iDonate.

Donor-First Fundraising
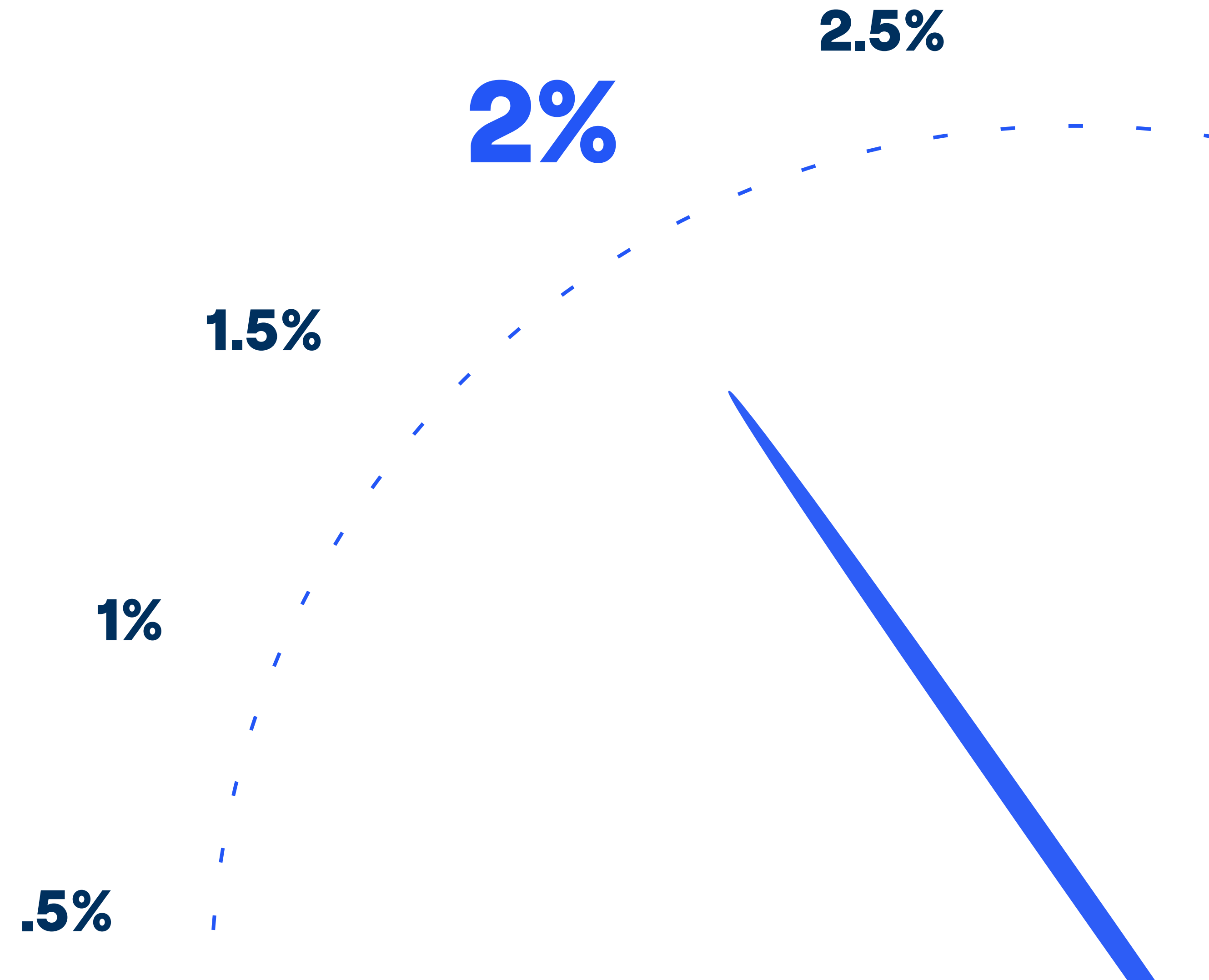
The value of putting the donor first in fundraising

We can move the needle
beyond 2% of giving.

But first, we have to change everything about how we fundraise.

2.5%

2%

1.5%

1%

.5%

Technology is no longer reserved for the young.

55% of consumers expect **frictionless flow** of information between multiple channels.

Source: Ipsos and Medallia

96% of Americans **shop online**.

Source: BigCommerce

56% of all bills are **paid online**.

Source: CreditUnionTimes

Each month, more than **197 million people** around the world **get on their devices** and visit Amazon.com.

Source: BigCommerce

Netflix now has **221 million paying subscribers**.

Source: Statista

The use of ride-sharing **apps** has **doubled** since 2015.

Source: Pew Research Center

We've built an entire process that **fails** to connect.

Emails go unopened. Phone calls sent to voicemail. Mailers and brochures thrown away. Text messages moved to spam.

The average nonprofit uses tools that fail to connect to today's donor.

$36 billion a year in potential donations are missed when nonprofits fail to connect with today's donors.

Donor-first nonprofits all have
one thing in common:

They build the fundraising process for the donor, not the back office.

What makes a donor-first nonprofit so different?

They focus on the donor, not the database.

One third of nonprofit professionals are working exclusively with inherited (and often **out-of-date**) technology.

They are on the digital channels their donors are on.

Nearly half of Gen Zers and **over a third of Millennials** donated to a cause because of something they saw on platforms like Facebook, Twitter, Instagram, and TikTok.

They continually find ways to make giving exceptionally easy.

95% of nonprofits have **friction** in their digital experience.

They personalize the giving experience.

Nearly half of nonprofits **use the same** suggested gift array strategy for all donors.

They create opportunities to build their sustainers.

Less than 20% of NPOs have any language on their giving sites that **encourages ongoing donations.**

iDonate created a platform that equips today's nonprofits with a **donor-first giving experience** to simplify digital fundraising and **amplify good**.

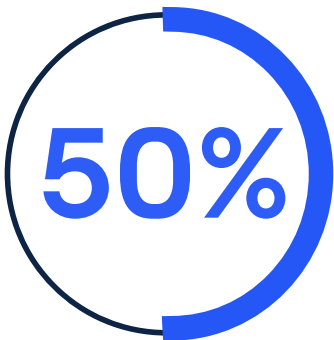# Today's nonprofits face a wide variety of challenges.

The Solution:
iDonate's Digital Fundraising Platform vs
Traditional Fundraising Platforms

+$1.00
-$1.25

The cost to acquire $1.00 donor, costs a nonprofit $1.25.

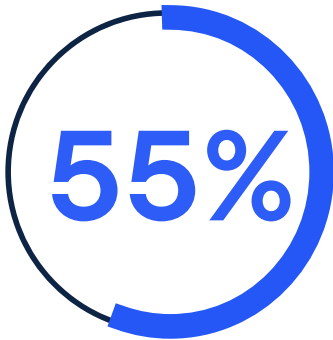Uses social media platforms and targeted ads to send potential donors to your donation page.

Sends email newsletters.

50%

Over 50% of people don't trust nonprofits to fulfill their missions.

Creates a consistent brand across all touchpoints using branded web forms, pages, P2P, etc.
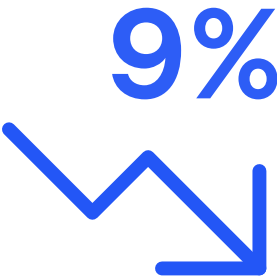
Creates web forms, pages, and P2P with limited branding options.

55%

55% of donors would give more for a personalized experience.

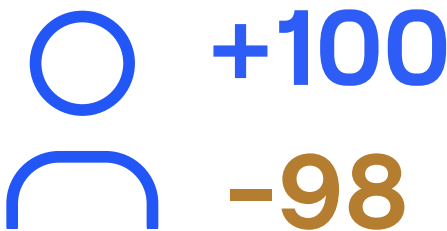Creates personalized giving pages and forms tailored to the donor preferences and giving capacity.

Offers one-size fits all donor forms. Oh, and sometimes you can add their name.

9%

Fundraising email response rates have seen a 9% decline.

Offers a built-in landing page builder with all the tools to DIY design and test forms and copy.

You'll need to hire an outside consultant or agency to help you with this one.

+100
-98

For every 100 donors acquired, 98 donors are lost.

Access to a patented module that converts one-time donors to recurring donors at the point of transaction.

Nothing special here. You can try sending another newsletter that may or may not be opened.

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iDonate.com

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A Day in the Life of an NPO Marketer using iDonate

STEP 1

Implement modern donor experience applications (e.g., web, P2P, text, etc.)

STEP 2

Launch your fundraising campaign

STEP 3

Monitor results

STEP 4

Strategically improve marketing efforts using tools like:

- A/B testing
- Contextual / personalization changes
- Template library
- Optimization coaching
- Personalized gift arrays

STEP 5

Repeat

iDonate.

Great giving experiences turn one-time donors to long-time advocates.

To learn more about our Digital Fundraising Platform, visit **iDonate.com**.