StratusLIVE

How to Attract Donors Online and Build Community



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Agenda

- Introductions
- Who is StratusLIVE?
- The current donor environment
- Traditional donor lifecycle versus the cycle of the digital donor
- Cycle of the Digital Donor
- StratusLIVE Ignite overview demo
- Q&A



Speakers



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We design, build, implement and support innovative Software for Social Good that connect donors – and companies – to the nonprofit missions and causes they care about.



StratusLIVE 365 CRM





20 million
donor profiles
Over \$1 billion
in annualized giving

Built on the powerful

Microsoft

Dynamics 365

platform

StratusLIVE Ignite Online Giving



Give at Work
Give Now
Give in Teams
Give with Friends

Volunteer Now
Events
Donor Hub
CRM Integration Services
Community Hub



StratusLIVE Ignite









Proven by:

- **1,300** Companies
- **1.3M**+ Users
- 44k participating charities









Charity database of over 1.7+ million















POLL:

What is the top priority of today's donors?

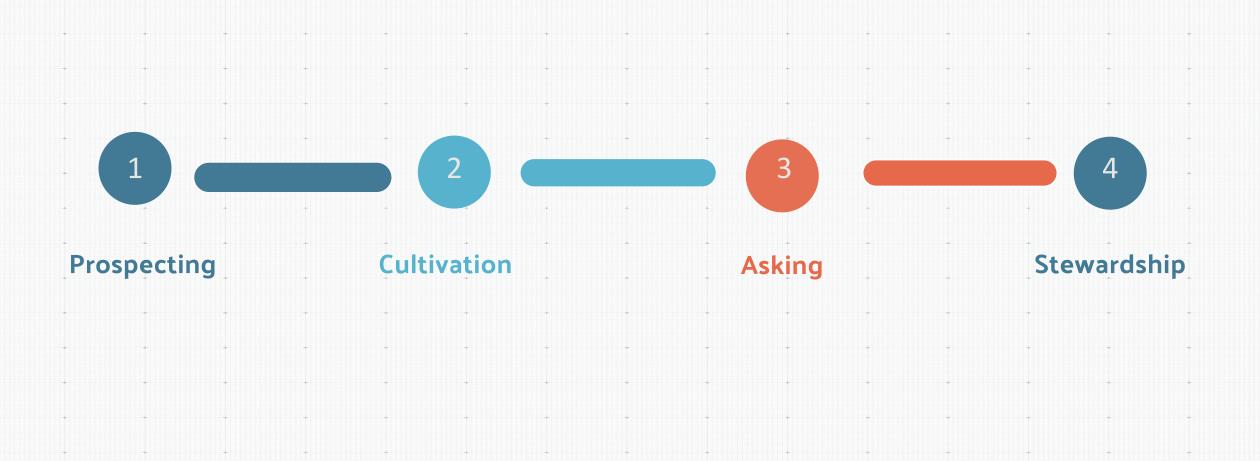
The current donor environment

- Overwhelmed with funding requests
- Desire options and flexibility
- Eager to see the results of their donations
- Expect a seamless giving experience





Traditional donor lifecycle vs. cycle of the digital donor





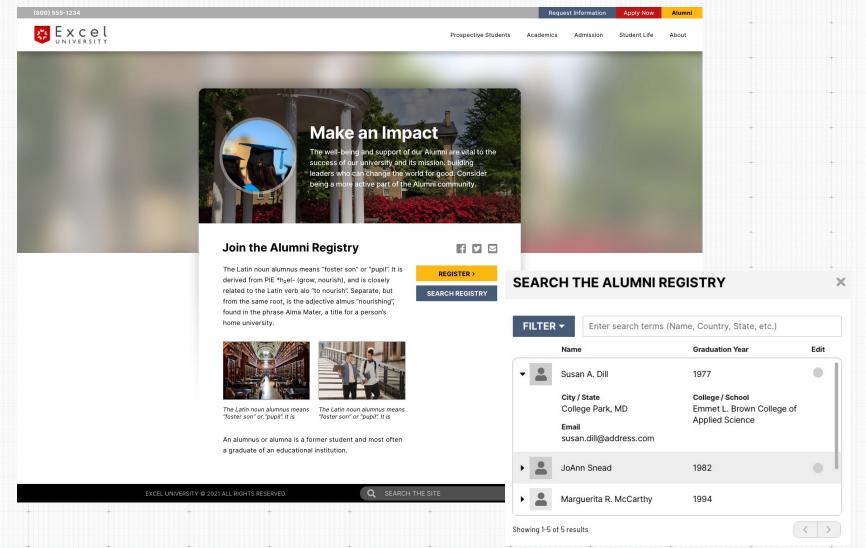
Step one: acquire new names and build community

- Identify your donor personas
- Leverage web traffic (paid search), social media, digital ads, & email marketing to capture your audience
- Consider ad objectives

Authentically build your donor network



Platform in action - Community Hub



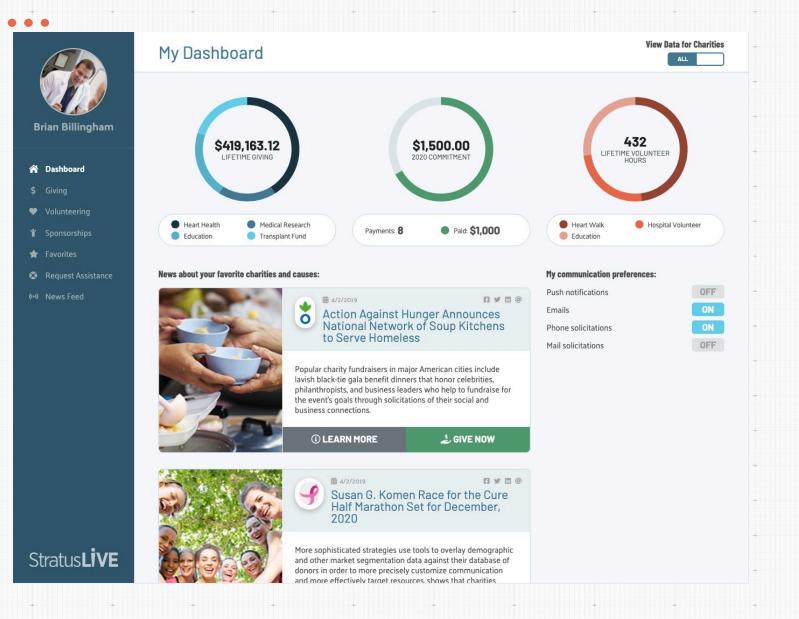


Step two: assimilate, cultivate, and align to cause concepts and interests

- Gather information on your prospective donors
 - Email marketing
 - Offer donor networks
 - Create programs & cause concepts



Platform in action - Donor Hub





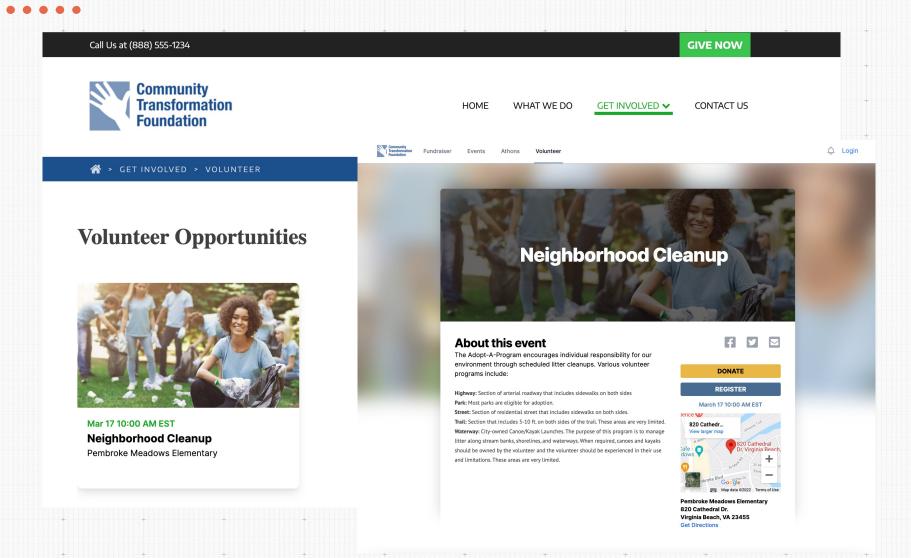
Step three: engage and participate with like-minded peers

- Giving modes to consider
 - DIY Fundraising
 - Peer-to-Peer
 - Volunteerism
- Best practice offer options to participate!





Platform in action - Volunteer Now



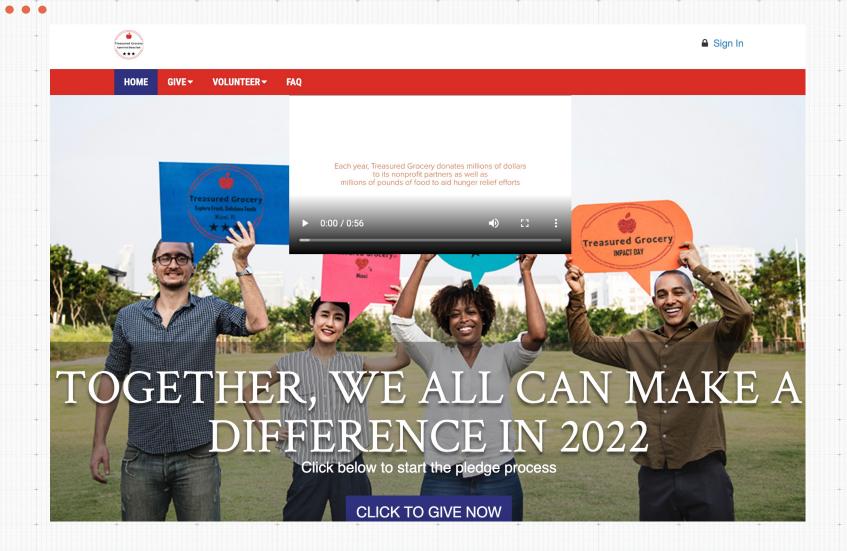


Step four: make asks and giving opportunities to aligned cause concepts

- Time to make your asks!
- Determine the right giving mode
 - Directly
 - Within an event or workplace giving campaign



Platform in action - Give at Work

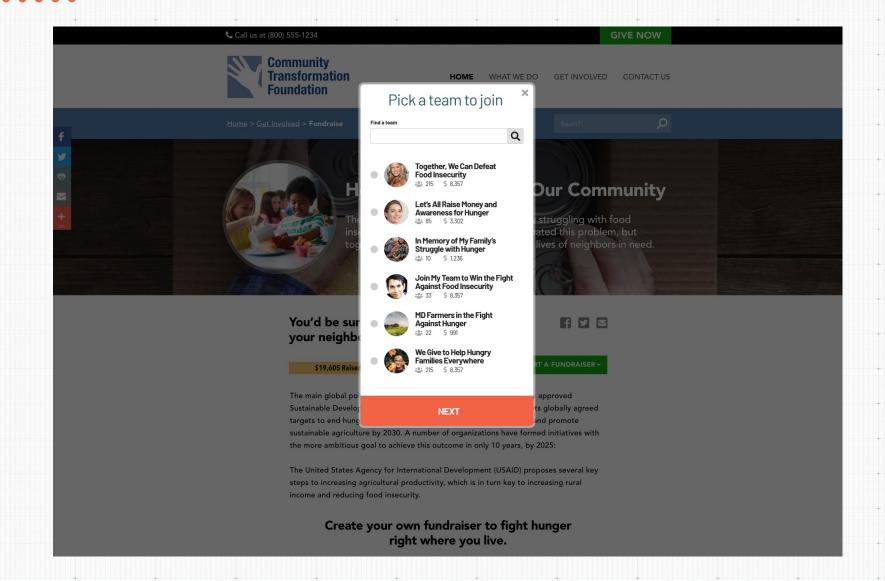




Step five: promote engagement with peers, expand network, and solicit gifts

- Which donors are prime candidates to become evangelists for your cause?
- Analyze your campaign data
 - Consider generational differences, giving history, previous engagement

Platform in action - Give in Teams



Step six: create opportunities for constituents to organize, volunteer and solicit on behalf of cause concepts and funding initiatives

- Tailored giving experiences
- Use your data to offer incentives
- Examples
 - A-thons
 - DIY Birthday Fundraisers



Platform in action - Give with Friends



HOM

WHAT WE DO

GET INVOLVED **✓**

CONTACT US

Athons

Fundraise

Events

Volunteer

☆ > GET INVOLVED > FUNDRAISE

Fundraising Opportunities



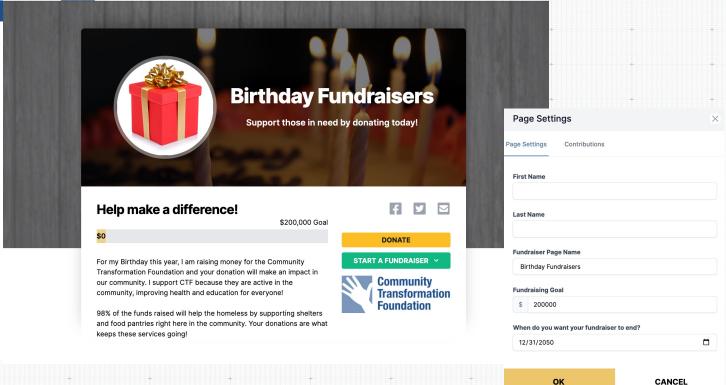
It's Always Time to Help Neighbors in Need

Help the Community Transformation Foundation raise fund to help neighbors in



Birthday Fundraisers

Birthday fundraisers to help local homeless shelters and food pantries





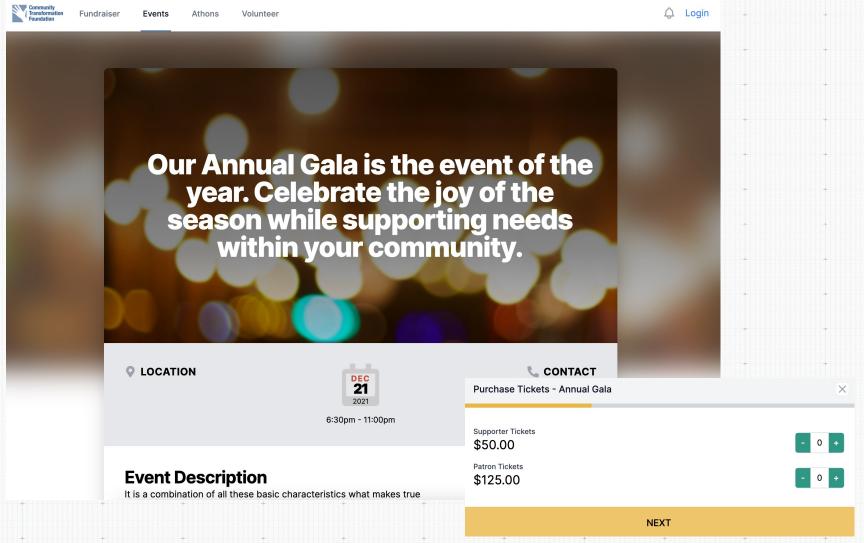
Step seven: participate in community and network opportunities

- Donors create connections with like-minded individuals
- Curate meaningful experiences through events

Events offer tremendous opportunities for revenue generation and growth.



Platform in action - Events





Step eight: acknowledge, thank and promote proof of performance

- Critical to donor retention
- Provide stories and stats on impact
- Three important considerations
 - You can't thank your donors enough
 - Gen Z and Millennials expect brands to behave authentically
 - Keep in mind donor communication preferences



Step nine: facilitate self-service and personalized donor experiences

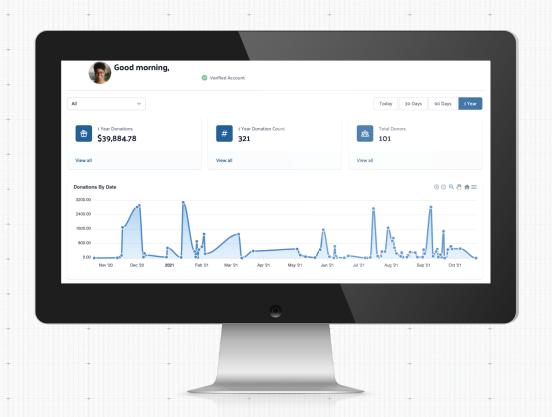
- Empower donors to own their relationship with your organization
- Data helps inform your messaging





Step ten: analyze campaign performance, effectiveness and audience behavior to revise tactics

- Final and most critical step
- Best practices
 - Leverage real-time analytics
 - Identify critical data points at the onset
 - Only track a few metrics
 - Analyze effectiveness of each campaign type
 - Coordinate with program staff to collect impact data







StratusLIVE Ignite Overview

Key takeaways



New challenges of digital era create tremendous opportunity



Always consider your donor personas



Utilize data to drive messaging and deeper involvement





Thank you! info@stratuslive.com