Hi-Tech Tools for Fundraising and Communication Made Simple

@yeewon #MFOM14

YEE WON CHONG
Strategist | Trainer | Speaker

Why Hi-Tech?

Donors who prefer electronic over print communication

69%

14% of revenue is given online

Online communication doesn’t translate to online giving. Coordinated online communication can make direct mail more effective

Source: Target Analysis and 2014 M+R benchmarks Study
Why Hi-Tech?

Giving Online

<table>
<thead>
<tr>
<th>Age</th>
<th>60 &amp; older</th>
<th>40 &amp; younger</th>
</tr>
</thead>
<tbody>
<tr>
<td>Online</td>
<td>51%</td>
<td>75%</td>
</tr>
</tbody>
</table>

Source: Blackbaud

Why Hi-Tech?

Annual User Growth of Social Media

- Facebook: 37%
- Twitter: 46%

Users spend per month
- 6.75 Hours on Facebook
- 1.5 Hours on Pinterest and Tumblr
- 21 Minutes on Twitter

By the end of 2 hours you will be able to …

… understand how to use basic high tech tools for fundraising and communication

… know how to use these tools together to maximize your efforts

… execute best practices to succeed

Basic Communication & Fundraising Tools

Essential elements:
• Segmentation
• Analytics
• Social Sharing
• Responsive Design

Popular ones:
• CiviCRM
• Salsa
• Databank
• neon
• Donor Perfect

Constituency Relationship

E-blast

Website Content Mgmt System

Essential elements:
• Donate Link/Button – Donation Portal
• Form Generation
• Mailing List Sign-up
• Search Box
• Blog
• Comment
• Social Sharing
• Responsive Design

Popular ones:
• Facebook
• Twitter
• LinkedIn
• Instagram
• Google+
• Pinterest

Social Networking
Tools Comparison

<table>
<thead>
<tr>
<th></th>
<th>Website</th>
<th>E-Blast</th>
<th>Social Network</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Function</strong></td>
<td>Home base</td>
<td>Delivery Tool</td>
<td>Delivery Tool</td>
</tr>
<tr>
<td><strong>Life Span</strong></td>
<td>Long</td>
<td>Short</td>
<td>Depends…</td>
</tr>
<tr>
<td><strong>Access</strong></td>
<td>Public</td>
<td>Personal</td>
<td>Somewhat Public</td>
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<tr>
<td><strong>Editing</strong></td>
<td>Easy</td>
<td>No</td>
<td>Kind of…</td>
</tr>
<tr>
<td><strong>Engagement</strong></td>
<td>Mostly Static</td>
<td>Static</td>
<td>Dynamic</td>
</tr>
</tbody>
</table>
Her Reason: Pay It Forward. What’s Yours?

Double your impact today! A generous funder will match your gift (up to $250) for this year-end campaign. We hope you will join donors like Astrid to make an impact today!

"Financial support for Western States Center because someone else made it possible for me to learn how to organize more effectively, develop my own leadership and use what I learned to effect positive change. I want to create a similar opportunity for someone else."

- Astrid Silva, Immigration Organizer, PLAN
We did. Thank you!

With you leading alongside us we know we will continue to advance racial and gender justice in 2014 and beyond!
More tools

Crowdfunding
Crowdrise, Razoo, Firstgiving

Social Networking

Website Content Mgmt System

E-blast

Your TOOLS

Crowdfunding

13

TEAM HOLE IN THE WALL'S FUNDRAISER:
TEAM HOLES IN THE WALL BOSTON MARATHON 2013

DONATE TO THIS FUNDRAISER

$142,456
MONEY RAISED

$1,000
$3,000
$10,000
$100,000
$1,000,000
$10,000,000
$100,000,000

Yee Won Chang
$6,000 earned for 8 nonprofits

Western States Center

Fundraising

Life-Saving Work Not Just Limited to Doctors & Firefighters

Western States Center Inc

Donate

$1,000
$3,000
$4,000

WESTERN STATES CENTER INC

13

14
More tools

- E-blast
- Website Content Mgmt System
- Crowdfunding (Crowdrise, Razoo, Firstgiving)
- Social Networking
- Other Social Networking

Social Media Explained

- twitter
  - I need to pee
- facebook
  - I peed
- foursquare
  - This is where I pee
- YouTube
  - Look at this pee
- LinkedIn
  - I’m good at peeing
- Google+
  - Let’s all pee together
More tools

Your TOOLS

E-blast
CrowdSourcing
Website Content Mgmt System
Social Networking
Other Social Networking
Video
YouTube, Vimeo

Case Study: Fundraising Campaign
Consistent Message and Ask

Website CMS

Social Networks

Peer-to-Peer

E-blast

CRM

Video

Hyperlink to Our Donate Page

Hyperlink to Our Donate Page
Consistent Message and Ask

AMP! Learn, Connect, Energize!

These are the three words that most attendees use to describe their AMP (Activist Mobilizing for Power) experience. In July 450 organizers and activists will converge on Portland for our 22nd summer training conference, AMP (formerly known as CSTI).

AMP is unlike other conferences. It is a place where activists and organizers learn about issues from the people most affected by them. Trudy Cooper, an anti-racism activist and consultant, attended her first conference in 1999 and shares her fondest memory:

“I remember attending a workshop by the Coalition of Immokalee Workers. They passed a tomato around and asked us to share a word that came to mind while we held the tomato. Most of us said ‘good’, ‘tasty’ and ‘red’. The Immokalee workers shared their words: ‘anger.’

AMP! We’re the leaders we’ve been waiting for. Ends 8/13/2013

Contact: Yee Won Chung 503-9933811 info@ascad.org

Essentials Fundraisers (25)

12,000 Raised so far

11,800

Registration closed but you can still donate to participants

Learn More

WESTERN STATES CENTER INC

Our Vision is of a just and equitable society governed by a strong, grassroots democracy. Our Mission is to build a progressive movement for social, economic, racial and environmental justice in the eight western states: Alaska, Idaho, ...
Consistent Message and Ask
Consistent Message and Ask

from previous slide

from slide 22

Lori Villeneuve  
July 20  8

Activists Mobilizing for Power (AMP) is a terrific organizing and training event, and one of many strong efforts by Western States Center (whose powerful staff includes fast talking/fast thinking and always smart PFI Advisory Board Member Kalpana Krishnamurthy). Check it out and consider a donation to AMP or the organization generally.

AMP 2012 Fundraising
www.firstgiving.com

AMP is a 400 person organizing and training conference: Workshops, speakers, artists, community acupuncture - we got it all. Help raise $230K!

Like • Comment • Share

Stacey Harrison  
July 20 at 6:04 PM via mobile • Like • 2

Lizzie McCann  
July 20 at 7:35 PM via mobile • Like

I wish we could have made it an even 20! We were out surviving and enjoying our first family camping trip. Hope you had a great time!

Kalpana Krishnamurthy  
July 20 near Portland  8

The AMP fundraising contest at our office ends on Monday. I am $670 away from my $1000 goal. Can you help me get to my goal?

http://www.firstgiving.com/fundraiser/kalpana/wamp

Now Handle:  
July 20  8

I am only 560 dollars away from reaching my goal to raise $3,500 for the Western States Center summer conference. Now, if I raise more money than my colleagues I win a trophy with a goat on it. And I'm not kidding. Do it for JUSTICE. Do it for me as I can't handle it.

Our mission is to build a progressive movement...
5 Tips on How to Succeed

**Grounded in Your Mission and Program Plans**
5 Tips on How to Succeed

Build a communication and fundraising culture

"I don't know how it started, either. All I know is that it's part of our corporate culture."

Unified, but Decentralized
5 Tips on How to Succeed

Good

Better

Engagement, not just likes and posts

Analytics – get it, study it, compare it
Benchmarking Tools

Benchmarking Tools
Shared Tools

Content Management Systems
• Wordpress
• Joomla
• Drupal

Website Builders
• SquareSpace
• Wix
• Weebly

Constituency Relationship Management/database
• CiviCRM - PowerBase
• Salesforce - non-profit starter pack
• Salsa

Email Marketing
• Constant Contact
• MailChimp
• Vertical Response

Donation Portal/Crowdfunding
• Network for Good
• Donation Pay
• Authorize.net - Simple Checkout
• Justgive
• Razoo
• Crowdrise
• Firstgiving
• Indiegogo
• GoFundme
• CauseVox

Comments
1. Some of these tools have cross over functions so the above categorization is just to get you started. For example, Salsa and Powerbase offer donation portals and email marketing
2. Check out these organizations focused on technology for nonprofits:
   • idealware.org
   • techsoup.org
   • NTEN.org

This workshop

This workshop was original created as an article and later turned into a one-hour webinar.

A Low-Tech Guide to High-Tech Communication, Grassroots Fundraising Journal, Volume 29, Number 3
https://www.z2systems.com/np/clients/grassroots/product.jsp?product=2052&catalogId=1&

Low-Tech to High-Tech Communications and Fundraising Webinar On Demand.
https://www.z2systems.com/np/clients/grassroots/product.jsp?product=2616&catalogId=4&
A Quick Communication Assessment I:

1. __________________________________________________
2. __________________________________________________
3. __________________________________________________
4. __________________________________________________

How Do You Generate Your Communication Content?

Ways to streamline and create consistent messages

Connect with me
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Watch my TEDx talk “Beyond the Gender Binary”

@yeewon

LinkedIn.com/in/yeewon

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