Expert Advice for Fundraising in the Digital Age

Gabe Smith
Regional Business Development Manager
BEFORE WE GET STARTED

- All lines are muted
- If you have questions throughout the presentation please type them into the Q&A box
- We are recording the webinar and will send out the recording via email tomorrow
29,000 Organisations

Across 60 Countries

Helping to raise over $100 Billion every year

420 NFP Locally in Asia Pacific
We finally have technology, that for the first time in human history allows people to really maintain rich connections with much larger numbers of people.

(Pierre Omidyar, eBay Founder)
TODAY’S AGENDA

How to make the best use of your supporter data

The day in the life of a fundraiser - highlighting an integrated campaign approach

How to use peer-to-peer fundraising to grow your donors and strategies to increase conversion rate to ongoing supporters

How to best identify your lapsed donors and what you could do to increase retention.
Hey! I’m Gabe Smith

At Blackbaud: 8+ years

Hometown: Indianapolis (USA)

- Former Consultant helping NPOs audit their data and workflows within CRMs.
- Avid sports fan who dreams of seeing his beloved Liverpool FC in person at Anfield.
- Deeply focused on the success of the non profit sector to increase awareness to the world’s greatest challenges and missions.
Technology has transformed the way people think, the way they behave and the way they interact with the causes they support.
As fundraisers we need to ride this wave and embrace a more **RELEVANT, DONOR-CENTERED** approach to our fundraising.

We’re in a competitive sector, where everyone has a ‘worthy cause’.

This requires us to be more efficient in our approach.
So how do you gain fundraising efficiency in this age of engagement, digital disruption and a highly competitive non-profit sector?
WINNING COMBINATION

DATA HEALTH

MULTI-CHANNEL FUNDRAISING

= COST SAVINGS & MORE MONEY RAISED
MAKE A DATA HEALTH PLAN

DATA HEALTH

DOCUMENT DATA GUIDELINES

INTERNAL AUDIT

KNOW THE IMPLICATIONS

TEAM EDUCATION
INTERNAL AUDIT

- Salutations
- Account Types
- Email Address
- Phone number
- Social media profiles
- Deceased Donors
- Address Accuracy
- Employment Status
- Mailing preference
**DOCUMENT DATA GUIDELINES**

- Set required fields
- Request monthly or quarterly data health reports
- Create a user manual of proper data entry protocol for staff.
- Create a list of reports for fundraising forecasting
- Be mindful when requesting donor information—respect privacy of households that may be in transition or distress.
- Assign data health tasks to team members - keep a calendar of duties
## KNOW THE IMPLICATIONS

<table>
<thead>
<tr>
<th>10% will change postal address</th>
<th>5% will have to be marked deceased each year</th>
<th>20% people will change email address every year</th>
<th>30% time saved in administration</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Contacts Impacted: 1000</td>
<td>• Contacts Impacted: 500</td>
<td>• Contacts Impacted: 2,000</td>
<td>• Staff member hourly rate: $20</td>
</tr>
<tr>
<td>• People who won’t respond: 50</td>
<td>• Mailing cost loss: $1,500</td>
<td>• Supporters who won’t respond: 100</td>
<td>• Annual savings from efficiency: $10,560</td>
</tr>
<tr>
<td>• Potential loss: $764 x 50= $38,200</td>
<td></td>
<td>• Potential loss: $379 x 100= $76,400</td>
<td></td>
</tr>
</tbody>
</table>

### Assumptions:
- Database of 10,000
- Average gift: $764; Mailing cost: $3
- Response rate: 5%

### Sources
- Giving Australia 2016
- Australian Bureau of Statistics
- Blackbaud
TEAM EDUCATION

Relationships  Retention  Donations
SEGMENTATION

- Target better
- Apply resources more efficiently
- Adhering to constituents contact preferences
- Increase results
KEY AREAS FOR SEGMENTATION

- Geographical
  - State, Region, Suburb, Climate

- Socio-demography
  - Age, Gender, Family, Occupation

- Psychography
  - Lifestyle, Personality, Values, Interests

- Behaviour
  - Past Giving, Event attendance, Volunteer participation
ABOUT THE FEBC

- We are a Faith-based non-profit promoting global Christian radio broadcasting
- Began in Australia in 1965
- FEBC broadcasts in more than 50 countries in 130 different languages for 2500 + hours daily, connecting Australian believers with people in the hard to reach parts of the world.
- Philippa Lowe – Operations Manager and has been with the organisation for over 2 years
FEBC USES THE POWER OF RADIO TO IMPACT LIVES

- FEBC gives a gift of a radio to a person overseas on your behalf.
- Unreached, persecuted, and suffering people hear about the hope of Jesus.
- 9 million people each year tell us their lives are changed by what they hear and see from FEBC.
- There is an extensive follow-up ministry on the ground; listener groups meet together.
- FEBC's radio programs educate listeners; social issues are addressed to change lives.
FEBC’S INTEGRATED MULTI-CHANNEL CAMPAIGN

- Launched a ‘first-of-its-kind’ Christmas campaign in November 2017
- Campaign had double-pronged objectives incl.– Name acquisition + branding exercise
- Brand congruent multi-channel campaign targeting up to 5000 constituents in the FEBC database
- ‘Out of the box’ creative to capture attention of the audience ‘Reach out with a gift that goes further. Give $30 and the gift of a friendly voice this Christmas’
ELEMENTS OF THE MULTI-CHANNEL CAMPAIGN

- Direct Mail + Digital + Social Media + QCommons sponsorship + Koorong Store inserts
THE CAMPAIGN YIELDED AMAZING RESULTS!

- Within 20 days the campaign raised more than $30k
- By the end of the campaign 88 new donors acquired
- More than 400 supporters of FEBC reactivated

Overall Results: In 3 months, $67k raised which translates to 2233 radios in the field— which in turn impacted 55,833 lives
DONOR ACQUISITION VS DONOR RETENTION

Why not both?
PEER-TO-PEER FUNDRAISING

The virtues of peer-to-peer campaigns to acquire new donors over acquisition lists
- Less Cost

- Engages your organisation’s biggest champions

- Creates greater brand recognition and awareness

- Utilises social media very well

- Already have an indirect relationship with the new donor
EDUCATION OF MISSION KEY TO CONVERTING 1\textsuperscript{ST} TIME P2P GIVERS

Education is the key to success
THE IMPORTANCE OF THE SOFT CREDIT
“LOYALTY IS THE HOLY GRAIL OF FUNDRAISING”

- Roger Craver and Tom Belford
The Agitator
Donor Retention Stats

23% of first time donors are retained.
60% of repeat donors are retained.

“An 10% increase in donor retention can increase the lifetime value of your donor database by 200%”

- Dr. Adrian Sargeant
  Director of the Centre for Sustainable Philanthropy at University of Plymouth
MANAGING LAPPED DONORS

- Differentiate between newly lapsed donors and those who are lapsed but have given multiple years.
- Targeted communications with messages focused for your lapsed audience with an easy call to action.
DOWNGRADE DONORS

### Constituent Distribution

- **New**: 12 donors, totaling $2,022.00.
- **Recapture**: 4 donors, totaling $600.00.
- **Upgrade**: 2 donors, totaling $200.00.
- **Same**: 1 donor, totaling $100.00.
- **Downgrade**: 3 donors, totaling $4,171.00.
- **Lapsed New**: 5 donors, totaling $180.00.
- **Lapsed Other**: 10 donors, totaling $1,255.00.

### Comparing Two Dates

- **1/31/2013** vs. **3/1/2013**:
  - New donors: $0.00 to $325.00, increase by 0%
  - Recapture donors: $0.00 to $5.00, increase by 0%
  - Upgrade donors: $0.00 to $1,400.00, increase by 600%
  - Same donors: $100.00 to $100.00, no change
  - Downgrade donors: $4,171.00 to $580.00, decrease by 84%
  - Lapsed New donors: $180.00 to $0.00, decrease by 100%
  - Lapsed Other donors: $1,255.00 to $1,125.00, decrease by 10%

### Table:

<table>
<thead>
<tr>
<th>Status</th>
<th>Number of Donors</th>
<th>% of Donors</th>
<th>1/31/2013 - 3/1/2013</th>
<th>1/31/2014 - 3/1/2014</th>
<th>% Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>Totals</td>
<td>25</td>
<td></td>
<td>$2,022.00</td>
<td>$2,410.00</td>
<td>(51)</td>
</tr>
<tr>
<td>New</td>
<td>3</td>
<td>12%</td>
<td>$0.00</td>
<td>$325.00</td>
<td>0%</td>
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<tr>
<td>Recapture</td>
<td>1</td>
<td>4%</td>
<td>$0.00</td>
<td>$5.00</td>
<td>0%</td>
</tr>
<tr>
<td>Upgrade</td>
<td>2</td>
<td>8%</td>
<td>$200.00</td>
<td>$1,400.00</td>
<td>600%</td>
</tr>
<tr>
<td>Same</td>
<td>1</td>
<td>4%</td>
<td>$100.00</td>
<td>$100.00</td>
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<td>3</td>
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<td>(84%)</td>
</tr>
<tr>
<td>Lapsed New</td>
<td>5</td>
<td>20%</td>
<td>$180.00</td>
<td>$0.00</td>
<td>(100%)</td>
</tr>
<tr>
<td>Lapsed Other</td>
<td>10</td>
<td>40%</td>
<td>$1,255.00</td>
<td>$1,125.00</td>
<td>(10%)</td>
</tr>
</tbody>
</table>
“2017 was a year defined by change and uncertainty…For now, what is certain is that a focus on the fundamentals of fundraising and relationship building has never been more important.”

- Chuck Longfield
  Blackbaud Chief Scientist
  Senior Advisor, Blackbaud Institute
Get in Touch!

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THANK YOU FOR ATTENDING