

# Digital Fundraising: Strategies and Tactics to Make an Impact

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# ActBlue & AB Charities

- Nonprofit fundraising platform for candidates, advocacy organizations, and other nonprofits
- Work with organizations to help them execute digital fundraising programs
- Run our own small-dollar program

*@actblue @AB\_Charities*

**ActBlue**

# Learning Objectives

- Review tools and best practices for building a strong digital fundraising program in a rapid response world
- How to turn a big rallying moment for your cause into long-term fundraising success
- Understand why small-dollar donors are so valuable to organizations

# What is Digital Fundraising?



# Digital fundraising is...

- Raising money through mass communication
- Immediate + typically inexpensive
- Mostly email

# Email is Still Queen

- People love to talk on social media — not give
- Email has the space for a compelling narrative
- *Use Twitter as a fundraising gauge, not platform!*

# Email Fundraising Tools

- A way to email supporters (mass mailer/email provider)
- A place for supporters to give (online fundraising platform)
- A way to analyze your donor data so you can improve your fundraising (CRM)
- People to email!



# Building an Email List

- Personal network
- A place to sign up on your website
- In-person events







# ACT NOW

SAVE ANIMALS FACING EXTINCTION

Working together, we can win the race against extinction. We can save threatened animals! Join the campaign. Help get the word out. Make a donation.

**JOIN THE CAMPAIGN**



OR ENTER THE SITE...



ALASKANS TOGETHER  
FOR EQUALITY

SIGN IN: [TWITTER](#) [FACEBOOK](#) [EMAIL](#)

[ABOUT](#)

[ISSUES](#)

[TAKE ACTION](#)

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[DONATE](#)

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[CONTACT](#)

SIGN UP TO GET THE LATEST UPDATES

[JOIN](#)

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# Building an Email List

- Google ads
- Boost Facebook posts

## Boost Post

### AUDIENCE

- ☐ People you choose through targeting
- ☐ People who like your Page
- ☐ People who like your Page and their friends

☒ ActBlue Charities [Edit](#)

Location: United States: San Francisco (+10 mi) California; Washington (+10 mi) District of Columbia; New York (+10 mi) New York

[More ▾](#)

[Create New Audience](#)

### BUDGET AND DURATION

Total budget ⓘ

\$100.00 ▾

Estimated People Reached ⓘ

6,900 - 18,000 people

of 890,000

Refine your audience or add budget to reach more of the people that matter to you.

Duration ⓘ

1 day

7 days

14 days

Run this ad until  Jan 7, 2017

You will spend an average of **\$50.00** per day. This ad will run for **2** days, ending on Jan 7, 2017.



Everytown for Gun Safety

Sponsored · Paid for by Everytown for Gun Safety Action Fund ·

Guns don't belong in schools. It's that simple. Join us if you agree.



ACT.EVERYTOWN.ORG

**Oppose Trump's Plan To Allow Guns In Your School — Add Your Name.**

1.3K

301 Comments 260 Shares



Sign the petition to tell Congress: Guns and schools don't mix!



On February 14th, 17 students and educators were shot and killed and dozens more were injured during a mass shooting at Marjory Stoneman Douglas High School in Parkland, Florida.

Devastated, we are grieving and demanding that our elected officials offer more than just their thoughts and prayers. In cities all across the country, millions of Americans joined the March For Our Lives to send lawmakers a clear message: we demand action on common-sense gun safety laws to protect our schools, families, and communities.

Sign the petition:

**Keep guns out of our schools!**

First name\* Last name

Email address\*

ZIP Code\*

Phone

Are you a student?

Select one

☒ Send me text message alerts \*\*

**ADD YOUR NAME**

\*\* Message and data rates may apply. Reply STOP to opt out.

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# Writing Good Emails



- Sign up for every email list
- Write like a human
- Make a hard ask
- Have a strong theory of change

# Theory of Change

- What do you stand for/hope to accomplish?
- How will a contribution help you achieve that?
- Put them together!

“If you donate \$25 to my organization this week, we’ll be able to buy 300 pamphlets for our canvassers knocking doors this weekend.”





Ilyse G. Hogue, NARAL Pro-Choice America <can@prochoiceamerica.org> [Unsubscribe](#)  
to me ▾

Jan 18 (4 days ago) ☆

↩ Reply ▾



Dear Kiersten,

It's been nearly a year since the historic Women's March, when millions of people joined with women to march against Donald Trump in D.C. and in hundreds of sister marches all across the country. And in that year, we've faced serious challenges to our reproductive rights.

Now Trump is planning to speak at the anti-choice March for Life Rally, and it's more important than ever that we fight back.

The theme of this year's Women's March is Power to the Polls, and NARAL Pro-Choice America is going to be at the national event in Las Vegas to send a strong pro-choice message to all candidates running in 2018. **We're sponsoring a Feminist Road Trip bus to bring pro-choice activists to the Las Vegas Women's March. Will you chip in \$40?**

[Yes, I'll chip in \\$40 to send pro-choice activists to the Women's March.](#)

2017 was one of the worst years in history for reproductive choice. State legislators passed more than sixty new restrictions on abortion.<sup>1</sup> Trump is gearing up to be the first president in 45 years to speak at the March for Life rally, reversing position on every pro-choice promise he ever made.<sup>2</sup>

**If we want real change for reproductive rights, we need to change our legislators.**

We are joining the Women's March to let everyone running for office in 2018 know: We will not tolerate candidates who do not stand up for a woman's right to choose.

**And we are bringing a crowd of activists with us to remind the world that 7 out of 10 Americans believe in reproductive rights.** A NARAL member is standing up to speak at the Women's March event in Las Vegas, and we want a mass of people to support her.

We need to raise \$10,000 to sponsor our bus of activists to go to Las Vegas. **Will you chip in \$40 to help NARAL make a huge showing at the Women's March?**

[Yes, I'll chip in \\$40.](#)

Thank you for helping to make reproductive freedom real for all women.

The Women's March anniversary event is in Las Vegas this weekend, and we're sponsoring a Feminist Road Trip bus to it. **Will you chip in \$40 to send pro-choice activists to the Women's March?**

**Donate Now**





Jade Magnus Ogunnaike, Color Of Change <info@colorofchange.org> [Unsubscribe](#)

to me ▾

Tue, Nov 27, 2018, 5:16 PM



Dear Aa,

We know how hard the holidays can be. So, for the first time ever, join **Color Of Change** for our "Home for the Holidays" campaign--where we'll be working with local organizations in Baltimore, Flint, Newark, and Detroit to pay Black single mothers' utility bills and fight for equal access to electricity and water for all families. This holiday season, we are paying mamas' bills in cities around the country so that we can give mothers an opportunity to focus on something other than making sure their lights and water stay on

[We are less than one month away from making sure our mamas are supported. Will you chip in \\$3 to help make this year's holiday a giving one?](#)

When you think of a high electricity bill, you may think a big house with a lot of fancy tech gadgets, but that's not the case. **Studies show that in the United States the poorer you're the more money you're spending on electricity**--especially in cities like Baltimore, Newark, Detroit and Flint where elected officials' negligence have led to unclean water, exorbitant prices, and constant shut offs. For example, Baltimore's officials have been trying to collect long-unpaid waters bills leaving thousands of residents with no water, but larger commercial companies with unpaid dues have been notable untouched. The unfairness is a direct reflection on how America views and cares for Black and poor people.<sup>1</sup>

[Chip in \\$3 to help keep the water on this Holiday season](#)

Black women take on two to three jobs to make sure their electricity and water stay on -- sacrificing time with their kids and time for themselves. Many of these women, don't own their homes or have the resources to access new home-improvement gadgets that could lessen their bills such as solar polar, low-flush toilets or even hybrid cars that could make their car gas bill less. Historically, Black women are the heart and providers for many of their families with little to no support from the government, so we're showing our support and giving a helping hand by paying their utility bill.

[Will you make a contribution today to support local organizers who are keeping the heater and lights on for our Black single mama's this Holiday season?](#)

In addition to paying a Black single Mama's bill, we are supporting local campaigns to bring awareness to the everyday problems Black mamas face. **Places like Detroit, Flint, Newark and Baltimore have people on the ground working overtime to make sure Black mamas have a voice in a world where they're often silenced.** We're using this year's #HomefortheHolidays campaign to support Black women and families in need.

Money should not determine if your lights or water stay on. No one should have to worry about needing the basic necessities to survive simply because they are too poor to afford them. **We need to continue showing up for Black women because they always show up for us. But, we can't do it without you.**

[This year, make your holiday gift count. Keep a family home this holiday season.](#)

Until justice is real,

Join our #HomeForTheHolidays campaign to support Black single mothers



SUPPORT BLACK MAMAS!

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## EQUALITY CALIFORNIA

Eric,

We're just **\$3,240** away from our mid-month goal! Thanks to over 100 Equality California members, we are over half way to getting on track for 2019! It's not too late to pitch in and help, Eric. [Will you chip in now to help us prepare for 2019? >>](#)

\$10 >>

\$35 >>

\$50 >>

\$100 >>

\$250 >>

Other >>

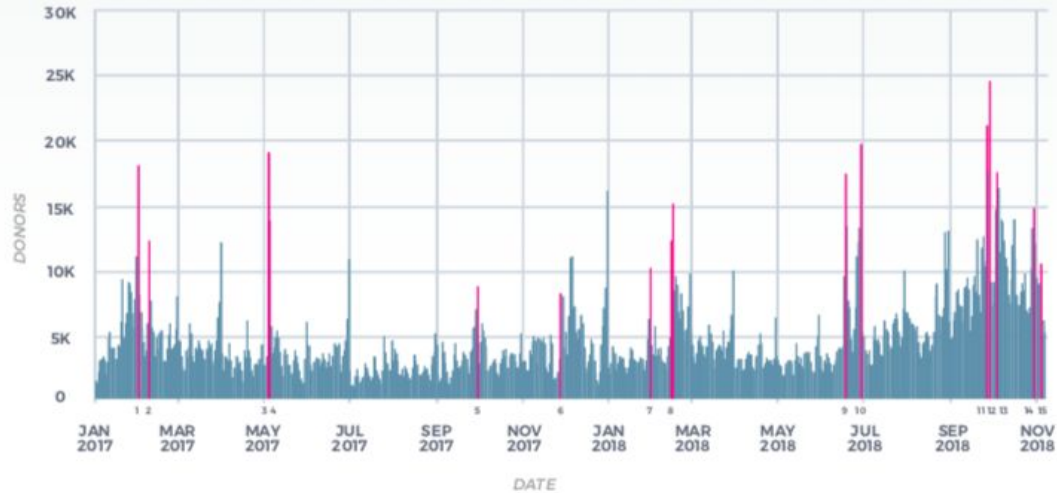
Don't let anyone tell you that our fight is over. Our pro-equality majority in the House and supermajorities in the California legislature are a good step, but we have to double down on passing pro-equality legislation, electing LGBTQ and ally leaders and making California a healthy, just and fully equality place for ALL LGBTQ people – *until the work is done.*

# When should you send emails?



## FIRST-TIME DONORS ON ACTBLUE BY DAY DURING THE 2018 ELECTION CYCLE

63.8% of all donors who gave on ActBlue in 2017 and 2018 were new. Here are some of the moments that inspired folks to get off the sidelines and make their first contribution.



### NOTABLE DAYS

- 1 JAN 31, 2017 - Muslim ban opposition
- 2 FEB 8, 2017 - Jeff Sessions confirmed as AG
- 3 MAY 4, 2017 - Republicans vote to repeal ACA in the House
- 4 MAY 5, 2017 - Day after House health care vote
- 5 SEP 30, 2017 - Hurricane Maria relief & end-of-quarter deadline
- 6 NOV 28, 2017 - Giving Tuesday
- 7 JAN 31, 2018 - Day after State of the Union & end-of-month deadline
- 8 FEB 15 & 16, 2018 - Push to end gun violence after Parkland Shooting
- 9 JUN 19, 2018 - Trump defends separation of families at the border
- 10 JUN 30, 2018 - Protests against family separation & end-of-quarter deadline
- 11 SEP 28, 2018 - Day after Dr. Christine Blasey Ford testified
- 12 SEP 30, 2018 - End-of-quarter deadline & Kavanaugh opposition
- 13 OCT 5, 2018 - Day before Senate confirms Kavanaugh to Supreme Court
- 14 OCT 30, 2018 - 1 week until the midterms
- 15 NOV 5, 2018 - Election eve

Now, as we mark the 45th anniversary of *Roe v. Wade*, anti-choice lawmakers across the country are trying to ban abortions after 20 weeks, state by state, and at the federal level. They are trying to interfere with this intensely personal choice. If they had their way, my husband and I would have had no choice, no control. I would have had to carry our son to term and give birth to a child I knew would already be dead or would soon die, who would be in pain and surgery throughout his inevitably short life. I still struggle to comprehend how infinitely more devastating it would have been to be forced to make our child suffer unnecessarily.

We cannot let future generations of women have their choices stolen. We cannot allow other families to suffer the trauma that could be done if anti-choice lawmakers get their way.

**Fortunately, the Center for Reproductive Rights is fighting back—but they cannot do it alone. Contribute \$25 now to become a 2018 Center for Reproductive Rights member and help the Center continue to challenge 20-week abortion bans across the country.**

# Why Small-Dollar Donors Matter

- Supplement other fundraising sources with a new, sustainable income stream!



# Why Small-Dollar Donors Matter

- Tap into active energy and support
- Build a stronger relationship with supporters
- Often the folks in closest proximity to the issue your organization works on



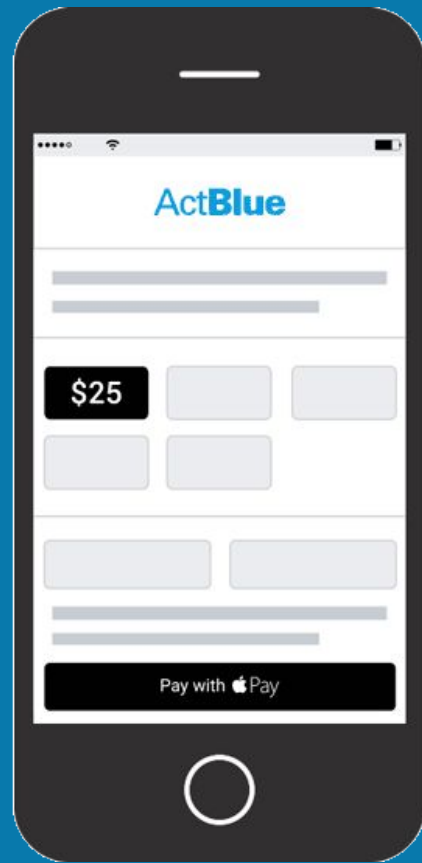
# Find the right fundraising platform!

- Does it capture emails?
- Does it allow supporters to give on a recurring basis?
- Does it allow you to collect donor data?
- Are the forms customizable?
- What is the donor experience like?



# Mobile-first Mindset!

- Mobile responsive forms
  - Clean, readable, mobile responsive content
  - Nearly half of all donations on ActBlue are made via mobile devices (Apple Pay helps make it easier too!)



# Focus on Recurring!

- Easier to budget
- Lower than in-person and one-time asks
- Raise more money over time
- Nearly 20% of funds raised on ActBlue during the 2018 election cycle came from recurring!

Support Everytown and get a "FREE" sticker!



With Trump and the NRA in the White House, we can't afford to stop fighting. Make a monthly gift to help us stop their dangerous agenda, and we'll rush you a free sticker so you can show off your support.

By clicking "Make it monthly", you are signing up for a monthly contribution. You can cancel anytime.

Yes, please create a \$5.00 monthly recurring contribution in addition to my gift.

No, I'd prefer just to make a one-time gift.

We need your help!



FIGHTING FOR THE BLACK QUEER FEMINIST FUTURE.

Support the ongoing work towards economic, social, political, and educational freedom for black people with a monthly gift!

Yes, please create a \$5.00 monthly recurring contribution in addition to my gift.

No, I'd prefer just to make a one-time gift.

The \$5.00 monthly donation would start one month from today. You can cancel at any time.

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# Account Updater

- Automatically updates lost and expired credit cards
- Helps end the disruption of a recurring donation when a donor receives a new credit card
- Quickly becoming a vital feature!

# Tandem Fundraising

- Allows donors to support multiple organizations
- Cast a wider net, grow your list, and bring new supporters into the fold!
- Great for coalition building!

# Tandem Fundraising



## SUPPORT THE DOMESTIC WORKER MOVEMENT!

Domestic work is the work that makes all other work possible. We are all touched by caregivers—whether we are domestic workers, or we hire care for ourselves or for someone we love. Building a better country for everyone must therefore be rooted in the dignity of domestic workers and respect for all.

To get there, we need all of us. Without worker and employer organizing we will not succeed in building an equitable world.

By donating here you are joining a innovative group of donors who are providing multi-year support to National Domestic Workers Alliance and Hand in Hand: the Domestic Employers Network. Multiyear commitments are key to our movement making deep and lasting changes. Contact us to make your 3 or 5 year pledge.

ActBlue Express Donate

Hi Donor Jill!

Use your VISA card ending in 8320. [Change card](#)

[Make it monthly!](#)

Yes, count me in!

No, donate once

[Show simple form](#)

Split it! \$ 10

The National Domestic Workers Alliance

\$ 5.00

Hand in Hand: The Domestic Employers Network

\$ 5.00

Total \$10.00

Donate

Not Donor Jill? [Reset the form](#)

## Support Immigrants & Refugees at the Border

Chip in to critical groups working to protect and support immigrants and refugees at the border:

**Al Otro Lado:** serves indigent deportees, migrants, and refugees in Tijuana & Los Angeles  
<https://www.alotrolado.org>

**The Florence Project:** providing legal & social services to detained immigrants in Arizona  
<https://firrp.org>

**Neta:** a Latinx-run progressive media platform telling the stories of what's happening on the border  
<https://www.netargy.com>

**Innovation Law Lab:** working in immigrant detention centers and hostile judicial districts; keeping the definitive list of kids being held  
<https://www.innovationlawlab.org>

**Families Belong Together:** continues its work to permanently end family separation and detention, seek accountability for the harm that's been done, and immediately reunite all families who remain torn apart  
<https://www.familiesbelongtogether.org>

**United We Dream:** the largest immigrant youth-led network in the country  
<https://unitedwedream.org>

**Women's Refugee Commission:**

1) Amount	2) Payment	3) Details
<a href="#">Show simple form</a>	Split it! \$ 100	
Al Otro Lado	\$ 8.33	
Women's Refugee Commission	\$ 8.33	
Neta	\$ 8.33	
Innovation Law Lab	\$ 8.33	
Florence Immigrant and Refugee Rights Project	\$ 8.33	
Families Belong Together	\$ 8.34	
United We Dream Action	\$ 8.33	
RAICES	\$ 8.33	
American Civil Liberties Union (ACLU)	\$ 8.33	
Human Rights First	\$ 8.34	
Kids in Need of Defense (KIND)	\$ 8.34	
Asylum Seeker Advocacy Project	\$ 8.34	
Total	\$100.00	
<a href="#">Continue</a>		

# Other Best Practices

- Thank donors and keep in touch!
- Give ways for folks to take other action - rallies, protests, volunteering
- Promote personal fundraisers as a way to take action

# Neta

Dear friend,

My name is Dani, and I want to say **thank you**.

I'm the director at Neta. We're a citizen journalism platform based in the Rio Grande Valley of South Texas. We were one of several groups who benefited from your donation through ActBlue to support organizations fighting the separation of immigrant families.

We are so grateful for your donation. Thanks to you and thousands of supporters from across the nation, we have strengthened our storytelling to cover the critical stories happening every day on the Texas/Mexico border. In fact, your donation helped us **double** the size of our community newsroom located in the heart of Pharr, Texas.

[We want to show you how we're putting your donation to work. If you'd like to subscribe to our newsletter to keep up with our latest storytelling from the border, click here. All it takes is one click.](#)

You can also keep up with our latest stories by visiting [netargv.com](https://netargv.com).



# Takeaways

- Digital fundraising is raising money through mass communication (mainly email)
- Small-dollar donors are extremely valuable (even beyond fundraising) & can have a huge impact!
- There are lots of free tools and tactics available to level up your online fundraising

# Resources for Learning More

- Other groups' emails
- Reallygoodemails.com
- Litmus (for technical questions)
- Campaign Monitor
- Report.actblue.com
- Blog.actblue.com
- Facebook groups (nonprofit & fundraising)

# Questions?

# **Adri Rosembert, Nonprofit Outreach Associate**

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