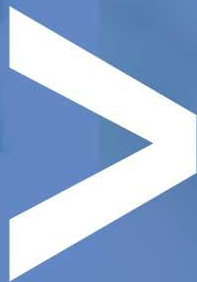


Fundraising in a Mobile World

Fact, Fiction, and Best Practices

Presenters:
Darian Rodriguez Heyman
Jon Biedermann
Nathan Dietz



OVER **4 BILLION** PEOPLE USE A MOBILE PHONE.
3.5 BILLION PEOPLE USE A TOOTHBRUSH.

Today's Agenda

- Mobile Engagement & Fundraising Overview
- Inside **#GivingTuesday** Data From DonorPerfect
- Tips & Tools For Going Mobile



Today's Presenters



Jon Biedermann

VP Fundraising Solutions,
DonorPerfect

- Camp Director at camp featured in Meatballs
- Baseball & Basketball Coach



Nathan Dietz, Ph.D.

Senior Research
Associate, Urban Institute
Associate Research
Scholar, University of
Maryland

- Rock Band Drummer



Darian Rodriguez Heyman

Best Selling Author, *Nonprofit
Fundraising 101*

- New Dad
- Executive Director, Numi Foundation
- Founder, Sparrow Mobile
- Public Speaker, Coach, Consultant

Mobile Engagement

Jon Biedermann, VP Fundraising Solutions
DonorPerfect



Small screens are a **BIG DEAL**

79% of Americans own a smartphone (*Pew Research*)

51% of Americans own a tablet (*Pew Research*)

58% of Google searches are on mobile (*Searchengineland*)



58% of smartphone users check
their phones **every hour**

Source: Lookout





58% of emails are
opened on **mobile**

Source: Experian



donorperfect

A woman is shown from the side, looking down at a smartphone she is holding with both hands. She is wearing a light blue beaded bracelet on her left wrist. The background is a blurred city skyline at sunset or sunrise, with warm orange and yellow light. A large purple rectangular box is overlaid on the right side of the image, containing white text.

56% of web page visits
are on **mobile**

Source: Marketingland



What does mobile
mean for nonprofits?

Mobile Fundraising

thinkmobile
with Google



1 in 4 use mobile to **discover non-profits** they were not previously aware of

40% **compared reviews** on mobile devices

Over 1/3 **contacted non-profits** via mobile devices

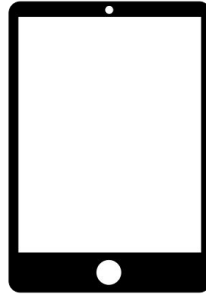
25% **completed donation** on mobile devices

Consumer Device Ownership (2015-2016)



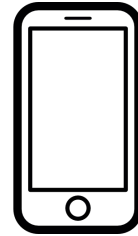
Personal Computers

-3%



Tablets

+7%

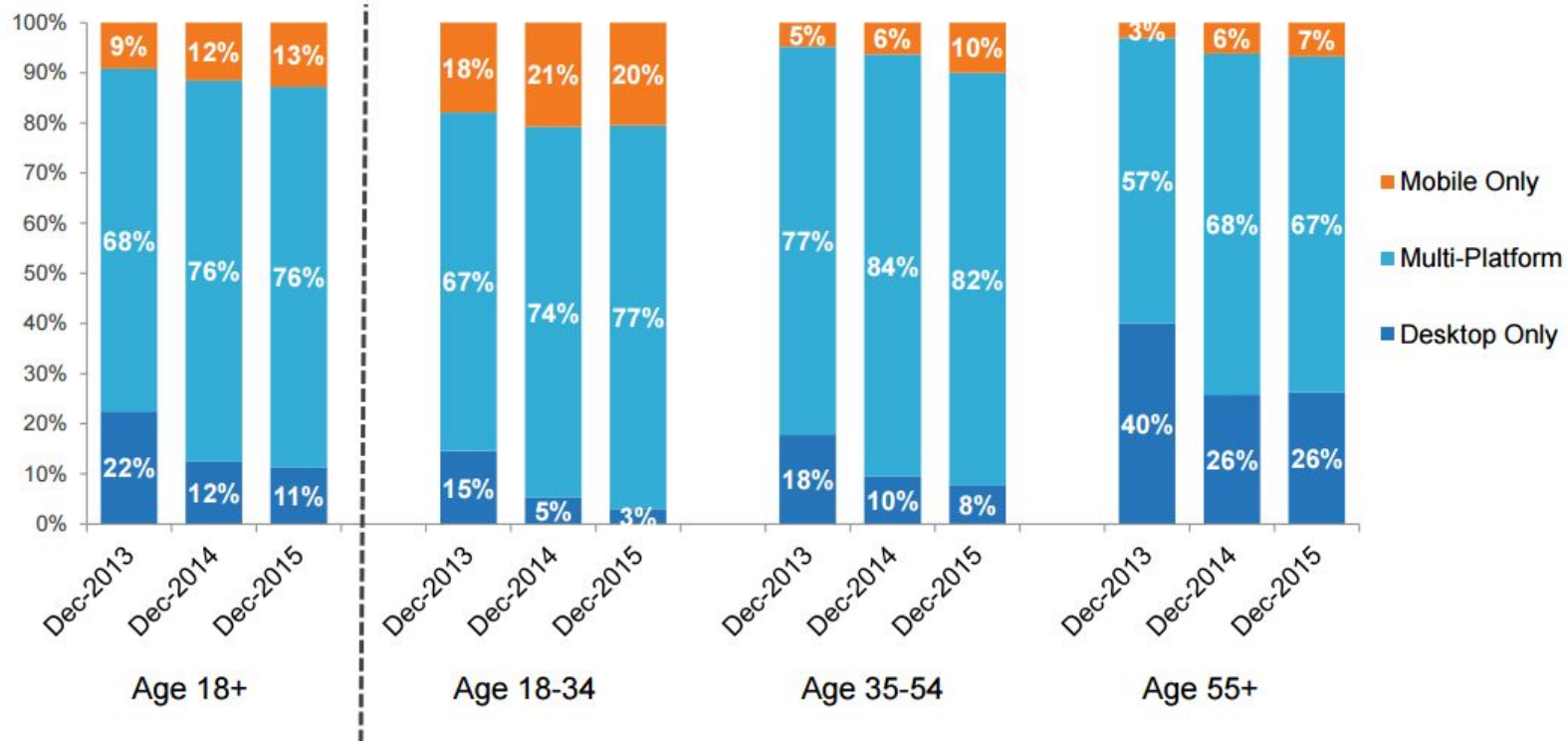


Smartphones

+7%



Multi-Platform is the New Normal



Know your Audience

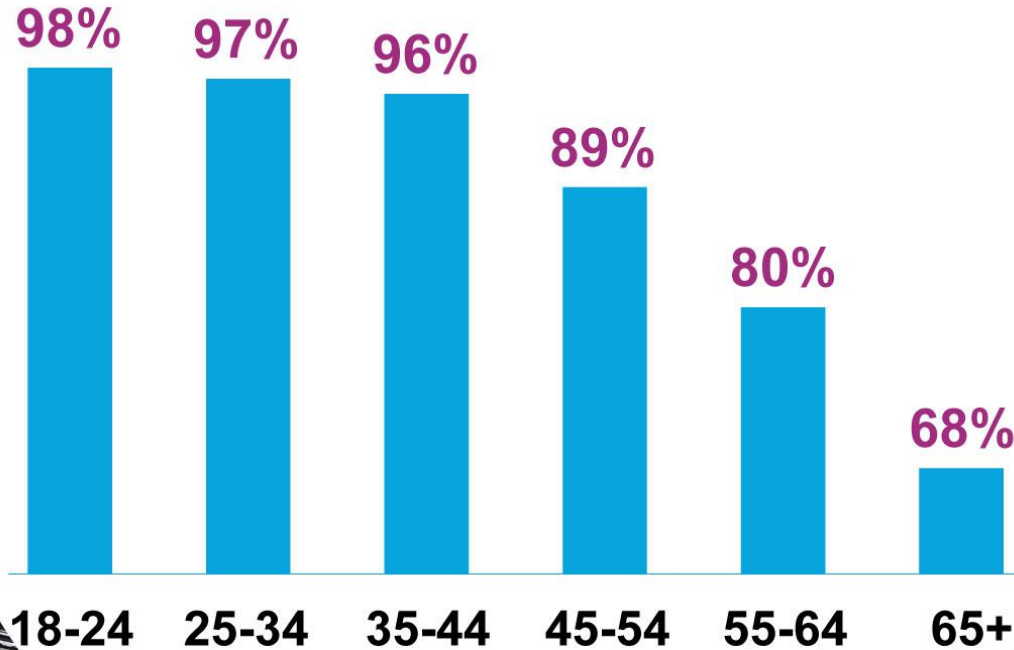
70%

of charitable donations are
from individuals 50 and older.

Source: Forbes



Smartphone Ownership by Age



Source: Nielsen

Mobile Fundraising

21%

of online donations come
via mobile devices *(DonorPerfect)*



Inside the Numbers

Nathan Dietz, Senior Research Associate, Urban Institute
Associate Research Scholar, University of Maryland

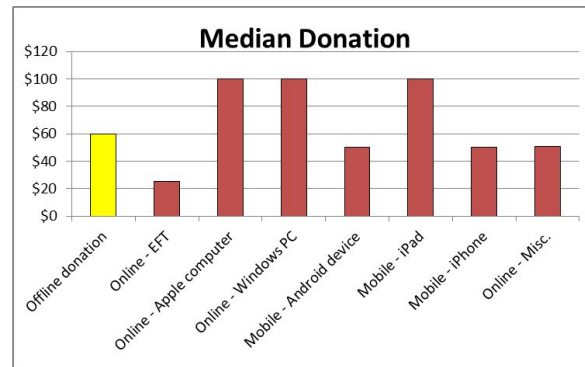
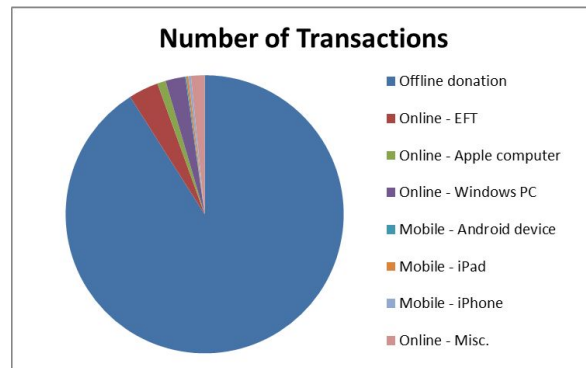


Overview: DonorPerfect End of Year Data, 2016

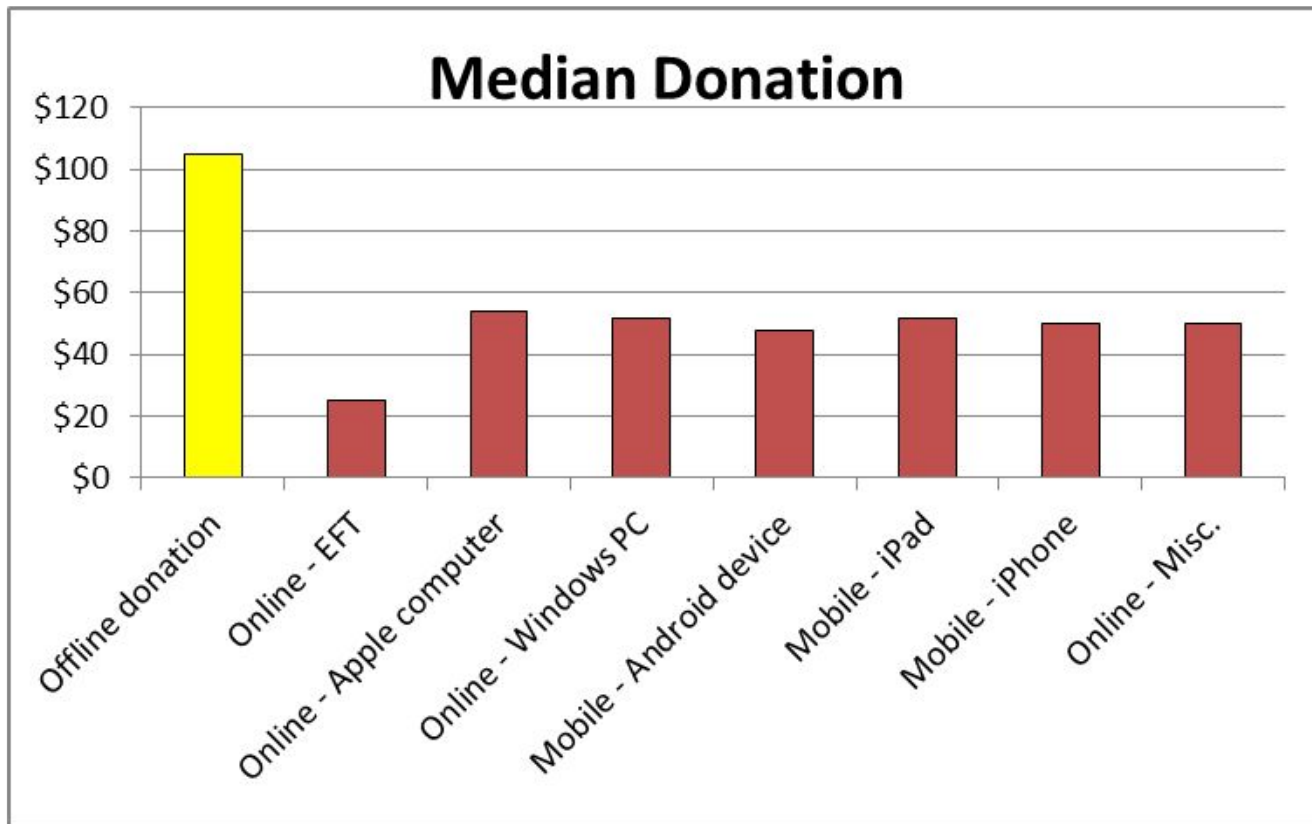
- Period covered: November 28, 2016 – January 6, 2017
- \$1.4MM from 2.7MM Gifts
- Average gift amount: \$508.01
- Sample size: 7,074 Organizations

End of Year Period (11/28/16 through 1/6/17)

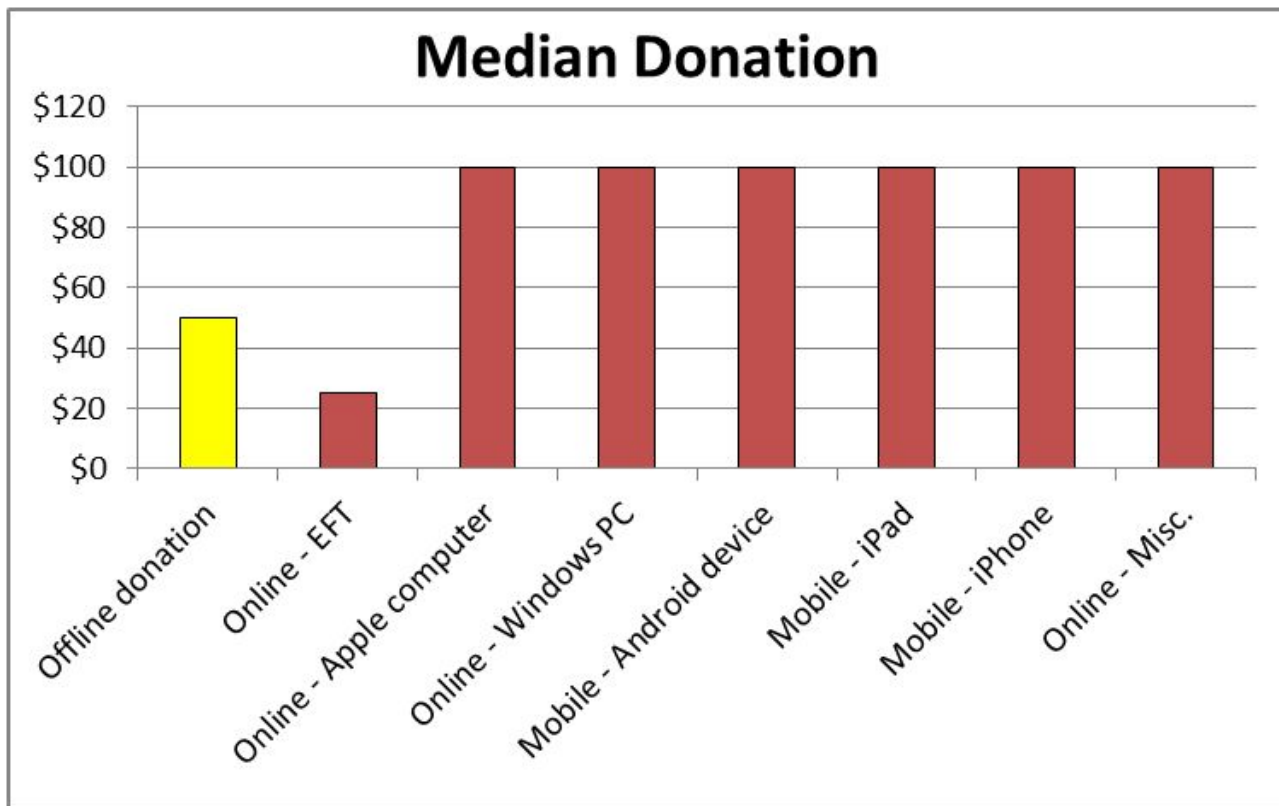
- Offline donations outpace online
- More engagement via tablets than smartphones



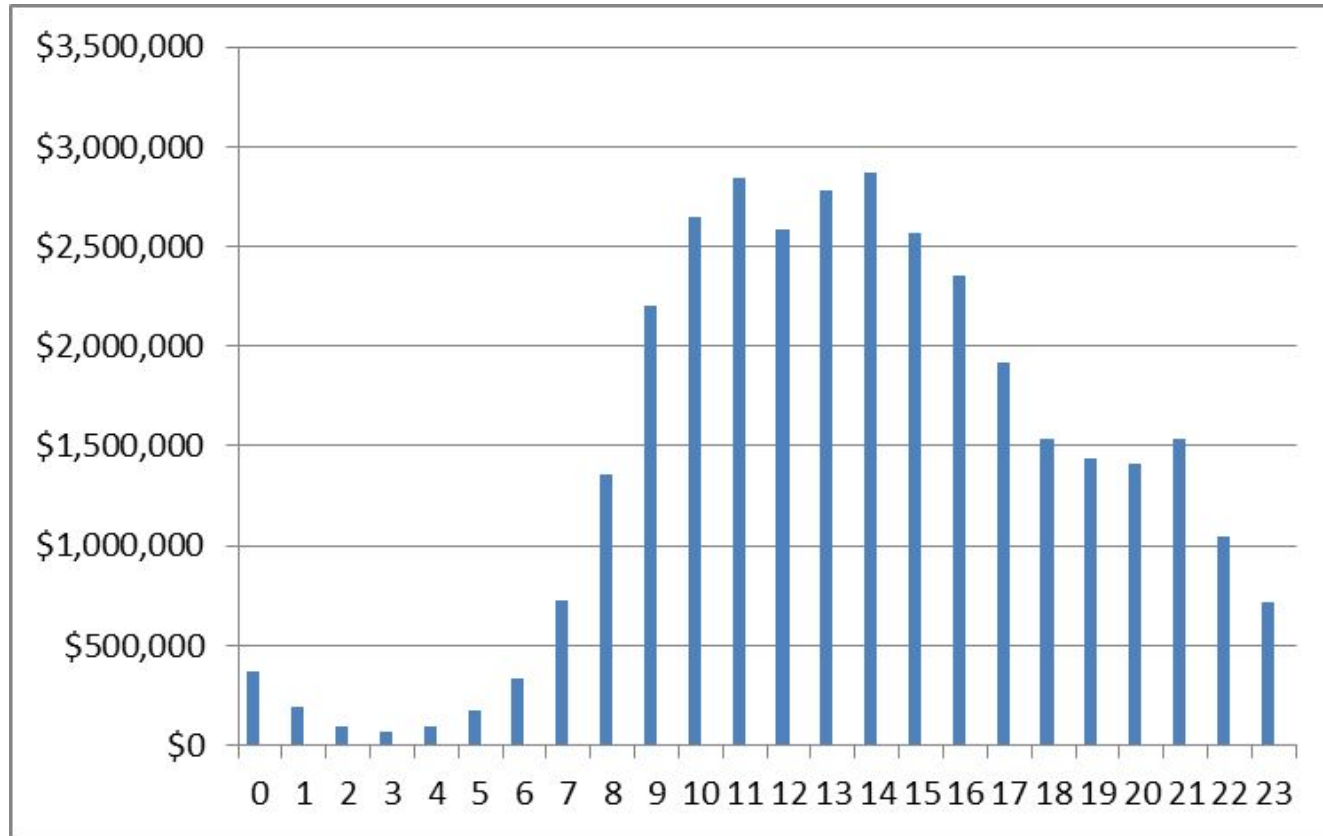
Giving Tuesday (November 29, 2016)



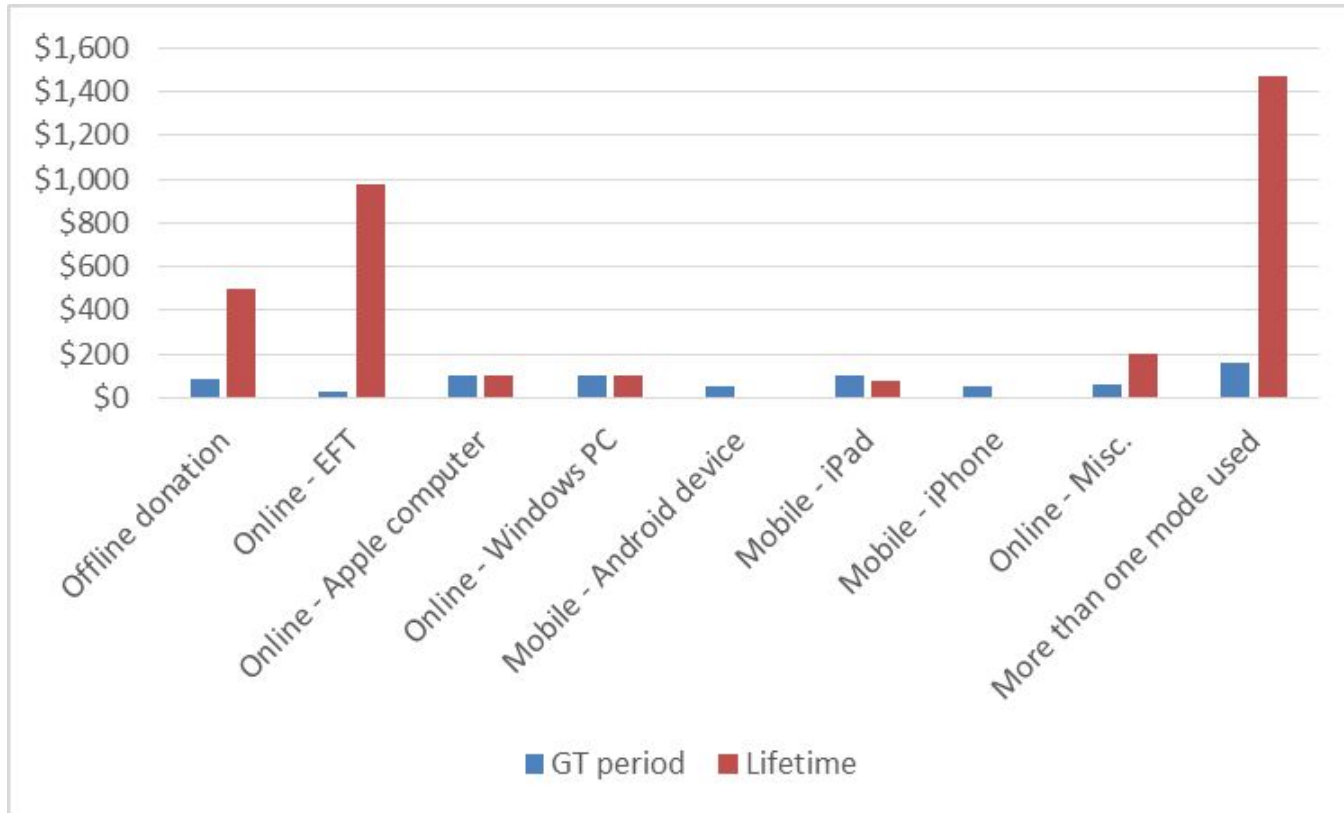
New Year's Eve (December 31, 2016)



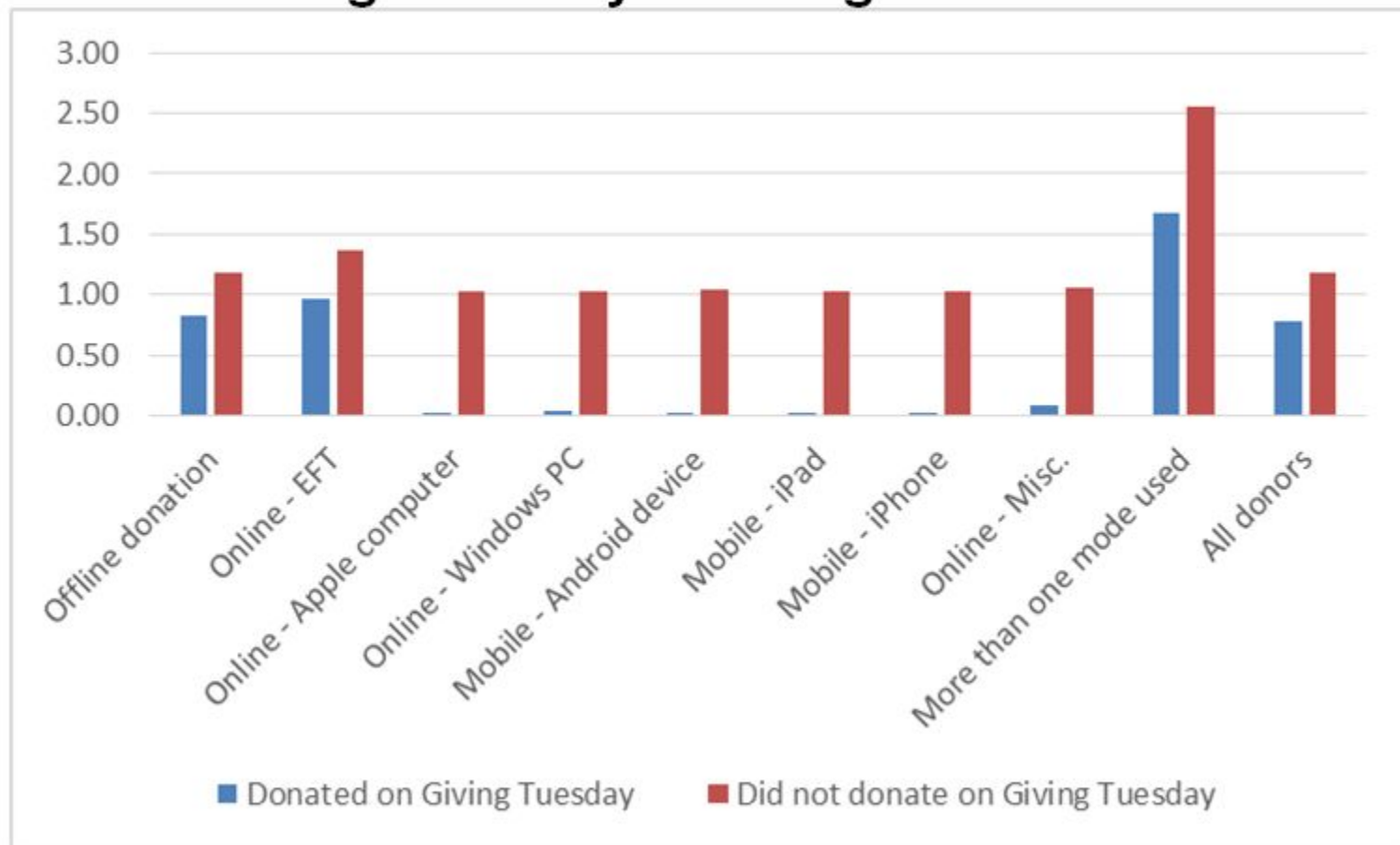
Timing of Online Donations during End of Year Period



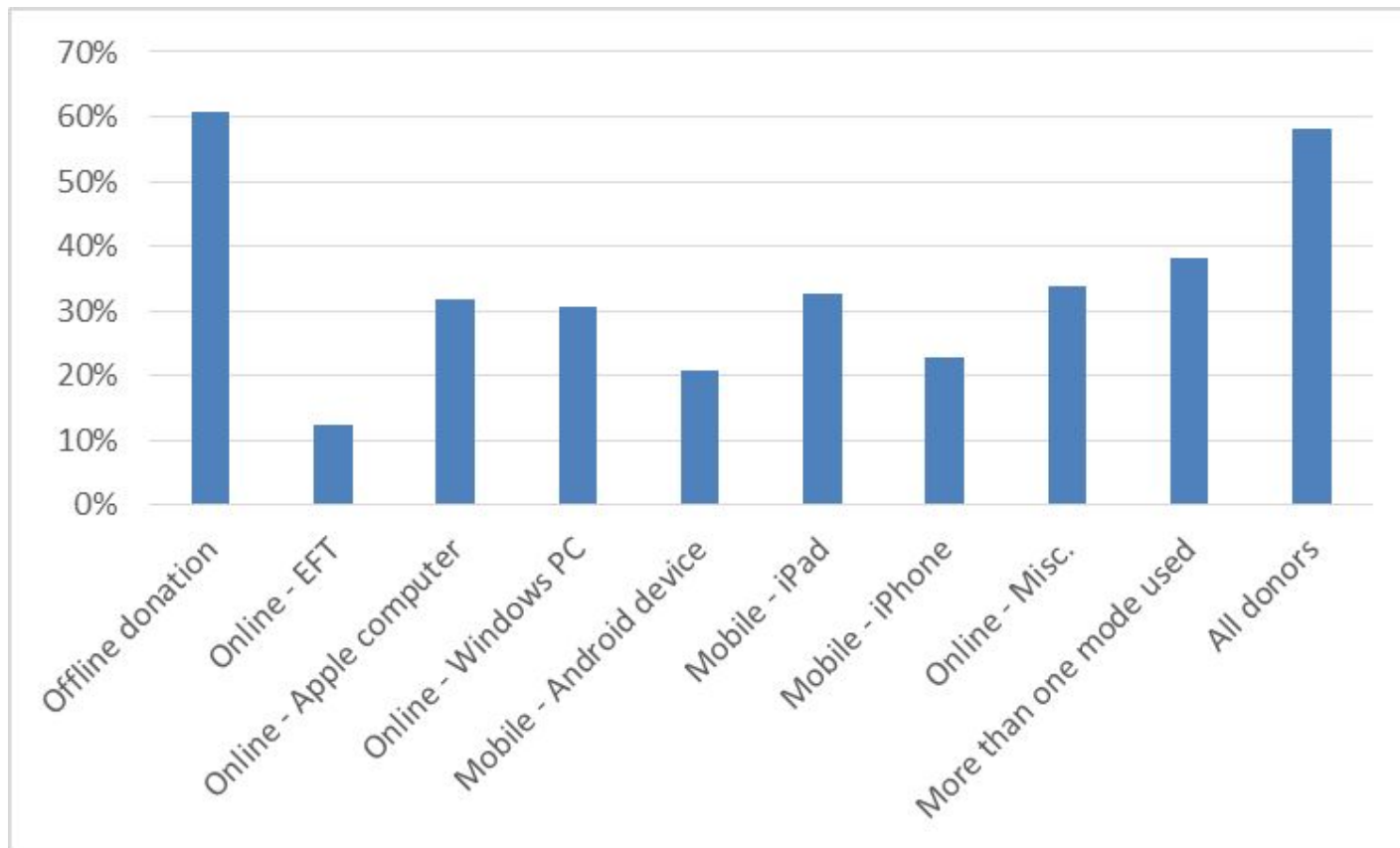
Median Amount Donated to Organization End of Year Period and Historical



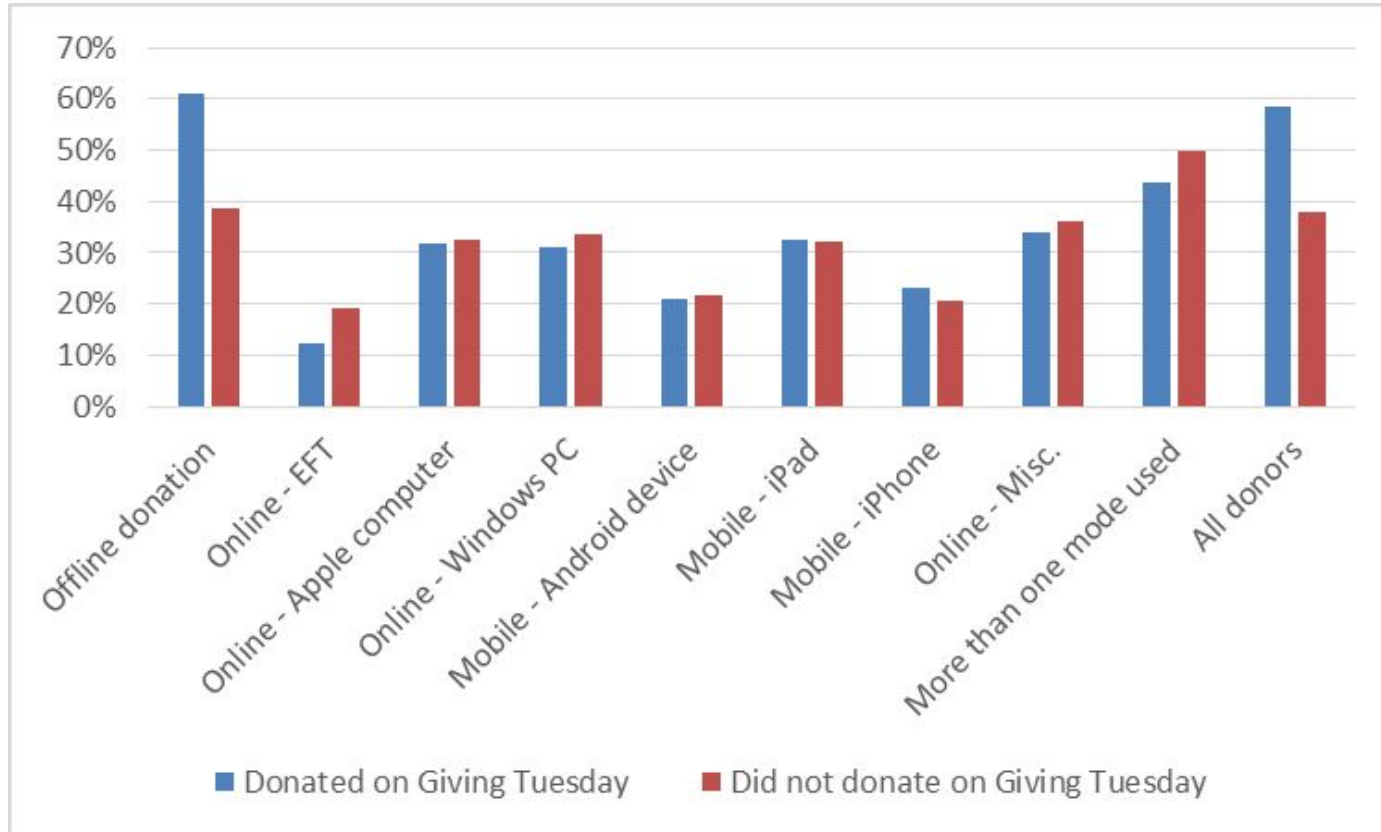
After Giving Tuesday: Average Number of Gifts



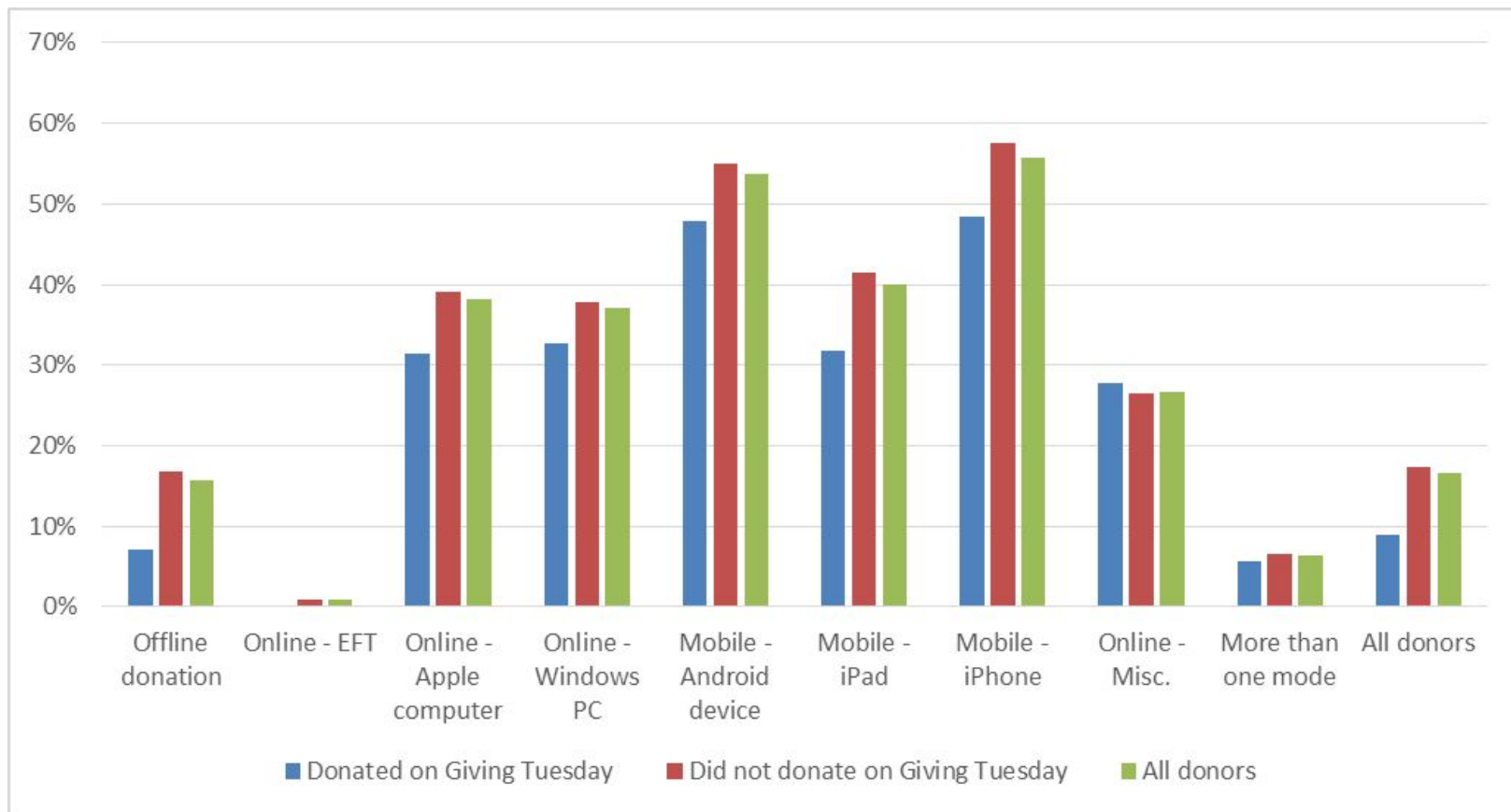
Above-Average Giving Tuesday Donors (based on donor history with organization)



Above-Average Donors during End of Year Period (based on donor history with organization)



New Donors during End of Year Period



Tips & Tools For Going Mobile

Darian Rodriguez Heyman
Nonprofit Fundraising 101



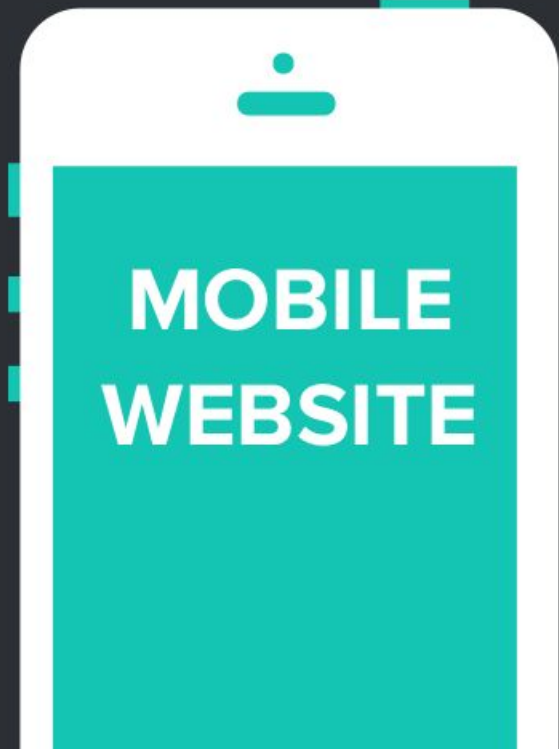
Mobile Impact

- Fundraising: Capitalize on New Channels
- Advocacy: Mobilize the Masses
- Marketing: Amplify Your Voice
- Volunteer Recruitment & Management
- Program & Operational Efficiencies

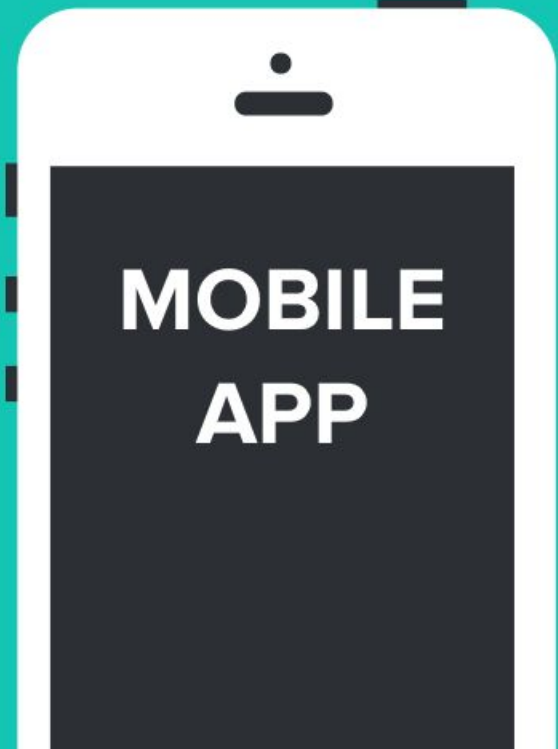
Staffing and Mobile Management

Mobile Matrix™	Staff	Donors	Volunteers	Clients	The Public
Revenue					
Efficiency					
Communication					
Service					

Website or App?



VS



Responsive Design

- Website content and images optimized for any device
- Sections can be hidden and re-aligned on smaller screens



Mobile-Friendly Donation Forms

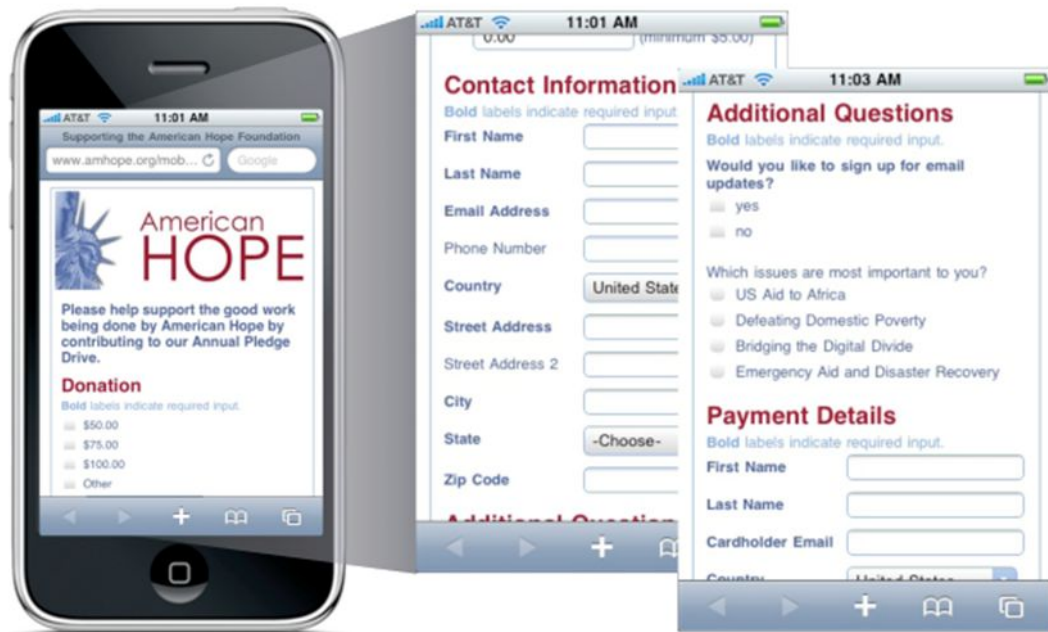
The image displays three mobile devices showing different versions of a form for Coral Acres, a charity for animals. The forms are designed to be mobile-friendly.

Small Phone (Left): Displays the "JOIN OUR MISSION! VOLUNTEER FORM". It includes a disclaimer, a red header for "Your Contact Information", and input fields for First Name, Last Name, Address, and City, each marked with a red asterisk for required fields.

Tablet (Middle): Displays the same "JOIN OUR MISSION! VOLUNTEER FORM" but with a larger font size and a more prominent header. It also includes the disclaimer and the contact information section.

Large Phone (Right): Displays the "WELCOME TO OUR FAMILY ANNUAL MEMBERSHIP FORM". It includes a disclaimer, a red header for "MEMBERSHIP OPTION", and input fields for Amount (set to \$100 - Presidential), This is a (dropdown), and Enter Discount Code (with a Submit button).

Designing For Mobile



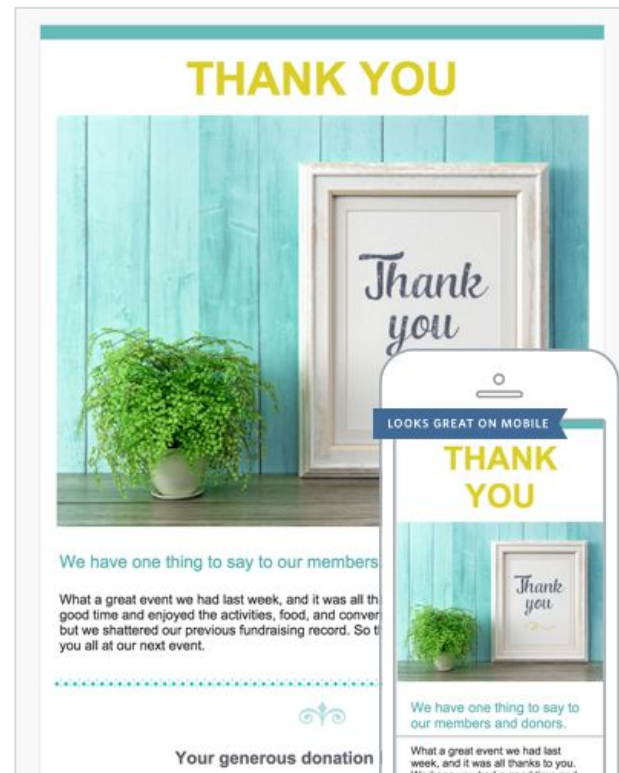
If your website
takes more than 3
seconds to load

- 40% of visitors will leave
- 80% of visitors won't return

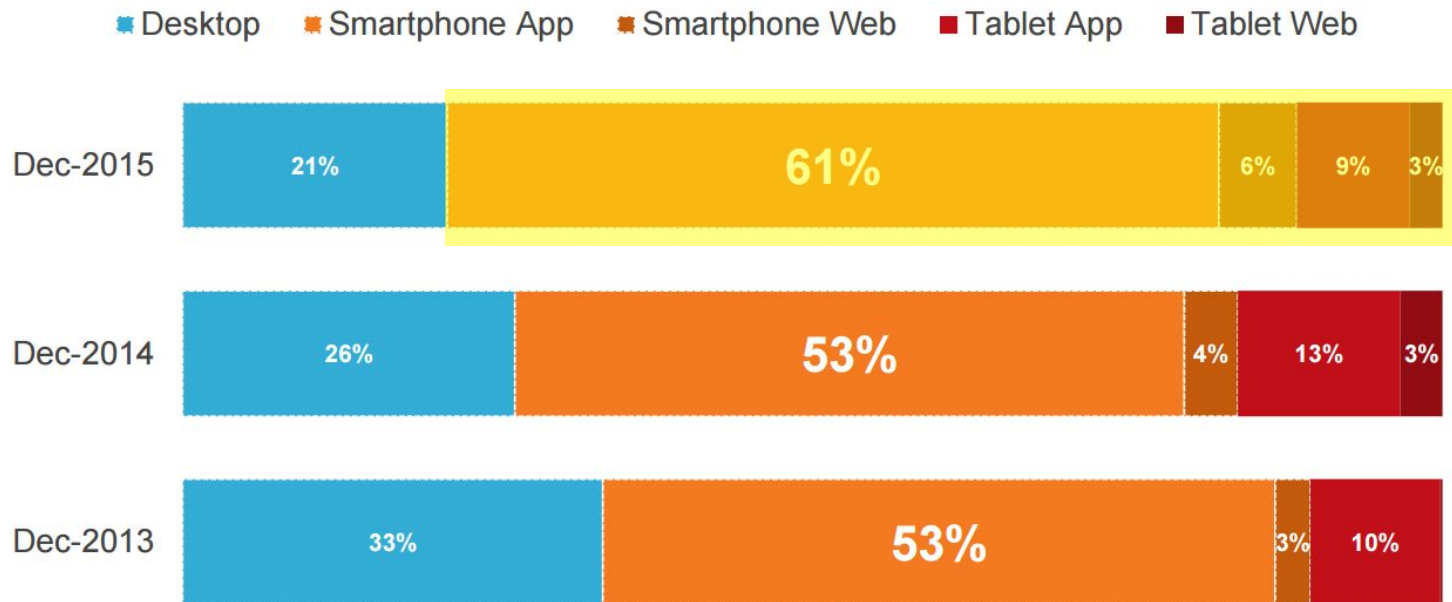
Responsive Email Templates



Constant Contact®



Social Media Time Spent on Mobile

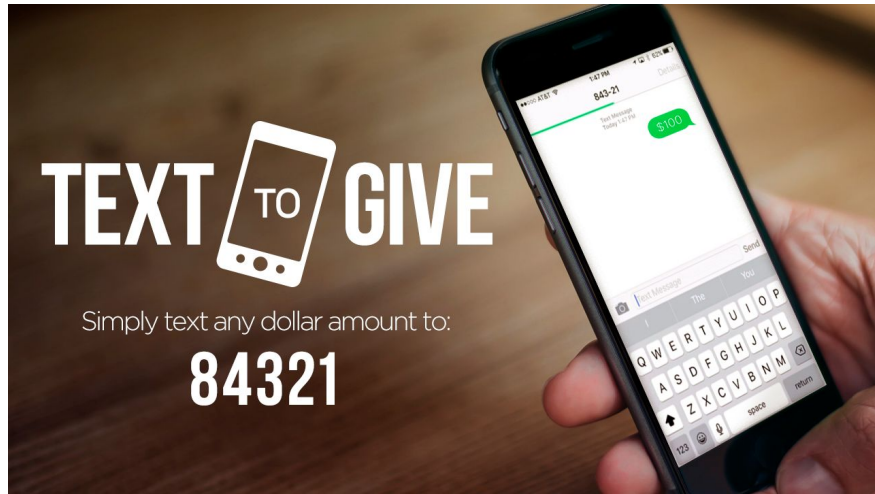


79%

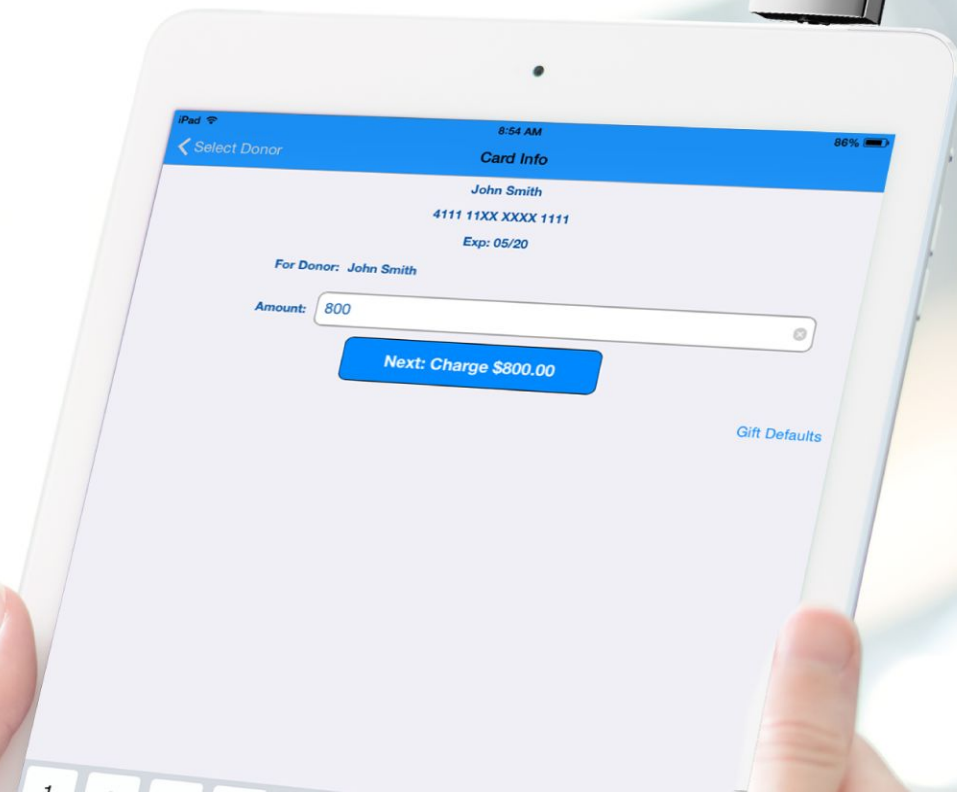
Mobile Users Share Twice As Much Content



Text to Give

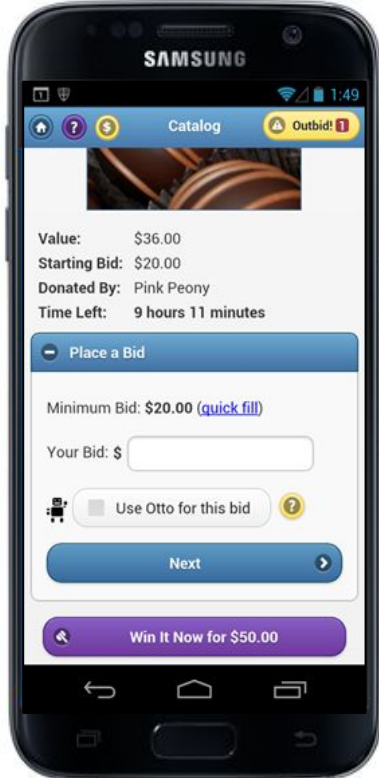


Mobile Swipe

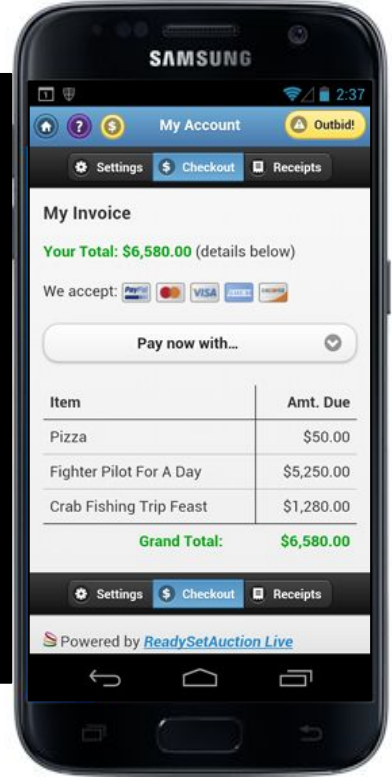


Collect donations at any fundraising event with a smartphone or tablet

Mobile Bidding



Put the **FUN** in Fundraising!



Designing For Mobile

Mobile **Best Practices**

- K.I.S.S.
- One-Handed Usability
- Scannable Content
- Large Buttons
- Spacing Around Links
- Width <500 Pixels
- 13-14 Point Font
- Socialize Giving



49%
one handed



36%
cradled




15%
two handed

Takeaways & Next Steps

Darien Rodriguez Heyman

Jon Biedermann





Mobile is **emerging**.
Get ahead of the
trend and plan now!

Mobile Technologies

Invest for **growth**



- Responsive Website
- Responsive Donation Forms
- Responsive Email Templates
- Mobile Payment Acceptance
- Text-to-Give
- Mobile Silent Auction

Resources

www.TechSoup.org

www.SparrowMobile.com

www.BethKanter.org

www.Fundraising123.org

www.facebook.com/nonprofits

www.google.com/nonprofits

Google GoMo <http://bit.ly/1kWVj34>

Mobile for Good, Heather Mansfield



Questions

Darien Rodriguez Heyman

Jon Biedermann

Nathan Dietz

