



*Building a
Wilderness
Stewardship
Community*

Digital Fundraising

Digital fundraising is a great way to engage millennials and the iGeneration in the habit of giving to your organization. While most digital donations are below \$500, about 70% of young donors made a gift online in 2011, and 7% had given via text message or a mobile site.* Build your donor base, and cultivate the next generation of philanthropists via digital fundraising!

1. Understand your audience
 - a. Not everyone donates online: Make sure every member and supporter is informed – even if they don't give digitally, they may give an additional traditional gift. We have a founding board member who brings down a check during digital fundraising drives.
2. Utilize technology
 - a. What other ways can you engage or attract donors? Make sure you are using all avenues available to stream people to your donation platform/site, and make sure you include the link.
3. Have a relatable story, and understand who will find that story engaging
 - a. During a digital drive highlighting the need for maintenance on the Austin-Tonopah District trails, we received gifts from volunteers who had never donated before, because they are passionate about the Toiyabe Crest Trail. However, we didn't see many non-volunteer donors.
4. And have a realistic goal
 - a. People like supporting successes. Sometimes it's better to fill the thermometer with the expectation of going over than have only a quarter filled when the clock runs out. Set your internal and public goal, and celebrate every dollar earned!
5. Track Your Widgets!
 - a. Platforms like Nation Builder and Constant Contact tracks who opens the email and who clicks through. This helps when analyzing subject lines, and can also offer valuable opportunities for A/B testing.
6. Ensure folks CAN donate
 - a. Is your platform easy? Or do you take just VISA and Mastercard?
 - b. How many pages do you click through to donate? Paring our page from four down to two dramatically increased donations – we had around a 70% completion rate at four pages, and now have a 95% completion rate!
 - c. Electronic Fund Transfers – no expiration date and it's linked to a bank account, and trendsetters are preferring this method. Keep up on new ways your members can donate easily and efficiently.
 - d. Square and PayPal Here triangle – donate instantaneously on a smart phone or tablet where there is cell phone connection or WiFi

Digital Fundraising Opportunities

7. Competitive Gifting Days
 - a. Nevada's Big Give – statewide giving competition (many states have them!)
 - b. Twive and Receive – represent your city nationally
 - c. Giving Tuesday – post-Black Friday national giving competition (Dec. 2 this year!!)

8. Crowdfunder and Kickstarter
 - a. Great for specific projects that have mass appeal, for instance movies about the gorgeousness of southern Alaska

9. Good Search
 - a. Earn a penny for search conducted when users select your organization – it's small, but how often do you use Google? How often do your members use Google? What would that add up to if you got a penny for every search?

10. eBay and Online Auctions
 - a. Great for organizations with a national base or items that attract a wider audience (Great Old Broads for Wilderness and Leave No Trace – great examples)

11. Groupon Grassroots
 - a. Groupon will work to raise funding through a 'coupon' locals can buy to support the program. NOTE: Goal must be met to receive the funds. Example: "If 35 people purchase the \$10 donation coupon, we can conduct four Leave No Trace programs in Washoe County public school classrooms."

* - *Chronicle of Philanthropy*. June 12, 2012 – "75% of young adults gave to charity last year, study finds." <http://philanthropy.com/article/75-of-Young-Adults-Gave-to/132217/>.