

Nonprofit  
Fundraising 101

@DHEYMAN

# MAXIMIZING ONLINE DONATIONS



**DARIAN RODRIGUEZ HEYMAN**

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# Nonprofit Fundraising 101

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## CRAIGSLIST FOUNDATION

## Nonprofit Management 101

A Complete and Practical Guide for Leaders and Professionals

**SOCIAL MEDIA**  
FOR NONPROFITS



**NUMI**  
FOUNDATION  
*Celebrating People, Planet & Possibility*



Essential Resources, Tools, and Hard-Earned Wisdom from Fifty Leading Experts

Edited by Darian Rodriguez Heyman

# Nonprofit Fundraising 101

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## Nonprofit Fundraising 101

A PRACTICAL GUIDE with  
EASY TO IMPLEMENT IDEAS & TIPS from INDUSTRY EXPERTS

engaging your board  
email measuring major gifts earned income  
impact creating a fundraising plan  
online fundraising foundation & events  
mobile fundraising government individual grants donors CRM  
run, walk, ride community-based fundraising crowdfunding  
website donations donor volunteers  
social enterprise research  
direct mail social in-kind making the ask  
media fundraising  
corporate partnerships hiring development staff



DARIAN RODRIGUEZ HEYMAN  
with LAILA BRENNER

WILEY

# OUR AGENDA

- **WHY FUNDRAISE ONLINE?**
- **TIPS FOR SUCCESS**
- **DOUBLE YOUR FUNDRAISING  
IN 60 DAYS**
- **THE IDEAL ONLINE GIVING  
PROCESS**
- **RESOURCE REVIEW**



**WHY  
FUNDRAISE  
ONLINE?**

## WHY FUNDRAISE ONLINE?

- **7% OF OVERALL GIVING**
- **OVERALL GIVING UP 1.6%**
- ***ONLINE* GIVING UP 9.2%**
- **# OF DONORS UP 13%**

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2015 YEAR IN REVIEW

## THE DIGITAL GIVING INDEX

INSIGHTS ON \$250M IN DONATIONS TO 45,000 NONPROFITS

### THE GROWTH OF ONLINE DONATIONS

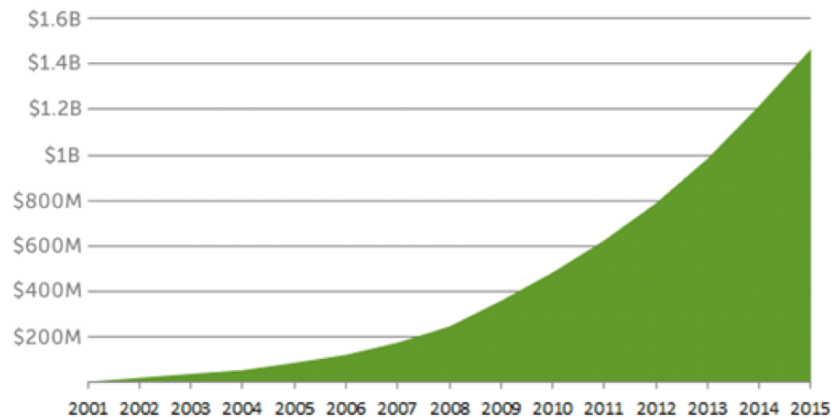
↑ 9%

ONLINE GIVING

↑ 2%

OVERALL GIVING

Donation Totals Since Inception



ONLINE GIVING CONTINUES TO OUTPACE THE GROWTH OF GIVING OVERALL.

Network  
for Good®

## WHY FUNDRAISE ONLINE?

- **BABY BOOMERS AS LIKELY TO GIVE ONLINE VS. DM**
- **TURN YOUR DONORS INTO *FUNDRAISERS***

# WHY FUNDRAISE ONLINE?

## AVERAGE GIFT

One-Time:

\$82



Monthly:

\$22



0.8%

of website visitors  
made a donation

For every  
1,000 website  
visitors,  
nonprofits  
raised



\$612



STRATEGIC SERVICES

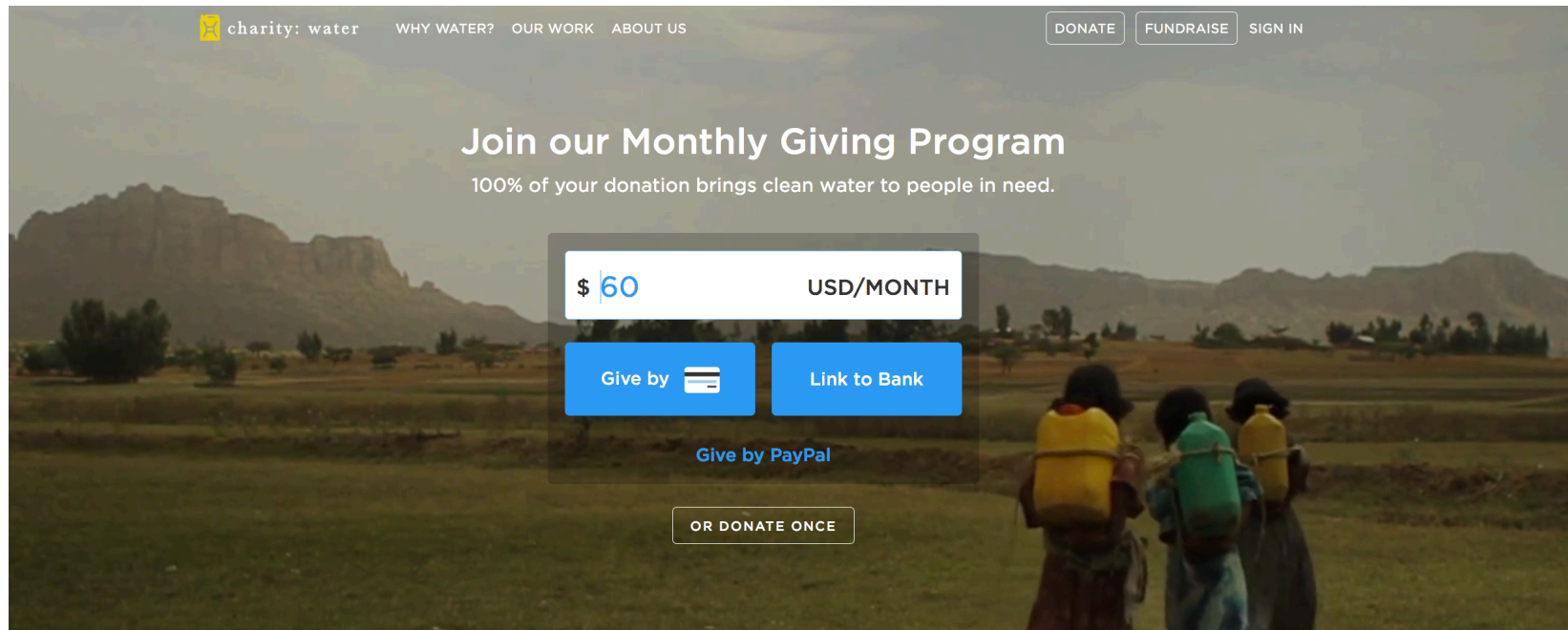
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# TIPS FOR SUCCESS

## TIPS FOR SUCCESS K.I.S.S.



We're a nonprofit on a mission to bring clean drinking water to every person on the planet. And with the support of people like you, we've funded 19,819 water projects in 24 countries so far.

# TIPS FOR SUCCESS

## MAKE IT EASY

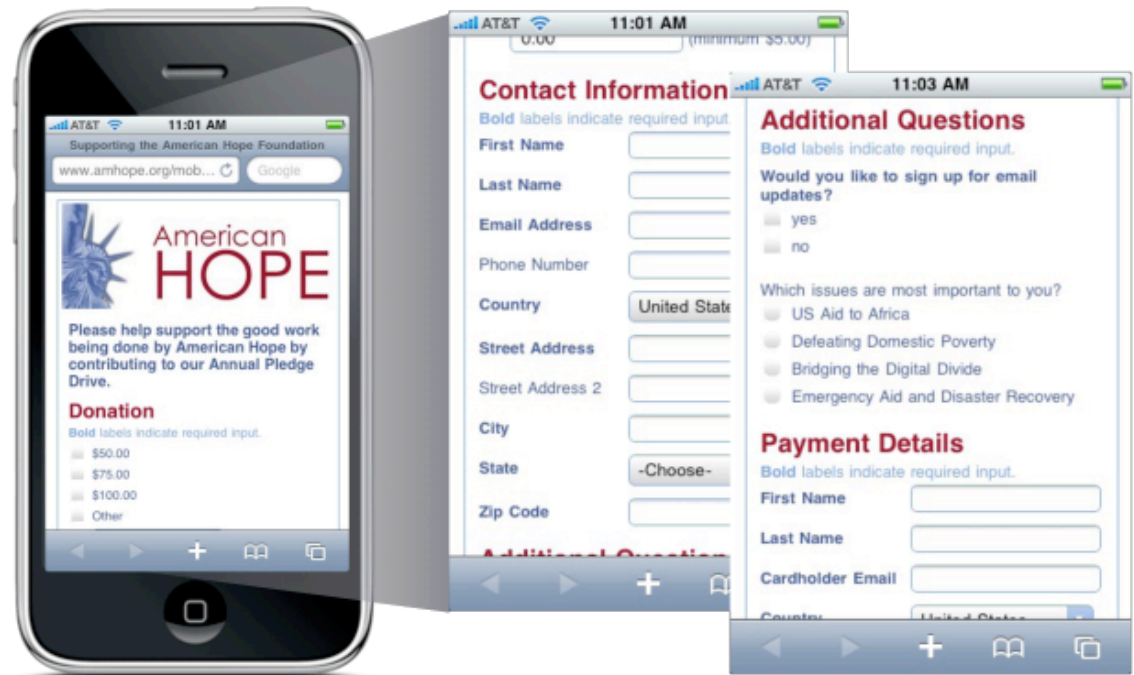
- **3-CLICK  
RULE**





## TIPS FOR SUCCESS MAKE IT EASY

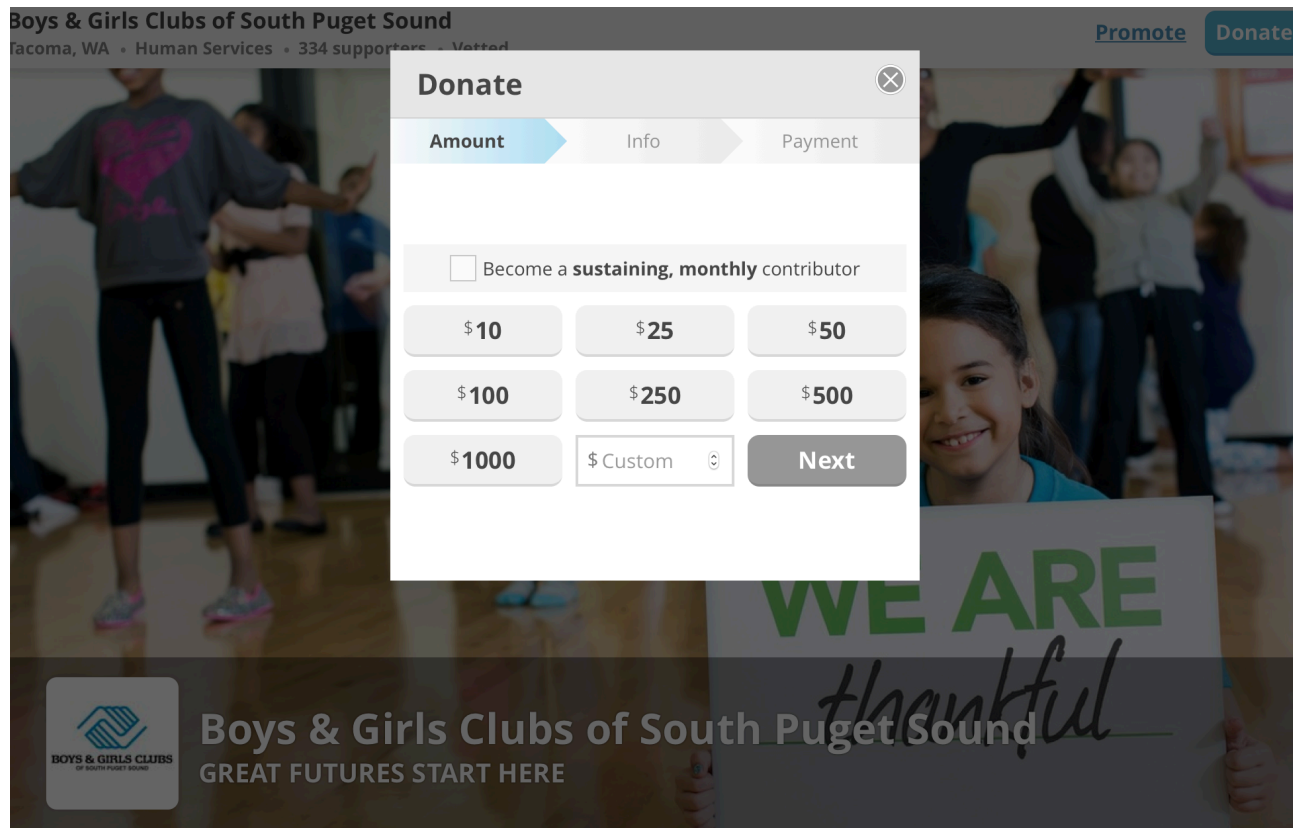
- **MINIMIZE  
FIELDS**



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## TIPS FOR SUCCESS PROMOTE RECURRING GIVING



# TIPS FOR SUCCESS

## SUGGEST GIFT AMOUNTS

\* Select a Gift Amount:

- \$29 - Representing the 29 million people living with diabetes in the U.S.
- \$52 - For 1952, the year the ADA research program began
- \$110 - The percentage of effort ADA's riders give to STOP DIABETES
- \$290 - Go the extra mile for the 29 million people living with diabetes
- \$550 - For the \$550 million ADA has invested in diabetes research
- \$1000 - Help this rider become a Champion to Stop Diabetes!

## TIPS FOR SUCCESS INTEGRATION IS KEY

### THE AMERICAN PROSPECT

#### Support the American Prospect

The American Prospect is an independent, non-profit media organization dedicated to improving the national conversation about the day's most pressing issues, informing and engaging the public, and inspiring smart, just policy. One of the challenges the non-profit American Prospect faces is knowing what support we can count on—what we can make plans around. We could not exist without your support. We believe this model is vital in sustaining real journalism: it fosters independence, invests readers in the work that is done, and keeps journalists accountable to individuals.

We appreciate your support of the Prospect's influential brand of progressive journalism!

Take future action with a single click.  
[Log in](#) or [Sign up](#) for FastAction.

[fastAction](#) <sup>?</sup>

1 Amount | 2 Details | 3 Payment

\$20  \$35  \$50  \$100

\$500  \$2,500

Make this contribution: Monthly

[Next](#)

# TIPS FOR SUCCESS

## SOCIALIZE GIVING



Share on Facebook

Share on your own Timeline ▼

Say something about this...

**I support Numi Foundation!**

The Numi Foundation's mission is to foster thriving communities across the globe by supporting initiatives that nurture health, art, education and our natural environment.

COMMITCHANGE.COM

# TIPS FOR SUCCESS

## DON'T FORGET EMAIL!

Email has the highest return on investment of any marketing channel

**\$40 for every \$1 spent**

**1/3**

Email is responsible for about one-third of nonprofits' online fundraising revenue!



# TIPS FOR SUCCESS

## OPTIMIZE FOR MOBILE

The infographic features a central illustration of a smartphone displaying a donation form. The form includes three green buttons for donation amounts: \$25, \$50, and \$100. Below these are input fields for Name, Email, and Card number, followed by an Expiry field with MM and YYYY sub-fields. A large green 'Donate' button is at the bottom. To the right of the phone are two overlapping red circles containing statistics. A red bracket groups two more statistics below.

**34%**  
higher conversions  
on responsive sites

**42%**  
of tested sites  
were responsive  
(59% not)

Average conversion rates  
for small and mid-sized nonprofits

**10%** for responsive sites

**7.5%** for other sites



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## TIPS FOR SUCCESS APPLY FOR A GOOGLE GRANT

The screenshot shows a web browser window with the URL <http://www.google.com/grants/>. The page title is "Google Grants: In-kind advertising for non-profit organizations". The Google logo is in the top left, and a "Change Language" dropdown menu is set to "United States".

**In-kind advertising for non-profit organizations**  
Google Grants is a unique in-kind donation program awarding free AdWords advertising to select charitable organizations. We support organizations sharing our philosophy of community service to help the world in areas such as science and technology, education, global public health, the environment, youth advocacy, and the arts.

**Grantee Resources**  
[Learn more](#)

**Learn about Google Grants**

- What is Google Grants
  - [AdWords and How it Works](#)
  - [Reach Your Target Audience](#)
  - [Track Your Performance](#)
  - [Apply Today](#)

**What is Google Grants?**  
The Google Grants program empowers non-profit organizations to achieve their goals by helping them promote their websites via advertising on Google. Google AdWords ads appear when users search on Google and when you click on one of the ads, you are brought to the website being advertised.

Your ads appear beside related search results...  
People click your ads...  
...And connect to your organization.

**Your ad here**  
See your ad on Google under the sponsored links.  
[www.your-non-profit-site.com](http://www.your-non-profit-site.com)



# TIPS FOR SUCCESS

## APPLY FOR A GOOGLE GRANT

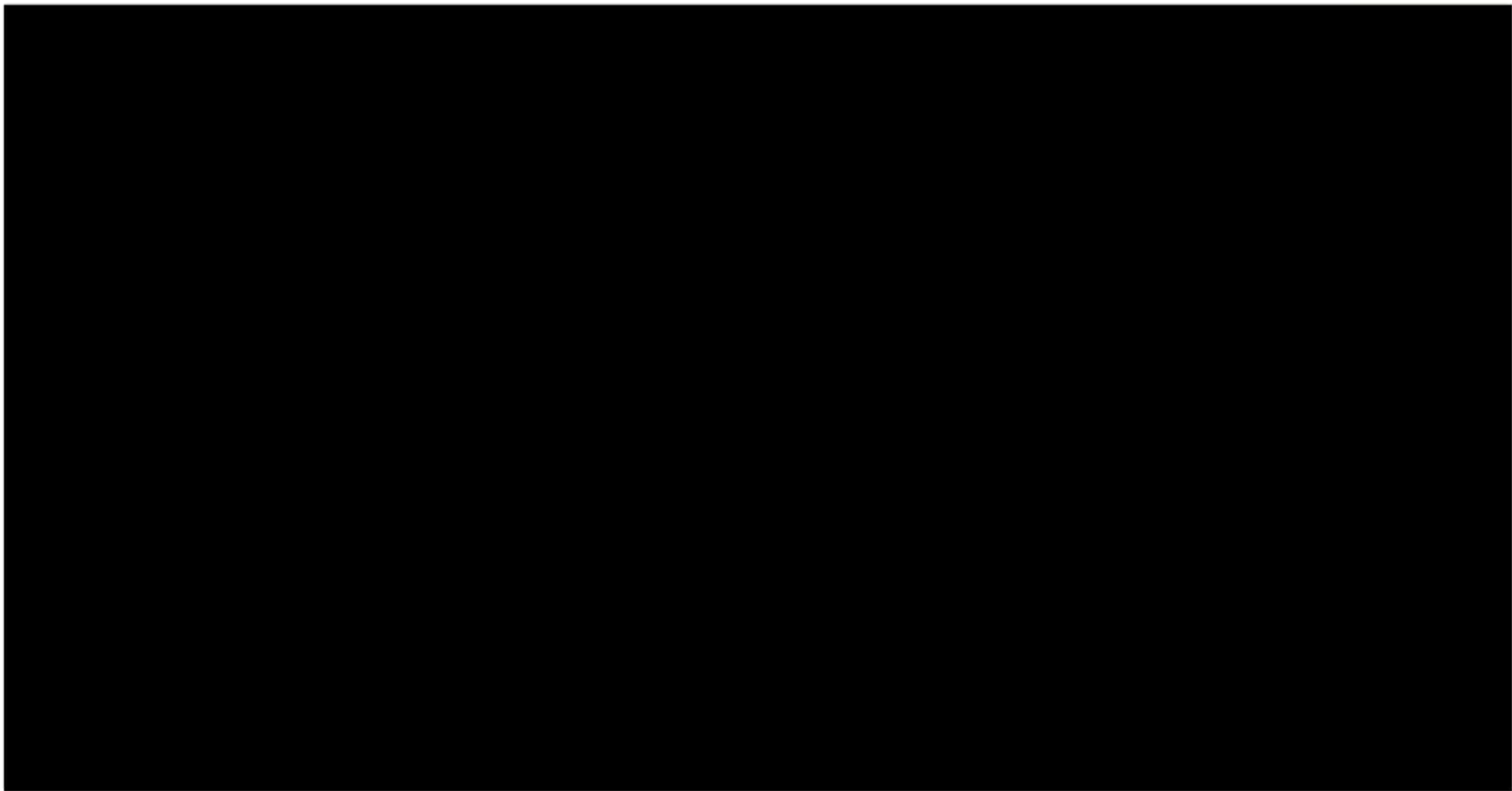


- **\$10K/MONTH OF FREE  
GOOGLE ADWORDS**
- **\$2/CLICK LIMIT**
  - **EMBRACE “LONG TAIL”  
KEYWORDS**
- **INCREASE WEBSITE TRAFFIC**

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# TIPS FOR SUCCESS



 **Thank YOU for GIVING to The Sound of Hope**  
from The Sound of Hope [video](#) 8 months ago

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**DOUBLE YOUR  
FUNDRAISING  
IN 60 DAYS**

# MAKE YOUR DONATION BUTTON SHINE



# 3 TWEAKS:

- DONATE
- DEFAULTS
- IMPACT



## Donate

OR Help Raise Money

**DONATE \$50 OR MORE**

Buys 10 used textbooks

0 Donors · [Donate Now!](#)

**DONATE \$100 OR MORE**

Allows one student to apply to college

0 Donors · [Donate Now!](#)

**DONATE \$250 OR MORE**

Provides students drinking water for one year

0 Donors · [Donate Now!](#)

**DONATE \$500 OR MORE**

Sponsors one child through graduation

0 Donors · [Donate Now!](#)

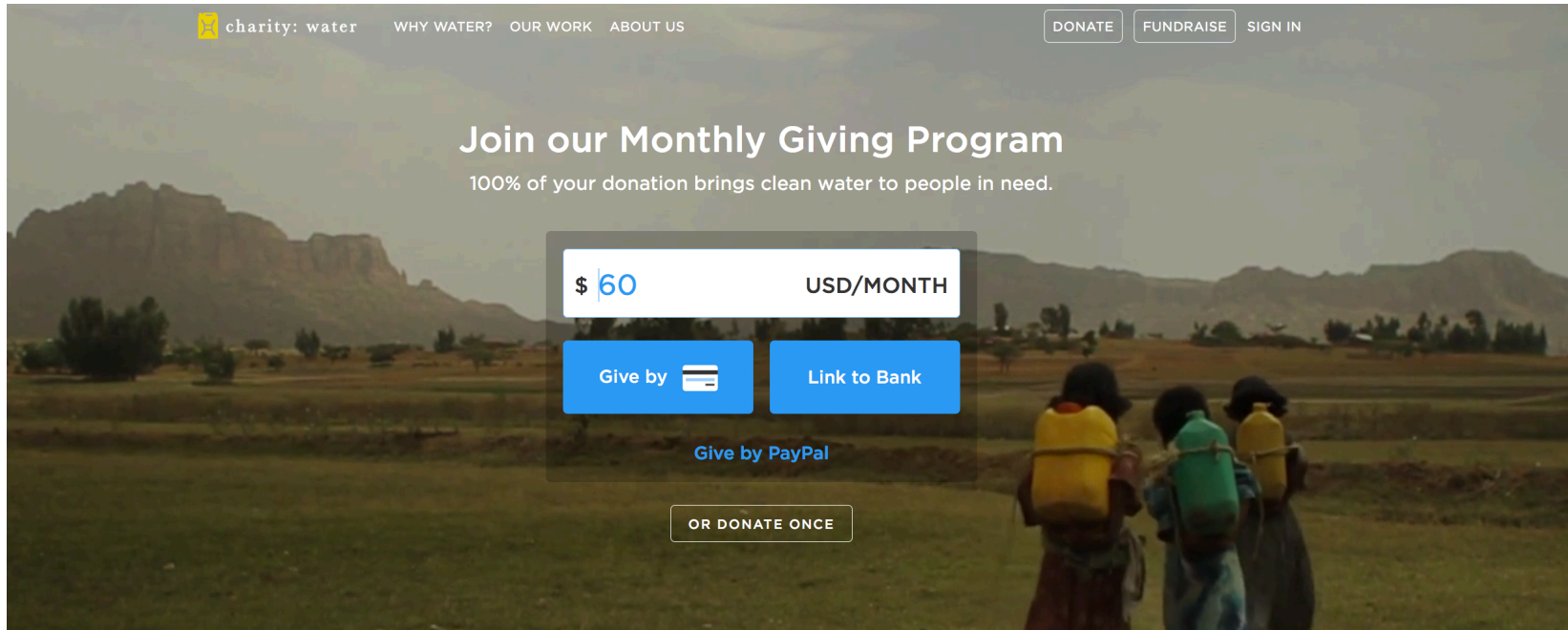
**DONATE \$1,000 OR MORE**

Lets students > 5 miles away take a bus

0 Donors · [Donate Now!](#)

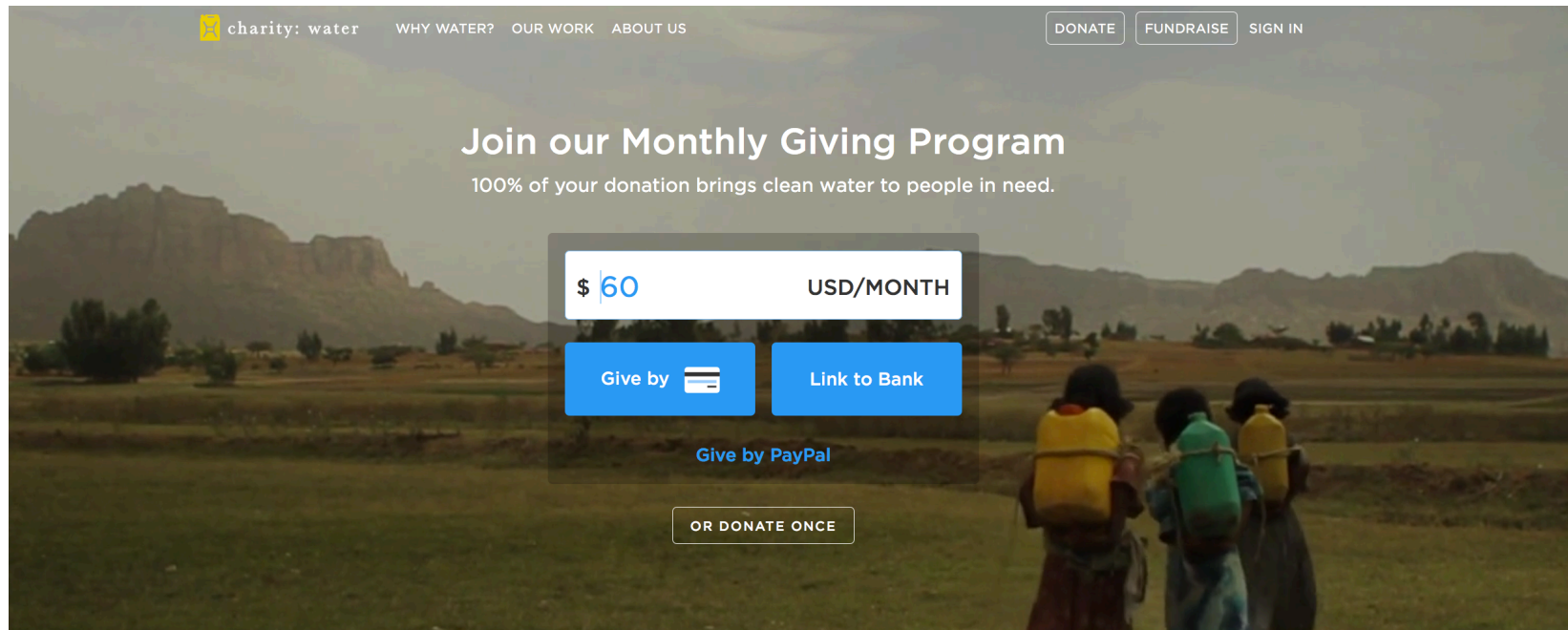
**THE IDEAL  
ONLINE  
GIVING  
PROCESS**

## STEP 1: RECURRING VS. ONE TIME



We're a nonprofit on a mission to bring clean drinking water to every person on the planet. And with the support of people like you, we've funded 19,819 water projects in 24 countries so far.

## STEP 2: AMOUNT



We're a nonprofit on a mission to bring clean drinking water to every person on the planet. And with the support of people like you, we've funded **19,819** water projects in **24** countries so far.



## STEP 3: PERSONAL INFO

Rebuilding Together Peninsula  
Redwood City, CA • Public Benefit, Human Services, Civic Duty • 9344 supporters • Vetted

Promote Donate

### Donate

Amount Info Payment

We accept international addresses

Email (required)


Full name Phone

Address City

California Zip Code United State

Make this donation anonymous.

Next

 Rebuilding Together Peninsula  
A safe and healthy home for every person

## STEP 4: PAYMENT INFO

Rebuilding Together Peninsula  
Redwood City, CA • Public Benefit, Human Services, Civic Duty • 9344 supporters • Vetted


Promote Donate

### Donate

Amount Info **Payment**

\$250 **sustaining, monthly** contribution

a


Card Number CVC 

Month Year Postal Code

**Submit**

🔒 256-bit encrypted

You can add a dedication after submitting your payment

 **Rebuilding Together Peninsula**  
A safe and healthy home for every person

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# RESOURCE REVIEW

# RESOURCE REVIEW

- [WWW.FACEBOOK.COM/NONPROFITS](http://WWW.FACEBOOK.COM/NONPROFITS)
- [WWW.GOOGLE.COM/NONPROFITS](http://WWW.GOOGLE.COM/NONPROFITS)
- [WWW.NPTECHFORGOOD.COM](http://WWW.NPTECHFORGOOD.COM)
- [WWW.FUNDRAISING123.ORG](http://WWW.FUNDRAISING123.ORG)
- [WWW.BETHKANTER.ORG](http://WWW.BETHKANTER.ORG)
- [WWW.SOCIALBRITE.ORG](http://WWW.SOCIALBRITE.ORG)
- [WWW.TECHSOUP.ORG](http://WWW.TECHSOUP.ORG)
- [WWW.SM4NP.ORG](http://WWW.SM4NP.ORG)
- [WWW.NTEN.ORG](http://WWW.NTEN.ORG)

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**THANK YOU!**

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