Blackbaud’s 2011 Nonprofit Executive Summit

Transparency
TRANSPARENCY

• Social /cultural
• Overcoming ratings
• Cost to raise money
• Self-reporting
• Standards of transparency
• Difficulty to show impact
Blackbaud’s 2011 Nonprofit Executive Summit

Education
MOST POPULAR IDEAS

• Fundraiser education
  - Identify core competencies
  - Career ladder specialties: analytics, operational, practitioners
  - Career path
  - Early-education of the value of fundraising

• Education of board members
  - Value of fundraisers
  - Peer-to-peer
  - 990 Education

• Research
  - University-led programs to secure foundation dollars
  - Peer-to-Peer Benchmarking
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Leadership for Good: Impacting Charitable Giving

New Forms and Channels for Giving

August 10 – 12, 2011  |  Washington, D.C.
WHAT’S ON OUR MINDS – NEW CHANNELS

• Facebook (proving ROI)
• Mobile
• Text giving
• The “new” integrated marketing
• Mobile payments
• Virtual worlds and gaming
• Platforms for individual giving
• QR codes
• Corporate/nonprofit relationships

• Other factors:
  - Behavior (channels aren’t new, the CONNECTIONS are)
  - Impulse giving (capturing young givers long term)
  - “Brandlessness” of young supporter behavior
TOP ISSUE – THE MOBILE PHONE

• The ideal end state:
  - Trust (private and secure connections)
  - Metrics
  - Intimate connection to cause and outcome (SHOW the donor the outcome)
  - Donor-driven relationship

• Obstacles:
  - Communicating effectively to educate people
    - Security
    - Organization’s cause and impact
  - Have to have the app
  - Getting phone numbers
  - Individual-driven content (how do you become a personal picks?)
  - Competition (“install my organization’s app”)
  - Phone companies
TOP ISSUE – THE MOBILE PHONE

• Ideas:
  - Unified/collaborative work by industry groups to make it easy to use the channel
    • Establish standards
    • Advocate with legislators
    • Common voice to phone companies
    • Common design standards (standardized platform)
    • One common app?
  - Tap into experts who understand channel in other sectors (boundaries and best practices in for-profit world)
    • Telecoms
    • Phone (device) makers
    • Legislators
Increasing Donor Loyalty by Improving the Constituent Experience
THE DONOR EXPERIENCE

• It is the **relationship** that drives the success in fundraising
  - Curiosity → Personalization → Friends for life

• Let the donor engage the way they want to
  - We’re sending TOO much mail!
  - Communicating donor’s ROI

• How we move and manage donors; need to breakdown the silos and territorial issues
  - Why do we change relationships based on who is interacting with them
  - “Appreciate the donor” meetings – make it an interdisciplinary exercise
MANAGING DONORS ACROSS AN ORGANIZATION

• Goal: Organize structure around donors
  - Ensure org structure doesn’t prevent you from having the donor relationship on you want
  - Shouldn’t matter how they come into the organization
  - Need Executive support and drive

• Identify best practices/alternative ways to manage a donor
  - Case studies on organizations who have done it

• Look at for profit models (e.g. Rack Space, Zappos, Nordstroms)
  - Particularly where there has been a shift in the corporate culture and org

• Change silos by changing how we measure our silos
  - Set transformational benchmarks (e.g. Southwest – lead discount airline by turning around planes quickly, everyone owns that metric)
MEETING YOUR DONOR AT THEIR IDENTITY

• Listen, listen, listen

• Ask questions about things that aren’t related to your organization

• How do your donors want you to engage with them?
  - And are your assumptions about age true? (e.g. Grandparents are using social media)
  - Think about communication in ten years