

fundrazr



HOW TO TURN COMMON DIGITAL FUNDRAISING MISPERCEPTIONS INTO DONORS & REVENUE

04.20.2022 | fundrazr.com & socialimpactcommons.org



Hello!

Daryl Hatton

- FundRazr Founder & CEO
- Launched in 2009
- Raised \$240M+ in 100+ countries
- 6000+ organizations and 200,000+ projects



Hello!

Julie Jehly

- Director of Fiscal Sponsorship Collaborations
- Seventeen years nonprofit expertise
- Previously Development & Fiscal Sponsorship Director with Fiscal Sponsor nonprofit



Hello!

Asta Petkeviciute

- Social Impact Commons Chief Financial Steward
- Led major fiscal sponsor with 90+ projects nationwide
- Works with 20+ fiscal sponsors leading teams through strategic financial and organization management challenges

Fiscal Sponsors and Fundraising Myths

- Fiscal sponsors are only managing back-office compliance
- Fiscal sponsors do not get involved in fundraising
- Donor data is used only for compliance purposes
- Fiscal sponsors' supports are static and identical for all groups within the portfolio



Getty Images

Social Media Myths

- Learning etiquette is a waste of time
- It's impersonal
- I'll make a public mistake
- No one will read my posts
- I don't know what kind of voice to use
- People won't donate

Digital Fundraising Myths

- It's complex
- It needs a whole new skillset
- I only get one chance to do this right
- It complicates my accounting
- I don't get the donor data
- Donors don't stick around

Important Market Trends

- Overall online revenue increased by 23% in just 2021 alone (doublethedonation.com)
- Shift Boomers → Millennials & Gen Z
- Communication of direct impact
- Hyper personalization
- Major Projects to Micro Projects
- Major Gifts to Micro Gifts
- Shift Public to Private/Dark Social Media



Closing Thoughts

How to Turn Common Digital Fundraising Misperceptions into Donors & Revenue

- Know your community and define how best you could support them
- Create connection and donations
- Divide and conquer

Your Support Team

- **FundRazr** is here for you!
 - Live trainings for Fiscal Sponsors and Projects
 - On-demand tutorial training videos and documents
 - Designated staff contact and support email address

- **Social Impact Commons** is here for you!
 - Providing advisory and management supports for Fiscal Sponsors
 - Facilitating community impact and learning sessions
 - Building shared resources together with and for the community

Thanks!



Any questions?

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