

GREATER GIVING FUNDRAISING BEST PRACTICES

Fundraising tips, best practices, and ideas taken from fundraising leaders of schools and nonprofits, who attended a summer Greater Giving PDX meet-up.

SOCIAL:

Youth are engaged in causes in a much different way than older generations. It is key to be part of their conversation online, because they can do #socialgood without you, making it more important to be part of their passion.

Here's what you should know:

- 83% of millennial youth are on mobile; connect to the internet on mobile.
- 67% have interacted with a "cause" on Facebook.
- A website's usability (optimal reading experience) on mobile is key.
- 75% of millennials "like," re-tweet, and share content about a "cause" or issue.

The Magic #5 is that millennials only actively engage with and/or follow 5 causes on Facebook. They do this genuinely though, so avoid posting "Please like me" or "Do you like me?" to capture their attention.

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the magic **#5**
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HOW TO UNDERSTAND THE CONVERSION OF SOCIAL ENGAGEMENT TO ACTION:

A comment is an opportunity for supportive activism: for example, someone “likes” a post and comments; shares it with their network via social media, a text, or email; they then call friends or mobilize online and decide to meet — resulting in organized activism. While this process takes a lot of time, the result is a loyal, motivated, and self-organizing millennial.

Like>comment>post>text>email>call>meet = organizing activism

Event style fundraising that is interactive and engaging is very popular with millennials; 64% have raised money that way (e.g. a sponsored run or concert).

Source: Conference notes on “Facebook for Social Good” in London, September 2013.

How to launch successful campaigns and identify what networks to launch them on:

1. Using analytics, find out who is currently engaging with your website and social media profiles (age, demographic, location, etc.).
2. Research the most popular platforms for your audience (e.g. moms love Pinterest).
3. Launch the appropriate platforms and create campaigns based on the audience that is already engaging with you.

Instagram: strive to limit messaging and add feel-good value for the follower (see the [Humane Society of Southwest Washington’s Instagram](#) for example).

Engaging millennials is about generating education, creating loyalty, and keeping them with you as their disposable income grows.



**ANALYTICS TOOLS:
GOOGLE ANALYTICS
HOOTSUITE
FACEBOOK INSIGHTS
LINKEDIN**

AUCTIONS:

Many nonprofits and schools are moving away from silent auctions to host them entirely online; which can save time, space, and ultimately increase revenue if the auction is opened weeks or days in advance of the event.

- Open bidding on select auction items 1-2 weeks before your live event with mobile bidding; and expand bidding on certain items beyond event night.
- From one example auction, 80% of revenue came from the online campaigns. Online auctions and mobile bidding vastly open up the donor pool—creating the opportunity for remote engagement for anyone who isn't an "auction person."
- What to do if a donor complains about other donors bidding remotely:

Donor: "I paid \$250 to be here and it's not fair someone can sit at home and bid."

Response: "We understand your point of view, however, the auction is about raising as much as we can; so if that figure increases because some donors are able to donate remotely then our constituents win!"
If complaints continue, consider separating out local and remote bidding.

- Food-for-thought: think outside-of-the-box about how to break down ballroom walls.
- Give guests a wrist band with their bid number.

How-to: Print paper bracelets on color paper and hand-write the bidder number. Or pre-print the bidder numbers on return address labels and stick them on paper bracelets or slap bracelets.

80%

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- Having a crab fest? Print the bidder numbers on the bids.
- Mobile bidding, and going digital in general, is an investment. The reason nonprofits are turning to mobile bidding is because there's an outcry from the guests and board members; and mobile bidding events are producing higher returns.
- Do not close the silent auction after the cocktail hour, and absolutely do not close it if there is still a line at registration.
- End your event in a theater/auditorium with entertainment to keep guests from leaving early.

SPONSORSHIPS:

- Create sponsorship exclusivity with customized marketing opportunities.
- Allow sponsors to host signature cocktail drinks or desserts.
- For mobile bidding events, provide leaderboard and charging station sponsorships.
- For mobile bidding events, Greater Giving has a feature that posts up to four sponsorship logos across the app.
- Some nonprofits have done away with their catalogues and replaced them with sponsored gift bags or other favors, which they hand out at registration or place at dinner tables.
- It is important to remember that sponsors are waiting to be asked, especially if they donate every year. Use Greater Giving reports to see what the sponsor donated previously.



CREATE SPONSORSHIP EXCLUSIVITY WITH CUSTOMIZED MARKETING OPPORTUNITIES.



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- Before approaching sponsors, be able to answer this question: “What’s the value they get participating in your event?” Is it networking, gathering of community, one night-one voice-one mission-one power, or something else?
- Create levels of sponsorships! For example, one school’s sponsor wanted a table of ten and an ad, even though that opportunity wasn’t listed. The development director created the opportunity on the spot, and moving forward will ask what the sponsor wants and provide it.



1920 NW Amberglen Parkway, Suite 140
Beaverton, OR 97006

(503) 597-0378
(800) 276-5992

info@greatergiving.com
greatergiving.com