

# The Who, What, and “Y” of Digital Fundraising

New ways to engage  
your members and donors

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# Table of Contents



- Drive your impact with digital fundraising ..... 02
- Swipe right on your audience ..... 03
- Sweeten your fundraising with social and email ..... 05
- Engage your advocates ..... 07



# Drive your impact with digital fundraising

The relationship you have with your donors is like any other relationship – it's mutually beneficial to keep things fresh. Sending the same message the same way for too long turns it into boring background noise. It's a risky business to have your audience tuning out. With tips on fundraising channels and methods below, you're about to engage your donors like never before!

In this guide, you'll gain knowledge and know-how to supplement the work you're already doing to raise funds for your Y.

## But first, why digital?

Digital fundraising opens up a world of exciting new opportunities for the Y. Digital channels are easy to use, quick to set up, and fast to adjust your tactics. You can target the precise audience you want, monitor the effectiveness of your message, and adapt quickly based on new information such as results. You can easily customize messages for different ages, interests, addresses, donation histories, and more.

**Doubling down on digital tools will enable you to be more strategic and effective in targeting supporters, widening reach, and raising more funds. Bottom line: digital gives your fundraising a new set of powers, which in the end will add more donors and donorship to your campaign.**



# Swipe right on your audience

## Understand audience personas

Engagement is the key ingredient of any marketing strategy, which is especially important for online fundraising. How could you effectively engage your donors if you don't know who they are and what they are like? A key is to create different donor personas. Each persona profile created will inform and inspire personalization and connection between the audience and the Y. Understanding deeply who you're communicating with will increase your effectiveness in engaging in an authentic way – no matter which channels your audience is on.

## Reach new supporters anywhere

Digital helps attract the next generation of loyal supporters from a much wider and deeper pool, because digital isn't limited to physical constraints such as geographical borders or venue capacity. The right mix of marketing technologies will amplify your power to connect with interested prospects, and compel them to become members and donors. Because people spend so much time online and pay such close attention to their online apps, a strong and compelling online presence is essential to attracting new supporters. The use of video to tell your story, share your mission, and show your impact is an effective way to engage new and existing supporters, and ultimately inspire donation as well as participation.

## Engage existing members in meaningful ways

Your Y is a community where members can connect, grow, and learn. Aim to recreate that community vibe online with virtual events and interactions, and double them up as donation opportunities:

- Peer-to-peer fundraisers
- Birthday fundraisers
- Family nights

## Increase value for sponsors

Virtual events such as online galas offer exciting opportunities to elevate your corporate sponsors through the digital experience. Virtual galas can be livestreamed, recorded, and replayed forever, which increases exposure for both your sponsors and your fundraising campaign for the same event.

- Adding sponsor names, logos, or links to your fundraising page
- Promoting sponsors in social media posts
- Allocating time to present sponsors during your livestream

## Tap into your partner network

Are there organizations and/or local businesses that support your Y? Partnering with other community organizations or local businesses can help grow your audience and raise more funds. You can:

- Execute a social media takeover
- Host a joint Instagram Live
- Collaborate on a social media giveaway



## Reconnect with one-time donors

Bring back audiences who have donated in the past. Inspire them to keep supporting with targeted emails featuring:

- Updates on programs they've donated to in the past
- A virtual donor networking event
- A sneak peek of new programs you're rolling out

## Boost donor retention

Add a personal touch to keep your donors close. Thank them via email, retweet their tweets, respond to their comments, and always communicate with them in a personal and timely way. Maintaining an online dialogue with your donors builds a stronger, more active Y community. Those valuable relationships can be nurtured by:

- Sending personalized acknowledgement emails
- Sharing results in monthly email newsletters
- Hosting donor-centric virtual events

## Capitalize on grants

Did you know that qualifying nonprofits can get up to \$10,000 of monthly advertising fees each month through the Google Ad Grants? Here's a success story: just one day spent posting Google Ads brought a nonprofit supporting individuals facing homelessness around 84% as many donors as a Facebook campaign – but without the big spend. If you haven't already, kickstart your digital fundraising efforts with getting easy funding from:

- Google Ads grants
- Government grants
- Corporate grants

## Use digital to fuel your fundraising rocket

**Kesem** is a support-service for children affected by a parent's cancer. Their existing system was unable to accommodate its fundraising needs. Salesforce provided Kesem with robust reporting tools that vastly improved their segmentation and engagement of donors. Since implementing Salesforce's digital strategies, Kesem has tripled the number of chapters they can onboard each year.



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# Sweeten your fundraising with social and email

## Hang out where your supporters hang out

What social networks are your donors and members most active on? What tools and/or forms of communication do they use? Do your donors prefer email, social, or maybe an online forum? This will help you decide where to best engage with them.

## Be relentlessly curious about your audience

Don't just speak to your community, actively ask them questions to understand their likes, dislikes, and motivations for supporting your Y through:

- Instagram quizzes
- Twitter polls
- Email surveys

## Easier is better for your donors

Your best supporters want to help you raise more funds. Why not make it as easy as possible for them? Give your donors a digital fundraising toolkit with shareable assets and guidance on sharing. Consider including in this toolkit:

- Hashtags for your local Y
- Sample social media posts
- Outreach email templates
- Ready-to-share photos and videos
- Your logo and media kit
- A social media tip sheet

## Earn your likes with fundraising features

If you're wondering how to make the most of social media, there's good news: Facebook birthday fundraisers allow users to ask their friends to donate to a nominated cause for their birthday. This feature is becoming increasingly popular. Facebook birthday fundraisers have already raised millions for nonprofits around the globe. Something else to consider are Instagram Stories and Tiktoks with donation stickers. Leverage these social fundraising features to encourage your members and donors to raise money on behalf of your Y.



## Give your users a forum to create and share content

Content generated by your members is powerful for social media and email fundraising. Not only does it require minimal resources, but it builds real credibility for all that your Y does best. Encourage user-generated content through:

- Hashtag campaigns
- Social media contests

## Showcase what your supporters are up to

Social media and email marketing offer an opportunity to understand the type of content that motivates your community. Videos and GIFs are great ways to increase engagement and impact of your story and encourage sharing. Content you can share and test include:

- Videos from recent fundraisers
- Digital flyers about specific programs
- Supporter tweet threads about backing you (and why)
- Member success stories

## Deepen your relationships

Your supporters should feel as if your social media and email content is produced specifically for their interests and needs. Always offer them value in your digital communications and provide clear calls to action – so they know exactly what you want them to do – and make it easy to donate and/or spread your message.

## Raising funds to Raise Educational levels

In one project in Zambia we already know that **Camara** students perform 15% better than those without support, and with Salesforce helping us to demonstrate these metrics on grant applications we're more likely to secure the funding we need to reach more children.

**Steven Daly, Head of Partnerships**

camara  
education

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# Engage your advocates with digital fundraising

## More ways to raise funds online

### FOR CURRENT MEMBERS

Ignite the potential in people and help them grow and give back to their communities, by hosting a variety of virtual fundraisers. Some examples of online events include:

- **Peer-to-Peer Fundraising:** Encourage your members to set up their own fundraising pages to support your Y.
- **Virtual Game Tournament:** Choose an online or board game that your audience would be most excited to play.
- **Fitness Challenge:** Whether it's walking, running, cycling, skipping or sit ups, keep your members motivated to stay active while supporting your local Y.
- **Virtual Talent Show:** Connect your community and celebrate the talent of your members with a fun online fundraiser.
- **Local Discount Cards:** Partner with local businesses to offer promo codes and/or special offers to your members, which they can unlock by donating.

### FOR NEW DONORS

Engaging new donors without meeting them in-person is not as difficult as you may think. By pivoting your fundraising strategy online, you can offer new donors fresh experiences, tactics, and engagement opportunities. Consider hosting events to attract first-time donors:

- **Virtual Concert:** Sell tickets to an online entertainment event, bringing together musicians, comedians, and/or artists to engage and delight your community.
- **Text-to-Give Campaign:** Donors often report that text messages are a good way for nonprofits to get their attention. Donors can text a keyword to easily make a donation with their credit card.
- **Wishlist Drive:** Create an online wishlist of the items your Y needs to gather in-kind donations.
- **Online Raffle:** Sell raffle tickets for exciting prizes and announce the winner in a live stream.
- **Influencer Partnerships:** Partner with a social media influencer who supports your Y – to drive action within their own community.





## FOR CORPORATE AND PHILANTHROPIC

Building relationships is crucial to successful fundraising from trusts, foundations, and corporations. From sponsorships to grants and in-kind donations, these donors are open to a range of opportunities for supporting your Y. Here are some ideas you can try:

- **Virtual Gala:** Offer your supporters a very special night-in. Your guests can dress up and upload photos that you can share via livestream.
- **Charity Live Stream:** Take a modern spin on the traditional telethon. Broadcast through Facebook, Instagram, and/or YouTube Live and encourage viewers to donate.
- **Online Auction:** Set up a webpage where all of the items available can be reviewed and bid on.
- **Corporate Matching Gifts:** Offer your donors the chance to double their giving. Reach out to local or national companies to match a percentage of donations you receive.
- **“Giving Day” Social Media Campaign:** Promoting a branded campaign will help your Y stand out to donors and sponsors.

## Get inspired by trailblazers

The **MDA** Kevin Hart Kids Telethon aired globally on Saturday, October 24, 2020. With the support of Salesforce, MDA was able to build a state-of-the-art digital framework made up of integrated donation platforms and analytics... which provided a consolidated, real-time view of incoming donations across numerous channels as well as social network activities during the Telethon.

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# Empower your Y to do more good — with nonprofit cloud

## Ready to kickstart your digital-first fundraising strategies?

See how you can move fast with Nonprofit Cloud. From connecting to the right prospects to deepening donor relationships, you can effortlessly connect all the moving parts to deliver donor-centric experiences on one integrated platform. You can help your Y raise more funds and amplify impact beyond your local community.

VIEW SOLUTION SNAPSHOT

WATCH DEMO

