



MULTIPLY 417

Passion: The Bridge between People and Purpose

What do you think?

Nov 7, 2022

In their recent "Why America Gives" 2022 report, fundraising platform company Classy shared some pretty interesting results. (Note: Classy determined that Next-Gen partners are Z and Millennials, whereas Traditional partners are Builders, Boomers and X)

Here's a very partial summary of things for you to consider:

Passive vs Loyal Donors: The conversion process starts with a timely appeal, a timely "exposure" to your "cause". You must use segmentation protocol's to ensure the right kind of communication is getting to your passive donors. Likewise, marketing mediums like Facebook ads properly filtered to the right audience are another potential element to finding and then eventually converting passive partners.

Creating "loyal" partners is critical. Just be aware that 85% of traditional donors will buy in to this concept, but only 62% of Next-Gen.

Loyal partners are 2X more likely to maintain their giving level while experiencing their own financial crises (like 8% inflation).

Next-Gen partners prefer more email (e-communication) than their older counterparts. Bi-monthly was top choice.

Next-Gen partners are 2.4 times more likely to change their lifestyle to make sure they can increase their charitable giving.

What do you think? Please let me know.

Obviously there's a bunch more of these, but I'll just let you read the report (see below)....BUT!!!

Be forewarned. I don't buy some of these numbers. Yes, so why am I sharing them?

Well because I'm just me. I don't know for sure. I will be following up with Classy, but these tip points all came with no immediately visible documentation. Which I found surprising.

I especially want to understand where their data set comes from because according to their numbers International Human rights, Climate Change, Reproductive Rights and Disability Rights were the top four causes last year. I can't argue with that without looking at the numbers, but honestly, I'm suspicious!

Oh yeah against my better judgement

Join the conversation here.

1. **Want to teach your staff a Biblical Fundraising Strategy?**
2. **Create a development strategic plan?**
3. **Optimize your communication channels, including giving pages?**
4. **Create a complete Faithful Activity/Circle of influence strategy, including a plan for your staff supervisor?**
5. **Create legacy giving scripts and communication pieces for you and your staff. Learn the right approach when talking about future giving.**
6. **Provide some specific coaching for new staff or staff struggling with fundraising?**

Just email me for help or call (209)
541-5720

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