



Diving Into the Hispanic Donor Pool

Tips for Gaining and Keeping Hispanic Donors

By Randall Anderson

As the U.S. population grows, the country's population diversifies and so should your outreach. Developing campaigns geared toward diverse groups will expand revenue without breaking the bank. One group driving the need for change is the Hispanic population. This group makes up approximately 17% of the U.S. population and the number continues to grow.

By 2022, Hispanic youth will account for 62% of teens in the U.S. They consume media in both English and Spanish and are able to pass along the information to their parents and other family members. As Hispanic youth grow into adulthood, so will their familiarity with your organization.

Here are some ways to tailor your fundraising efforts to the growing Hispanic market:

Craft unique messages. To be successful, you can't use the same messages with Hispanic prospects as you use with your other donors. Instead, get to know the Hispanic culture so that you can communicate directly to the Hispanic audience. U.S. Hispanics connect strongly with organizations that don't simply put them in the "check here" box. Messages must be culturally relevant and appeal to Hispanics on an emotional level.

Use their language. Communicate in Spanish, using words and phrases that resonate with Spanish speakers. Be sure the messages on your Web site are in Spanish as well as English.

Choose your words with care. If you're communicating to a national audience, use neutral terminology rather than referring to your audience as "Hispanics" or "Latinos." The term "Hispanic," used mainly on the west coast, refers to all Spanish-speaking individuals. "Latino," frequently used on the east coast, refers to people who originate from Latin America. If you're planning to geo-target, be aware of the specific meanings of these terms.

Integrate testimonials from other Hispanic donors. This tactic is especially effective when you communicate an urgent need for help.

Test your Hispanic outreach during a culturally relevant time of year. Holidays such as Día de Los Muertos, Hispanic Heritage Month, and Mexico's Independence Day (it is *not* Cinco de Mayo) are excellent opportunities to use components of Hispanic culture to build a strong campaign.

Connect through TV spots. Television is an excellent way to reach Hispanics, as emotional connections have a very strong effect through TV. The TV message should be simple and include a call-to-action so that prospective donors can call in to make a donation or visit the Web site to learn more. Consider focusing on top Hispanic markets such as Los Angeles, New York, Miami, Houston, and Chicago. With a long-form TV spot, you can explain your cause, share stories about who is benefitting from your work, and explain how viewers can continue to help others. Short-form commercials can also be effective if they present a concise message with a clear call-to-action.


Incorporate a mobile-response Web site and a presence on social media. Hispanics are the largest group in the U.S. streaming content on the Web and using mobile devices. Over 60% of U.S. Hispanic millennials are online; compared to the general population they're more likely to download content from the Internet. Platforms like Facebook, Instagram, and Twitter are highly popular within the U.S. Hispanic market. Provide Hispanic prospects with plenty of online content, using relevant hashtags and video. Make it easy for them to donate via tablets and cell phones.

Create a positive experience at every touch point, including all phone interactions. For example, when Spanish-speaking donors call in, the people answering the

phones should be able to articulate your core messaging to the callers. In addition, ensuring the call is answered in a timely manner by someone with a welcoming voice will make a lasting impression on the caller. Remember, to the caller the phone answerer *is* your organization.

Enlist the help of qualified partners who understand the Hispanic demographic, such as an experienced Web designer or a Spanish-language call center.

Tap into the passion for connection. Family and community are vitally important to the Hispanic population. They love to tell friends and relatives about organizations they admire. Harness that enthusiasm with social media and other modes of connection. Peer-to-peer fundraising campaigns can be especially effective.

Build for the future. Approach your diversification strategy with a long-term mindset. It may take time to gain the trust of this population, but it's an investment that will pay off well. Once Hispanics feel like valued stakeholders, they'll stick with you. They tend to view philanthropy as something that's expected of them, a social responsibility inherent in their traditions and something to pass on to their children and grandchildren. Recognize their needs, and they will be loyal supporters for generations to come. 

More Ways to Reach Diverse Donors

For more on connecting with a diverse group of donors, see these articles at www.NonprofitWorld.org/members:

Reach New Supporters with Multichannel Tools (Vol. 29, No. 2)

How to Engage the Next Generation of Donors Now (Vol. 29, No. 1)

The Peer-to-Peer Fundraising Evolution (Vol. 30, No. 6)

Hearing Donors' Third Voice (Vol. 29, No. 3)

Fundraising and the Virtual Call Center (Vol. 28, No. 3)

How Mobile Marketing Can Work for You (Vol. 32, No. 4)

Harnessing the Internet to Raise Funds (Vol. 31, No. 2)

Two Surprising Ways to Broaden Your Reach Online (Vol. 32, No. 4)

Randall Anderson is Chief Operating Officer of ListenTrust (listentrust.com), a bilingual contact center for Spanish and English language services. He has extensive call center industry experience in various markets including nonprofits.

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