

AMPLIFY YOUR MISSION IN A NEW ERA OF FUNDRAISING

eBook



DREAM
TANK USA
Benefits



Contents

GIVING TRENDS FROM 2018

WHY THE DECLINE?

HOW NONPROFITS CAN THRIVE DURING CHANGE AND UNCERTAINTY

1. Make an Appeal to Activism
2. Expand Peer-to-Peer Fundraising
3. Launch a Recurring Giving Program
4. Create a Membership Model
5. Combat the Competition
6. Use a Multimedia Approach
7. Incorporate Text Communication

RETHINK AND RESTRUCTURE

While 2017 may have been an exceptional year for fundraising, 2018 presented new challenges for many nonprofits. The

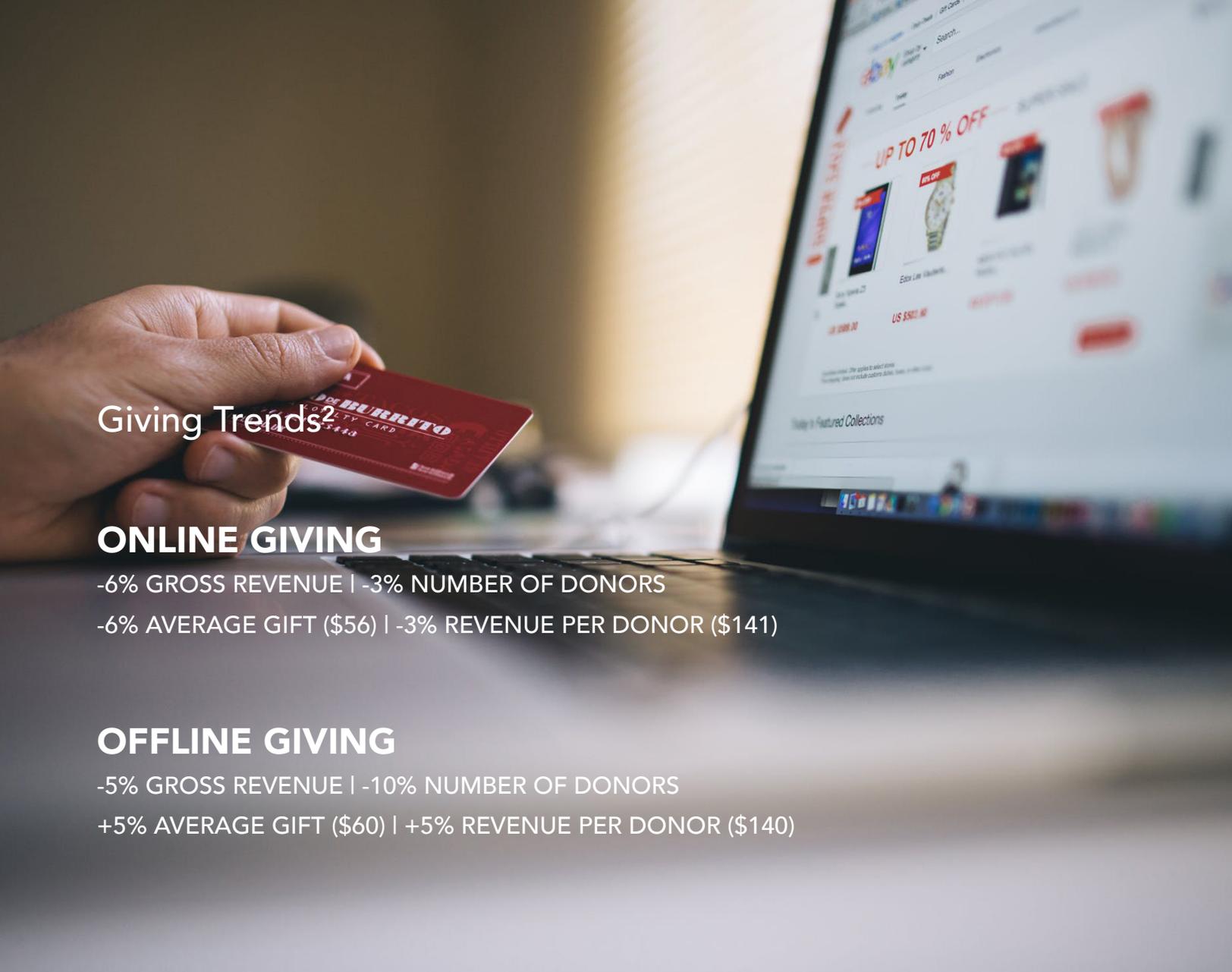
evolving fundraising landscape included new tax policies, volatile political climate, a newer generation of donors who are connecting with organizations in more modern and varied ways, and a downturn in what had previously been a reliably strong year-end giving season.

Even if 2018 was a foundational change to fundraising as we know it, by rethinking and restructuring your fundraising strategy you can continue to grow your mission.

In our New Era of Fundraising ebook, we take a deep dive into what's been happening, why giving is changing, and, most

importantly, how to leverage this uncertainty into an opportunity for a profitable and impactful 2019 and beyond.

READY TO GET STARTED? LET'S GO!



Giving Trends?

ONLINE GIVING

-6% GROSS REVENUE | -3% NUMBER OF DONORS

-6% AVERAGE GIFT (\$56) | -3% REVENUE PER DONOR (\$141)

OFFLINE GIVING

-5% GROSS REVENUE | -10% NUMBER OF DONORS

+5% AVERAGE GIFT (\$60) | +5% REVENUE PER DONOR (\$140)

GIVING TRENDS FROM 2018

Fundraising results in the last year

With considerable declines reported in both overall online and offline giving, as well as a decrease in total number of donors, it's safe to say fundraising in 2018 was lackluster for many nonprofits. In examining data from the advertising and marketing firm Epsilon, total gross donations in 2018 fell 10% with the number of both donations and donors dropping by 8%. That may not be enough to completely derail your efforts, but it is a trend to address. Moreover, many organizations also experienced a disconcerting decrease in the volume of traditional year-end donations, ushering in a whole New Era of Fundraising.

WHY THE DECLINE

The reasons for these changes

It is important to understand the reasons why these changes in giving occurred in order to successfully rethink our strategy. To simply ignore these statistics would be unwise as there is much to learn here. The following are some recent events that have contributed to creating a ripple in the fabric of annual fundraising.

THE TAX CUTS AND JOBS ACT

This new tax law took effect early in 2018 and nearly doubled the standard deduction for both single and married couples: from \$6,350 to \$12,000 for singles, and from \$12,700 to \$24,000 for married and filing jointly. This has significantly reduced the tax break donors receive and therefore reduced motivation for the traditional year-end give.

ERRATIC NEWS CYCLES

There's currently no shortage of drama in the news. From a wildly fluctuating stock market, to ever-changing and inflammatory political headlines, policy changes, natural disasters and more, donors are seeing far fewer traditional news stories. Donors are more likely to donate when they see an issue covered in the news, therefore, giving can decline when these stories aren't covered.

A NEW GENERATION OF CONSUMERS

With the rise of streaming, online and mobile outlets, media and messaging has become consumable in entirely new ways. One of the results of this fast-paced outpouring of content and tech are generations being bombarded with messages in unprecedented numbers and developing decreasing attention spans (the average for Millennials is 12 seconds while only 8 seconds for Generation Z). This means nonprofits need to work harder to keep their message in the forefront and deliver content that is relevant, snappy and inspired.

IF
48% OF U.S. NONPROFITS
SAW A DECREASE IN DECEMBER GIVING¹

AND
28% OF NONPROFITS
RAISE BETWEEN 26-50% OF THEIR ANNUAL FUNDS
THROUGH YEAR-END GIVING¹

PLUS
90% OF SOME NONPROFITS'
DONORS ARE BEING LOST ON AN ANNUAL BASIS¹

THEN
IT'S TIME TO RETHINK
THE FUNDRAISING STRATEGY!

HOW NONPROFITS CAN THRIVE During Change & Uncertainty

With limited resources and time, it would be easy for nonprofits to get stuck in the overwhelm of these circumstances. Yet, this new era of fundraising presents an interesting (and necessary!) opportunity for nonprofits to rethink how they approach their annual fundraising strategy.

Now is the time to get creative, get innovative and embrace technology in order to build a successful fundraising future.

1 MAKE AN APPEAL TO ACTIVISM

The current giving climate has brought some changes in how donors choose causes to support, but the good news is that they are supporting. According to Bethany Maki of ForwardPMX, the trend of giving in direct correlation to news cycles seems to be subsiding and giving way to a more

“intense desire to see the direct, quantifiable impact of giving and ongoing engagement.”

In other words, donors are geared towards more cause-based motivation over brand loyalty. This is good news for nonprofits and presents an opportunity to get clear on who you are reaching out to and why.

START BY:

- Clarifying and/or reviewing your mission
- Creating compelling storytelling around that mission
- Creating a library of images and videos to support your storytelling

31%

OF MILLENNIALS HAVE VOLUNTEERED
FOR A CAUSE FROM 2016-2018¹

40%

OF MILLENNIALS SIGNED A PETITION
FOR A CAUSE FROM 2016-2018¹

2

EXPAND PEER-TO-PEER FUNDRAISING

It's no secret that word of mouth (or social media share) is a powerful and effective fundraising solution. But did you know you can significantly increase your reach by enlisting a force of impassioned supporters to fundraise on your behalf? Supply them with all the tips, tools, branded web pages and online materials they need to share your organization and boost revenue. Keep them engaged and motivated by sending ongoing communications and creating fun (but not necessarily expensive) contests and incentives.

START BY:

- Reaching out to key volunteers, board members and current supporters
- Telling your brand story with photos, videos and more to showcase the needs of your cause
- Creating easy to view and share campaign pages that are mobile and social sharing-friendly

81%

OF U.S. CONSUMERS ARE INFLUENCED BY
THEIR FRIENDS' SOCIAL MEDIA POSTS

\$612

IS THE AVERAGE AMOUNT RAISED BY AN
INDIVIDUAL FUNDRAISER¹

3 LAUNCH A RECURRING GIVING PROGRAM

With the fluctuations in recent giving trends, one thing is abundantly clear: nonprofits need to create more stable and predictable sources of revenue to support their mission. One of the easiest ways to do this is to set-up and/or promote recurring giving programs. One-time donations are great, but what if that same donor gave \$10, \$25, \$100 again and again over extended periods of time? This kind of giving helps even out the ups and downs of any outside forces that may impact traditional giving.

START BY:

- Adding recurring gift options and/or preselecting them to all donation forms
- Creating compelling impact metrics to showcase the power of recurring gifts
- Setting up automated thank yous so donors feel your ongoing gratitude

\$52

IS THE AVERAGE MONTHLY GIFT, WHICH
GENERATES \$624 PER YEAR, VS. THE
AVERAGE ONE-TIME DONATION OF \$128¹

42%

INCREASE IN DONATION AMOUNT WHEN
DONORS SET UP RECURRING PAYMENT
VS. A ONE-TIME DONATION¹

4 CREATE A MEMBERSHIP MODEL

Boosting donor retention rates especially with new, first-time supporters, should be a crucial aspect of a nonprofits' strategy. Creating an exclusive Membership Program creates an "insider" atmosphere in order to capitalize on the trend towards activism-based motivation and generates steady ongoing revenue. In return for an ongoing, automatic monthly contribution, donors can gain access to exclusive events and content. Panel talks, dinners, performances, tours, literature and insights for monthly members only helps add excitement and value to your mission.

START BY:

- Brainstorming ways to incentivize Membership: events, giveaways and/or exclusive insights
- Branding your Membership so it stands out from a recurring give
- Developing materials that showcase the incredible impact of Membership

4/5

DONORS WILL NOT RETURN TO
GIVE AGAIN¹

59%

OF ANNUAL GIVERS DROP OFF THE
RADAR EACH YEAR ON AVERAGE¹

5 COMBAT THE COMPETITION

Long before the 2018 giving changes, year-end giving became increasingly crowded. Global giving days such as #GivingTuesday have both created opportunity and increased competition for nonprofits. With the rise in popularity of these events, it's even more apparent that organizations need new ways to rise above the crowd. A unique, stand-alone Day of Giving is an excellent chance to increase your reach and revenue any time of year, and will energize your supporters and ambassadors.

START BY:

- Celebrating your Day of Giving with a Live Event Thermometer
- Creating a specific metric or matching donor challenge to further motivate year-end giving
- Segmenting your lists by location, giving history and/or interests to better target constituents

95%

OF DONORS ARE MORE LIKELY TO GIVE
ADDITIONAL DOLLARS AS A RESULT OF
PARTICIPATION IN A GIVING DAY¹

75%

OF DONORS ON A GIVING DAY ARE NEW
TO THE ORGANIZATION, MORE ENGAGED
AND MORE LIKELY TO GIVE MULTIPLE TIMES
THROUGHOUT THE YEAR¹

6 USE A MULTIMEDIA APPROACH

With over 96% of donors using mobile phones as their primary device, it's imperative to up the ante on your multichannel, multimedia approach. The most savvy way to grow your donor base, build donor retention and ride the waves of change is to appeal to supporters online. And nonprofits need not be overwhelmed. Getting set up with text-to-donate, mobile messaging and social media branding is easier than ever. Your video content doesn't need to be high production value to be effective. Use your multimedia content with the same singular sense of purpose as you do your mission, add a side of fun and you'll be sure to see some great results.

START BY:

- Developing meaningful, interesting and fun short videos for social media outlets
- Making sure all materials are equipped with social media sharing links
- Using branded hashtags and images to boost giving



MORE VIDEO CONTENT IS UPLOADED ON
THE INTERNET IN 30 DAYS THAN THE MAJOR
U.S. TELEVISION NETWORKS HAVE CREATED
IN 30 YEARS³

57%

OF DONORS GIVE TO A CAUSE AFTER
WATCHING VIDEO OR AN ORGANIZATION'S
MISSION ON SOCIAL MEDIA¹

6 INCORPORATE TEXT COMMUNICATION

Mobile is where donors are, by and large, consuming their content. The percentage of emails read hovers around 20% but the **percentage of text messages read is at a whopping 98%**. Nonprofits need to take full advantage of this opportunity in order to shift with the times and better reach and retain supporters. The great news is that there are many ways to do this, starting with text-to-donate. However, text communication is not only for giving, but is also a powerful tool to share timely news and insights, important program updates, links to videos or even longer form content.

START BY:

- Setting up branded text-to-donate capabilities to bring in new funds and new donors
- Creating thoughtful, branded mobile messaging to drive engagement
- Establishing tracking and analytics to see results and most effectively use texting

\$167

IS THE AVERAGE DONATION AMOUNT
WHEN USING TEXT-TO-DONATE¹

96%

OF DONORS USE A MOBILE PHONE AS
THEIR PRIMARY DEVICE¹



EMBRACE THE FUTURE WITHOUT LOSING THE PAST

Despite a difficult 4th quarter of 2018 and big fundraising landscape changes, it's not yet time to abandon your traditional giving strategy. There is still plenty of possibility in this New Era of Fundraising, especially if you fully embrace the online and mobile technology of the times to passionately share your mission. Shift your focus from one-time donations to cultivating lifelong supporters of your cause with these steps and you'll be sure to ride any waves of uncertainty for years to come.

Those in need, need you more than ever. Use this eBook to help you plan and try new approaches, such as text-to-donate, online and peer-to-peer fundraising to boost your efforts and make an even greater impact on the world.



#Benefits

SOURCES

1. MobileCause Data on File
2. <https://www.pmxagency.com/blog/2019/01/12-31-18-the-day-fundraising-as-we-know-it-died/>
3. <https://www.wordstream.com/blog/ws/2017/03/08/video-marketing-statistics>