

# News & Views: Non-Profits

*An Informational Resource*

## Get on LinkedIn

LinkedIn now has a charities category that lets non-profits communicate with millions of LinkedIn's business members. LinkedIn has been ignored by some who focus on Facebook and Twitter. But, LinkedIn can connect non-profits with many corporate donors that may not participate on Facebook or Twitter.



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## Cloud-based Fundraising Solutions



Two-year-old Fundly, the leader in social fundraising for non-profits, is securing additional financing from investors to further develop its easy-to-use, cloud-based solution for consumers, businesses and non-profits.

Fundly follows in the footsteps of other cloud-based, free software that have revolutionized personal finance software (Mint), storage (Dropbox) and e-mail marketing services (Mailchimp).

To date, Fundly has helped raise \$230 million for more than 1,000 U.S. organizations. According to Fundly CEO

Dave Boyce, its mission is to make the best online and social fundraising technology available to all non-profits.

It expects to do so by helping non-profits raise money without spending money. Non-profits can get started on Fundly for free; they pay only a small transaction fee on funds raised. They are provided with a Web page with links to all major social media platforms. Setting it up takes just minutes rather than the months traditional fundraising platforms require.

Of the \$300 billion non-profits now raise annually in the US, only 13% is attributed to online donations. But, this ratio is changing rapidly as large non-profits are growing their online initiatives by almost 60 percent per year. Fundly is

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## eScrip – Supports Local Non-Profits

Local schools and educational organizations across America are receiving millions of dollars in contributions from businesses in their communities just by having shoppers register their credit and debit cards with eScrip. By doing so, the businesses contribute a percentage of each purchase to designated charities.

More than \$250 million has been presented to schools and youth organization across the country over the last 12 years. Since the purchases are all

tracked—the businesses, the non-profits and the shoppers—all know how they are benefiting from the program on a monthly basis. The average eScrip contribution is 5 percent of purchases.



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## Website Makeover Increases Donations

Compassion International's Web site needed a facelift since the Christian aid charity had had the same design since 2003—an eternity in the fast-paced online world.

The organization's outdated Web tools prevented it from doing much about it since staff members had little direct control over the site's content. In addition, its system for collecting online donations was dated which caused missed fund-raising

opportunities.

The criteria established for the new website included giving the marketing staff more control in revising layouts and adding code so they could measure and test the site's effectiveness.

For example, the staff wanted to test two versions of the same page to determine which would perform better. After the redesign, patterns emerged that let the organization make better decisions about how to

display information. As a result, it changed the landing page for one of its products after a new one had increased conversion rates.



The new site's content management system also tracks similar sites to determine what they are doing in search engine optimization, personalization and more.

The results speak volumes: the number of visitors has grown 25 percent, traffic from search engines has risen 28 percent, and page views have increased 9 percent.

Most importantly, the new site is raising more money online for the organization. Thanks to a new shopping cart, the average donation has jumped 55 percent. It lets supporters donate to the charity and pay for a child sponsorship in one transaction.

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Groups receiving the contributions have no out-of-pocket costs; instead they pay eScrip 15 percent of the total monthly earnings they accrue from the participating merchants. The program facilitates winning relationships between local

commerce, consumers and community organizations. If 500 shoppers each spent \$400 per month on common household expenses like food, clothing, travel and entertainment, the non-profit linked to those purchases would clear \$102,000 a year in donations.

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Once you have created a LinkedIn page, with links to your organization's Web site and email, encourage your staff and connections to promote your organization by inviting them to click the Follow button. You can also share your LinkedIn updates by clicking the Share button to Tweet and broadcast your news to your connections and with select LinkedIn groups.

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facilitating this by turning donors into fundraisers. With Fundly, donors are automatically invited to post a Facebook or Twitter update, producing incremental donations with no additional effort.

By helping non-profits find more donors via a seamless social media platform, Fundly has become an attractive partner for many organizations. Each donor and non-profit volunteer is empowered by Fundly to spread the word to their networks of friends, family and colleagues.

Research shows that incentives stimulate online giving. So, providing donors with opportunities to win or earn something valuable will motivate them to give more. For example, letting donors share their stories, photos and videos online to win valuable prizes would be a good strategy.



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