limit 8

Fundraising Trends. Easy Ways to Collect Donations.

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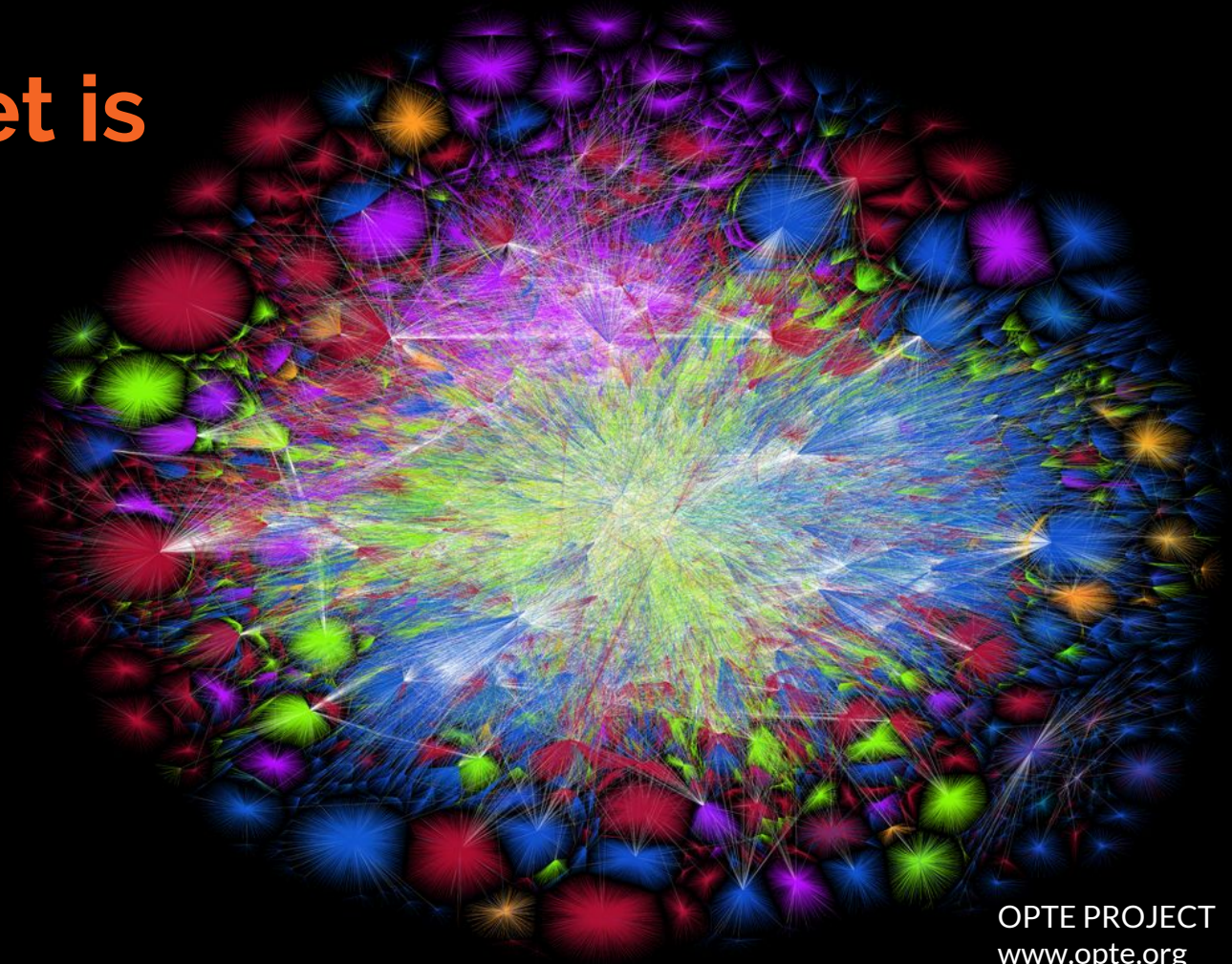
Why are some orgs doing great and others not so well?

Online giving has been growing 9% a year in the past three years.

The Internet is expanding

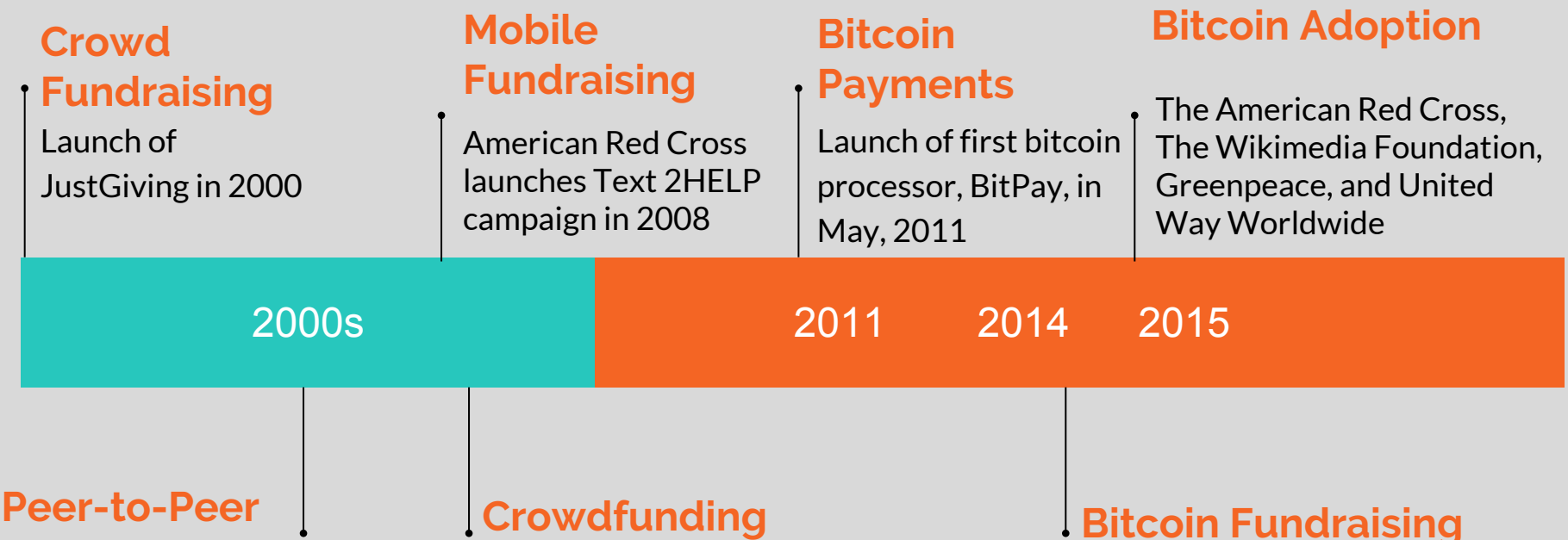


The Internet Map 2015

- North America (BLUE)
- Europe (GREEN)
- Latin America (MAGENTO)
- Asia Pacific (PURPLE)
- Africa (ORANGE)

OPTE PROJECT
www.opte.org

Fundraising Trends



Mobile Adoption Statistics

- 64% of ALL American adults are smartphone users. *Source: Pew*
- 57% bank online on their mobile phones. *Source: Pew*
- 40% of ALL email clicks come from mobile phones. *Source: YesMail*
- Mobile email conversion rates jumped 70% in the last Q 2014. *Source: YesMail*
- 66% of consumers over 60 open emails on a mobile device. *Source: Constant Contact*
- Donations made on mobile devices grew 205% in 2013. *Source: Artez Interactive*
- Google gives mobile-friendly sites a boost in search ranking. *Source: Google*

Humble Beginnings.
Text-to-Give Fundraising

- Text a nonprofit's number with a donation amount.
- Confirm the amount to give: $10, $25, $100 through email.
- Receive a confirmation email with a personalized "Thank you."

Popular among disaster relief organizations, churches, and cause-based campaigns.

Image by Red Cross

Mobile Fundraising Apps

Donations made on mobile devices grew 205% in 2013.

- Donate without opening your wallet or logging into a website
- Allow for micro-donations (Google's One Today)
- Charity Miles allows individual runners or bikers to log their mileage and unlock up to $1 million of their sponsorship "purse."

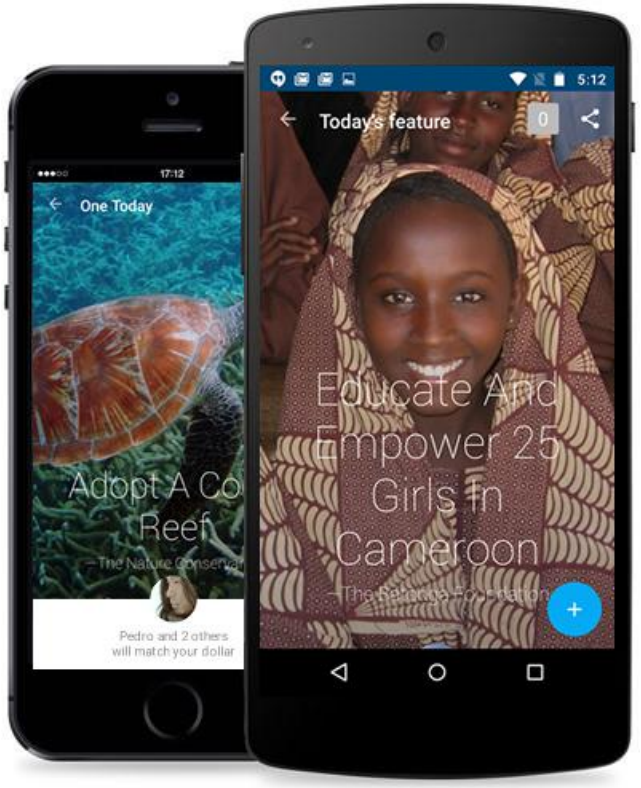


Image by Google: https://onetoday.google.com

Your organization's website MUST be mobile-friendly.

- Text is readable without tapping or zooming (responsive design).
- Tap targets are spaced appropriately.
- The page avoids unplayable content (Flash) or horizontal scrolling.

Google Webmaster Tools

Mobile-Friendly Test
Mobile Usability Report

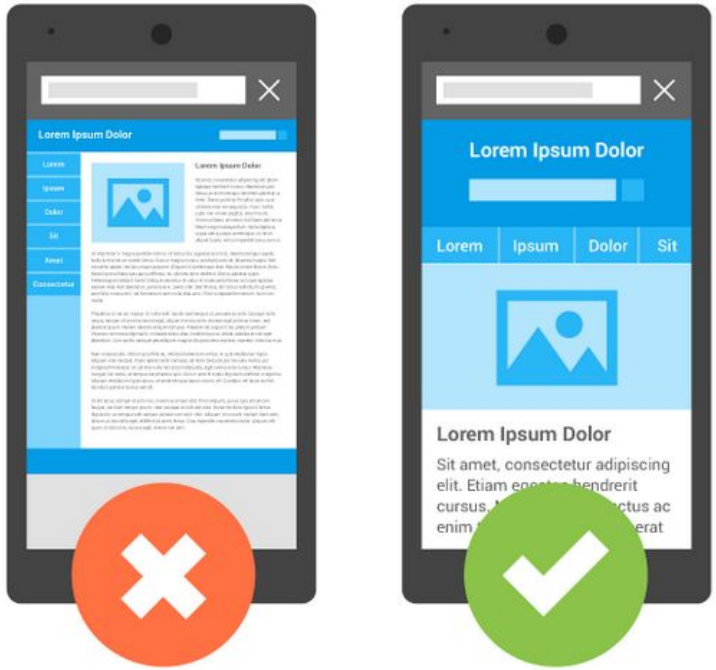
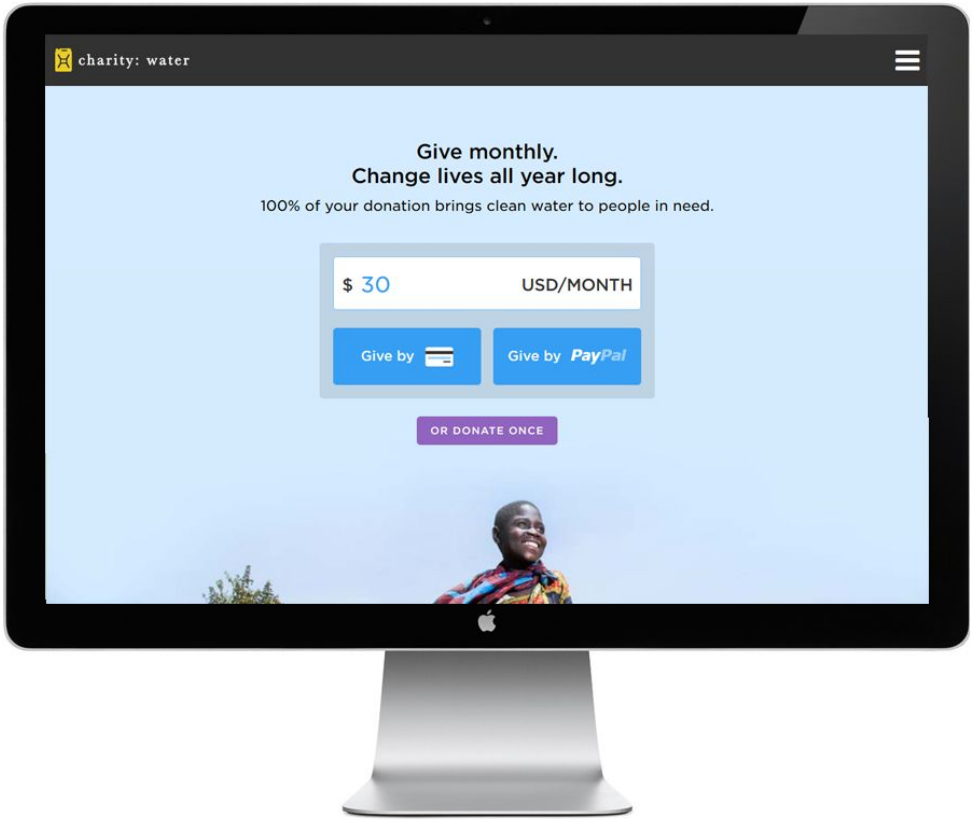


Image by Google

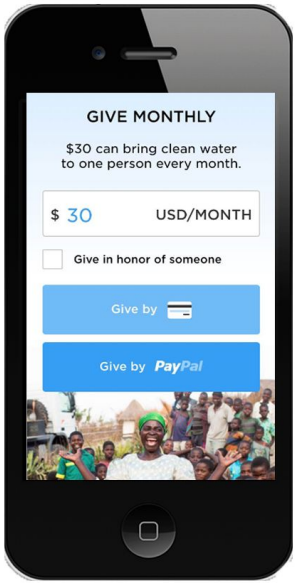
Learn from the Best.

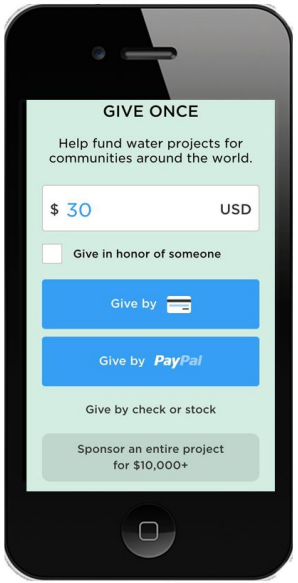


charity: water

Raised $43.4 million in 2014

Funded 17,673 water projects in 24 countries



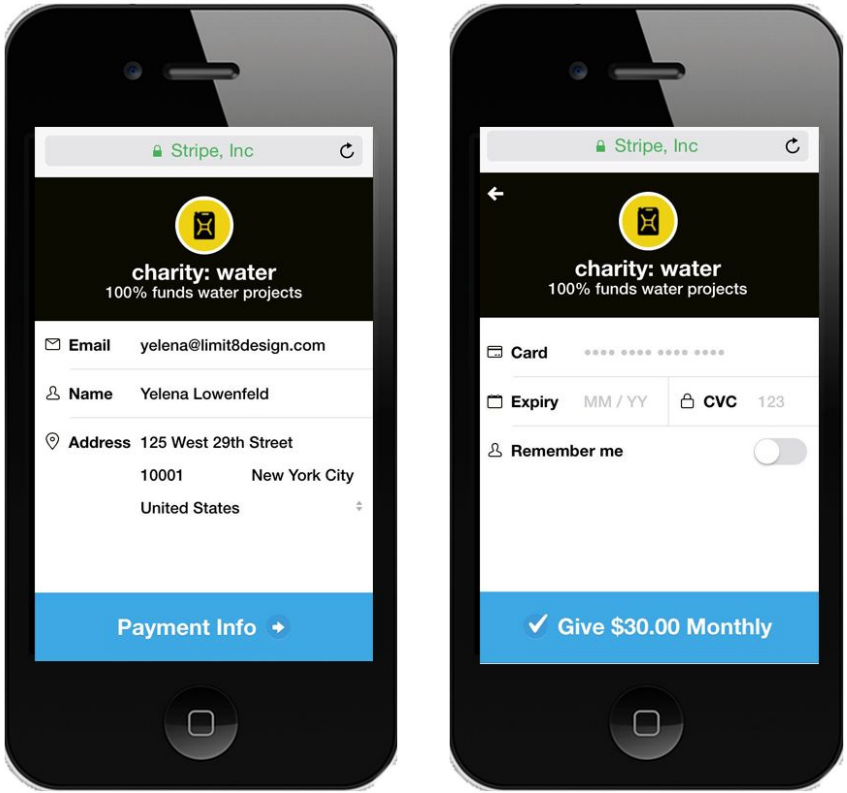


Ensure a consistent look & feel

ON DESKTOP COMPUTERS & MOBILE DEVICES

Don’t be shy.
Make a Donation Page your Front Page.

Straightforward Payment Process

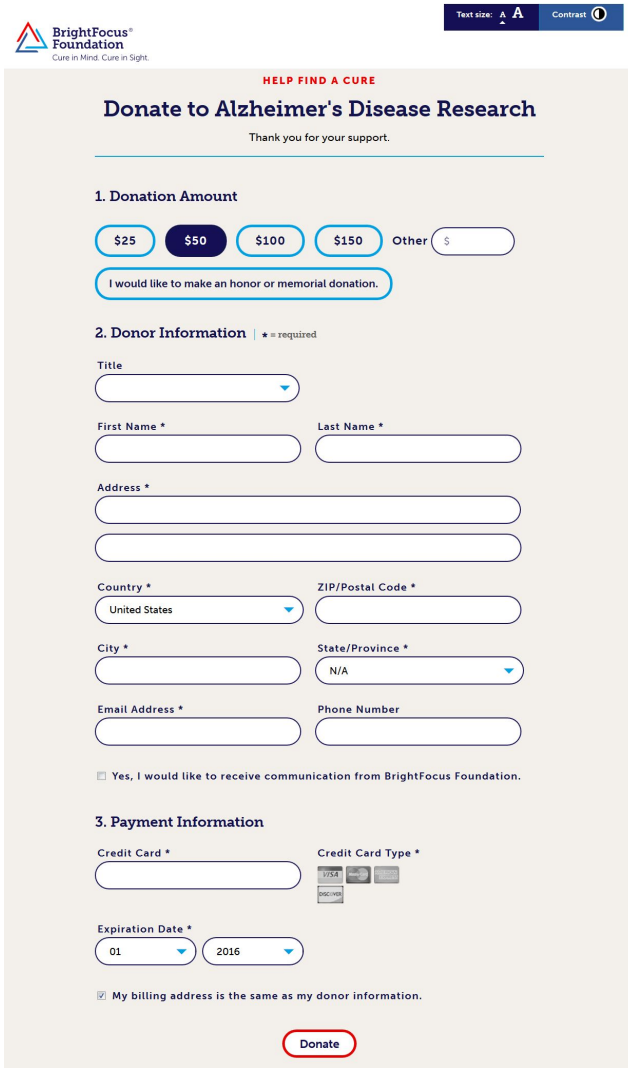


- Use a third-party software (Stripe) to process donations while providing consistent, clutter-free look and feel.
- Offer a two-step payment: donor's info and CC info.
- Require minimum number of fields to be filled out.
- Ensure consistent experience across platforms and devices.

Is your donation page a problem?

I DON'T THINK SO. MAYBE. I'M NOT SURE.

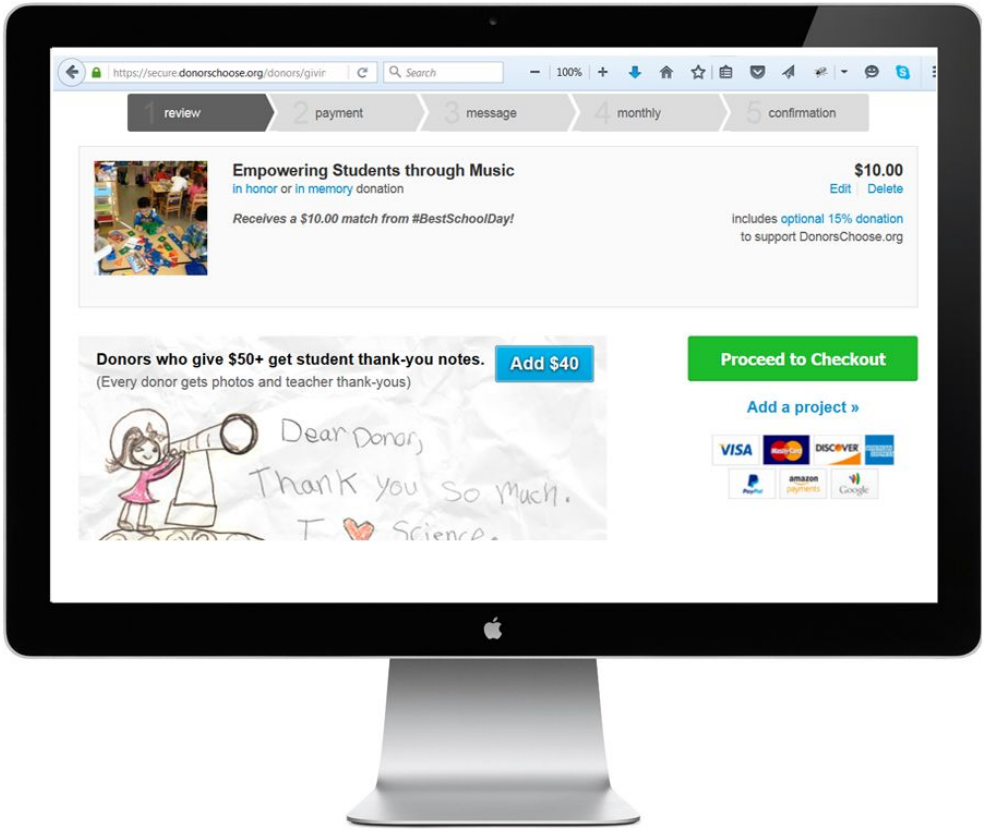
Fixing up your donation page is the single most important improvement you can make to your website.



No CVV code = 30% less drop offs

- Consistent experience across platforms and devices.
- Streamlined one-page, clean donation form.
- A pre-set giving amount.
- Optional email subscription.
- Donor information (too many required fields).
- Payment information (no CVV-code).
- Active Fraud Monitoring.
- A WEB2CRM technology layer.

They call it ‘check out’ for a reason.



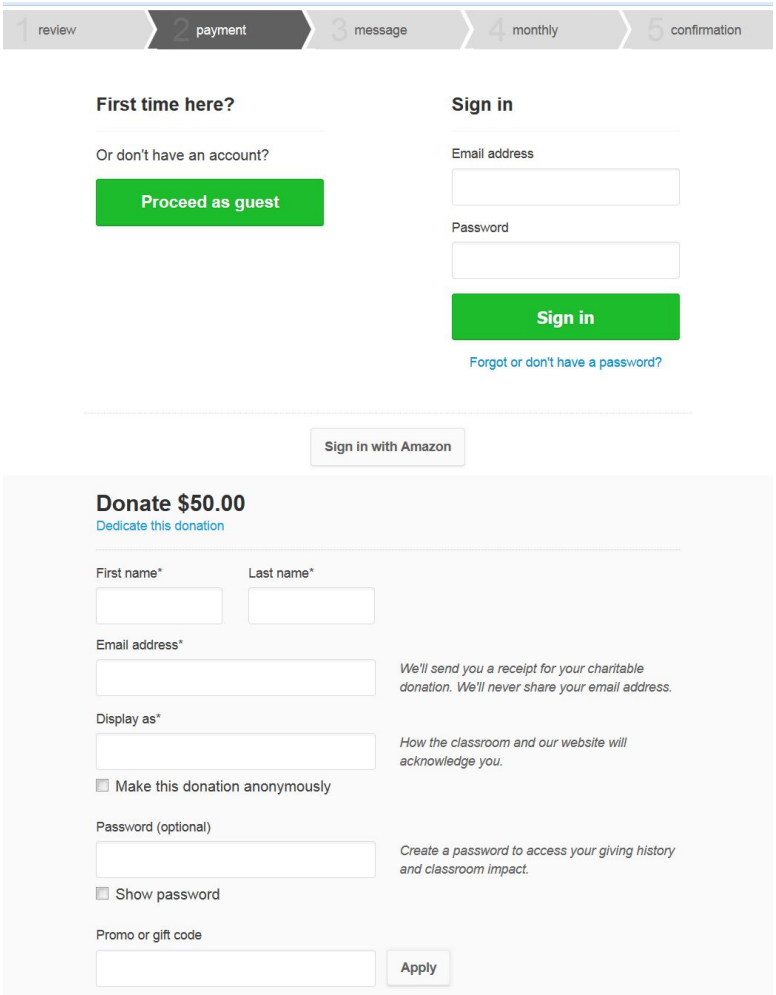
DonorsChoose.org

Raised $93.1 million in 2015; $28.6 million in 2016

Funded 718,114 projects

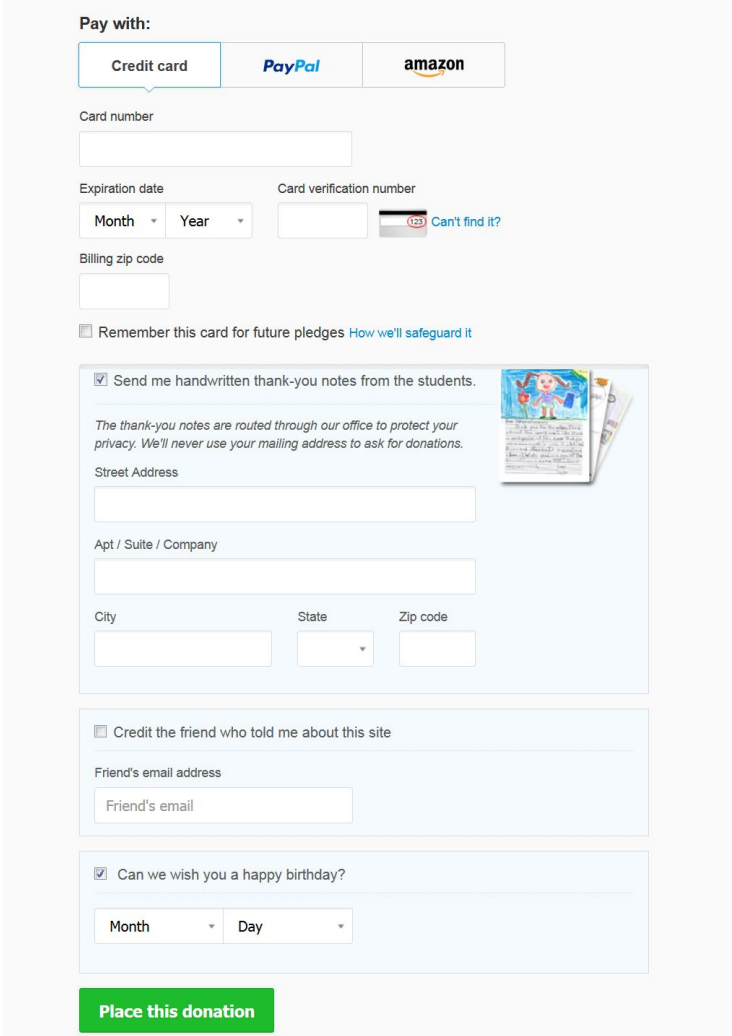
Average donation amount: $58

69% of public schools in America have posted projects on DonorsChoose.org



It doesn't have to be that hard.

- Very complex 5-step checkout process.
- Separate nodes for existing and new donors.
- Extensive donor information.
- Optional sign in with Amazon.
- Option to make an anonymous donation.
- Option to create a giving portfolio.
- Promo codes and gift cards.
- Separate node for recurring donations (not displayed on this slide).



Dedicated supporters = SUCCESS.

Congratulations, you've completed step 2 out of 5.

- **Pay with CC, PayPal or Amazon.**
- **Mailing address to send hand-written thank-you notes to donors.**
- **Referrals (a friend's email address).**
- **Optional email subscription.**
- **Donor's birthday information**

Tools for Creating Donation Forms

Give - the most flexible, robust, and easy to use WordPress plugin for accepting donations directly on your website.

Philantro - accept donations on your website, set up and manage recurring donations. It also automates the donor's records and offers analytics and reporting features for the newly acquired data.

CharityEngine - features donation forms, email marketing, direct mail, multi-channel campaign management, events, peer-to-peer, eCommerce and more.

Stripe - a back-end processor that can power any custom donation forms you build. It' s perfect for the largest nonprofits in the country who have teams of developers who want to build 100% customized donation forms from the ground up.

Crowdfunding vs. Peer-to-Peer Fundraising.

- **Crowdfunding:** you ask donors to support a project or a cause.
- **P2P:** you ask donors to become fundraisers on behalf of your organization.

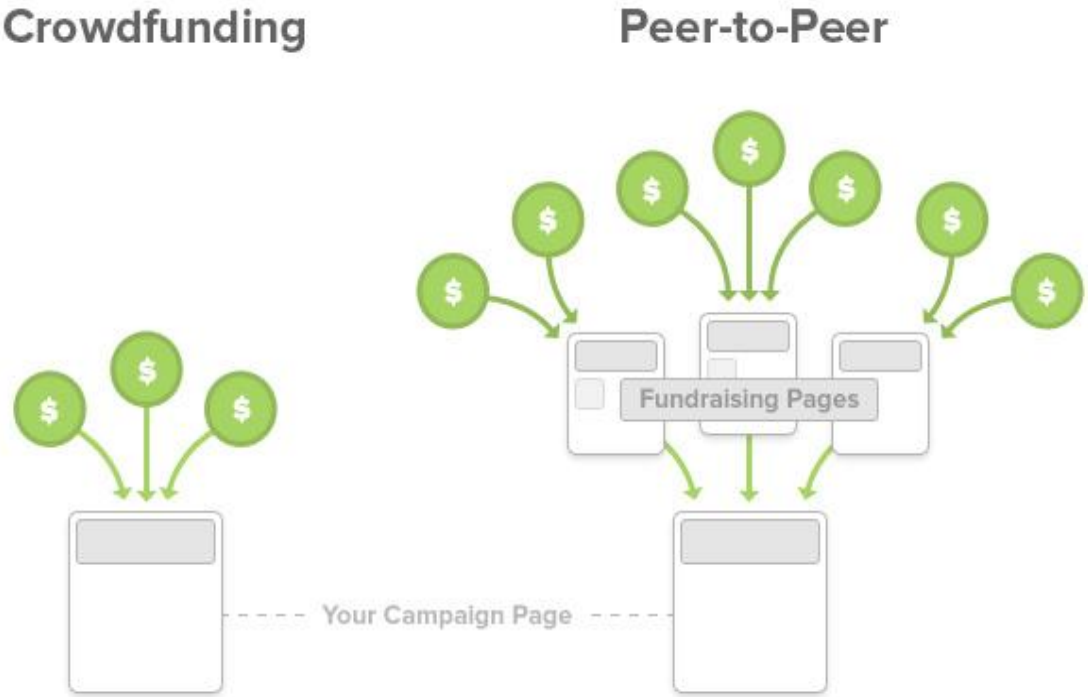
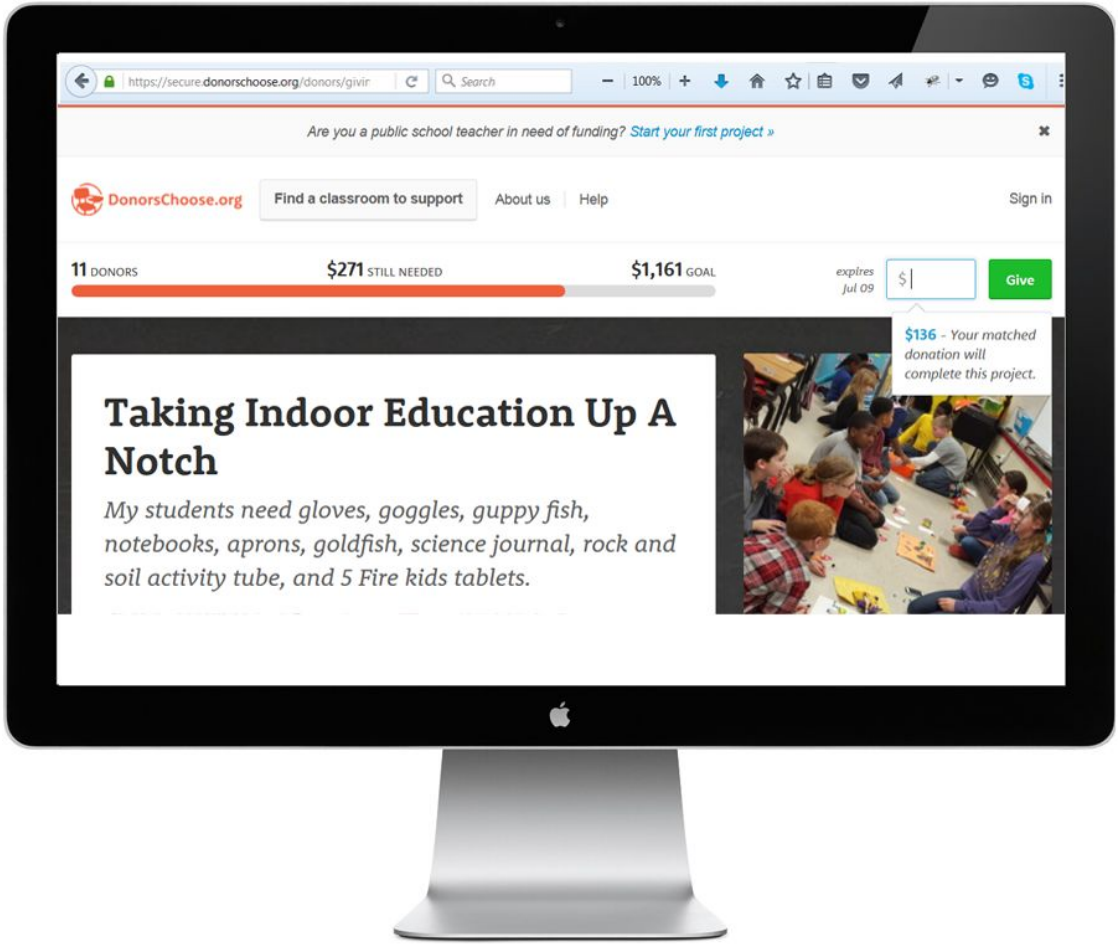
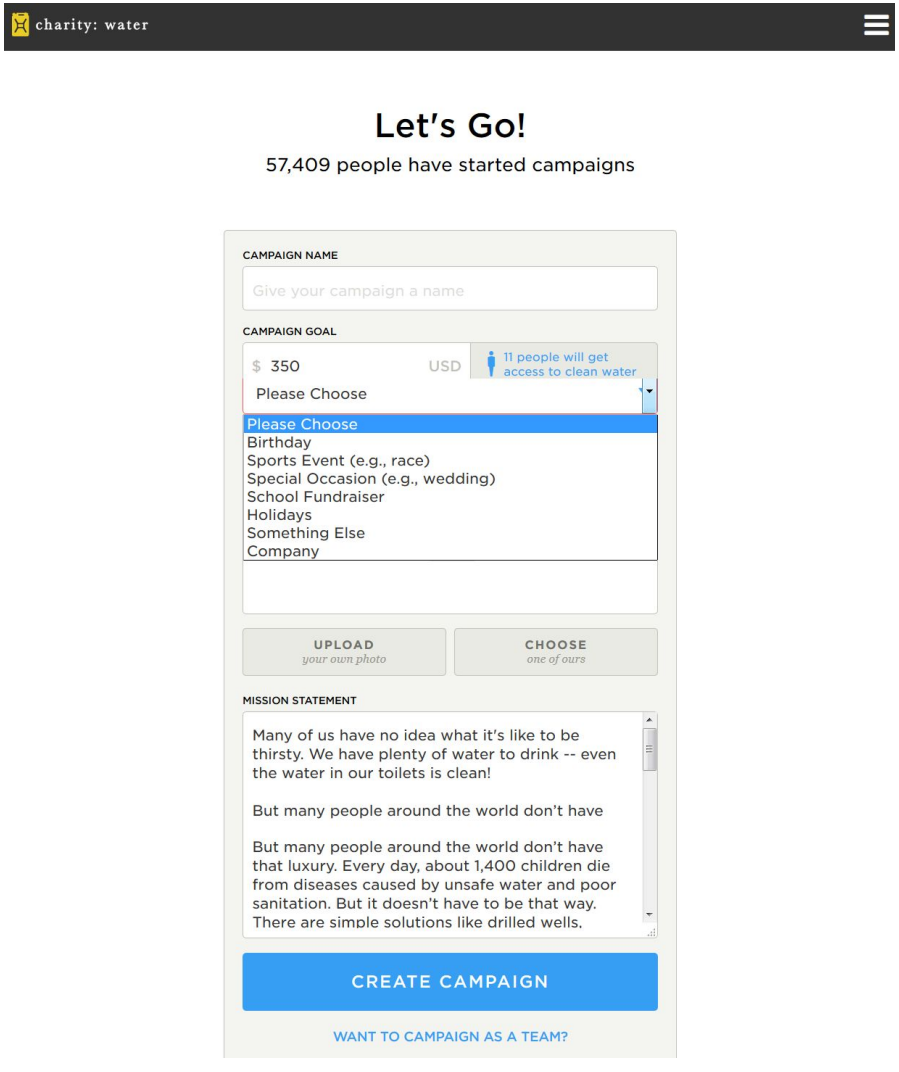


Image by: http://www.classy.org



Crowdfunding

- Teachers start projects.
- Donors choose projects & give any amount to any project.
- Donors can see the progress: goals to be reached vs. goals met.
- Donors cannot create campaigns to fundraise for the projects they've given to.



Peer-to-Peer Fundraising

- Exponential outreach.
- Supporters & Donors create campaigns, set up goals, and track progress.
- Individual or group campaigns.
- Funds raised by campaigners benefit the organization as a whole rather than any particular project.

Crowdfunding and Peer-to-Peer Fundraising Tools

Razoo - a crowdfunding platform for causes. It lets any nonprofit create project-specific fundraising widgets to place on your website.

Indiegogo - a crowdfunding platform which allows to choose between “all or nothing” model and keeping any pledges whether or not you reach your goal.

Crowdster for Nonprofits - offer crowdfunding and P2P-fundraising capabilities featuring “one-click” mobile payments and donations via Apple Pay.

Facebook Fundraisers - verified and approved nonprofits can raise money for specific fundraising campaigns.

Should your organization accept Bitcoins for donations?

Think Direct Mail vs. Email Fundraising

Why limit your organization's fundraising potential to direct mail only?

bitcoin
ACCEPTED HERE
Bitcoin
Foundation
Google
United
Way
Microsoft
bitcoin
ACCEPTED HERE
American
Red Cross
GREENPEACE
Save the
Children
mozilla
FOUNDATION
PayPal
KHANACADEMY
WIKIMEDIA
FOUNDATION
The Water
Project
IAPF
WWW.IAPF.ORG
INTERNATIONAL
ANTI POACHING
FOUNDATION
Apache

Bitcoins Fact Sheet

- Bitcoin is a secure and nearly-instant payment method.
- You can send bitcoin to anyone, anywhere in the world.
- Low transaction fees - receive your first $1 million in donations with no processing charges (Coinbase).
- Bitcoin Donation pages can be deployed in less than 2 hours.
- Compelling tax benefits for donors: IRS Guide
- Wikipedia raised $140,000 USD worth of Bitcoin donations in a week and so could your organization, too.

What is Bitcoin? How does it work?

★ Bitcoin is a digital currency that can be used to buy things, or it can be exchanged for other currency.

★ Bitcoin is decentralized. No one owns or controls the Bitcoin network.

★ It's secure thanks to its peer-to-peer structure, with hundreds of computers all over the Internet working together to process Bitcoin transactions.

How Bitcoin Donations Work

Nonprofit creates a merchant account with a Bitcoin processor that handles transactions.

Nonprofit solicits bitcoin donations by adding a Bitcoin button to their donation page, or creates a dedicated bitcoin donation page.

Donors can send bitcoins either directly to the org's Bitcoin address (QR-code) without leaving the org's site, or by logging in to their wallets.

Before you ask

coinbase

$3.5B
IN BITCOIN EXCHANGED

32
COUNTRIES SUPPORTED

3.5M
CUSTOMERS SERVED

AVAILABLE IN 32 COUNTRIES

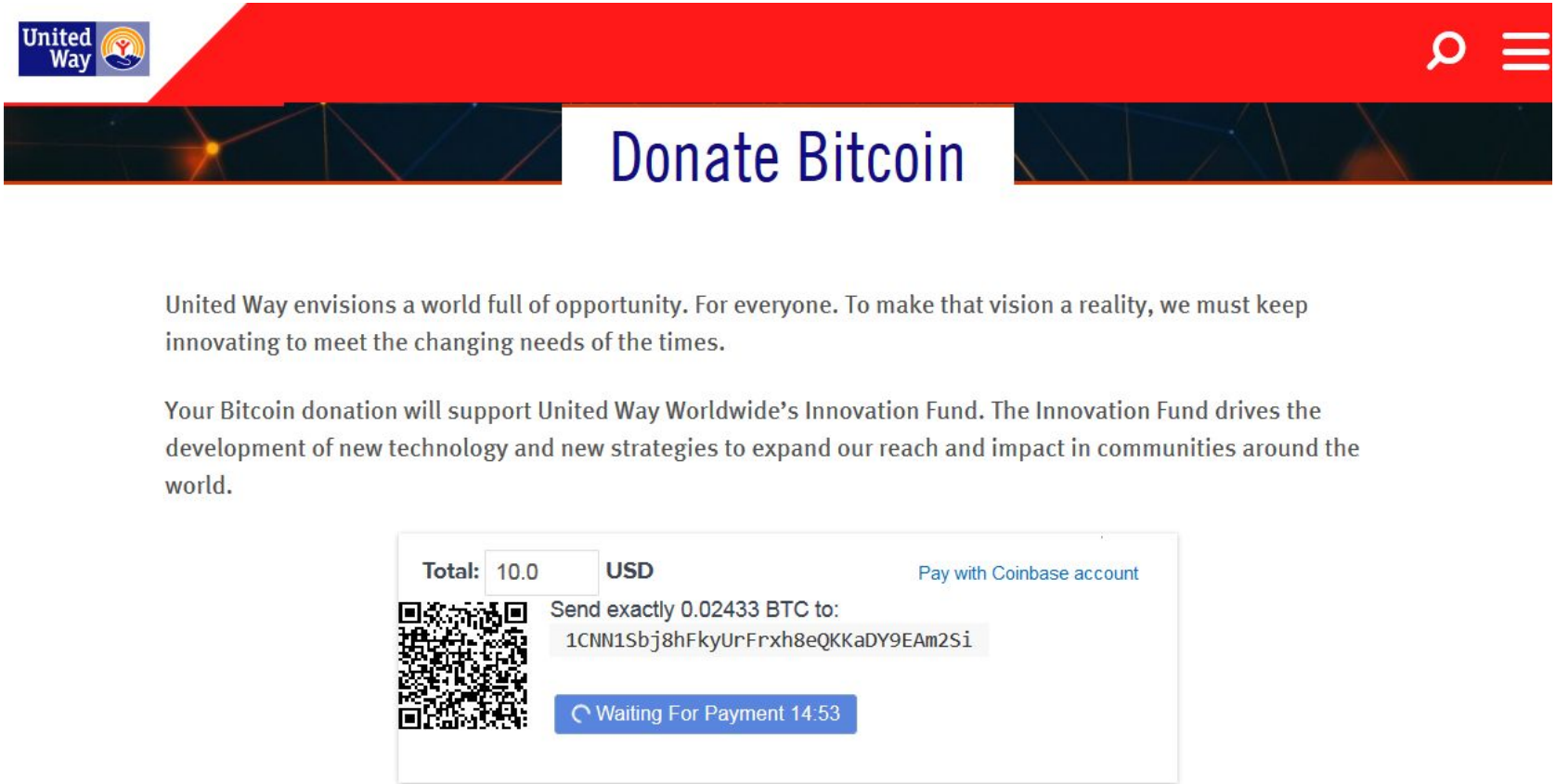
Eliminate Interchange Fees

No fees for the first $1,000,000 of bitcoin payments, after that just 1% to instantly convert bitcoin to cash.

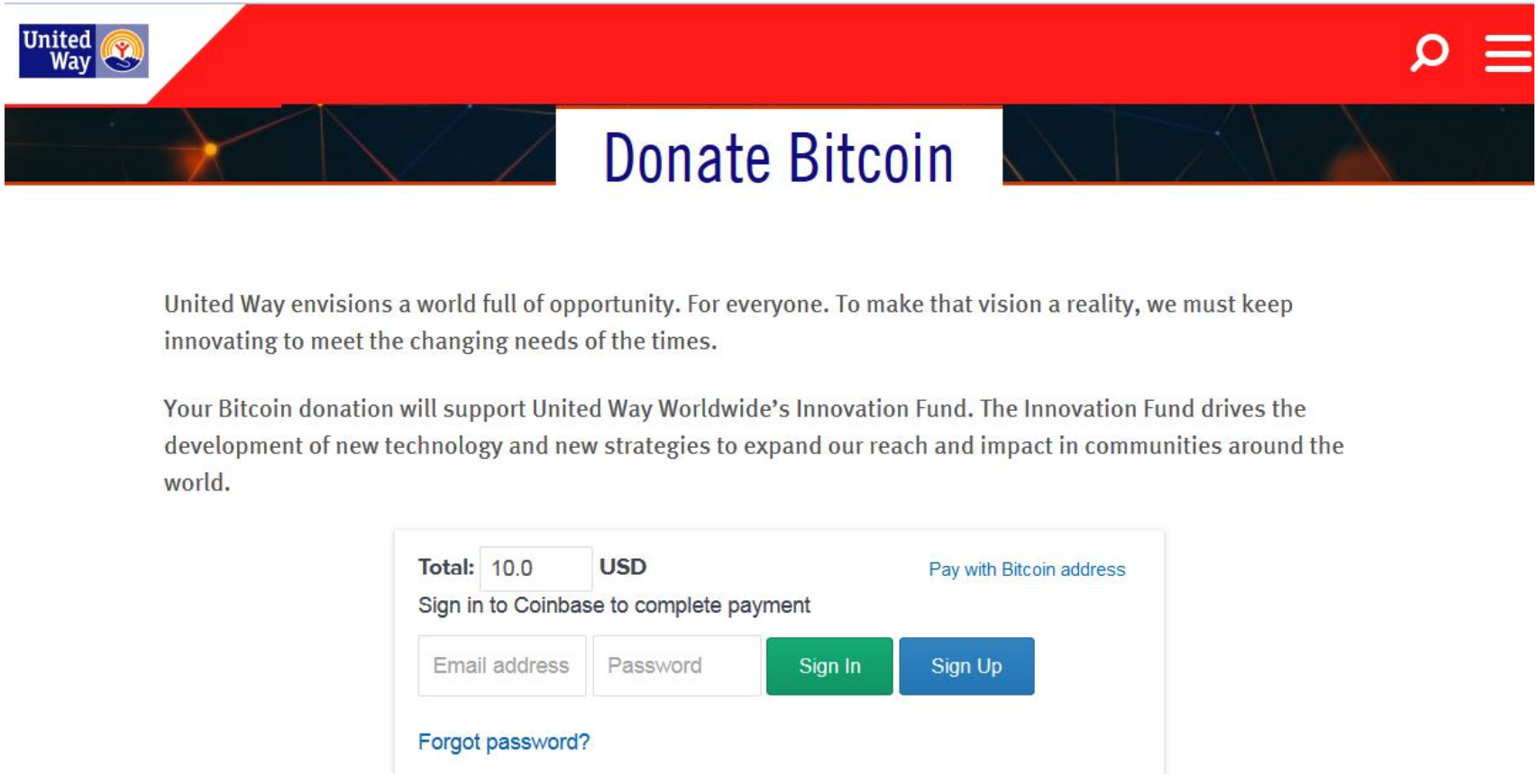
Eliminate Chargebacks and Fraud

Coinbase confirms most bitcoin payments in just a few seconds with zero chargebacks, so costs associated with online fraud are greatly reduced.

Donate to the org's Bitcoin address



Donate using a Bitcoin wallet



Let's get your org set up with Bitcoin Donations

1. We will set up your Bitcoin merchant account with Coinbase or BitPay.
2. Depending on your org's needs, we will either embed a Donate Bitcoins button into your existing donation page, or create a dedicated hosted Bitcoin donation page, and customize it with your logo and contact information.
3. We will make sure everything runs smoothly: bitcoins are automatically exchanged for US dollars (or any other currency of your choice); donor's information is registered, and money is transferred to your bank account.
4. We will train you to manage Bitcoin donations for your organization.

Summing up.

Go Mobile

- Mobile-friendly site
- Mobile Apps
- Text-to-give

Optimize your donation form

- Consistent look & feel
- One-step payment
- Limit the number of required fields

Experiment

- Crowdfunding, P2P
- Bitcoin Donations

Thank you.

Your feedback is welcome.

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Download this presentation at: www.limit8design.com/Easy-ways-to-collect-donations/