



WEBINAR

onecause®

POWERFUL FUNDRAISING SOLUTIONS

Converting Social Donors to *Loyal Supporters*

Wed Jan 30 / 10am PT / 12 pm CT / 1pm ET

SESSION HOSTS



Kelly Velasquez-Hague
Content & Donor
Engagement Strategy
OneCause



Jenna Jameson
Corporate Communications
& Research
OneCause

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POWERFUL FUNDRAISING SOLUTIONS



1.5 Billion Raised



1.5 Donors
Engaged Annually



15,000+ Fundraisers



Agenda

- About the Study
- Who are Social Donors
- Retaining & Converting
- Social Donor Conversion Levers

A high-angle photograph of a man and a woman sitting on wooden bleachers. The man, on the left, is wearing a light blue button-down shirt and is leaning forward, looking at a tablet held by the woman. The woman, on the right, has long reddish-brown hair and is wearing a white cardigan over a light-colored top. She is holding the tablet with both hands. The background is a wooden structure, likely bleachers. The entire image is overlaid with a semi-transparent teal color. A thin yellow horizontal line is positioned above the text.

About the Study

Survey Methodology



Sample Size

1,056 U.S. Social Donors
Quotas set to ensure census representation



Definition

Social Donors given at least once to a charity in last 12 mo.
Ticketed fundraising event, fundraising sponsorship, and/or
occasion/challenge giving



Survey Approach

Online survey in Oct. 2018
Self-reporting questionnaire
Conducted by Edge Research



Did you know?

Social Donors make up

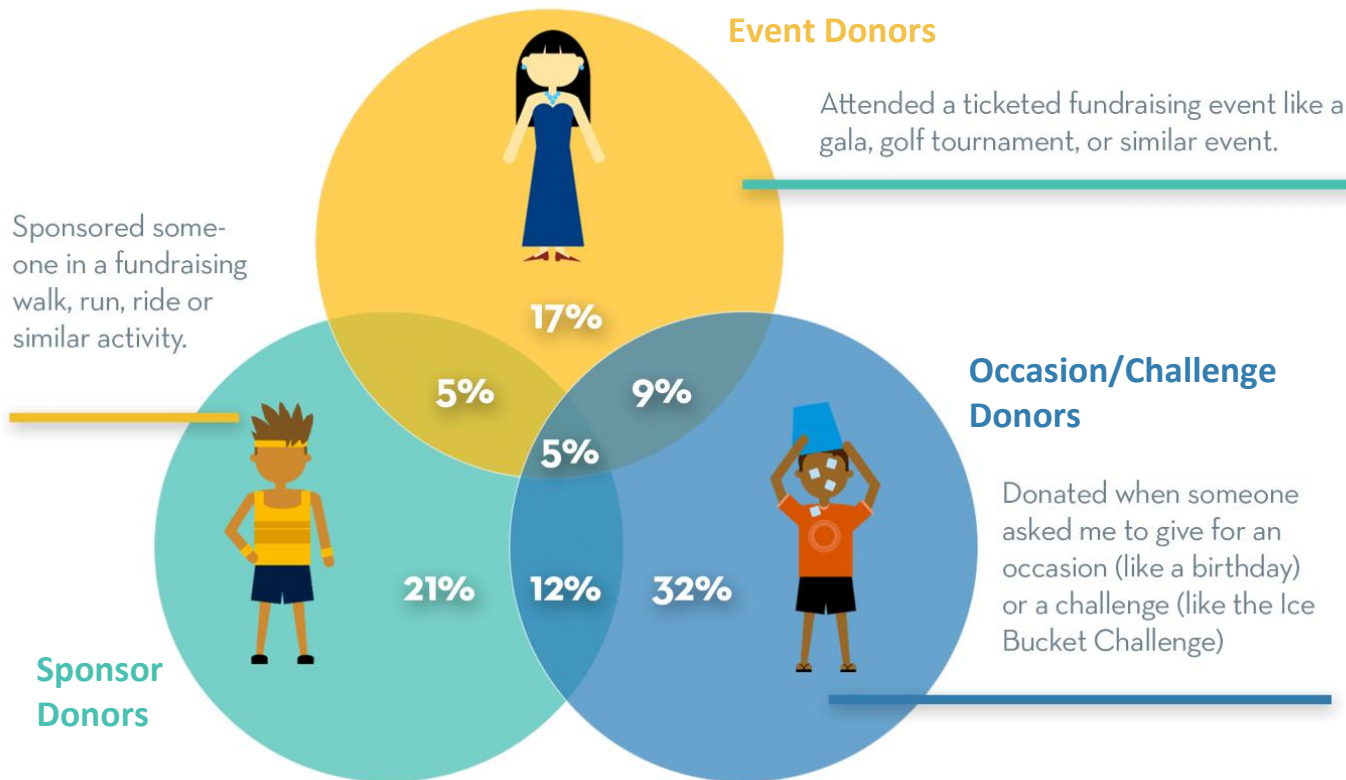
25% of the US Adult
Population

+/- 58M potential donors

Who Are Social Donors

A man and a woman are sitting together in a modern office or lounge area. The woman is holding a tablet and they both appear to be looking at it with interest. The man is wearing a blue button-down shirt and the woman is wearing a light-colored top. They are in a well-lit room with large windows and a hanging wicker chair. The background is slightly blurred, focusing attention on the two people.

Types of Social Donors



Giving Behavior



Event Donors



Sponsor Donors



Occasion/Challenge Donors

Donated Before

Yes	67%	61%	46%
No	31%	36%	49%

Amount of donation

Average	\$382	\$113	\$99
Median	\$100	\$50	\$50

How familiar they were before donating

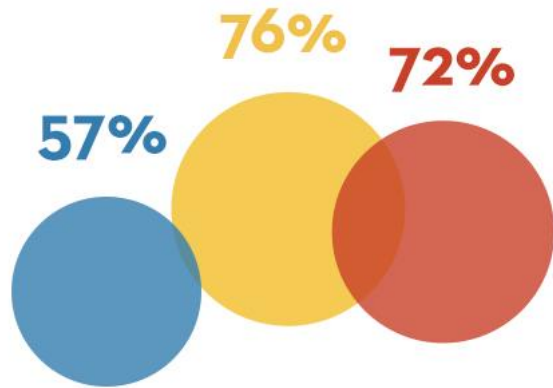
Very familiar	56%	47%	43%
Somewhat familiar	35%	38%	39%
Not too familiar	5%	9%	12%
Had only heard of the name of the org.	1%	1%	2%
Had never heard of the org. before	2%	4%	3%

What does the data tell us?

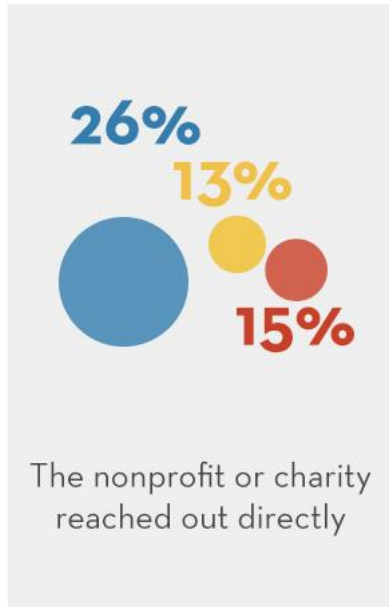
- Event & Sponsor Donors more likely to have donated before
- Occasion/Challenge most likely to be to first-time donors
- Not deeply familiar before donating

Attracting Social Donors

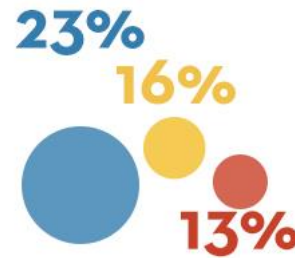
How They Heard About The Donation Opportunity



Through a friend, family member, or colleague



The nonprofit or charity reached out directly



Through work



Advertisement

Securing the Gift

How well do each describe **WHY** you donated?

#1

It was **easy** to do.

#2

I care about the **mission**.

#3

The money raised would **make a difference**.

1) It was easy to do	64%
2) I care about the mission of the organization/cause	60%
3) The money raised would make a difference	59%
4) I wanted to support the person who asked me to donate	54%
5) I thought the event would be fun	47%
6) The organization made it clear exactly how my donation would be used	46%
7) I care about the person who asked me to donate, versus the organization/cause	45%

Social Donor Conversion Funnel






A photograph of several people's hands stacked together in a circle, symbolizing teamwork and support. The image is overlaid with a blue gradient and a white text box.

Retaining & Converting

Likelihood to Give Again

Very likely to support organization in each of the following ways

	Total	 Event Donors	 Sponsor Donors	 Occasion/Challenge Donors
Give in the same way	54%	51%	63%	46%
Make a one-time donation	41%	42%	39%	41%
Donate for a specific program or giving campaign	36%	39%	34%	35%
Become a regular annual donor	24%	29%	23%	20%
Become a regular monthly donor	13%	16%	13%	9%

Additional Donations

Following up for Additional Donations

	Total
A friend, family member, or colleague asking for a donation	52%
Letter from the organization in the mail asking you to make a donation	41%
An email from the organization asking you to make a donation	40%
A message on Facebook or another social media site asking for a donation	22%
A text/SMS message from the organization asking to make a donation	21%
Phone call from the organization asking you to make a donation	19%
A request to leave a gift in your will or set up an annuity or trust	17%

Intentions for Additional Donations

	Total	Event Donors	Sponsor Donors	Occasion/Challenge Donors
Give more	29%	34%	27%	27%
Give the same	59%	58%	64%	53%
Give less	9%	6%	6%	15%
Average expected gift	\$309.70	\$530	\$191	\$218
Median expected gift	\$100	\$150	\$75	\$50

What does the data tell us?

Social Donors Conversion Levers



Impacting Conversion

Which will impact your decision to give again?
(among those very likely to give again)



- 1 Donor Confidence
 - 2 Event Experience
 - 3 Giving Experience
 - 4 Mission Messages
 - 5 Follow-up with Impact
 - 6 Thank-you's
-
- A grey illustration of a hand dropping a coin with a dollar sign into a slot on a dark grey rectangular box.

Donor Confidence

well aware

Well Only dona Finis

onecause

OneCause @OneCause
Congratulations to @V raising 33% more than Power of Peer-to-Peer

SHOWER S

\$100

CLEAN WATER FOR 10 PEOPLE

Your donation provides 10 people each with access to clean water for 25 years.

447 people donated \$100

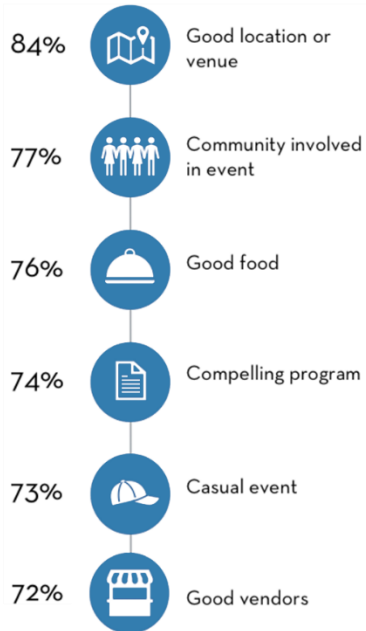
- Mission connection
- Impact messaging
- Quantifiable donation levels
- Clear funding designation

POLL

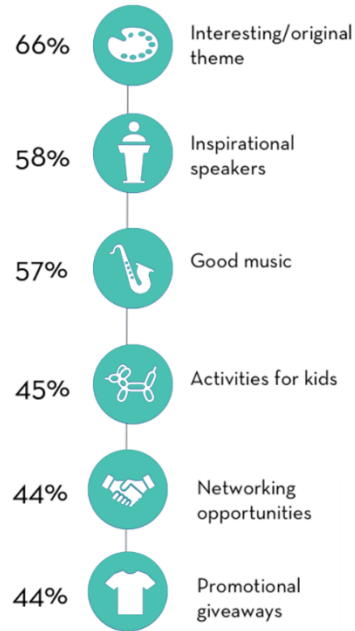
**What is most important to
donors at an event?**

Event Experience

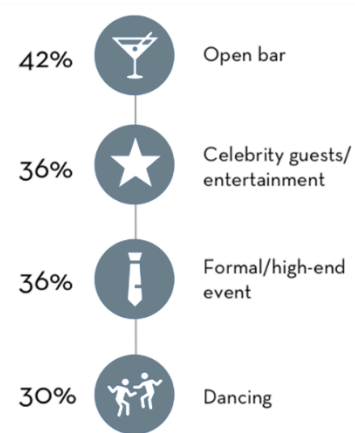
TOP TIER



MIDDLE TIER

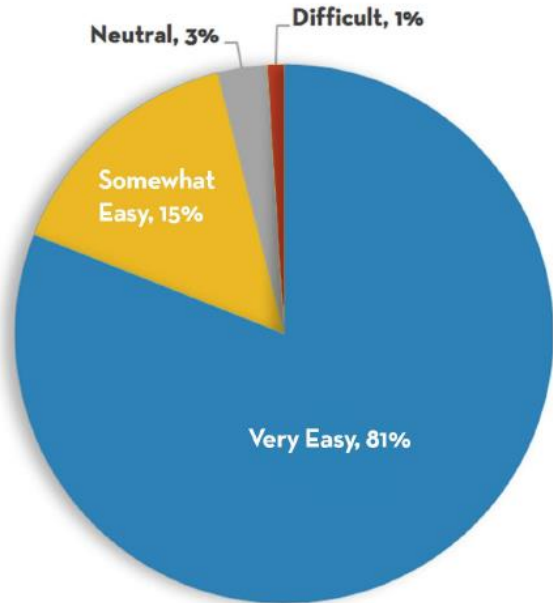


BOTTOM TIER



Easy & Positive Giving Experience

Ease of Social Donations



Tips to improve donor experience:

- Eliminate manual processes
- Steps & clicks
- Impact statements
- Clear CTAs

About 2018 Shower Strike

The 10th Annual Shower Strike is Here!

Every year, hundreds of people around the world #ShowerStrike to transform lives through clean water. Together, Shower Strikers have raised over \$1,000,000 to build wells and water systems in east Africa and have been able to provide water to more than 100,000 people.

Join the #ShowerStrike or make a donation, and help solve the water crisis. For every \$10 we raise, one more person gains access to clean and lasting water.

The Strike is from April 22nd - 29th



CLEAN WATER FO

Your donation pro
people each with a
clean water for 25

571 people

First Name *

First Name

Email Address *

HELP WELL AWARE REACH OUR GOAL OF RAISING \$200,000.



RAISED:
\$246,283

GOAL:
\$200,000

Thanks to your generous donations, 24,628 people now have clean water

Donate Now

MORE INFORMATION ABOUT 2018 SHOWER STRIKE

[Striker Support Page](#)
[Become a Sponsor](#)

ABOUT WELL AWARE

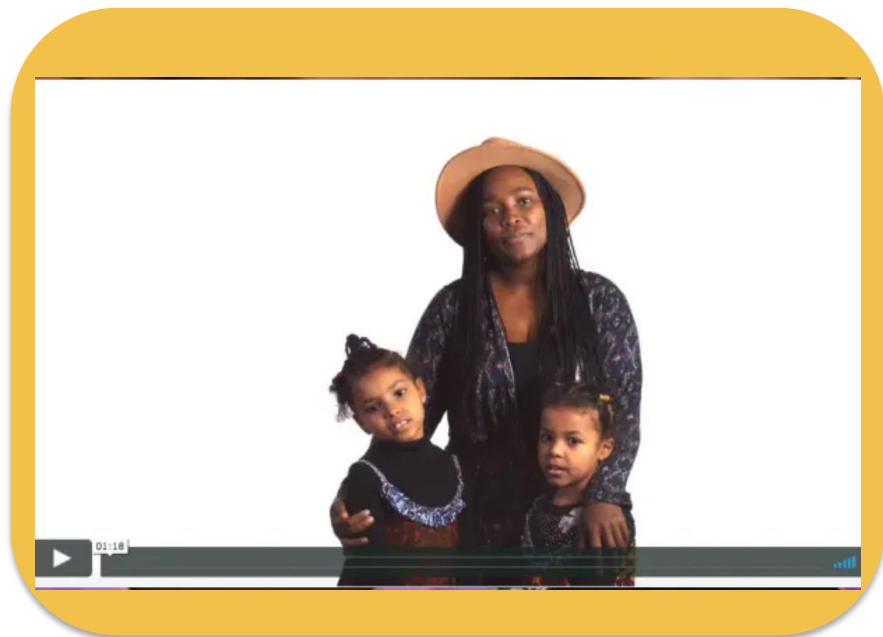


Our mission is to provide innovative and sustainable solutions to water scarcity and contamination in Africa. We fund and implement life-saving

water ...

[show more](#)

Feeling Inspired



Storytelling Tips

- Authentic messaging
- Your unique story
- Create need and urgency
- Humanize!!

POLL




**What percent of donors never
got a thank you?**



19% NEVER GOT
Followed Up With!

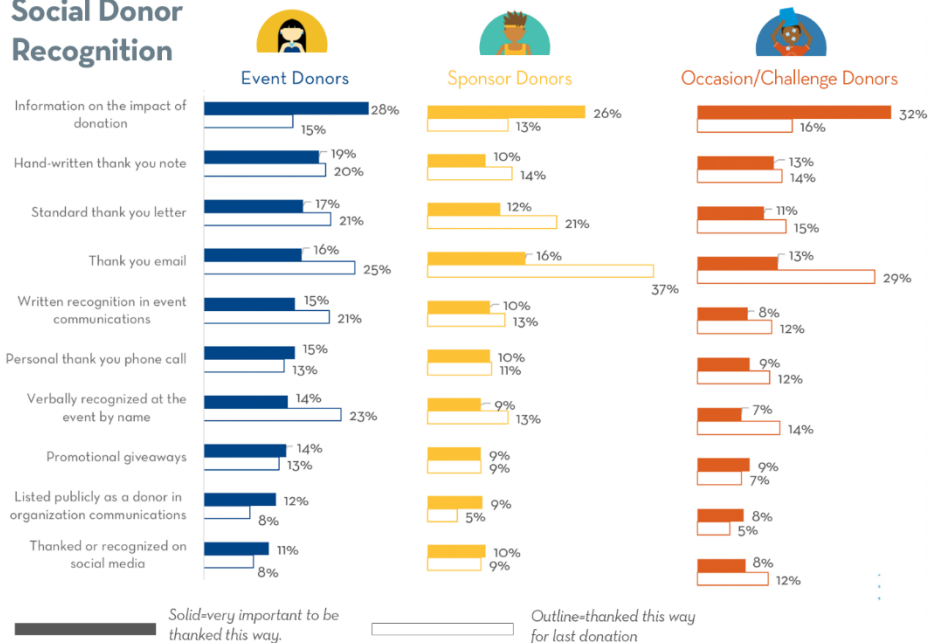
Informed of Impact

How have you stayed in touch?

	Total	 Event Donors	 Sponsor Donors	 Occasion/ Challenge Donors
Received emails and/or e-newsletters	31%	30%	31%	31%
Visited their website	28%	30%	24%	33%
Followed them on social media	27%	31%	22%	29%
Attended face-to-face events	20%	28%	15%	16%
Got information in the mail	18%	20%	15%	19%
Volunteered for the cause	15%	22%	13%	8%
Received text/SMS messages from the organization	10%	11%	8%	11%
Received phone calls	9%	13%	5%	10%
Used their mobile app	6%	9%	4%	6%
None of the above/never heard from them again	19%	8%	27%	23%

Properly Thanked

Social Donor Recognition



- Thank them, then thank them again.
- Focus on the impact.
- Leverage who brought them to your organization.



Questions?

INNOVATIVE

EVENT TRENDS
of 2019

Wed Feb 13th, 2019 1pm ET | 12pm CT | 10am PT

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POWERFUL FUNDRAISING SOLUTIONS

info@onecause.com

www.onecause.com

888.729.0399