

INTEGRATED MARKETING
VIRTUAL CONFERENCE
FOR NON-PROFITS



WHO IS YOUR NONPROFIT MISSING?

***USING INTEGRATED MARKETING
TO CONNECT WITH
GENERATIONS X, Y & Z***



SAY HI TO YOUR VIRTUAL PANEL



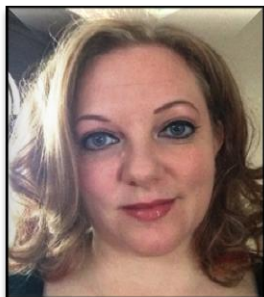
Mark Rovner, Principle, Founder & CEO of Sea Change Strategies

Over the course of his 30-year career, Mark has advanced and helped to reinvent cause-based communications and public engagement. A frequent blogger and speaker, Mark is known for his creativity, his quick wit, his strategic insight, and his generosity.



Maureen Wallbeoff, Vice President of Firefly Partners

Maureen is a thought leader whose creative solutions and warm, approachable style are equally valued within the nonprofit space. A systems-thinker, she loves helping organizations achieve their goals using conversation and collaboration.



Kerrie Goughnour Development Specialist, Be The Match Foundation[®]

A nonprofit newbie, Kerrie is an award-winning communications specialist with 18 years of experience in B2B marketing. Kerrie is passionate about connecting people with technology and is eager to share her talents and resources with others.



OUR SESSION AGENDA



- Next Gen Study Results
- Case Study: Be The Match on Campus
- Quick Tips & Best Practices

TALKIN' 'BOUT MY GENERATION



Generation Y

- Born 1981 – 1995
(age 18-32 as of 2013)
- Represent 11% of total giving
- 32.8 million donors in the U.S.
- 60% give
- \$481 average annual gift
- 3.3 charities supported



Boomers

- Born 1946 – 1964
(age 49-67 as of 2013)
- Represent 43% of total giving
- 51.0 million donors in the U.S.
- 72% give
- \$1,212 average annual gift
- 4.5 charities supported



Generation X

- Born 1965 – 1980
(age 33-48 as of 2013)
- Represent 20% of total giving
- 39.5 million donors in the U.S.
- 59% give
- \$732 average annual gift
- 3.9 charities supported



Matures

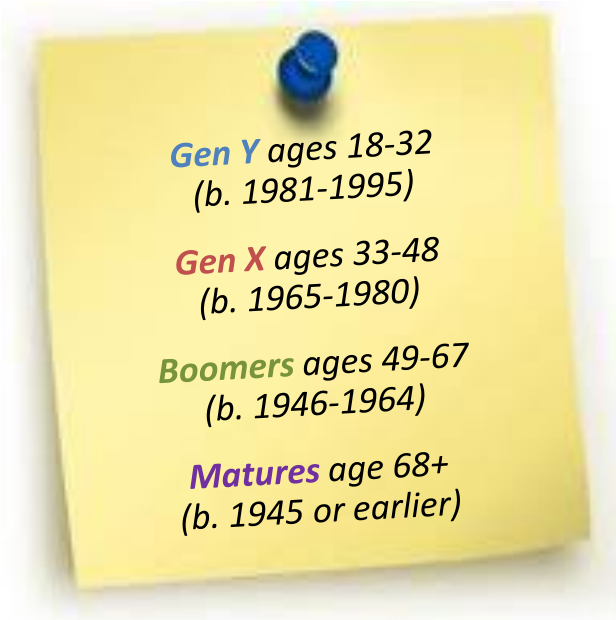
- Born 1945 and earlier
(age 68+ as of 2013)
- Represent 26% of total giving
- 27.1 million donors in the U.S.
- 88% give
- \$1,367 average annual gift
- 6.2 charities supported

Generational groups, total U.S. population, and giving data (on average)

METHODOLOGY



- Survey instrument developed and refined from 2010 survey – identical methodology
- Online survey of 1,014 US Donors
- Adults 18+ who report donating to a charitable cause in the last 12 months (beyond school, place of worship, union)
- Conducted May 13-24, 2013
- Follow CASRO/industry best practices
- Data is self-reported, not transactional



Gen Y ages 18-32
(b. 1981-1995)

Gen X ages 33-48
(b. 1965-1980)

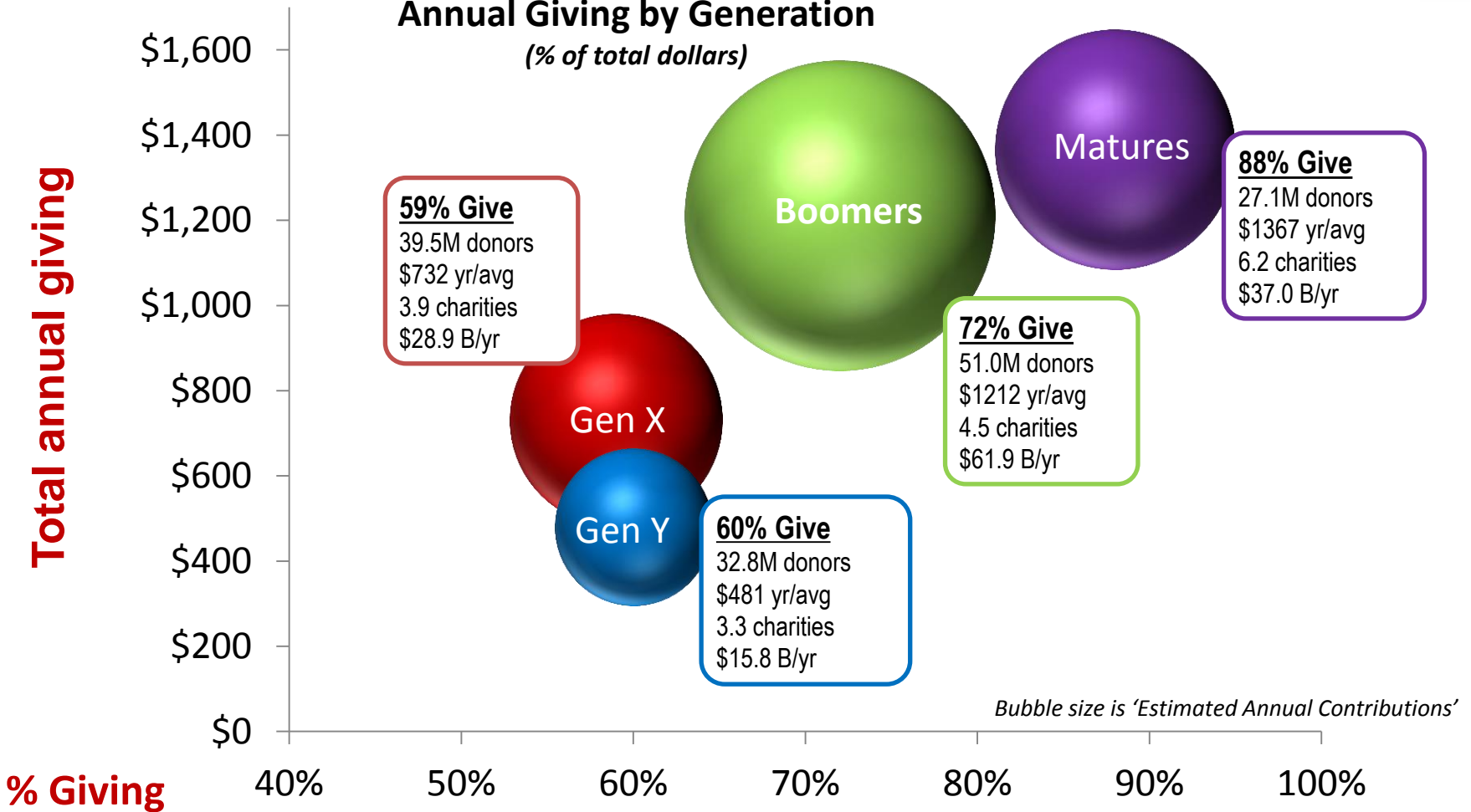
Boomers ages 49-67
(b. 1946-1964)

Matures age 68+
(b. 1945 or earlier)

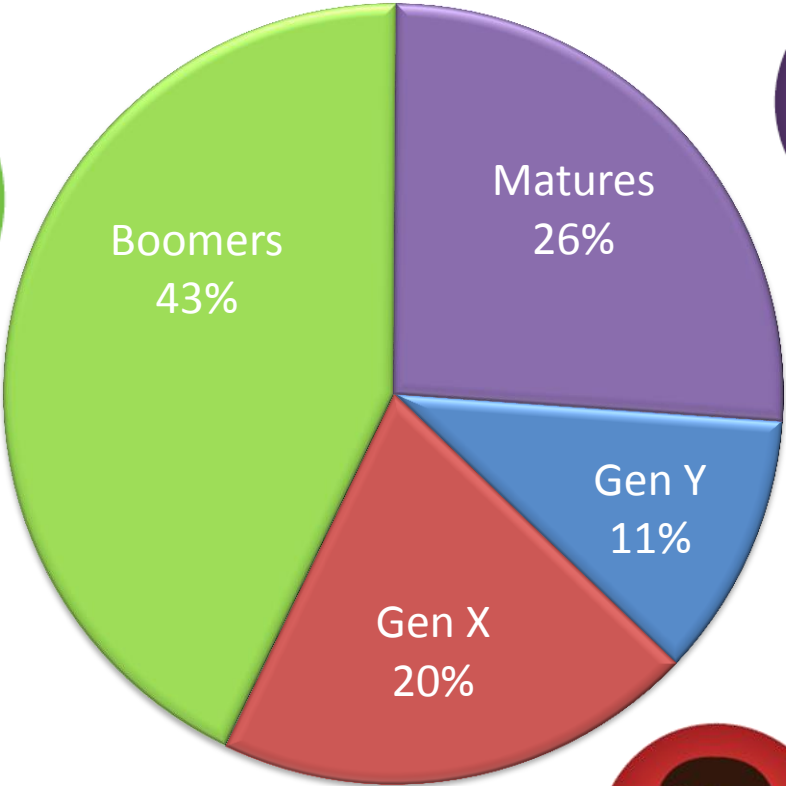
GENEROSITY (U.S.) INCREASES WITH AGE



Annual Giving by Generation
(% of total dollars)



ONE IN THREE DONORS IS GEN X OR GEN Y



**Generations
Contribution to Total
Giving**
(% of total dollars)

#nextgengiving



MULTICHANNEL IS THE NEW NORMAL



Which of the following charitable giving methods have you used in the past two years?

Gen Y



Checkout Donation	52%
Online Donation	47% ▲
Purchase for Proceeds	39% ▲
Retail giving	29%
Street Canvassing	25%
Pledge	22%
Responded to mailing	10%

Boomers



Checkout Donation	53%
Online Donation	42% ▲
Honor/Tribute Gift	42% ▲
Purchase for Proceeds	41%
Responded to mailing	40% ▲
Pledge	39% ▲
Street canvassing	26%

Gen X



Checkout Donation	51%
Purchase for Proceeds	42%
Online Donation	40%
Pledge	39% ▲
Street Canvassing	29%
Retail giving	27%
Responded to mailing	22%

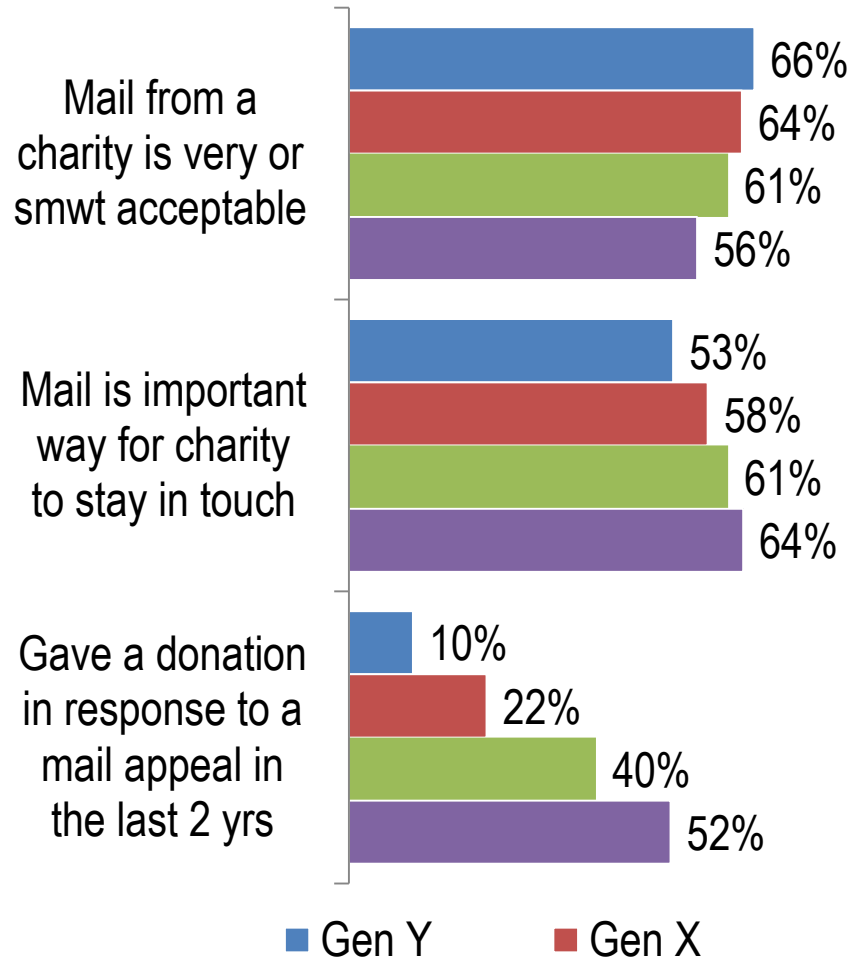
Matures



Responded to mailing	52%
Checkout Donation	44%
Honor/Tribute Gift	42%
Pledge	38%
Purchase for Proceeds	36%
Online Donation	27%

*Arrows indicate statistical significance between 2010 and 2013.

WHAT'S THE DEAL WITH DIRECT MAIL?

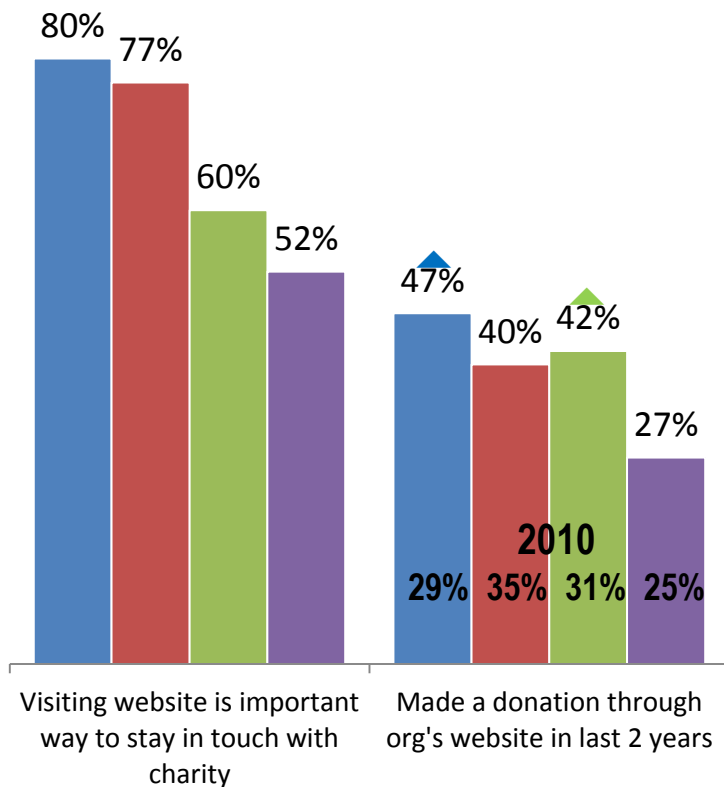


WHAT INSPIRES ONLINE GIVING?

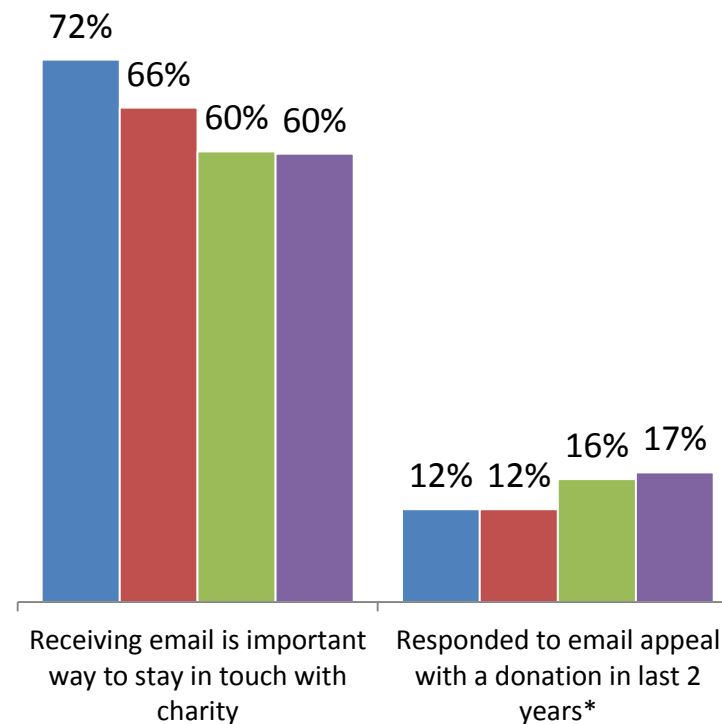


Website

Arrows indicate statistical significance between 2010 and 2013.



Email



■ Gen Y ■ Gen X ■ Boomers ■ Matures

*New or changed attribute, no tracking data



#nextgengiving



TWEET THIS NOW!



***Gen-Y is not allergic to email.
#nextgengiving***



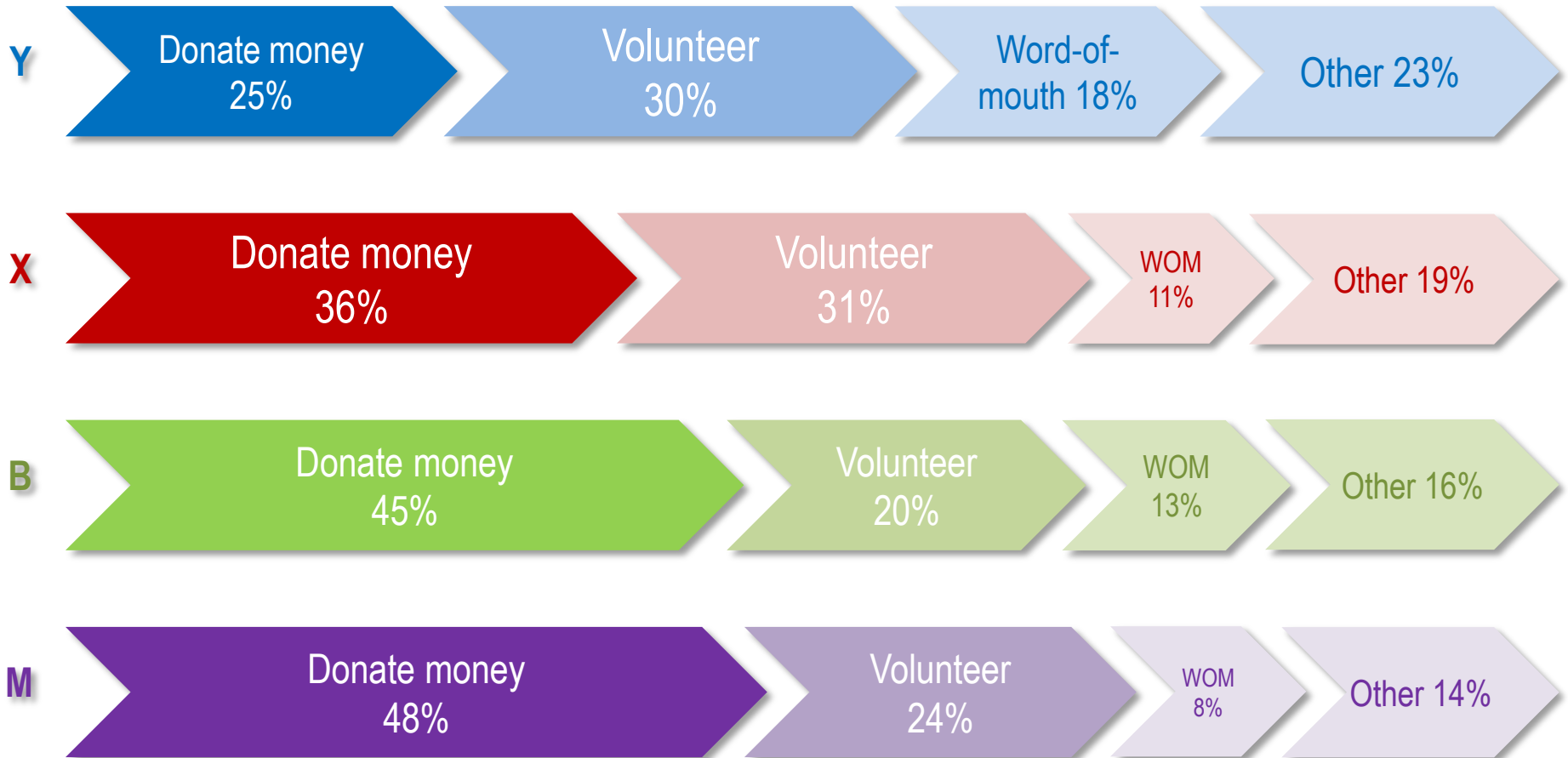
#nextgengiving



DOES MONEY MATTER MOST?



How do you feel you can make the biggest difference?



Other=fundraising, advocacy, donating goods



#nextgengiving



SPREADING THE WORD



What's your comfort level in sharing information about the charities you support?



Gen Y

65% very comfortable
telling others



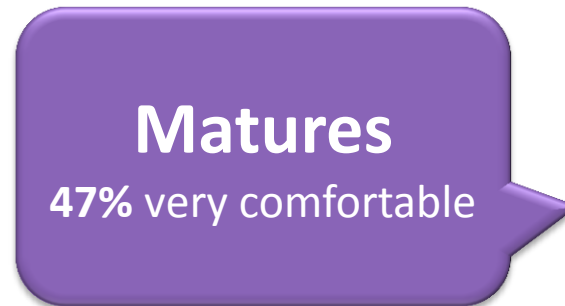
Boomers

45% very comfortable



Gen X

56% very comfortable
telling others



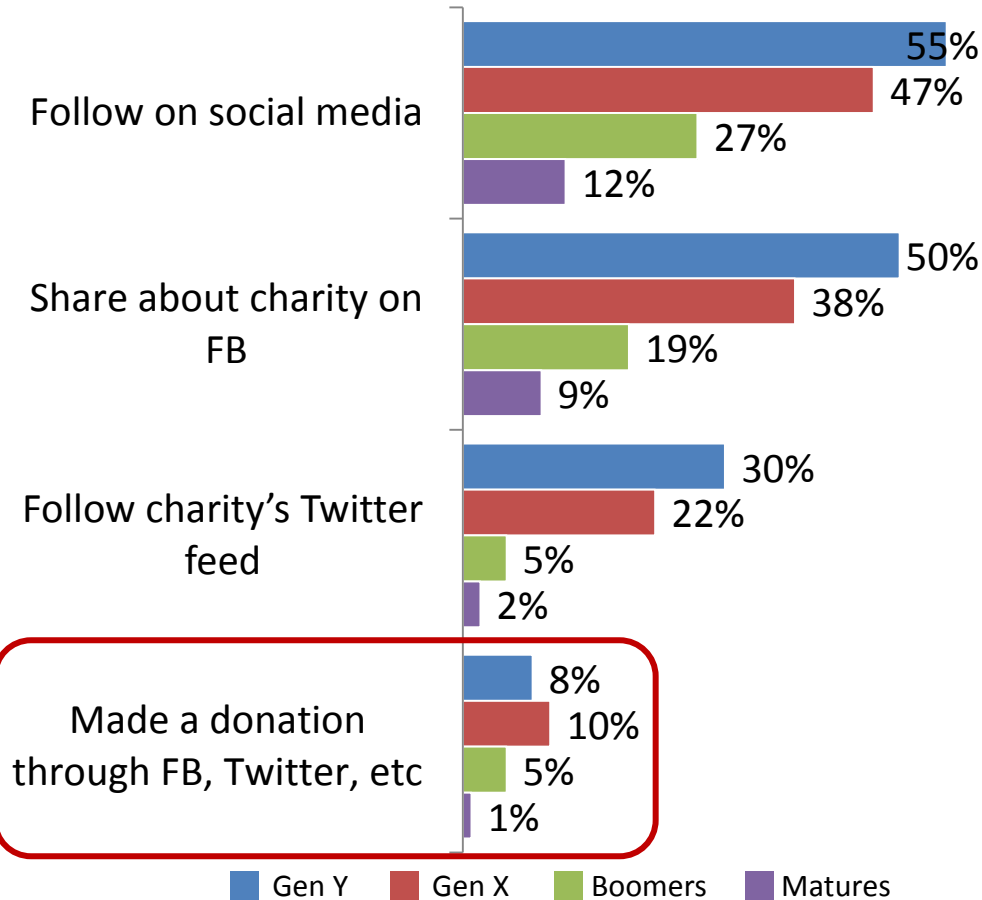
Matures

47% very comfortable

HOW SOCIAL ARE TODAY'S DONORS?



Doing Social Media Activities with Charities Today



43% Y and X

Think it's OK to post on social networking site and ask for donation

20% Boomers

6% Matures



#nextgengiving



TWEET THIS NOW!



Don't use \$ to measure social media ROI.



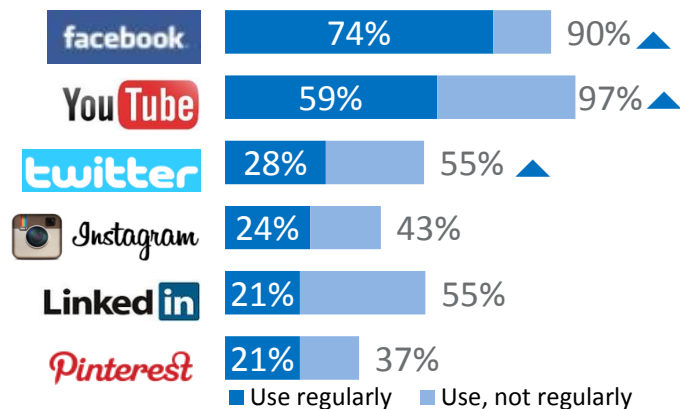
#nextgengiving



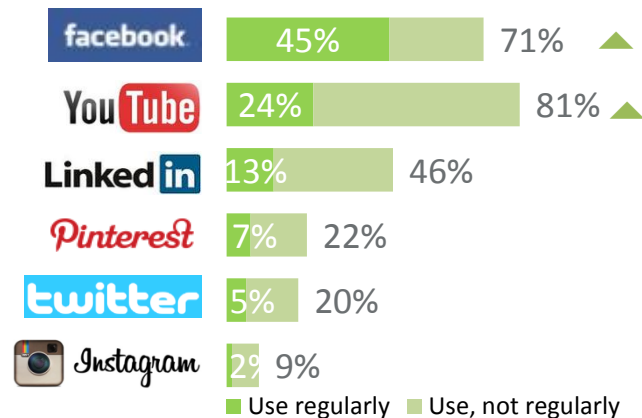
SOCIAL MEDIA USAGE OVERALL



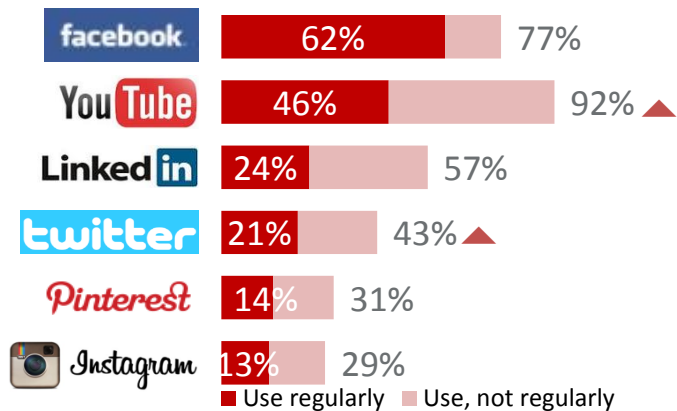
Gen Y: 100% use social media



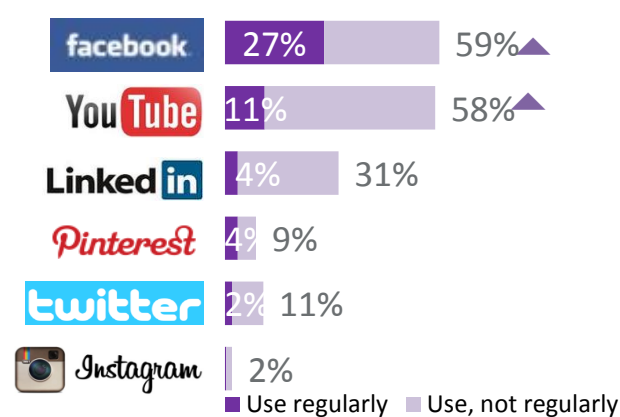
Boomers: 91% use social media



Gen X: 96% use social media



Matures: 78% use social media



#nextgengiving

*Arrows indicate statistical significance between 2010 and 2013.



TWEET THIS NOW!



Don't neglect YouTube!
#nextgengiving



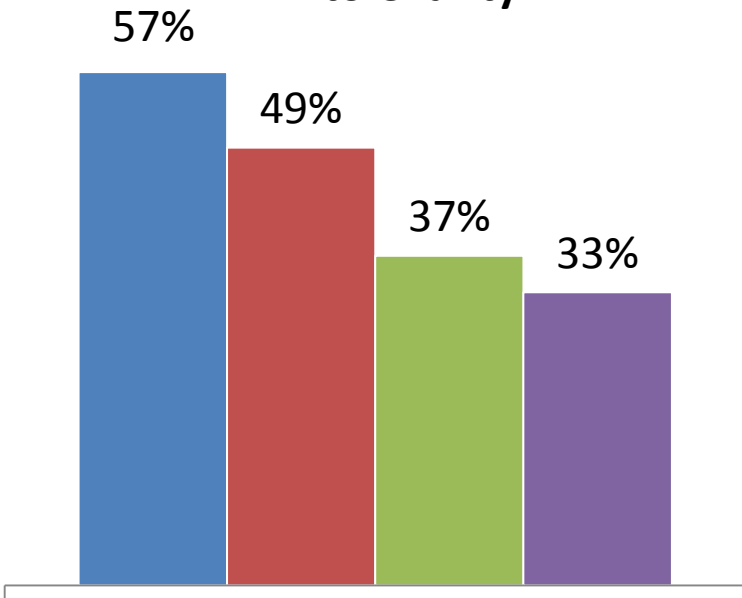
#nextgengiving



IMPACT & ACCOUNTABILITY



Seeing the Impact of My Donation Would Motivate Me to Make a Larger Donation to Charity



See the impact of my donation

■ Gen Y ■ Gen X ■ Boomers ■ Matures



#nextgengiving



TWEET THIS NOW!



***Effectiveness is the new black
for Gen Y.***

#nextgengiving



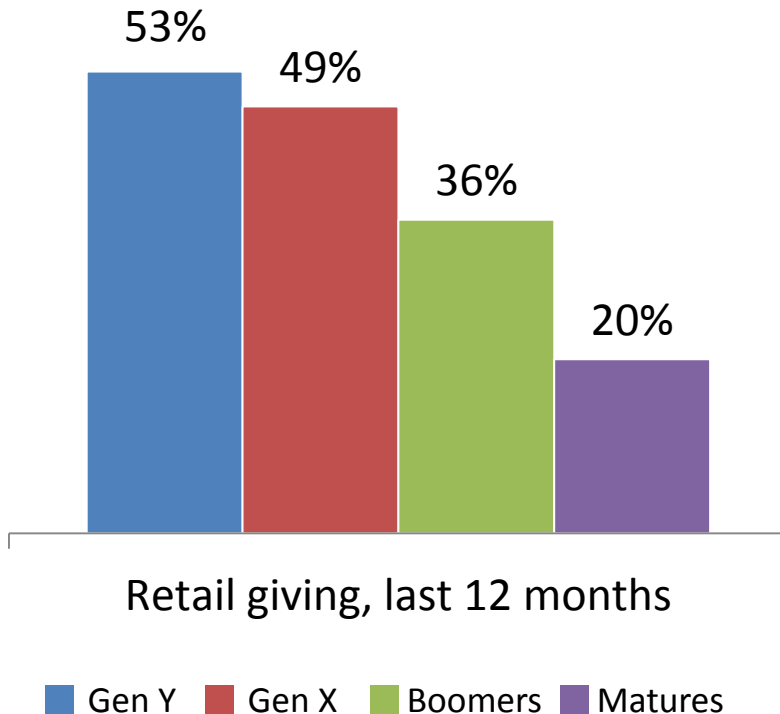
#nextgengiving



PHILANTHROPY IN THE MARKETPLACE



Retail Giving



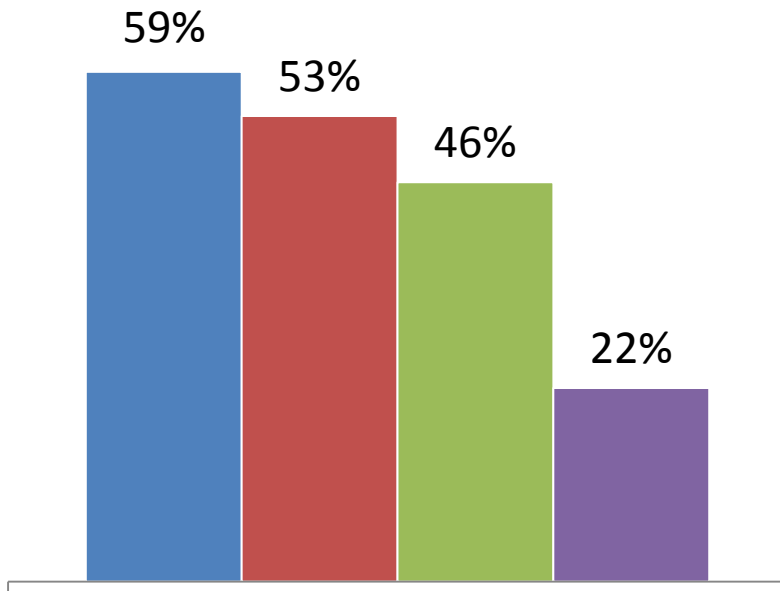
72%
are first-time donors

33% plan to donate
directly in future

WORKPLACE GIVING



Workplace Giving



Have given in the workplace

■ Gen Y ■ Gen X ■ Boomers ■ Matures

(filtered among those employed or student)



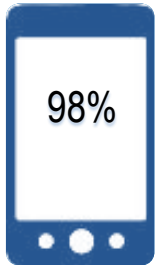
#nextgengiving



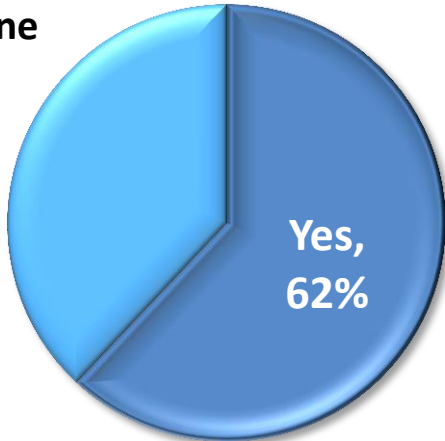
MOBILE



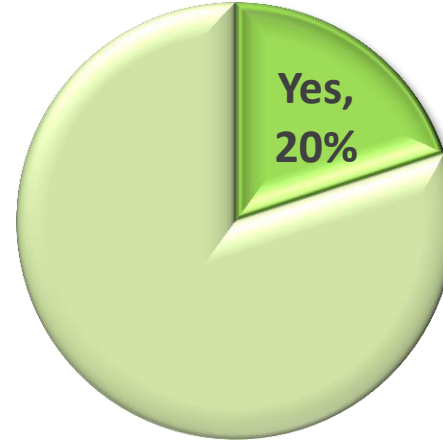
**Primary phone



Gen Y



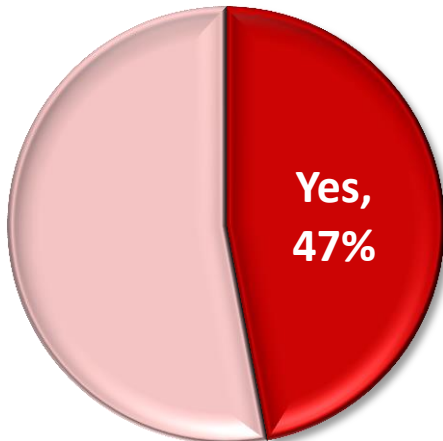
Would donate via mobile



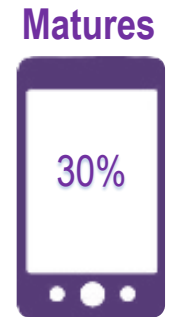
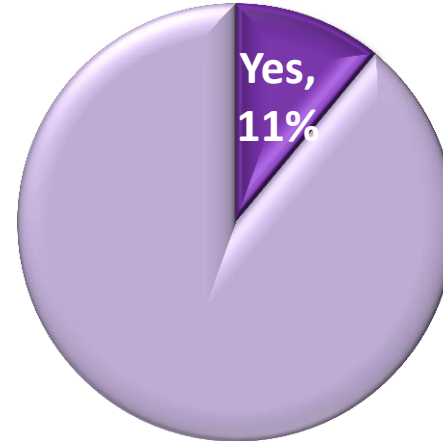
Boomers



Gen X



Would donate via mobile

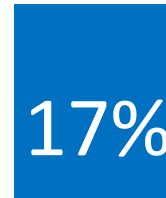


Matures

CROWDFUNDING



*Have Given through
Crowdfunding in the Past*

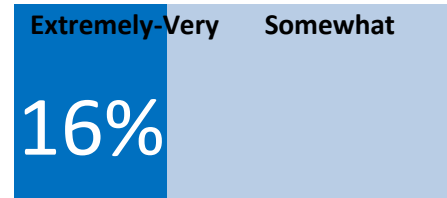


10%

6%

2%

*Likely to Give through
Crowdfunding in Future*



47%

9%

30%

2%

13%

4%

#nextgengiving

TWEET THIS NOW!



Is crowd funding the next big thing? Maybe!
#nextgengiving



#nextgengiving



CASE STUDY: BE THE MATCH ON CAMPUS




BE THE MATCH[®] ON CAMPUS

[f](#) [t](#) [e](#)

GIVE NOW

Goal: 5,600	Goal: \$140,000	
4,196	\$24,396.86	39
Added to Registry	Money Raised	Campus Chapters

Numbers updated quarterly



WELCOME

Be The Match On Campus™ is a grassroots effort of student chapters around the country who are doing something epic. We're saving lives. Every 4 minutes, a baby, child or adult is diagnosed with a blood cancer like leukemia, and thousands of these patients need a bone marrow transplant to survive. We're committed to being their cure. **Check out the Campus Spotlight below to see how you can double your impact!**

Socialize: [f](#) [t](#) [e](#) [p](#) [+](#) 24



BE THE MATCH: ORG BACKGROUND



BE THE MATCH My Account Physicians News Events

Give Join Volunteer

About Us Stories Transplant Basics Support the Cause For Patients & Families Search

Join a **community** transplanting hope at a Be The Match Walk+Run.

Get involved

Saving lives Join the registry Patient support Get involved Robin Roberts



BE THE MATCH: PROJECT MODEL



BE THE MATCH®

WALK

RUN [LEARN MORE](#) [GET STARTED](#) [FOR PARTICIPANTS](#) [SPREAD THE WORD](#) [GIVE NOW](#)

[f](#) [t](#) [p](#) [e](#) [LOGIN](#)

You have the power to cure blood cancer. [REGISTER NOW](#)

FIND YOUR CITY

Locations

GIVE NOW

Find a Participant

Find a Team

[SEARCH](#)

Be The Match Walk+Run participants raise critical funds throughout the year to help patients with blood cancers, like leukemia and lymphoma, take the next step toward a life-saving marrow transplant.

The event includes a 5K, 1K and Tot Trot (children 5 and younger).

Seventy percent of patients do not have a matching marrow donor in their family. They depend on Be The Match to find an unrelated donor and receive the transplant they need.

The Be The Match Walk+Run brings together our passionate community to celebrate and transplant hope. **For the latest updates, be sure to check us out on Facebook.**

BE THE MATCH: PROJECT GOALS



- **Begin cultivation of college-aged supporters (start of donor relationship)**
- **Raise awareness of BTM work & how they can help**
- **Increase number of donor marrow registrants**
- **Test a variety of communication & engagement tactics with this population**

LESSONS LEARNED (SO FAR)



- They aren't as organized as adults are – things don't always go to plan
- Speak in their language, use slang and humor
- Gens Y & Z are fans of text messaging about news/updates
- They want to DIY – give them many channels to use to get involved

TIPS & BEST PRACTICES



GENERATION GAP

My niece asked if these clowns would come to her 5th birthday party

MATURES ARE ADOPTING TECHNOLOGY



Typical Behavior

They will open your direct mail on the day it arrives, and, like your Grandma, will faithfully send you a check every year.

2 Things to Try

- Send them an eCard on their birthday
- eNewsletters help 'make the case' that your organization will use their money wisely

BABY BOOMERS CAN BE COOL TOO



Typical Behavior

They will open your direct mail on the day it arrives, and may give online instead of writing a check.

2 Things to Try

- Use customization to remind them of your history (& theirs with you)
- Develop a set of attractive eCards and make them available with an honor/memorial gift

GEN X IS PRETTY COMFY WITH TECH



Typical Behavior

They need reminders to take an action, so your campaigns should have 3-4 messages.

2 Things to Try

- Use images specifically for sharing on Pinterest & link them to a donation form
- Add a low dollar monthly sustainer giving option that autorenews (set it & forget it)

GEN Y (SORT OF) REMEMBERS DIAL UP



Typical Behavior

They will open your email on their phone, so it had better be optimized for mobile.

2 Things to Try

- Memes - images with funny captions – are instantly share-able on a variety of channels
- Add Peer-to-Peer fundraising and let them DIY for the milestones in their lives (weddings, births, graduations, etc.)

GEN Z IS ALL ABOUT ME, HERE, NOW



Typical Behavior

I'm afraid there is no such thing. Please ask me again in 7-10 years.

2 Things to Try

- Use gamification to get them to take action (earn badges, points, or play an online game)
- Don't be afraid to be flip, snarky & funny in your communications – but be authentic & entertaining

THE KEY POINTS



- COMMUNICATIONS WITH GENS Y & Z WON'T RAISE MONEY (YET)
- BEGIN BUILDING RELATIONSHIPS (IT'S NOT TOO EARLY)
- BE BOLD! EXPERIMENT! (THIS IS WHAT GENS Y & Z ARE ALL ABOUT)
- TEST YOUR ASSUMPTIONS (& INCLUDE TESTING TIME IN YOUR CAMPAIGNS)
- MOBILE IS NOT OPTIONAL FOR THIS AUDIENCE (SO GET MOVING ON THAT)
- GREAT IMAGES GET SHARED (EASY WAY TO INCREASE CONTENT SHARING)



INTEGRATED MARKETING
VIRTUAL CONFERENCE
FOR NON-PROFITS



THANK YOU (IT'S BEEN EPIC!)



CONTACT US

Mark Rovner
mark.rovner@seachangestrategies.com

Maureen Wallbeoff
maureen@fireflypartners.com

Kerrie Goughnour
kgoughno@nmdp.org



INTEGRATED MARKETING
VIRTUAL CONFERENCE
FOR NON-PROFITS

