

ADVANCED TOPICS

NEXT-LEVEL DIRECT MARKETING



Wednesday, September 23, 2020
3:30 pm – 4:45 pm

Thursday, September 24, 2020
8:30 am – 9:45 am
1:30 pm – 2:45 pm
4:15 pm – 5:30 pm

Fundraising Horizon: All Star Digital Panel

Thursday, September 24, 2020 1:30 PM – 2:45 PM



Beth Dahlman
Vice President
M + R



Cassie Smith
Media Supervisor
Bully Pulpit Interactive



Marc Almanzor
Manager of Development Systems
Doctors Without Borders

Emerging fundraising channels and how to make the most of them

Coming up

NEW TOOLS FOR ADVERTISING AND LESSONS LEARNED DURING THE PANDEMIC (CASSIE)

—

QUICK HITS ON EMERGING CHANNELS ... AND HOW TO USE THEM (BETH)

—

IN-DEPTH LOOK AT LIVESTREAM FUNDRAISING (MARC)

—

Q&A

New Tools for Advertising and Lessons Learned During the Pandemic

HOW DOES THE ENTIRE PROGRAM IMPACT FUNDRAISING

Take into consideration how awareness and education factor into fundraising pushes. A campaign aimed at raising awareness with your relevant audience through reach can be effective in improving efficiency across your more direct channels.

The key to running a strong awareness campaign is not only about reaching your audience where they are, but also reaching them where they are paying attention and spending time. Channels like display are easily ignored, so finding the right balance of tactics that are memorable.

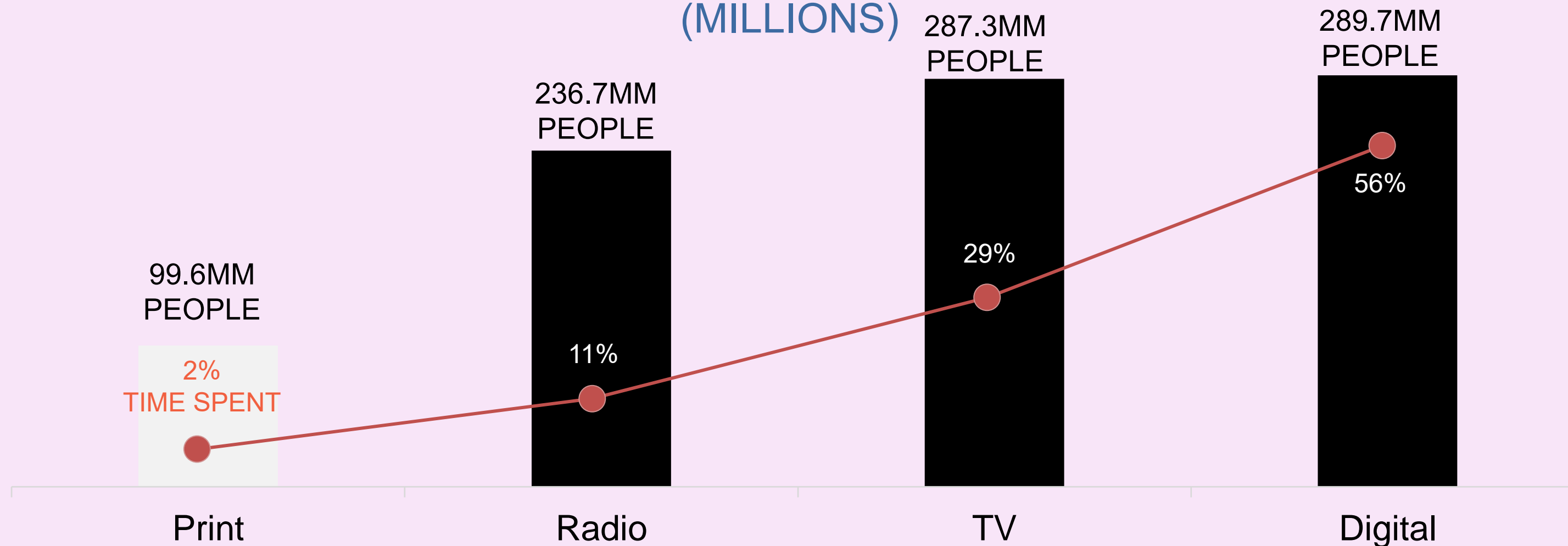


REACH IS EASY TO COME BY. TIME SPENT IS NOT.

While low cost channels will always be the core of fundraising programs, reaching your audience where they are spending time is more important than ever before. As all major media formats now reach most U.S. adults, the question isn't "who's using" which platform, but "how long" they use it for and how they pay attention.

Over the last 3 years, we've seen digital time increase by 12% while traditional time (TV, print, radio) declined by 7%.

TIME SPENT WITH MEDIA FORMAT PER WEEK (%) AND REACH BY MEDIA FORMAT (MILLIONS)



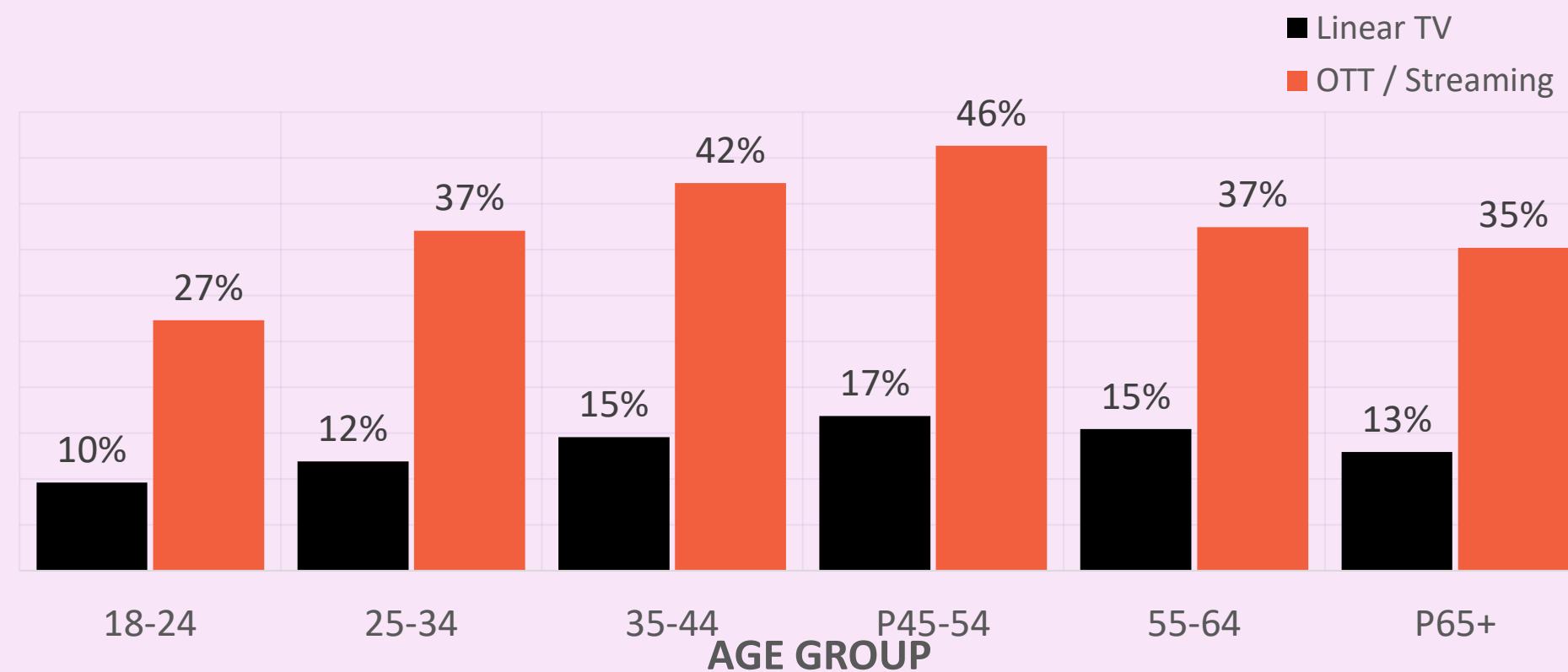
Source: eMarketer, US Time Spent with Media 2019

COVID-19 MAKES 2020 LOOK LIKE 2025

COVID-19 has significantly accelerated the growth of streaming video and audio. Shelter-in-place orders increased peoples' total media consumption, and especially the amount of time spent on media.

Today, people are now spending as much as 8 hours / day with streaming audio + video. And we see shifts across all demographics – including 55+ - this has persisted even after orders are lifted.

% INCREASE IN VIEWING HOURS DURING COVID



50%
OF TOTAL TV
HOURS ARE
STREAMING

46%
GROWTH IN
CONNECTED TV
USAGE

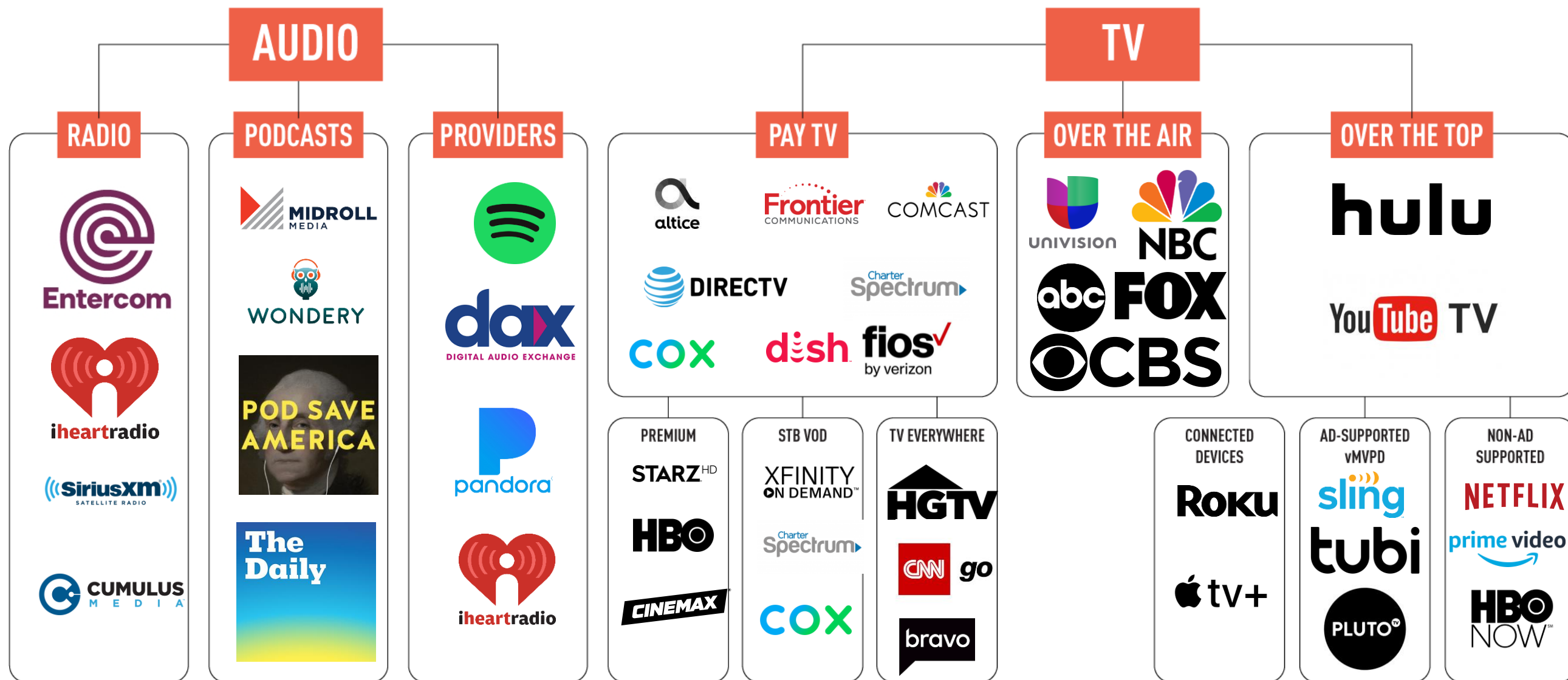
42%
GROWTH IN
OVERALL AUDIO
LISTENING

37%
GROWTH IN
SMART SPEAKER
LISTENING

Sources:
Roku analysis of Nielsen data
Pandora COVID-19 analysis

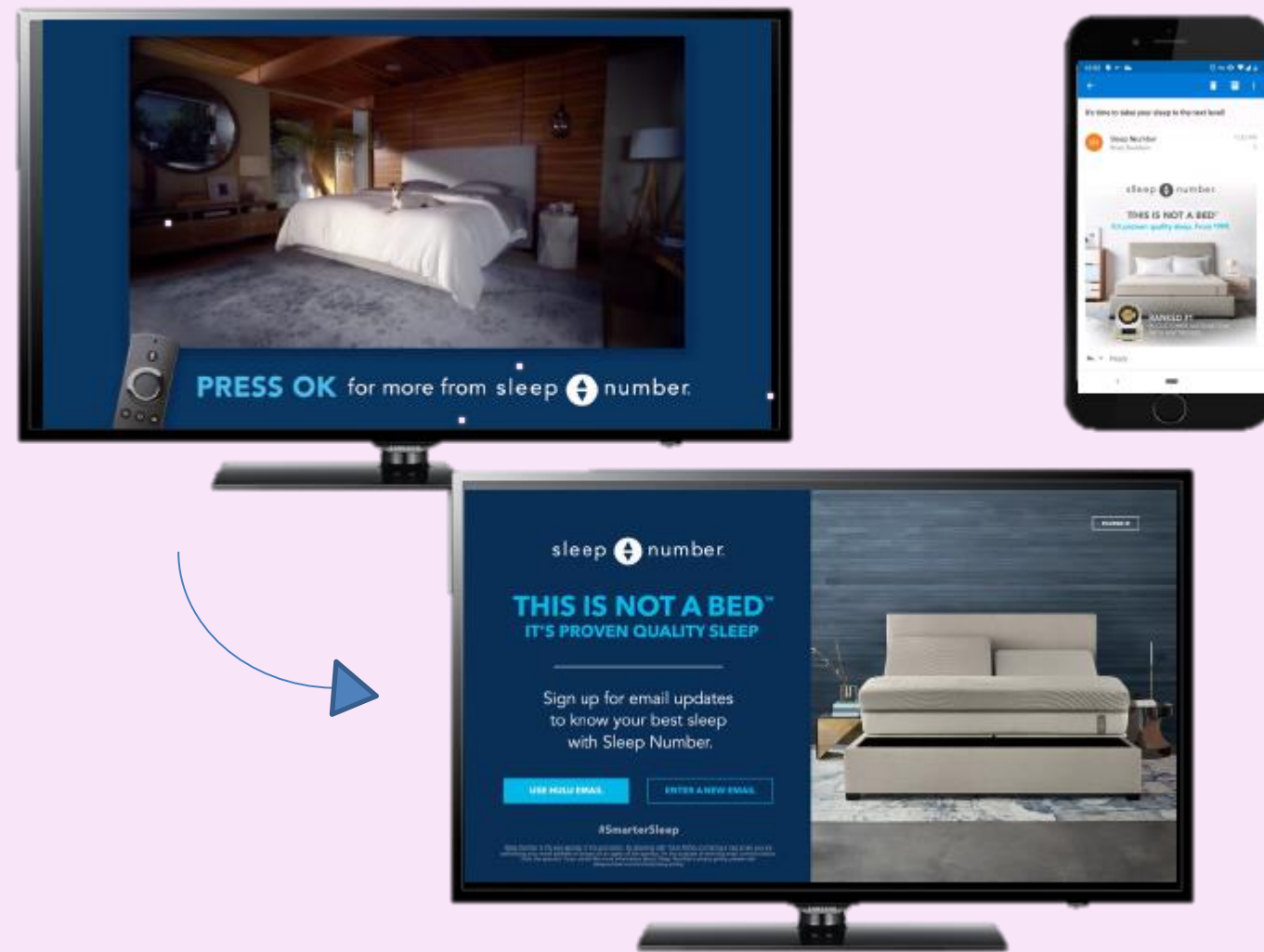
REACHING PEOPLE EVERYWHERE ISN'T AS EASY AS IT USED TO BE

STREAMING LANDSCAPE



STREAMING PARTNERS ARE OFFERING DIRECT RESPONSE TACTICS

Hulu Brightline



Podcasts



Big Picture Trends

Generational Trends

Gen-X

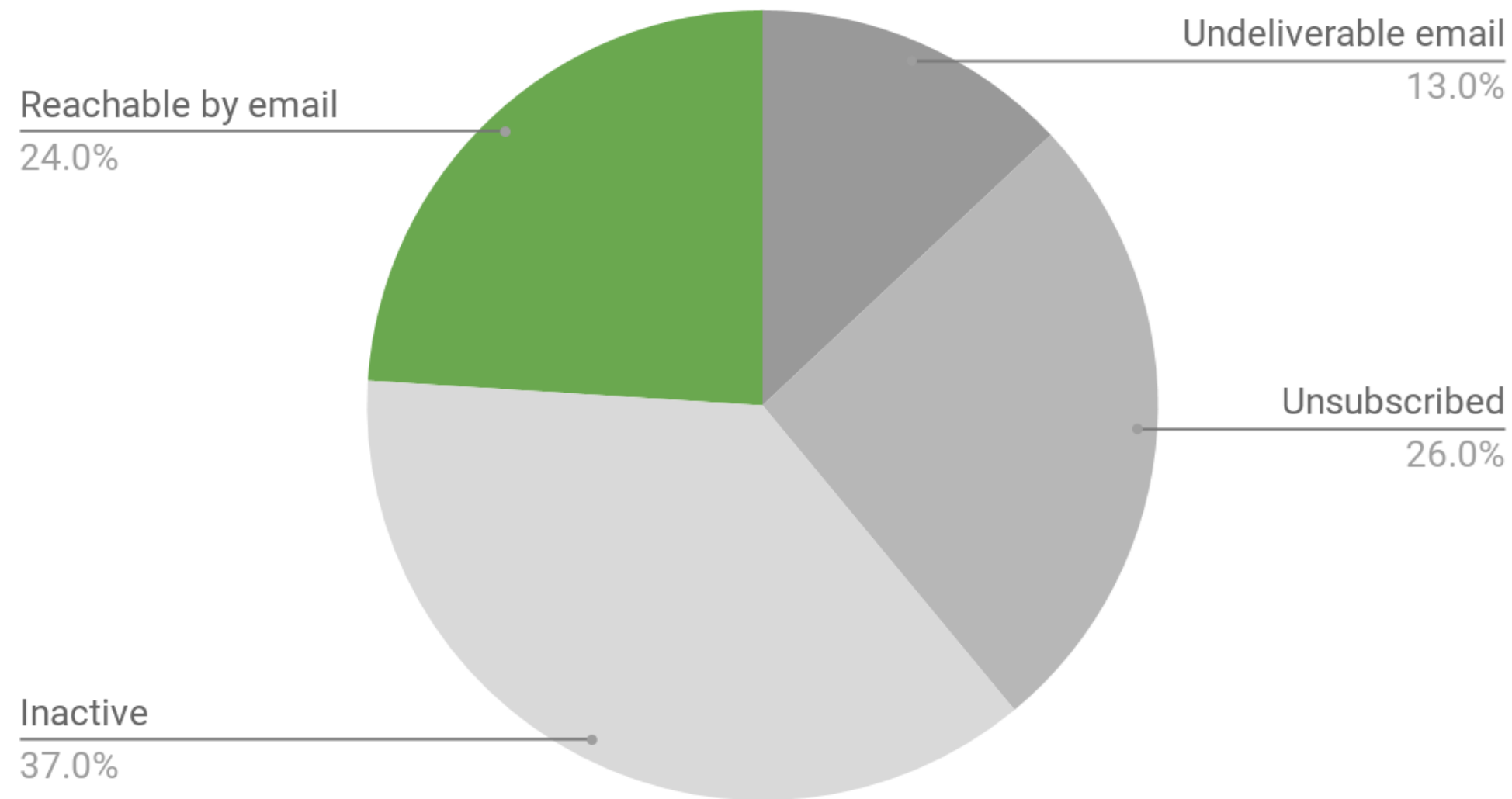
- They regularly check email and stay up to date on social media feeds
- Email prompted 31% of online donations made by Gen Xers

Millennials

- Respond best to text messages and social media. Rarely check personal email or respond to voice calls.
- More likely to watch videos before making a gift



Your Donors



Up to 75% of your donors might be unreachable by email.

Social trends



Personalization

- Expecting relevant and personal feeling communications they might get from commercial vendors

Democratization

- Less trust in big brands, more reliance on personal social networks

Tools on the Rise



TikTok

Audience

- Younger, but expanding to more demos post-pandemic
- Highly engaged, actually watches videos

Content

- Dance challenges, lip syncs, educational content emerging post-pandemic
- Animals/wildlife, health, racial justice causes

Applications for fundraisers

- Donation sticker the only “official” way.
Limited but expanding
- Influencer partnerships/paid campaigns
- Hashtag challenges, usually with a corporate sponsor, pair with SMS/text to donate





Messenger Bots

Messenger bots



Applications for Fundraisers

- Support Facebook Fundraisers
 - One organization saw 93% increase in revenue per fundraiser using one of these tools, GoodUnited
- Engagement/start conversations
- Customer services on a donor advised fund/other ways to give page



I'm raising money for No Kid Hungry to help feed children in the United States.

Check out this article about how teachers help end child hunger. 📌

<https://www.nokidhungry.org/blog/teachers-first-responders-childhood-hunger>

 Share

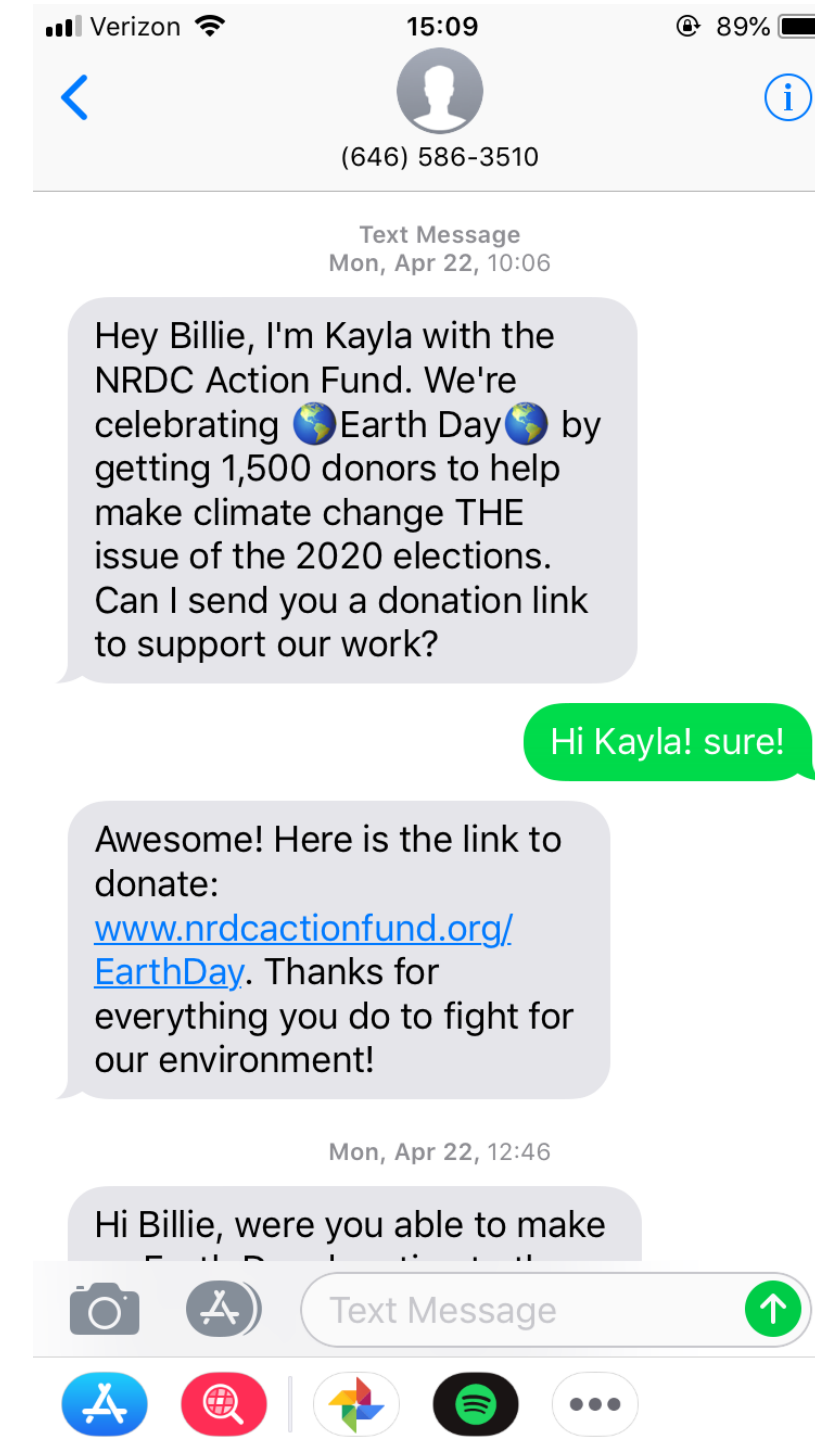


Peer-to-Peer Text

Peer-to-peer text

Applications for fundraisers

- Direct asks
- Reach email unreachable donors
- Stewardship and cultivation
- Event attendance
- Monthly donor upgrades



This is a lot!



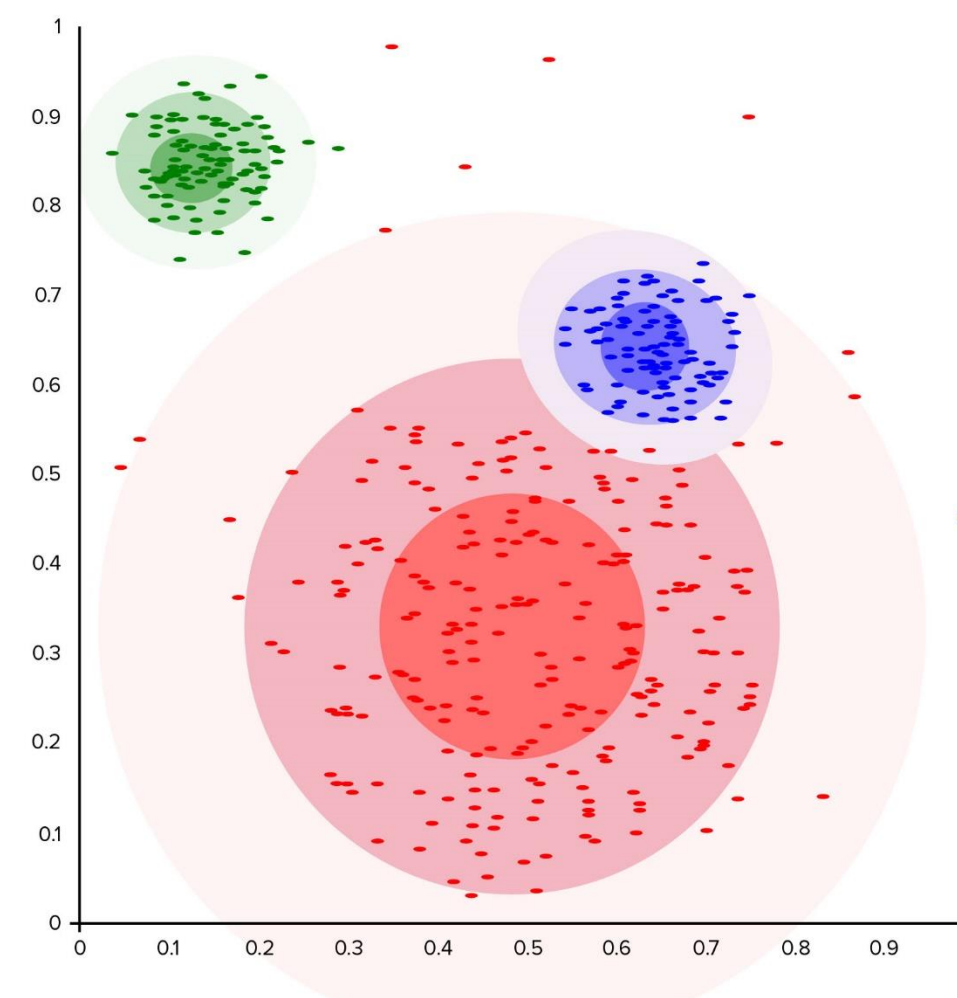


But is any of this actually worth it?

Steps for keeping up without getting lost

1. Pick one or two high-potential audiences before transforming your whole program

- Midlevel
- Sustainers
- Hidden markets or other new or emerging audiences



Case Study: Oxfam Midlevel Donors



180%

change in monthly revenue

A custom approach that leverages a mix of engagement, cultivation and direct fundraising content can really pay off. Oxfam's midlevel program saw a dramatic increase in revenue by implementing a tailored strategy across multiple digital channels.

Steps for keeping up without getting lost



2. Figure out where they are

- Surveys
- Social listening tools
- Website and transaction data

Steps for keeping up without getting lost

3. Take a small bite at first

- Influencer partnerships on TikTok vs starting your own page
- Peer-to-peer text to upgrade sustainers
- Messenger bots for Facebook fundraisers or making your donor advised funds page more accessible

Presentation Agenda

- I. What is livestreaming?
 - I. Leaders in livestreaming
- II. Opportunities
 - I. Scale of market
 - II. Tap into millennial/GenZ
- III. Why livestream fundraising works
 - I. Low monetary cost
 - II. Community building
 - III. Benefits and challenges
- IV. A Closer Look: SGDQ

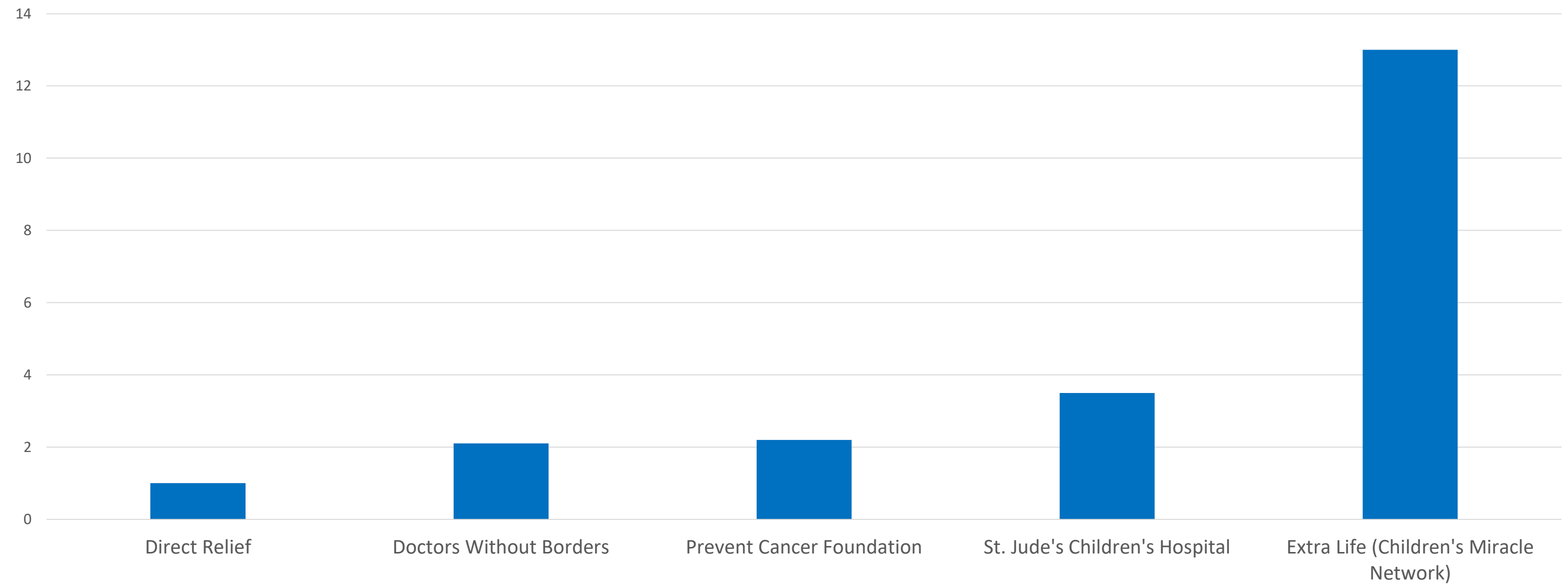
What is livestreaming?

- The broadcasting of live content
- Interactive engagement between viewer and broadcaster (aka streamer)
- The livestream space is dominated by the following:
 - Twitch
 - Youtube
 - Facebook



Leaders in LiveStream Fundraising

\$ Raised 2018 (millions)



Different approaches to livestream fundraising

- Extra Life:
 - Extra Life United event
 - Year-round fundraising from [50,000+](#) streamers
- St. Jude's:
 - St. Jude's Play Live event
 - GuardianCon
 - Popular individual streamers
 - Year-round fundraising from [20,000+](#) streamers,
- Doctors Without Borders:
 - Summer Games Done Quick
- Prevent Cancer Foundation:
 - Awesome Games Done Quick
- Direct Relief:
 - Zeldathon

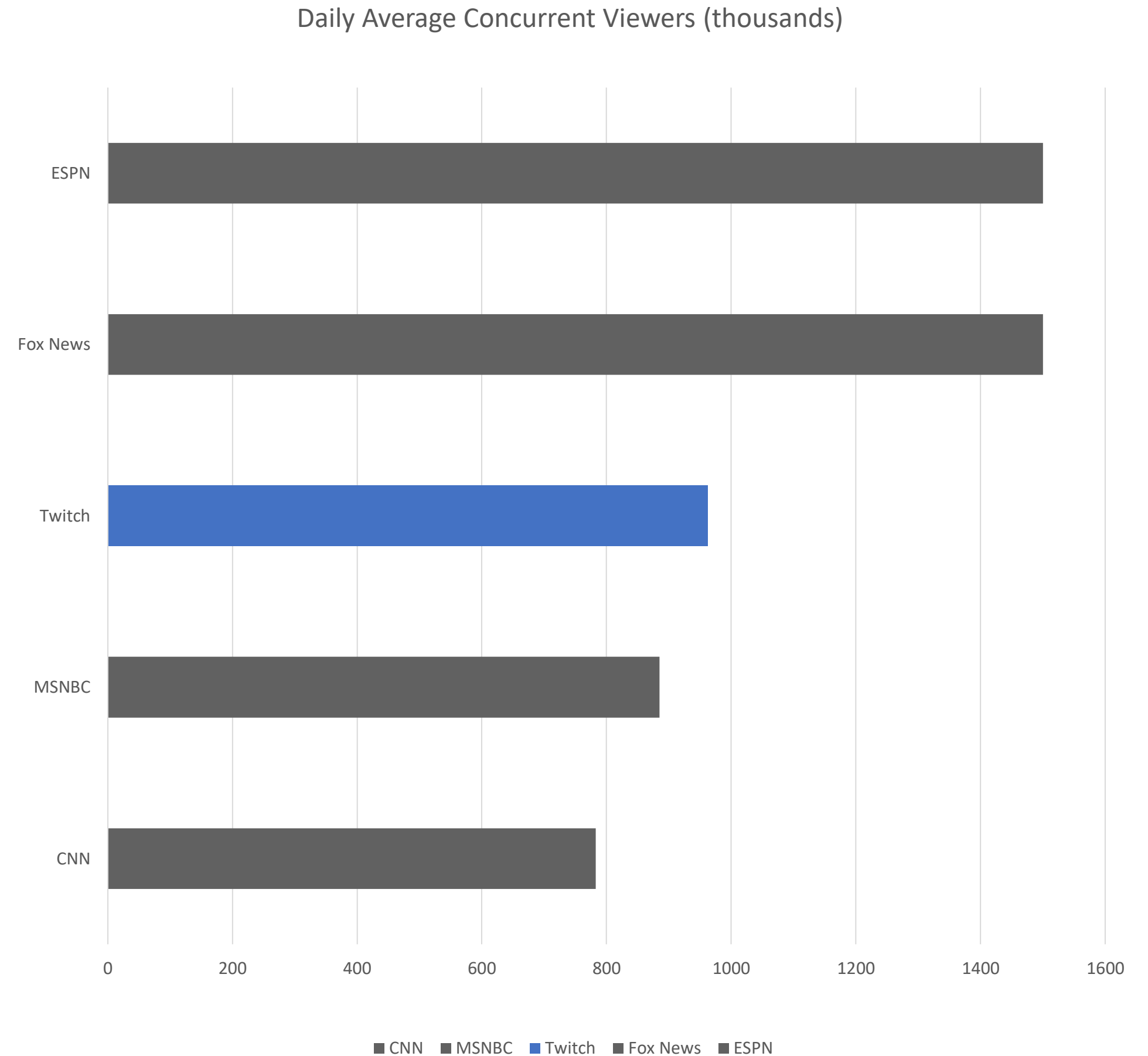
Focusing on Twitch for Gaming and Fundraising

- Why Twitch?
- Identity – Twitch established itself early as a gaming platform
- Facebook – markets towards people you already know or have similar interests (i.e. family, friends).
 - This however makes it a good platform for P2P fundraising overall
- YouTube – known more for its repository for on-demand videos on basically everything

Opportunities: scale of market

In January 2018, according to *Business Insider*, Twitch recorded an average of 962K daily concurrent viewers.

Honorable mention: Youtube (400k+ ccv)

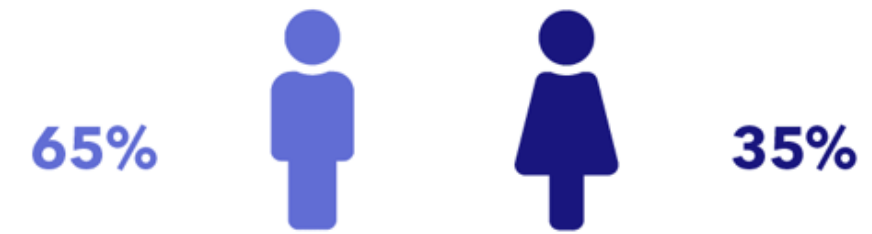


Opportunities:
Tap into
Millenials/Gen Z
demographic

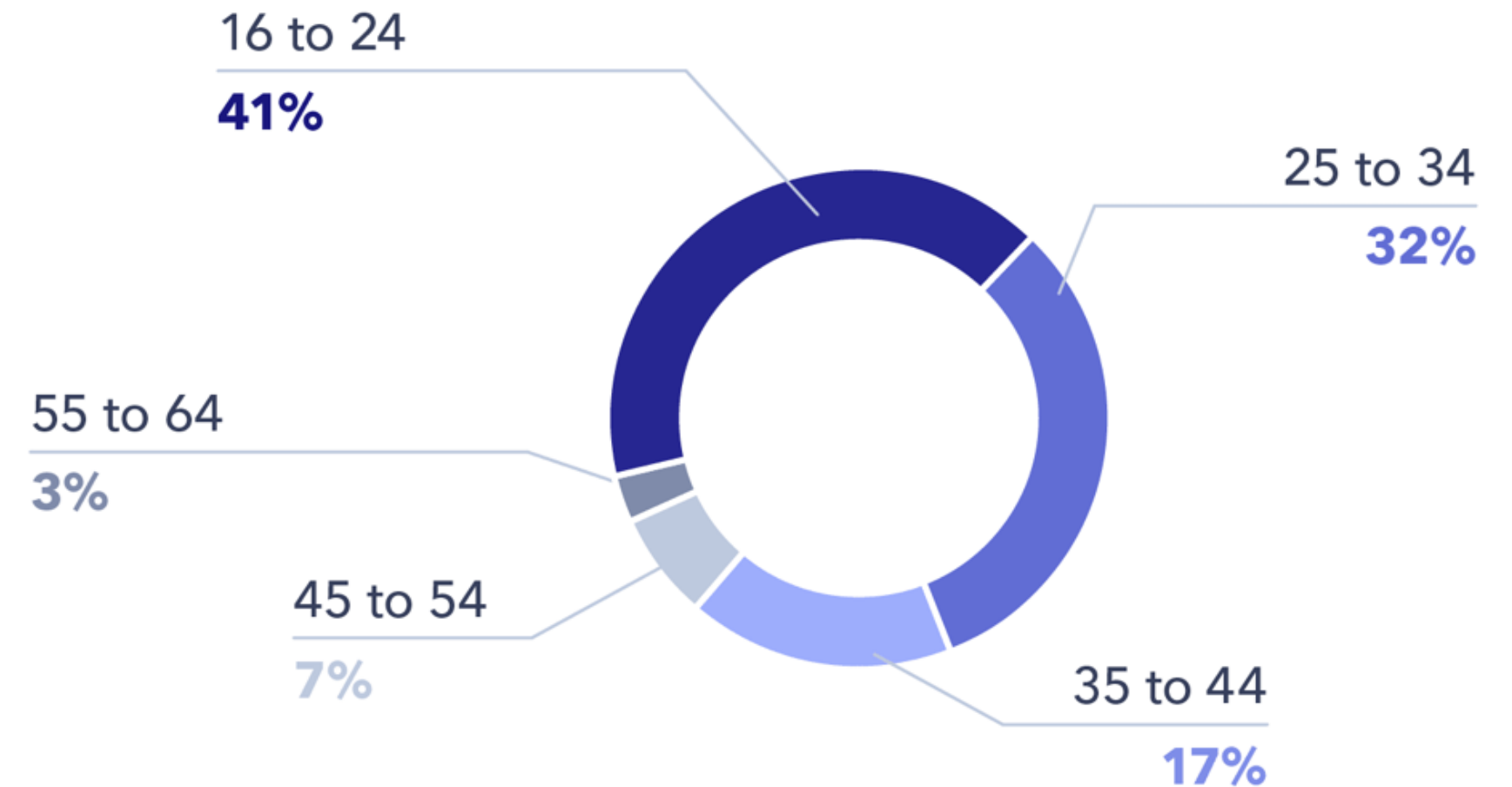
The Twitch Demographic

% of Twitch users who are

GENDER



AGE



Question: Which of the following best describes your gender?/How old are you?

Source: GlobalWebIndex Q2 2019 **Base:** 15,853 Twitch users aged 16-64 (excl. China)

Why livestreaming works

- Low monetary cost to start



- But it will cost you time:
 - To learn about streaming and the streaming community
 - To make connections and relations with streamers
 - To create streamer resources



Why livestreaming works

Community Building

Benefits & Challenges to Livestream Fundraising

Benefits:

- Marketing opportunities abound
- Instant donor engagement
- Community building
- Low cost to start

Challenges:

- Donor data collection not always transparent depending on payment method
- Lack of organization's knowledge of the streaming community



Summer Games Done Quick

A closer look at MSF's premier streaming event

Summer Games Done Quick:

- 2017: \$1.7M
- 2018: \$2.1M
- 2019: \$3.0M
- Growth and success in large part parallels the participants' own
- 156,554 viewers
- 32,857 donors
- 51,030 donations
- Max: \$341K
- Avg: \$60
- Initial 2020 numbers: \$2.3M (moved to online event)

Q&A