising campaigns and events in 2022

**4,239**

peer-to-peer fundraising campaigns

**\$1.3+ billion**

raised

**\$41,438**

raised on average per campaign

**\$32 million**

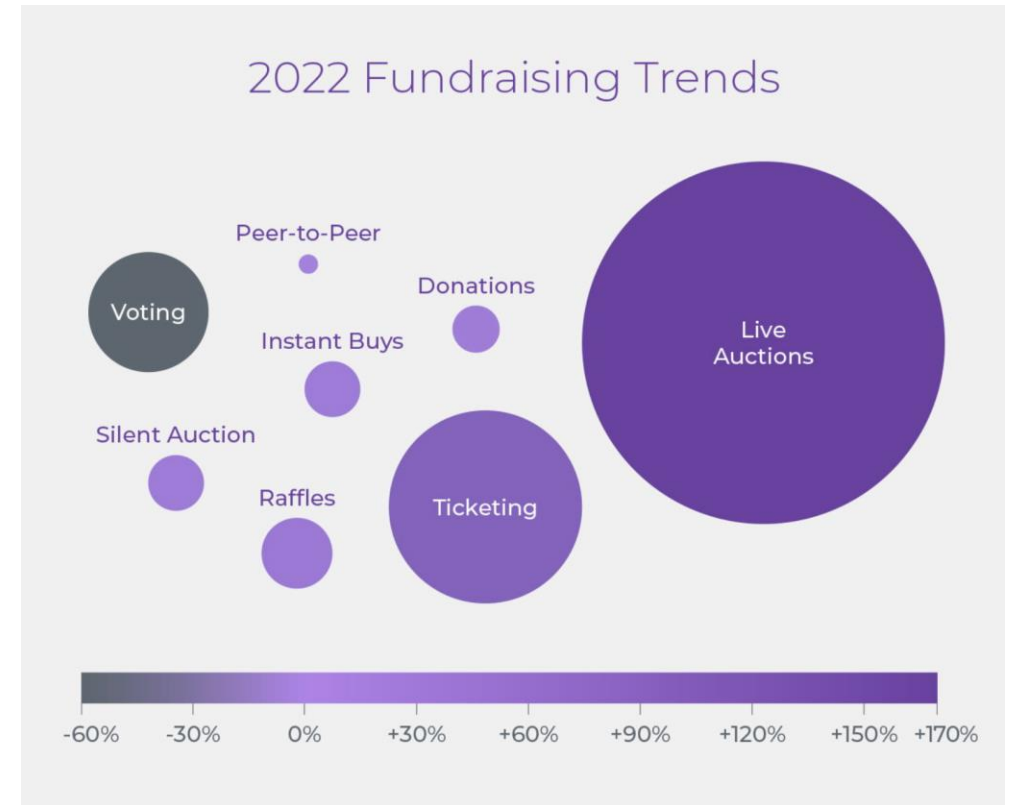
in recurring giving revenue

**22.5 million**

texts sent

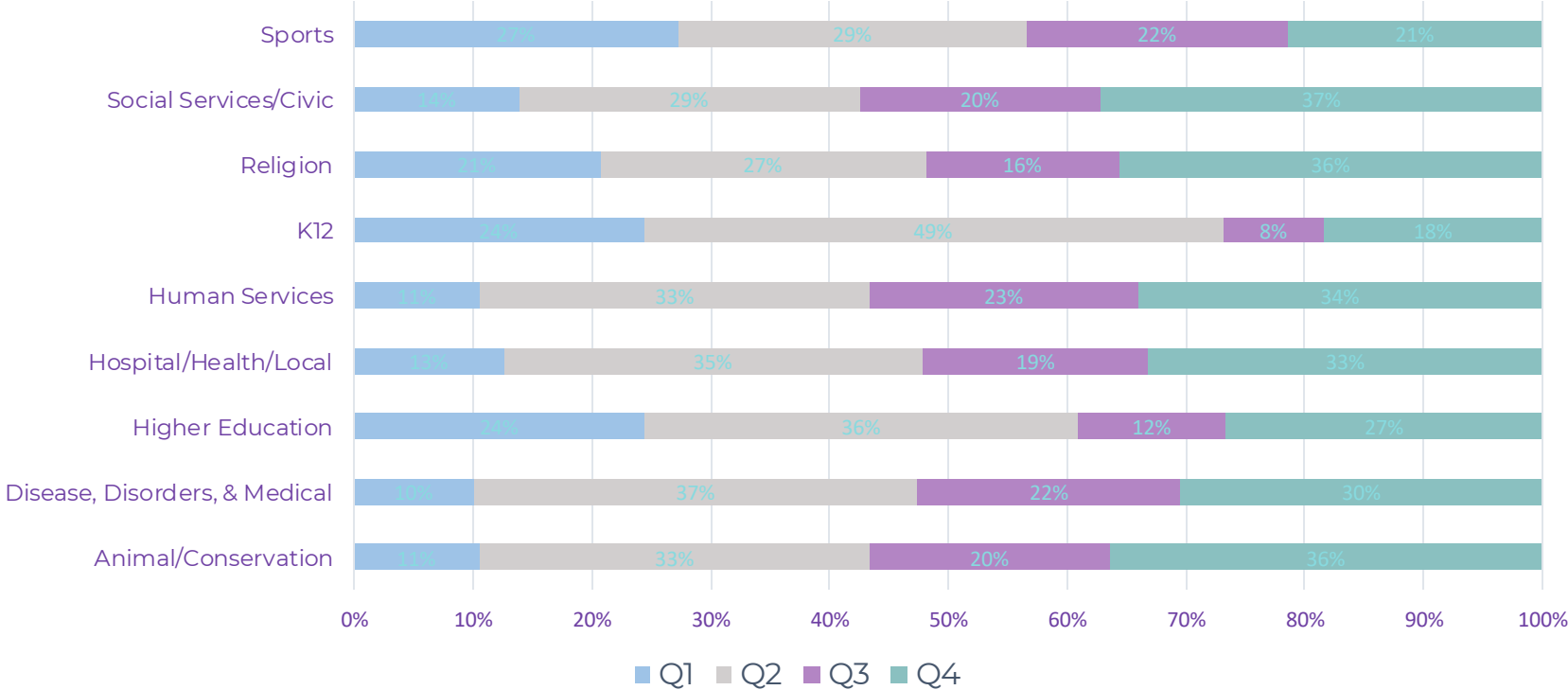
**3.12 million**

auction bids placed



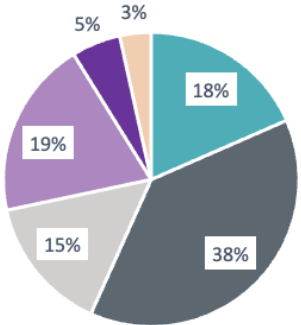
# Revenue Quarterly Insights by Industry

### Quarterly % of Revenue Raised by Industry

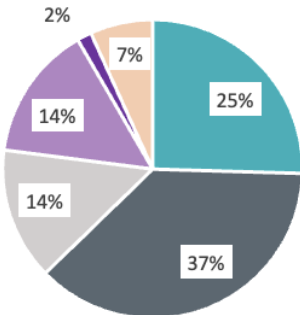


# Revenue Insights by Industry, Cont'd

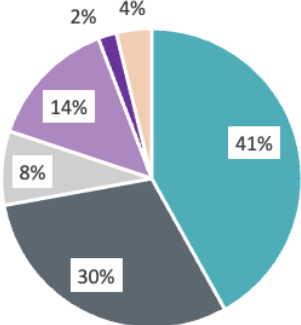
Animal/Conservation



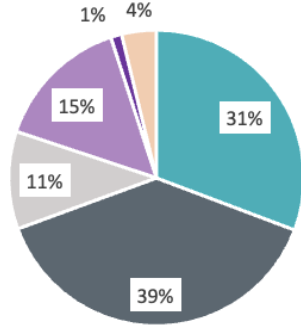
Disease/Disorder/Med



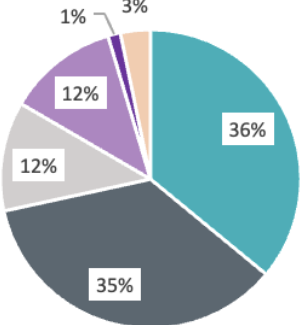
Higher Education



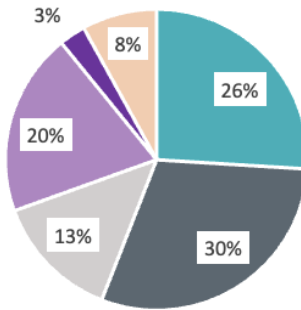
Hospital/Health/Local



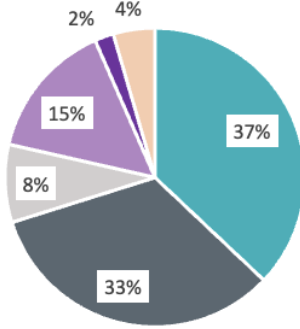
Human Services



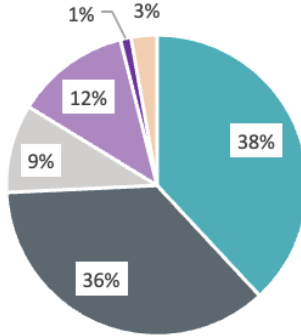
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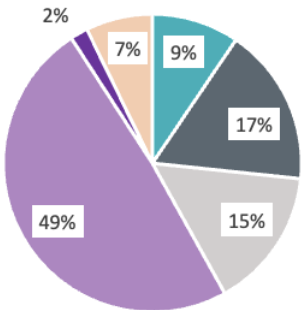
Religion



Social/Civic Serv



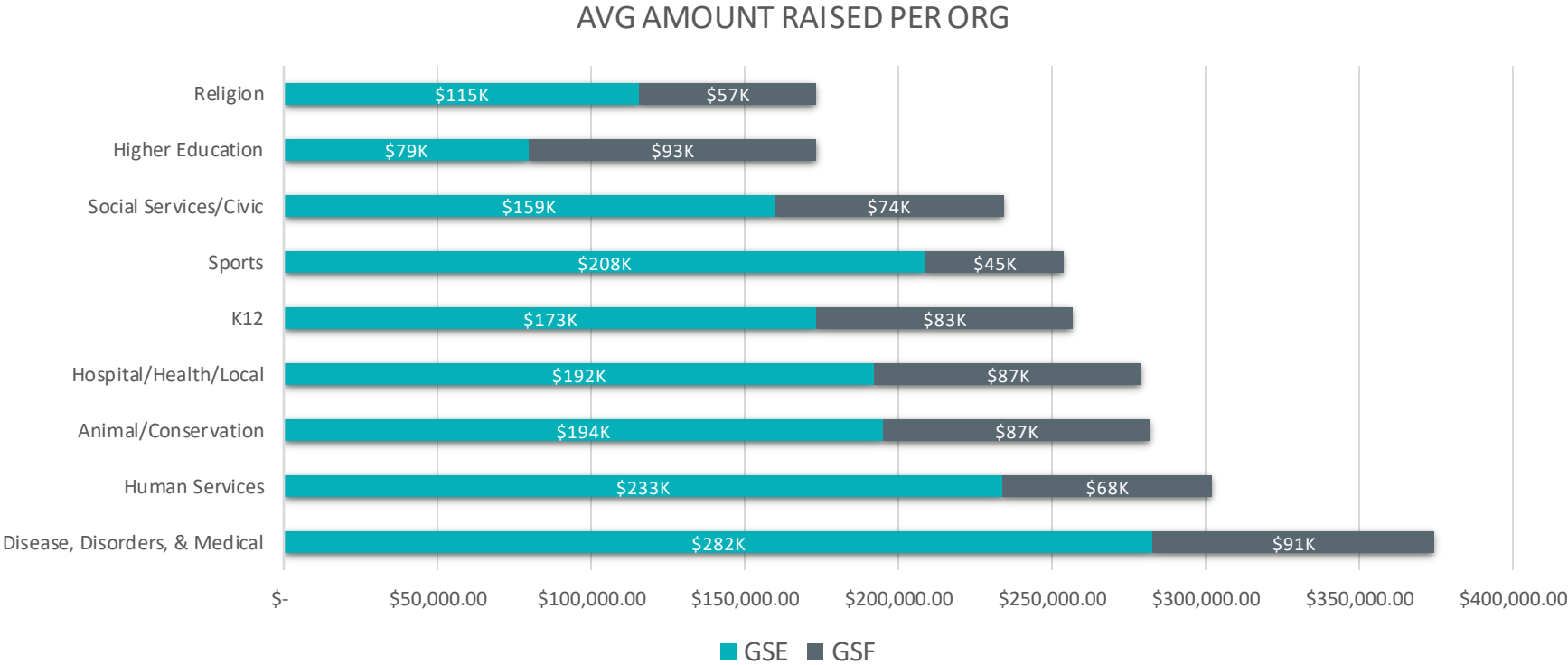
Sports



■ Donations ■ Ticketing ■ Live ■ Silent ■ Raffle ■ Instant

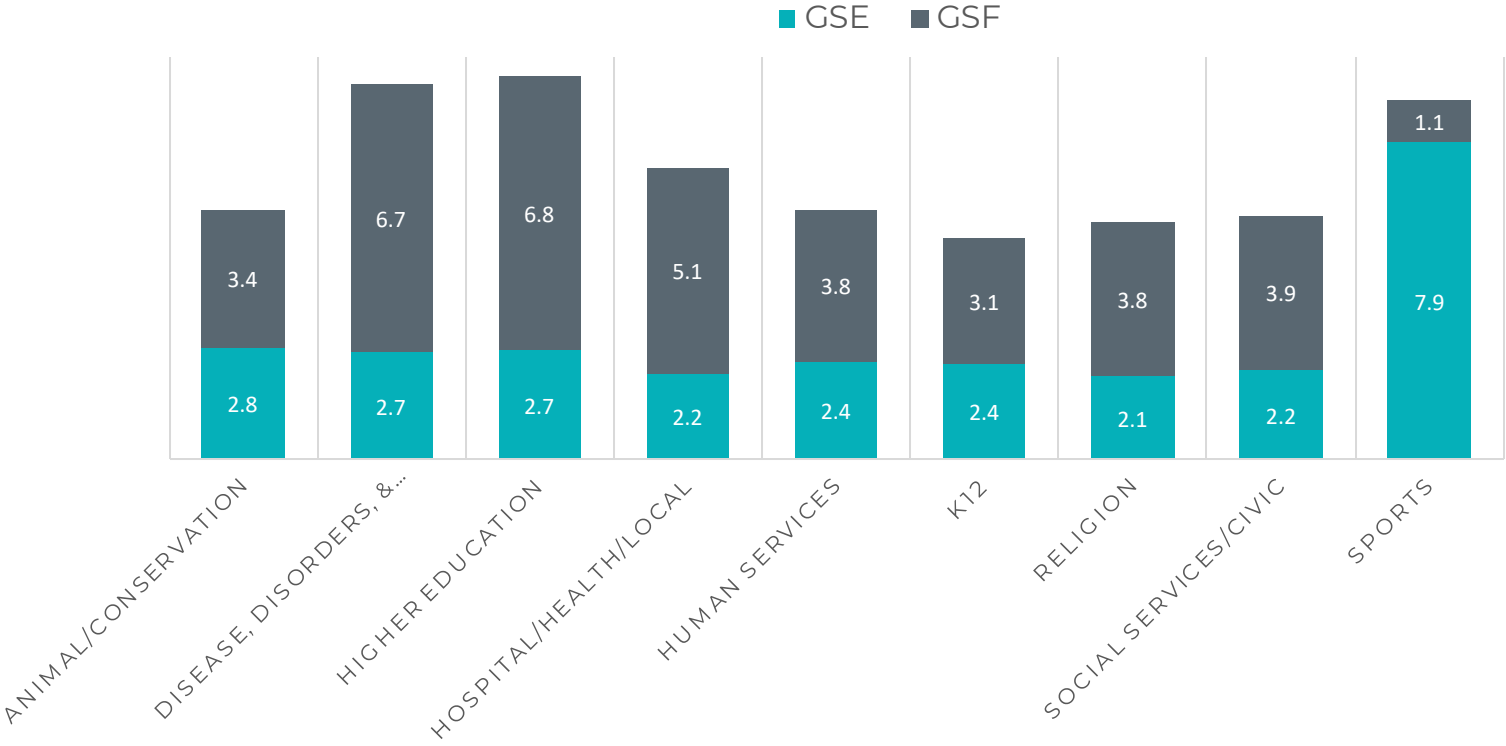


# Revenue Insights by Industry, Cont'd



# Revenue Insights by Industry, Cont'd

AVG # OF EVENTS/ACTIVITIES PER ORG



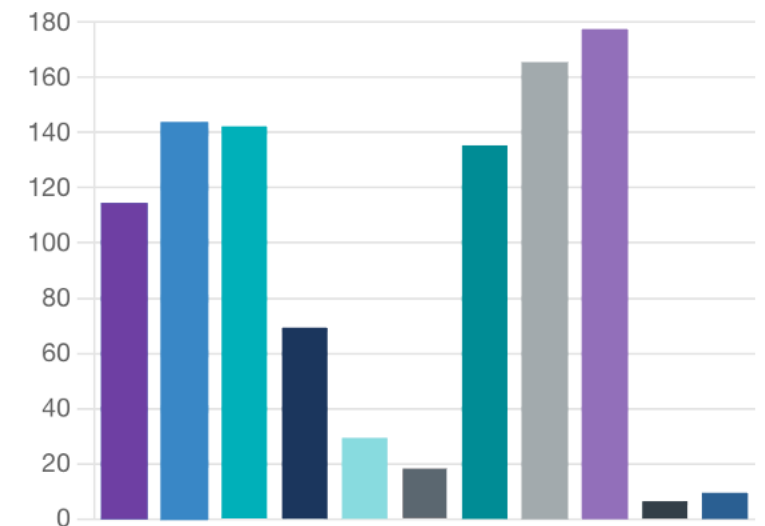
# GiveSmart Revenue Survey Findings

Over the next 12 months, nonprofits plan to target the following revenue streams to reach their goals and/or overcome economic shortcomings:

In order from most to least targeted:

1. Tap into new donors
2. Individual contributions/donations or trusts
3. Expand fundraising events (galas, golf outings, etc)
4. Expand partnerships (corporate giving programs, etc)
5. Increase social and digital fundraising (peer-to-peer, recurring giving, text-to-donate, etc)
6. Acquire more federal, state, or local grants
7. Expand programming

Acquire More Federal, State, or ...	114
Expand Fundraising Events (gala...	143
Expand Partnerships (corporativ...	142
Expand Programs	69
Explore Retail (merchandise or g...	29
Explore Stocks or Investments	18
Increase Social and Digital Fund...	135
Individual Contributions/Donati...	165
Tap Into New Donors	177
Others (not listed)	6
We Are NOT Planning to Diversi...	9



# It's Time to Raise Your Paddle!

---

Raise your paddle IF your organization is seeking new ways to diversify revenue streams.

# Diversifying Revenue

Text AFP2023 to 41444

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# Donor Retention

- Acquiring new donors should **not** come at the cost of existing donor retention
- On average, donor retention rates **increase** based on the average gift amount
- **Segment** your retention strategies based on gift amounts to better target donors
- Most major gifts are made after approximately **5 years** of giving to an organization
- The ideal time frame in which to thank a donor is **24 hours** after the gift

For donors who give gifts under \$100 the average retention rate is

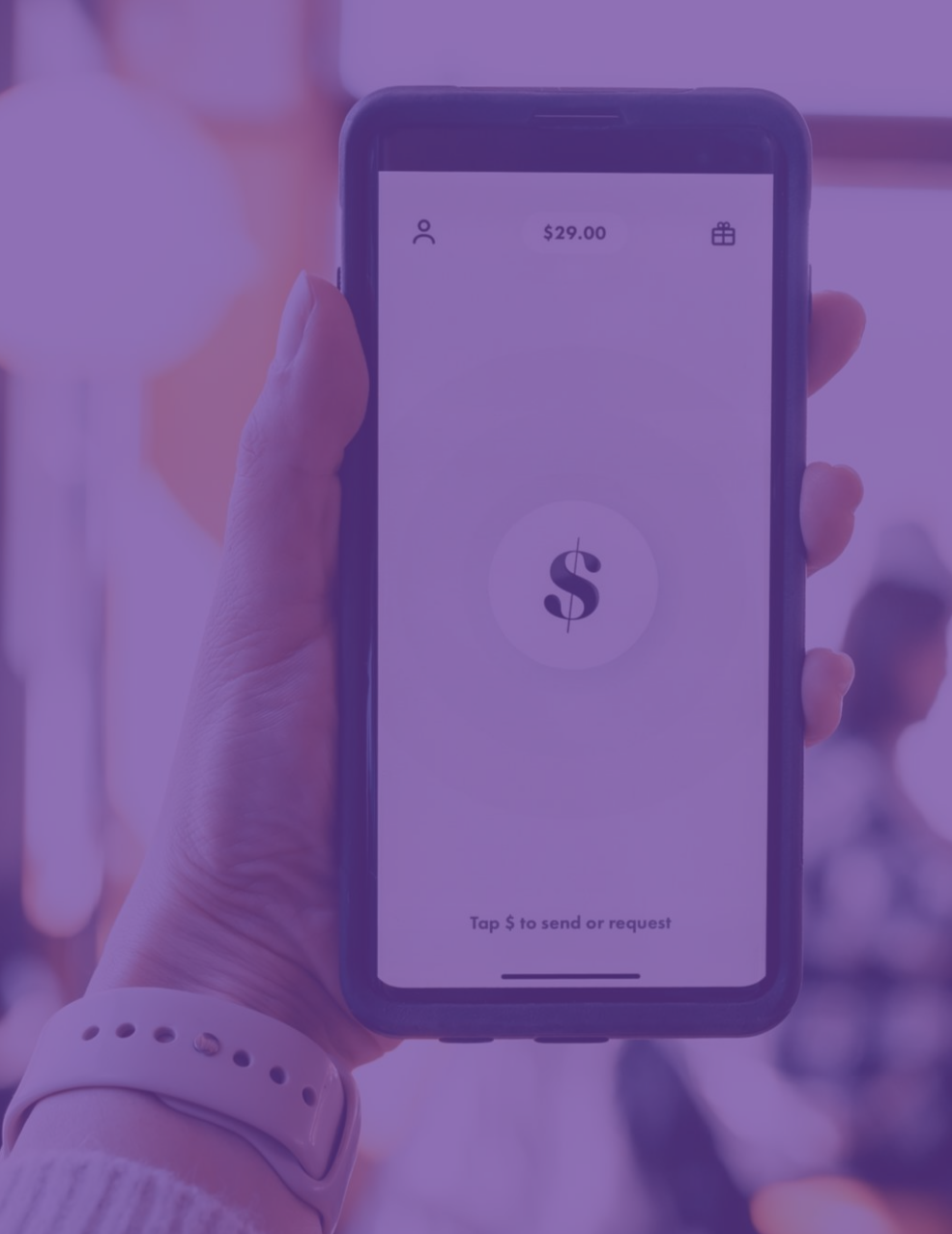
25%

On average it costs  
**5x more**  
to acquire a new donor than  
to retain an existing one



# Revenue Streams

- Grants
  - Federal, State, and Local
- Individual Contributions
- Annual and Large Gifts
  - Trusts
- Fundraising Events (i.e., gala, golf)
  - Gamification
- Digital Options:
  - Crypto Currency
  - Alternative Payment Options (Google Pay, Apple Pay)
  - Venmo, PayPal
- Giving Days



# Data Insights

## Giving Tuesday 2022

- **1,670 nonprofits** raised \$\$\$ on Giving Tuesday 2022 with GiveSmart
- **\$7,868,258** raised in 1 day!
- **45,859** donors

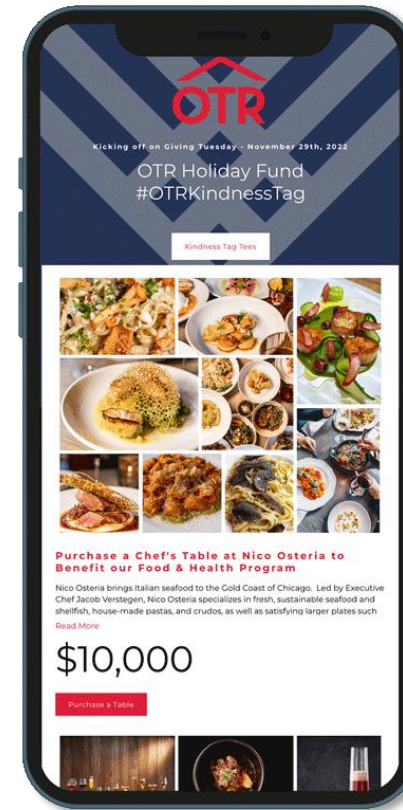
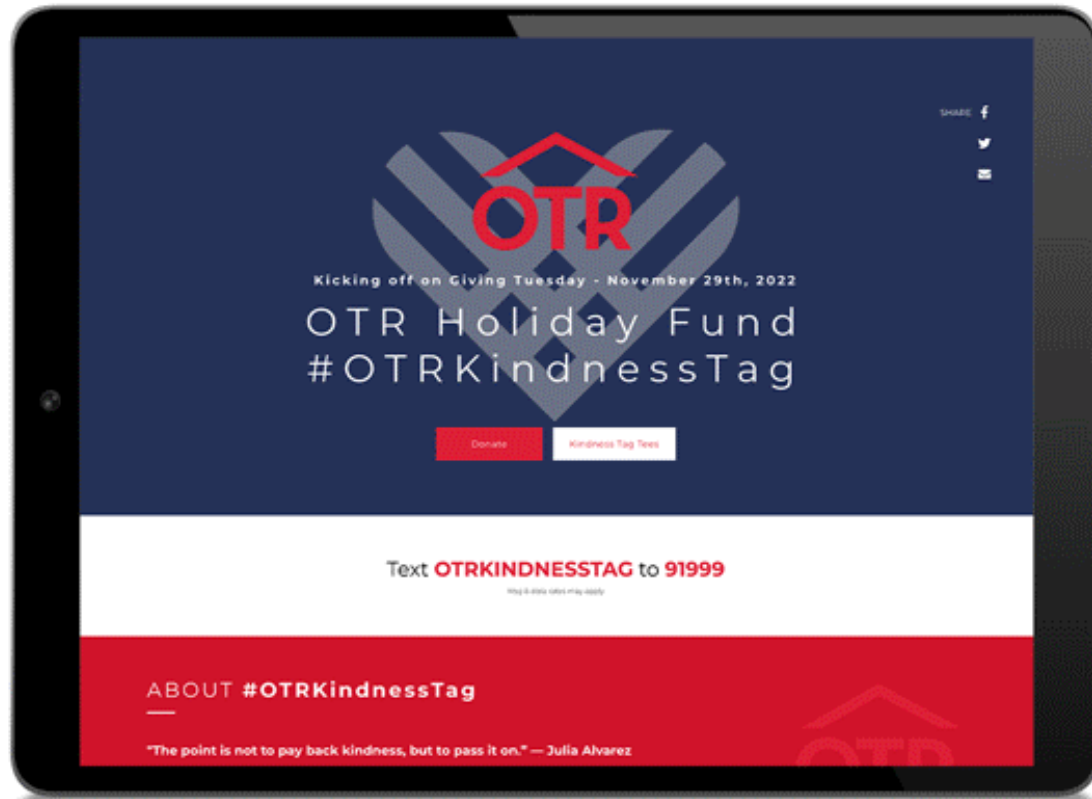
### Did you know?

On average, about **30%** of annual giving occurs in the last 2 months of the year. This end-of-year season of giving is a critical time for nonprofit success!





# Over The Rainbow (OTR) Housing Kindness Tag Holiday Fund



Giving Day  
Example

# Revenue Streams, Cont'd

- Corporate Philanthropy and Sponsorships
  - Corporate Social Responsibility
  - Affinity Programs
  - Matching
- Retail
  - Merchandise
  - Goods
- Foundations
  - Corporate
  - Family
  - Community
- Social and Digital Fundraisers
  - Text-to-Donate
  - Peer-to-Peer
  - Recurring Giving

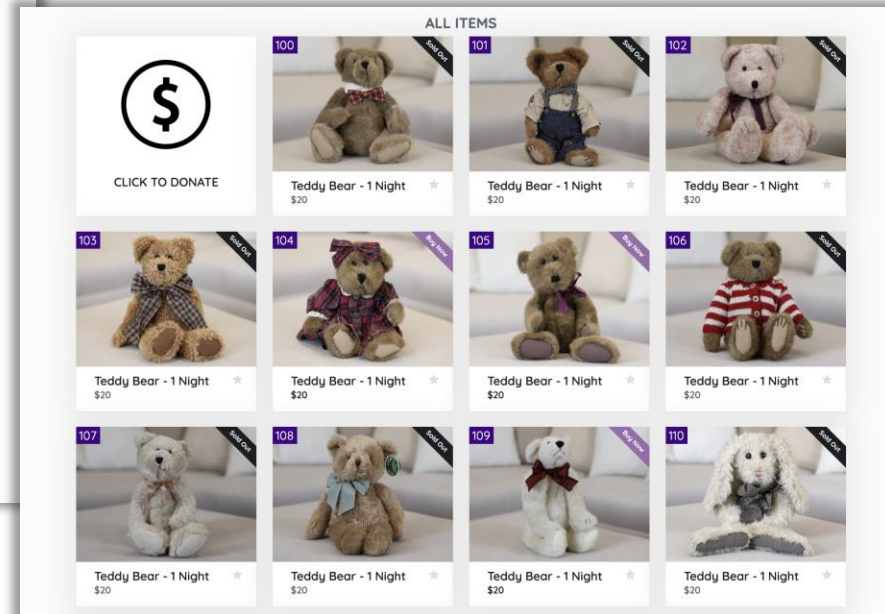


# Ronald McDonald House Charities

## Bear Hugs for RMHC



Share the love with our families at the Ronald McDonald House and let someone know you love them "beary" much. Now through Valentine's Day, buy a bear for \$20, \$40, or \$60 and your purchase will help cover nights of rest for families at RMHC! With your purchase, a valuable collectible stuffed bear will be delivered to a family staying at our Ronald McDonald House. Each bear will come with a special message of encouragement, helping to brighten the day of a special hospitalized child. As an added bonus, you can make this donation in honor of the special someone in your life! Why not give your loved one the gift of generosity and the feeling that comes with knowing they have helped a family that needs a great big bear hug. Make your donation today and help lift the spirits of our guests. Thank you for your love and support.



Retail  
Example

# Revenue Streams, Cont'd

- Programs and Services
- Classes and Educational Opportunities
- Membership Fees
- Advertisements
  - Digital and PPC (i.e., Google, Facebook)
  - Newsletters
  - Mailers
- Prospect Persona Research
  - Wealth screening
  - Target and Acquire New Donors
- Donor Advised Fund (aka DAF)



# Peer-to-Peer (P2P) Giving

- **\$634** is the average amount raised by a P2P volunteer
- **\$103** is the average donation in a P2P fundraiser
- **\$12,543** is the average amount raised by P2P fundraising campaigns



# BCE Foundation Read-A-Thon

Peer-to-Peer  
Example

# Women's Cancer Resource Center Swim a Mile, Move a Mile

Credit: Steve Gates

**\$63,933.97** Total Raised

**\$500,000** Goal

455 Donors      116 Fundraisers

[MAKE A GIFT](#)

### Top Teams

Rank	Team Name	Total Raised	Text-to-Donate
1	Team Cuda	\$6,192.81	Text SWIM2076 To 71777
2	Jenny And The Jets	\$3,718.99	Text SWIM2039 To 71777
3	Sonoma Splashers	\$3,517.79	Text SWIM2025 To 71777
4	Mad Ducks	\$2,695.33	Text SWIM2097 To 71777
5	Wonder Women	\$2,199.02	Text SWIM2070 To 71777
6	Magical Mermaids And Seal Girls	\$1,765.16	Text SWIM2058 To 71777

POWERED BY WALLS.IO

@swimamile4wcr (Swim A Mil... 9 day...)

Swim A Mile for Wor

Peer-to-Peer  
Example

# Recurring Giving

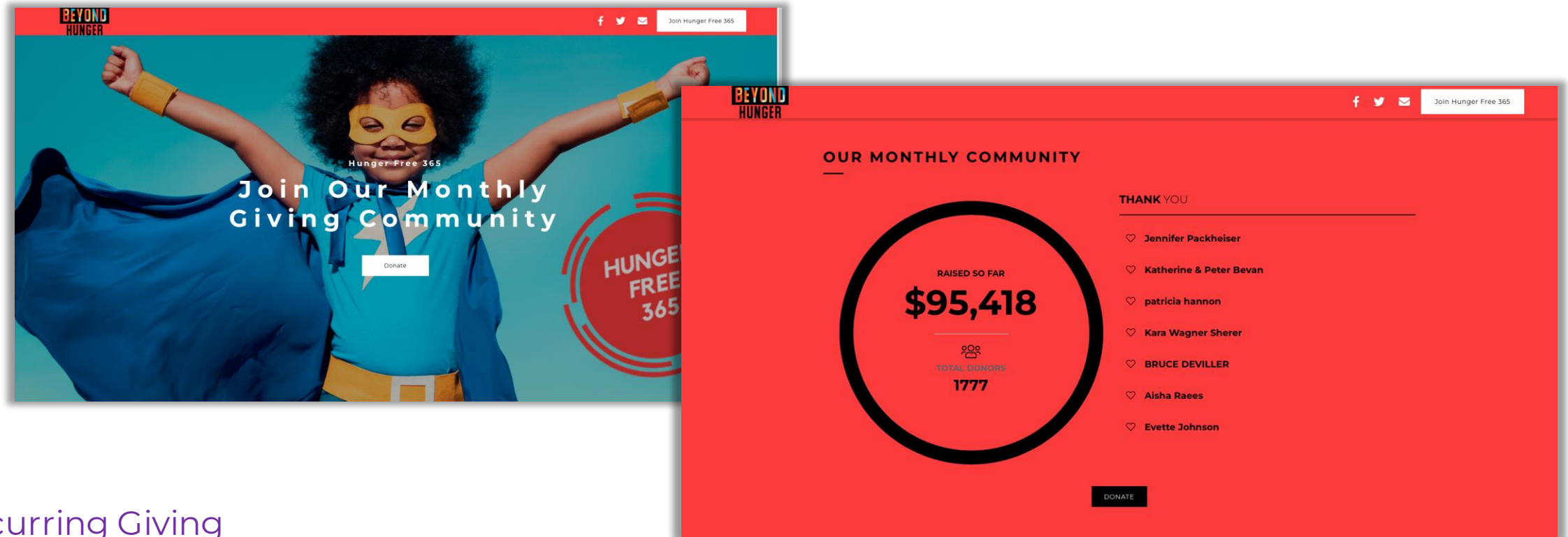
- **\$32M** raised via recurring giving in 2022
  - **\$2.6M** generated monthly
- **85%** are on a monthly cadence
- Accounts for **7%** of all donation revenue
- Can account for **10%** of an organization's incoming, unrestricted revenue
- **\$494.20** is the average annual contribution of a recurring donor
  - Recurring gift donors give **42%** more per year than those who make a one-time gift

## Did you know?

Including a recurring donation prompt increases the number of recurring donors by **64%**.



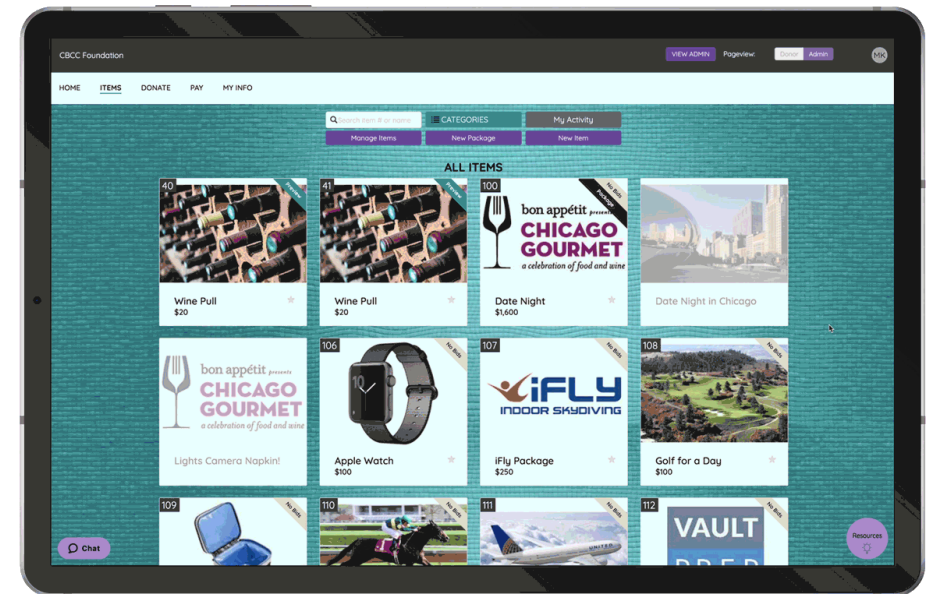
# Beyond Hunger Recurring Giving Campaign



Recurring Giving  
Example

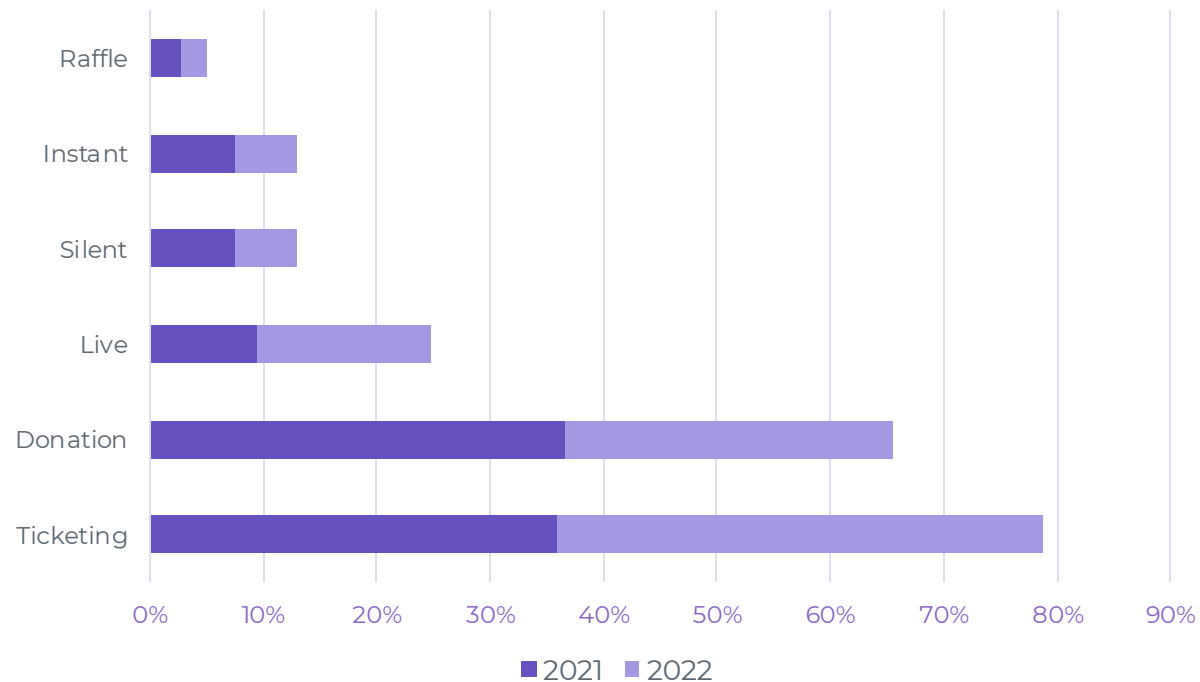
# Fundraising Events & Auctions

- **3.12M** auction bids placed in 2022
- Over **\$152M** was raised in 2022 via our silent auction features
- Over **\$117M** was raised via the live revenue feature
- Events 'Instant Buy' proceeds exceeded **\$45M**
- Custom questions were added to ticket(s) over **5,200** times
- Over **96,000** tables were filled at all GiveSmart events in 2022 (if tables are of 10)



# In-Person Events & Live Auction

Revenue by Type  
2021 vs 2022



2022 revenue generation indicates a full swing back to in-person events.

Ticketing = 19%

Live Auction = 63%

# Ronald McDonald House Charities Handbag Hullabaloo



Presented by  CardinalHealth

**Handbag HULLABALOO!™ Dublin**  
 Friday, May 6, 2022 • 6:00 - 9:00pm  
 Crown Mercedes Benz of Dublin  
 6500 Perimeter Loop Rd.  
 Dublin, Ohio 43017  
 and 

Event dates, dates, location and format are tentative and subject to change or cancellation

**ATTEND IN PERSON OR VIRTUALLY.**

At this exclusive event, guests will play a raffle game for the opportunity to win authentic, high-end, designer handbags. Attendees will enjoy heavy hors d'oeuvres, specialty drinks, and a silent auction. Can't attend in person? Play from home! We will mail you your booklet, and you can join online.

Tickets available at  
[rmhc-centralohio.org](http://rmhc-centralohio.org)


**Attend in person: \$100**  
 Ticket price includes: one game booklet, entertainment, food & drinks and access to silent auction














**Attend virtually: \$50**  
 Ticket price includes: one game booklet, access to virtual event, and access to silent auction







Presented By  CardinalHealth  
 Essential to care™

 <p><b>WonderStruck Festival</b> \$250</p>	 <p><b>Surface Pro</b> \$990</p>	 <p><b>Lemon Spa</b> \$190</p>	 <p><b>Tacos and Tequila</b> \$115</p>
 <p><b>Leather Backpack</b> \$165</p>	 <p><b>Home Organization</b> \$330</p>		
 <p><b>Levin Ring</b> \$700</p>	 <p><b>World of Beer</b> \$185</p>		
 <p><b>Special Edition Switch</b> \$255</p>	 <p><b>Wine on High</b> \$80</p>	 <p><b>Kings Island</b> \$100</p>	 <p><b>Fire 10 HD Tablet</b> \$80</p>

In-Person  
Example

# Littleton Public Schools Foundation

## The Spirit Celebration, A Night at the Theater



**30 YEARS** Littleton Public Schools Foundation

### A NIGHT AT THE THEATER

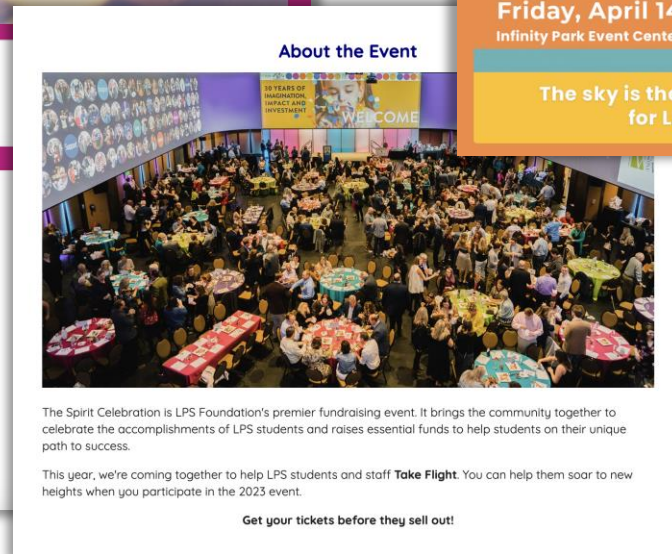
Wednesday, June 1st, 2022  
Town Hall Arts Center

THE WEDDING SINGER

[BUY TICKETS HERE](#)

#### What You Need to Know

- What:** A live, professional performance of The Wedding Singer
- When:** Wednesday, June 1st, 2022
- Time:** 6:15 pm - 7:00pm Cocktail Reception  
7:15pm - Welcome  
7:30pm - Show begins (no late seating)
- Where:** Town Hall Arts Center, 2450 West Main Street, Littleton, CO, 80120



#### About the Event

Friday, April 14, 2023  
Infinity Park Event Center

Help Our Students Take Flight

The sky is the limit on what we can accomplish for LPS students and teachers.

The Spirit Celebration is LPS Foundation's premier fundraising event. It brings the community together to celebrate the accomplishments of LPS students and raises essential funds to help students on their unique path to success.

This year, we're coming together to help LPS students and staff **Take Flight**. You can help them soar to new heights when you participate in the 2023 event.

**Get your tickets before they sell out!**

In-Person  
Example

# It's Time to Raise Your Paddle!

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Raise your paddle IF your organization needs inspiration, ideas, and strategies for reaching new donors.



# Reaching New Donors

Text AFP2023 to 41444

*for exclusive swag giveaways at GiveSmart booth #104*

# Marketing Channels

## Traditional

- Direct mail
- Signage
- Phone calls
- Merchandise
- Partnerships
- Public relations

## Digital

- Website
- Social media
- E-mails
- Paid advertising
- Text messages

Strengths

Weaknesses

Opportunities

Threats



# Storytelling

- Content marketing
  - Photos
  - Videos
  - Infographics
  - Ebooks
  - Blog
- Keywords
- Consistency

**Mercy Community Healthcare**  
August 28, 2020 · 🌐

Representing the BEHAVIORAL HEALTH/PSYCHIATRY TEAM of #HealthcareHeroes, Steven Neely! 🥰

Steven is our clinical coordinator of therapists. Listen as he talks about how we've implemented telehealth to serve our patients during COVID-19 and how the proceeds from the Franklin Classic benefit his patients, especially those who are uninsured.

A reminder that we're offering telehealth for some of our behavioral health, psychiatry and medical/primary care services. We ask that patients call 615-790-0567 and inquire about services available via telehealth.


Please consider supporting Steven and the entire Behavioral Health/Psychiatry Team. Visit [MercyTN.org/donate](https://www.mercytn.org/donate) and follow the link (type "BH/Psych Team" in the box), or text MERCYHERO to 76278.

Steven, you're a rock star! 🌟 Thanks to you and the entire Behavioral Health/Psychology Team for all you do!

Join Steven and register for the Franklin Classic so that his patients are able to receive the counseling services they need. Register at [FranklinClassic.org](https://www.FranklinClassic.org).

Note: Telehealth services may not be a permanent service offered by Mercy.

#FranklinClassic #ALLInforMercy #ValueCHCs #FundCHCs #Telehealth #MentalHealth



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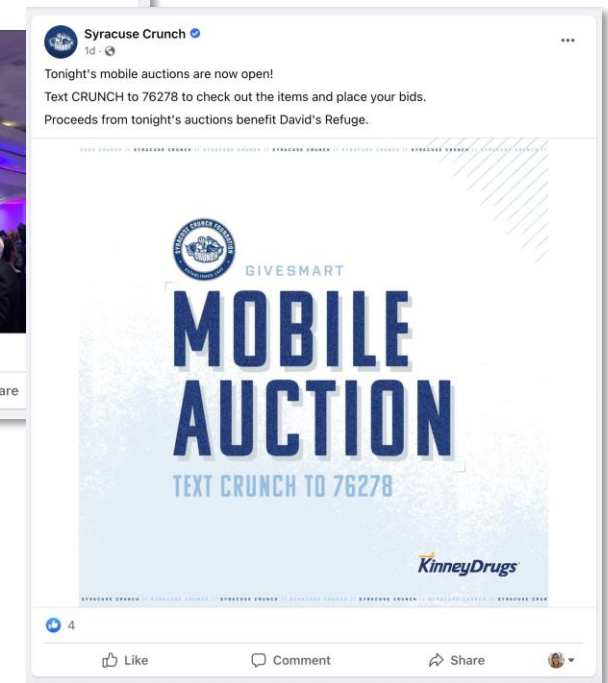
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Like Comment Share



# Social Media

- Build excitement
- Share updates
- Communicate impact
  - Live thermometer
- Virtual and hybrid events
  - In-person and online audiences can attend

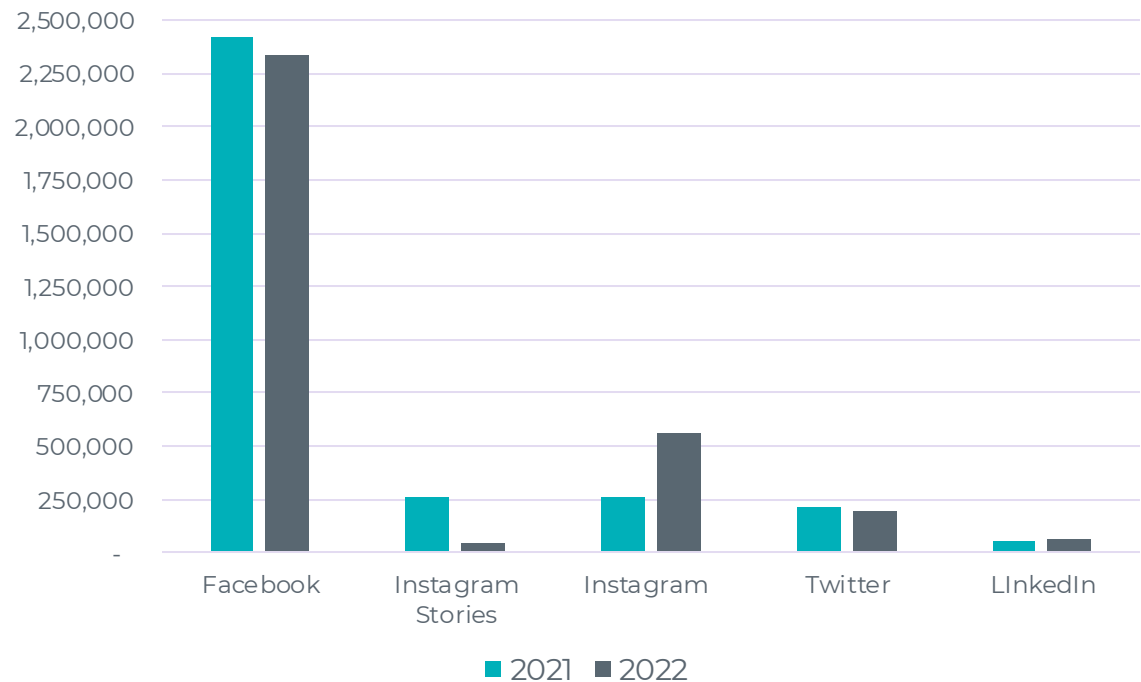


# Top 5 Social Media Channels

## GiveSmart Customer Data

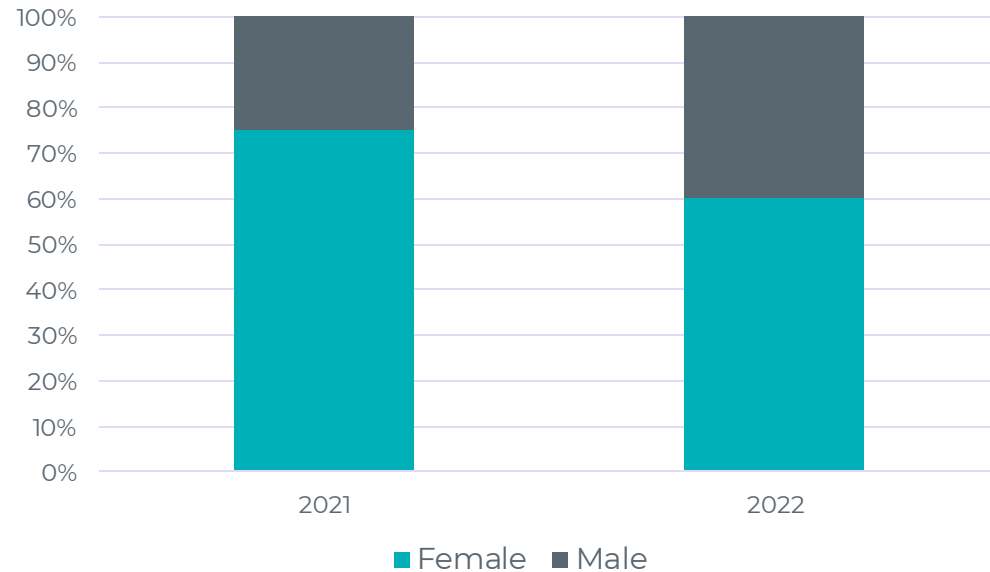
- Facebook remains the strongest generator of potential donors, generating **75%** of all social media traffic in 2021 and 2022
- Instagram Stories **↓82%**
- Instagram **↑113%**
- Male participation via social media **↑15%**
- 18-34 & 45-54 age ranges **↑35%**

Top 5 Social Media Platforms  
2021 vs 2022 # of Visitors

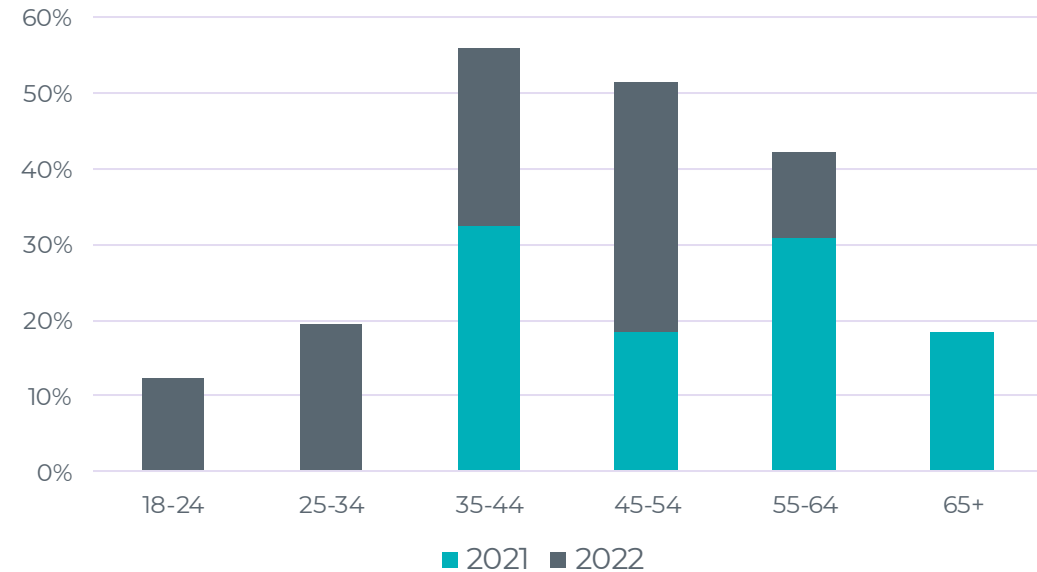


# Social Media Visitors

Social Media Visitors by Gender  
2021 vs 2022

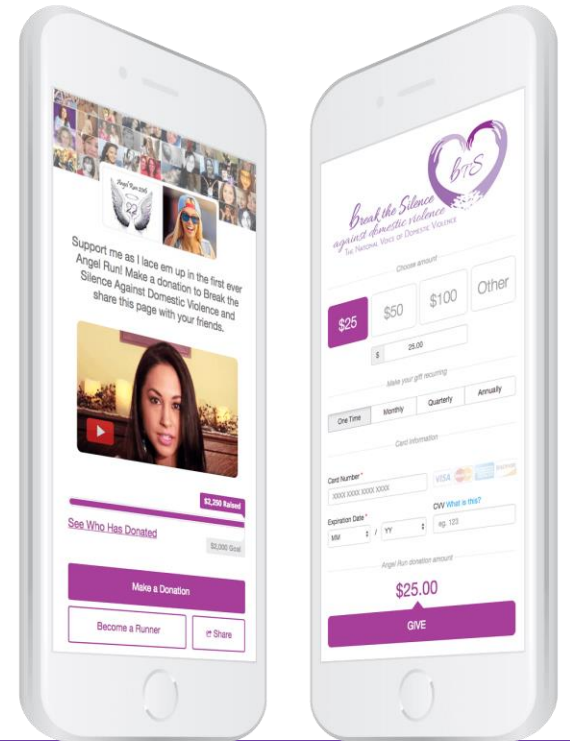


Social Media Visitor Age  
2021 vs 2022



# E-mail Marketing

- **22% average open rate**
- Cost-effective channel
- Scheduled touchpoints
  - Newsletters
  - Event promotions
  - Impact reporting
  - Storytelling
- Segmenting:
  - New donors
  - Veteran donors
  - Generations
  - Giving levels
  - Demographics
- Donor feedback
- Nurturing



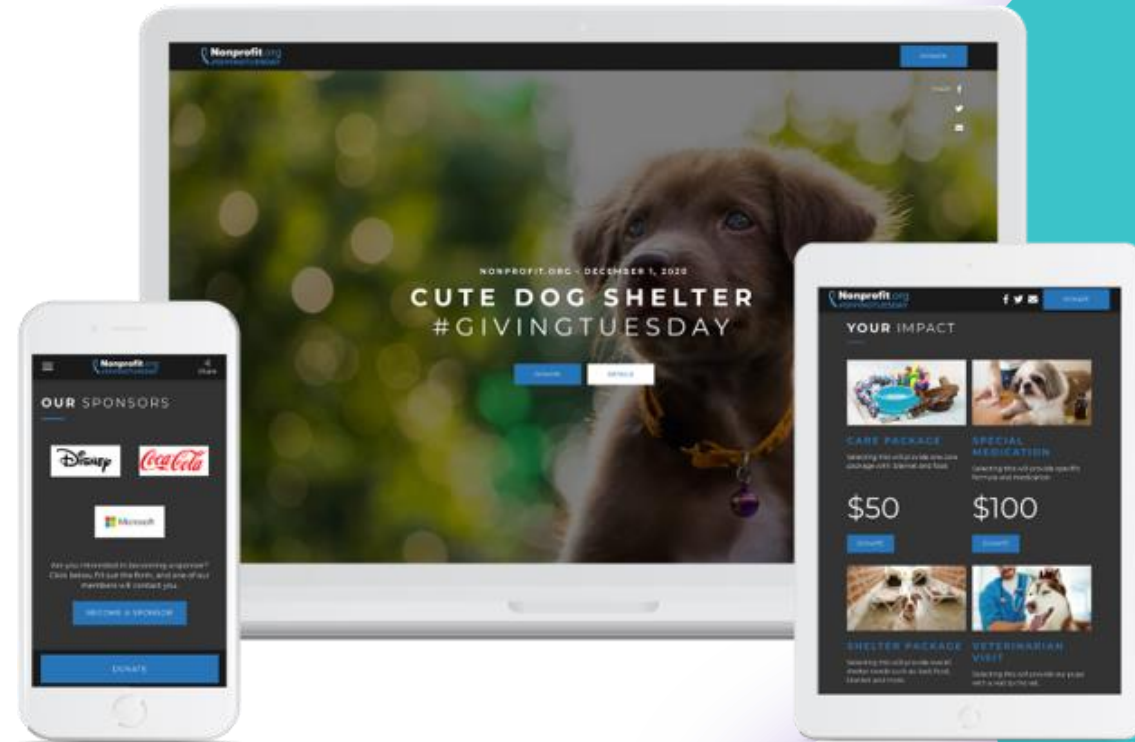
# Text Message Marketing

- **98% open rate**
  - *The highest of ANY marketing channel*
- Fast communication
- Announcements
- Timely appeals
- Reminders
- Easy fundraising



# Website

- Modernize
  - White space is your friend
- User experience
  - Concise menu
  - Minimal pop-ups
- Refreshed regularly
- Links to social media
- Mobile-friendly
- Links to external fundraising campaigns
- Strong, centered calls to action
- SEO



# Networking

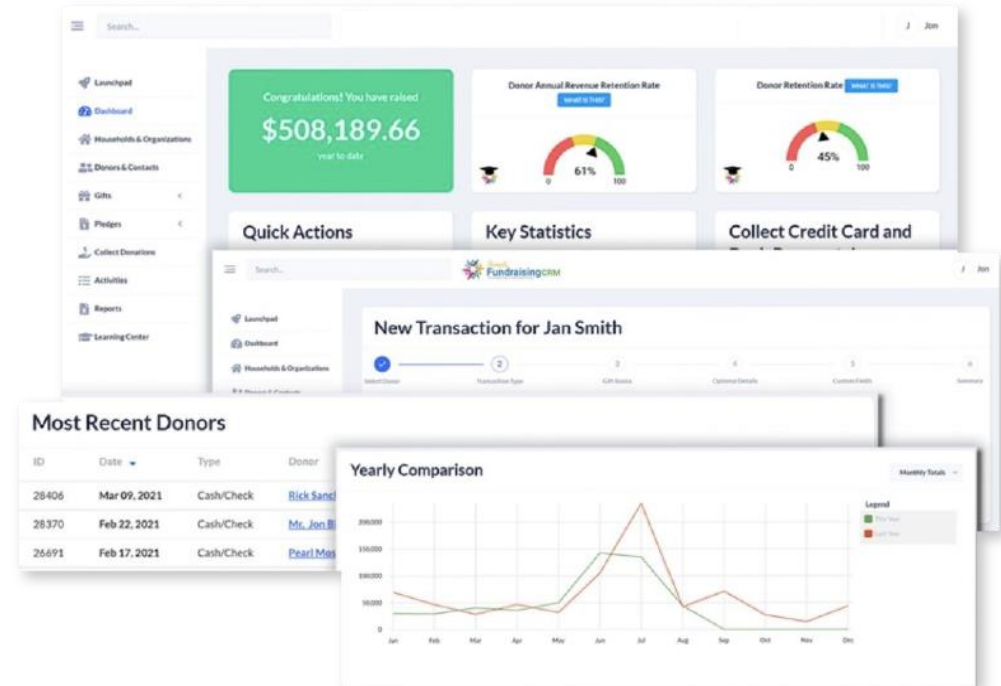
- Know your audiences
- **Donor communication:**
  - Surveys
  - Preferences
  - Feedback
- **Existing relationships:**
  - Sponsors
  - Partners
  - Board and committee members





# Importance of Donor Management

- Data health
- Donor retention
- Wealth screenings
- Automations & efficiencies
- Data security
- Segmentation
- Retargeting



# Questions?

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**GiveSmart**<sup>®</sup>  
by **communitybrands**

**AFP** **ICON**

# Paddle Toss!

Learn more about GiveSmart!  
Visit us in booth #104.

