Development for Nonprofits

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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?

Current fundraising practices:
- Mailings
- Events
- Individual donors
- Major donors
- Grants
- Internet funding

Nonprofits

The gap

Desired fundraising goals
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 $\geq 24$
- 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