

**Raise**<sup>®</sup>  
2021

Old School  
VS  
New School  
Fundraising

Barbara O'Reilly, CFRE

Taylor Shanklin

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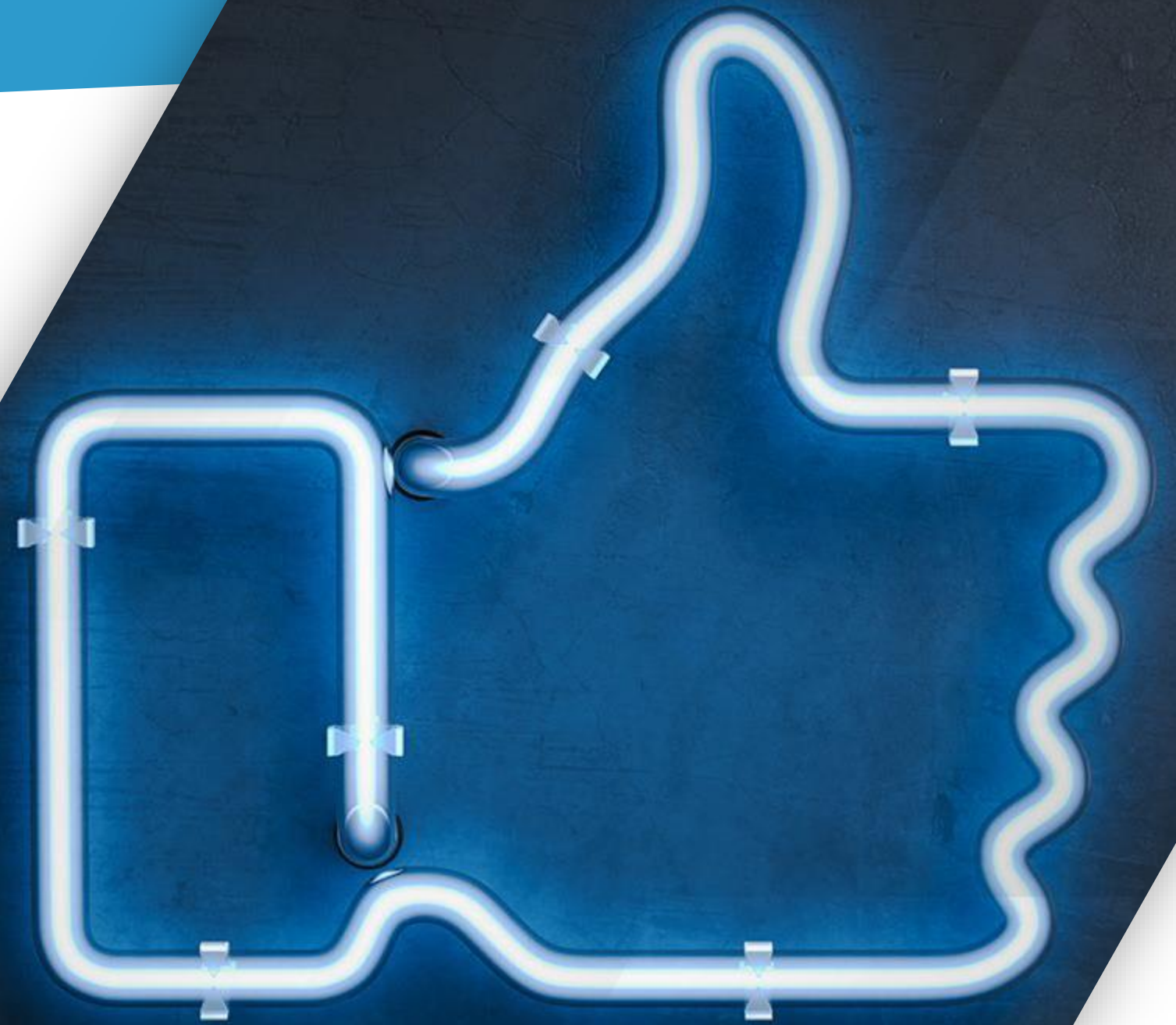
[fb.com/onecause](https://fb.com/onecause)



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[@onecauseteam](https://www.instagram.com/onecauseteam)



# Presentation Overview

old school vs new school fundraising

state of fundraising

finding donors

knowing your audience

inspired messaging

channels + technology



# Today's Guests



Barbara O'Reilly, CFRE  
Barb-O

Principal and Founder,  
Windmill Hill Consulting



Taylor Shanklin  
T-Shank

CEO and Founder  
Barlele



# We are all hyper-connected.





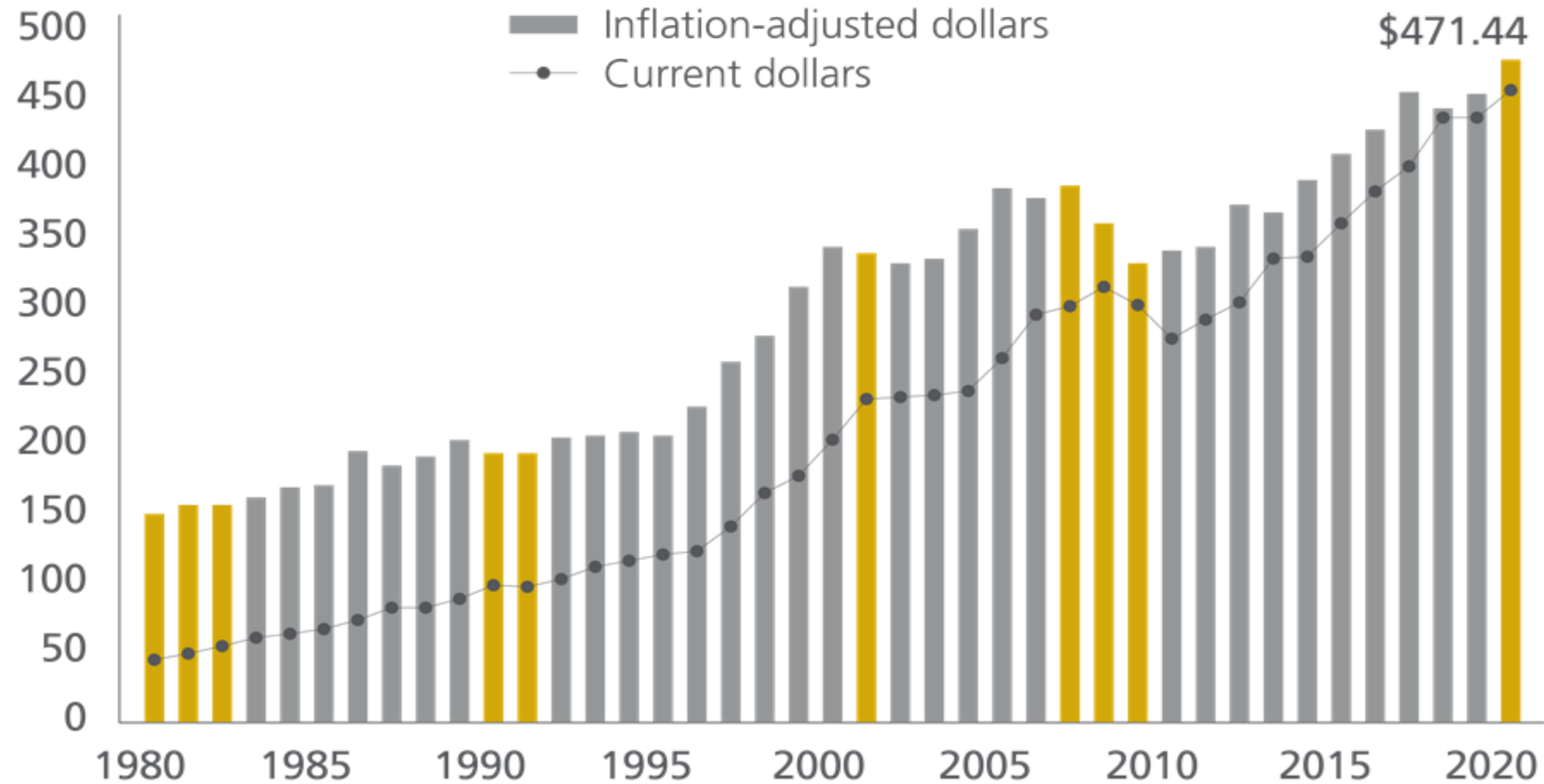
Noise everywhere.





# Historical Giving Trends

Total giving, 1980-2020  
(in billions of dollars)





Show Me The Unicorns.



# Direct Mail Is [.....]







Digital Is Viewed As Transactional.









Here's the thing. Whether you're putting on some old school Chuck T's or the latest kicks from Nike...

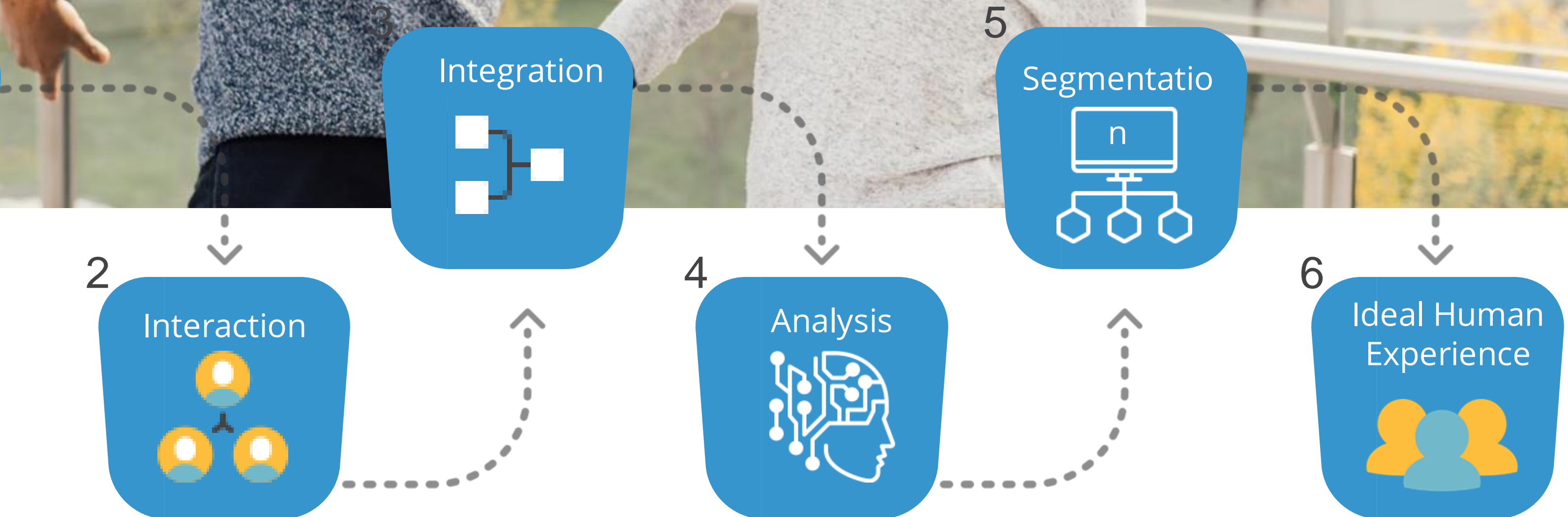
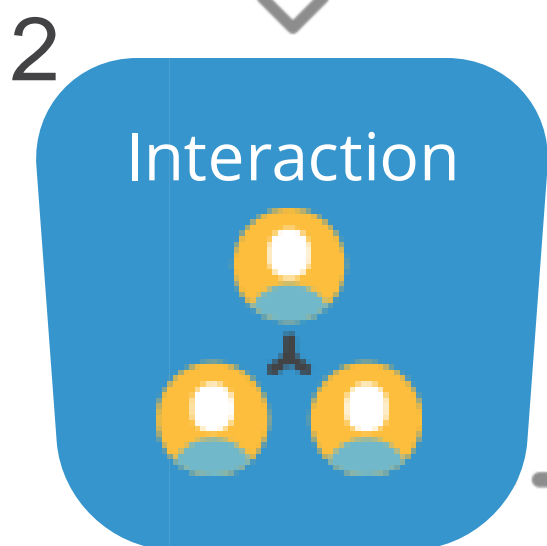
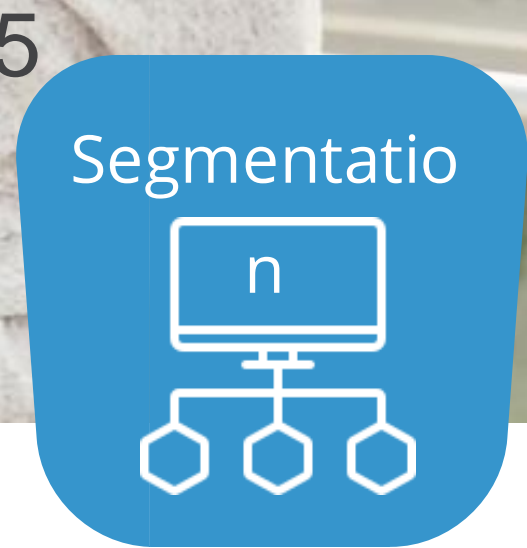
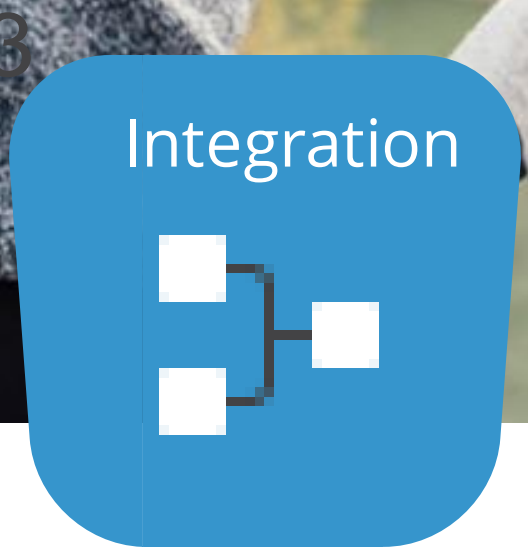
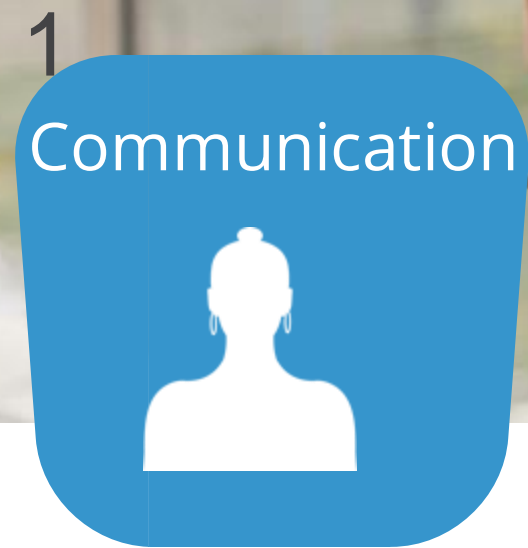


Fundraising is human.





# The Right Mix For "More Human" Digital Interactions







# FINDING DONORS





430%



# It's Getting Worse

**FIRST-TIME**

**23%**



**REPEAT**

**60%**



**MONTHLY**

**90%**



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# 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

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KNOWING YOUR DONORS



WHO ARE  
THEY?



HOW DO YOU  
FIT INTO THEIR  
INTERESTS?



WHAT ARE  
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



## ONLINE

The importance of a multi-channel approach

## USING SMARTPHONES

Say yes to mobile touchpoints

## INUNDATED WITH ADVERTISING

You have to stand out



# 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?





INSPIRED MESSAGING



# DID YOU KNOW?

## A MIND-BLOWING STAT

80% of brands believe they deliver great consumer experiences.

Only 8% of consumers agree.

\*Cannes 2018 International Festival of Creativity  
(Bain & Company, Global management consultancy)




# NORMAL IS NOISE



DON'T SETTLE FOR  
NORMAL.



A top-down view of a wooden desk. On the 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 blue pen. In the bottom left corner, there are two blue sticky notes. On the right side of the desk, there is a large, blank white notepad. In the top right corner, there are some green leaves and red berries. A small orange horizontal line is visible in the top right corner of the image.

"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





# You are competing for attention for all these things happening in your donors and prospects' lives.

soccer practice

a boss breathing down my neck

the news

what feels like 1,001 messages flying at us every 60 seconds across twitter and facebook and tik tok

a lot of brands out there looking and sounding the same

a lot of marketing campaigns looking and sounding the same ...use my template!

oh, wait, i'm late to my next meeting

the list goes on.....



Ask questions that matter to them.

WHY IS SOMEONE  
COMING TO US?

HOW DO WE BRING  
VALUE TO THEM?

HOW DO FIT INTO  
THEIR LIFE  
ASPIRATIONS?



# Then, answer the questions with

## AUTHENTICITY

Own your truth as an individual

## RELEVANCE

+

## CLARITY

What matters to the person on the other side of your brand.

## STORY

Storytelling creates common ground between you and your audience.

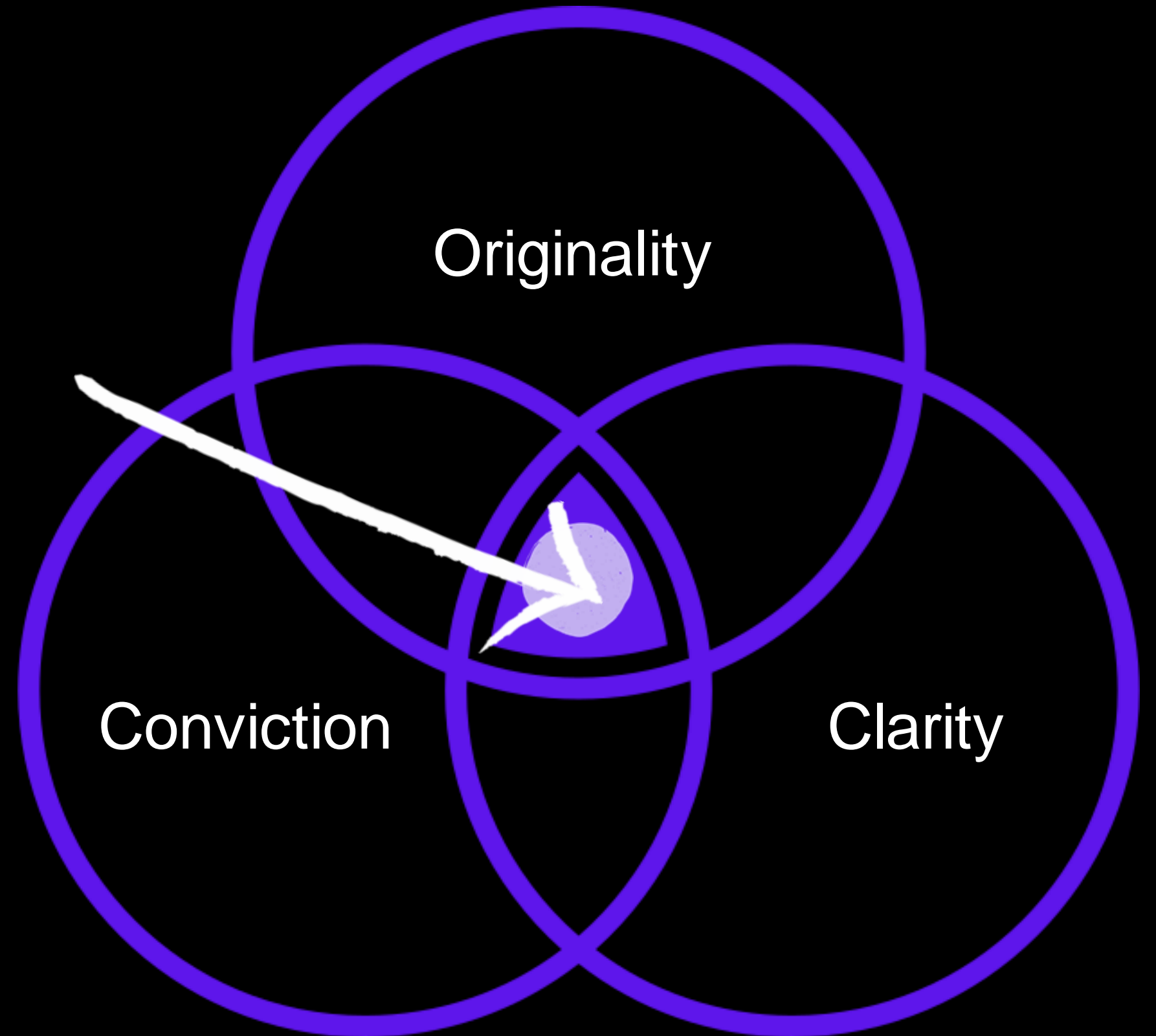


The Barlele

authentic brand framework

You want to  
be here.

Building an authentic brand (message)  
that connects  
with your ideal target audience.





**“Fundraising under-performance, therefore, is actually a failure to communicate.”**

—Penelope Burk, *Donor-Centered Fundraising*



# 75%

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





Fundraising is human.



# 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

#UNITECHALLENGE2020

**UNITED WE WALK**

No matter where we are,  
we walk united.

**Unite**  
for Bleeding Disorders

#UNITECHALLENGE2020





**Unite**  
for Bleeding Disorders

**NATIONAL HEMOPHILIA FOUNDATION**  
for all bleeding disorders


**Raise**  
2021



# Clear Call-to-Action

About PPMD Events News Login    

**Parent Project Muscular Dystrophy** ABOUT DUCHENNE CARE ADVOCACY RESEARCH GET INVOLVED **Duchenne Registry** **Donate**



**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.

 American Kidney Fund® **Kidney Disease** **Kidney Transplants**

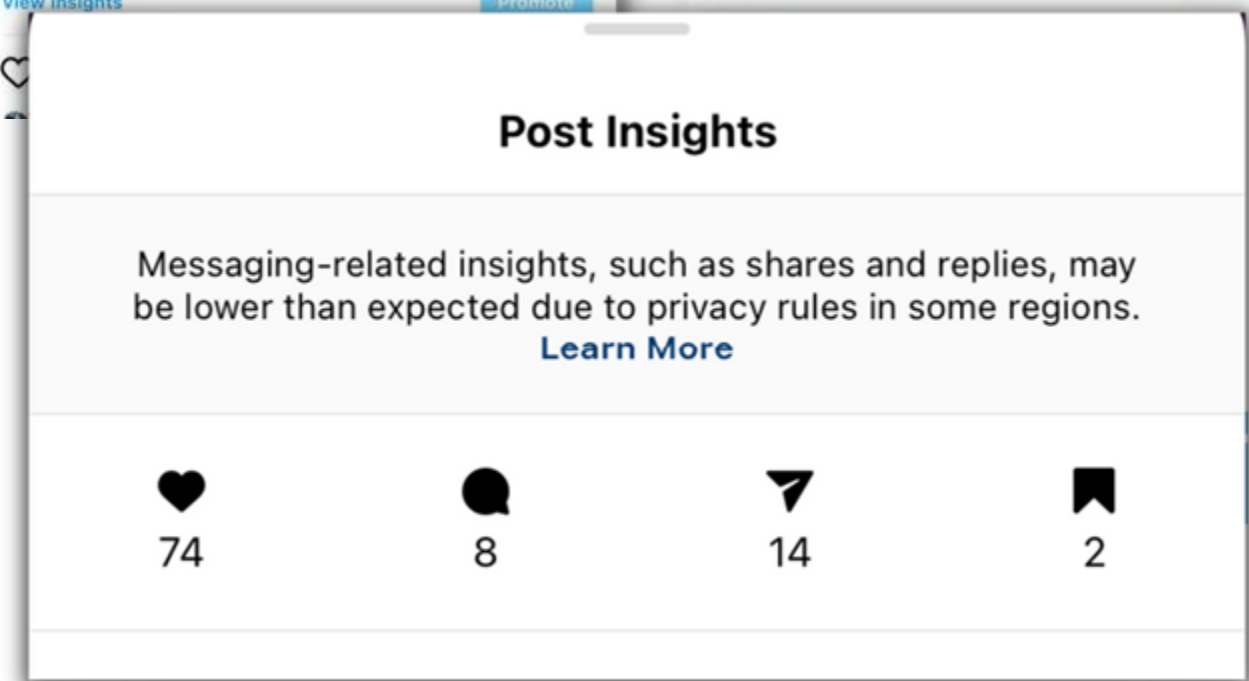
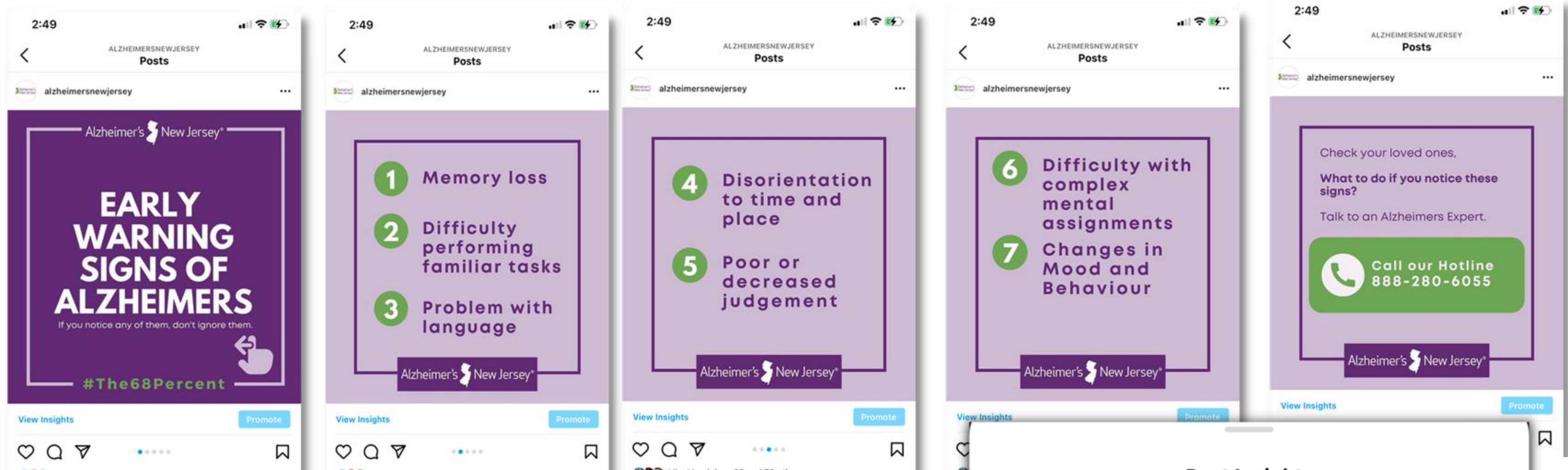


Are you at risk? [Learn More](#) >>

**Kaist**  
2021

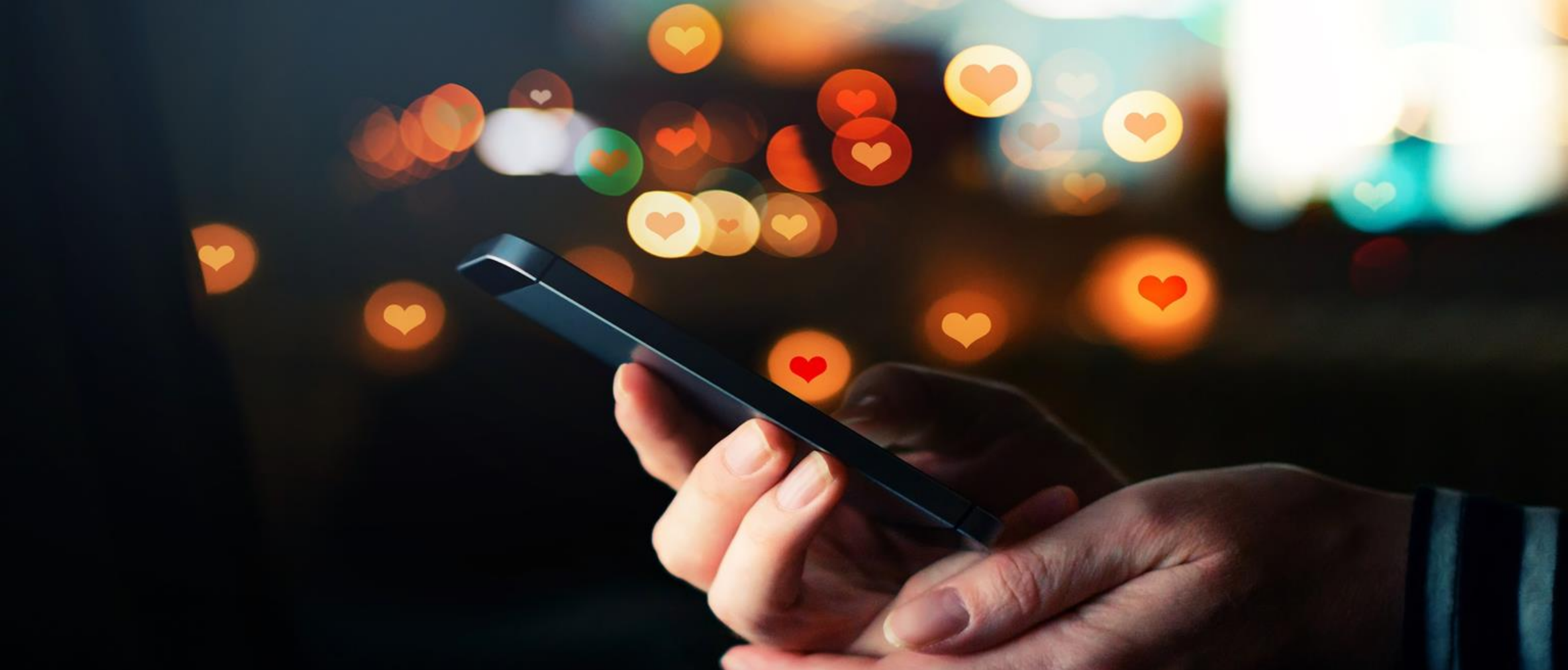


# Education-Focused



Posting Educational Content can engage more supporters.





CHANNELS + TECHNOLOGY



# Old School + New School

## IT ALL WORKS TOGETHER.

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

Share video updates about your programs

In-person visits by staff/executive leadership

Invitation to events

Celebrate your donors—feature profiles in your e-newsletters

Offer periodic webinars with CEO

Research reports

Invitation to volunteer,  
Donor Surveys

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# Multi-Channels



Print—  
Direct Mail Newsletters



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

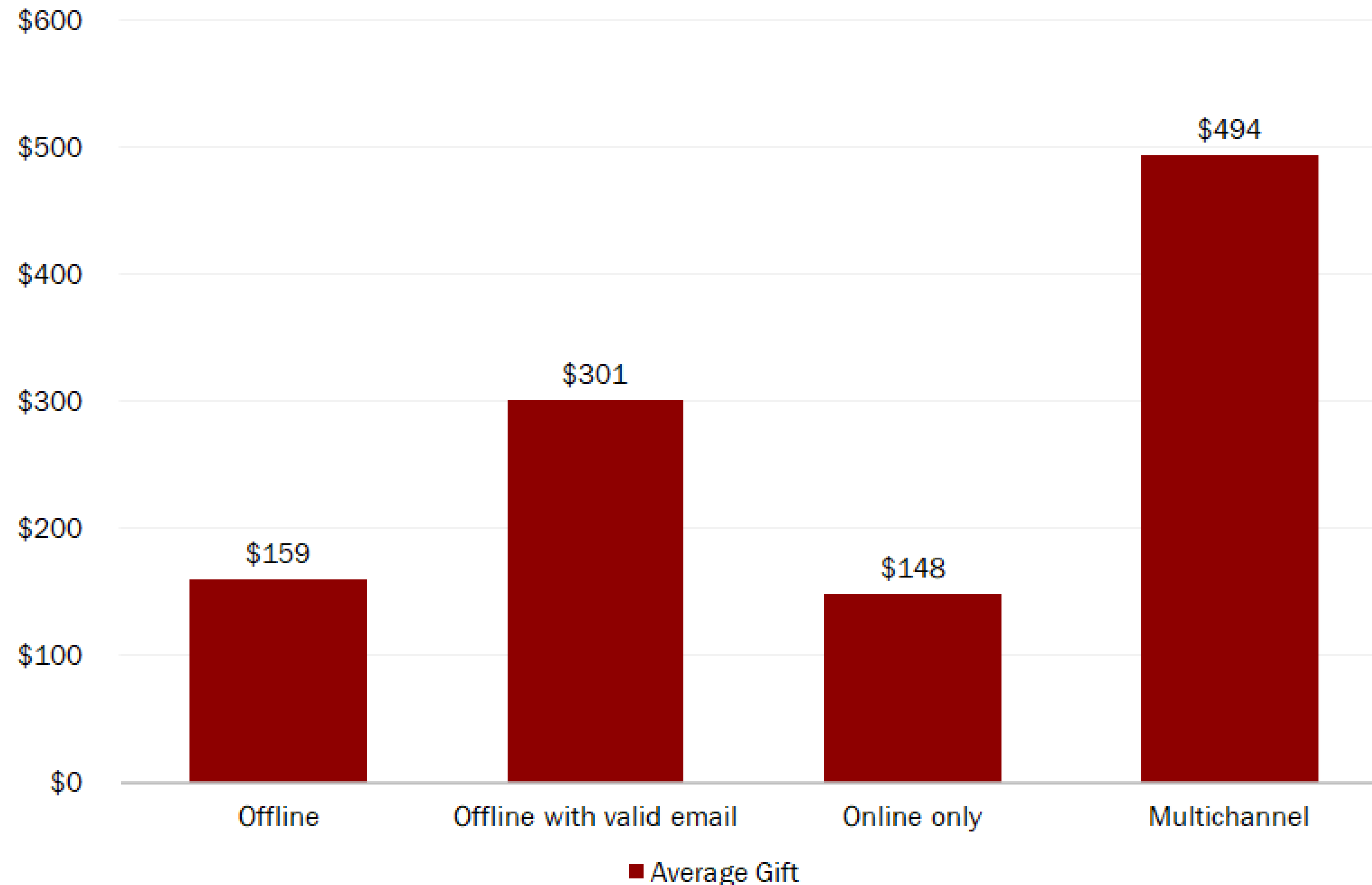


In-Person—  
Site visits, 1:1 meetings, phone, cultivation events



Social Media—  
Facebook, Instagram, Google  
all accept donations, P2P

# Multi-Channel = More Money + More Donors



Multichannel donors  
3X more than online  
or offline only donors.

Donor Retention rate  
more than 2x higher  
than online or offline  
only.



# Direct Mail Is Not Dead

Replace with  
NextAfter stuff



# 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





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



TWEET AT US

BOReillyWHC

tshanksoars

# 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



# Stay in Touch



Barbara O'Reilly  
Barb-O

Principal and Founder,  
Windmill Hill Consulting



Taylor Shanklin  
T-Shank

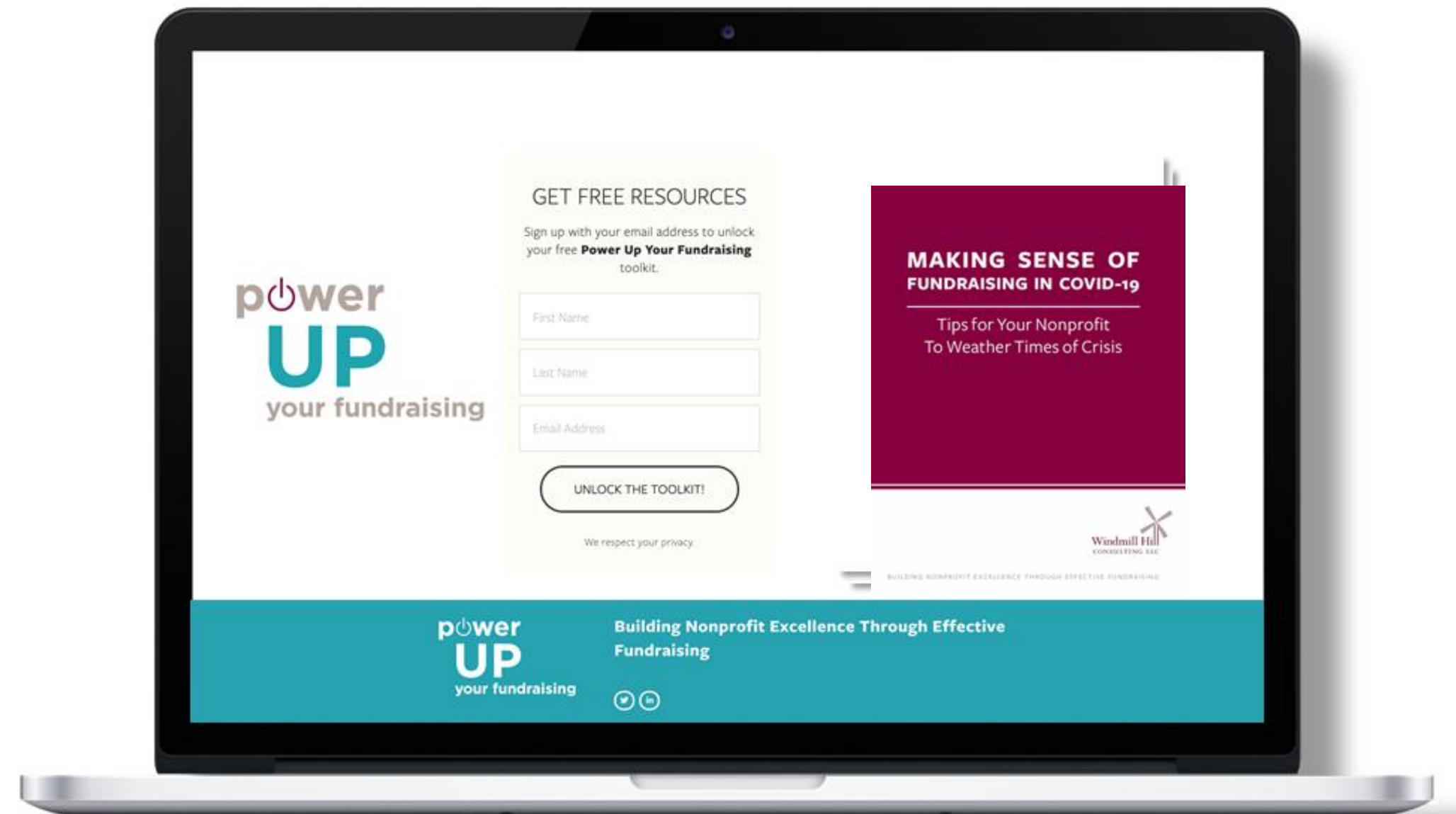
CEO and Founder  
Barlele



# Stay in touch + get my newsletter



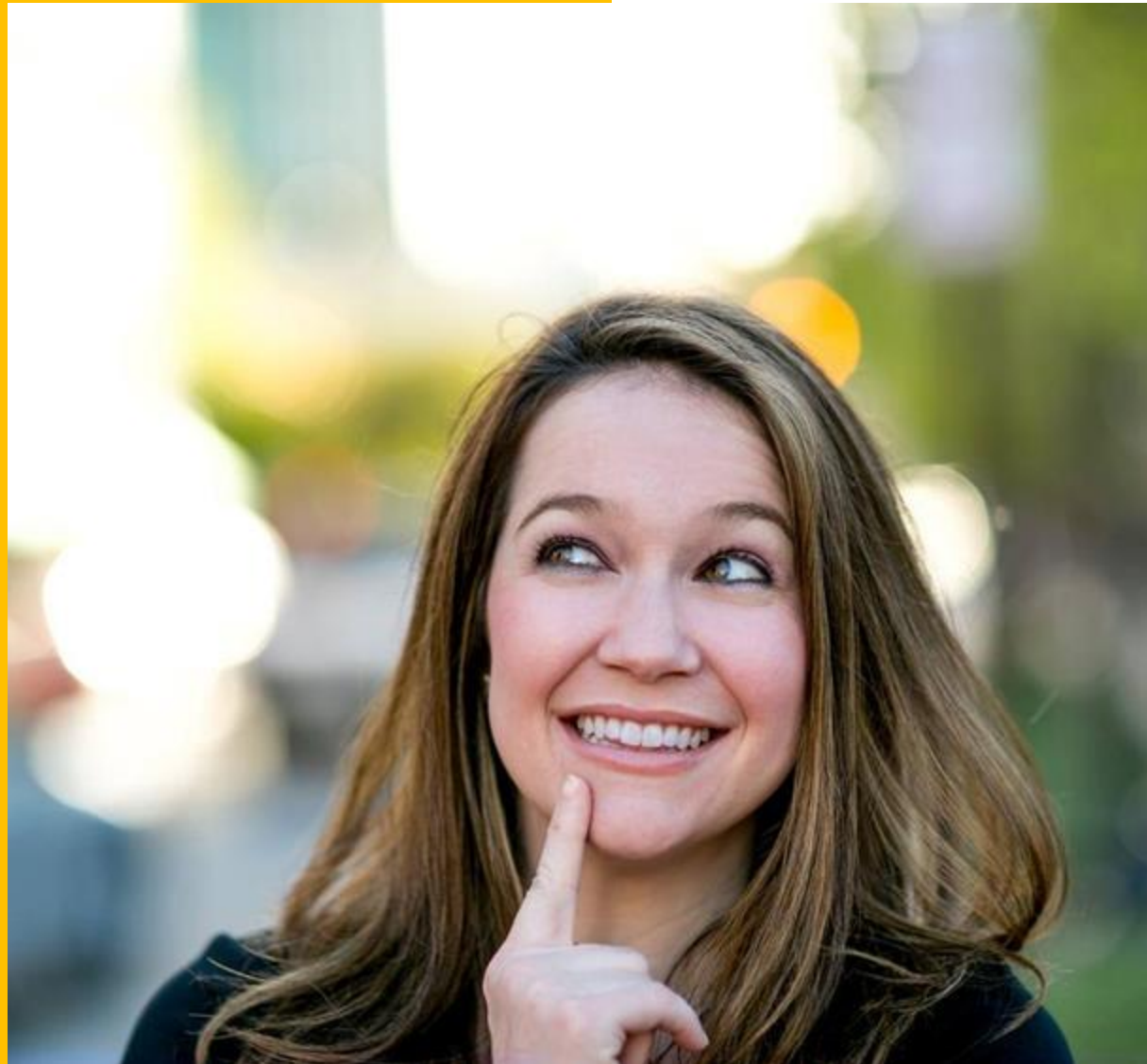
Barbara O'Reilly, CFRE  
boreilly@whillconsulting.com



[www.whillconsulting.com](http://www.whillconsulting.com)



Download the ultimate content marketing planner spreadsheet + watch growth tip videos/podcasts



Taylor Shanklin  
taylor@barlele.com

A purple-themed landing page for 'The Ultimate Content Marketing Planner'. On the left, there is a white form titled 'Get the Planner' with fields for 'Name' (split into 'First' and 'Last'), 'Email', and a 'Download' button. On the right, there is a promotional image showing a person writing on a notebook with the text 'PLAN like a boss' overlaid. Below the image, there is a short paragraph of text: 'Frustrated By Content Marketing Calendar Templates That Just Weren't Working? We've Created Our Own And It's Geared For Your 2021.' and a small line of text: 'Fill out the form to get the planner and use the template'.

[www.barlele.com](http://www.barlele.com)