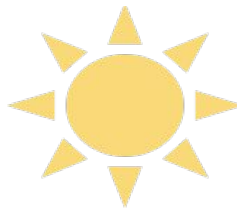
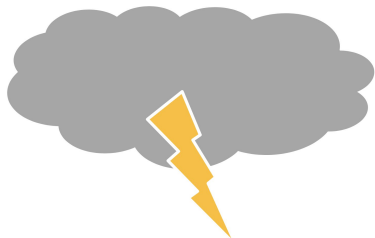
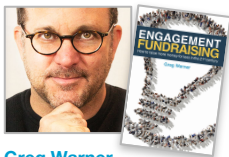


FUNDRAISING CLIMATE CHANGE AND WHAT YOU CAN DO ABOUT IT

How to survive and thrive during the most turbulent yet transformative era ever to face fundraisers.



Your presenter



Greg Warner

Author, Engagement Fundraising
CEO & Founder

market  smart

AGENDA

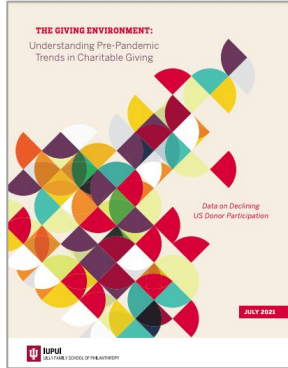
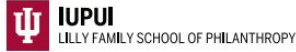


market  smart



WHY CONSIDER AUTOMATION?

Fundraising is getting harder



% share of Americans who donated

ALL SOCIO-DEMOGRAPHIC GROUPS

2000 - 66.2%

2018 - 49.6%

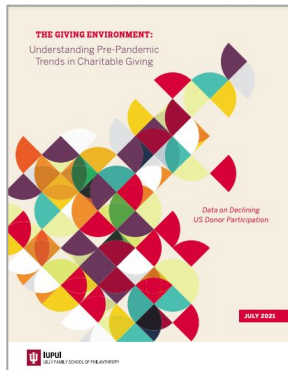
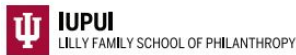


Most of the decline occurred **AFTER** the **Great Recession** (2007-2009)

<https://scholarworks.iupui.edu/bitstream/handle/1805/26290/giving-environment210727.pdf>

WHY CONSIDER AUTOMATION?

Fundraising is getting harder



<https://scholarworks.iupui.edu/bitstream/handle/1805/26290/giving-environment210727.pdf>

% share of Americans who donated

ALL SOCIO-DEMOGRAPHIC GROUPS

2000 - 66.2%

2018 - 49.6%



Most of the decline occurred **AFTER** the **Great Recession** (2007-2009)

Average \$ amount Americans gave

2000 - \$1,790

2018 - \$1,280



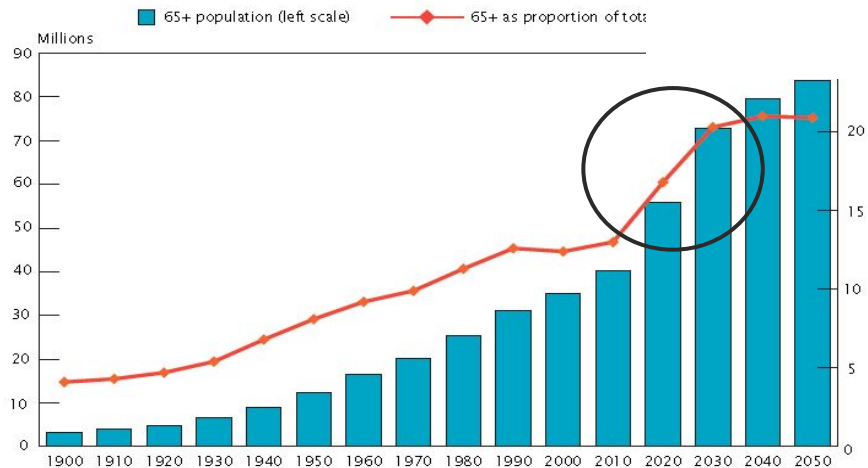
**Population
increasing
+.6 to 1%
per year**



+65 population increasing too

Population Aged 65 and Over: 1900 to 2050

(For information on confidentiality protection, nonsampling error, and definitions, see www.census.gov/prod/cen2010/doc/sf1.pdf)

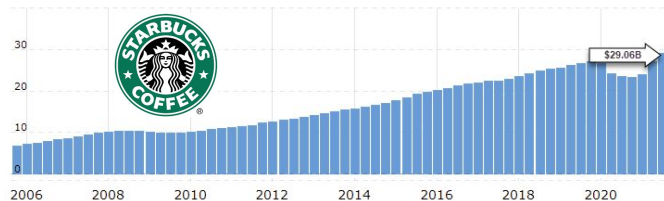


Sources: 1900 to 1940, and 1960 to 1980, U.S. Bureau of the Census, 1983; 1950, U.S. Bureau of the Census, 1953; 1990, U.S. Bureau of the Census, 1992; 2000, U.S. Census Bureau, 2001; 2010, U.S. Census Bureau, 2011; 2020 to 2050, U.S. Census Bureau, 2012a; 1900 to 2010, decennial census; 2020 to 2050, 2012 National Population Projections, Middle series.

Economy WAS on-track



Historically low
unemployment



Shrinking donor base



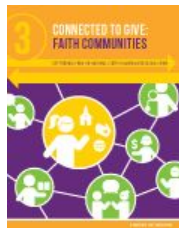
of people giving
to charity declining



WHY?

Shrinking donor base

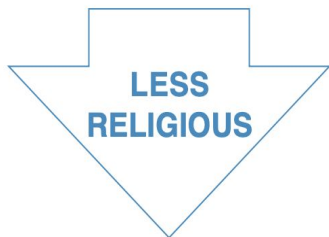




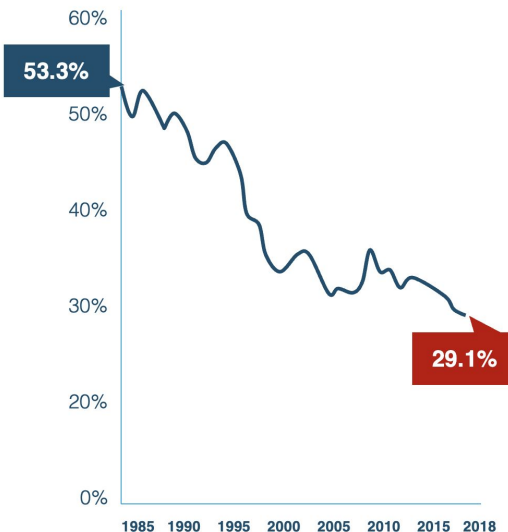
The Connected To Give Report Series
A National Study of American Religious Giving

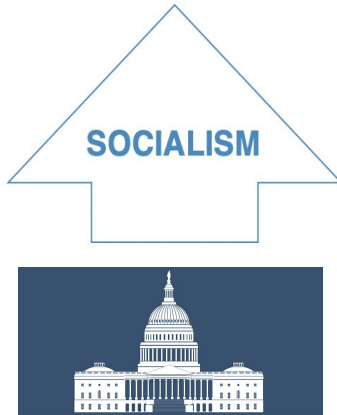
<http://jumpstartlabs.org/offering/research-reports/connected-to-give/>

“The more important **religion** is to a person, the more likely that person is to **give** to a charity of any kind.”



Giving to Religion as a Share of Total Giving

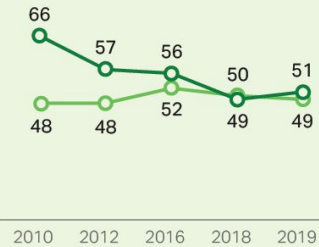




Trend in Positive Views Toward Capitalism and Socialism, by Generation

○ Capitalism (% Positive) ○ Socialism (% Positive)

Millennials/Gen Zers

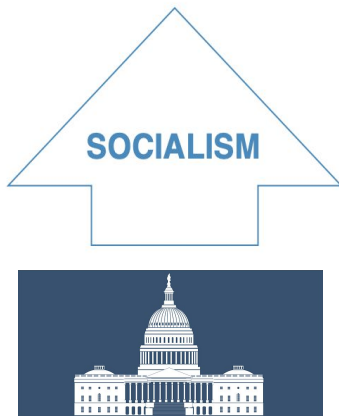


Millennials/Gen Zers: Ages 18 to 39 in 2019

Gen Xers: Ages 40 to 54 in 2019

Baby boomers/Traditionalists: Ages 55 and older in 2019

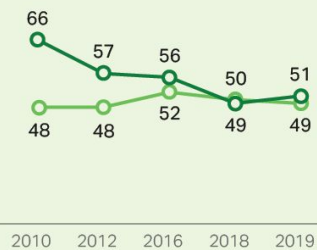
GALLUP



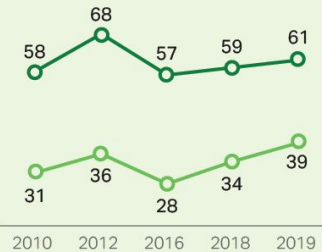
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Gen Xers

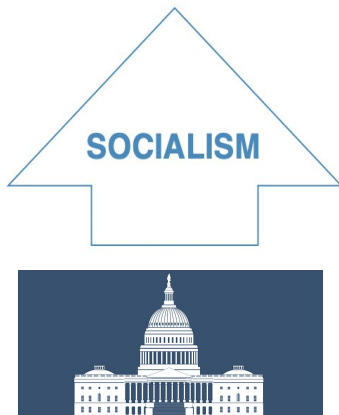


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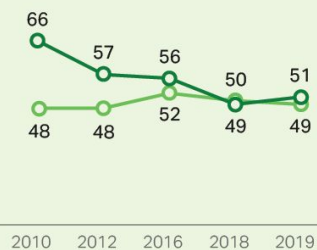
GALLUP



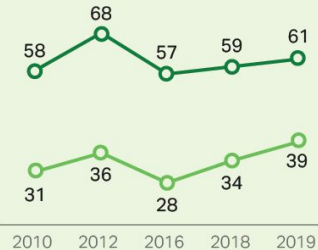
Trend in Positive Views Toward Capitalism and Socialism, by Generation

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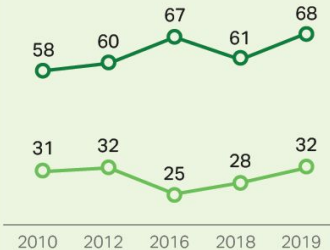
Millennials/Gen Zers



Gen Xers



Baby boomers/Traditionalists



Millennials/Gen Zers: Ages 18 to 39 in 2019

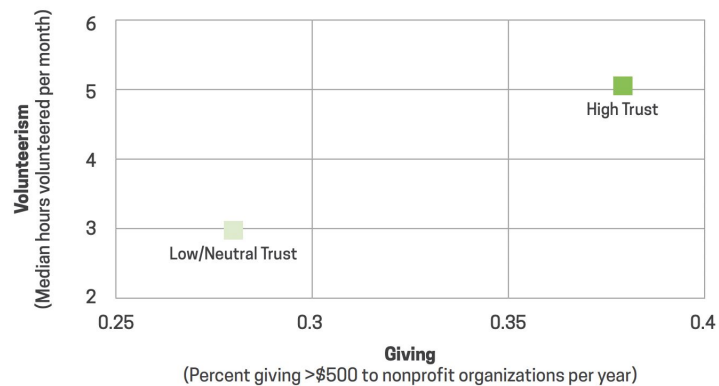
Gen Xers: Ages 40 to 54 in 2019

Baby boomers/Traditionalists: Ages 55 and older in 2019

GALLUP

Shrinking donor base

High trust in nonprofits correlated with robust giving and volunteerism



Do you **trust charities**
today **more**, **less** or
the same as you did
5 years ago?

"Only 10% were
optimistic in their trust
improving over time."

Shrinking donor base



The Council of Better
Business Bureaus and the
Better Giving Alliance

<https://www.give.org/donortrust>



-9% drop in trust in 2018 in the USA

-23% drop among 'informed public' in the USA



Informed Public: Trust in Business has Surpassed Trust in NGOs

Percent trust, informed public age 35-64, 16-market average, and change from 2007-2020

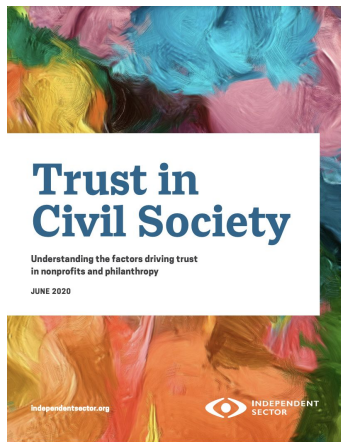
Key

- Business
- NGOs



Non-Government Organizations






<https://independentsector.org/wp-content/uploads/2020/06/Trust-in-Civil-Society-62420.pdf>

THE NONPROFIT TIMES
AN INDEPENDENT PUBLICATION OF THE INDEPENDENT SECTOR

Mistrust of NPOs Up, Reflecting Overall Views of American Institutions

by Richard H. Levey 🕒 Thursday | May 19th, 2022



Trust in major American institutions is low, and while nonprofits, small businesses and local community members are trusted by either a majority or near-majority of the public, even their status has waned.

Overall, 56% of Americans trust nonprofits, down “a statistically significant” three percentage points from a 2020 benchmark study. Trust in philanthropy, whether corporate philanthropy, private foundations or philanthropic efforts from high-net-worth individuals slipped from 36% to 34% during the same period.

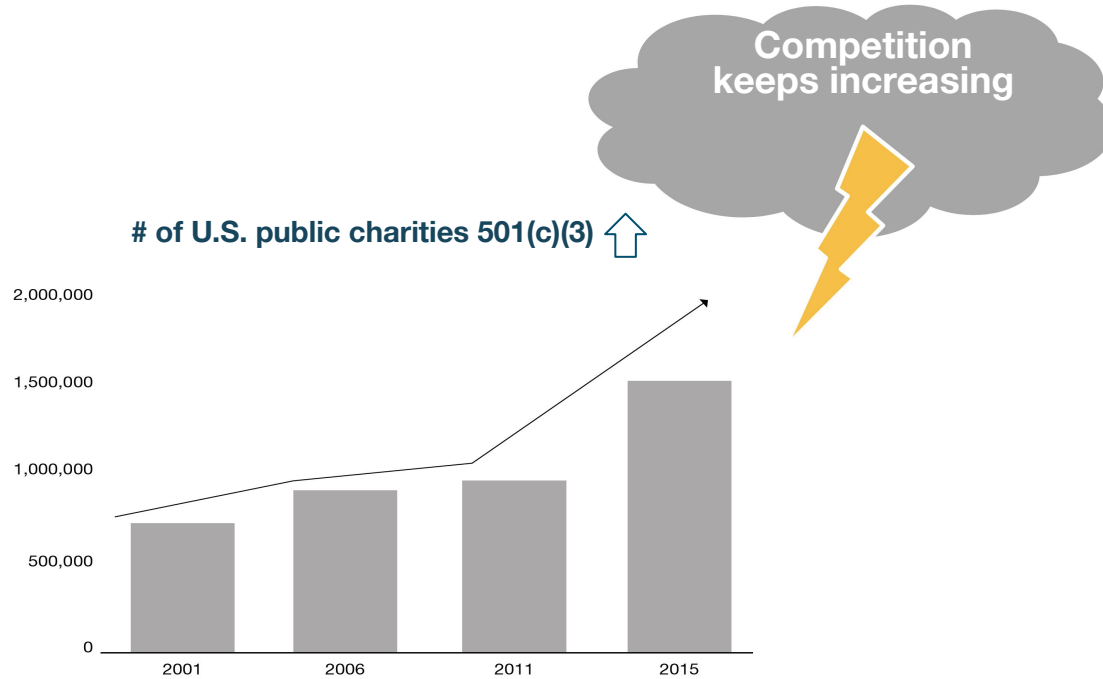
The data is from *Trust in Civil Society: Understanding the factors driving trust in nonprofits and philanthropy*, the third iteration of an annual survey study on the role of trust in nonprofits from Independent Sector in

https://www.thenonprofitimes.com/npt_articles/mistrust-of-npos-up-reflecting-overall-views-of-american-institutions/

Trust in nonprofits

is “down a statistically significant **three percentage points** from a 2020 benchmark study”

“Trust in philanthropy, whether corporate philanthropy, private foundations or philanthropic efforts from high-net-worth individuals **slipped from 36% to 34%** during the same period.”



Source: National Philanthropic Trust

721,456

1.56 million

Yet giving
keeps growing?

\$ given to charity rising ↑



of people giving to charity declining ↓

% share of Americans who donated

ALL SOCIO-DEMOGRAPHIC GROUPS

2000 - 66.2%

2018 - 49.6%



Most occurred
AFTER the
Great Recession
(2007-2009)

Source: Giving USA Foundation/Indiana University Lilly Family School of Philanthropy

Simple Fundraising Analytics for Nonprofits

Enhance your fundraising with effortless, easy & **free** to use analytics.

GET STARTED TODAY!
JUST AN EMAIL AND PASSWORD



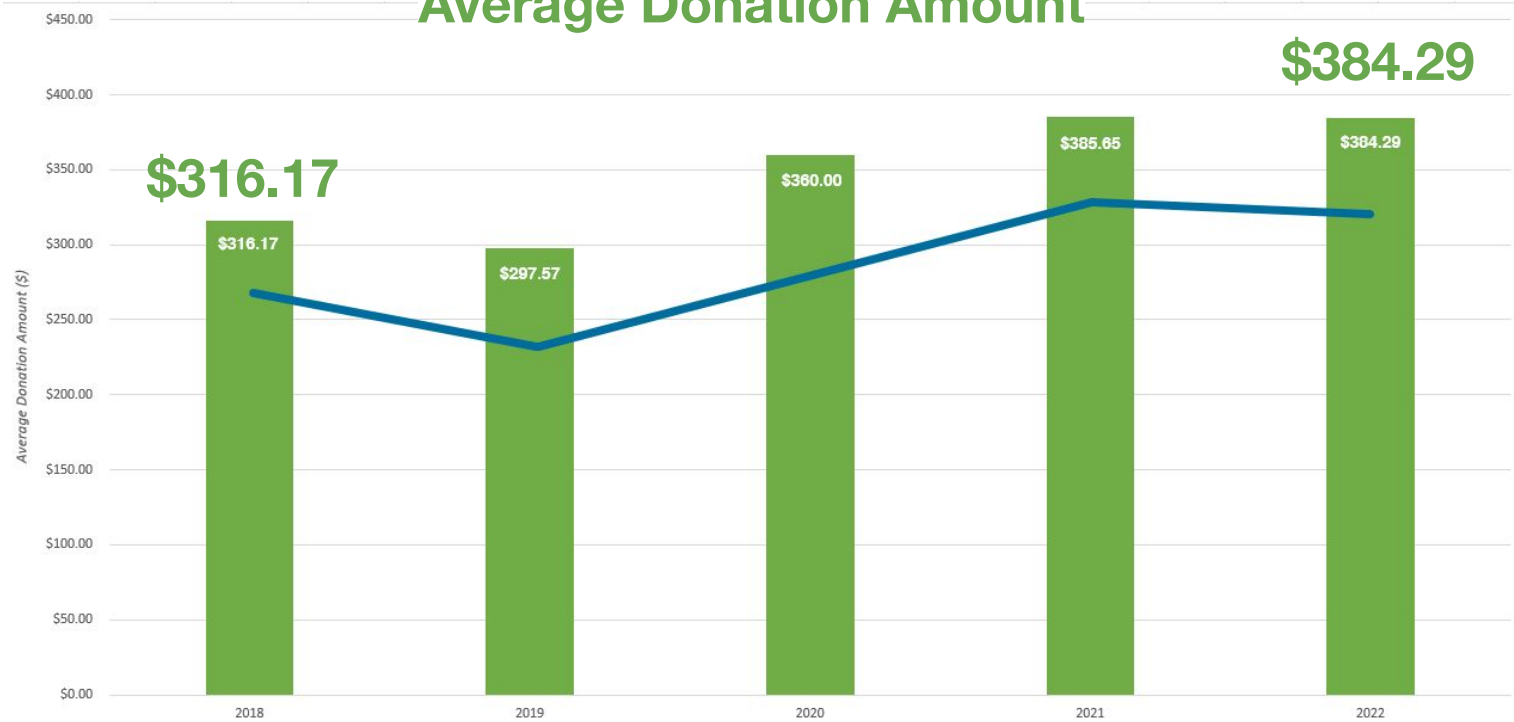
Thousands of nonprofits use Fundraising Report Card® to leverage their data.



Hello, how can we help you today?



Average Donation Amount

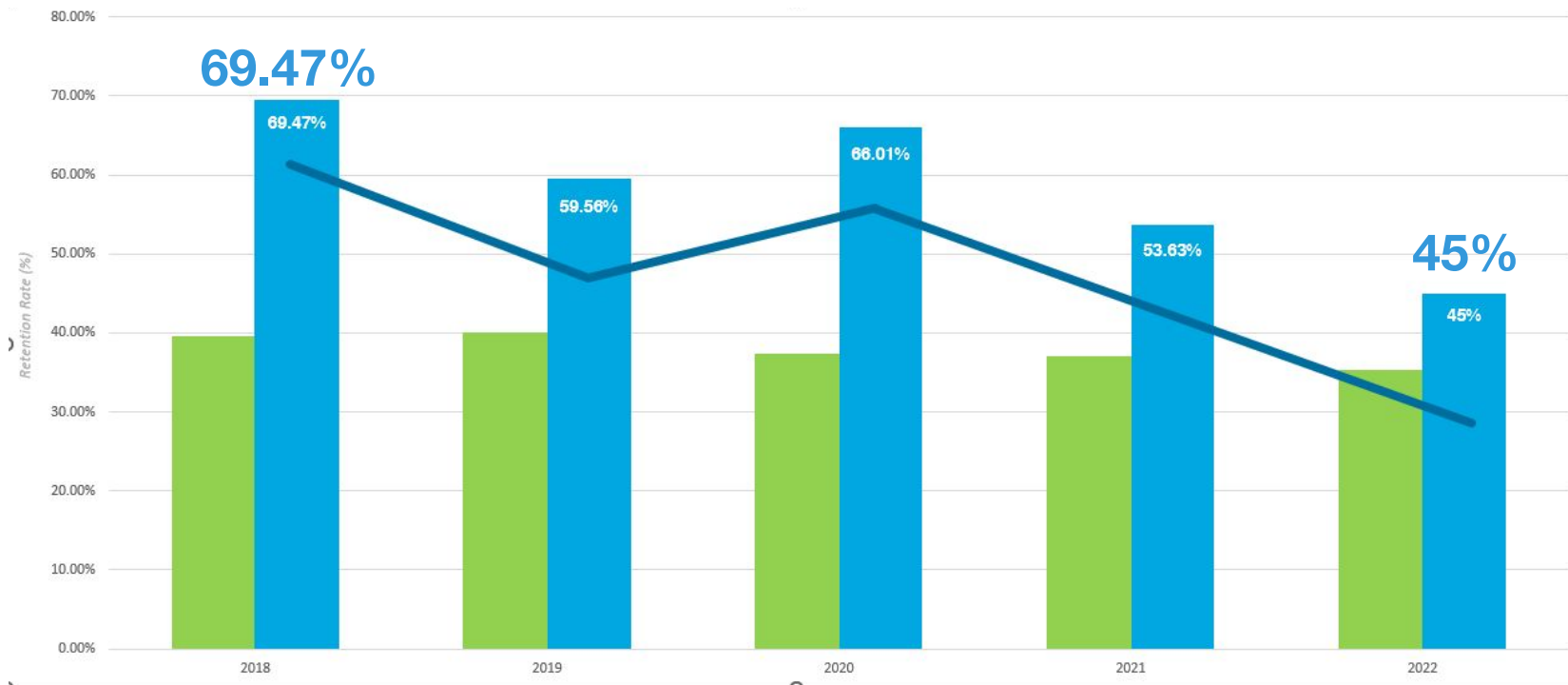


www.fundraisingreportcard.com/benchmarks



Daily analysis of \$129 billion in charitable giving
using data from 15,000+ organizations

Revenue Retained



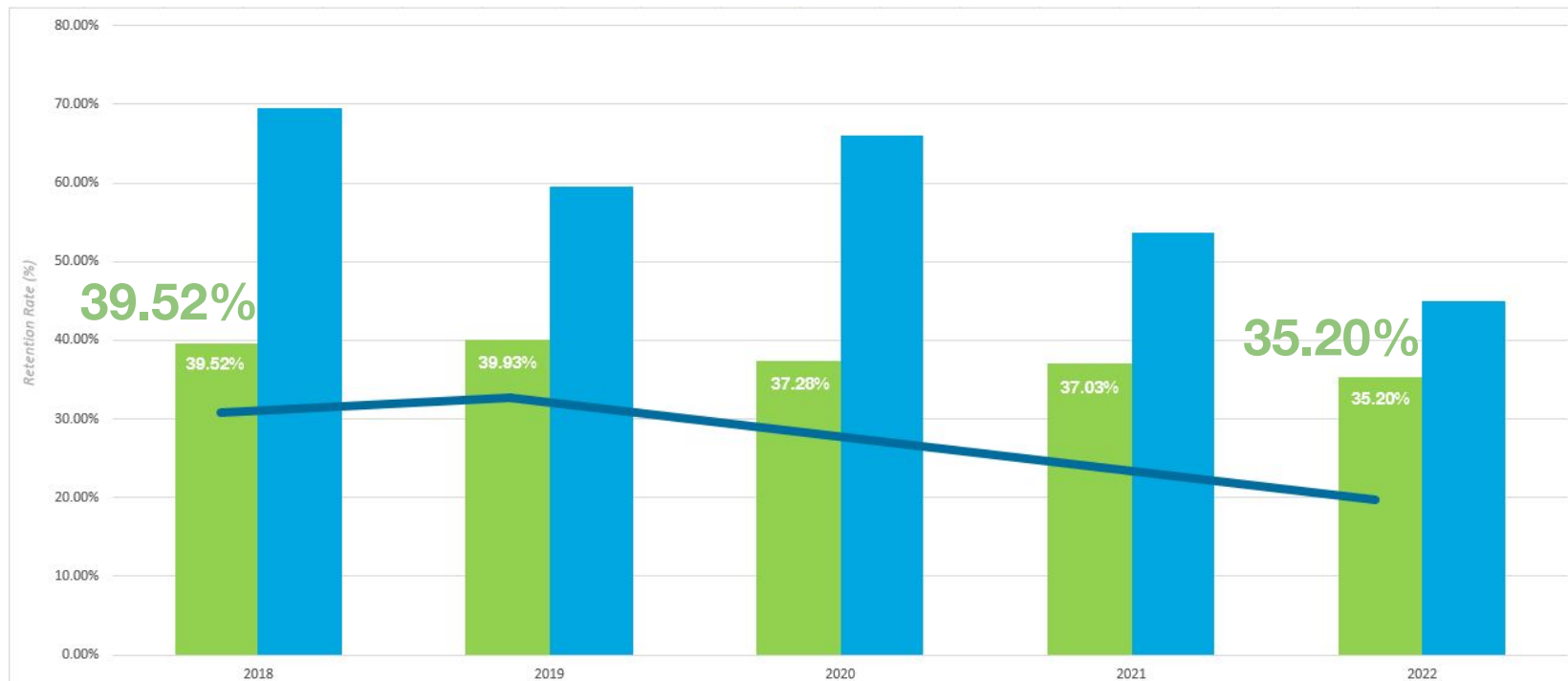
www.fundraisingreportcard.com/benchmarks

**FUNDRAISING
REPORT CARD**



Daily analysis of \$129 billion in charitable giving
using data from 15,000+ organizations

Donors Retained



www.fundraisingreportcard.com/benchmarks

**FUNDRAISING
REPORT CARD**



Daily analysis of \$129 billion in charitable giving
using data from 15,000+ organizations

FIRST TIME donor retention

The percentage of first-time donors from last year who renewed this year.

REACTIVATED donor retention

The percentage of reactivated donors from last year who renewed this year.

REPEAT donor retention

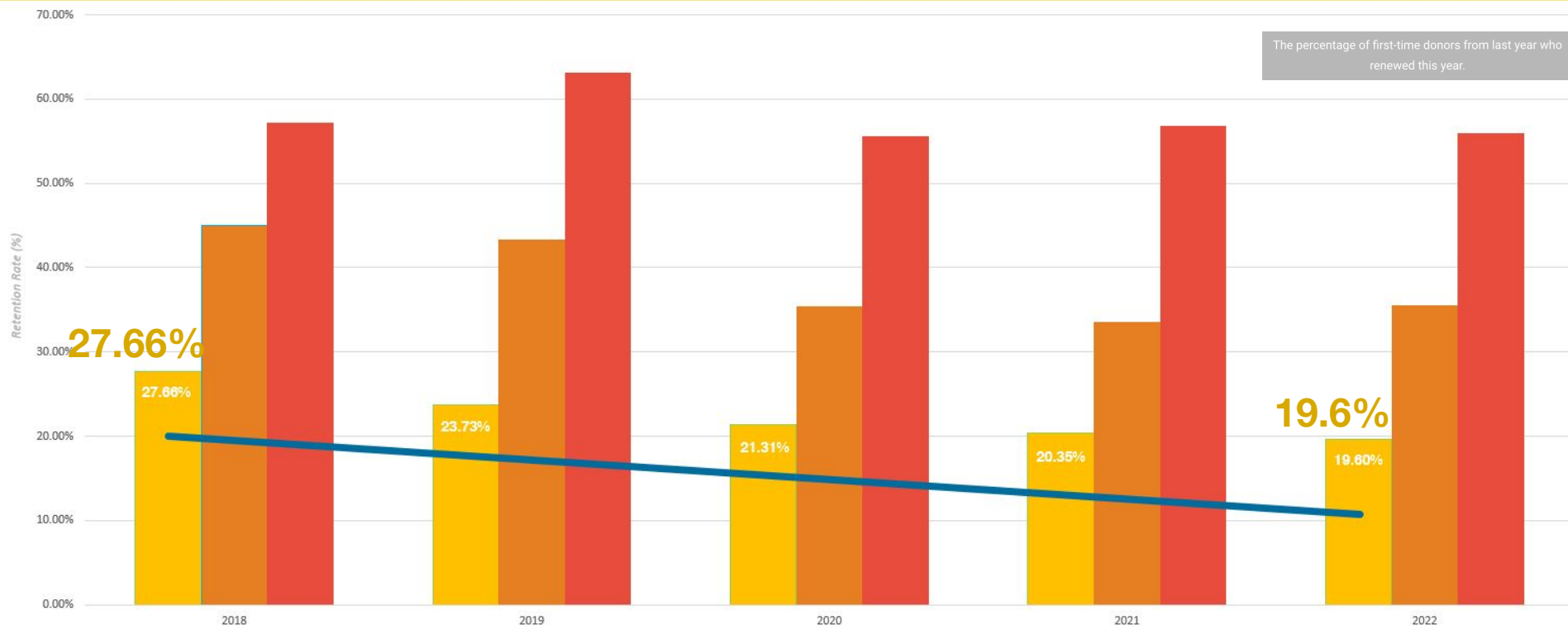
The percentage of retained donors from last year who renewed again this year.

www.fundraisingreportcard.com/benchmarks



Daily analysis of \$129 billion in charitable giving
using data from 15,000+ organizations

FIRST TIME donor retention

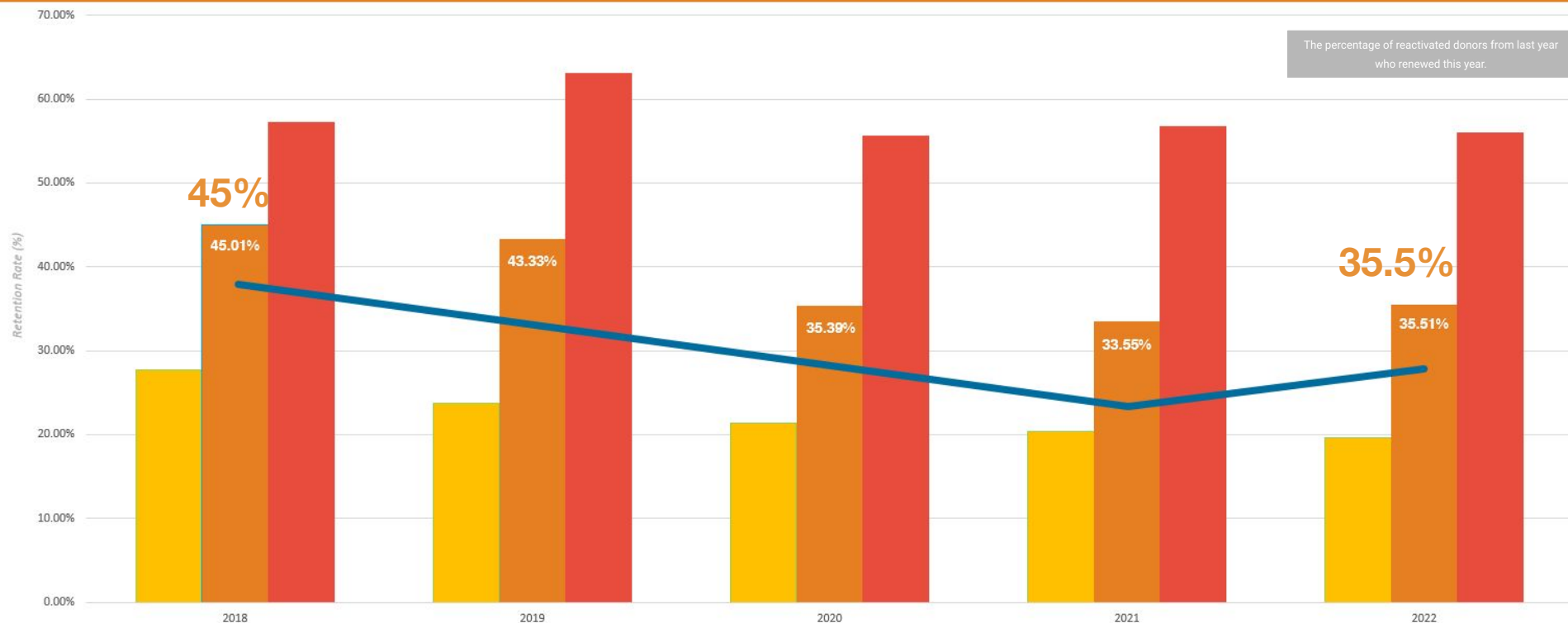


www.fundraisingreportcard.com/benchmarks



Daily analysis of \$129 billion in charitable giving
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REACTIVATED donor retention

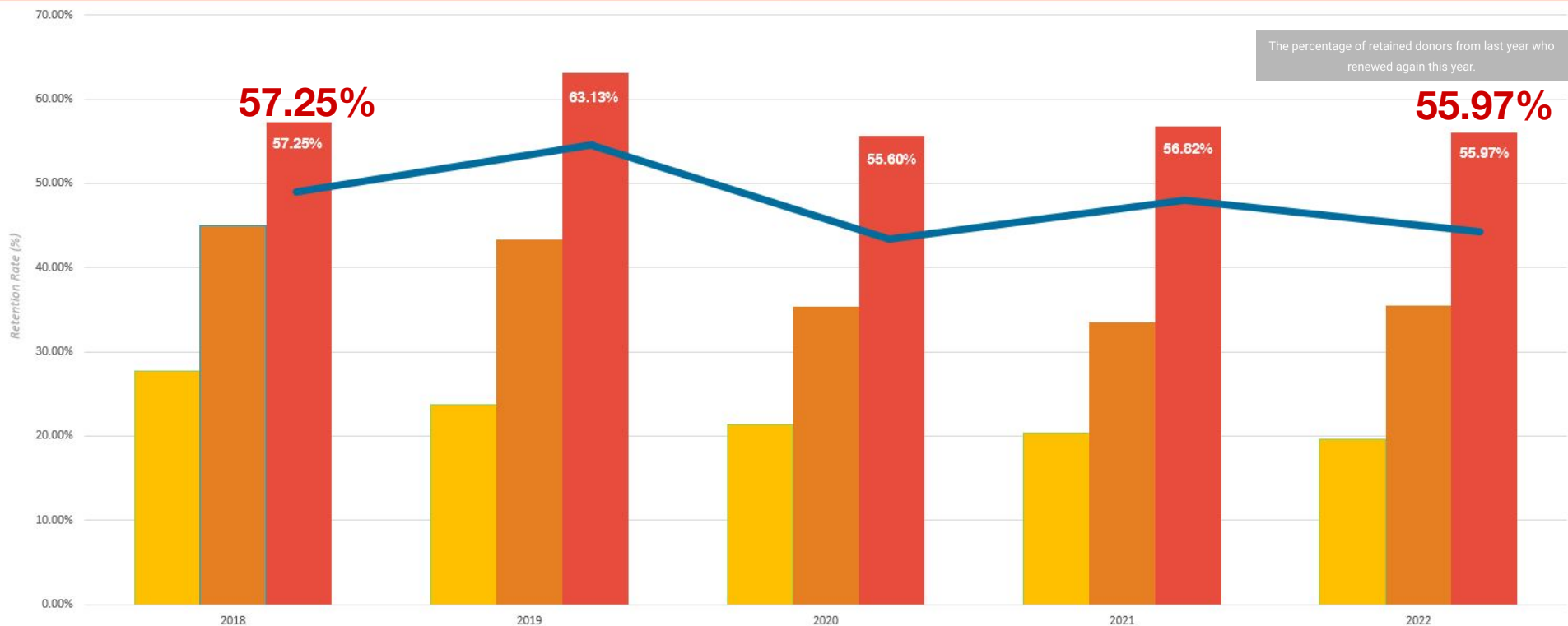


www.fundraisingreportcard.com/benchmarks



Daily analysis of \$129 billion in charitable giving
using data from 15,000+ organizations

REPEAT donor retention



www.fundraisingreportcard.com/benchmarks



Daily analysis of \$129 billion in charitable giving
using data from 15,000+ organizations

Under \$100

\$100 to \$250

\$250 to \$1,000

\$1,000 to \$5,000

\$5,000 and up

www.fundraisingreportcard.com/benchmarks



Daily analysis of \$129 billion in charitable giving
using data from 15,000+ organizations

Under \$100

\$100 to \$250

\$250 to \$1,000

\$1,000 to \$5,000

\$5,000 and up

Donor Retention Rate

23.24%

September 2020 Data

VS.

Donor Retention Rate

18.67%

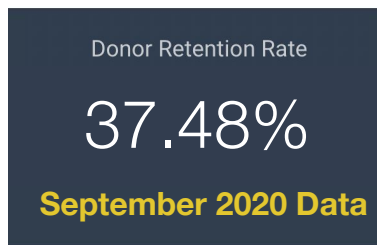
January 2023 Data

www.fundraisingreportcard.com/benchmarks

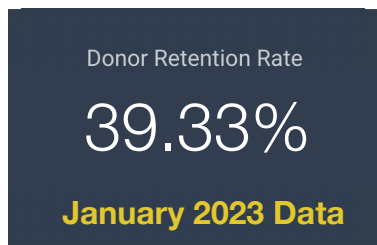
FUNDRAISING
REPORT CARD



Daily analysis of \$129 billion in charitable giving
using data from 15,000+ organizations



VS.



www.fundraisingreportcard.com/benchmarks

LOW-DOLLAR VS. HIGH DOLLAR DONORS

Under \$100 donors

Under \$100

\$100 to \$250

\$250 to \$1,000

\$1,000 to \$5,000

\$5,000 and up

Average Donation Amount ⓘ

\$25.42

Donor Retention Rate

18.67%

Lifetime Value ⓘ

\$45.46

Over \$5,000 donors

Under \$100

\$100 to \$250

\$250 to \$1,000

\$1,000 to \$5,000

\$5,000 and up

Average Donation Amount ⓘ

\$39,285.22

Donor Retention Rate

39.33%

Lifetime Value ⓘ

\$78,708.61

January 2023 Data

www.fundraisingreportcard.com/benchmarks

FUNDRAISING
REPORT CARD



Daily analysis of \$129 billion in charitable giving
using data from 15,000+ organizations

80/20 rule is now **76/.74**

Donors giving over \$5,000

= **.74%** of an org's donor base
but make up **74.07% (3/4)**
of all donation revenue \$

Donors giving under \$100

= **75.8%** of an org's donor base
but make up only **5.07%** of
all donation revenue \$

January 2023 Data

www.fundraisingreportcard.com/benchmarks

**FUNDRAISING
REPORT CARD**

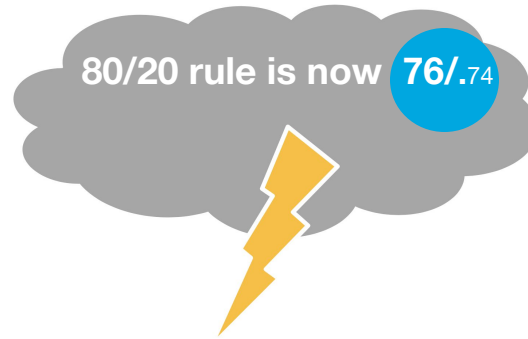


Daily analysis of \$129 billion in charitable giving
using data from 15,000+ organizations

QUICK POLL #1

Compared to 5 years ago, do you feel fewer people are donating?

- Absolutely
- Definitely not
- Not sure



Populist fundraising?

January 2023 Data

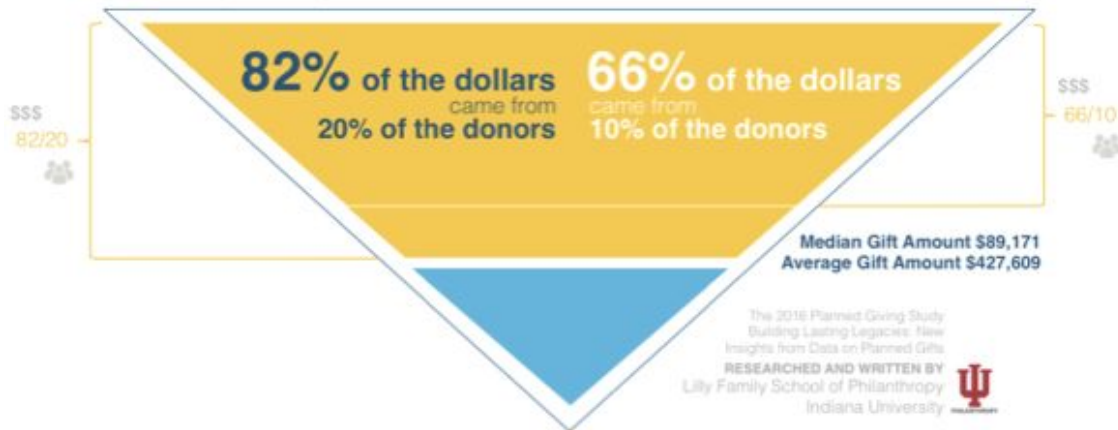
www.fundraisingreportcard.com/benchmarks



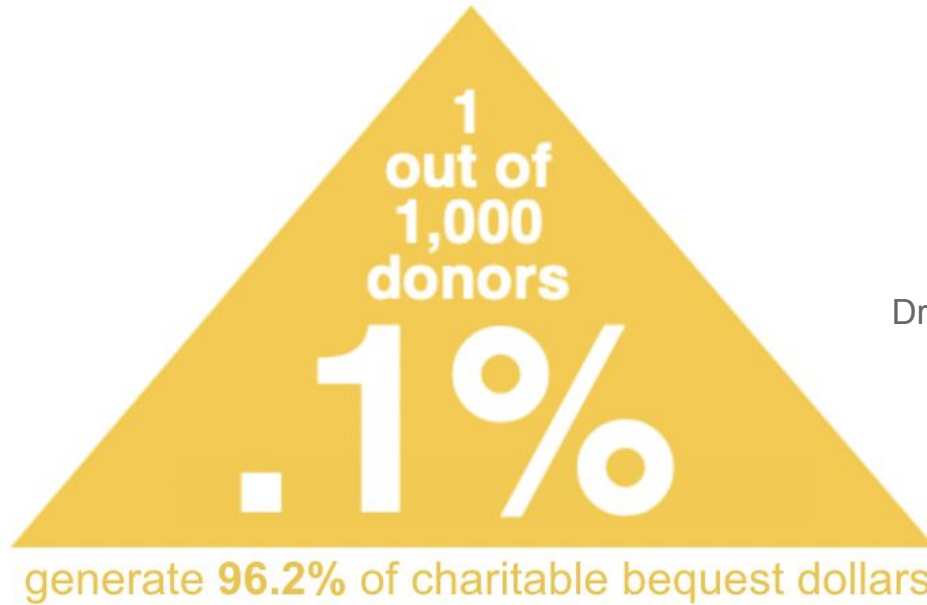
Daily analysis of \$129 billion in charitable giving
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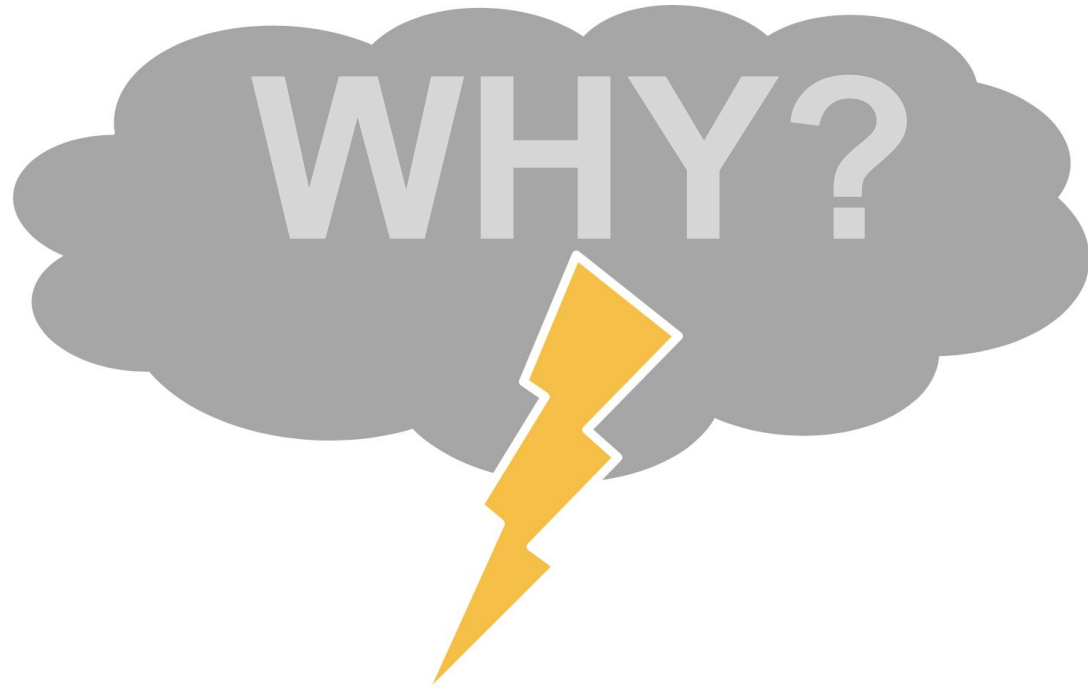
4,269 planned gifts made to five universities across the U.S. were studied



LEGACY DONORS

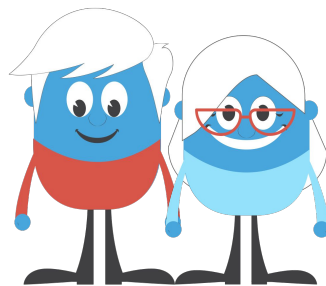


Dr. Russell James, J.D., Ph.D., CFP®



Channels fragmenting

Old channels

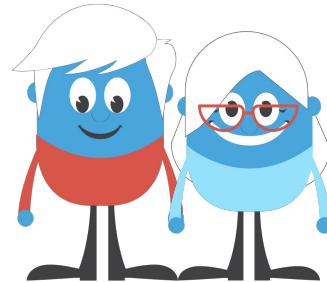


Channels fragmenting

Old channels



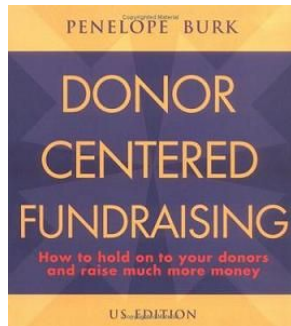
New channels



Google



Give Well



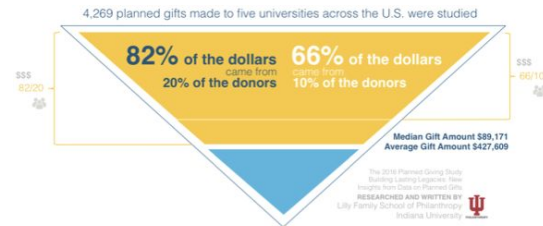
Donor self-sufficiency is growing

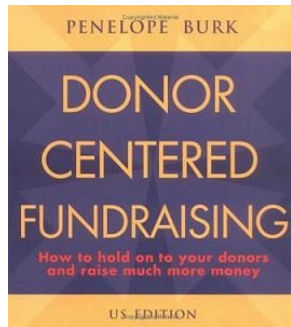
Surveyed 3,000 bequest donors

“Do you have a planned-gift officer?”

Only 18% said, “YES”

The majority said, “They give me everything I need, but I don’t need much from them.”

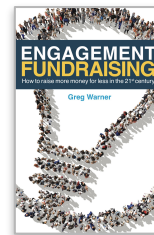




Donor self-sufficiency is growing

The 'four selfs'

Self-qualify	Allow opt-in / ask for permission
Self-educate	Make information accessible
Self-involve	Enable immersive engagement
Self-solicit	Support self-actuation / fulfillment



Donor
preferences changing



JUNK MAIL

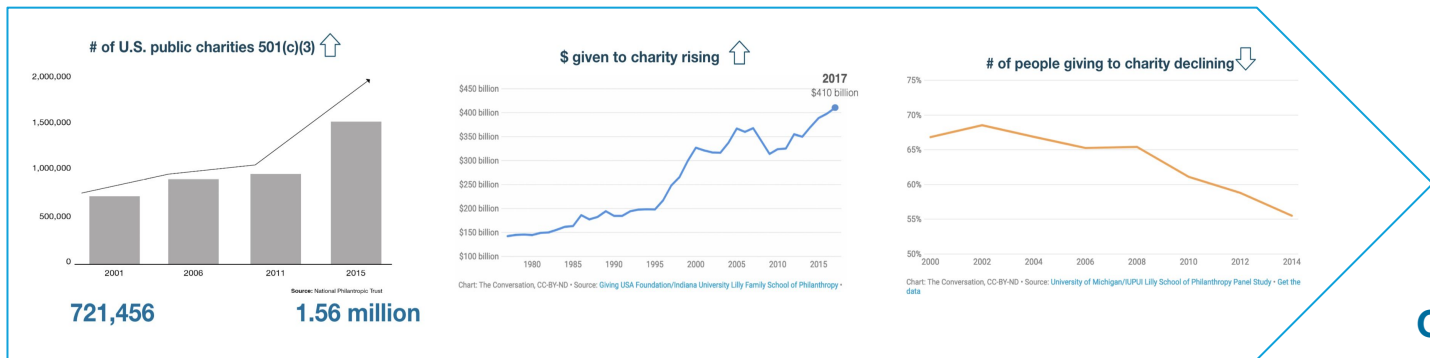
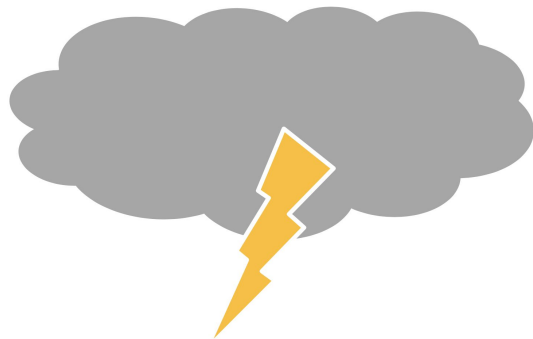


TELEMARKETING



SPAM





Competition increasing

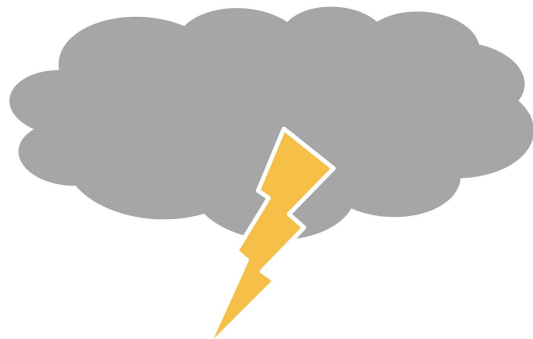
Less people giving

Trust declining

Fraction of donor base making up majority of revenue

Channels fragmenting

Preferences changing

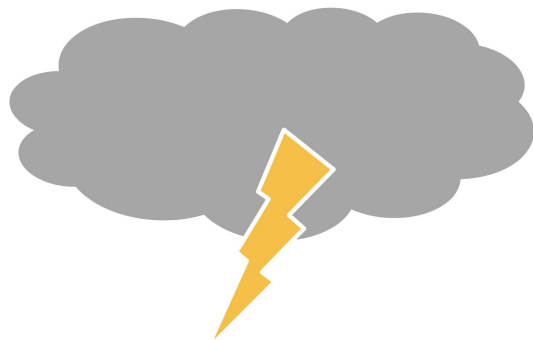


“ Giving is increasing because of **larger gifts from richer donors.**

Smaller and mid-level donors are slowly but surely **disappearing**—
across the board among all organizations.”

Elizabeth Boris
Chair of the Growth in Giving Initiative





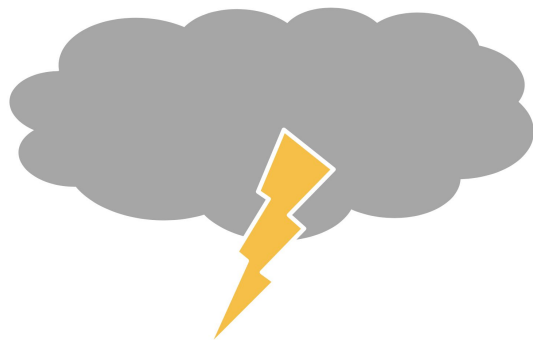
“Nonprofit organizations in the United States are now being challenged by major political, demographic, economic, and technological factors outside of their control, and **most organizations find themselves flat-footed, unable to easily adapt.**”

Brian Lauterbach, ACFRE
Vice President of Programs & Collective Impact

QUICK POLL #2

Do you believe fundraising climate change is real?

- Yes
- No
- Maybe



WHAT SHOULD WE DO?
MORE?

Donor
preferences changing



FEDUP!



Donor
preferences changing



CONTROL

ASKED FOR
PERMISSION

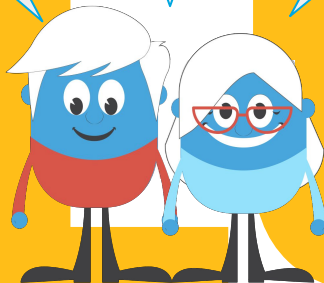
OPT-IN &
OPT-OUT

SELF-
NAVIGATE

CONVENIENCE

RESPECT

FAIRNESS



VALUE

Donor
preferences changing



WE'RE
READY!

VALUE

Two cartoon characters are standing in front of the word 'VALUE'. The character on the left is blue with a white head, wearing a red shirt and black pants. The character on the right is blue with a white head, wearing glasses, a light blue shirt, and black pants. They are both smiling and have their hands clasped in front of them. The word 'VALUE' is written in large, bold, yellow capital letters.



“Hounding a donor for attention or action before they’re ready will only annoy them and burn your bridges.”

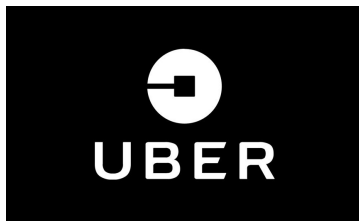


Greg Warner
CEO & Founder
market**smart**

WINNERS VS. LOSERS



WIKIPEDIA
The Free Encyclopedia



NETFLIX

TECHNOLOGY

WINNERS VS. LOSERS

EDUCATION DIVE						
Deep Dive Opinion Library Events Jobs Topics						
SIGN UP SEARCH						
We're keeping track of major college and university closings, mergers, acquisitions and other consolidation from 2016 to the present. Did we miss something? Let us know by using this form . Read our ongoing analysis of the list .						
Institution	Region	Year	Type	Status	Deal	Dive Insight
Abington Memorial Hospital Dixon School of Nursing	Northeast	2017	Private	Nonprofit	Closed	
Abraham Baldwin Agricultural College	South	2017	Public	Nonprofit	Merged (Bainbridge State College)	
Alabama Southern Community College	South	2016	Public	Nonprofit	Merged (Faulkner State CC and Jefferson Davis CC)	
Allied American University	National	2016	Private	For-profit	Closed	
Altierus Career Colleges*	National	2017	Private	For-profit	Closed	
American Health Institute	South	2016	Private	Nonprofit	Closed	
American Jewish University (undergraduate program)	South	2018	Private	Nonprofit	Closed	
American School of Technology	Midwest	2016	Private	For-profit	Closed	
Argosy University*	National	2018	Private	Nonprofit	Closed	

<https://www.educationdive.com/news/tracker-college-and-university-closings-and-consolidation/539961/>

MOODY'S

According to Moody's credit rating agency

“One in five small private colleges in the nation is under *‘fundamental stress’*.”

“A quarter of private colleges are in the red.”

<https://www.insidehighered.com/quicktakes/2018/07/25/moodys-private-college-closures-11-year>

WINNERS VS. LOSERS



NETFLIX

COSTS



TECHNOLOGY

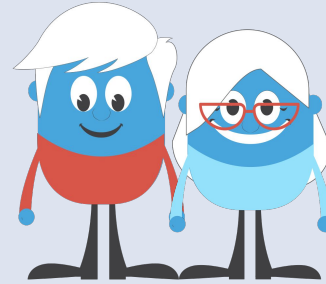
WINNERS VS. LOSERS



BOARD & LEADERSHIP



FUNDRAISERS

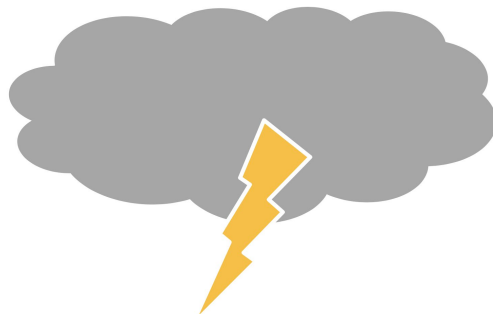


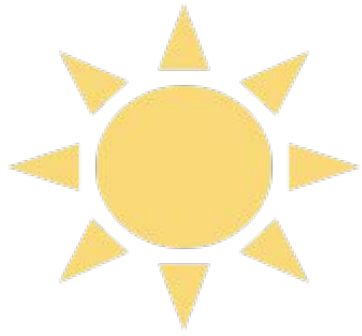
DONORS

TECHNOLOGY

FUNDRAISING CLIMATE CHANGE AND WHAT YOU CAN DO ABOUT IT

How to survive and thrive during the most turbulent yet transformative era ever to face fundraisers.





WHAT YOU CAN **DO ABOUT IT**



TRADITIONAL
INTERRUPTIVE,
TRANSACTIONAL,
ARMS-LENGTH APPROACH
FOCUSED ON ASKING FOR SMALL GIFTS
TO BE MADE MOSTLY IMPULSIVELY BY DONORS



WHAT YOU CAN **DO ABOUT IT**

3 STRATEGIES FOR SUCCESS

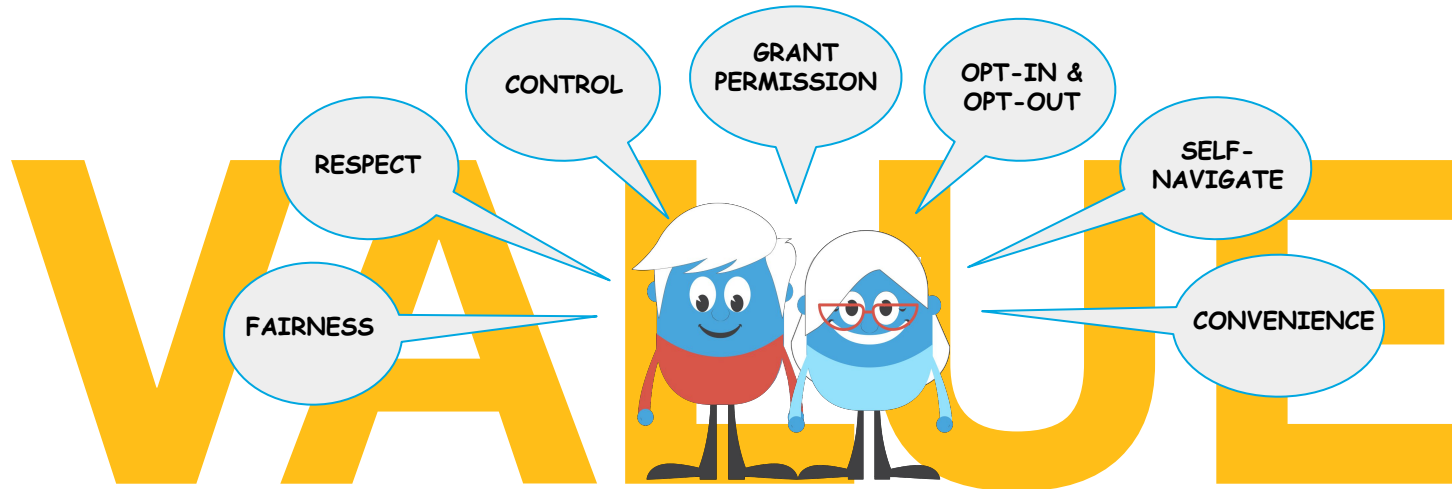


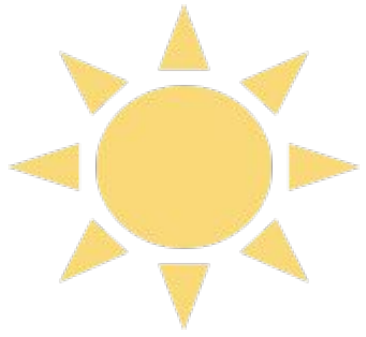
**A CONTEMPORARY,
TECHNOLOGY-ENABLED,
COMPASSIONATE APPROACH
THAT HELPS SUPPORTERS SELF-NAVIGATE
THE DECISION-MAKING PROCESS
FOR HIGHLY-CONSIDERED
(NOT TRANSACTIONAL) DECISIONS**



WHAT YOU CAN DO ABOUT IT

3 STRATEGIES FOR SUCCESS





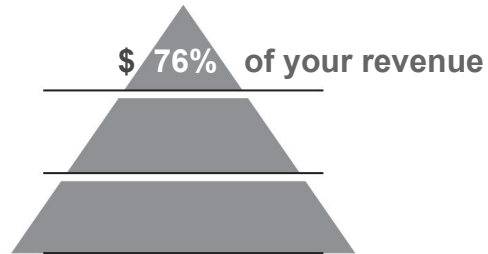
WHAT YOU CAN **DO ABOUT IT**



WHAT YOU CAN DO ABOUT IT

1 FOCUS ON THE 80/20 OR 76/.74

**% of your fundraising
REVENUE \$**





WHAT YOU CAN DO ABOUT IT

1 FOCUS ON THE 80/20 OR 76/.74

Find new major donors at low cost



Do you have any friends/colleagues/family members who would be interested in furthering Benedictine College's mission?

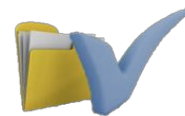
☒ Yes

☐ No

Please let us know the most convenient way to connect.

☒ I would be happy to make a personal introduction.

☐ I would like to share information about Benedictine College with them on my own; please provide that for me.



Board meeting packets

PREVIOUS

NEXT



WHAT YOU CAN DO ABOUT IT

1

FOCUS ON THE 80/20 OR 76/.74

They are in your midst

49.7%

of high net worth
individuals volunteer

**Find new major donors
at low cost**

They are testing you

55.9%

volunteer at 2 or
more organizations

✓ Referrals

✓ Volunteers

They want to give

84.3%

gave to some, most or all of
the organizations for which
they volunteer

Source:

2016 U.S. Trust® Study of High Net Worth Philanthropy

Based on a survey of U.S. households with a net worth of \$1 million or more (excluding the value of their primary home) and/or an annual household income of \$200,000+



WHAT YOU CAN DO ABOUT IT

1 FOCUS ON THE 80/20 OR 76/.74

Find new major donors at low cost

- ✓ Referrals
- ✓ Volunteers
- ✓ Social media

facebook



Cost only \$900
43 new major
donor prospects
signed up for a
newsletter

Digital Major Gift Lead Generation

by Bentz Whaley Flessner on October 27, 2017 in Bentz Whaley Flessner

CASE STUDY 1

Background

A southern, top-tier research university was approaching the end of a \$1+ billion dollar campaign when they had the opportunity to relocate their medical school as part of a new municipal redevelopment plan. Their top donors were already committed to the existing campaign priorities, and they needed a creative solution to open doors to people who had never supported the university. They turned to Bentz Whaley Flessner (BWF) to help develop a new digital strategy.

While social media has long been recognized as a tool for annual giving programs, the information these companies are collecting is massive. They know individuals' interests, social connections, education, and other behavioral data – and now they are purchasing the data and layering onto their records the data used to drive wealth scores. The result is an amazing (perhaps alarming) marketing tool.

Campaign

Working with BWF experts the university's marketing team used Facebook's back end tools to build a custom audience. Their target audience was looking for individuals who had:

- A net worth of \$1 million or more.
- A history of giving to cancer and other health causes.
- Lived within a 25-mile radius of the downtown metropolitan center where the new facility would open.

<https://www.bwf.com/bwf/digital-major-gift-lead-generation/>



WHAT YOU CAN **DO ABOUT IT**

2 **SUPPORT YOUR SUPPORTERS** AND THEY'LL SUPPORT YOUR MISSION

UNDERSTAND
WHO THEY ARE
WHY THEY CARE
& **WHERE THEY ARE**
IN THEIR CONSIDERATION PROCESS



WHAT YOU CAN **DO ABOUT IT**

2 **SUPPORT YOUR SUPPORTERS** AND THEY'LL SUPPORT YOUR MISSION

FOCUS MORE
ON **THEM AND THEIR NEEDS**

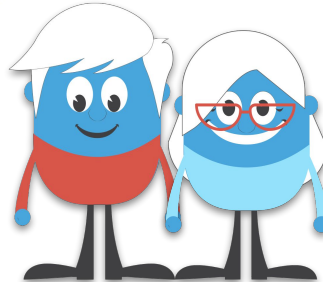
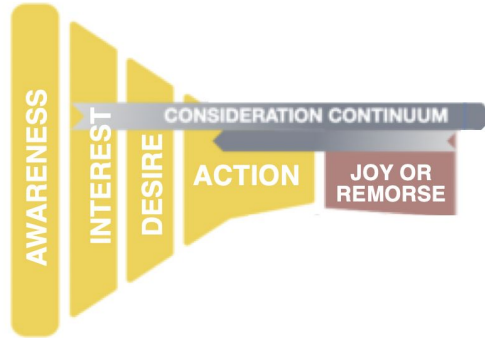
FOCUS LESS
ON **YOUR PROCESS**



WHAT YOU CAN DO ABOUT IT

2 SUPPORT YOUR SUPPORTERS AND THEY'LL SUPPORT YOUR MISSION

**LOW-DOLLAR
IMPULSE-ORIENTED
DECISIONS**



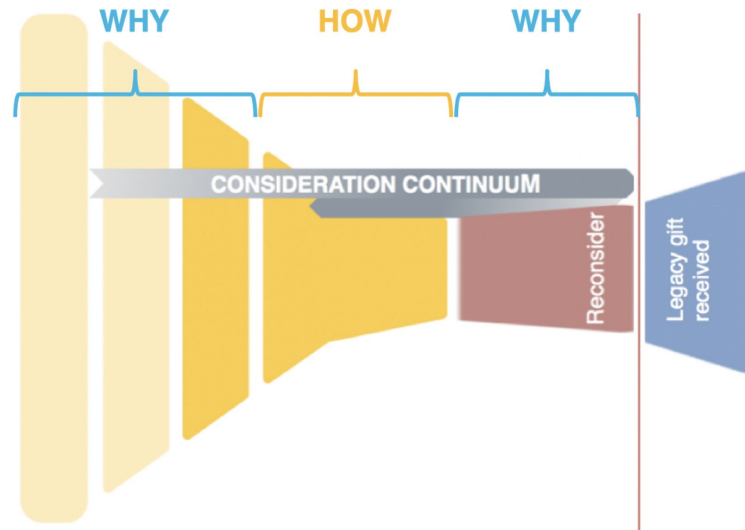
**HIGH-DOLLAR
HIGHLY-CONSIDERED
DECISIONS**





WHAT YOU CAN DO ABOUT IT

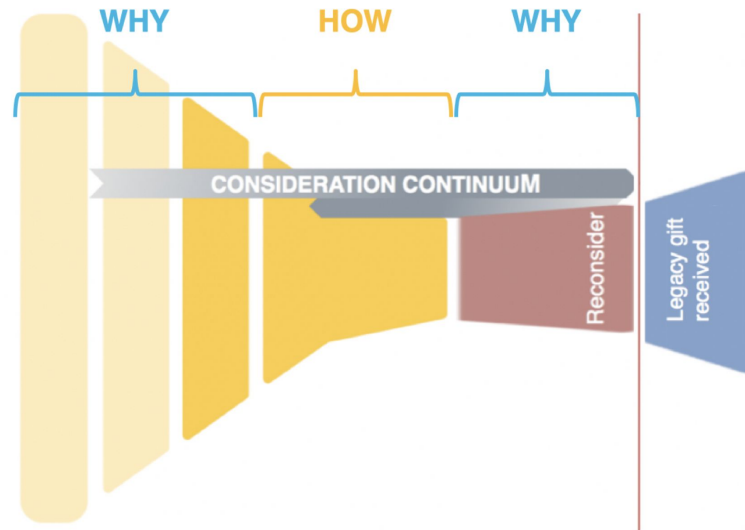
2 SUPPORT YOUR SUPPORTERS AND THEY'LL SUPPORT YOUR MISSION





WHAT YOU CAN DO ABOUT IT

2 SUPPORT YOUR SUPPORTERS AND THEY'LL SUPPORT YOUR MISSION



**BUILD TRUST
BY DELIVERING
VALUE**



WHAT YOU CAN **DO ABOUT IT**

2 **SUPPORT YOUR SUPPORTERS** AND THEY'LL SUPPORT YOUR MISSION

HELP THEM

- ✓ Build trust in you
- ✓ Think about their lives
- ✓ Contemplate their own heroism
- ✓ See others finding joy from giving
- ✓ Socialize with like-minded people
- ✓ Etc.

**BUILD TRUST
BY DELIVERING
VALUE**



WHAT YOU CAN **DO ABOUT IT**

2 **SUPPORT YOUR SUPPORTERS** AND THEY'LL SUPPORT YOUR MISSION

LEARN ABOUT THEM

- ✓ Why do they care?
- ✓ Who inspired them to care?
- ✓ What are their interests?
- ✓ What are their needs?
- ✓ Etc.

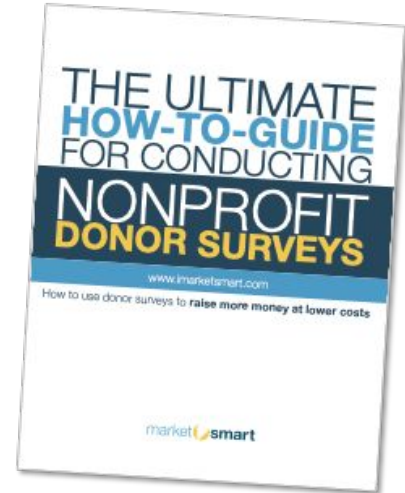
**BUILD TRUST
BY DELIVERING
VALUE**



WHAT YOU CAN **DO ABOUT IT**

2 **SUPPORT YOUR SUPPORTERS** AND THEY'LL SUPPORT YOUR MISSION

DONOR SURVEYS
TECHNOLOGY
for donor discovery,
qualification & prioritization



<https://imarketSMART.com/resources/reports/the-ultimate-how-to-guide-for-conducting-nonprofit-donor-surveys/>



WHAT YOU CAN DO ABOUT IT

2

BENEDICTINE COLLEGE
ATCHISON, KANSAS

Give now from your Donor-Advised Fund

DONATE NOW TAKE OUR SURVEY

HOME SHARED VISION WHY GIVE MAKE AN IMPACT SUPPORTERS LIKE YOU BLOG CONTACT US GIVING TOOLKIT

Give from your donor-advised fund:

Fidelity

FIDELITY CHARITABLE
FIDELITY INVESTMENTS
CHARITABLE GIFT FUND

YOU AGREE TO THE [TERMS OF SERVICE AND PRIVACY POLICY](#).

MEET PEOPLE LIKE YOU

goals — you're making it happen!

DON'T SEE YOUR FUND? LET US KNOW.

YOUR COLLEGE — NOW AND LATER

THE IMPACT YOU HAVE

As a fellow Raven, whether you're an alum, parent or friend of the College, you know what is important to you for Benedictine and what you envision for its future. We want you to see how, together, we're stewarding that vision.

READ MORE


You've helped us make great strides toward improvements to Benedictine College that will help educate America's future leaders. There's still more we can achieve together.

TELL ME MORE

EASY WAYS TO MAKE AN IMPACT




2



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DONATE NOWTAKE OUR SURVEY

HOME SHARED VISION WHY GIVE MAKE AN IMPACT SUPPORTERS LIKE YOU BLOG CONTACT US GIVING TOOLKIT



MEET PEOPLE LIKE YOUAccomplishing Benedictine 2020 goals — you're making it happen!


#WHEREGREATNESSBEGINS



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WHAT YOU CAN **DO ABOUT IT**

3 GIVE TO YOUR GIVERS

THE LAW OF RECIPROCITY IS POWERFUL





WHAT YOU CAN DO ABOUT IT

3 GIVE TO YOUR GIVERS THE LAW OF RECIPROCITY IS POWERFUL



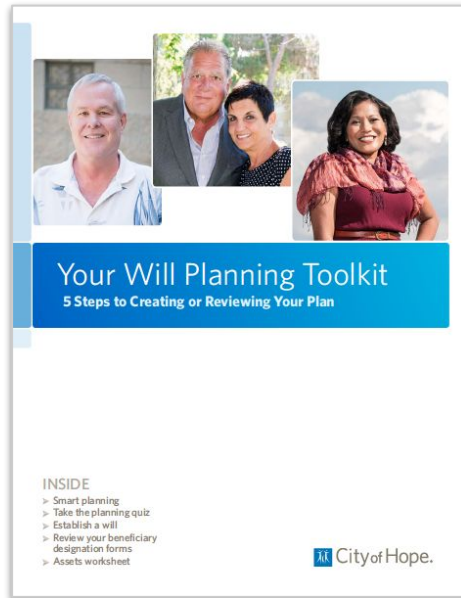
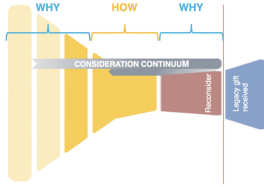


WHAT YOU CAN DO ABOUT IT

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GIVE TO YOUR GIVERS

THE LAW OF RECIPROCITY IS POWERFUL



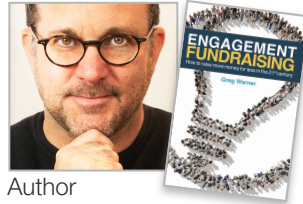
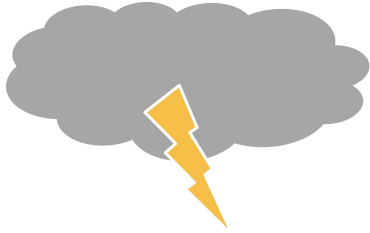


1 FOCUS ON THE 80/20 (76/.74)

2 SUPPORT YOUR SUPPORTERS
AND THEY'LL SUPPORT YOUR MISSION

3 GIVE TO YOUR GIVERS
THE LAW OF RECIPROCITY IS POWERFUL

THANK YOU



Author
Engagement Fundraising

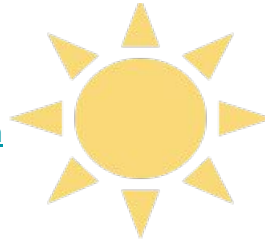
Greg Warner
CEO & Founder

Buy it here:

www.engagementfundraisingbook.com

Or order a free copy by emailing:

info@imarketsmart.com



Inventor

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REPORT CARD** 

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www.fundraisingreportcard.com/benchmarks

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Start with a **SURVEY**



Online landing pages



Online opt-in forms
or surveys

Tech-enabled donor
discovery at scale

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Automate your **EMAILS**



Build trust, grow relationships &
drive engagement with highly
relevant cultivation

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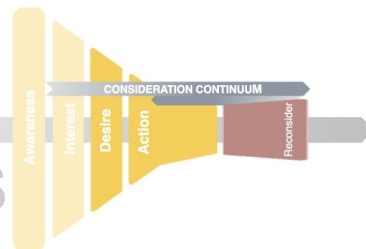
Tech-enabled donor
discovery at scale

Automate your **EMAILS**



Build trust, grow relationships &
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relevant cultivation

Engage with **EFFORTS**



Increase donor interest &
desire with novel,
value-oriented efforts

Prioritize with your **DASHBOARD**



Prioritize outreach based on
recency of engagement,
passion, interest & capacity

Start with a **SURVEY**



Online landing pages



Online opt-in forms
or surveys

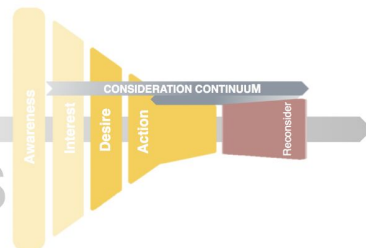
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Prioritize with your **DASHBOARD**



Prioritize **outreach** based on
rency of engagement,
passion, interest & capacity

\$



Meet & facilitate
giving

Return on investment

Immediate ROI

(Return on investment)

10x



“

\$60 returned for every \$1 invested
and we haven't really scratched the
surface yet.”



Jonelle Beck
Executive Director, Office of Estate & Gift Planning
Assistant General Counsel for Trusts & Estates
University of the Pacific

Lifetime value ROI

(Return on investment)

100x

Consider a test with just
1% of your budget



ENGAGEMENT FUNDRAISING CHALLENGE



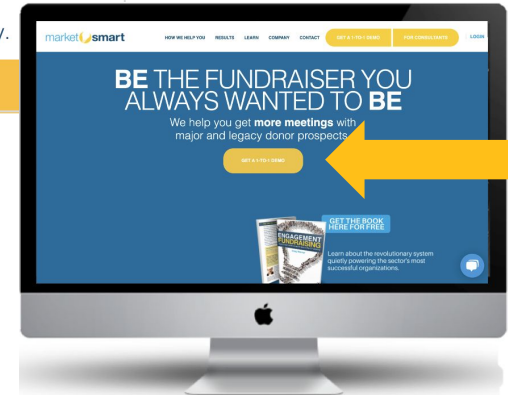
NO RISK OFFER

Assign us less than **1%**
of your fundraising budget

Get 10:1 ROI
guaranteed or your money back*

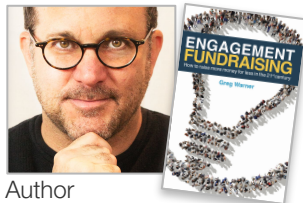
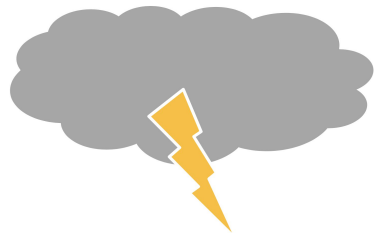
*For qualified organizations only. Terms & conditions apply.

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QUESTIONS?



Author
Engagement Fundraising

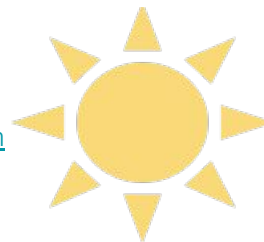
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