

onecause® | WEBINAR

Elevate Your Year-End Campaign

Tactical Giving Strategies and Powerful Storytelling



Thursday, July 18, 2024



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OneCause



Cindy Lopane
Customer Success Manager,
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Let's Get Started!

If you could have dinner with any historical figure, who would it be?



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Meet Our Presenters



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Sales Director
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Customer Success Manager
National Accounts

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Agenda

- Growth Strategy
- Generational Donors
- Online Engagement
- Seasonal Contributions
- Impact Giving
- Emotional Connection



Generational Donors

SEGMENTS AND HABITS

Gen Z

ENGAGED IN DIGITAL ACTIVISM

Giving Habits

- Prefer online & mobile donations
- Follow social media & peer recommendations
- Participate in crowdfunding

Year-End Giving

- Respond to transparent impact reporting
- Favors projects aligning with their values

Recurring Giving

- Opt for smaller monthly or micro-donations

Mindset

- Seek authenticity & direct impact
- Trust organizations demonstrating DEI



Generation Z

1997 - 2011

20% of the US Population

Millennials

INFLUENCED BY PEER NETWORKS

Giving Habits

- Enroll in monthly giving programs (40%)
- Prefer digital giving platforms

Year-End Giving

- Respond to tax incentives & matching gift opportunities
- Appreciate personalized & engaging storytelling

Recurring Giving

- Opt for automated donations
- Value convenience & consistency

Mindset

- Demand transparency & accountability
- Seek measurable outcomes & long-term impact



Millennials

1981 – 1996

26% of the US Population

Gen X

GUIDED BY RESEARCH

Giving Habits

- Respond to the financial benefits of giving

Year-End Giving

- Maximize tax deductions with end-of-year giving
- Explore charitable gift annuities & estate planning

Recurring Giving

- Engage in larger, regular donations
- Prefer long-term commitments

Mindset

- Prioritize financial planning & legacy building
- Trust well-established, reputable organizations



Gen X

1965 - 1980

19.5% of the US Population
Significant Wealth Accumulation

Baby Boomers

INTERESTED IN VOLUNTEERISM

Giving Habits

- Donate generously & consistently
- Prefer traditional giving methods
- Use digital platforms

Year-End Giving

- Seek tax deductions & legacy considerations
- Make larger, one-time donations at year-end

Recurring Giving

- Support ongoing, substantial contributions
- Fund tangible projects & endowments

Mindset

- Loyal to long-supported organizations
- Value recognition & appreciation







Baby Boomers

1946 – 1964

21% of the US Population

Online Engagement

SOCIAL BLUEPRINT

	GEN Z	MILLENNIALS	GEN X	BABY BOOMERS
PLATFORM				
ENGAGEMENT	<p>Highly visual & interactive content. Short videos, memes, & stories.</p>	<p>Content that tells a compelling story. Visually appealing & informative messaging.</p>	<p>Informative, well-researched content. Community connections.</p>	<p>Informative, community-centered content. Direct communication & email newsletters.</p>
INFLUENCE	<p>Peer recommendations & influencer marketing.</p>	<p>Social media trends & peer endorsements.</p>	<p>Professional networks & trusted sources.</p>	<p>Trusted organizations & long-term relationships.</p>
STRATEGY	<p>Video content to demonstrate impact. TikTok challenges & Instagram stories.</p>	<p>Tax benefits & matching gift opportunities. Targeted social media ads & email campaigns.</p>	<p>Detailed reports & case studies demonstrating impact. LinkedIn & Facebook.</p>	<p>Year-end campaigns highlighted on Facebook. Email newsletters. Personalized appeals</p>

Engage & Retain

AUTHENTIC CONNECTIONS

- Transparency
- Video Optimization
- Immersive Social Campaigns
- Virtual Events
- Emerging Trends
- Gamification



World Bird

[Donate Now](#) [DL](#)

You can help us name our new foster owl!

Our new foster dad needs your help to select a name! Through your donation, you will help provide food for all 11 of his babies, and help fund a new foster center.

[Donate Now](#)

A video player showing a collage of images: a person lying on their back in a field, a person with a bicycle, and a person playing a piano. The Big Brothers Big Sisters logo is overlaid on the center.

Big Brothers Big Sisters

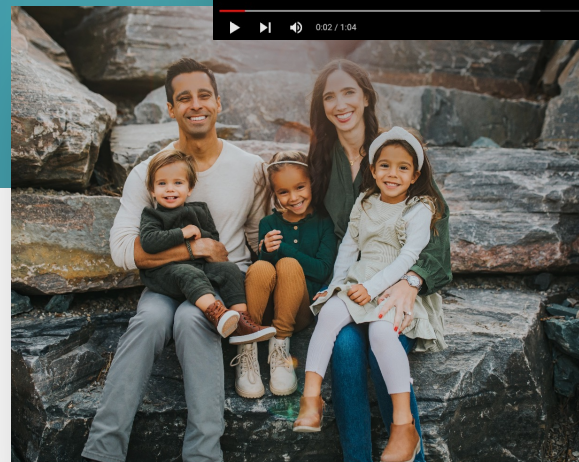
our staff have narrowed it down to our favorite five.

23-571's new name (selection is at the end of the donation)

I want to give*

\$100	\$75	
\$50	\$25	\$10
Custom		

[Donate](#)



CROHN'S & COLITIS FOUNDATION

In Honor of Arin Gupta

[Donate Now](#)

\$16,061

Feeling the love like Emmett? Learn how you can help us change the world using the LINK in the comments!

A video player showing a young boy in a dark blue shirt covering his eyes with his hands. The Crohn's & Colitis Foundation logo is visible on his shirt.

LITTLE MISS CROHN'S WARRIOR

A cartoon character logo for Little Miss Crohn's Warrior, featuring a smiling orange character with a play button on its head.

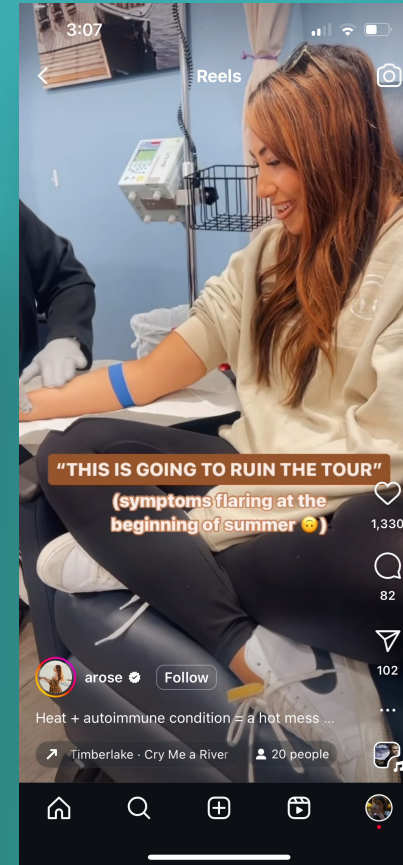
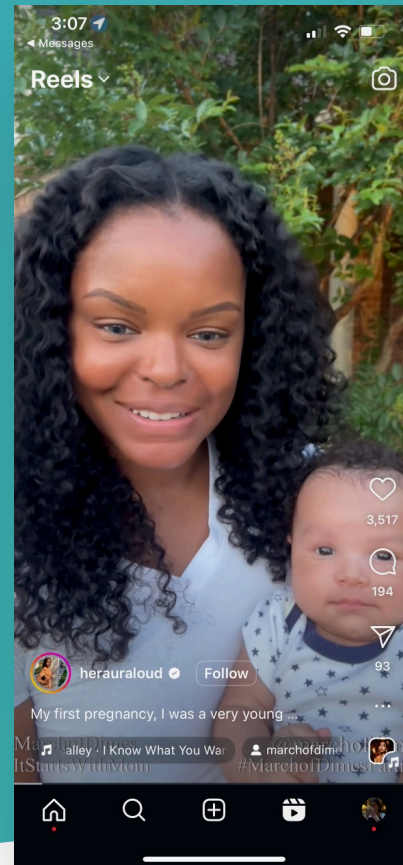
211 likes, 16 comments.
"#LittleMiss Crohn's and colitis edition!"

TikTok · Crohn's & Colitis Foundation
tiktok.com

Influencer Marketing

PARTNERS FOR YOUR CAUSE

- Focus on influencers whose audience aligns with your donors
- Ensure there is an affinity in values
- Look high engagement scores
- Track metrics like engagement & conversion rates
- Use UTM parameters to monitor traffic



BuzzSumo

 **Hootsuite**

upfluence

Seasonal Contributions

DONATION PATTERNS AND BEHAVIORS

Year-End Giving

THE FACTS

- 30% of annual donations are made in December
- Donation sizes increase during the holidays
- Key dates:
 - Giving Tuesday
 - Final 3 days of the year

NonProfit**PRO**



GI**♥**INGTUESDAY

Rachel
MUIR

Make it Easy

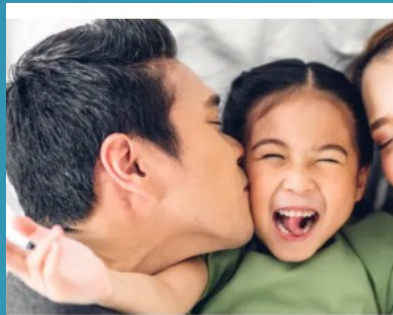
SIMPLIFY GIVING

- Enable form-filler
- Include multiple payment options
- Appeal to a wide range of demographics with recurring gifts
- Highlight impact



Impact Statements

TAKE YOUR DONORS ON A JOURNEY



\$250 DONATION

Your donation of \$250 will pay for a family to receive counseling at our retreat.



Buy's bait for a day!

89 people donated \$250

199 people donated \$25

502 people donated \$50



\$250 DONATION

Serves up snacks at the canteen for a day!

115 people donated \$250



\$500 DONATION

Helps stock the arts and crafts cabin with beads, paint, tie dye, and more!

69 people donated \$500



\$1,000 DONATION

Sponsors a camper for a week of summer camp fun!

77 people donated \$1,000

Double Your Impact!
Your gift can go twice as far! All donations will be matched up to \$250,000.

Help us Unleash PAWsibilities!

Donate Today

Donate Now

Rescue & Fundraise

\$200,478.46 / \$500,000



\$100 DONATION

Covers the cost of a camper's cabin welcome gift!

548 people donated \$100



\$25 DONATION

Help off-set the cost for one person to attend a Viviendo con Enfermedad Renal y Trasplante seminar full of valuable information and resources

666 people donated \$25



\$85 DONATION

Provide one at-risk Illinois resident with a FREE KidneyMobile Screening. They'll receive tests for diabetes, high blood pressure, and chronic kidney disease

16 people donated \$85



\$250 DONATION

Send five advocates to Springfield with the Kidney Advocacy Council to speak up for patient and donor rights.

131 people donated \$250



\$1,000 DONATION

Makes it possible for one child living with kidney disease or a kidney transplant to attend a week of Kidney Camp.

34 people donated \$1,000

WORD OF Thanks

'Word of Thanks' to Support Colorado Kids

Benefiting Reach Out and Read Colorado

Donate Now

\$13,583 / \$100,000 goal

Prescribing Books. Changing Lives.

Reach Out and Read Colorado is a nonprofit organization that gives young children a foundation for success by incorporating books into pediatric care and encouraging families to read aloud together.

We do so by partnering with pediatricians to prescribe high-quality books at regular well-child visits from birth to age 5 (with a special focus on children living in poverty), helping families and communities encourage early literacy skills and healthy parent-child bonds so children enter school

\$135,275 raised towards goal of \$172,000

Thank You Donors Dan Reedy Bryan Jacob Laura Mick and Theresa Monroe Laura Mick and Theresa Monroe Jake Benc

Support Our Cause

All Items (5)

- Stop Student Vaping \$50**
\$50 helps one student stop vaping. **0 Donors**
- Provide an Online Community for Cancer \$100 Patients**
\$100 helps support an online... **1 Donor**
- Promote Early Cancer Detection \$225**
\$225 educates 25 people at high risk for lung cancer about... **0 Donors**
- Support Lung Cancer Research \$500**
0 Donors
- Put an End to Smoking \$1,000**
0 Donors

Donate to the American Lung Association in Missouri

One Time Monthly

\$1,000 \$500 \$250 \$100 \$50

Custom

Donate Anonymously

Cancel Donate

Event Sponsor

RGAs

Calls to Action

DRIVE SUPPORT

Directional

GIVE NOW

Cause-based

SAVE A LIFE

Evidentiary

SEE OUR WORK

Emotional Connection

MEANINGFUL STORIES,
COMPELLING CAMPAIGNS

Communication Styles

PERSONALIZE MESSAGING

Gen Z

- Concise & Visual
- Emotional Appeal
- Social Justice
- Environmental Impact

Millennials

- Transparency
- Authenticity
- Mixed Media

Gen X

- Practical Impacts
- Email
- Newsletters
- Informational Blogs

Boomers

- Legacy
- Long-term Impact
- Direct, Personal Mail
- QR Codes

Effective Storytelling

ENGAGE AND INSPIRE

- Collect Beneficiary Stories
- Use Surveys for Feedback
- Highlight Impact
- Incorporate Multimedia
- Share Across Platforms
- Conduct A/B Testing





Meet Candance

- Leads a team of storytellers dedicated to ending extreme poverty.
- Brings over 18 years of marketing and fundraising experience.
- Transformed Concern's events into exciting virtual engagements.
- Holds a BA in Marketing Communications: Public Relations & Black World Studies.
- Resides in Wisconsin, having lived in Accra, Ghana and London, UK.
- Celebrates culture, traditions, and diversity in all her work.



Candance Patel-Taylor
Vice President, Communications
Concern Worldwide US

Maya Angelou

“I’ve learned that people will forget what you said, people will forget what you did, but people will never forget how you made them feel.”



Maya Angelou





DO YOU HEAR THAT?

You are walking into a hospital. There is the usual hustle and bustle of doctors and nurses, patients lining the chairs, and the smell of antiseptic. You know the drill: tell the receptionist why you are there, confirm who you are, and take a seat.

BUT SOMETHING ISN'T RIGHT.

The sounds we are accustomed to in a waiting room filled with babies and children — low-pitched cooing, periodic hiccupping, and bursts of babble — are muted. Besides a door closing here, typing there, and the unsettling hum of monitors, there is a resounding silence — a stillness filling the space void of the simplest sound of life: crying.

WHERE ARE THE WAIFS? THE SOBS?

Babies are born with the ability to cry. It's their most fundamental way of communicating. To know that babies cry and fuss on average for almost 3 hours a day can be heartbreaking. But, can you imagine experiencing the deafening silence of babies who are so hungry that they are silent — too weak to cry?

YOU WANT TO BREAK THE SILENCE. AND YOU CAN.

Your support allows us to leverage our 55 years of experience and deliver life-saving programs that not only treat, but prevent, hunger. When you stand with us, we can do this together.

SCAN NOW TO
UNITE TO FIGHT HUNGER



WHEN A CHILD IS ACUTELY MALNOURISHED, HE OR SHE BECOMES SO WEAK THAT HE CANNOT CRY. IT IS A SOBERING REALITY THAT WE STRIVE TO PREVENT.

- A
Prog
Conc



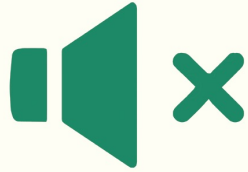
SOUND
OF
CHANGE

CONCERN 55
worldwide US





JOIN CONCERN AND
**UNITE TO
FIGHT
HUNGER**



CONCERN **53** YEARS OF SERVICE TO HUMANITY
worldwide US



\$65

could provide a farmer in Niger with a Climate Smart Agriculture kit, including seeds and tools

Tune into the sound of that same community supplying these nourishing foods to a vibrant local market that supports livelihoods and stops the extreme hunger cycle.



\$120

could allow a household of 5 in Haiti to purchase food for a month

Actions speak louder than words, and only you can break the silence.

UNITE TO FIGHT HUNGER

The time is now to unite to fight hunger with us on behalf of the millions whose calls for action go unheard.

With Gratitude,

Colleen Kelly
CEO
Concern Worldwide US

Candance, though you may have seen how Concern Worldwide continues to impact the lives of the world's most vulnerable communities affected by extreme hunger, to truly *understand* and *feel* how your support makes a difference — you need to hear it.

The sounds of cooking. The joyful noise of abundance. These are the vibrant sounds of life.

And we *cannot* let them be silenced by hunger.

Change is possible, and it's loud. I can almost hear it, can you?

Hear the moment the mother of a malnourished child hears their child's laugh for the first time in weeks.

\$50

could ensure 25 malnourished children in South Sudan access medicine to prevent common illnesses from becoming life-threatening



Listen to the community banding together, to cultivate new food sources with climate-smart agriculture techniques, bringing sounds of laughter, joy, and hope to the table.

Strategic Storytelling

ENGAGE SENSES

- Determine the Message
- Discover the Vibe
- Identify the Intersection
- Open the Story



Impact Giving

INVEST IN THE CAUSE

- Connect to the Senses to Evoke Emotion
- Illustrate Impact to Build Trust
- Motivate Action to Engage Support



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