



Tips for Creating
Event Donor Personas

Wed March 6th, 2019 1pm ET | 12pm CT | 10am PT

SESSION HOSTS



Kat Fenoglio
National Customer Success Manager
OneCause



Jenna Jameson
Corporate Communications & Research
OneCause

onecause®

POWERFUL FUNDRAISING SOLUTIONS



1.5 Billion Raised



1.5 Donors
Engaged Annually



15,000+ Fundraisers



Agenda

- Social Donors 101
- Persona Based Fundraising
- Event Donor Persona Tips

A high-angle photograph of a man and a woman sitting on wooden bleachers. The man, wearing a light blue button-down shirt, is leaning over the woman. The woman, with long reddish-brown hair and wearing a white cardigan, is holding a tablet computer. They appear to be in a collaborative discussion. The image is overlaid with a semi-transparent teal gradient on the left side.

Social Donors 101

SOCIAL DONOR STUDY



WHY THE STUDY?



*Changing Donor
Demographics*



*Rise of Mobile
Fundraising*



*Who Are These
Donors?*

Did you know?

Social Donors make up

25% of the US Adult
Population

+/- 58M potential donors

SOCIAL DONOR DEMOGRAPHICS



Event
Donors

GENDER

Male	56%
Female	44%

GENERATION

Gen Z (1996-2000)	6%
Millennials (1981-1995)	36%
Gen X (1965-1980)	30%
Boomers (1946-1964)	28%

EDUCATION

Less than college	43%
College or more	57%

HHI

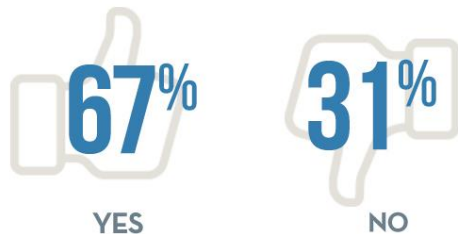
<\$25K	9%
\$25-50K	14%
\$50-100K	37%
\$100-200K	27%
\$200K+	10%

SOCIAL DONOR FAMILIARITY



Event Donors

DONATED BEFORE:



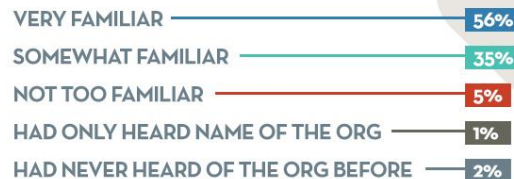
AMOUNT OF DONATION:



HOW THEY DONATED:



HOW FAMILIAR THEY WERE BEFORE DONATING



ATTRACTING SOCIAL DONORS

How They Heard About The Donation Opportunity

57%



Through a friend, family member, or colleague

26%



The nonprofit or charity reached out directly

23%



Through work

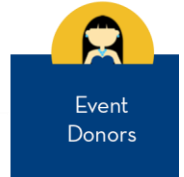
20%



Advertisement



In-person	48%
Social media	22%
Email	21%
Mailing	11%
Phone call	9%
Television	7%
Billboard	4%
Radio	7%
Newspaper	7%
Magazine	5%
Event	13%
Text	10%



WHY THEY GIVE: TOP 3 MOVTIVATORS

#1

It was **easy**
to do.

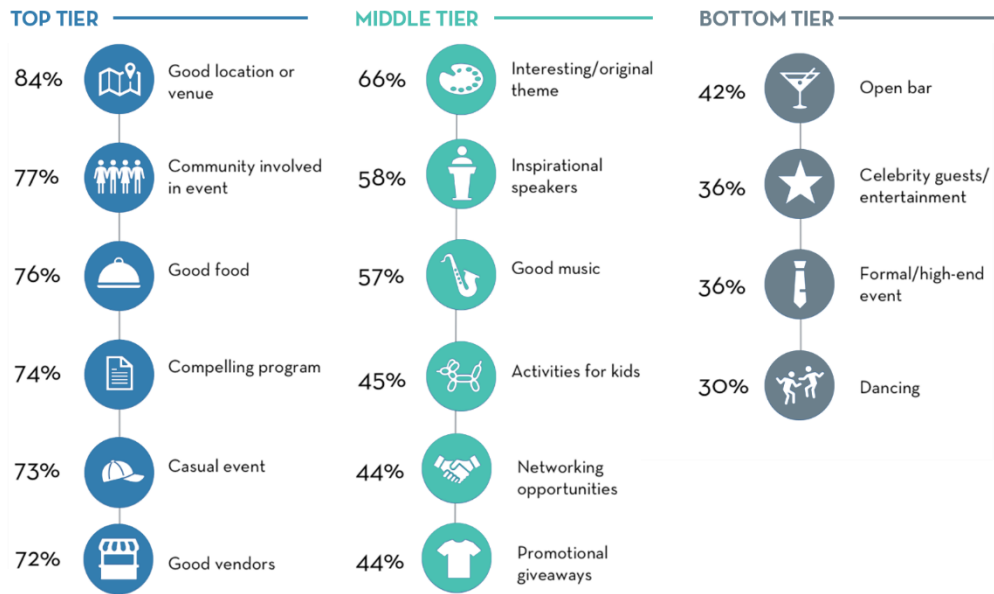
#2

I care about
the **mission**.

#3

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

WHAT'S IMPORTANT: EVENT TIERS





**PUTTING DATA
INTO ACTION**

About Persona Fundraising



TARGET DIFFERENTLY

OLD MODEL

- Gift Size
- Income Levels
- Frequency/Timing
- Area/Preference

NEW THINKING

- Personas
- Channels
- Motivators
- Behaviors



Event
Donors

WHERE IS THE INFO?



Event
Donors

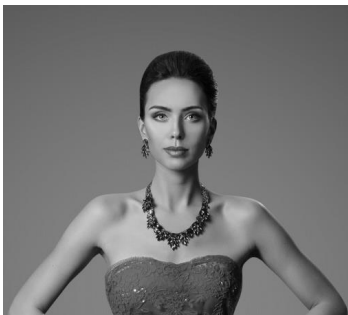
- Online
- Social media
- CRM, fundraising software
- Web analytics
- Quantitative data (surveys)
- Qualitative data (interviews)



Questions?

Event Donor Personas

A photograph of a man and a woman sitting together in a modern office or lounge setting. The woman is on the left, wearing glasses and a light-colored sweater, holding a tablet and looking at it with a smile. The man is on the right, wearing a blue button-down shirt and khaki pants, leaning in and smiling at the tablet. They are sitting on a wooden chair. In the background, there are large windows, a potted plant, and a hanging lamp. The image has a blue overlay on the left side where the text is located.



“As a professional, get things done and make things happen, including helping family, friends and colleagues fundraise. I move fast, but if you engage me in your cause, I am loyal and ardent supporter.”

JOB TITLE Director, Entrepreneur Vice President,

Urban or Suburban

AREA Female. Age 40-50.

DEMOGRAPHICS

ASSERTIVE

FOCUSED

SOCIAL

INFLUENTIAL

“I am an active in local charity events, and sit on several boards. My friends and colleagues are closely connected with me. We often attend several galas and auctions throughout the year. I have many corporate connections that, for the right causes, I am willing to solicit for donations/sponsorships. Events are my preferred way to give, as they combine charitable giving and social networking.”

MOTIVATIONS

- I am driven by making a difference to high profile causes.
- I like to associated myself with known nonprofits.
- I want to be viewed as leader in the causes I support.
- I want to hear from the cause on strategic plans.

GOALS

- Hit fundraising goals.
- Use my social influences for social impact.
- Attract sponsors to my events/causes.
- Choose causes with efficiency and real-life impact \$

PREFERRED MEDIA CONSUMPTION

- Local Charity Guide, Crain’s
- Social media (Facebook, Twitter Instagram)
- Colleague Recommendations

FEARS & CONCERNS

- Financial stability of nonprofit.
- Wasted resource and fundraising inefficiency.

CHALLENGES & FRUSTRATIONS

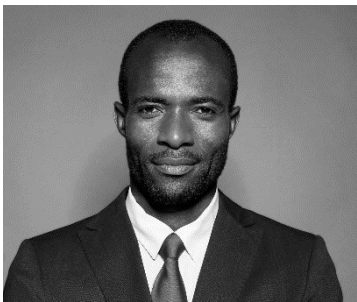
- Don’t use my donations wisely
- Too many asks
- Lack of corporate sponsors
- Lack of personal fundraising
- No modern tools for donations

DONATION HISTORY

- Gala Chair & Table Sponsor
- Live Auction Contributed
- \$5K in Direct Appeal Donations

AREAS OF INTEREST

- New Program Support
- Childhood Education Initiatives
- Local Hospital Foundations



"I am an cause junkie. Once I find a group that does work I believe in, I am engaged 100%. I love to sponsor people and teams, recruit friends via social and raise awareness while having fun."

JOB TITLE Manager, Analyst, Specialist, Entrepreneur

AREA Urban or Suburban

DEMOGRAPHICS Male. Age 26-39. Urban.

ARTICULATE

PASSIONATE

PERSUASIVE

ON THE MOVE

"It's paramount that I give to a cause that helps me engage digitally with their mission and visually connect with my networks and their social impact. I enjoy a good auction with good items to win! You can find me on social media, supporting auctions and event fundraisers. Let's get it done and have fun!"

MOTIVATIONS

- I love to win auction items!
- I gravitate to creative, innovative & successful inventory.
- I want to donate on a flexible & intuitive platform that engages me in the cause.

GOALS

- Participate in multiple auctions.
- WIN GOOD STUFF
- Reimagine and grow the organization's proceeds and help them hit goals.

PREFERRED MEDIA CONSUMPTION

- YouTube
- Instagram, Twitter, Snapchat
- Friends & Colleagues
- Organization Email Lists

FEARS & CONCERNS

- Jeopardizing my social cred if a cause isn't legit.
- Not being taken as a serious donor.
- Understanding where I can best give and fit in.

CHALLENGES & FRUSTRATIONS

- Donor communications are too long and boring.
- Tell me about your impact and show me images!
- Need easy ways to engage, on my time and schedule, and on the tools I use everyday.

DONATION HISTORY

- Fund A Cure
- GivingTuesday
- \$1K in 2018; but dedicated volunteer top 5%

AREAS OF INTEREST

- On the ground research,
- Social activism
- Ambassador fundraising



Event Persona Tips

TIP 1: EVENT LEADERSHIP/AMBASSADORS



WHAT DO YOU KNOW?

- Mirror guest targets with event leadership
- Influencers
- Leverage their social networks
- Active in event promotion to drive attendance

TIP 2: EASY EVENT EXPERIENCE



WHAT DO YOU KNOW?

- What is valued by your persona
- Don't default to "this is what we've always done"
- Right mix of giving/revenue opportunities
- Mission-focused opportunity for each persona

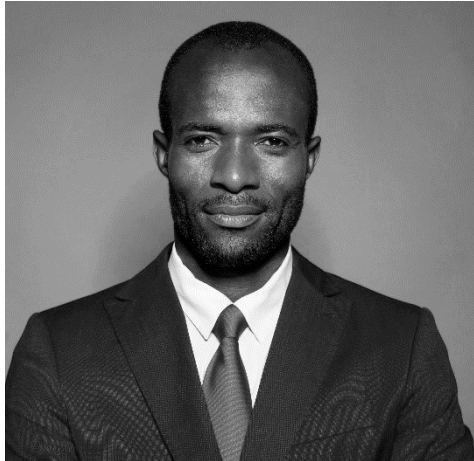
TIP 3: MESSAGING & PROMOTION



HOW TO MOTIVATE ME?

- Mission Messaging
- Ambassador-driven Cause Stories
- Bringing the mission to the YOU level
- Quantifiable impact

TIP 4: PROGRAMMING



HOW DO I GIVE?

- Match program with personas
- Donor-centric experience (lightening, audio quality, etc.)
- Complexity - Audience's comprehension of the cause and need
- Direct call-to-action

TIP 5: THANK YOU



WHAT RETAINS ME?

- Continuing event experience into Thank You
- Rethink content of your thank you's to what's important to the donor
- Acknowledge the individual contribution
- Legacy of event night - how will you leverage social media



Questions?

A photograph of the Chicago skyline at dusk, with numerous skyscrapers illuminated by their lights against a darkening sky. The buildings are densely packed, and the lights create a warm, golden glow. The sky is a deep blue, transitioning from light near the horizon to darker at the top.

*Coming
Soon...*

Raise
2019

Reach New Heights.

Inspire. Connect. Grow.

Chicago, IL

September 16-17

REGISTER

onecause®

POWERFUL FUNDRAISING SOLUTIONS

info@onecause.com

www.onecause.com

888.729.0399