

# Technology in Fundraising

Andrew Robison  
Sarah Rose

# What We'll Cover..

- Donor Database
- Website
- Online Communications
- Giving Days
- Other Technology

# Donor Database

- Critical component for tracking alumni, parents and donors over time
- Gift tracking, receipting, reports, communications
- Contact reports
  - Database is only as good as the data you put in!



# Donor Database - Reports

- New Gift Report
- Top Donors / Cumulative Giving Report
- LYBUNT / SYBUNT
- Address Labels
- Geographic Prospecting
- Monthly Activity



# Donor Database Options

- Raiser's Edge
- eTapestry
- Bloomerang
- SalesForce
- Neon
- Salsa Lab



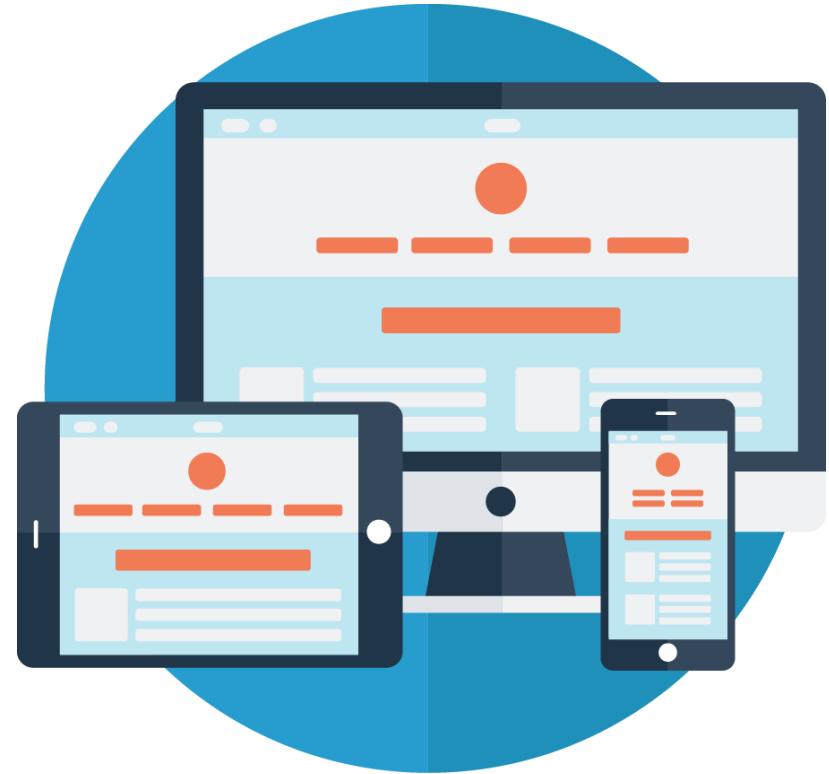
The Raiser's Edge®



eTapestry®

# Website

- Mobile compatible
- Multiple audiences
- Increase font size
- More images, less text
- Simplify navigation
- Upper right-hand corner
- Blogs on website
- Google Analytics





# CRS 75TH ANNIVERSARY: YOUR COMPASSION, OUR THANKS

75 years is worth celebrating...all year long. Join us as we share stories of compassionate people like you doing extraordinary things all over the world. This is the story of us.

[JOIN US >](#)

Photo by Asad Zaidi for CRS



*putting our faith into action to help the world's  
poorest create lasting change*

[Join Us in Prayer >](#)



## PRAYER FOR PHILIPPINES EMERGENCY

CRS staff and supporters raise our voices in prayer for people of the Philippines experiencing fatal landslides and flooding.



## EMERGENCY RESPONSE

CRS responds to emergencies around the world serving those most in need. You can help.



**Petrus Development Conference**  
January 7-10, 2018 | San Antonio | Texas

PETRVS  
DEVELOPMENT

# Other Website Examples

[www.crs.org](http://www.crs.org)

[www.evangelicalcatholic.org](http://www.evangelicalcatholic.org)

[www.focus.org](http://www.focus.org)



[www.huskercatholic.com](http://www.huskercatholic.com)

[www.stm.yale.edu](http://www.stm.yale.edu)



# Donation Page

- Mobile compatible
- Selectable giving levels, plus blank space
- Wish List / Donor Impact Statements
- Option for Monthly Giving
- Multiple ways to pay
- Thank you message



The screenshot shows the Unicef USA donation page. At the top, the Unicef USA logo is visible, along with navigation links for "our mission", "our supporters", and "about us". The main heading is "Help Save Children's Lives". Below this, a text block states: "All children deserve to live safe and healthy lives. Make a 100% tax-deductible donation today to give the world's most vulnerable children the nutrition, water, and medical supplies they desperately need." A blue call-to-action button below the text reads: "88.4% of every dollar spent goes directly to help children." The form is divided into two sections: "1. YOUR GIFT" and "2. YOUR INFORMATION". The "1. YOUR GIFT" section includes a "One-Time" and "Monthly" button, and a grid of gift amount options: \$50, \$75, \$150, \$500, and \$1000. The "2. YOUR INFORMATION" section contains fields for First Name, Last Name, Address, Address Line 2, City, State/Province, ZIP/Postal Code, Country (set to United States), and E-mail address. To the right of the form is a photograph of a young child with a hand holding a small piece of paper.

# How do we inspire people to give online?



# E-mail Communications



- Push content and announcements directly to individuals
- No cost and no maximum list size or frequency
- Multiple formats (article, video, audio, multi-media, etc)
- Must be Mobile Compatible
- Can be blocked or unsubscribe

# Email Options

- Constant Contact
- Mail Chimp
- Flocknote
- Database provider



# Social Media

- 4-6 times weekly
- Around noon on weekdays
- Saturday mornings
- Facebook ads
- Donate button
- Create Fundraiser



# Social Media

- Instagram
- YouTube
- Twitter
- SnapChat
- LinkedIn
- Survey Monkey
- Hootsuite –  
Platform manager

# Giving Days

Micro Campaign to raise money in a short amount of time.

- #iGiveCatholic
- #GivingTuesday
- #DayofSCsupport
- Purdue Day of Giving



# OTHER TECHNOLOGIES

# Crowdfunding

Donors give publicly through your campaign page that is focused on funding a specific project

Examples; send 20 students to retreat, launch a new program, etc.

- GoFundMe.com
- YouCaring.com
- CrowdRise.com
- Fundraise.com
- Fundly.com



# Peer-to-Peer Fundraising

Donors create personal fundraising pages to raise money on your behalf

Examples; walkathons, marathons, birthdays, etc.



- Razoo.com
- Qgiv.com
- CauseVox.com
- Causes.com
- Frontstream.com
- DonorDrive.com

# Event Fundraising

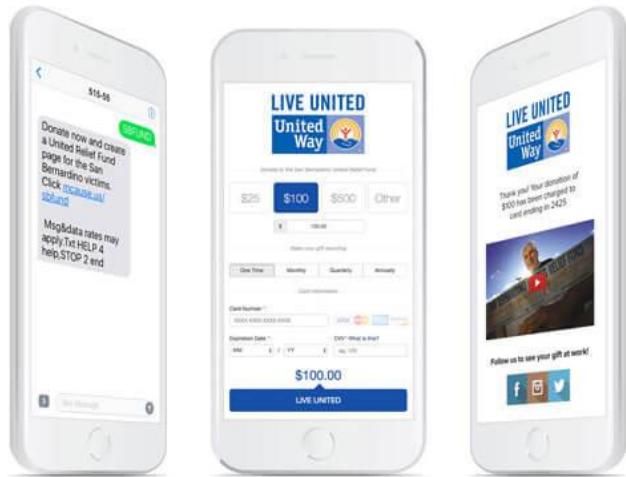
Software for fundraising events could include online event registration and checkout, ticket sales, silent and live auction bidding, event direct donations, and more.



- 501auctions.com
- Gesture.com
- Givergy.com
- GreaterGiving.com
- Bidr.co
- BidPal.com
- Eventbrite.com

# Text to Give Options

Donations made by sending a text message.



- Mgive.com
- Mobilecause.com
- Tithe.ly
- Givebycell.com
- Connect2give.com
- Text2give.com

# Amazon Smile

AmazonSmile Foundation  
will donate 0.5% of  
purchases made through  
[smile.amazon.com](https://smile.amazon.com).

Register at  
[org.amazon.com](https://smile.amazon.com)



# Donor Research

Software used to identify potential donors -- find contact, wealth, and interests information.

- Anywho.com
- LinkedIn
- DonorSearch
- Wealth Engine



# Cloud Storage

Sharing information with  
all your staff.

- Google Drive
- Dropbox
- Basecamp
- Office 365



# Video Chats

Could be used for donor calls, leadership council meetings, staff meetings, etc.

- Skype
- Google Hangouts



# App Development for Ministry

Customized App for promotion of Ministry events, updates, announcements and Giving Opportunities.

- My Parish
- The Church App
- Buildfire

Compatible for Apple & Android



# Organizational Tools

- Wunderlist
- Outlook Tasks
- Google Trips
- Evernote
- Asana





# Questions?

**Andrew Robison**  
[andrew@petrusdevelopment.com](mailto:andrew@petrusdevelopment.com)

**Sarah Rose**  
[sarah@petrusdevelopment.com](mailto:sarah@petrusdevelopment.com)