



Let's Get Digital, Digital

More Moves for
Your Annual Giving
Dance Card

The Presenters | Your Digital Dance Partners



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Topics

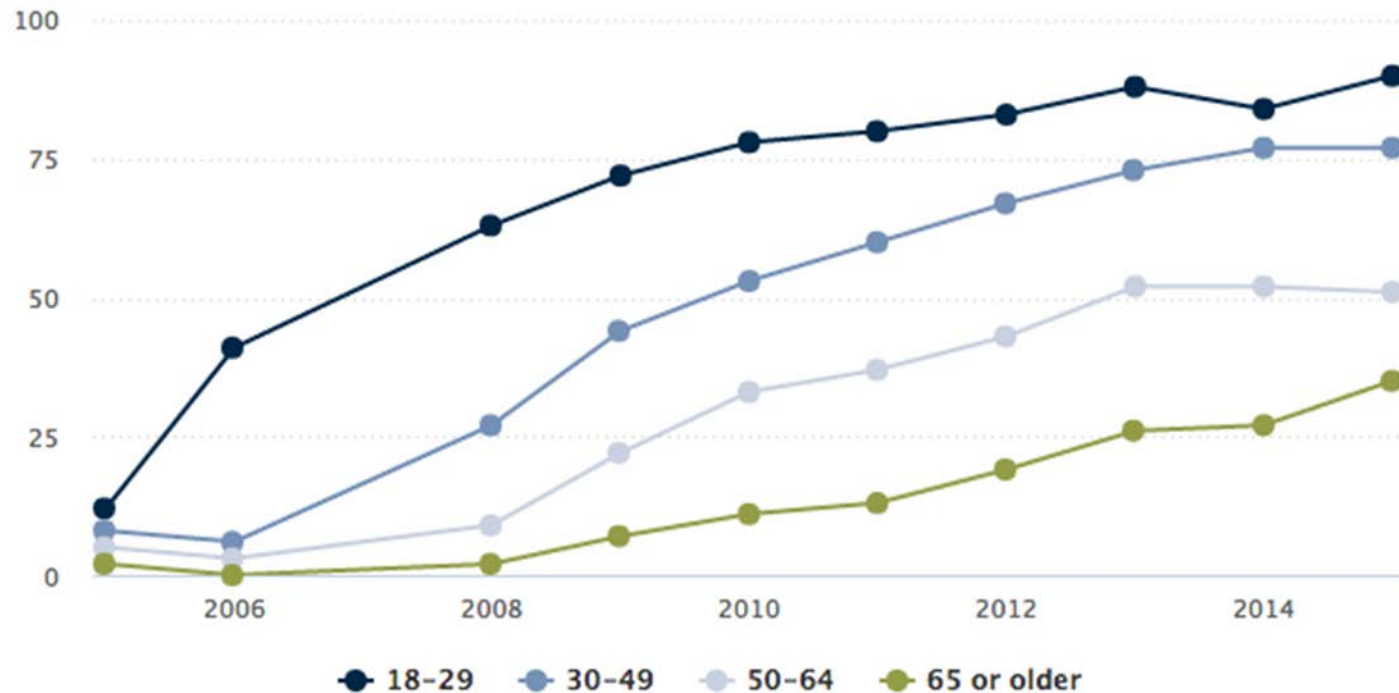
- Why digital and why now?
- Types of digital fundraising (spoiler alert: it's more than crowdfunding and giving day)
- The digital donor persona
- Incorporating digital into an already congested annual giving plan
- Building sustainable growth through digital



Why Digital? Why Now?

Why Digital? | Everyone is doing it

Among all American adults, % who use social networking sites, by age

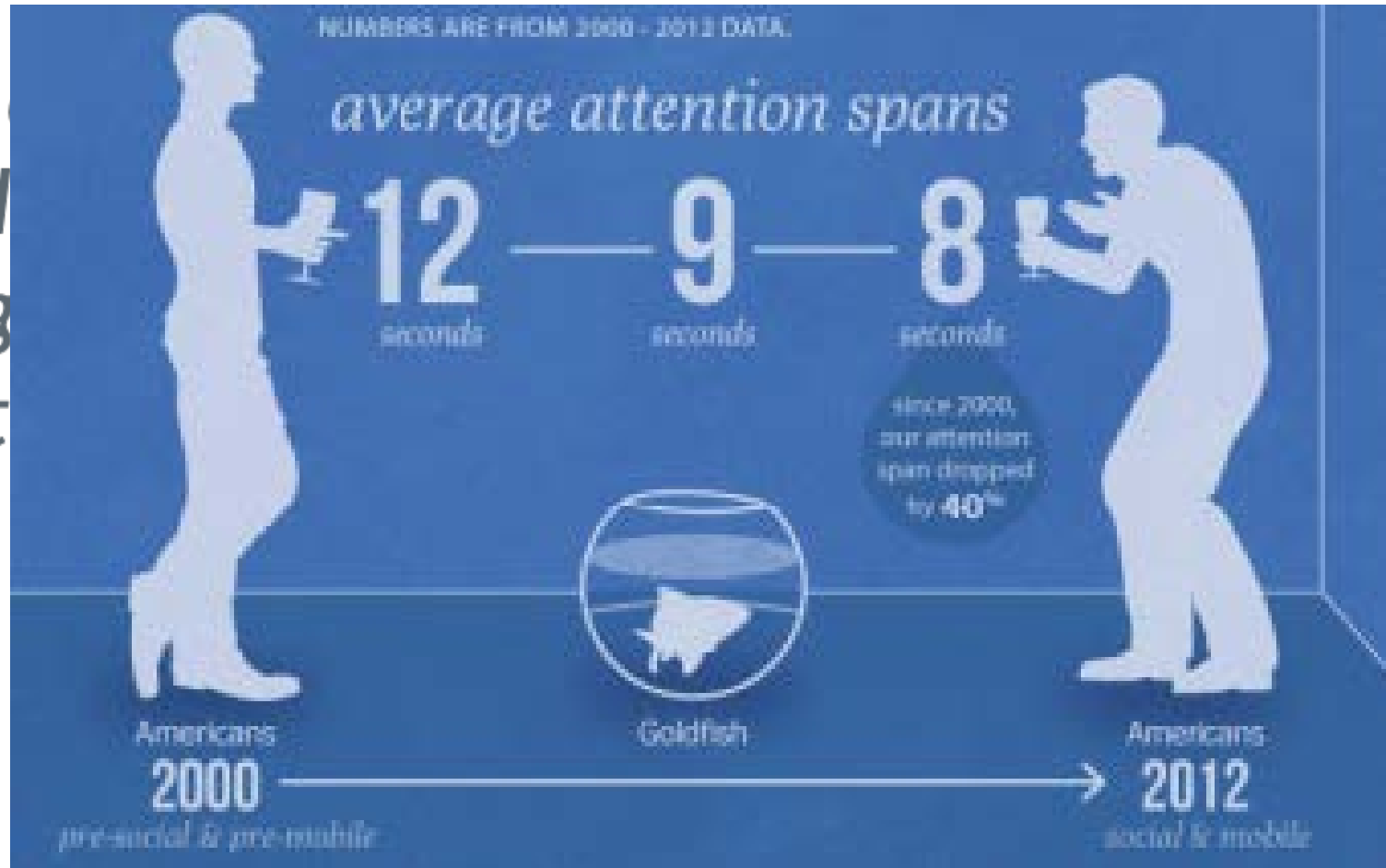


78% of
Americans have a
social media
profile (Source: Statista)

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Why Digital? | Get their attention

“Digital
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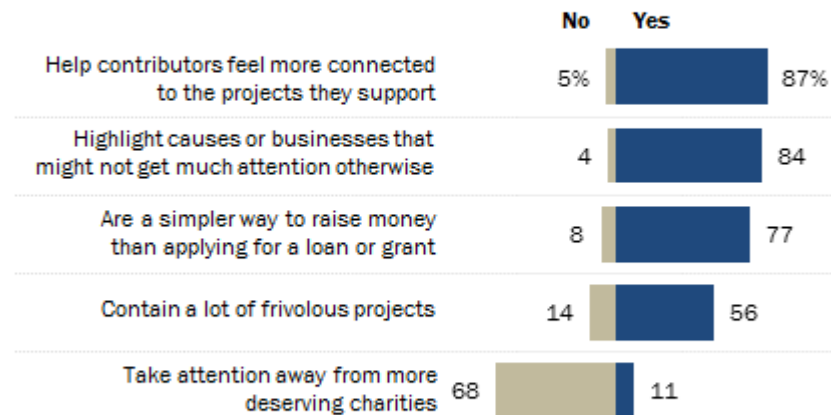
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5%
dia
llion,

Age 2016

Why Digital? | It makes giving easier

Donors say crowdfunding helps create personal connections, highlight causes

% of U.S. crowdfunding donors who feel that the following statements describes these services well, or not



Source: Survey conducted Nov. 24-Dec. 21, 2015.
"Shared, Collaborative and On Demand: The New Digital Economy"
PEW RESEARCH CENTER

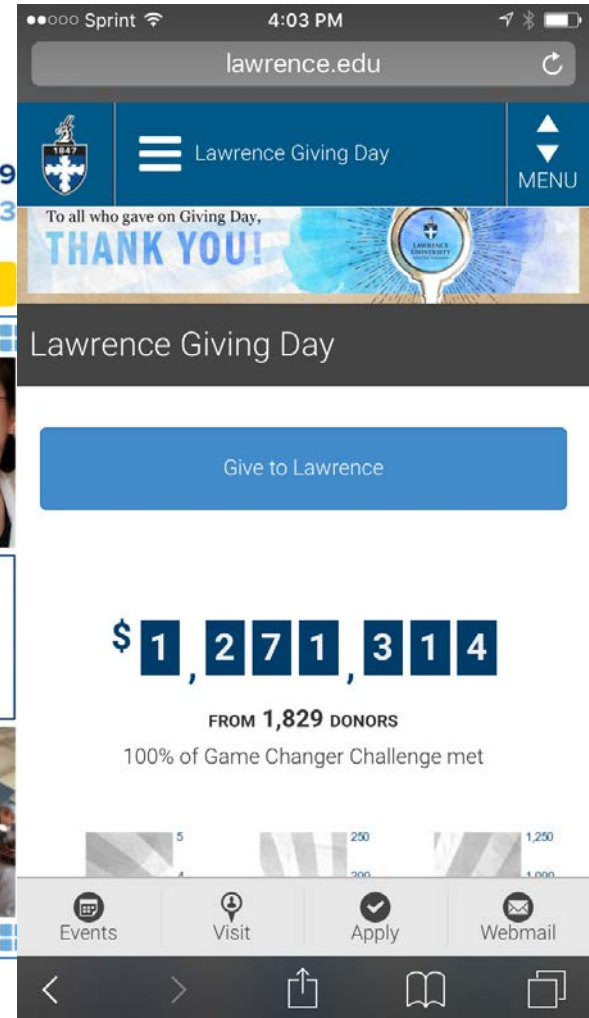
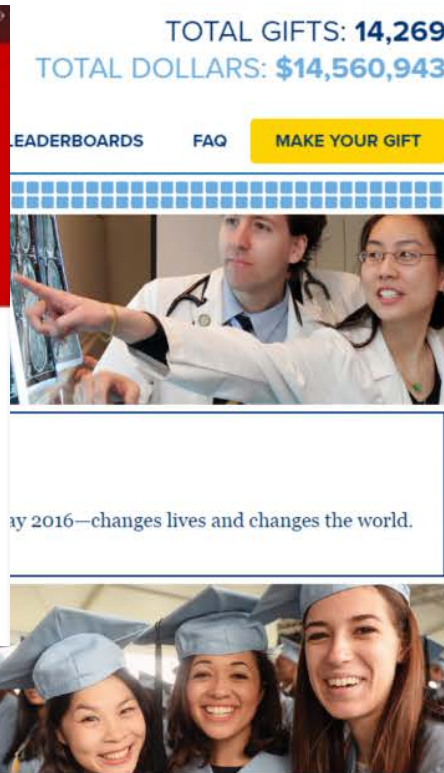
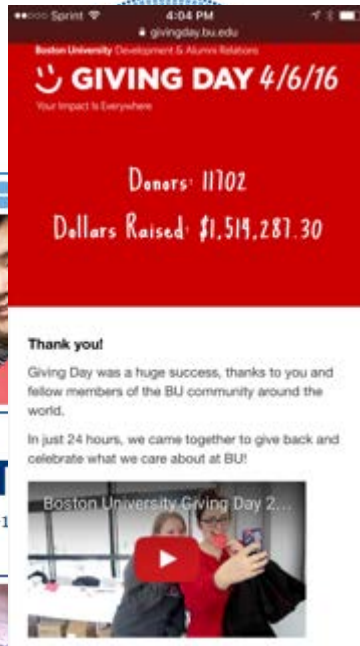
Never Use Checks!

52% of those 18-34 never use checks

35% of college grads have given to a crowdfunding campaign

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Why now? | Everyone else is doing it!

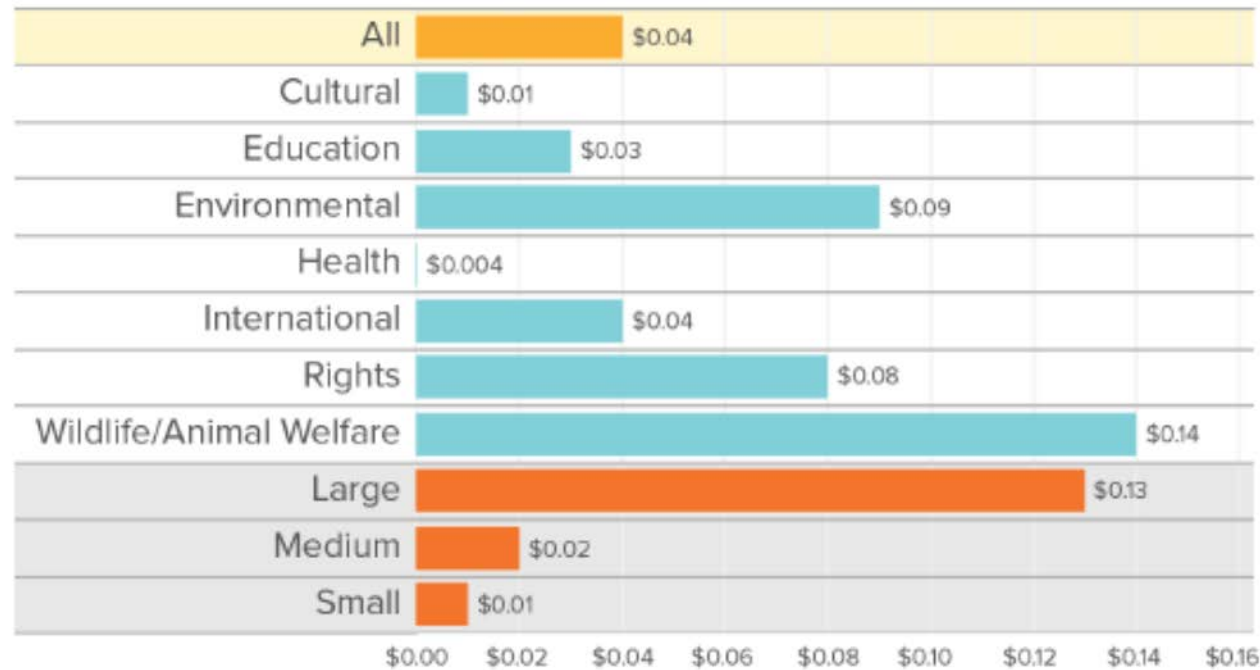


HOW WE DID IT

On October 26, 2016, we came together to give *through* Columbia, taking on global issues like climate change and social justice through new

Why now? | Non-profits are poaching your donors

Investment in Digital Advertising Divided
by Total Online Revenue



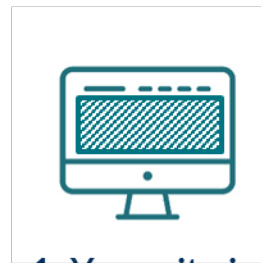
Top non-profits are investing \$0.12 per \$ raised online vs. only \$0.03 in Education



Types of Digital Fundraising and Outreach

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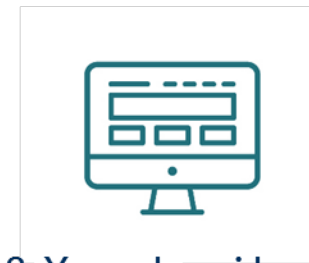
Retargeting | Increase online donor conversion



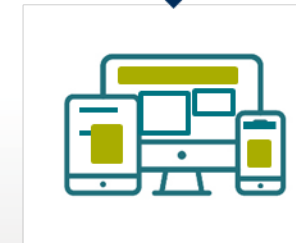
1. Your site is equipped with a tracking pixel.



2. Your alumni visit your site.



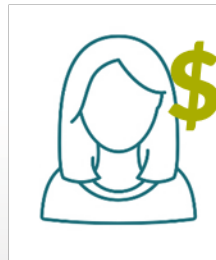
3. Your alumni leave your site without making a gift.



4. Your ads are served as they browse other sites and social media.



5. Your retargeting grabs their interest and they click through.



6. They return to your site to make a gift.

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Retargeting | Increase online donor conversion

Online Giving Page/s

- Retarget donors that abandon your giving page without making a gift

Giving Day

- Retarget donors that abandon your giving day online giving page without making a gift
-

Update Your Records

- Retarget prospects that do not finish updating their information on your institution's update page

Athletics

- Retarget prospects that do not complete a season ticket purchase

Events

- Retarget prospects that land on an events page but do not register

70% higher conversion

Retargeted visitors are more likely to convert

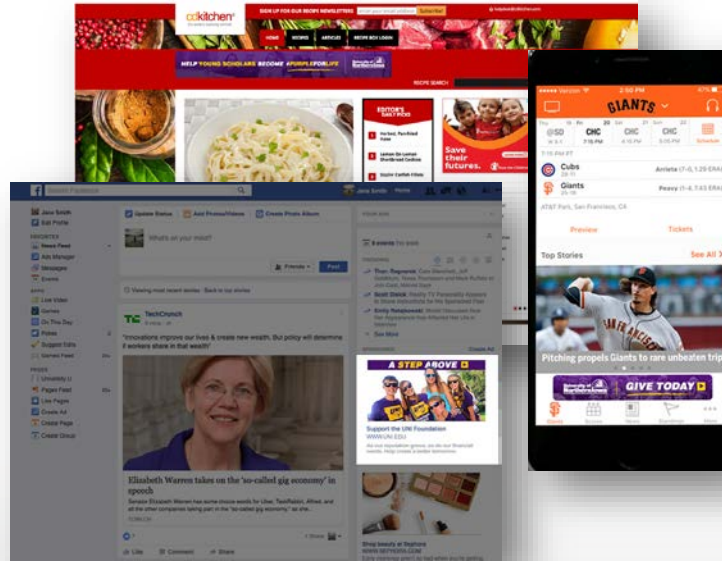
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Targeted Display Advertising | Amplify All Channels

Step 1: Audience
Identified

Step 2: Digital Ads Served to
Target Audience on web, social &
mobile

Step 3: Alumni see
impressions and make a gift



We work with you to
determine the right
audience and criteria
for your campaign.

RNL's award-winning design
team creates a series of digital
ads optimized for web, mobile
and social.

We provide state-of-the-art
reporting to show return and
support insight led decision
making

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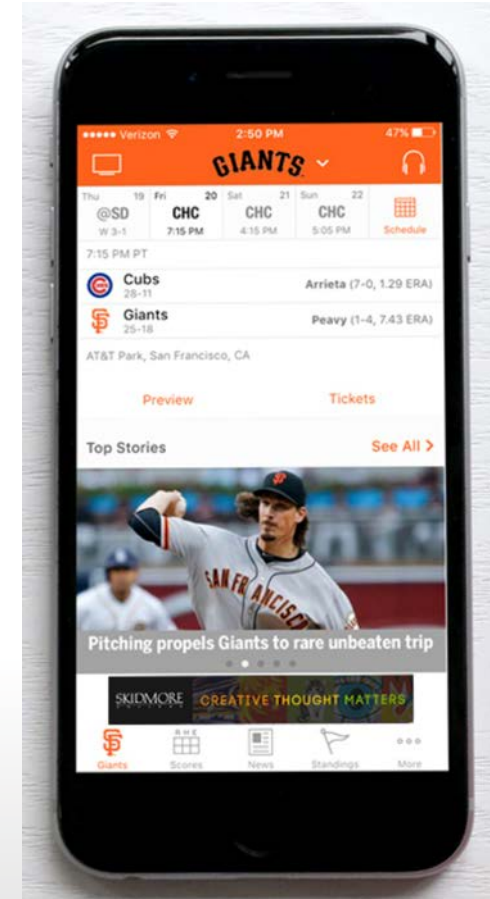
Targeted Display Advertising | Amplify All Channels

Giving Day: Raise awareness of your giving day the week before and the day of, then thank your donors after your giving day and let them know the results of their efforts.

Calendar Year End/Fiscal Year End: Amplify your existing channels and ultimately your year-end fundraising results.

General Annual Giving: Boost the success of a traditional annual giving channel and use digital to engage and grow your donor base all year round.

Fulfillment: Improve fulfillment and optimize your phonathon ROI by driving unfulfilled donors online to make their gift.



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Targeted Display Advertising | Amplify All Channels

5 of 6 test segments outperformed the control group

Test (Digital Ads)

Control

Records

11,412

8,328

Response Rate

2.76%

1.93%

Gifts

315

161

Average Gift

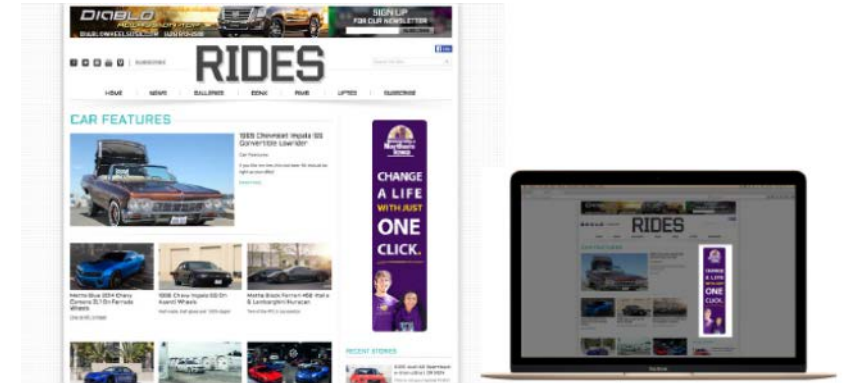
\$258

\$143

Total Dollars

\$81,324

\$23,807



Animation:
These to screens will flip back and forth.

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Mobile Geo-Location | Optimize engagement opportunities

Determine
time,
purpose and
location for
ads

Create GPS
fence for the
target
location

Create digital
ads

Serve digital
impressions

Use
retargeting
to convert
after leaving
geofence

Mobile Geo-Location | Optimize engagement opportunities

Graduation: Raise awareness of your giving day the week before and the day of, then thank your donors after your giving day and let them know the results of their efforts.

Athletic Events: Amplify your existing channels and ultimately your year-end fundraising results.

Alumni Events: Boost the success of a traditional annual giving channel and use digital to engage and grow your donor base all year round.



Digital Advertising | Things to Remember

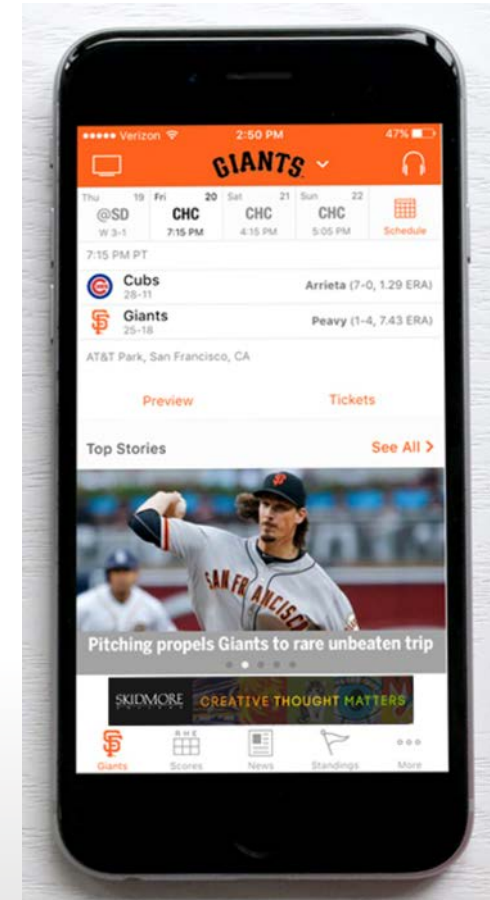
It's about the amplification effect

Create channel synergy

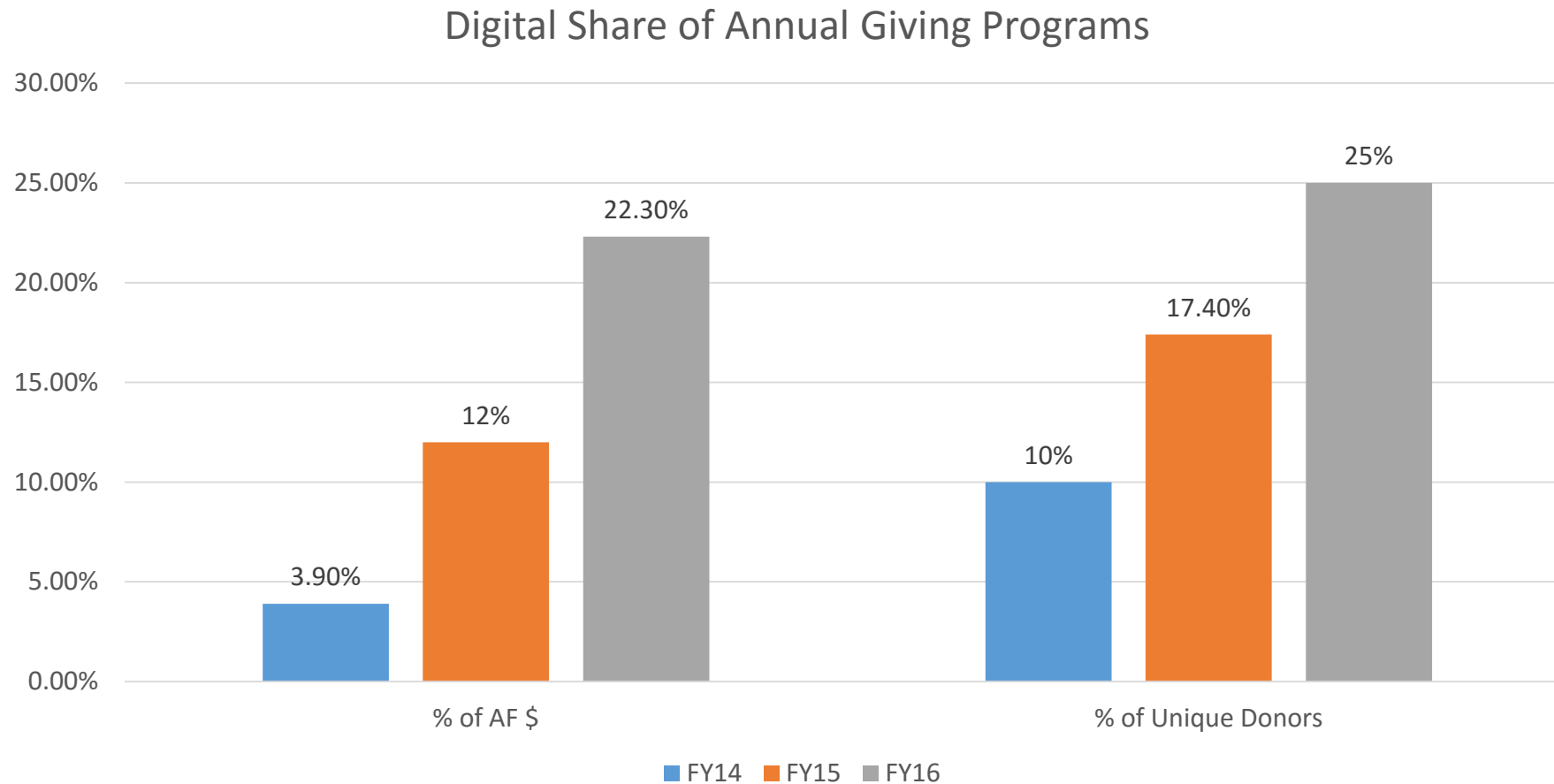
Create strong calls to action

Always be testing

Don't advertise on one outlet



Three Years of Digital Fundraising – UT Austin



Day of Giving – Generational Outcomes



Boomers:

33.3% of total donors
50% of dollars

- Typical Assumptions
 - Donors are younger
 - Older donors won't respond

Generation X:

27.7% of total donors
26.7% of dollars

- Actualities
 - Outcomes reflect overall program stats
 - All donors can and do respond to digital

Oldest Donor: 94

Segment Responses

Day of Giving

- **70% repeat donors**
- **30% first time**



Crowdfunding

- **Most donors non-alumni**
- **Donor type depends on**
 - Project Type
 - Reach of Project Champion
 - Type of Project Champion



Challenges | And Possible Solutions

- Renewing atypical donors
 - Targeted crowdfunding solicitations?
 - Very specific engagement?
- Retaining new alumni donors
 - Engaging beyond digital campaigns
 - Consider activity beyond traditional
- Considerations
 - Channel cannibalization
 - Adjusting schedules
 - Dovetail traditional and digital

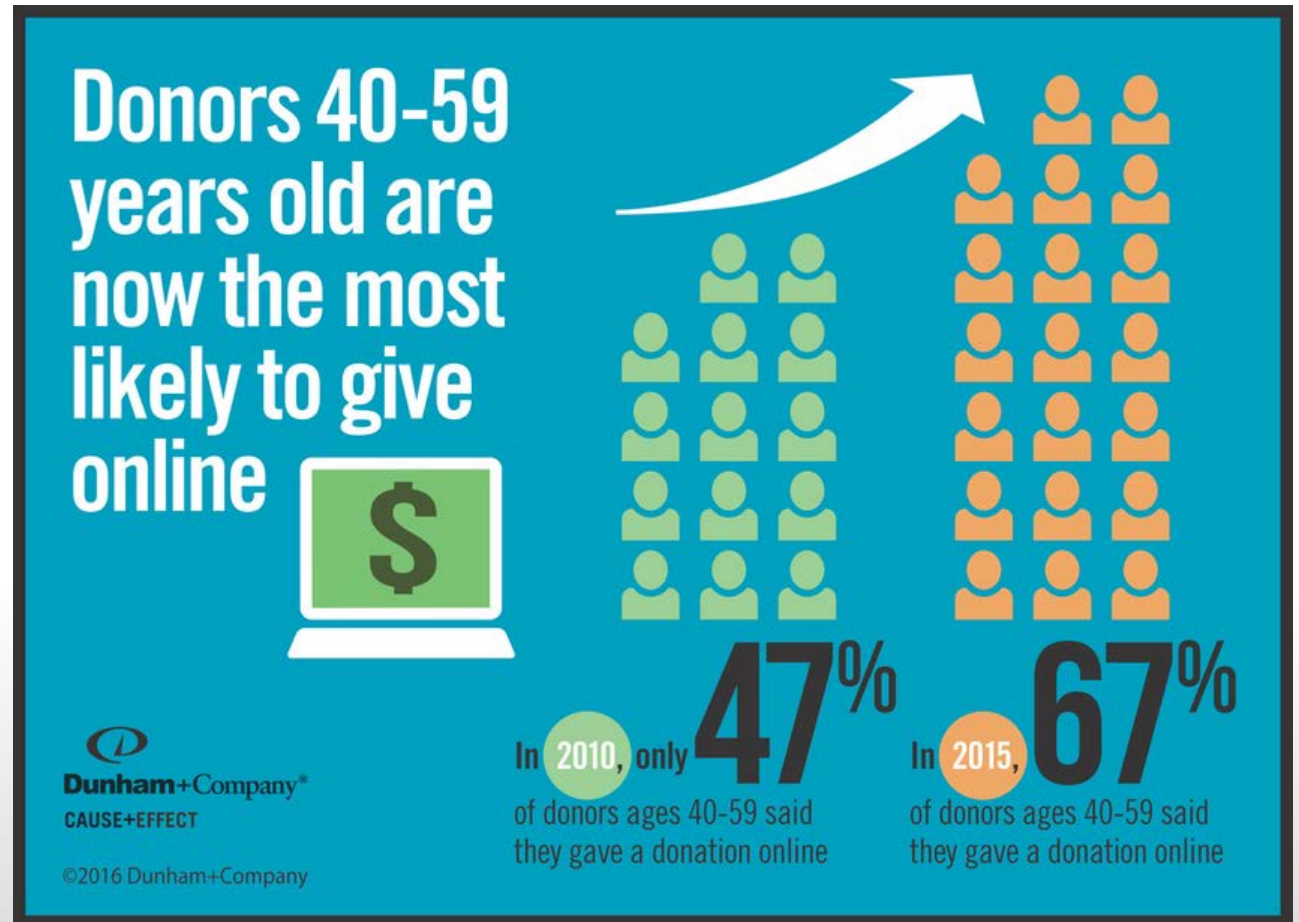


Digital Donor Persona

Age | Beyond millennials



Is this your online donor?



Technology | Understand device usage

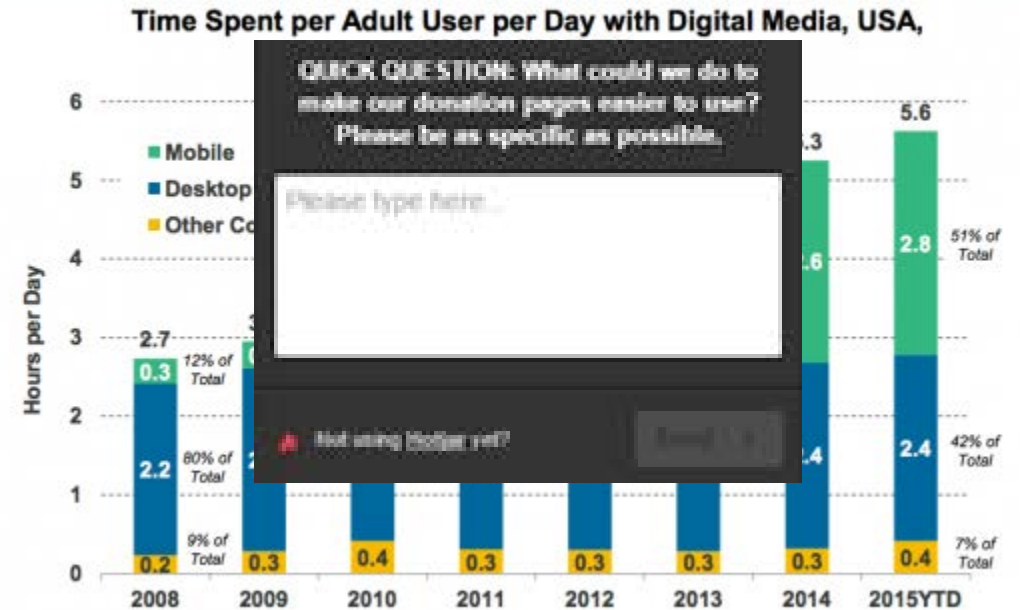
14% of Donations during 2015 giving season were made on mobile devices.

43% of mobile donors gave from an iPad in 2015

42% of mobile donors gave from an iPhone in 2015

Source: NPEngage Giving Season Study

Internet Usage (Engagement) Growth Solid
+11% Y/Y = Mobile @ 3 Hours / Day per User vs. <1 Five Years Ago, USA



Social Demographics | Social Demographics

Wealthy: Estimated income is higher for online donors.

Home Owners: 60% are verified homeowners, 75% are probably, likely or verified homeowners

Mail Order Responder: 61% have bought goods or services via mail.

Gender: 53% are males

Source: Blackbaud



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Analyze your digital donors| Uncover the following:

Giving history

Channel influence

Device they used

Do they upgrade

Abandon rate

Age/Grad year trends

Educational trends

Do digital donors renew?



Building Sustainable Donor Growth

Renew your digital donors| Can't grow without strong retention rates

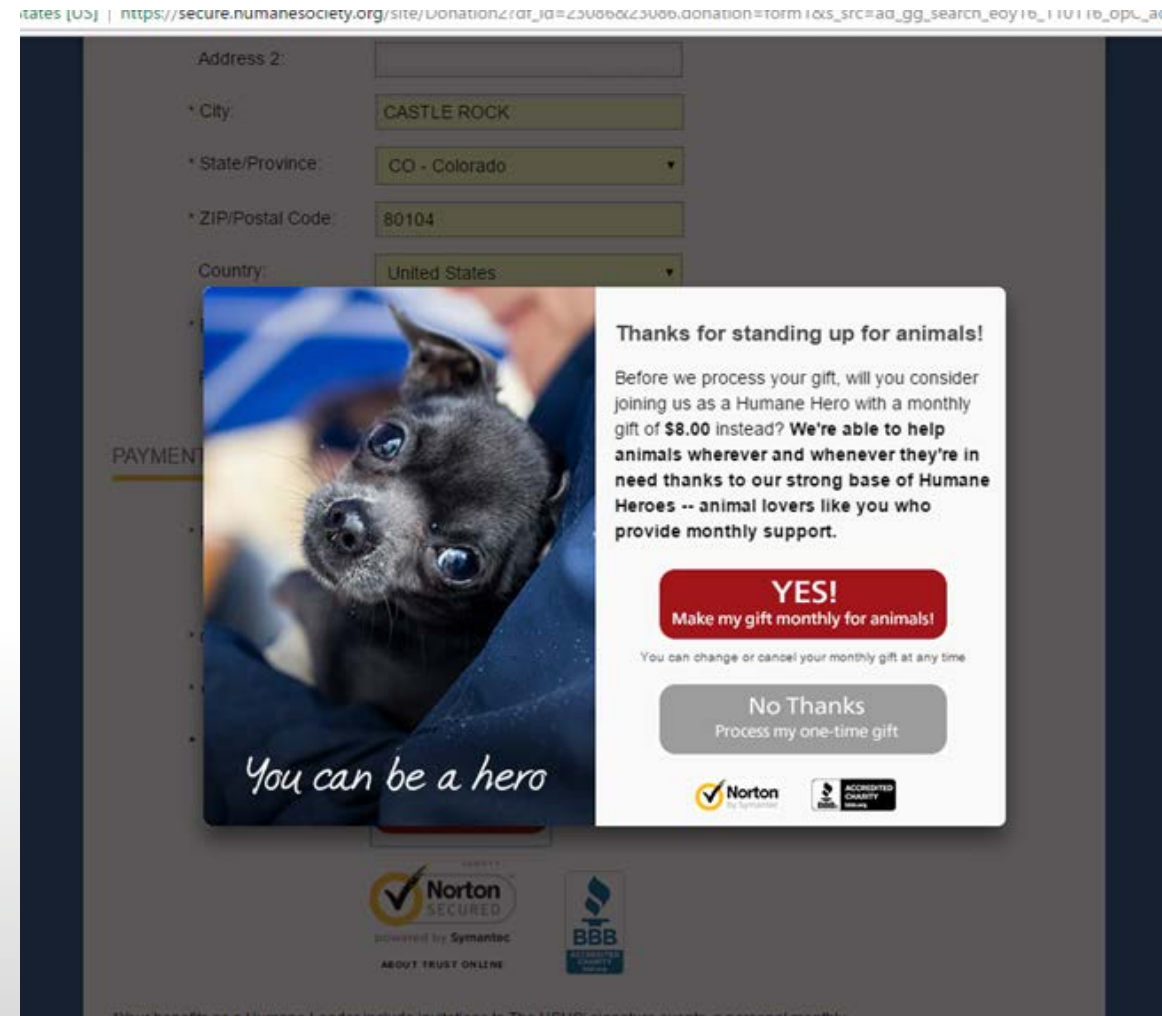
Recurring giving | Instant Renewal

Multichannel Warming & Solicitation

Segment Digital Only Donors

Retargeting

Test (personalization, case for support, ask levels)



Steward them well | Uncover the following:

Steward regardless of gift size

Encourage social sharing

Post gift survey (why they support, affiliation)

Multichannel stewardship

Recognize how they gave

Anniversary



Innovate Every Year| Start by understanding the audience and pick 3

Competitive analysis (give to other non-profits)

Digital advertising to amplify your channels

Streamline your giving page

Use video

Think beyond the deans discretionary fund with digital giving

Leadership annual giving plan | Uphill battle without strong retention

Personal Journey (Specific to: Crowdfunding, Giving Day, etc.)



New donor! ✓

Personalized Stewardship

Step 1

Personalized TY Video



\$100+ Give Day Donors sent to Call Center and student callers create and send personalized videos

Step 2

Gift Survey & Reminder



Tara completes the survey

We learn she's grateful for her scholarship and being a 1st generation college graduate

Step 3

1st Time Donor packet



Enclose frameable pic, Thank You note and information on leadership annual giving

Final thoughts:

- Don't try to do everything
- Realign & train your staff
- Don't measure digital in a silo
- Have fun