

# The Art of Connecting with a Virtual Giving Day Donor

To get an understanding who is attending today, could you please select the area of the organization you represent?

- 1.) Development
- 2.) Marketing
- 3.) Executive Leadership
- 4.) Finance

**POLL**

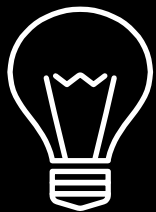




# Objectives

- Who is the virtual donor?
- Identify where they fit in your plan
- How to engage and retain year-round
- Marketing strategies for this donor
- Simple steps to create a sustaining giving outreach campaign.





# Embrace the Digital Pivot





# Behaviors have changed.

- Delivery groceries
- Car buying
- Ordering meals
- Home buying
- Exercise classes
- Family gathering
- Virtual celebrations
- Traditional methods of fundraising no longer possible

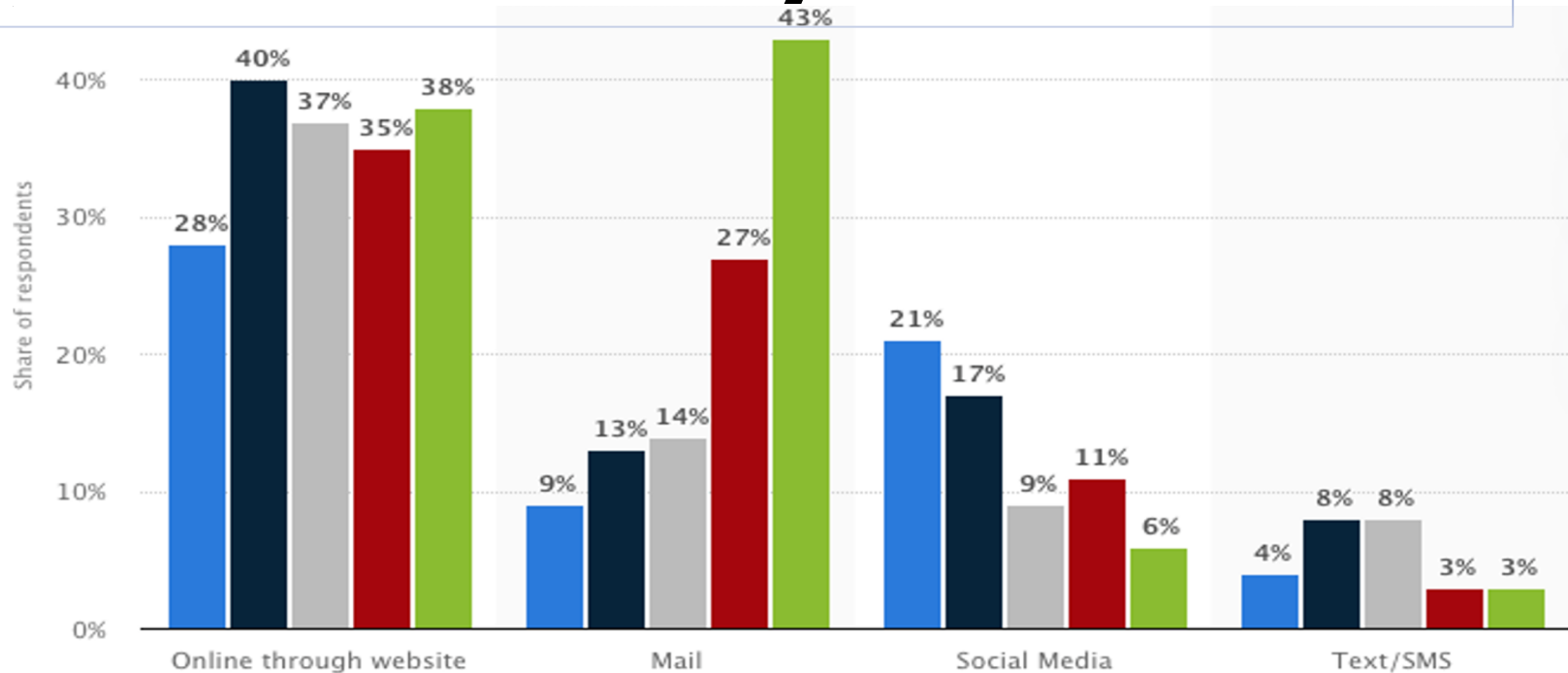
A circular frame containing a close-up photograph of two hands held palm-up, cradling a small, bright yellow flower with a dark center. The background is blurred, showing hints of other people. The overall tone is warm and positive.

# Giving Trends

Photo by [Lina Trochez](#) on [Unsplash](#)



# Good News! Everyone is online



# Online Giving Statistics

- **14%** – Of all donations received by NPO earning >\$1M
- **47%** – Donors over the age of 60 gave online
- **57%** – People who watch videos go on to make a gift
- **9%** – Donations made up of total giving
- **9%** – Create a linkage to your organization
- **75%** – Younger donor turned off by out-of-date website
- **34%** – More likely to give on responsive websites







# Statistics to Consider

- Donor are **55 to 64** are the most generous crowdfunders
- Donations on a branded form, on avg., **38% larger**
- **70%** - supports are more likely to give a 2<sup>nd</sup> gift, when using a branded form the first time.
- For every 1,000 website visitors, a NPO raises **\$612**
- Online gifts across all NPO sub sectors avg. **\$148**
- Online resources are considered **20%** more useful than direct mail when influencing donors

How well do you believe your outreach is reaching donors now?

- 1.) We nailed it!
- 2.) Almost there
- 3.) Swing and a miss
- 4.) Miss it completely

**POLL**





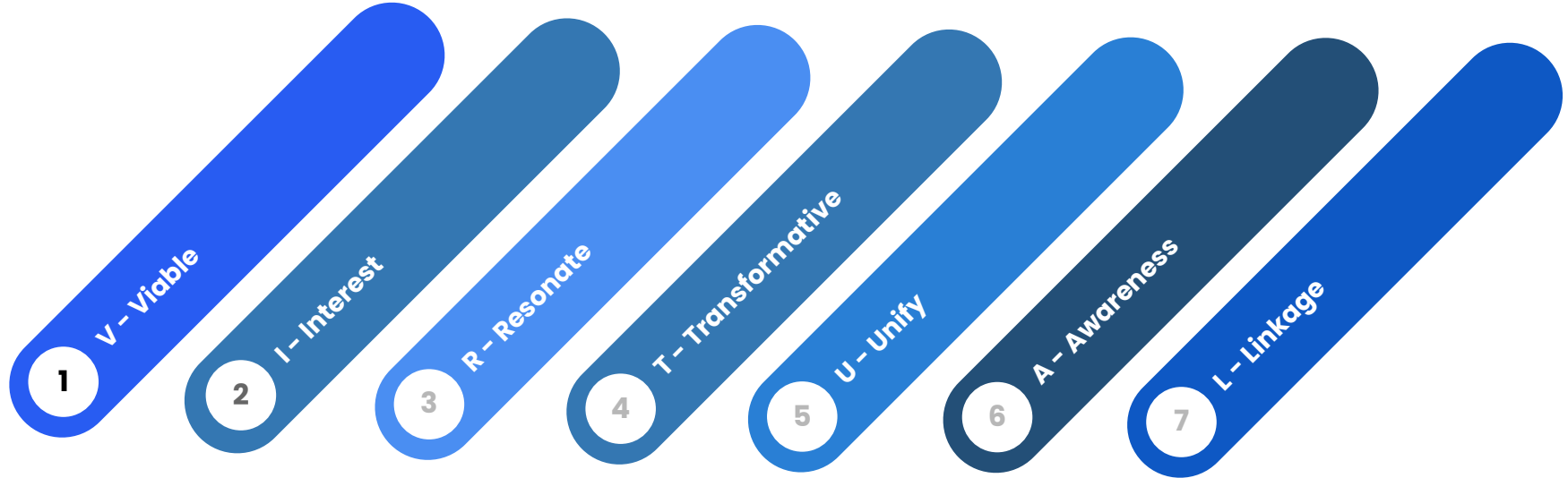


# Meet the Virtual Donor

# **“Virtual Donor: (Noun)**

**A first-time donor who has attended or participated in a virtual type event, donated, and is new to your organization, you never met, and may never meet in person.**

# 7 Characteristics





**Ways they engage**



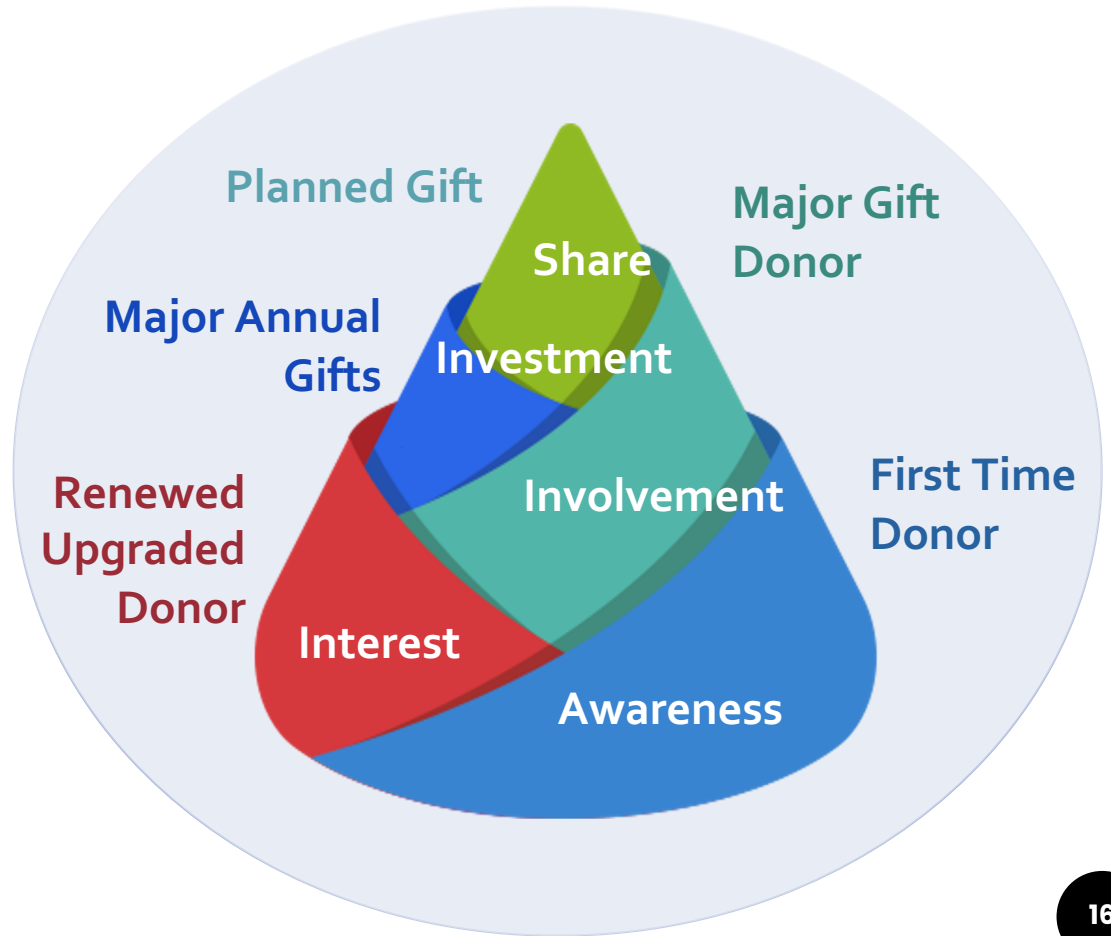
Identify one channel, other than a giving day, a virtual donor is already interacting with organization today?

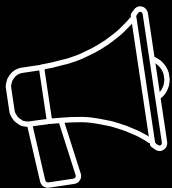
Please type your answer in the chat box

**QUESTION**



# Engagement is at any level





# **This Virtual Donor plays a key role in fundraising**



# Engage and Retain





Do you currently build out a complete donor plan as part of each campaign.

- 1.) We nailed it!
- 2.) Almost there
- 3.) Swing and a miss
- 4.) Miss it completely

**POLL**



# Starts with Planning

## Fundraising & Marketing

- Successful campaigns are built together
- Must align with each other
- Martech foundation in place
  - Fundraising is the center supported by a CRM, Marketing and Digital platform.





# Define your outcome

- Pick a goal
- Select a focus
- Fundraising strategy fit
- Move from transactional
- Financial goal
- Determine the ask

## Goal setting example

By next year a % of this group of donors will contribute to the following:

- Dollars raised
- # of donors to donate
- % became recurring gifts
- Gave a major gift
- Volunteered
- 2<sup>nd</sup> gift to organization

# Let's review past data

## Who

Gave over the past 5 years?

Lapsed donors?

Recurring Gifts?

## How

Much was given?

How did they give? Check, online?

## What

Best method of outreach?

Digital channel used? Giving Day, P2P, website

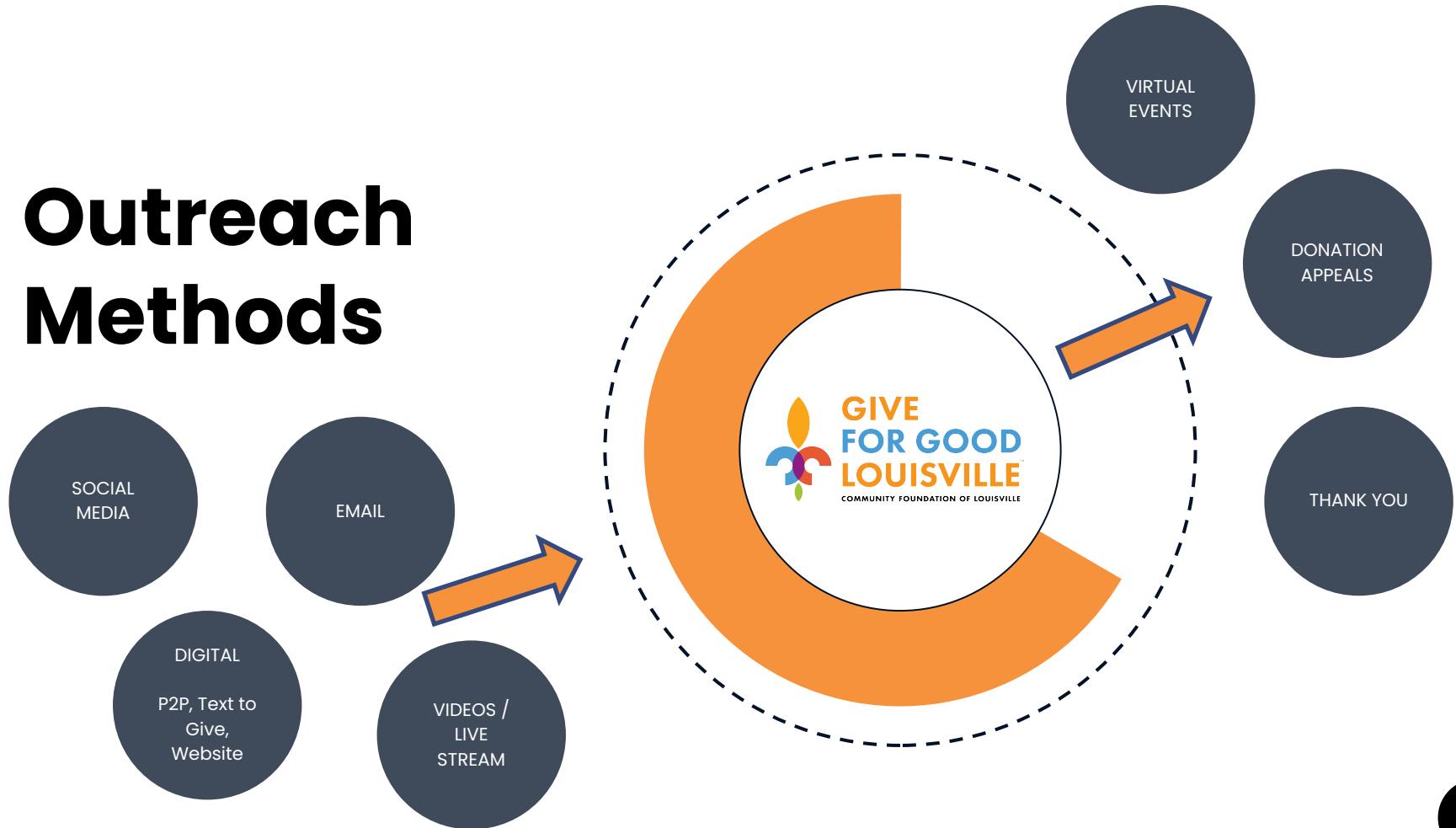




# Metrics to Success

Metrics	2020	2021
# New Giving Day Donors	500	1000
% of New Renewals	30%	50%
# of Donors reached by campaign	5000	8000
Funds raised by 1 <sup>st</sup> time Donors	\$1M	\$1.5M

# Outreach Methods



# Digital Foundation

## Beyond your Giving Day

- What digital resources will you need
- Tools in-house to support your outreach
- Incorporating more than one donor experience
- Are you engaging donors where they are interacting
- What channel is most effective



**After Your Giving  
Day**

*Thanks!*

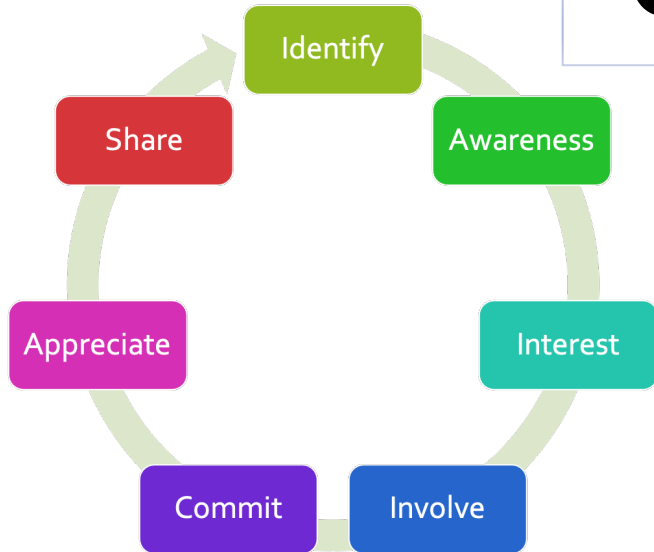




# Review and Reflect

- How did we compare our goal
- Did we stay on focus
- Did it fit our fundraising strategy
- Did we move from transactional
- Did we meet our financial goal
- Did our ask work
- Result again matrix of success

# Continued Engagement



- Method of thanking them – video, emails
- Inform how the dollars will benefit
- Look for additional ways to engage and establish relationship and interest
- Volunteering
- Add them to your organizations out-reach cycle – newsletter, annual report, success stories
- Reach out and start a conversation
- Celebration invite



# **Celebrate your Success**

Team Time – Important to take a pause to celebrate  
no matter how large or small

# Marketing and Communications

Naturally, we want to make sure as many people as possible know about the cause or problem that your organization is trying to solve for, but the reality is too many organizations focus messaging & outreach on raising awareness of the issue







# Engaging a Virtual Donor

You want to take the donor on a journey with your organization by being intentional with your messaging and digital outreach – particularly because now, more than ever, donors are being bombarded with messages and images.

How will you distinguish your organization from all the others?

What is the most successful method of digital outreach you are currently using.

- 1.) Email
- 2.) Website
- 3.) Social Media
- 4.) Giving Day
- 5.) Crowdfunding/P2P
- 6.) Events

**POLL**



# Marketing plan

- Successful campaigns are built together – aligns to focus and goals
- Message to convey
- Desired outcome/action
- Method(s) of engagement
- Communication before, during, and after campaign.
- Build out a calendar for timeline and deliverables.

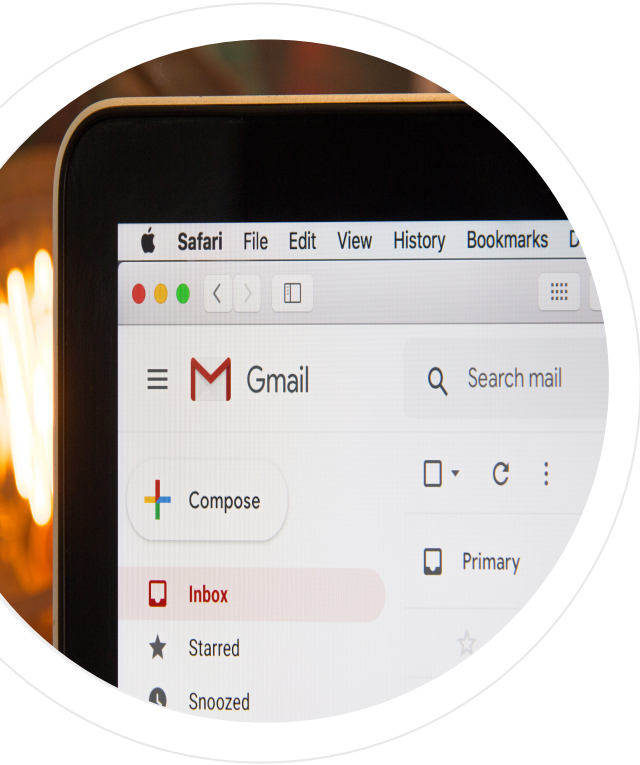


# How to tell your story



Events, Storytelling, Video, Social Media, Email and Website





# Email marketing

- Marketing email stats are at an all time high.
- People are reading them
- Traditional days/times for sending are changing
- Email has the highest ROI of any marketing channel (\$40 for every dollar spent!)
- Open rate for NPO emails is between 15% – 17.5%
- 16.6% of donors who support from an email are doing so from a mobile device.

# Social Media

## Facebook

According to Hootsuite, 2.23 billion users log into every month making it a convincing choice for nonprofits.

## Instagram

75% of users take action, such as visiting a website, making a purchase after looking at an advertising post.

## Twitter

75% read news; 55% who engage with nonprofits end up taking some sort of action.

## YouTube

28% of nonprofits are on YouTube; 57% who watch a video go on to make a donation.



A clapperboard is positioned diagonally on a bright yellow background. The clapperboard has a black and white checkered top section. A wooden stick is placed across the top of the clapperboard, and a pile of white popcorn is scattered on top of the stick. The clapperboard has several fields with labels: PRODUCTION, DIRECTOR, CAMERA PERSON, SCENE, TAKE, Roll, and MOS/SYNC. The text "Plan to Action" is overlaid in white on the right side of the clapperboard.

# Plan to Action

# Virtual Donor Simple Campaign Planning Checklist

		Task Name	Due Date	Done	Assigned To	Status	Comments
		FUNDRAISING PLAN		<input type="checkbox"/>			
		DEFINE OUTCOMES		<input type="checkbox"/>			
		Overall goal of the campaign		<input type="checkbox"/>			
		Select a focus		<input type="checkbox"/>			
		Fundraising strategy fit		<input type="checkbox"/>			
		Financial Goal		<input type="checkbox"/>			
		Determine the ask		<input type="checkbox"/>			
		GOAL SETTING		<input type="checkbox"/>			
		Dollars Raised		<input type="checkbox"/>			
		# of donors to donate		<input type="checkbox"/>			
		% to become recurring donors		<input type="checkbox"/>			
		Gave a Major Gift		<input type="checkbox"/>			
		Volunteered		<input type="checkbox"/>			
		# of Gifts		<input type="checkbox"/>			
		2nd Gift to organization		<input type="checkbox"/>			
		# of donations/amount received each wee		<input type="checkbox"/>			
		HISTORICAL DATA REVIEW		<input type="checkbox"/>			
		Past Giving (select # of years to review)		<input type="checkbox"/>			
		Dollars raised		<input type="checkbox"/>			

# Sample Returning Donor Marketing Timeline

[illegible]



Would adding a Virtual Donor focus to your plan increase your fundraising and donor retention?

- 1.) Yes
- 2.) No

**POLL**



# The Good News!

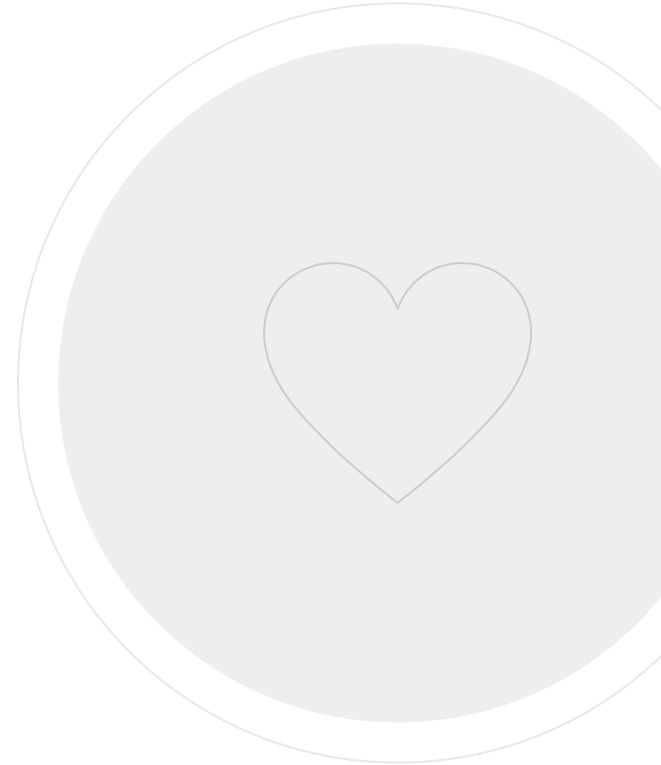
The **Virtual Donor** will require intentional messaging, specific planning, storytelling and focus...  
the good news is that this translates to all your donors.

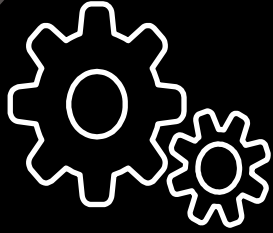


# Credits & Resources

Special thanks to all the people who made and released these awesome resources:

- Presentation template by SlidesCarnival – free
- Photographs by Unsplash – free
- Statistics – Nptechforgood
- GivingUSA.org





*Thanks!*

# Thank you!

Any Questions?

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  - 650-740-2749