



Education  
Advisory  
Board

Advancement Forum

# Disruptive Innovations in University Fundraising



November 19, 2014

# San Jose State University

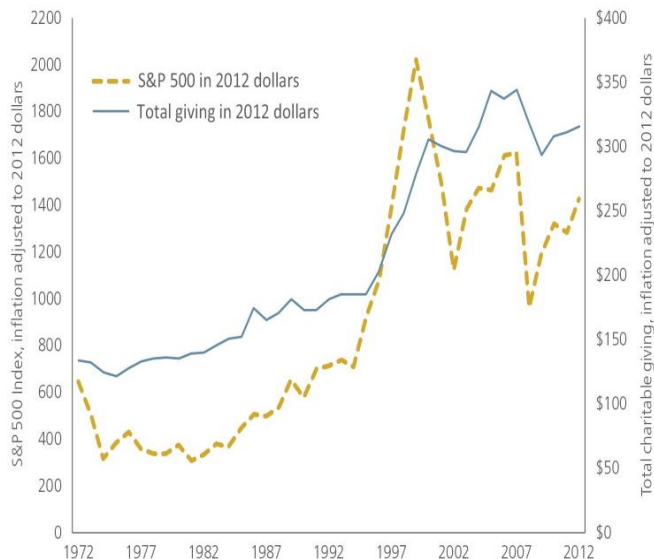
San Jose, California

# Recovering from the Great Recession

As Economy Starts to Rebound, Charitable Giving Also Increases

3

**Total Charitable Giving and S&P 500 Index**  
1972 – 2012 (in billions of inflation-adjusted dollars)



**2012 Charitable Giving Grew Almost 4%**



**Charitable Giving Has Slow, Steady Growth in 2012**



**Charitable Giving Grew in 2012, Albeit Modestly**

Source: *Giving USA 2013: The Annual Report on Philanthropy for the Year 2012* (2013), <http://www.givingusareports.org/>; Raymund Flandez, "70% of Charities Forecast Rise in Donations in 2013," *Chronicle of Philanthropy* (April 8, 2013), <http://philanthropy.com/article/Most-Charities-Forecast-Rise/138303/>; Molly Verwerck, "Charitable Giving Has Slow, Steady Growth in 2012," *USA Today* (June 17, 2013), <http://www.usatoday.com/story/news/nation/2013/06/17/charitable-giving-slow-2012/2432125/>; "Giving USA Report: 2012 Charitable Giving Grew Almost 4%, Corporate Donations Grew 12%," *Huffington Post* (June 18, 2013), [http://www.huffingtonpost.com/2013/06/18/giving-usa-report-n\\_3457244.html](http://www.huffingtonpost.com/2013/06/18/giving-usa-report-n_3457244.html); Susan Heavey, "Charitable giving grew in 2012, albeit modestly," *Reuters* (June 18, 2013), <http://www.reuters.com/article/2013/06/18/us-usa-charity-idUSBRE95H02W20130618>; Advisory Board interviews and analysis.

# Charities Feeling Bullish About 2013

## Giving Trends Follow Economic Recovery

4



### Rising Consumer Confidence

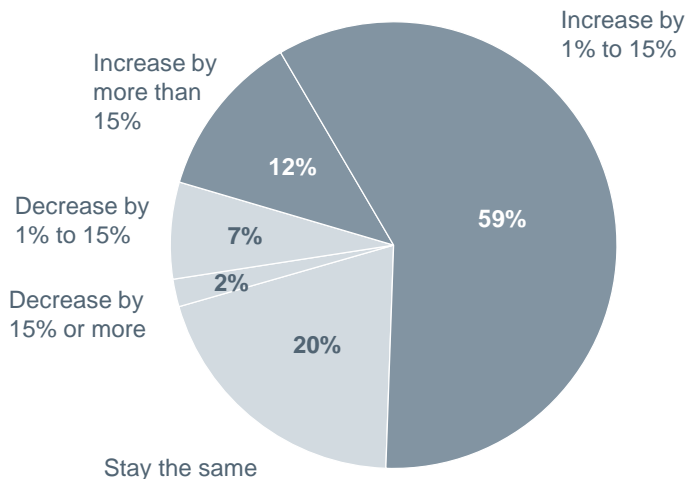
“Overall consumer confidence in the economy rose last year and that created a more positive environment for charities to go out and build relationships [with donors].”

*Andrew Watt  
Association of Fundraising Professionals*

### Anticipated Direction of Change in Charitable Receipts for 2013

*Nonprofit Research Collaborative*

n=1,167



Source: Raymund Flandez, “70% of Charities Forecast Rise in Donations in 2013,” *Chronicle of Philanthropy* (April 8, 2013), <http://philanthropy.com/article/Most-Charities-Forecast-Rise/138303>; Nonprofit Research Collaborative, “Nonprofit Fundraising Study” (April 2013), <http://www.npresearch.org/about-us/new-report.html>; Advisory Board interviews and analysis.

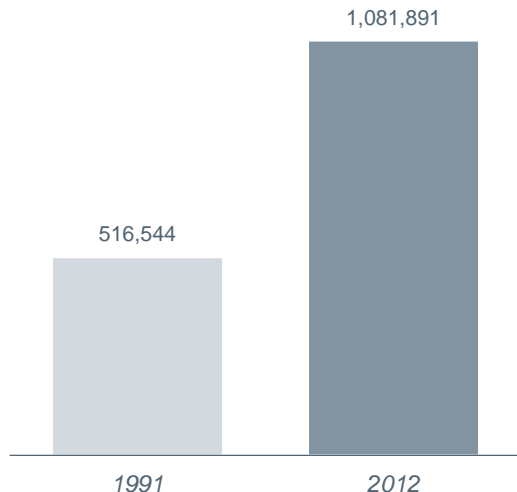
# Two Decades of Explosive Nonprofit Growth

501(c)(3)s Multiply, Increasing Competition for Donors

5

## Registered 501(c)(3) Organizations

*Chronicle of Philanthropy, 2013*



“

## Philanthropic Distractions

“Even your best donors can be easily lured away by an organization halfway across the world. On Facebook, people’s ‘friends’ are constantly introducing them to other organizations, other causes, and easier opportunities to engage. If we are not present and effectively utilizing multiple forms of communication and engagement in clear and concise ways, we will lose out.”

*Terry Horton  
Johnston Center for Philanthropy*

Source: Sarah Frostenson, “Number of Charities and Foundations Rose Slightly in 2012,” *Chronicle of Philanthropy* (April 4, 2013), <http://philanthropy.com/article/Number-of-Charities-and-138277/>; Terry Horton, “Overcoming Our Challenges, Part Two: The Sector is Changing” (2013), <http://johnsoncenterforphilanthropy.wordpress.com/2013/02/19/overcoming-our-challenges-and-embracing-change-preparing-for-the-organization-of-the-future-2/>; Advisory Board interviews and analysis.

# Emerging Donors Want Results

## Giving Linked to Clear Case and Measurable Outcomes

6

“

### New Donors Rising

“As a greater percentage of the U.S. population reaches retirement age, nonprofits must develop cultivation and engagement efforts for Generation X, Generation Y, and Millennial donors.

“In addition, organizations must become even more transparent about their finances and provide accountability, metrics, and ongoing stewardship about outcomes.”

*Giving USA 2013*

### Generational Giving Preferences

*Cygnus Donor Survey, 2012*

n=11,900

Age	Impassioned Plea	Clear Case for Gift	Measurable Results from Gift
65+	✓		
35-64		✓	✓
Under 35	✓	✓	✓

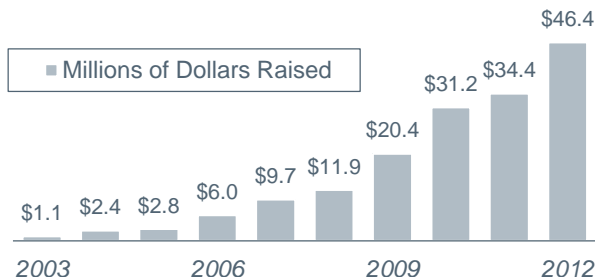
Source: Penelope Burke, “The Cygnus Donor Survey 2012 US: Where Philanthropy is Headed in 2012” (Cygnus Applied Research, Inc., June 2012), <http://www.cygnusresearch.com/downloads/>; *Giving USA 2013: The Annual Report on Philanthropy for the Year 2012 (2013)*, <http://www.givingusareports.org/>; Advisory Board interviews and analysis.

# “Teachers Ask, You Choose”

DonorsChoose Shows Direct Impact of Small Gifts on Children’s Lives



## DonorsChoose Project Funding, 2003 – 2012



### Sample DonorsChoose.org Projects

- Musical literature for young students (\$460)
- Pencil sharpener and pencils (\$205)
- Printer ink (\$466)
- Overhead projector (\$716)



**364,868**

Projects funded

**1,123,158**

Total supporters of  
DonorsChoose projects


**\$203**

Average donation amount  
for first-time donors

# One Donor's Impact

## DonorsChoose Provides Personal Dashboards

8


**DonorsChoose.org**  
Teachers ask. You choose.


I'm a teacher


Projects Gifts About Help

Hi, Elizabeth ★

Elizabeth in arlington, VA ☒ first name ☐ anonymous ☐ custom

 Projects supported: **11**


 Students reached: **1,357**



[Upload Photo](#)

Impact Projects Supported Giving Pages Account

**Brand New Books for Our Beautiful Bookroom!**  
Updated



Do you remember what it was like to try and find that perfect book? My students need to be able to have choice when looking for books to read. If students are not immersed in the book, reading... [more](#)

**My students need** a class set of 3 more books in our bookroom; "Sea of Monsters," "The Skirt" and "Letters from Rifka."

**Completed!**  
Jun 21, 2013  
\$584 given  
11 donors



# Adapting to Changing Donor Preferences

charity: water Engages Donors with High-Tech Peer-to-Peer Approach

## Empowering Fundraisers with Campaign Options



Birthday Campaigns

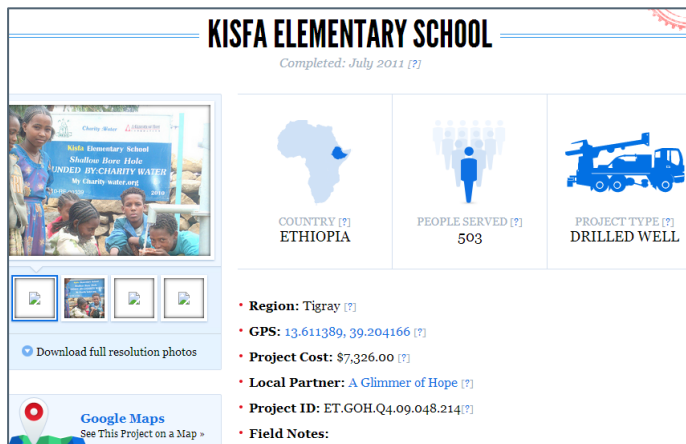


Walks Across America



Eating Rice and Beans for One Month

## Sample Project Completion Report



**360K**

New donors acquired since 2009

**\$20M**

Raised through peer-to-peer fundraising since 2009

**13**

Average number of donors acquired by each volunteer

Source: "Kisfa Elementary School," *charity: water* (July 2011), [http://my.charitywater.org/p/myprojectsview?project\\_id=ET.GOH.Q4.09.048.214](http://my.charitywater.org/p/myprojectsview?project_id=ET.GOH.Q4.09.048.214); Alexis Nadin, "How charity: water Attracts New Donors," *Global Giving* (April 19, 2013), <http://tools.blog.globalgiving.org/2013/04/19/how-charitywater-attracts-new-donors/>; Advisory Board interviews and analysis.

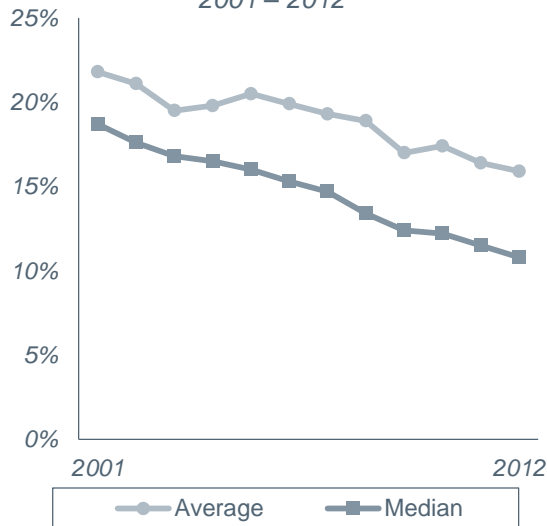
# Colleges and Universities Lagging Behind

## Higher Education Slow to Respond to New Donor Behavior

10

### Average and Median Solicitation Effectiveness Rate<sup>1</sup>

Voluntary Support of Education Survey,  
2001 – 2012



“

### The Evolution of Donation Preferences

“While direct mail dominates giving by Matures, the percentage of Boomers, X’s and Y’s who respond to postal mail declines steeply with each successive generation. The other generations report a variety of channels such as ecommerce, online giving, event fundraising, tributes, monthly debit programs and even mobile/text donations as important giving methods. The younger the donor, the greater the number of ways they give.”

*The Next Generation of American Giving*

<sup>1</sup>) Solicitation effectiveness represents the number of donors divided by the number of solicited alumni.

Source: Council for Aid to Education, *Voluntary Support of Education Survey* (2012), <http://vse.cae.org>; Vinay Bhagat, Pam Loeb, and Mark Rovner, “The Next Generation of American Giving” (March 2010), <http://www.convio.com/files/next-gen-whitepaper.pdf>; Advisory Board interviews and analysis.

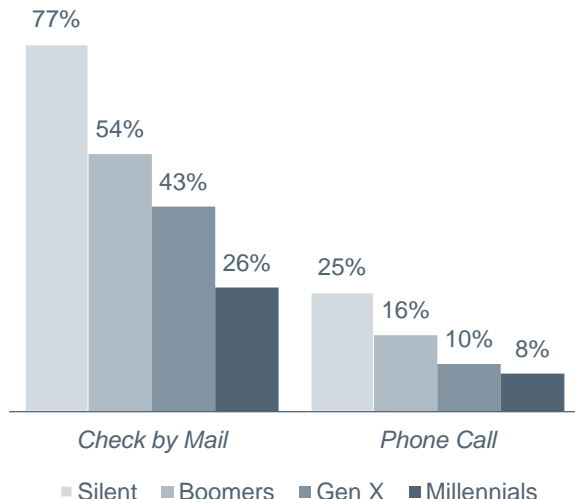
# Diminishing Returns

## “Tried and True” Giving Channels Slipping with Younger Generations

11

### Preferred Donation Channels by Generation

*The Next Generation of American Giving, 2010*



“

### Holding On for Dear Life

“We are white-knuckle-gripping printed material, though we are concerned. The cost of printing and the cost of mailing are going up. And we’re worried about whether we’re sending to the right constituency. Does a 22-year-old who lives in New York City want a postcard from us? Do they even check their mail?”

*Advancement Professional  
Private University*

Source: Vinay Bhagat, Pam Loeb, and Mark Rovner, “The Next Generation of American Giving” (March 2010), <http://www.convio.com/files/next-gen-whitepaper.pdf>; Advisory Board interviews and analysis.

# The New Paradigm

## Current Philanthropic Landscape Undermines Fundraising Efforts

12

### Thirty Years Ago



Student graduated



- Immediately began supporting the institution
- Escalated support every year
- Divided philanthropic dollars between a small number of organizations

Graduates could be counted on as a reliable source of financial support

### Today



Student graduates



- Immediately loses connection to the institution
- Delays support for years or decades
- Prioritizes numerous philanthropic obligations over the institution

Alumni dollars disappear as graduates flock to other causes

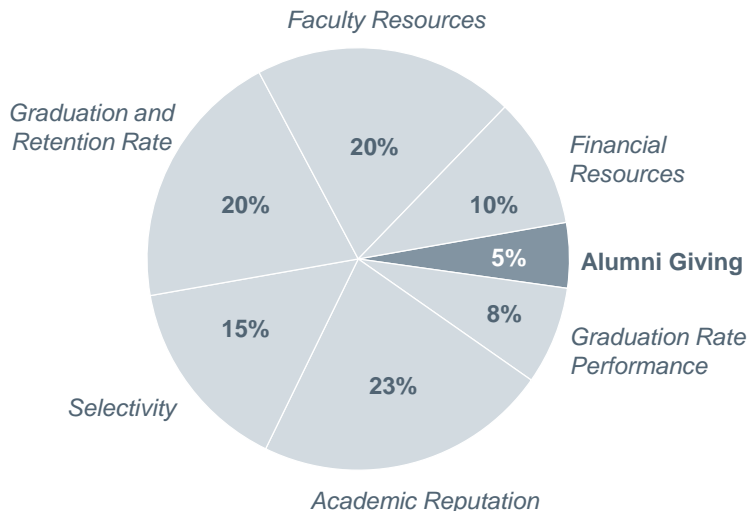
# Climbing the Ladder

## Rankings Figure in Many Institutions' Participation Drives

13

### U.S. News & World Report Ranking Methodology

*(National Universities and Colleges)*



### Happiness Indicator

“The percentage of alumni giving serves as a proxy for how satisfied students are with the school.”

*U.S. News & World Report*

Source: Robert Morse, “Methodology: Undergraduate Ranking Criteria and Weights,” *US News & World Reports* (September 11, 2012), <http://www.usnews.com/education/best-colleges/articles/2012/09/11/methodology-undergraduate-ranking-criteria-and-weights-2>; Advisory Board interviews and analysis.

# Feeling the Squeeze

## Declining Participation Imperils Future Revenue

14

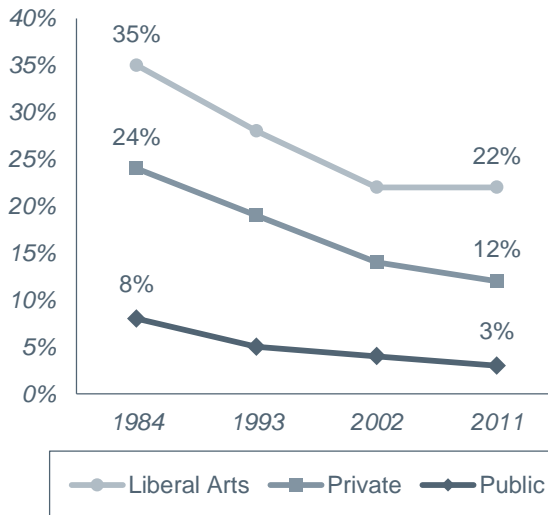
“

### Hard to Capture Mindshare

“When I graduated, there were only a few things in your life—your church, your university, maybe your fraternity/sorority, your family, your place of business. Now there’s a whole explosion of things you’re connected with. We’re having a harder time commanding their attention today.”

*Bill Mulvihill  
University of Cincinnati*

**Percentage of Private Support  
Directed to Unrestricted Funds**  
*Voluntary Support of Education Survey,  
1984 – 2011*



Source: Council for Aid to Education, *Voluntary Support of Education Survey* (2012), <http://vse.cae.org>; Advisory Board interviews and analysis.

# The Path Forward

## EAB Recommendations Shine Light on Disruptive Innovations

15

### Key Components of EAB Guidance



#### Tools

What is the innovation?



#### Strategies

How is it best used?



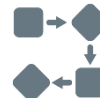
#### Cases

Who has used it well?



#### Failure Paths

How do I keep it from going wrong?



#### Implementation Guidance

How do I use it on my campus?

# Disruptive Innovations in University Fundraising

## A Roadmap

16

1



**Social Media  
Fundraising**

2



**Personal  
Fundraising  
Pages**

3



**Crowdfunding**

4



**Donor-Centric  
Websites**

5



**Text Giving  
Alternatives**

6



**Mobile-Optimized  
Giving**



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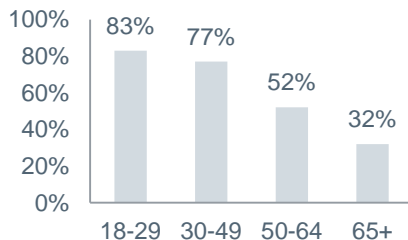
# Meeting People Where They Are

## Social Media Use Rising Among All Age Groups

18

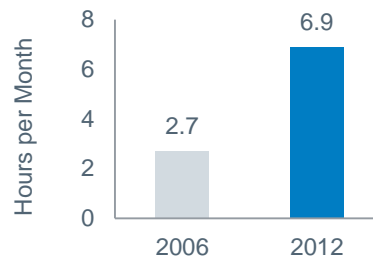
### Social Network Users by Age

Pew Research Center, 2013  
n=1802



### Time Spent on Social Media

Morrison Foerster, 2012



### Change in Time Spent on Online Channels

comScore, 2011 – 2012

Age	Email	Instant Message	Social Media
15-24	-42%	-22%	34%
25-34	-32%	-8%	25%
35-44	-37%	-4%	15%

Future donors continue to shift focus to social media channels

Source: Maeve Duggan and Joanna Brenner, "The Demographics of Social Media Users – 2012" (Pew Research Center, February 14, 2013), <http://pewinternet.org/Reports/2013/Social-media-users.aspx>; John Delaney, Nathan Salminen, and Eunice Lee, "The Growing Impact of Social Media," *Morrison Foerster Socially Aware Blog* (November 21, 2012), <http://www.sociallyawareblog.com/2012/11/21/time-americans-spend-per-month-on-social-media-sites/>; Mike Shaw, "The State of Social Media" (comScore: 2012), [http://www.comscore.com/Insights/Presentations\\_and\\_Whitepapers/2012/The\\_State\\_of\\_Social\\_Media](http://www.comscore.com/Insights/Presentations_and_Whitepapers/2012/The_State_of_Social_Media); Advisory Board interviews and analysis.

# It's Not Just for Picture Sharing

## Social Media Shapes Millennials' Interactions with Nonprofits

19



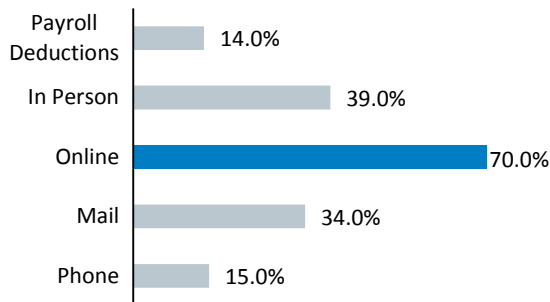
**81%**

Of Millennials prefer to learn about causes from their peers

**42%**

Of Millennials make donations to what inspires them in the moment

### Donations by Millennials *Millennial Impact Report, 2012*



### Willing to Spread the Word

“Social media, with its immediacy and ease of connection, continues to play a central role in Millennials’ relationships and interactions with nonprofit organizations.... Millennials who have established relationships with nonprofits said they are willing to spread the word about worthy nonprofits, and they like to use Facebook for that purpose.”

*The Millennial Impact Report*

Source: Achieve and Johnson, Grossnickle and Associates, *The Millennial Impact Report* (2012), <http://cdn.trustedpartner.com/docs/library/AchieveMCON2013/TheMillennialImpactReport2012.pdf>; Elise Young, “Turning Young Alumni into Donors” *Inside Higher Ed* (July 17, 2012), <http://www.insidehighered.com/news/2012/07/17/young-donors-need-be-reached-online-and-tangible-explanations-impact>; Edison Research, *The Social Habit* (June 2012), <http://socialhabit.com/secure/wp-content/uploads/2012/07/The-Social-Habit-2012-by-Edison-Research.pdf>; Advisory Board interviews and analysis.

# A Tool for Alumni Engagement

## Social Media in Higher Ed Focuses on Interactions, Not Donations

20

### Social Media Goals in Higher Education

*mStoner Study, August 2012*

Goals of Social Media	2010	2012	Percent Change
Raise private funds	31%	26%	-5%
Engage admitted students	41%	46%	+5%
Engage current faculty and staff	36%	43%	+7%
Engage current students	47%	55%	+8%
Increase awareness, advocacy, and/or rankings	49%	60%	+11%
Create, sustain, and improve brand image	72%	77%	+5%
Engage alumni	86%	83%	-3%

### Common Pitfalls

“We tried raising money on social media. We didn’t reinforce the message through other channels. We thought social media was enough.”

“Occasionally we’ll post a one-off ask to our timeline, but no one responds to it.”

“Our dedicated social media campaign ended up saturating our audience with solicitations.”

“We ran a social media campaign. We launched it one day, and no one noticed.”

# Launching a High-Return Social Media Campaign

21

## Four Higher Education Examples for Your Consideration

### Goal #1

#### Participation-Based Campaigns

North Carolina  
State University



#### Purpose

Increase participation by 100 donors over same 30-day period from previous year

### Goal #2

#### Amount-Based Campaigns

Florida State  
University Foundation



#### Purpose

Raise \$161,000 in 36 hours as part of university's 161<sup>st</sup> anniversary

### Goal #3

#### Donor Acquisition Campaigns

Columbia University



#### Purpose

Acquire 1,200 new and lapsed donors for the institution in 24 hours

### McMaster University



#### Purpose

Raise \$125,000 through 1,000 or more gifts in 48 hours for local student scholarships

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22

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# “Brother, Can You Spare a Dime?”

## Peer Pressure Motivates Donations

23



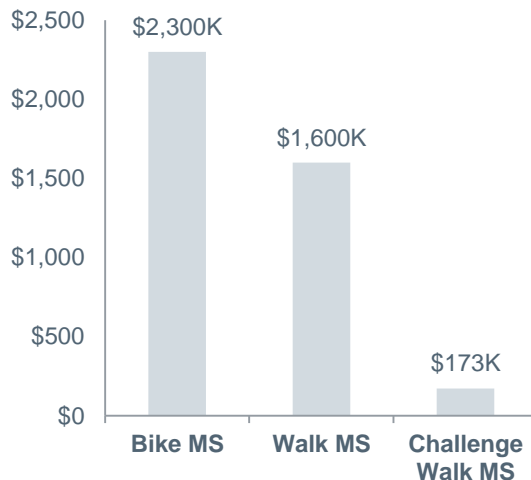
**74.6%**

Of Millennials would be likely  
or highly likely to give if  
asked by a family member

**62.8%**

Of Millennials would be likely  
or highly likely to give if  
asked by a friend

**Donations to NMSS Through  
Personal Fundraising Pages, 2010**



Source : : Achieve and Johnson, Grossnickle and Associates, *The Millennial Impact Report* (2012), <http://cdn.trustedpartner.com/docs/library/AchieveMCON2013/TheMillennialImpactReport2012.pdf>; Raymund Flandez, "Disease Charity Motivates Supporters on Facebook," *Chronicle of Philanthropy* (September 15, 2011), <http://philanthropy.com/blogs/social-philanthropy/disease-charity-motivates-supporters-on-facebook/29241>; Advisory Board interviews and analysis.

# Testing Personal Fundraising Pages in Higher Ed

## Illinois Wesleyan University's Giving Circles

24

The Cause: Student Financial Aid	
Total Amount for One Scholarship	\$2,500
Individual Donation Amount to Qualify	\$100 per year for three years
Number of Donors per Giving Circle	10 – 40



### Active Giving Circles

- Alpha Delta Gamma
- The CPA Dream Team
- Pride Alumni Community
- Rockford Area Student Scholarship Fund
- +20 More

“

### Letting Alumni Take the Lead

“I gave the volunteers free reign to tell me who they wanted to solicit. They probably have a better grasp than I do about who they are influential with. I would normally say, “Sure, try people who graduated in your class year.” But I found that wasn’t the case. It was someone the person ran cross-country with or someone he studied history with or a roommate. It was this crazy amorphous group of people, because that is how our social networks are anyway.”

*Jeff Mavros  
Illinois Wesleyan University*

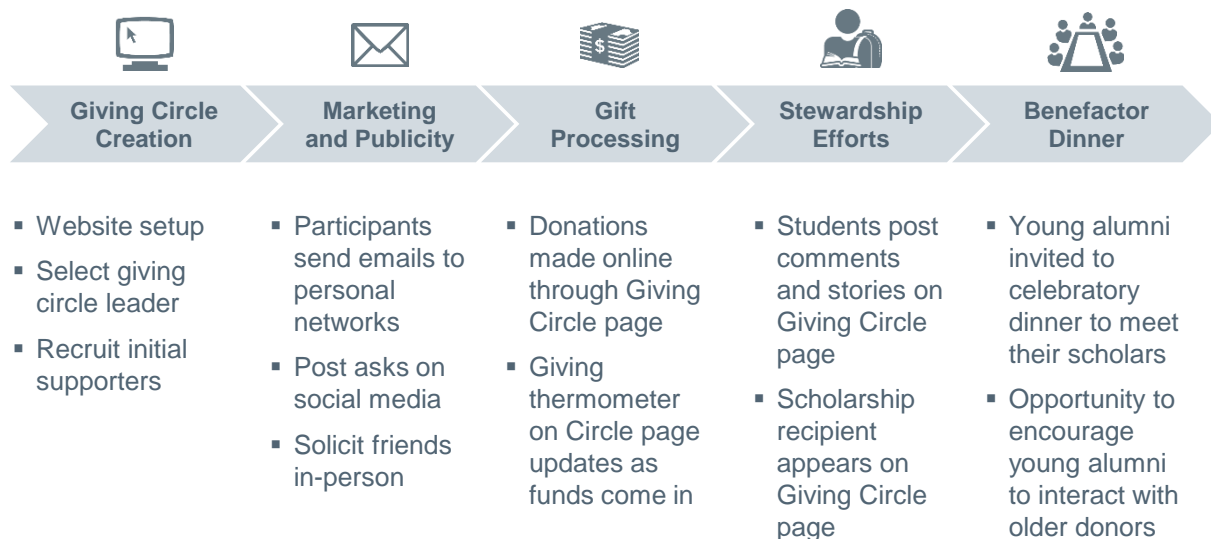


# Giving Circle Process

## The Implementation Timeline

25

### Launching Giving Circles at Illinois Wesleyan University



# Energizing Young Alumni Giving

## Giving Circles Acquire and Escalate Donors

26



**24**

Giving Circles created

**487**

Unique donors

**147**

New or re-acquired lapsed  
donors who participated in  
Giving Circles



### Small Gifts Add to Big Impact

“For this group, it’s all about the interval giving. You can do it in bite-sized chunks, you give \$8 a month, you put it on your credit card and you don’t even know it’s gone, but then you’re a \$100 donor. And most young alumni, at least with us, don’t think about being a \$100 donor, at least out of the gate.”

*Jeff Mavros  
Illinois Wesleyan University*

### Next Steps for Giving Circles

- **Leader Identification:**  
Identify next group of Giving Circle leaders by asking for nominations from faculty and staff
- **Giving Circle Recruitment:**  
Add two to three Giving Circles each year

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27

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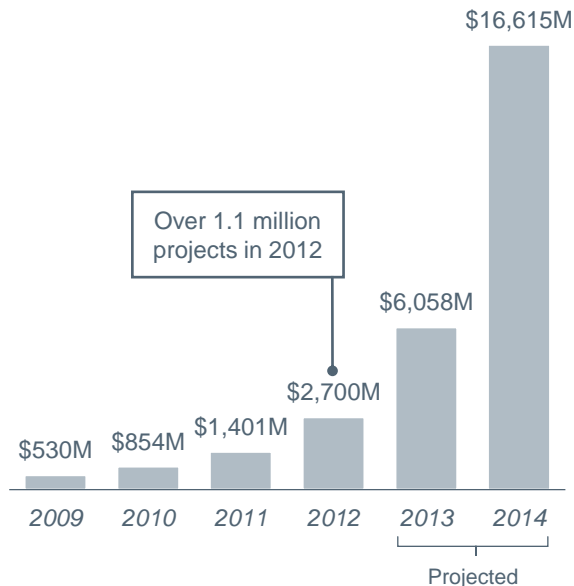
# The Power of the Crowd

## Crowdfunding Emerges as Popular Tool Across Industries

28

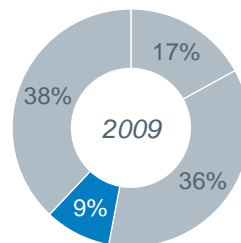
### Dollars Raised Through Crowdfunding

*Crowdfunding Industry Report, 2011*

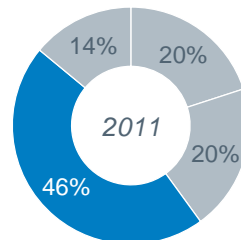


### Crowdfunding Industry Breakdown

*Crowdfunding Industry Report, 2011*



**Donation-Based  
Project Funding:**  
9 percent



**Donation-Based  
Project Funding:**  
46 percent

Source: Massolution, *Crowdfunding Industry Report* (2013), <http://research.crowdsourcing.org/2013cf-crowdfunding-industry-report>; Advisory Board interviews and analysis

# An Explosion of Platforms and Options

29

## New Sites Launching Frequently

### Popular and Noteworthy Platforms

**KICKSTARTER**

 **indiegogo**

 **crowd**rise  
if you don't give back to one all the you

**PETRIDISH**  
.org

 **razoo**

 **WEDIDIT**

**go**fundme

 **globalgiving**



**400+**

Crowdfunding platforms  
currently in existence

### Sample Crowdfunding Projects

- Landmine-Sweeping Rats in Afghanistan (Global Giving, \$50,000)
- Bay Pointe Ballet in San Jose, CA (Razoo, \$10,000)
- Swimming for Safety Programme: Prevent Child Drowning (IndieGoGo, £5,250)
- Tesla Museum (IndieGoGo, \$850,000)
- BugASalt: Fly-Killing Device (IndieGoGo, \$15,000)
- Aurora Shooting Victim Medical Funds (IndieGoGo, \$250,000)

# The Power of Perspective Campaign

## 100cameras Experiments with Crowdfunding

30



### 100cameras Overview

- Small 501(c)(3) based in New York City
- Teaches children in impoverished communities to take and sell photographs documenting their experiences
- Uses proceeds from photographs to fund education and health projects in the children's communities



### Campaign Details

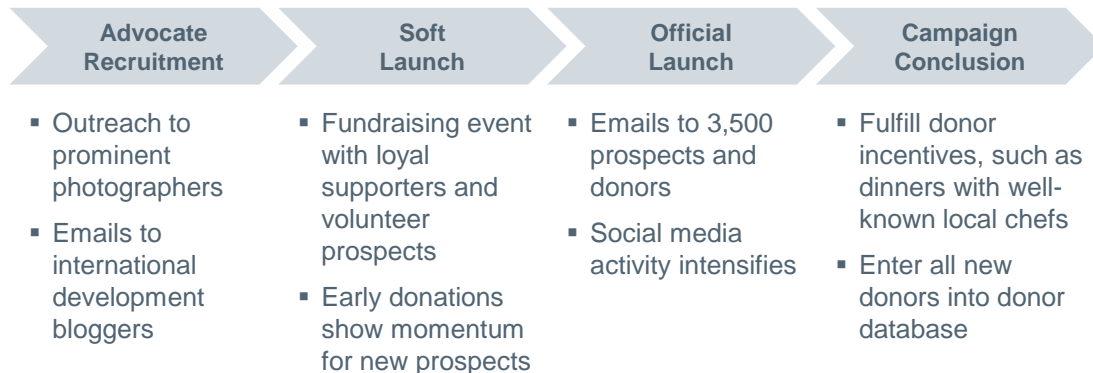
- Goal: \$50,000
- Timeframe: 45 Days
- Purpose: Expand capacity to fund two community projects annually

Source: 100cameras, "The Power of Perspective" (2012) <http://wedid.it/campaigns/97>; Advisory Board interviews and analysis.

# Turning Supporters into Advocates and Donors

## 100cameras's Campaign Succeeds Due to Careful Planning

31



### Notable Campaign Results

**70%**

Of all campaign donors  
gave their first gift

**355**

Total campaign  
donors

**\$15,000**

Amount raised in  
final two days

# Giving Days Attract Higher Ed Participants

## Campaigns Generate Excitement and Donations

32

### Institutions Participating in State-Wide Giving Days



St. Olaf College



Concordia College (MN)



The University of Minnesota



Hamline University



The University of Utah



Utah State University



### Notable Results from Giving Days

- **St. Olaf College:**  
Average of 1,500 donors per year with more than 100 new donors annually
- **Concordia College (MN):**  
Raised \$159,747 from 1,300+ donors in 2010
- **University of Utah:**  
Raised \$12,000 from nearly 200 donors in its first year of participation



### Building Excitement Across 24 Hours

"We were going back and forth against [another nonprofit] all day. It was inspirational for our alumni to see us in the competition."

*Matt Fedde  
St. Olaf College*



# A Win-Win for Donors and Institutions

33

## Crowdfunding Empowers Small Donors and Reveals Their Interests

### Benefits of Crowdfunding for Colleges and Universities

#### Small Gifts Make an Impact



Modest project goals ensure donors understand that their small gifts make a difference

#### All Donors Feel Valued



Targeted giving overcomes perception that donors' dollars do not have a tangible impact

#### Promotes Goodwill on Campus



Advancement partners with student organizations and faculty members to market projects and process gifts

#### Captures Donor Information



Passion-driven giving reveals donor interests that can be leveraged for future solicitations

# Disruptive Innovations in University Fundraising

## A Roadmap

34

1



**Social Media  
Fundraising**

2



**Personal  
Fundraising  
Pages**

3



**Crowdfunding**

4



**Donor-Centric  
Websites**

5



**Text Giving  
Alternatives**

6



**Mobile-Optimized  
Giving**

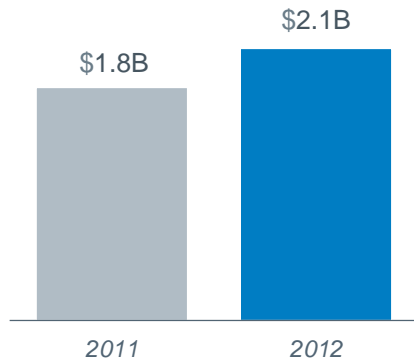
# Online Giving Continues to Grow

## Donors Increasingly Turn to the Web

35

### Online Gifts To Charitable Organizations, 2011 – 2012

*Chronicle of Philanthropy*



### Donors Prefer Online Giving

"We're at a sort of critical juncture now, where the model for giving on the annual giving level at universities is changing...The trend is reversing away from the traditional method of asking for donations through phone calls to online giving. And that's putting a lot more pressure on websites, to be more effective tools for raising the money."

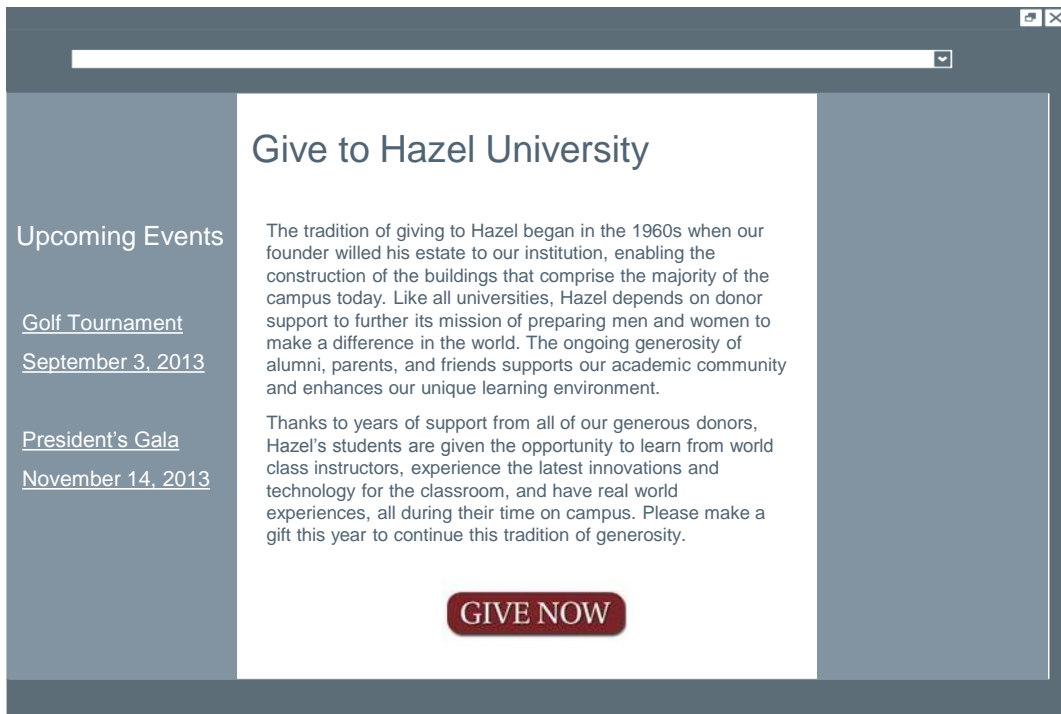
*Brian O'Leary  
Rutgers University*

Source: Emma Carew Grovum and Raymund Flandez, "The Big Boom in Online Giving" (June 23, 2013), <http://philanthropy.com/article/The-Big-Boom-in-Online-Giving/139965?cid=megamenu>; Advisory Board interviews and analysis.

# Does This Inspire You?

## Bland Institutional Websites Fail to Engage Potential Donors

36



# Donor-Centric Giving Pages Hard to Find

## Websites Focus on Institutional Priorities


37




# Inspiring Stories Plus Compelling Data

charity: water Explains Mission and Calls Donors to Action

38

 charity: water


[DONATE](#) [STORE](#) [WHY WATER?](#) [WATER PROJECTS](#) [BIRTHDAYS](#) [ABOUT US](#) [mycharity: water](#)





## DONATE AND GIVE CLEAN WATER


Just \$20 can provide a person with clean drinking water. 100% funds water projects for people in need.


[DONATE NOW](#)

[Donate](#)

[The Water Crisis](#)

[Sponsor a Project](#)

[Depeche Mode + Hublot](#)

[Fundraise for Rwanda](#)

## OUR MISSION

# Disruptive Innovations in University Fundraising

## A Roadmap

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# Donors Want to Give When Inspired...

...But Typically Are Hampered by Manual Donation Process

40

## Traditional Fundraising Strategies



Send a direct mail piece to donors, wait for return envelope with check



### **Downside:**

Donors delay sending the envelope back and end up forgetting



Circulate pledge cards at events, collect checks and credit card numbers



### **Downside:**

Donors find filling out pledge cards at social events to be awkward



## Losing an Opportunity

“Having the ability to secure a gift when a donor is most inclined to make it and capturing that intent immediately without a delay is valuable.

“When you wait, there are concerns that come up. If it’s going to be a check, do they have the envelope at home? Are they going to dig the envelope up? Are they going to sit down at their computer and put all that information into your website? I think the delay is worrisome.”

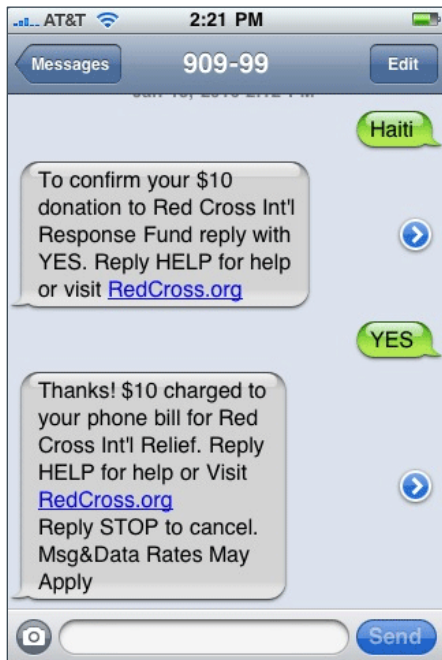
*Joe Kremer  
Pomfret School*



# “Text Now to Help”

## Text to Give Appeals Yield Donations in Crisis Situations

41



### Impressive Results

**\$43M**

Donated by text to Haiti recovery efforts

**74%**

Of Haiti text-donors were first-time mobile givers

### Other Text to Give Campaigns

Gulf Oil Spill (2010)

Japanese Earthquake (2011)

Texas Wildfires (2011)

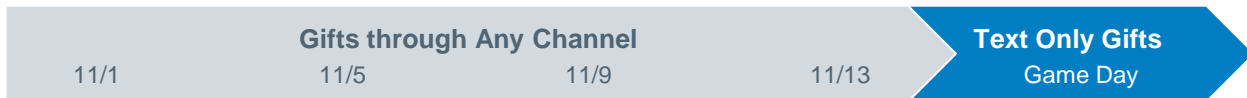
Hurricane Sandy (2012)

Source: “Real Time Charitable Giving,” *Pew Internet and American Life Project* (2012), <http://pewinternet.org/Reports/2012/MobileGiving/Key-Findings.aspx>; Amy Gahrn, “Donating to charity by text message: Lessons from Haiti,” *CNN* (January 14, 2012) <http://www.cnn.com/2012/01/12/tech/mobile/charity-donations-text-messages>; Advisory Board interviews and analysis.

# Higher Education Experiments with Text to Give

## Lafayette and Lehigh Employ Solicitation Method in Giving Challenge

### Giving Challenge Timeline



### Marketing Text to Give

- Game announcer asks attendees to donate through text to give
- Cheerleaders and mascots pass out mini-footballs with instructions
- TV ad pitches text to give to telecast viewers
- Beer cozies with giving instructions sent to alumni



### Campaign Costs

- Text-to-give contract with the Mobile Giving Foundation
- Marketing collateral
- Staff time
- Gift processing time

Low campaign costs make up for small gift amounts acquired through text donations

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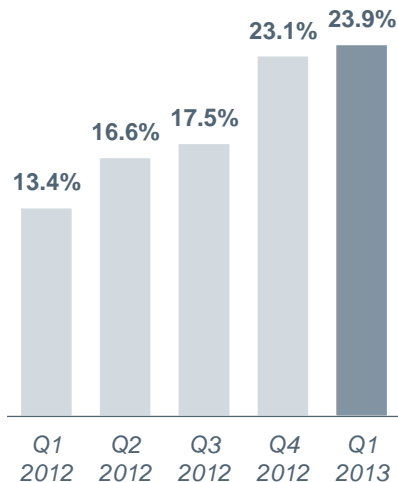
# The Electronic Tether

## Constant Mobile Use Creates Big Opportunities

44

### Percentage of Total Web Traffic Coming from Mobile Devices

*Walker Sands Quarterly Mobile Traffic Report, June 2013*



### Smartphone Use is Ubiquitous

**68%** Of smartphone owners sleep with their phone next to their bed

**61%** Of smartphone owners use their phone while watching TV

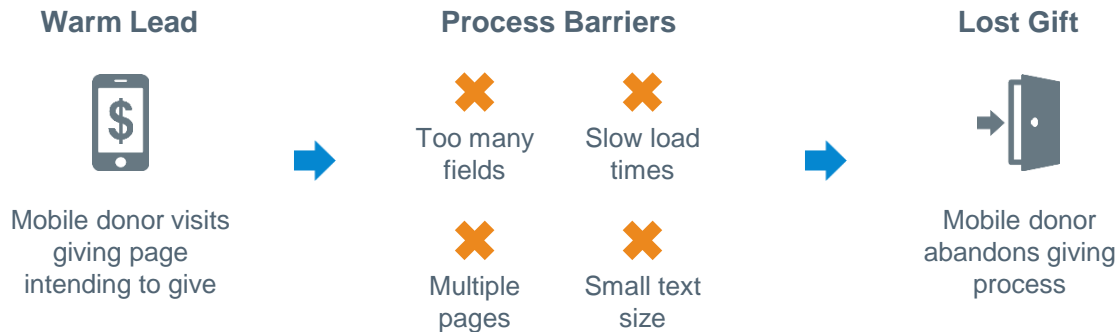
**58%** Of smartphone owners check their phone at least once every hour

Source: Harris Interactive, "Mobile Mindset Study" (May 2012), <https://www.lookout.com/resources/reports/mobile-mindset>; "Quarterly Mobile Traffic Report" Walker Sands, (June 12, 2013) <http://www.walkersands.com/quarterlymobiletraffic>; "Your Wireless Life," Time (2013), <http://www.time.com/time/interactive/0,31813,2122187,00.html>; Advisory Board interviews and analysis.

# The Bounce Factor

45

## Giving Pages Without Mobile Optimization Deter Willing Supporters



### We Can't Lose These Donors

“Nonprofits are noticing that their mobile traffic is bouncing or leaving because their sites aren’t mobile-optimized. They can’t lose those donors—too much of their web traffic comes from mobile devices. So they’ve started to think about how they can make their most important points of conversion mobile-optimized.”

*Claire Kerr  
Artez Interactive*

# Capturing On the Go Donors

## Two Primary Solutions

46

### Approach #1

#### Mobile Giving Page

Responsively designed, adaptively designed, or separate mobile giving pages

#### Key Elements

Fewer fields and pages  
Larger buttons

### Approach #2

#### Express Checkout

PayPal integration or auto-filled contact information

#### Key Elements

Minimal need to input information  
In some cases, credit card is already entered

*“We’ve seen a continuous shift towards mobile browsing. When we mobile optimized, we saw our gift revenue go up. People want to give on their phones, and we want to help them do that.”*

*“When we integrated PayPal, we saw an immediate and substantial impact. It wasn’t a huge percentage of our fundraising revenue, but it was big in terms of what came before.”*

# Approach #1: Mobile Giving Page

## Susan G. Komen's Mobile-Friendly Donor Portal

47

Verizon 1:00 PM 95%

Back

susan g. komen.

Join the Global Breast Cancer Movement

Breast Health Get Involved News & Events About Us Donate

Donation

☒ \$25.00  
☐ \$50.00  
☐ \$75.00  
☐ \$100.00  
☐ \$250.00  
☐ Other

\$  (minimum \$5.00)

Your contact information

Billing Title: \*

### Key Fields

- Gift amount
- Billing information (name, address)
- Email address
- Credit card number



## 15-30%

Of all online donations are given from mobile devices

# Approach #2: Express Checkout

## Sea Shepherd Conservation Society's PayPal Donation Form

48

### PayPal Giving Site

The screenshot shows a mobile device screen with the Sea Shepherd Conservation Society's PayPal Giving Site. At the top, the status bar shows 'Verizon', signal strength, '4:04 PM', and '80%' battery. The page header says 'Sea Shepherd Conservation Society'. Below this is a 'Donate:' section with a dollar sign icon, a text input field containing '100.00', and a dropdown menu set to 'USD'. A line item below shows 'Sea Shepherd Conservation Society' and a 'Total (USD): \$100.00'. The 'Login' section features the PayPal logo and a lock icon. It includes icons for email and a mobile device. The 'Log In with email and password:' section has two input fields: 'Email' and 'Password'. A 'Log In' button is at the bottom. A link at the very bottom says 'Don't have a PayPal account? Pay with a card'.

### Three-Step Giving



1 Amount

2 Email

3 Password

### A Growing Payment Platform

**242%**

Growth in mobile PayPal gifts between December 2011 and December 2012

**\$3.6B**

Total charitable donations through PayPal in 2012

**110M**

Active PayPal accounts in 2012

Source: Sean Milliken, "The Rise of Mobile Giving, and Other Trends & Predictions for 2013," *Forbes* (February 22, 2013), <http://www.forbes.com/sites/skollworldforum/2013/02/22/rise-of-mobile-giving-and-other-trends-in-philanthropy-in-2013/>; "Love at First Sight" PayPal, <https://www.paypal.com/webapps/mpp/ent-online-attract-shoppers>; Advisory Board interviews and analysis.



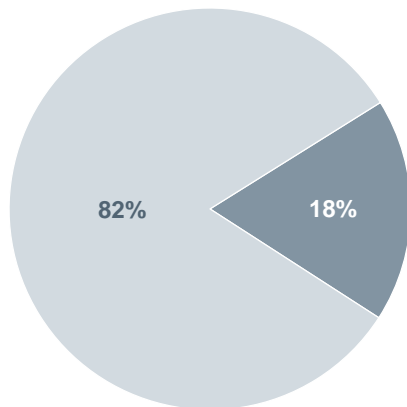
# Lagging Behind in Higher Education

49

## Various Barriers to Mobile Optimization

### Mobile-Optimized Giving Pages at Colleges and Universities

EAB Analysis  
n=50



- Mobile-Optimized
- Not Mobile-Optimized

### “I would mobile-optimize my giving page, but...”



*I'm waiting for the rest of my institution's website to change*



*I would need buy-in from too many stakeholders*



*I don't have the staff to switch over to something more advanced*



*I haven't seen many donors using their phones to give*



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