

Nonprofit  
Fundraising 101

@DHEYMAN

# MAXIMIZING ONLINE DONATIONS



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# Nonprofit Fundraising 101

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## CRAIGSLIST FOUNDATION

**SOCIAL MEDIA**  
FOR NONPROFITS



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

## Nonprofit Management 101

A Complete and Practical Guide for Leaders and Professionals

community building social enterprise public relations web design  
human resources organizations engagement diversity  
technology fundraising mission strategy lobbying donors event planning  
finance mission strategy lobbying donors event planning  
crm restructuring volunteers grants planning human resources online  
law advocacy diversity generation gap grantwriting alliances major gifts  
community building nonprofits strategy blogs fundraising people  
movements mergers law risk management volunteer  
marketing alliances strategy social enterprise  
volunteers marketing event planning grants boards  
newsletters collaboration grants online collaboration governance  
online fundraising

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



DARIAN RODRIGUEZ HEYMAN  
with LAILA BRENNER

WILEY

Nonprofit  
Fundraising 101

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# Nonprofit Fundraising Masters

Join this senior level Development Conference  
for connection, inspiration and learning!



Kim Klein, Kay Sprinkel Grace, Amie Latterman, Geetha Murali & Darlan Heyman.

**September 19, 2017**  
**San Francisco War Memorial**  
**9 AM - 5 PM**

Tickets: [fundraisingmasters.org](http://fundraisingmasters.org)

Nonprofit Fundraising Masters

**SAVE \$20 w/ NFM CODE**



# 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%**

# Nonprofit Fundraising 101

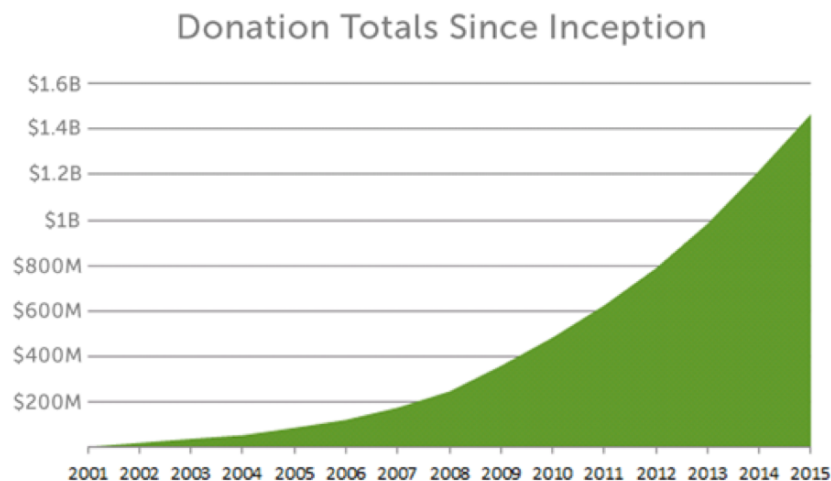
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2015 YEAR IN REVIEW

## THE DIGITAL GIVING INDEX

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

### THE GROWTH OF ONLINE DONATIONS



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

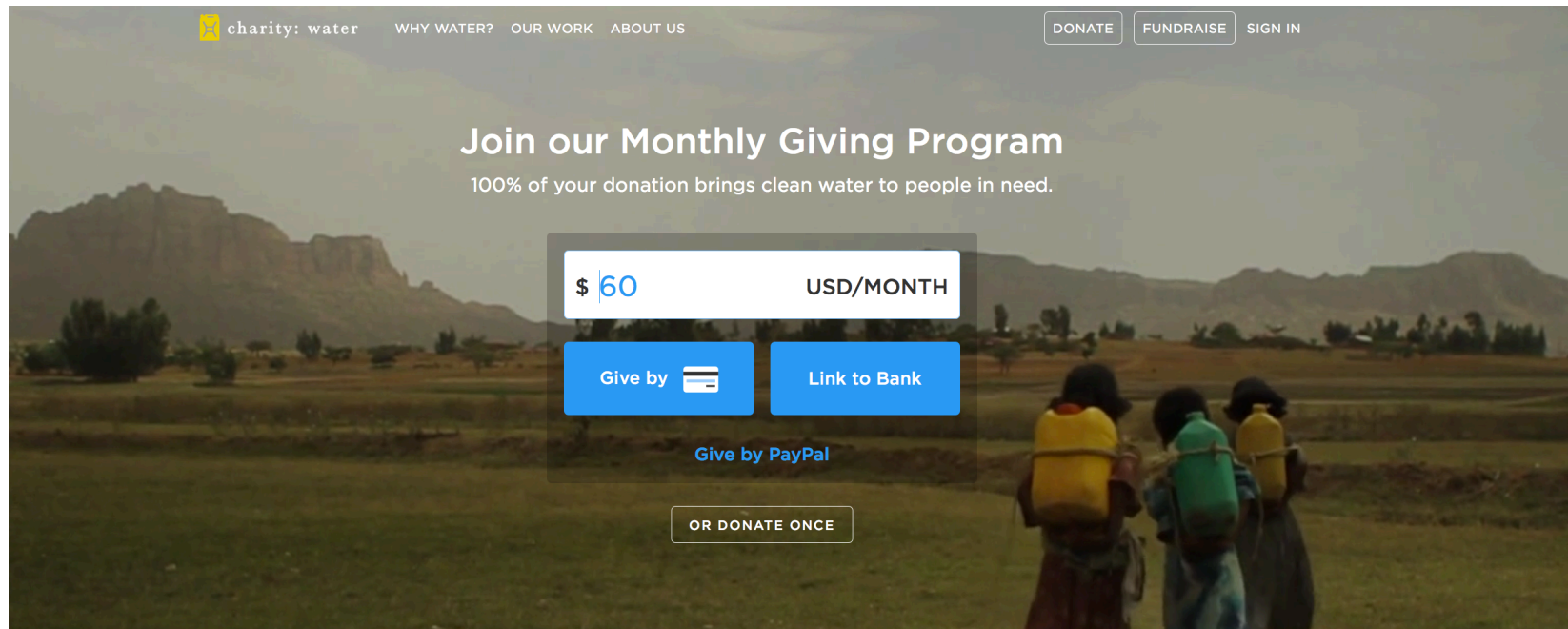


STRATEGIC SERVICES



# 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**

The image displays three mobile device screens showing a fundraising form for American Hope, illustrating the 'Minimize Fields' tip. The first screen (left) shows the homepage with the American Hope logo and a 'Donation' section. The second screen (middle) shows the 'Contact Information' section with fields for First Name, Last Name, Email Address, Phone Number, Country (United States), Street Address, Street Address 2, City, State (-Choose-), and Zip Code. The third screen (right) shows the 'Additional Questions' and 'Payment Details' sections. The 'Additional Questions' section includes a question about signing up for email updates and a list of issues most important to the user. The 'Payment Details' section includes fields for First Name, Last Name, Cardholder Email, and Country.

**Contact Information**  
Bold labels indicate required input.  
First Name  
Last Name  
Email Address  
Phone Number  
Country (United States)  
Street Address  
Street Address 2  
City  
State (-Choose-)  
Zip Code

**Additional Questions**  
Bold labels indicate required input.  
Would you like to sign up for email updates?  
yes  
no  
Which issues are most important to you?  
US Aid to Africa  
Defeating Domestic Poverty  
Bridging the Digital Divide  
Emergency Aid and Disaster Recovery

**Payment Details**  
Bold labels indicate required input.  
First Name  
Last Name  
Cardholder Email  
Country (United States)

## TIPS FOR SUCCESS PROMOTE RECURRING GIVING

Boys & Girls Clubs of South Puget Sound  
Tacoma, WA • Human Services • 334 supporters • Vettred


[Promote](#) [Donate](#)

### Donate

Amount Info Payment

☐ Become a **sustaining, monthly** contributor

\$10	\$25	\$50
\$100	\$250	\$500
\$1000	\$ Custom	Next

 **Boys & Girls Clubs of South Puget Sound**  
GREAT FUTURES START HERE

**WE ARE**  
*thankful*

## 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>2</sup>

1 Amount

2 Details

3 Payment

\$20

\$35

\$50

\$100

\$500

\$2,500

\$0.00

☐ 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

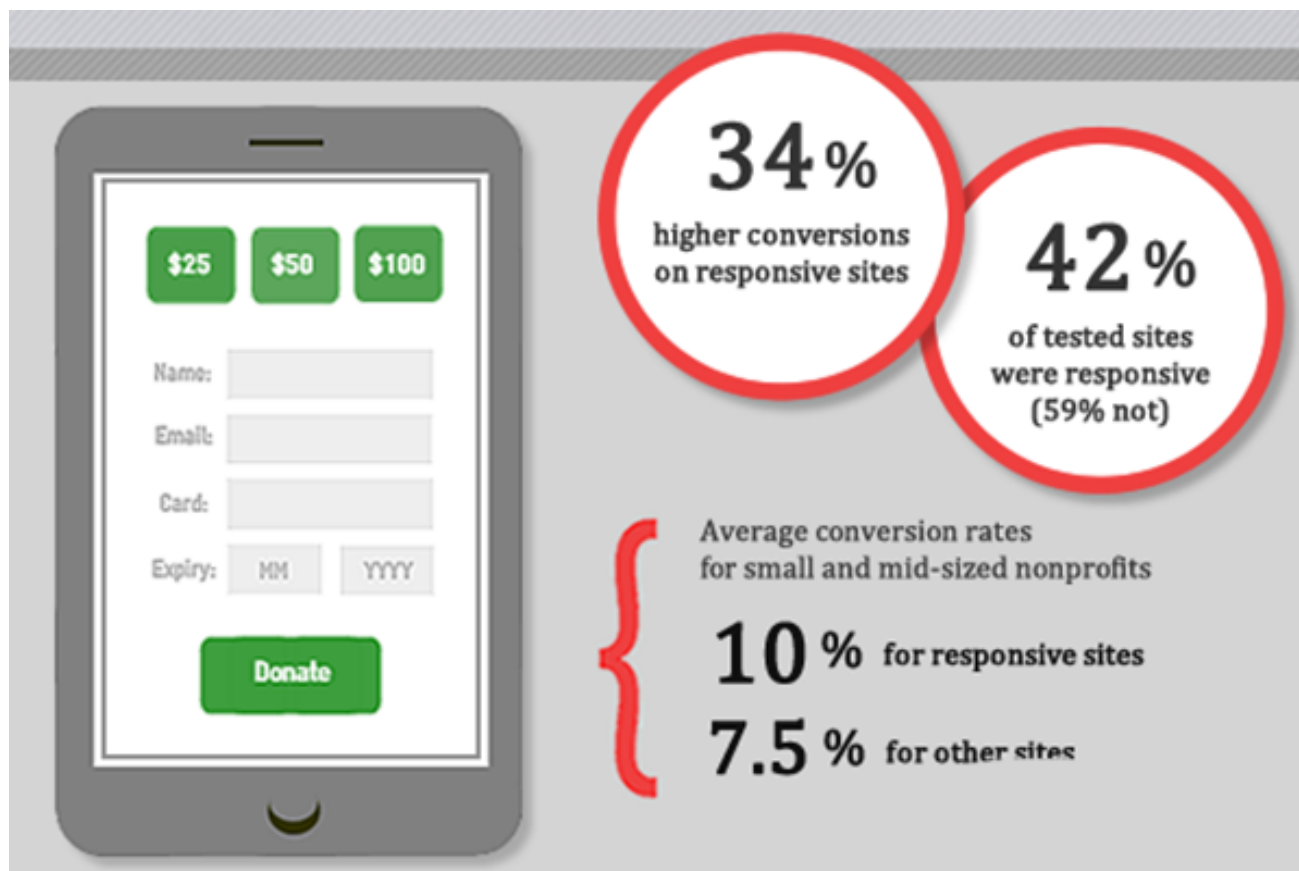
**\$40 for every \$1 spent**

# 1/3

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



## TIPS FOR SUCCESS OPTIMIZE FOR MOBILE



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## TIPS FOR SUCCESS APPLY FOR A GOOGLE GRANT

The screenshot shows the Google Grants website in a browser window. The browser's address bar displays 'http://www.google.com/grants/'. The page title is 'Google Grants: In-kind advertising for non-profit organizations'. The Google logo is followed by the word 'grants' in a smaller font. A 'Change Language' dropdown menu is set to 'United States'. The main heading is 'In-kind advertising for non-profit organizations', followed by a paragraph explaining the program. A green 'Learn more' button is visible. Below this, a section titled 'Learn about Google Grants' contains a sidebar with links like 'AdWords and How it Works', 'Reach Your Target Audience', 'Track Your Performance', and 'Apply Today'. The main content area explains 'What is Google Grants?' and includes a diagram showing the process from ad placement to user click and connection to the organization's website.

Google Grants: In-kind advertising for non-profit organizations

http://www.google.com/grants/

Google grants

Change Language: 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](#)

# **TIPS FOR SUCCESS**

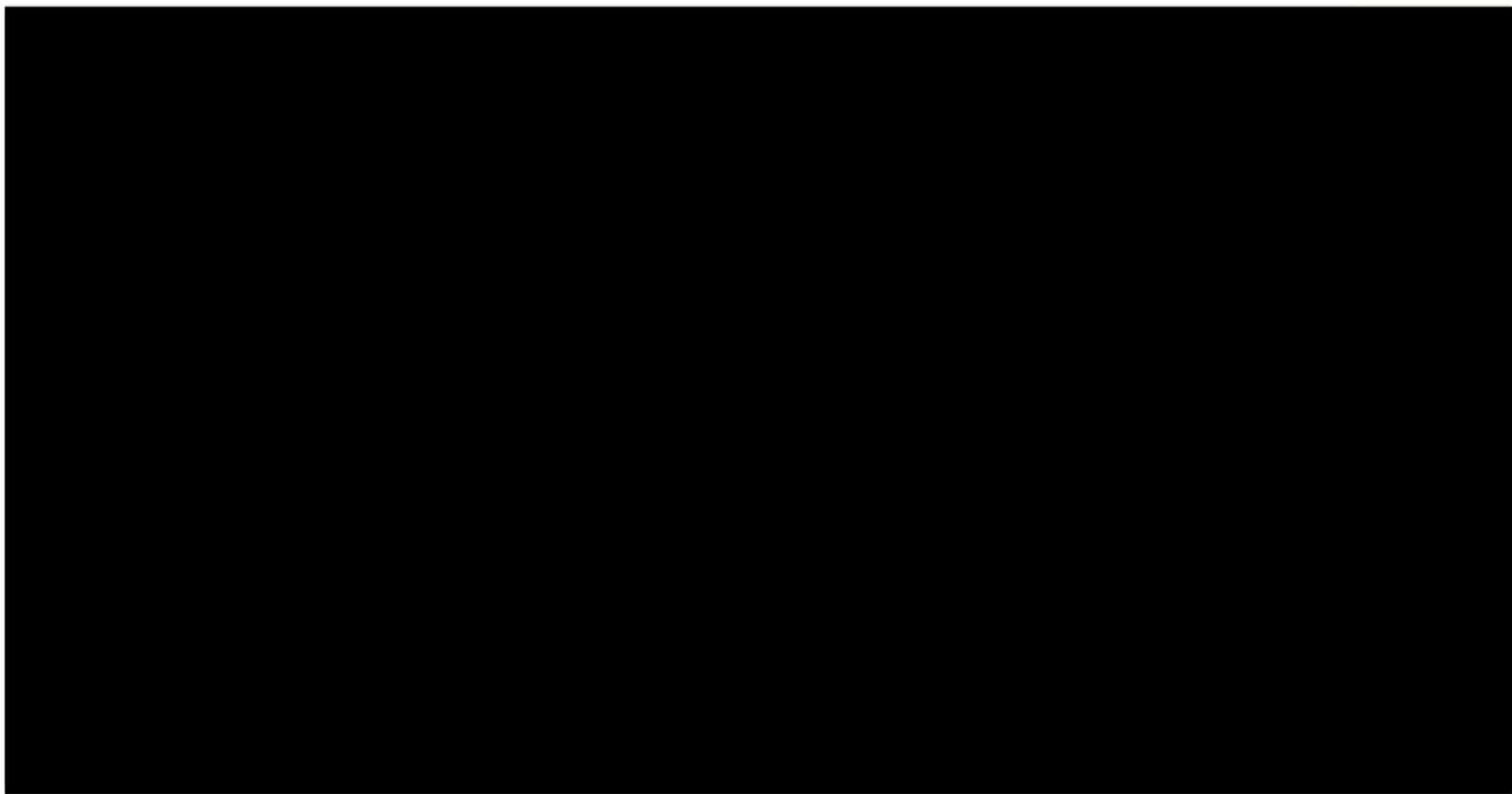
## **APPLY FOR A GOOGLE GRANT**



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



# TIPS FOR SUCCESS



Thank YOU for GIVING to The Sound of Hope

from The Sound of Hope [7,000](#) 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

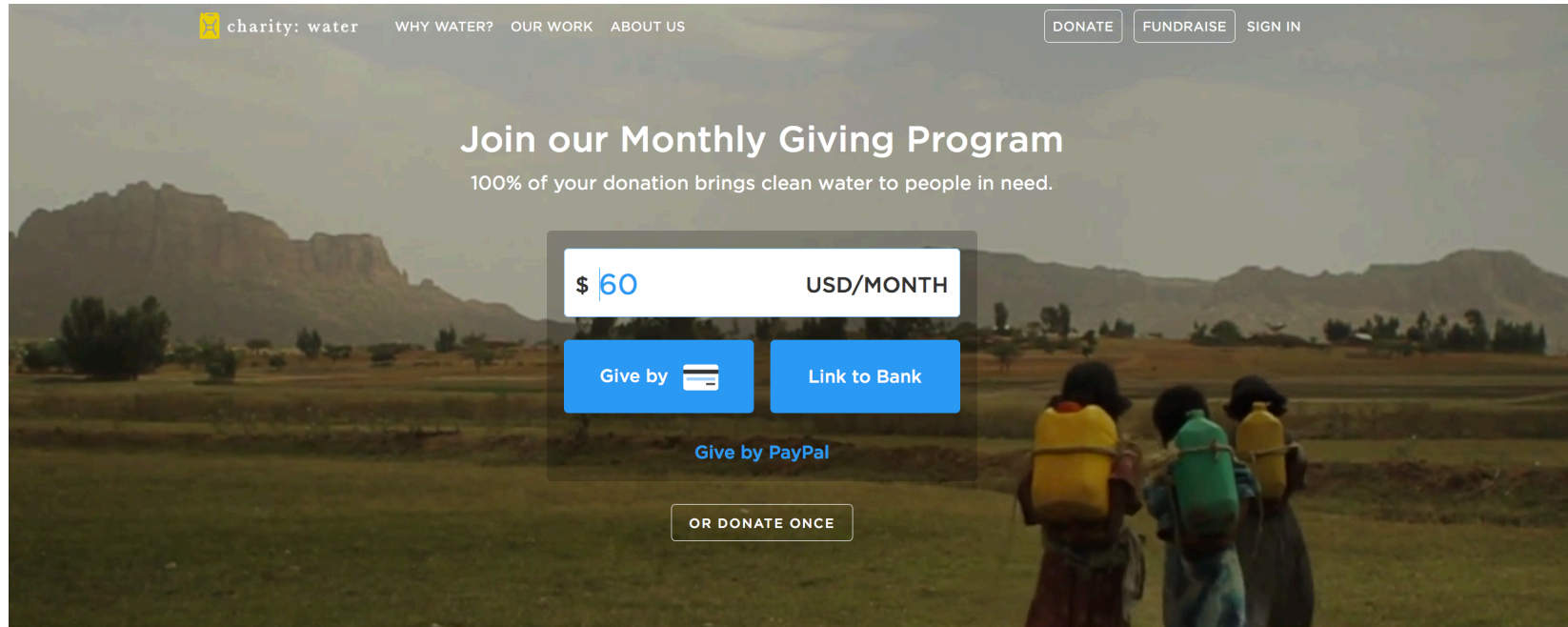
 0 Donors · [Donate Now!](#)

# THE IDEAL ONLINE GIVING PROCESS

# Nonprofit Fundraising 101

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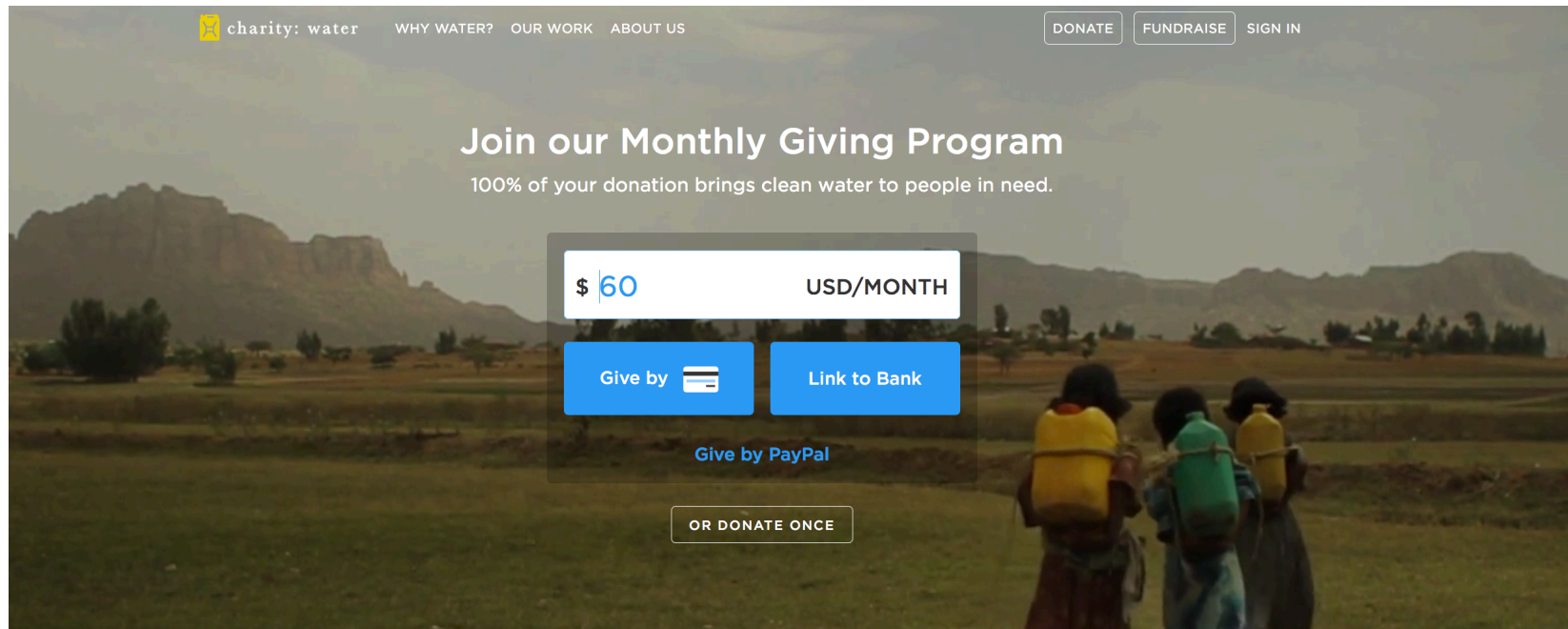
## STEP 1: RECURRING VS. ONE TIME



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




The screenshot shows the Charity: Water website's fundraising interface. At the top, the navigation bar includes the logo, links for 'WHY WATER?', 'OUR WORK', and 'ABOUT US', and buttons for 'DONATE', 'FUNDRAISE', and 'SIGN IN'. The main heading is 'Join our Monthly Giving Program' with the subtext '100% of your donation brings clean water to people in need.' Below this is a donation form with a text input field containing '\$ 60' and a dropdown menu set to 'USD/MONTH'. There are three blue buttons: 'Give by' with a credit card icon, 'Link to Bank', and 'Give by PayPal'. At the bottom of the form is a button labeled 'OR DONATE ONCE'. The background image shows three people carrying large yellow and green water jugs on their heads in a dry, hilly landscape.

charity: water WHY WATER? OUR WORK ABOUT US DONATE FUNDRAISE SIGN IN

### Join our Monthly Giving Program

100% of your donation brings clean water to people in need.

\$ 60 USD/MONTH

Give by  Link to Bank

Give by PayPal

OR DONATE ONCE

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.

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## STEP 3: PERSONAL INFO

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

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

# 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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