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Fundraising Reimagined: 5 Innovative Tools to Skyrocket Donor Acquisition

Katie Gaston, Sr. Product Marketing Manager

Your Presenter

Katie Gaston

Sr. Product Marketing Manager

Bloomerang

About Me

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ROTARY INTERNATIONAL

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Build a world inspired by giving.

Donor Management
Online Fundraising
Volunteer Management

A unified giving platform that puts relationships at the heart of fundraising.

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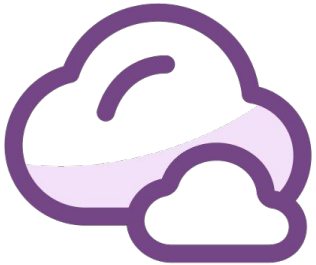
slido



What's your biggest challenge in attracting new donors to support your organization?

ⓘ Click **Present with Slido** or install our Chrome extension to activate this poll while presenting.

Agenda

1. **Empower Your Biggest Supporters**
   a. Cultivate volunteers into donors
   b. Grow through Peer-to-Peer events

2. **Nurture Donors (In Less Time)**
   a. Use AI to streamline communication
   b. Uncover new donors with wealth insights

3. **Meet (All) Donors Where They're At**
   a. Offer digital wallet donations
   b. Accept in-person gifts

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Empower Your Supporters

+ Cultivating Super Supporters
+ Harnessing Peer-to-Peer

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Volunteer Management
(Integrated in Donor Database)

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What is Volunteer Management?

Volunteer Management empowers your organization to **recruit, schedule, and communicate with volunteers:**

+ Create a frictionless volunteer experience
+ Save valuable time (and invest back into relationships)
+ **Cultivate volunteer relationships into 'super supporters' - giving both time and treasure**

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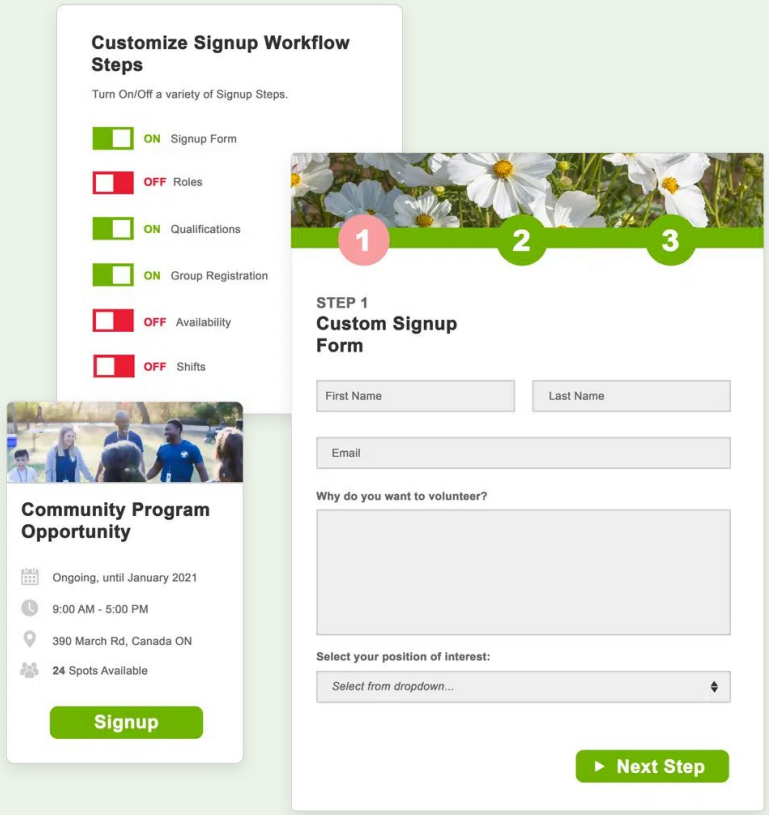
Super Supporter

a person who generously
gives both time and money

What does it look like?

Volunteer Management **includes valuable tools like:**

+ Recruitment workflows
+ Scheduling tools
+ Personalized outreach
+ End-to-end reporting
+ Mobile app
+ **Donor database integration**



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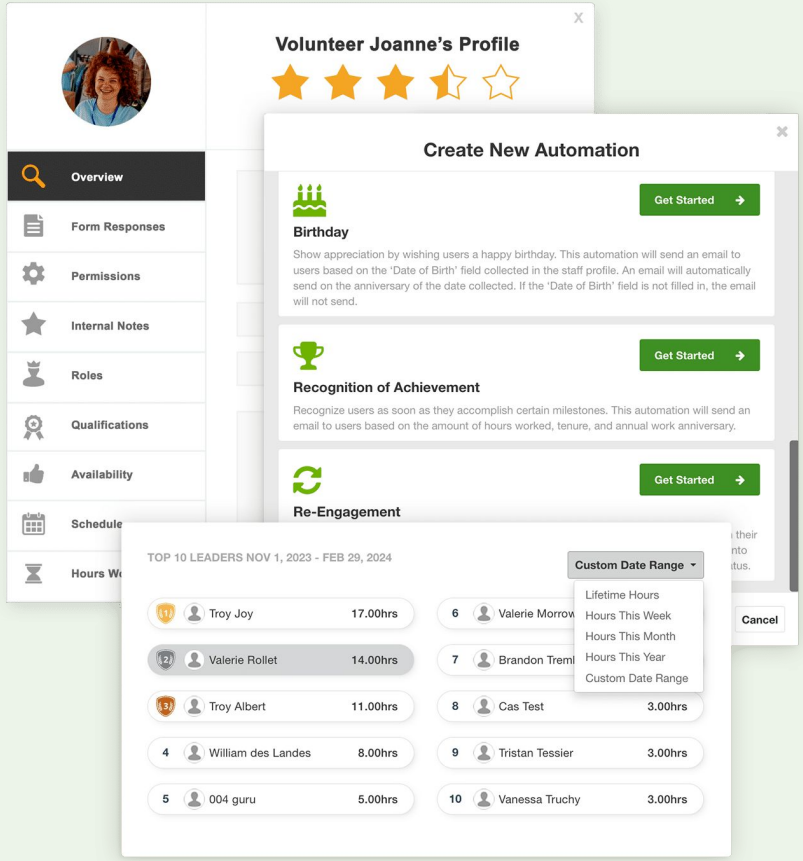
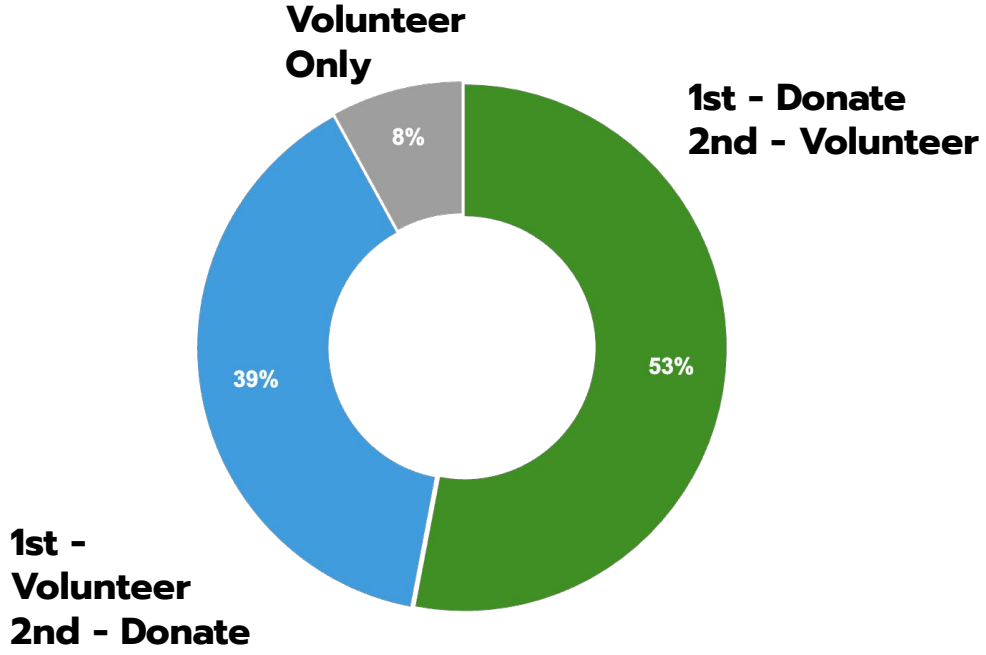


Why now?

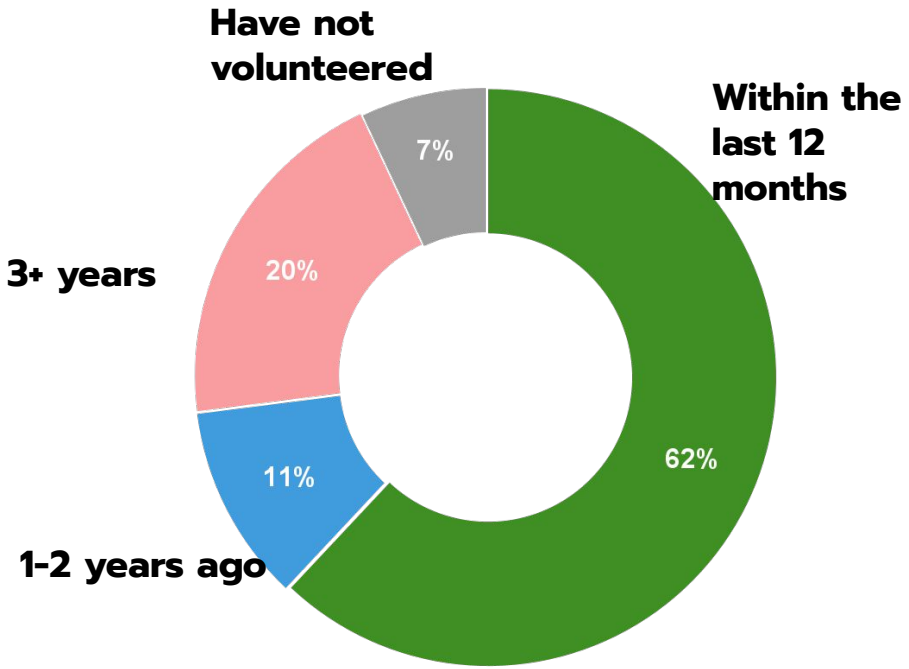


92% of volunteers will donate to your organization

Fidelity Charitable Giving, 2020

Why now?

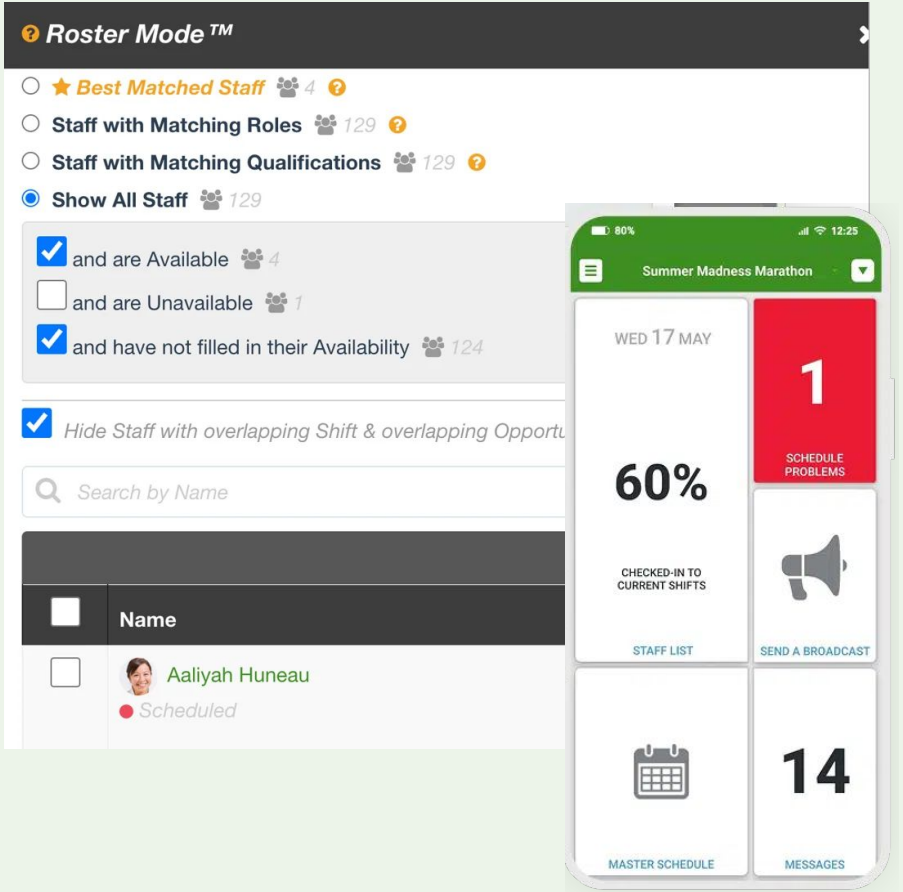
Fidelity Charitable Giving, 2020



When super supporters last volunteered

Innovative Take: Roster Mode

- Capture qualifications and preferences with new volunteers
- Use **automation that matches qualified volunteers with open positions** based on qualifications, role, availability, and scheduling
- **Improved volunteer experience will lay the foundation for engaging further & giving**



SUCCESS STORY

ShowerUp

- **Grew volunteers by 60%**
- **Save 2 hours per day**

“Bloomerang is an ideal marriage of volunteer and donor management. The deeper we get into it, the more we love it. Since we’ve been using Bloomerang, we’ve seen 60% growth in volunteer signups.”

Taylor Reid
Chief Operating Officer

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Challenge

Were managing volunteer, donation and donor management on three different applications, which was too much to manage.

Solution

ShowerUp unified donor, donation and volunteer management with Bloomerang. Volunteers were ecstatic they could easily sign-up, track their time, and schedule shifts

Impact

In addition to saving 2 hours per day from self-service volunteer management, they’ve seen volunteers increase by 60% in a short period of time - which translates to fundraising revenue long-term.

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Peer-to-Peer Fundraising

What is it?

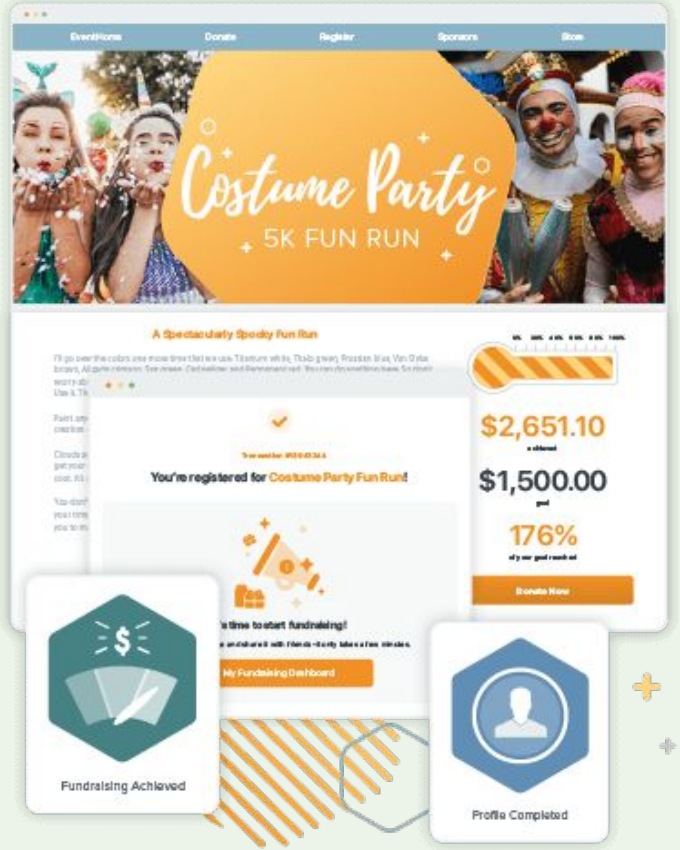
Peer-to-Peer fundraising empowers your **supporters to raise funds on your behalf**.

+ Your agency **provides the cause or fund**.
+ Your **supporters (either donors or volunteers) then raise money** for your agency.
+ Your supporters will **ask their friends, family, and more** to give to their campaign!

What does it look like?

There are **so many options for Peer-to-Peer fundraising:**

+ Contests
+ Challenges
+ Crowdfunding
+ DIY fundraising
+ "A-thons" (walk, bowl, etc.)
+ Network fundraising
+ Virtual storefront
+ Giving days



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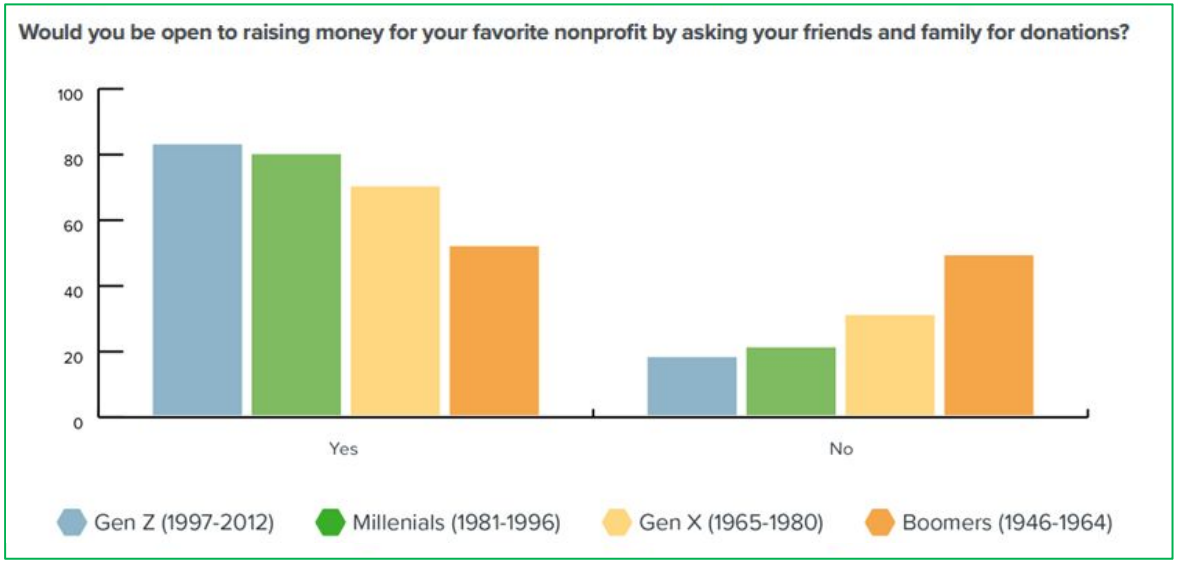

- **84% of Generation Z Donors are willing to raise money** for their favorite causes.
- 79% of Millennials are willing to fundraise on your behalf!
- **Gen X is willing to help you** with peer-to-peer fundraisers!

Why now?

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39%

of Peer-to-Peer fundraiser participants are first-time donors

Source: GITNUX

Why now?

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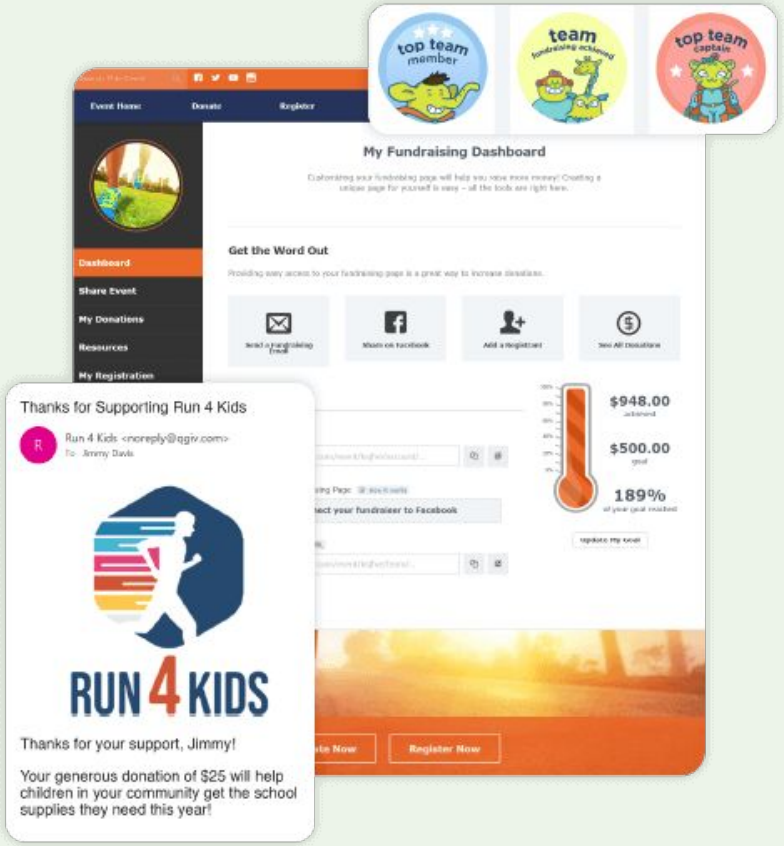
300+

The average number of new donors from Qgiv Peer-to-Peer events.

Innovative Take: Virtual Peer-to-Peer

- Harness **power of social networks + younger generation**
- Expand borders of geographical reach
- Have **fun and find new supporters!**



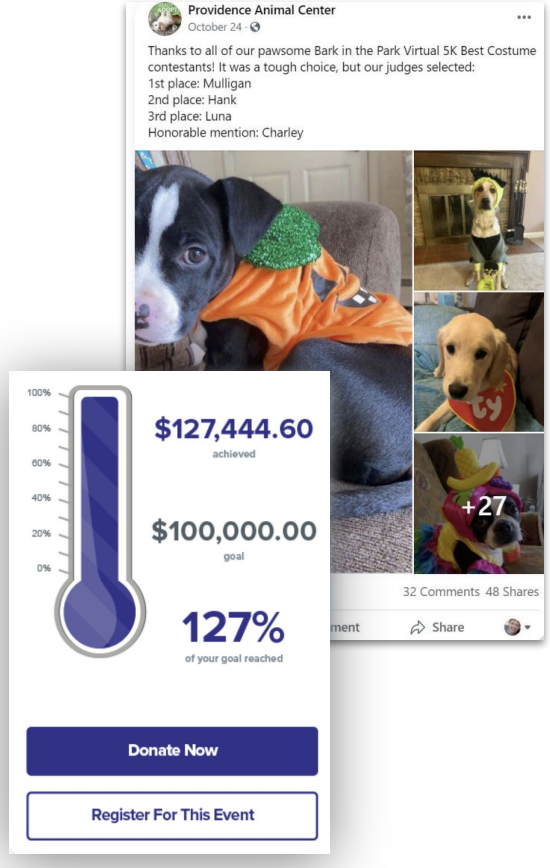
SUCCESS STORY

Providence Animal Care

- **Pivoted to virtual event**
- **Raised over $127,000**
- **Attracted 279 donors**

"A lot of the people that fundraise for us tend to create Facebook fundraisers, and in the past, we had to manually track every single fundraiser – can you say 'headache?' The fact that we could encourage our audience to create a Facebook fundraiser, knowing it was not adding additional work to our plates was such a relief."

Caitlin Jaworski
Community Relations Assistant



Challenge

Providence Animal Care held their annual Bark in the Park Fundraiser since 2008 but due to COVID-19, had to transition to a virtual event.

Solution

They hosted a series of engagements using Qgiv's Peer-to-Peer to empower supports to fundraise through an online pet costume contest, Instagram pet bingo, and a virtual 5K.

Impact

Providence Animal Care raised nearly $50 more than their original anticipated goal and attracted nearly 300 donors to their peer-to-peer campaign!! .

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Nurture Donors

+ Use AI to streamline communication
+ Uncover new donors with wealth insights

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AI-Assisted Fundraising

What is AI-Assisted Fundraising?

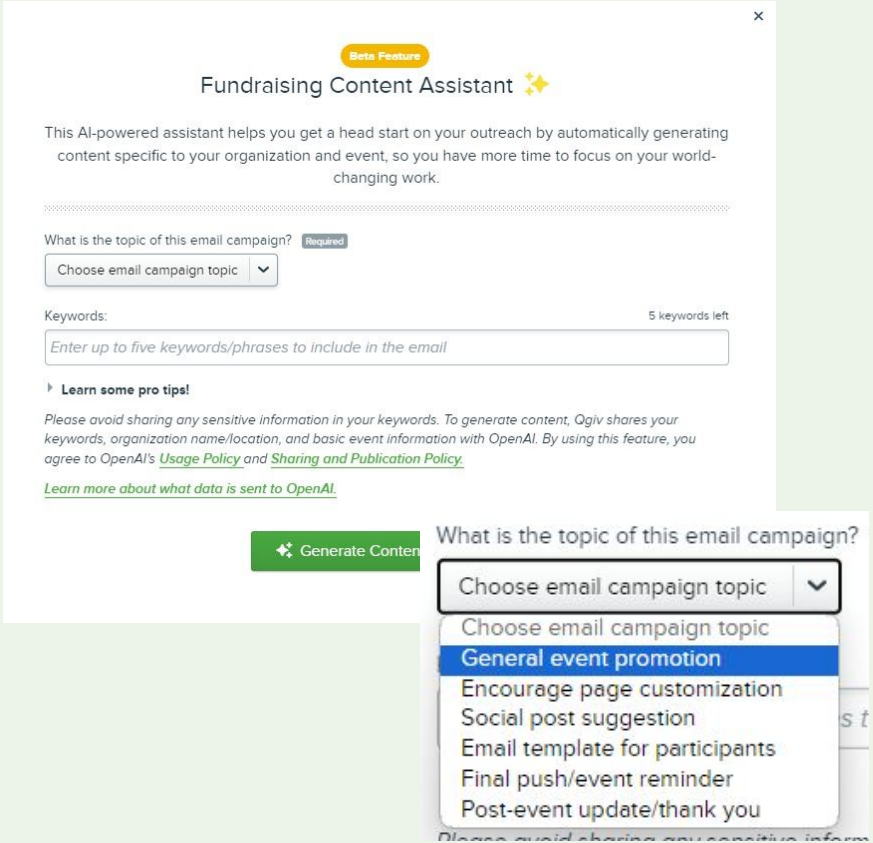
Use of language-generating AI models (like Chat GPT) to **write standard donor communication, like appeals or thank yous**.

+ Save considerable time, speaking to more donors
+ Increase appeal effectiveness
+ Engage with more donors due to additional time back on your schedule

What does it look like?

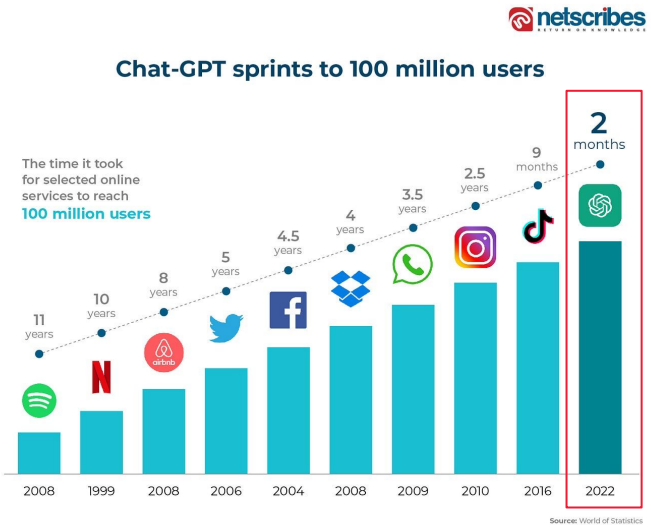
The AI-powered **Fundraising Content Assistant helps** you:

- Get **past the 'blank page' syndrome** by giving you content starters based on your event, the email, and keywords you choose
- **Streamline the communication process** so you can focus less time on wordsmithing and more on relationships
- **Gives you inspiration**. It's best if you take that and make it your own!



AI-Assisted Fundraising

Adoption Statistics



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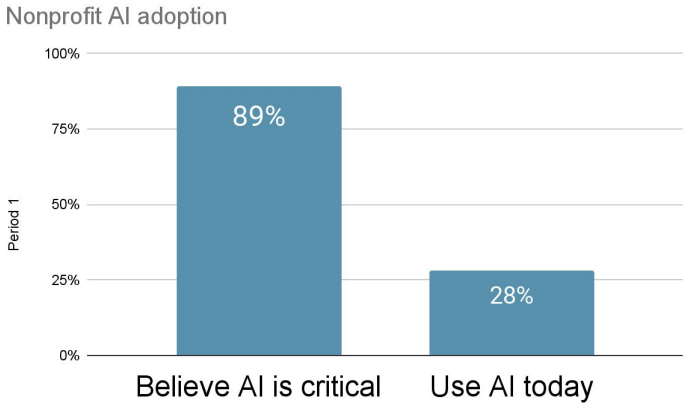

Source

Why now?

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Messages composed by AI (and supervised by humans) were rated significantly

HIGHER

than those written by humans on their own.

Source

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Wealth Insights

What are Wealth Insights?

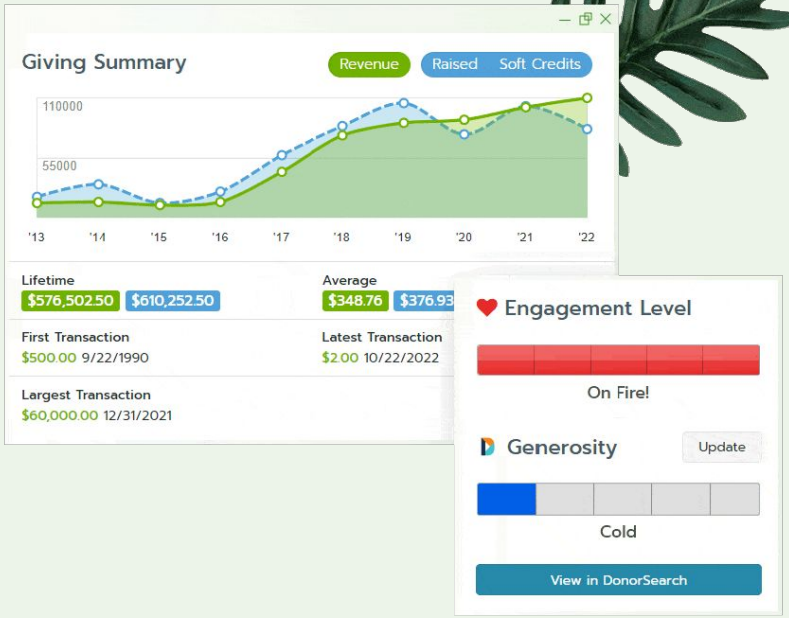
Wealth insights are data that helps fundraisers:

- **Identify and uncover potential new donors**
- Target donors who are **most likely to give**
- Develop effective fundraising strategies
- Build **stronger relationships** with donors

What does it look like?

Engagement and generosity ratings show **you exactly which donors to focus on (within Bloomerang, at no additional cost!)**

- **Built into donor profile and highlights how likely an individual will give** to your organization
- **Engagement level automatically updates based on a donor's interaction** - such as attending an event or volunteering
- Quickly **view additional information for a more in-depth** analysis



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Why now?

2.75x

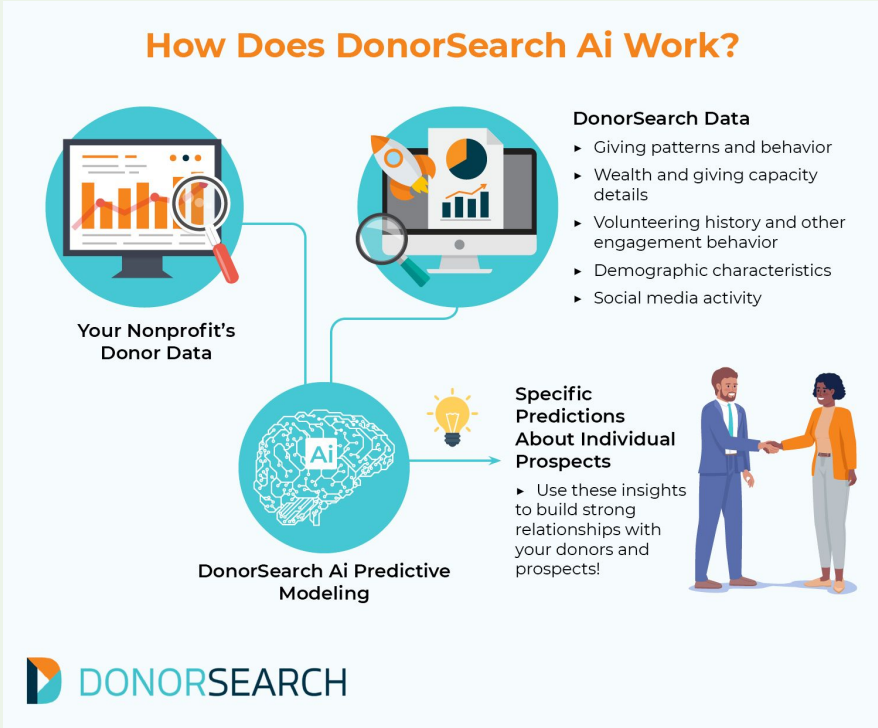
The average value of charitable bequests compared to lifetime donations.

Fidelity Charitable, 2020 Report

How much revenue is hidden in your donor database or in your donor's broader network today?

Innovative Take: DonorSearch AI

- Combines the **power of your donor data with wealth insights**
- Makes **predictions about individual prospects**
- Use predictive analytics to **improve the likelihood of a gift - every time you pick up the phone**



SUCCESS STORY

Skidmore College

- **Wrapped up 7-year fundraising campaign by exceeding target goals**

> We did a demo for a [DonorSearch Batch Screen] and I was sold. We ended a seven-year campaign, but the last year because we had DonorSearch we were able to break our goal. I would highly recommend it to any shop who is looking to build pipeline.

Emily Marcason-Tolmle
Director, Prospect Research Operations and Prospect Development

Challenge

At the end of a long capital campaign, the college needed a refresh on their fundraising efforts to combat donor fatigue.

Solution

Skidmore college took advantage of DonorSearch's Batch Screen, a tool that uncovers wealth potential that already existed in their donor management database today.

Impact

At the end of their 7-year campaign, Batch Screen helped the college exceed their initial fundraising goals, ending the campaign stronger than initially predicted.

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Meet Donors Where They Are At

+ Attract Younger Generations of Donors with Digital Wallets

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Digital Wallets

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Digital Wallets History

- Digital wallets first appeared with the **launch of PayPal in the late 90s**.
- Bad user experience and a lack of internet access meant they **were not widely adopted at first**.
- Everything changed with the **launch of the iPhone in 2007**.
- Initial adoption was slow, but **usage continued to rise over time**.
- Digital wallet usage was **supercharged during the pandemic**.

Donors love using digital wallets

- The primary reason that consumers love digital wallets is because once they are set up, **they are the easiest way to make a payment**.
- When it comes to making purchases (or donating), **convenience is king!**

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Nonprofits love offering digital wallets

- **Digital wallets supercharge conversion,** especially on mobile!
- Digital wallets are also a **big hit among young consumers**.
- If you think about it, **millennials are entering their peak earning years** and Gen-Z is now beginning to participate in the workforce.
- Prepare for the **massive transfer of generational wealth**

Why now?

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221%

The amount contactless payments through **digital wallets are predicted to grow by 2026**.

Why now?

60%

Of consumers Millennials & Gen Z’ers who prefer to use **contactless payments today**.

Digital Transactions

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Why now?

$150B

Wealth predicted to **passed down to younger generations** (Gen Z & Millennial) by 2026.

Convergent Nonpofit Solutions

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Innovative Take: Tap to Pay

- **Donors can give by tapping credit card or their own phone** with Apple Pay or Google Pay directly to user's phone.
- **Gives every volunteer and team member the ability to accept donations** in seconds
- Empower **donors to give when they're inspired to support your mission**.

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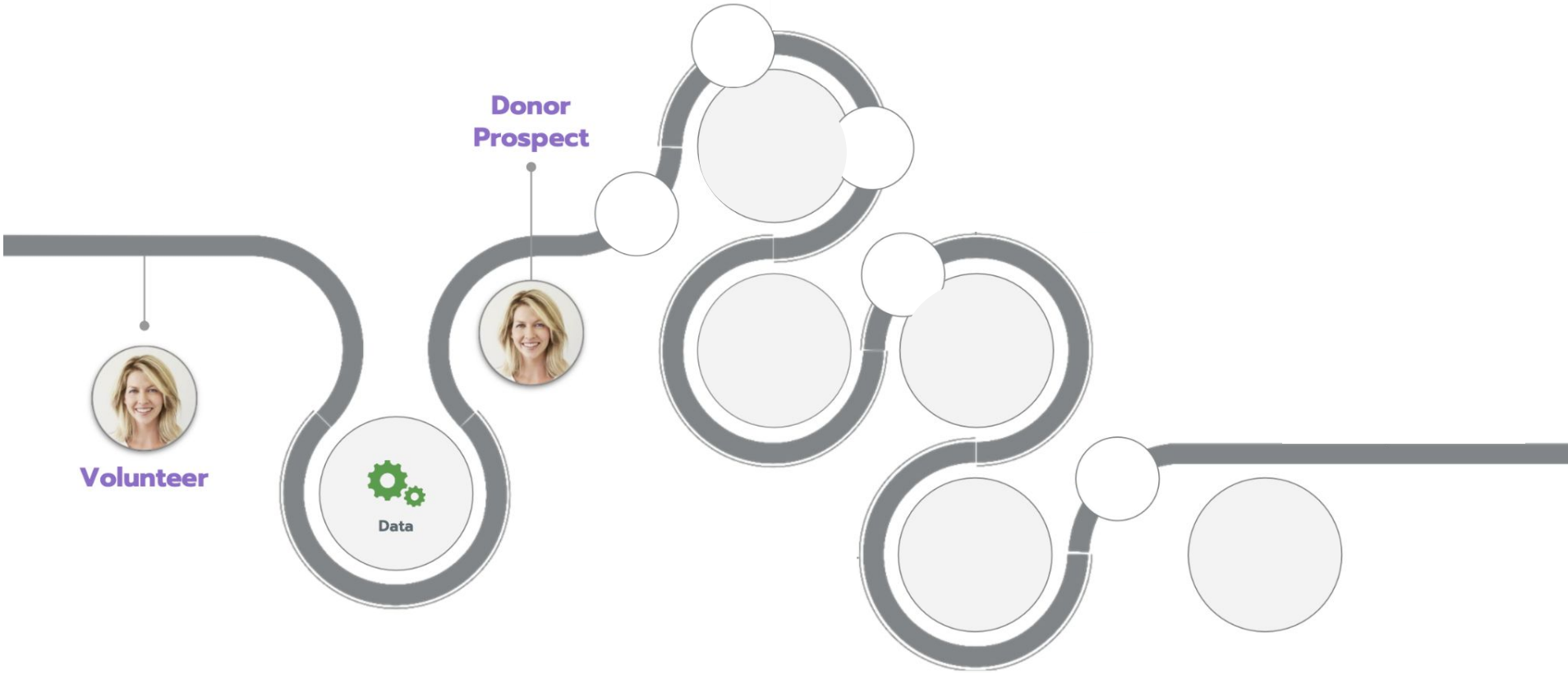
Tying it all together

The power of multiple
connected tools

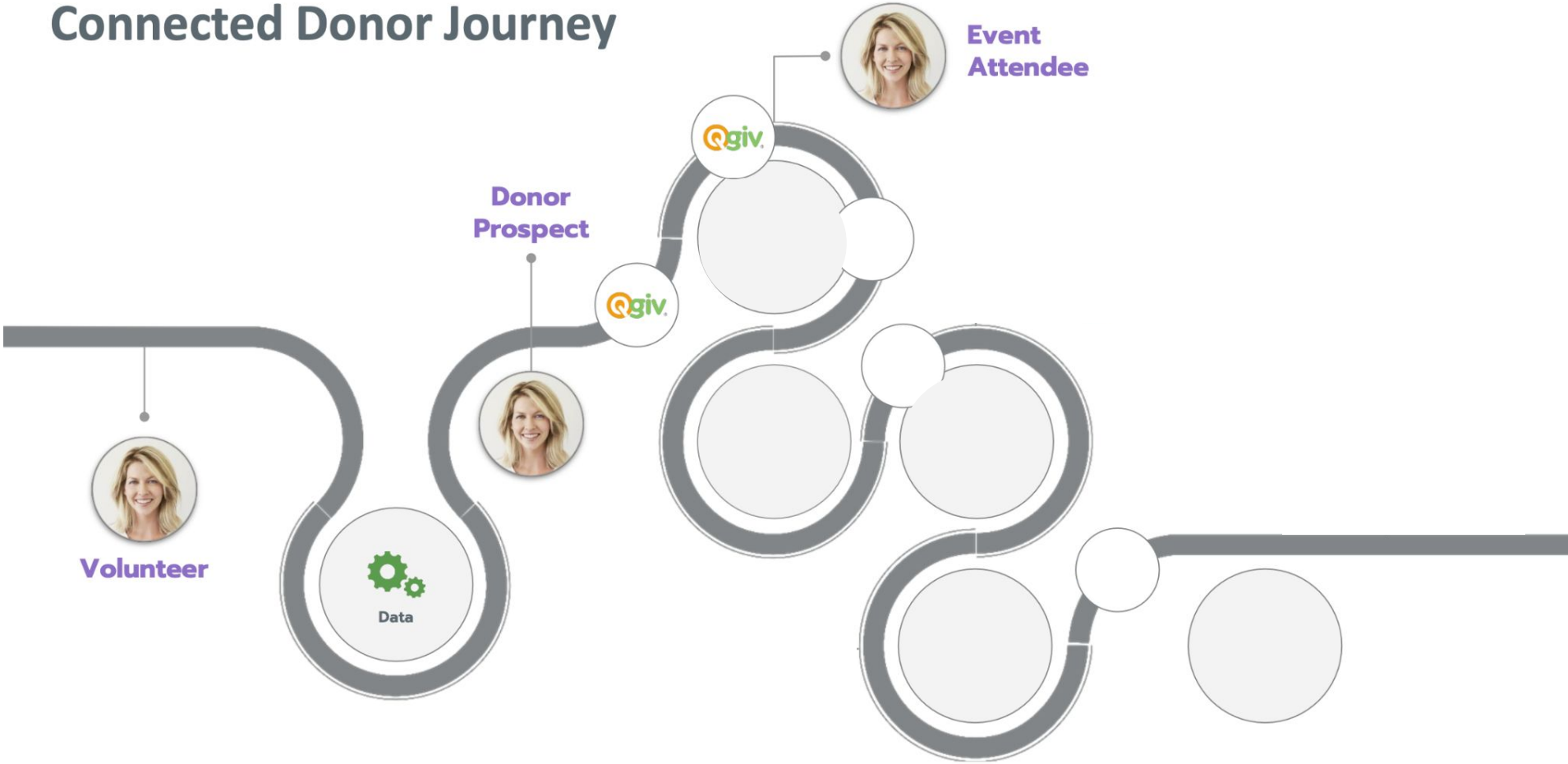
Connected Donor Journey

Volunteer

Connected Donor Journey



Connected Donor Journey



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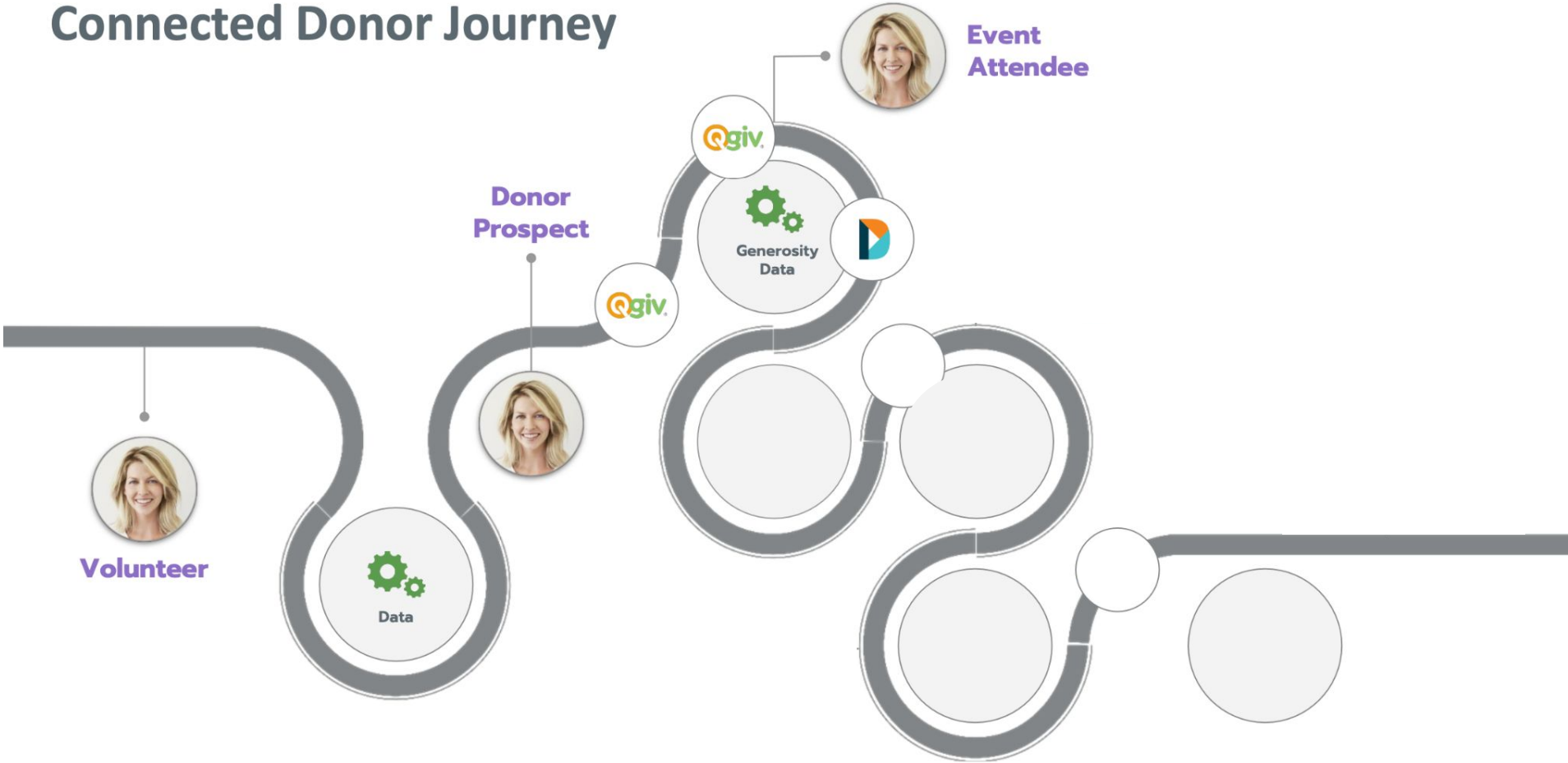

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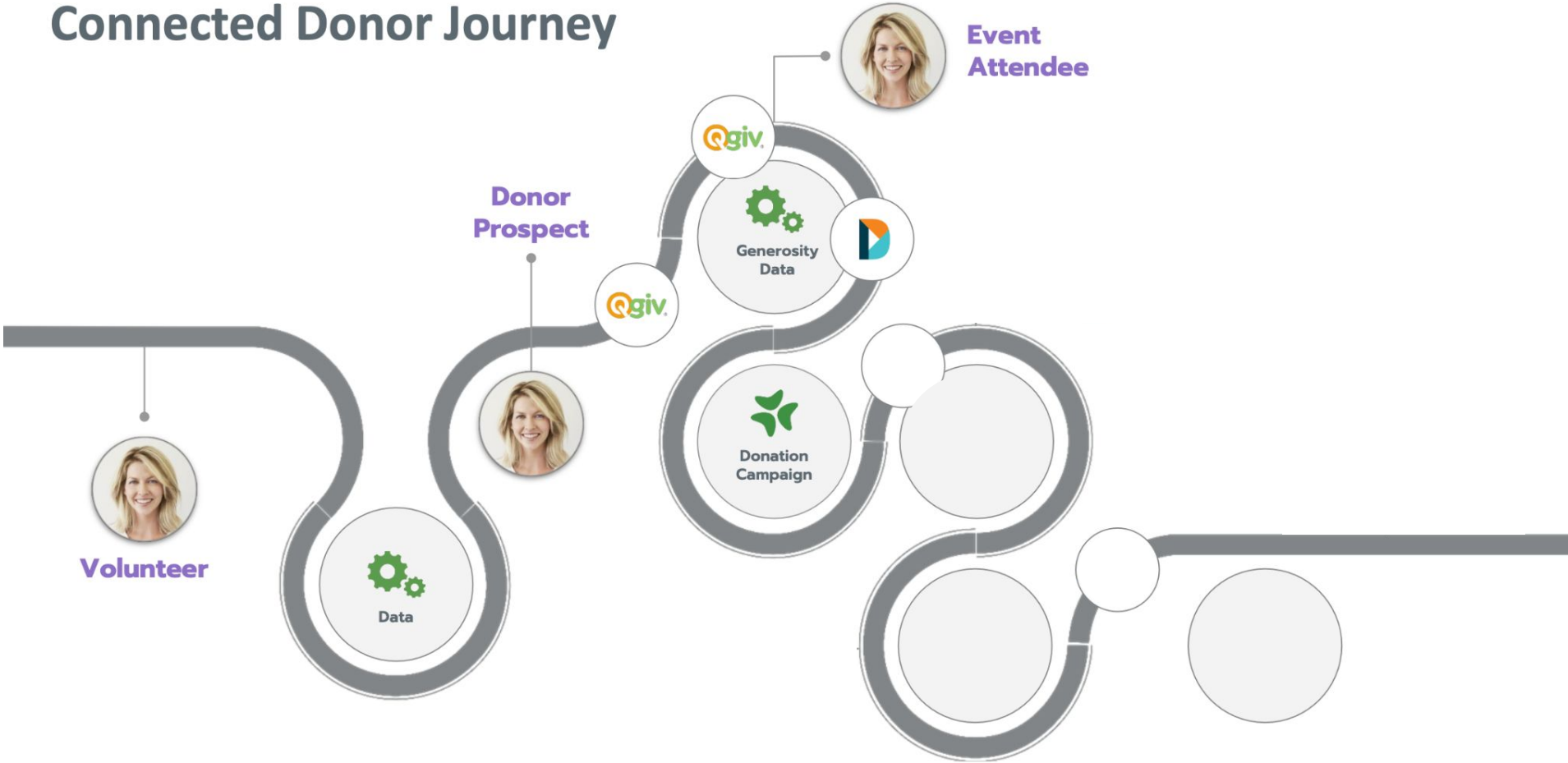

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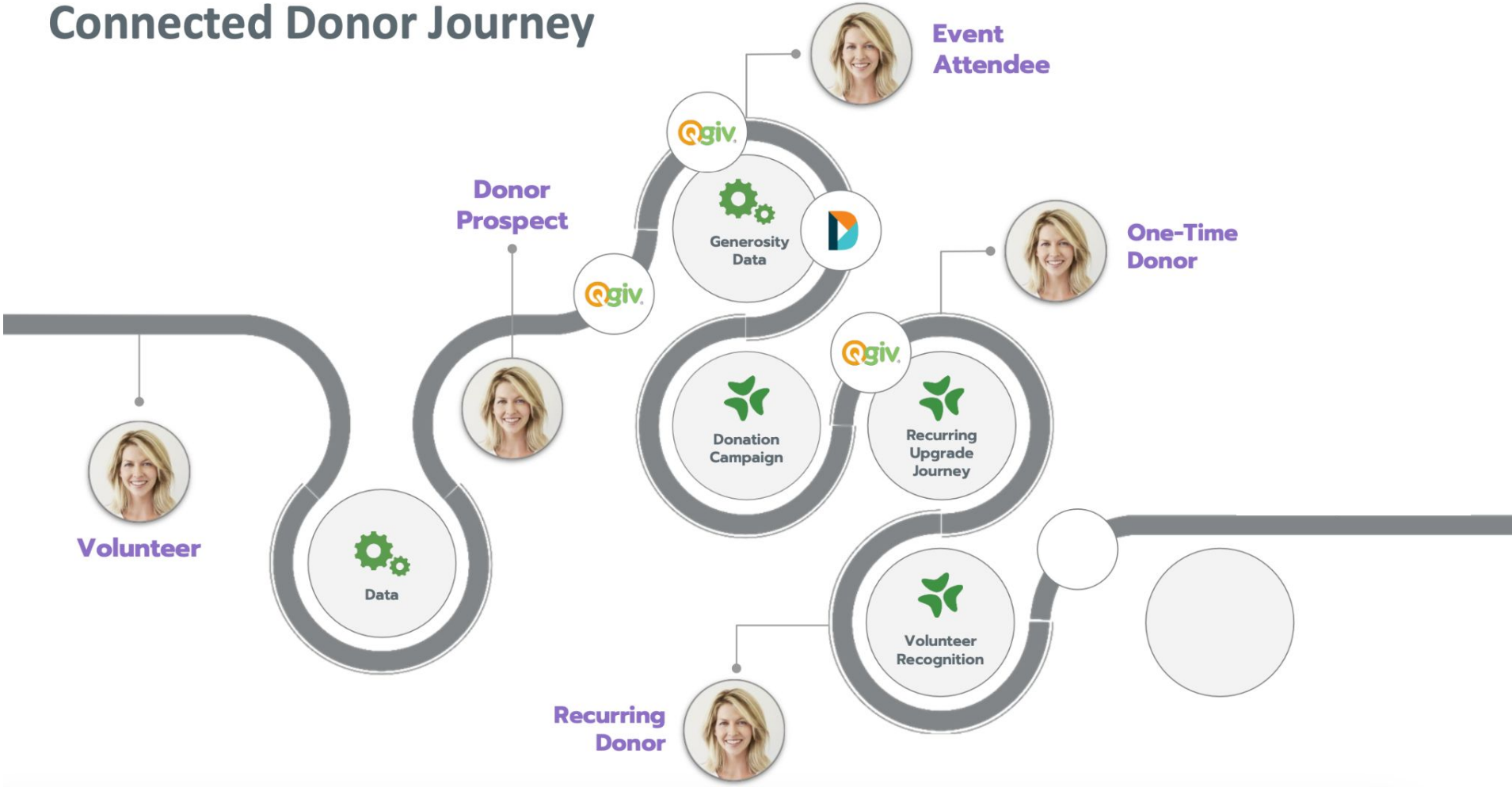

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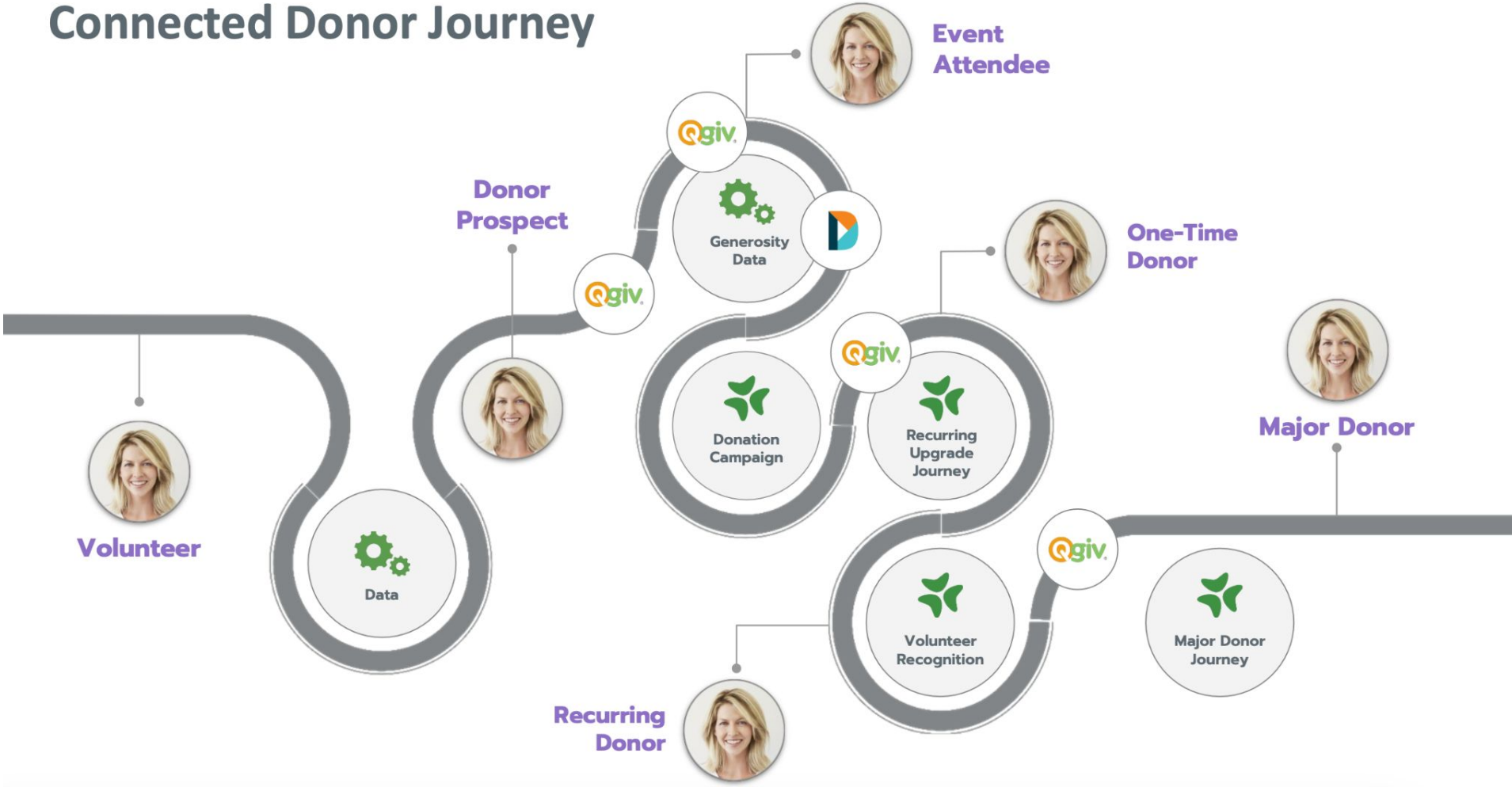

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Resources & Next Steps

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Free Report & Slides

https://bloomerang.co/guide/annual-education-fundraising-calendar/

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