

Session: Winning Donor Attention is Now the Variable of Success in Fundraising: How Attention-Focused Fundraising Can Work for You!

In a 24/7, 365 information overloaded world, winning donor attention is a must in order to achieve fundraising success.

Before you can tell anyone how great your programs are or the importance of your organization's mission AND well before you can ask them for money - you need to get their ATTENTION. Stories win attention, but where are you telling them and who is listening?

Attention-Focused Fundraising: Fundraising is now about the supply and demand of donor attention, where ATTENTION is the commodity and DONOR TIME is the currency nonprofits need to survive.

4 Strategies of Attention-Focused Fundraising.

1. Act like a Media Company
2. Have a Mobile Strategy
3. Create Attention Grabbing Content
4. Create a Community Around that Content

For many, TIME has become the number one asset in our society – even more than money!

If our phones really are everything to us personally (alarm clock, flashlight, TV, gaming system, messaging) then how come we do not align our "at work actions" with our personal behaviors?

Remember on Social Media

The best way to win ATTENTION and DONOR TIME is to create content with only ONE goal in mind - to PROVIDE VALUE.

Respect the platforms Engage consistently

Build up social equity over time

Remember to give value, give value, give value...before making an Ask!



Let's put the lessons of this session into action. Start winning donor attention using this check list.

Four Strategies of Attention-Focused Fundraising:

1. Act like a Media Company
 - Create content with only one goal in mind- to provide value to your audience.
 - Most platforms have no barrier to entry.
 - Data and research prove: pictures, info-graphics, and video content are read and shared way more than content without them.
2. Have a Mobile Strategy
 - Mobile devices are the one thing we give so much of our attention to without even thinking about it. We need to tell stories with mobile in mind.
 - Texting and messaging through social platforms have become preferred methods communication, but very few nonprofits utilize either.
3. Create Attention Grabbing Content
 - Videos, colorful graphics, info-graphics, GIFs and memes.
 - Individualize your content to each platform by knowing the CONTEXT of each.
 - Document, over Create!
4. Create a Community Around Your Content
 - By engaging your audience, listening for when/how you can provide value.
 - This will also build the trust and the social equity you need with your audience before asking them to give their time or money.
 - Stewarding ALL donor levels and volunteers.

Three Steps to Get Started:

1. Make sure your website is optimized for mobile use (more than 60% of nonprofit websites are not!)
2. Do the research (ASK your donors!). Which social platforms have your audience's attention right now and go add value there. (Don't wait)
3. Conduct a platform audit: Stop treating social media ONLY as a distribution channel.

Remember: "People give to your organization because doing so offers them a chance to write their own story AND join in a shared story." – Ian Adair