

# 5 WAYS TO BOOST FUNDRAISING WITH ONLINE COMMUNITY

The donor experience is changing, and nonprofits need new strategies to amp up their fundraising.

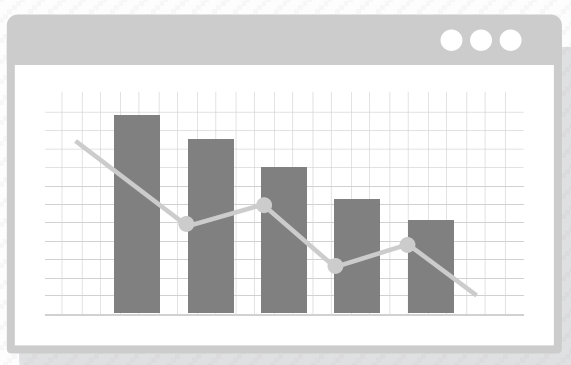
## THE BAD NEWS:

### FUNDRAISING IS GETTING TOUGHER.

There are less donors than ever, and those who are giving have high expectations for their interactions with nonprofits.

#### ! PROBLEM 1

The donor pool is contracting.<sup>1</sup>



#### ! PROBLEM 2

Donors expect more than ever from nonprofits.<sup>2</sup>

## THE GOOD NEWS:

### YOU CAN ENGAGE DONORS BETTER WITH AN ONLINE COMMUNITY.



#### 1 COMMUNICATE NEWS AND UPDATES—OFTEN.

- » Be open and honest with donors.
- » Increase their exposure to your mission and initiatives.

**VOLUNTEERING'S IMPACT**

62.6M  
Americans

volunteered  
**7.8B**  
hours

with an  
estimated  
value of  
**\$184B**<sup>3</sup>

#### 2 GIVE DONORS MORE WAYS TO GIVE THAN JUST FINANCIALLY.

- » Offer micro-volunteering opportunities, such as writing a blog post.



#### 3 CREATE CONVERSATIONS.

- » Donors can connect with each other and your staff.

#### 4 COMPILE EXCLUSIVE RESOURCES.

- » Give donors the inside scoop.



#### 5 FOSTER A PERSONAL EXPERIENCE.

- » Personalize communication with donors on a large scale, using your community's automation rules.

## THE RESULTS: INCREASE DONOR LIFETIME VALUE AND RETENTION.

Because of community,<sup>4</sup> organizations have seen...

**352%↑**  
FUNDRAISING REVENUE

**20%↑**  
VOLUNTEER HOURS

**15%↑**  
"SUSTAINER" GIVING

**50%↑** ATTENDANCE AT REVENUE-GENERATING EVENTS

**11%↑** MEMBER RETENTION

#### SOURCES:

- <https://institute.blackbaud.com/asset/the-next-generation-of-american-giving-the-charitable-habits-of-generations-y-x-baby-boomers-and-matures/>
- <https://www.gailperry.com/2018-fundraising-trend-nonprofit-fundraising-strategies/>
- <https://www.nationalservice.gov/vcla/research>
- <https://buildconsulting.com/online-communities-important-nonprofits/>