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Business **2** Business

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5 Fundraising Trends for Today's Donors

While the last couple of years has taken their toll on swaths of the economy, fundraising has surged. This paradoxical trend can perhaps be attributed to the resourcefulness shown by the fundraising industry.

As school-related fundraising and holiday giving season starts to kick in, you may want to consider incorporating these trends that are making a difference in today's fundraising campaigns.

- 1. Flexible giving options:** As nonprofits have learned, it's critical to meet donors where they are with giving options that work for them. This type of adaptability has led to growth in online, mobile, app and other flexible payment options including:
- Digital wallets (e.g., Apple Pay or Google Pay)
 - Hybrid campaigns

- Cryptocurrency payments
- Automated clearing house (ACH) payments
- PayPal, Stripe, Venmo
- Text giving

2. Workplace giving: Nonprofits can bring their causes to the workplace, knowing that donors will share those missions that are of greatest interest with colleagues. Companies that offer donation matching to organizations or causes that resonate with their employees can significantly impact fundraising, doubling or even tripling giving.

3. Donor-advised funds (DAF): Donors can give to these funds like they would any stock, bond or interest-bearing account as often as they like and will receive an immediate tax deduction. Donors can also designate funds for grants to preferred charities.

4. Tech-driven experiences: It's no surprise that donors are interested in tech-driven fundraising experiences. These may include livestreaming, non-fungible token (NFT) auctions, mobile bidding, event recordings and push notifications.

5. Peer-to-peer fundraising: Community-centric fundraising leverages social media and the internet to encourage donations. It's especially popular for fundraising for social justice issues.

Give us a call to discuss ideas.



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Event Checklist

As tradeshows and other indoor events continue to rebound, it's a good time to take stock of what you need to do to ensure your next event goes off without a hitch. Use this checklist to guide you in planning.

PRE Event

- Develop an event-specific integrated marketing campaign (offline and online).
- Print personalized invitations for a more personal touch offering multiple ways to RSVP.
- Send a series of emails (save-the-date, teasers and to promote special speakers, presentations or demonstrations).
- Begin promotional conversations on social media to create a “buzz.”
- Procure promotional products (pens, notepads, bags or this year's “must-have” tchotchke). **Pro Tip:** Give yourself 60–90 days lead time to get items that may come from overseas.
- If your event is a tradeshow, ensure you have a booth and all appropriate graphics and signage. For other events, design impactful onsite directional signage, banners, posters and even floor graphics.
- For events that require food and beverage, source a caterer/supplier and be sure to order at least one month in advance. Verify two weeks out.

- Print informative marketing and sales collateral (brochures, flyers, handouts).
- Order logo apparel for all booth staff or employees to wear at the event.

AT Event

- Ensure your tradeshow booth and all signage and graphics have arrived safely and are not damaged. **Pro Tip:** Call a local PIP if you need immediate on-site help with any print or sign replacements.
- Make sure you have enough brochures and other materials for your expected audience and that they are easily accessible.
- Ensure any onsite giveaway or drawing is highly visible for all to participate.
- Make sure all AV required is set up and working properly.
- Deliver an immersive experience with video and other online features.
- Your employees and booth attendants are brand ambassadors for your

company. Make sure they are well informed about the message you want communicated to your audience.

- Deploy social media messaging throughout the event to engage with attendees and even those who weren't able to attend.

POST Event

- Mail thank you letters or postcards to promote post-event specials.
- Email a post-event survey.
- Send an incentive email with special offer.
- Implement a direct mail nurturing campaign to keep your business top of mind with the new leads generated. Consider content or offers that would be appropriate for wherever they are in the buyer journey.
- Consider a local press release announcement.



How to Engage with Customers

Using Digital Signs



LED screens, touchscreen displays and digital billboards are easy to update, immediately impactful and highly visible, but they must do more than just turn up the pizzazz.

Here are some tips for effectively using digital signage.

✔ **Be strategic.** Know your audience and what resonates with them. Develop several messages and schedule them for peak times. Change designs frequently to keep messaging and delivery fresh.

✔ **Make it attractive.** Aesthetics matter, so your messaging cannot be cluttered, hard to read, or unattractive. Take time to determine the best color, size, use of text and images, graphics and movement to capture viewers' attention.

✔ **Keep it conversational.** Use language that reflects how you speak directly to a prospective customer. Avoid stilted jargon and relate to customers about what matters most to them using sincere and straightforward language.

✔ **Practice transparency.** Newer generations of consumers, in particular, value transparency and authenticity, so share information in an honest and straightforward way. Details about your mission, values and company goals are likely to resonate. On the other hand, any signs of holding back or evasion will make today's consumers think you're untrustworthy.

✔ **Use consistent messaging.** Consistency represents trustworthiness, so make it a point to communicate regularly and with a consistent approach. Ensure that your messaging is reliable across all platforms, and don't erode trust by letting messages grow stale or outdated.



Did you know?

Online Ordering Portals may be the best kept secret in integrated marketing. Why? Because they offer the power and flexibility to address a huge range of business demands—from managing marketing materials and campaigns to fulfillment and distribution. An online ordering portal helps resource-strapped companies overcome a host of daily challenges, all in a single, convenient, turnkey solution. For example, you can centralize ordering of material goods, produce marketing and printed materials on demand, personalize communications with one-to-one marketing, and control costs by consolidating material fulfillment and shipping. When you partner with PIP, we'll take care of everything, from designing, building and programming your storefront, to integrating it with your website.

Get the powerhouse portal you shouldn't be without. Call today to learn more.



GET INSPIRED!

Need ideas or inspiration?

You need our blog! The resource center on our website contains blog articles, tips, insights, case studies, whitepapers and more to help with your integrated marketing efforts.

INSIDE

How to Engage with Customers Using Digital Signs

Turn Data into Relatable Stories

Data can be a double-edged sword. While it means access to insights and views, finding the story under the data can also be difficult. Below are four ways marketers can turn data into winning stories.

Go local: Begin with broad trends and drill down to local figures to make the story meaningful. This also creates potential for your story to be picked up nationally.

Support your hometown: Audiences love to root for their hometowns. Facts and figures provide the setting for your story and reinforce that it is data-driven, not opinion.

Don't forget your history: When possible, include historical data to contextualize your story. Showing data over time helps readers see the bigger picture and makes the story last longer.

Use different data filters: Look at data from multiple angles. Filter it across industries, careers, household income, regions, etc., to tell different, more personalized stories.

Make Yourself Seen. Then Make Your Move.



Maximize Tradeshow and Event Marketing ROI with an Integrated Campaign.



PIP will help your business make the right impression from start to finish.

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