

TOOLS FOR THE 21ST CENTURY: A MODERN FUNDRAISER'S SUCCESS KIT



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A MODERN FUNDRAISER'S SUCCESS KIT

This kit is full of resources you need to become a modern fundraiser, including blogs, case studies, solution sheets, and more.

In this guide, we'll share four steps to help you achieve your fundraising goals:

1

CRAFT YOUR STRATEGY FOR BETTER RESULTS

2

USE YOUR DATA TO DRIVE FUNDRAISING

3

CHOOSE YOUR TOOLS TO MEET YOUR GOALS

4

BUILD A CASE FOR MODERN FUNDRAISING SOLUTIONS

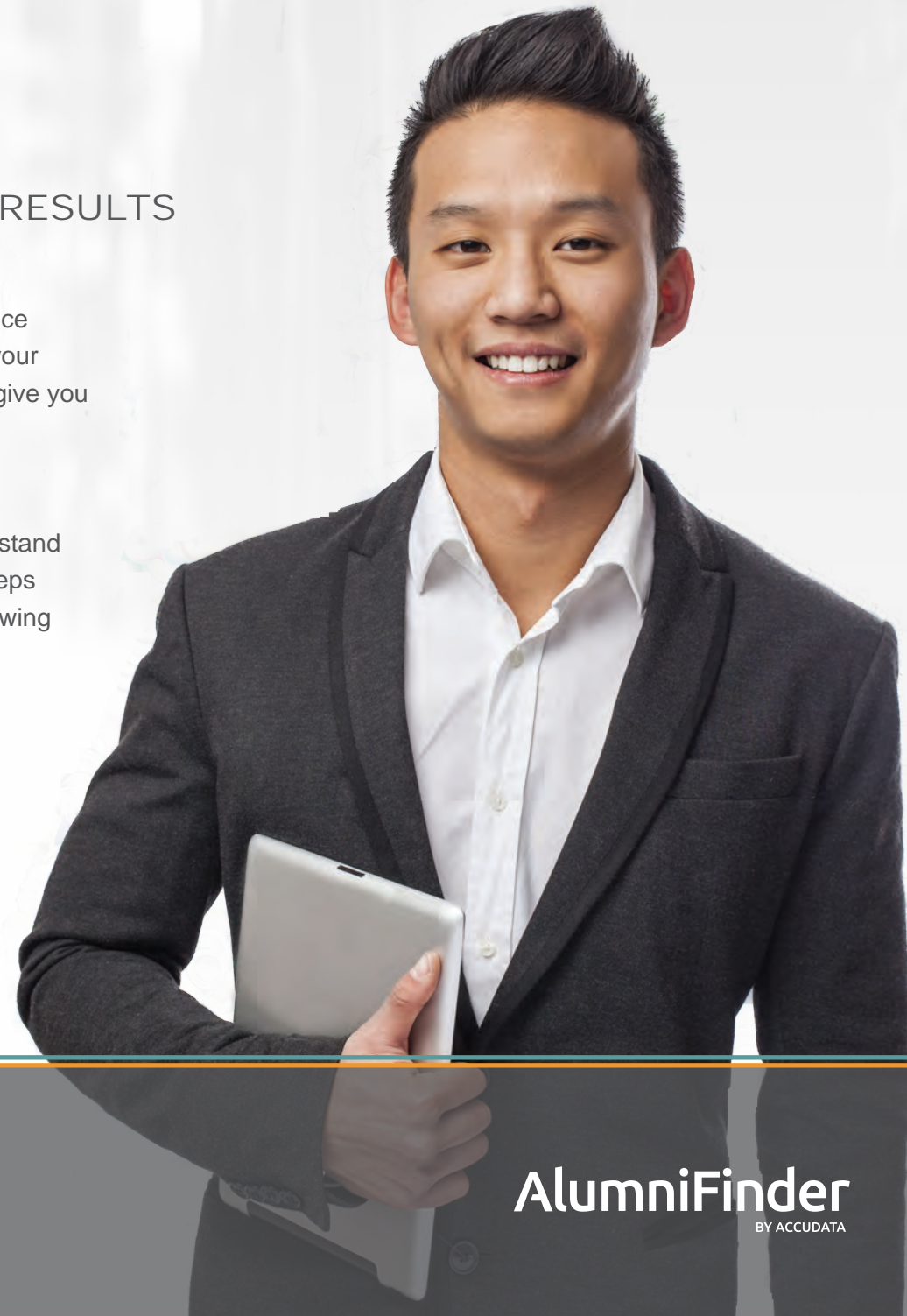
STEP ONE

CRAFT YOUR STRATEGY FOR BETTER RESULTS

As basic as it may sound, having a strategy makes all the difference when it comes to fundraising. A honed plan of attack can enable your fundraising initiatives throughout the year. While this guide won't give you an exact plan, it will walk through crucial steps that can then be implemented into a more formal fundraising plan.

Of course, the first step in any plan is strategy. You need to understand your overarching goals before you can put in place the specific steps you'll need to reach them. In this section, we're providing the following resources for helping to develop your strategy:

- **BLOG:**
5 Smart Fundraising Strategies Everyone Should Use
- **SOLUTION SHEET:**
AlumniFinder Batch
- **SUCCESS STORY:**
Multi-Campus University System Relies on AlumniFinder to Update Records



READ THE BLOG:

5 SMART FUNDRAISING STRATEGIES EVERYONE SHOULD USE

Between all the hectic day-to-day activities, some professionals at nonprofits and educational institutions miss out on opportunities to bring in more donations. Here are a few simple strategies to lift your fundraising.

1. Set Up Recurring Donations.

Donors who participate in monthly giving programs donate 42% more per year than a one-time donor. The value of a recurring donation program for your nonprofit can't be overstated, but many nonprofits still haven't implemented this strategy. Once in place, a recurring program does the work for you, billing monthly donors for a selected amount and quietly adding to your yearly budget.

2. Go Multichannel.

Email is great, and so is direct mail. Each of these strategies

can bring in donations, but for the best response use both. As stated in a recent article in Nonprofit Pro, "Although direct mail has a higher response rate, a strategy implementing direct mail and email produces a higher response rate." If you're sticking with just one method of getting the word out about your fundraising initiatives, it's past time to start using other channels. If you need help with your email marketing or starting digital advertising, AlumniFinder can assist you.

3. Get Donated Adwords from Google.

Are people finding your donation landing pages online? If not, here's a free trick to get more traffic: Google will donate up to \$10,000 in free search advertising for nonprofits. The process for getting this started is super easy and extremely beneficial in a time when more and more giving is done online. To get more information about this topic, check out

our blog post with the steps by clicking here.

4. Take the Guesswork Out of Your Fundraising.

You might know who your best donors are right now, but would a review of your database tell you who might become another major donor? The answer is probably no since you don't have a crystal ball. AlumniFinder's team of fundraising experts can find the donors in your database who are most likely to become your best donors, and we'll score each of your supporters based on wealth and philanthropic behavior. That way you can focus your effort where it matters most.

5. Use Your Donor Data.

A study conducted by Abila uncovered that 74% of the nonprofits surveyed don't or can't use their donor data for important program decisions. Your donor data is one of the most powerful tools you have to fundraise successfully and not using it is a serious misstep. If you need help getting your data up-to-date and ready for use to power program and fundraising choices, consider using AlumniFinder Batch

to update all of the records you need at once!

Donors who participate in monthly giving programs donate 42% more per year than a one-time donor.

We know that busy fundraisers have little time on their hands to implement everything – #nonprofitlife. If you need a hand getting tasks accomplished, our experienced team at AlumniFinder is here to assist you in accomplishing your fundraising goals!

THE SOLUTION:

CHOOSE STRATEGIES THAT INCREASE FUNDRAISING RESULTS

AlumniFinder helps educational institutions and nonprofit organizations achieve fundraising goals by providing valuable resources for modern fundraisers.

Whether you need to update your existing database with relevant contact details and wealth information, identify new potential donors, or even find the donors in your list who are most likely to give, AlumniFinder can help you!

Enhance Data with Important Information

Update contact information to reach supporters, identify deceased individuals, find places of work for existing donors, and much more.

Understand Wealth and Giving Behaviors

Get detailed wealth information, identify those most likely to give, formulate ask amounts, and more.

Perform Prospect Research and Create Custom Donor Reports

When you need detailed information about a potential major gift donor, use AlumniFinder Online to create valuable prospect reports.

AlumniFinder's unique blend of analytics, data capabilities, and research solutions help bring your fundraising into the modern era.

READ THE SUCCESS STORY:

MULTI-CAMPUS UNIVERSITY SYSTEM RELIES ON ALUMNIFINDER TO UPDATE RECORDS

"The customer service with AlumniFinder has been terrific. The process has been very simple and straightforward with an incredibly quick turnaround time on projects." -University Research Specialist

The Challenge

A large campus system relies on key contact details for alumni outreach and fundraising projects. They need to have updated postal addresses, email addresses and cell phone numbers.

The Solution

AlumniFinder updated these key contact details through the application of the following services.

- **Data Hygiene:** Ensures that postal addresses are correct

and standardized before mail enters the postal system

- **AlumniFinder Batch:** More quickly and cost-effectively updates key contact details and life changes of your alumni/donors
- **Demographic Enhancement:** Enables your organization to develop more personalized and targeted messages to encourage giving from your supporters
- **Marketing Verification:** Keeps track of address changes and identifies new addresses for supporters and younger alumni who move often

The Results

The University was able to gain the data and insights needed to continue their fundraising and outreach efforts.

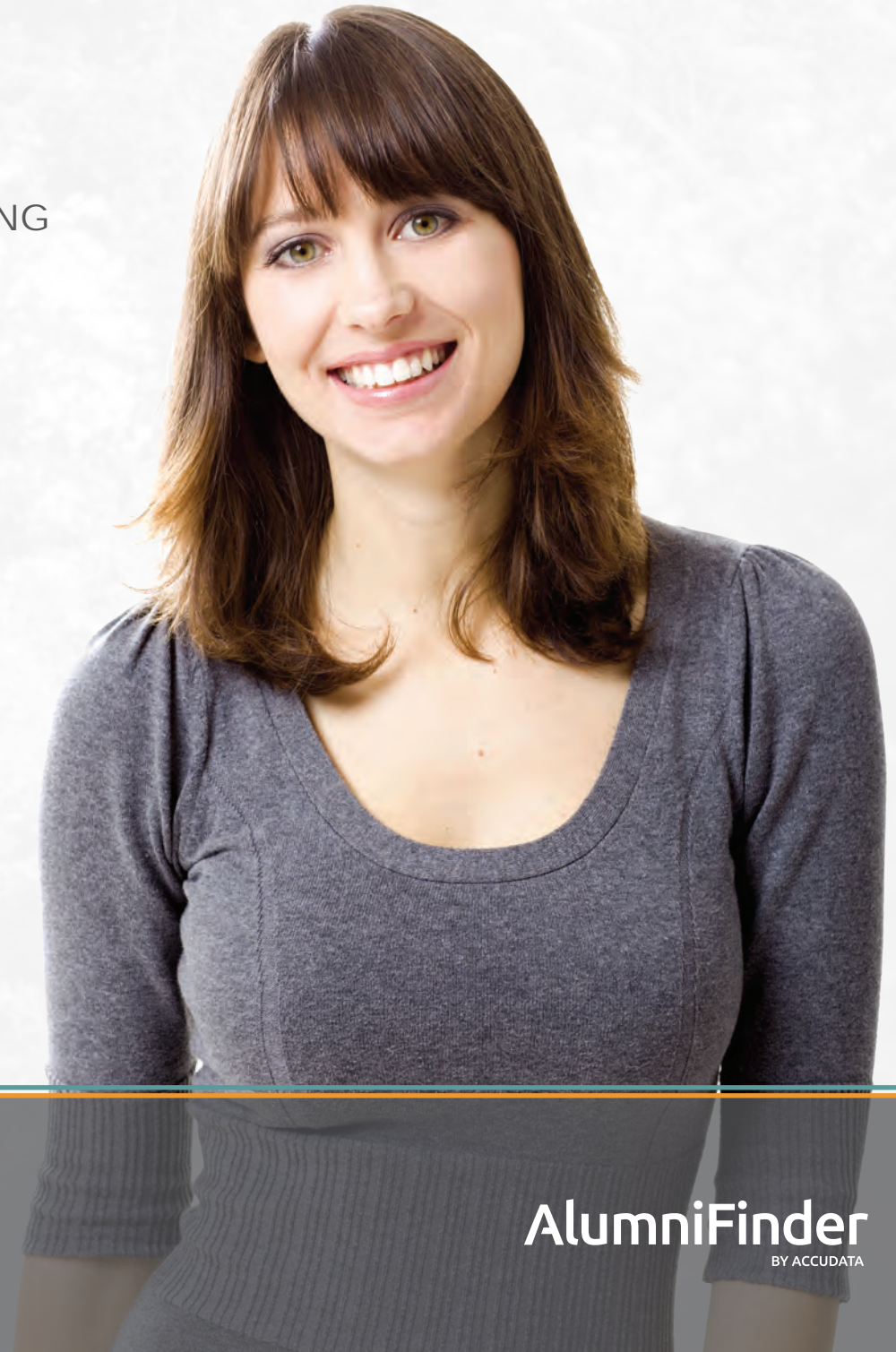
STEP TWO

USE YOUR DATA TO DRIVE FUNDRAISING

Now that you've gotten a look at some of the solutions available and how they've been implemented by a similar organization for success, it's time to take a deeper dive into one of your most important assets: your data! Though generally overlooked, your existing database of supporters is often full of hidden gems. You can identify donors most likely to give, use it to create a new list of potential donors likely to respond, and more.

We'll share the following resources to help you navigate the ways data can help drive your fundraising:

- **BLOG:**
Use Data to Improve Donor Engagement
- **SOLUTION SHEETS:**
Data Quality Report and DonorScore
- **SUCCESS STORY:**
Grow Donor Base by Profiling Current Donors



READ THE BLOG:

USE DATA TO IMPROVE DONOR ENGAGEMENT

Here's a startling statistic that points out the need for your nonprofit organization to do a better job with donor engagement. According to a study by Abila, nonprofits lose 57% of donors each year, and more than \$25 billion in donations is at stake. That represents significant donor churn and missed opportunities by nonprofits to reduce their donor attrition.

So how does your nonprofit harness the loyalty of its existing donor base while continuously attracting new donors? Donor engagement determines when, how and why people donate to your organization.

A staggering 74% of the nonprofits in Abila's survey admitted that they can't or don't use donor data to make

■ important program decisions.

Here are some key findings in the report with areas of opportunity that your nonprofit can use to improve your fundraising efforts.

Generational engagement is a missed opportunity. Very few nonprofit organizations are targeting their appeals to donors based on their age group. However, these groups have clear preferences based on their generation. So, why not recognize these preferences and target the timing and messages of your appeals based on age groups?

Few organizations are using data to drive strategy and tactics. Organizations tend to execute communications

based on one data point, such as the last monetary donation amount, rather than taking a holistic view of their donors. Remember to engage donors around their passion for your nonprofit while taking into account preferences for engagement channels and timing.

Critical content is more important than frequency or channel. Tune and target your content to the interests of your donors. Keep donors engaged with personal stories, updates on accomplishments and heartfelt appreciation for their involvement.

Donors care how their money is used. While all age groups except Millennials feel most connected to organizations through the act of giving, they want to ensure their money is used wisely. All age groups prefer to give to organizations with a good reputation that have a strong mission or cause. Different age groups weight the importance of these differently, so make sure you target your communications based on their preference.

On average, mature donors (born before 1945) support 3.21 nonprofits annually. That's the highest number, but is followed closely by Baby Boomers who give to 3.14 organizations and Gen Xers who support 2.95. Millennials give to 2.93 organizations annually, but feel most connected if they are volunteering their time rather than simply donating money.

Major donors (defined as giving more than \$500/year) are more sensitive to the number of times you communicate with them and the channels you use. With an array of multichannel marketing methods available, be sure to understand your major donors' preferences to ensure engagement but avoid exhaustion. In fact, only 52% of donors surveyed said they felt that the organizations they support take their preferences into account when communicating with them or appealing for donations.

Here are just a few ways you can target donor communications and channels:

- Donation Amount
- Interest
- Demographics
- Channel Preference
- Acquisition Source
- Age/Birth Year

Taking multiple data points into account to derive a more holistic view of your donors will set your nonprofit organization apart from the majority of those surveyed.

AlumniFinder can help by appending key demographic, psychographic and lifestyle information to your donor database. You can gain a clear understanding of household income, age, occupation, education level and many other lifestyle characteristics of your donors.

THE SOLUTION:

IMPROVE THE QUALITY OF YOUR DONOR DATABASE

A complimentary Data Quality Report from AlumniFinder provides a roadmap to the health of your overall database. Completely for free, we'll define the areas where your records need improvement, including:

- Checking the accuracy of postal records and how many updates are available
- Showing how accurate your phone numbers are and if any changes are available
- Providing deceased flags
- Showing how many dates of birth are available

The results are easy to understand and provide a starting place for you to improve your database, either by updating records at once through a service like Data Quality Append, or by replacing outdated records individually.

Either way, understanding where your data is incorrect makes it easier to identify potential solutions and improve the performance of your future fundraising appeals.

THE SOLUTION:

USE DONORSORE TO FIND NEW DONORS

Take the guesswork out of your next fundraising appeal by analyzing your existing data. With DonorScore, you'll receive a rank for each supporter that indicates the likelihood of making a donation to your organization as well as their financial ability to do so. Imagine how much more simple your fundraising will be when you know who is most able and likely to make a donation!

In addition to the score, you'll receive valuable wealth information to use in your future fundraising initiatives, such as:

- Net Worth
- Income

- Presence of Children
- Charitable Giving Behavior
- Property Data
- Real Estate Investments
- And more!

You'll be able to accurately segment your campaigns, target donors more likely to give, and understand important past indicators of future giving.

DonorScore takes your data to the next level by giving you the ammunition you need to reach those most likely to respond to your fundraising appeals.

READ THE SUCCESS STORY:

FOOD BANKS GROW DONOR DATABASE DRAMATICALLY

“In terms of nonprofits, the mailing was a home run for them. It proved the effectiveness of using data and analytics to profile potential donors.” -Brian Weiner, President of One to One Group

The Challenge

Food banks depend on a major push in the weeks leading up to Thanksgiving to raise funds to provide thousands of meals for people in their community throughout the year.

The Solution

Using data analytics, a precise donor profile was created to better understand who gives. Profiling identified characteristics of existing donors that were then used to better target prospective donors. The prospective donors targeted were more likely to respond and make a donation to

the food banks. “It’s one of the first times I’ve ever recommended mailing fewer pieces,” said Weiner. “We were able to create a mailing that worked far greater than a larger scale mailing would have.”

The Results:

The analytics-driven campaign was a major success, costing the food banks less than normal to distribute the appeal and still deliver great results.

- Food banks saw 400 new givers in the first week after the mailing
- More than 800 donors had responded by the time Thanksgiving neared
- A \$5,000 donation was made within the first week

STEP THREE

CHOOSE YOUR TOOLS TO MEET YOUR GOALS

Now that you've gotten some tips on strategy and identified how using data can increase your fundraising results, let's talk about some of the different options you have for modern tools. Using resources that are available can make you a more effective fundraiser.

- **BLOG:**
9 Fundraising Tools That Will Help You Reach Your Goals
- **SOLUTION SHEET:**
AlumniFinder Search and AlumniFinder Batch



READ THE BLOG:

9 FUNDRAISING TOOLS THAT WILL HELP YOU REACH YOUR GOALS

In the nonprofit world, there are so many different ways to go about fundraising that it can make your head spin! While every development professional has some tried and true strategies for raising donations, a few good tools can make a difference for your cause or university. Here are nine of our favorite fundraising tools and techniques:

1. Amazon Smile

Amazon delivers everything with just the touch of a button. With every click of the mouse, your nonprofit can benefit. Simply by encouraging your supporters to make you their charity of choice on Amazon Smile, you can collect a small donation with every purchase they make. While the margins might be thinner than some other donation tools, you can still accrue a good donation using this every year. Amazon also helpfully prompts their customers to use

Amazon Smile, increasing your donations without any extra effort on your part. Register your nonprofit with Amazon Smile and make it easier than ever for your supporters to donate!

2. Facebook Donations

Another simple way to boost your donations is by adding a “donate” button to your Facebook Page. It easily reminds supporters old and new that they can give to your cause or give back to your university. It’s low-maintenance, hassle-free, and can bring a bit of extra giving each year – especially as your Facebook audience continues to grow.

3. Email Campaigns

While Facebook and Amazon Smile both offer simple ways to passively fundraise throughout the year, more engaging

efforts can yield the best results. Email fundraising appeals can give you truly great results if they're set up the right way. One good strategy for email campaigns is to showcase a result or the people you're impacting, such as how charity: water crafted their campaign to build wells in Rwanda. If you need a hand creating an email campaign to drive fundraising results, we can help.

4. Crowdfunding

Creating a fundraiser on a crowdfunding platform is a cinch, and it gives you immediate access to a group of people who are already engaged and ready to donate. It also gives you (or even your supporters) a special opportunity to take your donations to a new level by capitalizing on a significant social or cultural event. The best example we've seen lately of a crowdfunding campaign for a nonprofit was "Help protect Betty White from 2016" in which a person offered to protect Betty White from death after many other celebrities had passed on. Buried in the humor of this message is where the money will actually go: a theater. Shared 68,000 times, this is a great fundraising technique to use!

5. Apple Pay

Mobile payment is on the rise and it's important for nonprofits to stick with the times. The CEO of charity: water recently said that 25% of their donations were coming in from mobile. Setting up mobile payments through Apple Pay gives your users a mobile-friendly way to support your cause. Mobile-friendly ways of operating are also increasingly more important to appeal to younger, brand-loyal Millennial donors.

6. Peer-to-Peer Fundraising

Without doubt you've heard of the ALS Ice Bucket Challenge, a great example of peer-to-peer fundraising at work in the real world. While not every nonprofit will achieve the social spread of that challenge, any development professional can set up a pretty similar scheme on the web with peer-to-peer fundraising platforms. The concept is similar because you are relying on your network of supporters (or those within the platform you're using) to continue sharing the donation campaign. One good option to put this into practice is Razoo, which charges about a 5%

transaction fee on any donations you get by using it, but also gives your donors the option to pay those fees for you (so you can receive the full donated amount).

7. Phone-a-Thons

A good phone-a-thon can bring in a high volume of donations in a limited time frame. Volunteers and supporters are often willing to take a shift staffing the phones, and press coverage in the form of local news crews or radio show mentions will give a lift to your efforts. Before you get started with your phone-a-thon, be sure to review your database and check the phone numbers. The last thing you want is to miss a donation because your phone numbers are out of date. If you need help, just send AlumniFinder your list and we'll make sure that you're ready to go.

8. Hosting Events

While online tools and phone-a-thons to support your fundraising efforts are fantastic, sometimes a more personal touch is needed. Hosting an event at your nonprofit or university is a great way to showcase what you're doing. By

having a person you've supported at your event, you can show who your work benefits. Or by simply having a one-of-a-kind event you can raise the money you need to make an impact. Every year, our local zoo, aquarium and historic theater have craft beer nights at which local and national beers are served. It's always packed and fun events like these are a great time to recruit new volunteers as well.

9. Direct Mail

The most time-tested method of getting donations is by mail. Direct mail fundraising can be highly successful and certainly this fundraising tool is one you shouldn't miss. We routinely assist clients with well-timed and strategic mailings, so we know they work!

■ Bonus Tool for Nonprofits

Canva for Nonprofits

Design program subscriptions can be pricey, but every good fundraiser has design needs. In fact, a flashy social ad, a well-designed email or an eye-catching direct mail piece are all important components for your fundraising strategy. When the design is right, you're more likely to receive a better response to your fundraising ask. One easy way to knock out design projects is with the free online tool, Canva. For nonprofits only, you can access premium features (including free photos, illustrations and layouts to help you create great designs). This tool quickly and easily allows you to create a variety of designs, whether you need social graphics, flyers or other elements. Additionally, it is incredibly simple to use, making it a great resource for even design beginners on your team to create what they need.

THE SOLUTION:

QUICKLY AND EASILY CONDUCT PROSPECT RESEARCH

Created specifically to help nonprofit and university fundraising staff members, AlumniFinder Search gives you access to key information about a potential donor. This powerful data tool is available online, 24/7 and can also create detailed reports on prospective donors.

Using AlumniFinder Search, you'll be able to:

- Find and update key contact information to reach supporters
- Research major gift prospects and develop customized reports with the information you need
- Identify business associations for matching gift opportunities
- And much more!

We continue to develop the platform, so even if you currently use the website, please stay tuned for additional features to be added.

To register, simply visit www.alumnifinderonline.com.

THE SOLUTION:

UPDATE ALL INFORMATION WITH ALUMNIFINDER BATCH

One of the best ways to boost your fundraising ROI is by ensuring you can reach all of your supporters with each new appeal. The AlumniFinder Batch service allows you to update your database records all at once to boost your campaign performance, reduce returned mail, and allow you to reach more potential donors.

With this service, you can update or add the following:

- Contact Names
- Postal Addresses
- Telephone Numbers
- Email Addresses

- Wealth Indicators
- Deceased Flags

The process also screens to correct and standardize contact data, identify spelling and input errors, and remove duplicate records.

AlumniFinder Batch helps to simplify the process of maintaining your database at a high level, allowing you to focus on doing what you do best: creating the appeals that will reach and convert potential donors.

STEP FOUR

BUILD YOUR CASE FOR MODERN FUNDRAISING

While we know that the tools and services we've discussed increase results, often one of the challenges nonprofit and university fundraisers face is justifying the cost to accomplish the task. Getting your boss or board of directors to approve the tools we've mentioned may be more difficult than identifying what would help you best.

In this section, we'll share a couple of items to help you navigate the discussion and get approval for what you need.

- **BLOG:**
How to Convince Your Boss to Invest in Fundraising Solutions
- **SUCCESS STORY:**
AlumniFinder Helps Texas A&M University-Central Texas Uncover Its Past



READ THE BLOG:

HOW TO CONVINCING YOUR BOSS TO INVEST IN FUNDRAISING SOLUTIONS

Nonprofit organizations and university departments are often strapped for budgeting, and on top of that it may seem counterintuitive (especially for those who have less experience in fundraising strategy) to spend money in order to bring in higher donation amounts. However, with proven techniques and the right set of tools, a little investment in fundraising solutions means an overall better bottom line for the organization.

After all, how can you hope to achieve your fundraising goals if you're not properly equipped? Convincing your boss, board or even the CFO of the organization is a crucial step to securing the solutions you need to improve the bottom line. We're going to discuss the four most important steps in convincing others to support your fundraising strategy:

- Demonstrate Your Need
- Offer Solutions
- Plan Ahead
- Follow Up

So, let's get started to see how you can convince key players in your organization that it's time to invest in fundraising solutions.

Demonstrate Your Need

You know that you need some help already, or you probably wouldn't even be reading about how to convince your boss to purchase fundraising solutions. So, it's important to narrow down exactly what your issues are and then identify ways to demonstrate your need. For example, let's say

that your fundraising is failing to reach your potential donors. Maybe you work at a university and have lost track of where graduates ended up after several years, or maybe you're working at a nonprofit where the supporter database still houses information from 8 years ago that hasn't been touched since.

Whatever the circumstance, one easy way to demonstrate the need for updates is by getting a free Data Quality Report. Even if you're not sure this is your issue, it can't hurt to know how good your data is at reaching your donors, so be sure to check it out.

Another potential need would be identifying the best donors to reach your goals. Analytics can provide valuable insights about the best individuals to contact for donations, but an investment like this would require budgeting. However, this is a time to share case study information about how another nonprofit saved money by mailing to fewer people who were more qualified. Information like this can help you build a case for why this type of data is so beneficial.

However you choose to build your case, be sure to explain exactly why you need what you're asking for and how it can benefit your organization.

Offer Solutions

Once you've clearly laid out what you need and why, the next step is to offer fundraising solutions for the problem you want to tackle. Research is key since you'll want to find a solution provider that's familiar with the types of challenges your organization is facing.

While many companies may provide options for nonprofits, it's important to select experienced organizations who can truly help make a difference.

Some things to keep in mind when researching:

- **Does the company often work with nonprofits or universities?**

If the answer is yes, this is a safer bet for you.

- **Are there results you can see from their past work?**
Explore the website a little and see if you can find some results they've gotten for past clients. Established companies often can provide this type of information.
- **Does the solution appropriately match your problem?**
If they can only provide half of the answer, it's probably best to check out a different vendor. If needed, get on the phone to make sure you fully understand what is offered and what is not.

With a little due diligence on your part, you can easily find solutions for your problems. In the examples above, if you were researching solutions, you would discover that AlumniFinder offers a robust set of analytics and data solutions for identifying your best potential donors and that you can easily fix all your database records with a batch update.

Plan Ahead

Depending on what type of solution you wish to implement, you'll want to think ahead to any upcoming fundraisers

you're planning. Is this going to disrupt your process in any way? Choose a time that's in between events or major campaigns to ensure that you don't run into any issues.

This should be a quick step in the process, but a very necessary one to demonstrate to your boss and any others in leadership that there will be no disruptions to your efforts while you add this new solution to your fundraising strategy.

Follow Up

Once you get the green light, move forward with your plans to implement the new solution. Once you've used your new data, insights, or other fundraising solution, keep track of all of your results. When the time is right, be sure to follow up with your boss to demonstrate exactly how this new tool is creating results.

By showing what this has allowed you to do, you'll be in a better position for the future if you'd like to get more data updates or need assistance in some other capacity with your fundraising.

READ THE SUCCESS STORY:

ALUMNIFINDER HELPS TEXAS A&M UNIVERSITY-CENTRAL TEXAS UNCOVER ITS PAST

"I have to find these people. They are an aging population, and I don't want them to die not knowing they are part of the Texas A&M System." -Karen Clos, Texas A&M University-Central Texas

The Challenge

As a smaller university changed and grew throughout its history, it eventually became the modern Texas A&M University-Central Texas location. However, legacy alumni information was lost during the three transitions that took place. Karen Clos attempted to find lost alumni by combing through old graduation programs, photos and even via Google Search with little progress. Complicating matters further, the information that was available was locked in an antiquated database.

The Solution

AlumniFinder was able to access the aging database that Clos had tried to unsuccessfully open for years, giving access to more than 14,000 alumni records. Now, they have the names, last known addresses and birth dates for locating their missing alumni.

The Results:

With the additional information provided from AlumniFinder, A&M-Central Texas was able to start reaching and communicating with the missing alumni.

"It meant a lot to me and my family. I truly appreciate the tireless efforts in tracking all of us down." -Craig Hunter, one of the missing alumni

IN CONCLUSION

Modern fundraising tools can not only increase results, but even create meaningful and positive experiences for those who support your organization. When you have identified where you need help, remember the experts at AlumniFinder are here for you. Since 2001, we have provided sophisticated fundraising solutions to help university and nonprofit professionals reach their goals.

Want help identifying the right solutions for your next appeal?

Consult with us today!

AlumniFinder
BY ACCUDATA

ABOUT ALUMNIFINDER

DESIGNED FOR THE MODERN FUNDRAISER

Since 2001, AlumniFinder has supported the growth of higher education and nonprofit institutions by powering intelligent fundraising.

AlumniFinder's suite of tools increases fundraising results by enabling you to efficiently maintain the accuracy and completeness of your donor and alumni records, use analytics to identify supporters with the greatest ability and likelihood to donate, and obtain a 360 degree view of your current and prospective supporters.

Trust our team of experts to guide you through the fundraising process and serve as an extension of your development office.



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