DIGITAL FUNDRAISING

Presented by **Fundraising Academy**

YOU'VE GOT A CAUSE.
LEARN HOW TO FUND IT.

Positioning Statement

The marketing strategy
of **<u>differentiating</u>** your organization in the
minds of prospects and donors

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2023 | APRIL 16-18

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Key Takeaways

- Utilize a positioning statement to increase impact.
- Develop digital strategies that:
  - Support your annual goals, events, capital campaigns
  - Foster deep donor loyalty to your organization
- Utilize technology to serve your organization through periods of growth and change and raise funds through strategic e-communications.

TALKING POINTS:

•Success in fundraising involves at least six key areas, please record them in Google Classroom.

•Knowledge. Knowing the most important information to learn about the cause.

•Positioning. Identifying the organization's positioning and how it relates to the mission.

•Demographics. Understanding generational and cultural differences when it comes to giving.

•Technology. Using the latest fundraising tools to your advantage.

•Analytics. Analyzing data to discover trends in giving.

•Motivation. Setting motivational targets.

•If you are serious about furthering your organization's cause, it makes sense to master as many areas as possible that could greatly affect your success. This module will dive into these six pillars.

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Knowledge: *Learning what matters most*

Mission	**Funding**	**Competitive Advantage**
Future Focus	**Engagement**	**Ways to Connect**

TALKING POINTS FROM CHAPTER:

•If you waited to approach prospects until you knew every single detail of your cause, you would never approach a prospect. Instead, focus on the most important things and go deep.

•Mission "This is how we aim to change the world."

•Activities "This is what we do every day to further the cause."

•Future Focus / Vision "Here are our goals that will ensure the future of the mission for years to come."

•Funding "This is how we will use your donation."

•Ways to Plug In "Here is how you can get involved"

•Competitive Advantage "Here is why our organization is the right choice for making a smart investment."

"**It's not that we use technology; we *live* technology**"
-Godfrey Reggio

PH0

PH0   [@Jack Alotto] [@LaShonda Williams] is this from the textbook? If so, would you please add the source of the quote? Thanks!
Pearl Hoeglund, 2023-03-15T22:13:19.280

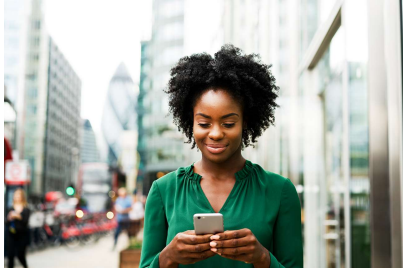**JA0 0** [@Pearl Hoeglund] [@LaShonda Williams] it's a quote by Godfrey Reggio. Added to the slide
Jack Alotto, 2023-03-16T02:16:36.820

LW0 1 Thanks for adding the name for the quote
LaShonda Williams, 2023-03-16T18:34:03.365

TALKING POINTS:

There are hundreds of ways to fundraise online.

•Considering the size and scope of the internet, they can be both vastly successful and dramatically underwhelming.

•Instead of focusing on the technologies with which to fundraise online, we will focus on the anatomy of a successful online fundraising campaign.

•One quick note before we get started: whatever you build and organize online, please be sure that it is mobile-friendly.

•Choose the platform based on what is easiest to use for you and for your donors, including on mobile.

•Branding is critical, develop the necessary collateral pieces before your campaign, Thank YOU message with campaign results is necessary. You need to share campaign results immediately.

•Be sure to test all aspects of the platform: auto gift acknowledgement, progress indicator, donor roll and other features that contribute to an

interactive online experience

TALKING POINTS FROM THE CHAPTER:

•The keys to a successful online fundraising campaign aren't unlike the keys to any successful campaign.

•SMART Goals create the foundation for a successful campaign. Assess

•Plan early

•Set a realistic goal that is distinct and backed by data

•Tell a great stories that inspire donors to want to participate in being a part of impactful community work

•Plan multiple touches (no such thing as a one-email wonder)

•Involve your major donors, there gifts at times, often contributes to exceeding the goal

•Don't forget to plan the follow-up
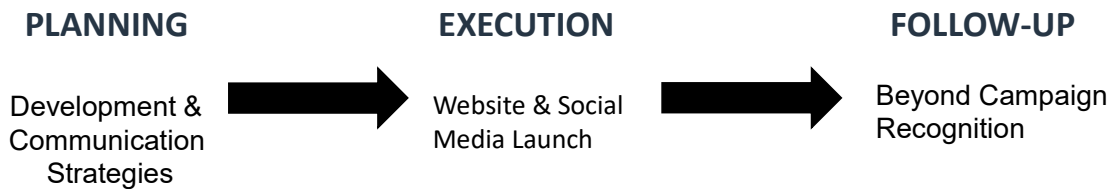
Interactive Discussion

•Discuss the importance of each phase, inviting students to share their thoughts about each phase.

Engagement Questions

•What are the risks if you don't carefully conduct each phase?

•What are some examples of activities in each phase?

•On the next slide, you will discuss specific activities within each phase.

Applying SWOT : Planning Execution, Follow-Up

	Strengths	Weakness	Opportunity	Threat
High				
Medium				
Low				

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- Discuss the SWOT Analysis
- **Group Activity: Review and Complete the SWOT Chart [10 minutes]**
- **Talking Points:**
- What are Strengthens of digital fundraising? [Examples: Increased Branding, Engagement, Supporters, Automated notification features, efficient use of resources]
- What are the Weaknesses [Examples: Depends on the organization's mission
- What are the Opportunities [Additional revenue stream, automation, engagement, cost effective, increasing

number of donors, increasing constituency types]
•What are the Threats? [Examples: Missing potential supporters, left behind, donor privacy-if online form does not include option for anonymity]

Three Phases Checklist

PLANNING	EXECUTION	FOLLOW-UP
Evaluate past campaigns [SWOT Analysis]	Build the campaign webpage	Double dose of gratitude
Define focus and components	Send a save-the-date	Details on donor's impact
Set target markets and segment lists	A/B test your emails	Evaluate
Set a **goal**!	Stay strong the last few weeks, day-to-day	Document
Make a detailed task map with dates		
Gather assets		

TALKING POINTS:

•**Planning Phase:**

•In the planning phase, you are evaluating past campaign performance, defining your focus, segmenting your lists, setting your goal, laying out your tasks, and gathering assets like testimonials, photos, videos, developing promotional collateral to share campaign progress in real time; setting your communications plan timeline

•**Execution Phase:**

•In the execution phase, you're building and launching.

•Build the campaign webpage

- Consider sending a save-the-date-30 to 45 days prior to launch
- Be sure to track the performance of your messages, analytical data will help evaluate messaging performance and allow time to make changes as needed
- If your list (followers or email) is big enough, you can A/B test your messages by sending slightly different messages to similar lists and recording which performed better.
- This will help you make tweaks to your messages as you go for stronger results.
-

- **Follow-up Phase:**
- In the final phase, you're resting. But not until after you say thank you!
- Make sure you provide details on the results of the campaign and the impact of the donations.
- Run all the reports, analyze the data, and document everything.
- Save all your messages, tests, lists, results, and important information (even something as minor as "this email went out at 3pm instead of the planned 8:30am") so that you can refer to it next time.

Goal Setting

A campaign with a **defined goal** will lead to **better results.**

Establish **SMART** Goals.

Specific	Measurable	Achievable	Realistic	Timely

TALKING POINTS :

Without a doubt, a campaign with a clear and realistic goal will lead to better results.

•When you're setting your goals, consider last year's performance, the size and warmth of your lists, and how and what major donors you could motivate to be part of the effort.

•SMART Goals establish how to measure success

•**Specific:** What is the campaign focus, dollars raised or number of donors

•**Measurable**: Is the emphasis a percentage increase or a

specific number

•**Attainable**: Review past performance, is the goal realistic? Do you have the donor base to support the goal?

•**Realistic**: If this is year one, baseline goals should be modest, Year II consider 20- 30 % increase

•**Timely:** When planning, be sure to allow enough time for campaign implementation timeline.

What to Consider

- Past years' performance
- Your target markets and lists
- Your major/annual gifts asks
- Do you have a match?

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TALKING POINTS:
•Without a doubt, a campaign with a clear and realistic goal will lead to better results.
•When you're setting your goals, consider last year's performance, the size and warmth of your lists, and how and what major donors you could motivate to be part of the effort.
•Remember that if you haven't sent an email to your email list for 4 months, you aren't likely to have an overwhelming response.
•Remember TOMA?
•In this case, consider doing your campaign more for

visibility and TOMA and keep your financial goal
relatively low

The Art of Storytelling

Choose **one story/focus**, which may have **several messages.**

Build a **story arc** to unify messages

Connect messages **across emails** and channels

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TALKING POINTS :

•Good storytelling is at the center of a great campaign and compelling effective ask.

•Online campaigns require sending multiple messages and likely across multiple channels.

•Map out your story arc, making sure that you have a clear call to action with every message.

•Make sure that your messages are appropriate for the channel, reinforce the message and strengthen each other.

For example:

Email ask may include more details [message, impact of

gift, giving link, donor roll or progress indictor link along with suggested gift amount buttons.

Instagram/ Facebook/ Twitter messaging will include an exceptional graphic, gif, short message and giving link

•Don't overcomplicate.

•Remember we learned earlier that too much noise is a barrier to communication.

Effective Presentation Tools

- Attention Grabbing
- Call to Action
- Paint a picture with a metaphor
- Quantitative visualization: information graphic

TALKING POINTS:

•Help your donors visualize your story by using data visualizations, graphics, videos. Your branding material will set the tone of the campaign and are a reflection of your organization, invest the resources in getting the visuals right the first time.

•

•Only use High resolution photos or an exceptional photography or video, paint the picture with words. If resources are limited, look to your volunteers and supporters who possess the skills needed to amplify your

campaign collateral

•

•Beware of using stock photography for a few reasons:

1. When images are obviously stock photography, they can feel insincere, they may not be relevant to your target audience

2. If you are using photography that you haven't paid for, you can face copyright infringement penalties.

3. Please do not grab images from a Google image search and use them in your campaign. This can become a copyright liability issue for your organization

4. When using stock images, be sure to pay for the image or take some of your own.

Incorporating Major Donors

- To reach a **high-dollar goal**, you'll like need to enlist the help of your **major donors and influencers.**
- Gift Table Rule of Thirds
- Challenge or match/ Lead gift(s)
- Peer-to-Peer

TALKING POINTS :

Involve your major donors!

•Major gifts and Lead gifts will get allow you to achieve your goal sooner. Crowd funding is effective, however it takes time.

•Do you have a donor who would be motivated to issue a challenge or matching grant?

•Apply the Gift Table Rule of Thirds:

   -30% Lead Gifts, which account for over half of your goal (60 %)

   -Identifying your current major gift donors who may not have contributed or top prospects who are excited

about your program

    -For every gift you desire to secure, remember your organization will need at least four prospects for each desired gift.

•What board members and donors can you inspire to support the campaign by fundraising from their peers?

Annual Giving Donors

- The Traditional Rule of thirds demonstrates the value of Annual Gifts.
- The Final Third
- Large Number of Gifts
- All Gift Amounts Matter

TALKING POINTS:

•Once you have secured your lead gifts, now the multi-channel messaging begins. Enlisting the support of Annual Giving Influencers who will inspire the masses.

•Annual Giving Donors demonstrate, Yes- We Can, Together We Can and all Gifts matter

•Assess your organizations gift history to identify key donors to upgrade

•Who are the donors that make an annual contribution via check ?

•What is your average online gift amount?

Applying Rule of Thirds Gift Table

Prospects Needed	Gifts Needed	Amount	Sub Total	Cum Total
3 to 5	1	$ 100,000.00	$ 100,000.00	$ 100,000.00
6 to 10	2	$ 50,000.00	$ 100,000.00	$ 200,000.00
21 to 35	7	$ 20,000.00	$ 140,000.00	$ 340,000.00
30 to 50	10	$ 10,000.00	$ 100,000.00	$ 440,000.00
75 to 125	25	$ 5,000.00	$ 125,000.00	$ 565,000.00
195 to 325	65	$ 2,000.00	$ 130,000.00	$ 695,000.00
300 to 500	100			
450 to 750	150			
600 to 1000	200			
1200 to 2000	400			
1800 to 3000	600			
1200 to 2000	400			

DO:
Interactive instruction

TALKING POINTS:
•Applying the Rule of Thirds will allow you to achieve your goal. We have discussed the vital role of Major Gifts and Peer-to Peer gifts to ensuring success. Let's apply the Rule of Thirds to the Annual Donor, Digital Crowd Funding. The sample chart is scaled to raise $1,000,000. Take a moment to think about your organization and ways to maximize the power of the

Annual Giving Donor for the final Third.

Activity
•Take 5 minutes to compete the Gift Table with achievable Annual Gift increments
•What are some of your discoveries?
•Do you have enough current and prospective donors that you can place in tiers?

Follow-up: Campaign Stewardship

Three keys to Donor Retention:

1.What do donors want?

2.Express gratitude and meaningful recognition .

3.Treat everyone like a major donor (all gifts matter).

And, be sure to keep donors informed.

DO:
Interactive instruction

TALKING POINTS:
•This slide is taken from the *Stewardship* module.
•The biggest area of opportunity is in the follow-up.
•The more comprehensive your follow-up, the stronger the relationship, the faster the cycle.
•Be sure that your thank-you goes beyond "thank you for your tax-deductible contribution" to detailing the impact of the campaign and the donation on your organization.

•Also, remember to tell them what to look forward to (TOMA).

SUMMARY

- Online fundraising is **thriving**. Leverage current technology to increase impact.
- Fundraising tools such as **social media, P2P**, etc. are viable avenues but should not be a primary fundraising strategy.
- Give Baby Boomers & Matures the appropriate attention they need, while building your pipeline with a **diverse prospect pool**!
- **Analytics** -> powerful impact on results

TALKING POINTS:

•Online fundraising is thriving, particularly in this current landscape. Take advantage of the tools available to you!

•Gens X & Y are changing the giving landscape, but Baby Boomers and Matures are still the primary focus. Give your primary focus the attention they deserve, while ensuring you are building your pipeline.

•Social media and other tools such as P2P fundraising are viable avenues but should not be a primary fundraising strategy.

•Analytics in the nonprofit world provide knowledge that

can have a powerful impact on results.

Questions?

Talking Points:
A Fundraising Action Plan should include:

Written Plan is a narrative that describes the fundraising goals, strategies to achieve those goals, etc.

Operational plan that outlines goals (like the narrative plan) timelines, who's responsible, and tactics. This is the plan that you will follow

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