



Old Fundraising *vs* New Fundraising

How to Create *Meaningful Donor Relationships* in a Digital World

WED, NOV 18TH | 1PM ET | 12PM CT | 11AM MT | 10AM PT

onecause®

Today's Guest



Barbara O'Reilly
Barb-O

Principal and Founder,
Windmill Hill Consulting



Taylor Shanklin
T-Shank

Vice President, Growth
Firefly Partners



PRESENTATION OVERVIEW

old school vs new school fundraising

state of fundraising

finding donors

knowing your audience

inspired messaging

channels + technology

KEY TOPICS

 [BReillyWHC](#)

 [tshanksoars | fireflypartners](#)

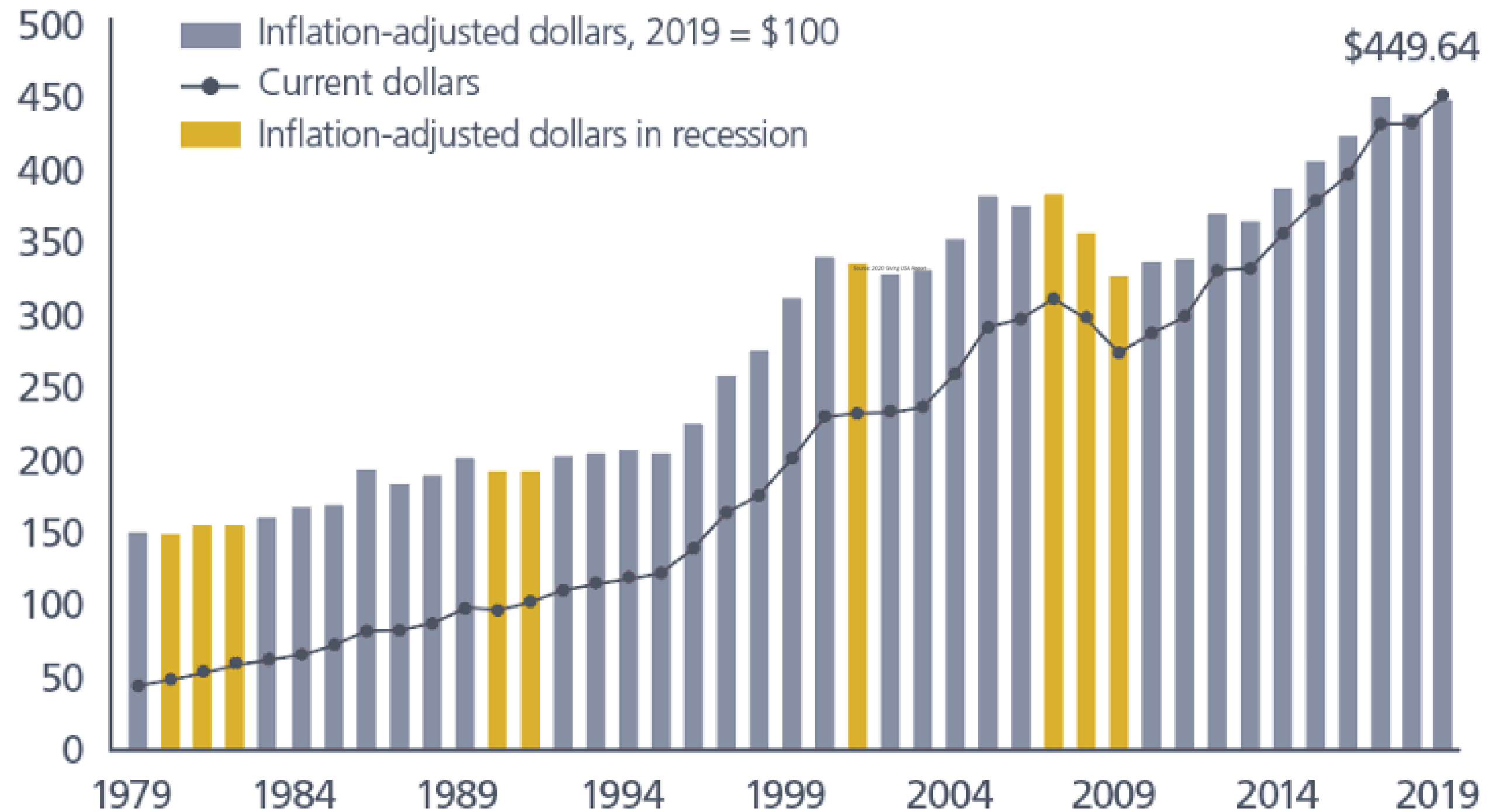


Your supporters live + work in our hyper-connected world.

Noise everywhere.



Historical Giving Trends



Source: 2020 Giving USA Report



Show Me The Unicorns.

Direct Mail Is [.....]





Digital Is Viewed As Transactional.



and
break

Fundraising is human.

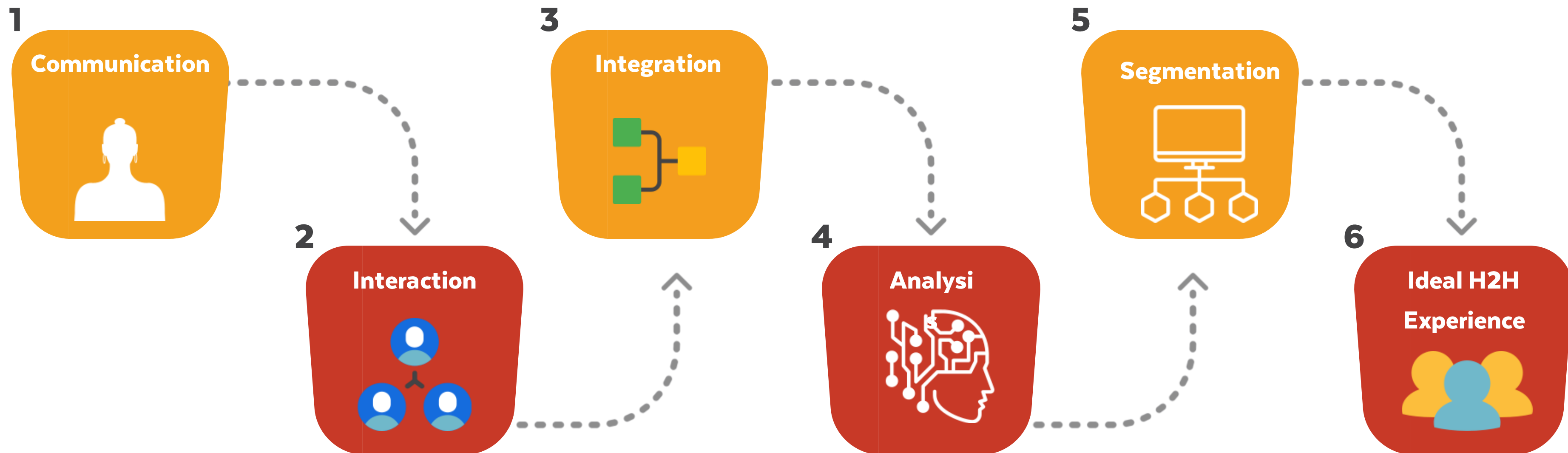




A Human-to-Human approach that mixes old school + new school



The Right Mix For Human-to-Human





FINDING DONORS

A close-up photograph of a glass bottle with water splashing out. The bottle is the central focus, with water spraying from its base. The background is a solid light blue. A dark semi-transparent rectangle is overlaid on the right side of the image, containing the text '43%' in white. The text is large and bold, positioned in the lower right quadrant of the image.

43%

IT IS GETTING WORSE

FIRST-TIME

23%



REPEAT

60%



MONTHLY

90%





Who knows you?

- Volunteers
- Networks of Boards
- Annual Donors
- Social Media Followers
- Newsletter Subscribers
- Event Attendees
- Social Fundraisers (Facebook) or P2P

WHO'S INVESTING IN YOU



CURRENT DONORS

- Largest over their lifetime as donors
- Longest donors
- Lower-level donors who have deeper capacity



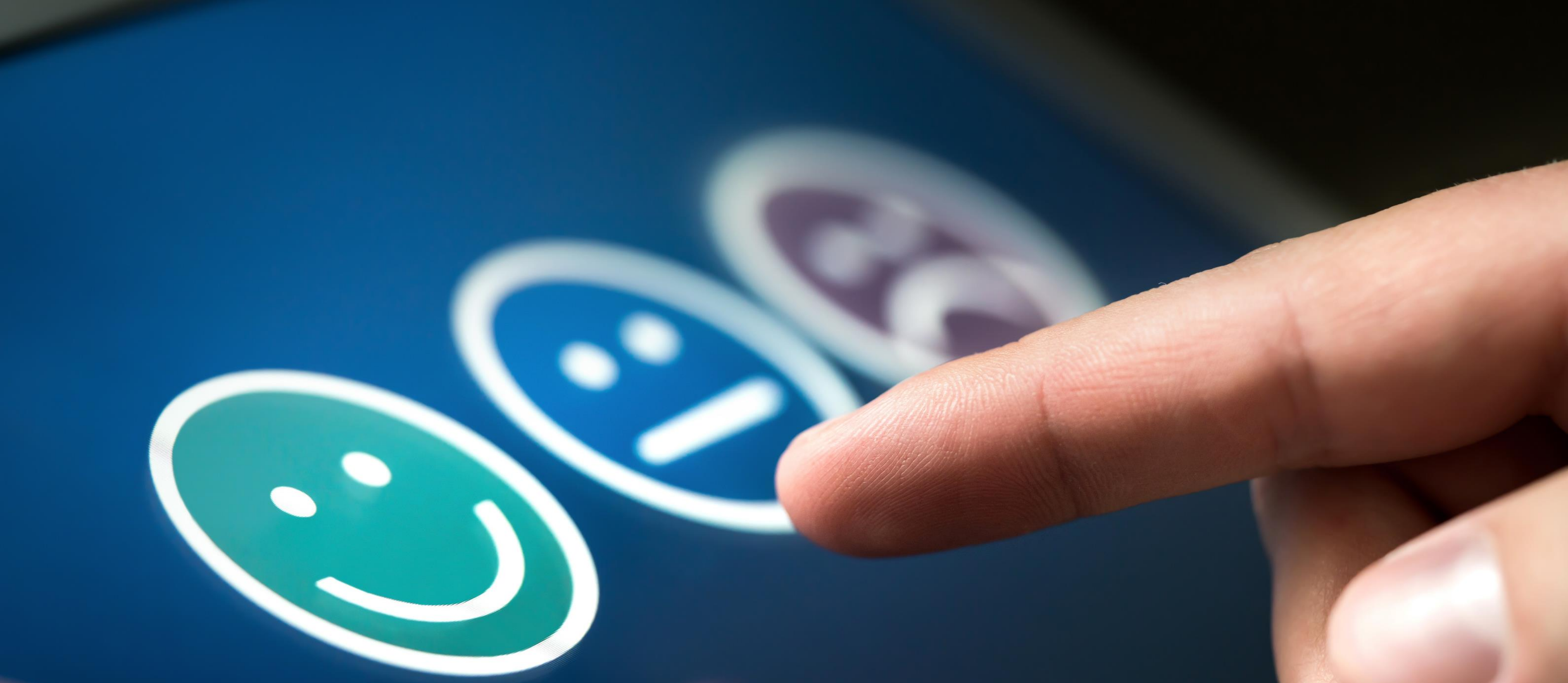
NEW DONORS

- Largest New donors
- Potential capacity
- Passion for organization



LAPSED DONORS

- Length of giving
- Cumulative
- Giving to you
- Screened capacity



KNOWING YOUR DONORS

WHO ARE
THEY?



WHAT ARE
THEIR
INTERESTS?

HOW DO YOU
FIT INTO THEIR
INTERESTS?



WHAT ELSE
SHOULD THEY
KNOW ABOUT
YOU?

WHO LAPSED?



Were they one-time donors?

Long-time donors who stopped?

Monthly who cancelled?

WHY DID THEY STOP GIVING?



Is their info still correct?

NCOA and Deceased Suppression to clean list.

Survey to ask their Feedback. “We miss you. What Happened?”

Make personal call/email for larger lapsed donors.

YOUR MAJOR DONORS ARE



ACCESS

Does this person have a relationship to you or other board members, staff, donors, others related to you?

BELIEF

Does this person genuinely care about your mission?

Is this person historically philanthropic toward similar causes?

CAPACITY

Does this person have the financial ability and/or networks of those who can support you at a significant level?

YOUR MAJOR DONORS ARE



ONLINE

The importance of a multi-channel approach

USING SMARTPHONES

Say yes to mobile touchpoints

INUNDATED WITH ADVERTISING

You have to stand out



INSPIRED MESSAGING

"Fundraising under-performance, therefore, is actually a failure to communicate.

—Penelope Burk, Donor-Centered Fundraising"



THE GOLDEN CIRCLE

WHAT

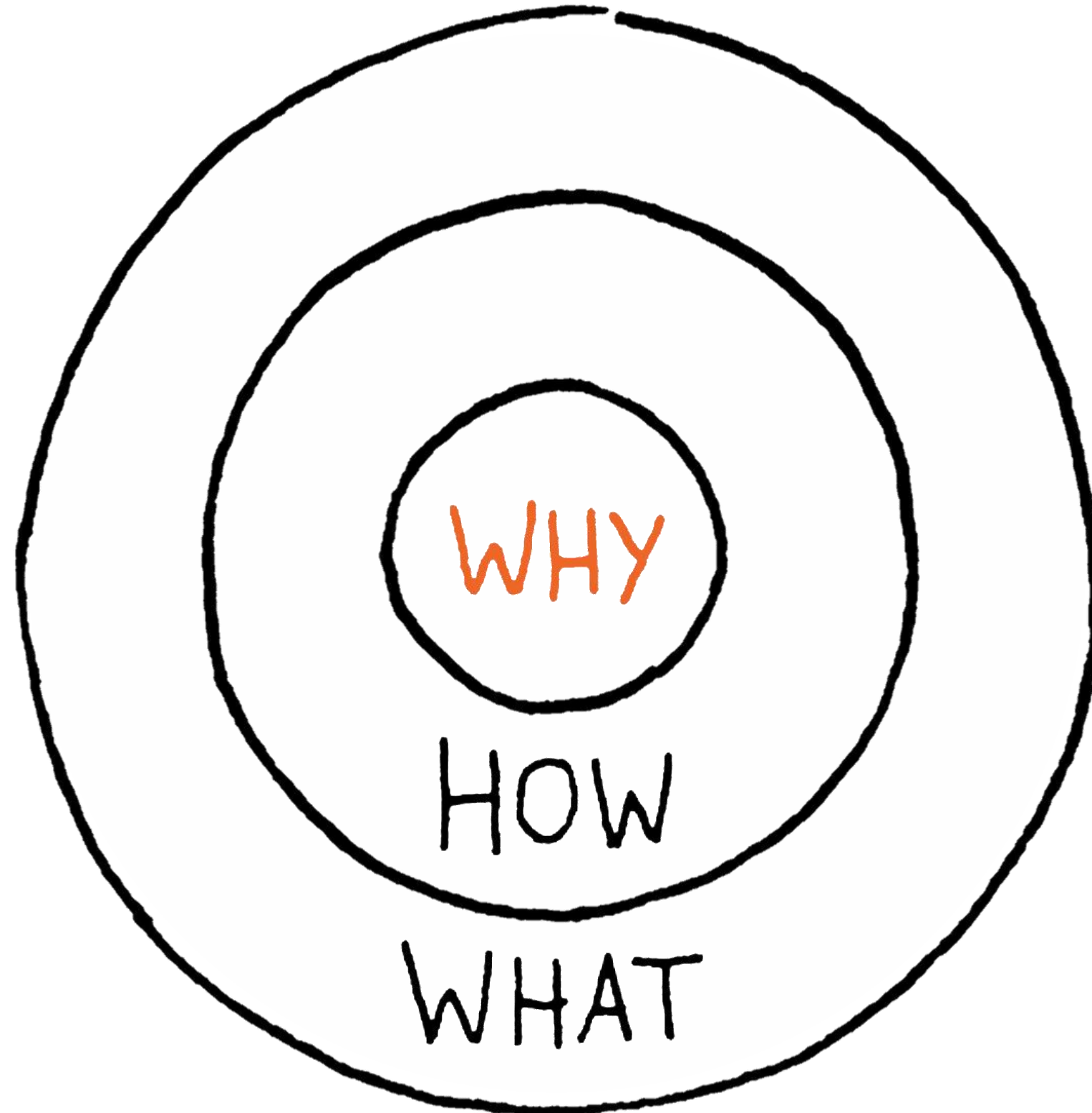
Every organization on the planet knows WHAT they do. These are products they sell or the services

HOW

Some organizations know HOW they do it. These are the things that make them special or set them apart from their competition.

WHY

Very few organizations know WHY they do what they do. WHY is not about making money. That's a result. WHY is a purpose, cause or belief. It's the very reason your organization exists.



A top-down view of a wooden desk. In the upper left, there is a white coffee cup filled with dark coffee. Below it is a white Samsung smartphone. To the left of the phone is a dark pen. In the upper right, there is a blank white sheet of paper. A small orange horizontal line is visible in the top right corner of the paper. The background is a wooden surface with a green plant leaf in the top right corner.

"If you don't give the market the story to talk about,
they'll define your brand's story for you."

- David Brier
author of *Brand Intervention*.

"Owning your voice and showing up with it through stories, visualization, and proof of how you bring value into someone's life."

- T-Shank's definition



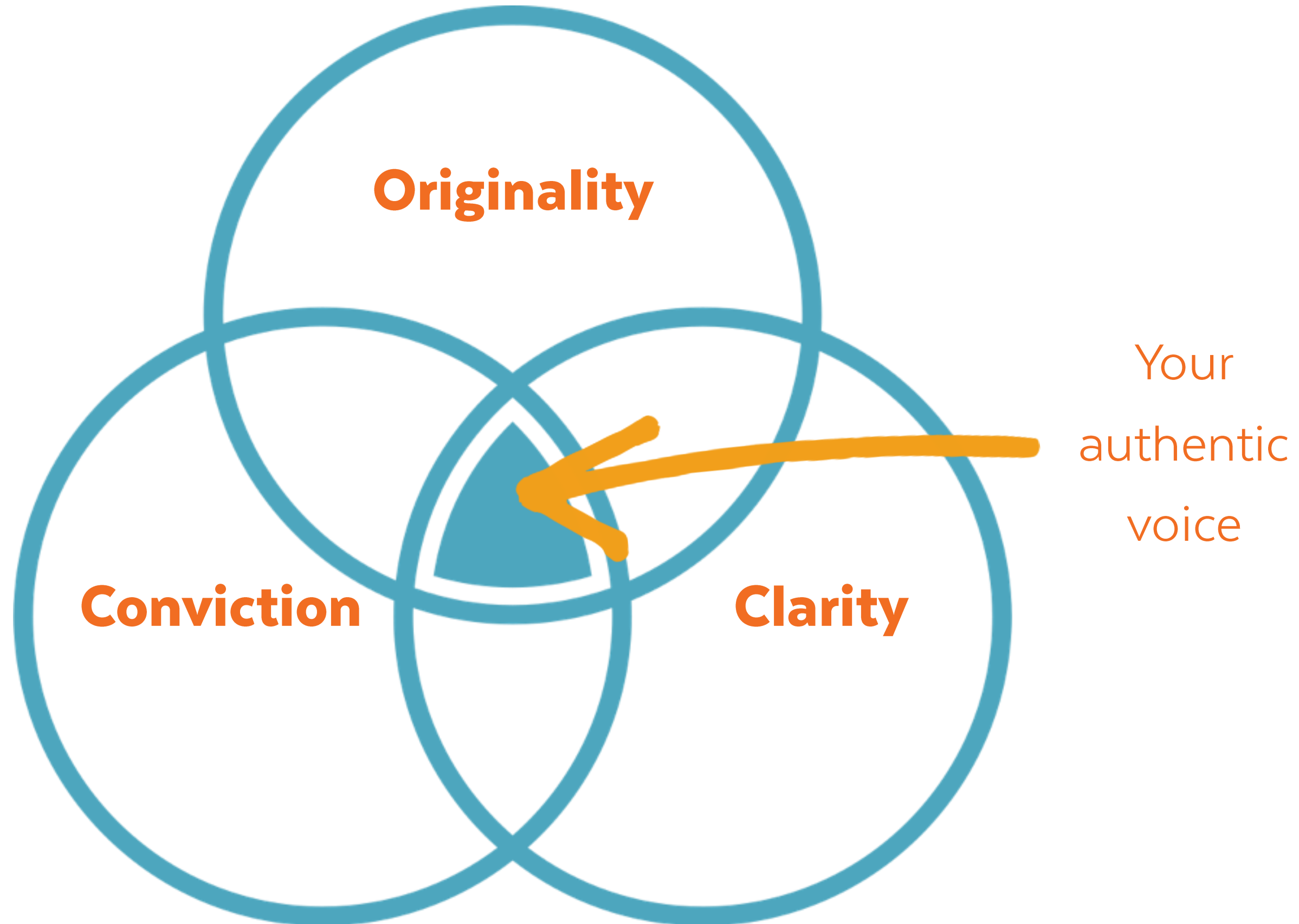
75%

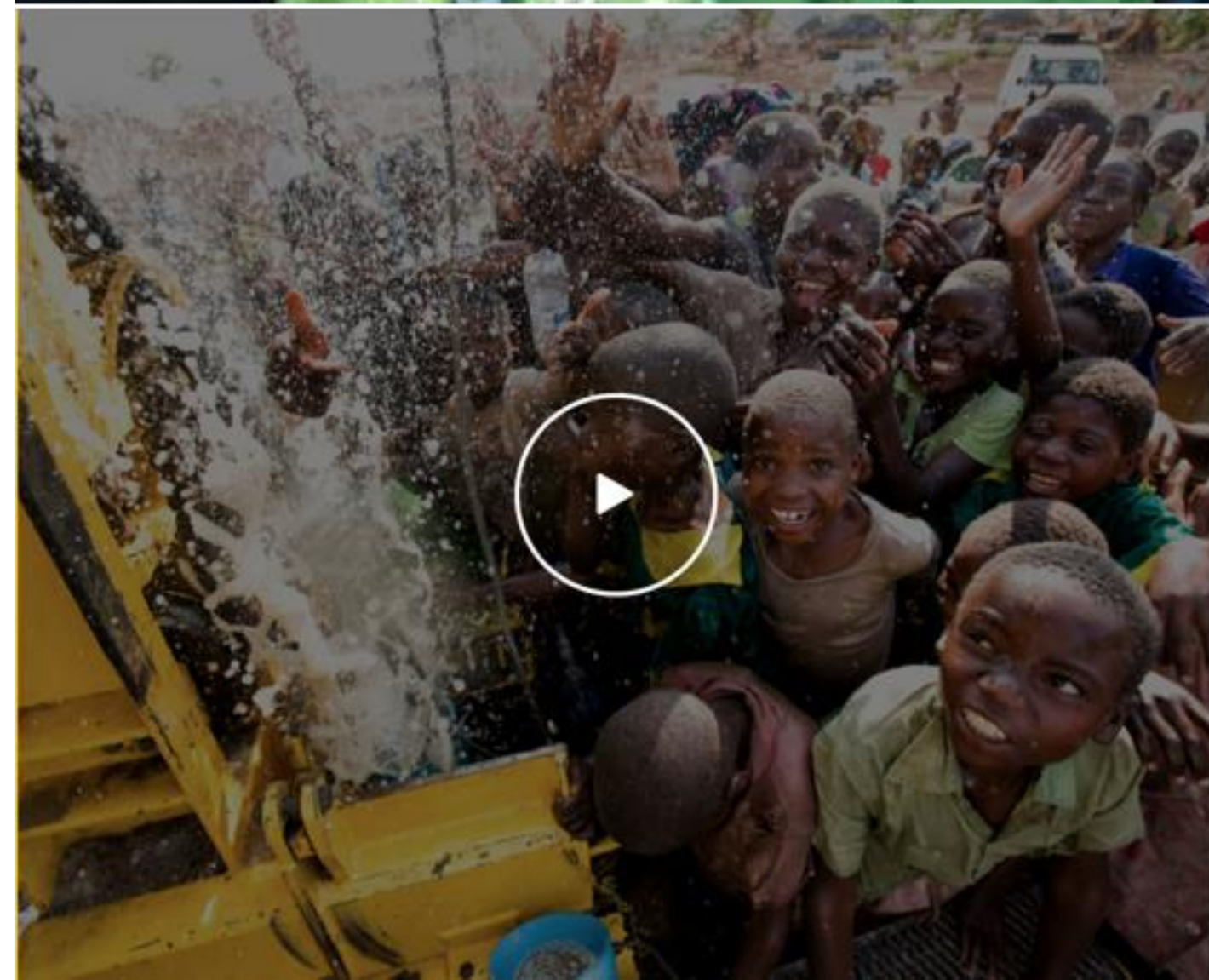
use information about a nonprofit's impact in their giving decisions.



AUTHENTICITY FRAMEWORK

BY T-SHANK





WITH YOUR HELP

We've funded **56,759**
water projects for
over 11 million people
around the world.

SEE MORE OF OUR IMPACT



CLARITY + CONNECTION IN MESSAGING

“

I walk for

My son
Jacob.

— KATE
CITY, STATE



Unite
for Bleeding Disorders

United we celebrate.
Nothing can stop us when we focus on the mission of TODAY.

Join us on 10.10.20 for a day of unity + celebration.

Join in

#UNITECHALLENGE2020

UNITED WE WALK

No matter where we are,
we walk united.

Unite
for Bleeding Disorders

CLEAR CALL-TO-ACTION



NEWLY DIAGNOSED

[Things to do now >](#)

Parent Project Muscular Dystrophy fights to end Duchenne. We accelerate research, raise our voices to impact policy, demand optimal care for every single family, and strive to ensure access to approved therapies.



Are you at risk?

[Learn More](#)



AUDIENCE-FOCUSED

Website header: About News Take Action Contact [JOIN US](#) [DONATE](#)

Navigation: [ADVOCACY](#) [SUPPORT US](#) [STAY INFORMED](#)

Logo: NATIONAL LGBTQ TASK FORCE **be you.**

Group photo of diverse people, some wearing "be you." and "If you're counted." shirts.

QUEER THE CENSUS

Do you want:

- increased funding for community services
- fair congressional districts
- better enforcement of civil rights

The Census counts. So do you.
Queer the Census 2020

NATIONAL LGBTQ TASK FORCE

YouTube video player showing two men and four women smiling.

Be You. Be Counted. PSA
WATCH NOW



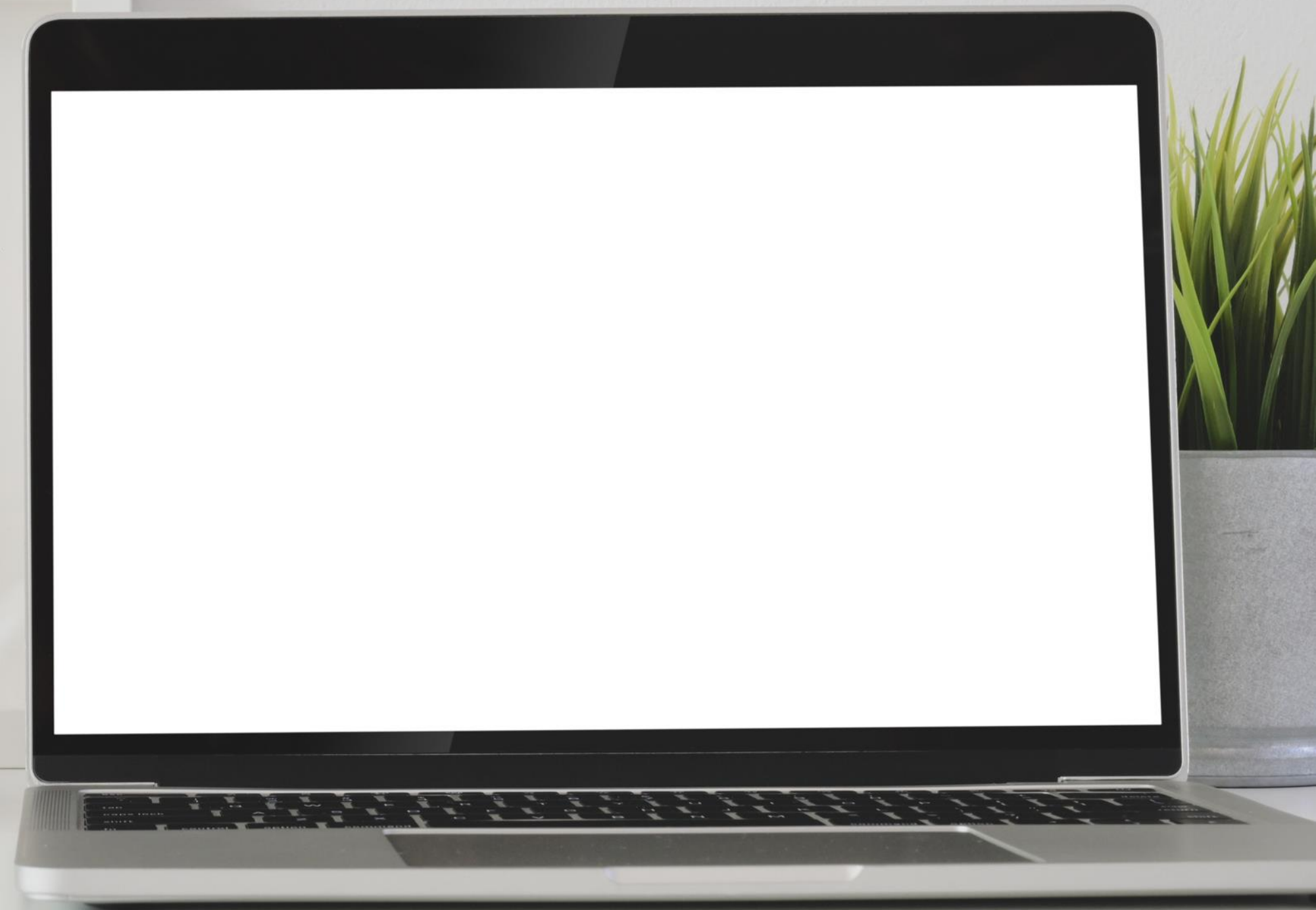
CHANNELS + TECHNOLOGY

According to Blackbaud
2018 Giving Index,

only

23%

of gifts
were made online.



OLD SCHOOL + NEW SCHOOL

IT ALL WORKS TOGETHER.

Personal “thank you’s” with stories of impact and results

AND throughout the year, create meaning for your donors through communications that show they made a difference

In-person visits by staff/executive leadership

Invitation to events

Share video updates about your programs



Celebrate your donors—feature profiles in your e-newsletters

Offer periodic webinars with CEO

Research reports

Invitation to volunteer,
Donor Surveys

MULTI-CHANNELS



Print—
Direct Mail Newsletters



E-communications —
Mobile / Online, E-newsletters, e-appeals, videos



In-Person—
Site visits, 1:1 meetings, cultivation events



Social Media—
Facebook, Instagram, Google
all accept donations

DIRECT MAIL IS NOT DEAD

Donors are 3X more likely to give online in response to a direct mail appeal than an e-appeal.

6% Direct Mail Only
37% Direct Mail + Web + Email



88%

of donors who have given through Facebook Charitable Giving Tools say they are likely to do it again in the future.

source: Global Trends in Giving Report





TECH IS YOUR FRIEND

Technology like AI and analytics/predictive modeling takes the guesswork out of fundraising by:

- helping you know who your best potential donors are
- expands your fundraising workforce by automating some of the outreach
- improves ROI with better response rates and greater likelihood of upgraded giving.

PEER-TO-PEER EVENTS, gone covid-friend

AIDS/LifeCycle® MAY 31 - JUNE 6, 2020 Welcome back, Firefly [LOGOUT](#)

Get Started **Participant Type** Provide Details Review Make Payment

Everything is better with friends - start your own team, join an existing team, or join as an individual. You can always join a team later if you'd like.



Join a team

Search our directory to find an existing team. Want to join a team but not sure which? Join as an individual and contact your Rep to find your fit!

[SELECT](#)



Start a team

Gather up your friends, family, and coworkers to create your team! You'll receive support and resources to be the best team captain you can be.

[SELECT](#)



Participate as Individual

Join as an individual! You'll receive year-round support from your Participant Rep and the amazing AIDS/LifeCycle community.

[SELECT](#)



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Northern California Office - (415) 581-7077


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[Why We Ride](#) [Registered Participants](#) [Roadies & Volunteers](#) [Calendar](#) [Camp Store](#)

UPDATE: Sep 23rd



If 2020 was a typical year for AIDS/LifeCycle, fundraising would be in full swing and we would be getting ready for our Mid-October kick off rides. However, this year has been anything but typical. The hard truth is that because of the continued state of the pandemic, we will not be riding AIDS/LifeCycle in June of 2021.

Grab Life by the Handlebars

Join us on our new 1.2 million mile adventure: TogetheRide. If you need more info, drop us a line here and we'll be in touch.

1 Wil Sar
2 Ke Sar
3 Joa Sar
4 Ra Sur
5 Me Pau

First Name*

Last Name*

E-Mail*

Zip Code*

[Submit](#)

PEER-TO-PEER DIY, gamification

Choose
how you want to raise funds

- LifeEvents**
Fundraise for your birthday, wedding, transplant anniversary or any special occasion.
- MarrowEvents**
Host a local event to add potential marrow donors to the registry.
- IN Honor & Memorial**
Celebrate or remember someone special by helping patients in need.
- ByTheMile**
Run, bike, skate or swim. Do a world of good with every mile.
- Create Your Own**
Don't see the option for you? Create your own. The ideas are endless.

TEAM BE THE MATCH Login

ByTheMile About Fundraising Resources FAQs

GOAL
\$10,000

Honor Roll

Anonymous	
Kate Hinchcliff	\$35
Richard Oblath	\$25

Add your name - Give now!

My Achievements

- Personal Donation
- Sent Emails
- Updated My Page
- Raised \$100+
- Raised \$250+
- Raised \$500+
- Raised \$1,000+
- Raised \$5,000+
Unlock this badge: I'm \$3490 away from this badge.
[Give now!](#)
- Raised \$10,000+
Unlock this badge: I'm \$8490 away from this badge.
[Give now!](#)
- Raised enough to add 15 potential marrow donors to Be The Match Registry®

0 Comments Sort by Oldest

fire

SOCIAL + VIDEO

4:02 Instagram

5 minutes ago

bethematch Sponsored



Sign Up

7,264 views

bethematch She's still waiting for someone to save her. Because her life will be cut short without... more

4:01 Instagram

5 minutes ago

bethematch Sponsored



Sign Up

7,264 views

bethematch She's still waiting for someone to save her. Because her life will be cut short without... more

4:03 Instagram

5 minutes ago

bethematch Sponsored



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bethematch She's still waiting for someone to save her. Because her life will be cut short without... more

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bethematch She's still waiting for someone to save her. Because her life will be cut short without... more

Pillar Content Micro Content

Pillar content, e.g. Annual Report

TEACHER SUPPORT

We believe that the teacher is the most critical piece of quality education. The keystone of our work in Ghana, Guatemala and Laos is providing teachers with the resources and support to become more effective in the classroom and provide a learning environment where students can grow. By bringing teachers together for workshops throughout the school year and providing one-on-one coaching sessions at school, we are improving the classroom environment for everyone.

777

TEACHERS SUPPORTED

Ghana: 615
Guatemala: 46
Laos: 116



501

TOTAL SCHOOLS

Ghana: 156
Guatemala: 204
Laos: 121
Nicaragua: 20

SCHOOL BUILDS

In 2018, we celebrated our tenth anniversary by breaking ground on our 500th school. These 500 schools provide a safe learning environment for more than 95,000 students and serve as the founding example of our partnership with communities. These schools also serve as evidence of our sustainable commitment, as 100% of all 500 schools built, over the course of ten years, are fully open and operational.

96,339

STUDENTS IMPACTED

Ghana: 40,620
Guatemala: 39,325
Laos: 16,394



CAMPAIGNS

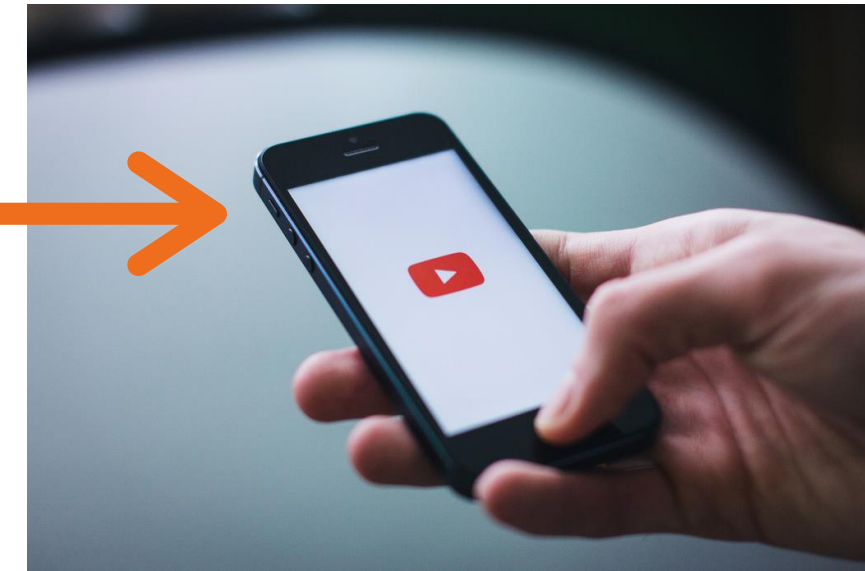
OUR SUPPORTERS ARE THE HEART OF OUR ORGANIZATION. THROUGHOUT THE YEAR, POP ACTIVATES ITS GLOBAL COMMUNITY THROUGH ENGAGING CAMPAIGNS BOTH ONLINE AND OFFLINE.

ACTIVE POP CAMPAIGNERS: **439**
TOTAL CAMPAIGNER REVENUE IN 2018: **\$1,017,892**

Micro



Micro



Micro





Your content channels work together, no matter what pair of sneakers you are wearing.

RECAP

old school vs new school fundraising

fundraising is evolving

finding donors requires old school + new
school tactics and strategies

knowing your audience requires asking
questions and looking at data

inspired messaging requires clarity a clear
WHY and authenticity

channels + technology
need to work together

TWEET AT US

 [BOReillyWHC](#)

 [tshanksoars | fireflypartners](#)

Today's Guest



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Windmill Hill Consulting



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Stay in touch + get my
newsletter

power
UP

your fundraising

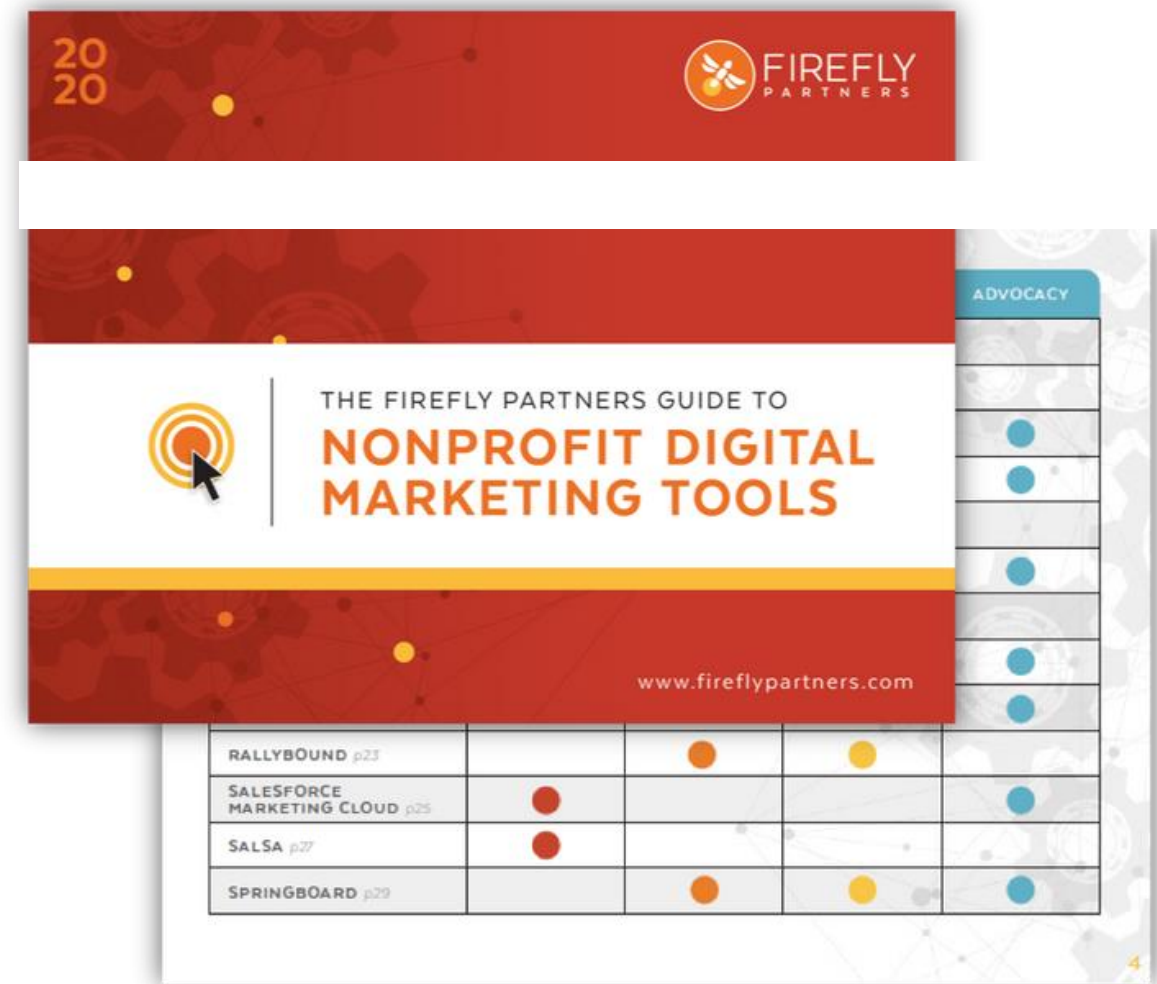


Stay in touch + get our digital fundraising tools guide

Taylor Shanklin

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<https://www.onecause.com/raise/>

Raise
2020

AVAILABLE ON DEMAND

2 Days of Online Learning & Networking

September 14-15, 2020

VIEW SESSIONS

onecause®

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