

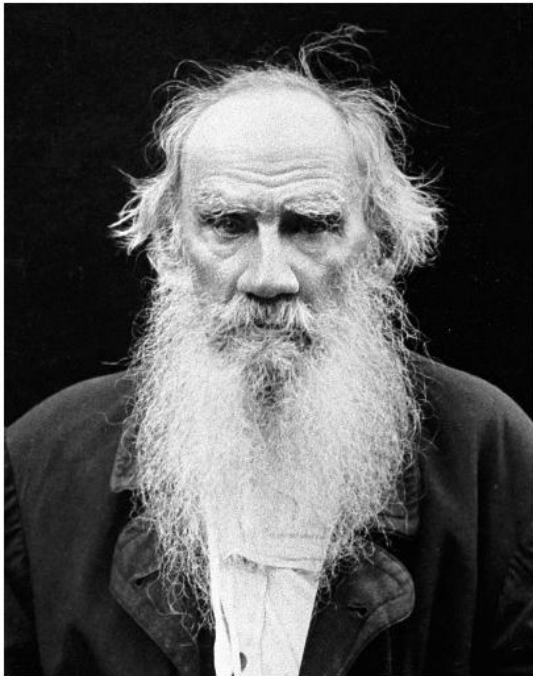
Keeping up with our Donors: Trends & Technology

Richard McPherson

President, McPherson Associates, Inc.

KEEPING UP WITH OUR DONORS: Trends & Technology

Read *War and Peace* Every 4.5 Days?



- Americans consume about **34 gigabytes** of data and information daily
- That's **100,000 words** in print, on the Web, and heard on TV and the radio
- Tolstoy's *War and Peace* contains about **460,000 words**



A new charity is created
every 15 minutes.
(40,000 this year!)

Are Smartphones important?

Smartphone owners in the US:

- January 2011 – 30%
- The day after Christmas this year – **50%**



By 2013, more people will access the internet by mobile phone than by computer.



- **48 hours** of video are uploaded every minute.
- **3 billion+** videos are viewed a day
- More video is uploaded to YouTube in one month than the 3 major US networks created in 60 years.

**Over half of mobile web
traffic is for viewing
videos.**



Postal mail remains the effective workhorse for many nonprofits.

How are leading nonprofits responding?

Showing Transparency and Impact

www.imamuseum.org




AFP-NNE & CONFR 2011 Combined Conference

Aggregating New Donors for Projects

?! What is Kickstarter? We're the largest funding platform for creative projects in the world. [Learn more!](#)

KICKSTARTER Discover great projects Start your project BLOG FAQ SIGN UP LOGIN

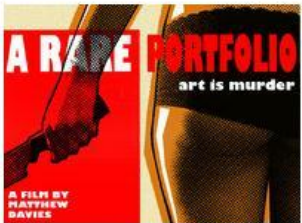
Rhode Island School of Design



Founded in 1877, The Rhode Island School of Design (RISD, or "Riz-Dee") is the finest school of fine arts and design in America. RISD teaches across 22 disciplines, from textiles, to glass, to ceramics, to architecture, to industrial design.

Check out our collection of projects from RISD community!

SHARE THE LINK: <http://www.kickstarter.com/RISD>




Thesis Film: A Rare Portfolio
by Matthew Davies

My thesis film is a satirical horror film about an art student shows videos of her killing people to be critiqued in class.

Providence, RI

40% FUNDED \$600 PLEDGED 8 DAYS LEFT

FAV student, Matthew Davies, seeks backers for his film project about a girl who decides to go a little too far in her exploration of artistic expression.



Spirare Sustainable Surf Craft
by Kevin Cunningham

Spirare: Sustainable surfboards reclaiming debris and transforming trash into art.

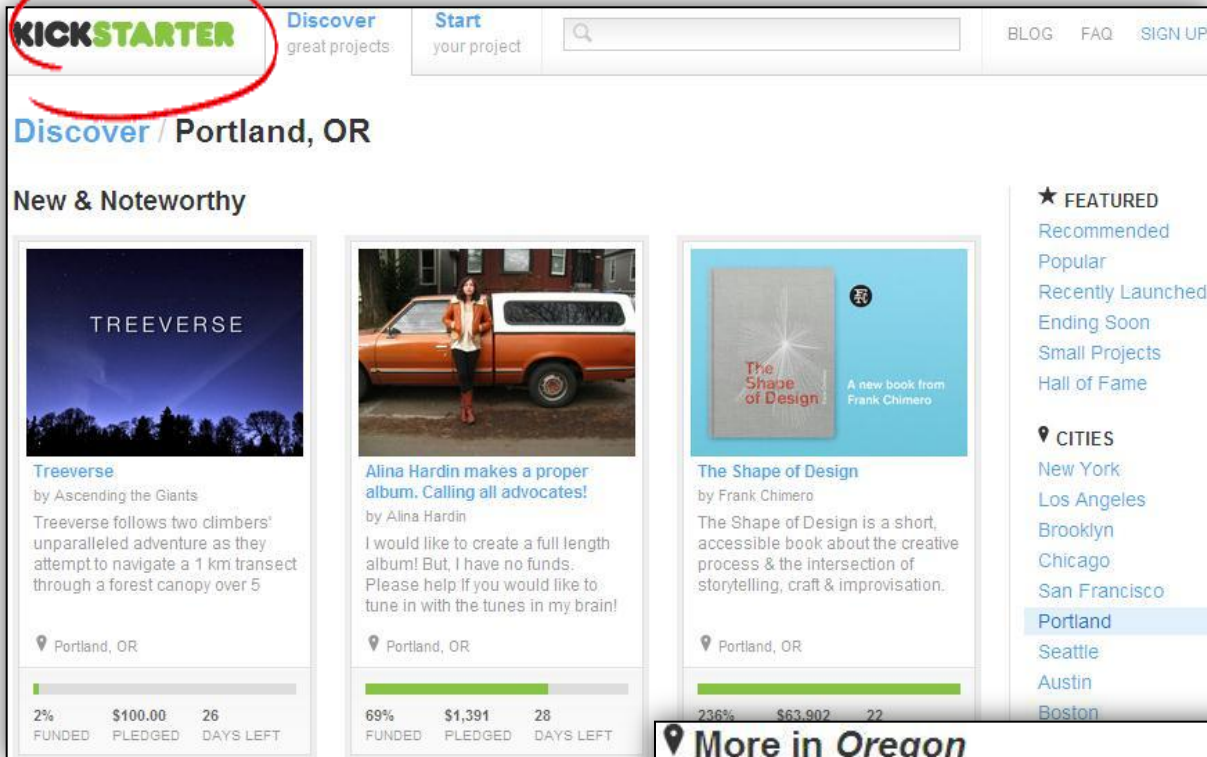
Providence, RI

21% FUNDED \$690 PLEDGED 67 DAYS LEFT

Kevin Cunningham's (BARE + Fine Art '05) surfboard project that emphasizes green design and sustainable construction.

Careful!

Government is in the act.




KICKSTARTER Discover great projects Start your project

BLOG FAQ SIGN UP

Discover / Portland, OR

New & Noteworthy




Treeverse
by Ascending the Giants

Treeverse follows two climbers' unparalleled adventure as they attempt to navigate a 1 km transect through a forest canopy over 5

Portland, OR

2% FUNDED \$100.00 PLEDGED 26 DAYS LEFT




Alina Hardin makes a proper album. Calling all advocates!
by Alina Hardin

I would like to create a full length album! But, I have no funds. Please help if you would like to tune in with the tunes in my brain!

Portland, OR

69% FUNDED \$1,391 PLEDGED 28 DAYS LEFT



The Shape of Design
by Frank Chimero

The Shape of Design is a short, accessible book about the creative process & the intersection of storytelling, craft & improvisation.

Portland, OR

236% FUNDED \$63,902 PLEDGED 22 DAYS LEFT

★ **FEATURED**

- Recommended
- Popular
- Recently Launched
- Ending Soon
- Small Projects
- Hall of Fame


📍 **CITIES**

- New York
- Los Angeles
- Brooklyn
- Chicago
- San Francisco
- Portland**
- Seattle
- Austin
- Boston

📍 **More in Oregon**


Eugene

6 PROJECTS




Ashland

4 PROJECTS



Putting Engagement First

Brooklyn Museum



Indian Paintings

Thanks for taking part. This is an experiment to explore how our initial reaction to a work of art is affected by what we know, what we're asked, and what we're told about the object in question. By participating, you're helping determine the content of an installation opening in July 2011.

This four-part process should take between five and ten minutes to complete.

Get started!

What is this?

Sign Up The Brooklyn Museum is on Facebook
Sign up for Facebook to connect with The Brooklyn Museum.

The Brooklyn Museum

Wall Info Photos Discussions

Basic Info

Name: The Brooklyn Museum
Category: Entertainment & Arts - Fine Arts
Description: This is to inform everyone of the wonders of the Brooklyn Museum. It's to tell you about the wonderful exhibits and shows that are upcoming and at the present time, as well as all about the special Target First Saturdays. These are every first Saturday of every month, where we have fun, very unique, FREE programs all night long. The museum is open regularly on Saturdays from 11-6pm. However, on these First Saturdays have their programming 5pm-11pm. There are dance parties, food, a bar with beer... (read more)
Privacy Type: Open: All content is public.

Information

Category: Entertainment & Arts - Fine Arts
Description:

Brooklyn Museum

reOrder: An Architectural Environment by Situ Studio
March 4, 2011–January 15, 2012

Target First Saturdays

A Message from the Brooklyn Museum About Japan.
Take part in **Split Second: Indian Paintings!**
Bring your mobile device and play **Gallery Tag!**
Browse more than 94,000 records in our **collection online.**
Explore the **Feminist Art Base.**

What's Happening
Family Performance: Tipi Storytelling
Saturday, March 19, 2 p.m.

Location
100 Eastern Parkway
Brooklyn, New York 11238-6052
2 3 Eastern Parkway/Brooklyn Museum
Get detailed directions

Visit
Wednesday: 11 a.m.–6 p.m.
Thursday–Friday: 11 a.m.–10 p.m.
Saturday–Sunday: 11 a.m.–6 p.m.
Suggested Contribution: \$10
Students with Valid ID: \$6
Adults 62 and over: \$6
Members: Free

Contact
Telephone: (718) 638-5000
TTY: (718) 399-8440

Follow
t. i. f. b. t. YouTube

brooklynmuseum

Verified Account

Name brooklynmuseum
Location Brooklyn, New York
Web http://www.brooklynmuseum.org
Bio A gaggle of Brooklyn Museum staffers tweet here. Look for via @user at the end of tweets to get to know us. Questions and comments via @replies are welcome.

754 193,783 4,061
following followers listed

Tweets 3,650
Favorites

Brilliant digital fireworks added to our 1893 Chicago Exposition Ferris wheel picture: <http://bit.ly/g2FnC8> via @dwythe

39 minutes ago via Connect/Tweet

@gypsieanne fixed! many thanks <http://bit.ly/fsQzA8> via @shell7

190,000+ Twitter followers

Building Lists Across Channels



Using smartphones in programs...



A mother watches a video she gained access to by scanning a QR code. Courtesy of Children's Museum of Richmond

...and then in fundraising.

Have you met these United Methodist Missionaries?



Rukang Chikomb
Democratic Republic of Congo Pilot

Photo: Paul Jeffrey

"I never pictured myself to be one of the pilots to carry on this ministry that brings hope and love of Christ to my fellow Congolese and Zambians. As I look back, I can only see God demonstrating His faithfulness by perfectly customizing me for His service. Pilots, planes, prayer supporters, and financial supporters are just a TOOL that God is using to witness His love."

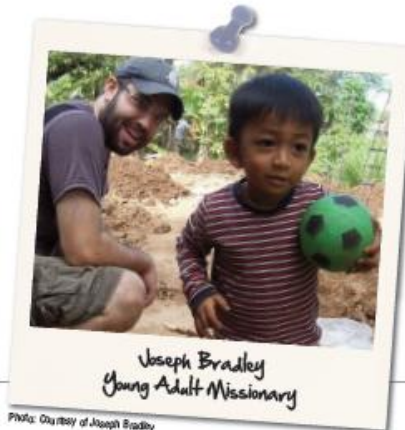
"How are the children of God to know that God is there if we are not the hands and feet of God, if we do not give everything we have to show them this is true?"



Lyda Pierce
National Plan for Hispanic/Latino Ministries
missionary in the Pacific-Northwest Annual Conference

Photo: Paul Jeffrey

"God's whole mission is inconceivable, really, to us, as individuals and as local congregations. We need a face to relate to, to covenant with, as a way to live out our place in God's New Covenant with all the world."



Joseph Bradley
Young Adult Missionary

Photo: Courtesy of Joseph Bradley

Watch the Global Ministries missionary commissioning ceremony on our website on October 11, 2011 at www.gbgm-umc.org

Thank you for sharing this message with your congregation, youth group or Bible study group.



To learn more about Missionaries, scan this code with your smart phone.

Combined Conference

Using Video to Increase Giving



- Increased donor participation by 23%
- Achieved 60% donor participation
- Giving amount was double all-time record



STANFORD
GRADUATE SCHOOL OF BUSINESS



STANFORD | Blood Center
SCHOOL OF MEDICINE

Using Social Media to Build Lists

The image shows a screenshot of the ASPCA Facebook page. The page header includes the Facebook logo, a search bar, and the ASPCA profile picture with the tagline "WE ARE THEIR VOICE". The main content area features a post titled "ASPCA ▶ Win a Trip to NYC!" with the subtitle "Non-Profit Organization". Below the title are buttons for "Like", "IM", and "Send". A large blue banner with a white cat image reads "One Million Voices for Animals We 'Like' You, Too!". Below the banner are tabs for "Details", "Enter Sweepstakes", and "Invite Friends". The "Enter Sweepstakes" tab is active, showing a promotional graphic with a black and white dog and the text "To show our thanks, we're giving away a \$10,000 grant to your local shelter and a trip to NYC!". Below the graphic are buttons for "Enter Sweepstakes" and "Invite Friends".

facebook

Search

ASPCA ▶ Win a Trip to NYC!
Non-Profit Organization

Like IM Send

One Million Voices for Animals
We 'Like' You, Too!

Details Enter Sweepstakes Invite Friends

About Official Rules Privacy

We 'Like' You, Too—Giveaway!

To show our thanks,
we're giving away
a \$10,000 grant
to your local shelter and
a trip
to NYC!
Enter Today!

Enter Sweepstakes

Invite Friends

Wall

Info

Friend Activity (1+)

Win a Trip to NYC!

ASPCA Video Contest!

Photos

ASPCA Causes

Send a Postcard

Notes

Questions

About

Fighting for the prevention of cruelty to animals throughout the United States

1,008,357
like this

55,894
are talking about this

Create a Page

Get Updates via SMS

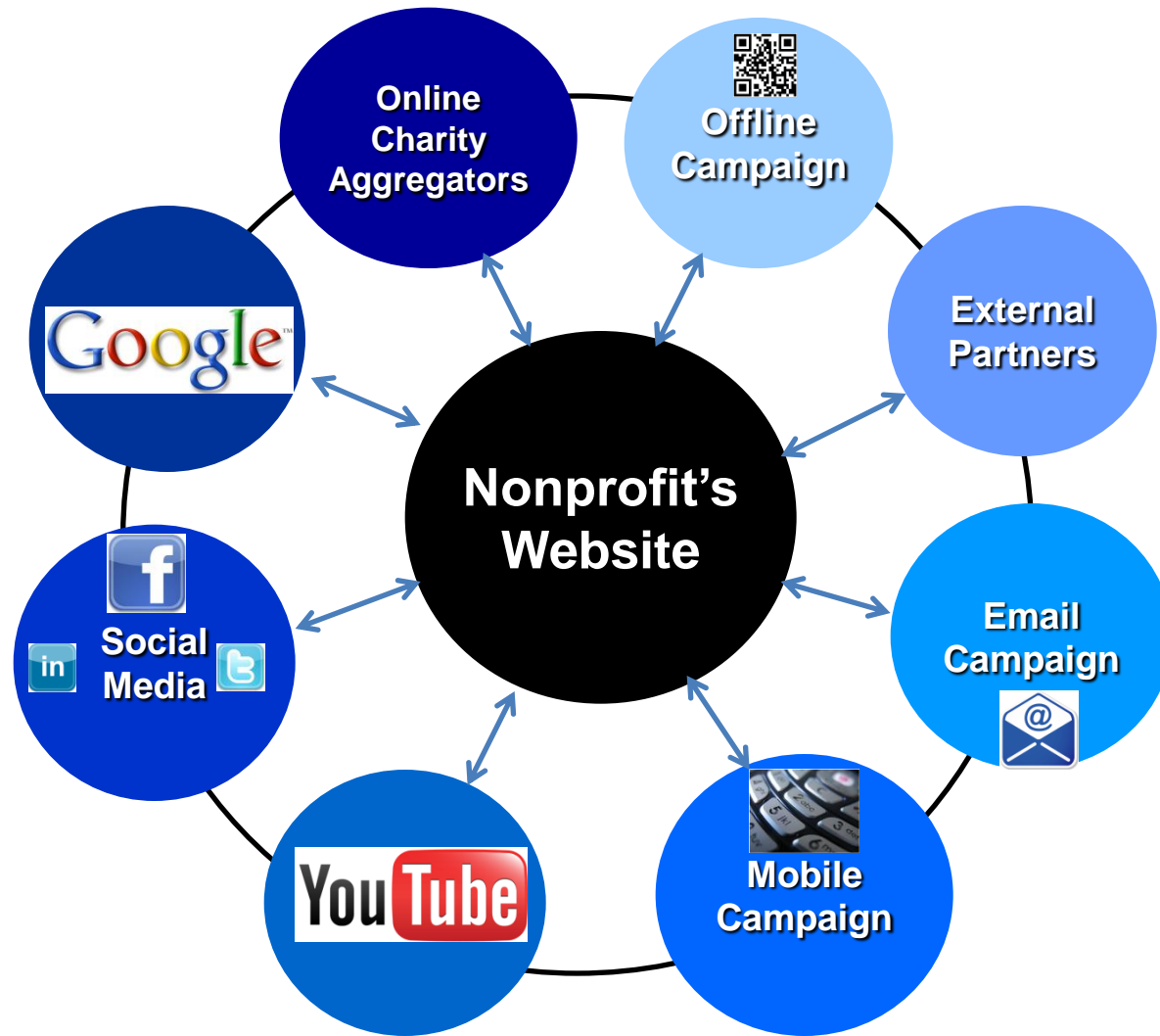
Get Updates via RSS

Unlike

Report Page

Share

Paths to Engagement and Giving





Who will unite
Americans toward
progress?

Congress?



AFP-NNE & CONFR 2011 Combined Conference

Wall Street?



**The people in
this room?**

Want to succeed wildly?

Keep asking...

- **Do I have a plan to attract, engage and convert new kinds of donors?**
- **Am I tinkering with popular new channels...or fully embracing them?**
- **Does my storytelling stop people in their tracks...online, on the phone or in print?**
- **Am I giving my core supporters every possible tool to help me raise more money?**
- **Is it incredibly easy to give to my organization? Is it fun?**