



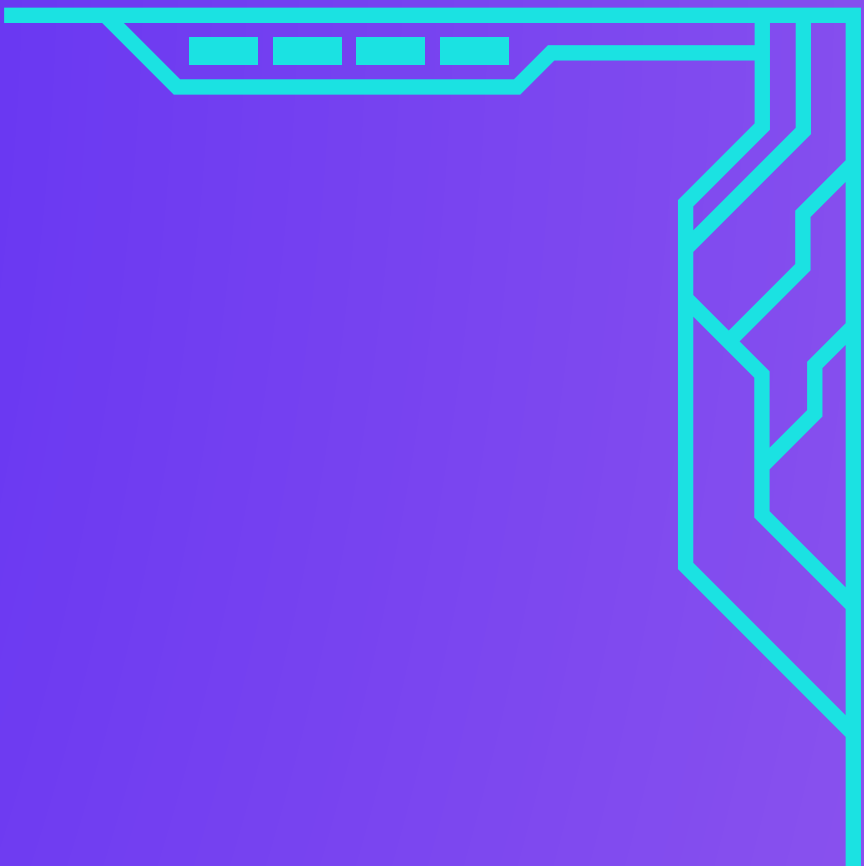
MULTI-CHANNEL FUNDRAISING

ANNUAL
GIVING'S
PAST, PRESENT
& FUTURE



A group discussion





INTRODUCTION

Kelly Brault and Adrienne
Penney, Oakland University



PRESENTATION FORMAT

We are here to facilitate discussion! Please be ready to share your experiences, opinions and questions on this topic!

MULTI-CHANNEL VS. OMNI-CHANNEL

Multi-Channel

Utilizing multiple channels to engage donors –
– casting a wide net to engage many donors.

Omni-Channel

Applying consistent messaging and themes
across all communication channels. Segmented
to engage donors based on their preferences.

How would you describe your strategy?

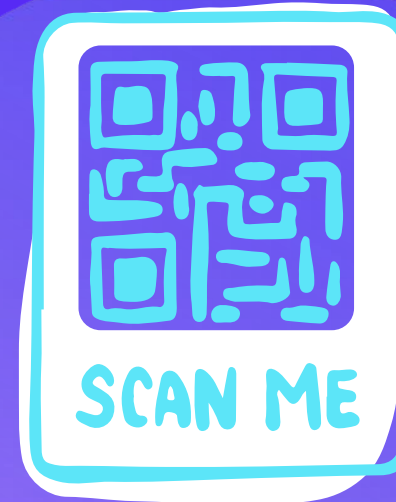


AVAILABLE CHANNELS/TOOLS



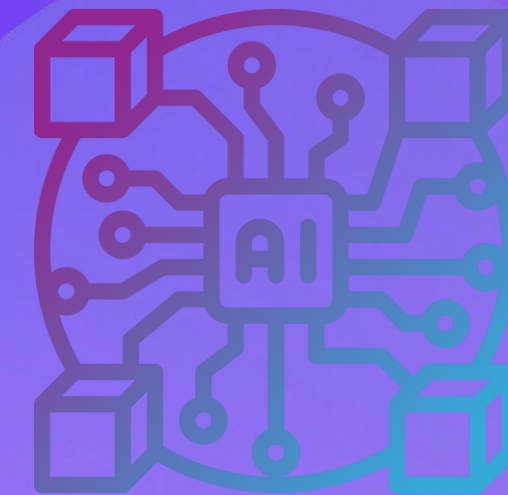
OLD-SCHOOL

- Phone
- Mail
- News
- Outdoor Advertising
- Telethon



NEW-ISH

- Email
- Web
- QR codes
- Giving Days
- Crowdfunding
- Leadership Annual Giving



EMERGING

- Digital – retargeting, ad placement
- Text
- Video
- Digital wallets
- AI
- Replacement for traditional phone?

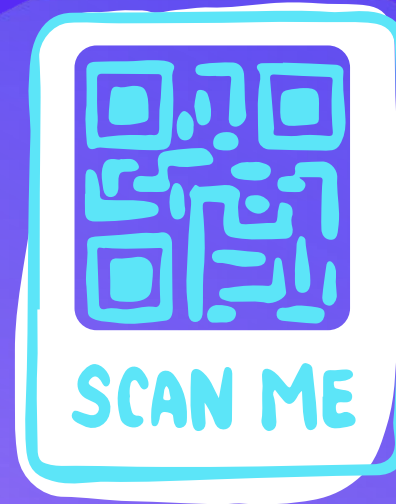
HOW ARE THESE CHANNELS EVOLVING?

are any totally obsolete?



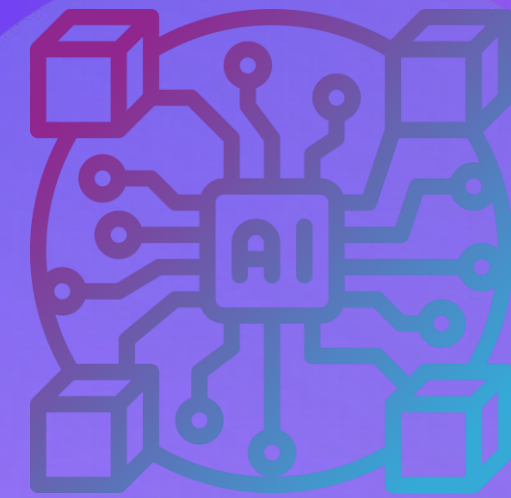
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RIGHT CHANNEL, WRONG AUDIENCE?

- Direct Mail
- Phone
- Text
- Online
- Giving Days
- Crowdfunding
- Email
- Video
- Other?





DEALING WITH LIMITED RESOURCES

STAFFING - HOW CAN WE DO IT ALL?

BY

CHANNELS?
Dealing with overlap

- Cross Training
- Reorganizing your team when channels change
- Budget restraints
- Reactive vs. proactive projects

BY

AUDIENCES?

BY

PROJECTS?

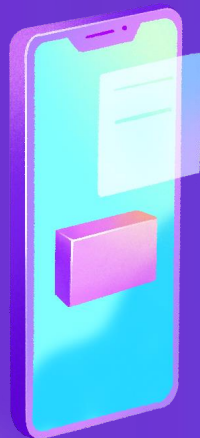




EXPANDING DIGITAL OUTREACH AND COMMUNICATIONS TO YOUNG AUDIENCES

- What do young audiences want?
- Clicks kill gifts -- How easy is your website to navigate? How easy is it to make a gift?
- Keeping up with social media
- Retargeting for giving day, other
- Do they actually want texting? Or is it just easier to ignore?
- What else is working in this space?

21ST CENTURY PROBLEMS



- Postal problems
- You've got mail (or not)
- AI --friend or foe?
- Increased phone screening/roboblock
- So much data, how do we deal?
- TikTok vs. reality
- We're not a scam! (Promise!)
- Vendor roulette
- The Amazon Effect

THANK YOU!

