



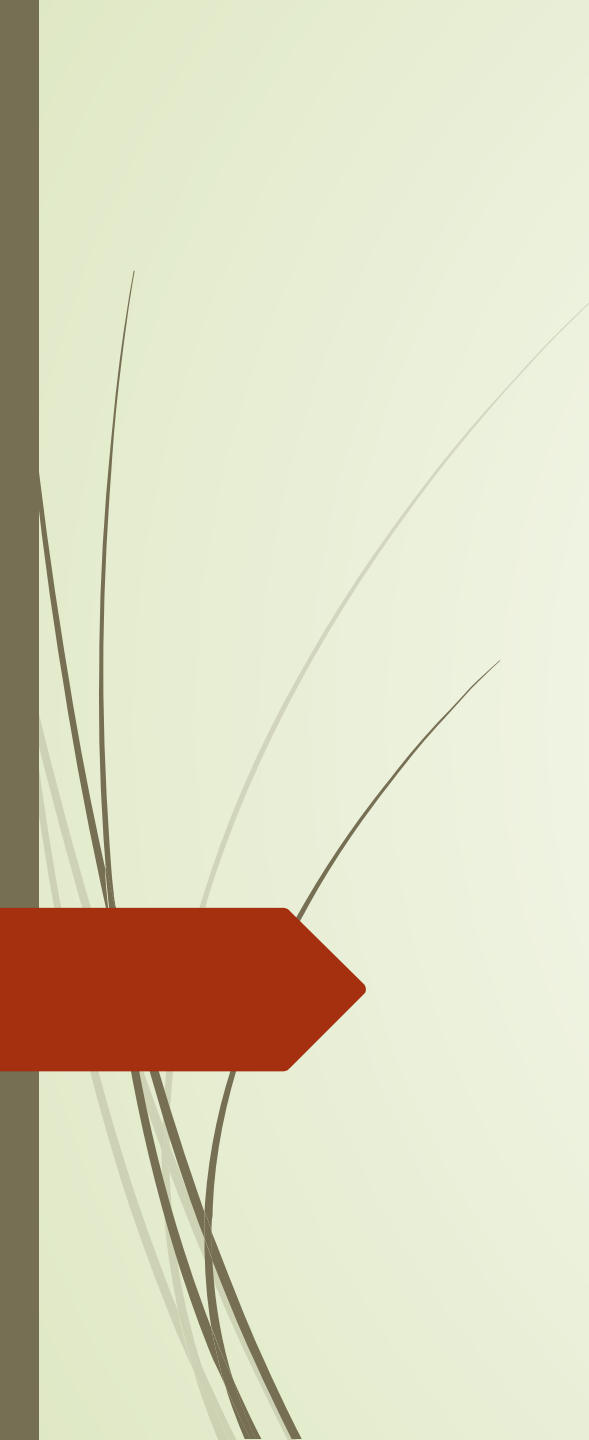
Understanding Jacinda Ardern

Tony Lindsay MFIA, MFINZ
CEO Vega.Works



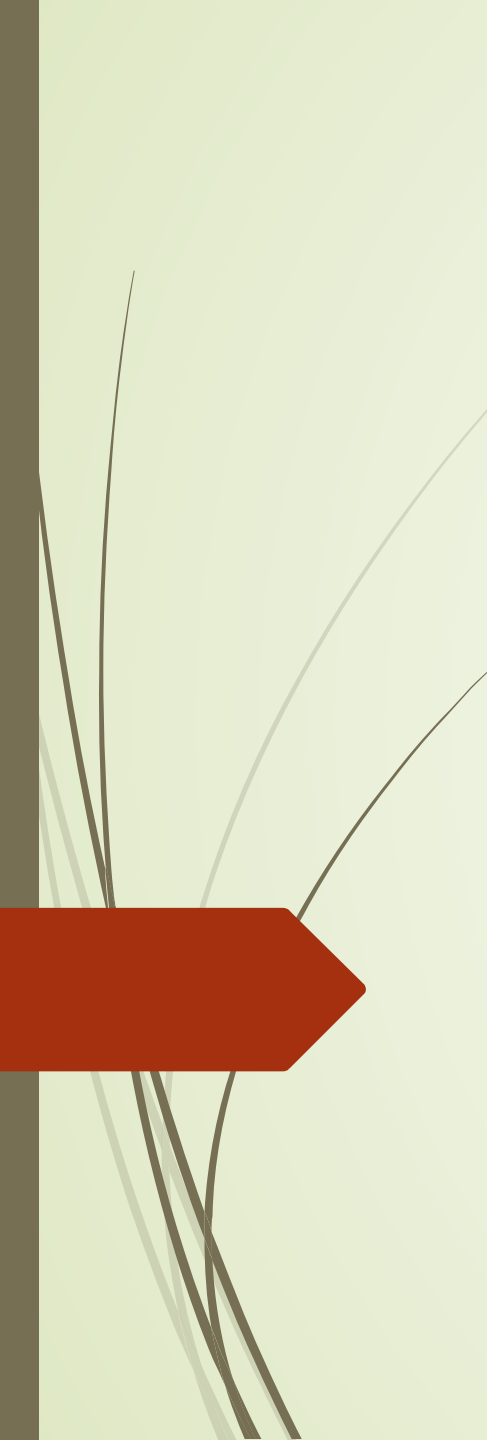
Tony Lindsay
CEO & Founder at Vega.Works





Letting donors tell their stories: A new way of looking at engagement.

Donors want more than ever to tell “their” story. Understanding “the story they want tell” or what they want to achieve, is key to building a long-term beneficial relationship.



If you understand what your supporters are trying to achieve and you help them achieve it;

They will be loyal, generous and "engaged" promoters of your cause.



Responsible Generation (born between 1926 and 1946)

At least 55% say they rely on TV to keep them informed and consider TV their main source of entertainment.

They value discipline, self-denial, and hard work. They demonstrate obedience to authority, commitment, responsibility, and financial/social conformity.

They generally prefer face-to-face or written communication.

Source: CDC

Baby Boomers (born between 1946 and 1962)

Baby boomers are rule breakers. Individuality over conformity is a consistent boomer pattern.

Baby boomers' first impressions are usually emotionally based, more durable, and more difficult to reverse than those of younger generations.

Baby boomers **like to tell their stories**, and the Internet has facilitated their "get it all out there and share it with the world" tendencies.

Source: CDC

Gen-x (born between 1963 and 1980)

Further along the spectrum of "telling their stories".

Defined by a desire for personal power & personal fulfillment

A feeling of involvement "what's in it for me?"

a healthy scepticism

Mobile technologies and social media is their world

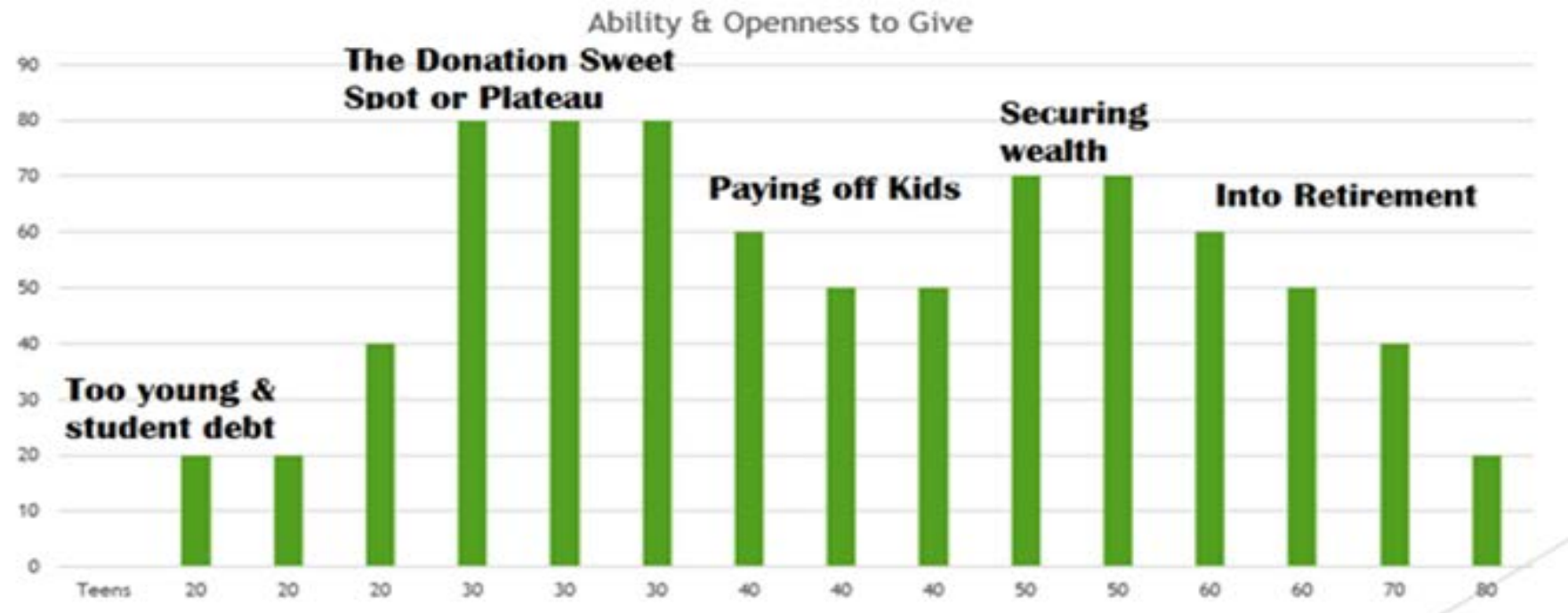
The first generation that will not achieve the same financial security as their parents.

A "Classic" Market Model

The willingness to give is entirely linked to ability to give, that is income and perceived wealth.

The Charity Market

**The classic "donor" = Female 27-40
with some tertiary education**



Behavioural Economics

We are on the cusp of another technological revolution. Robots and Artificial Intelligence are coming to a bank, a supermarket, a not-for-profit near you!

Behavioural Economics says (amongst many other things) that humans;

- make 95% of their decisions using mental shortcuts or rules of thumb;

- That they rely on a collection of anecdotes and stereotypes that make up the mental emotional filters to understand and respond to events;

- That humans have a semi-consistent world-view which is reflected in the decisions they make. For example, we will tend to support not-for-profits in a consistent pattern that expresses our values.


Source: Wikipedia.

Fundraising is still all about relationships

But now

it is about relationships with conscious actors
achieving THEIR goals
not necessarily yours.

**Fundraising now is personal, digital,
integrated and automated**



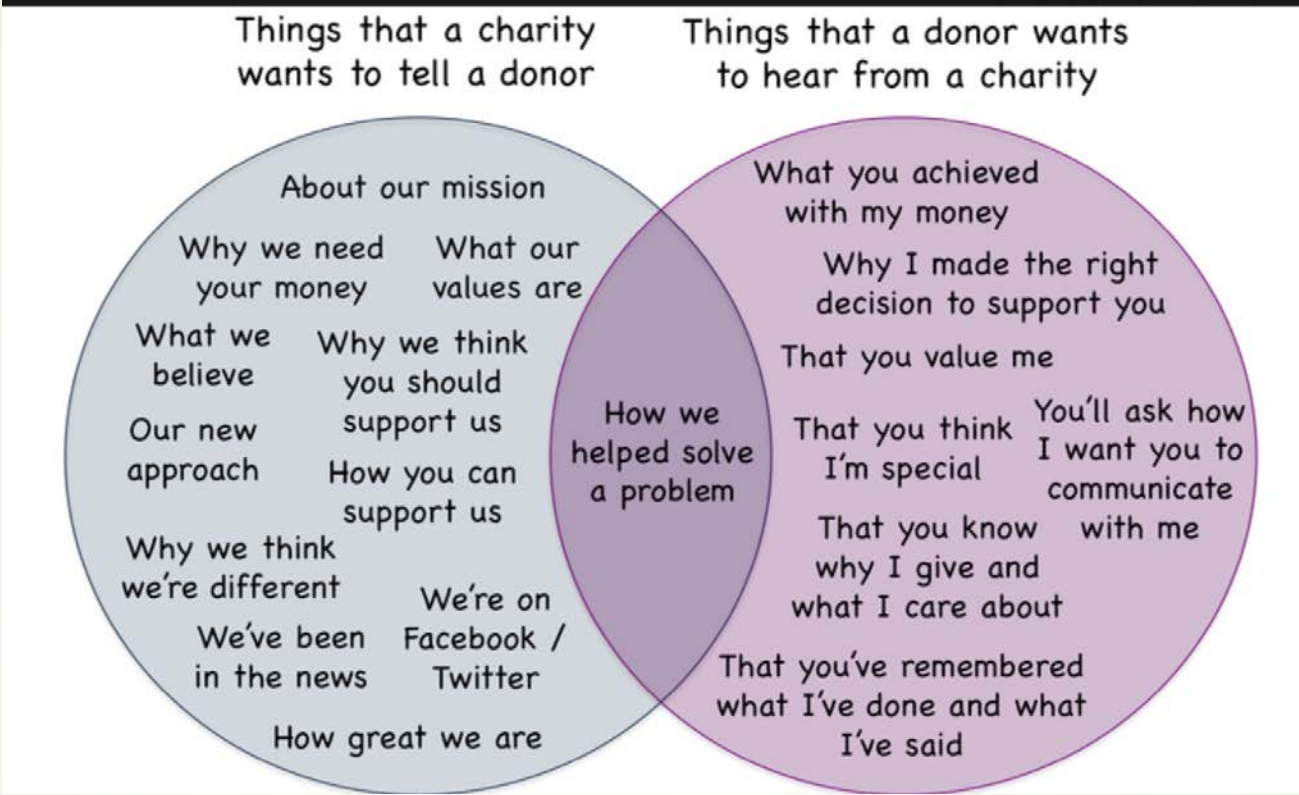
To find out what your supporters are trying to
achieve,

You ask them.

Surveys and Chatbots are your friends

So is Workflow or Marketing Automation

Every contact that the donor ignores




makes it more likely they will ignore the next one.

Thanking people multiple times, other touch points and important moments

- ✓ General Donor Programmes including regular appeals (DM, email, SMS)
 - Gift Specific Receipts, Post Gift Surveys, Survey Follow-ups, Gift Alerts, Rules based post gift communication
- ✓ Regular Giving Programme
 - Recruitment welcome, first gift, third gift, first anniversary, payment failure, upgrade programmes, annual receipts
- ✓ Web Site Donation & Recruitment programmes
 - First time giver, non-gift registration, membership, special gift
- ✓ Volunteer Recruitment and Retention
 - Respond to interest, direct to appropriate staff, anniversaries

What to ask?

- 
- ✓ Will you “friend” our Facebook Page?
 - ✓ Would you recommend us to friends and family?
 - ✓ If there was one thing we could achieve with your support what would that be?
 - ✓ Questions that tease out the donors worldview

Fundraising Metrics for General Donor Programmes

A well managed database will return numbers like;

- Active Donors will give 1.n times per year
- Active donors will give on average about \$50 per gift
- Active donors will remain active for at least 10 years
- 5,000 active donors should return between \$300-500,000 in appeal income annually

"This income is untied, and does not negatively effect other activities or events. People who give you money early in the relationship, turn into better long term supporters across the range of requests you make on them."

Your Supporter Engagement and Fundraising Landscape

- ✓ General Donor Programmes including regular appeals (DM, email, SMS)
- ✓ Regular Giving Programme
- ✓ Web Site Donation & Recruitment programmes
- ✓ Annual Appeals
- ✓ Trusts & Foundations grant seeking
- ✓ Corporate sponsorship
- ✓ Bequest Programme
- ✓ Major Donor Programme
- ✓ Events Programme
- ✓ Social media programme (Facebook at least)
- ✓ Contracted income from government

Overlaid with recruitment, retention and upgrade programmes.

You need help managing your donor journeys

What do you need?

Cloud based Integration across the organisation

- ✓ Website Integrated into Database in both directions
- ✓ Database served marketing automation and workflow
- ✓ Integrated Survey technology
- ✓ Complete metrics across all communications platforms
- ✓ Highly personalised messages
- ✓ Personalised donation asks
- ✓ Financial and bank account integration
- ✓ No rekeying or rework of any data
- ✓ Good planning

And all the passion you have always needed.

Marketing Automation Messaging Opportunities

- Exist at every stage of the donor or supporter journey
- At every anniversary
- Are vital at the start of the journey
- Are vital with GEN X and Millennials
- Are vital at important anniversaries or failure (attrition) points
- Are useful for GNA's
- Are useful for unsubscribes

Relationships, Relationships, Relationships
Actually it all still comes down to relationships, with powerful
people – your supporters.

