Optimizing Your Digital Fundraising

Chamber Music America National Conference
January 17, 2020
Who am I?

Rachel Clemens, Digital Strategist

- Account manager and SEO/content marketing expert
- GA, Google Ads Certified + member of Google Ads Certified Professionals Community
- Amplify the impact of nonprofits including AFS USA, World Animal Protection, Power Poetry

rachel@wholewhale.com
Whole Whale is a B Corp digital agency that leverages data and tech to increase social impact.
What we’ll cover

- Trends & Opportunity
- Fundamentals & Marketing Funnel
- Platforms & Tools
  - Donation Pages
  - Crowdfunding/P2P
  - Digital Advertising
  - The Email Machine
- Measuring Success
Trends & Opportunity
How much did Americans give in 2018?

$427.71 billion

Americans gave $427.71 billion to charity in 2018 in a complex year for charitable giving.

Where did the generosity come from?

Contributions by source (by percentage of the total)

- Giving by Foundations: $75.86 billion (18% over 2017)
  - 73% of total giving in 2018
- Giving by Bequest: $39.71 billion (0.0% same as 2017)
- Giving by Corporations: $20.05 billion (5.4% same as 2017)
- Giving by Individuals: $292.09 billion (1.1% same as 2017)

Giving by individuals declined in 2018, comprising less than 70 percent of overall giving for the first time in at least 50 years.

Where are all the charitable dollars going?

Contributions by sector (by percentage of the total)

- Giving to Religious Organizations: 29% of total giving in 2018
  - $124.52 billion down 1.5% inflation adjusted
- Giving to Education: 14% of total giving in 2018
  - $58.72 billion down 1.3% inflation adjusted
- Giving to Human Services: 12% of total giving in 2018
  - $51.54 billion down 0.3% inflation adjusted
- Giving to Foundations: 12% of total giving in 2018
  - $50.29 billion down 6.9% inflation adjusted
- Giving to Health: 10% of total giving in 2018
  - $40.78 billion up 0.1% inflation adjusted
- Giving to Public-Society Benefit: 7% of total giving in 2018
  - $31.21 billion down 3.7% inflation adjusted
- Giving to International Affairs: 5% of total giving in 2018
  - $22.88 billion up 9.6% inflation adjusted
- Giving to Arts, Culture, and Humanities: 5% of total giving in 2018
  - $19.49 billion up 0.3% inflation adjusted
- Giving to Environment/Animals: 3% of total giving in 2018
  - $12.70 billion up 3.5% inflation adjusted
- Giving to Individuals: 2% of total giving in 2018
  - $9.06 billion
### Millennial Donors Worldwide

<table>
<thead>
<tr>
<th>Prefer to Give</th>
<th>Gen X Donors Worldwide</th>
<th>Baby Boomer Donors Worldwide</th>
</tr>
</thead>
<tbody>
<tr>
<td>Online (credit/debit card) 55%</td>
<td>Online (credit/debit card) 55%</td>
<td>Online (credit/debit card) 54%</td>
</tr>
<tr>
<td>Cash</td>
<td>Bank/Wire Transfer 12%</td>
<td>Direct Mail/Post 19%</td>
</tr>
<tr>
<td>Bank/Wire Transfer</td>
<td>Cash 10%</td>
<td>Bank/Wire Transfer 10%</td>
</tr>
<tr>
<td>PayPal</td>
<td>PayPal 10%</td>
<td>PayPal 8%</td>
</tr>
</tbody>
</table>

### Most Inspired to Give By

<table>
<thead>
<tr>
<th>Most Inspired to Give By</th>
<th>Social Media</th>
<th>Email</th>
<th>Website</th>
<th>Direct Mail/Post</th>
</tr>
</thead>
<tbody>
<tr>
<td>Millennial</td>
<td>39%</td>
<td>23%</td>
<td>20%</td>
<td>6%</td>
</tr>
<tr>
<td>Gen X</td>
<td>33%</td>
<td>26%</td>
<td>19%</td>
<td>9%</td>
</tr>
<tr>
<td>Baby Boomer</td>
<td>33%</td>
<td>26%</td>
<td>19%</td>
<td>9%</td>
</tr>
</tbody>
</table>

[Source: 2018 Global Trends in Giving Report]
Giving Tuesday

WHAT HAPPENED IN 2018?
3.6M gifts given
$400M total donated
14.2B social mentions

WHAT WILL HAPPEN IN 2019?
WE PREDICT A 26% INCREASE, TO $502M

GivingTuesday 2019

Raised online in the U.S.

DOLLARS
511,000,000
TL;DR

- 5 Year trend is up
- 70% of annual giving comes from individuals, 55% prefer online
- Generational normalization to medium

Online Giving is safe trend to bet and build on.
80/20 Rule

“For many events, roughly 80% of the effects come from 20% of the causes.”

- Vilfredo Pareto

AKA The Power Law
Fundamentals
Giving and the Brain

Why we give

● Altruism
● “Warm glow” theory
● Social status
  ○ A friend asks
  ○ Social recognition

Chemistry

● Brain pleasure center triggered (ventral striatum)
  "medial forebrain pleasure circuit"
● Dopamine released
● Stress reduction side-effect

Research

● University of Zurich
● University of Oregon
Why do donors give?

- See the organization as effective
- Know exactly what to expect
- Receive timely personal thank you
- Have opportunities to weigh in
- Feel part of an important cause
- Feel involvement is appreciated
- Know who is being helped

It’s personal: Donors feel passionate, needed, or know someone personally affected. **71% feel more engaged when content feels personalized to them.**

Source: 2011 *Donor Voice Study*
You Sell ‘Donations’

- Fundraising isn’t begging
- Organizations sell the opportunity to turn money into meaning
- Donors get a story and dopamine

Stop begging.
Start selling.

“Don’t give until it hurts, give until it feels good.”

-Dennis Kimbro
author
Build audience

Create content

Optimize for conversions

Tell good stories

Analyze communications

Create campaigns with clear calls-to-action

- One-time donations
- Recurring donations
- Large donations

Analyze donor behaviors + identify “whales”

COMMITTED

People donate to your organization

Create giving moments + build stewardship

wholewhale.com    @wholewhale
Commitment Curve

- **Low-barrier actions (aware / interested)**:
  - View
  - Like
  - Share

- **Medium-barrier actions (engaged)**:
  - Sign up
  - Contribute
  - Invite

- **High-barrier actions (committed)**:
  - Attend
  - Donate $$
Donation Pages
The donation form

Less **ALWAYS** gets more. Fewer pages, fewer fields = more $
A/B Test!
Test: Pre-set Amounts

Select an Amount

$50  $100  $250  $500  OTHER

I want to make a [ ] One-time [ ] Monthly

donation of $__

Learn about the benefits of recurring donations

Select an Amount

$100  $250  $500  $1,000  OTHER

I want to make a [ ] One-time [ ] Monthly
donation of $__

Learn about the benefits of recurring donations
Test: Recurring Opt-ins vs. Opt-outs
Crowdfunding and Peer-to-Peer Fundraising
What’s the Difference?

**Crowdfunding** is the process of funding a program or task with donations from a large number of people. Crowdfunding campaigns can be set up by both individuals AND organizations.

**Peer-to-peer fundraising** is a technique used by organizations in which they enlist supporters to fundraise on their behalf (e.g. marathon fundraisers, Facebook birthday fundraisers).
The Platforms Are Endless

- give lively
- Crowdster
- facebook social good
- GlobalGiving
- gofundme CHARITY
- Classy
- INDIEGOGO
- Qgiv
- Kickstarter
- causevox
Crowdfunding: Set Your Goals

Before you start, ask yourself:

- What is the problem you’re trying to solve?
- Whom/what are you trying to impact?
- How will you do it?

Break down your mission into **short-term, tangible action:**

- Item-specific: “We want to host 10 concerts this year!”
- Dollar-specific: “Help us fund our album by raising $X!”
- Time-specific: “We’re raising $X for National Chamber Music Month!”
Crowdfunding: Hit the Key Notes

1. Set a realistic timeline
2. Take time to prepare
3. Use your networks!
4. Conversions > traffic
5. Film a pitch video — incorporate video, audio recordings
6. Keep your audience updated
7. Analyze results and learn for next time!
P2P: Use Cases + Benefits

P2P fundraising activates your supporters, multiplies the impact, and increases reach.

You can use P2P fundraising for both one-time and ongoing giving moments:

- Giving Tuesday
- EOY appeals
- Challenge / Event
- Awareness month(s)
- DIY fundraising
- Corporate partner fundraising
Facebook and P2P Fundraising

- Activate donors to run their own birthday and event fundraisers
- Pro tip: Get donations directly through Facebook by creating and promoting a post with a Facebook ‘Donate’ button
- According to M+R, the majority of Facebook revenue in 2018 came from their P2P tools

LCFA: Lung Cancer Foundation of America

Cancers are some of the most caring, loyal, and fierce people on the planet. Set up a Facebook birthday fundraiser to support life-changing lung cancer research.

Digital Advertising
The Case for Digital Advertising

Low-cost, highly-targeted way to grow or re-engage your audience.
Organic Reach Isn’t What it Was

Organic reach for business pages on social media goes down every year.
For organizations Facebook is NOT a “social media” platform, it is an ad platform.

P.S. Instagram is next
Time is Money

- If your team spends time creating posts for social media, you’re already investing in the platform.
  - If you aren’t investing some $, your time is being spent to reach a dwindling audience
- $100/month is enough to take advantage of the ad platform
ROI Decline

Regular posts that **take staff time** are returning less reach over time.

Clear push to content creators to pay-to-play
What You Can Get With $100/Month

- Donations
- Web traffic
- Emails
- Video views
- Website conversions
- Last AND least: Increase engagement on social posts
Reasons to Advertise

- Awareness of cause
- Email leads
- PSAs and sharing true info
- Brand protection
- Targeted traffic
- Donations
- Competitor targeting
- Event/concert promotion

- Regional campaigns
- Time of day campaigns
- Seasonal campaigns
- Pop culture campaigns
Cost Per Acquisition

$0.48 per click*

$1.46 per email*

$65 per donor*

Low-barrier actions (aware / interested)

Medium-barrier actions (engaged)

High-barrier actions (committed)

*M&R Benchmark 2018
ROAS - Return On Ad Spend

Starbucks LTV

$14,099

Cost Per Acquisition + Cost of Time & Material <
Digital Advertising Process

1. Determine digital goals + campaign objective
2. Select targeting for key audiences
3. Choose budgets and schedules
4. Select creative (video, image, etc.) and write copy for your ads
5. Analyze performance
The Email Machine
Why Emails

- Owned organizational asset
- Access to a communication medium
- Can be connected to larger data sets

“Give people a chance to volunteer their attention and you’ll build a better customer base”

- Seth Godin
Anatomy

Messaging

Data

Remarketing

Jack Smith

Personal Information

Other Information Found

- Business
- Real Estate
- Household
- Donation

Wealth Summary

- Total Assets
- Net Worth
- Cash on Hand
- Estimated Annual Donations

PSO Score
EXCELLENT

1/10

YOUR DATABASE

MATCH

FACEBOOK

LOOKALIKE AUDIENCE
What to Message

Jab a lot more than right hook.

Jab = emotional trigger, stories, value to user

Right hook = Self promotion, sales ask

“There is no sale without the story; no knockout without the setup.”
- Gary Vaynerchuk
Increase supporter commitment over time to convert donors

Discover you through a web search or friend

Join your email list

Click to read an impact story

Donate $$
Messaging

- **AWARE**
  - People know you exist (impressions, mentions, web visits)

- **INTERESTED**
  - People give you permission to communicate with them (email signups, social followers)

- **ENGAGED**
  - People take action to support your cause (email opens, shares, comments, visits)

- **COMMITTED**
  - People donate to your organization

- **Work**
  - Create content
  - Tell good stories
  - Create campaigns with clear calls-to-action

- **Result**
  - One-time donations
  - Recurring donations
  - Large donations
  - Create giving moments + build stewardship

80% → 20% → 80% → 20%
A/B Subject Lines & Senders

Sender

Subject line

Preheader

<table>
<thead>
<tr>
<th>Mobile</th>
<th>Preview Text Support</th>
<th>Avg # of Characters Displayed</th>
</tr>
</thead>
<tbody>
<tr>
<td>Android Native App</td>
<td>✓</td>
<td>40</td>
</tr>
<tr>
<td>Android Gmail App</td>
<td>✓</td>
<td>-</td>
</tr>
<tr>
<td>Android Yahoo! App</td>
<td>✓</td>
<td>45</td>
</tr>
<tr>
<td>BlackBerry</td>
<td>×</td>
<td>N/A</td>
</tr>
</tbody>
</table>

I hope you’ll love this shirt
Diane von Furstenberg
The new shirt I’ve designed: Friend – When I...

Happy Mother’s Day
Hillary Clinton
My hope for you today Friend – I just got the...

Last chance to sign Hillary’s... 
HillaryClinton.com
Today is the last day! Happy Mother’s Day! M...
Automate

- Welcome Series
- Birthday notes
- Giving anniversaries
- Segmentation

Create an Automation Email

- Email subscribers when they’re tagged
  - Send an email to a subscriber when you tag them.

- Welcome new subscribers
  - Introduce yourself to people when they sign up for your audience.

- Say ‘happy birthday’
  - Celebrate with an exclusive offer or cheerful message that sends based on the birthday field in your audience.

- Share blog updates
  - Help contacts keep up with your blog by sending new posts straight to their inboxes.

- Turn on an abandoned cart email
  - Send a friendly reminder to people who leave your store without checking out.

- Enable order notifications
  - Beautify your receipts and shipping updates, and add in some product recommendations while you’re at it.
Segment your Asks

Don’t give the same gift (or donation appeal) in the same way

- Tailor the $ ask based on how much they gave last year — asking for slightly more
- Include a lower barrier-to-entry monthly option — will increase your revenue year-over-year
- Email your top and repeat donors separately — they are your most valuable donors
Monthly > One-time Donors

Subscribers are more valuable than one-time buyers in business.

Same is true for donors!

$10 per month > $100 gift

Monthly Giving Statistics

- 45% of donors enrolled in a monthly giving program.
- The average monthly online donation is $52 ($624 per year) compared to the average one-time gift of $128.
- Monthly giving revenue increased by 40% in 2017.
- Monthly giving accounted for 14% of all online revenue in 2016, and 16% of online revenue in 2017.
- Donors that set up recurring donations give 42% more annually, compared to one-time donations.
- 52% of Millennials are more likely to give monthly over a large one-time donation.

https://nonprofitssource.com/online-giving-statistics/
Measurement
## Where To Look: Google Analytics

<table>
<thead>
<tr>
<th>Source / Medium</th>
<th>Users</th>
<th>New Users</th>
<th>Sessions</th>
<th>Bounce Rate</th>
<th>Pages / Session</th>
<th>Avg. Session Duration</th>
<th>New Poet (Goal 1 Conversion Rate)</th>
<th>New Poet (Goal 1 Completions)</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Total</strong></td>
<td>52,032</td>
<td>48,588</td>
<td>59,459</td>
<td>41.44%</td>
<td>1.87</td>
<td>00:01:44</td>
<td>1.76%</td>
<td>1,049</td>
</tr>
<tr>
<td><strong>% of Total</strong></td>
<td>100.00%</td>
<td>100.00%</td>
<td>100.00%</td>
<td>41.44%</td>
<td>00:01:44</td>
<td>00:01:44</td>
<td>1.75%</td>
<td>1,049</td>
</tr>
<tr>
<td><strong>Users</strong></td>
<td>37,022</td>
<td>34,421</td>
<td>41,637</td>
<td>39.29%</td>
<td>1.68</td>
<td>00:01:37</td>
<td>0.27%</td>
<td>112</td>
</tr>
<tr>
<td><strong>% of Total</strong></td>
<td>70.56%</td>
<td>70.84%</td>
<td>70.03%</td>
<td>41.44%</td>
<td>00:01:44</td>
<td>00:01:44</td>
<td>1.76%</td>
<td>112</td>
</tr>
<tr>
<td><strong>New Users</strong></td>
<td>34,421</td>
<td></td>
<td></td>
<td>39.29%</td>
<td>1.68</td>
<td>00:01:37</td>
<td>0.27%</td>
<td>112</td>
</tr>
<tr>
<td><strong>% of Total</strong></td>
<td>70.84%</td>
<td></td>
<td></td>
<td>41.44%</td>
<td>00:01:44</td>
<td>00:01:44</td>
<td>1.76%</td>
<td>112</td>
</tr>
<tr>
<td><strong>Sessions</strong></td>
<td>41,637</td>
<td></td>
<td></td>
<td>39.29%</td>
<td>1.68</td>
<td>00:01:37</td>
<td>0.27%</td>
<td>112</td>
</tr>
<tr>
<td><strong>% of Total</strong></td>
<td>70.03%</td>
<td></td>
<td></td>
<td>41.44%</td>
<td>00:01:44</td>
<td>00:01:44</td>
<td>1.76%</td>
<td>112</td>
</tr>
<tr>
<td><strong>Bounce Rate</strong></td>
<td>39.29%</td>
<td></td>
<td></td>
<td></td>
<td>1.68</td>
<td>00:01:37</td>
<td>0.27%</td>
<td>112</td>
</tr>
<tr>
<td><strong>% of Total</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>00:01:44</td>
<td>00:01:44</td>
<td>1.76%</td>
<td>112</td>
</tr>
<tr>
<td><strong>Pages / Session</strong></td>
<td>1.87</td>
<td></td>
<td></td>
<td></td>
<td>1.68</td>
<td>00:01:37</td>
<td>0.27%</td>
<td>112</td>
</tr>
<tr>
<td><strong>% of Total</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>00:01:44</td>
<td>00:01:44</td>
<td>1.76%</td>
<td>112</td>
</tr>
<tr>
<td><strong>Avg. Session Duration</strong></td>
<td>00:01:44</td>
<td></td>
<td></td>
<td></td>
<td>1.68</td>
<td>00:01:37</td>
<td>0.27%</td>
<td>112</td>
</tr>
<tr>
<td><strong>New Poet (Goal 1 Conversion Rate)</strong></td>
<td>1.76%</td>
<td></td>
<td></td>
<td></td>
<td>1.68</td>
<td>00:01:37</td>
<td>0.27%</td>
<td>112</td>
</tr>
<tr>
<td><strong>New Poet (Goal 1 Completions)</strong></td>
<td>1,049</td>
<td></td>
<td></td>
<td></td>
<td>1.68</td>
<td>00:01:37</td>
<td>0.27%</td>
<td>112</td>
</tr>
</tbody>
</table>

1. google / organic
2. google / cpc
3. (direct) / (none)
4. fastweb.com / referral
5. bing / organic
6. yahoo / organic
Where to look: Your Fundraising Tool

Rule #1: Don’t lose money

Look at

- Donor Lifetime Value
- Donor + Donation Growth Rate
- Lapsed Donors
- Retention Rate

Aim for Positive ROAS
Where to Look: Your Email Tool

Metrics to track:

- Open Rate
- Click-through Rate
- Bounces
- Unsubscribes
- Conversion rate
- List Growth Rate
- Amount raised per email

- Cost per acquisition of email
- Cycle time to donation
- Mean donation from email
- Lifetime donation from email
- Percent of donors/emails
Benchmarks
Organizations retain **45.5% of donors** YoY (2018, N=13k)
19% of first time donors retained.
Steal this Data Studio dashboard

WholeWhale.com/dashboard
And this one!

wholewhale.com/university/facebook-fundraiser-dashboard-template/
In Summary

● Stop begging and start selling
● If you’re spending time on social, you’re already spending money, and $100/month can amplify your work
● Fire up the email machine, own your audience
● Conduct regular analyses, and focus on the 20% efforts that will drive 80% of the results
Q & A
Thank you!

@WholeWhale

LetsTalk@wholewhale.com

WholeWhale.com/tips

Learn more: wholewhale.com/university