



Harnessing the Power of Social Donors To Grow Your Fundraising

onecause®
POWERFUL FUNDRAISING SOLUTIONS

onecause®

POWERFUL FUNDRAISING SOLUTIONS



1.5 Billion Raised



1.5 Donors
Engaged Annually



15,000+ Fundraisers

onecause®



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



Did you know?

Social Donors make up

25% of the US Adult
Population

+/- 58M potential donors

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

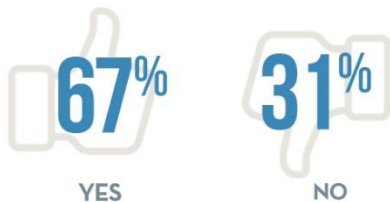


Occasion/Challenge
Donors



Event Donors

DONATED BEFORE:



AMOUNT OF DONATION:





Sponsor Donors

DONATED BEFORE:



AMOUNT OF DONATION:





Occasion/Challenge Donors

DONATED BEFORE:



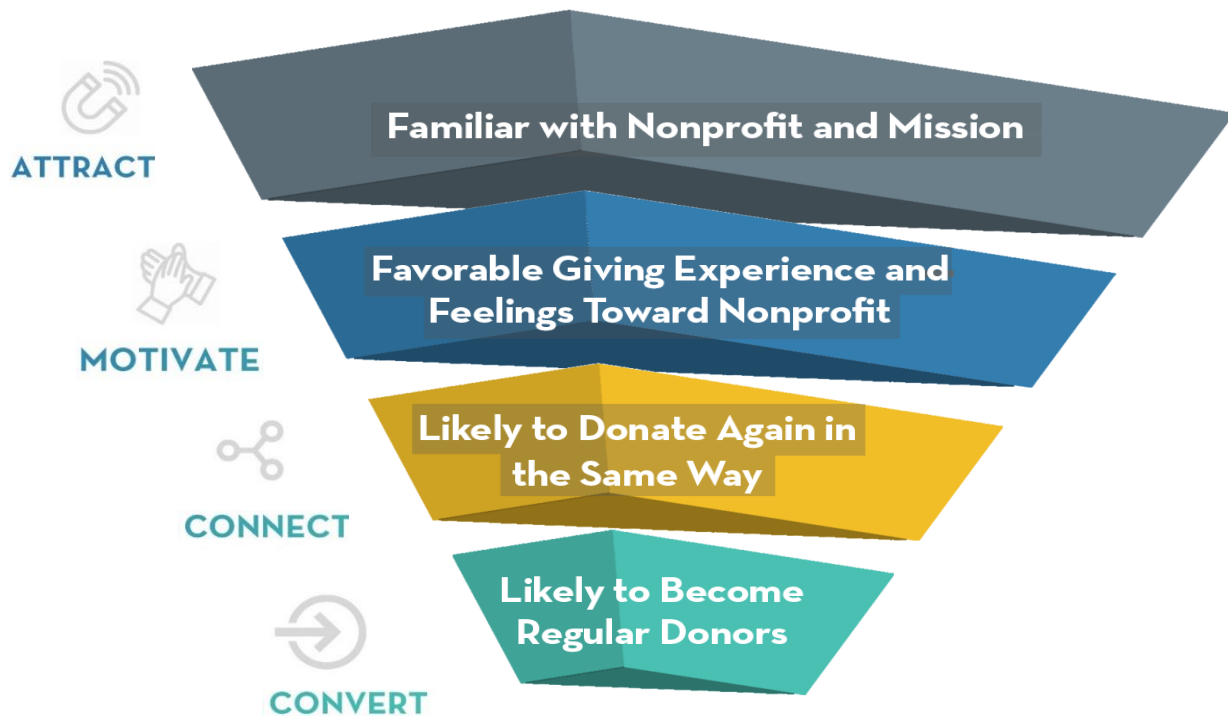
AMOUNT OF DONATION:



A group of people, including a woman in the foreground with a ponytail, are walking away from the camera on a paved path. The image is overlaid with a teal color and a yellow horizontal bar behind the text.

FUNDRAISING IS A JOURNEY
NOT A TRANSACTION

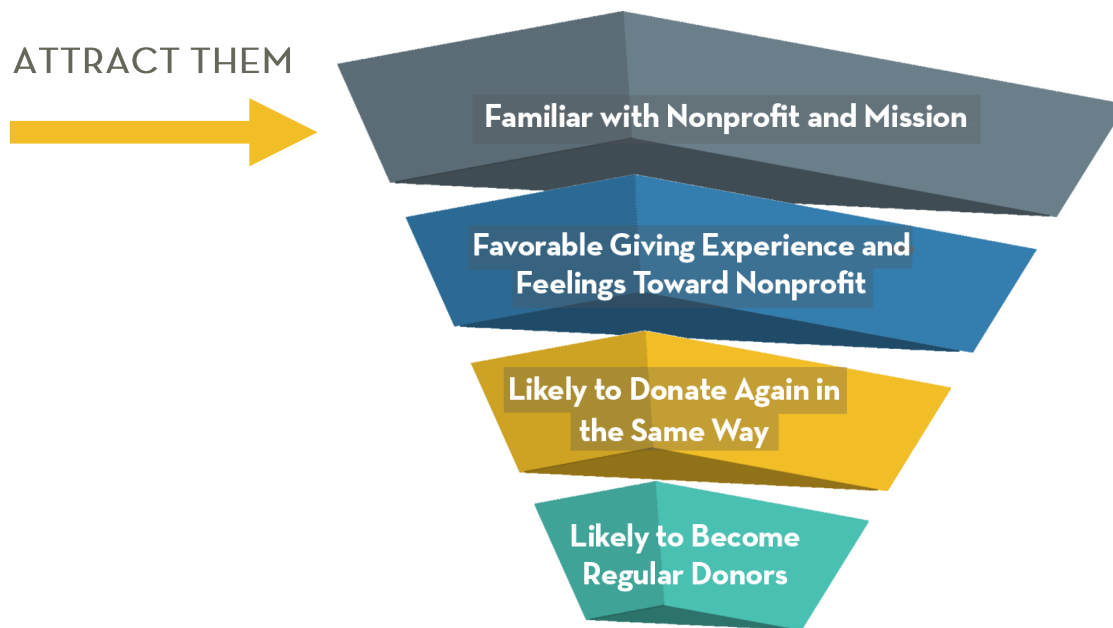
SOCIAL DONOR CONVERSION FUNNEL



ATTRACTING SOCIAL DONORS

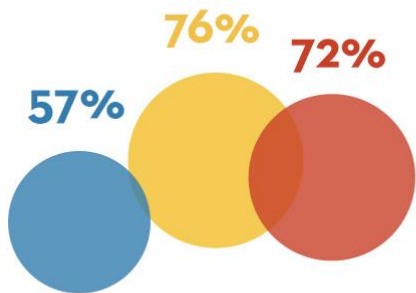


FUNNEL: GETTING THEM IN

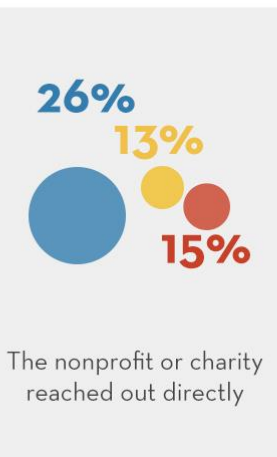


IMPORTANCE OF SOCIAL NETWORKS

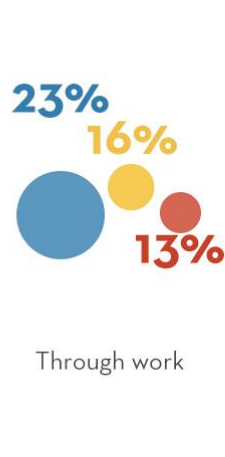
How They Heard About The Donation Opportunity



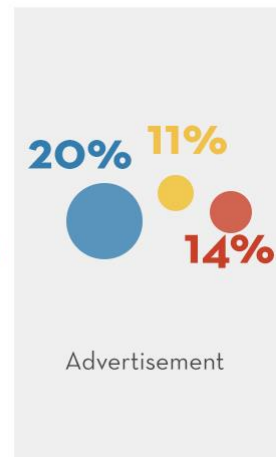
Through a friend, family member, or colleague



The nonprofit or charity reached out directly



Through work



Advertisement

How They Connect



IN
PERSON



SOCIAL
MEDIA



EMAIL



What They Care About

1

THE NONPROFIT
HIGHLIGHTS ITS
MISSION

2

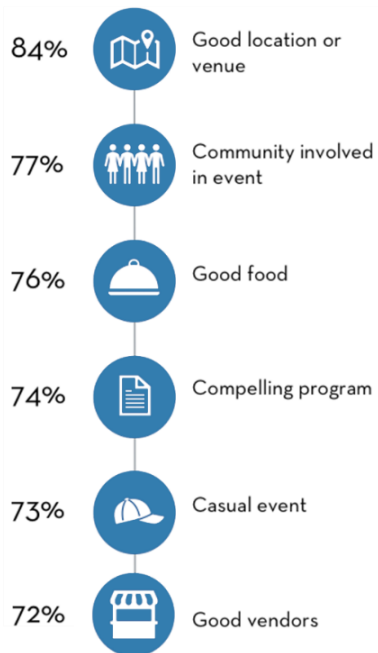
DONATING IS
EASY

3

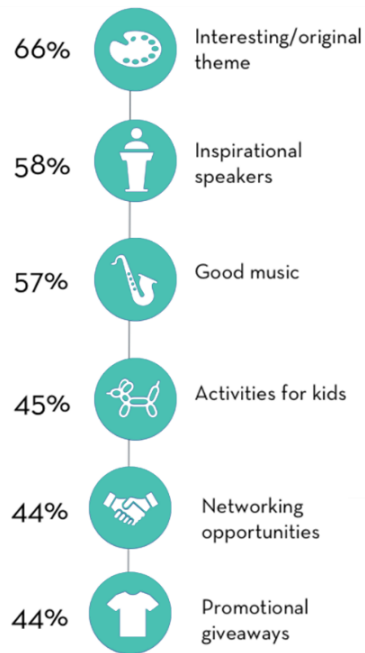
IT'S CLEAR HOW
A DONATION
MAKES A
DIFFERENCE

Event Priorities

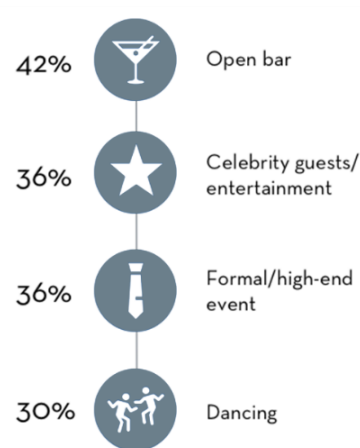
TOP TIER



MIDDLE TIER



BOTTOM TIER





Attracting More Social Donors

1. Identify **AMBASSADORS**
2. Double down on **SOCIAL** and **DIGITAL**
3. Put **MISSION** and **IMPACT** at the forefront

SUCCESS STORY

onecause®

Belle of the Ball: Ambassador Fundraising Success Story

ALAMANCE REGIONAL CHARITABLE FOUNDATION

<https://www.onecause.com/success-story-ambassador-fundraising/>

onecause®

Support the Belles and the Cause

Carol Harris



Kelly Wirt



Kendall McKinney



Kristy Paradise



Megan McClure



Sharon Wheeler



Tonya Cranford



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.

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

\$125 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




BLACK & WHITE BALL

ALAMANCE CHARITABLE FOUNDATION

The Ambassadors



Black & White Ball




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](#)

[Donate](#)



Black & White Ball




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](#)

[Donate](#)



Black & White Ball



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](#)

[Donate](#)

Promote Ambassadors

Support the Belles and the Cause



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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!

check payable to ARMC Foundation,
and remember to put Tonya's
name in the memo line!

Black & White Ball

**Friday, September 28
The Addison Farm**

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Alamance Regional
Charitable Foundation



Proud to be a part of  CONE HEALTH.

Proud to be a part of  CONE HEALTH.

Competition & Recognition

- Leaderboards
- Built-in recognition
- Milestone communications
- Rewards & Badges
- Build & Sustain momentum



Robert and Jordan Wood donated \$10.

Good luck!

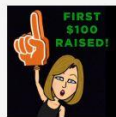
May 11, 2018 8:17 AM



Katie Boon donated \$10.

May 11, 2018 7:56 AM

Kristy's Achievements



FIRST \$100
RAISED



YOU'RE ON A
ROLL!



HALFWAY
THERE



75 PERCENT TO
GOAL



GOAL



Black & White Ball 2018

Alamance Regional
Charitable Foundation



Proud to be a part of  CONE HEALTH.



Total Raised: \$144,809

Amount Raised by Top Belle: \$48,608.86

of Donations: 924

Ticket & Sponsorship Sales: 232 sold



About Ambassador Fundraising

TRUE-BLUE GALA

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, prior to our event on April 13. You do not need to attend the True-Blue Gala to support an Ambassador. Get involved NOW with pre-event fun and check out each of their sites below!

This is a great way to be ALL IN!

ABOUT DES MOINES CHRISTIAN SCHOOL

DMCS
DES MOINES CHRISTIAN SCHOOL

Our mission is to equip minds and nurture hearts to impact the world for Christ.

DES MOINES CHRISTIAN SCHOOL


Meet our 2019 ALL IN Ambassadors



DMCS
DES MOINES CHRISTIAN SCHOOL

The Ambassadors

Meet our 2019 ALL IN Ambassadors




Dan and Carrie Koenigsfeld

\$12,955
RAISED

Dan and Carrie Koenigsfeld has raised \$12,955

[Donate](#)




Elliott and Kellee Frey

\$20,060
RAISED

Elliott and Kellee Frey has raised \$20,060

[Donate](#)




Jim and Lori Manderfield

\$13,125
RAISED

Jim and Lori Manderfield has raised \$13,125

[Donate](#)




Mike and Michelle Everitt

\$13,450
RAISED

Mike and Michelle Everitt has raised \$13,450

[Donate](#)



Mike Elam and Billi Hunt

\$9,315
RAISED


Mike Elam and Billi Hunt has raised \$9,315

[Donate](#)

truebluegala


About What's Happening Learn about the Gala Tickets

Search...



Elliott and Kellee Frey
ELLIOTT FREY AND KELLEE FREY

Show me where Elliott and Kellee Frey ranks on the Fundraising Leaderboard



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 2009. 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

SUPPORT ELLIOTT AND KELLE FREY'S TEAM
DES MOINES CHRISTIAN SCHOOL

[Donate Now](#)

ELLIOTT AND KELLE FREY'S TEAM

Gordon & Cheryl Castile
Brian and Lori Martin
Sharon and Tim Glenn
Steve and Caroline Mathson
Mike & Jill Frey
Bobby Baehr ('09)
Mike and Jody Wohlenhaus
Josh and Brenda Van Heuke



TRUE BLUE GALA

THE
EVENT

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

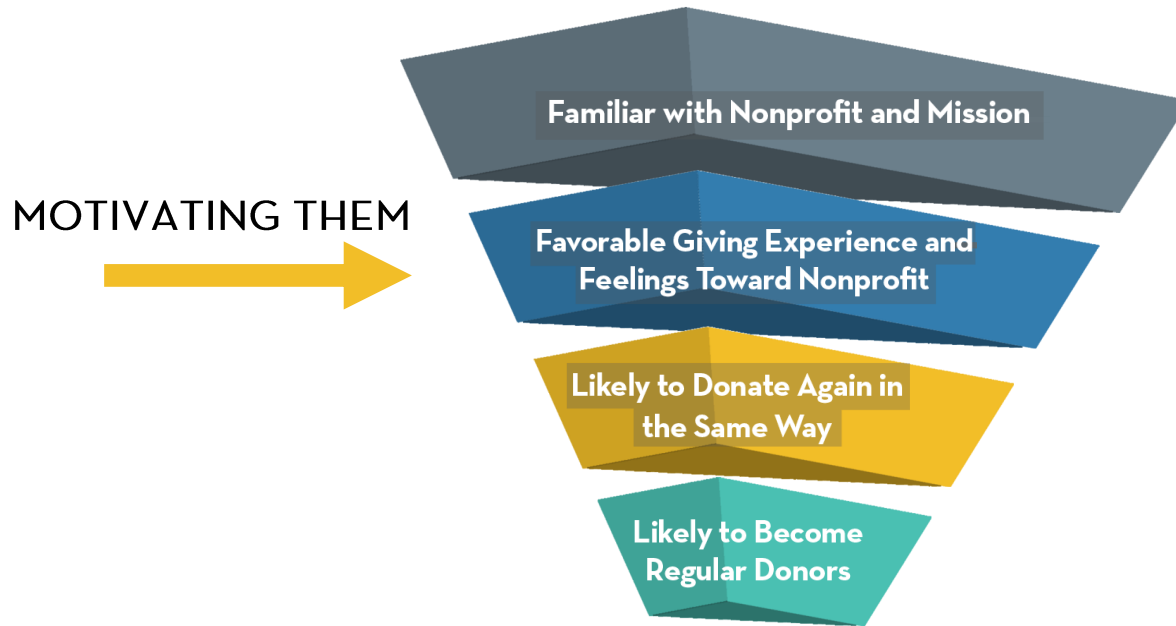
Total raised for event: \$405,000

Increased Awareness
& Engagement



SECURING THE GIFT

FUNNEL: DRIVING ACTIVATION



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

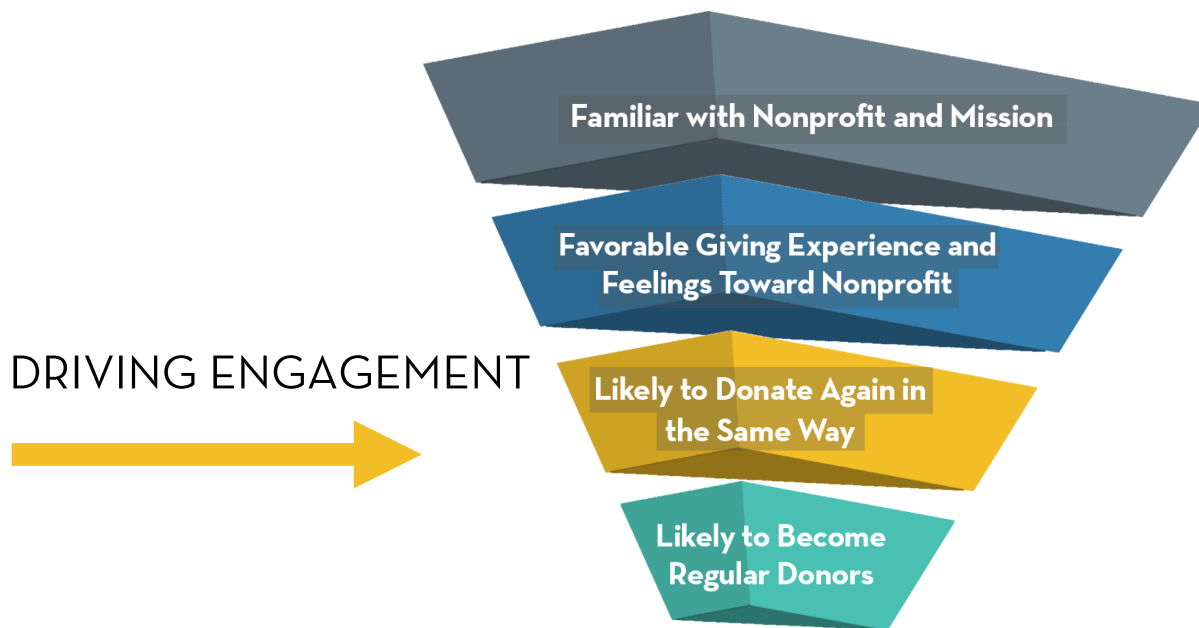
Walk through the donation process as a **first-time donor**

- 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





Impacting Retention

1

**UNDERSTAND
THE IMPACT OF
THEIR GIFT**

2

**HAVE A POSITIVE
GIVING
EXPERIENCE**

3

**RECEIVE
CONSISTENT
FOLLOW-UPS**

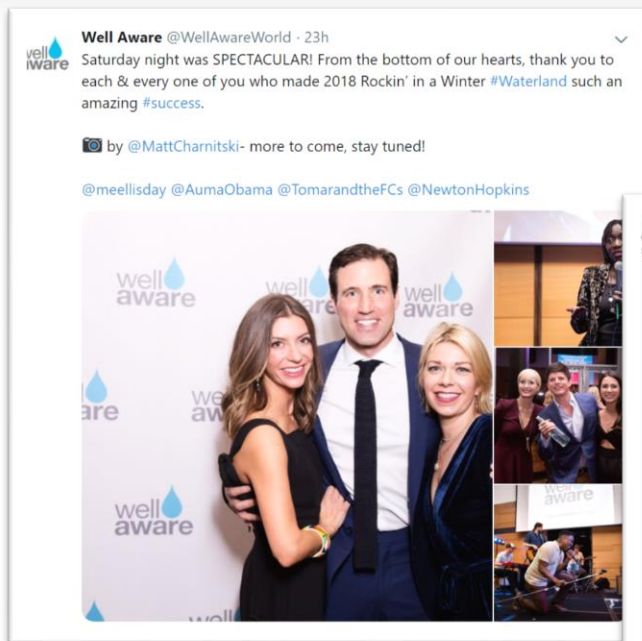
POLL

**What percent of donors never
got a thank you?**



19% NEVER GOT
Followed Up With!

Showing Gratitude



Twitter: @WellAwareWorld





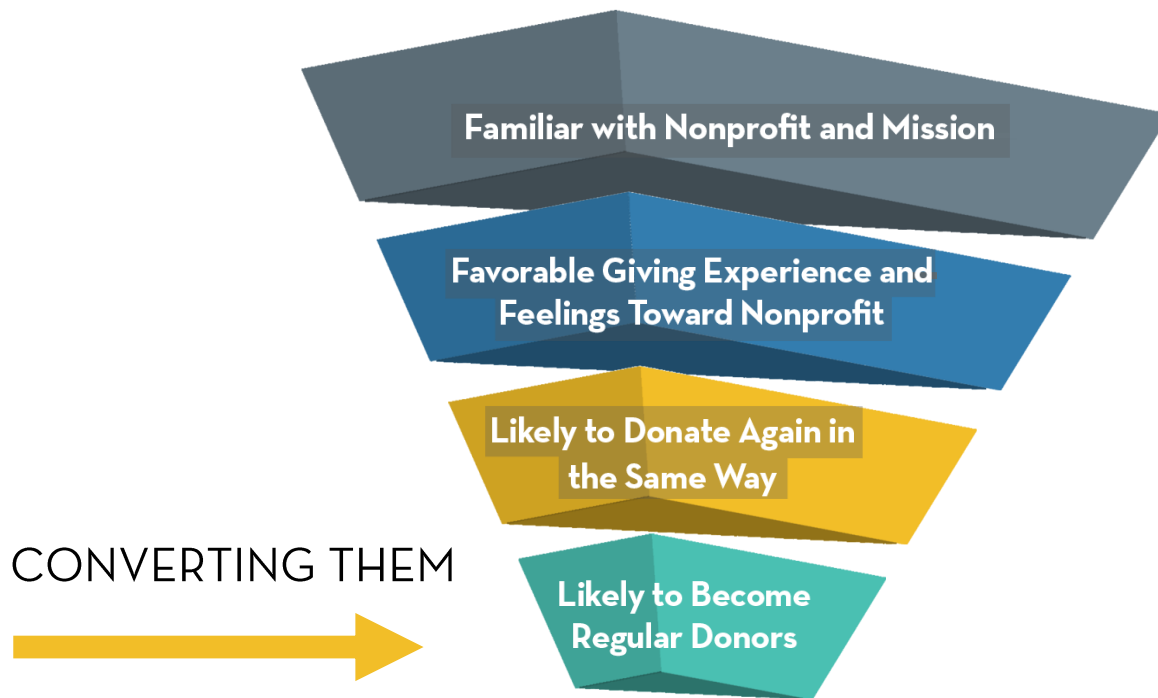
89%

**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



A grayscale background image showing a close-up of several hands stacked together in a supportive gesture, with fingers interlaced. The hands belong to people of different ages and are wearing various clothing like a checkered shirt and a sweater.

Deeping Engagement

IMPACT IN ACTION

- Thought-leadership series
- Volunteer opportunities

REOCCURRING GIFTS

- Upgrade your impact
- Personalized monthly gift amounts
- VIP perks

CONNECTING WITH THE COMMUNITY

- In-person events: galas, dinners, etc.
- Invite them to join a committee

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



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



EASE

+

MISSION

+

IMPACT

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