

“Fundraising Strategies in the 21st Century”

“In the future every organisation will be a digital organisation”

www.vega.works

Tony Lindsay

Has spent his lifetime working in the non-profit sector in New Zealand and overseas. Tony has worked for Greenpeace NZ, Amnesty International, Oxfam and with over 100 other charitable organisations in New Zealand or around the world.

Tony is currently CEO and Founder at Vega.Works Limited. He is an active fundraiser and still works with many charities to increase their fundraising impact.

Em: tony@vega.works

mb: 027 286 4277

Web: <http://www.vega.works>

My main point:

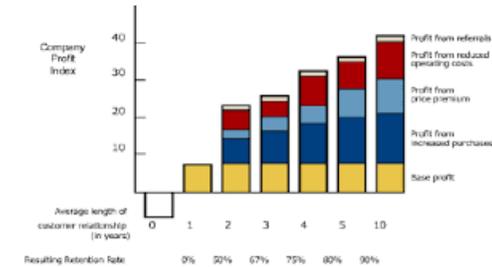
The central principles of fundraising have not changed. The media channels we use have changed and what we can do in terms of engagement has changed wonderfully.

Fundraising is still about relationships

Personalisation of everything is key!

The value of a Name

- Always think in terms of nett lifetime value, a name can be worth up to \$3,000. Value it.



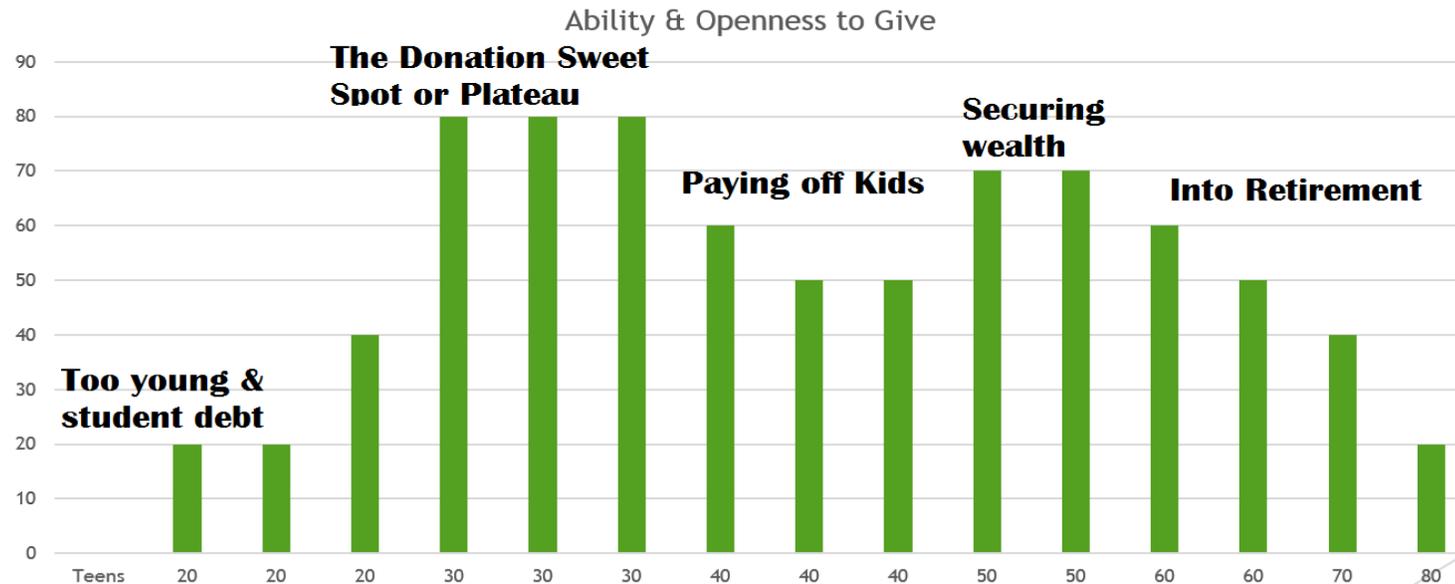
- The street or bucket appeal dilemma



A "Classic" Market Model

The Charity Market - why fundraisers hate the LIKE button

The classic "donor" = Female 27-40 with some tertiary education



Tipping Points or Punctuated Equilibria

The tipping point is that magic moment when an idea, trend, or social behaviour crosses a threshold, tips, and spreads like wildfire.

Malcolm Gladwell

‘When did we start trusting strangers? How the internet turned us all into influencers’

McCann Erickson Worldwide



Making Fundraising work for you

- Use technology to help build relationships
- Memberships & Renewals
- Engaging Websites
- Social Media
- Campaigns & Fundraising Appeals
- Trust, Foundations, Businesses, Government
- Bequests

Remember if you don't code you don't analyse.

Building Relationships



A draft plan?

Month	Week 1	Week 2	Week 3	Week 4	Week 5
January		SM****	Media Release + Social Media		SM
February		Supporter Survey			SM
March	Spring or Tax Year Appeal	SM	Tax appeal follow-up		SM
April	Tax appeal follow-up 2		eNewsletter		
May	SM	2 nd Appeal		2 nd Appeal follow-up	SM
June	2 nd Appeal follow-up 2	eNewsletter			
July	SM	3 rd Appeal		3 rd Appeal Follow-up	
August	SM	3 rd Appeal Follow-up 2			
September		SM	4 th Appeal		
October	4 th Appeal Follow-up	eNewsletter SM	4 th Appeal Follow-up 2		
November	SM	5 th Appeal		5 th Appeal Follow-up	
December	SM	5 th Appeal follow-up 2		SM	

Who is involved

- The Board or Governance layer
- The Manager or service worker in an NGO
- The database staff
- The Fundraiser

Everybody is a fundraiser.

Constituency Circles- Building your network



Platform Specific Reach Allow Time and Keep Trying

- Email works well
- Letters still work
- Think about SMS/Text
- There are approximately 35 different “Social Media” sites
- Approximately 5 are “important”
- The message on each is consistent, but specific to the platform, think about who you are talking to



Opportunities to participate

- Give everyone multiple opportunities to participate in your success
- Always try to do one thing at a time
- If you are asking for money, ASK early and just ask for money
- Never give a non-financial option
- Always explore the boundaries of the relationship
- People who recently gave, like you
- Never make decisions for people

Surveys

- Every time someone interacts with your web site, try and survey them?
- Every time someone gives a gift Survey them, ask them three questions, one of which will be “Would you recommend us to a friend?”
- Always respond with feedback

Just a few last questions

Would you consider donating a small amount each month to the project?

Yes, tell me more No, thank you Already a regular donor?

Would you like to sign up to our fortnightly email newsletter 'Maunga Matters'?

Yes, absolutely No, thank you Already a subscriber?

Would you like to be a volunteer for the project?

Yes, tell me more No, thank you Already a volunteer?

Give us a shout out on social media?



First name

Tony

Last name

Lindsay

Email

tony@vega.works

Engaging and Recruiting

1 Your donation 2 Your information 3 Payment information

10 20 **30**

Or my chosen amount:

my frequency:

Next



Dear Tony on behalf of all our precious flora and fauna, **THANK YOU** for deciding to join our Kaitiaki group of guardians.

The fenced project in the world and is the largest conservation island on mainland New Zealand.



It costs over \$70,000 to undertake a secure species re-introduction and the staff and material input we need to maintain our fence and sanctuary is no easy financial feat.

A donation of \$30 or even \$50 will immediately help us to continue with the vital work we do.

1 Your donation **2** Your information 3 Payment information

First Name Last Name

Phone Email

Postal Address

Suburb

City Postcode

Country

Next

1 Your donation 2 Your information **3** Payment information

Donation amount **\$30**

Donation frequency **Monthly**

Name on Card

Card Number

CVC Month Year

Confirm Donation!

Donation Pages – Make it easy



****=Required**

First Name **

Last Name **

Organisation

Email **

Phone

Address

Address 2

Suburb

City

Post/Zip Code

Country

Is this a memorial donation?

Card Information  

Card Type

Card Number

Expiry Date

Donation Frequency

I wish to donate \$25 \$50 \$100 \$Other

Donation (NZD)

Click to Accept our Terms and Conditions

Personalise it.

First name

Last name

Email

Phone number

Address line 1

Address line 2

Suburb

City

Postcode

Country

Please help me come home to Maungatautari?



Credit Card Details

We accept the following cards  



Relationships, Relationships, Relationships

Actually it all still comes down to relationships and that means consistent communications asking for support



www.vega.works

Recruitment & Renewals

Keys to successful renewals

- Use your web site
- Personalise everything
- Make it easy
- Frequent Contact
- Newsletters and Appeals
- Media Coverage



<i>First name</i>	<input type="text" value="Tony"/>	<i>Last name</i>	<input type="text" value="Lindsay"/>
<i>Email</i>	<input type="text" value="tony@vega.works"/>	<i>Phone number</i>	<input type="text" value="027 2864277"/>
<i>Address line 1</i>	<input type="text" value="77 Halesowen Avenue"/>		
<i>Address line 2</i>	<input type="text"/>		

Engaging Websites

And “landing” pages

The keys to engaging people, is people!

LIVESTRONG
FOUNDATION

WE CAN HELP TAKE ACTION WHAT WE DO WHO WE ARE DONATE SHOP BLOG Q

Tammy Darling
CANCER SURVIVOR

DONATE

LIVESTRONG survivorship programs and services help thousands of survivors—and they depend on the generosity of supporters like you.

Thanks to you, we've raised millions to help those affected by cancer. And we won't stop there.

Support LIVESTRONG Today

Your unrestricted donation to LIVESTRONG can help us raise awareness and provide essential support to people affected by cancer.

[DONATE NOW](#)

[DONOR PRIVACY POLICY](#)

Support Event Participants

Help LIVESTRONG event participants reach their goals by making donations to their personal fundraising pages.

[FIND A PARTICIPANT](#)

More Ways to Give

Find out about donations given in honor or memory of someone, planned giving, workplace or employee giving, and corporate giving or sponsorship.

[EXPLORE GIVING OPTIONS](#)

What We Do

We look at the experiences of the cancer community, find problems and develop solutions to help more people in more situations.

[MORE](#)

Who We Are

We inspire and empower people affected by cancer. We believe that unity is strength, knowledge is power and attitude is everything.

[MORE](#)

Shop LIVESTRONG

Want another way to help LIVESTRONG? Show your support for the cause, and look good doing it.

[SHOP](#)

Tax Receipts Available

If you have already made a donation and would like a tax receipt acknowledging your gift, just let us know.

[REQUEST RECEIPT](#)

Always think about eye contact!

The image is a screenshot of the Invisible Children website. At the top left is the logo 'INVISIBLE CHILDREN'. To the right is a navigation menu with links: '#ZEROLRA', 'DONATE', 'WHAT WE DO', 'LRA CONFLICT', 'REQUEST A SCREENING', 'ABOUT', 'BLOG', 'MULTIMEDIA', and 'SHOP'. The main banner features a photograph of four smiling children in blue school uniforms. Overlaid on the photo is the text 'DONATE' in large white letters, with 'SUPPORT OUR PROGRAMS' in smaller white letters below it. Below the banner are three columns of donation options, each with a teal circular icon, a title, a description, and a teal button.

Icon	Title	Description	Button
	GIVE NOW	Take action by making a tax-deductible donation to Invisible Children	MAKE A ONE-TIME DONATION
	GIVE MONTHLY	Donate to Invisible Children on a monthly basis and become a Fourth Estate Member	GIVE MONTHLY
	GIVE A SCHOLARSHIP	Support high school and university students in northern Uganda	PROVIDE A SCHOLARSHIP

The extra seconds eye contact gives you is vital.

The image is a screenshot of the DonorsChoose.org website. At the top left is the logo for DonorsChoose.org with the tagline "Teachers ask. You choose." To the right of the logo is a navigation menu with links for "Projects", "Gifts", "About", "Help", "Account", and a shopping cart icon. A "I'm a teacher >" button is also present. Below the navigation is a quote from Stephen Colbert: "You know exactly who you're helping" -Stephen Colbert, accompanied by a play button icon and a photo of Stephen Colbert. The main heading reads "See what great teachers need for their students:". Below this heading is a grid of nine project categories, each with a representative image and a label: "Art" (a child painting), "Science" (a child using a microscope), "Project of the Day" (a child holding a "Surprise me!" sign), "Books" (a child reading a book), "Field Trips" (two children in a canoe), "Projects near me" (a map of Missouri with a "zip code" search box), "Math" (a child using a calculator), "Match Offers" (children holding a sign that says "x2"), and "Search" (children wearing Cat in the Hat hats with a "Dr. Seuss" search box).

DonorsChoose.org
Teachers ask. You choose.

I'm a teacher >

Projects Gifts About Help Account ☆

"You know exactly who you're helping"
-Stephen Colbert

See what great teachers need for their students:

Art Science Project of the Day

Books Field Trips Projects near me

Math Match Offers Search

Absorption

- We scan images 60,000 times faster than text.
- Tell your story in pictures – not words
- The web is a visual medium
- The average time on a web page is less than a minute and can be seconds

Social Media

Facebook, Twitter, LinkedIn

Where donors are

Table 1

Worldwide Device Shipments by Segment (Thousands of Units)

Device Type	2013	2014	2015
Traditional PCs (Desk-Based and Notebook)	296,131	276,221	261,657
Ultramobiles, Premium	21,517	32,251	55,032
PC Market Total	317,648	308,472	316,689
Tablets	206,807	256,308	320,964
Mobile Phones	1,806,964	1,862,766	1,946,456
Other Ultramobiles (Hybrid and Clamshell)	2,981	5,381	7,645
Total	2,334,400	2,432,927	2,591,753

Source: Gartner (June 2014)

Psychology of Gen X and Gen Y

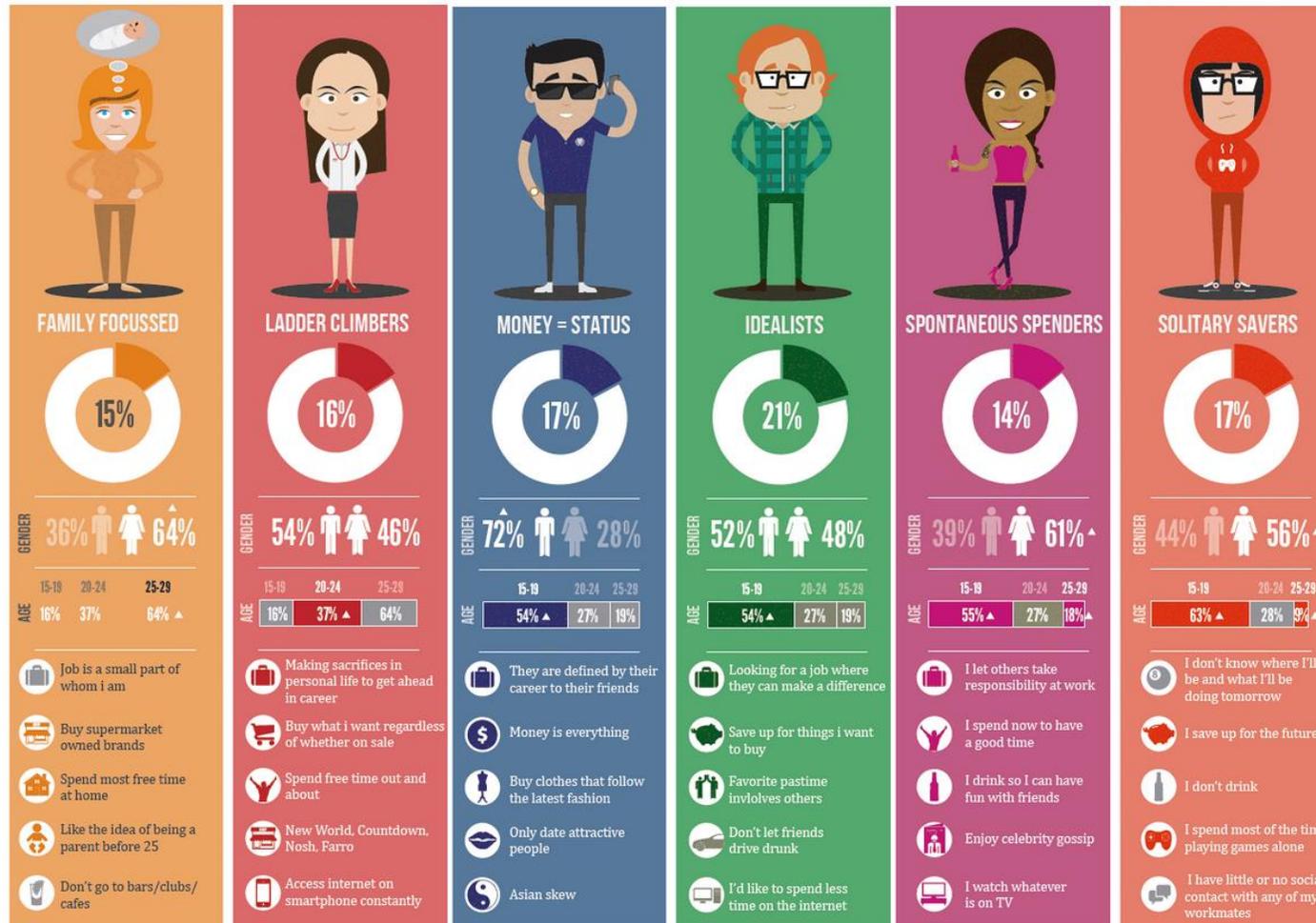
- **Generation X**, commonly abbreviated to **Gen X**, is the **generation** born after the Western Post–World War II baby boom. Demographers, historians, and commentators use beginning birth dates ranging from the early 1960s to the early 1980s.
- Millennials (also known as the Millennial **Generation** or **Generation Y**) are the demographic cohort following **Generation X**. There are no precise dates when the **generation** starts and ends. Researchers and commentators use birth years ranging from the early 1980s to the early 2000s

Wikipedia

Characteristics

- Baby Boomers were invariably content to be “supporters”, that is a hierarchical charity model could work, where a small group of people appealed for funds and relatively passive supporters sent money.
- Generation X and Y want to be involved. They want much more active participation and they want more “buzz”.

Cohort Dynamics



Source: Colmar Brunton

Platform Dynamics

- **Facebook still skews significantly female.** Women in the U.S. are more likely to use Facebook than men by about 10 percentage points, according to a 2013 survey of social network adoption.
- **Facebook remains the top social network for U.S. teens.** Nearly half of teen Facebook users say they're using the site more than last year, and Facebook has more daily teen users than any other social network.
- **That said, Instagram has edged out Facebook and Twitter in terms of *prestige* among young users.** U.S. teens now describe Instagram as “most important,” while Facebook and Twitter lost ground on this measure, according to Piper Jaffray’s twice yearly teen survey. The survey also found that 83% of U.S. teens in wealthy households were on Instagram.

Source: Business Insider Australia

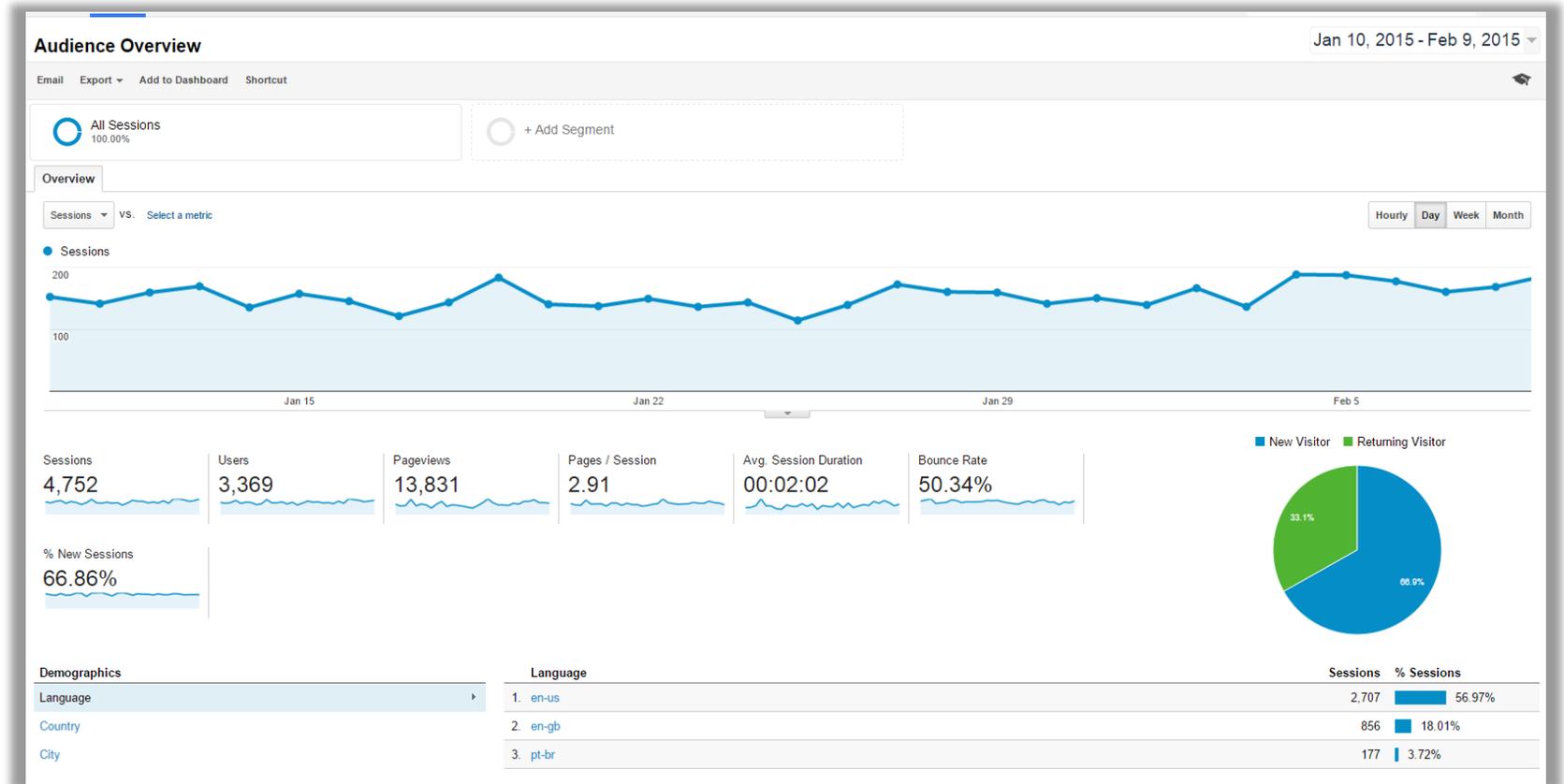
Platform Dynamics 2

- **LinkedIn is actually more popular than Twitter among U.S. adults.** LinkedIn's core demographic are those aged between 30 and 49, i.e. those in the prime of their career-rising years. Not surprisingly, LinkedIn also has a pronounced skew toward well-educated users.
- **Twitter has begun to lean worryingly toward male users**, whereas previously it was a more gender-balanced social network. Pew found that 22% of men use Twitter, while only 15% of women do.
- **YouTube reaches more adults aged 18 to 34 than any single cable TV network.** Nearly half of people in this age group visited YouTube between December 2013 and February 2014, according to Nielsen. It was rated by millennials as the top place to watch content, ahead of digital and TV properties like Facebook and ESPN.
- **Snapchat is the youngest social network of all.** More than six out of 10 Snapchat users are in the 18-to-24 age group, compared to 28% of Instagram users, according to a survey by Informato.

Source: Business Insider Australia

Platform Specific Analytics

- Google Analytics
- Facebook Insights
- Twitter
- Instagram
- YouTube



Showing data from 10/27/2013 - 11/03/2013

Page Likes >

3,742 Total Page Likes

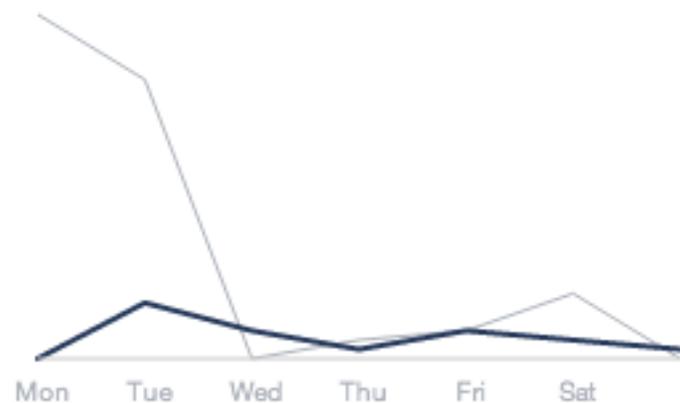
▲ 0.4% from last week

16

New Page Likes

▼ 79.7%

— This week
— Last week



Post Reach >

177 Total Reach

▼ 99.5% from last week

48

Post Reach

▼ 99.9%

— This week
— Last week



Engagement >

28 People Engaged *i*

▼ 97.8% from last week

1

Likes

0

Comments

0

Shares

20

Post Clicks *i*



Trusts, Foundations, Corporates

Old fashioned fundraising!

The Organisation Case Statement

- The Problem
- The Solution
- Why US? Our Credentials.

The screenshot displays the website for the New Zealand Lottery Grants Board. At the top, there is a dark navigation bar with the following menu items: [ADVICE AND SUPPORT](#), [GOOD PRACTICE MANAGEMENT](#), [GRANT FUNDING](#) (highlighted in green), [SUCCESSFUL PROJECTS](#), [PUBLICATIONS AND RESOURCES](#), [LATEST UPDATES](#), [CONTACT US](#), [LOGIN TO GRANTS ONLINE](#), and [LOGIN TO NEW ONLINE SYSTEM](#). Below this is a light green secondary navigation bar with links: [Can you apply?](#), [All of our grant funding](#), [Crown grants](#), [Lottery grants](#) (highlighted), [Trust grants](#), [How to apply](#), [Checklists](#), [Important dates](#), and [Forms](#). The main content area features the heading "New Zealand Lottery Grants Board" and the Māori name "Te Puna Tahua". A left-hand sidebar contains a list of links: "Lottery grants", "Lottery Community", "Lottery Community Facilities", and "Lottery Community Sector Research". The main content area lists several sub-links under the "Lottery grants" section: [Lottery structure](#), [Lottery Grants Board](#), [Lottery distribution committees](#), [Other organisations we fund](#), and [Lottery Grants Board publications](#).

Key Success Factors

- They know you
- The trust you
- They have seen you in the media
- Someone has been invited to a volunteer day?
- You can quote good statistics
- Your application stands out

Bequests & Other Gifts

Looking after your friends

Why we are so proud of Vega?



www.vega.works

Vega Integrates

- **Vega is the empowerment platform.**
- Contacts, Notes, Appointments, Financial Transactions
- Full featured CRM linked to your transactions
- Contact/Client Profiling and Key Contact Identification
- Microsoft Office 365 (September 2016)
- XERO
- Facebook
- SendGrid for Emails
- SMSAPI for Global SMS
- Twitter
- LinkedIn
- Instagram

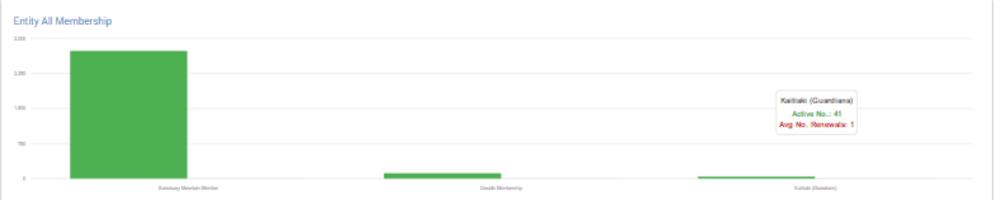
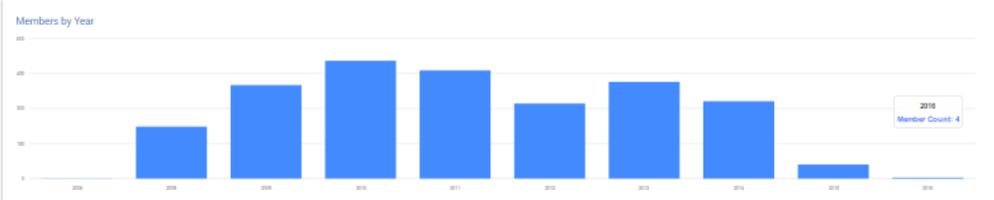
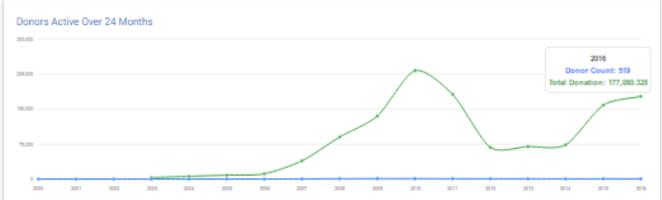
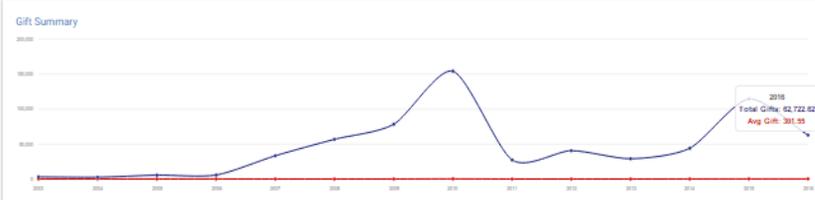
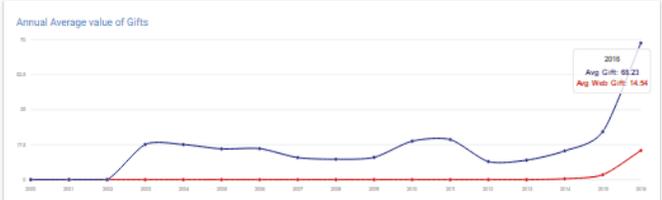
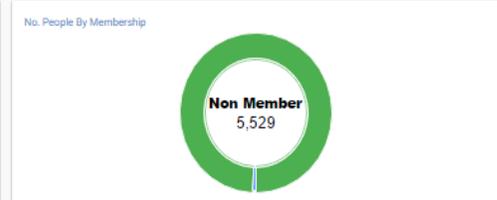
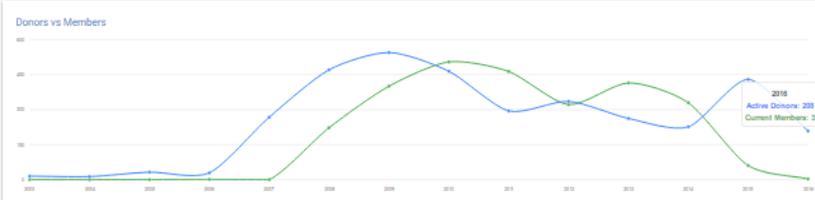


Advanced Campaign Analytics



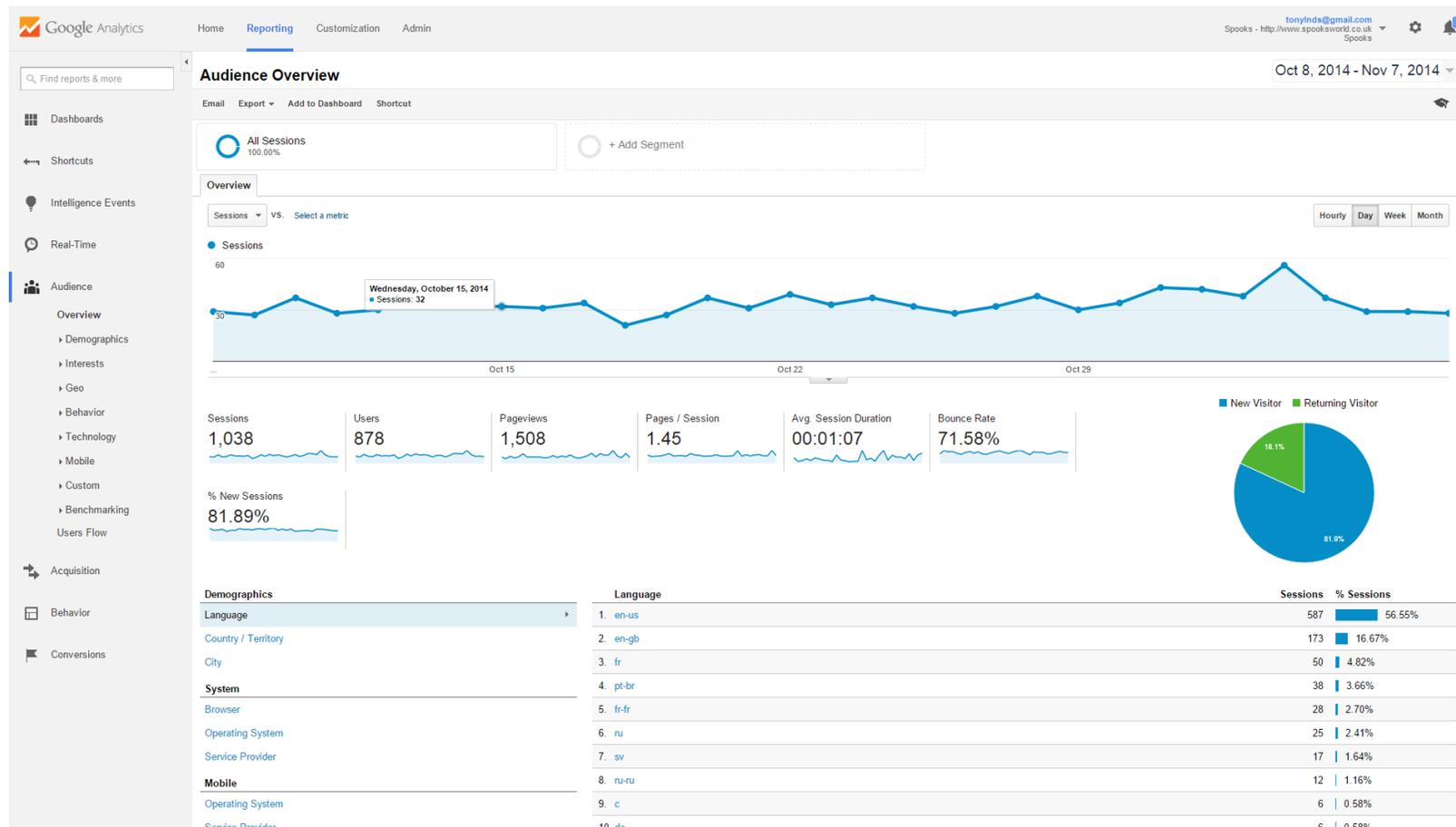
From: 01/01/2016 To: 13/05/2016 Refresh or Select a Report

- Current Situation
- Recruitment
- Retention
- Membership
- Recency & Frequency
- Recurring Payments
- Web Site Activity
- Metrics
- Income Summary
- Survey Results
- Unsubscribe Results



YearNo	PageName	Web Site Activity	Count
2016	Donate Page	Visit Donation Page	380
2016	Donation	Payment Failure	18
2016	Donation	Complete Donation	46
2016	Recurring/Package	Visit Donation Page	79
2016	Visitor Book	Visit Donation Page	13
2016	Visitor Book	Complete Donation	7
2015	Details	Payment Completion	113
2015	Details Only	Payment Completion	203
2015	Donate Page	Visit Donation Page	977
2015	Donation	Payment Failure	43
2015	Donation	Payment Completion	9
2015	Donation	Complete Donation	180
2015	Membership	Payment Failure	7
2015	Membership Complete	Complete Membership	1
2015	Recurring/Package	Visit Donation Page	715
2015	Visitor Book	Visit Donation Page	79
2015	Visitor Book	Complete Donation	33

Vega Simplifies



Vega Automates

- Full Client Demographics
- Global Post Coding
- Client Profiling
- Client Contact Management
- Full Contact History Inbound and Outbound
- Financial History & Donation processing
- Recurring Payments
- Contact Notes
- Appointments & Diaries
- Integration to XERO
- Integration to Office 365
- Integration to YOUR Web Site
- Integration to **all** leading Social Media including Facebook and Twitter
- Individual and Mass Emails
- Complete Campaign Management
- Flexible Query Tool
- Advanced Internal Analytics
- Google, Nielsen and Effective Measure Analysis
- Comprehensive & Extensible Reporting
- Web site widgets that integrate into your web site
- Advanced eCommerce and Electronic Payments made easy.
- Extensible API, linked to your other systems

Vega.Works

Vega will help you grow your organisation

- Supporter retention and building supporter engagement is key to your organisations success.
- In an age of saturation advertising, we have turned to our peers and friends to recommend products and services we use.
- Build your supporter engagement and turn your supporters into your best advocates using the Vega Community Engagement Platform.