

Effective Digital Media Communication and Engagement

From Traditional to Digital Fundraising

Learning Deck for Day 1

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Traditional Ways of Fundraising



Digital Engagement Methods



Web and email communications

Choices of domains reinforce credibility and mobile compatibility increases outreach



Online Fundraising

Peer to peer fundraising campaigns, Crowdfunding, online charity auctions are the most popular means



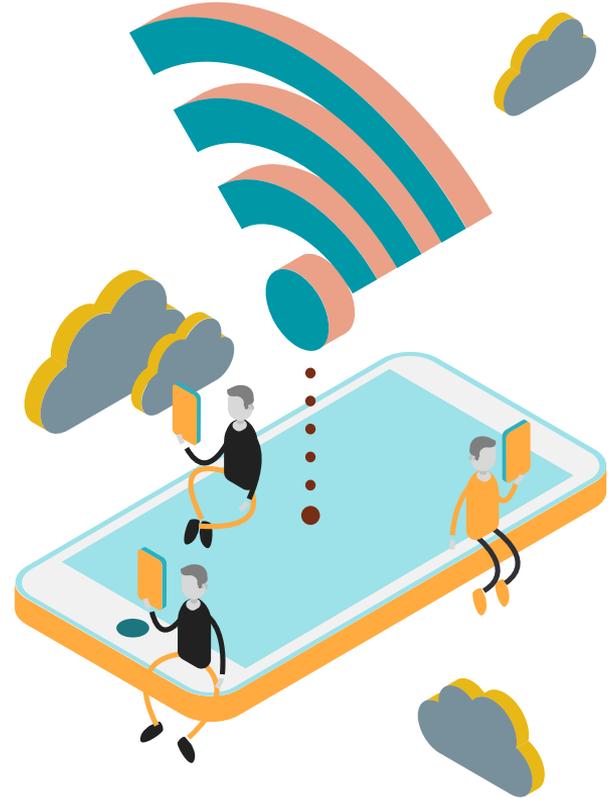
Social media activity

Facebook, Twitter, LinkedIn, and Instagram are the social networking sites most used by nonprofits



Mobile messaging

Text-to-give technology and other messaging apps are used for communicating with donors



Benefits of Adopting Digital Engagement Methods

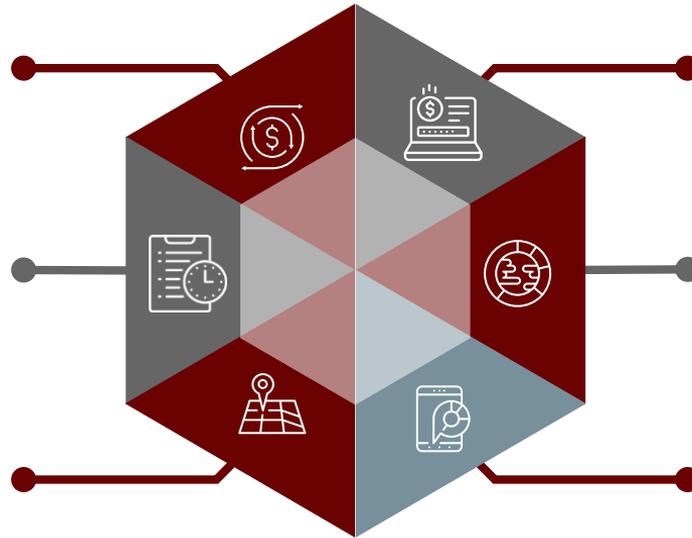
27% of donors have changed their giving due to technological advances

84% of organizations in 2015 saw the greatest growth in charitable gifts received through social media

Easy to quickly plan, implement, and monitor online campaigns effectively

Acquiring donors digitally can generate higher initial donations & add greater lifetime value.

Awareness can be translated to contribution through increased outreach and access.



Free and cost effective tools can be utilized for online fundraising

Smaller nonprofits can sustain and create their brand image faster if they go digital

Websites & social media are the most preferred source to learn about nonprofits for Gen Y (significant donors).

Effectiveness of communication & fundraising tools

Strategy	Very Effective	Somewhat Effective	Not Very Effective	Ineffective
Website	34%	47%	15%	4%
Email Updates	32%	50%	14%	4%
Email Fundraising Appeals	21%	43%	26%	10%
Text Messaging	11%	21%	31%	37%
Peer-to-peer Fundraising	23%	33%	21%	23%
Social Media	33%	45%	17%	5%
Messaging Apps	10%	25%	29%	36%
Video	32%	40%	16%	12%
Search Engine Ads	15%	34%	28%	24%
Social Media Ads	20%	41%	22%	17%
Print Newsletters	16%	38%	25%	21%
Print Fundraising Appeals	24%	36%	21%	19%
Print Annual Reports	20%	42%	25%	12%

Source: 2018-2020 BIA-PEC Technology Report, By Nonprofit Tech For Good

The New, Innovative Ways of Fundraising



UnGala

Peer-to-peer fundraising that replaces expensive tangible and intangible components of a live event



Virtual Runs

Individuals can register and run at their own homes on their treadmills or around their neighborhoods with an organised timeline to raise money



Livestream Fundraiser

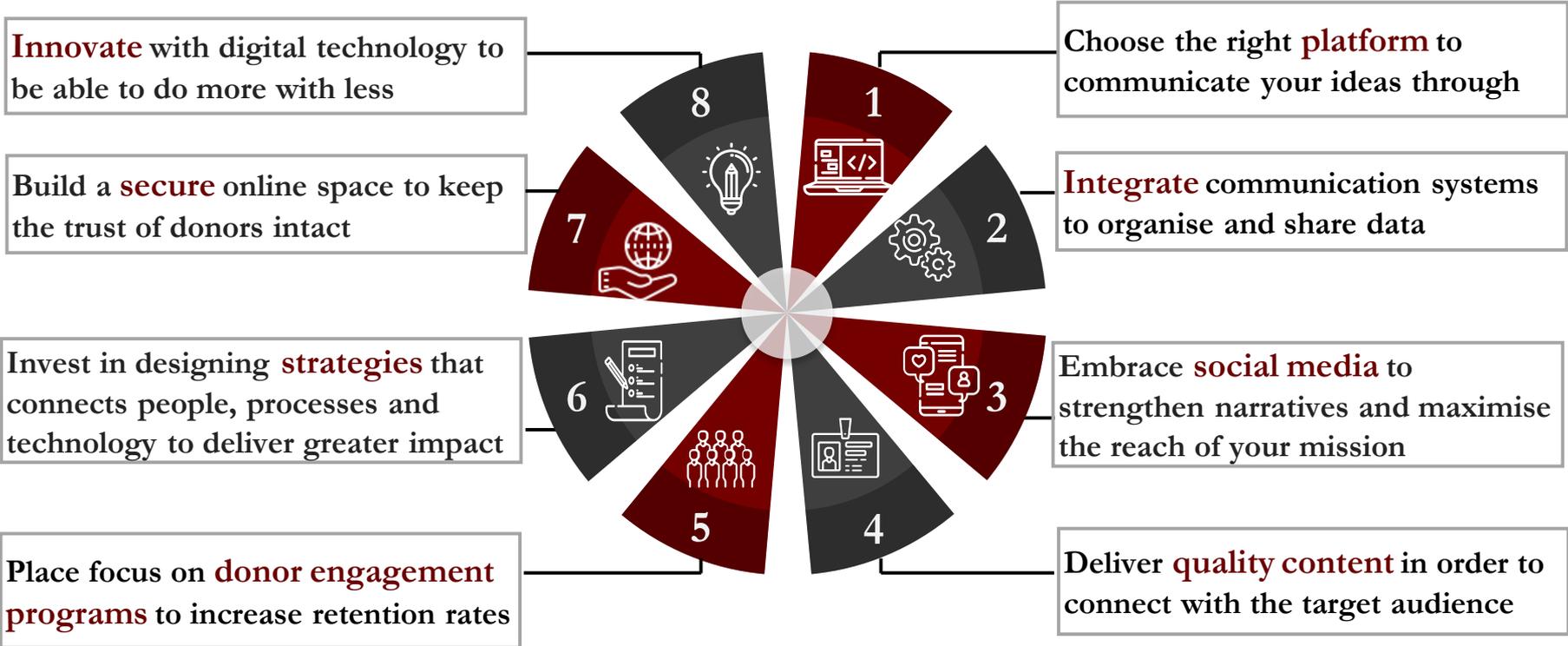
Hosting a live-stream fundraiser is an excellent way to attract, nurture, and convert your audience over the course of a day through social media platforms



Interactive Campaigns

Engaging donors through viral online campaigns such as the #Movember challenge, the ALS Ice Bucket challenge, etc.

Recommendations for Strengthening your Communications Function



Exercise: Narrowing Down your Key Challenges

Design Thinking Tool: Rose, Bud, Thorn

Primary Goal	To understand what's working, what's not, and areas of opportunity in your organisation's website and social media
When To Use	At any point in a project (thus the beauty of this exercise)
Time Required	15-20 minutes (Typically 30-60 mins)
Number of Participants	Individual (Typically 1 facilitator and 2-5+ participants)
Who Should Participate?	Members of the same organisation (Typically the core team or any group of team members engaging in the project- designers, developers, marketers, business strategists, or a mix of everyone)
Supplies	Shared Google Sheet (Typically - Large chunk of wall space, pink/blue/green Post-it notes, and markers)

Rose, Bud, Thorn

Rose

(A highlight, a success - something that is working well, or something positive that happened)

- What is the highlight of your communications function?
- How have you been successful?
- What are you most proud of?

Thorn

(A challenge you experienced, something that isn't working and you can use more support with, something negative)

- What is most stressful?
- Identify causes of difficulty
- What made it hard to be successful at this?

Bud

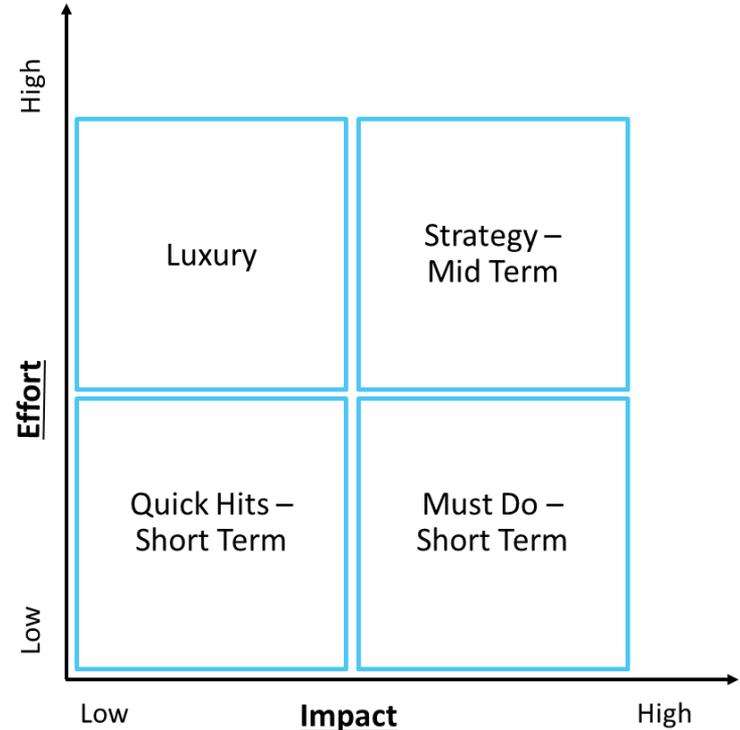
(New ideas, something you're looking forward to knowing or understanding more, opportunities yet to be explored)

- What are you looking forward to?
- What possibilities need growth and exploring?
- Describe opportunities for learning that excite you

Which of these Opportunities should you Focus on?

The Effort-Impact (E-I) matrix

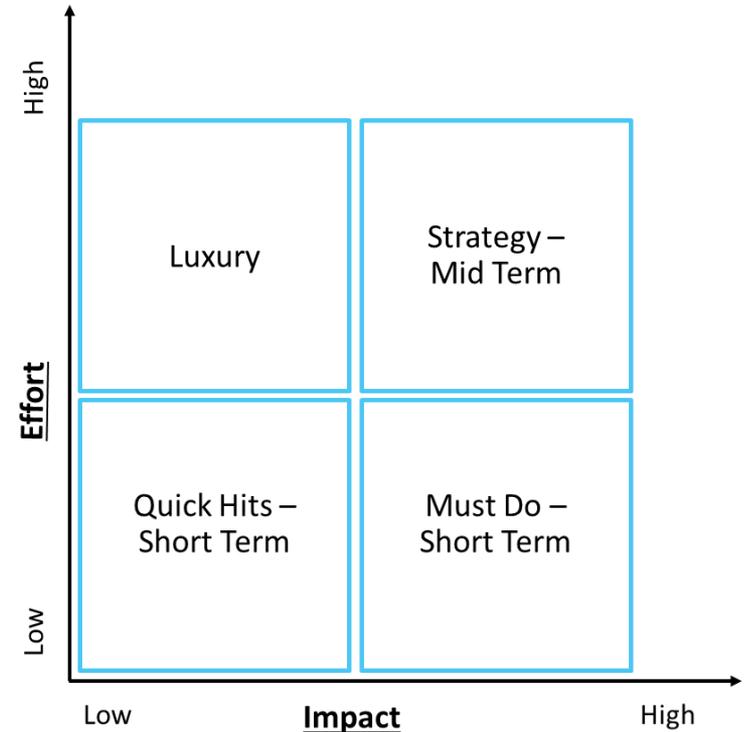
- Rapidly identify the activities you should focus on to strengthen your communications function, along with the ones you should ignore.
- Optimize limited time and resources.
- Reflect on a range of strategies and find the most efficient path to achieve goals and reduce time and effort waste.
- Get projects back on track, aligns team priorities, and identify the best solutions to a problem.



Exercise: E-I matrix for your Communications Function

Create an Effort-Impact matrix for the Communications function at your organisation

- Use the list of buds and thorns to identify the action items / activities to be undertaken for improving the communications function your organisation
- Classify each item into one of the four quadrants.
- You're placing ideas in the matrix relative to one another so it's a good idea to review the matrix after arranging the first few items.
- If everything's ending up in one quadrant, rethink your High/Low cutoffs and rearrange the items



Thank you!