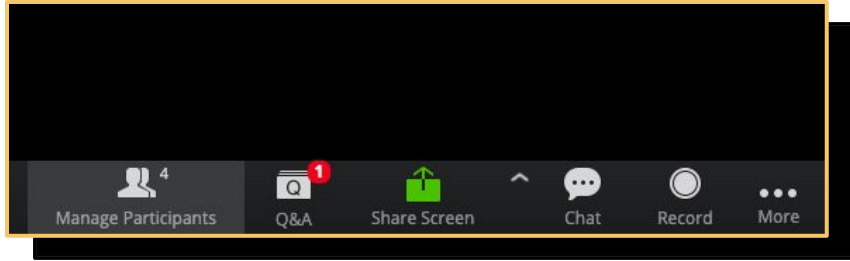


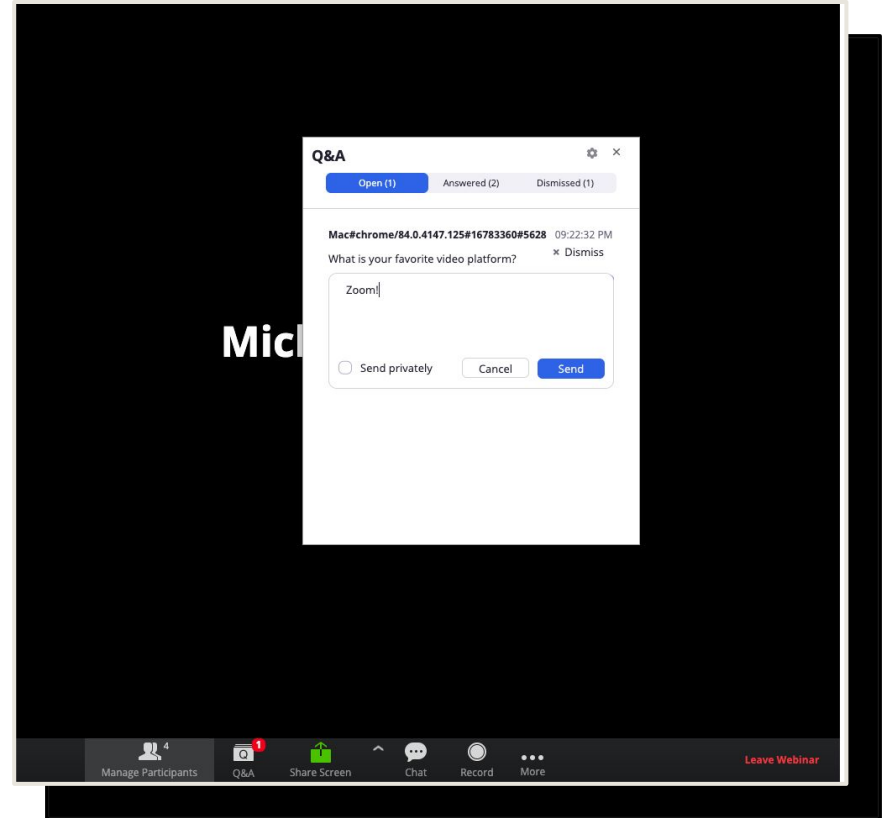
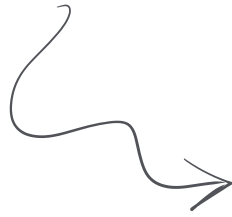
How to Maximize Your Nonprofit's Donor Lifetime Value

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Zoom Reminders



Join in the conversation with the Q&A



Mission

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Meet Your Presenters



Hannah Durbin
Digital Marketing Strategist
Classy



Keith Blazek
Lead Growth Marketing
Manager
Classy

Agenda

01 | The State of Modern Philanthropy

02 | Insights to Help Shape Your 2023 Strategy

03 | How to Apply Our Data

04 | Q&A

01

The State of Modern Philanthropy

The State of Modern Philanthropy Report is...

- Your guide to the **most relevant fundraising insights** for nonprofit professionals
- Key data insights **from Classy and GoFundMe's online fundraising platforms**

Discussion

So what is the state of modern philanthropy?



What are we seeing?

Donor acquisition is harder than ever.

Supporter attention is difficult to capture.

Long-lasting donor relationships based on emotional connection are challenging to come by.

13%

Decrease in
donors giving <
\$100

10k

Average number of
ads viewed daily

70%

Of donors never
donate again after
their first gift

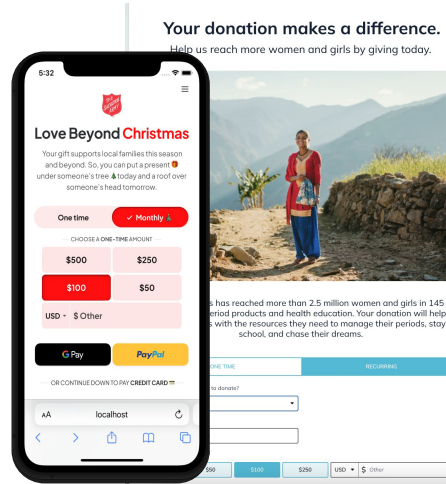
'23 Current State of Modern Philanthropy

Nonprofits must leverage technology in ways that engage supporters with their missions through **authentic** and **memorable** digital experiences.

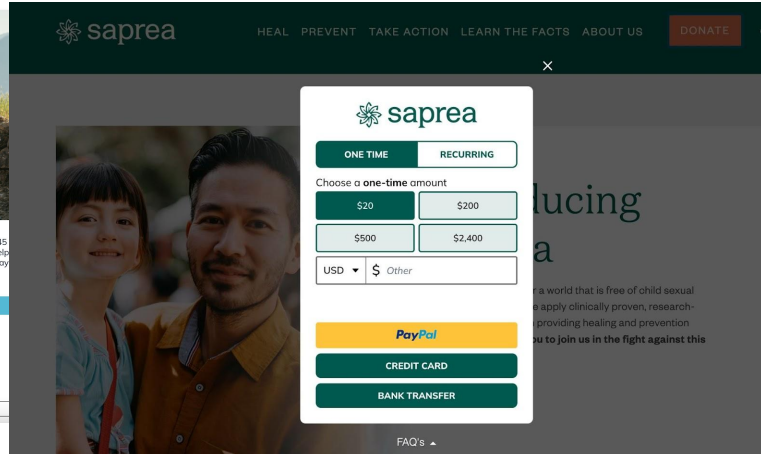
3 Key Insights to Help Shape Your 2023 Strategy

Tailor your landing page
experience to the channel
and content or risk people
clicking away.

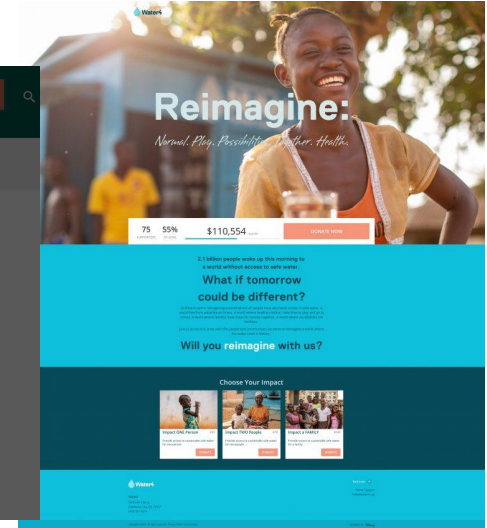
Giving experiences for every donor journey



Segmented appeals



Website donations



Community campaigns

Create Direct Giving Experiences

Classy customers who enable embedded donation forms routinely see:

2x

Industry avg.
donation
conversion rates

29%

Avg increase in
revenue per visitor

What is embedded giving?

Pop up

The screenshot shows a website header with navigation links: MISSION, ABOUT US, GET INVOLVED, and a red DONATE button. A large blue pop-up window is overlaid on the page. The pop-up has the Santa Fe Pantry logo and a close button (X). It features two tabs: ONE TIME (selected) and MONTHLY. Below the tabs, it says "Choose a one-time amount" and lists four options: \$1,000, \$500, \$250, and \$100. There is a currency selector set to USD and an "Other" option. At the bottom of the pop-up, there is a "DONATE \$1,000.00" button and a link to "FAQ's". The background of the website shows a person in a mask handing a bag of groceries to another person, with various food icons like a carrot and a lemon floating around.

Inline embed

Help feed San Diegans in need this holiday season



Hundreds of thousands of San Diegans face hunger every day while 35% of food produced in the United States goes to waste. There's more than enough food to end hunger. **You can help make sure it reaches people who need it.**

Every dollar you donate to Feeding San Diego helps provide **two meals** to San Diegans facing food insecurity. Our efficient model moves beyond a traditional food bank system to make your donation go even further in the community. By making a gift, you offer hope to children, seniors, families, and veterans.

Make a difference today!



ONE TIME MONTHLY

Choose a one-time amount

\$250	\$100
\$50	\$25

USD ▾ \$ Other

Cover transaction fees

DONATE \$52.10

Use Standalone Pages to Connect Messaging

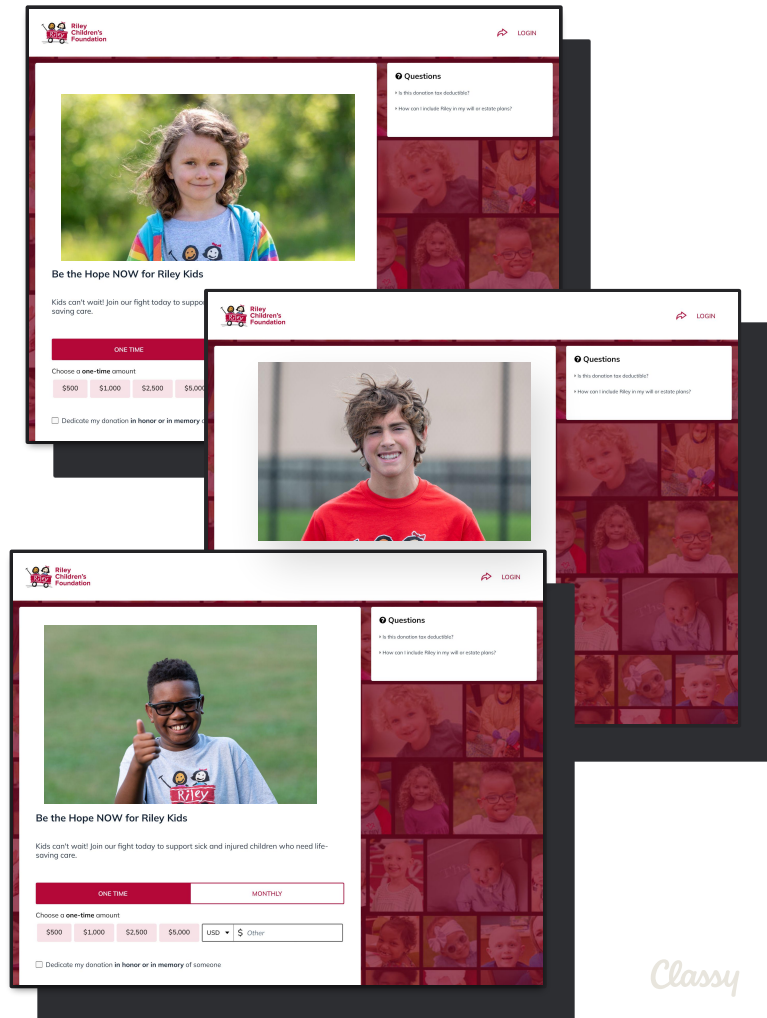
Paid social, as well as segmented emails and other paid ad campaigns, can particularly see high returns from standalone donation pages.

69%

U.S. donors say
personalized
experience is
important

Use Standalone Pages to Connect Messaging

Riley Children's Foundation increased donations by 22% with a segmented, multi-channel approach to unify their year-end campaign messaging.



Lean into the power of fundraising events as a major vehicle to strengthen relationships.

Maximize the Power of Events

91%

of event attendees
are more likely to
take further action
with a nonprofit
after a positive
event experience

51%

attend future
fundraising events
held by the
organization

44%

look for more ways
to support the
nonprofit hosting
the event

33%

fundraise on
behalf of the
organization

Understanding patterns in donor retention will help you maximize supporter lifetime value over the long-term.

Donation Amounts Matter

Segment your donor base to curate tailored communications for each group.

40%

of people who donate over \$1,000 online return the next year

10%

of people who donate under \$50 online return the next year

The Repeat and Recurring Opportunity

29%

of first time-donors
who became a
recurring donor did
so in first 90 days

9x

More value in
recurring donors
than one-time
donors

How to Apply Our Data to Your Fundraising Strategy

Build & Attract

Connect with and convert donors

Traffic and Conversion Rate by Social Channel

In order to build a rich, active community in today's digital landscape, you need to connect with donors on the channels where they're already spending most of their time



Channel	Traffic %	Conversion Rate
Facebook	84%	13.4%
Instagram	13%	22.7%
YouTube	2%	17.4%
LinkedIn	1%	33%
Reddit	.06%	9.3%
TikTok	.09%	8.8%
Twitter	.06%	0.5%
Snapchat	.08%	12.7%

Switch Up the Traditional Mix With TikTok

45%

of TikTokers feel more connected to brands that teach them something new or offer information about themselves

2.3x

Millennial TikTok users are 2.3x more likely than other platform users to create a post and tag a brand

76%

of TikTok users agree that brands that post or reply to comments on TikTok feel like part of the community

Leverage Peer-to-Peer to Attract and Deepen Support

80%

of people who give to a peer-to-peer campaign on Classy are new donors to the nonprofit

3x

On GoFundMe, fundraising campaigns shared 6+ times in the first few days are 3x as likely to raise more donations

1.5x

Fundraisers on GoFundMe are 1.5x more likely to raise donations if they have team members

Beyond Your Site

Engage supporters in multiple ways

Drive Lifetime Value with Multiple Ways to Engage

Provide supporters multiple ways to participate in and support your mission to grow relationships over time.

4x

Supporters who participate in **multiple campaign types** are 4x more valuable than supporters who participate in a single campaign

Retain & Nurture

Drive long-term growth and scale

Sustainable Revenue

By intentionally cultivating a sustaining donor base, two of our nonprofit partners have managed to build more than half of annual revenue on recurring donation volume.

66%

of revenue is
recurring

64%

of revenue is
recurring



04

Q&A



Classy