

# Connected Giving

ZOE INTERNATIONAL

**Reach and  
Rescue:  
Working to  
End Human  
Trafficking**

**+ 'Tis the  
Giving Season!**

iDonate

NOVEMBER/DECEMBER 2021



LETTER FROM THE CEO

**1** **Cultivating Donor Loyalty**

ZOE INTERNATIONAL SPOTLIGHT

**2** **Reach and Rescue**

CONNECTED GIVING

**10** **Alignment & Accessibility**

**12** **Build Long-Term Donor Relationships**

COLUMNS

**13** **Taking Stock and Looking Forward**

**14** **Make It Calendar Year-End Every Day**

STRATEGY

**16** **Optimize Your Giving Form for Year-End Appeals**



**Would you like to be featured in an upcoming issue of Connected Giving?**

**We'd love to hear your story!**



Email us at [cgmagazine@idonate.com](mailto:cgmagazine@idonate.com).

CULTIVATING DONOR LOYALTY

**T**

hank you for taking a look at our third issue of Connected Giving. We've received tremendous response to this magazine, and we'll continue to enrich the content to serve you better.

Our latest issue features another incredible organization, ZOE International. ZOE is taking on one of the most serious and important issues of our day – human trafficking. According to their website, human trafficking is a \$150B industry, with more than 40M people trafficked daily – 25% of whom are children! Just think about that. What I love about ZOE is that they take on the entire cycle of this issue, from prevention to rescue to restoration – they work to solve the whole problem.

Also included in our newest publication is a feature on recurring giving. There's a lot of talk these days about recurring giving, and it's certainly important. Our collective missions benefit greatly from the predictability of consistent donations.

**There are a number of techniques and methods used to achieve repeated giving – such as framing the ask in terms of “X dollars per month make X specific impact.” But the most important thing you can do is simply keep your donors clearly and continually informed about the impact of your work.**



I hate to provide a commercial example, but these days, we are all subscription “addicts,” reliant on video streaming and other types of ongoing services. We keep paying for them month after month because we perceive greater value in new content or new access, e.g. The same applies to giving. If you're proactive with your value proposition and continue to deliver it in a relevant and intentional manner, your donors will keep giving. By the way, those are principles of Connected Giving – which leads me to my final point.

“Alignment and Accessibility” is another one of the Connected Giving principles we follow at iDonate. A quick summary of this principle is: make sure you address the tools and systems needed to put your donors first. Are your systems and tools aligned to deliver a donor-centric experience that delights your supporters and keeps them coming back? Don't underestimate the impact of recurring donations. Make sure your systems support them with more than a “give monthly” button. Provide an overall experience that encourages donors to give repeatedly, in a proactive and intentional way.

Thanks again for your interest in iDonate. We look forward to staying connected.

A handwritten signature in white ink on a dark blue background. The signature is cursive and reads "Ray Gary".

Ray Gary  
CEO, iDonate

Reach and Rescue:

# Working to End Human Trafficking

**How do you get people to care about a cause they can't see?**

Human and child trafficking has existed for centuries. The first laws against slavery and trafficking were enacted in the early 1800s. Further international treaties were signed in the 1900s. The modern-day definition and criminality of trafficking was created in 2000 by the United Nations. But even as ratifications against trafficking grow in number over time, the act continues to exist, and has evolved into an underground crime that goes largely undetected.

According to the United Nations Office on Drugs and Crime in their 2020 Global Report

on Trafficking in Persons, cases of human trafficking were reported in 148 countries in 2018. It happens in many different industries — notably agriculture, dining, and entertainment. Sexual exploitation remains the most common form of trafficking, accounting for 50% of detected cases, but forced labor has risen from 18% to 38% of cases since 2006. The ages of the victims vary, but one in three of victims is a child under the age of 18.



# End Trafficking

The numbers may be alarming, but they only strengthen the resolve of organizations like ZOE International, who see every single adult and child caught in trafficking as another chance at a new life. Their mission, as they stated on their website, is to “Reach Every Person, Rescue Every Child.” Using their growing online and digital giving presence, ZOE International continues to make strides in their fight to end human and child trafficking.



# Spreading Awareness with Digital

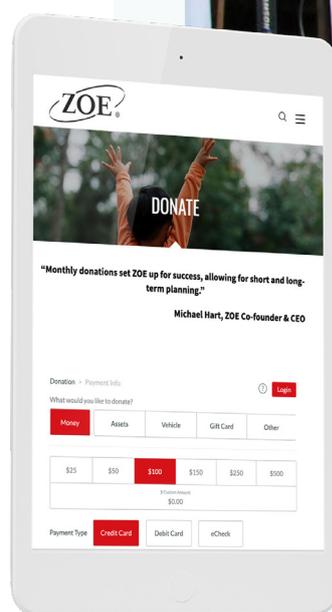
Michael and Carol Hart founded ZOE in 2002 to continue their commitment to share the Gospel and rescue children from human trafficking. They set up headquarters in Santa Clarita, California as their organizational home, then moved to Thailand, where they saw the greatest need for help.

Since then, the Harts have helped grow ZOE's influence throughout Southeast Asia while creating and expanding locations in Australia, Mexico, Japan, and the U.S.

The scope of ZOE's work is truly international. Tackling a problem like human trafficking takes countless hours of work through constant education and consistent messaging. Doing so on a worldwide scale sounds challenging, but this is where they meet the problem head on.

"We really feel as though awareness is an important piece for combating human trafficking," ZOE Donor Relations Manager Karen Miyamoto said. "In the past, people associated human trafficking to something that happens only in third world countries. Unfortunately, there isn't a single continent that is untouched by trafficking. Using social media is a quick way to spread awareness to the masses."

ZOE's social media presence has become a key factor in delivering their messaging across the



U.S. and the world — nearly 30% of their online engagement has been through social media. Through other channels like Google Ads and direct website traffic, ZOE is working to keep the donors coming back. They have made recurring giving an integral part of their fundraising efforts.

With a simple addition to their iDonate online giving form, ZOE has seen a 20% increase in recurring revenue since the fall of 2020. Likewise, the number of active recurring schedules and the number of



donors who give on a recurring schedule have both increased by 18%.

To sustain those numbers, ZOE looks to what they call their “future donors.” Forty-five percent of ZOE’s online traffic comprises users between the ages of 18-35. ZOE targets the college-aged and young adults with a consistent, engaging, and powerful message — one that can be easily shared across all of their international locations.



“People from all over the world are visiting our social media sites wanting to participate in ZOE’s global efforts,” Miyamoto said. “Every time one of our ZOE countries posts on their social media sites, our USA office will repost that content on our main ZOE International page, hoping to boost their visibility.”



# Education Through Events

ZOE has seen great success in having users engage with their content and ultimately spread the word about trafficking. But how does ZOE turn that engagement into real funding for their missions?

Like with many nonprofits, ZOE's donors want to hear stories of lives being changed. The actual work is one thing, but sharing how that work is being used for the betterment of others is a major focus of ZOE's messaging.

"When we go to events and conferences, we share our three-prong approach in combating trafficking which is prevention, rescue, and restoration," Miyamoto said. "An area that ZOE thrives in is

restoration. Once a trafficked child or an orphan at risk of being trafficked is brought into our care, they begin their amazing journey of healing with the support of our staff. Children that once lost all hope now have a future and can dream thanks to the many that support our ministry!"

Even as ZOE spreads awareness and stories digitally, they are still active in their local communities, hosting events throughout the year. One such event

is their annual Giving Tree campaign, when anyone from around the country can display a Christmas tree in their church or office and decorate it with tags – continuing the education on trafficking while providing direct donation options.

Cycling has also become a staple activity for ZOE events. They've been able to use that for continued awareness, and even for some first-place success.

In June 2021, ZOE entered into the Race Across America, a nonstop, 3,000-mile transcontinental

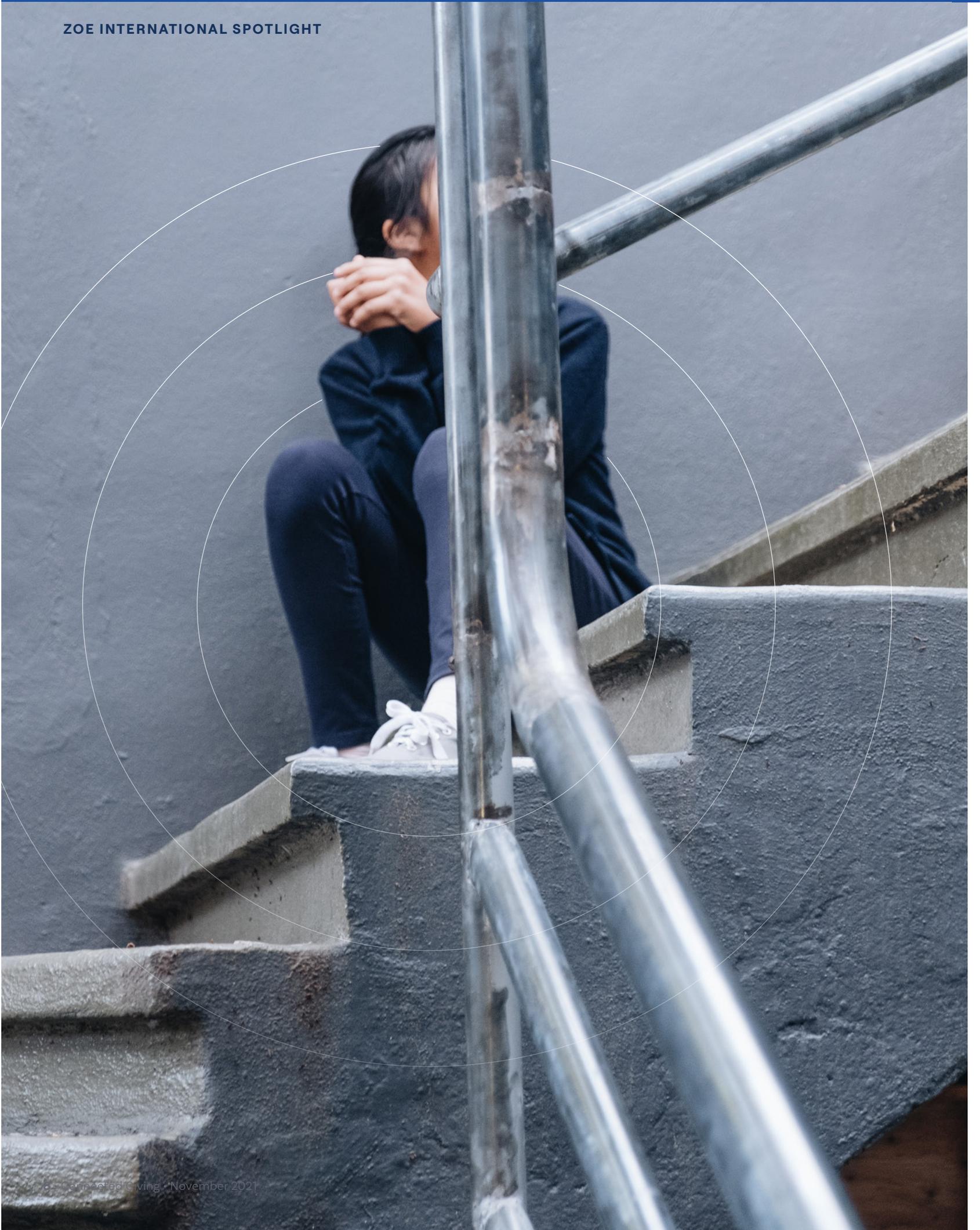
relay race from California to Maryland. ZOE's eight-person cycling team, with help from 12 crew members, finished in first place in six days and 27 minutes, four hours ahead of the second-place finisher.

Adding to that achievement was the amount raised for ZOE's overall mission. In total, ZOE raised over \$350,000, 90% of which came through the online giving page built through iDonate.



“While visiting the home for children who have been trafficked at ZOE Thailand, I was inspired by the children’s fight – fighting to get their life back,” ZOE Eastern USA Regional Director Brad Ortenzi said, via [gozoe.org](http://gozoe.org). “Competing in the Race Across America allows ZOE to take this fight against child sex trafficking across the United States.”

ZOE INTERNATIONAL SPOTLIGHT



# Restoration and Prevention

The organizational name, ZOE, was not chosen at random. It is a Greek name meaning “life.” This significance encompasses the end goal for all of ZOE’s efforts – giving a new life to the children they rescue.

As part of their restoration program, ZOE provides academics, activities, vocational and life-skills training, all under the roof of their secure rescue centers in Thailand and Los Angeles. All of that work is designed to equip the children for life and work outside the facility once they feel ready.

Embedded in the program and their digital messaging is their Christian faith and belief. They use those teachings to express the values of love and support to the children, utilizing a holistic approach with constant care and counseling services.

As they restore the children to a new life, ZOE also strives to protect the children from further trafficking and exploitation, working to root out the problem where it begins. Discipleship and worldwide mission trips are important to ZOE’s mission, serving to not only educate people on how to identify and eliminate trafficking, but to also share the Gospel with many who haven’t been reached before.



“In order for child trafficking to end, there needs to be a radical change in culture,” ZOE Marketing Manager Tracy Cook said. “As individuals are transformed by their thought process or morality and who God is and how we are supposed to behave as individuals, that cultural change will happen as a result of more people learning about Jesus.”

# Alignment & Accessibility

When a nonprofit starts with a donor-centric mindset, the alignment of its operational teams transforms into a Connected Giving Org.

## A Vision You Can Lead With

1

### GET CLEAR ON VISION AND STRATEGY

Communicate both the vision and the plan to get there, across the organization.

2

### AUDIT YOUR TECHNOLOGY & SYSTEMS

Admin technology and systems should work to streamline the giving process and the admin lift. Get rid of what creates friction.

3

### MANAGE & USE YOUR DATA

Use your data to identify and build relationships with your target donor — the donor who is most likely aligned and passionate about your cause.

4

### SET MEASURABLE GOALS

Set measurable goals that work together to move the organization forward. And share the goals with your teams.

## Creating Accessibility

Accessibility in a Connected Giving Organization works to make giving easy — easy to find, easy to give, easy to share with others and easy to pivot when catastrophe strikes.



In the past five years, the number of digital donations **grew 239%** and digital dollars grew by **322%**. (*Donor Drive*)



Digitally mature nonprofits are **1.4x more likely** to be confident that they are better able to engage more audiences. (*Salesforce, 2020*)



To date, Twitch has already been used to raise **over \$80 million** for nonprofits. (*Business Insider*)



## Alignment & Accessibility In Action:

**In the midst of COVID, Connected Giving orgs were able to pivot quickly, offering a way to engage and give — even from a distance:**

The 2020 Digital Discovery Ball, the American Cancer Society's first-ever, large-scale virtual gala in Chicago, raised over \$1.85 million.

*(PR Newswire)*

# Build long-term donor relationships with active retention.



They say you never get a second chance to make a first impression. Is your first impression transaction-based or relationship-based?

## The future of giving treats fundraising events as part of a continuous communication process that cultivates a relationship—not a limited window of engagement to make an ask.

### Traditional fundraising relies too much on single appeals.

Events, whether face-to-face or virtual, have always provided nonprofits a vehicle to mass communicate the organization's value and create the environment for an ask. Yet, today's donors report that they pay little to no attention to event calendars, find that they receive little to no follow-up to those they do attend, are not nurtured with information they crave, and only hear from you when the next year's ask is needed.

### Giving isn't a transaction, it's a relationship.

At iDonate, we believe that any fundraising event needs to be part of an overall set of programs that are integrated end-to-end. Giving options should make sense, whether before and after the event, in-event through mobile giving, perhaps during promotion to donor networks, and certainly with follow-up that continues a deeper conversation about all the opportunities to give.

Fundraising events or campaigns are still critical. Flawlessly managing the communication process around them has to be built into both your fundraising strategy and systems, but it is only one touchpoint of many that cultivates loyalty. Retention needs to be active and continuous.

## START

turning events into multi-channel evergreen campaigns. Your donors will be more receptive to you, your events better-attended, and giving will go up as it becomes more relational.

# Taking Stock and Looking Forward



Written by Lori Finch  
Senior Vice President,  
Fundraising Services,  
iDonate

## 'Tis the giving season!

While this is often the busiest time of year for many nonprofit marketers and fundraisers, it is also a favorite time of year for me. It's a time to recognize all the hard work of crafting campaigns and messages, and a time for generosity to flow.

Here are a few things I am most excited about as we look forward to the giving season and make predictions about what 2022 will look like for digital fundraising.

### 1 Events are returning

Based on conversations with many of our clients, it appears that events are coming back! Will this mean the end of Zoom events? Likely no, but people are missing the connection of gathering in-person and more events are in the works.



### 2 Increased focus on Peer-to-Peer (P2P)

More organizations are adopting peer-to-peer fundraising as a regular strategy to engage new audiences and networks. I'm most excited to hear about organizations using this approach to create some healthy competition among board members; to drive their Giving Tuesday efforts; and (at universities and colleges) to run their athletic campaigns. P2P is here to stay.

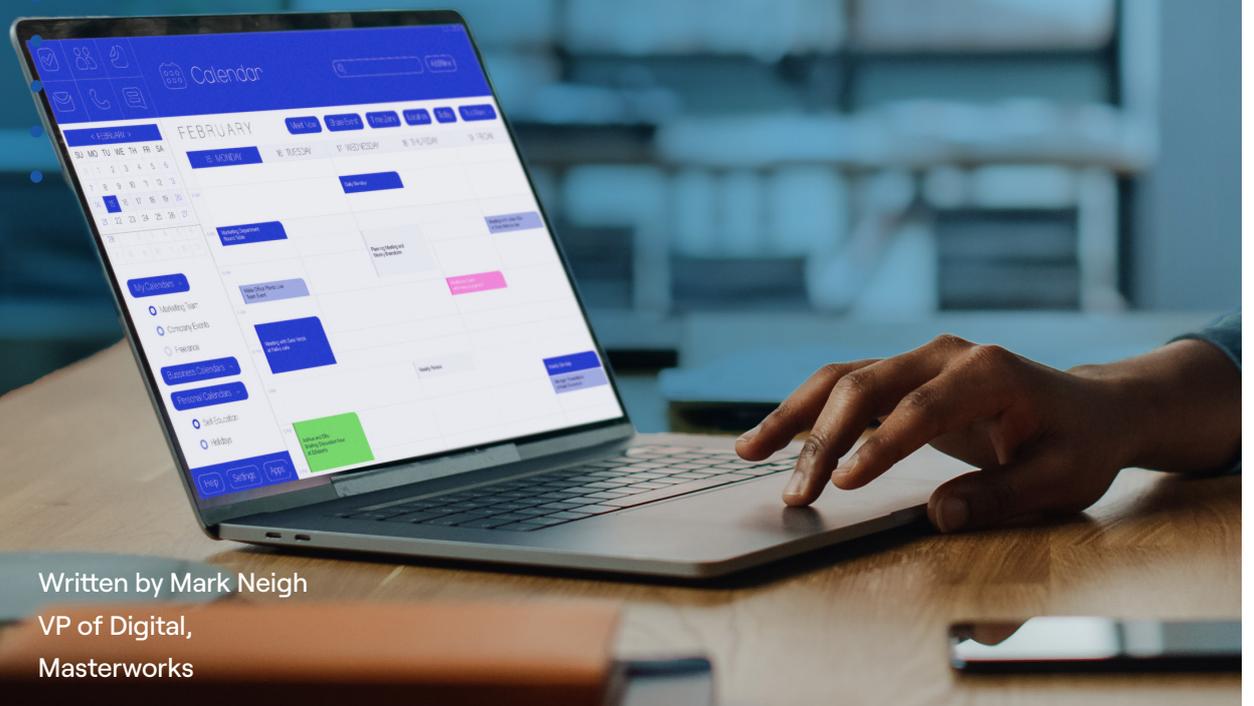
### 3 Focus on donor experience

This one is near and dear to my heart. Organizations are starting to talk about the donor experience first, data second. (Hip hip hooray!) This is music to my ears. We are hearing more about how to streamline and focus the donor experience, and less about how to get data into the CRM for reporting purposes.

**I look forward to seeing what creative things our clients and partners are up to this giving season.**

Make it

# Calendar Year- End Every Day



Written by Mark Neigh  
VP of Digital,  
Masterworks

When I transitioned my career into partnering with nonprofits to accelerate their fundraising through digital marketing strategies and technology I was struck by something that seemed to be true of the whole industry: 90% of online giving happened in December. This was true of every organization I worked with. And 90% of December giving happened in the last three days of the year. And 90% of that giving happened on the last day of the year.



Calendar year-end was and remains a very important online giving day and you should be doing everything you can to stay top of mind with your donors during that time. Send extra emails. Add a pop-up to your homepage. Make sure your digital media is in full force.

But as January comes into focus, and you've recovered from the Calendar year-end fundraising bonanza, don't slow your digital fundraising down. Because the new reality is there is no longer a "slow season" in fundraising.

Think of your digital fundraising like a snowball that grows with time. Once it gets rolling you don't want to stop it and start over because you'll lose momentum.

I saw this precise snowball stopping happen earlier this year. An organization we work with decided to not invest in digital media in January because historically that was a slow fundraising month. Not only did this organization miss out on the revenue and new donors their peer group received in January, February also underperformed because they had to pay back the lost momentum that consistent digital media presence creates.

People are spending more and more time online since the pandemic. They are also becoming more comfortable managing money online. It's become normal to buy toilet paper on your smartphone and order dinner with a QR code. Checkbooks are a distant memory as bank apps have become ubiquitous.

Nonprofits who want to maximize their online fundraising can't just focus on Thanksgiving through CYE. To make digital fundraising work organizations have to be constantly and consistently showing up where their donors and prospects spend time online. Building awareness, attracting interest to their cause, engaging people with their content, and inviting people to donate.

So go all out this December—and I hope it's even better than last year—and when you get back in the office in 2022 (even if it's just a desk in your bedroom) keep the momentum going.

Share Login

Featured Fundraiser

### Building water wells in Namibia

We're building wells. Join us.

Donate now Become a fundraiser

**Why fundraise for the American Cancer Society?** Your project will help us support life-saving research, treatment, education and community health programs. Together we can end cancer forever.

**Fundraisers**

Search for a fundraiser or select one below Most Recent

Support a child	Support a child	Support a child	Support a child
<p>1 day left</p>	<p>18 days left</p>	<p>7 days left</p>	<p>1 day left</p>
<p>Duis semper congue felis, nec gravida elit pharetra vitae. Sed auctor scelerisque orci non.</p> <p>\$6,700 of \$10,000 goal</p>	<p>Duis semper congue felis, nec gravida elit pharetra vitae. Sed auctor scelerisque orci non.</p> <p>\$1,200 of \$2,000 goal</p>	<p>Duis semper congue felis, nec gravida elit pharetra vitae. Sed auctor scelerisque orci non.</p> <p>\$6,700 of \$2,000 goal</p>	<p>Duis semper congue felis, nec gravida elit pharetra vitae. Sed auctor scelerisque orci non.</p> <p>\$6,700 of \$10,000 goal</p>

Maximize Your End-of-Year Fundraising Efforts

# Optimize Your for Year-End

## Powerful Tools to Give Donors the Experience They Deserve

iDonate is the leading fundraising software provider that exists to grow nonprofits and create a more generous world. Through giving channels such as website, peer-to-peer, text, and events, nonprofits are able to empower donors with the personalized experiences they are accustomed to online.

\$25	\$50	\$100	\$250	Custom Amount \$0.00
\$25	\$50	\$100	\$250	Custom Amount \$0.00
\$25	\$50	Most Popular \$100	\$250	Custom Amount \$0.00

Visual cues like adding the “Most Popular” indicator and highlighting that particular amount on your gift array can reduce donor friction during the decision-making process, and increase your revenue by 23.8% per visitor.



# ur Giving Form Appeals

**We know your end-of-year giving campaign can be one of the most important fundraising efforts you take on all year.**

In 2019, over 23% of all donations were given in December alone. This year, let iDonate help you maximize your efforts with thoughtfully designed giving form embeds, so you can connect with your supporters and secure the dollars your organization needs.

**Update your giving form to suggest the most frequently given gift amount.**

Review donation amounts from November and December for prior years to determine the most frequent gift amount for your organization. These two months tend to have higher donation amounts than the remainder of the year and you will want to ensure this amount, or an option close to it, is in your gift array. Add the description “Most Popular” to that value and default your giving form to that amount so it is highlighted and easy for a donor to see.

**Pre-select your Donor Pays Fee option.**

Give your donors another opportunity to support your organization by paying for your processing fees. You can now pre-select the option for your donors when you set up your giving form – your donors can still choose to uncheck the box if they’d prefer.

**Provide Matching Gift opportunities.**

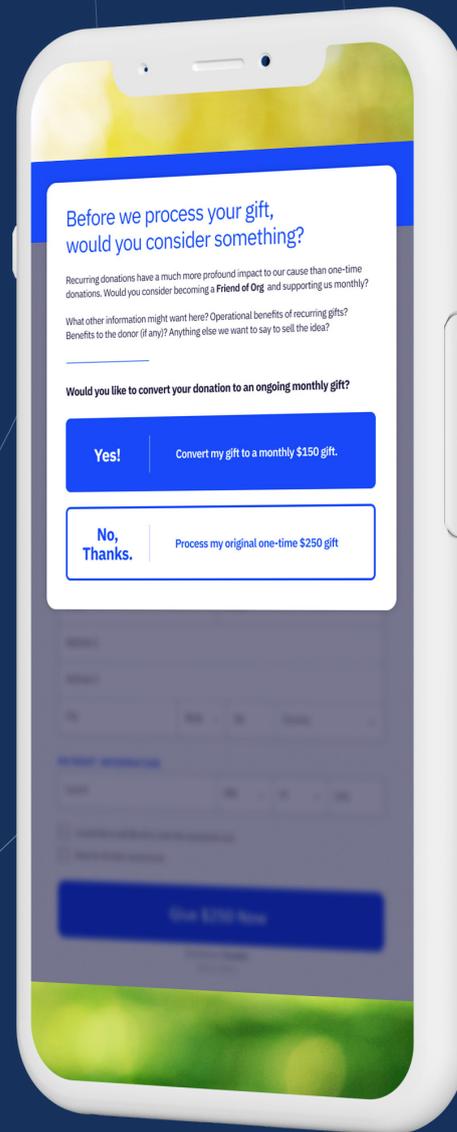
Donors can have an even greater impact by connecting to their employer for a matching contribution. We suggest adding the corporate matching field to your giving form on the confirmation page, to reduce friction during the donation process.

iDonate.

# Keep your donors coming back.

Recurring gifts are an easy way for donors to connect with your nonprofit on a regular basis and help create a long-term relationship that often increases the annual value of a donor.

iDonate makes it easier than ever to invite donors to set up recurring giving. Right within checkout, you can enable a recurring gift prompt that presents your donors with recurring gift options and displays the potential impact of their monthly gift just before they submit their donation. It's simple and convenient for your donor and gives your organization the opportunity to raise more funds for your mission. In an experiment run by NextAfter, adding a prompt at the time of donation **increased recurring gifts by 64%** while having no measurable negative impact on overall conversion.



Ready to learn more?

Visit [www.idonate.com/webinarspotlight](http://www.idonate.com/webinarspotlight) to sign up for a demo.