

Attention Focused Fundraising:

A Modern Formula for Winning Donor Attention



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#FEARLESSFUNDRAISERS

INSPIRE. CONNECT. GROW.



Ian Adair, Executive Director,
Gracepoint Foundation

Variable of Success

In a 24/7, 365
information overloaded
world, winning donor
attention is a must in
order to achieve
fundraising success.



Attention-Focused Fundraising

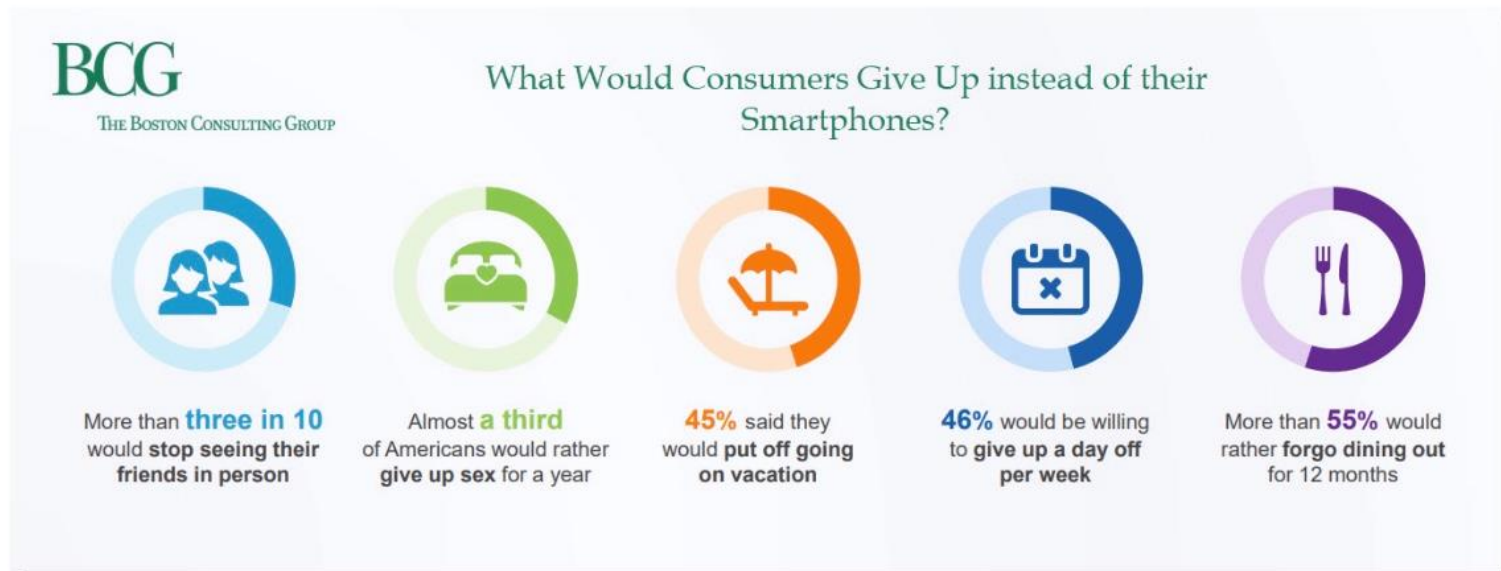
- Fundraising is now about the supply and demand of donor attention, where **ATTENTION** is the commodity and **DONOR TIME** is the currency \$\$ nonprofits need to survive.

Where is Donor Attention?

- Donors are focusing their attention more and more on mobile devices, emerging digital outlets, and social platforms.
- Podcast, YouTube, Social Media, and group messaging apps

Mobile has our Attention

Consumer Behavior and Mobile Usage Statistics



Remote Control of our Life!



If our phones really are everything to us personally...



Then how come we do not align our "at work actions" with our personal behaviors?

The Nonprofit Sector is in a Donor Retention Crisis



Repeat Donor
Retention Rate
(YTD) **59.6%**

↓ **-3.9%**
YTD Change



New Donors
Retention Rate
(YTD) **19.3%**

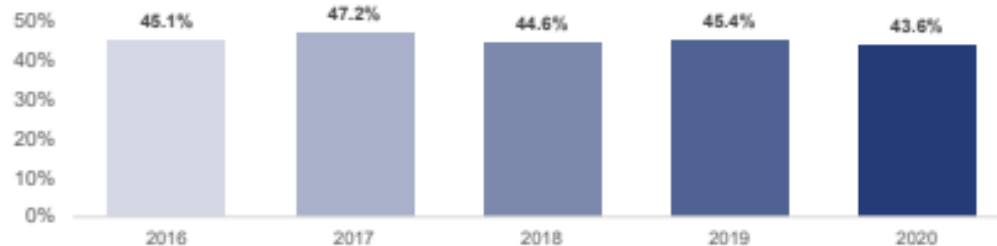
↓ **-9.2%**
YTD Change



Recapture Rate
(YTD) **4.3%**

↑ **+1.8%**
YTD Change

Overall Donor Retention YTD



3 Biggest Mistakes Nonprofits Make Communicating to Donors

- 1) Communicate primarily through "push messages."
- 2) Treat social media and email ONLY as a distribution channel.
- 3) Are too transaction heavy – promote events, raffle, auction, and funding campaigns.

DONOR EXPECTATIONS

They expect to be able to **have a dialogue** with an organization

They expect their engagements to be **convenient** for them

They expect to be able to **self-direct** their decision-making journey

They expect the power to **grant permission** for dialogue to happen

They expect you to **focus on them** (be relevant/provide value)

They expect to have the opportunity to remain **anonymous**

market  smart

www.imarketsmart.com

Importance of Time

Time is more value than money. You can get more money, but you cannot get more time.

- Jim Rohn

Fundraisers have to understand the value of donor time.

Attention-Focused Fundraising

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How do you win attention?

Deliver Value

when, where, and how your
audience wants to receive it.





Stakeholders have 3 superpowers

the *Power* of

Persuasion

Recommendation

Referral





"In 2014 my son Andrew died of suicide. Mental illness is a disease, not unlike cancer or heart disease, and if left undiagnosed or untreated can be fatal. We established the Andrew Lutes Endowment to support mental health services for children at Gracepoint. If the work we do can save the life of just one child, then somehow, someday, Andrew's death makes more sense."

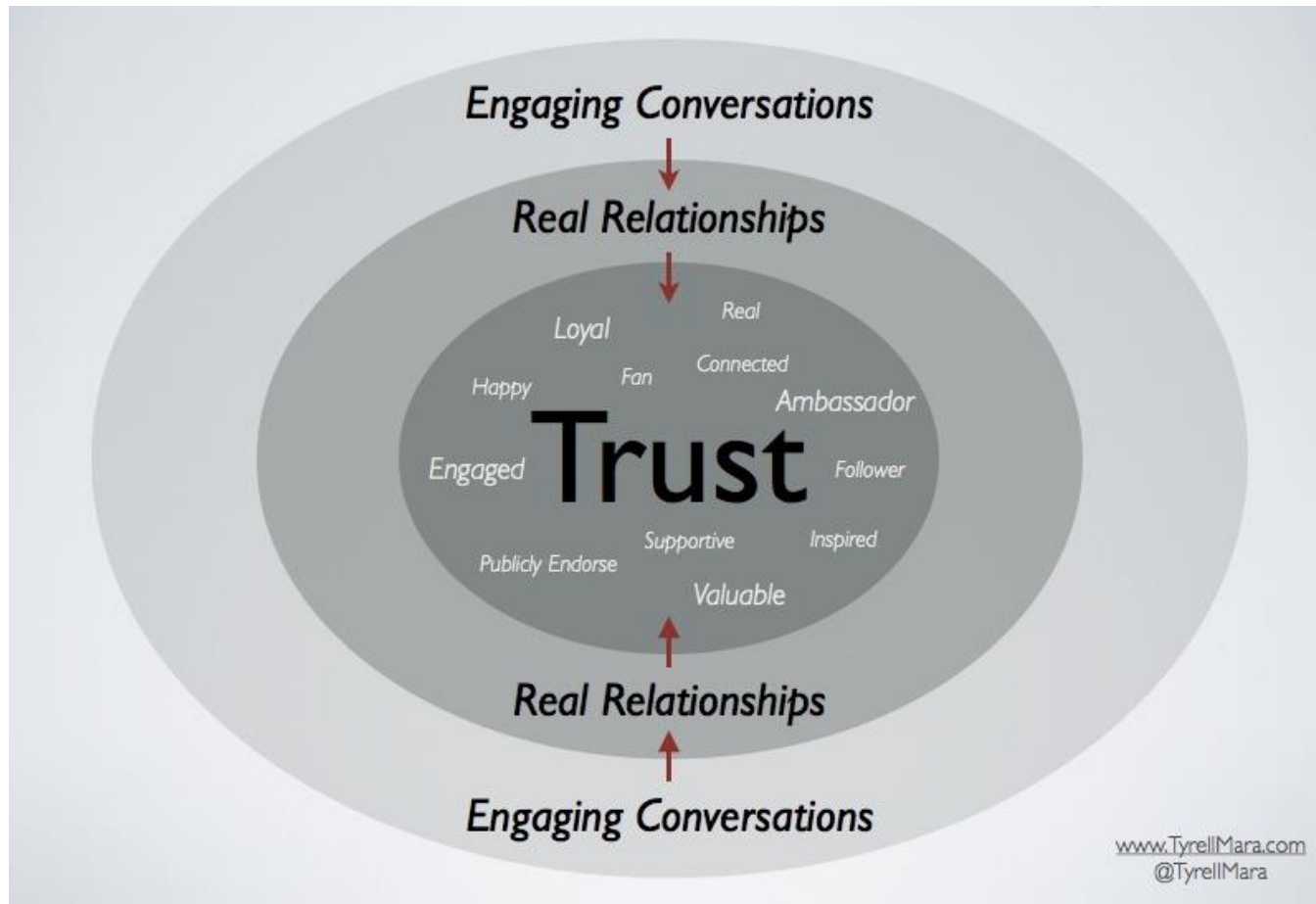
Bill Lutes, Market Executive
City National Bank
Gracepoint Foundation
Board President



"Heroes at Gracepoint work with the thousands of people in need of mental health and drug addiction services each and every day. I live with mental illness and it is for that reason I feel compelled to contribute to the cause at Gracepoint and help eliminate the stigma attached to it."

Jason Caras
IT Authorities, Inc.
Gracepoint Foundation
Board Member

From ROR to ROI



Attention Focused Fundraising

1. Act like a media pro
2. Have a mobile strategy
3. Create attention grabbing content
4. Create a community around your content



Act Like a Media Pro

- Create content with only one goal in mind- to **provide value** to your audience.
- Data & research prove: pictures, infographics, and video content are read and shared way more than content without them.
- Don't make it complicated

Have a Mobile Strategy

- Mobile devices are the one thing we give so much of our attention to without even thinking about it.
- Texting and messaging through social platforms have become preferred methods communication, but very few nonprofits utilize them.

Why don't we text... More? Ever?



Create Attention Grabbing Content

- Videos, colorful graphics, infographics, GIFs and memes.
- Document your experience, don't just try to create one!

CONTENT
BUILDS
RELATIONSHIPS

Create a Community Around Your Content

- By engaging your audience, listening for when/how you can provide value.
- Stewarding ALL donor levels and volunteers.

5 REASONS PEOPLE SHARE YOUR POSTS

TAP INTO THESE
PSYCHOLOGICAL TRIGGERS

#1 TO SPREAD THE
WORD ON
SOMETHING THEY
FIND VALUABLE

#2 TO GROW AND
NURTURE THEIR
RELATIONSHIPS
WITH THEIR FRIENDS

#3 TO DEFINE
THEIR IDENTITY TO
OTHERS

#4 TO SUPPORT
CAUSES THEY CARE
ABOUT

#5 TO GET A STRONGER
SENSE OF SELF FULFILLMENT



Innovation happens

Now



3 Steps to Get Started

- Optimize your website for mobile use (more than 60% of nonprofit websites are not!)
- Do the research (ASK!). Which social platforms have your audience's attention and go add value there.
- Conduct a platform audit. Stop treating social media ONLY as a distribution channel.

Thank You!



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