

onecause®

Attention Focused Fundraising:

A Modern Formula for Winning Donor Attention

Wednesday, Oct 21ST | 1pm ET | 12pm CT | 11am MT | 10am PT



The background features a blue-tinted collage of various people's faces, mostly smiling. Overlaid on this are several thin, yellow, wavy lines that create a sense of movement and flow across the image.

#FEARLESSFUNDRAISERS

INSPIRE. CONNECT. GROW.

Variable of Success

In a 24/7, 365 information overloaded world, winning donor attention is a must in order to achieve fundraising success.

Where Is Donor Attention?

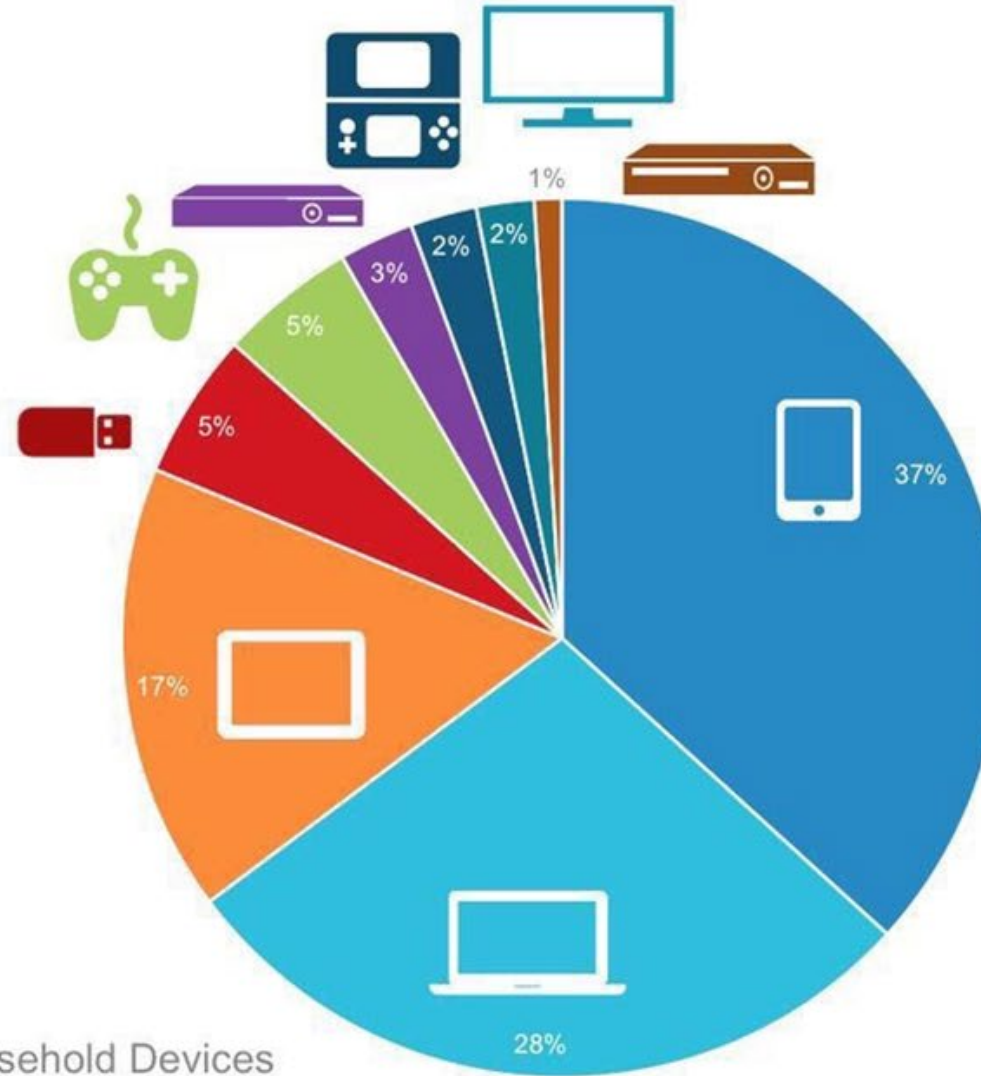
- Donors are focusing their attention more and more on mobile devices, emerging digital outlets, and social platforms.
- Podcast, vlogs, YouTube, social media, IGTV, Facebook TV, and group messaging apps



Remote Control of Our Life!



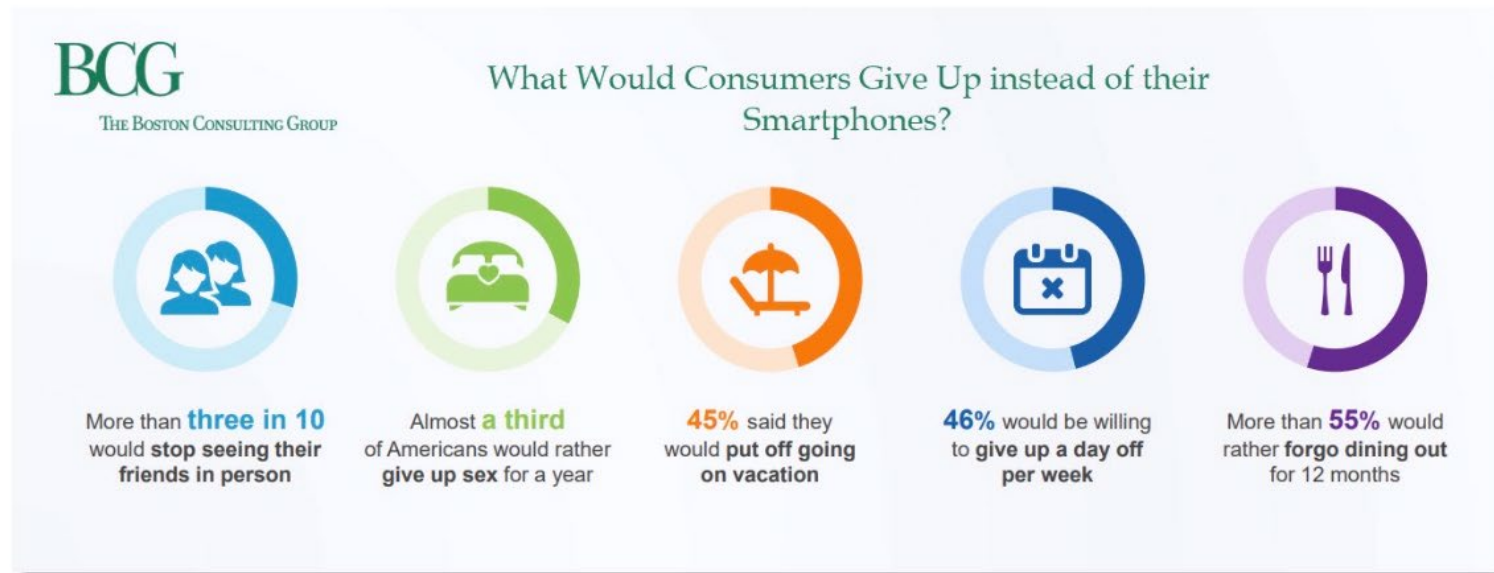
The phone has
overtaken the PC
as the most
prevalent device in
the home



Share of Household Devices

Mobile Has Our Attention

Consumer Behavior and Mobile Usage Statistics



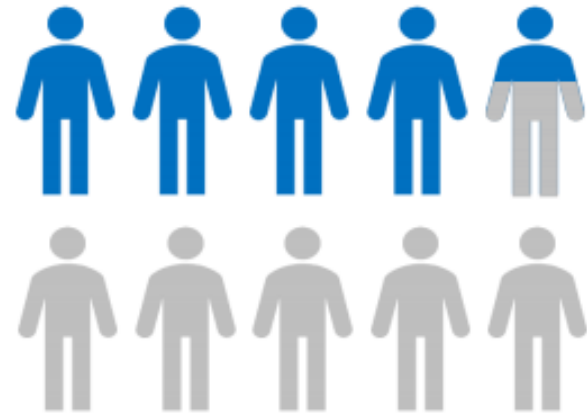


If our phones really are everything to us personally...

Then how come we do not align our "at work actions" with our personal behaviors?

The Nonprofit Sector is Currently in a Donor Retention Crisis!

2019 Fundraising Effectiveness Survey Report



Overall Retention Rate

43%

- The donor retention rate was 43 percent in 2018. That is, only 43 percent of 2017 donors made repeat gifts to participating nonprofits in 2018.
- The gift retention rate was 47 percent in 2018. That is, only 47 percent of 2017 dollars raised were raised again by participating nonprofits in 2018.

DONOR EXPECTATIONS

They expect to be able to **have a dialogue** with an organization

They expect their engagements to be **convenient** for them

They expect to be able to **self-direct** their decision-making journey

They expect the power to **grant permission** for dialogue to happen

They expect you to **focus on them** (be relevant/provide value)

They expect to have the opportunity to remain **anonymous**

market  smart

www.imarketsmart.com

Importance of Time

Time is more value than money. You can get more money, but you cannot get more time.

- Jim Rohn



Why Don't We Text...More? Ever?





3 Biggest Mistakes Nonprofits Make Communicating to Donors

1. Communicate primarily through "push messages."
2. Treat social media and email ONLY as a distribution channel.
3. Are too transaction heavy – promote events, raffle, auction, and funding campaigns.

Attention-Focused Fundraising

Fundraising is now about the supply and demand of donor attention, where ATTENTION is the commodity and DONOR TIME is the currency nonprofits need to survive.

How do you win attention?

Deliver Value

when, where, and how your
audience wants to receive it.





Stakeholders have 3

Superpowers

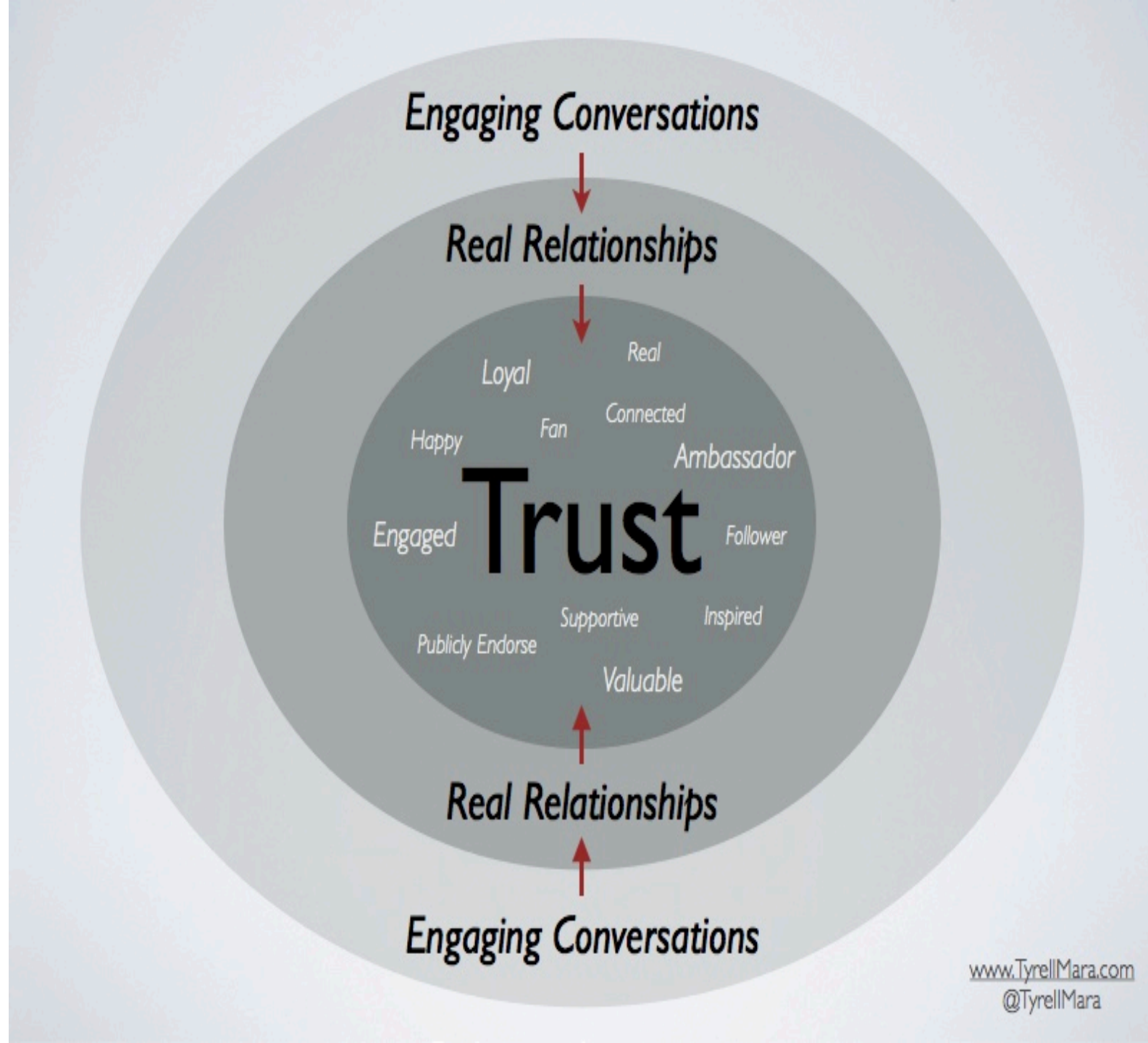
Persuasion

Recommendation

Referral



From ROR To ROI



Attention Focused *Fundraising*

1. Act like a media pro
2. Have a mobile strategy
3. Create attention grabbing content
4. Create a community around your content



Act Like a Media Pro

- Create content with only one goal in mind- to provide value to your audience.
- Data & research prove: pictures, info-graphics, and video content are read and shared way more than content without them.
- Don't make it complicated



Have a Mobile Strategy

- Mobile devices are the one thing we give so much of our attention to without even thinking about it.
- Texting and messaging through social platforms have become preferred methods communication, but very few nonprofits utilize them.



Create Attention Grabbing Content

- Videos, colorful graphics, info-graphics, GIFs and memes.
- Individualize your content to each platform by knowing the CONTEXT of each.
- Document your experience, don't just try to create one!



Create a Community Around Your Content

- By engaging your audience, listening for when/how you can provide value.
 - This builds the trust and social equity you need with your audience before you can ask them for their time or money.
- Stewarding ALL donor levels and volunteers.

Innovation happens

Now



5 REASONS PEOPLE SHARE YOUR POSTS

TAP INTO THESE
PSYCHOLOGICAL TRIGGERS

#1 TO SPREAD THE
WORD ON
SOMETHING THEY
FIND VALUABLE

#2 TO GROW AND
NURTURE THEIR
RELATIONSHIPS
WITH THEIR FRIENDS

#3 TO DEFINE
THEIR IDENTITY TO
OTHERS

#4 TO SUPPORT
CAUSES THEY CARE
ABOUT

#5 TO GET A STRONGER
SENSE OF SELF FULFILLMENT





3 Steps to Get Started

1. Optimize your website for mobile use (more than 60% of nonprofit websites are not!)
2. Do the research (ASK!). Which social platforms have your audience's attention and go add value there.
3. Conduct a platform audit. Stop treating social media ONLY as a distribution channel.



QUESTIONS?

Now's my time to
hear from you!

FOLLOW ME ON SOCIAL

THANK YOU!



Ian Adair
Executive Director
Gracepoint Foundation

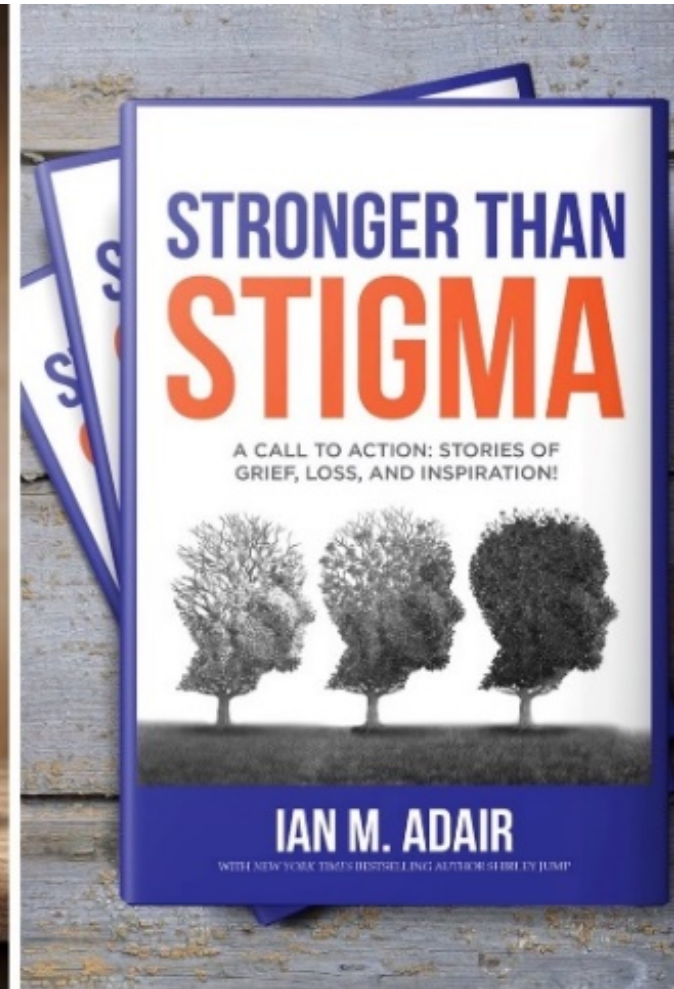
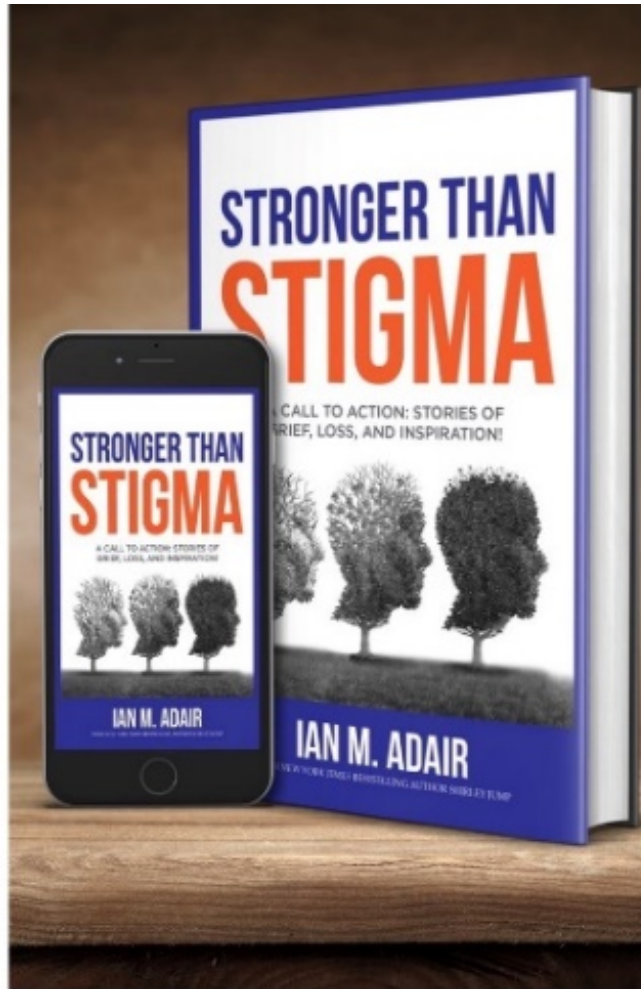
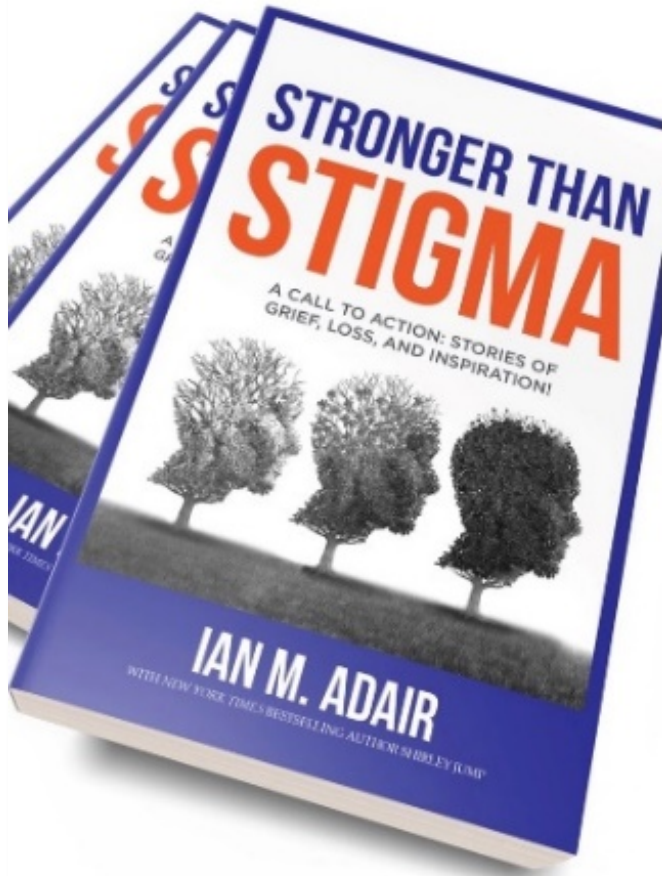


@gracepointInt
@ianmadair



@gracepointfdn
@ianmadair

www.Strongerthanstigmabook.com



2020 Workshop

October 21st

Attention-Focused Fundraising



Q2 & Q3 2021
WEBINARS

Raise Award Winners



Monthly Webinars
Past Winners
Live Roundtable Format

Q1 2021
1 DAY WORKSHOP

Fearless 2021



Shanna Adamic
First Hand Foundation
Executive Director



Madison Gonzalez
Morning Light
Community Involvement & Events Manager

Top 3 Rated
Presenters

Follow-up
Sessions
75 min



Reggie Rivers
The Gala Team
President

Monthly Workshop
Live Panel