As attention spans grow shorter, technology is critical to engage donors. But an online strategy requires more than a donate button on your website. Here are ways to give your organization an advantage:

**Make it mobile.** Mobile users make up 40% of nonprofit website traffic. Mobile donation platforms make it easy for donors to give on the spot, which lets you capitalize on impulse giving. In a few taps, donors can give to causes that resonate with them in the moment, as soon as they’re made aware of the need.

**Go live.** Livestream platforms have become a fundraising powerhouse for organizations of all sizes, raising money 37 times faster than conventional methods. Whether it’s live music, a hosted broadcast from your run/walk, or a gaming livestream, the potential is huge, utilizing Twitch, YouTube Live, Mixer, and Facebook Live. The interactive capability of livestream events makes this strategy a major draw to younger donors.

Estimates show as much as $120 million raised last year in this fast-growing market. The industry has more than doubled over the past few years with every major streaming platform jumping on this opportunity to integrate fundraising into their technology.

**Leverage influencers.** Online influencers have tremendous power to activate their followers and entice them to open their wallets. In livestream e-sports, the results have been tremendous. Fortnight video game streamer DrLupo raised $1.3 million last year for St. Jude, including a single, record-breaking livestream that pulled in $613,000 in just 24 hours. Celebrity streamer Jacksepticeye raised over $1.2 million last year, while others like Ninja (Twitch’s most popular broadcaster who has now reached global fame) and Markiplier (who has 10 billion video views and 22 million subscribers on YouTube) also raised blockbuster amounts for charities by rallying their followers to give through livestream fundraising.

**Create social buzz.** Social-media promotion is an effective and inexpensive way to create buzz and spread the word. About two-thirds of Americans get their news from social media, more so than other channels, and this is especially true among younger generations. More than 30 million people visit YouTube every day, watching almost 5 billion videos, creating a tremendous amount in a short time – days instead of months – and at a low overhead cost through these virtual telethon-style events. Last year alone, GuardianCon raised $2.8 million for St. Jude Children’s Research Hospital. And St. Jude raised another $2 million during its Play Live Prize Month, a campaign that hit its $1 million goal in just the first 19 days.

*Tech Tactics to Boost Fundraising Success*

Use technology to cement connections with donors.

*By Michael Wasserman*
opportunity for exposure, especially when influencers with a huge following get involved. Twitter, Instagram, and Facebook also have massive numbers of daily visitors. The use of hashtags to create buzz around a specific campaign on those channels makes it easier for users to find information about your organization.

Donors increasingly want to feel involved and invested in causes they care about. Social-media sharing not only satisfies that need but also turns donors into an army of ambassadors for your cause.

**Demonstrate impact.** Traditionally, older donors have chosen a charity and made an annual contribution. But younger generations are more piecemeal in their approach, spreading their contributions in smaller amounts across more organizations. At the same time, they want to know more detail about what their money can do – the impact of their $5 or $10 in making a real difference.

Using a multimedia approach to show where people’s money goes can spur them to give more, knowing their contributions drive results. For example, a simple thank-you video from the CEO – or even better, video or images of your program in action – can create a sense of ownership in the cause.

Michael Wasserman is CEO of Tiltify (Tiltify.com). Tiltify is the next evolution of peer-to-peer fundraising, designed to maximize the effectiveness of charitable programs. Peer-to-peer fundraising is a great way to get new donors and reach new networks of people.

**The Right Message at the Right Time**

For more on leveraging interactive technologies to connect with donors, see these articles at NonprofitWorld.org:

- Accelerating Fundraising through Social Media (Vol. 28, No. 3)
- The Best Way to Tell Your Organization’s Story? Capture It on Video (Vol. 35, No. 4)
- How Mobile Marketing Can Work for You (Vol. 32, No. 4)
- Remember Your Brand when You Market with Social Media (Vol. 33, No. 4)
- Two Surprising Ways to Broaden Your Reach Online (Vol. 32, No. 4)
- Engage Donors with Social Media (Vol. 33, No. 3)
- How Can You Boost Donors’ Trust in Your Organization? (Vol. 36, No. 4)
- The Peer-to-Peer Fundraising Evolution (Vol. 30, No. 6)