

NFP State of the Nation - Part 2

Scott Lockie - CEO Australian Charity Guide and emPOWER Your Mission



AustralianCharityGuide

emP[⏻]OWER
your mission

"Charity Sector Training and Consulting"

Today's Agenda...

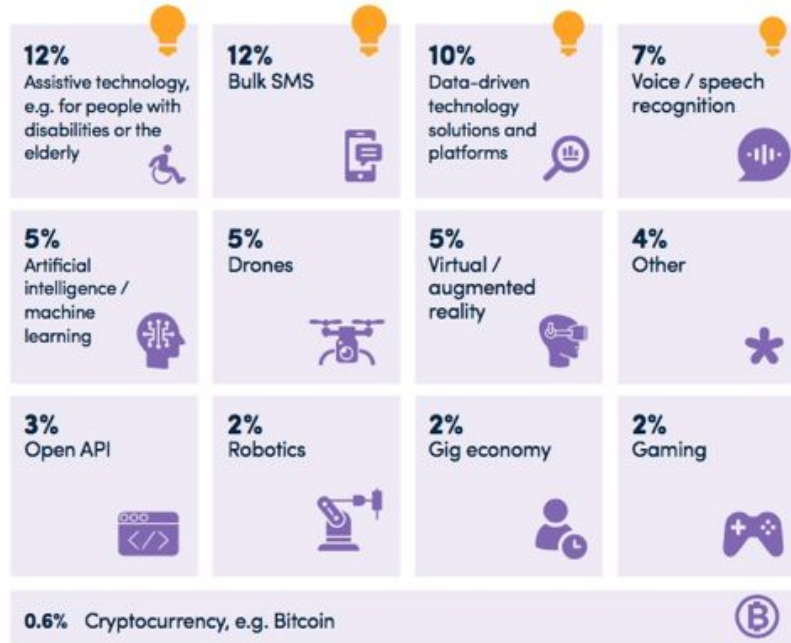
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- New NFP digital and technology trends and tools
- 2019 Global NGO Technology Report findings
- M&R Benchmarks Study
- Harnessing the Power of Video Marketing
- Social Media for NFP's
- Data, security and segmentation

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New NFP Digital and Technology Trends and Tools

New or emerging technologies being used by not-for-profits

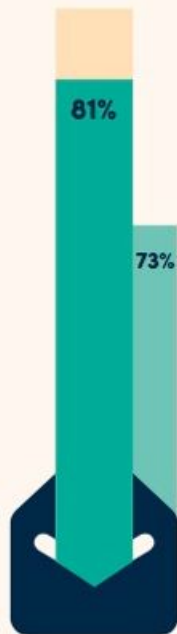


Emerging NFP Technology Trends

- 30% of NFP's use mobile apps - messenger, WhatsApp (it's free)
- 12% use bulk SMS to communicate with clients and donors
- 7% use Voice/Speech recognition
- 5% use AI, Chatbots
- 1% cryptocurrency

Email still the most effective channel for Fundraising

Email updates



81%

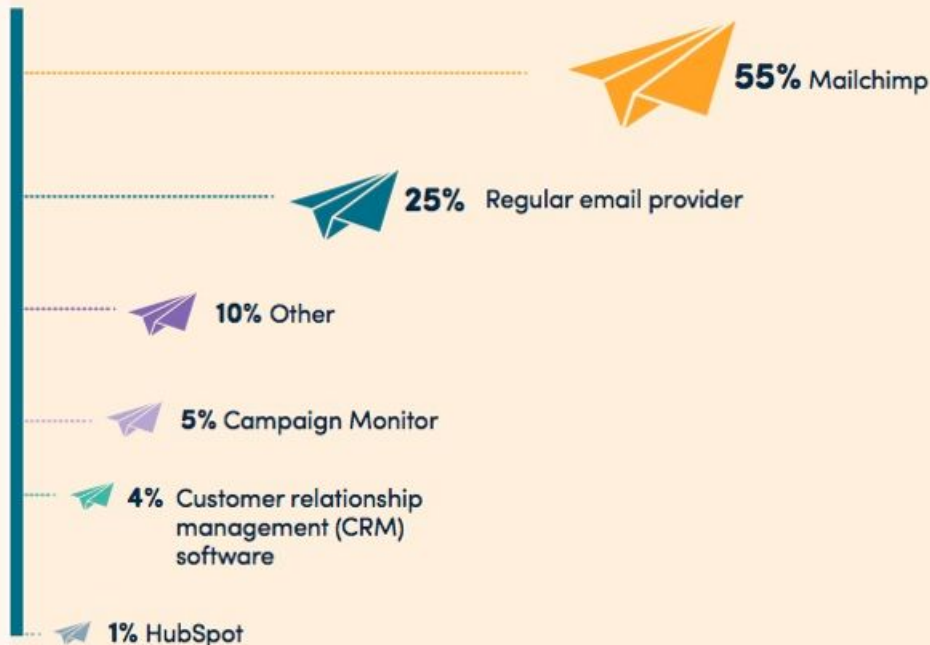
of not-for-profits
send regular email
newsletters and
updates

of those

73%

are happy with
their email updates
and consider them
to be integral to
communicating with
stakeholders

Most popular platforms used to send email newsletters and updates



55% Mailchimp



25% Regular email provider



10% Other



5% Campaign Monitor



4% Customer relationship
management (CRM)
software



1% HubSpot

Digital marketing



Not-for-profits use:

Google Ads 15%

Social media paid advertising 38%

In-house design tools
e.g. Canva and Adobe Creative Suite 34%

Marketing or email automation 18%

Website analytics tools 37%

Charities are increasing their Digital Marketing spend

Digital advertising budget was spent on:

- 46% new donors acquisition
- 23% branding
- 18% lead generation
- 14% current donors

Don't forget the \$10,000 USD per month Google Ad Grant

5 HOT NONPROFIT TECH TRENDS

2019



New Fundraising Technology Trends...

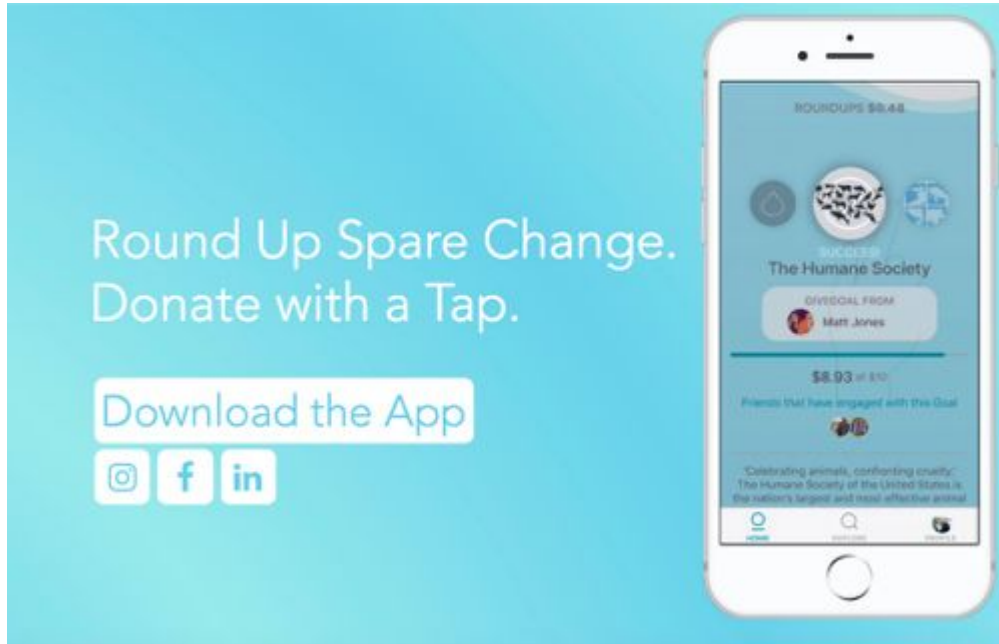
- The Rise of Digital Payments on Social Media and Mobile Fundraising Apps:
 - Apple Pay/Samsung Pay, donate buttons on YouTube, Round Up, Give Tide
- Chatbots and AI – Live chat
- Text Giving and text messaging - Rungopher, Conversr
- Wearable technology – NearField Creative
- Voice donations - Amazon
- Pop-Ups
 - A study of pop-ups found they averaged 3.20% conversion rates
 - If you want to gain new email subscribers or bring on new donors at 3 times the average rate, start looking at pop-ups

Donation Point Tap...



Mobile Fundraising Apps...

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Fundraising App - GiveTide

You simply download the App and then every purchase you make using your Smartphone gets rounded up to the nearest dollar and you simply tap donate and your "spare change" gets sent to your charity of choice.

Simple and effective, it's yet another example of how technology is driving Fundraising.

The Social Swipe...



SMS/Text Giving...



Bulk SMS - Rungopher...



Nearfield Creative - Wearable Technology...



Alexa GoDonate Voice Donations...



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2019 Global NGO Technology Report Findings

2019 Global NGO Technology Report Findings...

- 12% of NFP websites have live chat
- 19% of NFP websites are designed for those with visual and hearing disabilities
- 31% of NFP websites don't have an SSL certificate. Google classifies as "Not Safe"
- 1% of NFP's accept cryptocurrency
- 55% of NFP's don't utilise CRM software (double handling)
- 47% of NFP's don't send email fundraising appeals, yet email drives 13% of all online revenue
- 28% of NFP's use WhatsApp in their communications and fundraising strategy
- 56% of NFP's have no written social media strategy
- Nonprofits say the top five most powerful communication and fundraising tools are:
 - 1. Their website
 - 2. Social media
 - 3. Email
 - 4. Video
 - 5. Infographics

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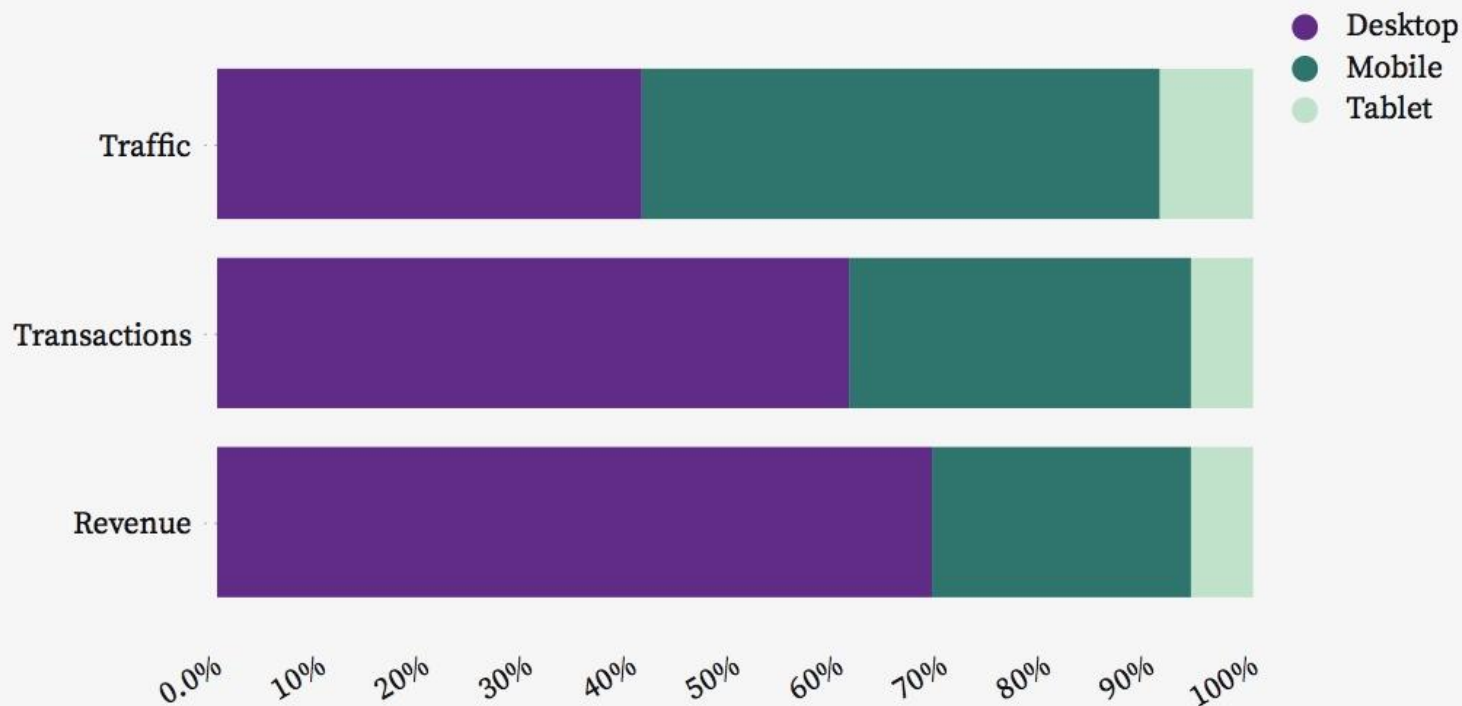
M&R's Benchmarks Study

M&R's Benchmarks Study...

Charity Communications Trends:

- Traffic to NFP websites grew by 4%, with on average 1.2% of website visitors making a donation and 1.1% subscribing to a newsletter
- Email volume grew by 10% with a subscriber receiving on average 59 email messages from one single provider, with an open rate of around 13% and a CTR of 0.38%
- NFP SM audiences grew by 23% on Facebook, 50% on Twitter and 101% on Instagram
- Investment in digital ads grew by 69% (paid search, display and SM)

Mobile surpasses desktop for NFP website traffic but over 70% of fundraising revenue still comes from desktop



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Harnessing the Power of Video Marketing

The Power of Video Fundraising and Storytelling...

- Having a website and social media presence is one thing. Creating engaging content is another
- Charities have the best stories of any sector but we are probably the worst at telling them!
- YouTube users watch 5b videos a day, 2nd biggest search engine in the world
- The two most effective ways of taking in information are reading and watching a video. Our brains absorb and process info 60,000 times faster by video than text
- As humans, we learn from each other. Videos of people sharing their own experiences, insights and wisdom is incredibly powerful. Learn it, like it, share it
- Cisco predicts that this year 80% of the time spent on the internet will be watching video

NFP's are now using Video in a myriad of innovative ways...

- **Reimagined Blog Content** – Let your blog content speak in various formats. There are some great tools that let you quickly convert text content to video. [Content Samurai](#) uses algorithms and one quick (high quality) video can be made from content you've already written
- **Donor Appeal** - Your donors get appeal emails or letters from more than just your organisation, so standing out is critical. A video from your organisation is more likely to create an emotional connection with your appeal than text or images alone
- **Call for Volunteers** - Put your volunteer coordinator on screen and have them say the words “We need your help!” With information put into a compelling video ask, your volunteer appeal can be put in front of audiences online that you might never reach
- **Quick Annual Report Snapshot** – Text and graphic-based videos can be great at conveying snapshots of data and keeping it interesting. Annual reports as a whole are not usually exciting. You can share this video on social platforms to showcase wins of the year

Best Practices for Video Marketing on Social Media...

- Facebook is now “video first”, same as Twitter, Pinterest, Instagram, LinkedIn, TikTok
- Most SM consumption is done on mobiles, so mobile-friendly video formats like square and vertical are a must. Square videos provide 78% more space in social feeds than landscape and don’t require the user to tilt their phone
- The Jane Goodall Institute created a square version and landscape version of the same video using [Animoto](#), then placed the same ad spend against both. The square one received 2 times the likes and 3 times the shares
- Around 80% of videos in social feeds are watched with the sound off, so “design for sound-off, delight for sound-on.” Add legible, large text that’s viewable on mobile

Video Marketing on Social Media: Best Practices for NFP's...

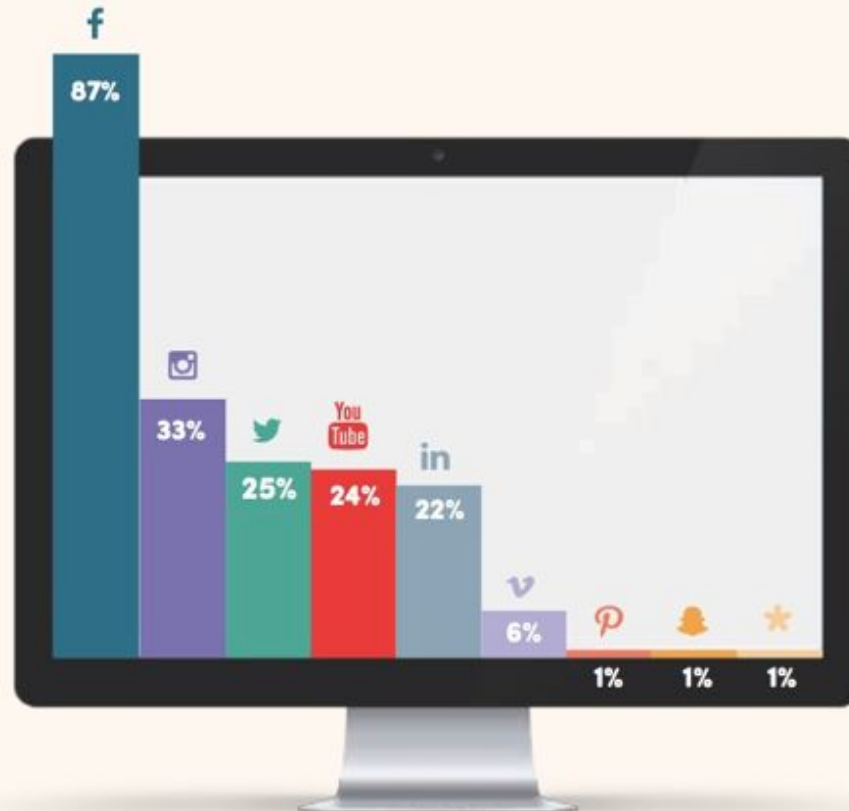
- Use the best imagery in the beginning of your video, as most people on social don't watch until the end. Get their attention with a "hook", then get to the point
- Tell One Story at a Time. Don't jam-pack everything your organisation does into one video. Keep it short for limited attention spans
- Social video generates 1200% more shares than text and images combined – Brightcove
- Video drives a 157% increase in organic traffic from search engines – Brightcove

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Social Media for NFP's

Most popular social media platforms:

- Facebook
- Instagram
- Twitter
- YouTube
- LinkedIn
- Vimeo
- Pinterest
- Snapchat
- Other



SOCIAL MEDIA AT-A-GLANCE

32%

OF NGOs WORLDWIDE HAVE
A WRITTEN SOCIAL MEDIA
STRATEGY*



95%

AGREE THAT SOCIAL MEDIA
IS EFFECTIVE FOR ONLINE
BRAND AWARENESS*

71%

AGREE THAT SOCIAL MEDIA
IS EFFECTIVE FOR ONLINE
FUNDRAISING*

SOCIAL MEDIA USED BY NGOs



93% FACEBOOK PAGE

77% TWITTER PROFILE

57% YOUTUBE CHANNEL

56% LINKEDIN PAGE

50% INSTAGRAM PROFILE

30% FACEBOOK GROUP

20% GOOGLE+ PAGE

17% LINKEDIN GROUP

13% PINTEREST PROFILE

9% VIMEO CHANNEL

8% FLICKR PROFILE

3% TUMBLR BLOG

1% REDDIT PROFILE

Harness Facebook...

Facebook wants thoughtful, engaging content that keeps users online

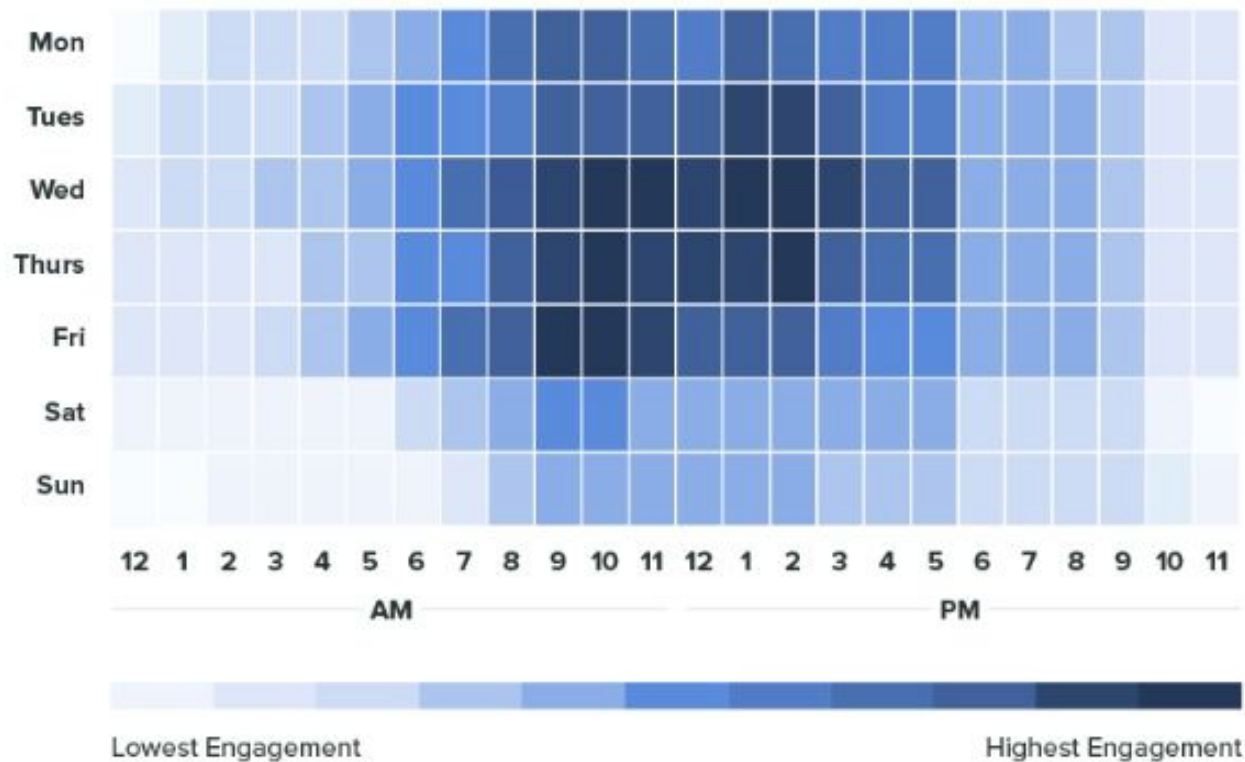
1. Start meaningful conversations - run polls and ask questions to get people commenting and sharing
2. Be succinct with your posts - engagement rates on shorter posts are drastically higher than long ones
3. Focus on visual content - images, infographics, gifs and videos - receives 87% more engagement than a plain text post
4. Live videos lead to the most in-depth conversations and get six times more interactions than standard videos
5. Engage your employees (or clients), to share your content. People are 16 times more likely to read a post from a friend/family member than a business/organisation
6. Boost Posts that perform well organically. Keep an eye out for your strongly-performing organic content and boost it with a paid ad and utilise Facebook Insights
7. Ask followers to click on their News Feed's preference tab and add your page to their "See First" list
8. Do Facebook Fundraisers/ Birthdays - Celeste Barber raised over \$50m in 4 days for the Australian bushfires



**Facebook posts less than 140 characters
received 50% more Comments, 34.57%
more Reach, and 91.39% more Likes!**

Facebook Global Engagement

sproutsocial



Facebook Donate Button - PayPal Giving Fund Australia...



QUICK



EASY



IMPACTFUL

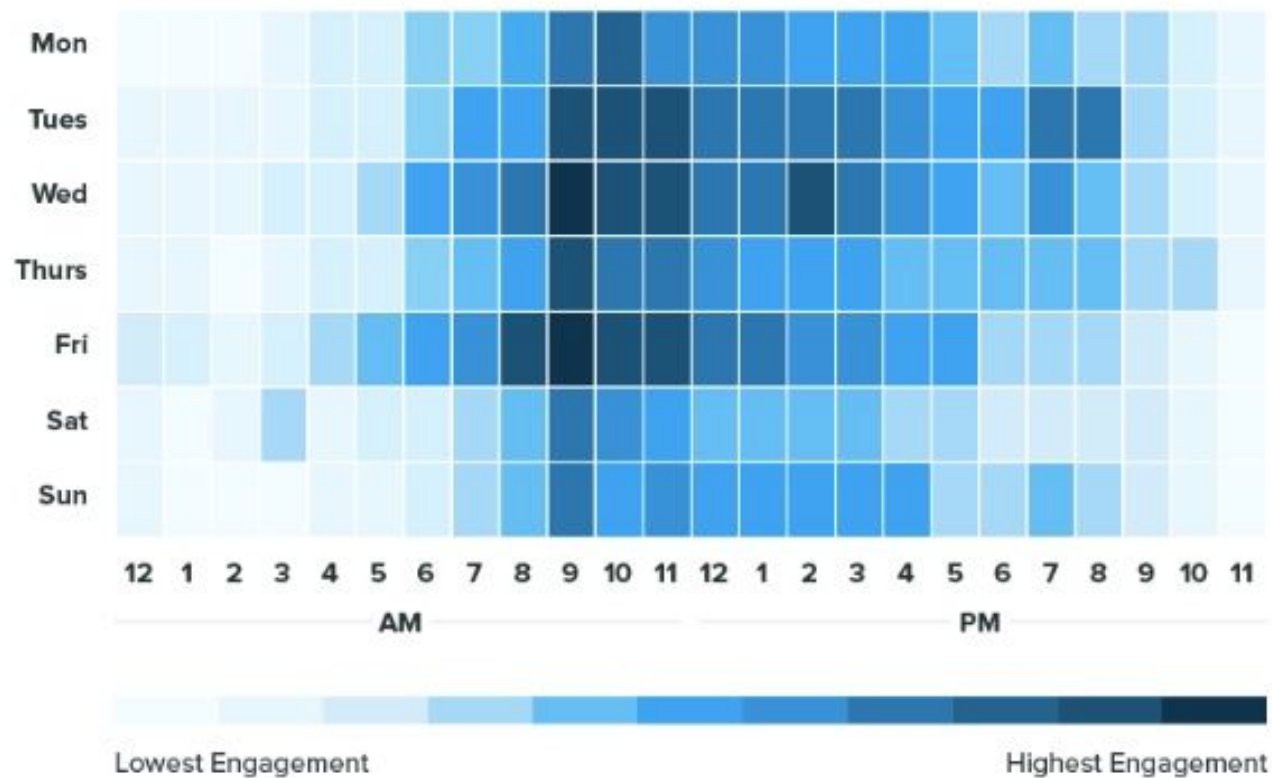


How does it work?

- Supporters donate on PayPal, Facebook and GoFundMe
- PGFA receive the donations and the donor receives the receipt (PGFA is a registered charity with ACNC)
- PGFA grant the funds to your charity in 15-45 days
- All your charity needs is a verified and active PayPal business account
- No fees
- Apply [HERE](#)

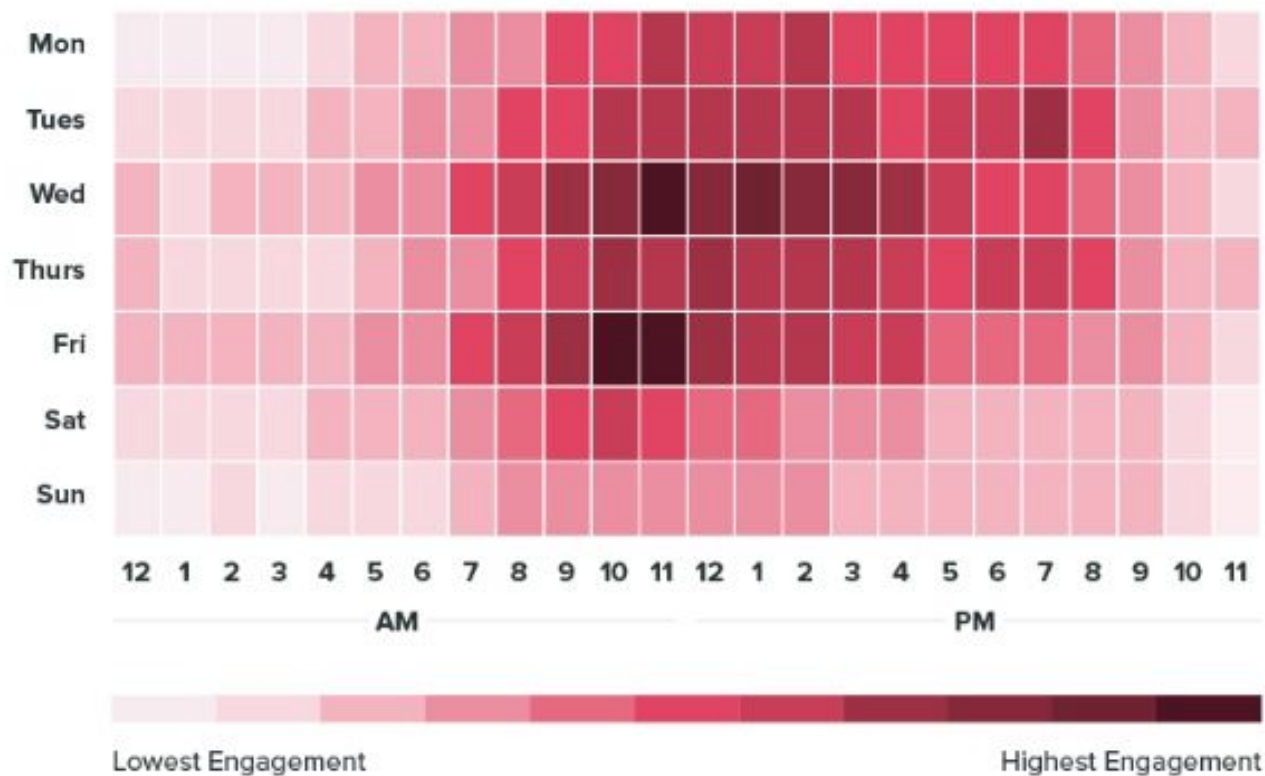
Twitter Global Engagement

sproutsocial



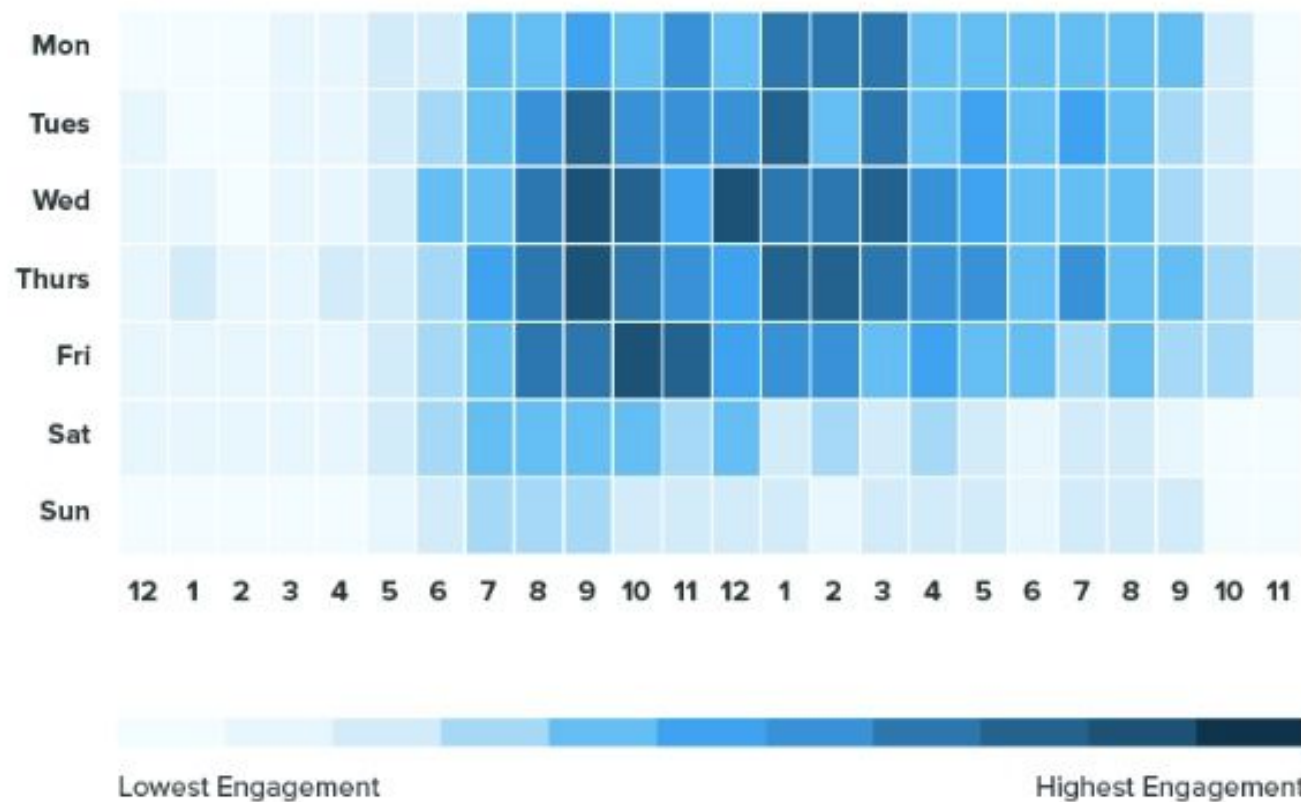
Instagram Global Engagement

sproutsocial



LinkedIn Global Engagement

sproutsocial



Blackbaud Data Assets Whitepaper – Importance of Data

Importance of Data – Blackbaud Data Assets Whitepaper...

The Economist said, “the world’s most valuable resource is no longer oil but data”

- The collection, storage and management of data underpins the success of the world’s largest organisations – Apple, Facebook, Amazon and Microsoft. NFP’s are no different
- The average NFP is missing 49% of their supporters’ phone numbers
- The average NFP has valid email addresses for only 26% of their database
- Ensure your database allows for:
 - Comprehensive data capture
 - Excellent reporting and easy understanding of the data via alerts and dashboards
 - Predictive modelling based on past data to inform decision making
 - Automated optimisation via Chatbots and AI

Data Management & Security Software



45%

OF NGOs WORLDWIDE USE A CUSTOMER
RELATIONSHIP MANAGER (CRM)
SOFTWARE TO TRACK DONATIONS
& MANAGE COMMUNICATIONS WITH
DONORS & SUPPORTERS



64%

USE A CLOUD-BASED CRM SOFTWARE

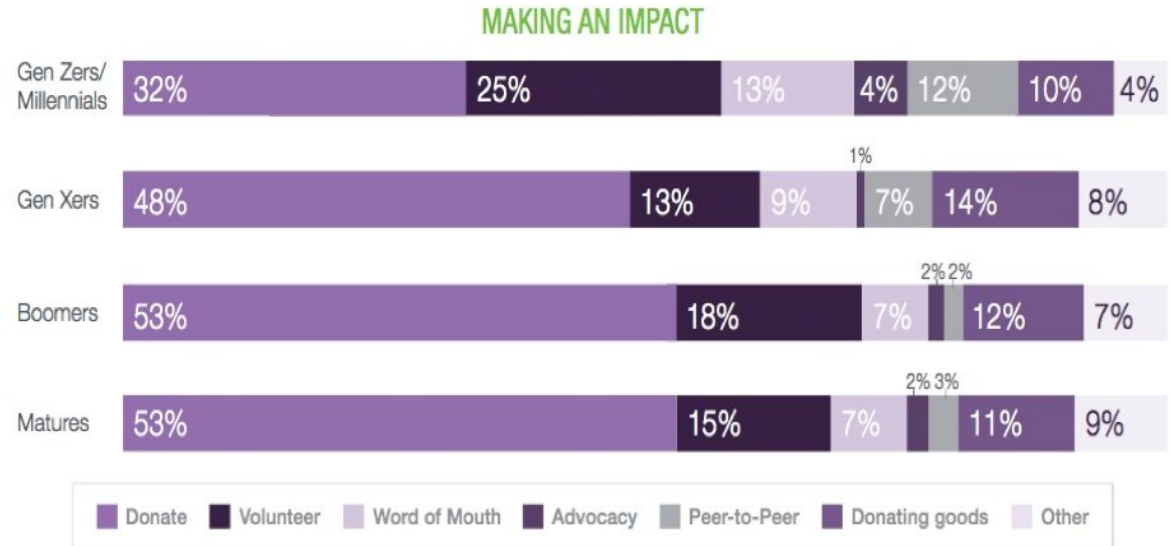
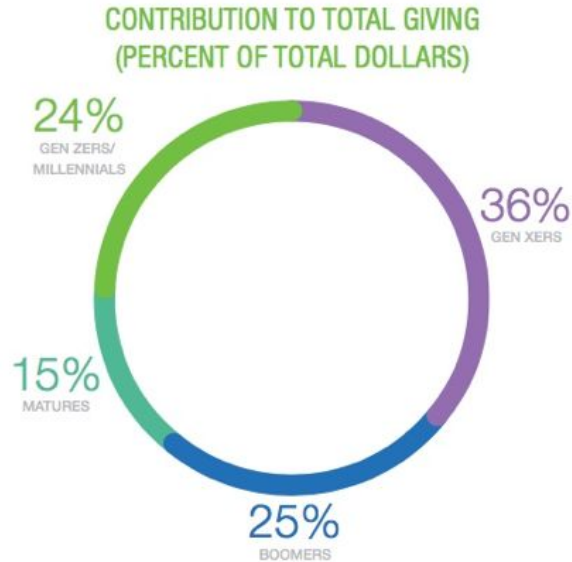


41%

USE ENCRYPTION TECHNOLOGY
TO PROTECT THEIR DATA
& COMMUNICATIONS

Good data management allows you to target each Giving Generation Differently

- Millennials are inspired by SM
- Gen X and Baby Boomers email has the greatest impact
- Gen Z/Centennials prefer mobile apps



Q&A

Early Bird Offer - NFP Roadmap to Success Webinar (June)

3 Part Webinar Series via ZOOM

Learn how to help your organisation thrive in 2020 and beyond. This 3 part webinar series will take you through preparing your organisation for success, using a roadmap which incorporates three key focus areas:

- Organisation
- Marketing
- Fundraising

PART 1: Organisation Tues 16th June 2020 11am-12.30pm (AEST)

PART 2: Marketing Tues 23rd June 2020 11am-12.30pm (AEST)

PART 3: Fundraising Tues 30th June 2020 11am-12.30pm (AEST)

Early Bird Offer: \$299

Register: www.charitytraining.net



Thank you!

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