

WEBINAR

onecause®
POWERFUL FUNDRAISING SOLUTIONS

Secrets *to* Motivating

Social Donors

Wed. December 5: 1pm ET | 12pm CT | 10am PT

A young woman with a colorful patterned scarf is smiling and looking down at a small, colorful notebook she is holding in her hands. The background is a blurred indoor setting with other people.

AGENDA

- Social Donors & Study
- Attracting Social Donors
- Securing the Gift
- Retaining Social Donors
- Converting Social Donors
- Q&A

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POWERFUL FUNDRAISING SOLUTIONS



\$1.5 Billion+
Raised



\$1 Million+
Donors
Engaged



15,000+
Events

SESSION HOSTS



Kelly Velasquez-Hague
Content & Donor
Engagement Strategy
OneCause



Jenna Jameson
Corporate Communications
& Research
OneCause



Social Donors & Study

#socialdonors

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WHY THE STUDY?



Changing Donor Demographics



Rise of Mobile Fundraising



Who Are These Donors?

RISE OF SOCIAL GIVING



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



CONVERSION FUNNEL

ATTRACT

SECURE

RETAIN

CONVERT



Did you know?

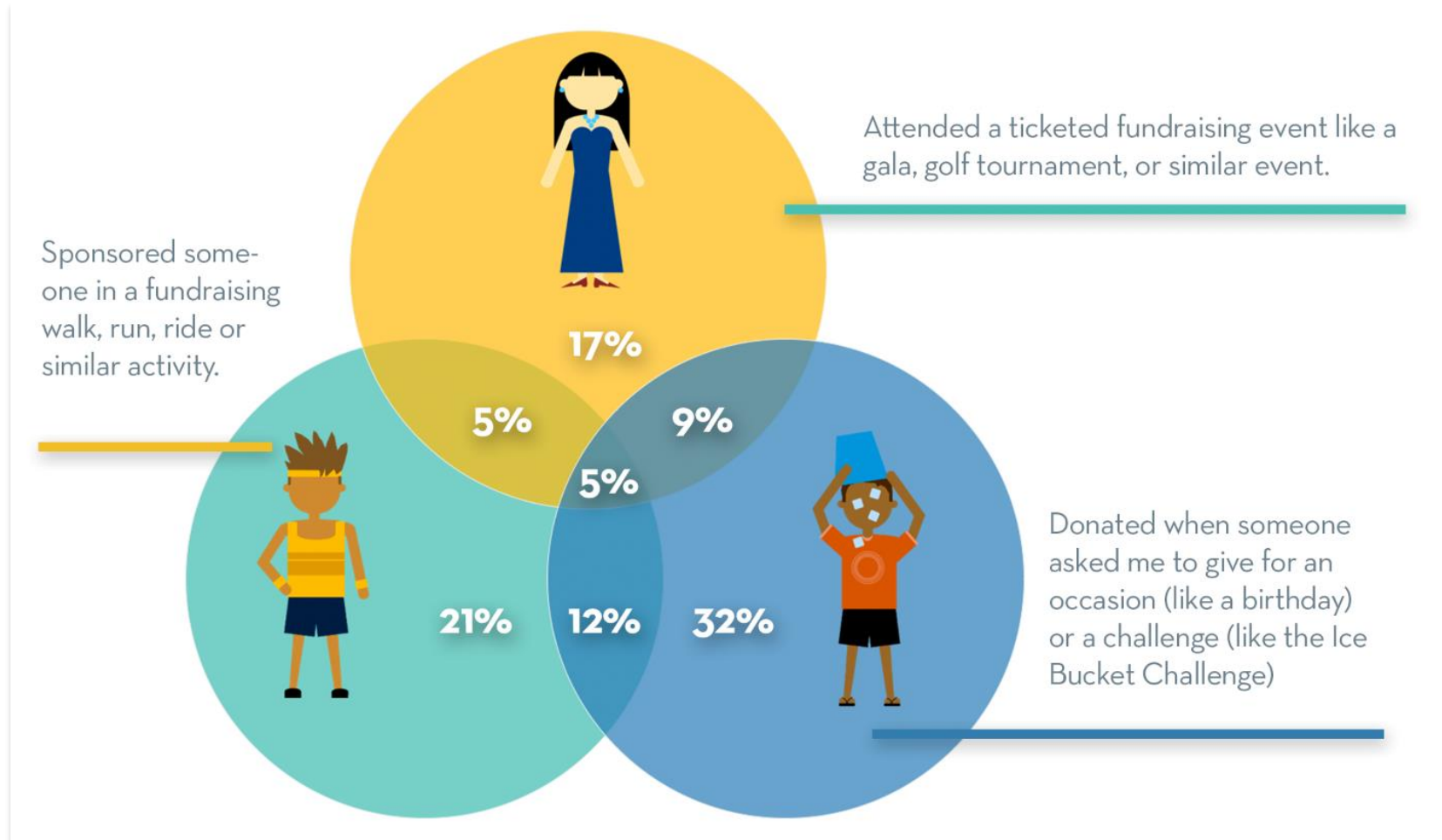
Social Donors make up

25% of the US Adult
Population

+/- 58M potential donors

#socialdonors

SOCIAL DONOR GROUPS



SOCIAL DONOR DEMOGRAPHICS



Event Donors



Sponsor Donors



Occasion/Challenge Donors

| GENDER | | | | |
|-------------------|-------------|-----|-----|-----|
| Male | | 56% | 47% | 32% |
| Female | | 44% | 52% | 67% |
| GENERATION | | | | |
| Gen Z | (1996-2000) | 6% | 5% | 5% |
| Millennials | (1981-1995) | 36% | 31% | 41% |
| Gen X | (1965-1980) | 30% | 30% | 33% |
| Boomers | (1946-1964) | 28% | 33% | 22% |
| EDUCATION | | | | |
| Less than college | | 43% | 55% | 64% |
| College or more | | 57% | 45% | 36% |
| HHI | | | | |
| <\$25K | | 9% | 8% | 13% |
| \$25-50K | | 14% | 23% | 31% |
| \$50-100K | | 37% | 37% | 37% |
| \$100-200K | | 27% | 23% | 13% |
| \$200K+ | | 10% | 5% | 2% |

HOW THEY GIVE

Typical Social Donor Gift



How Social Donors Give



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 they donated

| | | | |
|-------------------------|-----|-----|-----|
| Cash or check in person | 64% | 53% | 46% |
| Online donation | 27% | 42% | 45% |

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 TO DO?

1. Establish new **PERSONAS**
2. Analyze **NEW SEGMENT** of donor and giving data
3. Identify your **DEMOGRAPHICS** and **BEHAVIORS**

PERSONAS WEBINAR:

<https://www.onecause.com/webinar-recording-creating-the-ultimate-donor-persona/>

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Attracting Social Donors

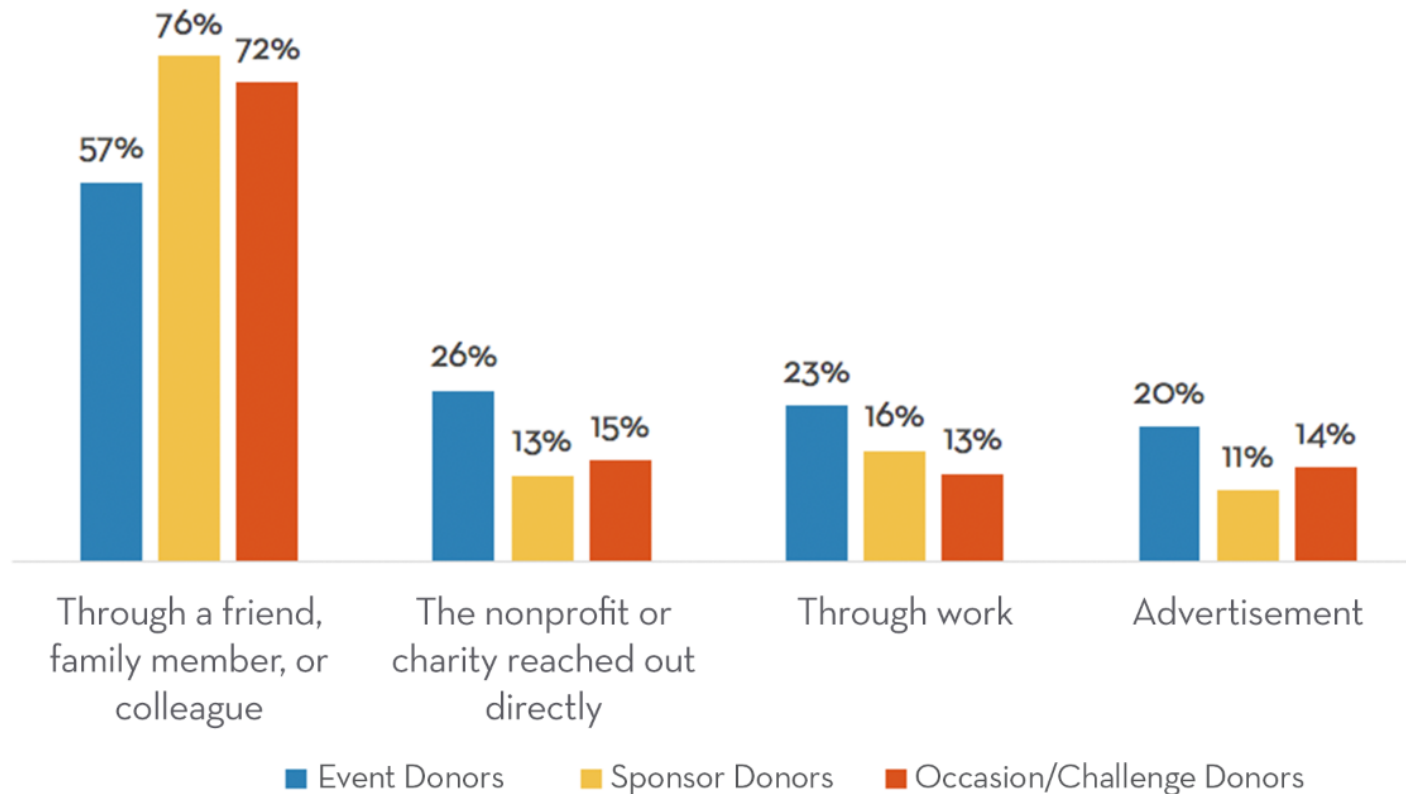
FUNNEL: GETTING THEM IN

TOP FUNNEL



BROADCASTING YOUR CAUSE

How They Heard About The Donation Opportunity

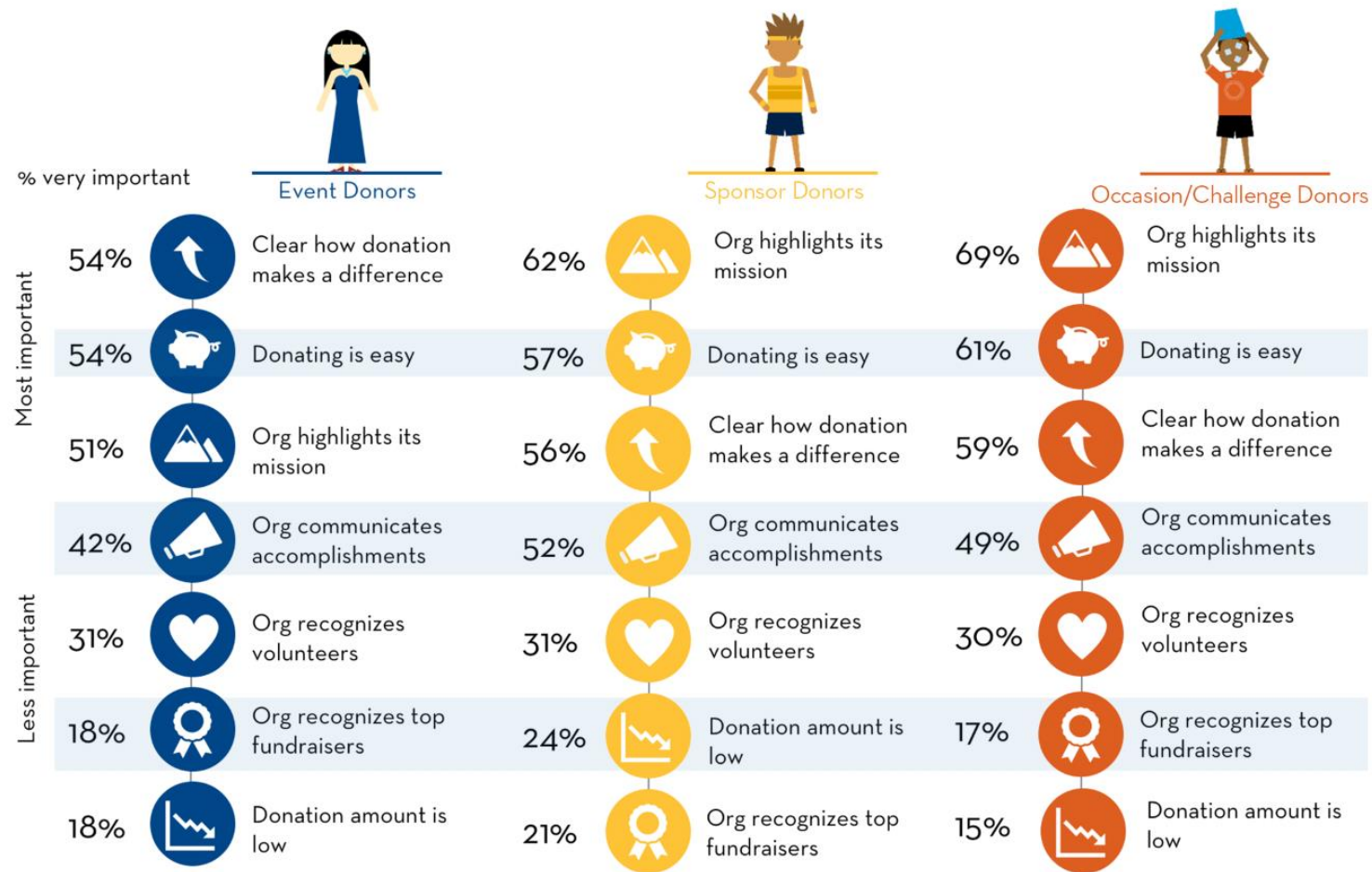


EFFECTIVE MARKETING

Where They Heard



SOCIAL DONOR PRIORITIES



WHAT TO DO?

1. Identify **AMBASSADORS**
2. Focus on **PEER-BASED** promotion
3. Double down on **SOCIAL** and **DIGITAL**
4. Put **MISSION** and **IMPACT** at the forefront

Identify AMBASSADORS



<https://www.onecause.com/success-story-ambassador-fundraising/>

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Securing the Gift

FUNNEL: DRIVING ACTIVATION



TOP MOTIVATORS

How well do each describe WHY you donated?



| | |
|--|-----|
| 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% |

ACTIVATING FIRST-TIME DONORS

Top Motivators for First-Time Donors

| | |
|---|-----|
| It was easy to do | 60% |
| I wanted to support the person who asked me to donate | 55% |
| The money raised would make a difference | 52% |
| I care about the mission of the organization/cause | 50% |
| I thought the event would be fun | 43% |
| The organization made it clear exactly how my donation would be used | 43% |
| I care about the person who asked me to donate, versus the organization/cause | 42% |
| My friends, colleagues, and/or family were going to the event | 39% |
| The organization made a good case for why I should donate | 33% |

FIRST TIME DONORS



31% of
Event Donors



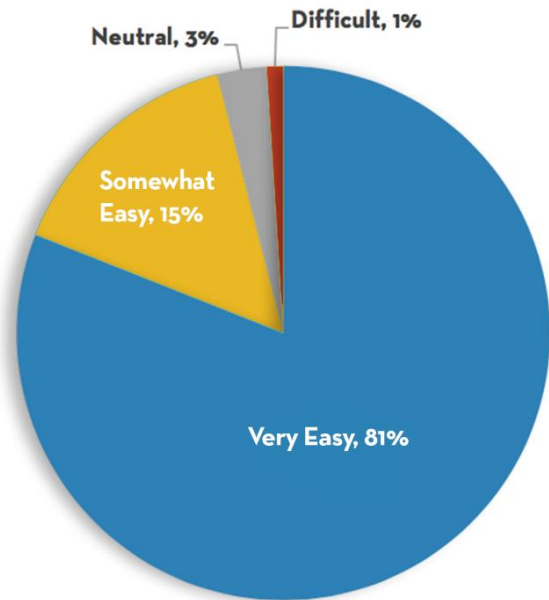
36% of
Sponsor
Donors



49% of
Occasion/
Challenge
Donors

#1 DRIVER: ALL ABOUT EASE

Ease of Social Donations



| | VERY EASY | NOT VERY EASY |
|---|-----------|---------------|
|  Cash or check in person | 57% | 46% |
|  Online donation | 38% | 38% |
|  Through the mail | 6% | 11% |
|  Mobile donation | 7% | 13% |
|  Text donation | 4% | 6% |

WHAT TO DO?

1. Assess **EASE** and mobile technology
2. Mobilize **AMBASSADORS** with social tools
3. Fundraising tools must be **MOBILE SOCIAL FUN**
4. Make **MISSION** & **IMPACT** part of it all

MISSION & IMPACT AT THE CENTER

#HCRA2019 About us Get Involved Leaderboards Schedule & Participant Tools

#HCRA2019 About us Get Involved Leaderboards Sch

Twitter Facebook Google+ LinkedIn Pinterest

Leigh Downing, LMT
Fulfilling my LIVING list, I ride to acknowledge and honor everyOne affected by HIV/AIDS.
Leigh Downing, LMT has raised \$140
Leigh Downing, LMT has earned 140 points.

Donate

Where do
Every year the F
covered with th
The HCRA is the
Fundraising cor
levels for the h
https://hillcountryride.greatfeats.com/#



Donate to Hill Country Ride for AIDS

Thank you for supporting CARE Program's fundraising efforts for the Hill Country Ride for AIDS.

Donation Amount *

| | | | |
|-------|---------------|---------|-----------------|
| \$35 | \$60 ✓ | \$120 | \$ Other Amount |
| \$250 | \$500 | \$1,000 | |

- Add \$1.62 to cover the processing fees for my donation.
- Make this a monthly recurring donation.
- Please don't display my name on the website
- Dedicate my donation in honor or in memory of someone

Personal Note (Optional)

Add a personal message



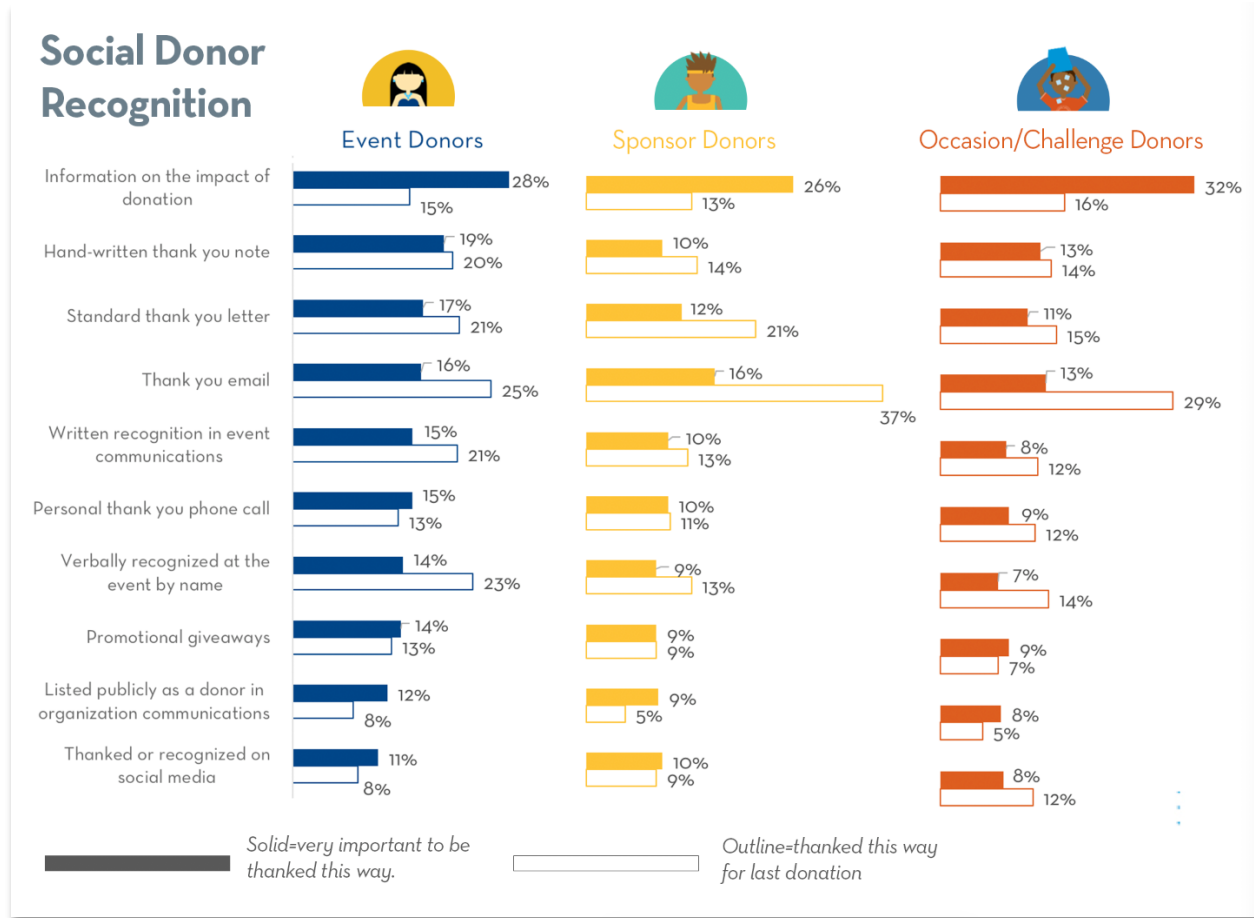
Retaining Social Donors

FUNNEL: BEYOND THE FIRST GIFT

LOW FUNNEL



FUNNEL: GRATITUDE & ENGAGEMENT



SOCIAL DONOR INTENTIONS

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% |

#1 WAY TO ASK...AGAIN

A friend, family member, or colleague asking for a donation



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 |

TOP DRIVERS:

- PEER
- LETTER
- EMAIL
- SOCIAL MEDIA

SOCIAL DONOR CONVERSION FUNNEL

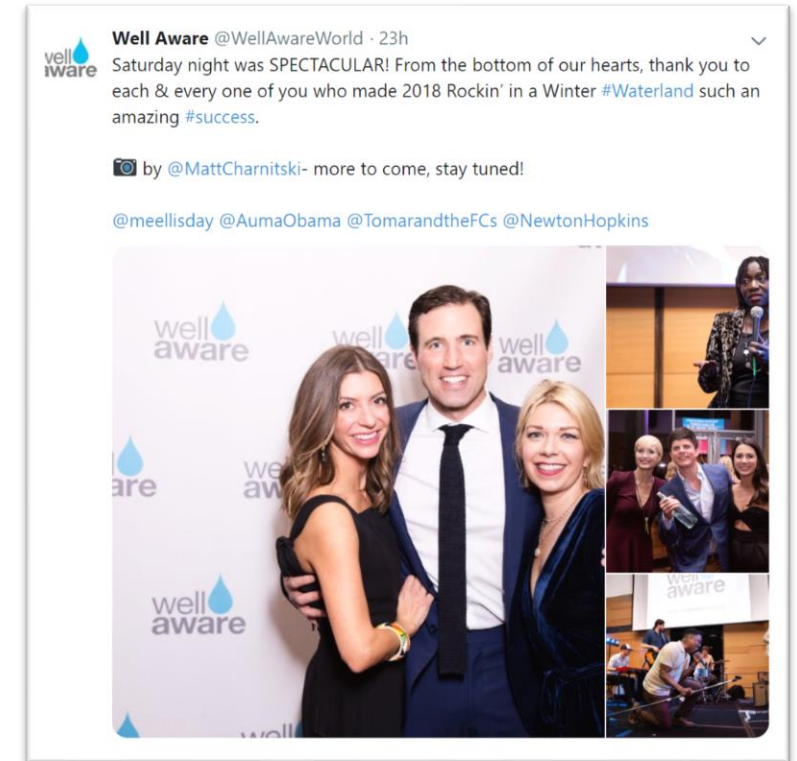


WHAT TO DO?

1. Thank with **IMPACT STATEMENTS**
2. Examine **GRATITUDE** channels
3. Map repeat donors to **THANK YOU** effectiveness
4. Align repeat asks with **TOP DRIVERS**

SHOWING GRATITUDE

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SOCIAL DONORS USING FINDINGS

EASE
TO DONATE

64% said ease of donation
was #1 driver to giving

SUPPORTER
ENGAGEMENT

MISSION &
IMPACT

EXPERIENCE

59% gift impact # 1 reason to convert
from one-time donor to long-term supporter

68% say favorable giving experience will
motivate them to give again

Questions?

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POWERFUL FUNDRAISING SOLUTIONS

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