HOW TO TURN COMMON DIGITAL FUNDRAISING MISPERCEPTIONS INTO DONORS & REVENUE

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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
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 $\rightarrow$ 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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