

ATTENTION-FOCUSED FUNDRAISING WORKSHEET

In a 24/7, 365 Communication Overloaded World Winning Donor Attention is Now the Variable of Success in Fundraising. Learn How Attention-Focused Fundraising Can Work for You!



WHAT IS ATTENTION-FOCUSED FUNDRAISING?

Fundraising is about the supply and demand of donor attention. ATTENTION is the commodity and donor time is the currency nonprofits need to survive.

Before you can tell anyone how great your programs are or the importance of your organization's mission AND well before you can ask them for money - you need to get their ATTENTION.

3 BIGGEST MISTAKES NONPROFITS MAKE COMMUNICATING TO DONORS

- Communicate primarily through "push messages."
- Treat social media ONLY as a distribution channel.
- Are too transaction heavy - promote events, raffle, auctions, and funding campaigns.



For many, **TIME** has become the number one asset in our society - even more than money! People are spending all of their time on mobile devices, so nonprofits have to deliver value where their audience is consuming their information.

4 STRATEGIES OF ATTENTION-FOCUSED FUNDRAISING

- Act like a Media Pro
- Have a Mobile Strategy
- Create Attention Grabbing Content
- Create a Community Around that Content

REMEMBER ON SOCIAL MEDIA

The best way to win **ATTENTION** and **DONOR TIME** is to create content with only **ONE** goal in mind: to **PROVIDE VALUE**. Then deliver that value when/where/how your audience wants to receive it.

- Respect the platforms
- Engage consistently
- Build up social equity over time
- Remember to give value, give value, give value...before making an Ask!

If our phones really are everything to us personally (emails, photos, video consumption, texting, messaging apps) then - how come we do not align our "at work strategies" with our personal actions and behaviors?



Let's put the lessons of this session into action.
Start winning donor attention using this checklist.

FOUR STRATEGIES OF ATTENTION-FOCUSED FUNDRAISING:

○ ACT LIKE A MEDIA PRO

We already take thousands of pictures and dozens of videos of everything in our own lives.

- Create content with only one goal in mind: to provide value to your audience.
- Most platforms have no barrier to entry.
- Data and research prove: pictures, infographics, and video content are read and shared way more than content without them.

○ HAVE A MOBILE STRATEGY

- Mobile devices are the one thing we give so much of our attention to without even thinking about it. We need to tell stories with mobile in mind.
- Texting and messaging through social platforms and apps have become preferred communication methods, but very few nonprofits utilize either.

○ CREATE ATTENTION GRABBING CONTENT

Most social sites already can do this for us, we are then only left with how to personalize it.

- Videos, colorful graphics, info-graphics, GIFs and memes.
- Individualize your content to each platform by knowing the **CONTEXT** of each.

○ CREATE A COMMUNITY AROUND YOUR CONTENT

- Stay engaged with your audience, listening for when/how you can provide value.
- This will also build the trust and the social equity you need with your audience before asking them to give their time or money.
- Thank **ALL** donor levels and volunteers.



THREE STEPS TO GET STARTED:

1. Make sure your website is optimized for mobile use. (more than 60% of nonprofit websites are not!)
2. Do the research (**ASK** your donors!). Identify which social platforms have your audience's attention right now and go add value there. (Don't wait)
3. Conduct a website & platform audit: Stop treating them as distribution channels **ONLY**.

Remember: "People give to your organization because doing so offers them a chance to write their own story AND join in a shared story."

IAN ADAIR