



The Fundamentals of Nonprofit Digital Engagement

StratusLIVE

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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 demo
- Q&A

Speakers



Debbie Snyder

*VP, Sales &
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Lori Combs

*Director of Solution
Engineering*
StratusLIVE

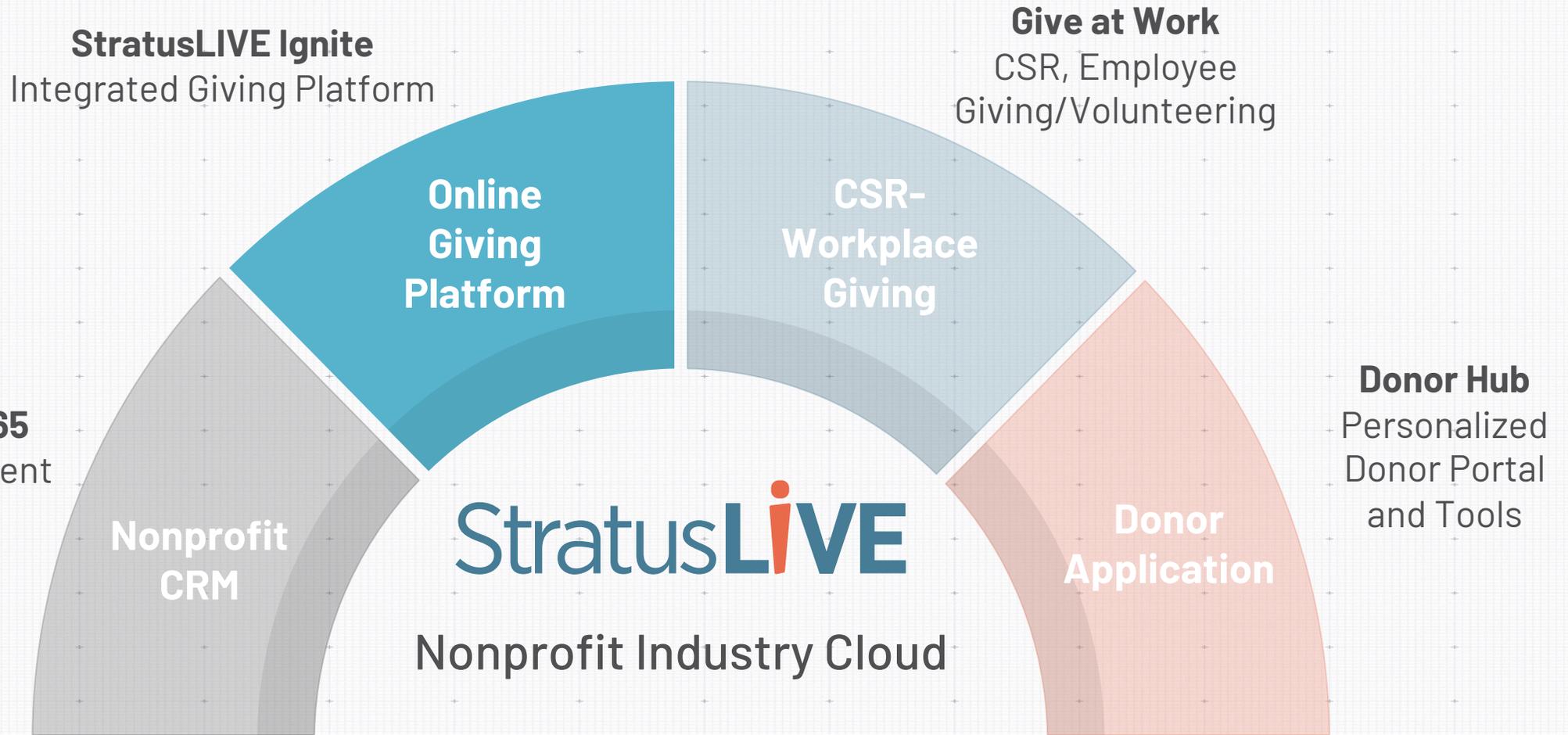


Kelly Perry

*Senior Digital
Marketing Manager*
StratusLIVE

StratusLIVE empowers organizations to
drive change and **increase impact.**

StratusLIVE's Nonprofit Industry Cloud delivers a complete, fully-integrated, enterprise-class solution for modern digital fundraising.



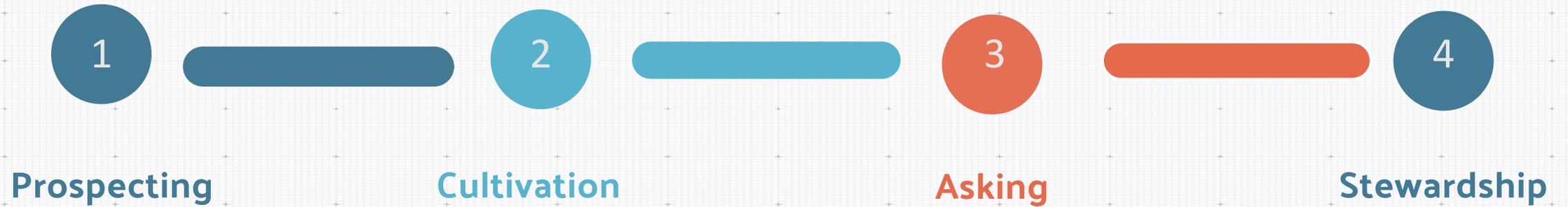
2023 donors at a glance



- Desire options and flexibility
- Eager to see the results of their donations
- Expect a seamless and immersive giving experience
- Want to engage in community



Traditional donor lifecycle vs. cycle of the digital donor



Step one: acquire new names and build community



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



Authentically build
your donor network

Platform in action – Community Hub



(800) 555-1234

Request Information Apply Now Alumni

Excel UNIVERSITY

Prospective Students Academics Admission Student Life About

Make an Impact

The well-being and support of our Alumni are vital to the success of our university and its mission: building leaders who can change the world for good. Consider being a more active part of the Alumni community.

Join the Alumni Registry

[REGISTER >](#)
[SEARCH REGISTRY](#)

The Latin noun *alumnus* means "foster son" or "pupil". It is derived from PIE *h₂el- (grow, nourish), and is closely related to the Latin verb *alō* "to nourish". Separate, but from the same root, is the adjective *almus* "nourishing", found in the phrase *Alma Mater*, a title for a person's home university.



The Latin noun alumnus means "foster son" or "pupil". It is

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An alumnus or alumna is a former student and most often a graduate of an educational institution.

SEARCH THE ALUMNI REGISTRY

[FILTER](#)

Name	Graduation Year	Edit
Susan A. Dill	1977	
City / State College Park, MD	College / School Emmet L. Brown College of Applied Science	
Email susan.dill@address.com		
JoAnn Snead	1982	
Marguerita R. McCarthy	1994	

Showing 1-5 of 5 results

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



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

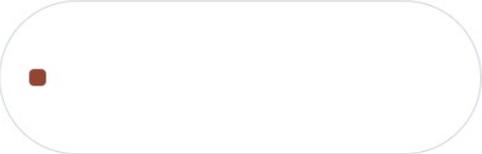
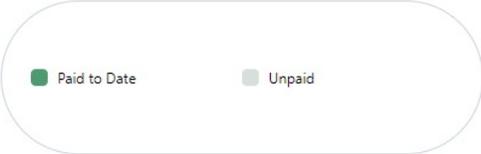
Platform in action – Donor Hub




Jeni

- Dashboard
- Giving
- Volunteering
- News Feed
- Payment Methods
- Account Settings

Dashboard



News about your favorite causes and programs:



Dec 14, 2022
Learning and Playing: Free Day Camp Keeps Essential Workers' Kids Safe

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



Call Us at (888) 555-1234 [GIVE NOW](#)

Community Transformation Foundation

HOME WHAT WE DO [GET INVOLVED](#) CONTACT US

[Fundraiser](#) [Events](#) [Athons](#) [Volunteer](#) [Login](#)

[GET INVOLVED](#) > [VOLUNTEER](#)

Volunteer Opportunities

Mar 17 10:00 AM EST
Neighborhood Cleanup
Pembroke Meadows Elementary

Neighborhood Cleanup

About this event
The Adopt-A-Program encourages individual responsibility for our environment through scheduled litter cleanups. Various volunteer programs include:

- Highway:** Section of arterial roadway that includes sidewalks on both sides
- Park:** Most parks are eligible for adoption.
- Street:** Section of residential street that includes sidewalks on both sides.
- Trail:** Section that includes 5-10 ft. on both sides of the trail. These areas are very limited.
- Waterway:** City-owned Canoe/Kayak Launches. The purpose of this program is to manage litter along stream banks, shorelines, and waterways. When required, canoes and kayaks should be owned by the volunteer and the volunteer should be experienced in their use and limitations. These areas are very limited.

[DONATE](#)
[REGISTER](#)
March 17 10:00 AM EST

Pembroke Meadows Elementary
820 Cathedral Dr.
Virginia Beach, VA 23455
[Get Directions](#)

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

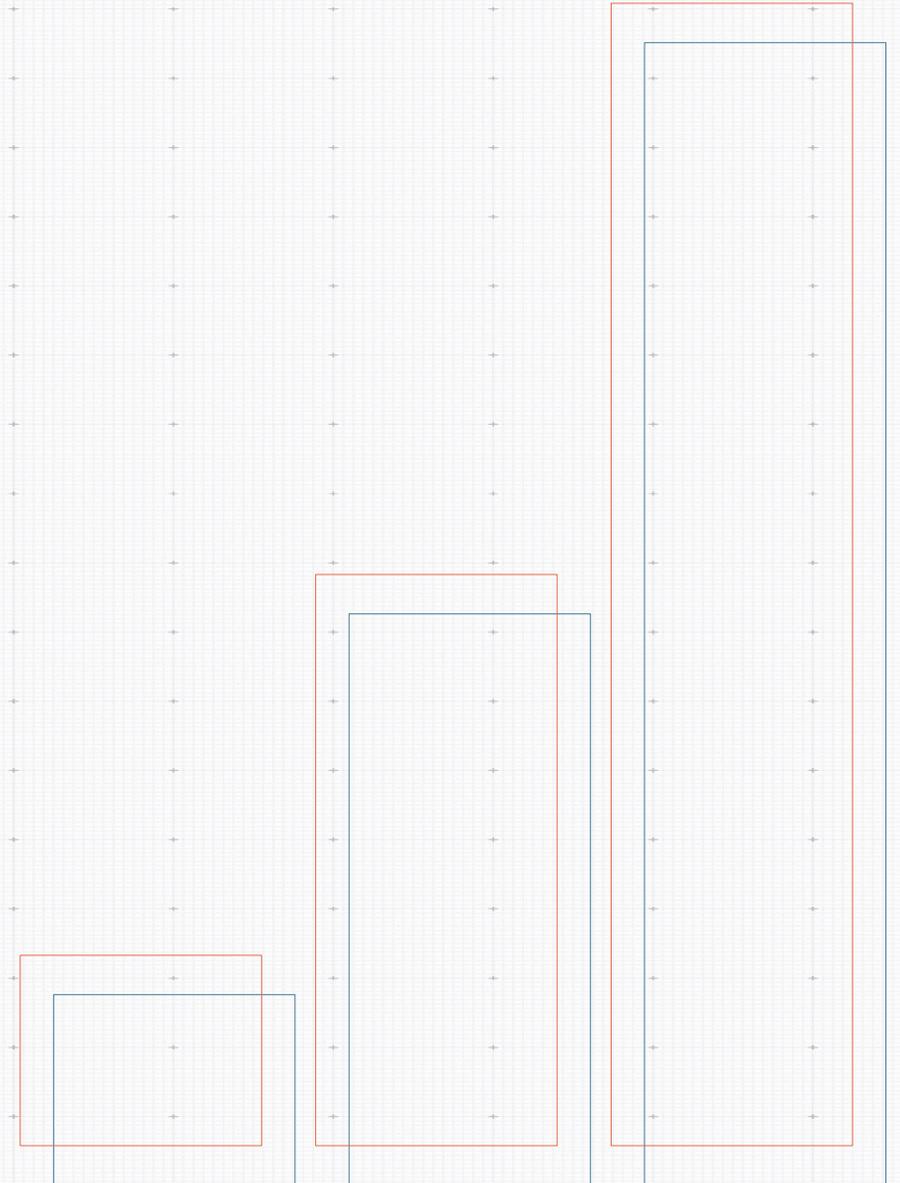


The screenshot shows the Treasured Grocery website interface. At the top left is the Treasured Grocery logo. At the top right is a user profile icon labeled 'admin'. Below the header is a red navigation bar with links for HOME, GIVE, VOLUNTEER, and FAQ. The main content area features a video player with a play button, a progress bar at 0:00 / 0:56, and volume and full-screen controls. The video content shows three people holding up colorful signs: a blue sign with the Treasured Grocery logo and tagline 'Explore Fresh, Delicious Foods Miami, FL', a pink sign with the Treasured Grocery logo and tagline 'Miami', and an orange sign with the Treasured Grocery logo and tagline 'IMPACT DAY'. The video also includes the text: 'Each year, Treasured Grocery donates millions of dollars to its nonprofit partners as well as millions of pounds of food to aid hunger relief efforts.' Overlaid on the video is the text 'TOGETHER, WE ALL CAN MAKE A DIFFERENCE IN 2023' and a subtext 'Click below to start the pledge process'. At the bottom center is a blue button labeled 'CLICK TO GIVE NOW'.

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



The screenshot shows the Community Transformation Foundation website. At the top, there is a navigation bar with the phone number (800) 555-1234, a 'GIVE NOW' button, and the organization's logo. Below the logo is a navigation menu with 'HOME', 'WHAT WE DO', 'GET INVOLVED', and 'CONTACT US'. A breadcrumb trail reads 'Home > Get Involved > Fundraise'. A search bar is visible on the right. A modal window titled 'Pick a team to join' is open in the center, featuring a search input field and a list of fundraising teams. Each team entry includes a profile picture, the team name, a person icon, and the number of members and amount raised. A 'NEXT' button is at the bottom of the modal. The background of the website shows a large image of children eating, with text about food insecurity and a fundraising goal of \$19,605.

Call us at (800) 555-1234

Community Transformation Foundation

HOME WHAT WE DO GET INVOLVED CONTACT US

Home > Get Involved > Fundraise

Search

Pick a team to join

Find a team

- Together, We Can Defeat Food Insecurity**
215 \$ 8,357
- Let's All Raise Money and Awareness for Hunger**
85 \$ 3,302
- In Memory of My Family's Struggle with Hunger**
10 \$ 1,236
- Join My Team to Win the Fight Against Food Insecurity**
33 \$ 8,357
- MD Farmers in the Fight Against Hunger**
22 \$ 991
- We Give to Help Hungry Families Everywhere**
215 \$ 8,357

NEXT

You'd be surprised how many of your neighbors are struggling with food insecurity. The insecurity is not just a problem for them, but it's a problem for all of us. It's a problem that affects the lives of neighbors in need.

\$19,605 Raised

CREATE A FUNDRAISER

The main global goal of the Sustainable Development Goals is to end hunger, achieve food security and promote sustainable agriculture by 2030. A number of organizations have formed initiatives with the more ambitious goal to achieve this outcome in only 10 years, by 2025:

The United States Agency for International Development (USAID) proposes several key steps to increasing agricultural productivity, which is in turn key to increasing rural income and reducing food insecurity.

Create your own fundraiser to fight hunger right where you live.

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



The screenshot displays the Community Transformation Foundation website. The top navigation bar includes 'HOME', 'WHAT WE DO', 'GET INVOLVED' (highlighted), and 'CONTACT US'. A secondary navigation bar lists 'Fundraiser', 'Events', 'Athons', and 'Volunteer'. The main content area features 'Fundraising Opportunities' with two cards: 'It's Always Time to Help Neighbors in Need' and 'Birthday Fundraisers'. The 'Birthday Fundraisers' card is expanded, showing a fundraising page for a birthday fundraiser with a \$200,000 goal, a progress bar at \$0, and social sharing options. A 'Page Settings' modal is open on the right, showing fields for 'First Name', 'Last Name', 'Fundraiser Page Name' (set to 'Birthday Fundraisers'), 'Fundraising Goal' (set to \$200,000), and 'When do you want your fundraiser to end?' (set to 12/31/2050). 'OK' and 'CANCEL' buttons are at the bottom of the modal.

Step seven: participate in community and network opportunities



- Donors build connections with like-minded individuals
- Create meaningful experiences through events

Events offer tremendous opportunities for revenue generation and growth.

Platform in action - Events



United Way Fundraise Event Volunteer



 **Your participation makes women in leadership stronger.**

Your gift helps us to grow our community's pool of leaders – especially women leaders – and to empower them to shatter barriers and create new ways to make our home and our world better!

[DONATE](#) [REGISTER](#)

\$10,000 Goal

[f](#) [t](#) [e](#) **\$877**



Join the cause of Women's Leadership today by enjoying a banquet with like-minded women seeking to better our community.

This special evening event celebrates the diversity and uniqueness of different female voices and strengthens support for women through the power of storytelling.

Did you know that over 6,000 women are homeless in the community? Women Leadership hosts an annual Feminine Hygiene Kit Assembly Day



Event Registration

Steps 2 of 5

Select Tickets

VIP Seating \$100.00 Get a seat at the round tables closest to the keynote speaker's table and podium	<input type="button" value="-"/> <input type="text" value="0"/> <input type="button" value="+"/>
Round Table Seating \$65.00 Get a seat at one of the smaller round tables, just behind VIP seating	<input type="button" value="-"/> <input type="text" value="0"/> <input type="button" value="+"/>
Standard Banquet Table Seating \$35.00 Standard long banquet table seat, 1 of 30 seats available per table	<input type="button" value="-"/> <input type="text" value="0"/> <input type="button" value="+"/>

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



GIVE AT
WORK

GIVE WITH
FRIENDS

GIVE IN
TEAMS

GIVE
NOW

Stratus*Li*VE
IGNITE PLATFORM

COMMUNITY
HUB

VOLUNTEER
NOW

EVENTS

DONOR
HUB



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