

SOCIAL MISFITS MEDIA  
AND  
THE INSTITUTE OF FUNDRAISING  
PRESENT

BETH'S 5 PREDICTIONS FOR THE  
FUTURE OF #FUNDRAISING



As we start a new year, it's time to think about a new digital strategy. How can you futureproof your fundraising activity? Master trainer and social media guru, Beth Kanter, has predicted the future of fundraising. While future trends don't always come to fruition, at Social Misfits Media we think these are a pretty safe bet. Here are Beth's top 5 predictions for the future of digital fundraising:

1. GENERATION Z



Born between 1995-2009, Gen Z are the first generation to be born into a digital life. They have always had the internet, and have been building social capital since birth. If you want to reach out to them you have to speak their language. Gen Z want to work with charities that are transparent across social, and show the impact of their work while giving supporters flexibility in how they raise money.

TOP TIP

Start cultivating Gen Z to connect with future donors, adapt your campaigns to them (use emojis!) and enlist them as influencers. Be transparent - authenticity is key. Use social media analytics to gain insight and feedback - be flexible and prepared to adapt your tactics when things don't work.

2. CROWDFUNDING



Do you have a fundraising idea with mass appeal? Integrate crowdfunding platforms like Kickstarter or JustGiving to connect with younger donors and their networks. A great example of this is Youtuber Tyler Oakley who raised over \$525,000 for the Trevor Project through Prizeo.

TOP TIP

Brainstorm projects suitable for crowdfunding - they should be tangible, and have clear parameters. Then develop a strategy - it's not enough just to ask. Carefully crafted perks for different donation levels work well.

3. LIVE VIDEO



Social media platforms are investing more in video, and for good reason. Incorporate live video to engage with donors as part of your content strategy on social, as it grabs attention, communicates emotion, and is in real time. In 2015 Facebook hosted over 8 billion video views per day. The best part? It's totally free.

TOP TIP

Use tools like Facebook Live to experiment with video in real time, and have answers to the following questions before you start. What moment will you stream? What is the format? How will you respond to comments? How will you track call to actions and thank supporters?

CASE STUDY

Organisations like the US-based Best Friends Animal Society live stream moments of impact, like their service dog puppies or horse rescues. The descriptions often link to call-to-actions inviting people to donate, volunteer, or adopt. Be sure to check them out at: [www.facebook.com/bestfriendsanimalsociety](http://www.facebook.com/bestfriendsanimalsociety)

4. MESSAGING APPS



Messaging apps are the future of the ask - understand and experiment with them. During April-May 2016, over £1 Million was donated to JustGiving in the UK via WhatsApp as a result of shares: the app has the second highest conversion rate after email.

TOP TIP

Start incorporating messaging apps like Whatsapp and Facebook Messenger into your fundraising activity by making social sharing buttons prominent on campaign landing pages. Encourage fundraisers to share their campaigns with their networks via messenger, or consider chatbots to drive engagement.

5. VIRTUAL REALITY



Virtual reality is a computer-generated simulation of an environment. VR and AR (Augmented Reality - a superimposed computer-generated image on a user's view of the real world) will open donors hearts and wallets in the future, because of its ability to bring the impact of the work they do to life. VR has increased conversions because donors feel closer to the work in the field.

TOP TIP

VR is here to stay, so start exploring. There's no need to make a big financial investment in creating your own product yet - experiment with existing VR/AR apps like Pokemon Go for small scale fundraising events!

CASE STUDY

Amnesty International UK transported the people of Britain through their "virtual reality Aleppo" campaign, harnessing their street fundraisers. The strong emotional response from the public saw a 16% increase in people signing up to direct debits over a week-long period in May 2015.



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