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The
PEER-TO-PEER
FUNDRAISING JOURNEY

Keeping Donors Engaged

SESSION HOSTS



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POWERFUL FUNDRAISING SOLUTIONS



1.5 Billion Raised



1.5 Donors
Engaged Annually



15,000+ Fundraisers



Since 2008, we've worked with more than 850 nonprofit clients. And we still have one focus: to use technology to help your organization raise more funds and engage more supporters.



Agenda

- P2P Donors Today
- Getting Their Attention
- Motivating Them to Give
- Connecting Them to Your Cause
- Converting Loyal Donors
- Q&A



P2P DONORS TODAY

A group of people is walking away from the camera on a paved path. The scene is overlaid with a teal color filter. A yellow horizontal banner is positioned behind the text. The text is in white, bold, uppercase letters.

FUNDRAISING IS A JOURNEY
NOT A TRANSACTION

P2P Donor Journey



ATTRACT > **MOTIVATE** > **CONNECT** > **CONVERT**

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



P2P Donor Characteristics

What does the data tell us?

- All generations give to peer-to-peer campaigns.

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Sponsor Donors



Occasion/Challenge Donors

	Sponsor Donors	Occasion/Challenge Donors
GENDER		
Male	47%	32%
Female	52%	67%
GENERATION		
Gen Z (1996-2000)	5%	5%
Millennials (1981-1995)	31%	41%
Gen X (1965-1980)	30%	33%
Boomers (1946-1964)	33%	22%
EDUCATION		
Less than college	55%	64%
College or more	45%	36%
HHI		
<\$25K	8%	13%
\$25-50K	23%	31%
\$50-100K	37%	37%
\$100-200K	23%	13%
\$200K+	5%	2%
Donated Before		
Yes	61%	46%
No	36%	49%
Amount of donation		
Average	\$113	\$99
Median	\$50	\$50



47%

**OF PEER-TO-PEER
DONORS ARE
FIRST-TIME DONORS
TO AN ORGANIZATION**



GETTING THEIR ATTENTION

P2P Donor Priorities

1

THE NONPROFIT
HIGHLIGHTS ITS
MISSION

2

DONATING IS
EASY

3

IT'S CLEAR HOW
A DONATION
MAKES A
DIFFERENCE

Where They Connect



EMAIL



SOCIAL
MEDIA



IN
PERSON

Tips for Campaign Messaging



MISSION CRITICAL

What are you solving?



DONATION

What difference do they make?



EMOTIONAL CONNECTION

How do you want them to feel?

Creating A Standout Campaign

- Do your colors, photos, and overall design support the campaign story and emotions you want to evoke?
- Does the brand fit with your organization's overall mission?
- Will your imagery and calls-to-action appeal to your different donor persona groups?
- Does the main banner image resonate or speak to all donor groups?
- How can you weave in your key campaign messaging to connect with your audiences?

Tip



EXECUTE A SOFT LAUNCH WITH STAFF, BOARD MEMBERS, AND LOYAL SUPPORTERS. INCOPORATE A/B TESTING OF CAMPAIGN MESSAGING AND CTAS.





Questions?



MOTIVATING THEM TO GIVE

P2P Donor Motivators

#1

It was **easy** to do.

#2

I care about the **mission**.

#3

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

#4

Support **the person** that asked me.

#5

Friends/family were going to the event.



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



ONE-IN-FIVE

**SOCIAL DONORS FIND
GIVING NOT VERY EASY.**

Streamlining Your Donation Process

Walk through the donation process as a first-time donor

- Is it obvious what I should do if I want to learn more, register, or donate?
- How many clicks does it take to donate?
- How many questions am I asked during the donation process (and do we really need to ask all of them)?
- If I'm donating, is it easy to find the person I want to donate on behalf of?

Donation Levels & CTAs

Tie Money to Real Items

Ex: \$250 covers a health screening

\$10 provides 40 meals

\$X will send a child to school for a year

Use Clear Calls-to Action

- One per communication or webpage
- Action-orientated giving verbs

GIVE TODAY

GIVE NOW

DONATE HERE

Tip



BY SIMPLY PROVIDING AN OPTION ON YOUR ONLINE DONATION FORM FOR DONORS TO COVER THE COST OF TRANSACTION FEES, YOU CAN SIGNIFICANTLY BOOST YOUR OVERALL FUNDS RAISED.





Questions?



**CONNECTING THEM TO
THE CAUSE**



54%

**OF PEER-TO-PEER DONORS
SAY THEY ARE LIKELY TO GIVE
AGAIN IN THE SAME WAY**

Increased Retention Opportunity When P2P Donors

1

UNDERSTAND
THE IMPACT OF
THEIR GIFT

2

HAVE A POSITIVE
GIVING
EXPERIENCE

3

RECEIVE
CONSISTENT
FOLLOW-UPS

POLL

**What percent of donors never
got a thank you?**



25% NEVER GOT
Followed Up With!

Tips for P2P Donor Follow-up's

- Make it easy for participants to thank donors.
- Prompt your participants to send personalized thank-you's
- Include tangible impact in your donor receipts and thank you's.
- Create regular updates on how you're using the funds raised.
- Add them to your monthly newsletter and annual report distribution.

Tip



MAKE SURE YOUR SOCIAL POSTS EMPHASIZE THE IMPACT OF THE CAMPAIGN AND INCLUDE ENGAGING IMAGES AND VIDEO THAT BRING THE MISSION ALIVE.






Questions?



**CONVERTING THEM TO
LOYAL SUPPORTERS**



25% of P2P Donors Say
They're Likely To Become
Monthly or Annual Donors



89%

OF FIRST-TIME DONORS SAY THEY WOULD BE OPEN TO ADDITIONAL DONATION REQUESTS THAT CAME THROUGH THEIR FRIEND, FAMILY-MEMBER, OR COLLEAGUE.

Deeping Their Engagement

IMPACT IN ACTION

- Thought-leadership series
- Volunteer opportunities

CONNECTING WITH THE COMMUNITY

- In-person events: galas, dinners, etc.
- Invite them to join a committee



Tips for Turning Last Year's Donors Into Active Participants

- Send targeted recruitment email to past donors.
- Personalize emails with their donation amount from the previous year.
- Again, highlight the impact of the dollars raised.

Thank You For Donating
\$X Last Year

We were able to fund XX
research grants.

Make an even bigger
impact this year – join a
fundraising team!

Tip



ENCOURAGE ANNUAL PARTICIPANTS TO START THEIR OWN TEAM AND INVITE DONORS FROM THE PREVIOUS YEAR TO JOIN THEIR FUNDRAISING TEAM.





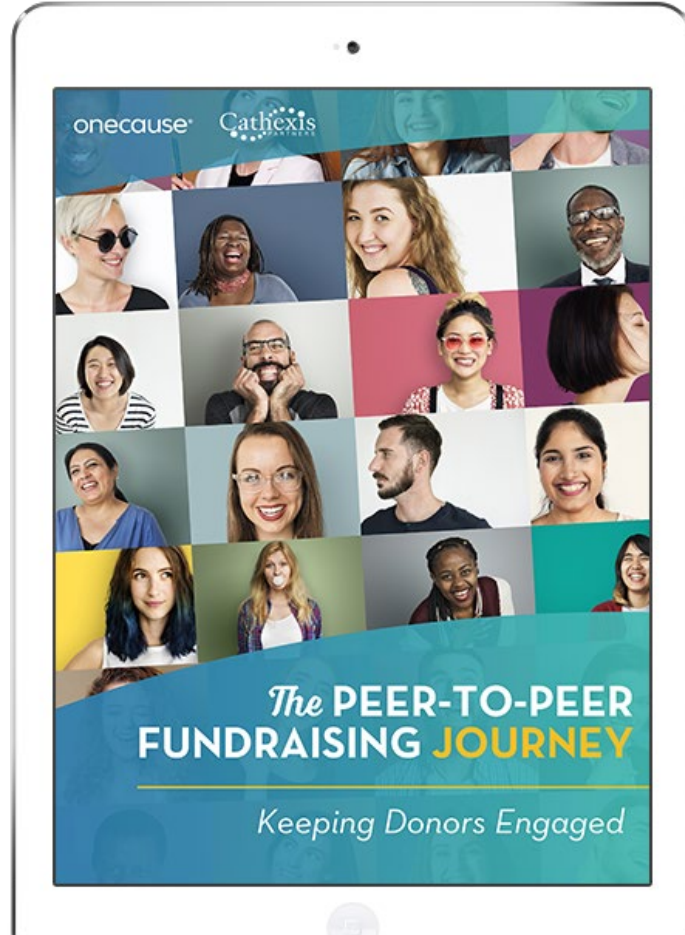
Questions?

P2P Donor Journey



ATTRACT > **MOTIVATE** > **CONNECT** > **CONVERT**

The Peer-to-Peer Donor Journey





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