



Technology in Fundraising

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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.



Other Website Examples

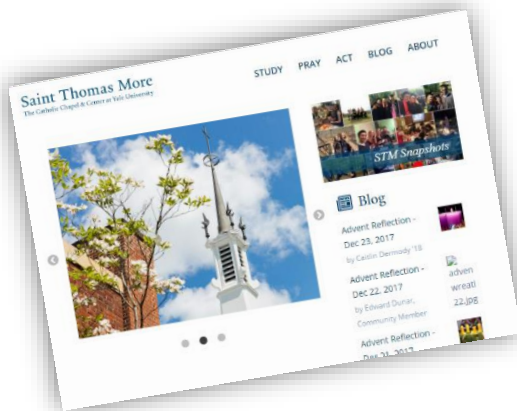
www.crs.org

www.evangelicalcatholic.org

www.focus.org

www.huskeratholic.com

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 on the left, and navigation links 'our mission', 'our supporters', and 'about us' are on the right. The main heading is 'Help Save Children's Lives'. Below this, a paragraph 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 prominent blue text box says '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'. In the '1. YOUR GIFT' section, there are tabs for 'One-Time' and 'Monthly' giving. Below these, a prompt says 'Please select your tax-deductible gift amount below'. There are five buttons for gift amounts: '\$50', '\$75', '\$150', '\$500', and '\$1000'. There is also an 'Other' option with a radio button and a text input field. In the '2. YOUR INFORMATION' section, there are input fields for 'First Name' and 'Last Name'. Below these are 'Address' and 'Address Line 2' (with an 'Optional' label). There are also fields for 'City', 'State/Province' (a dropdown menu with '- None -' selected), and 'ZIP/Postal Code'. At the bottom, there are fields for 'Country' (a dropdown menu with 'United States' selected) and 'E-mail address'.

How do
we inspire
people
to give
online?



DONATE

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



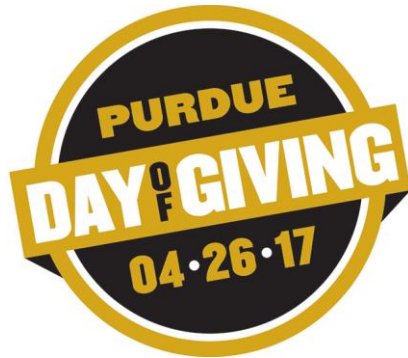
Social Media

- 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
- #DayofSCupport
- Purdue Day of Giving



#GIVING
TUESDAY



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.

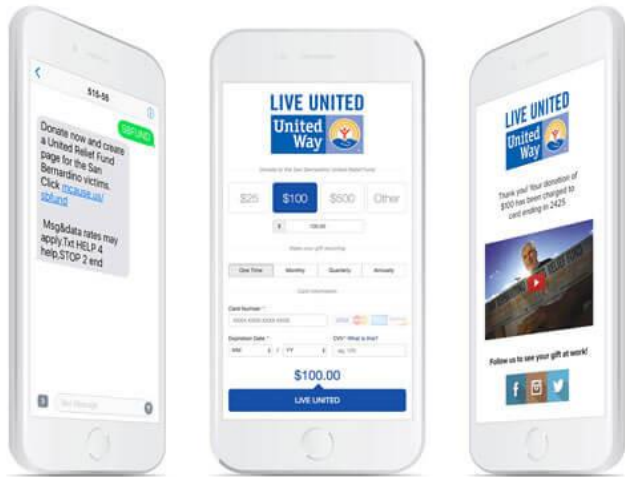


- 501auctions.com
- Gesture.com
- Givergy.com
- GreaterGiving.com
- Bidr.co
- BidPal.com
- Eventbrite.com

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.

Register at
org.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.

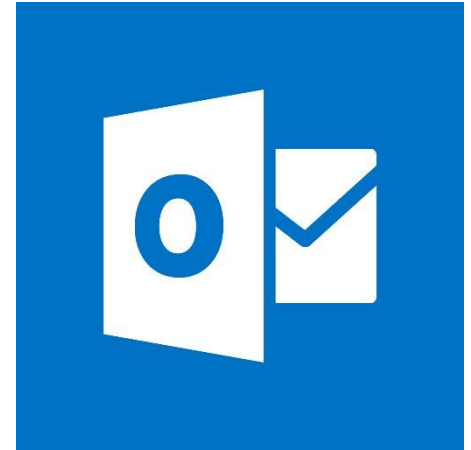
- My Parish
- The Church App
- Buildfire

Compatible for Apple & Android



Organizational Tools

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





Questions?

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