

Presented by:
 ACHIEVE

Work Smarter, Not Harder :

A Busy Person's Guide to Crushing 2021 Online Fundraising Goals



- Digital Marketing
- Social Media
- Web Design
- Web Support

achievecauses.com

Erica Linguanti
Director of Marketing



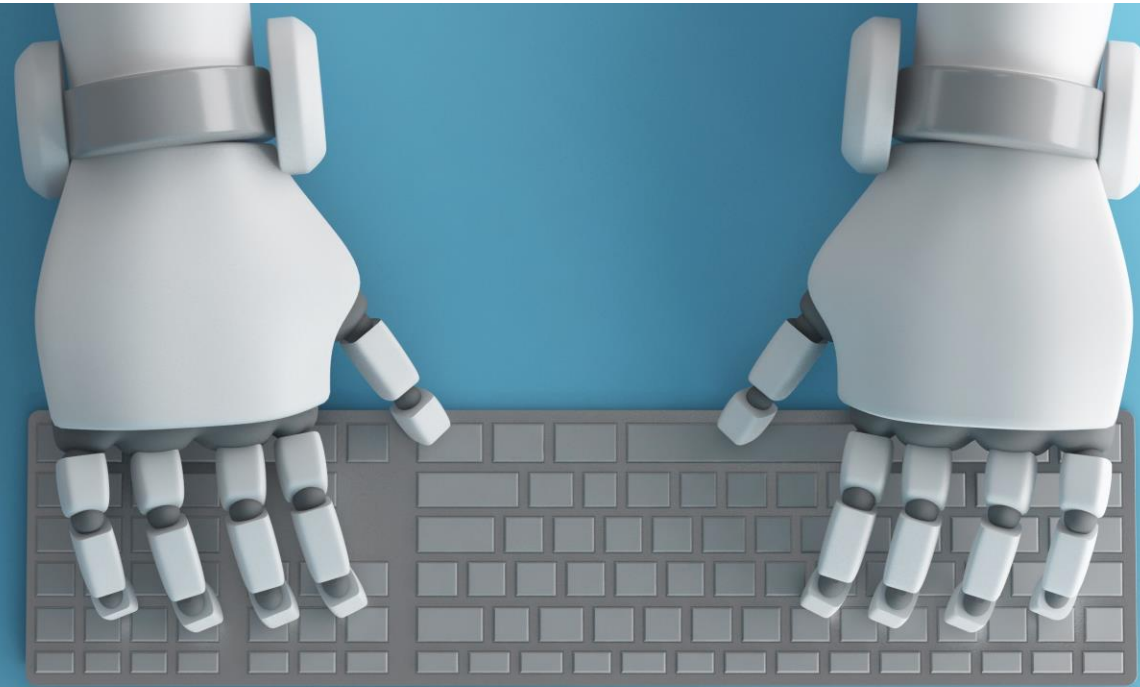
Today We Will...

- Talk about what you need to succeed online.
- Find your online fundraising baseline.
- Set realistic goals based on your historical data.
- Discuss tactics to increase your:
 - Web traffic
 - Conversion rate
 - Average donation amount
- Ask questions (and get some answers).





**Let's address the
elephant in the room!**



You are NOT a robot!

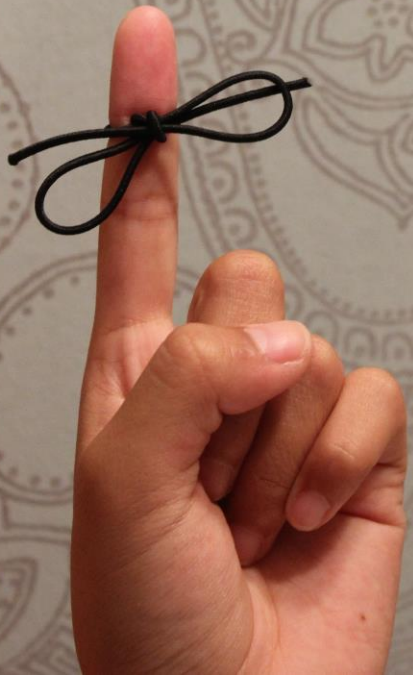


**You cannot be
everything to everyone.**



**Your online fundraising
goals should be:**

Specific
Measurable
Attainable
Relevant
Time-bound



A large crowd of people is shown from a low angle, with many hands holding up smartphones to record a video. The entire image is overlaid with a semi-transparent blue filter. In the center, white text reads "Let's talk about what you need to succeed." The text is in a clean, sans-serif font, with "Let's" and "you" in lowercase and the rest in title case. The background shows the tops of heads and arms reaching up, creating a sense of a large gathering or event.

Let's talk about what
you need to succeed.

Great Website



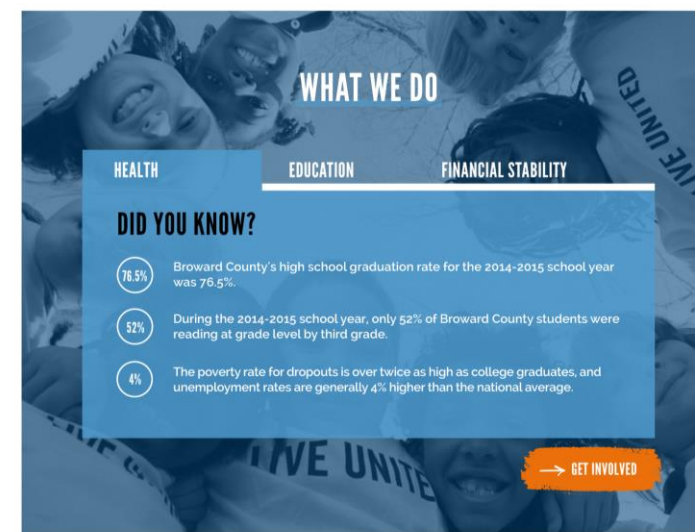
United Way of Broward County
unitedwaybroward.org



Video Content



How To Support



What You Do

SUCCESS STORIES



Impact

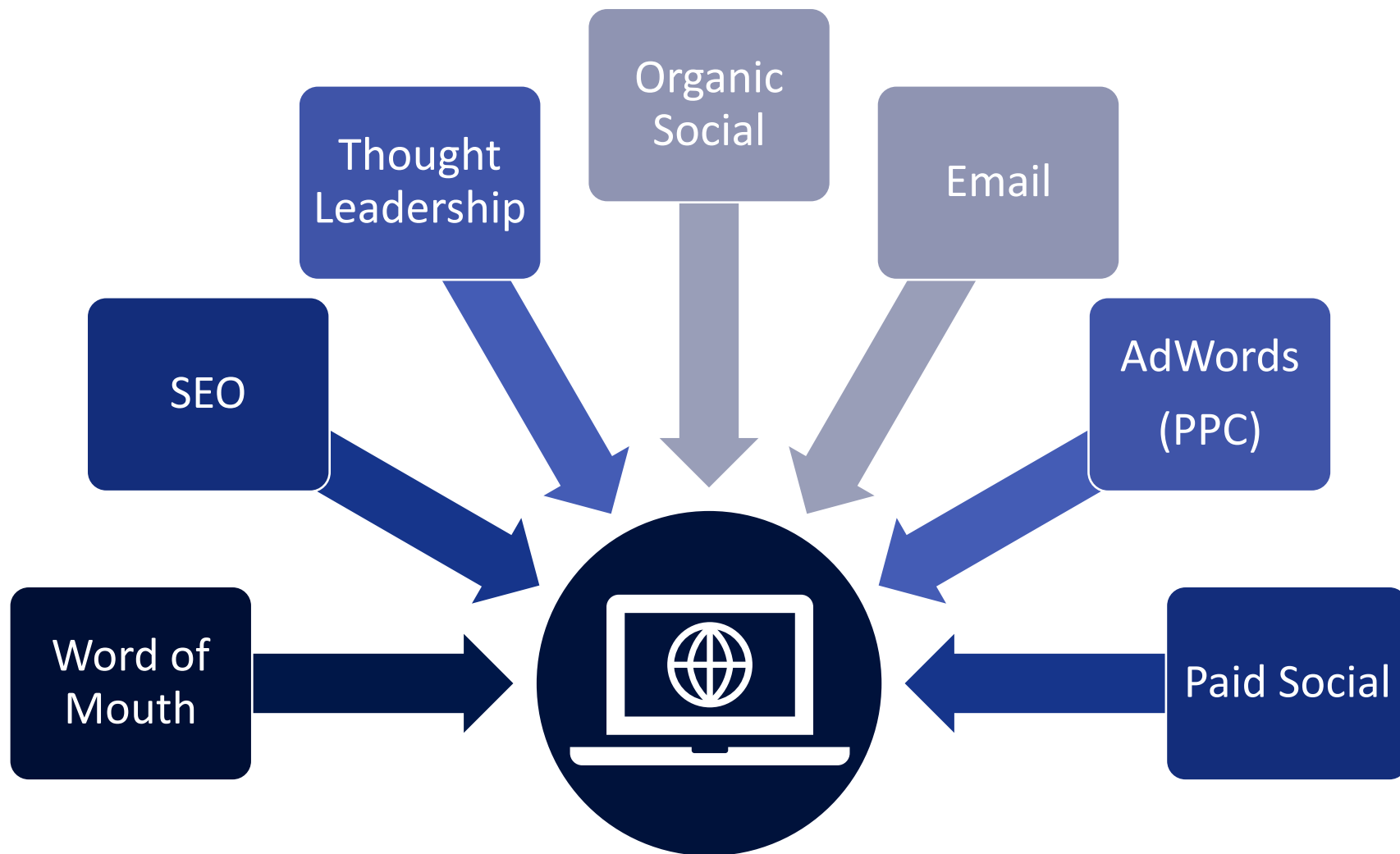


Did You Know...

- Opinions about your website are formed within **50 milliseconds or less.**
- 95% of first impressions **relate to your website design.**



Get People On Your Website





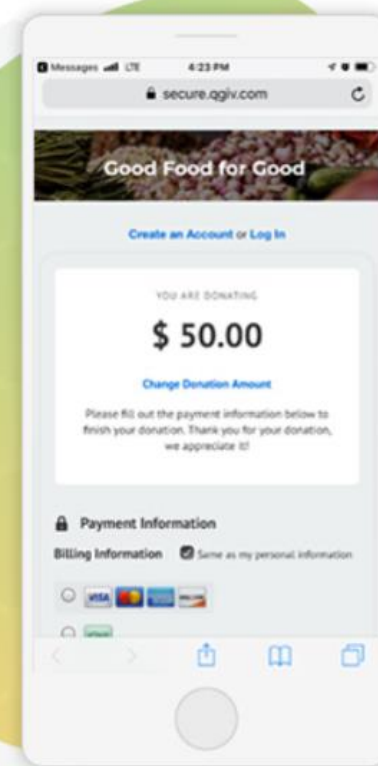
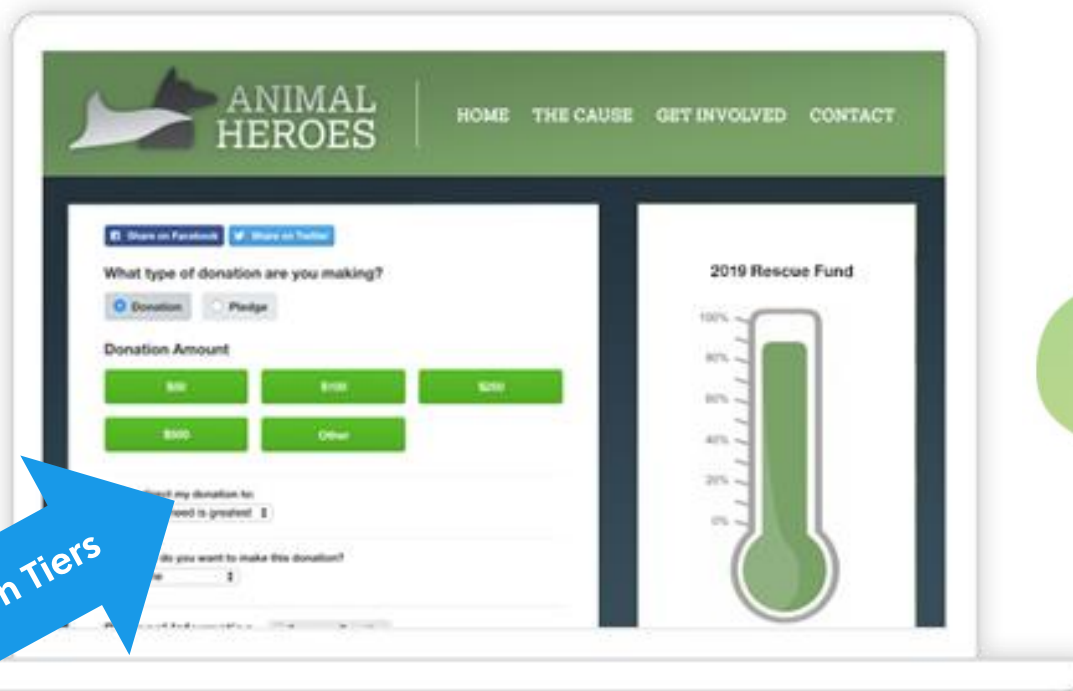
****You should be tracking where your traffic is coming from!***

- *Facebook Pixel(s)*
- *Google Analytics*
- *Google Tag Manager*
- *Tracking Links*
(bit.ly, Google URL Campaign Builder, etc.)

Make It Easy To Donate

Mobile Friendly

Donation Tiers

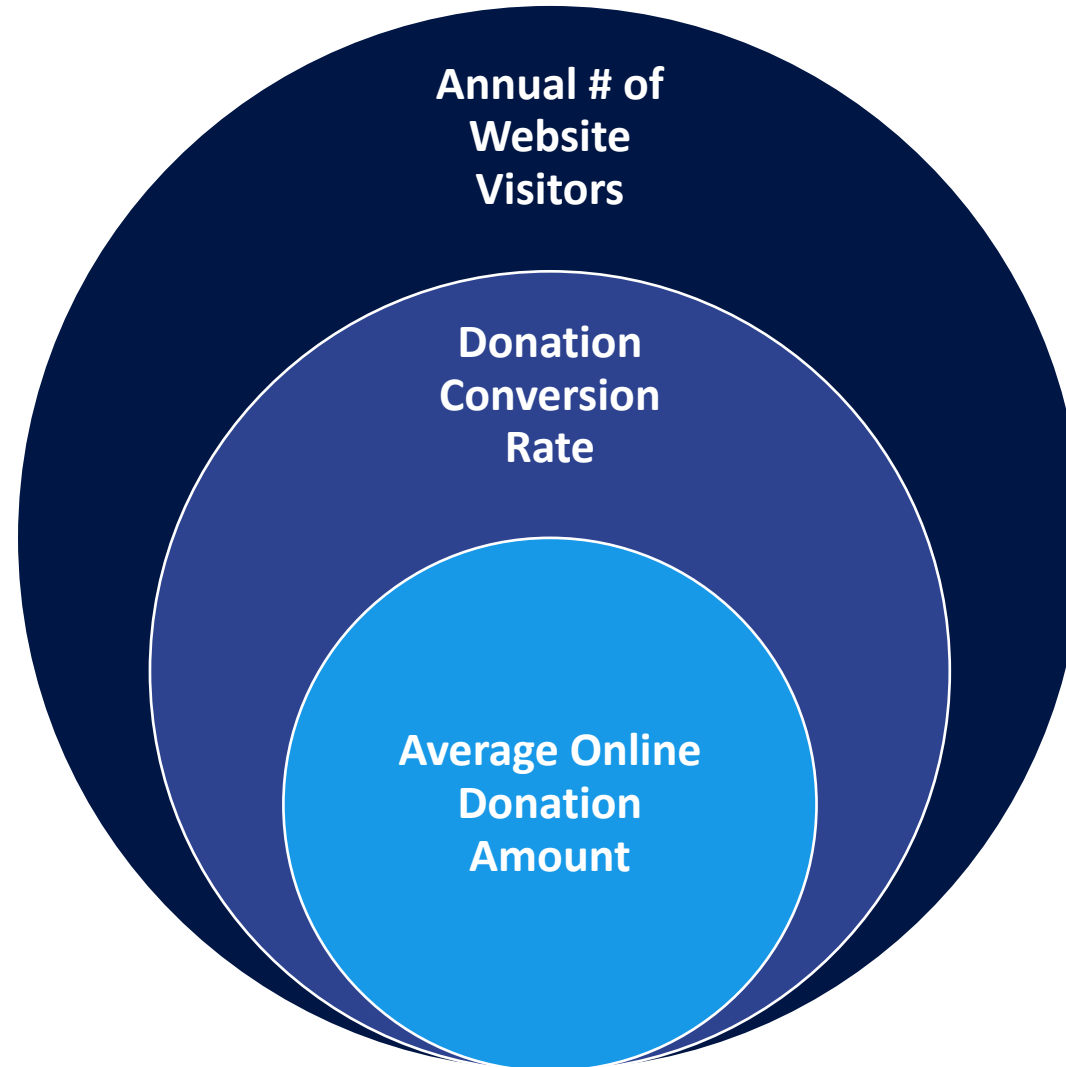


A large crowd of people is shown from a low angle, with many hands holding up smartphones to take photos or videos. The entire image is covered with a semi-transparent blue filter. Overlaid on this background is the text "Let's find your online fundraising baseline." in a white, sans-serif font.

Let's find your online
fundraising baseline.



3 Key Metrics You Should Know





Where can I find these things?

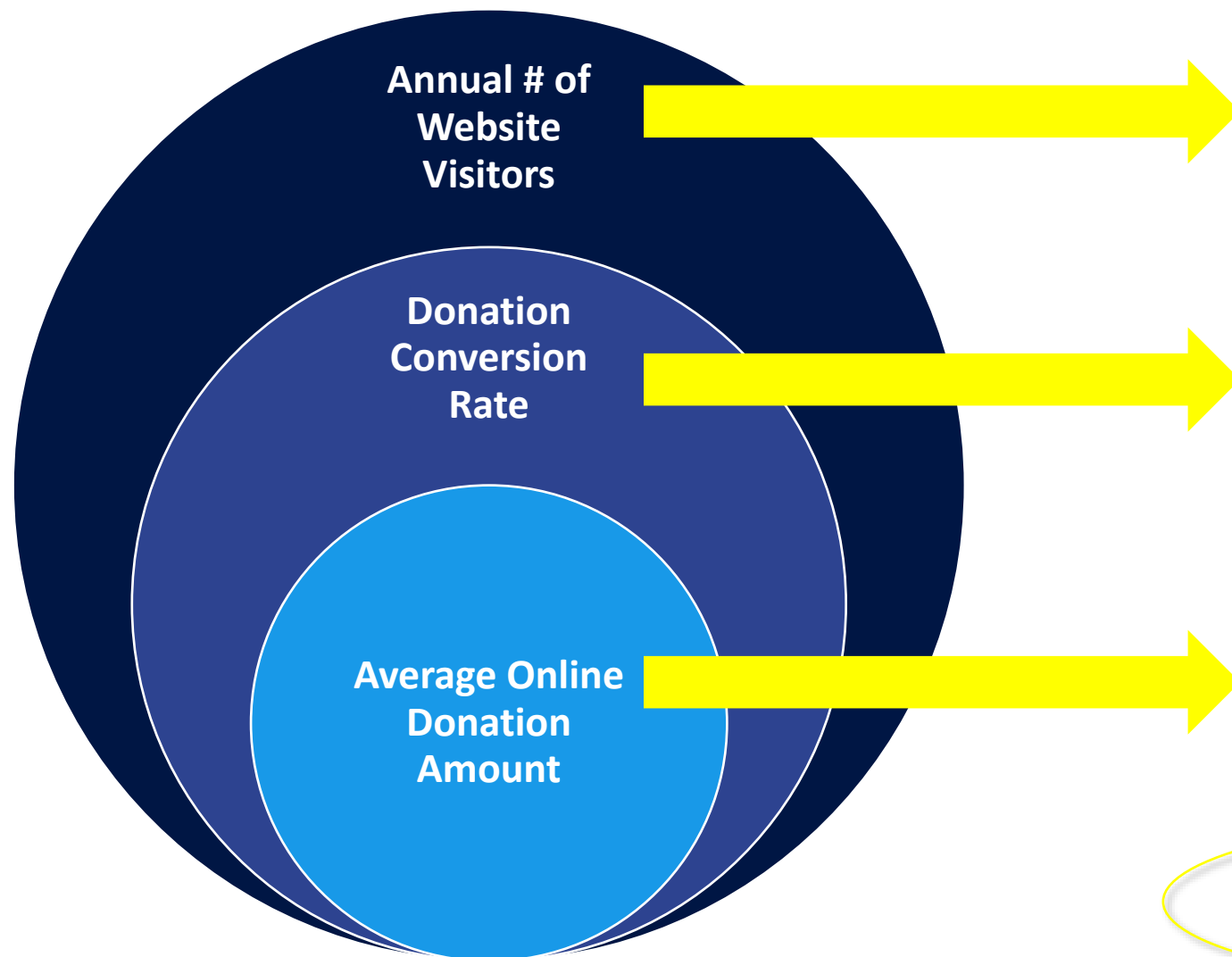


Trackability Is Key



- Google Analytics
- Facebook Pixel
- Fundraising Software
- Donor Management Software

Find Your Baseline



Last Year	
# of Website Visitors	10,000
	X
Donor Conversion Rate	2%
# of Donors	200
	X
Average Online Donation	\$100
	=
Annual Online Donations	\$20,000

A large crowd of people is shown from a low angle, with many hands holding up smartphones to take photos or videos. The entire image is covered with a semi-transparent blue filter. Overlaid on this background is the text "Let's set goals based on your historical data." in a white, sans-serif font. The text is centered and spans across the middle of the image. The word "your" is slightly smaller than the others. The background image is out of focus, emphasizing the text and the collective action of the crowd.

Let's set goals based on
your historical data.

Let's Set A Realistic Goal

	Last Year	Year 1
# of Website Visitors	10,000	???
	X	X
Donation Conversion Rate	2%	???
# of Donors	200	?
	X	X
Average Online Donation	\$100	???
	=	=
Annual Online Donations	\$20,000	?

What if you increased...

- # of Website Visitors
- Conversion Rate
- Average Donation

...by only 10%???

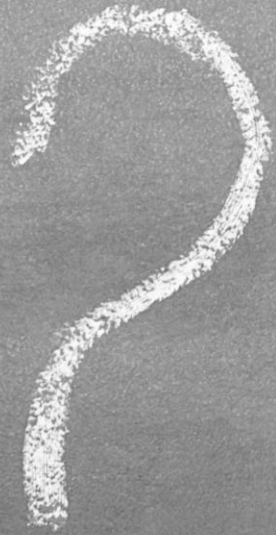


Year 1 Goal

	Last Year		Year 1
# of Website Visitors	10,000	<i>(multiply by 0.1 then add to previous year)</i>	11,000
	X		X
Donation Conversion Rate	2%	<i>(multiply by 0.1 then add to previous year)</i>	2.2%
# of Donors	200		242
	X		X
Average Online Donation	\$100	<i>(multiply by 0.1 then add to previous year)</i>	\$110
	=		=
Annual Online Donations	\$20,000		\$26,260

33%
GROWTH

Now what if you increased by
10% AGAIN the next year?



Year 2 Goal

	Last Year	Year 1		Year 2
# of Website Visitors	10,000	11,000	(multiply by 0.1 then add to previous year)	12,100
	X	X		X
Donation Conversion Rate	2%	2.2%	(multiply by 0.1 then add to previous year)	2.42%
# of Donors	200	242		293
	X	X		X
Average Online Donation	\$100	\$110	(multiply by 0.1 then add to previous year)	\$121
	=	=		=
Annual Online Donations	\$20,000	\$26,260		\$35,453

77%
GROWTH

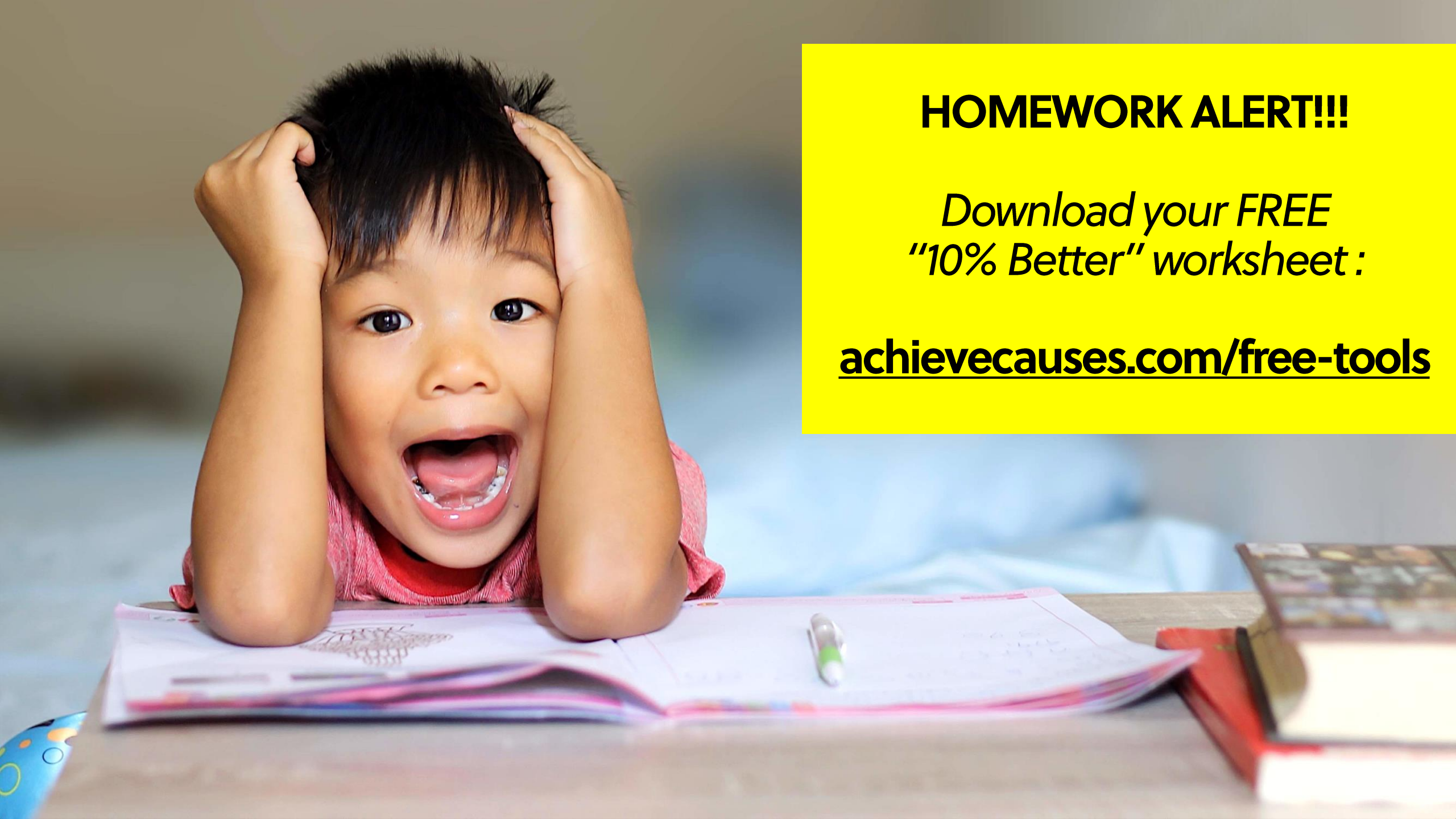


Now what if you increased by
10% AGAIN the following year?!

Year 3 Goal

	Last Year	Year 1	Year 2		Year 3
# of Website Visitors	10,000	11,000	12,100	(multiply by 0.1 then add to previous year)	13,310
	X	X	X		X
Donation Conversion Rate	2%	2.2%	2.42%	(multiply by 0.1 then add to previous year)	2.66%
# of Donors	200	242	293		293
	X	X	X		X
Average Online Donation	\$100	\$110	\$121	(multiply by 0.1 then add to previous year)	\$133
	=	=	=		=
Annual Online Donations	\$20,000	\$26,260	\$35,453		\$47,082

135%
GROWTH



HOMEWORK ALERT!!!

Download your *FREE*
"10% Better" worksheet :

achievecauses.com/free-tools

A large crowd of people is shown from the chest up, all holding up their smartphones to take photos or videos. The image is heavily tinted with a blue color. Overlaid on this background is white text. The text reads: "Let's discuss ways to ACHIEVE your goal(s)." The word "ACHIEVE" is in all caps and a larger font size than the rest of the text.

Let's discuss ways to
ACHIEVE your goal(s).

Now what???





1. Increase # of Web Visitors

Content Strategy



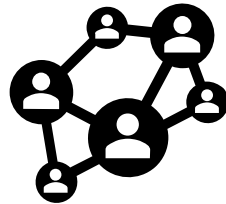
- Email
- Organic Social
- Paid Social
- PR

Optimize Search

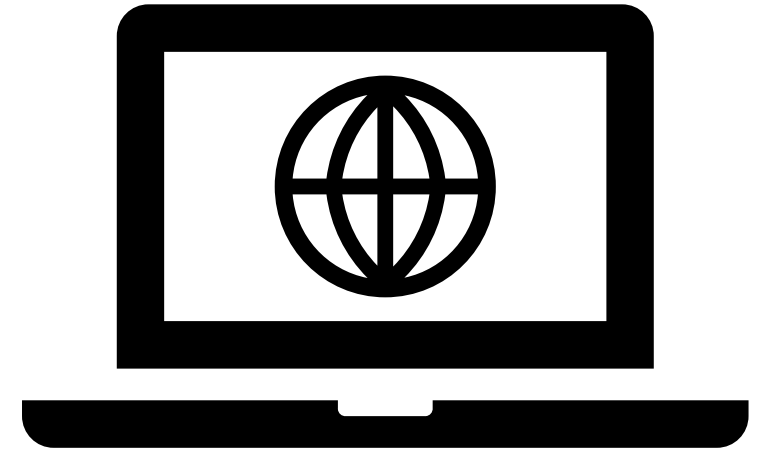


- SEO
- Thought Leadership
- Google Grant (AdWords)

Leverage Your Network



- Peer-To-Peer
- Strategic Partnerships
- Influencer Campaign
- Segment Email Lists





Benchmark Alert: Nonprofit Websites



- The majority of website traffic comes from mobile users:
 - 48% mobile
 - 8% tablet
 - 44% desktop
- About 1% of website visitors make a donation.
- On average, nonprofits raise \$0.83 per website visitor.



Amplify With Paid Spend

It's a pay-to-play game!

- A few years ago, most of your fans saw your posts in their feeds.
- With the introduction of Facebook advertising and algorithm updates, this has dramatically changed.
- By paying for Facebook advertising, you can ensure content reaches your audience

Only 1-3% of your Facebook fans will see your content without paid spend!





Paid Spend Best Practices

As Facebook's ad revenue grows each year, they also grow their capabilities.

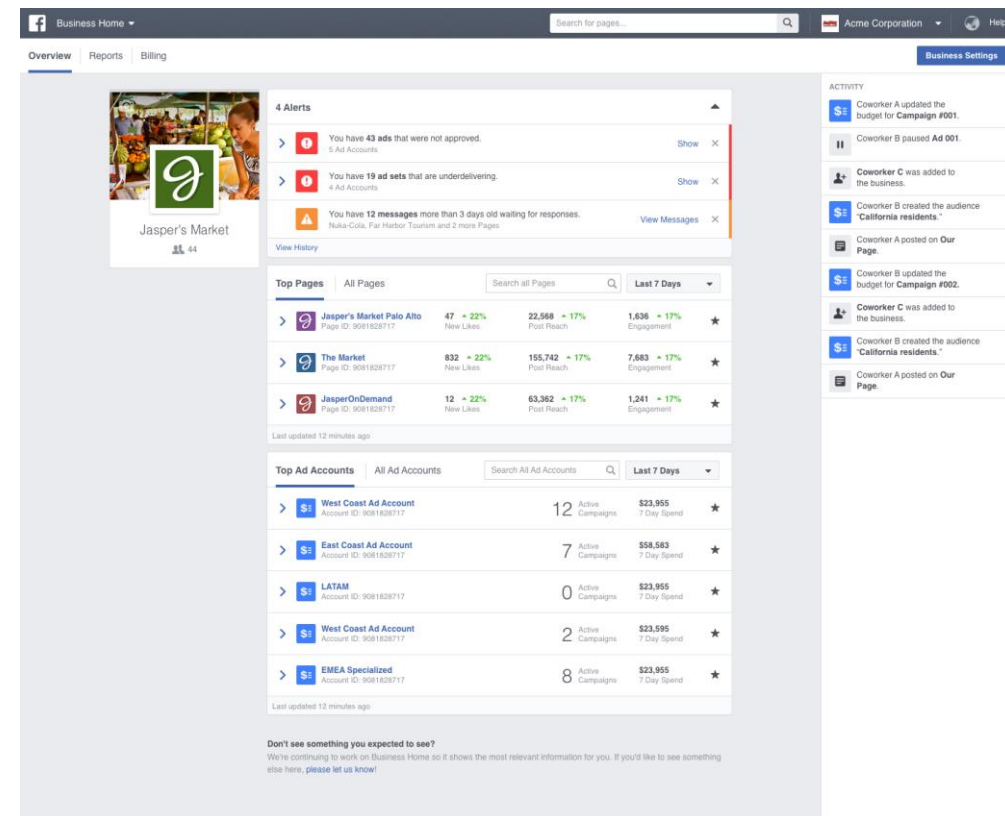
Best practices to get the most out of your paid spend are:

- Prioritize supporting organic content. Amplifying paid posts will ensure your content is being seen.
- Facebook recommends a **\$5/day minimum** per campaign. Budgets go further when you focus on one goal (vs. being spread thin).
- Leverage your existing data (i.e. "warm audiences") to retarget and create "lookalike" audiences (i.e. "cold audiences") from your data.



Use Facebook Ad Manager

- Business Manager is a Facebook dashboard and a **powerful tool**.
- Ad Manager offers 30+ ad types and 10+ placements. **Stop hitting the "boost" button** on your Facebook page or Instagram account and take advantage of more sophisticated ad options.
- Facebook Blueprint is a great **FREE resource** to learn more about social media advertising.

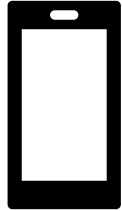


business.facebook.com



2. Increase Donation Conversion Rate

Make It Easy To Give



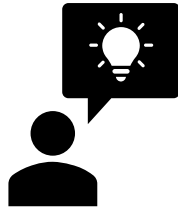
- Quick Load Time
- Clear CTA's
- Mobile Optimized
- Simple Donation Form
- Text-To Give
- Facebook/Instagram Donations

Compelling Content

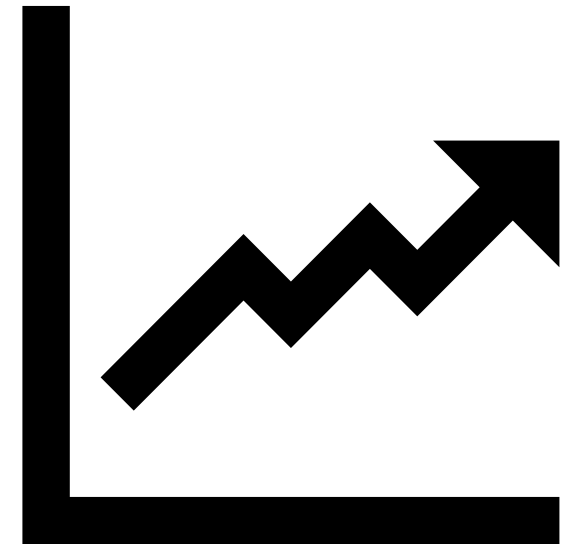


- Imagery
- Video
- Animation
- Impact Stories
- Paid Social Ads

Make It Tangible



- Clear Goals
- Associate \$ w/Impact
- Highlight Problem/Solution



Benchmark Alert: Donation Pages

- The average donation page conversion rate is around 17%:
 - 21% from desktop
 - 16% from tablets
 - 9% from mobile
- Desktop users make 63% of all donations (and contributed 71% of revenue).
- In 2018, mobile accounted for 21% of all revenue (a 15% increase from 2017).



Create Facebook Donation Account

facebook.com/donate/signup

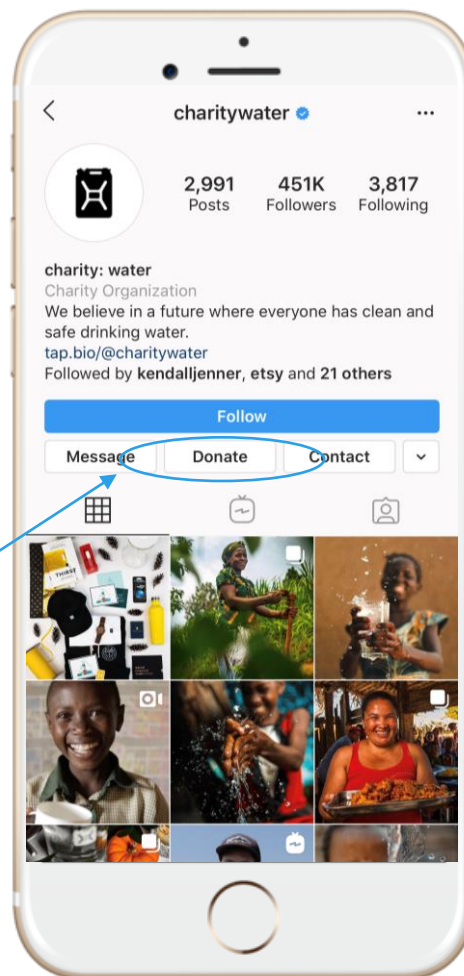




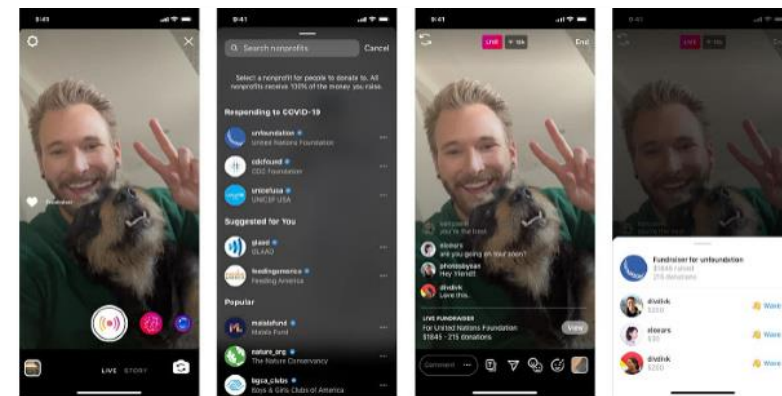
Instagram Giving Tools



Instagram Stories



Donate Button



NEW Live Stream

Setup Instructions:
bit.ly/IGDonateButtonSetup

NEW Instagram Live Stream:
bit.ly/InstagramDonations





Remember WHY People Give...

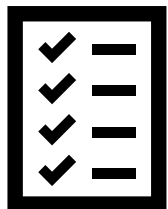


1. They recognize there is a **PROBLEM**.
2. They believe **YOUR** organization is working towards a solution to that problem.
3. They feel that by supporting your organization **THEY** are making a difference.

"Empathy sustains charity!"

3. Increase Average Online Donation Amount

Donation Forms



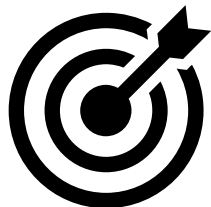
- Lower Processing Fees
- Matching Gifts
- Recurring Gifts
- Thermometer

Engage Donors

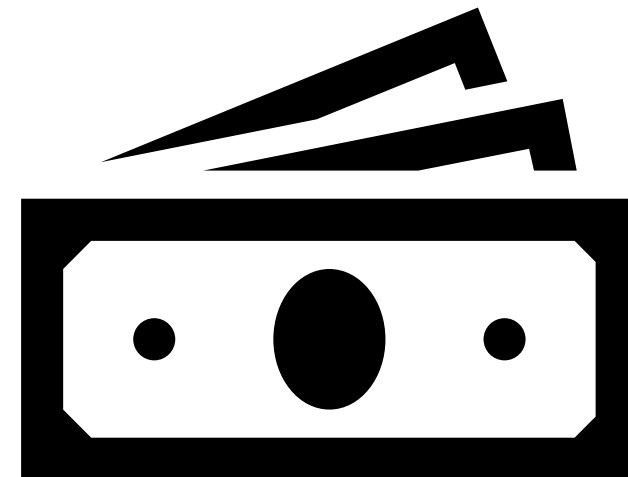


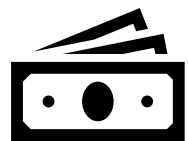
- Engage Year Round
- Show Impact
- Focus On Them NOT You
- Say Thank You

Giving Tiers



- Unique Donation Levels
- Corporate Sponsorships
- "Extras"





Benchmark Alert: Donation Amounts



- Average online donation:
 - \$106 for one-time donations
 - \$23/month for recurring giving
- For every \$100 raised directly through a nonprofit website, about \$1.77 is raised through Facebook fundraising tools.
- The average Facebook fundraiser gift is \$31.



ACHIEVE

A Busy Person's Guide to Crushing 2021 Online Fundraising Goals

Make It Tangible



Our goal is to raise \$30,000.

VS.



Help 30 more kids succeed in school this year!



Did you know that kids who don't receive a quality preschool education are 40% more likely to become a teen parent AND 70% more likely to be arrested for a violent crime? That's why we prioritize early-learning programs - to combat these problems at the source.

With your help, we can get 30 more kids ready to succeed in school this year.

This Great Give, we have the opportunity to provide critical early-education services to underprivileged children who deserve a chance at academic success. We need your support now more than ever.

You can alter a child's life with the gift of just \$84, which funds one month of after-school tuition and transportation for a child in need.

Take a stand for education. Change a life today.

DONATE

Giving Tiers

- Equate giving tiers to **tangible impact**:
 - \$21 = 1 Week of After School Care
 - \$42 = 2 Weeks of After School Care
 - \$84 = 1 Month of After School Care
 - \$168 = 2 Months of After School Care
 - \$252 = 3 Months of After School Care
- Your giving tiers should **reflect your average gift size**. If your average gift is \$200, your tiers should not be (\$25, \$50, \$100, other).



The Guatemalan-Maya Center, inc.

Help 30 more kids succeed in school this year.

Causes: Education, Youth, Community Advocacy

DONATE

FUNDRAISE



129%

\$38,787 Raised \$30,000 Goal 140 Donors



\$21

1 Week of After
School Care



\$42

2 Weeks of After
School Care



\$84

1 Month of After
School Care



\$168

2 Months of After
School Care



\$252

3 Months of After
School Care

CHOOSE YOUR OWN AMOUNT



Did you know that kids who don't receive a quality preschool education are 40% more likely to become a teen parent AND 70% more likely to be arrested for a violent crime? That's why we prioritize early-learning programs - to combat these problems at the source.

Fundraising Champions

[Cara Biggs](#) \$100.00

[Colette O'Neill](#) \$5.00

[Sophie Torres](#) \$0.00

Recent Donors

[Anonymous](#) \$100.00



HOMEWORK ALERT!!!

What tactics do you think you could try
that would help you reach your
fundraising goals?

*Download your FREE "10% Better" worksheet :
achievecauses.com/free-tools*

Control what you can.

Let the rest go!





Questions? erica@achievecauses.com