StratusLiVE Tech Talks

WITH

evolve Giving Group

The Technology Marathon:
Optimizing Your Nonprofit
Fundraising for the Long Run

Meet Your Presenters

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Agenda

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StratusLIVE empowers organizations to

drive change and increase impact.

DONOR PROFILES

20+

MILLION

ANNUALIZED GIVING

$1+

BILLION

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About Evolve

- Women owned & led
- Mission-driven
- $330+ million raised
- 5,000+ leaders trained

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2023 Philanthropy Trends

What we know:

$ In 2022, Americans gave $499.33 billion to charity, down 3.4% (adjusted 10.4% for inflation).

Individuals contributed $319.04 billion, representing 64% of total giving.

63% of donors prefer to give online with a credit card, followed by direct mail (16%), PayPal (10%), wire transfer (5%), cash (4%), digital wallet (1%), and text-to-give (1%).

32% of donors are most likely inspired to give via social media, followed closely by email (30%), website (17%), print (15%), TV or radio ad (3%), phone call (2%), or text message (1%).

Source: Giving USA 2023

What it means:

$ Donations are down for the first time in decades

Individuals are still a vital segment to your fundraising program

Individuals prefer to give online

Individuals are most inspired through digital channels

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Key Components of a Fundraising Strategy

Clear Goals and Objectives

Target Audience Identification

Fundraising Tactics and Channels

Donor Acquisition and Retention Strategies

Donor Cultivation and Engagement

Resource Allocation and Budget Planning

Timeline and Action Plan

Measurement and Evaluation

Integration with Organizational Strategy

Continuous Improvement and Adaptation

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Running Shoe Analogy

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Digital Maturity

- Degree to which a nonprofit has integrated digital *technologies* and *strategies* into operations, programs, & culture

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Capabilities of Digitally Mature Organizations

1 Optimize Decision Making

2 Expand Reach

3 Personalize Communications

4 Forecast Fundraising Income

5 Enhance Operations

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Outcomes of Digitally Mature Organizations

1 BETTER FUNDRAISING OUTCOMES

2 EXCEED MISSION GOALS

3 IMPROVE STAKEHOLDER RELATIONS

4 IMPROVE ORGANIZATIONAL EFFICIENCIES

5 IMPROVE EMPLOYEE SATISFACTION

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The Digital Maturity Scale

Digital Rookies	Digital Adopters	Digital Innovators

Systems

Digital Rookies	Digital Adopters	Digital Innovators
• Disparate Systems • Legacy CRMs • Basic data management • Online donation platform	• Cloud-Based CRM • Data Analytics • Email marketing with automation & segmentation • Online fundraising tools • Disparate systems	• Data Lakes • Machine Learning • Artificial Intelligence • Advanced Analytics

Characteristics

Digital Rookies	Digital Adopters	Digital Innovators
• Limited experience in digital transformation • Early stages of embracing digital technologies and forming strategy	• Progressing beyond initial stages of digital transformation • Adopted digital tech to a significant extent • Enhanced stakeholder engagement	• Embracing forward-thinking strategies/emerging technology • At the forefront of digital transformation • Strategic data use • Efficiency, impact, and scale

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How would you rank your organization on the digital maturity scale?

- Digital Rookie

- Digital Adopter

- Digital Innovator

What are your roadblocks to digital transformation?

- Lack of budget
- People or culture issue
- Lack of internal IT resources
- Competing priorities

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Tips for Choosing Nonprofit Technology

1 WEIGH BENEFITS OF FULLY INTEGRATED SOLUTION VS POINT SOLUTIONS

2 CONSIDER THE TOTAL COST OF OWNERSHIP

3 EVALUATE SECURITY

4 DETERMINE SUPPORT BEYOND IMPLEMENTATION

5 UTILIZE CHANGE MANAGEMENT BEST PRACTICES

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Use Technology to Level Up Your Fundraising Program, Boost Engagement, and Inspire Donors

1

Upgrade donors

Ask Strings

2

Work smarter

Automation Tools

3

Track and measure donor interactions

Engagement Scoring

4

Gain insights into donor behavior

Intelligent Data Analysis

5

Create their own space

Personalized online donor experiences

6

Grow ambassadors

P2P fundraising platforms

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How to use donor data to support fundraising goals?

- Advanced CRM Data Segmentation

- Develop nurture campaigns

- Leverage predictive and insightful

  analytics and visualizations

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Key Takeaways

- Use your strategy and key objectives as a guiding framework

- Ensure you're reaching the intended audiences through the right channels

- Consider team impacts and resource allocation
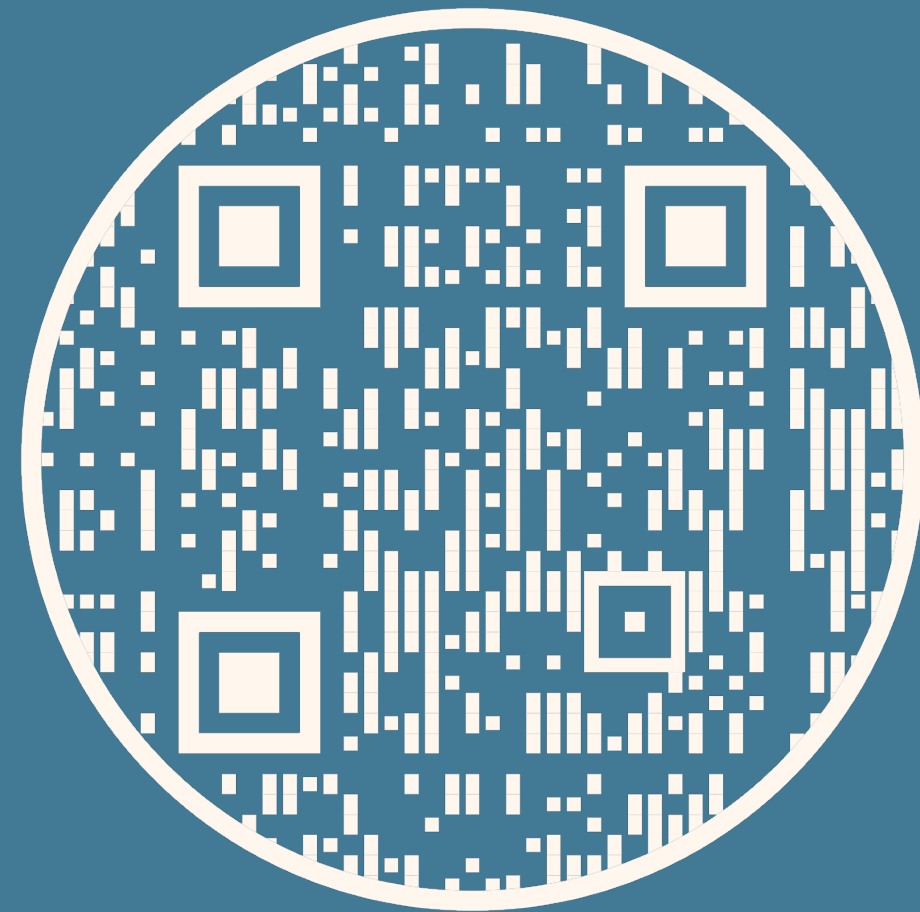
- Pilot, test, evaluate and iterate

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Evolve's Donor Segmentation Worksheet:

SCAN TO
DOWNLOAD

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