

30 Ways To Amplify Your Annual Giving

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University of Nevada-Las Vegas

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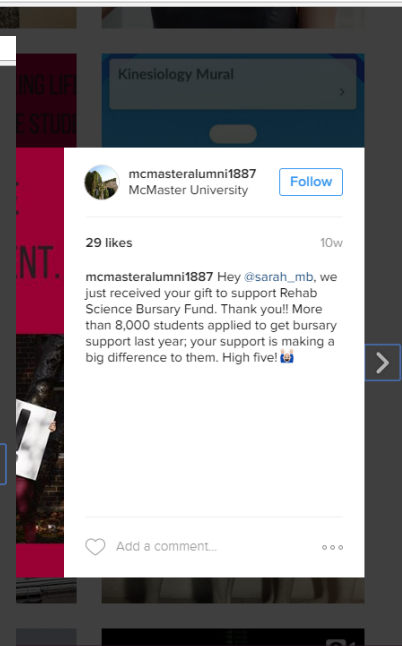
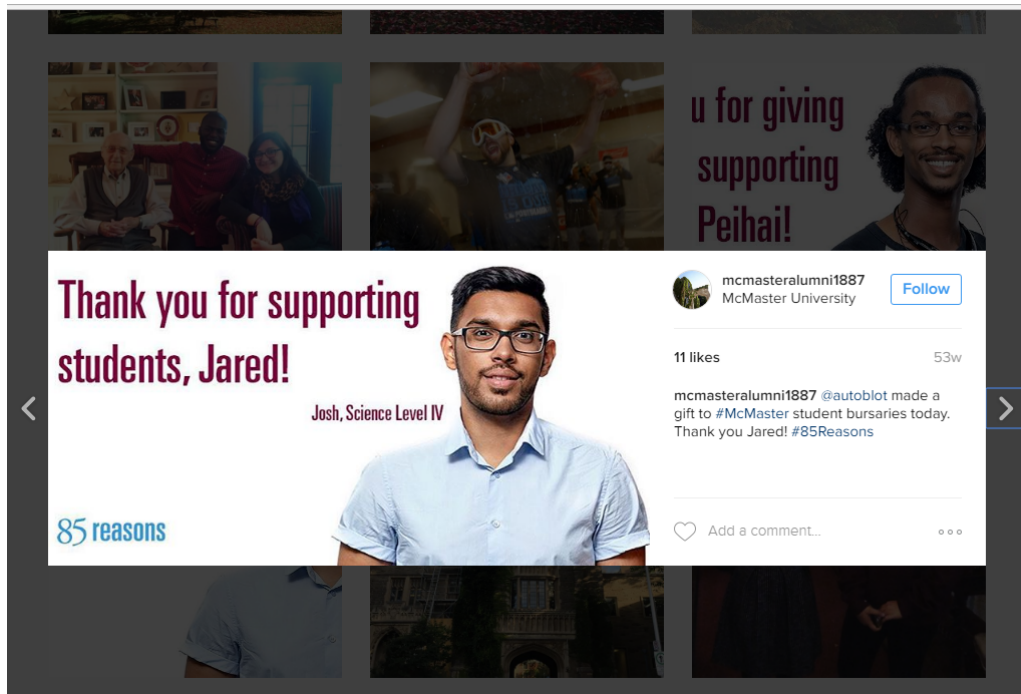
Vice President
Research, RNL

Social Media Stewardship

Make gratitude social

n/p/8IV1NlbgpX5/?taken-by=mcmasteralumni1887&hl=en

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Social Ambassadors

Peer to peer is the Millennial authenticity engine

- Recent giving day:
\$393,681
- 1,781 gifts
- 837
from direct ambassador influence

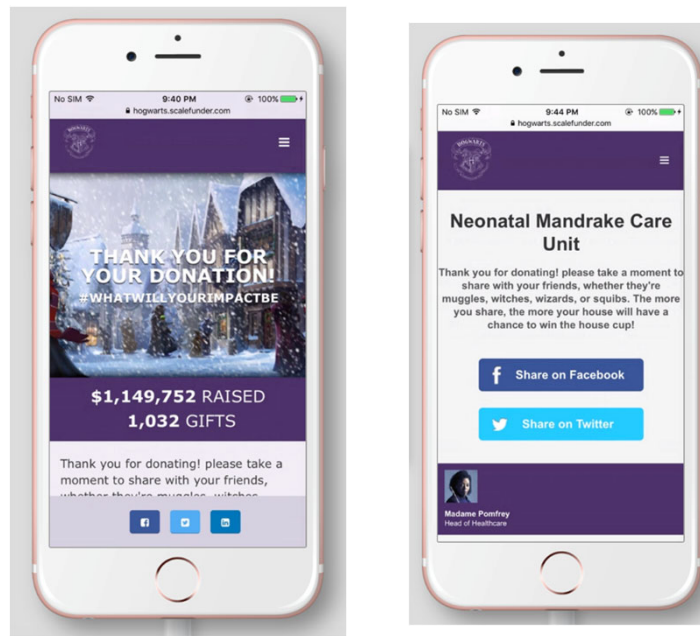


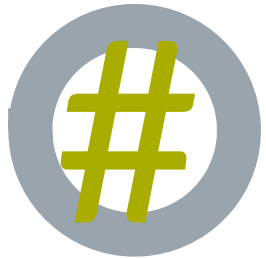
ALPHA DELTA PI



Enable Social Sharing

After online AND offline giving





Student Philanthropy – Phonathons

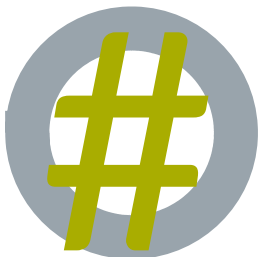
Asking → Giving

94%

- Of phonathon callers say they're more likely to give

90%

- Of philanthropy course participants still giving after five years



Engage Millennials as Volunteers

They will be more likely to give

82%

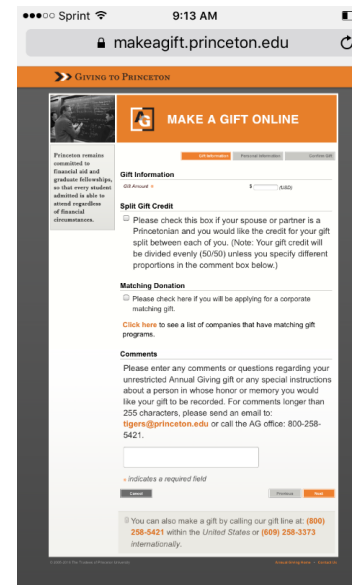
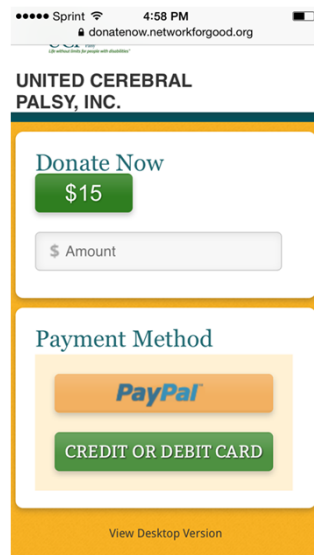
*of Millennial alumni
who have
volunteered with
their alma mater
plan to donate.*

2014 Millennial Alumni Survey,
themillennialimpact.org



Mobile Optimization

If it's not mobile optimized, it's dead to them





Customized Giving Pages

If you are using just one page, you're doing it wrong

- Customized ask amounts
- Theme to match related appeals
 - CYE-Holiday
 - Phonathon fulfillment
 - Recurring Giving Campaign
 - Matching Challenge





Stop Asking for Everything

Reduce Giving Page Friction

- How many clicks does it take to give?
- 3 minutes and 58 seconds on average for an online purchase.
- 4 minutes and 15 seconds for online donations*.
- Ask your team: “What do we actually need to accept a gift?”

MAKE A GIFT



The online giving process is fast, easy and secure.

Crowdfunding

Mobile, social, directed giving



ALLEGRO Choral Funding Initiative

By Terry Dopson

With one of the largest choral programs in the history of the University of La Verne, the choir is seeking funds to propel an exciting program.

\$3,573

119%
Funded

36
Donors

0
Days Left



Swim and Dive

By Alexis Smith

Please support our Leo Swim & Dive team to train with Olympians, in La Verne, during the upcoming winter break.

\$3,795

126%
Funded

56
Donors

0
Days Left



Help UCLA Launch The Global Health Education Program!

By Ozcan Research Group

Dr. Ozcan wants to transform how middle school students learn microscopy. Help this great team train the next great pioneers in science and engineering!

\$11,750

117%
Funded

22
Donors

0
Days Left



Giving Days

Answer: Why Give Now?

The screenshot shows the Rebels Give website interface. On the left is a circular logo with a red border, a black background, and a white mustache. The text inside the logo reads "REBELS GIVE", "#REBELSGIVE", "OCT. 11-12, 2018", and "UNLV". The top navigation bar is red with white links: "AMBASSADORS", "CHALLENGES", "DONOR WALL", and "FAQ". The main content area features a background image of the UNLV campus. Overlaid on this image is the text "REBELS GIVE" in large white letters, followed by "1,957 MINUTES TO MAKE AN IMPACT!". Below this is a digital clock showing "00 : 00 : 00" with "HRS", "MIN", and "SEC" labels, and the message "REBELS GIVE HAS ENDED!". At the bottom, a red banner displays the results: "\$919,670 RAISED 2,024 GIFTS".

REBELS GIVE

1,957 MINUTES TO MAKE AN IMPACT!

REBELS GIVE HAS ENDED!

00 : 00 : 00

HRS MIN SEC

\$919,670 RAISED 2,024 GIFTS



Giving Day 2.0

Answer: Okay, but why now?

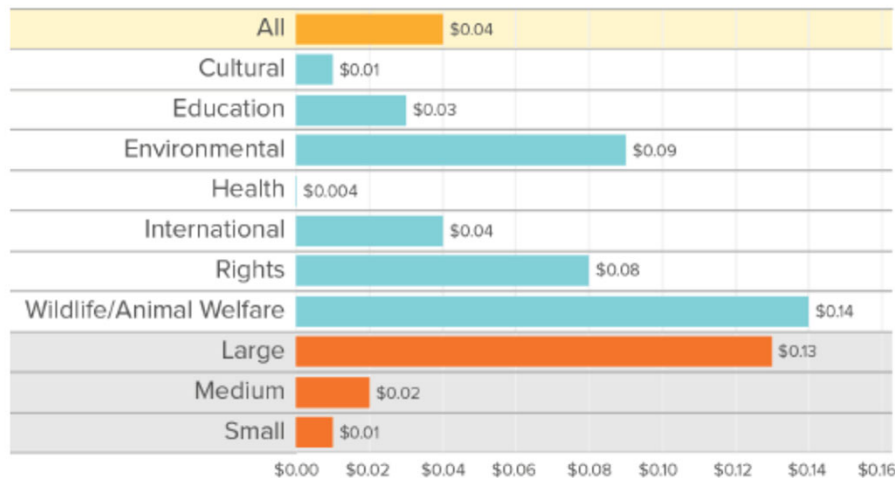
ADD EXAMPLES



Targeted Digital Advertising

Reach your supporters where they spend their time

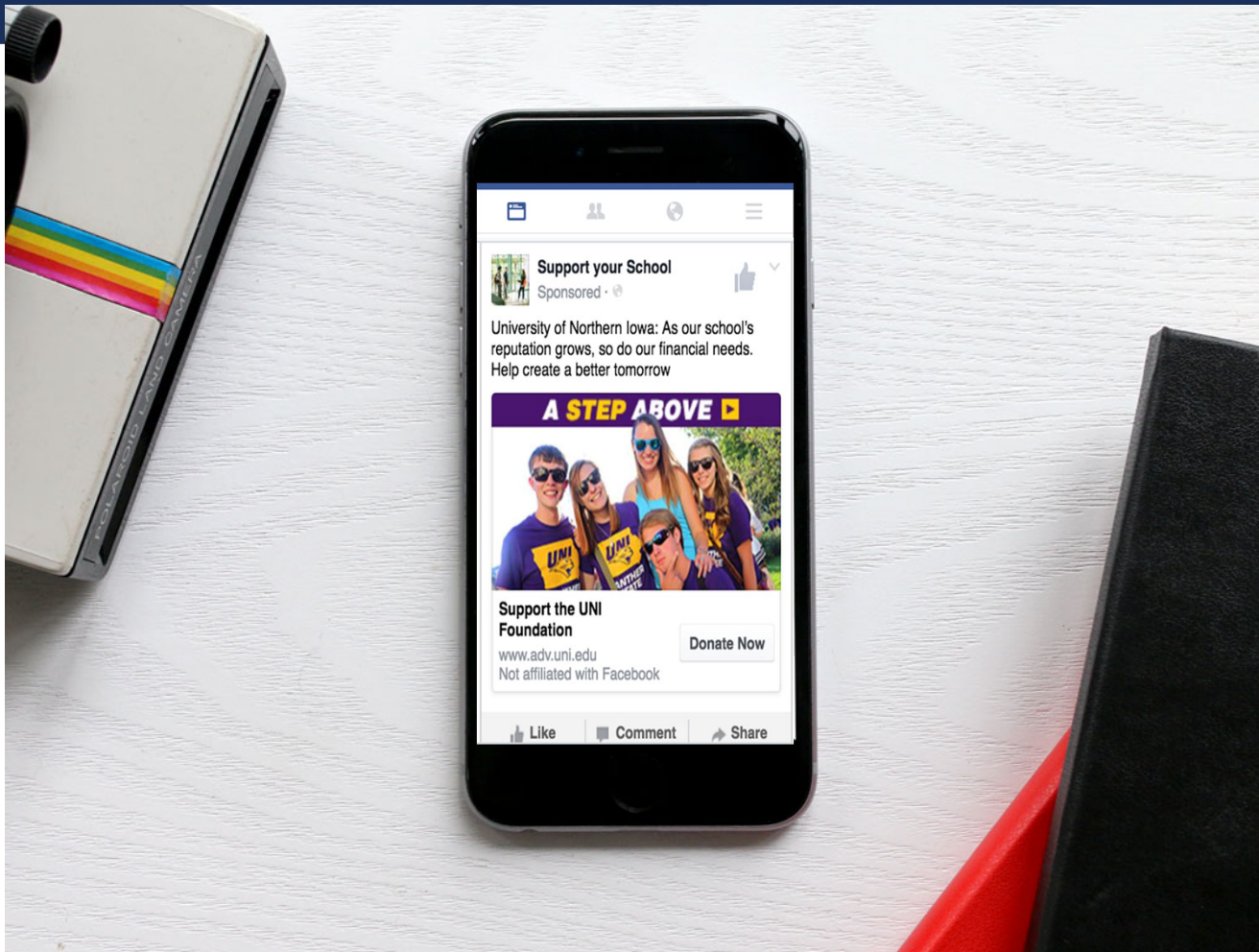
Investment in Digital Advertising Divided
by Total Online Revenue



TOP CHARITIES:
\$.12 per
dollar raised.

EDUCATION:
\$.03 per
dollar raised.

Source: M+R 2016 Benchmarking Report

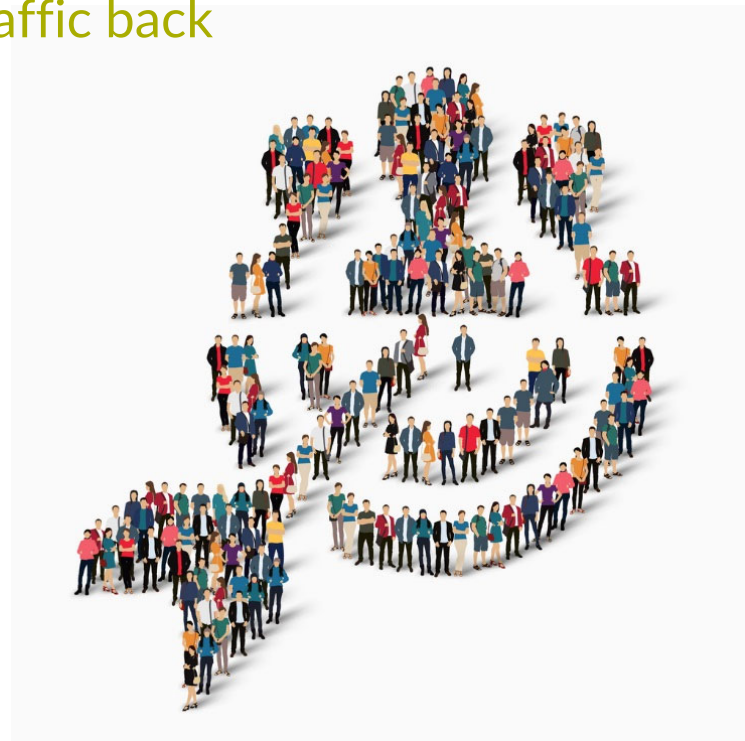




Retargeting

Bring that traffic back

- Giving Page
- Event Page
- Survey Page





Ungray your donor stories

Young alumni stay faithful

Donor Profile: Jeannie '06 and Kenn Ludwig '07

Type of Gift

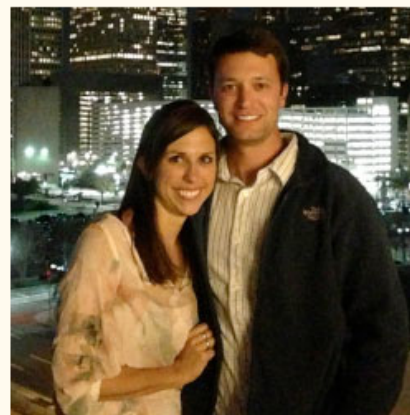
Members of the [Golden Swan Gift Society](#) and faithful donors to the [Impact Fund](#).

What is your relationship to Millersville University?

I graduated from Millersville University in 2006 with a bachelor's in business administration, concentrations in marketing and management.

Why did you choose to make a gift to the University?

In addition to the classes I took, I benefited from many of the resources Millersville had to offer – including career services, intramural sports and various clubs – all of which helped shape who I am today, both personally and professionally. I wanted to give back to support giving current Millersville students the same opportunity.



Millersville University WHERE GIVING MATTERS



Develop Actionable Surveying

Ask, then don't ignore





Develop Actionable Surveying

Ask, then don't ignore

CHAD TO PROVIDE SURVEY EXAMPLES FROM UNLV



Donor-Generated Content

Tell them what THEY said

Potential example from UNLV donor journey, Brian to create word cloud

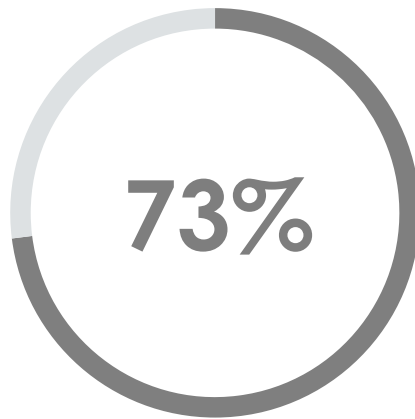


Recurring Giving

**25% Renewal of New
Single Gift Donors**

**80% Renewal of New
Recurring Donors**

Source: Network for Good



of Millennial alumni
plan to donate to
their alma mater

but...



of them would
donate to another
cause first



Connect to Millennial cause centers:



Educational
Organizations



Social Justice



Political



Children



Brand your annual giving

Because the brand matters

- Add examples from corporate branding, Chad examples UNLV or others

Create cool events

Drinks with the president is so 1982



YOU HAVE THE PEOPLE AND IDEAS
TO POWER THE BEST EVENTS

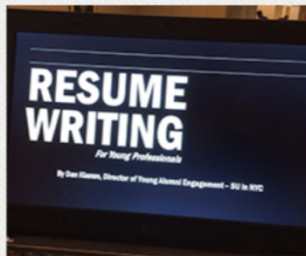


Partner with Career Services

Alumni want and need help

Young alumni get résumé-writing tips at Lubin House event

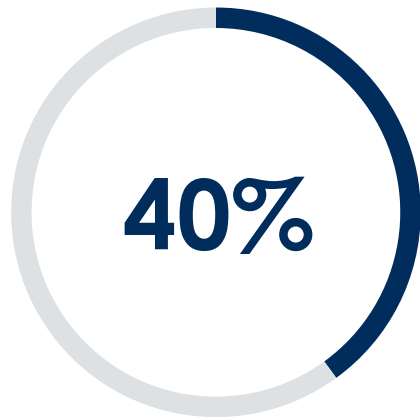
May 30, 2014



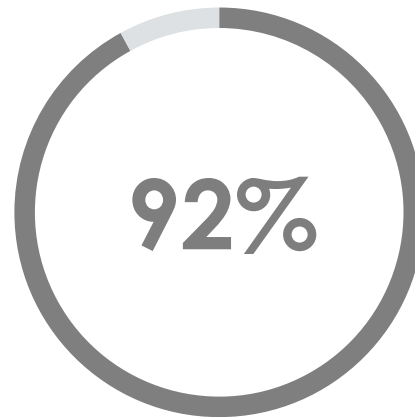
On May 28, 2014, 50 Syracuse University alumni gathered to learn about résumé writing techniques at Lubin House.

Dan Klamm, director of young alumni engagement, presented strategies for developing a strong, high-impact résumé. After the presentation, guests had the opportunity to receive one-on-one résumé critiques from alumni experts Alyxa Lease '09, a recruiter from the Internet company Foursquare, and Kayleigh Minicozzi '08, a former recruiter for Teach For America.

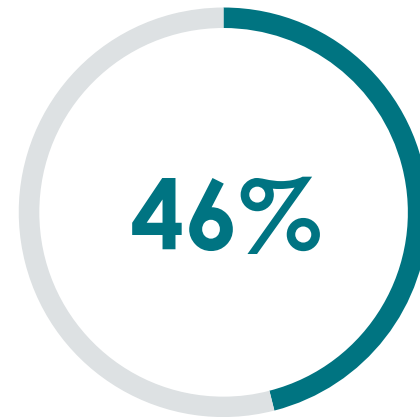
[Check out the Powerpoint presentation from the event.](#)



▼
**Millennials
participate in
recurring giving**



▼
**Signed up for a
subscription
service**



▼
**Have donated
to a charitable
crowdfunding
campaign**



Recurring Giving

**25% Renewal of New
Single Gift Donors**

**80% Renewal of New
Recurring Donors**

Source: Network for Good



Provide Options

More designations can mean more giving

- Chad example of more giving based on designations at OSU, potential pics/stat.



It's about engagement

Focus on engaging alumni, and create actionable scores

- Brian to talk with Chad and add information/pics about engagement scoring.



Focus on the donor lifecycle

Measure current vs. future state

- Chad example

30 KILLER MOVES

PICK 5 TO TRY NOW
AND TAG US IN.

THE PRESENTERS



“the FundMaster”



“The Evil Professor”

Find us on **LinkedIn**