



The Impact of AI, Social Media, and Influencers on Giving



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Meet Cassie Alsfeld, Consultant

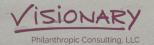
- Founder & CEO of Shoreline Strategies LLC
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This Seems Fishy

- Average attention span: 8 seconds
- Less than a goldfish
- Shorter than an Instagram story
- Down from 12 seconds in 2000
- Hook them in



Reaching Donors Where They Are: Online & On Their Phones



Email Is Still King

- 4 billion daily email users expected to increase to 4.6 billion by 2025 (<u>Hubspot</u>)
- 99% of email users check their inbox every day some check it 20 times/day (<u>Hubspot</u>)
- 87% of brands say email marketing is critical to their business success (<u>Litmus</u>)
- 77% of marketers have seen an increase in email engagement over the last 12 months (<u>Not Another State</u> of <u>Marketing</u>)



Just Text It

- 98% of text messages are read (Simple Texting)
- 95% of text messages are read within three minutes of receipt (Forbes)
- 85% of Gen Z and 58% of Baby Boomers prefer automated customer service or chat over phone calls (Insider Intelligence)
- Simple text-led experiences are the key to fundraising
- Small-dollar donors and high-dollar donors prefer text messages over cold calls or even emails
- Make it easy and seamless for them to act (one-click, sign into accounts, Apple or Google Pay, Venmo, etc.)



Generational Shifts: Gen Z

- Gen Z is very cause, issue, and mission-driven
- Prioritize: Authenticity, inclusivity, purpose (Hootsuite)
- They don't read... they skim and watch videos to learn
- YouTube: #1 search engine for Gen Z
- 60% believe digital first impressions are more important than in-person ones (Hootsuite)
- Alpha Gen is up next... and they've never known life without a smartphone



Social Media "Musts"

- Use video and images
- Social media and search engine algorithms favor them, as do the people you're trying to influence
- Of Gen Z:
 - 95% use YouTube
 - 67% use TikTok
 - 62% use Instagram
 - 59% use Snapchat
- Visually-stimulating platforms



Social Media > Social Impact

 Meet them where they are and what you're most comfortable using

Peer pressure works

 Why online giving days, Facebook birthday donation drives, and donation wall + share features on platforms like GoFundMe are so effective



"Make It Go Viral"

- Strike while the iron's hot
- Rapid response
- Think about the second screen (when on phones or tablets)
- Virality score depends on different factors, e.g.: timing, topic, and reach
 - > This is why influencers, certain social media platforms, online giving platforms (like GoFundMe), and online giving days (like Giving Tuesday) are so effective



Influencers

- Influencers are becoming one of the most powerful resources for fundraising, brand building, raising awareness and engagement.
- Different types depending on platform, brand, and industry
- Make sure they align with your brand, mission, and goals
- Mega influencers
- Nano-influencers: have 100-10,000 followers
- Micro-influencers: have 10,000-100,000 followers
- Useful to expand reach and impact
- Utilize influencers for exciting and exclusive opportunities, such as announcements, contests, giveaways, featured videos/storytelling, etc.



Keys to Strategy

BE:

MAKE IT:

Relevant

Personal

Timely

Urgent

Specific

Exclusive



Online Fundraising Musts

- Include an urgent and direct CTA
- Show where your money goes
- Make it easy for them to act:
 - One-click: Amazon model
 - Gift arrays
 - Recurring donation: Netflix model
 - Apple and Google Pay, PayPal, etc.
- Ask > Action > Ask
- All about the upsells



The Elephant in the Room:

- Use AI as a tool, not a crutch
- Make systems and processes more efficient
- Be ethical
- Stay up-to-date on regulations and policies that could impact AI, marketing, and comms... always changing





Thank you!





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