Digital Fundraising Strategies

How to diversify your fundraising program with robust, strategic tactics

Doing good Digital

IDEAS FOR NON-PROFITS

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DoingGoodAgency.com

Introduction

Welcome to our Digital Fundraising Strategies Report. Throughout this document, you will learn how to diversify your fundraising program with robust and strategic digital tactics.

Technology continues to evolve at a staggering rate and creating a strong, strategic digital program is crucial to reaching new audiences.

We will discuss how to provide a deeper and more personalized donor journey, and ultimately raise more money.

42% increase over 3 years in online giving

28% of online contributions from a mobile device

9% online giving growth year over year

Many nonprofits struggle to know how to best implement a digital fundraising program due to the complexities around data and technology limitations.

Our aim is to make this report practical and applicable to most combinations of technology platforms, for both new and seasoned fundraisers.

Evaluate Your Technology

As you start to look further into developing a robust digital fundraising program, you will need to evaluate your current tools and their capabilities. It is important for you to consider your program's needs today and also in the future as part of your decision-making process.

For example, if you want to use A/B testing or conditionalized content as part of your program, you must ensure your email platform can accommodate that.

Features to consider for your email platform:

Conditional Content

A/B Testing

eCards

Interest Tracking

Engagement Tracking

Drag & Drop vs. HTML

Personalized Messaging

Automation

Consider how your email platform connects to your database. For Raiser's Edge users as an example, an additional connector, like Omatic, Charity Automator, or RELO, will be needed.

These connectors can help automate messages in the future and help keep a clean email list.

Follow the Journey

We have laid out the next few sections in this report to simulate the full donor journey - from acquisition to reporting.

Acquisition

Whether you are a small or large nonprofit, growing your email list is an important task to maintain a sustainable donor pool. SEO, Social Media and Lead Magnet campaigns are effective ways to grow your email list. By consistently using your organizational key messaging on your website and blog, you will attract people through SEO.

Lead magnet campaigns can have the best ROI. Start by creating content supporters can download or interact with in exchange for their name and email address. Sharing these campaigns on social, via email, and on your website will help grow your prospective donor email list.

Downloadable Recipe Card from Foodbank Santa Barbara

Downloadable Coloring Page from Joslin Diabetes Center

Campaign Ideas:

eCards

Digital Downloads

Surveys

Quizzes

Coloring Books

Recipes

eBooks

Segmentation & Building the Journey

Now that we have our data and technology in place, your email list and donor file are growing - let's create your donor journey.

The first step is to segment your donors into a few different groups. Your groups could be based on how the donors were acquired, frequency or amount of donation, or type of donation.

Once you have a clear understanding of your donor groups, you'll have the ability to speak to your constituents on a more personalized basis.

Segment Ideas:

Non-donors

Lapsed Donors

One-time Donors

Recurring Donors

Mid/Major Donors

Corporate Donors

Foundations

TIP: Segment by interest
The advanced version is to segment by interest. Interests can be gathered using funds, surveys, or what type of content the users click on.

Segmentation & Building the Journey

Each of these defined groups should receive special communication for their segment. For example, in all communications to existing donors, you should address them as such. This should also be considered for newsletters - use different stories per segment or based on their email interests.

Your emails should make each donor feel special and known. On the right, you will see one group and how we would map out their journey.
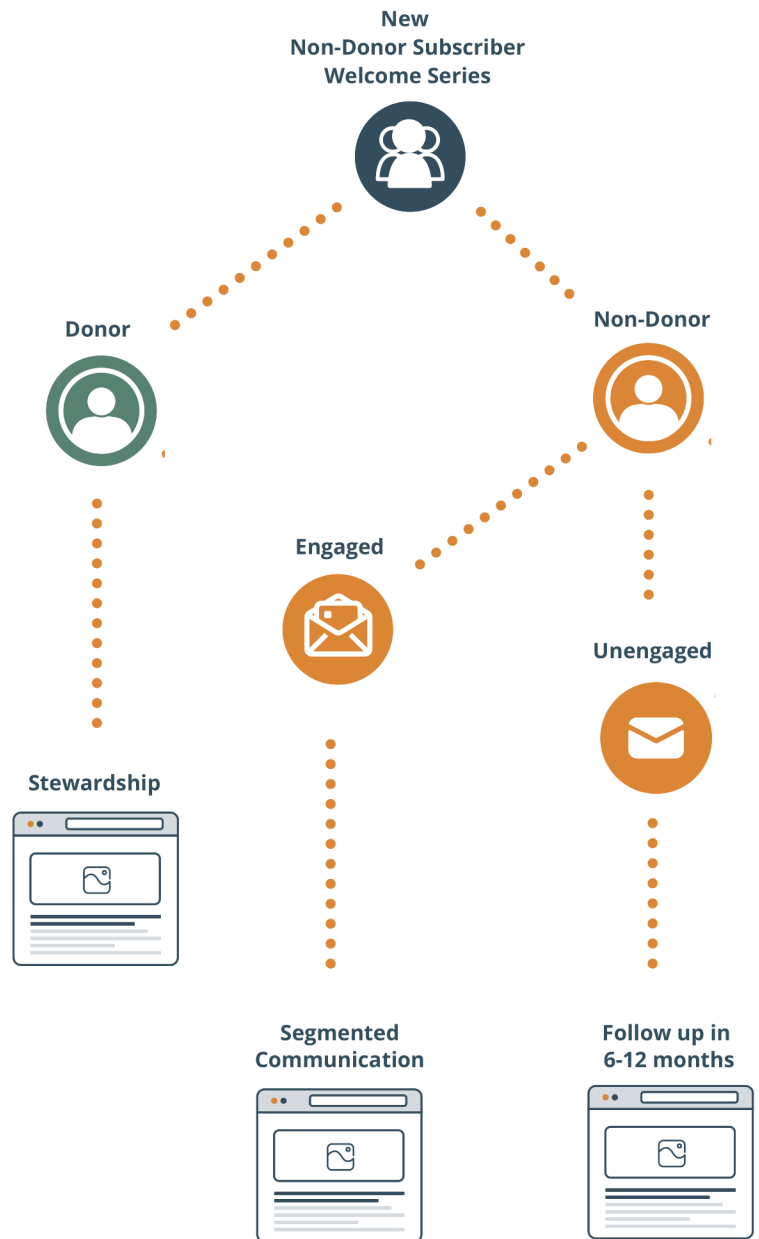
Use a spreadsheet & plan it out!

List each campaign from January to December in Column A, then identify on each subsequent column the segments you defined.

**New
Non-Donor Subscriber
Welcome Series**

Donor

Non-Donor

Engaged

Unengaged

Stewardship

**Segmented
Communication**

**Follow up in
6-12 months**

Retention through Automation

Another creative way of using your technology to your advantage is adding automated emails to your digital fundraising program. While automation can require a bit of set up work, these campaigns can help you retain and upgrade donors, while saving you time.

The most common (and effective) automated campaigns are:

- **Birthday Campaigns** - typically based on a donor's birth date and great for stewardship

- **Anniversary Campaigns** - based on a donor's last gift and a great way to automatically get a renewal

- **Welcome Series of 1-7 emails** - introduces new donors and new email subscribers to your organization's mission, offerings, and gift officers depending on the size of the gift.

Automation emails are designed to make your job easier, so when planning out your campaigns, do consider:

What are the triggers for each step of your automation? Is it time, donation, event sign-up, survey completion?

What kind of information do you have on your audience that you can easily query?

Do you have multiple systems that integrate data automatically or via a manual sync?

TIP: Keep it simple!
Start with a single automation trigger and work your way up to more complex audience journeys as your confidence grows. Need help? Doing Good Digital can assist you!

Cultivation & Stewardship

Engage your donors and non-donors by sending more than just fundraising appeals. Offer them opportunities to connect with your organization. Get creative with your approach and see what works for your audience!

Email Newsletters
Highlight your organization's big wins, small wins, and future projects to keep the audience invested in your mission.

Polls and Surveys
Give your donors a chance to make their voices heard with occasional polls and surveys.

Impact Emails
Let donors know exactly what their gifts are funding with quarterly or bi-annual impact emails, with testimonials and numbers.

Going Further with Technology

PERSONALIZE:

Use interest tracking to present your audience with relevant content based on their previous interactions.

For example, we know Samantha clicked on an article about our education program in our eNews. So the next appeal that goes out will have a customized header image and story featuring our education programs.

LEARN:

Use A/B Testing, UTM links, and source codes to learn more about your audience. Find out how they respond, and what makes them take action. This includes trying different subject lines, senders, tones, imagery, and more.

TARGET:

Use engagement tracking to talk to constituents who engage with your content differently than those who are not. Using engagement tracking, such as engagement factors in Luminate Online, is an easy way to help identify your most active digital supporters.

Recurring Giving

Don't underestimate the power of growing your recurring donor list. Having a strong monthly donor list future-proofs your nonprofit as it provides consistent, predictable revenue to meet your operational program needs.

You already have the perfect prospects to grow your recurring donor list – your current constituent database! By analyzing your database, we can identify and create a list to target. We recommend developing a bi-annual or annual monthly donor conversion campaign.

Your monthly/annual donors are your most loyal supporters. Therefore you should have a strong stewardship campaign designed specifically for this group of donors. By growing your recurring donor list, you will see a higher retention rate and a higher response rate.

Exclusive Content

Statistics on Monthly Operational Programs

Share a Special Story

Define Giving Levels and Impact

Behind-the-Scenes Videos

Badges or Gamification of Loyalty

TIP: Make it easy for your donors!
Emphasize the convenience of setting up recurring gifts. Let them know that you will take care of all the admin work and they can "set it and forget it".

KPIs & Reporting

A crucial starting point for a digital fundraising program is determining what the organizational goals are and identifying which metrics are measurements of success toward those goals. Donors and non-donors might have different goals and different KPIs within the overall fundraising program. Once these metrics are set, use your technology's reporting dashboards to set up automatic reports that can be emailed to a system administrator on a regular basis to monitor the success of the program.

Set measurable goals for your digital fundraising program by consistently reporting on and tracking KPIs. These metrics could include:

General Fundraising Metrics

Conversions

Audience Engagement
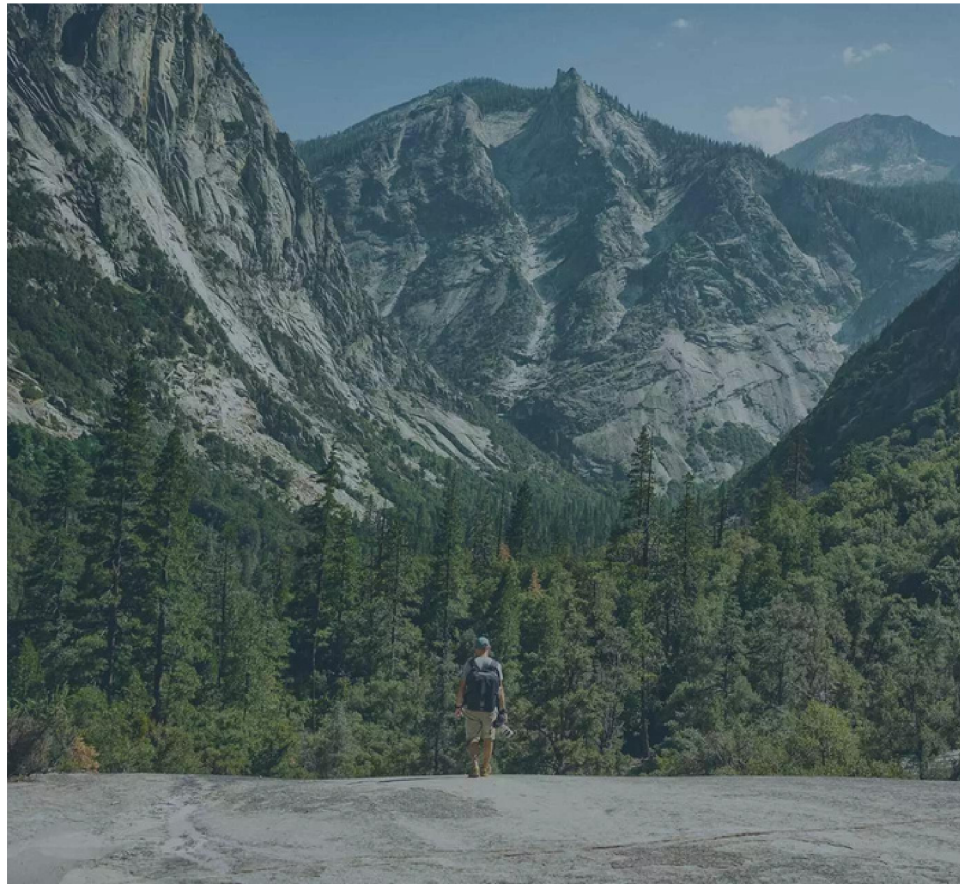
TIP: KPIs don't need to be overwhelming!
Pick 4-7 metrics to track your program's progress.

Conclusion

Let's set up a time to discuss your digital fundraising strategy. Email us with your goals and needs at hello@doinggoodagency.com.

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