

CELEBRATING 25 YEARS

MADE WITH
**100%
PASSION**



THE FABRIC OF FUNDRAISING

FUNDRAISING DAY
MAY 30, 2019

**METRO TORONTO
CONVENTION CENTRE**

Leader Discussion: Technology

Philip King

Partner U.S. & Canada, HomeMade Digital

Mark Banbury

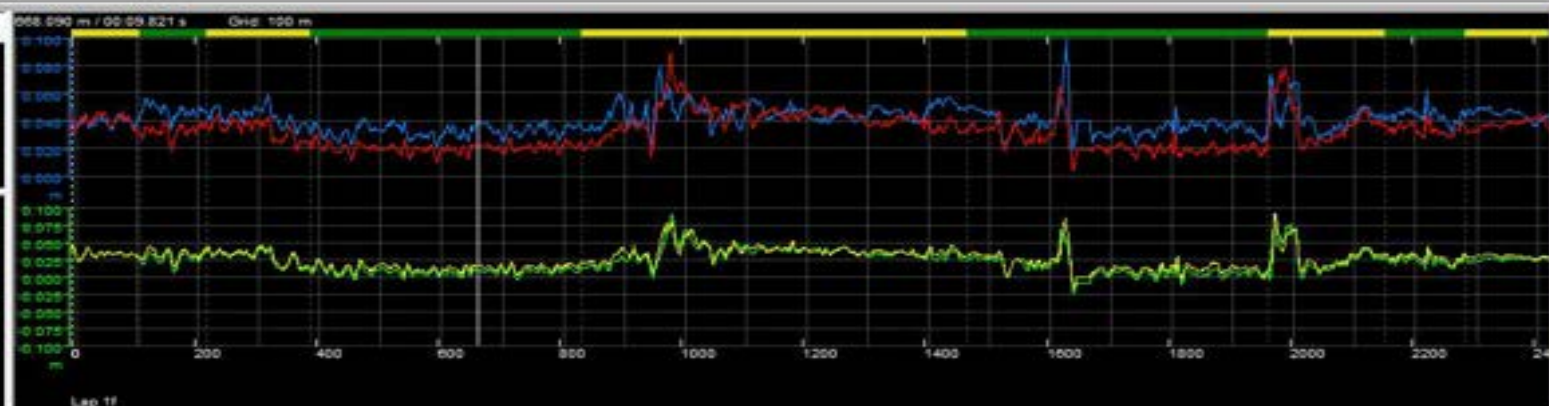
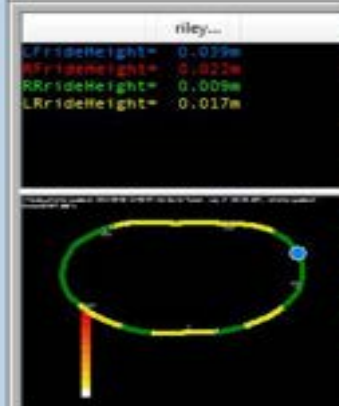
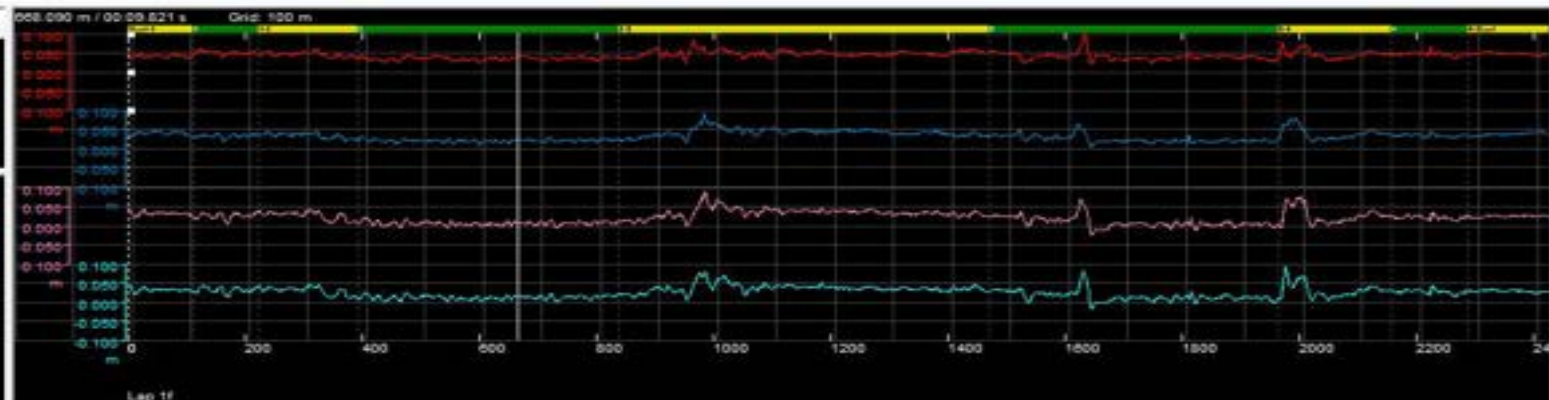
CICSO, Heart and Stroke Foundation, Canada



L1: rileydp_atlan...

1f-00:35.457

David Tucker Practice



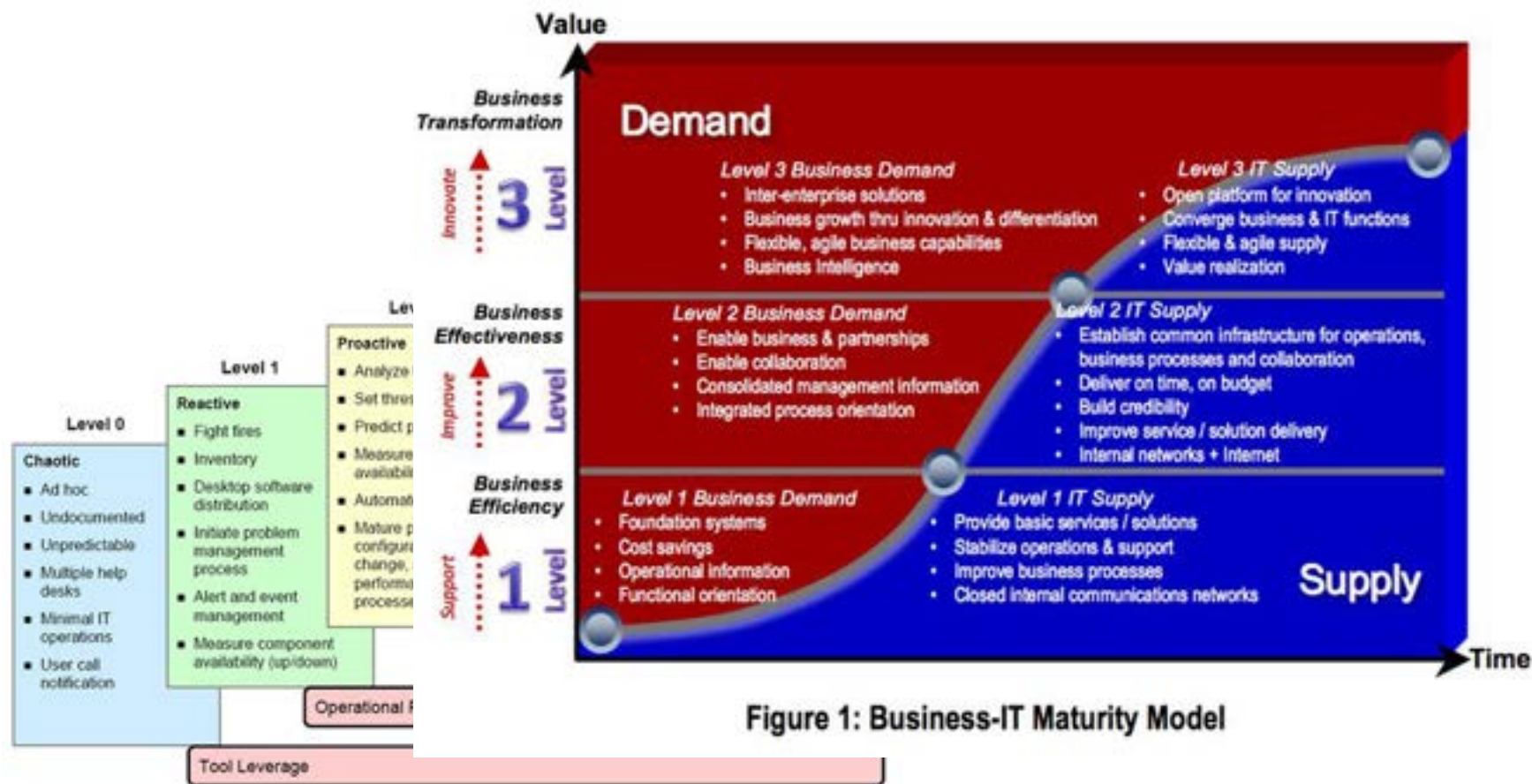


Figure 1: Business-IT Maturity Model

Who the Head of IT reports to

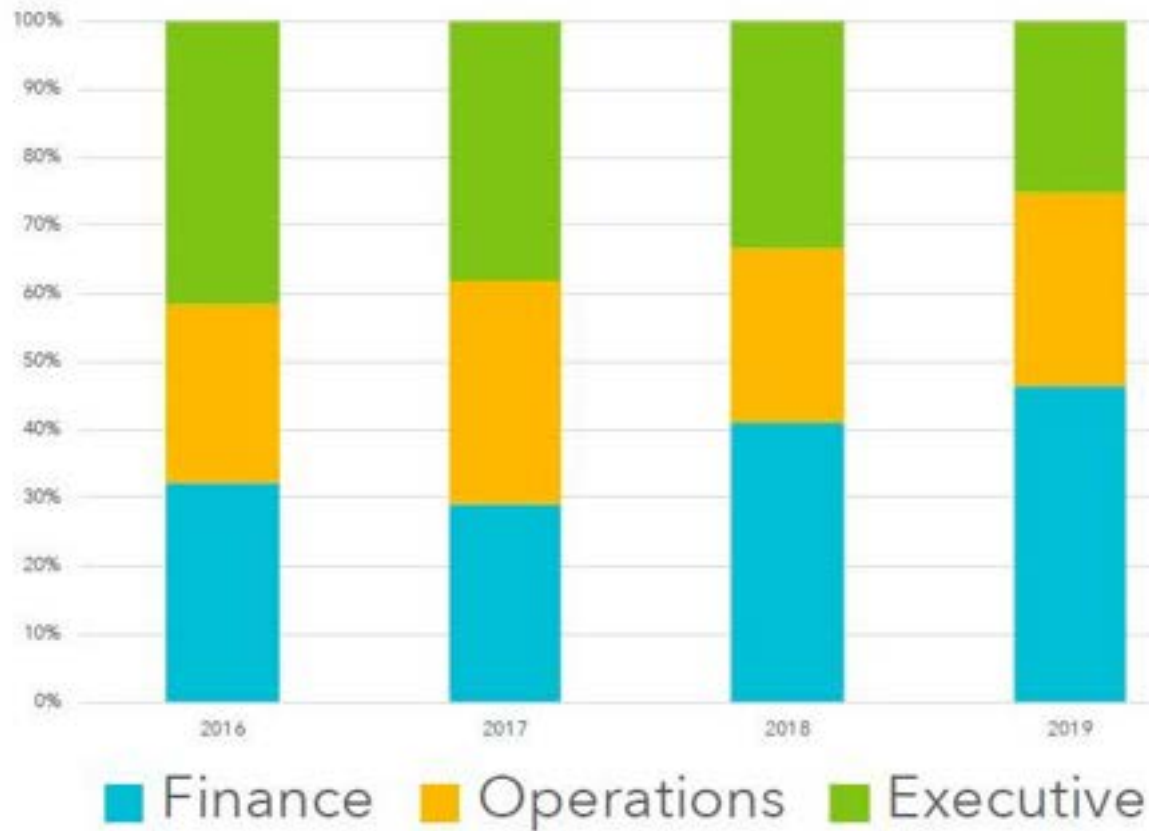


Figure 1. Global and US CIO reporting structure

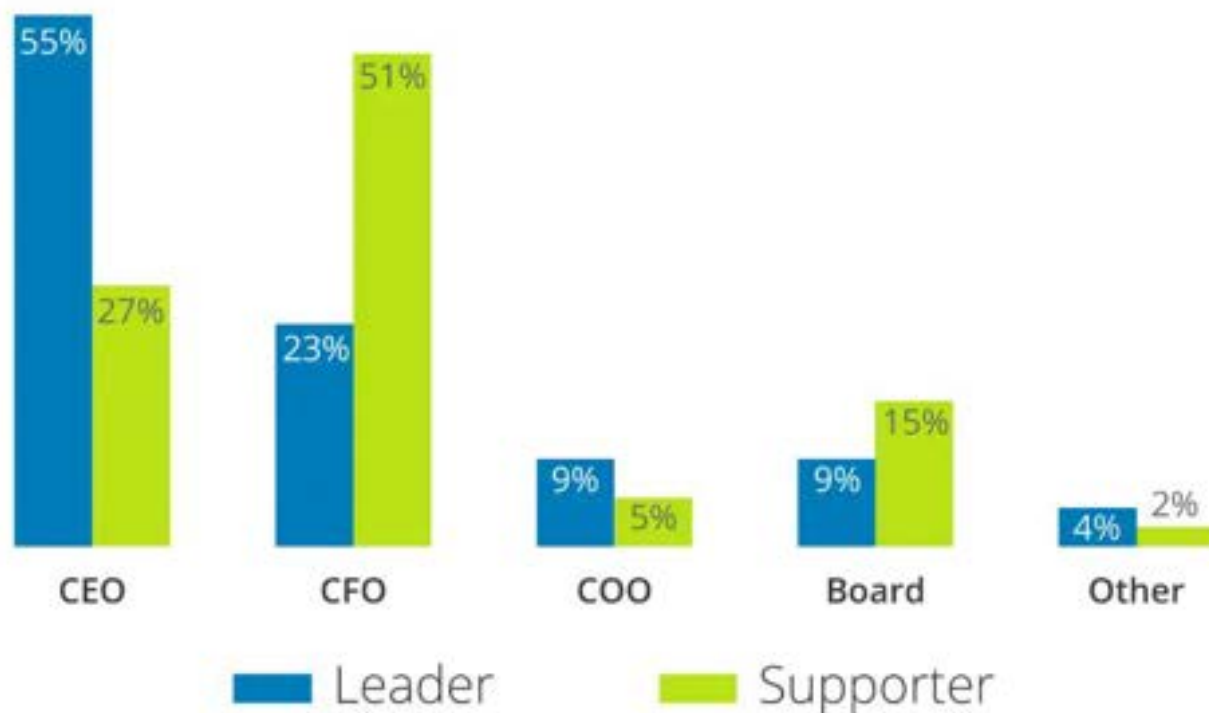


Note: Numbers may not add up to 100 because of rounding. Global n=510, US n=76.

Source: Deloitte US CIO program analysis.

Deloitte Insights | deloitte.com/insights

Figure 3. Reporting line for digital leaders vs. digital supporters



Leader n=220, Supporter n=54.

Source: Deloitte US CIO program analysis.





You don't need a digital fundraising strategy, you need a modern fundraising strategy for the digital world

Why did you select this session?

What questions are top of mind?



(BLOCK 3)

How would you
describe your
organization?





Strategy

Early

Aimed at cost reduction

Developing

Aimed at improving customer experience and decision making

Maturing

Aimed at fundamental transformation



Leadership

Lacks awareness and skills

Digitally aware

Digitally sophisticated



Workforce development

Insufficient investment

Moderate investment

Adequate investment



User focus

Absent

Gaining traction

"Central" to digital transformation



Culture

Risk averse; disintegrated

Risk tolerant; accommodates innovation and collaboration

Risk tolerant; fosters innovation and collaboration

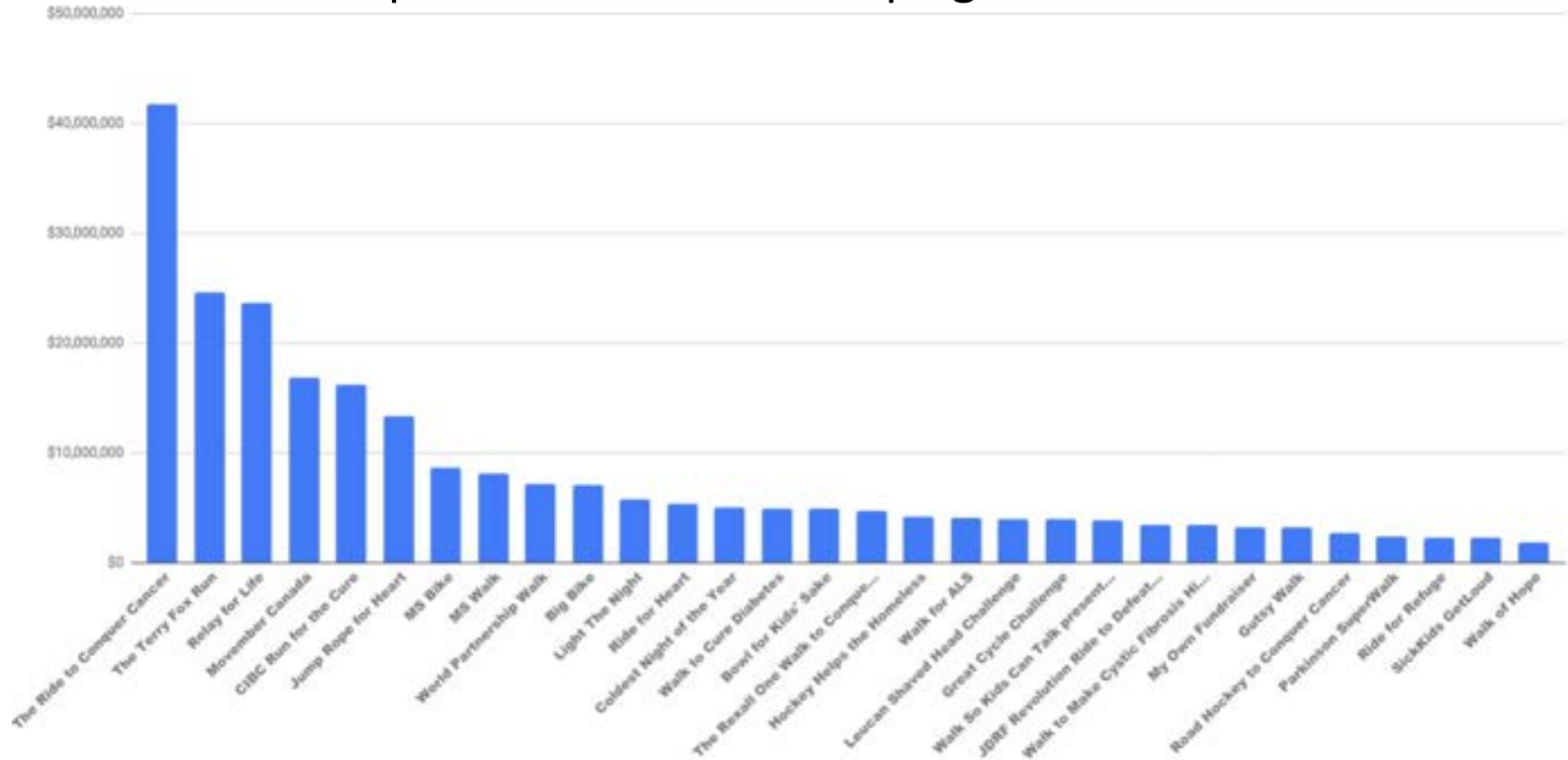
What are some key indicators?

- Org chart (as discussed)
- % of total \$ online
- Cost of IT / Total Revenue
- What is outsourced, and what is kept in-house?

Which organizations
could you benchmark?

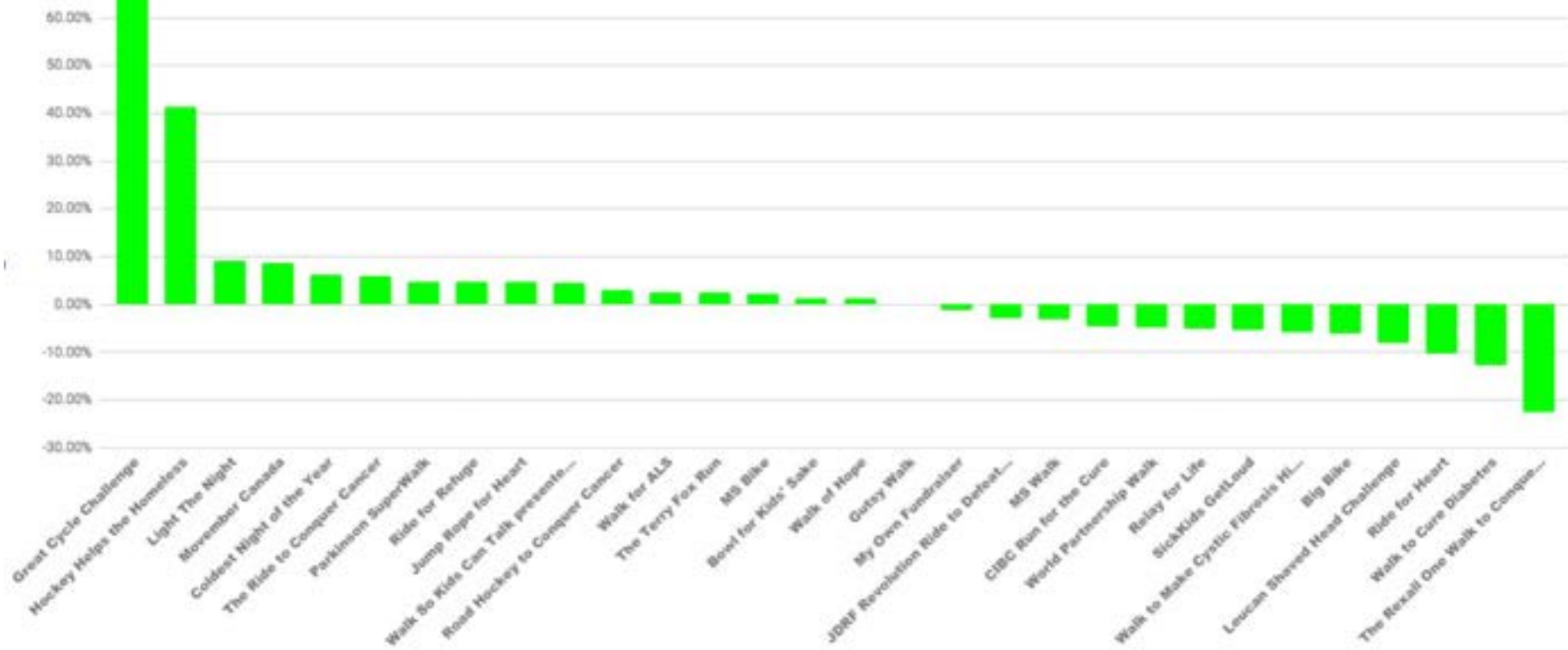


Top 30 Peer-to-Peer Campaigns in Canada

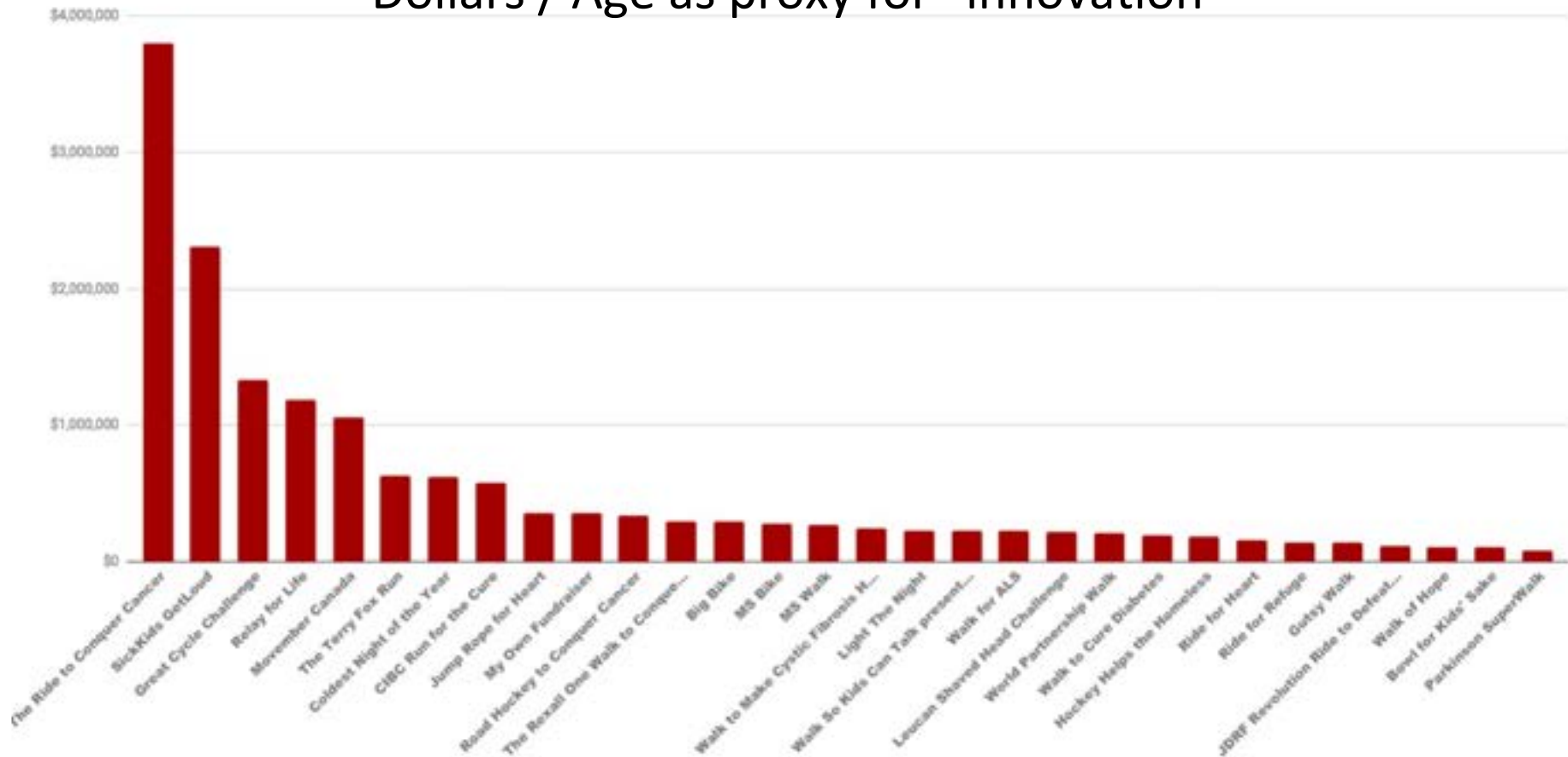


Source: PeerToPeer Fundraising Canada

Rate of Growth or Decline



Dollars / Age as proxy for “innovation”





Amazon

The Institutional “NO”

Forbes Most Innovative Companies - 2018

1	 The ServiceNow logo, featuring the word "servicenow" in a dark blue sans-serif font, with the "o" in "now" replaced by a green circle.	IT company focused on outsourced IT management.
2	 The Workday logo, featuring a stylized orange arc above the word "workday" in a blue sans-serif font.	HRIS Cloud Provider
3	 The Salesforce logo, featuring a blue cloud shape with the word "salesforce" in white lowercase letters inside.	CRM Cloud Provider
4	 The Tesla logo, featuring a red stylized "T" shape above the word "TESLA" in red uppercase letters.	Automotive
5	 The Amazon logo, featuring the word "amazon" in a black sans-serif font with a yellow curved arrow underneath it.	Retail

Characteristics of Benchmarks

- Seamless Experience Across Platforms
 - Phone, Mail, Email, Web, Face-to-Face, etc
- Data Driven
 - New opportunities are identified & exploited
- The basics are very healthy
 - CRM, Finance, Web/Mobile



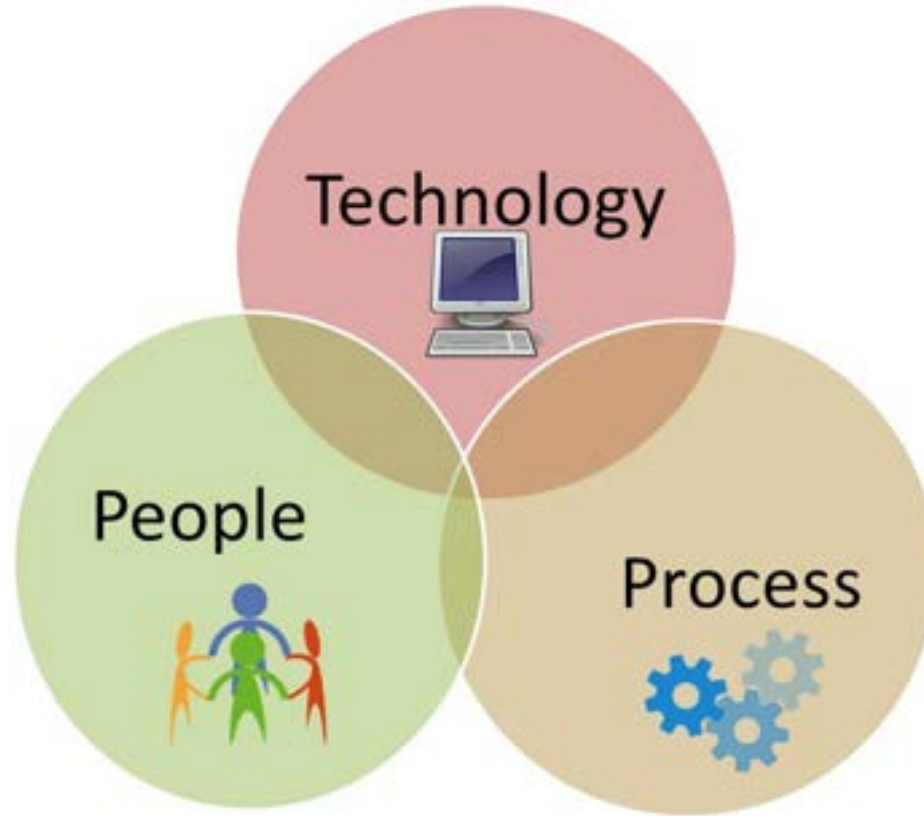
Make your team and
process fit new tech, or
pick tech to fit your
existing systems?



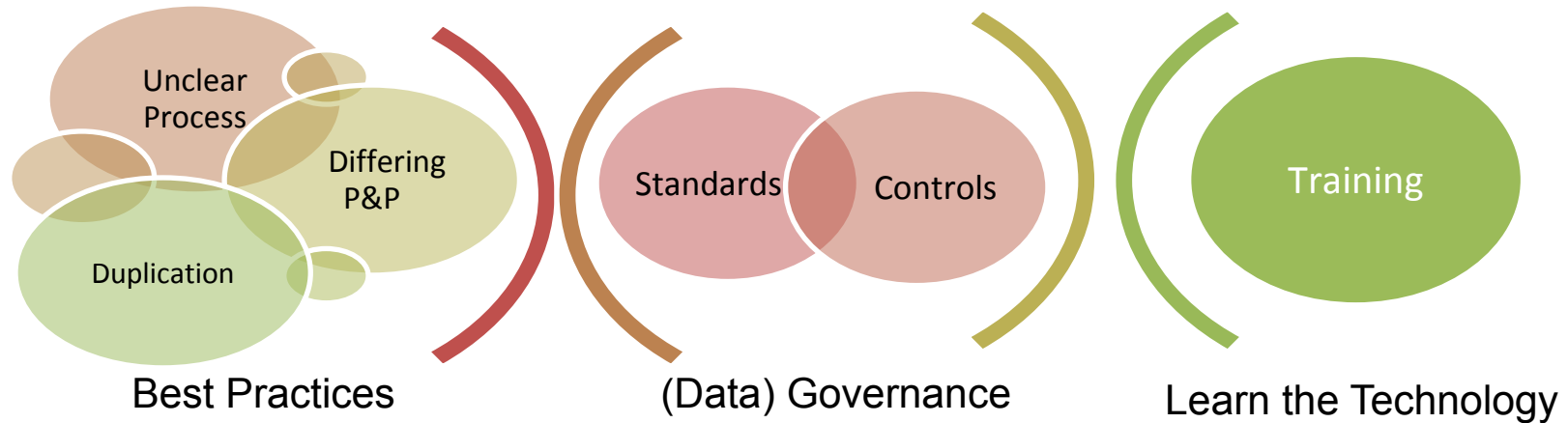


Building a Digital Ecosystem

Three Elements for Successful Organization



High Level Project Opportunities



**You invested in technology to
change; embrace it!**



(BLOCK 6)

Let's End with some
Tech MegaTrends

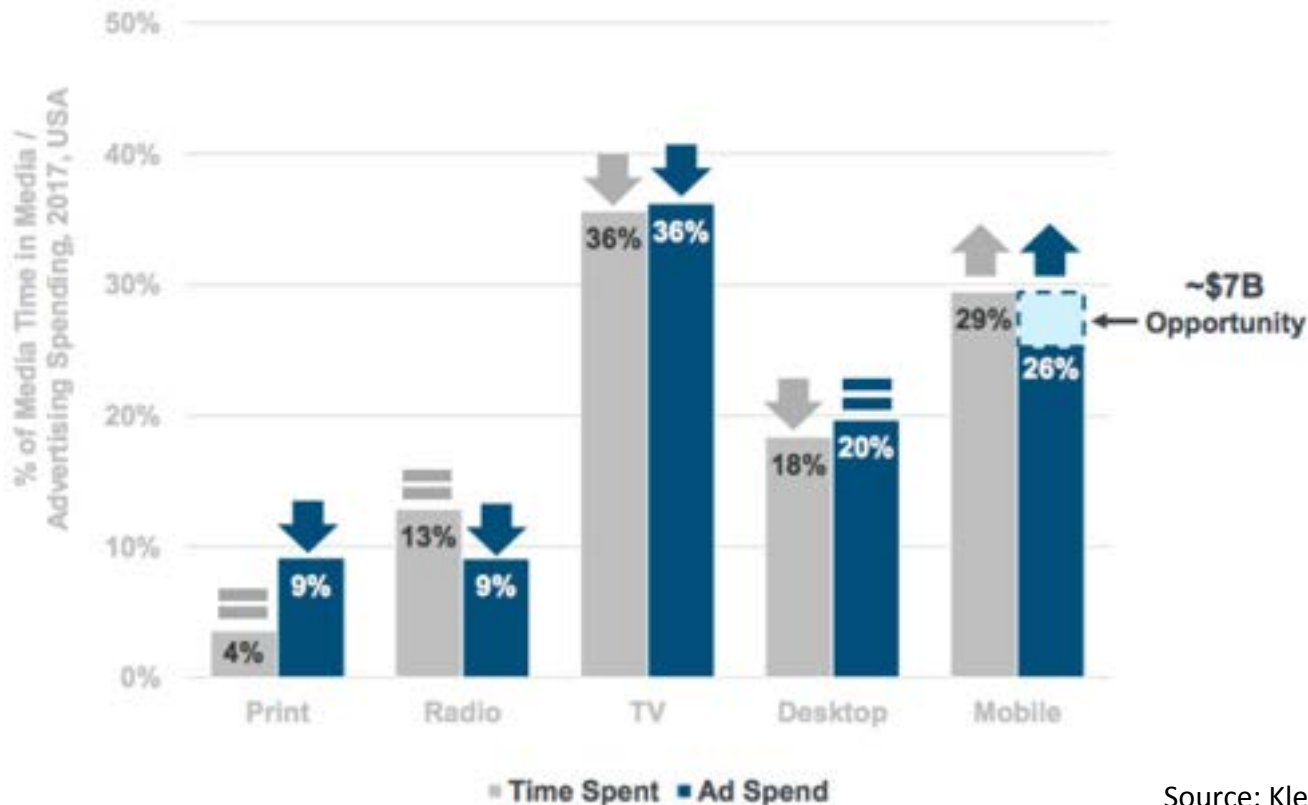


Mobile & Increased Screen Time



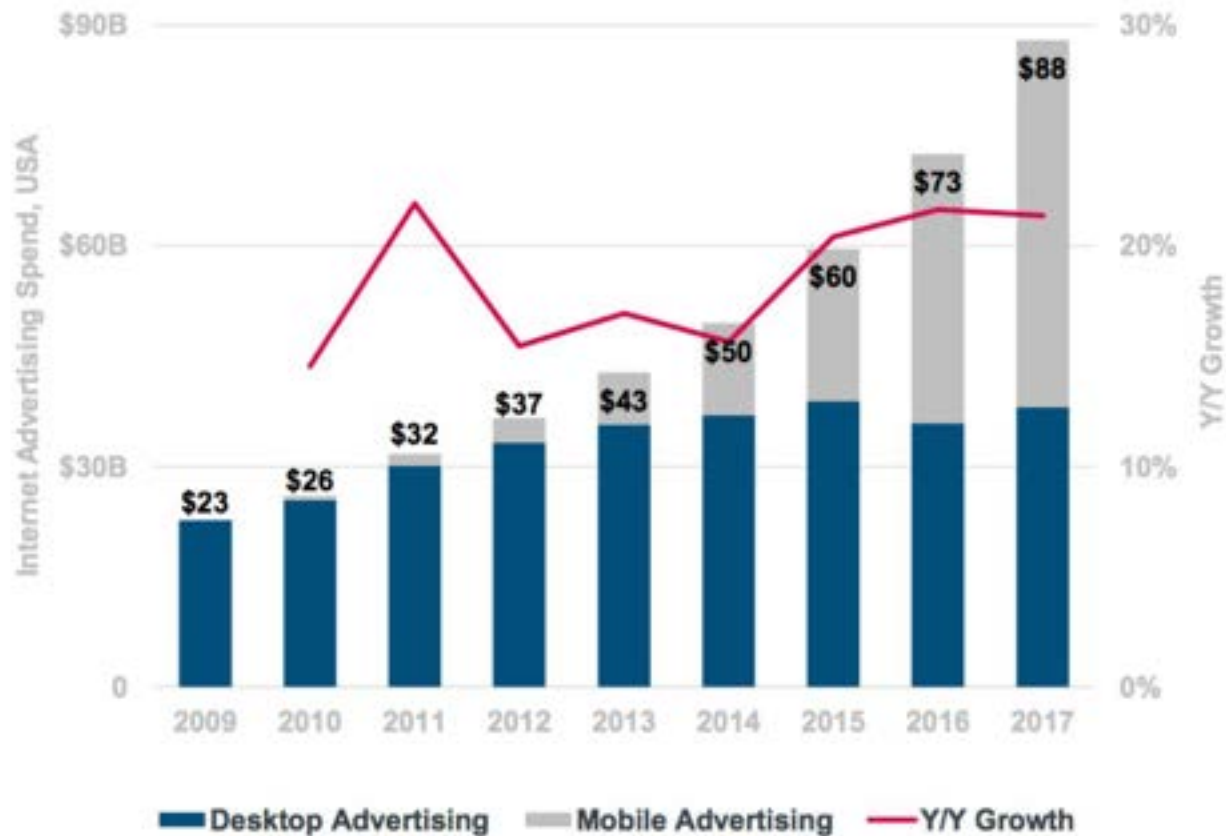
2007

% of Time Spent in Media vs. % of Advertising Spending

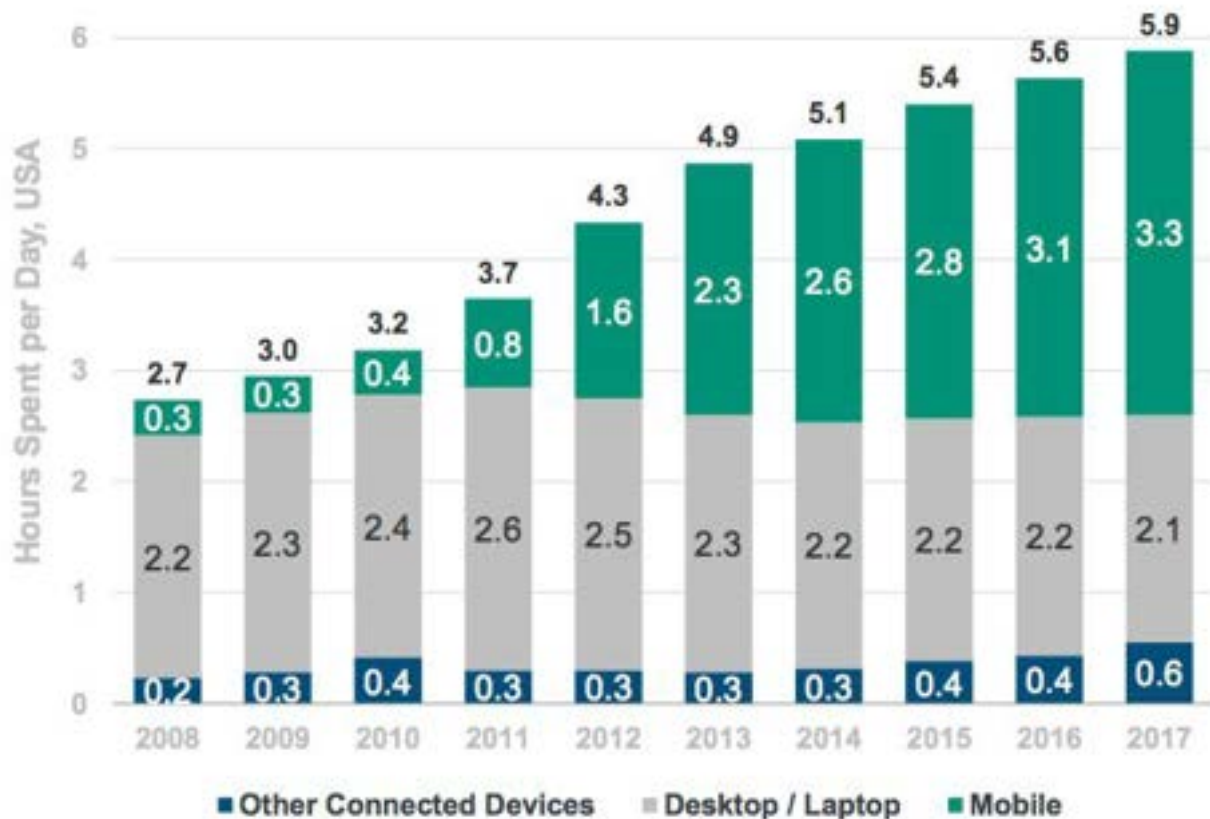


Source: Kleiner Perkins

Internet Advertising Spend



Daily Hours Spent with Digital Media per Adult User



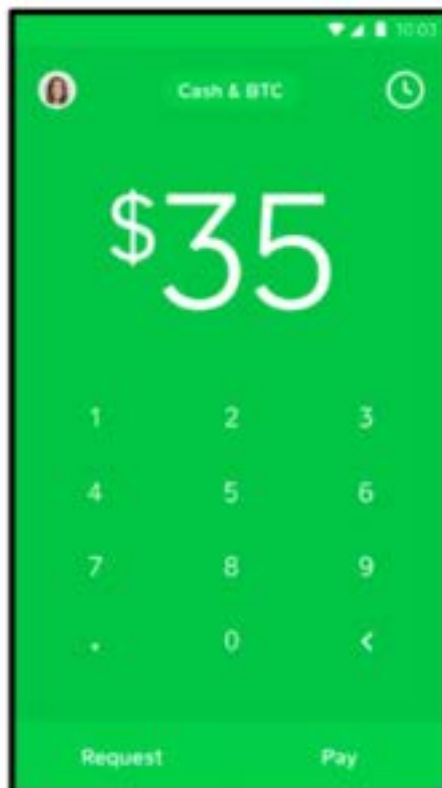
Messaging

Telegram



Commerce

Square Cash



Media

Spotify





Crowd-led vs Charity-led Fundraising



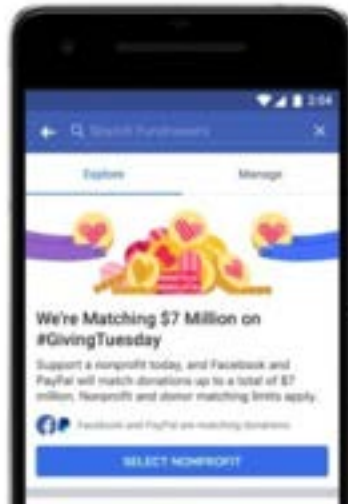


facebook

Over \$1 Billion Has Been Raised via Facebook's Fundraisers Feature, Donate Button Since 2015

The company will match up to \$7 million in donations to U.S. nonprofits on Giving Tuesday

By David Cohen | November 14, 2018



\$1 billion is impressive, but
which for-profit crowdfunding
platform is 9 years old and
has raised over \$5 billion?

About GoFundMe



 Can organize and donate Can donate Not supported GoFundMe offices



YOU GIVE A TAX-DEDUCTIBLE
DONATION TO A CAUSE.



GOFUNDME.ORG DELIVERS TO
VERIFIED FUNDRAISERS.



YOU RECEIVE UPDATES ABOUT
THOSE YOU'VE HELPED.

GOFUNDME.ORG CAUSES

THE NEW WAY TO GIVE TO MANY—AND GET MORE IN RETURN.

When you make a tax-deductible donation to a GoFundMe.org Cause, you help many individuals and organizations who have started related fundraisers on GoFundMe®. GoFundMe.org verifies every fundraiser and organization to which it gives, ensuring that your donation goes where you intended. GoFundMe.org sends you regular thank yous and updates about the individuals and organizations you've helped.



GoFundMe.org Animal Rescue Cause General Fund

Share

Tweet

28 shares

Story

Updates 1

This campaign is trending!

\$4,369 of \$10,000 goal

Raised by 129 people in 7 days

Donate Now

Share on Facebook

Created April 11, 2019



GoFundMe.org

Animals

REDWOOD CITY, CA

Highest Donations

JH

\$500

jason hagy

6 days ago

\$200

Anonymous

6 days ago

It's becoming a Subscription
World

Career & Success

Why Every Business Will Soon Be a Subscription Business

Everything you purchase — from transportation to entertainment to groceries — will soon come with a monthly plan, says Zuora CEO Tien Tzu.

August 17, 2018 | by Jenny Luna

Online Subscription Services Representative Companies		Subscribers 2017	Growth Y/Y
Netflix	Video	118MM	+25%
Amazon	Commerce / Media	100MM	--
Spotify	Music / Audio	71MM	+48%
Sony PlayStation Plus	Gaming	34MM	+30%
Dropbox	File Storage	11MM	+25%
The New York Times	News / Media	3MM	+43%
Stitch Fix	Fashion / Clothing	3MM	+31%
LegalZoom	Legal Services	550K	+16%
Peloton	Fitness	172K	+173%

Number of active subscriptions,
overall and by gender, % of subscribers¹



Note: Figures may not sum to 100%, because of rounding.

¹When was the most recent time you subscribed to the following online subscription-box service? Count of respondents by gender and overall selecting "currently subscribe" from a list of 34 subscription-box companies, including Blue Apron, Dollar Shave Club, Ipsy, and Stitch Fix. Overall n = 435; men n = 179; women n = 250.

why don't
people donate
to you?

why don't
people **subscribe**
to you?



Join the team

One of the most important viability metrics for us on this exploratory committee is the number of folks who invest their time and resources in this project.

Invest in our bold vision for the future, and help prove that this new generation of leaders belongs in the conversation:

1) Amount

2) Details

3) Payment

Your contribution will benefit Pete Buttigieg.



75% 2:08 PM

Move to /

Complete your **\$10** contribution:

Make it monthly!

Yes, count me in!

No, donate once



VISA



PayPal

Credit card number

04 - Apr



2019



Campaign finance law requires us to collect your occupation and employer.

Are you currently employed?



Yes



No

Donate



74% 12:11 PM

Move to A

Please leave us a tip

ActBlue is a nonprofit fundraising platform that thousands of Democrats and millions of grassroots donors are counting on.

Will you support our work in this crucial time with a tip?

10% tip

20% tip

\$

Leave no tip

Continue

Contribution rules

1. I am a U.S. citizen or lawfully admitted permanent resident (i.e., green card holder).
2. This contribution is made from my own funds, and funds are not being provided to me by another person or entity for the



74% 2:11 PM

Move to A

Can we count on you?

Double down on your support and sign up for a recurring donation!

By clicking "Make it monthly", you are signing up for a monthly contribution. You can cancel anytime.

Make it monthly

Skip for now

help prove that this new generation of leaders belongs in the conversation:

Please wait

WAIT! BEFORE YOU GO...

Thanks for kicking off our campaign! The most helpful thing you can do right now is commit to donating once a month. Can we count on you?



Yes, please create a \$4.00 monthly recurring contribution in addition to my gift.

No, I'd prefer just to make a one-time gift.

The \$4.00 monthly donation would start



Stand With Bernie

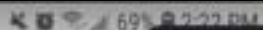
No candidate, not even the greatest candidate you could imagine, is capable of taking on the billionaire class alone. There is only one way: together.

Be one of the first to donate to our historic campaign. It is so important that we start strong.

ActBlue Express Donate

Hi Philip!

We already have your card (VISA ending in 7711) on file. [Change card](#)



Move to

Make it monthly!

Yes, count me in!

No, donate once

Donate immediately:

Donate \$3 →

Donate \$27 →

Donate \$50 →

Donate \$100 →

Donate \$250 →

Donate \$500 →

Donate \$1,000 →

YES! Thank you so much! That's
YUUUUGE!

Thank you for making a contribution!



Please take the last step -- one that only a
small percentage of Bernie's top
supporters take -- click below to make it

Yes, please create a \$3.00 monthly recurring
contribution in addition to my gift.

No, I'd prefer just to make a one-time gift.

Please wait

Control over Personal Data

CONSENT



☒ I agree

☐ I disagree



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