



Harnessing new technologies and
platforms for digital fundraising

Meet today's speakers



Jasonea Shockey
Director, Digital Marketing



Ajay Chidrawar
Chief Customer Officer



Mission Moment



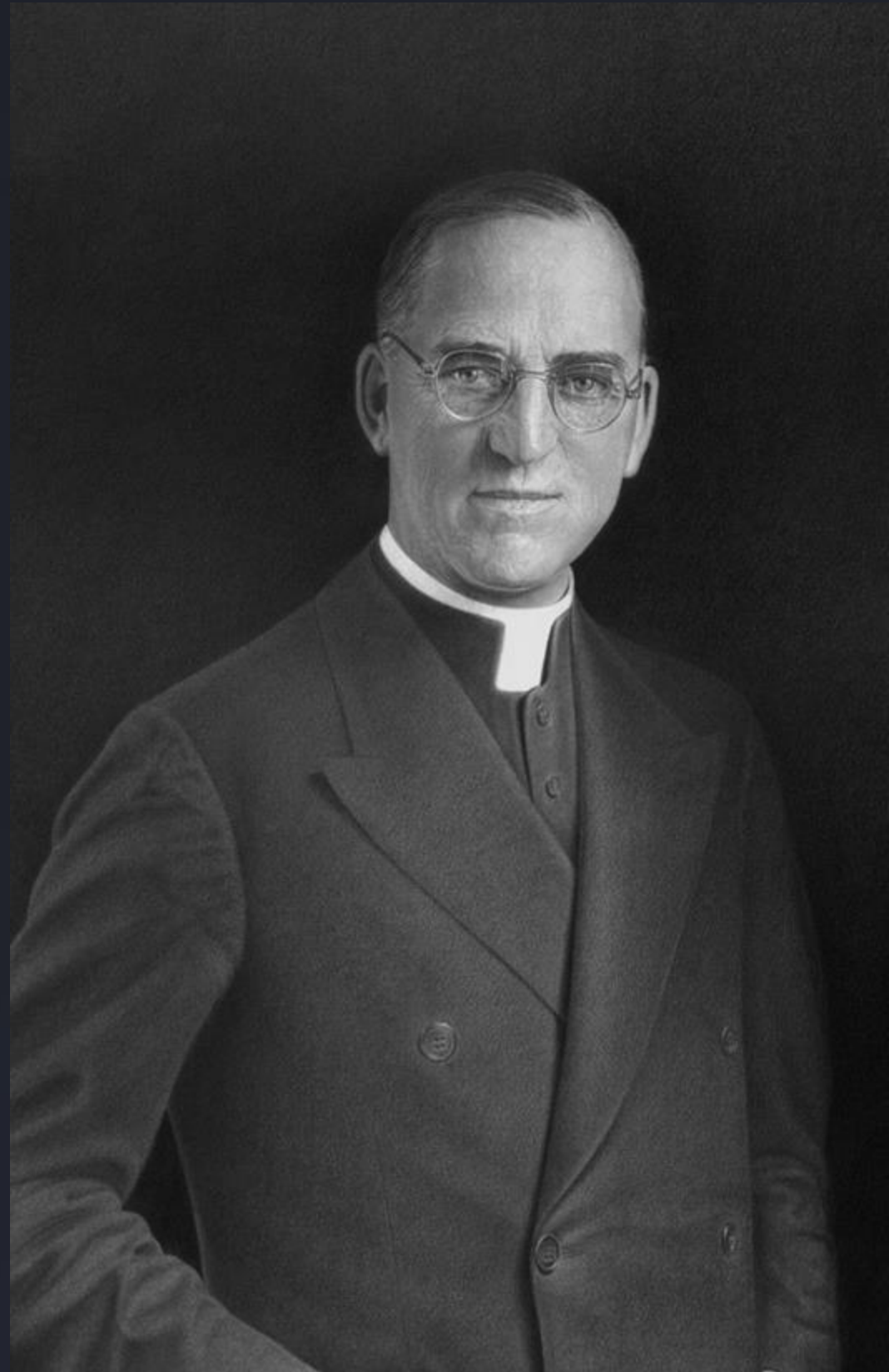
Scott Hartman
FORMER BOYS TOWN FAMILY-TEACHER

slido



When was Boys Town founded?

Who you think we are



Who we really are



Boys Town programs
IMPACTED more than
3 MILLION
CHILDREN in
& FAMILIES 2023

STOPPED
468 **SUICIDES**
in progress in 2023.

The Boys Town National Research **Hospital**[®]

Regional **center of excellence** for
neurological disorders: epilepsy, autism,
neuromuscular, neurogenetics, and rare disease.



Research



As one of the world's leading research institutes, we have
the **only OPM-MEG machine in North America** and
1 of only 2 in the world.

Education Support

FOR TEACHERS, STUDENTS AND FAMILIES



683 Schools
Trained



15,777 Educators
Trained



320,217 Students
Impacted

Digital journey






 **DONATE NOW**


One child's smile becomes a healthier future for an entire community.



 **Donate**

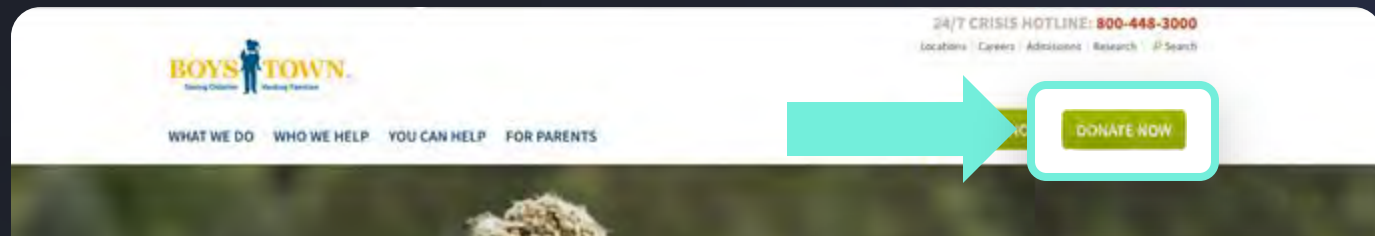
Join Operation Smile in creating a better future
has access to the

STERLING donated \$100
 Ventura, United States 

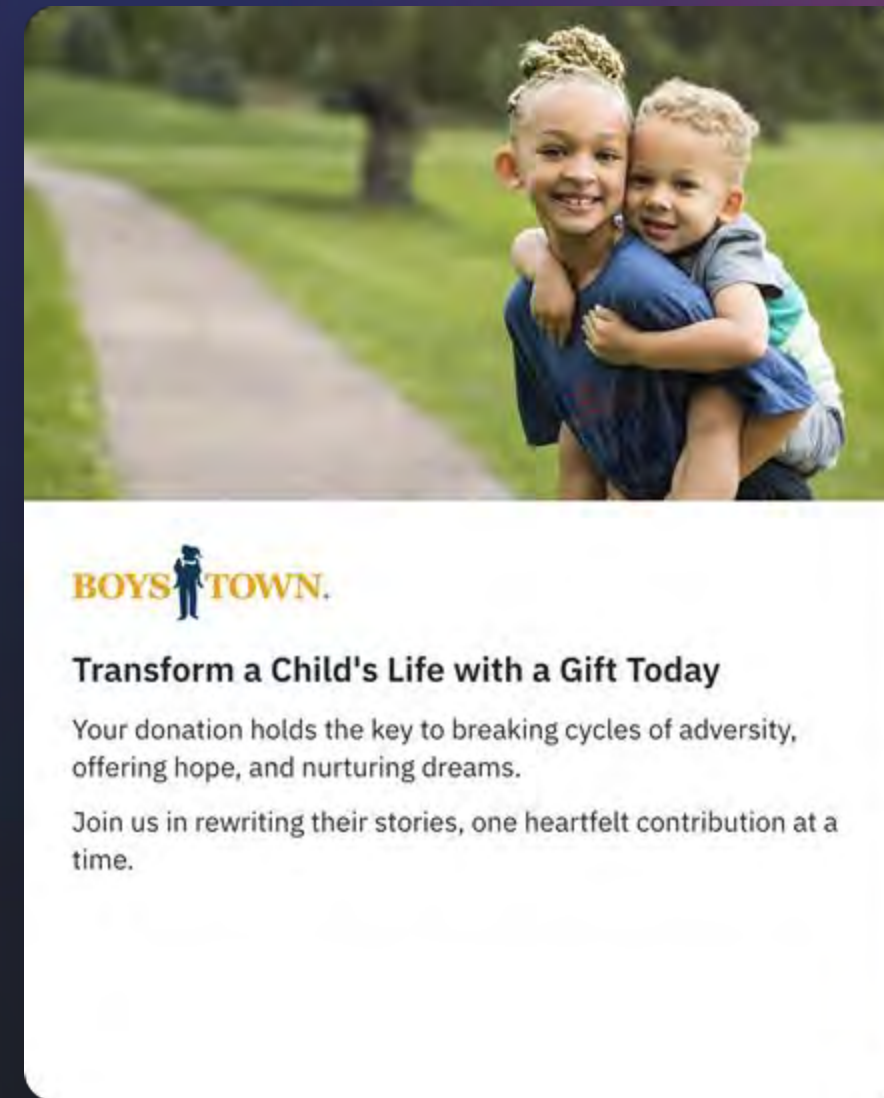
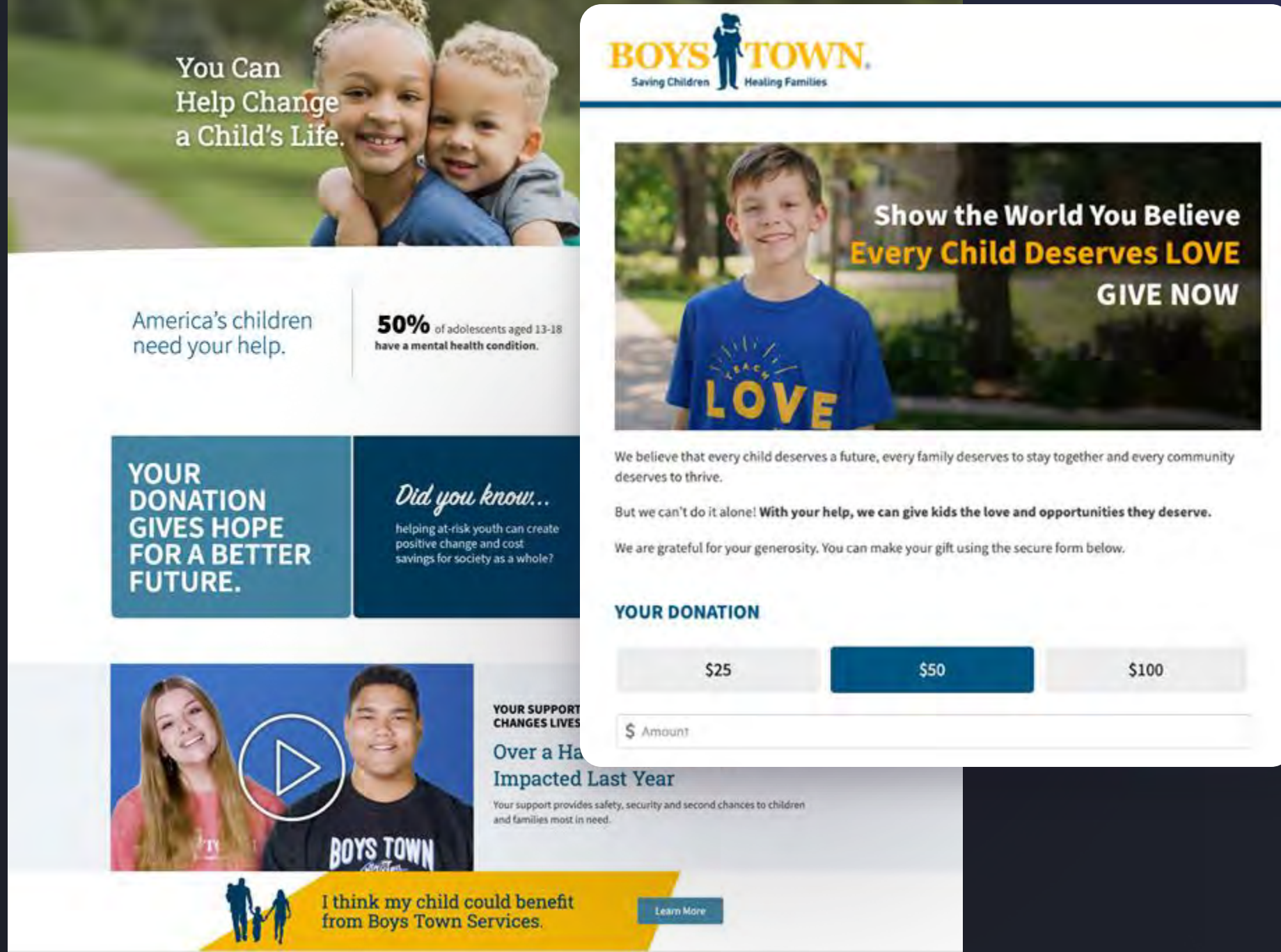
 Complete your \$120 gift to make a difference

I'm ready
Not today

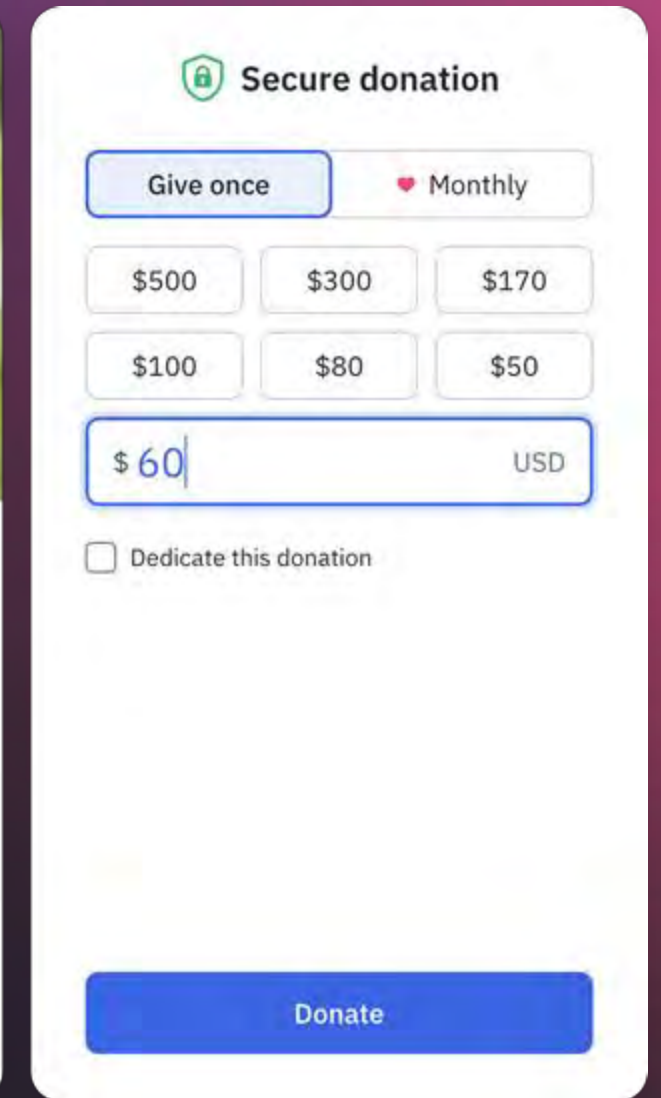
Donate Now button in header



Old



New



Donate Now button in header results

	Conversion rate	Covered transaction fees	Average gift
Old	50%	29%	\$68
New — Fundraise Up	29% *	57% **	\$84

* 73% on FRU donate form element

** Not only did more people cover, but the revenue was 113% more than would have been on our previous platform

Fundraise Up testing

Landing page

The current landing page features a white background with a blue header containing the Boys Town logo. The main heading is "Show the World You Believe Every Child Deserves to Be Loved." Below this, there is a video player showing a young girl in a graduation cap. The text explains that the gift helps America's youth learn compassion. A "YOUR DONATION" section allows users to select a gift amount (\$18, \$25, or \$50) and frequency (One-Time Gift or Monthly Gift). A "BILLING INFORMATION" section includes fields for name, email, and address. A "PAYMENT METHOD" section offers options for Credit Card, Bank Account, or Payroll. A green "Make My Donation" button is at the bottom.



The proposed landing page features a large background image of a young girl hugging a young boy. The main heading is "Show the World You Believe Every Child Deserves to Be Loved." A prominent donation form is overlaid on the right side, with "One-time" and "Monthly" options, a grid of donation amounts (\$500, \$300, \$170, \$100, \$80, \$50), a text input field set to "\$ 60 USD", and a "MAKE MY DONATION" button. Below the image, the text reads "It costs so little to teach a child to love, and so much to teach him to hate." A video player shows the same graduation scene as the current design. The text explains the impact of the gift and offers a "SIGN UP FOR NEWS" button. The footer includes the Boys Town logo, contact information, a navigation menu, and a "DONATE" button.

Landing page test results

Aug 22 – Sept	Conversion rate	Covered transaction fees	Average gift
BBLO (Last Year)	64%	27%	\$42
Fundraise Up	81%	86%	\$54

The power
of new digital tools

The new standard for online giving



2017 founded

NYC Brooklyn, New York

3,000+ nonprofits using Fundraise Up

~200 team members around the world

Fundraise the right way, anywhere



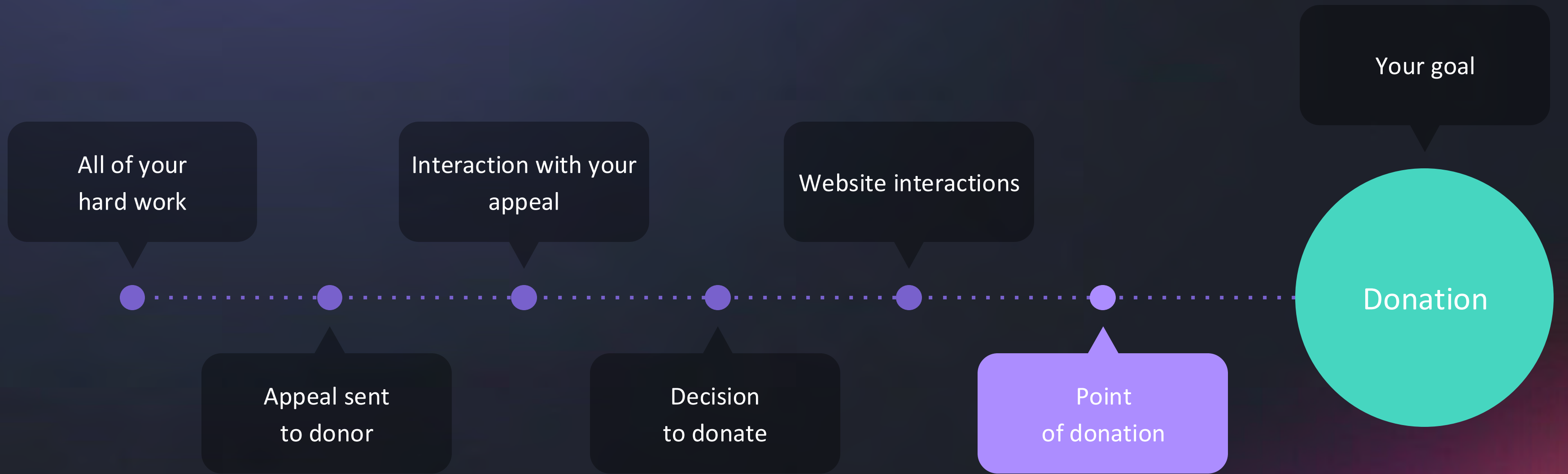


Gets groceries delivered with Instacart

Ubered to the meetup

Pays for everything with Apple Pay

Donors are consumers
Consumers are donors



slido



What percentage of potential donors who click “donate” complete the transaction?

Industry average — 15% conversion rate

Nonprofits are leaving donation revenue on the table

7 in 100

donors click a donate button

1 in 7

will complete their donation



Donation forms and donation checkouts

By resolving user experience issues and presenting clear, familiar interfaces, you can increase conversion.

Secure donation

Give once Monthly

\$25 \$55 \$100

\$300 \$500 \$1,000

\$100 USD

Give this donation to someone special to me

Designate to Where it is needed most

Add comment

Donate

20-40%
conversion rate

15-17%
conversion rate

Personalised suggestions

OS / Browser and device type

Screen resolution and pixel ratio

Browser locale

URLs and UTM tags

Traffic source: direct, search, paid, social

All clicks/taps

GeoIP info

Visitor local time and weekday (factoring in likelihood of payday)

Public holidays

History of visits, number of seen pages, and time spent on the website

Processor performance and device memory


Network type (cable/mobile/wifi) and connection speed


Internet provider (T-Mobile donors give far less than average!)


Battery level and if it is charging (ability to expedite the donation process if the battery level is low)


Personalised suggestions

 **Amount: \$100 USD**

 **City: Orlando**

 **Device: smartp**

 **Browser: Chrome**

 **Secure donation**

Dedicate this donation

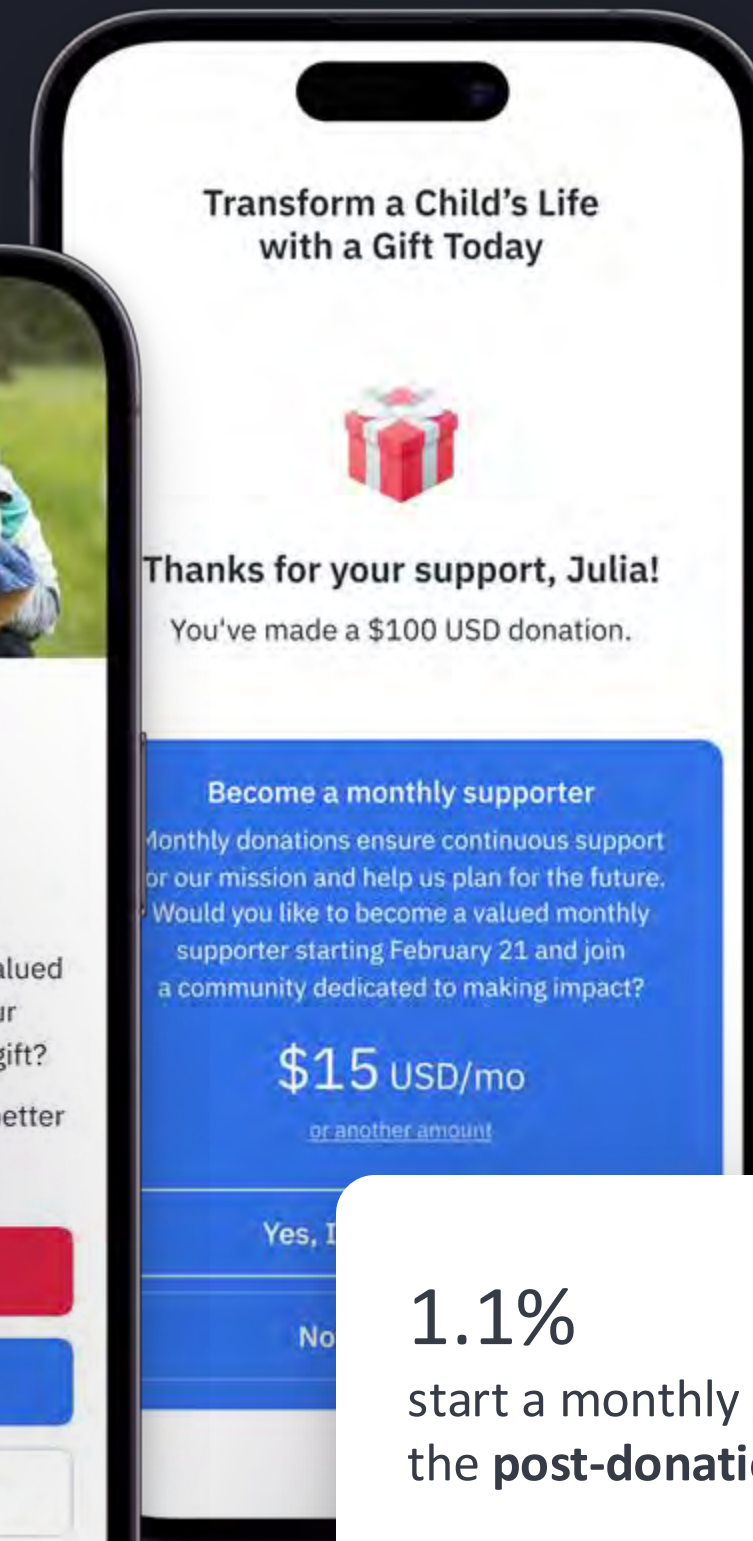
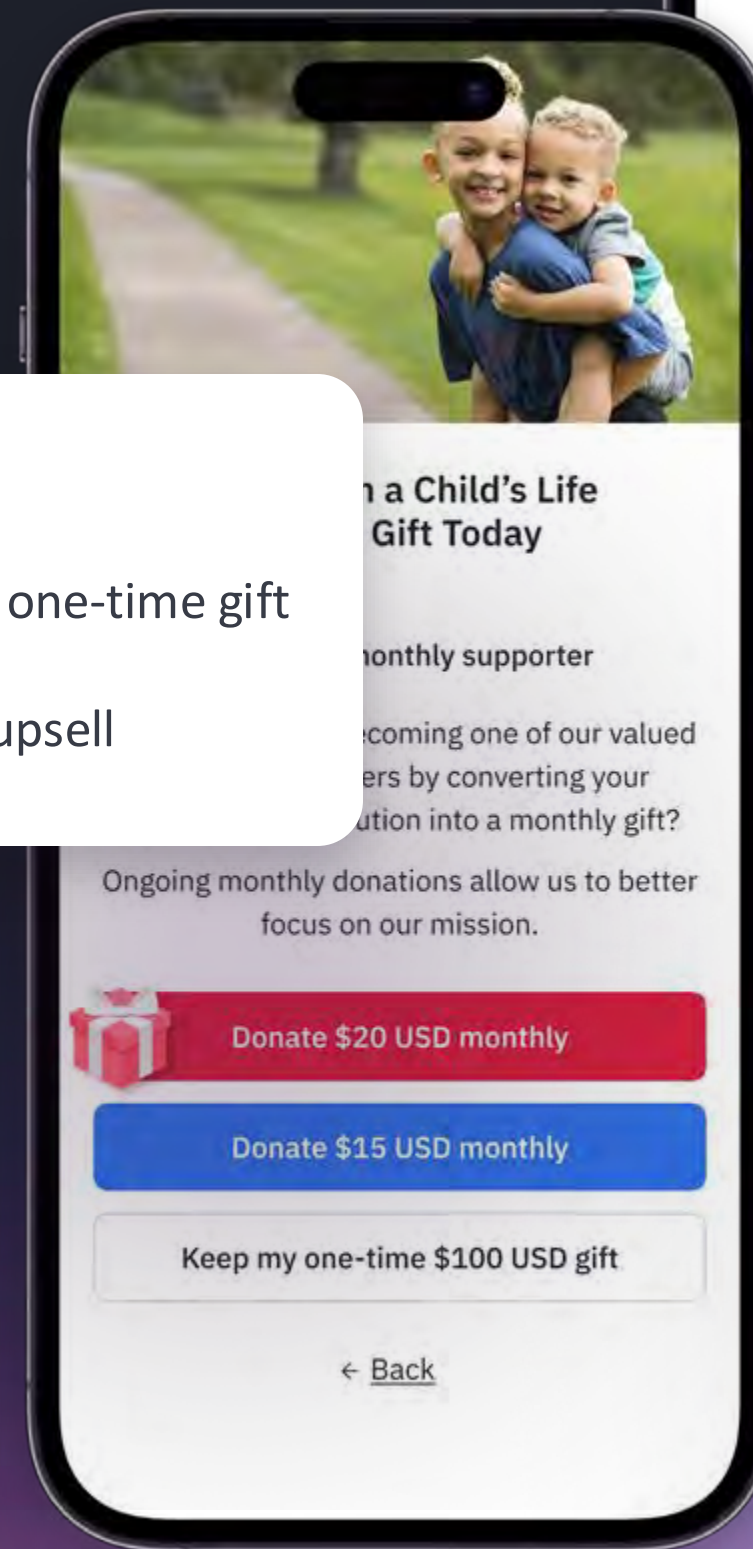
Designate to Where it is needed most

Add comment

Personalization

AI-assisted personalization enables you to individualize appeals and ask amounts at scale.

2.4%
converted from a one-time gift
to a monthly gift
by **pre-donation** upsell



1.1%
start a monthly gift from
the **post-donation** upsell

Scalability and reliability

Set scalability and reliability as standard requirements for your software.

Modern tools should support your most demanding campaigns and fundraising efforts.

100%
uptime

200-1,000
transactions per second



Ann a fait un don de \$200
🇨🇦 Vancouver, Canada



Caren donated €750
🇬🇧 Birmingham, GB



Salvatore ha donato €50
🇮🇹 Rome, Italy



Brenda do
🇺🇸 Los Ange



Recurring donor retention

What donors do after they click
“Cancel My Donation” in Donor Portal?

11% changed payment details instead of cancelling

7% skipped installments instead of cancelling

4% changed donation amount instead of cancelling

4% did nothing

85.8%
recurring plan retention rate
(12 months)

Cancel recurring donation

You don't have to leave! We understand that situations can change. Did you know that you can change your donation amount without cancelling your donation?

CHANGE DONATION AMOUNT

Just cancel my donation

New donation amount

Changes will apply to your donation on Nov 6, 2024.

Amount: \$50

Cover transaction costs

Transaction costs: \$1.00
Donation amount: \$49.00

CONFIRM

Cancel recurring donation

We're sorry to see you go. We understand that financial situations can change. Did you know that you can skip up to 12 months without cancelling your donation?

Skip for 1 month

Skip for 3 months

Skip for 1-12 months

Just cancel my donation

CONFIRM

Next installment will be made on Nov 14, 2024

donorportal.boystown.org

RECURRING DONATIONS

Monthly donation	Next installment
\$20.00 USD	Nov 14, 2024

Monthly donation	Next installment
\$20.00 USD	Nov 26, 2024

⚠ Bank account verification required.

Monthly donation	Donated	Next installment
\$100.00 USD	\$10,000.00	Dec 27, 2024
\$12,000 USD		

Monthly donation	Donated	Next installment
\$974.23 of \$2,500 USD		Dec 18, 2024

Transaction is failed

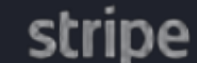
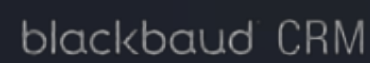
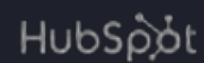
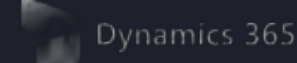
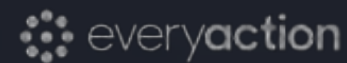
Monthly donation	Next installment
\$20.00 USD	Nov 16, 2024

This limit recurring plan was paused till Jul 27, 2022.

Donor relationship management

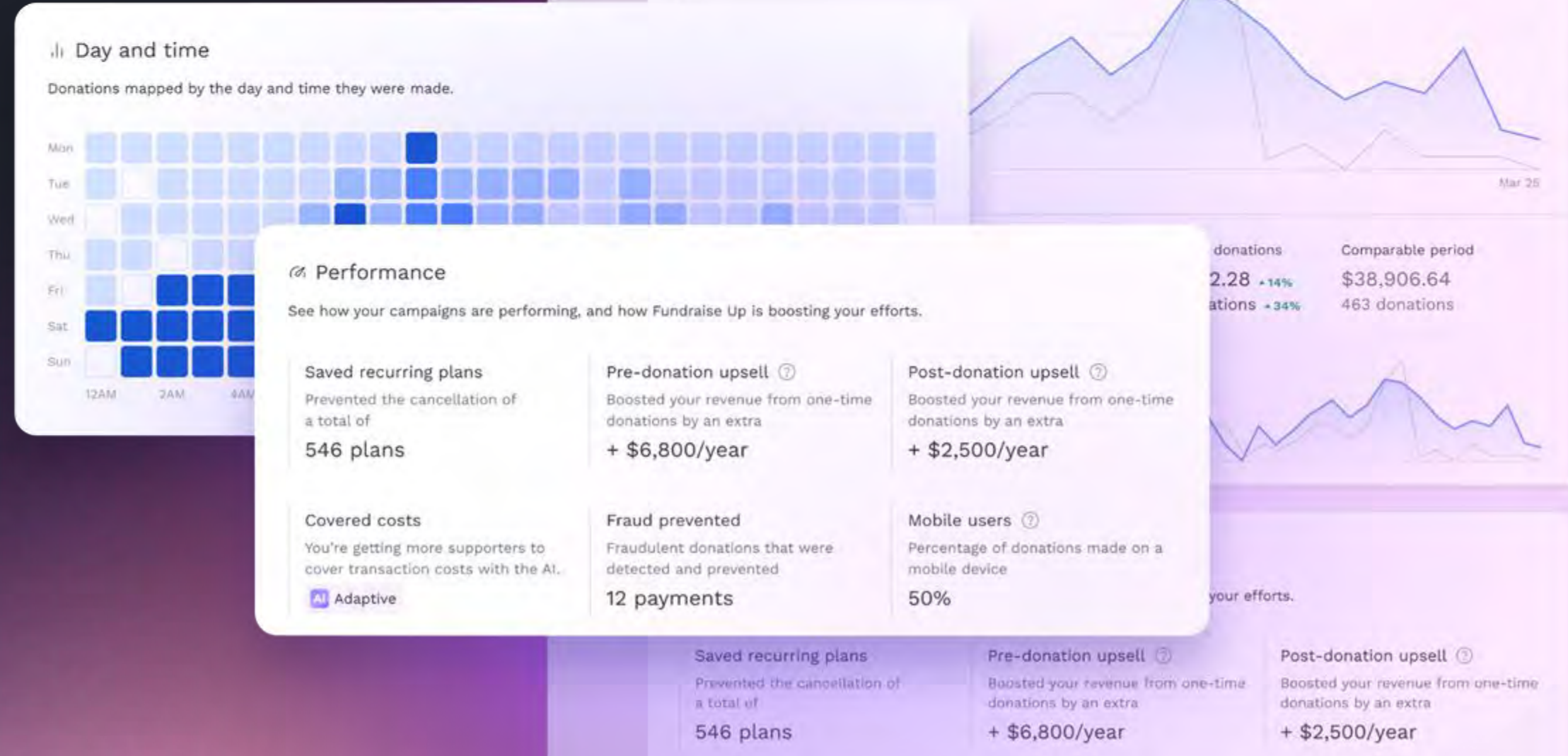
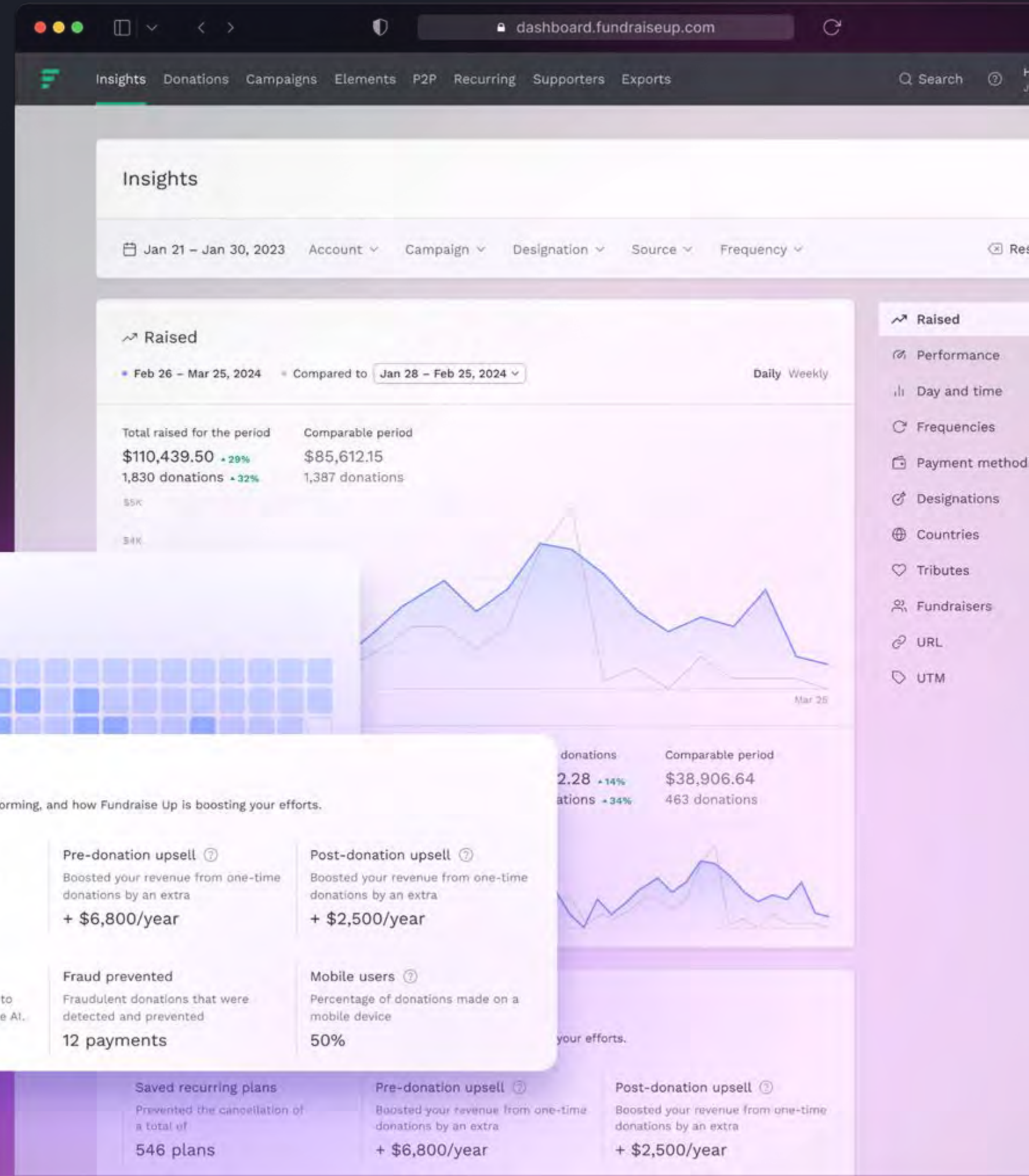
Modern platforms provide front-end tools for seamlessly handling back-end processes.

This saves time and makes it easier to manage relationships at scale.



Analytics and reporting

Using tools that surface and contextualize insights about giving behavior, organizations can optimize their fundraising strategies.



Innovation: AI-Driven success strategies

Suggest the optimal donation amount for each donor

We estimate the average impact to be an additional 10-15% more revenue, and 2x the amount of donor acquisition.

Gain more recurring donors

Intelligently prompt one-time donors to upgrade to recurring support at checkout using built-in upgrade prompts.

This can result in 2x to 3x more recurring gifts.

Increase recurring donation values

43% donors who clicked the Give More button increased their subscription

Smart recommendations for covering transaction costs

On average, 87% of donors cover all transaction costs.



70+ new features
have been released this year!

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Salesforce Nonprofit Cloud integration

Insights Dashboard

Single Sign-On (SSO)

REST API

New fields in Audit Logs

Upsell in Donor Portal

Impact descriptions

Virtual Terminal redesign

ISO 27001 certification

Direct access to supporter's Donor Portal

Upgrade links in installment emails

Polish localization

'Remind me later' for abandoned donations

Update to 'thank you' screen

Automatic Apple Pay enablement with Stripe



Fundraise Up integration

- Boystown.org redesign launched **mid-Oct 2024**
- Transitioned 95% of donation forms to Fundraise Up. The transition of existing recurring donors to Fundraise Up was slotted for Q1 2024.
- Initial results of new donation platform (pulled approx. 1-month after launch — compared against the avg benchmark)

Platform and audience	Avg conversion rate	Avg gift
Old — direct mail audience	35%	\$41
FRU — direct mail audience	65%	\$49
Old — digital	1-2%	\$50
FRU — digital	5%	\$56

- Overall average gift increased 16%.
- 84% of donors covered transaction fees on the new site, compared to 29% previously

Site online revenue — average gift

	Avg gift	Avg gift	Increase in avg gift
November – April	2022 – 2023	2023 – 2024	
North Florida	\$131	\$158	21%
Nebraska	\$45	\$86	91%
New England	\$95	\$116	22%
South Florida	\$73	\$180	147%

Enhancement wins



Julia, complete your \$500 gift to make a difference

I'm ready

Not today

In Jan - June 2024, the Reminder saved over \$10,000 in donations, including 17 recurring plans!

Donate



The sticky button resulted in \$2423 in donations



Donate \$20 USD monthly

In the first half of the year, 18.1% of all new recurring plans were **because of the upsell**

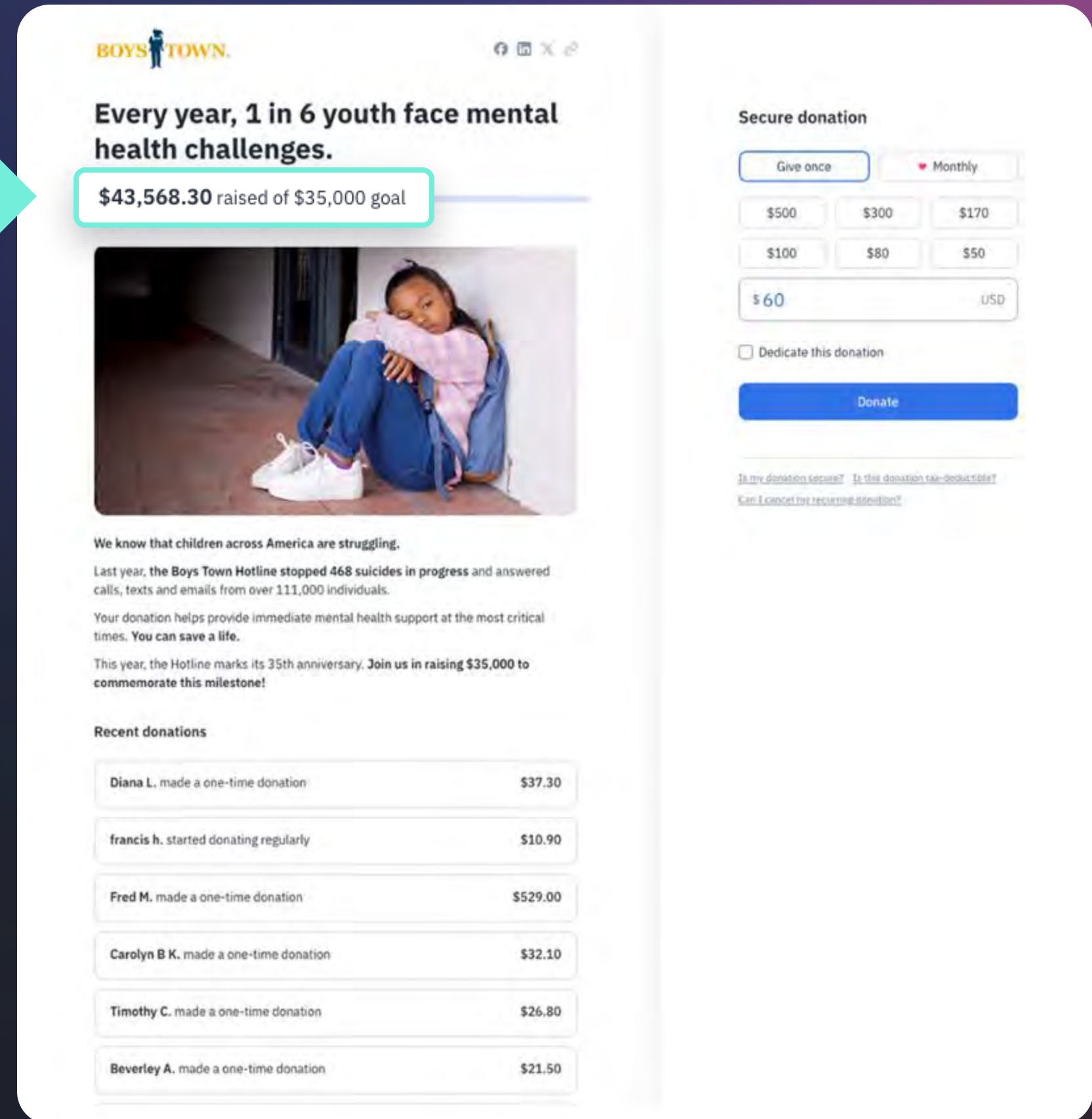
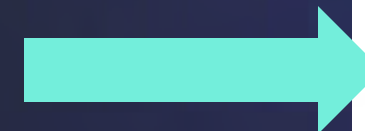
Enhancement wins

Donor Portal activity

With Fundraise Up, donors can easily, and at any time, adjust their level of support in Donor Portal. In 2024, 361 donors logged into the Donor Portal.

Status	Plans	Amount
Increased	18	+\$175
Decreased	12	-\$267
Updated payment method	135	\$7,771
Paused	10	\$151
Reactivated recurring plan	9	\$173
Cancelled	64	\$1,288

Enhancement wins



Beating industry standards

M + R 2024 benchmarks report

- Average online revenue declined by 1% in 2023.
- Revenue from monthly giving increased by 6%
- Email revenue declined by 7% on average.

Boys Town 2023 online results

- Overall 4% increase 2023 over 2022 (6% inc Nov/Dec)
- 31% increase in monthly giving revenue
- Email 12% increase 2023 over 22 (17% inc Nov/Dec)

Closing thoughts

- Find the right tool for your goals and organization
- Innovate efficiently
- Position program for next level growth
- Sometimes you win, sometimes you learn
- Leverage and expand your use of digital tools

Stay in touch

Text “Join” to 51550

Experience Fundraise Up: Text “Give” to 51550
or visit www.boystown.org/givenow



Questions?

slido



Audience Q&A



Thank you!