Online Fundraising: Adjusting Strategies to the New Normal

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Inspired... to Action
A Note on Tin Cup Fundraising
Our Agenda

• Why are We Here?
• Top Tips & How To’s
  • Email
  • Social Media
  • Websites
• Resource Review
Context for Coalition Fundraising

• Be sensitive to the potential of competing for funding with local programs.

• Any fund development strategies or plans need solid and strong support from your coalitions’ members.
Specific Steps to Build Local Support

- Review policies about sharing revenue with your local programs, when holding an event in their community
- Review any policies about promoting the local agency’s direct services
- Reach out 6-12 months in advance with members, to avoid scheduling conflicts
Keep in Mind

• Coalitions cannot bill their staff time or other expenses (e.g., consultant, etc.) for government grants.

• Factor or budget for any staff time needed for staff to have unrestricted time to work on specific fundraising activities
Why are We Here?

• **The Perfect Storm = Surging Needs**
  • COVID-19, but Also George Floyd, Wildfires, Hurricanes, Snow in Texas, etc.

• Economic Crisis, Except for Billionaires

• In-Person Meetings & Events Currently a Challenge

• People Increasingly Live Online
Top Tips & How To’s

Work Smarter, Not Harder.
Online donations grew 21% in 2020 vs. 2% for overall giving
$612 per 1,000 visitors in income
.17% - .8% of visitors donate

86% of all online giving
50% jump in transactions in 2020
19% of nonprofit event registrations
51% of nonprofit website traffic

$40 : $1 ROI (highest of any marketing)
$42 per 1,000 fundraising emails sent
15% - 20% open rate; 2.66% click-thru rate
$57 one-time or $20/mo average gift

Most popular with 24-35 year-olds vs. 45+
$66 average contribution
$9,237.55 campaign average vs. $568 for individuals
Email
Top Tips & How To’s: Email

• A/B Test, Esp. 15 - 30 Character Subject Line
  • Ask a Question
  • Create Urgency: “Urgent”, “Now”, “Important”

• Nobody Likes to be Treated as an ATM: 7:1 Goal

• Personalize the Greeting

• Less is More w/ 1 Call to Action
  • 2 - 4 Short Paragraphs, 300 - 500 Total Words
  • Leverage Photos and Videos
Email Best Practices

• Focus on One Call to Action
  • Reduce links & offer 2 Donate Opportunities

• Less is More

• Increase Prominence of Photos/Videos

• Personalize where possible
Top Tips & How To’s: Email
Best Days / Times to Email

Opens by Day of Week

Opens by Times of Day
Top Tips & How To’s: Email
Create an Editorial Calendar
Editorial Calendar Contents

Who: Author
What: Focus/Content
Media (Photos, Video)
Where: Platform
When: By Date & Time
# Editorial Calendar Template

<table>
<thead>
<tr>
<th>Date:</th>
<th>15-Apr</th>
</tr>
</thead>
<tbody>
<tr>
<td>Time:</td>
<td>10:30am</td>
</tr>
<tr>
<td>Author:</td>
<td>Bob Jones</td>
</tr>
<tr>
<td>Focus/Content:</td>
<td>Announcing the Gala</td>
</tr>
<tr>
<td>Media (Photos/Videos/etc.)</td>
<td>Photo - Last Year's Gala</td>
</tr>
<tr>
<td>Platform (Facebook, Email, etc.)</td>
<td>Facebook</td>
</tr>
</tbody>
</table>

| Time:          | 12:30pm         |
| Author:        | Janet Rice      |
| Focus/Content: | Volunteer for the Gala Committee |
| Media (Photos/Videos/etc.) | None |
| Platform (Facebook, Email, etc.) | Twitter |

| Time:          | 4:45pm          |
| Author:        | Steve Smith     |
| Focus/Content: | Plug our Keynote Speaker |
| Media (Photos/Videos/etc.) | Embedded Keynote TED Talk |
| Platform (Facebook, Email, etc.) | Email |
Top Tips & How To’s: Email
Framework to Increase Subscribers

• Request Subscription w/ Pop Ups
• Regular Requests via Social Media
• Clarify What Subscription Entails
• Offer Free Content After Subscription
• Capture Emails at Zoom & Live Events w/ Required Registration
Social Media & Crowdfunding
Top Tips & How To’s: Social Media & Crowdfunding

• People Give to People

• The Most Powerful Form of Ask is a “Peer Ask”

• Turn Your Donors Into Fundraisers

• Engage Next Gen Donors
Top Tips & How To’s: Social Media & Crowdfunding

Pick a SMART Goal

• $20,000

• By November 1, 2021

• SFES Playground

• For 647 Kids
People don’t give to you because you *have* needs…

They give to you because you *meet* needs.

Kay Sprinkel Grace
Top Tips & How To’s: Social Media & Crowdfunding
Use Scheduling Tools
Top Tips & How To’s: Social Media & Crowdfunding
Keep in Touch!

• Update Every 5 Days: Raise 3x!
  • Best Campaigns Average 4 Updates

• Only 1 Update: 97% Chance of Failure
Top Tips & How To’s: Social Media & Crowdfunding
Map Donations to Impact

Here are some of the ways your donation helps us in the fight against modern-day slavery.

- $50 covers the cost of two hope bags that are given to women trapped in sexual exploitation.
- $100 is the average cost for medical appointments for women in our restoration program.
- $500 pays for two clinical counseling sessions for a survivor of sex trafficking.
- $1,125 covers the cost of one US governmental reform trip.
- $2,500 puts a van on the road for a three-month awareness tour of Nefarious.
- $6,000 to run our lighthouse for one month.
Top Tips & How To’s: Social Media
Ask Questions
Top Tips & How To's: Social Media

Best Times to Post

**Facebook Nonprofit Engagement**

**Instagram Nonprofit Engagement**
Top Tips & How To’s: Social Media
Use Scheduling Tools

- Hootsuite™
- Sprout Social
- TweetDeck
Top Tips & How To’s: Social Media
Use Photos & Videos

Campaigns w/ Video Raise 150% More!
I'm not doing this fundraiser for me...
TEXT COURAGE TO 41411
DONATE.FUTURESWITHOUTVIOLENCE.ORG
and I am answering the call for courage.
Top Tips & How To’s: Social Media & Crowdfunding
Seed the Tip Jar

- Staff, Board, & Key Influencers
- Donors & Your Social Network
- Volunteers & Friends

Goal: $10,000.00
90% of your goal reached

Donation Options:
- $10
- $20
- $50
- $100
People don’t give to you because you *have* needs…

They give to you because you *meet* needs.

Kay Sprinkel Grace
Top Tips & How To’s: Social Media Framework to Increase Followers

- More Photos & Videos
- Rotate Profile Pictures & Banners
- Use #Hashtags
- Explore Paid Social
- Bubble up Partner & Industry Content
Website Fundraising
Top Tips & How To’s: **Website Fundraising**

Pick a Platform: **Integration is Key**

**THE AMERICAN PROSPECT**

Support the American Prospect

The American Prospect is an independent, non-profit media organization dedicated to improving the national conversation about the day's most pressing issues, informing and engaging the public, and inspiring smart, just policy. One of the challenges the non-profit American Prospect faces is knowing what support we can count on—what we can make plans around. We could not exist without your support. We believe this model is vital in sustaining real journalism: it fosters independence, invests readers in the work that is done, and keeps journalists accountable to individuals.

We appreciate your support of the Prospect's influential brand of progressive journalism!
Top Tips & How To’s: Website
Make it Easy

Remember / Maintain the 3-Click Rule
Top Tips & How To’s: Website
Make it Easy

Minimize Fields
I support Numi Foundation!

The Numi Foundation's mission is to foster thriving communities across the globe by supporting initiatives that nurture health, art, education and our natural environment.

COMMITCHANGE.COM
Top Tips & How To’s: Website Optimization for Mobile

In the past year, mobile giving donations have increased 205%.

PERCENTAGE OF ONLINE DONATIONS MADE USING A MOBILE DEVICE

2014: 9%
2015: 14%
2016: 17%
2017: 21%
2018: 24%
2019: 26%
2020: 28%
Top Tips & How To’s: Website Promote Recurring Giving

We believe in a world where everyone has access to clean water. Join us.

The water crisis is massive. But together, we can solve it. Join The Spring, our community of monthly givers, to bring clean and safe water to families around the world every single month.

Average monthly online donation ($624 per year) vs. one-time average: $128

Increase in giving vs. one-time donations: 42%
Top Tips & How To’s: Website Fundraising

Minimize Fields
Top Tips & How To’s: Website Improving Monthly Giving

• Promote Sustaining Donor Program *Everywhere*

• Default to Monthly Giving?

• *Proactively Invite Mid-range & Serial Donors*

• Brand the Program

• Consider NPR-Style Incentives
3 Experiments to Triple Online Fundraising in 3 Months
Top Tips & How To’s: Website
Make Your Donate Button Shine!
Top Tips & How To’s: Website
Optimize Your Donation String
Map Donations to Impact

$10 PER MONTH
Provides two weeks of after school programming for a child

$15 PER MONTH
Gives an after school class art supplies for one year

$25 PER MONTH
Brings an anti-bullying program to a classroom for five days

$50 PER MONTH
Provides a child with two weeks of enriching summer programming

$100 PER MONTH
Funds a full semester of after school programming for a child
Top Tips & How To’s: **Website Fundraising**

**Apply for a Google Grant**

We’ve created step-by-step videos with Applied Digital Skills to help you make the most of Ad Grants.

Share your cause with the world.

Imagine what you could do with $10,000 USD of in-kind advertising every month from Google Ads, an online advertising solution from Google. You could recruit more volunteers. Attract more donations. And share your story with audiences all over the globe. It’s all possible with Google Ad Grants.
Resource Review

www.NonprofitMarketingGuide.com
www.NPTechForGood.com
www.Fundraising123.org
www.NTEN.org
www.google.com/grants
www.bethkanter.org
www.BlueAvocado.org
www.classy.org
Thank You!

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