

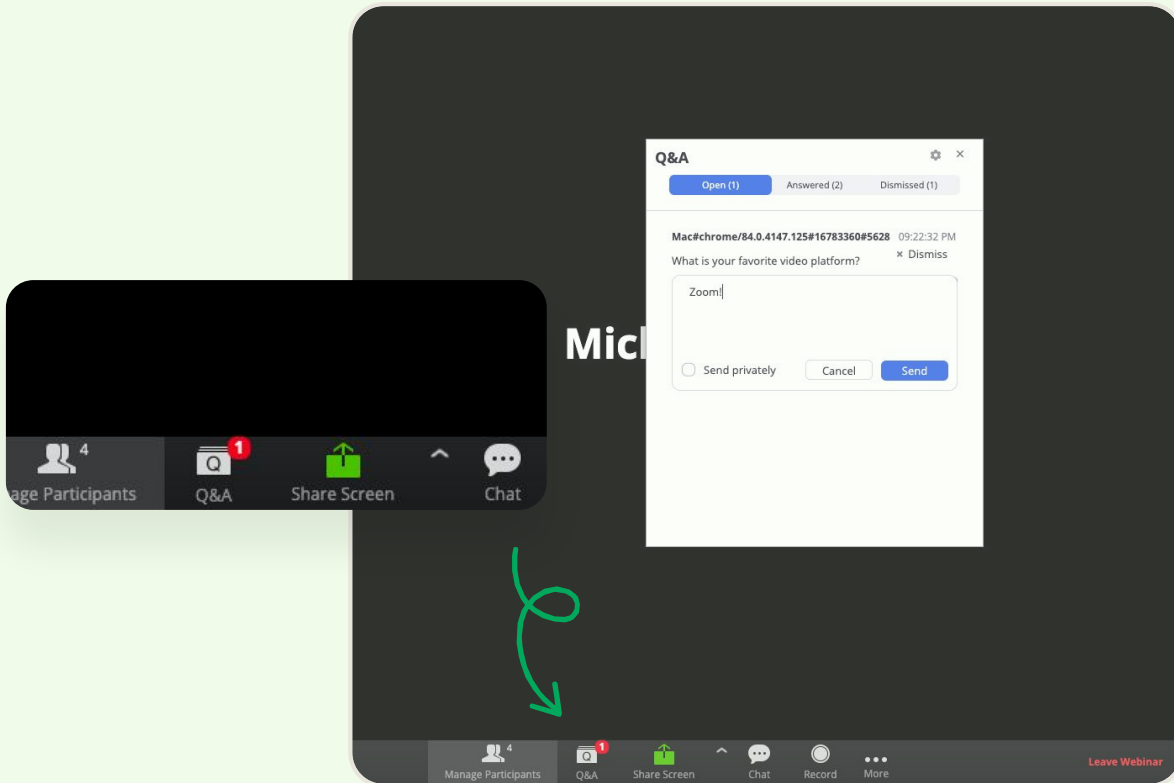
Social sharing for nonprofits: Inspiring community support and engagement

November 13 | 10am PT

This presentation, together with all documentation, text, ideas, images, video, content, methodologies, tools, creative, and other materials prepared by Classy, Inc. (“Classy”) are confidential and proprietary information of Classy and/or its affiliated entities and licensors (together, the “Materials”). The Materials are being shared for presentation purposes only. Classy does not make any representations or warranties about the Materials, and they are provided on an “as is” basis. You may not publish, reproduce, distribute, copy, display, share, use, or rely upon the Materials. Classy disclaims all liability to you or any other party should the Materials be published, reproduced, distributed, copied, displayed, shared, used, or relied upon. The Materials may describe strategy and possible future developments that may or may not be undertaken by Classy and may be changed by Classy at any time, for any or no reason without notice. This document is for informational purposes and does not create any commitment on behalf of Classy.

Zoom reminders

Join in the conversation with the Q&A



Speakers



Amit Meredith

Vice President of Marketing
**GoFundMe & Classy from
GoFundMe**



Brian Ries

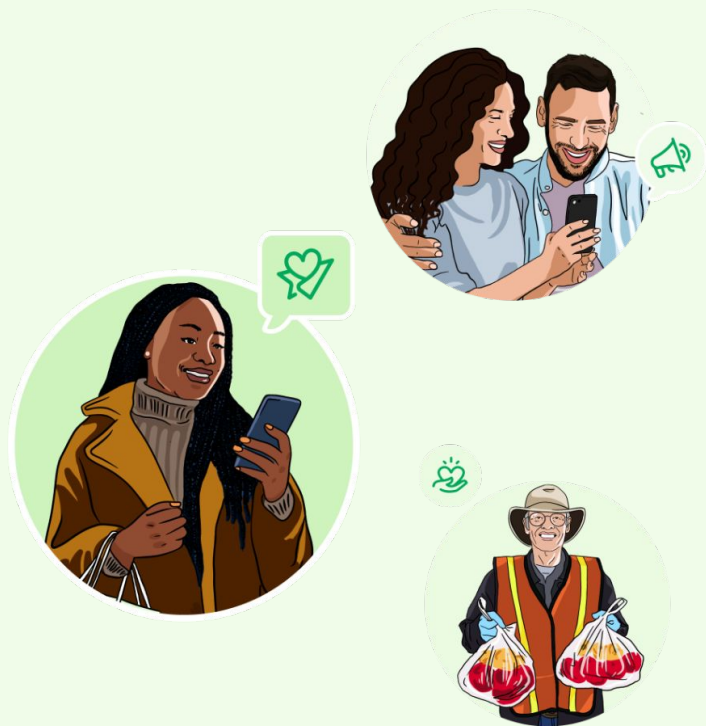
Director of Social and
Community
GoFundMe



Luke Dringoli

Principal Technical
Partnerships Manager
Classy from GoFundMe

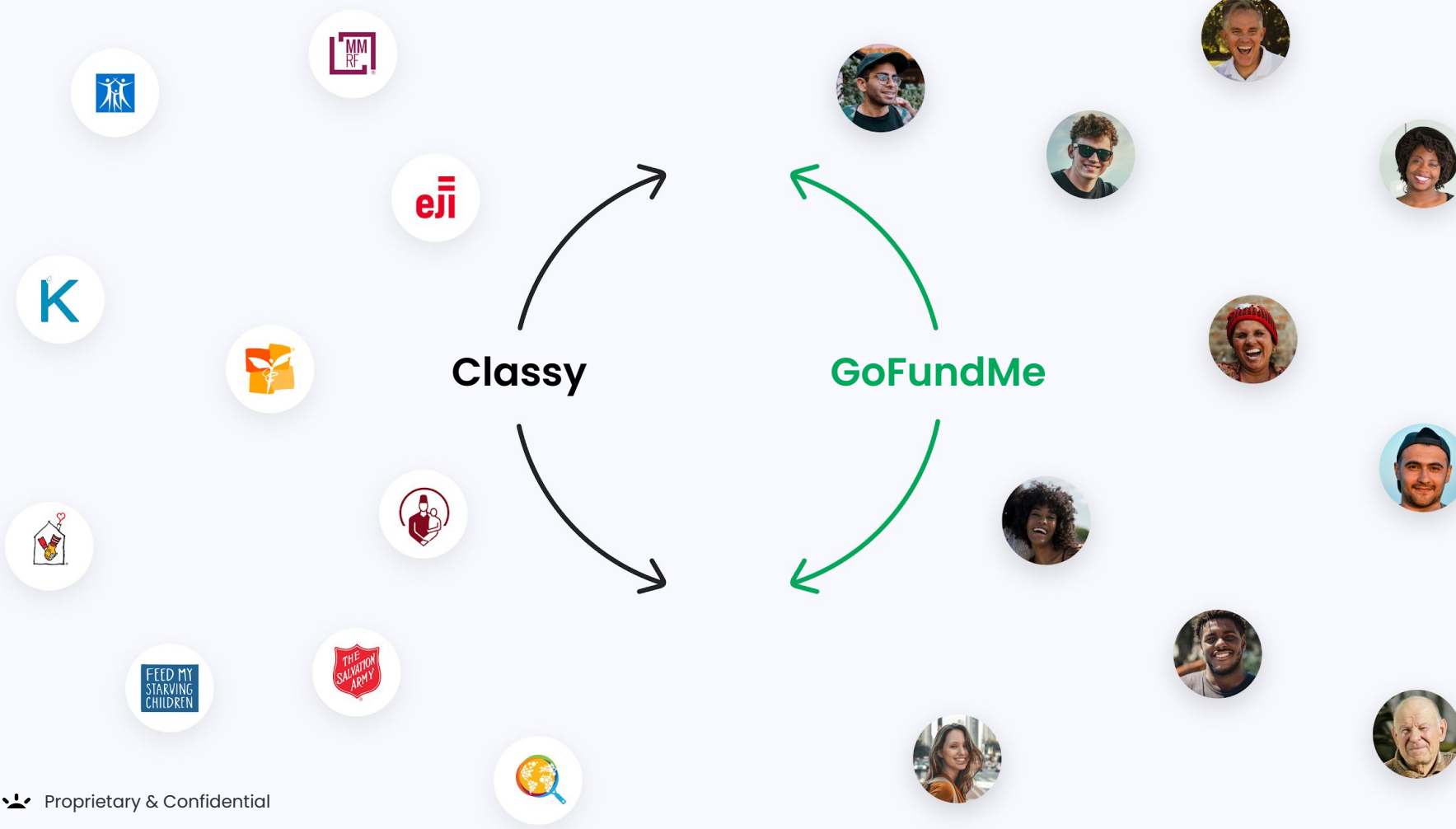
Agenda



01. What we know about the social state of giving
02. Glimpse into new social sharing features
03. Panel discussion
04. Q and A

Classy

GoFundMe



The Social State of Giving



report



“Impact Creators” are on the rise

A term coined by Arjun Das describes an emerging genre of creator with content based on showcasing giving, charity, and altruism

Social State of Giving

- The majority of Gen Z and Millennials already follow an impact creators online, **with one in four Gen Zers saying they've been motivated to donate because of a social media creator.**
- Over half of Gen Z would trust impact creators to make donations on their behalf!

I would trust certain creators to make donations on my behalf



Giving behaviors are generational

Understanding generational behaviors in social spaces will better inform how we serve them and help our nonprofits better connect with all generations of supporters

Generational Differences

Except for Boomers, all other generations are talking about charitable causes online and IRL in almost equal measure.



Gen Z

49% vs. 41%

Gen Y

53% vs. 45%



Gen X

45% vs. 44%



Boomer

54% vs. 26%



Sharing is a Superpower

Social media isn't just a nice to have, it's a must have as it unlocks generosity and gives more visibility to important causes

Social State of Giving

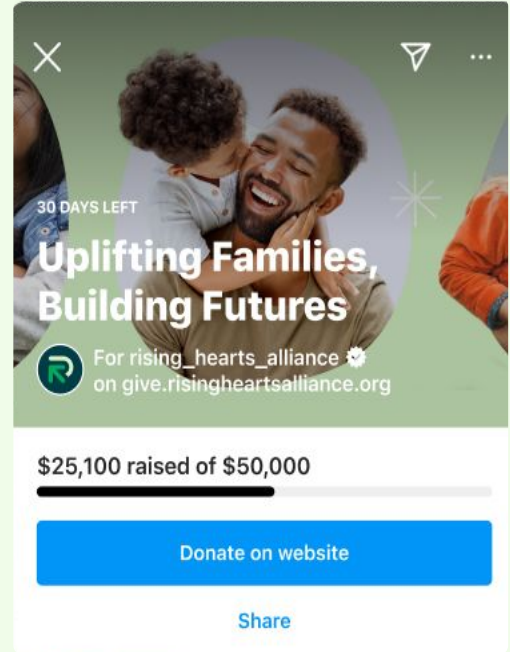
Social Sharing Across Gens

- Gen Z sees social media as both a way to give and advocate for causes. They're 10x more likely than Boomers to share donations online, with nearly half believing people should do so to inspire others.
- Half of Gen Z shares causes weekly, while half of Millennials do so monthly. Advocacy decreases with age, as over half of Boomers share or fundraise rarely or never.

Half of Gen Z is sharing causes or fundraisers at least once a week



Meta sharing features



Maximize Year End Giving on the Largest Social Platforms in the World

Classy and GoFundMe are releasing new social sharing capabilities with Meta this giving season to help maximize the impact of a nonprofit's year-end campaigns.



All-new Instagram and IG stories integration



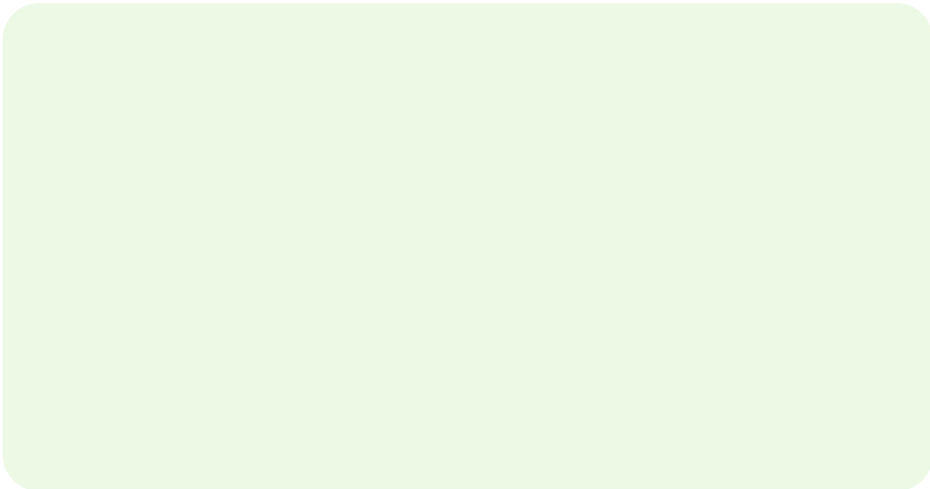
One-click sharing from Classy campaign page to Instagram



Enhanced sharing capabilities with dynamic progress metrics



Richer supporter data with a checkout experience powered by Classy



classy
from **gofundme**