Expert Advice for Fundraising in the Digital Age

Gabe Smith

Regional Business Development Manager

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> power your passion

BEFORE WE GET STARTED

➢ All lines are muted

➢ If you have questions through out the presentation please type them into the Q&A box

➢ We are recording the webinar and will send out the recording via email tomorrow

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29,000
Organisations

Across
60
Countries

Helping to raise over
$100 Billion
every year

420 NFP
Locally in Asia Pacific

WELCOME TO THE AGE OF ENGAGEMENT

We finally have technology, that for the first time in human history allows people to really maintain rich connections with much larger numbers of people

(Pierre Omidyar, eBay Founder)

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TODAY'S AGENDA

How to make the best use of your supporter data

The day in the life of a fundraiser - highlighting an integrated campaign approach

How to use peer-to-peer fundraising to grow your donors and strategies to increase conversion rate to ongoing supporters

How to best identify your lapsed donors and what you could do to increase retention.
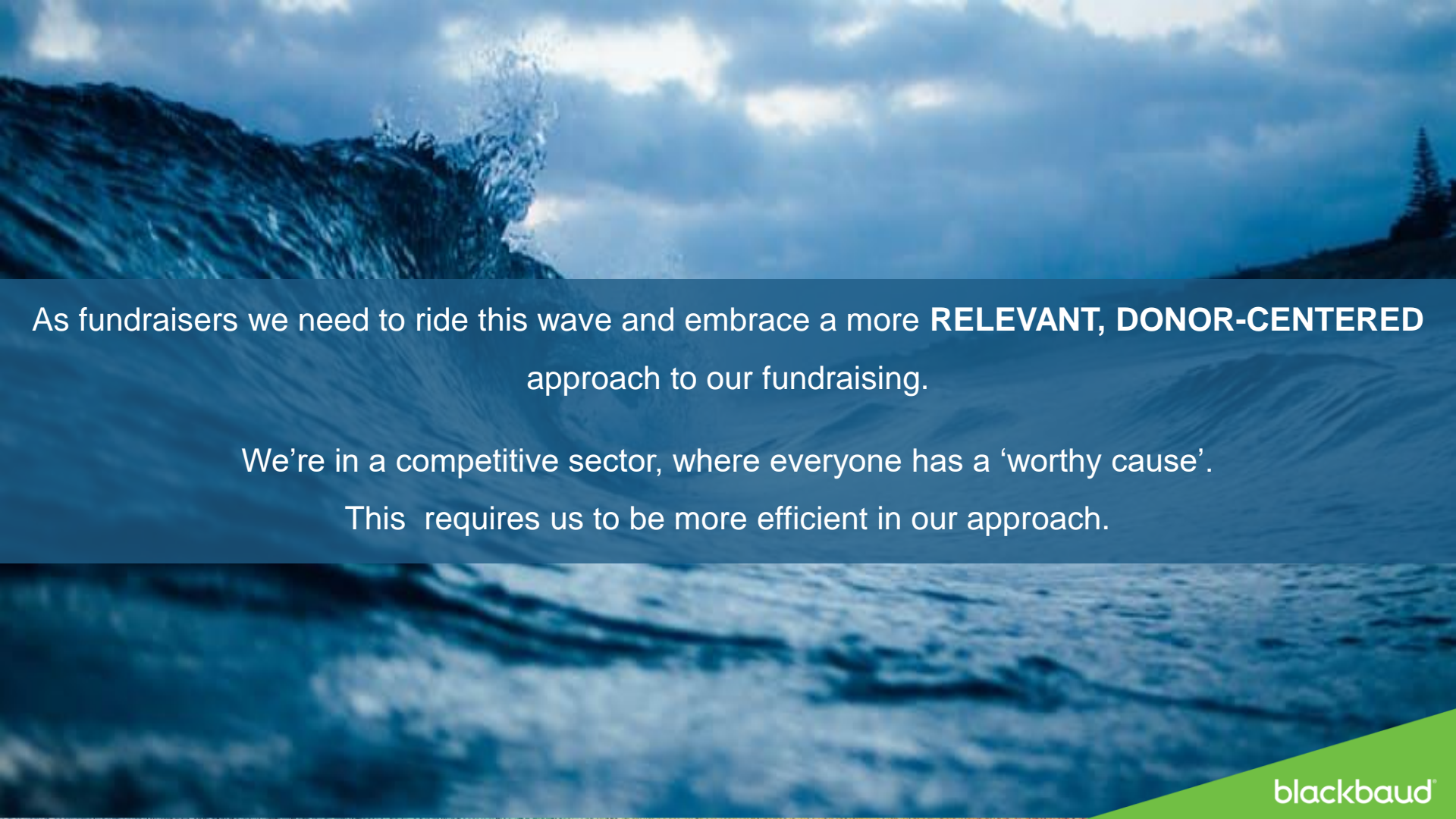
Hey! I'm Gabe Smith

At Blackbaud: 8+ years

Hometown: Indianapolis (USA)

- Former Consultant helping NPOs audit their data and workflows within CRMs.

- Avid sports fan who dreams of seeing his beloved Liverpool FC in person at Anfield.

- Deeply focused on the success of the non profit sector to increase awareness to the world's greatest challenges and missions.

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Technology has transformed the way people think, the way they behave and the way they interact with the causes they support.

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As fundraisers we need to ride this wave and embrace a more **RELEVANT, DONOR-CENTERED** approach to our fundraising.
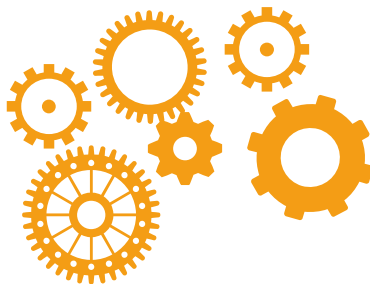
We're in a competitive sector, where everyone has a 'worthy cause'.
This requires us to be more efficient in our approach.

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So how do you gain fundraising efficiency in this age of engagement, digital disruption and a highly competitive non-profit sector?
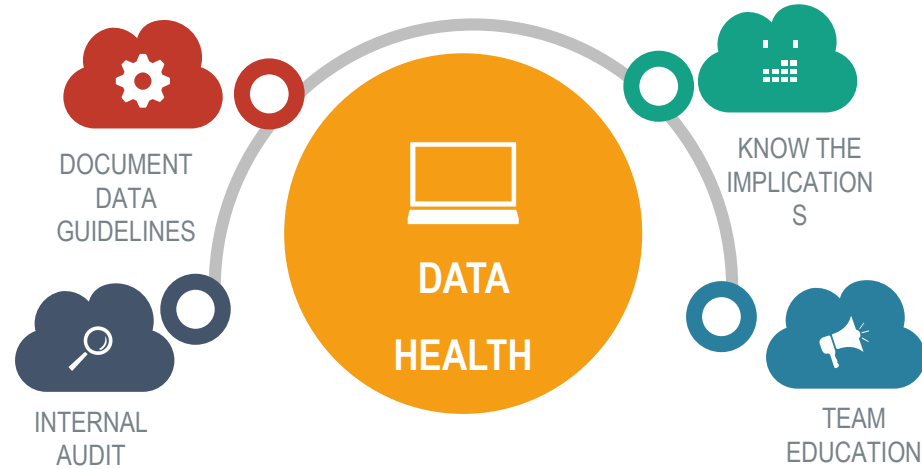
WINNING COMBINATION

DATA HEALTH

MULTI-CHANNEL
FUNDRAISING

= COST SAVINGS & MORE MONEY RAISED

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MAKE A DATA HEALTH PLAN

DOCUMENT DATA GUIDELINES

INTERNAL AUDIT

DATA

HEALTH

KNOW THE IMPLICATIONS

TEAM EDUCATION

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INTERNAL AUDIT

Salutations	Account Types	Email Address	Phone number
Social media profiles	Deceased Donors	Address Accuracy	Employment Status
	Mailing preference		

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DOCUMENT DATA GUIDELINES

- Set required fields

- Request monthly or quarterly data health reports

- Create a user manual of proper data entry protocol for staff.

- Create a list of reports for fundraising forecasting

- Be mindful when requesting donor information—respect privacy of households that may be in transition or distress.

- Assign data health tasks to team members - keep a calendar of duties

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KNOW THE IMPLICATIONS

10% will change postal address	5% will have to be marked deceased each year	20% people will change email address every year	30% time saved in administration
• Contacts Impacted: 1000 • People who won't respond: 50 • Potential loss: $764 x 50= **$38,200**	• Contacts Impacted: 500 • Mailing cost loss: **$1,500**	• Contacts Impacted: 2,000 • Supporters who won't respond: 100 • Potential loss: $379 x 100= **$76,400**	• Staff member hourly rate: $20 • Annual savings from efficiency: **$10,560**

Assumptions:
Database of 10,000
Average gift: $764; Mailing cost: $3
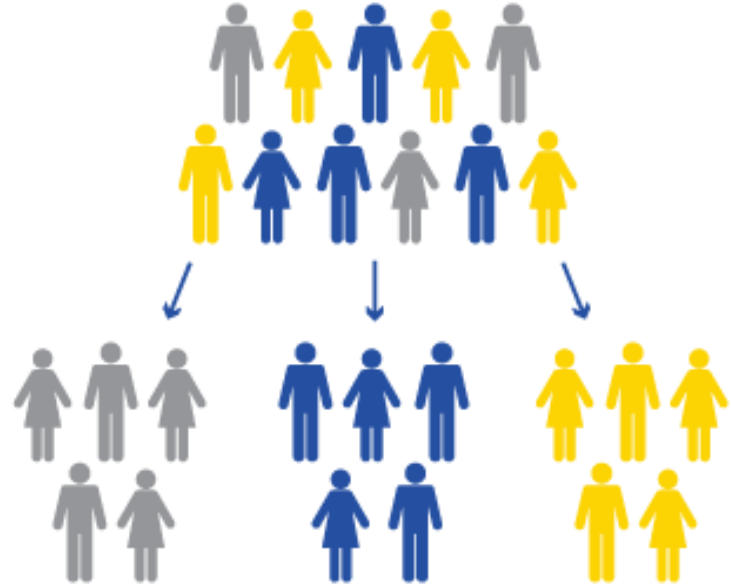Response rate: 5%

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TEAM EDUCATION

| Relationships | Retention | Donations |

SEGMENTATION

- ➢ Target better

- ➢ Apply resources more efficiently

- ➢ Adhering to constituents contact preferences

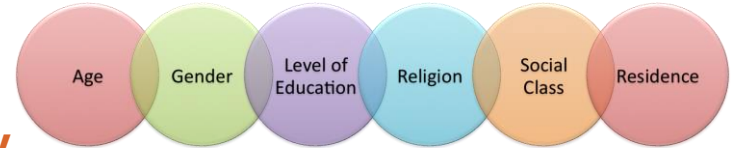- ➢ Increase results

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KEY AREAS FOR SEGMENTATION

- Geographical
  - State, Region, Suburb, Climate
    - **Socio-demography**
      - **Age, Gender, Family, Occupation**

- **Psychography**
  - **Lifestyle, Personality, Values, Interests**
    - **Behaviour**
      - **Past Giving, Event attendance, Volunteer participation**

ABOUT THE FEBC

➢ We are a Faith-based non-profit promoting global Christian radio broadcasting

➢ Began in Australia in 1965

➢ FEBC broadcasts in more than 50 countries in 130 different languages for 2500 + hours daily, connecting Australian believers with people in the hard to reach parts of the world.

➢ Philippa Lowe – Operations Manager and has been with the organisation for over 2 years

FEBC GIVES A GIFT OF A RADIO TO A PERSON OVERSEAS ON YOUR BEHALF

UNREACHED, PERSECUTED AND SUFFERING PEOPLE HEAR ABOUT THE HOPE OF JESUS

FEBC'S RADIO PROGRAMS EDUCATE LISTENERS: SOCIAL ISSUES ARE ADDRESSED TO CHANGE LIVES.

THERE IS AN EXTENSIVE FOLLOW-UP MINISTRY ON THE GROUND: LISTENER GROUPS MEET TOGETHER

9 MILLION PEOPLE EACH YEAR TELL US THEIR LIVES ARE CHANGED BY WHAT THEY HEAR AND SEE FROM FEBC.

FEBC USES THE POWER OF RADIO TO IMPACT LIVES

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FEBC'S INTEGRATED MULTI-CHANNEL CAMPAIGN

- Launched a 'first-of-its-kind' Christmas campaign in November 2017

- Campaign had double-pronged objectives incl.– Name acquisition + branding exercise

- Brand congruent multi-channel campaign targeting up to 5000 constituents in the FEBC database

- 'Out of the box' creative to capture attention of the audience *'Reach out with a gift that goes further. Give $30 and the gift of a friendly voice this Christmas'*

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ELEMENTS OF THE MULTI-CHANNEL CAMPAIGN

> Direct Mail + Digital + Social Media + QCommons sponsorship + Koorong Store inserts

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THE CAMPAIGN YIELDED AMAZING RESULTS!

➢ Within 20 days the campaign raised more than $30k

➢ By the end of the campaign **88 new donors acquired**

➢ More than **400 supporters** of FEBC reactivated

Overall Results: In 3 months, **$67k raised** which translates to **2233 radios** in the field– which in turn impacted **55,833 lives**

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DONOR ACQUISITION VS DONOR RETENTION
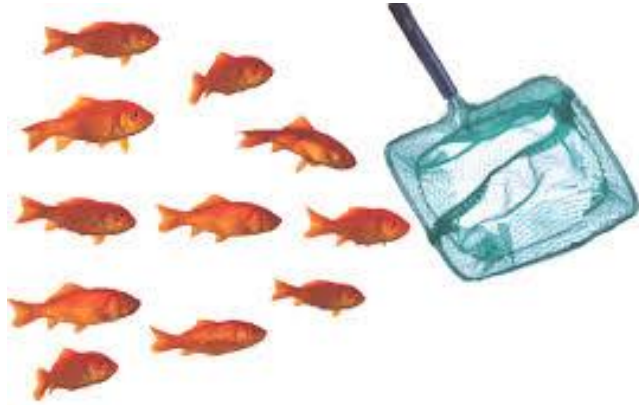
Why not both?

PEER-TO-PEER FUNDRAISING

The virtues of peer-to-peer campaigns to acquire new donors over acquisition lists

- Less Cost

- Engages your organisation's biggest champions

- Creates greater brand recognition and awareness

- Utilises social media very well

- Already have an indirect relationship with the new donor

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EDUCATION OF MISSION KEY TO CONVERTING 1ST TIME P2P GIVERS

THE IMPORTANCE OF THE SOFT CREDIT

"LOYALTY IS THE HOLY GRAIL OF FUNDRAISING"

- Roger Craver and Tom Belford
The Agitator

DONOR RETENTION STATS

23% of first time donors are retained.
60% of repeat donors are retained.

- Fundraising Effectiveness Project

"A **10%** increase in donor retention
can increase the lifetime value of your
donor database by **200%**"
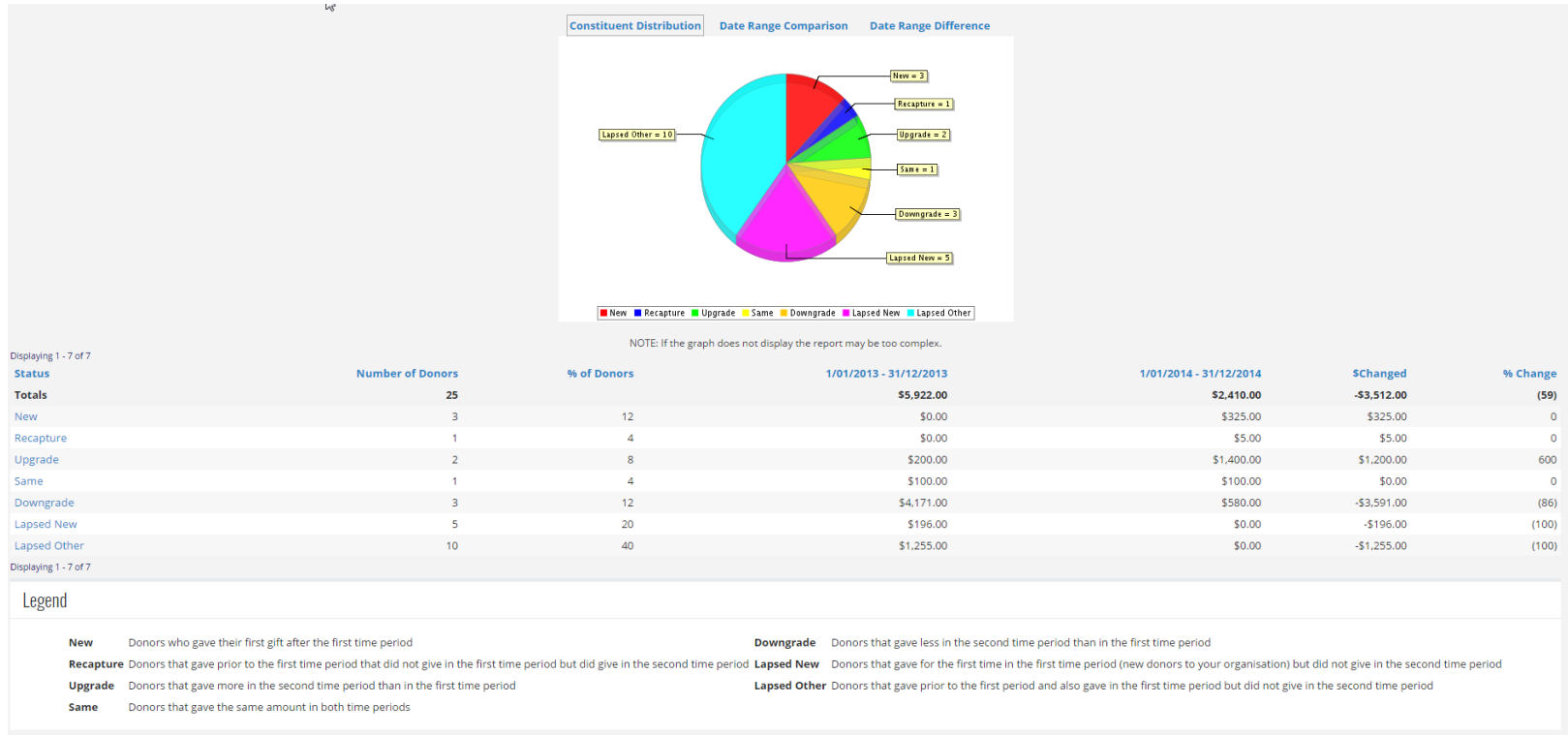
- Dr. Adrian Sargeant
Director of the Centre for Sustainable Philanthropy at University of Plymouth

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MANAGING LAPSED DONORS

➤ Differentiate between newly lapsed donors and those who are lapsed but have given multiple years.

➤ Targeted communications with messaged focused for your lapsed audience with an easy call to action.

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DOWNGRADE DONORS

Constituent Distribution   Date Range Comparison   Date Range Difference

New = 3
Recapture = 1
Upgrade = 2
Same = 1
Downgrade = 3
Lapsed New = 5
Lapsed Other = 10

■ New ■ Recapture ■ Upgrade ■ Same ■ Downgrade ■ Lapsed New ■ Lapsed Other

NOTE: If the graph does not display the report may be too complex.

Displaying 1 - 7 of 7

Status	Number of Donors	% of Donors	1/01/2013 - 31/12/2013	1/01/2014 - 31/12/2014	$Changed	% Change
Totals	25		$5,922.00	$2,410.00	-$3,512.00	(59)
New	3	12	$0.00	$325.00	$325.00	0
Recapture	1	4	$0.00	$5.00	$5.00	0
Upgrade	2	8	$200.00	$1,400.00	$1,200.00	600
Same	1	4	$100.00	$100.00	$0.00	0
Downgrade	3	12	$4,171.00	$580.00	-$3,591.00	(86)
Lapsed New	5	20	$196.00	$0.00	-$196.00	(100)
Lapsed Other	10	40	$1,255.00	$0.00	-$1,255.00	(100)

Displaying 1 - 7 of 7

Legend

New   Donors who gave their first gift after the first time period

Recapture   Donors that gave prior to the first time period that did not give in the first time period but did give in the second time period

Upgrade   Donors that gave more in the second time period than in the first time period

Same   Donors that gave the same amount in both time periods

Downgrade   Donors that gave less in the second time period than in the first time period

Lapsed New   Donors that gave for the first time in the first time period (new donors to your organisation) but did not give in the second time period

Lapsed Other   Donors that gave prior to the first period and also gave in the first time period but did not give in the second time period

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"2017 was a year defined by change and uncertainty…For now, what is certain is that a focus on the fundamentals of fundraising and relationship building has never been more important."

- Chuck Longfield
Blackbaud Chief Scientist
Senior Advisor, Blackbaud Institute

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Get in Touch !

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THANK YOU FOR ATTENDING

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