



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.



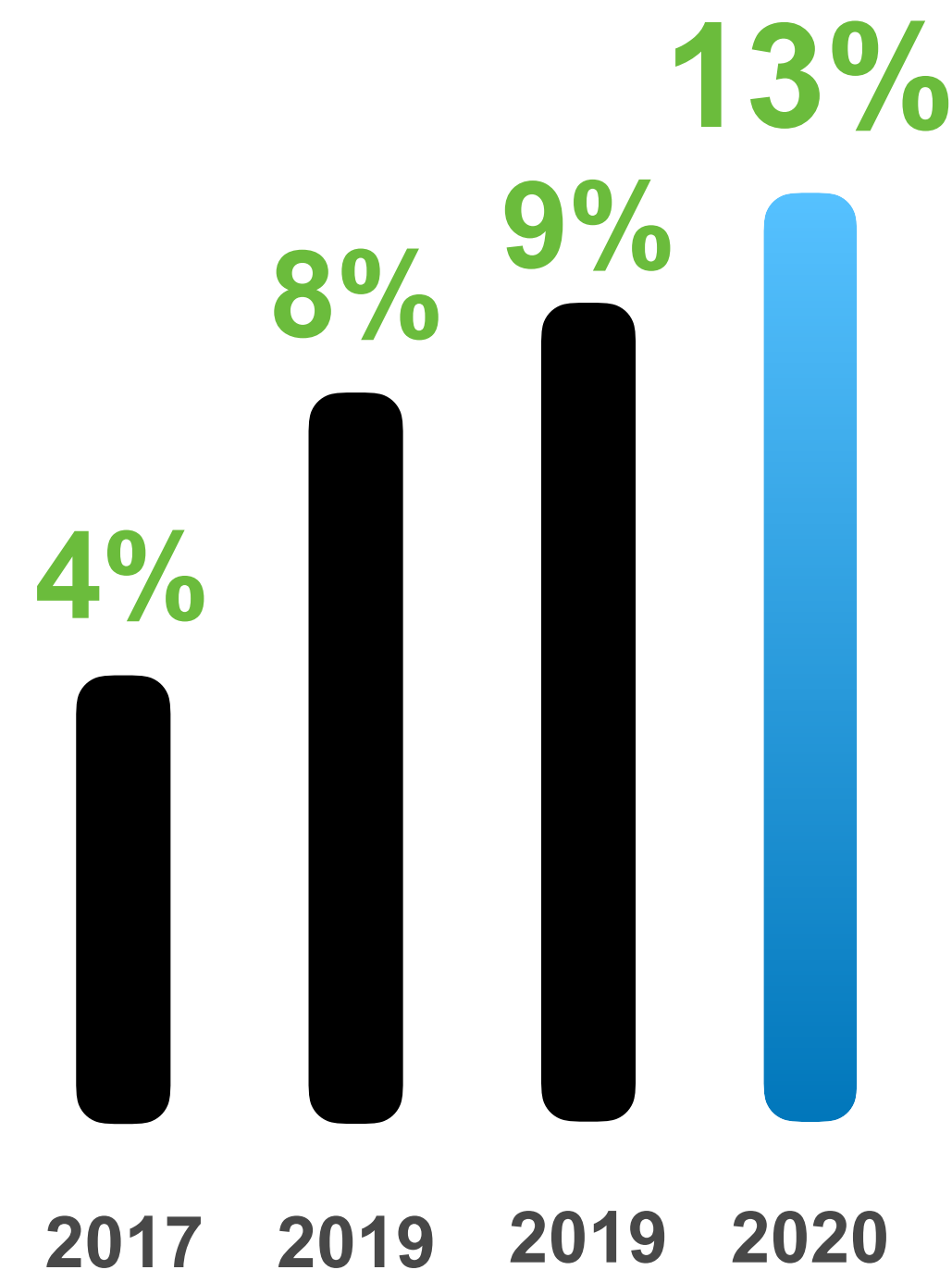
Web

- Online donations grew 21% in 2020 vs. 2% for overall giving
- \$612 per 1,000 visitors in income
- .17% - .8% of visitors donate

Mobile

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

% of Total Fundraising from Online Giving



Email

- \$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

Crowdfunding / P2P

- Most popular with 24-35 year-olds vs. 45+
- \$66 average contribution
- \$9,237.55 campaign average vs. \$568 for individuals



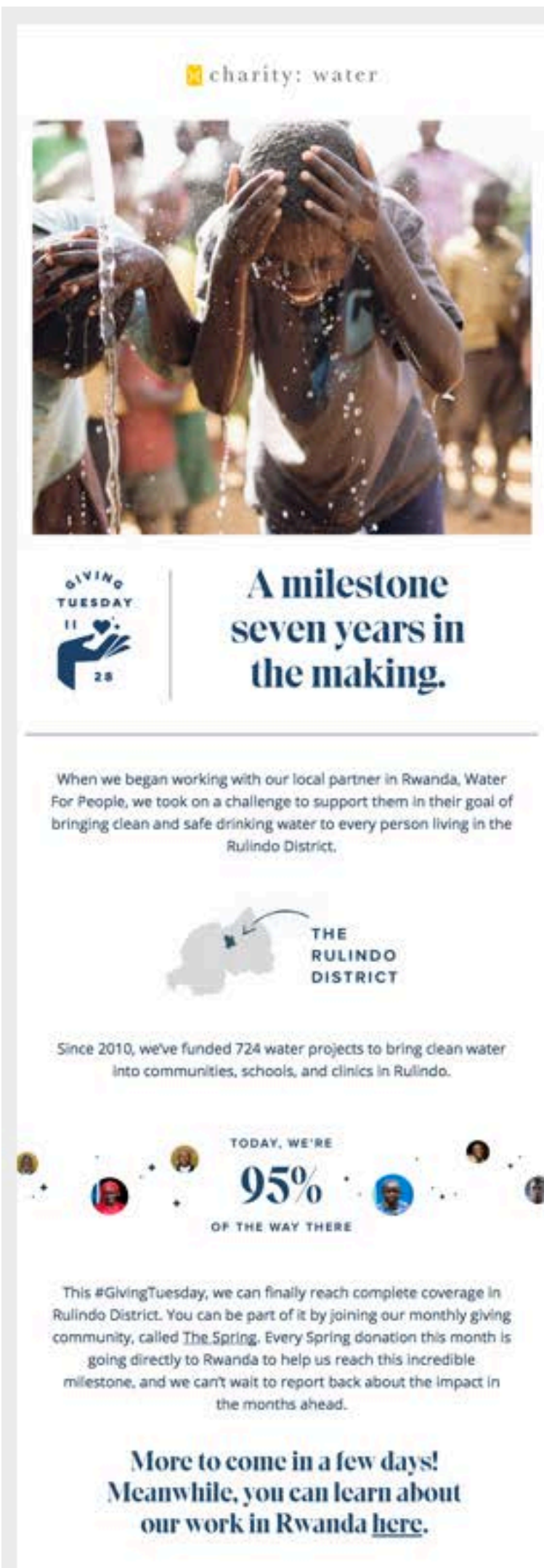
Email

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

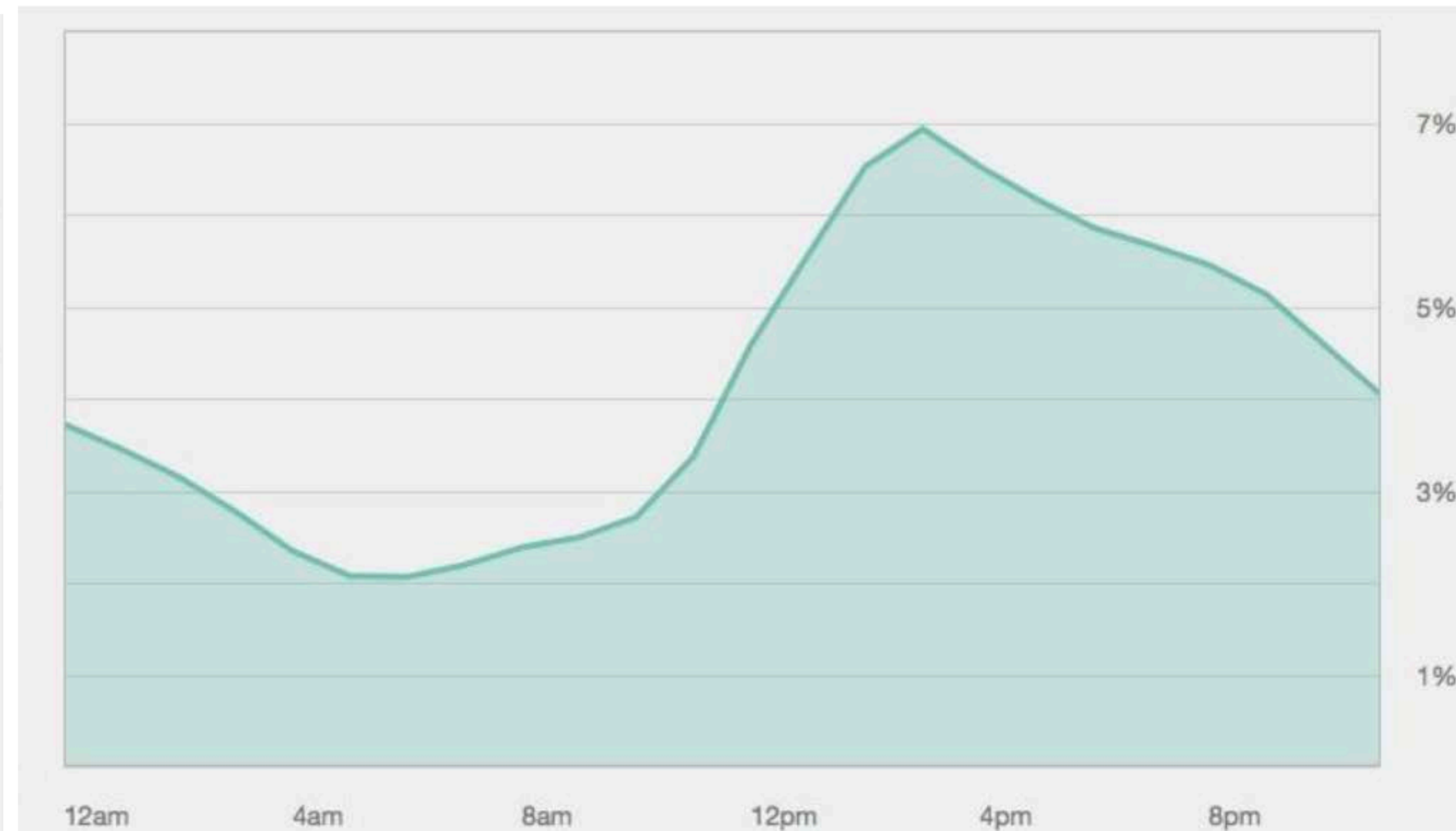


Top Tips & How To's: Email Best Days / Times to Email

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

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

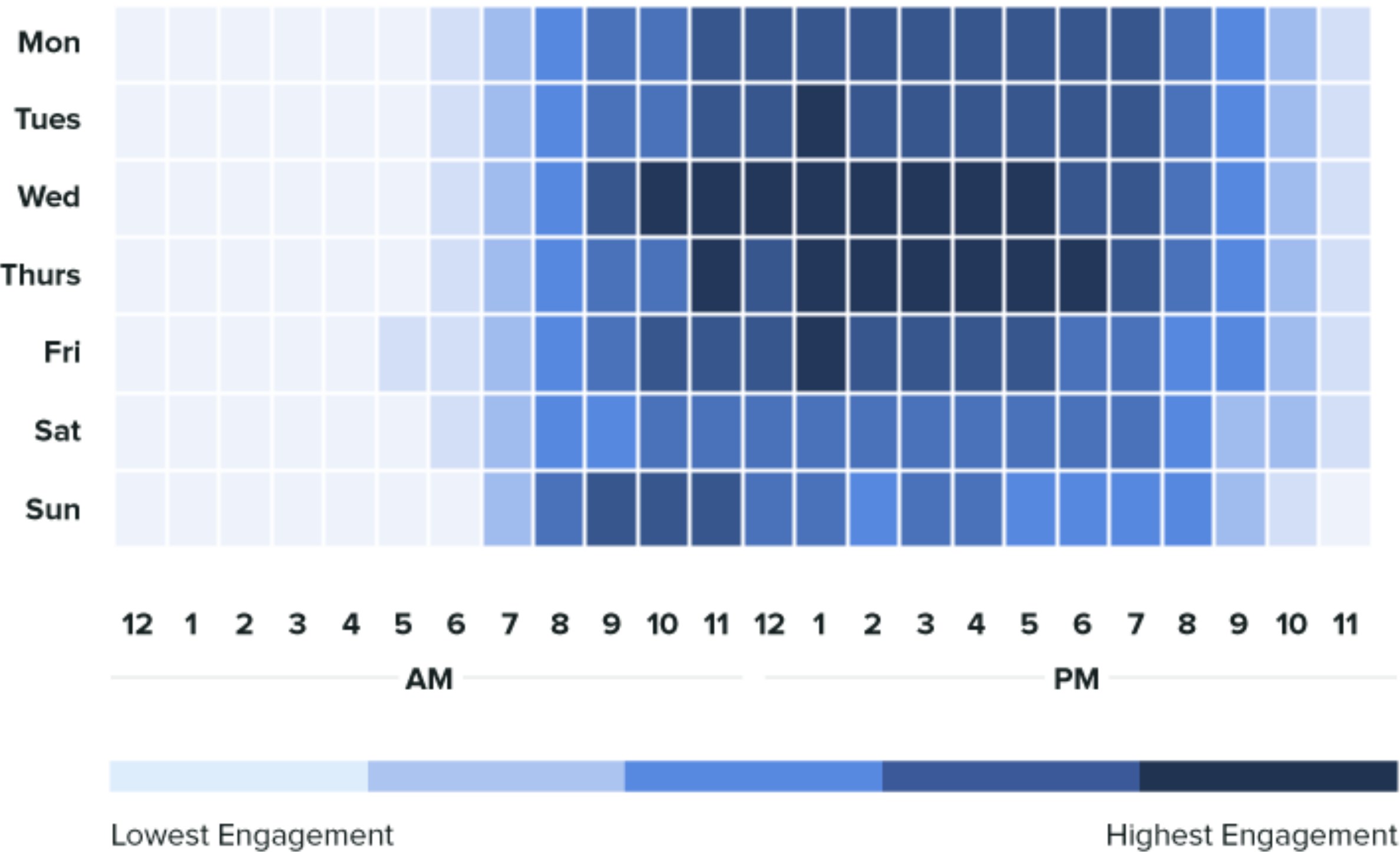


Top Tips & How To's: Social Media

Best Times to Post

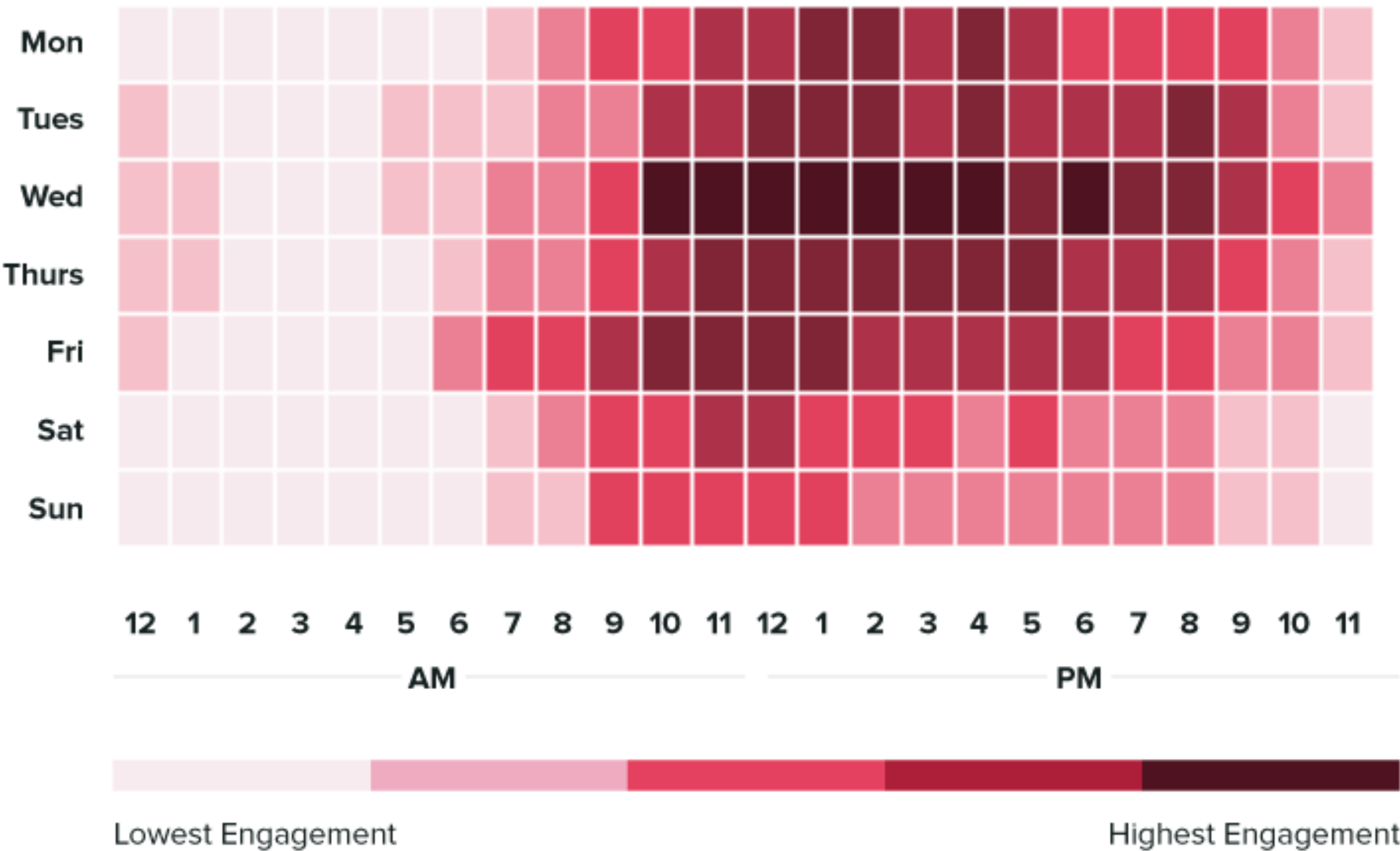
Facebook Nonprofit Engagement

sproutsocial



Instagram Nonprofit Engagement

sproutsocial



Top Tips & How To's: Social Media Use Scheduling Tools



Top Tips & How To's: Social Media Use Photos & Videos

**Campaigns w/ Video
Raise 150% More!**







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



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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!

Take future action with a single click.
[Log in](#) or [Sign up for FastAction.](#)

[fastAction](#) ?

1 Amount 2 Details 3 Payment

\$20 \$35 \$50 \$100

\$500 \$2,500 \$0.00

☐ Make this contribution: Monthly

Next

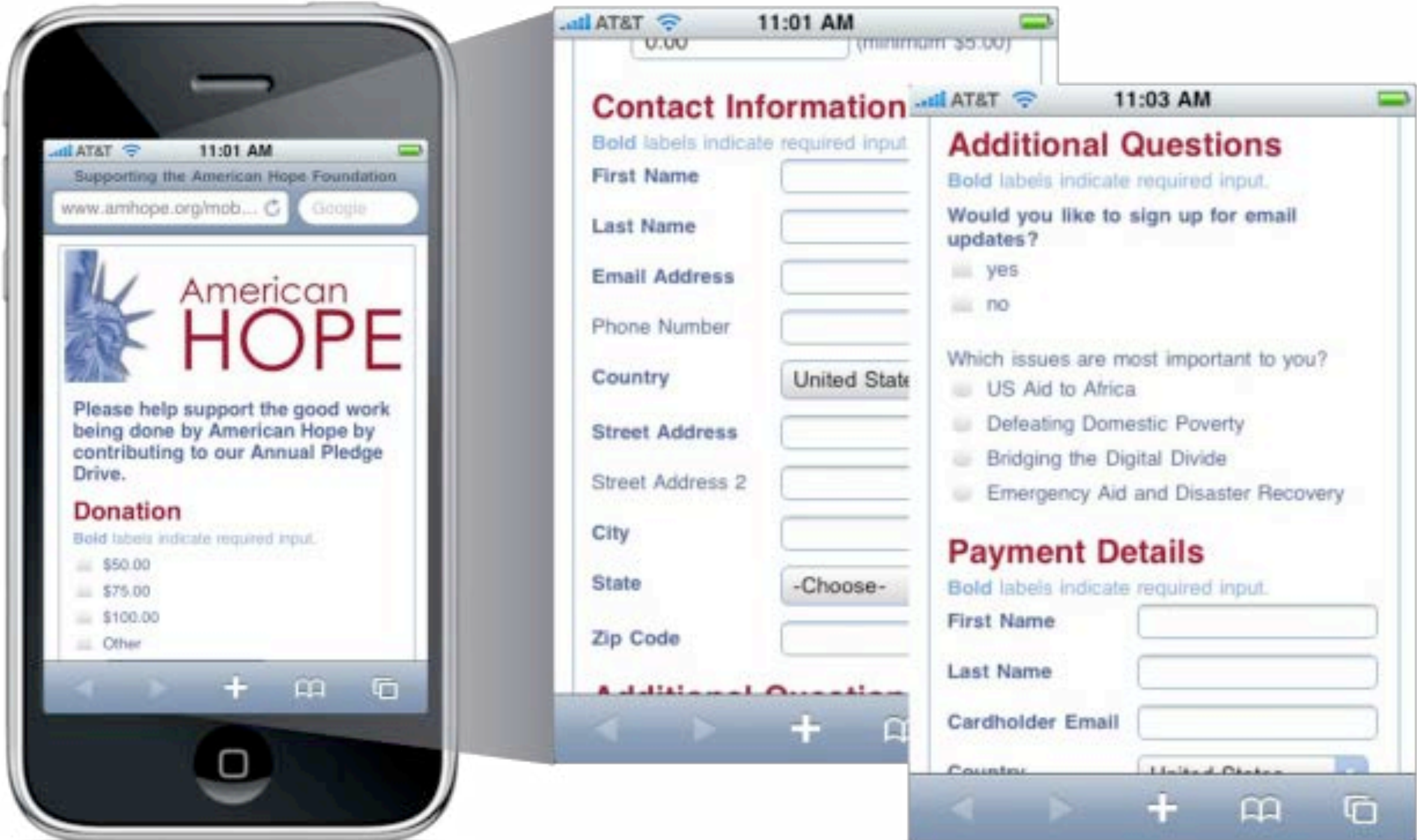
Top Tips & How To's: Website Make it Easy



**Remember /
Maintain the
3-Click Rule**

Top Tips & How To's: Website Make it Easy

Minimize Fields



Contact Information
Bold labels indicate required input.

First Name

Last Name

Email Address

Phone Number

Country

Street Address

Street Address 2

City

State

Zip Code

Additional Questions
Bold labels indicate required input.

Would you like to sign up for email updates?

☐ yes
☐ no

Which issues are most important to you?

☐ US Aid to Africa
☐ Defeating Domestic Poverty
☐ Bridging the Digital Divide
☐ Emergency Aid and Disaster Recovery

Payment Details
Bold labels indicate required input.

First Name

Last Name

Cardholder Email

Country

 **Share on Facebook**

Share on your own Timeline ▼

Say something about this...

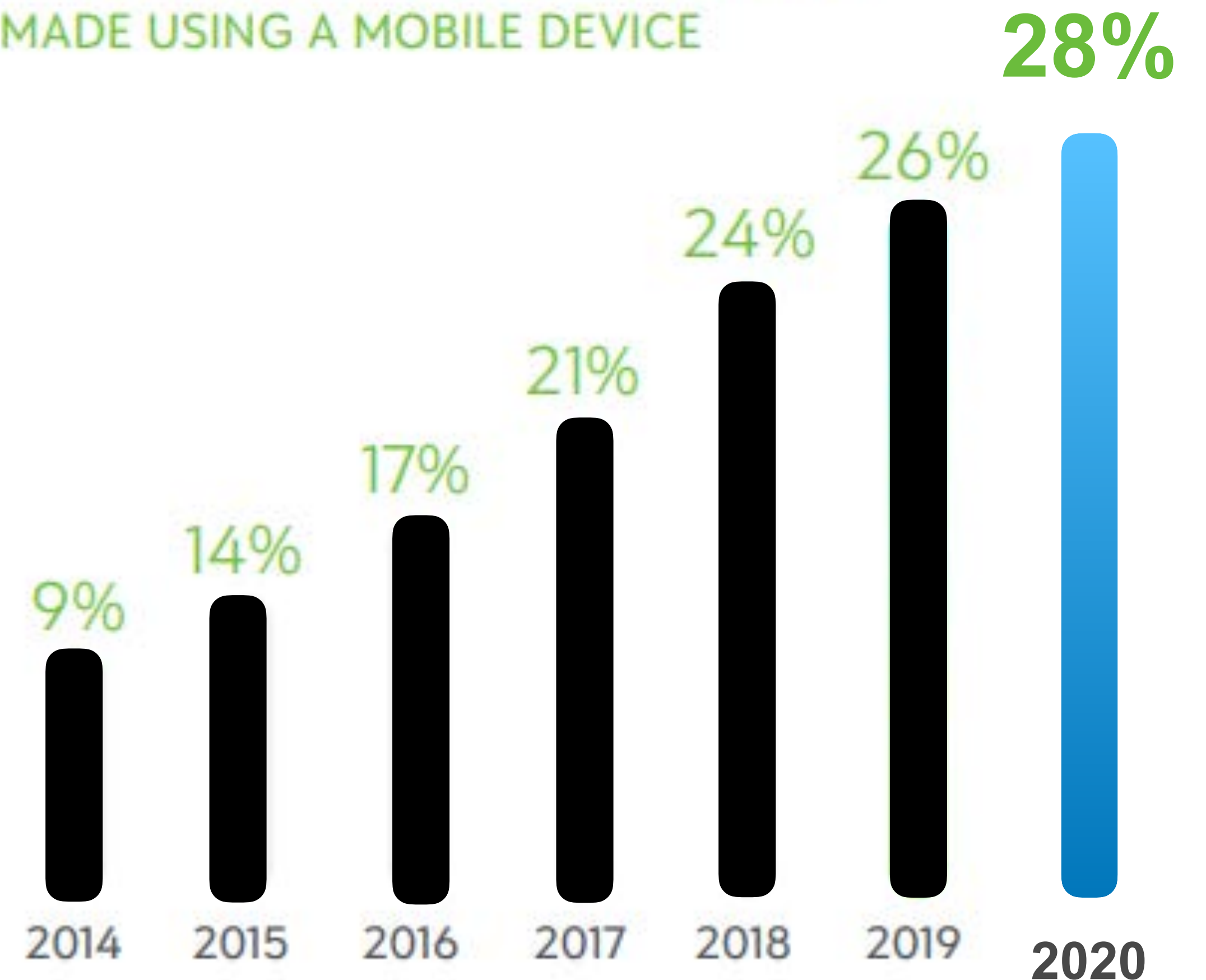
I support Numi Foundation!

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.

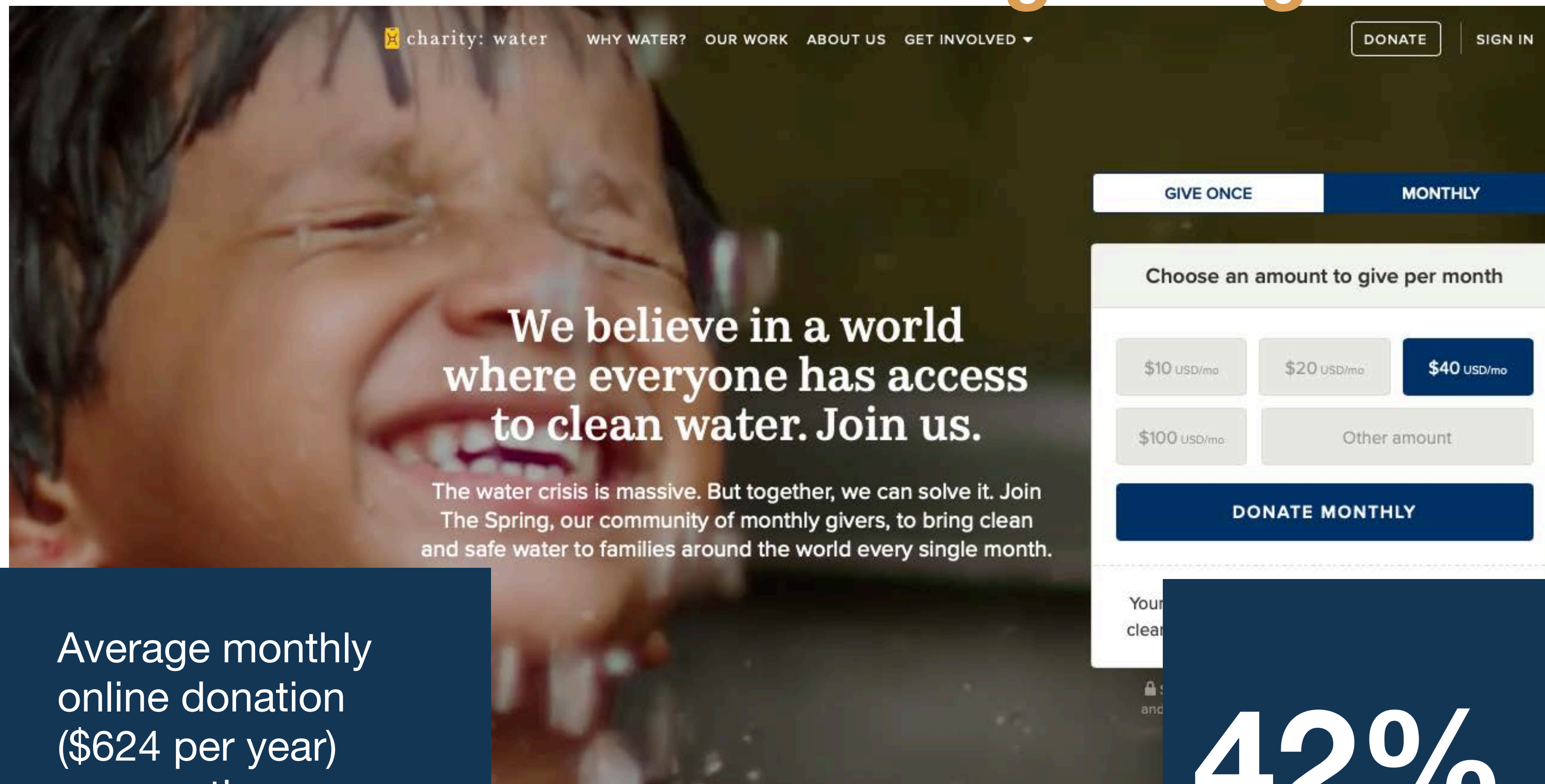
COMMITCHANGE.COM

Top Tips & How To's: Website Optimization for Mobile

PERCENTAGE OF ONLINE DONATIONS
MADE USING A MOBILE DEVICE



Top Tips & How To's: Website Promote Recurring Giving



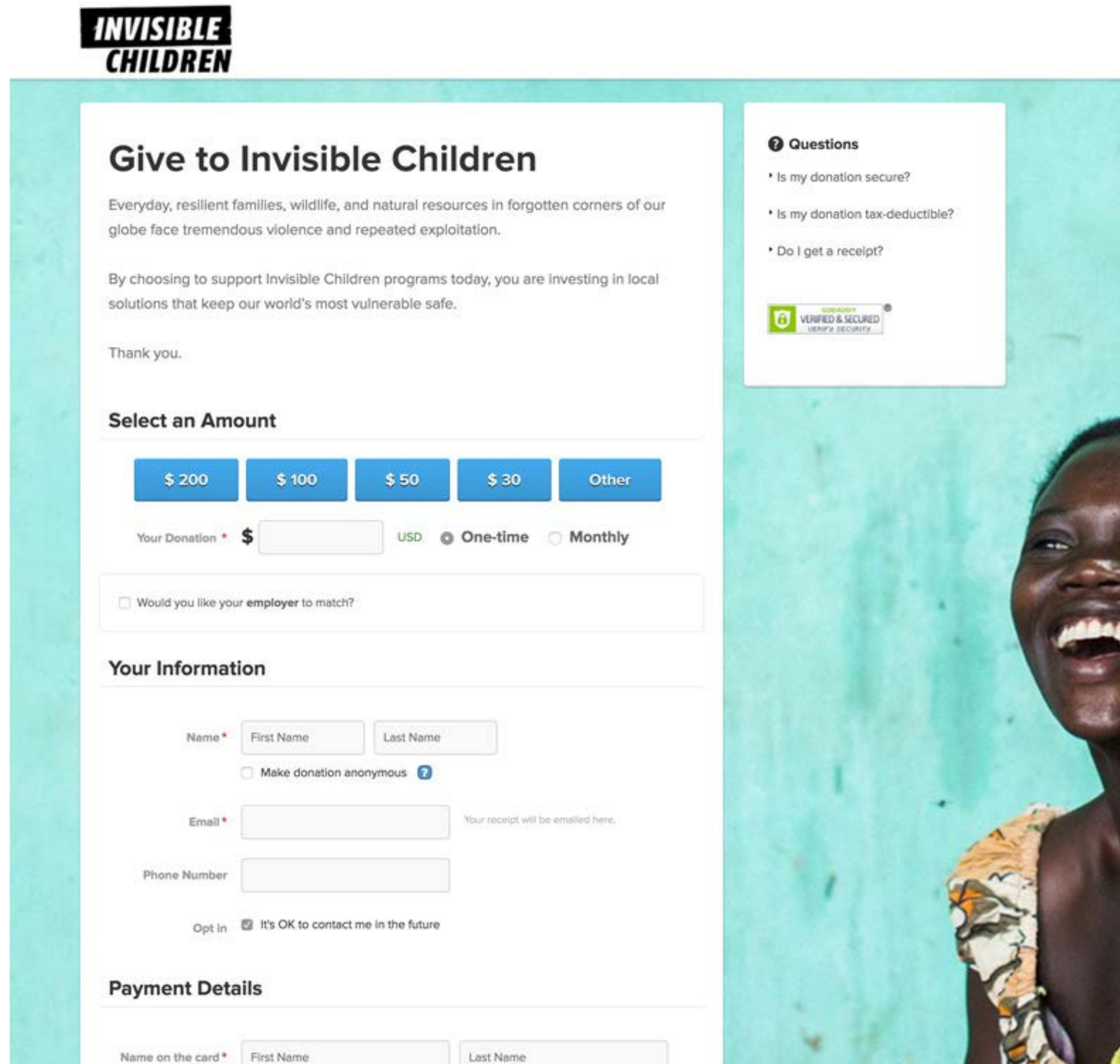
\$52

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

42%

Increase in
giving vs.
one-time
donations

Top Tips & How To's: Website Fundraising Minimize Fields



INVISIBLE CHILDREN

Give to Invisible Children

Everyday, resilient families, wildlife, and natural resources in forgotten corners of our globe face tremendous violence and repeated exploitation.

By choosing to support Invisible Children programs today, you are investing in local solutions that keep our world's most vulnerable safe.

Thank you.

Select an Amount

Your Donation * \$ USD ☒ One-time ☐ Monthly

☐ Would you like your employer to match?

Your Information

Name * First Name Last Name

☐ Make donation anonymous ?

Email * Your receipt will be emailed here.

Phone Number

Opt In ☒ It's OK to contact me in the future

Payment Details

Name on the card * First Name Last Name

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

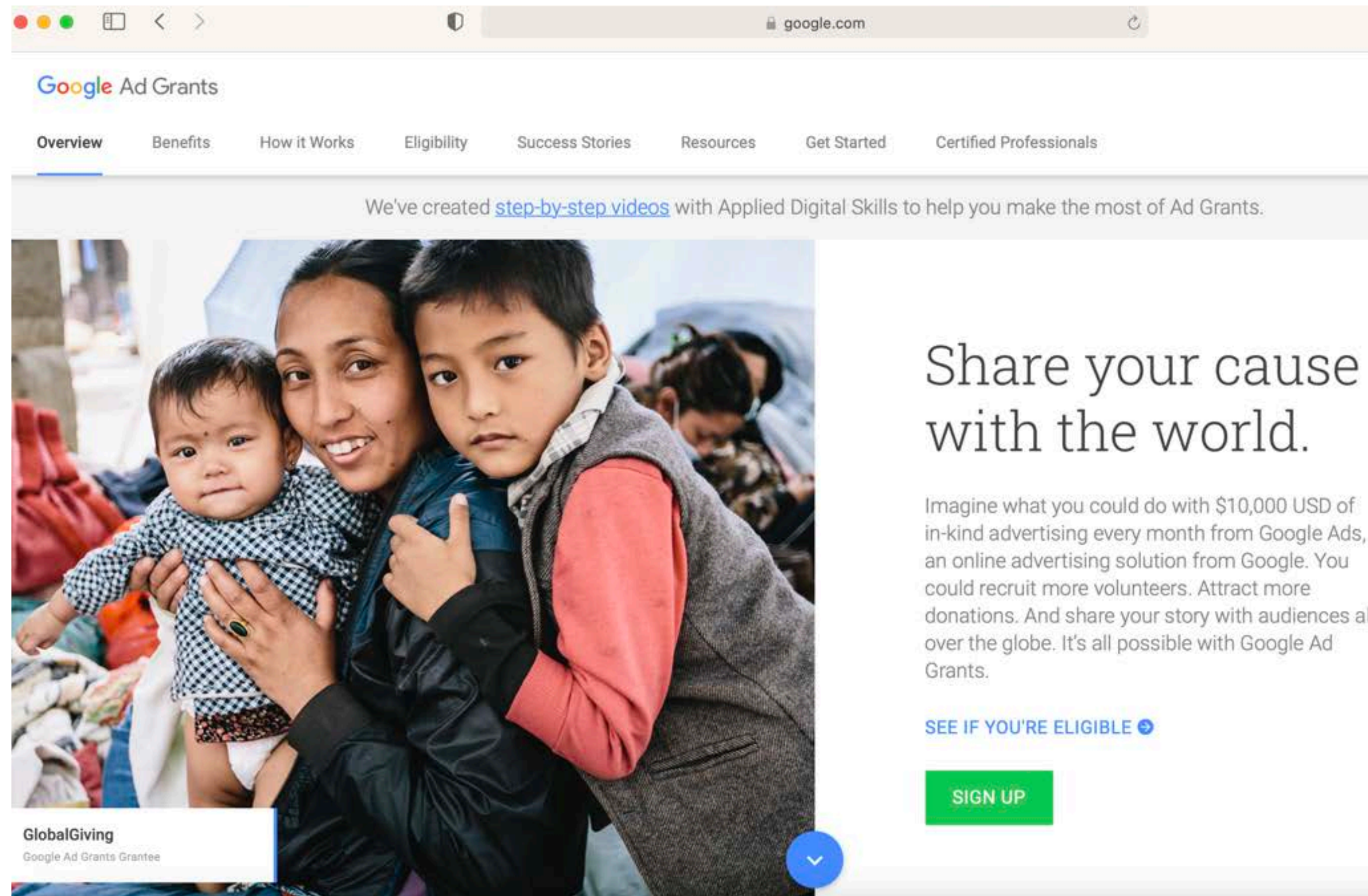
Provides a
child with
two weeks of
enriching
summer
programming



\$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



The screenshot shows the Google Ad Grants homepage. At the top, the Google Ad Grants logo is displayed. Below it is a navigation menu with links: Overview, Benefits, How it Works, Eligibility, Success Stories, Resources, Get Started, and Certified Professionals. A banner message states: "We've created [step-by-step videos](#) with Applied Digital Skills to help you make the most of Ad Grants." The main content area features a large image of a woman holding a baby and a young boy. To the right of the image, the text reads: "Share your cause with the world." Below this, a paragraph explains: "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." A blue link "SEE IF YOU'RE ELIGIBLE" with a right arrow is positioned above a green "SIGN UP" button. In the bottom left corner, a small box identifies "GlobalGiving" as a "Google Ad Grants Grantee". A blue circular arrow icon is in the bottom right corner.

Google Ad Grants

Overview Benefits How it Works Eligibility Success Stories Resources Get Started Certified Professionals

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.

[SEE IF YOU'RE ELIGIBLE](#)

[SIGN UP](#)

GlobalGiving
Google Ad Grants Grantee



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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