



VISIONARY
Philanthropic Consulting, LLC

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

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Meet Cassie Alsfeld, Consultant

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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

Digital-First Approach: Make everything mobile-friendly

- Nearly **55%** of global website traffic is generated from mobile devices (not including tablets) (Statista)
- **55%** of emails are opened on mobile devices (eMarketer)
- **73%** of marketers focus on mobile device optimization for campaigns*

Email Is Still King

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

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:

- Relevant
- Timely
- Specific

MAKE IT:

- Personal
- Urgent
- 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: AI

- **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**



Questions?



Thank you!



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