



Development for Nonprofits

Evan Gordon, Francesca Iorio, Stephanie LaBatt, Charlotte Robertson, Goldye Horan, Theo Strauel

TARGET PERSONA

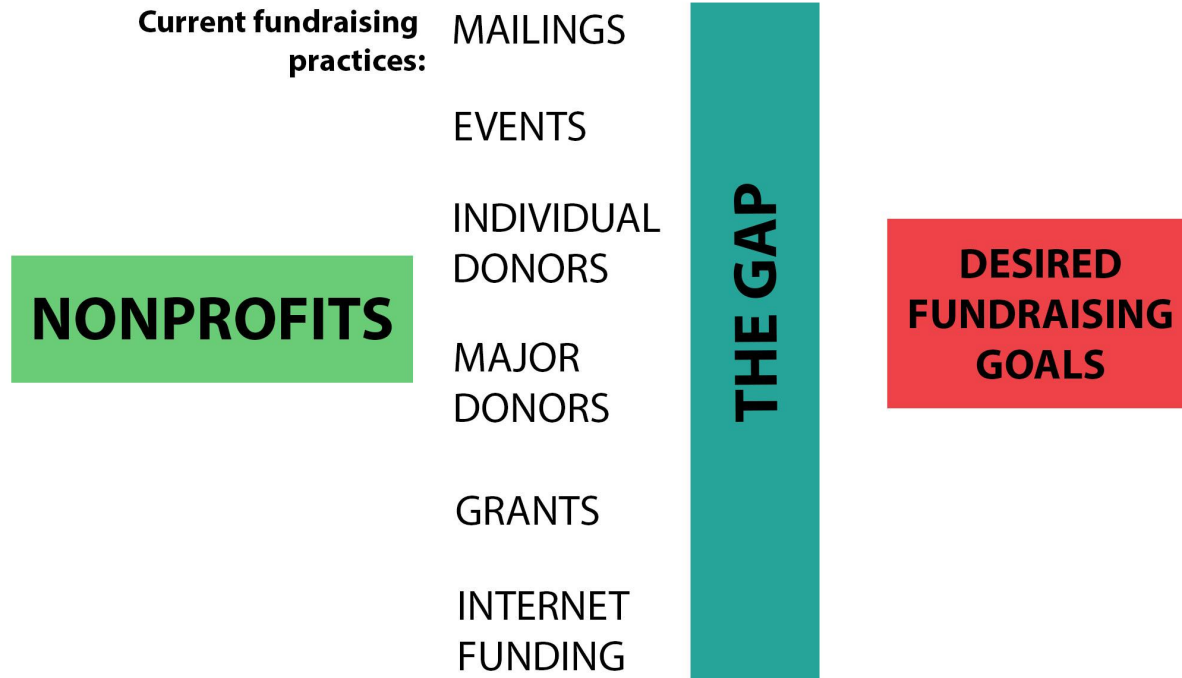
- David V. Johnson
- Senior Editor, Stanford Social Innovation Review
- Magazine about social innovation
- Inspires millions of social change leaders at nonprofits, businesses, & governments around the world



THE ISSUE

- Nonprofit sector supports millions of citizens, holds great economic responsibility
- Fundraising techniques are not sustainable
- A changing world requires innovation, enhancement, and modernization of these techniques

How do we bridge the gap?



ECONOMIC CONTEXT

- Nonprofits often directly financially impacted by US economy
- Four main signs of fiscal stress reported:
 - Flat or declining contributions — **52%**
 - Low cash reserves — **48%**
 - Limited number of funders — **48%**
 - Flat or declining non-contributions revenue — **46%**



AGE & MILLENNIAL ENGAGEMENT

- American seniors give **2X** as much as millennial donors, **3X** as much as people **24>**
- **52%** of millennials donate
- More likely than all other age groups to increase their giving each year
- The future of nonprofit donors



THE IDEAL FUTURE

- Sustainable funding, so nonprofits can focus on mission
- Main challenges:
 - **Retaining/engaging donors**
 - **Organizational sustainability**
 - **Lack of resources**



INTERVIEWS

1. Directors & Founders
2. Nonprofit Employees
3. Professors & Influencers
4. Grant Givers



PRELIMINARY IDEAS

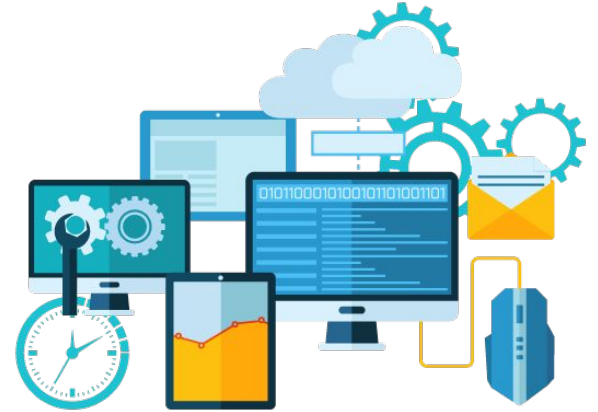
1. UTILIZING TECHNOLOGY

2. EVENTS

3. GRANTS

UTILIZING TECHNOLOGY

- Virtual Reality
 - Good for international nonprofits
 - Evokes real emotions
 - Solicit donations based on emotions



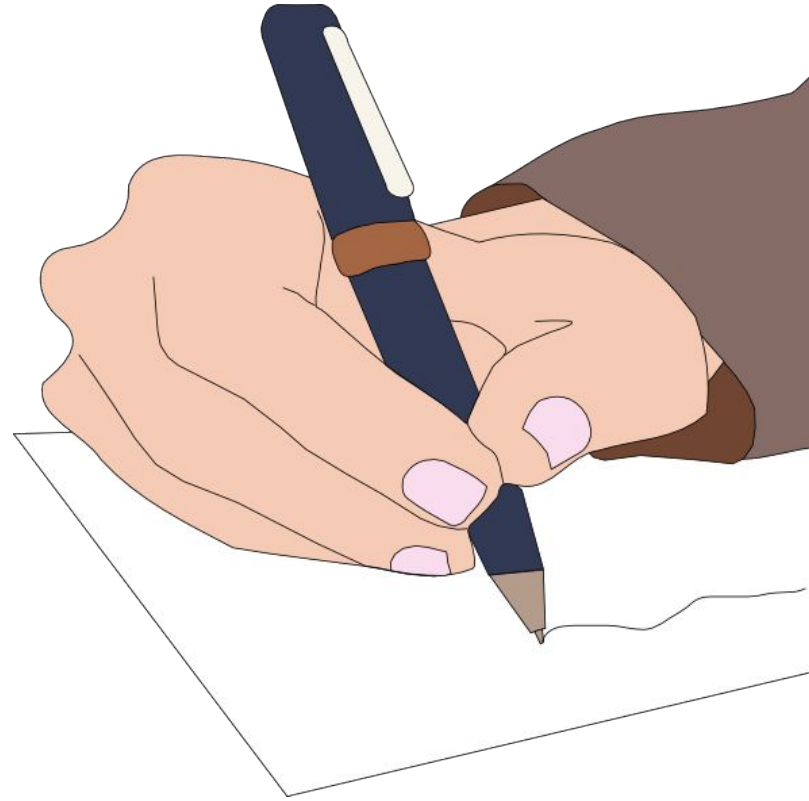
EVENTS

- Multiple non profit gala
 - Promotes collaboration
 - Showcases multiple non profits
- “Choose Your Experience” event
 - Customizable experience



GRANTS

- Common application style application
 - Easier to write and read
 - Less time consuming
- Organization database
 - Grant applications on file
 - Organization records on file



THANK YOU

