



# Development for Nonprofits

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# TARGET PERSONA

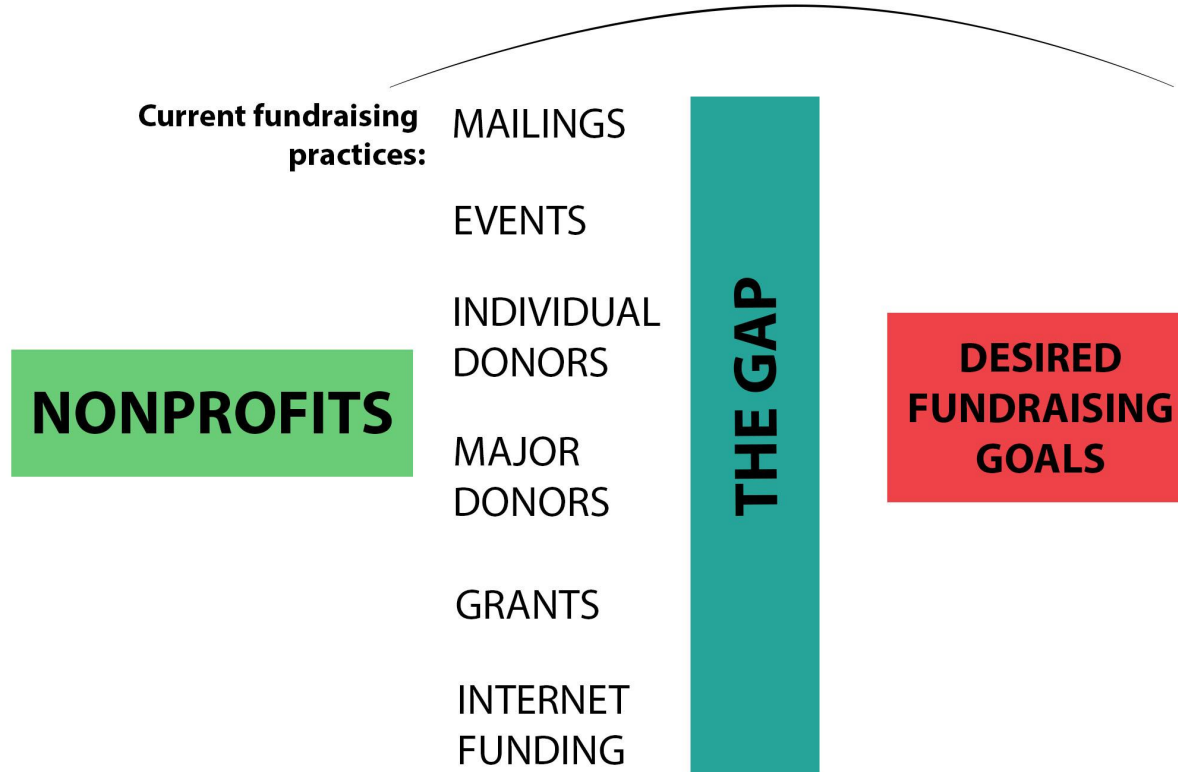
- David V. Johnson
- Senior Editor, Stanford Social Innovation Review
- Magazine about social innovation
- Inspires millions of social change leaders at nonprofits, businesses, & governments around the world



# THE ISSUE

- Nonprofit sector supports millions of citizens, holds great economic responsibility
- Fundraising techniques are not sustainable
- A changing world requires innovation, enhancement, and modernization of these techniques

*How do we bridge the gap?*



# ECONOMIC CONTEXT

- Nonprofits often directly financially impacted by US economy
- Four main signs of fiscal stress reported:
  - Flat or declining contributions — **52%**
  - Low cash reserves — **48%**
  - Limited number of funders — **48%**
  - Flat or declining non-contributions revenue — **46%**



# AGE & MILLENNIAL ENGAGEMENT

- American seniors give **2X** as much as millennial donors, **3X** as much as people **24+**
- **52%** of millennials donate
- More likely than all other age groups to increase their giving each year
- The future of nonprofit donors



# THE IDEAL FUTURE

- Sustainable funding, so nonprofits can focus on mission
- Main challenges:
  - **Retaining/engaging donors**
  - **Organizational sustainability**
  - **Lack of resources**



# INTERVIEWS

1. Directors & Founders
2. Nonprofit Employees
3. Professors & Influencers
4. Grant Givers





# PRELIMINARY IDEAS

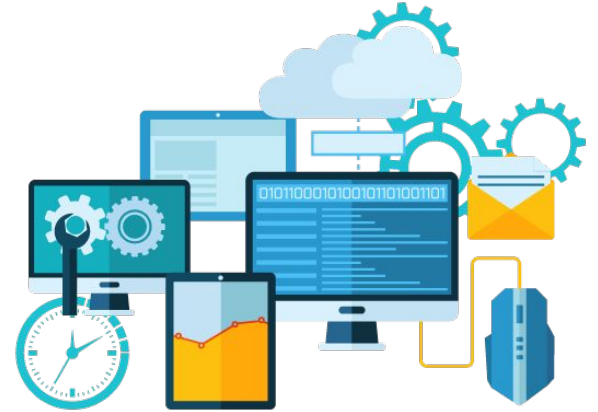
1. UTILIZING TECHNOLOGY

2. EVENTS

3. GRANTS

# UTILIZING TECHNOLOGY

- Virtual Reality
  - Good for international nonprofits
  - Evokes real emotions
  - Solicit donations based on emotions



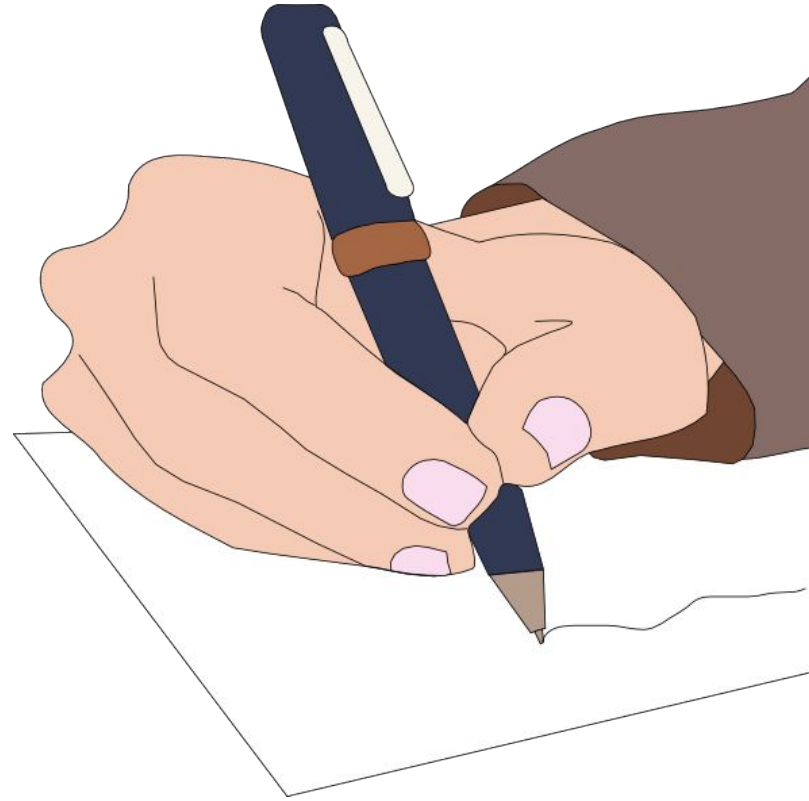
# EVENTS

- Multiple non profit gala
  - Promotes collaboration
  - Showcases multiple non profits
- “Choose Your Experience” event
  - Customizable experience



# GRANTS

- Common application style application
  - Easier to write and read
  - Less time consuming
- Organization database
  - Grant applications on file
  - Organization records on file



**THANK YOU**

