Harnessing the Power of Social Donors To Grow Your Fundraising
1.5 Billion Raised

1.5 Donors Engaged Annually

15,000+ Fundraisers
Agenda

- Rise of Social Giving
- Who Are Social Donors
- Attracting Social Donors
- Securing the Gift
- Connecting Them to the Cause
- Converting Donors to Loyal Supporters
RISE OF SOCIAL GIVING

EASE TO GIVE

SOCIAL DONORS

MISSION & IMPACT

SOCIAL CONNECTION

#socialdonors
Did you know?

Social Donors make up 25% of the US Adult Population

+/- 58M potential donors

#socialdonors
SURVEY METHODOLOGY

Sample Size
1,056 U.S. Social Donors
Quotas set to ensure census representation

Definition
Social Donors given at least once to a charity in last 12 mo.
Ticketed fundraising event, fundraising sponsorship, and/or occasion/challenge giving

Survey Approach
Online survey in Oct. 2018
Self-reporting questionnaire
Conducted by Edge Research
Types of Social Donors

- Event Donors
- Sponsor Donors
- Occasion/Challenge Donors
Event Donors

DONATED BEFORE:

67% YES
31% NO

AMOUNT OF DONATION:

$382 AVERAGE
$100 MEDIAN
Sponsor Donors

DONATED BEFORE:

- Yes: 61%
- No: 36%

AMOUNT OF DONATION:

- Average: $113
- Median: $50
Occasion/Challenge Donors

Donated Before:
- Yes: 46%
- No: 49%

Amount of Donation:
- Average: $99
- Median: $50

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FUNDRAISING IS A JOURNEY
NOT A TRANSACTION
SOCIAL DONOR CONVERSION FUNNEL

- **ATTRACTION**: Familiar with Nonprofit and Mission
- **MOTIVATION**: Favorable Giving Experience and Feelings Toward Nonprofit
- **CONNECTION**: Likely to Donate Again in the Same Way
- **CONVERSION**: Likely to Become Regular Donors
FUNNEL: GETTING THEM IN

- Familiar with Nonprofit and Mission
- Favorable Giving Experience and Feelings Toward Nonprofit
- Likely to Donate Again in the Same Way
- Likely to Become Regular Donors

ATTRACT THEM
IMPORTANCE OF SOCIAL NETWORKS

How They Heard About The Donation Opportunity

- Through a friend, family member, or colleague: 57%, 76%, 72%
- The nonprofit or charity reached out directly: 26%, 13%, 15%
- Through work: 23%, 16%, 13%
- Advertisement: 20%, 11%, 14%
How They Connect

IN PERSON

SOCIAL MEDIA

EMAIL
What They Care About

1. The nonprofit highlights its mission
2. Donating is easy
3. It's clear how a donation makes a difference
# Event Priorities

<table>
<thead>
<tr>
<th>TOP TIER</th>
<th>MIDDLE TIER</th>
<th>BOTTOM TIER</th>
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<tbody>
<tr>
<td>84%</td>
<td>66%</td>
<td>42%</td>
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<tr>
<td>77%</td>
<td>58%</td>
<td>36%</td>
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<td>76%</td>
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<td>73%</td>
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<tr>
<td>72%</td>
<td>44%</td>
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<tr>
<td>Good location or venue</td>
<td>Interesting/original theme</td>
<td>Open bar</td>
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<tr>
<td>Community involved in event</td>
<td>Inspirational speakers</td>
<td>Celebrity guests/ entertainment</td>
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<tr>
<td>Good food</td>
<td>Good music</td>
<td>Formal/high-end event</td>
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<tr>
<td>Compelling program</td>
<td>Activities for kids</td>
<td>Dancing</td>
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<tr>
<td>Casual event</td>
<td>Networking opportunities</td>
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<td>Good vendors</td>
<td>Promotional giveaways</td>
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</table>
1. Identify **AMBASSADORS**

2. Double down on **SOCIAL** and **DIGITAL**

3. Put **MISSION** and **IMPACT** at the forefront
Belle of the Ball: Ambassador Fundraising Success Story

ALAMANCE REGIONAL CHARITABLE FOUNDATION

Support the Belles and the Cause

Belles raise money to benefit less fortunate cancer patients with financial needs during their cancer journeys. There are too easy ways to vote with a donation for your favorite Belle.

Visit BlackAndWhiteBall2018.eventbrite.com
Send a check, payable to Alamance Regional Charitable Foundation, with the name of your favorite Belle in the memo line to ARMC Foundation | PO Box 201 | Burlington, NC 27216

Donation deadline: Thursday, September 20 at 5 p.m.

Black & White Ball

Friday, September 28
The Addison Farm
4525 Addison Lane, Elon, NC 27244

6:30 p.m. Cocktail Hour
7:30 p.m. Dinner & Program Begins

$95 per person
Silent Auction | Dinner | Dancing
Live Music by The Magnificents
Attire: Black and White Semi Formal Only

Bus transportation available. Departs from the Cancer Center at 5 p.m. Departs from the venue at 10:30 p.m.

Alamance Regional Charitable Foundation

Black & White Ball
ALAMANCE CHARITABLE FOUNDATION
The Ambassadors

Carol Harris
I am so excited to have been chosen to serve as a Belle this year. It is my goal to raise money for the members of our community in need... Carol Harris has raised $12,827.42
Go to Carol Harris' page

Kelly Wirt
As a Belle, I can give back to the community at large, be a part of something bigger than myself, and honor friends that have faced cancer. Kelly Wirt has raised $12,801.70
Go to Kelly Wirt's page

Kendall McKinney
Kendall is fundraising in memory of her Grandmother, who lost her battle to cancer in November of 2017. Kendall McKinney has raised $15,900.40
Go to Kendall McKinney's page
Promote Ambassadors

Support the Belles and the Cause

Carol Harris  Kelly Wirt  Kendell McKinney

Kristy Pardue  Megan McClure  Sharon Wheeler  Tonya Crawford

Belles raise money to benefit less fortunate cancer patients with financial needs during their cancer journey.

There are two easy ways to vote with a donation for your favorite Belle:

1. Visit BlackAndWhiteBall2018.greatfeats.com
2. Send a check, payable to Alamance Regional Charitable Foundation, with the name of your favorite Belle in the memo line to:
   ARMC Foundation | PO Box 202 | Burlington, NC 27216

Donation deadline: Thursday, September 20 at 5 p.m.

Don’t miss the exciting silent auction items available online at BlackAndWhiteBall2018.greatfeats.com and Bid Now!

Black & White Ball
Friday, September 28
The Addison Farm
4525 Addison Lane, Elon, NC 27244

6:30 p.m. Cocktail Hour
7:30 p.m. Dinner & Program Begins

$75 per person
Silent Auction | Dinner | Dancing
Live Music by The Magnificents
Attire: Black and White Semi Formal Only

Bus transportation available: Departs from the Cancer Center at 6 p.m. Departs from the venue at 10:30 p.m.

Alamance Regional Charitable Foundation
Proud to be a part of Cone Health
Competition & Recognition

- Leaderboards
- Built-in recognition
- Milestone communications
- Rewards & Badges
- Build & Sustain momentum
Total Raised: $144,809

Amount Raised by Top Belle: $48,608.86

# of Donations: 924

Ticket & Sponsorship Sales: 232 sold
About Ambassador Fundraising

New this year are Lion Fund Ambassadors. Several couples with an ALL IN spirit each represent one of the Lion Fund giving areas. These Lion Fund Ambassadors will use their passion for DMC, competitive spirit, and creative efforts to raise funds during the month of March. In order to support an Ambassador, get involved in their events and check out each of their sites below!

Meet our 2019 ALL IN Ambassadors
Meet our 2019 ALL IN Ambassadors

Dan and Carrie Koenigsfeld
$12,955 Raised
Donate

Elliott and Kellee Frey
$20,060 Raised
Donate

Jin and Lori Manderfield
$13,125 Raised
Donate

Mike and Michelle Everitt
$13,450 Raised
Donate

Mike Elam and Billi Hunt
$9,315 Raised
Donate

Elliott and Kellee Frey are ALL IN!

Representing Scholarships
Kellee and I are ALL IN at DMC because we know the impact that the school has on individual lives. As a 2012 graduate, I recognize that the Lord used DMC to make a substantial impact on my life, starting in 2008. My four years at DMC were some of the most impactful years of my life, because frankly, the community around me helped me to draw closer to Christ. As an educator, though she is not a DMC graduate, Kellee knows the impact that educators have on lives as they guide students each and every day. To have that impact centered around a Christ-centered education is uniquely profound. Collectively, we are stoked about what is happening at DMC and we want to continue to be connected!

— Elliott Frey and Kellee Frey
Event Night

• Opening: Announce Results of Ambassador Fundraising

• Event Night Giving:
  • Silent Auction
  • Live Auction
  • Heads or Tails

• Closed: Fund-a-Need
Recipe for Success

• Theme: ALL IN
• Connection to the mission
• Investing in software - Peer to Peer and mobile bidding
• Choosing the right ambassadors
• Ambassador fundraising timing (30 day challenge)
• Matching gifts
Surpassed total event goal by 62%

The Results

Ambassadors raised: approx $65,000
Matching funds: $40,000
Total raised in 30 days: $105,000
Average raised per couple $21,600
Total raised for event: $405,000

Increased Awareness & Engagement
SECURING THE GIFT
FUNNEL: DRIVING ACTIVATION

MOTIVATING THEM

Familiar with Nonprofit and Mission

Favorable Giving Experience and Feelings Toward Nonprofit

 Likely to Donate Again in the Same Way

Likely to Become Regular Donors
Social Donor Motivators

#1 It was easy to do.

#2 I care about the mission.

#3 The money raised would make a difference.

#4 Support the person that asked me.

#5 Friends/family were going to the event.

First-time donors prioritize ease and supporting someone over a connection to the mission.
ONE-IN-FIVE SOCIAL DONORS FIND GIVING NOT VERY EASY.
Streamline Giving

Walk through the donation process as a first-time donor

• Is it obvious what you should do?
• Can you clearly understand the impact of your gift?
• Do they carry the social connection through?
• Are there any unnecessary or manual steps?
CONNECTING THEM TO THE CAUSE
FUNNEL: BEYOND THE FIRST GIFT

DRIVING ENGAGEMENT

- Familiar with Nonprofit and Mission
- Favorable Giving Experience and Feelings Toward Nonprofit
- Likely to Donate Again in the Same Way
- Likely to Become Regular Donors
Impacting Retention

1. Understand the impact of their gift
2. Have a positive giving experience
3. Receive consistent follow-ups
POLL

What percent of donors never got a thank you?
19% NEVER GOT Followed Up With!
Showing Gratitude

Well Aware @WellAwareWorld · 23h
Saturday night was SPECTACULAR! From the bottom of our hearts, thank you to each & every one of you who made 2018 Rockin’ in a Winter #Waterland such an amazing success.

by @MattCharntsiki- more to come, stay tuned!
@meellisday @AumaObama @TomarandtheFCs @NewtonHopkins

Well Aware @WellAwareWorld · 21h
Our silent auction raised enough to transform almost 2,000 lives thanks to these generous donors (& so many more). Thank you so much - we are completely blown away.

@twomaids_hr @gregdavisphoto @BrandsSpectrum @twomaids @RichardsRain @GloFish @katharineregayart @WHotelATX

Twitter: @WellAwareWorld
89% of first-time donors say they would be open to additional donation requests that came through their friend, family-member, or colleague.
CONVERTING THEM TO LOYAL SUPPORTERS
FUNNEL: BUILDING LOYALTY

1. Familiar with Nonprofit and Mission
2. Favorable Giving Experience and Feelings Toward Nonprofit
3. Likely to Donate Again in the Same Way
4. Likely to Become Regular Donors

CONVERTING THEM
Deepening Engagement

**IMPACT IN ACTION**
- Thought-leadership series
- Volunteer opportunities

**CONNECTING WITH THE COMMUNITY**
- In-person events: galas, dinners, etc.
- Invite them to join a committee

**REOCCURING GIFTS**
- Upgrade your impact
- Personalized monthly gift amounts
- VIP perks

**TURN THEM INTO FUNDRAISERS**
- Ambassador Fundraising
- Ticket sales, procurement, and sponsorships
Turning Last Year’s Donors Into Active Fundraisers

Encourage ambassadors to invite previous years’ donors to join their fundraising team!

Thank You For Donating $X Last Year

We were able to fund XX research grants.

Make an even bigger impact this year – join a fundraising team!
PUTTING DATA INTO ACTION
onecause®
POWERFUL FUNDRAISING SOLUTIONS