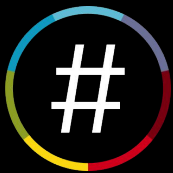


CONNECTING UP

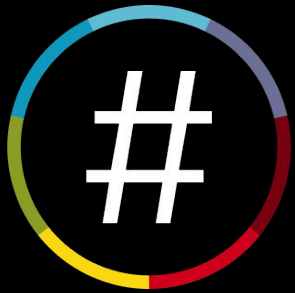
**Digital Fundraising**



DIGITAL FUNDRAISING

## Running a digital fundraising program

- Define goals and timeline
- Donor recruitment
- Online fundraising tactics
- Peer-to-peer fundraising



FUNDRAISING

**Define goals**



DEFINE GOALS AND TIMELINE

## **Determine your Budget**

- Review financials from past campaigns
- Operational costs
- Any contribution limits



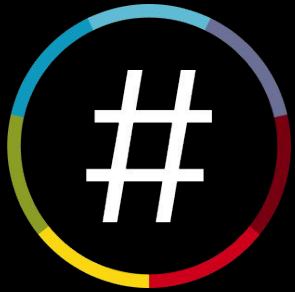


DEFINE GOALS AND TIMELINE

## Fundraising Goals

- Total amount of money raised
- Number of donations
- Number of unique donors
- Average donation amount





KNOW WHO YOUR DONORS (AND POTENTIAL DONORS) ARE

# Donor Recruitment



DONOR RECRUITMENT

## Types of donors

- One-time donors
- Recurring donors
- Lapsed donors
- High-dollar/major donors
- Fundraisers

Date	Name	Transaction
<a href="#">Edit</a> May 14, 2019	<a href="#">Larry Weber</a>	439147: 2019 kickoff party attendee ticket purchase
May 14, 2019	<a href="#">Joyce Valdez</a>	439146: January pledged donation amount
May 14, 2019	<a href="#">Samuel Kelly</a>	439145: January pledged donation amount
May 14, 2019	<a href="#">Cynthia McDonald</a>	439144: January pledged donation amount
May 14, 2019	<a href="#">Madison Moreno</a>	439143: kellymarks donation goal catch up
May 14, 2019	<a href="#">Margaret Berry</a>	439142: 2019 kickoff party attendee ticket purchase



DONOR RECRUITMENT

## Understand your existing and potential donors



Luis Morton left feedback

I signed up to volunteer for the upcoming rally at city hall.  
I'm really looking forward to it and wanted to let you know  
I can also take photos during the event.

VOLUNTEER

P

2018 voter

@luismorton

2 Most recruits

STRONG  
supporter

HOUSEHOLD

local advocate x

top fundraiser x



Luis Morton

\$1,500 DONATED

Santa Monica, CA

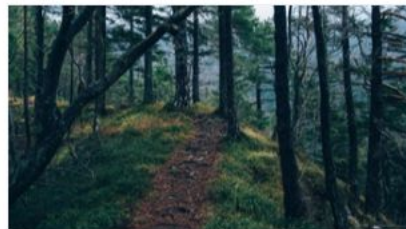
+10pc



Frances Carr

20 mins

I just volunteered to lead a nature hike. Join me!



Support the Forest. Find a Hike Near You.

SAVETHEFOREST.COM



Frances Carr

Nashville, TN

RECRUITED



Roger Matthews

Nashville, TN

I want to volunteer!





DONOR RECRUITMENT

It's more than the money

- Take the time to get to know your supporters:
  - What got them interested in your cause?
  - What led them to donate?
  - Can they help in other ways?
- Track this data in a centralized database

The screenshot shows a web browser window with the URL `nationbuilder.com`. The profile is for Sorcha Rochford, located in Central Falls, RI, US. She has a profile picture and a green badge indicating '100pc'. Her roles are listed as ADMIN, VOLUNTEER, 2 RECRUITS, and SUPPORTER. A yellow badge shows '\$8,600.00 RAISED'. Her contact information includes a phone number (857) 234-7405, an email address `sorcha@nationbuilder.com`, and a link to a Facebook message. Her bio states she is the Director @NationBuilder, London Irish, in #Boston, US Amb @BITAIntl, Co-h #data #organizing. Her point person is Katie Angelo. Below the bio, there are tags: 'Add tag', 'Moneybomb 2020', 'Text - School Meals', and 'Vol > Grocery Pick Up'. At the bottom, there are two progress bars. The first progress bar shows 'Become a volunteer' (with a dropdown arrow), 'Ask to volunteer', and 'Signed up to volunteer' (highlighted). The second progress bar shows 'Become a donor' (with a dropdown arrow), 'Potential donor', 'Ask to pledge' (highlighted), and 'Pledged'.



DONOR RECRUITMENT

## Segment your donors

### Behavior (action history)

- Donors who RSVPed for an event gave 34% more
- Incremental asks: If they've previously given \$25, ask for \$50

### Persona (characteristics)

- 2+ year supporters gave 150% more than 1 month supporters
- Issues, skills, social influence

View: List view Sort: Recently added Showing: People and Organizations

Matches all of the following:

Date of most recent donation before 2020-01-01

and matching any of the following:

Has rsvpd (specific event) is The Last Bookstore - Boo...

or Has rsvpd (specific event) is Apple party - Mar 23 2019

has Opened email blast from Sorcha in the last 90

and matching any of the following:

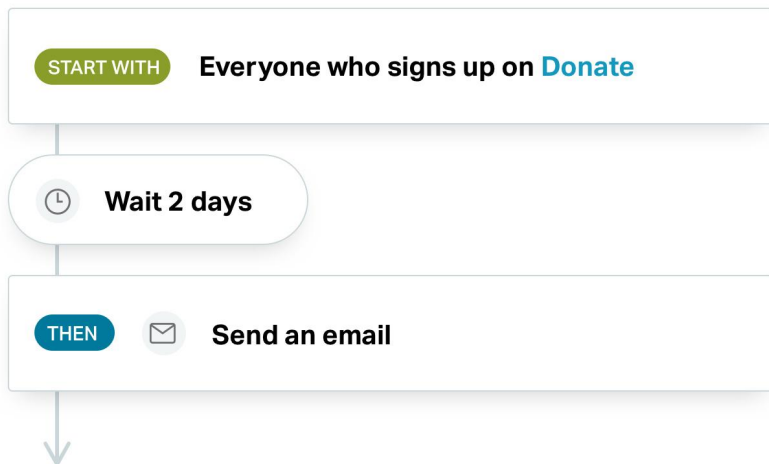
is Twitter follower is not Twitter follower

or Number of Facebook posts liked is greater than or equal to 10



DONOR RECRUITMENT

## Stay in communication with your donors



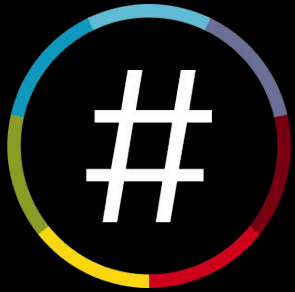
**New text blast** Search people

Slug\*  
event

Text message\*  
We're hosting an event next week and we'd love for you to join. Reply with "RSVP" if you can make it. txt STOP to leave.

RSVP

We received your RSVP! Thank you, and see you soon. txt STOP to leave.



STRATEGIES FOR DIGITAL FUNDRAISING

# Online Fundraising Tactics



ONLINE FUNDRAISING TACTICS

## The Basics

- Make sure that your donation processing on your website is seamless and easy
- Multi-channel communications
- Create branded donation pages for events, issues, and rapid response

The illustration shows a desktop monitor and a smartphone, both displaying a donation form. The form is titled 'Select a frequency' and 'Select an amount'. The desktop version is larger and shows more detail, while the mobile version is smaller and shows the same form adapted for a smaller screen. Both versions have a red header bar and a red 'Continue' button at the bottom.

**Desktop Form:**

1 — 2 — 3

Select a frequency

One time Monthly Weekly

Select an amount

\$3	\$10	\$32
\$50	\$100	\$250

Continue

**Mobile Form:**

1 — 2 — 3

Select a frequency

One time Monthly Weekly

Select an amount

\$3	\$10	\$32
\$50	\$100	\$250

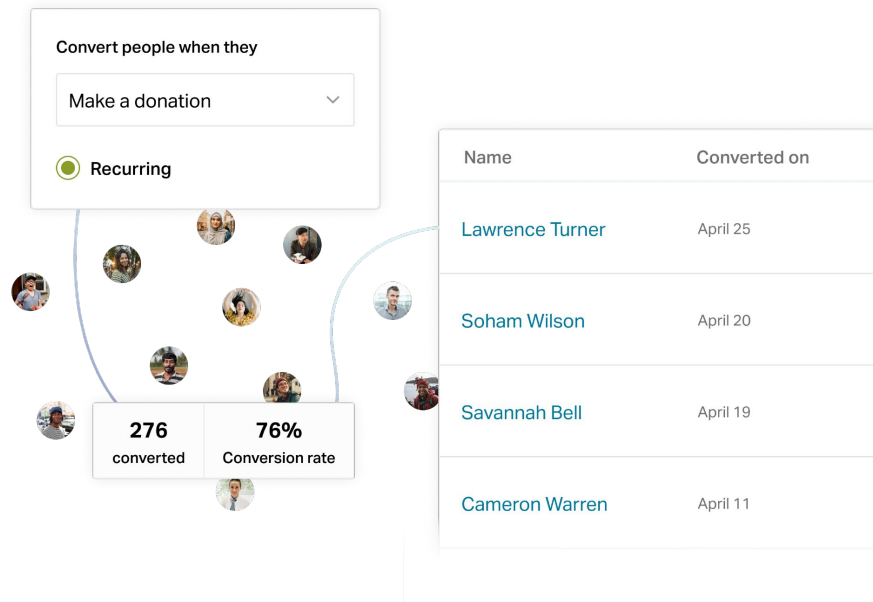
Continue



ONLINE FUNDRAISING TACTICS

## Tailor your fundraising asks

- Adjust your calls to action (CTA)
- Customize your messaging
- Recognize your donors' past engagement
- Meet people where they're at





ONLINE FUNDRAISING TACTICS

## Optimize online fundraising

- Create urgency
- Collect pledges
- Use text keywords
- Personal fundraising pages
- Use leaderboards
- Virtual thank-a-thon





ONLINE FUNDRAISING TACTICS

## Deepen your relationships

- Lean on your community leaders
- Host virtual events
- Encourage people to share their stories
- Be more personal in your outreach

make  
people  
feel  
loved  
today

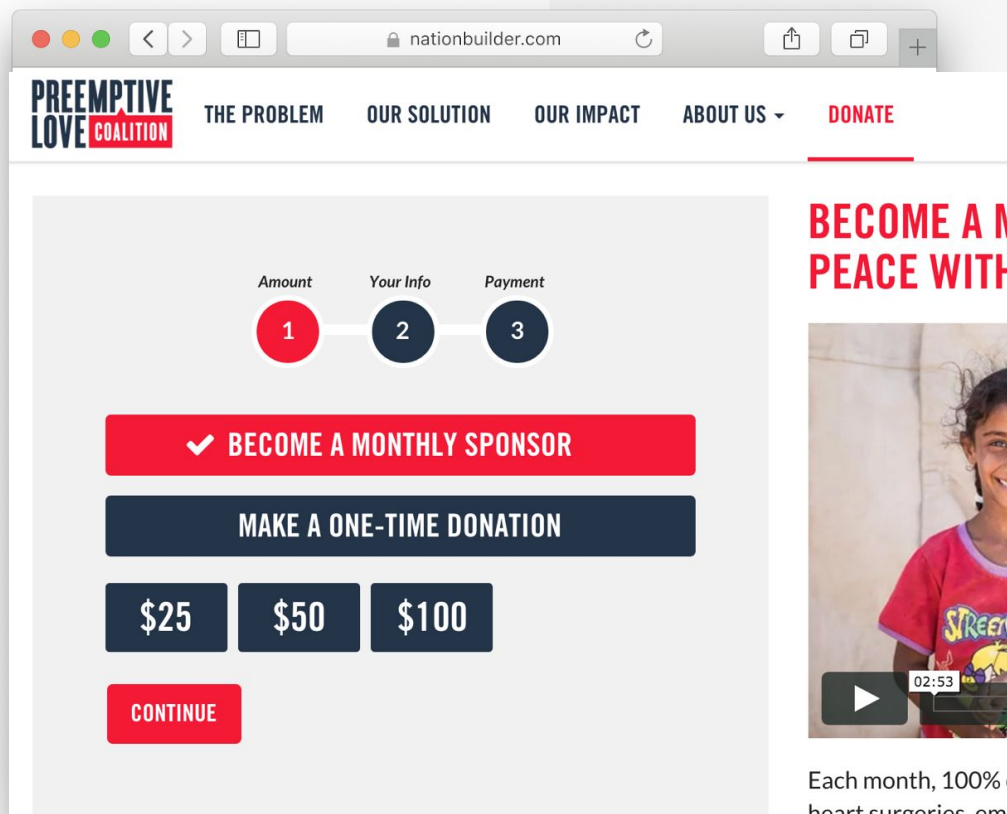


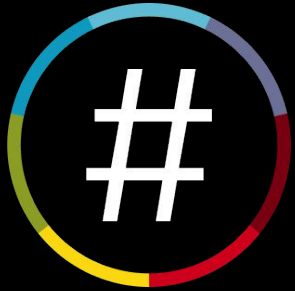


ONLINE FUNDRAISING TACTICS

## The power of recurring donors

- Ongoing predictable cash flow
- 2-3x greater lifetime value & higher retention





LEVERAGING THE POWER OF YOUR DONORS' NETWORKS

# Peer-to-Peer Fundraising



PEER-TO-PEER FUNDRAISING

## Overview

- Be sure to have a system in place that allows you to track your peer-to-peer fundraisers
- Have the data you need to effectively target donors who have a high propensity to become peer-to-peer fundraisers





PEER-TO-PEER FUNDRAISING

## Cultivate your ambassadors



### People

Search people...

Point people

Memberships

Import

Export

More ▾

Lists ▾

Tags ▾



View: List view ▾

Sort: Recently added ▾

Showing: People and Organizations ▾

Matches all ▾ of the following:

**Number of twitter followers**

is greater than or equal to ▾

-

5000

+

is Twitter follower

is not Twitter follower

and Donation History matching all ▾ of the following:

**Total amount donated**

is greater than or equal to ▾

-

50

+

and **Date of most recent donation**

is after or on ▾

2020-01-01

Add criteria ▾



PEER-TO-PEER FUNDRAISING

## Set your ambassadors up for success

- Send them tools and content they can use throughout your fundraising cycle
- Remind them to share with their community the value of donating to your organization





PEER-TO-PEER FUNDRAISING

Give them the tools to recruit donors



Thank you  
for  
contributing!

Tell all your friends, they should join  
you! A link will be included.

(161 CHARS LEFT)

I just donated to  
@puppies4all make sure  
you send \$5 today to help  
puppies #findahome



Post

CLOSE



**SORCHA ROCHFORD**



FUNDRAISING FOR THE PUPPIES

Director @NationBuilder | London Irish  
in #Boston | US Amb @BITAIntl | Co-  
host @unapologeticwomen Pod |  
Passionate abt #politics #tech  
#leadership #data #organizing



DONATE TO SORCHA ROCHFORD'S GOAL

**\$8,600.00** raised of a

\$10,000.00 goal



Donate on behalf of SORCHA ROCHFORD

# Questions



