

A group of four people (three men and one woman) are laughing and talking together. The background is a light blue and yellow geometric pattern. The text is overlaid on the image.

Turning Social Donors into

Active Fundraisers

WED FEB 26 | 1PM ET | 12PM CT | 10AM PT

Session Hosts



Kelly Velasquez-Hague
VP of Content
Marketing
OneCause



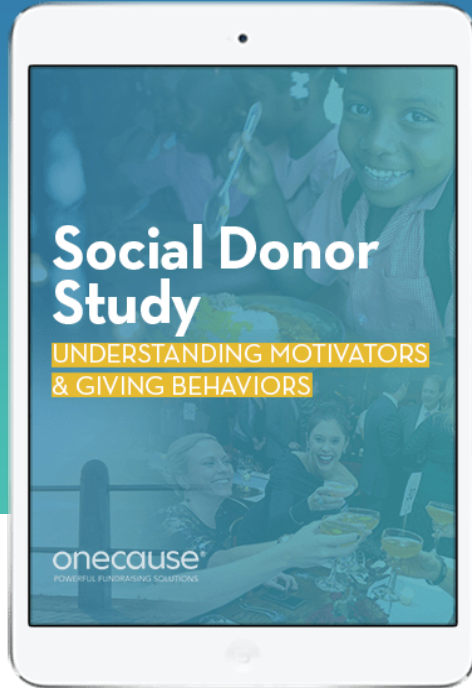
Jenna Jameson
Corporate Communications
& Research
OneCause

AGENDA

- Today's Social Donors
- Shifting from Donor to Fundraiser Mindset
- Value of Social Fundraisers



Research Studies



1,056 U.S. Social Donors

Donated at least once last 12 mo.:

- ✓ Ticket fundraising event
- ✓ Fundraising sponsorship
- ✓ Occasion/challenge



1,106 U.S. P2P Participants

Fundraised for at least one charity last 12 mo.:

- ✓ Run/Walk/Ride
- ✓ Occasion (birthday/memorial)
- ✓ Fundraising Event
- ✓ Challenge or virtual campaign
- ✓ Crowdfund campaign

Social Donor Persona



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%

Importance of Social Connection



Event Donors

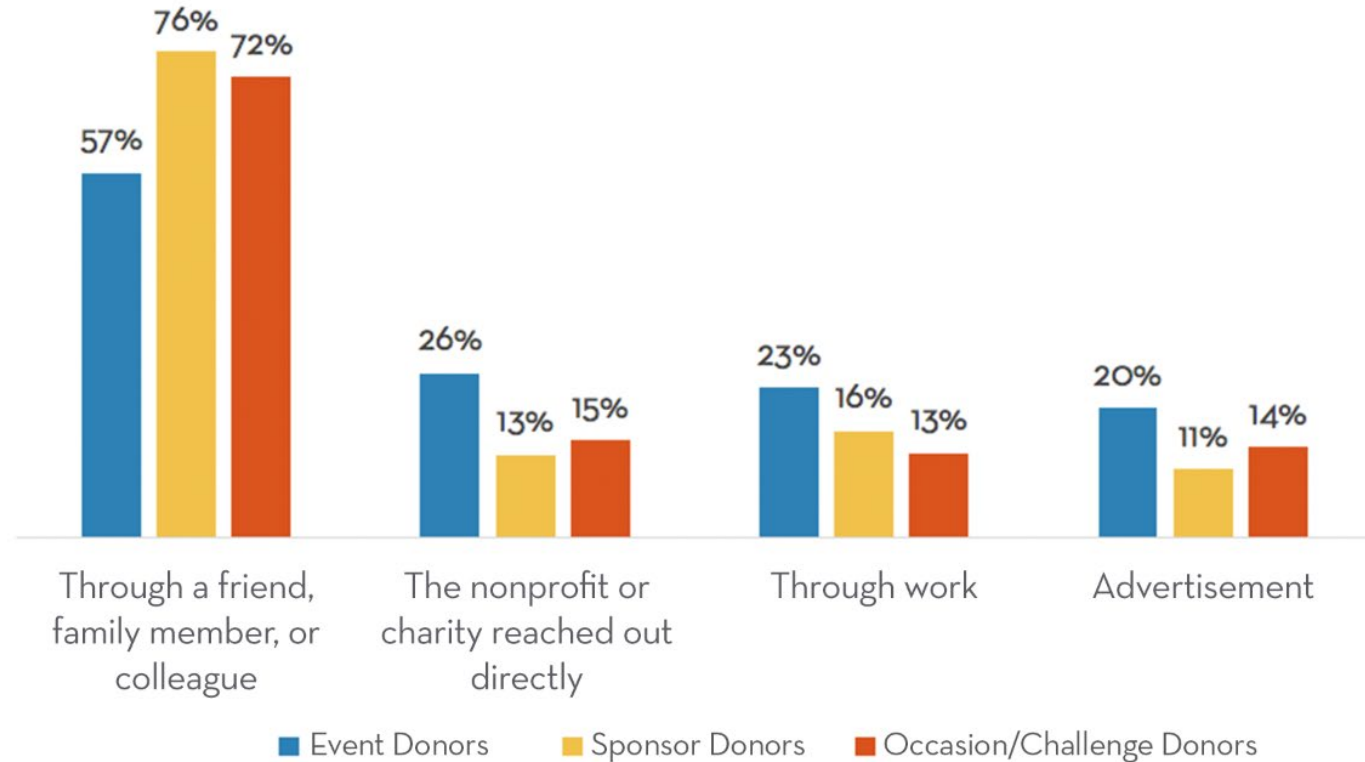


Sponsor Donors



Occasion/Challenge Donors

How They Heard About The Donation Opportunity

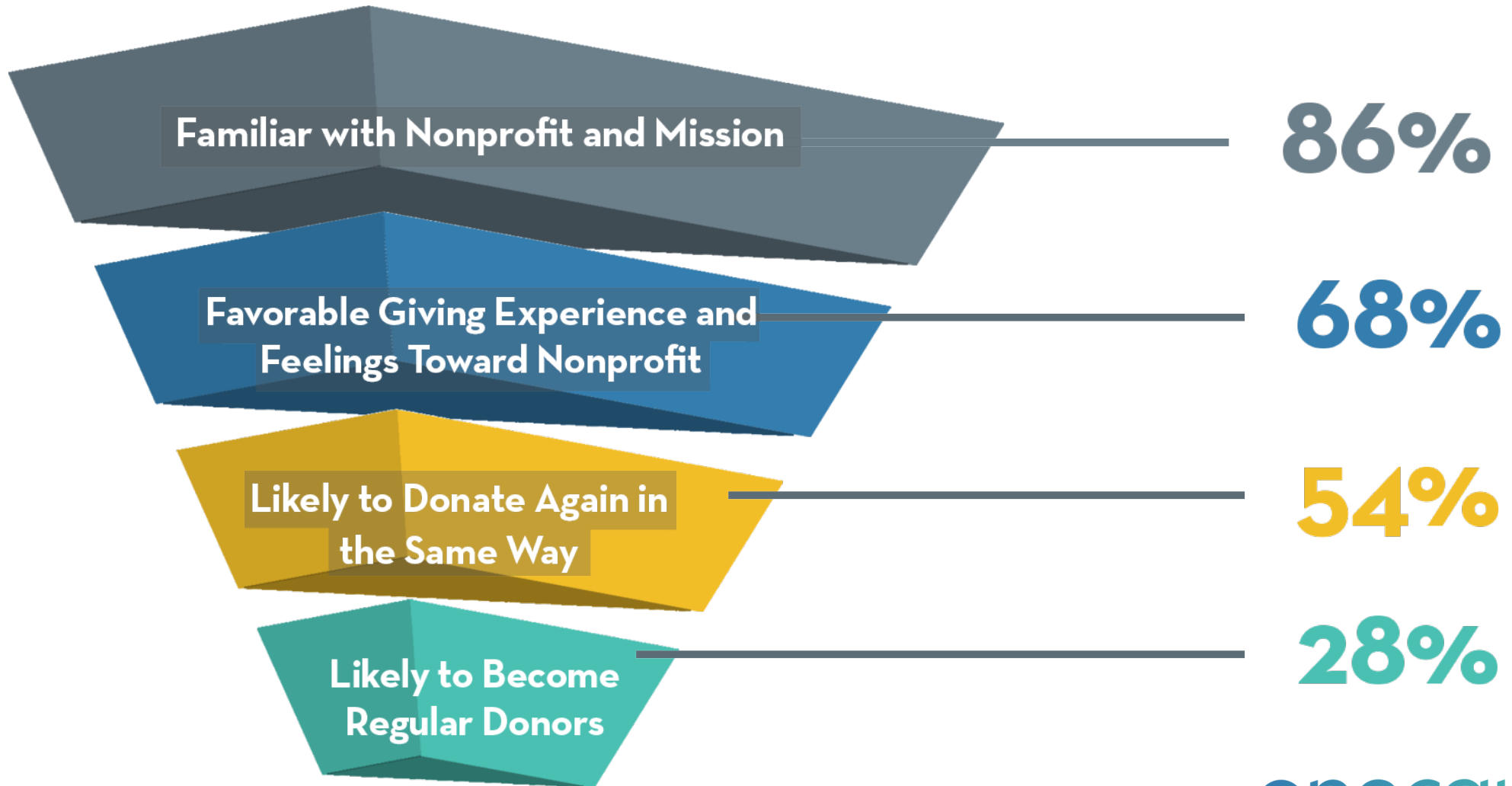


Social Donor Motivators



First-time donors prioritize ease and supporting someone over a connection to the mission.

Social Donor Conversion Funnel





FUNDRAISING IS A JOURNEY
NOT A TRANSACTION

A faint, light gray outline of a lightbulb is centered in the background. It has a rounded top with several short, vertical lines radiating from it, suggesting a glowing or idea. The base of the bulb is a simple, rounded shape with a few horizontal lines.

Moving From Transaction to Journey

Two yellow decorative lines are positioned on the left and right sides of the slide. Each line starts from the top edge, goes down vertically, then turns 90 degrees to go horizontally towards the center. At the end of each horizontal line is a small yellow circle.

Retention Levers

1

UNDERSTAND
THE IMPACT OF
THEIR GIFT

2

HAVE A POSITIVE
GIVING
EXPERIENCE

3

RECEIVE
CONSISTENT
FOLLOW-UPS



19% NEVER GOT
Followed Up With!

Continuing Social Connection

WHY BECOME A VILLAGE MEMBER?



John, Village Member since 2018

"I have seen first hand what not having clean water can do to an entire community... Providing clean water enables the community to provide for themselves and prolong life under better circumstances as the children can now go to school, socialize after school, and not have to travel miles to fetch water."



Alicia, Village Member since 2018

"It is easy to be a Village Member. For just a small donation amount of money per person a month, Well Aware is able to make a big impact on another person's life."



Annie, Village Member since 2017

"Becoming a Village Member was one of the best decisions I could have made. I am proud to be a part of this organization and I am beyond happy to call my fellow Village Members some of my very best friends."



Manny, Village Member since 2017

"I saw a level of dedication and accountability to their donor base and to those they serve that is unparalleled in all my prior non-profit engagement. I knew I had to support what they are doing beyond just a simple donation. The Village Member program and its flexibility and levels of engagement was the perfect entry point for me to give a little more and truly know that my contributions are making a positive impact."

MEET THE VILLAGE



Bringing Impact to Life

onecause®

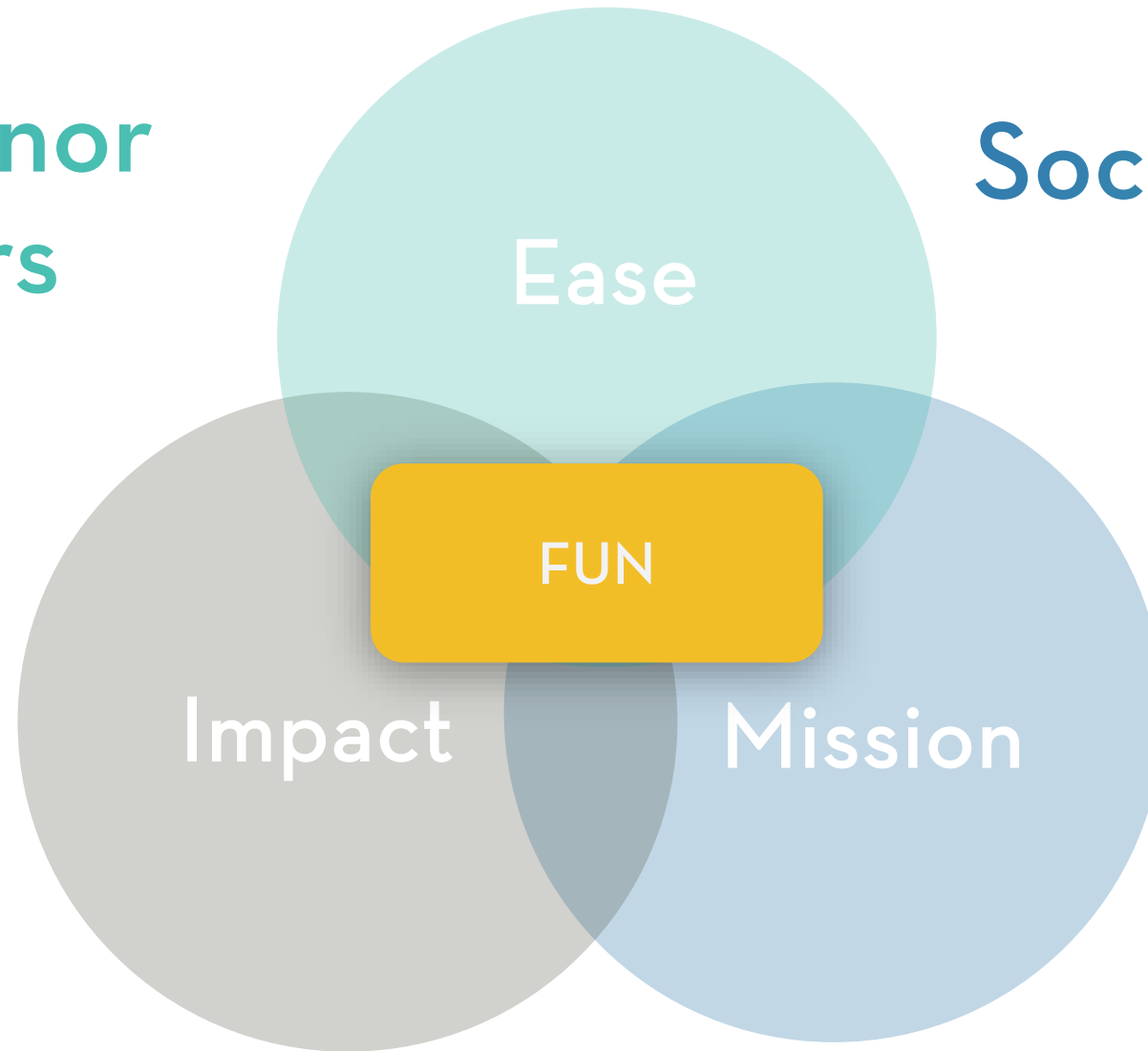
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Shifting from Donor to Fundraiser Mindset

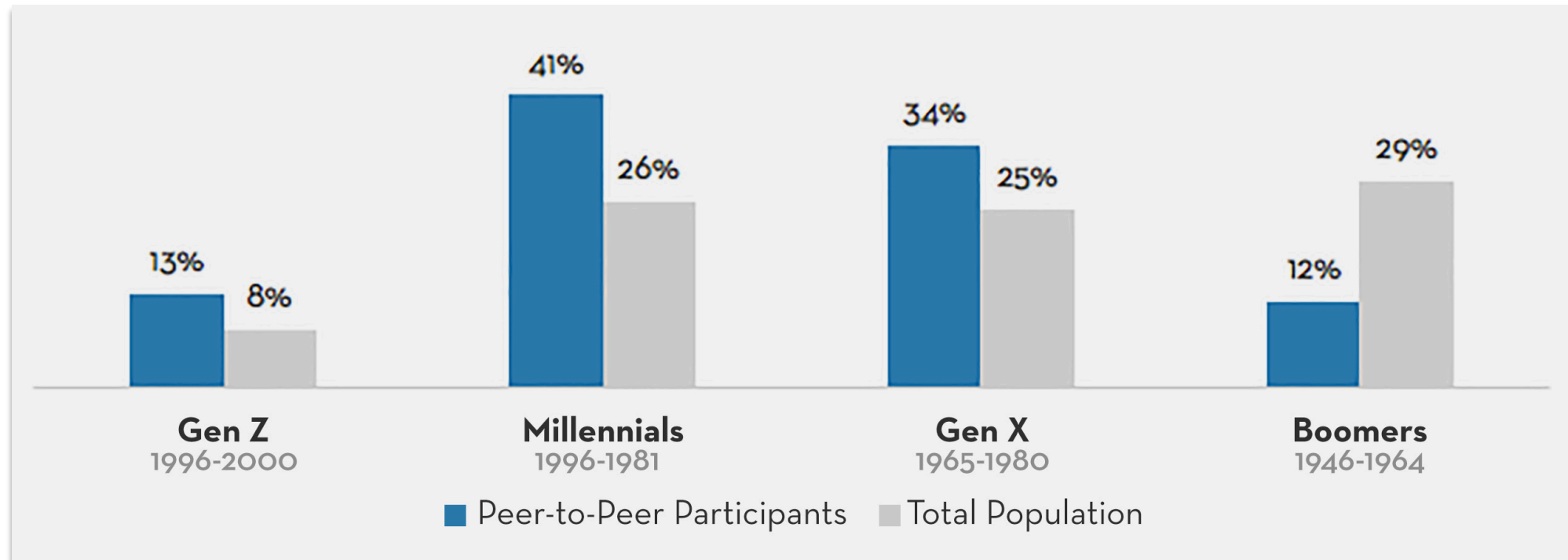
A yellow L-shaped line starts from the top left corner, goes down, then right, ending in a small yellow circle.A yellow L-shaped line starts from the top right corner, goes down, then left, ending in a small yellow circle.

**Social Donor
Motivators**

**Social Fundraiser
Motivators**



Today's Social Fundraisers



A faint, light gray outline of a lightbulb is centered in the background. It has a rounded top with several short, radiating lines above it, and a base with three horizontal lines representing the screw threads.

Driving Social Recruitment

A yellow L-shaped line starts from the top left corner, goes down, then right, ending in a small yellow circle.A yellow L-shaped line starts from the top right corner, goes down, then left, ending in a small yellow circle.

Driving Social Recruitment

2X

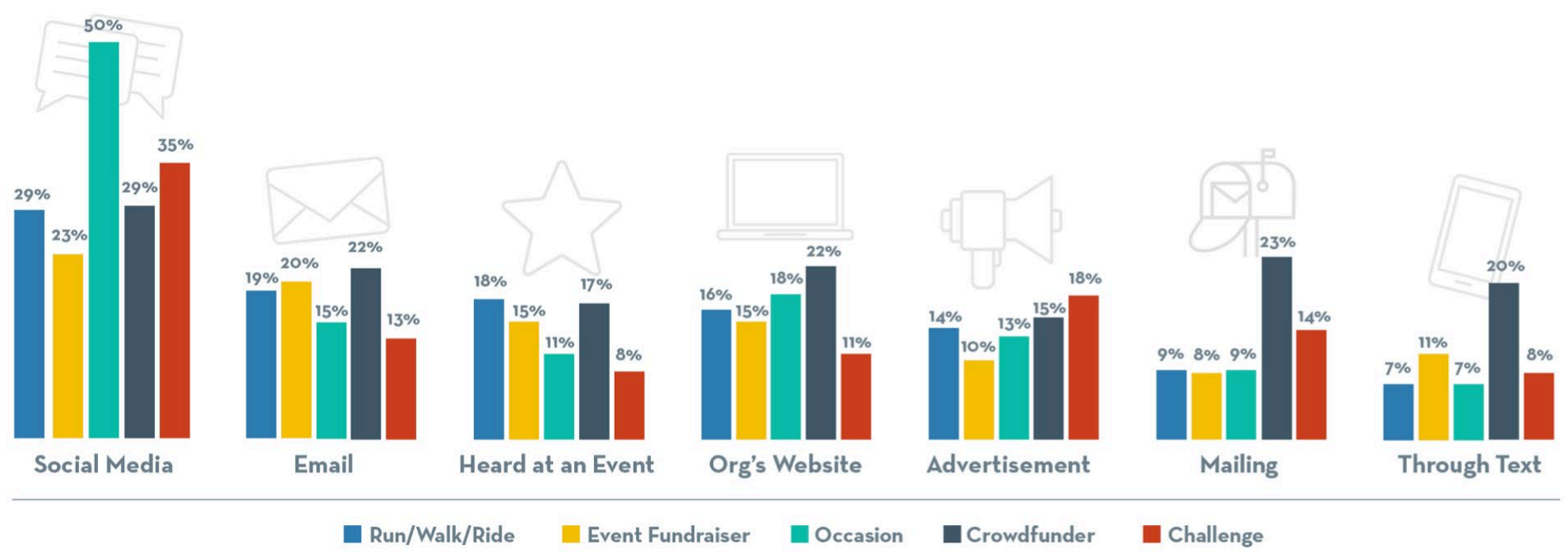
as likely to be recruited by friend, family member, or colleague than directly by the nonprofit.



66%

were encouraged to recruit others.

Top Recruitment Channels



Traits of Power Fundraisers



Fundraised
on a **team**



Were a
**team
captain**



Fundraise
**more than
once a year**
(for any cause)



**Donate more
than 10%**
of their income






SHO
SKIP S

Top Recruiting Strikers

Top Participants

	Name	Recruiting Points
1	 Jessica Nauman	450
2	 Jessica Sager	325
3	 John Fox	300
4	 Chris Boos	250
5	 Sarah Evans	175
6	 Amber Perley	175
7	 Terry Kowalicki	125
8	 Kristi Shaw	125
9	 Sarah Holm	100
10	 Matthew Minto-Sparks	100

Top Individuals

	Name	Recruiting Points
1	 Jessica Sager	325
2	 Praxent Inc	50
3	 Kristen DeYoung	25
4	 Mary Lockwood Crouch	25
5	 Anna Provenzano & Ariana Camara	25
6		
7		
8		
9		
10		

Top Teams

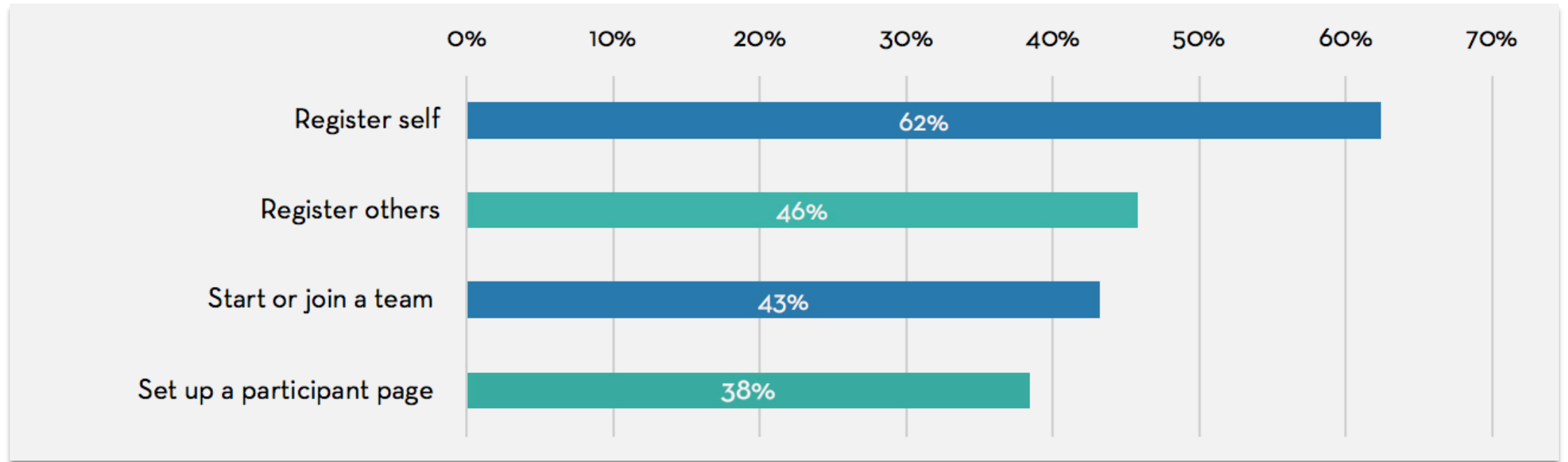
	Team Name	Recruiting Points
1	 Grisham Grizzlies	525
2	 It's GLO Time	300
3	 The Avengers	275
4	 WellBeyond Enginerds	250
5	 spilled milk social club	200
6	 Sunset Stinkers	175
7	 Richard's Rainwater	175
8	 Omni Islanders	150
9	 HDR Water Warriors	125
10	 Shower Strike Down Under	100

A faint, light gray outline of a lightbulb with several short lines radiating from the top, symbolizing an idea or innovation. It is centered behind the text.

Fastrack
Participant Set-up

A yellow L-shaped line starting from the top left corner, extending horizontally to the right, then vertically down to the bottom left corner, ending in a small yellow circle.A yellow L-shaped line starting from the top right corner, extending horizontally to the left, then vertically down to the bottom right corner, ending in a small yellow circle.

Ease of Participant Setup



SOCIAL REGISTRATION

The screenshot displays a mobile browser view of the OneCause website. A prominent white pop-up window is centered on the screen, titled "Register for the 2019 Colon Cancer Challenge". The pop-up is divided into two columns. The left column, under the heading "FOR THE BEST EXPERIENCE:", lists four social media sign-up options: Facebook, Google, Twitter, and Instagram, each with a corresponding icon and a blue button. The right column, under the heading "DO I HAVE TO USE A SOCIAL NETWORK?", contains text explaining that while social media is preferred for a better experience, it is not mandatory. It includes a "Sign Up Using Email" button and a link for users who "I already have an account". Below the pop-up, the main website content is visible, featuring a section titled "Why Take the Challenge?" with a paragraph of text, a section titled "Where Do the Funds Go?" with a bulleted list, and a photograph of two women running a race. The footer of the page includes contact information for the Colon Cancer Foundation and the OneCause logo.

Register for the 2019 Colon Cancer Challenge

FOR THE BEST EXPERIENCE:

- Sign Up with Facebook
- Sign Up with Google
- Sign Up with Twitter
- Sign Up with Instagram

DO I HAVE TO USE A SOCIAL NETWORK?

No, but the 2019 Colon Cancer Challenge is all about the social experience - doing things that are fun, rewarding and good for the community and sharing them with your friends. Plus why would you want yet another password to remember?

Sign Up Using Email

[I already have an account](#)

By signing up you accept the OneCause Peer-to-Peer Social Fundraising [Terms of Service](#) and [Privacy Policy](#)

Why Take the Challenge?

While we have made great progress in reducing incidence and death rates of those 50 or older over the last decade through the prevention and early detection of colorectal cancer through screening – the simple fact is colorectal cancer is still the third most commonly diagnosed cancer and the third leading cause of cancer death. And, incidence rates and death of those under 50 have increased at an alarming rate each year.

An estimated 42 Million Americans over the age of 50 have NOT been screened for colorectal cancer. Sadly over 135,000 Americans will be diagnosed with colorectal cancer and nearly 50,000 Americans will lose their battle with the disease in the coming year. Most frustrating is the fact that most of these cases could be prevented with early detection.

Where Do the Funds Go?

Funds raised by teams and individuals support:

- Public awareness events across the country that raise awareness of CRC risk factors and ways to prevent CRC including free multi-lingual educational materials and use of the educational inflatable colon, the Rollin' Colon;
- The nation's only Summit focused on early age onset colorectal cancer (EAO CRC Summit) held each year in New York, NY;
- Translational research grants awarded to young investigators studying early age onset colorectal cancer and/or genetic and epigenetic changes that will ultimately lead to new breakthroughs in the prevention of, therapy for and elimination of CRC; and
- Development of broad public/private partnerships with local, regional, national and global organizations invested in a mutual goal of colorectal

Choose the 2M walk, 5K Certified Timed Run, or Kids Fun Run.

Colon Cancer Foundation
info@coloncancerfoundation.org
Have a Question or Need Help?

onecause
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TEAM REGISTRATION

#JPEpicBattle About - What's Happening - Get Involved - Donate - Search... LOGIN

JEREMIAH PROGRAM'S
EPIC BATTLE

6TH ANNUAL EPIC BATTLE SUPPORTING JEREMIAH PROGRAM

Jeremiah Program

\$112,936
RAISED

81 People have registered
9 Teams have registered
817 Social Media Reach
248 Donations

Make a Donation

Ditch the tux. Have a ball.

Are you ready for battle?

Team	Progress	RAISED	GOAL	Points Earned
Bullfrogs	38%	\$3,750	\$10,000	3,195
Edugators	38%	\$3,750	\$10,000	6,125
Freetail Flyers	10%	\$1,015	\$10,000	690
Loose Cattle	34%	\$3,400	\$10,000	3,010
Mighty Mama'dillos	66%	\$6,605	\$10,000	215
Stinging Scorpions	147%	\$14,675	\$10,000	3,865
Team API				
Texmanian Devils				
Transformers				

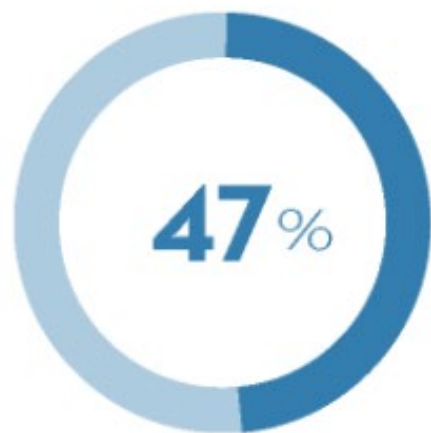
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Value of Social Fundraisers



7-N-10

say very likely to **fundraise again**



plan to
volunteer



plan to
become an
annual donor



plan to become a
monthly donor

IMPACT

IMPACT STATEMENTS
FOLLOW-UP
COMMUNICATION
DONOR
THANK-YOU'S

Recruitment

SOCIAL CONNECTION

PEER RECRUITMENT
TEAM-BASED
FUNDRAISING
SOCIAL REGISTRATION

Retention & Future Engagement

PARTICIPANT EXPERIENCE

Registration & Set-Up

ENJOYMENT

DAILY ENGAGEMENT
ACTIVITY-BASED REWARDS
CONTESTS

Fundraising Experience

ENGAGEMENT

MOTIVATORS
GOAL SETTING
MOBILE ENGAGEMENT

Questions?



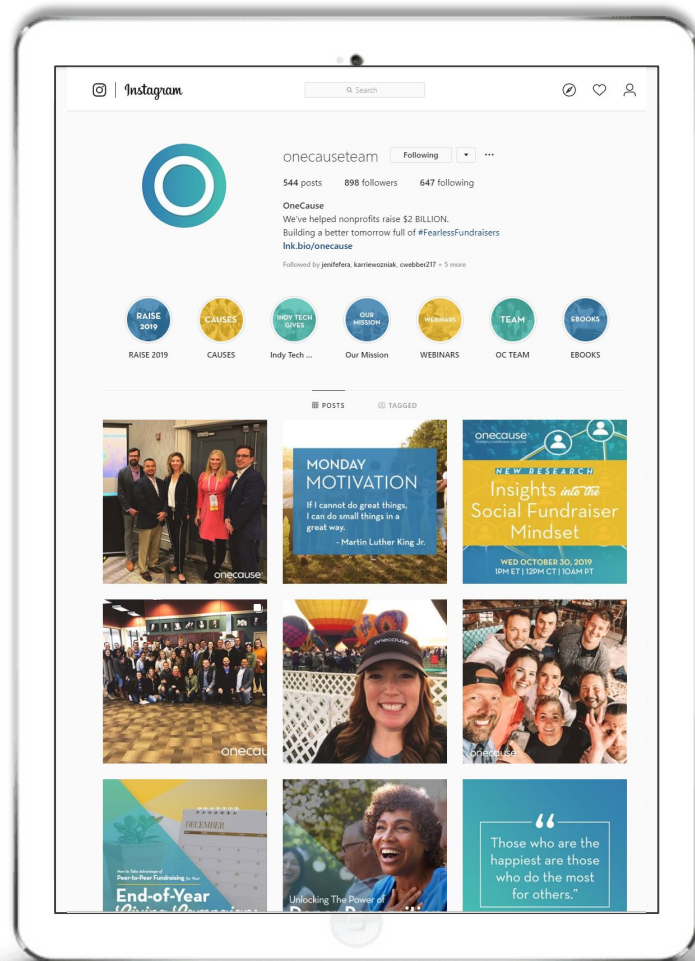
Raise

2020

Washington, DC
September 14-15, 2020

THE EVENT FUNDRAISING CONFERENCE

PRESENTED BY
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