



MULTIPLY 417

Passion: The Bridge between People and Purpose

4 Trends from 2021

Howdy Rick,

4 Giving Trends from 2021

Here's 4 trends from the analytics team at Candid (do you have your Gold seal?), along with some additional thoughts from me about each of these trends.

1. Flexible giving options

Data from Classy's annual Why America Gives report shows that donors are not only starting, but completing more donations on their mobile devices than ever before. There's also growing enthusiasm around giving through QR codes, smartwatches, and wearables.

Donors will respond well to flexible donation options including:

- Convenient digital wallets, like Google Pay and ApplePay
- Cryptocurrency donations
- Trusted payment apps, like PayPal and Venmo

Make sure you are up to speed on best in class optimization for your giving pages. Here's a freebie, does your giving page use radio bullets for your giving levels, or does it use giving array buttons. There is a 63% increase in giving, according to laboratory based studies (experiment #6623) performed by my friends at NextAfter. Yes, read that again, 63%.

2. Personalized donor experiences

Personalization will be critical to build relationships that result in loyal donor bases. Nonprofit interactions with supporters will need to be tailored according to their stage of life, intent, and preferences for communication.

I know this seems like nothing new, but you'd be amazed how many non-profits are NOT responding to this critical trend. Perhaps more importantly, trend or not, truly caring for our partners is inherently aligned with less and less "generically titled group pieces" and more and more personalization.

This doesn't just refer to communication channels. How are you personalizing your event and other experiences for partners?

3. Tech-driven events

Hybrid events in 2022 will benefit both in-person and virtual attendees with advanced, tech-driven experiences that take lessons from the many virtual events staged during the pandemic. If nonprofits are national, hybrid is a way to stay frictionless. For local organizations, hybrid events can open new opportunities to enhance donor relations. Technology-driven experiences will continue to bring causes beyond their physical city borders.

Just when you thought it was safe to go back in the water! But that's okay, live events are certainly back in action, but be smart, there are lots of creative ways (you may have already used some of these) to engage in hybrid events. Regardless of how you feel about COVID-19, masks, vaccinations, etc., being sensitive to ALL your partners is both caring and just plain smart. Need some new hybrid ideas?

4. Evolved recurring giving

Recurring giving is already a valuable tool for nonprofits, accounting for 26% of online revenue for organizations that raise over \$50 million according to Classy. Organizations below \$50 million trend to even higher percentages.

But there are still over \$400 billion of offline donations that nonprofits process, many of which could be transferred online through recurring giving programs to save both time and resources.

The technology is simple, and the impact of just a handful of recurring donations made, tracked, and nurtured online can mean sustainable income for years ahead without requiring additional resources.

Let me help you build a Giving "Club/Society" created around monthly giving.

Next Week: Back to Skills - Phone Calls

Passionately,

Rick



www.multiply417.com
(209) 541-5720
rjf@multiply417.com

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