

# 2021 Fundraising Strategies Designed To Help You Raise More This Year



Welcome to the webinar!

# Your Speaker



**Candace Cody**

Manager of Content + Education  
CauseVox

# Webinar Agenda:

- 1 Fundraising In Today's Context
- 2 3 Ways To Grow Your Fundraising
- 3 8 Fundraising Strategies To Help You Raise More In 2021

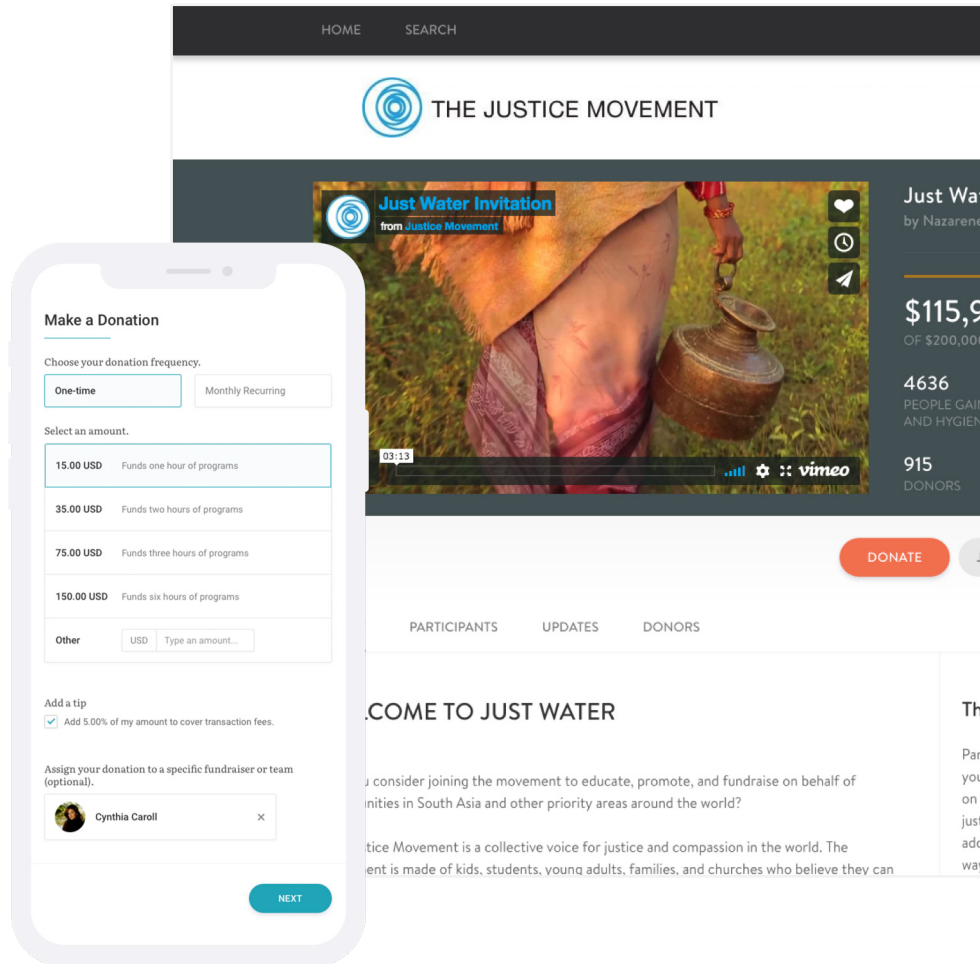


# Power up your virtual fundraising

Typical fundraising software is clunky, complex, and contract-bound, but CauseVox actually tidies up your digital fundraising.

Run donation pages, crowdfunding, and peer to peer fundraising in less time, without hassle.

Learn more at [causevox.com](https://causevox.com)



# 2021 Fundraising Strategies Designed To Help You Raise More This Year



# Fundraising In Today's Context



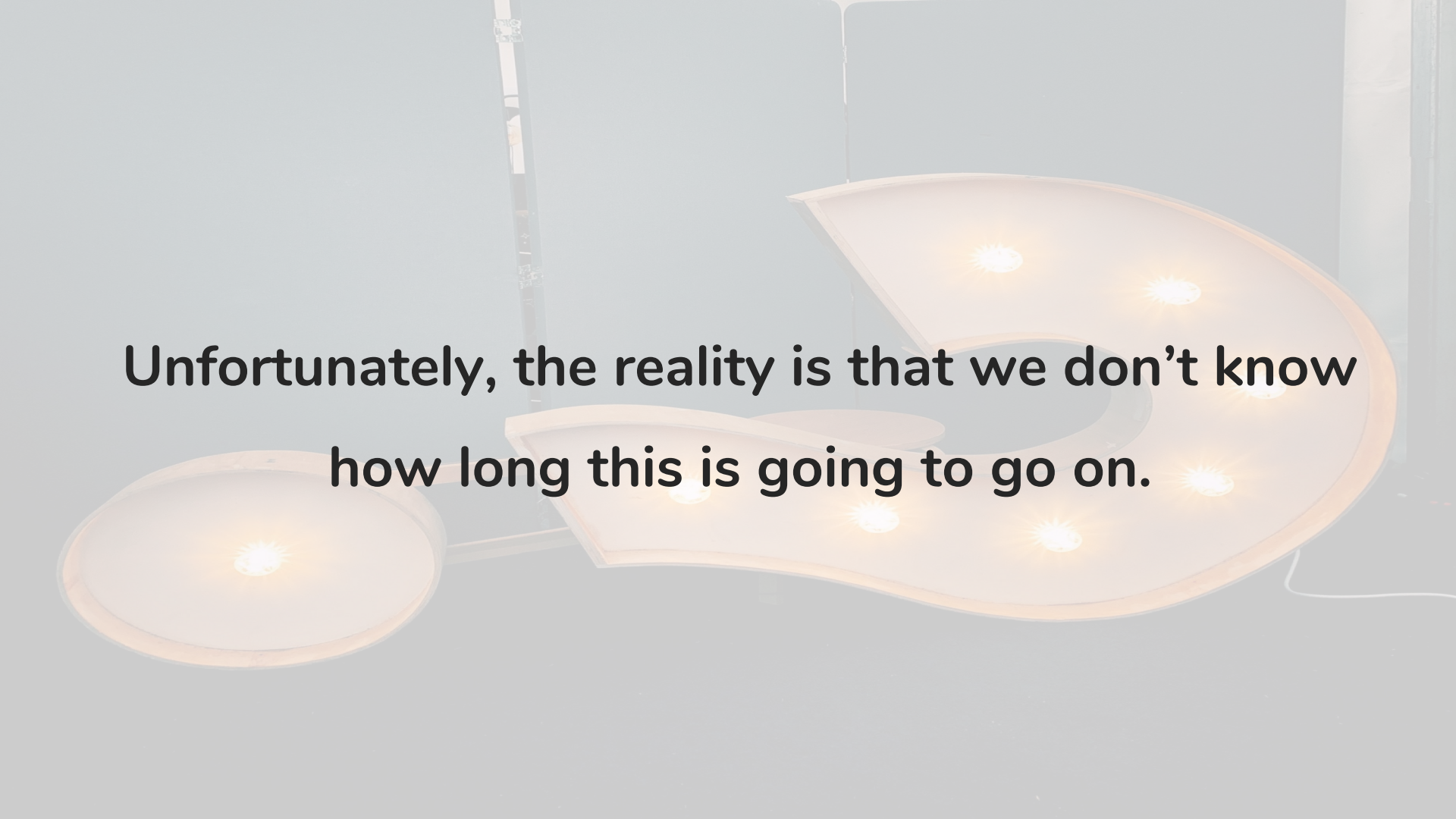
A photograph of a laptop on a wooden desk. The laptop screen shows a video conference with a grid of approximately 15 participants. In the foreground, to the left of the laptop, is a teal-colored ceramic mug. The background is softly blurred, showing a wooden chair and a window with light coming through. The overall lighting is warm and natural.

**You've had to re-imagine your programs  
and ways of working.**



**In-person fundraising events for the foreseeable future are cancelled & rapid transition to virtual fundraisers.**



A modern, curved, illuminated ceiling light fixture with several recessed lights. The fixture is white and has a smooth, curved surface. It is mounted on a ceiling and has a warm, yellowish glow. The background is a light blue wall.

**Unfortunately, the reality is that we don't know  
how long this is going to go on.**

In 2019 + 2020, were the

# budget constraints

Were the #1 challenge for nonprofits  
preventing digital advancement.

*Source: 2020 Digital Outlook Report*

In 2015-2018

# Staff shortage

was the #1 challenge for nonprofits preventing digital advancement.

# 43%

of nonprofits felt that technology shortcomings were an obstacle in 2020.

Total online revenue grew by

**10%**

in 2020.

Donations were up

**7.6%**

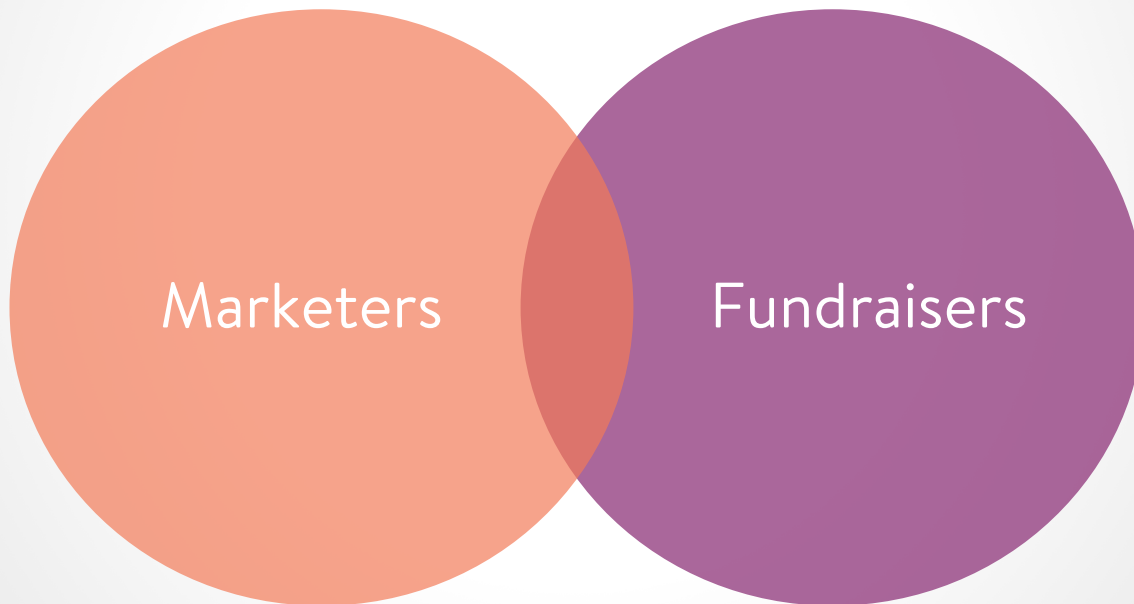
in 2020.

Donations are the highest they've been in

**5 years.**

# The Great Convergence (Pre-COVID)

The blend of marketing and fundraising is happening soon.

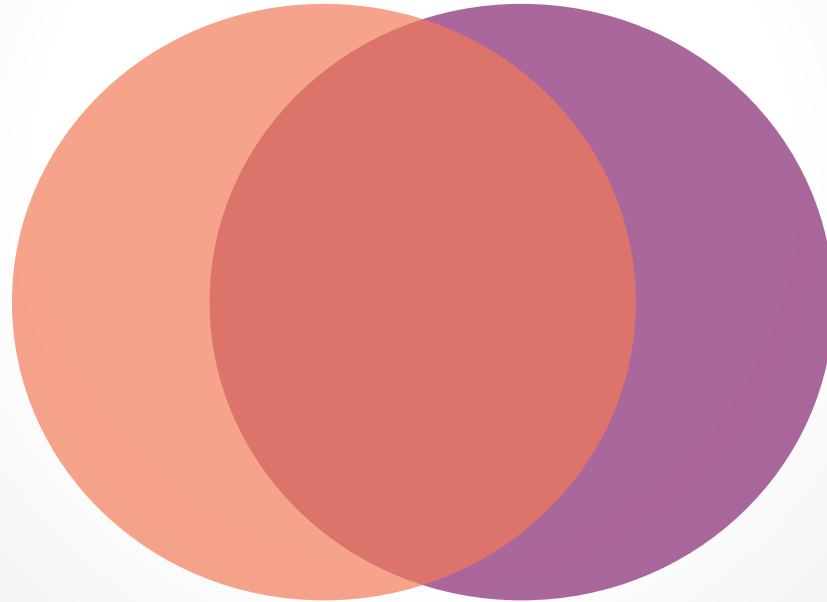




# The Great Convergence (Post-Covid)

The blend of marketing and fundraising is now.

Marketers



Fundraisers

**The nonprofits that will withstand the pandemic are the best are the ones that are the quickest to adopt a comprehensive digital fundraising strategy.**

# Digital Fundraising Cycle

**ATTRACT**

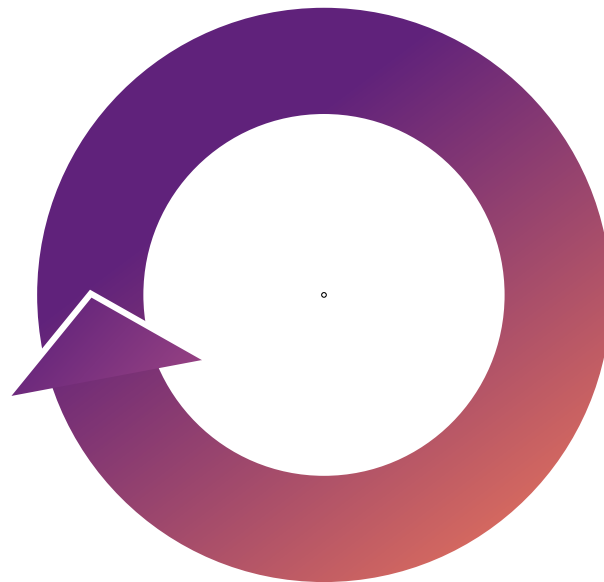
**Build Your Audience**

Web traffic, social media, digital ads, etc

**CONVERT**

**Drive To Action**

Donations, peer-to-peer, etc.



**NURTURE**

**Engage Your Audience**

Email nurturing, social media, storytelling etc.

**Donations are a form of  
commitment.  
And commitment is a journey.**



# Advantages Of Fundraising In 2021

- Lower costs of fundraising online
- Higher return on investment + effort
- Less administrative tasks
- Wider range of participants/supporters

= You Take Home More Funds With Less Effort

# 3 Ways To Grow Fundraising



# How To Grow Fundraising

- Acquire more donors
- Increase donor retention
- Increase gift size

# #1. New Donor Acquisition



## ATTRACT

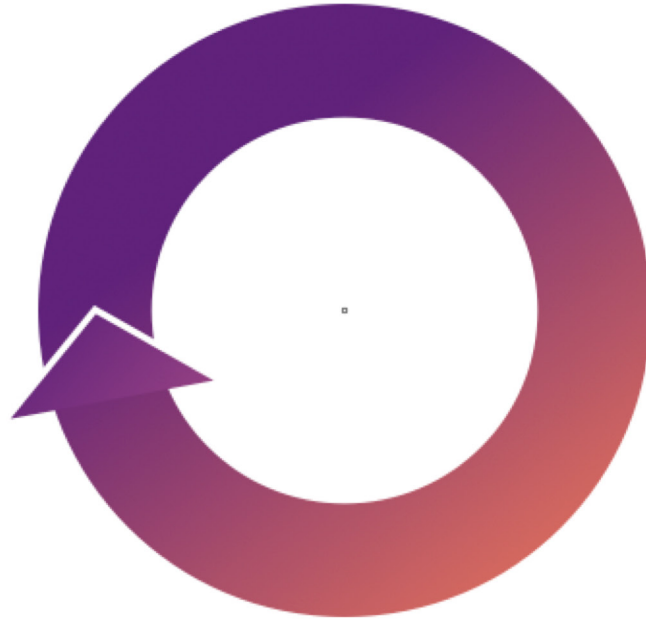
### Build Your Audience

Web traffic, social media, digital ads, etc

## CONVERT

### Drive To Action

Donations, peer-to-peer, etc.



## NURTURE

### Engage Your Audience

Email nurturing, social media, storytelling etc.

11.4%

increase in new donors.

## **#2. Donor Retention**

Overall, donor retention was donor retention  
rates were

**Down**

in 2020.

The average donor retention rate in 2020 was

**44.5%**

Bad News: Last year, only

**14.2%**

of first time donors in 2019 gave again  
in 2020.

It costs nonprofit organizations

**200-300%**

more to attract new donors than it does  
to get a 2<sup>nd</sup> gift.

# 65%

of repeat donors are retained.



**Good News: You can implement strategies that help you retain more donors in 2021.**

## #3. Increasing Gift Size

The average gift retention rate is

**48%**

**These 3 pillars will help you grow fundraising throughout 2021.**

# 8 Fundraising Strategies To Raise More In 2021



Acquisition

Retention

Gift Size

# 1. Donation Form Optimization

# 75%

of young donors are turned off by an out of date website.

Conversion rates increased

50%

when form fields were lowered from 4 to 3.



# 65+%

of all fundraising web traffic is mobile is  
and growing each year.

# 54%

of consumers have made a mobile payment in the last year.

# 68%

of donors agree that knowing how their donation makes an impact is important to their gift.

Supporters are

**70%**

more likely to give again if they gave on a branded donation page the first time.

# You Need A Great Donation Page

Your donation page has never been more essential to your fundraising. You need a donation page that will:

- Helps drive more results (optimized for conversion)
- Branded/integrated into your website
- Communicates impact to the donor to drive higher gifts
- Mobile-optimized & supports mobile payment
- A great experience your donors will love

# Donate

Membership, Planned Giving, Sponsorship Opportunities and more

When you donate to The Land Conservancy of New Jersey, you help preserve and protect our state's critical land and water resources. Lands that enrich your life by ensuring clean air and water, sustain locally grown food, inspire you with natural beauty, and provide you with special places to explore.

## Make a Donation

Choose your donation frequency.

One-time

Monthly Recurring

Select an amount.

10.00 USD

25.00 USD

50.00 USD

100.00 USD

Other

Add a tip

Add 4.50% of my amount to cover transaction fees.

NEXT

OTHER WAYS TO GIVE



Select an amount.

|                    |                                                                                                                                                                                                  |
|--------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>75.00 USD</b>   | Provides 75 thermometers to residents to help monitor individual health                                                                                                                          |
| <b>150.00 USD</b>  | Supplies about 150 residents with antibacterial soap bars to support CDC hand washing guidelines                                                                                                 |
| <b>500.00 USD</b>  | Provides 20 phones to residents so they can call for support during isolation                                                                                                                    |
| <b>500.00 USD</b>  | Provides occupational therapy services to keep a person housed and allow them to age with dignity in place saving taxpayers \$110,000 a year when compared to senior assisted living facilities. |
| <b>1000.00 USD</b> | Gives nearly 100 residents a supplemental food kit of oatmeal, lentils, can of fruit, and water                                                                                                  |
| <b>2500.00 USD</b> | Equips 5 staff members with individual laptops to be mobile in the field                                                                                                                         |

## Make a Donation

Choose your donation frequency.

One-time

Monthly Recurring

Select an amount.

50.00 USD

Stupid Cancer Friend: Support the Adolescent and Young Adult (AYA) Cancer Community

100.00 USD

Stupid Cancer Family: Help offset the cost of attendance at CancerCon!

200.00 USD

Cover the full registration cost of CancerCon 2020 for an AYA Survivor

850.00 USD

Partial Scholarship to CancerCon 2020 for an AYA Survivor

2500.00 USD

Full Scholarship to CancerCon 2020 for an AYA Survivor

5000.00 USD

Official Named Sponsor for Toast 2019: The Museum of Stupid Cancer

Other

USD

Type an amount...

Add a tip

Add 5.00% of my amount to cover transaction fees.

NEXT



Acquisition

Retention

## 2. Peer-to-Peer & Virtual Fundraising Events

Organizations that use peer-to-peer fundraising raise

2x

as much, as opposed to crowdfunding campaigns.

# Peer-to-Peer Fundraising

It's never been a better time for peer-to-peer fundraising:

- Peer-to-Peer fundraising is fundamentally about relationships
- It's an alternate ask
- Primary driver of new donor acquisition
- Ideal for digital fundraising
- Start with board members

**Tip: Prepare a toolkit to help your fundraisers best promote their pages**

# 84%

Of survey respondents said they either had already run a virtual event, or were planning on running one in 2020.

*Source: Wild Apricot Virtual Event Report*

# What Is Virtual Fundraising?

A virtual fundraiser is an online fundraising event. Instead of gathering together physically, your supporters gather online via technology like live-streaming, video, social media + digital fundraising software to raise funds online.

Virtual fundraisers aren't new, but they are rapidly growing!

# Advantages Of Virtual Fundraising

- Lower event costs
- Higher return on investment
- Higher return on effort
- Wider range of participants/supporters
- Less administrative tasks

= You Take Home More Funds With Less Effort

# Cost of Fundraising & ROI

Low cost of fundraising enables higher ROI, a low fundraising ratio, and more funds to go to the mission.

| Fundraising Method      | Average Cost to Raise \$100 |
|-------------------------|-----------------------------|
| Direct Mail Acquisition | \$138                       |
| Benefits & Events       | \$50                        |
| Direct Mail Renewal     | \$25                        |
| Planning Giving         | \$25                        |
| Grants                  | \$20                        |
| CauseVox *              | \$3                         |

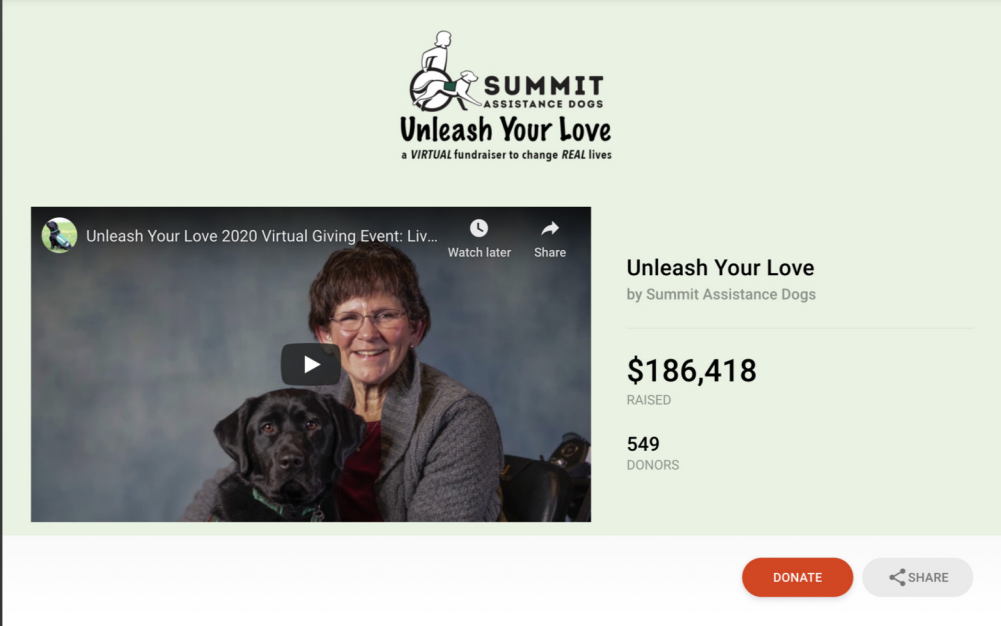


\* Averages after use of donation tipping, where donors cover your fees. Includes credit card processing fee.

# Virtual Fundraising Case Study

- Engaged more virtual table captains
- Spent \$50,000 less in event costs
- Took home over \$35,000 more
- ROI increased from 212% to 1617%

**8x Increase in ROI**



**SUMMIT ASSISTANCE DOGS**  
**Unleash Your Love**  
a VIRTUAL fundraiser to change REAL lives

Unleash Your Love 2020 Virtual Giving Event: Liv...  
Watch later Share

**Unleash Your Love**  
by Summit Assistance Dogs

**\$186,418**  
RAISED

**549**  
DONORS

[DONATE](#) [SHARE](#)





## Unleash Your Love

by Summit Assistance Dogs

**\$186,418**

RAISED

**549**

DONORS

DONATE

SHARE

[About](#)

[Participants](#)

[Updates](#)

[Donors](#)

This week, the difficult decision to cancel #20NTC was made, but it was one that was made that was true to NTEN's values and centered the community. In the last 24 hours, the NTEN community has shared countless messages of support, as well as offers to generously donate registration fees towards the significant financial hit.

The reality is that NTC is a significant part of NTEN's annual budget, and there is a substantial amount that is needed to pay for the conference contracts that are owed for not putting on the event. NTEN has done everything to negotiate as much as possible. Unfortunately, insurance does not cover cancellations due to COVID-19.

As with everything at NTEN, this fundraiser is community-driven.

Let us remember #20NTC as a moment in time in which we, as a community, came together to support the organization that so many of us love and, in doing so, celebrate the very best in all of us.

Please share this campaign with your networks and share your story of what NTEN and the NTC mean to you!

All donations will be eligible for a US tax receipt

## *Your donation today will create life-changing service dog partnerships for years to come.*

Summit Assistance Dogs relies on the generosity of our amazing donors and volunteers whose support funds the training and placement of highly-skilled assistance dogs with our clients, at no cost to them. This year, due to the COVID-19 pandemic, we are transitioning our annual luncheon fundraiser to the new Unleash Your Love virtual giving event. **Help us meet our goal to raise \$175,000 through this year's Unleash Your Love virtual giving event and you will create multiple new life-changing partnerships in 2020.** Become a virtual "table captain" and engage your network to meet a shared giving goal ([virtual table captain guide](#)), **donate online by clicking the button above**, mail in your gift by check, or join us from the comfort of your couch for our live program on May 7!

If you would like to make a recurring donation or modify your current recurring donation, contact us at [info@summitdogs.org](mailto:info@summitdogs.org).

**CHALLENGE MATCH:** A generous anonymous donor has issued a challenge to our community - if we can raise \$175,000 by May 7, they will donate \$25,000!

## About Summit

Summit Assistance Dogs creates life-changing partnerships by providing highly-skilled mobility assistance dogs for people living with disabilities. Visit [www.summitdogs.org](http://www.summitdogs.org) for more info.



## Thank you Event Sponsors

GOLD LEVEL

## Virtual "Table Captains"

Meet some of our supporters who are spreading the word about this campaign

[FUNDRAISERS](#)[TEAMS](#)

1 - 20 OF 42



**The Leavitt Family**

\$25,660 RAISED



**Preston Thompson for ...**

\$11,160 RAISED



**Melissa, JoAnn and Gr...**

\$10,450 RAISED



**Tracy's Table for Unlea...**

\$9,185 RAISED



**Mark's Virtual Table**

\$8,144 RAISED



**Kevin Corcoran's Table ...**

\$6,525 RAISED



**Mike Hughes**

\$4,500 RAISED



**Chris Blanchard**

\$4,455 RAISED



**The Weiss Family**

\$4,400 RAISED



**Linda Fleming**

\$3,895 RAISED



FUNDRAISER

## Mark's Virtual Table

[/mark-bunje](#)

[My Appeal](#)

0 Updates

12 Donors

### Cat lover gone to the Dogs!

Yes, friends and family, that's me. After I retired from the fire service I started volunteering for a non-profit, Summit Assistance Dogs. Little did I know my volunteer work as a construction consultant at Summit would change the rest of my life. I am, well, was, a true cat person. I soon found myself surrounded by dogs, lots of dogs, especially the seven to eleven that lived with my new partner in life, Sue.

The dogs changed me. Their love and devotion was without question. As I became more involved with Summit I saw incredible changes taking place in others who were

81%

**\$8,144**

OF \$10,000 RAISED

**12**

DONORS

DONATE

SHARE



**KEYS TO  
SUCCESS**

# 20 • VIRTUAL WALK • 20

FOR FOSTER CARE. • WE WALK, SO THEY CAN RUN.



## Keys to Success Virtual Walk

by Arizona Friends of Foster Children Foundation

100%

**\$20,355**

OF \$10,000 RAISED

**10**

YOUTH RECEIVING ONE YEAR OF SERVICES

**0 DAYS**

REMAINING

**188**

DONORS

DONATE

JOIN THE WALK

SHARE

## We Walk, So They Can Run. [Join Us.](#)

We grew up in foster care. While most kids can't wait to turn 18, kids in foster care dread that age. We know that feeling of panic. Fortunately, [Keys to Success](#) has been there to change our stories into ones that have a positive path forward. We know firsthand how this program helps kids aging out of foster care.

**Today, we're asking you to join us to #DotheVirtualWalk and ensure other kids in foster care can change their stories through Keys to Success like we did.**



## What's a Virtual Walk?

Time is the one thing we just don't have enough of. So our Youth Advisory Board came up with the idea of a virtual walk. It's a way to participate at your own pace. You decide when, where and how to walk, run or hike. Walk around your neighborhood, your backyard, on your treadmill. You decide how much you'll walk. Or how creative you'll get by wearing a costume as you #DotheVirtualWalk!

### How it works:

You sign up and pay the \$35 registration fee and AFFCF will send you a registration packet that includes a Virtual Walk T-shirt. You'll get access to your own fundraising page that you can share with everyone you know to help raise funds or even to participate along with you!

Not sure about fundraising? Our handbook will guide you every step of the way and

## LEADERBOARD

They walk, so kids in foster care can run.

[FUNDRAISERS](#)[TEAMS](#)

1 - 20 OF 40



**The Madcap Michaels**

\$4,570 RAISED



**Chris LeBlanc**

\$4,215 RAISED



**Rina Grocke**

\$1,500 RAISED



**Debbie Hall**

\$1,200 RAISED



**Eileen Rogers**

\$1,195 RAISED



**Diane Daily**

\$1,000 RAISED



**Kim Jenkins**

\$875 RAISED



**Ryan Young**

\$560 RAISED



**Stephanie Birdsall**

\$325 RAISED



**Kyle Searles**

\$250 RAISED







**WOVEN HEALTH**  
integrated community healthcare

Woven Health Virtual Awards Celebration – Nov... Watch later Share

**WOVEN HEALTH**  
integrated community healthcare

*Virtual Awards Celebration*  
**A FUNDRAISER TO SAVE LIVES**

**NOVEMBER 6, 2020**  
11:45A-12:30P

**HEALTHY LIVES = HEALTHY COMMUNITIES**

## Virtual Awards Celebration

by Woven Health Clinic

100%

**\$140,052**

OF \$70,000 GOAL

**0 DAYS**

REMAINING

**193**

DONORS

DONATE

BECOME A TABLE CAPTAIN

SHARE

LIVE ONLINE EVENT

Planned Parenthood

2020 virtual impact  
*gala*  
TONIGHT  
impactgala.org

Planned Parenthood 2020 Impact Gala - Planned Parenthood of Metr... Watch later Share

LIVE ONLINE EVENT Planned Parenthood

2020 virtual impact  
*gala*  
TONIGHT  
impactgala.org

## The Impact Maker Campaign - Virtual Impact Gala 2020

by Planned Parenthood of Metropolitan Washington, DC (PPMW)



**\$332,484**

OF \$325,000 RAISED

**0 DAYS**

REMAINING

**415**

DONORS

DONATE

BECOME AN IMPACT MAKER

SHARE



DORCAS MINISTRIES'

# Day of Thanksgiving



## Day of Thanksgiving

by Dorcas Ministries

100%

**\$334,443**

OF \$300,000 RAISED

**0 DAYS**

REMAINING

**661**

DONORS

BECOME A VIRTUAL TABLE CAPTAIN

SHARE



## Walk the State Challenge

by Parkinson's Nebraska

100%

**\$32,201**

OF \$27,000 RAISED

**0 DAYS**

REMAINING

**237**

DONORS

DONATE

JOIN THE CAMPAIGN

SHARE

# Virtual Fundraising Ideas

- Crowdfunding
- Peer-to-Peer Fundraising
- Livestream
- Webinars
- Virtual Gala aka Ungala
- Virtual Race (No Run Run)
- Virtual Bikeathon
- Virtual Hike
- Matching Campaign
- #GivingTuesdayNow
- Online Auction
- Virtual Tours
- Virtual Movie Night (Netflix Party)
- Virtual Game Night
- Virtual Concert
- Virtual Happy Hour
- Phone-a-thon
- Partner Fundraising
- Social Media Challenge
- Virtual Paint & Sip

Acquisition

Retention

### 3. Webinars/Regular Livestreams

**Webinars and live-streaming are the biggest trend in nonprofits – but still one of the most under-used engagement strategies.**

Building webinars and live-streams into your plans now will help you stand out this year.




# Benefits Of Nonprofit Webinars

- Engage your existing audience + donors online
- Create another avenue to engage new potential donors
- Stand out to your audience
- Drive more online donations

# Example: Virtual Event

Dorcas Ministries' Day Of Thanksgiving Virtual Breakfast



**Day of Thanksgiving**  
by Dorcas Ministries

**\$334,443**  
OF \$300,000 RAISED

**0 DAYS**  
REMAINING

**661**  
DONORS

[BECOME A VIRTUAL TABLE CAPTAIN](#) [SHARE](#)

**DAY OF THANKSGIVING**  
dorcasp  
MINISTRIES  
Christian Community In Action

MORE VIDEOS

0.01 / 23:51

YouTube

# Fundraising Through Your Webinar

- Launch fundraising campaign or donation page ahead of webinar + include in marketing emails
- Create customized giving levels for webinar ask
- Make consistent calls to action
- Share your screen with fundraising progress updates
- Include links in the live chat to donate
- Send follow up email with link to donate
- Include link to donate on webinar replays

Acquisition

# 4. Activate Partners

# Corporate Partner Fundraising

Try engaging a partner to:

- Commit to a Match
- Become a sponsor
- Participate in peer-to-peer fundraising
- Crowdfund for you
- Promote your fundraising through their channels



JOIN US IN  
**FIGHTING  
HUNGER**

Help us support the  
North Texas Food Bank

## Mid America Mortgage, Inc

by North Texas Food Bank

100%

**\$13,000**

OF \$5,000 RAISED

**20 DAYS**

REMAINING

**17**

DONORS

DONATE

SHARE

## Join Mid America Mortgage in fighting hunger in North Texas!

Currently, NTFB needs to build **60,000 boxes** each week, on top of their normal operations to meet the current increased need. To ensure NTFB has the flexibility to adapt to the fluid nature of the pandemic while also sustaining their normal operations, Mid America Mortgage is asking to consider donating to support NTFB's hunger relief efforts.

As things are changing day-to-day, NTFB remains committed to their mission. As a second responder for emergencies, they must maintain operations to ensure that food continues to reach members of our community needing assistance.

While the full scope of this pandemic's long-term impact is not yet known, there's already an economic impact from business and school closures, a drop in oil and gas prices, travel restrictions, and the cancellation or suspension of major public events.

It is because of this unknown, it is more important than ever to provide for our neighbors in need.

If you have further questions about NTFB's immediate response to COVID-19 please visit [ntfb.org](https://ntfb.org) or email your questions to [ashleyv@ntfb.org](mailto:ashleyv@ntfb.org).



**MID AMERICA**  
MORTGAGE, INC.

Retention

## 5. Focus On Securing A Second Gift



# 71%

Of donors feel more engaged when a nonprofit sends personalized content.

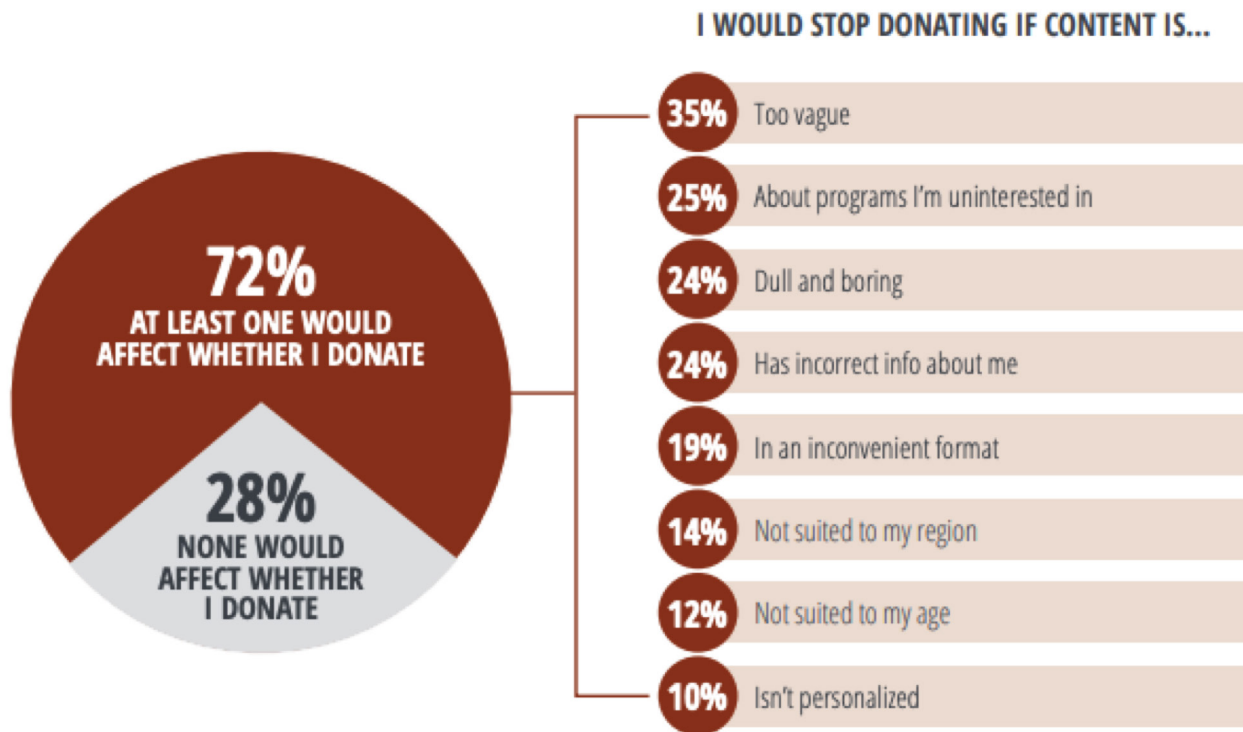


Figure 12: What content stumbles would cause a donor to stop donating (note: respondents could select multiple choices)

**Donations are a form of  
commitment.  
And commitment is a journey.**



Thanking your donor within 48 hours  
made them

**400%**

More likely to give again.

A 3 minute thank you phone call resulted  
in a

**30%**

Increase in retention.

Donors that give within the first 3 months  
have

2x

Higher LTV than those that give a year later.

# New Donor Engagement Best Practices

- Automated receipt
- Landing page
- Video
- Phone call (segments)
- Donor highlights
- Personalized
- Thank you note
- Social media shoutouts
- Nurturing series w/ CTA
- Report Impact
- Re-engagement strategy
- Surveys / Feedback loop

# Nurturing Journey

| <b>Donor Nuturing Journey</b>                                                           |                                                                                    |                      |           |                        |                                                                                                                                                                           |
|-----------------------------------------------------------------------------------------|------------------------------------------------------------------------------------|----------------------|-----------|------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| While on the journey, the donor is excluded from all other communications               |                                                                                    |                      |           |                        |                                                                                                                                                                           |
| Stage                                                                                   | Segmentation                                                                       | Time                 | Channel   | Communication          | Content Ideas                                                                                                                                                             |
| <b>Nurture: Welcome</b>                                                                 | Segment based on type of signup: event signup, peer to peer fundraiser, web signup | On sign-up           | Email     | Welcome email          | The content should be tailored based on sign-up source                                                                                                                    |
|                                                                                         |                                                                                    | 3 days after sign-up | Email     | Welcome from the CEO   | Welcome from the CEO - introduction to learn more about the organization                                                                                                  |
|                                                                                         |                                                                                    |                      | SMS       | Welcome from the CEO   | Welcome from the CEO - introduction to learn more about the organization                                                                                                  |
| <b>Nurture: Learn About Donor</b>                                                       | All                                                                                | 7 days after signup  | Email     | Survey                 | Send a short survey over email - ask them why they donated, what are they interested in about the cause and the organization                                              |
| <b>Nurture: Further Engagement</b>                                                      | All                                                                                | 12 days after signup | Email     | About our organization | More information about your organization, perhaps introduce some staff, volunteers or beneficiaries - think of this as a digital welcome kit                              |
|                                                                                         |                                                                                    | 21 days after signup | Email     | Ways to get involved   | Demonstrate ways they can get further involved with the organisation - volunteer, attend an event, donate, join a facebook group, follow on social media                  |
| <b>Convert</b>                                                                          | All - but segment ask based on their interest                                      | 21 days after signup | Telephone | Upgrade                | Thank the donor and ask the donor to become a regular giver - explain benefits, reason why, compelling story. Potentially use information from survey if available to you |
| <b>At the end of the journey, they may go into the regular newsletter/enews journey</b> |                                                                                    |                      |           |                        |                                                                                                                                                                           |



Retention

Gift Size

## 6. Recurring Giving

Recurring donors give

42%

more annually than one-time donors.

Recurring donors have a

**90%**

retention rate, as opposed to 46% for one-time donors.

Recurring giving grew

**17%**

In 2019.

# Recurring Fundraising

Recurring giving helps you sustainably fundraise. Ensure that you have:

- Recurring giving in place on your donation form
- Consider a recurring giving campaign
- Engage existing donors to give monthly

## Make a Donation

Choose your donation frequency.

Monthly Recurring

One-time

Select an amount.

20.00 USD Sustain

35.00 USD Sustain

50.00 USD Sustain

100.00 USD Sustain

Other

USD

Type an amount...

Add a tip

Add 8.00% of my amount to cover transaction fees.

NEXT



 **Be A Humble Hero**  
from MPPH



**Be A Humble Hero**

WITH MPPH

01:25

▶ 🔊 ⚙️ 📺



## Be A Humble Hero

by Mortgage Professionals Providing Hope

**\$26,851**

RAISED

**518**

DONATIONS

DONATE

BECOME A HUMBLE HERO

SHARE

Gift Size

# 7. Matching Gifts



Donors give

**50%**

more when a match is in place.

# Matching Gifts

Try obtaining a matching gift to drive donations & urgency:

- Ask board
- Follow up with major donor
- Reposition any pledged gifts as a match
- Engage a partner

SKID ROW  
HOUSING  
TRUST

Homes. Support. Success.

Help us unlock a  
**\$10,000 CHALLENGE GRANT**

by Wednesday, April 15, 2020



**\$10,000 COVID-19 Emergency  
Challenge Grant**

by Skid Row Housing Trust

100%

**\$10,010**

OF \$10,000 RAISED

**0 DAYS**

REMAINING

**20**

DONORS

DONATE

SHARE

[About](#)

[Updates](#)

[Donors](#)

Retention

Gift Size

## 8. Targeted Asks

# 71%

Of donors feel more engaged when a nonprofit sends personalized content.

# 68%

of donors agree that knowing how their donation makes an impact is important to their gift.

# Targeted Ask Strategies:

- Segment out donors based on their average gift size
- Craft a donation page for their targeted gift (higher) level & send out relevant communications
- Consider personalized outreach + further segmentation based on interests

Select an amount.

|                    |                                                                                                                                                                                                  |
|--------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>75.00 USD</b>   | Provides 75 thermometers to residents to help monitor individual health                                                                                                                          |
| <b>150.00 USD</b>  | Supplies about 150 residents with antibacterial soap bars to support CDC hand washing guidelines                                                                                                 |
| <b>500.00 USD</b>  | Provides 20 phones to residents so they can call for support during isolation                                                                                                                    |
| <b>500.00 USD</b>  | Provides occupational therapy services to keep a person housed and allow them to age with dignity in place saving taxpayers \$110,000 a year when compared to senior assisted living facilities. |
| <b>1000.00 USD</b> | Gives nearly 100 residents a supplemental food kit of oatmeal, lentils, can of fruit, and water                                                                                                  |
| <b>2500.00 USD</b> | Equips 5 staff members with individual laptops to be mobile in the field                                                                                                                         |



# Communicating Impact:

Be honest and specific about your needs.

- Who is benefitting
- How many people are benefitting
- # of items provided, time sponsored, type of thank you
- How exactly are funds being used and distributed
- Communicate impact with donation tiers

# Fundraising Strategies:

- 1 Donation Form Optimization
- 2 Virtual Fundraising Events
- 3 Webinars
- 4 Activate Partners
- 5 Secure A Second Gift
- 6 Recurring Giving
- 7 Matching Gifts
- 8 Targeted Asks

# Free Fundraising Planning Guide

<https://www.causevox.com/blog/fundraising-plan-calendar/>

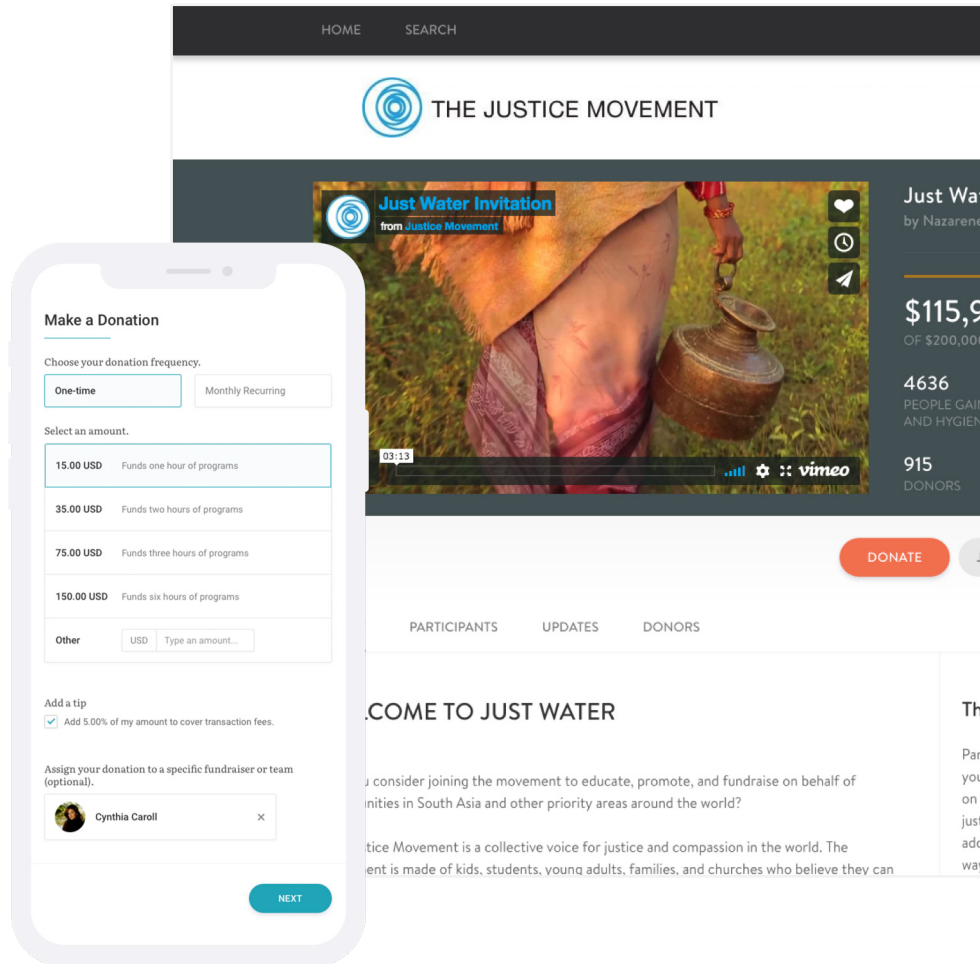


# Power up your virtual fundraising

Typical fundraising software is clunky, complex, and contract-bound, but CauseVox actually tidies up your digital fundraising.

Run donation pages, crowdfunding, and peer to peer fundraising in less time, without hassle.

Learn more at [causevox.com](https://causevox.com)



**Questions?**