



Fundraising in the Digital Age

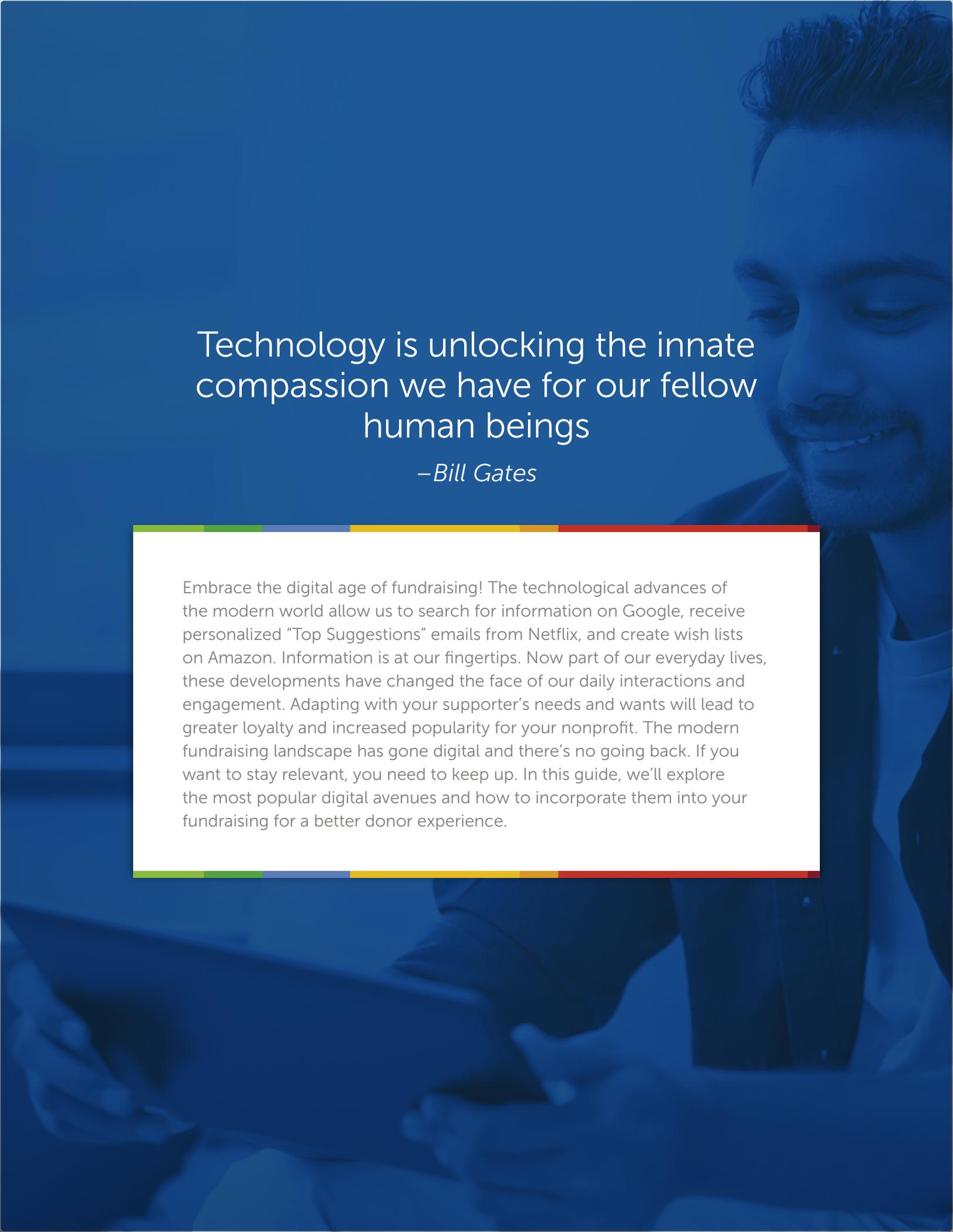
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ABOUT NETWORK FOR GOOD

Since 2001 Network for Good has been instrumental at helping tens of thousands of nonprofits raise more funds by engaging supporters and donors in a more meaningful and impactful way. Refreshingly easy to use Donor Management Software, Fundraising Pages, and Personal Fundraising Coaches provide nonprofits with a complete fundraising solution, reducing their need for disparate systems, saving them time and enabling them to raise more funds to support their mission.



A man with dark hair and a beard is looking down at a tablet device. The image is overlaid with a semi-transparent blue filter. The text is centered on the upper half of the image.

Technology is unlocking the innate compassion we have for our fellow human beings

–*Bill Gates*

Embrace the digital age of fundraising! The technological advances of the modern world allow us to search for information on Google, receive personalized “Top Suggestions” emails from Netflix, and create wish lists on Amazon. Information is at our fingertips. Now part of our everyday lives, these developments have changed the face of our daily interactions and engagement. Adapting with your supporter’s needs and wants will lead to greater loyalty and increased popularity for your nonprofit. The modern fundraising landscape has gone digital and there’s no going back. If you want to stay relevant, you need to keep up. In this guide, we’ll explore the most popular digital avenues and how to incorporate them into your fundraising for a better donor experience.

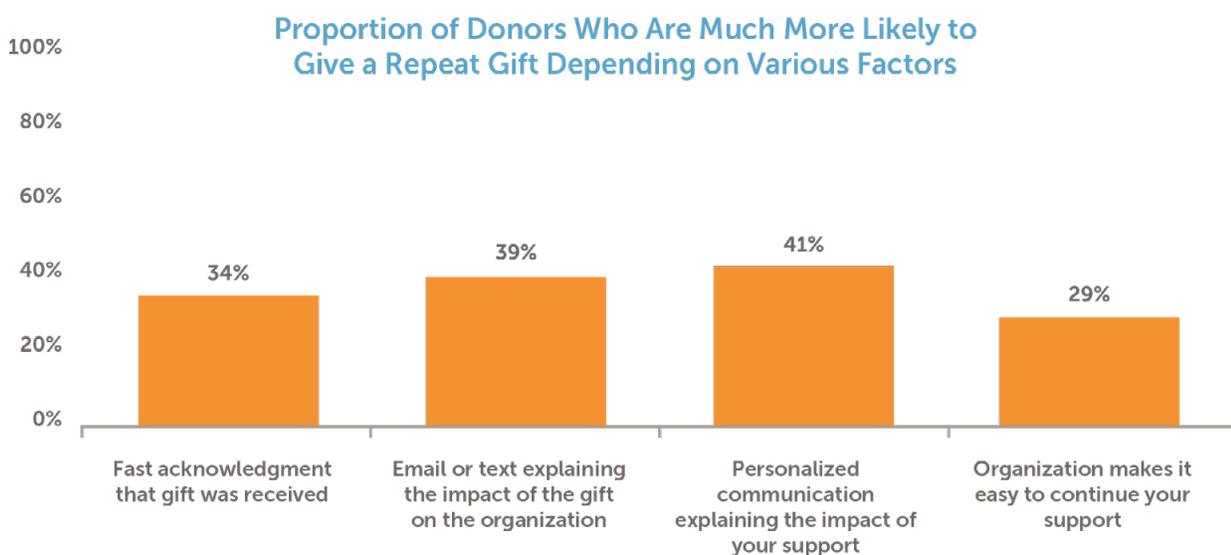
The Modern Donor

Two words sum up what modern donors expect from nonprofits—accessibility and transparency. Today’s donors want more access to the organizations they support. With so many nonprofits to choose from, it’s essential to keep your donors satisfied. Don’t risk losing them to another nonprofit with a similar mission. Digital tools—your website, social media, email blasts, online advertising—engage current donors. They’re also great opportunities for your nonprofit to be discovered online. So, what’s in your digital toolkit?

In our current digital age, donors are looking for more frequent updates about your work, in-depth information on the impact of their donations, and the ability to connect with you and share their thoughts. Gone are the days of passive donors who write a check and disappear. Today’s donors want to be actively included in your work. Thanks to technology and digital advances such as Network for Good’s [donor management system](#), there’s no reason not to give them the experience they crave.

A donor-centric experience puts donors at the heart of everything you do and say. This approach means you’re thinking like your donor, soliciting their opinion, putting their needs and wants first, and creating new ways for them to connect with you. Nonprofits who provide a deep level of personalized attention to their donors and curate their experience are donor-centric. Donors are delighted with the experience and more likely to give again.

In a recent survey, Network for Good found that a significant number of donors would be much more likely to make a second gift if they received a personalized communication explaining the impact of their support.



Digital Donor Relations

While technology has made it easier for us to stay connected, it can also limit personal, human interaction and make us feel further apart. The convenience of firing off an email or posting on social media has replaced the personal connection of a phone call or mailed letter. How do you build and sustain connectivity with your donors through an electronic, digital relationship?

Filters and Segmenting

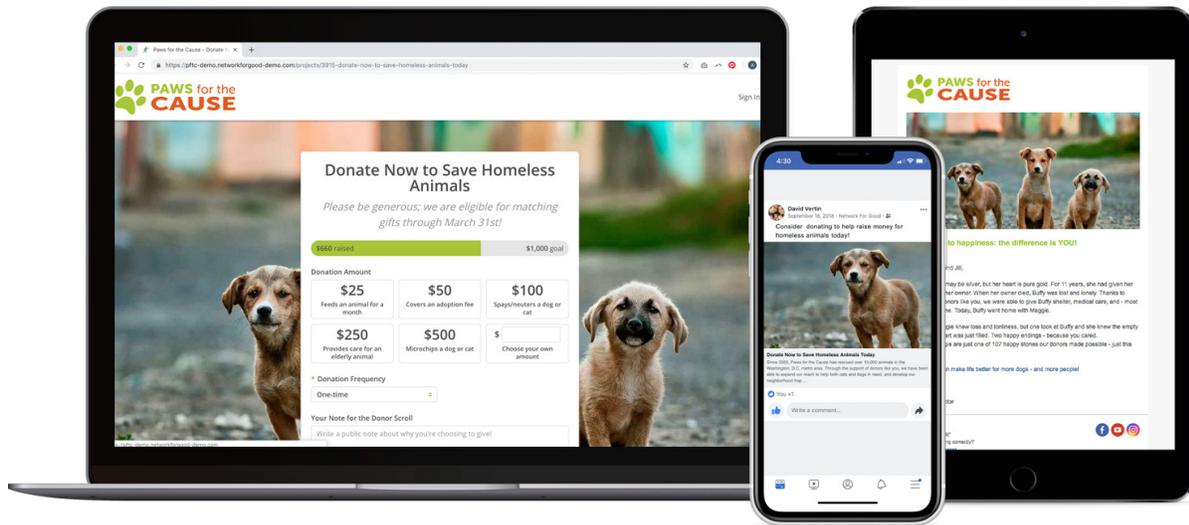
First and foremost, get to know your donor's communication preferences and track this information in your donor management system. Create filters based on these options and [segment your donors](#) for better communications to create an experience unique to their tastes. Watch the video below to see how easy it is to segment donors with Network for Good.



Surveys

Add digital [surveys](#) to your communications mix for an effective way to glean valuable information and build relationships with your supporters. Ask about their preferences, interests, and experience with your nonprofit for a great way to connect without asking for money.

Getting to know your contacts helps you market your cause better and creates a positive donor experience. Surveying lapsed donors about why they stopped giving can bring some donors back and help boost your retention rate. Positive feedback assures you you're on the right track and provides support for your choices. Don't be afraid of negative feedback. It can be extremely valuable in addressing, and even preventing, problems. Listen to your donor's feedback and adapt accordingly.



Integrated Campaigns

Creating integrated campaigns is key to providing a memorable, shareable donor experience. But what is an integrated campaign and how do I create one? Simply put, an integrated campaign combines your marketing and fundraising efforts at every stage. It means your direct mail, email blasts, social media, and website are all in sync and telling the same story. Make it a part of every campaign for better engagement results.

Integrated campaigns are perfect for events. Create similar designs and messaging for your direct mail and email invitations. Mirror that design on your event page on your website to create continuity and promote your event's theme. Roll out a social media campaign that runs before, during, and after the event to amplify your reach and build excitement. As part of your post-event thank you messaging, create an email nurture campaign for first-time donors who gave at the event to introduce them to your organization on a deeper level.

Multichannel Messaging

This is where the rubber meets the road. Your goal for each campaign is to create a holistic experience for your donors and prospects. Your communications channels need to be aligned and in conversation with each other, not separate tactics. "We are stronger together" isn't just a good slogan. It's a proven, successful communications strategy.

Each channel calls for a different voice. Direct mail is longer and more formal than an email blast. Social media is real-time conversation, friendly engagement, and instant feedback. Keep your overall message consistent, however, whether incorporating a formal or friendly tone.

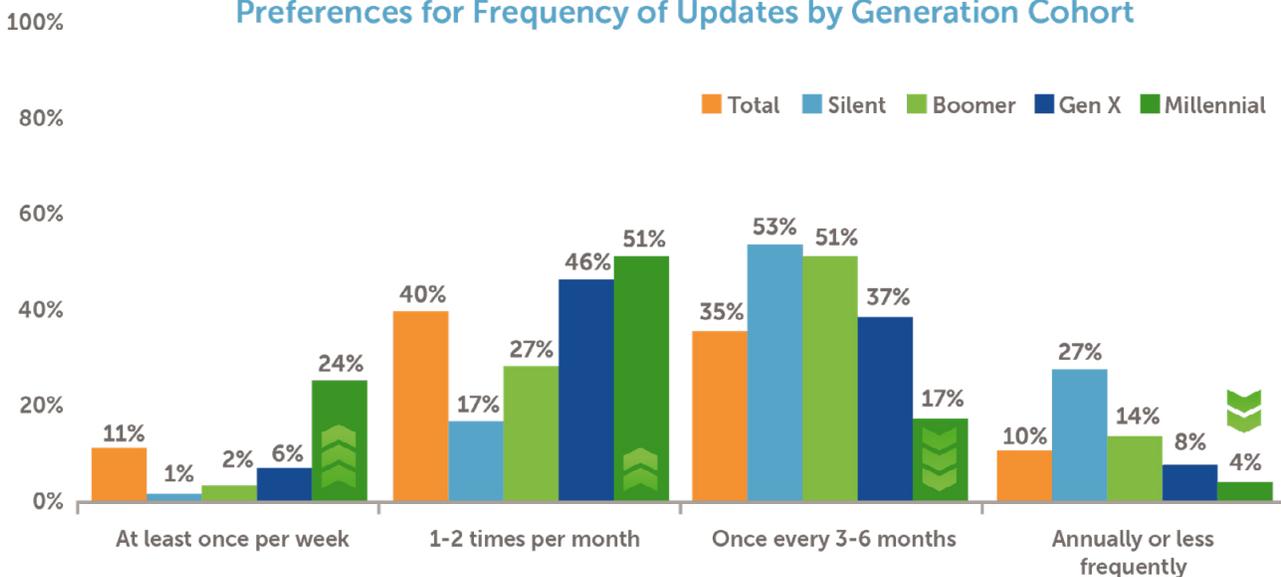
Digital Communications Strategies

It's a busy world. Establishing a life/work balance is a daily effort. Donors don't want to spend a long time sifting through email blasts. They want to digest the pertinent information, take action, and share it with their family and friends. Plus, the world changes so fast. You need to provide more frequent communications to stay relevant. Shorter updates on a regular basis are more and more popular.

So, how often should you contact donors? From our research, 40 percent would like updates one to two times per month. As expected, this preference varies with age. Millennials were more likely to prefer frequent updates, while older individuals generally preferred to receive updates less frequently. Of course, every nonprofit's supporters are unique, and preferences depend on many factors. Survey your own donors to know how to communicate best with them.



Preferences for Frequency of Updates by Generation Cohort



6 Essential Digital Tools

The evolution of communication—from snail mail to email to text messaging and social media—can be a dizzying experience. Without a plan and the right tools, it can feel like sink or swim. Or like you're simply trying things without any way of gauging your success. Don't let the speed of change keep you from jumping in. Incorporate these essential digital elements into your fundraising efforts to create a memorable donor experience.



Email Appeals: Sending email blasts (“eblasts”) are a quick, attractive way to communicate with your donors. Use Network for Good’s designed templates to send newsletters, thank you letters, event invitations, and appeals. Leverage your donor data to send each message to a targeted audience.



Pro Tip: Email results in 1/3 of online fundraising revenue.¹ Always include a call to action in emails (Donate Now, RSVP, Join Us, etc) to inspire greater involvement from your donors.



Blog and Social Media: More and more people are getting their information from social media these days. Promote your donation page on your social channels. Use your blog to write stories about your programs and the community you serve. Let followers know they can support you with a fundraiser of their own. Network for Good partners with Facebook on their fundraiser feature, which allows users to raise money for their favorite cause.



Pro Tip: Social media inspires 25 percent of donors to give.² Ideal for quick announcements, photos, and two-way communication, use your blog and social channels to communicate with your followers in between email blasts.



Website Content: Engage your donors in conversation on your website. Use this venue to share your nonprofit’s mission, story, and programs. An enjoyable online experience includes easy navigation, relevant content, powerful images, and an easy-to-find donation button.



Pro Tip: Your website is a great place to tell your story with video and images. 57 percent of people who watch nonprofit videos go on to make a donation.¹



Online Giving: Online giving is the most popular modern form of giving. It's quick, easy, accessible, immediate, and cost effective. Branded, [designed donation pages](#) raise up to six times as much money on average.¹ Share your donation page with supporters near and far, to reach your local community, and beyond.



Pro Tip: Monthly giving revenue increased by 40 percent in 2018.⁴ Highlight this option on your donation pages. Monthly, or recurring, donors often give more over time, donate at higher levels, remain committed longer, give additional gifts throughout the year, and actively participate or volunteer.



Mobile Giving: Mobile giving is a win-win fundraising method. It's convenient, simple, and fast for donors. With Network for Good's donor management system, mobile gifts are automatically attached to a donor's account, which saves you time and makes gifts easy to track.



Pro Tip: Make sure your donation pages are all mobile-friendly. Current data shows that 25 percent of donors complete their donations on mobile devices¹ and 37 percent of Millennials have used a smartphone to give.³



Peer-to-Peer: Peer-to-Peer programs increase awareness and donor involvement by amplifying your message through peer-driven campaigns. Provide your peer fundraisers with easy-to-share communications tools, such as branded fundraising pages, suggested social media posts, email templates, and information about your organization and how donations will be used.



Pro Tip: Network for Good's donor management system comes with a built-in [peer-to-peer wizard](#) with step-by-step instructions for starting your campaign, setting goals, and creating tools to recruit and empower fundraisers.

1: Nonprofit Source

2: 2018 Global NGO Technology Report,

3: The Nonprofit Times

4: M+R 2108 Benchmarks Study

Evaluating Success

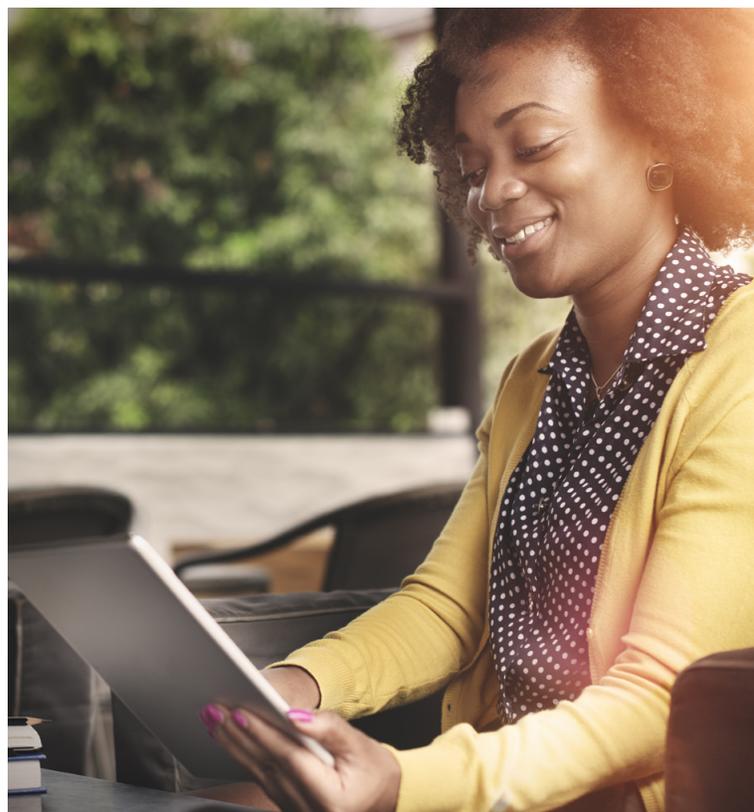
Another benefit of digital efforts is that you start seeing results right away. Email blasts are opened, social media posts are liked or commented on, and call to action buttons are clicked. Regularly review the progress of your different channels to track your performance to goal and determine if new strategies are in order. To round out your digital strategy, include the following:

Define Success: Have clear goals in mind before you launch any campaign. Determine how you're going to measure success for both marketing and fundraising. Whether your benchmark is a sold-out event, gaining new donors, meeting or surpassing your fundraising goal, or great word of mouth; a clear vision of what you're trying to accomplish sets you up for a successful campaign.

Set a Timeline: How often will you review your digital campaigns—daily, weekly, monthly? Schedule alerts to remind yourself to check in on your campaigns.

Select Metrics: How will you measure your success? Consider website analytics, email blast open rates and click through data, social media engagement, e-newsletter subscriptions, and number of donations received. Use your donor management system for quick at-a-glance reporting to track what's important to you.

Regular Evaluation: Review your data to determine what worked and what needs improvement. Revise your strategy moving forward until you find the perfect balance for your organization.



Whether you're new to digital fundraising or a seasoned pro, embracing the digital revolution will add value to your donor relationships and boost engagement levels. Explore the various channels to discover what your donors and prospects respond to best. Today's donor is looking for a unique experience. Incorporate the tools and methodology in this guide into your strategic communications plans to add that personal touch that makes your nonprofit stand out online.



Donor Management Made Easy

Every piece of information about your donors and contacts adds a new layer to your relationship with that individual. Use your data to discover why they support your nonprofit, what programs interest them, what communications they respond to, and what events they attend. Organized, accessible information improves engagement, deepens relationships, and reveals a treasure trove of stories and testimonials.

Network for Good believes in the power of small nonprofits. We believe a donor management system should save you time and improve efficiency, in order to free you up to do the good you do in your community.

A collage of three devices (laptop, tablet, and smartphone) displaying the Network for Good donor management software interface. The laptop screen shows a dashboard with a line chart for donations, a table of fundraising metrics, and a list of recent events. The tablet shows a 'Personal Fundraising Coach' profile for Simon Holloway. The smartphone shows a 'PAWS for the CAUSE' donation screen.

Quick Add +
Dashboard
Contacts 1

Network for Good.
Personal Fundraising Coach
Simon Holloway
Schedule Session
Your Documents
Keep track of everything you've uploaded and with your coach in one place
Recent Event Attendees
Acknowledgement Letter Ideas

PAWS for the CAUSE
Donate Now to Save Lives
Your donation will go directly to shelters in our community.
\$10 Puppies 180 to 300 lbs
\$25 Cats & Puppies for a Dog
\$50 Cats or Puppies for a Cat
\$100 Spay/Neuter & Day or Cat

Jan Feb Mar Apr May Jun Jul Aug Sep Oct Nov Dec
All donations Recurring donations
\$28,400 Raised this year ▲ 5%
\$127 Average donation ▲ 8%
\$11,400 Recurring ▲ 1%
\$223 Number of donations ▲ 5%
Designations
View All
\$7,700 (27%) General
\$5,900 (21%) Lifesavers Spay/Neuter
\$5,100 (18%) Facilities Improvement
\$4,800 (17%) Canine Companions
\$2,600 (9%) Emergency Medical
\$2,300 (8%) Second Chance

Stephanie Holland setup a recurring donation of \$50
Dec 31, 2015 @ 9:00am
Julia Wells donated a one-time gift of \$400
view giving history
Dec 31, 2015 @ 9:00am
Brandon Rios setup Brandon's Page campaign
Dec 31, 2015 @ 9:00am
Kathryn Henderson sent email 2016 Pledge Appeal
Dec 31, 2015 @ 9:00am
Conversation with Jeremy Reed
Dec 31, 2015 @ 9:00am
Thomas Burke is attending Choose to Move Sk
Dec 31, 2015 @ 9:00am
Holly Phillips completed task Follow up with donor Harrison
Dec 31, 2015 @ 9:00am