Digital Giving

Intro to Digital Giving

Strategies for Giving Day Success

Forefront
$3.2 billion in online donations in 2020
Online giving grew 17.2%, outpacing growth in giving overall.
13% of all donated funds in 2020 from online giving.
Early studies show 11.7% increase in online giving in 2021 compared to the same period in 2020

21%  Online Giving Growth YOY
32%  Three-Year Increase in Online Giving
13%  Percent of Total Fundraising from Online Sources
28%  Percentage of Online Contributions from a Mobile Device
## Donor Behaviors are Changing

<table>
<thead>
<tr>
<th>Statistic</th>
<th>Percentage/Description</th>
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<tbody>
<tr>
<td>63% of donors prefer to give online</td>
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<tr>
<td>Majority of new donors are low-level givers (&gt; $100)</td>
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<tr>
<td>Frequency of giving is increasing (4-6 donations per year)</td>
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<tr>
<td>Online donor retention is up 7%</td>
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<tr>
<td>45% of worldwide donors enrolled in monthly giving program</td>
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<tr>
<td>52% of social media traffic originates from mobile device (7% from PC)</td>
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The Opportunity

Digital Giving makes it easier to:

• Meet donors where they are (literally!)
• Simplify the giving process
• Improve data collection
• Empower your supporters
• Increase donor retention
What is a Giving Day?

• A 24-hour fundraising event
• Uses digital giving strategies—email, peer-to-peer, text-to-give
• Can be Geographically-driven, thematic, or organizationally-driven
Together we give.

GIVING TUESDAY

November 30, 2021
Why Participate?

- Strengthen relationship with existing supporters; re-ignite passion for your cause
- Expand your audience; meet potential new donors.
- Raise additional funds; meet other organizational goals
- Try something new
- It’s fun!
What makes them work?

✓ Urgency
✓ Specificity
✓ Convenience
“Success is where preparation and opportunity meet.”
Getting Started

7 Essential Steps to Giving Day Success

- ✔ Assess Your Resources
- ✔ Establish Goals
- ✔ Clarify Your Message
- ✔ Map Out Your Giving Day
- ✔ Create Communications Plan
- ✔ Activate your Supporters
- ✔ Think Beyond Giving Tuesday
✓ Establish Campaign Goals

What do you want to accomplish?

- Monetary Goals
- New Donors
- Donor Retention
- Recurring Donations
- Board Engagement
- Volunteer Engagement
- Social Media Engagement
- New Partnerships

Pro Tip: Make sure your goals are S.M.A.R.T to increase success!
Don’t forget the Big Picture
Write down some ideas for campaign goals:

• What is the goal?
• How many (dollars, donors, follows)?
• How will you measure?
• How will it support organizational/strategic goals?
Clarify Your Message

What are you trying to accomplish?

How will support from your donors make a difference?

What impact will it have on your community—Inspire!
Be Specific

• Focus on a specific project or program
• Create clear, compelling call to action
• Connect donations to tangible outcomes to help donors understand their impact
• Tie to strategic or year-end goals

Example: “In 24 hours we’re raising $50,000 to provide 50 women the opportunity to go to university.”
Loving Bottoms Diaper Bank

December 1, 2020

This #GivingTuesday we're going big. We are aiming to raise funds to purchase diapers for 805 babies. That is 1 month of our diaper distribution and is 144% increase over our pre-covid distribution!

Getting involved is easy:
Donate to our founder LeeAnn Porter FB fundraiser
Share & Invite others

66% 54%
Reduce my stress Pay a bill
Your Turn

Draft a case for support for your giving day campaign (2-3 sentences):

• What are you trying to accomplish?
• What impact will it have (on your community/organization)?
• How can I (donor/volunteer) help make a difference?
Assess Your Resources
Time

How much do you need?

- Recommended 3+ months prep
- 1-2 hours a week
- Varies as day/week nears

How much do you have? Be honest...
Talent

- Staff
- Board
- Volunteers/Donors
- Clients, participants, or alumni
- Community Partners
Organize Your Team

Write down a few names for each category:

• Staff/Board
• Givers/Volunteers
• Amplifiers
• Community partners
Do a Tech Check

- Website
- Online Donations
- Email Marketing
- Social Media
- Mobile Responsive
- Peer-to-peer Options
Optimize Your Online Potential

Make sure your online donor experience is simple, intuitive, and inspiring.

1. Start with email or social media outreach
2. Click to website;
3. Make an online gift;
4. Review thank you and follow up communications.

Pro Tip: Ask a board member or long-time supporter to assess your online giving experience and provide feedback.
Budget

- 10% of fundraising goal if part of global or regional Day of Giving
- 15-20% of goal if standalone
Save time and money by taking advantage of free tools and resources!

- Download ready-made planning tools and email templates
- Repurpose marketing materials, copy, or photos from previous campaigns
- Partner with another nonprofit
Based on your available Time, Talent, Technology, and Budget, are your original goals reasonable, ambitious, impossible? Be honest...
Map Out Giving Day Activities

What will your giving day look like?

- Online Only
- In-person events
- One day or several
- Peer-to-peer campaigning
- Other ways to get involved
Think outside the box!
Your Turn

What will your giving day look like?

Online only or hybrid?
One day or multiple?
Peer-to-peer?

Remember your goals!
Campaign ambassadors are passionate about your mission and can help supercharge your campaign by:

- Amplifying your message
- Connecting you to new donors
- Fundraising on your behalf
- Board, staff, volunteers, donors
Consider Peer-to-Peer

The most successful campaigns tap into the power of their most passionate supporters.

- Raise more money (up to 2x more)
- Engage more first-time donors
- Increase number of donations overall
- Provide alternative options for supporters to give
Empower Your Champions

- Provide ready-to-use content and materials
- Don’t forget to keep in touch
- Invite them to create unique content
  - **Personalized videos** inspire action
- Consider third-party fundraising platform
- Say ‘Thank you’ Often
Make it Fun!

Gamify your campaign to motivate fundraisers and boost your giving.

• Use prizes and rewards to inspire friendly competition.
• Add badges and leaderboards to share your progress and encourage your fundraisers.
• Leverage matching gifts or challenges to generate more excitement.

According to Philanthropy Works, a matching gift increases the likelihood that an individual gives by 22%.
Spotlight: Quad City Arts

“🎄Holiday Cheer Hour!🎄 Like and share this post and thanks to a generous donor, we will match $10 for every share up to 250 shares! Just by hitting that share button, you are providing arts education for a student and helping us reach our goal of $120,000 to support the arts. [https://www.qcfestivaloftrees.com/gift](https://www.qcfestivaloftrees.com/gift)
Got an idea?

Take a moment now to write down a few challenge or contest ideas to help energize your supporters.
How will you promote your campaign and build excitement?

- **Consider your audience**
  - Current/prospective

- **Determine which platform(s) will you use?**
  - Email, Facebook, Tik Tok, You Tube, Direct Mail, etc.

- **What visual assets will you need?**
  - Images, video, copy, logo
### Millennial Donors Worldwide

<table>
<thead>
<tr>
<th>Prefer to Give</th>
<th>Percentage</th>
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<tbody>
<tr>
<td>Online (credit/debit card)</td>
<td>55%</td>
</tr>
<tr>
<td>Cash</td>
<td>14%</td>
</tr>
<tr>
<td>Bank/Wire Transfer</td>
<td>11%</td>
</tr>
<tr>
<td>PayPal</td>
<td>9%</td>
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<table>
<thead>
<tr>
<th>Most Inspired to Give By</th>
<th>Percentage</th>
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<tbody>
<tr>
<td>Social Media</td>
<td>39%</td>
</tr>
<tr>
<td>Email</td>
<td>23%</td>
</tr>
<tr>
<td>Website</td>
<td>20%</td>
</tr>
<tr>
<td>Direct Mail/Post</td>
<td>6%</td>
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### Gen X Donors Worldwide

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<tbody>
<tr>
<td>Online (credit/debit card)</td>
<td>55%</td>
</tr>
<tr>
<td>Bank/Wire Transfer</td>
<td>12%</td>
</tr>
<tr>
<td>Cash</td>
<td>10%</td>
</tr>
<tr>
<td>PayPal</td>
<td>10%</td>
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<tr>
<td>Social Media</td>
<td>33%</td>
</tr>
<tr>
<td>Email</td>
<td>26%</td>
</tr>
<tr>
<td>Website</td>
<td>19%</td>
</tr>
<tr>
<td>Direct Mail/Post</td>
<td>9%</td>
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### Baby Boomer Donors Worldwide

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<tbody>
<tr>
<td>Online (credit/debit card)</td>
<td>54%</td>
</tr>
<tr>
<td>Direct Mail/Post</td>
<td>19%</td>
</tr>
<tr>
<td>Bank/Wire Transfer</td>
<td>10%</td>
</tr>
<tr>
<td>PayPal</td>
<td>8%</td>
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<tbody>
<tr>
<td>Email</td>
<td>33%</td>
</tr>
<tr>
<td>Social Media</td>
<td>19%</td>
</tr>
<tr>
<td>Direct Mail/Post</td>
<td>18%</td>
</tr>
<tr>
<td>Website</td>
<td>16%</td>
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Create a communications calendar:

- Pre-Giving Day
  - Soft Launch
- Giving Day/Week
- Follow-Up

**Pro Tip:** Assign clear roles and responsibilities to help keep your team on track! Including person(s) responsible, task to be completed, and date due.
Pause & Reflect

Reflect on past communications and outreach.

• Which platforms/channels were the most successful?
• What were some of the challenges?
• Can you use your giving day to boost or improve communications & outreach strategies?
Think Beyond Your Giving Day

Don’t Forget to:

• Show your appreciation
• Share your success
• Stay in Touch
• Steward New Donors/Volunteers

A lack of appreciation has been found to be a primary cause of poor donor retention among nonprofits across the United States.
Your Turn

Write down a few unique ideas for “after” your giving day.
Additional Resources

Digital Giving Reports:
- Blackbaud Institute 2020 Charitable Giving Report & Peer-to-Peer Fundraising Study
- Giving Tuesday 2020 Impact Report
- Classy State of Modern Philanthropy-2021

Planning Your Giving Day Campaign:
- Blackbaud Giving Tuesday 2021 Toolkit
- Give Gab Ultimate Guide to Giving Tuesday

Upcoming Webinars:
- Oct. 14—Giving Tuesday All-Star Panel
- Nov. 10—Giving Tuesday Checklist
Questions?

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Thank you for joining us!

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