

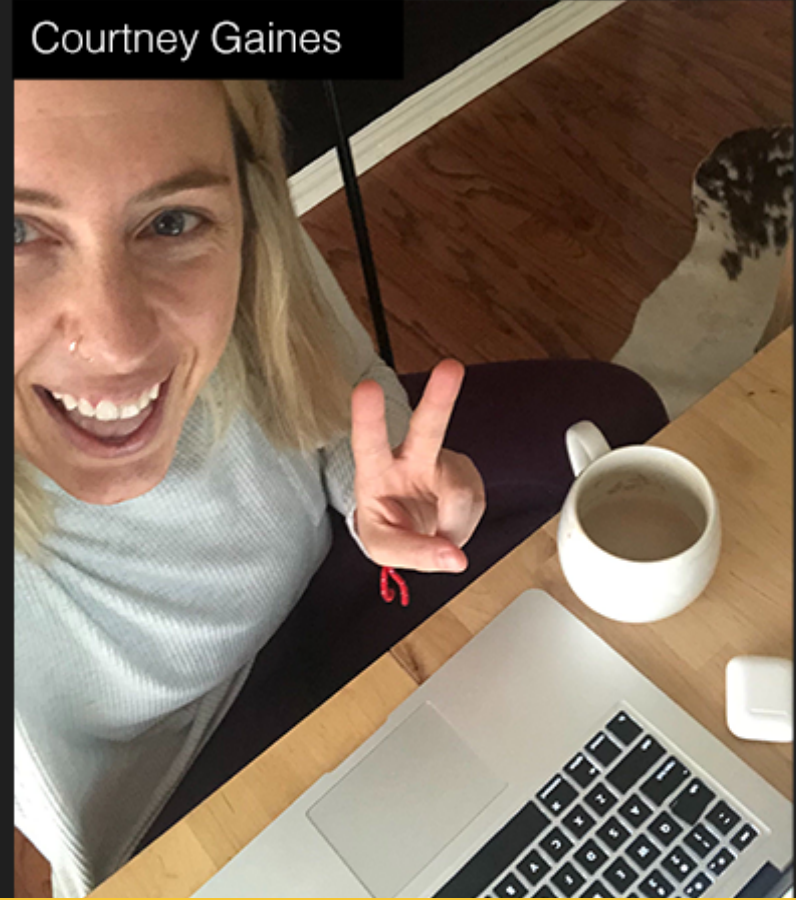
Justin Beasley



Tim Kachuriak



Courtney Gaines

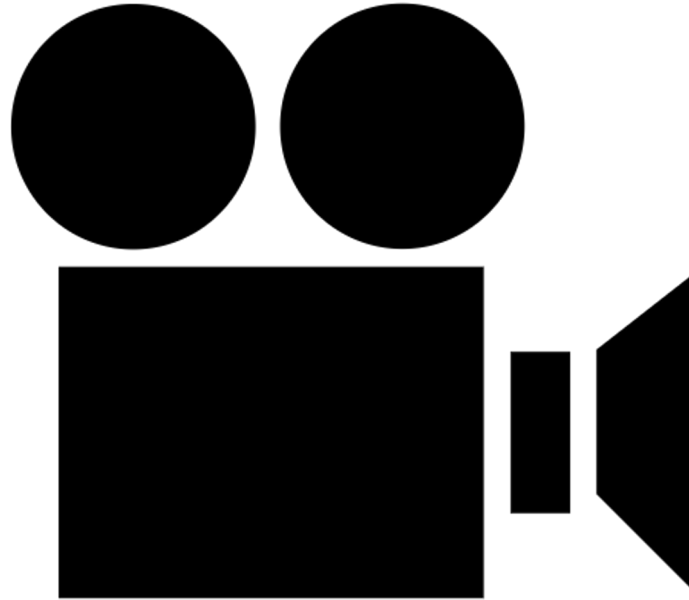


Starting at 1pm central

Ask Me Anything



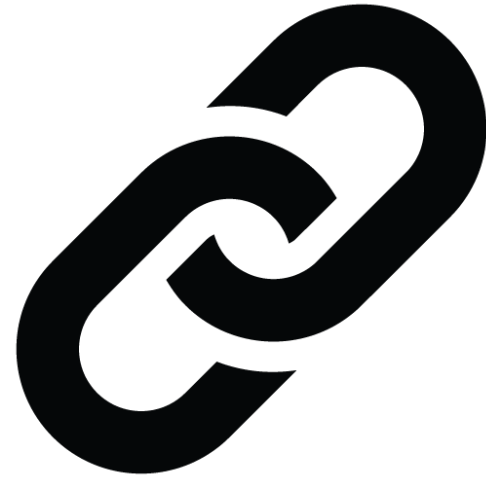
A Few Quick things...



A video recording of this live webinar will be sent to you afterwards.



A Few Quick things...



Links to the slide deck and other featured resources will be sent out with the recording.

A Few Quick things...



We have time for additional Q&A.



A Few Quick things...

Use the Chat window to ask a question or drop in a comment.

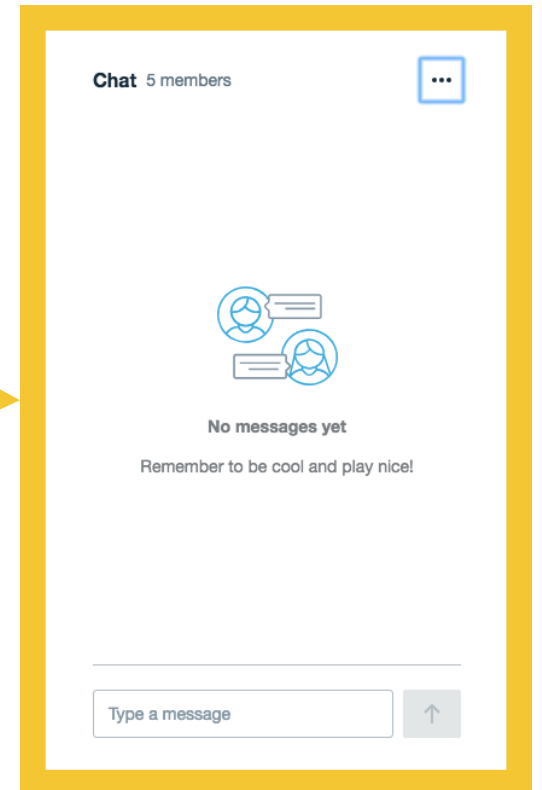
Cracking the Code of Facebook Fundraising



In this free webinar, Jon and Tim will show you each step of a Facebook fundraising strategy that will help you *target* likely donors, *capture* their attention, *convert* them into new donors, and *cultivate* them for the future.

This webinar will begin on Wednesday, August 29th at 1PM CT.

[Get a Recording of the Live Stream](#)



Intro to Online Fundraising Optimization

\$199/person

Virtual Certification Workshop

May 27th | 10am-4pm CST

- Crafting your value proposition
- Email fundraising and acquisition
- Donation page essentials
- A/B testing & optimization

NextAfter.com/virtual-workshop





Justin Beasley



Tim Kachuriak



Courtney Gaines



Ask Me Anything





“The webinar where all the questions are on the spot and the points don’t matter.”



The Rules

- 7 rounds of questions
- Each round is timed
- Final bonus round of live questions
- Points awarded at the end of each round



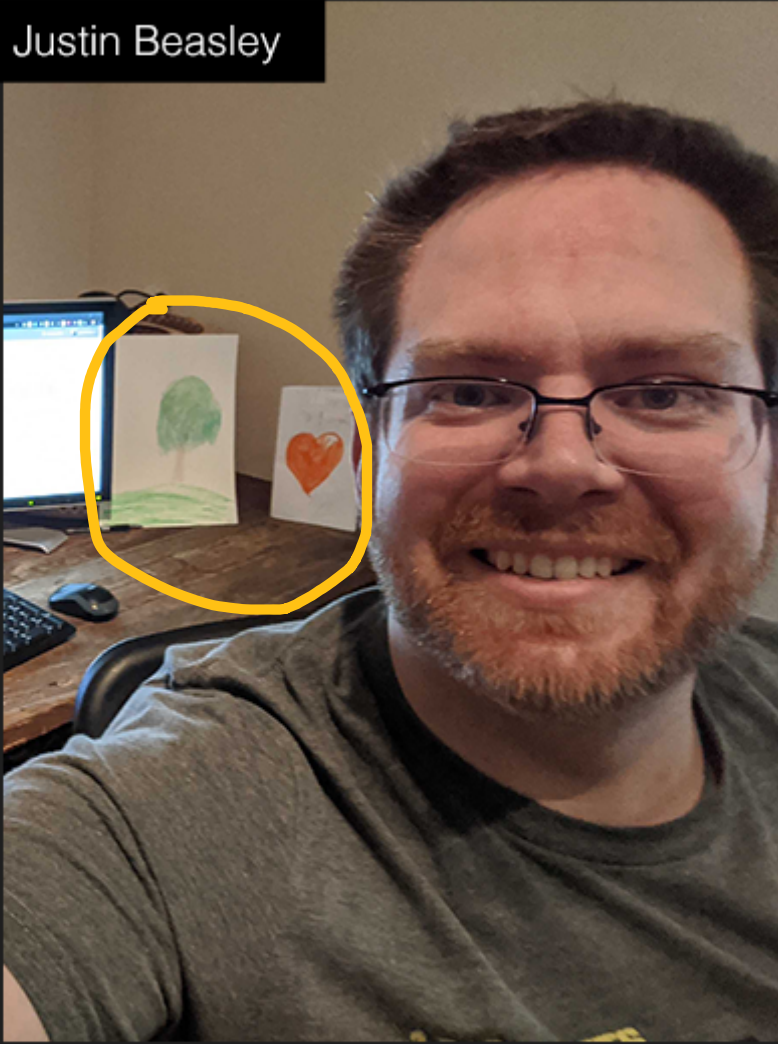
ICE



BREAKER



Justin Beasley



Tim Kachuriak



Courtney Gaines



Ask Me Anything



Justin Beasley



Tim Kachuriak



Courtney Gaines



Ask Me Anything



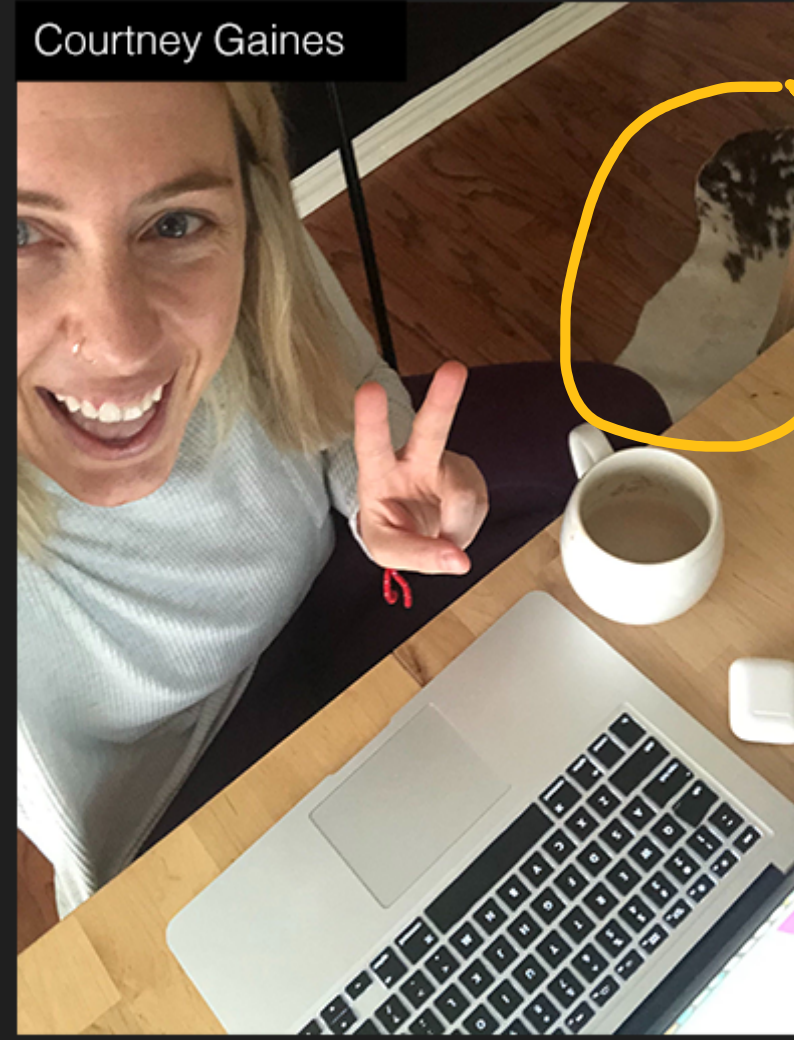
Justin Beasley



Tim Kachuriak



Courtney Gaines



Ask Me Anything



COVID-19 Questions

10 Minutes



Summary Question

What should my messaging look like right now?
- A bunch of people



What does fundraising look like for
Q3 & Q4?

- Carol

Thoughts on Fiscal-Year-End
fundraising in June?

- Cody



We have to cancel an event. What wording can we use to encourage people to donate their ticket cost?

- Jodi



How can we engage donors when they're being bombarded with so many emails right now?

- Monique



Is there a formula for planning a new budget based on the financial impact of COVID-19?

- Lisa

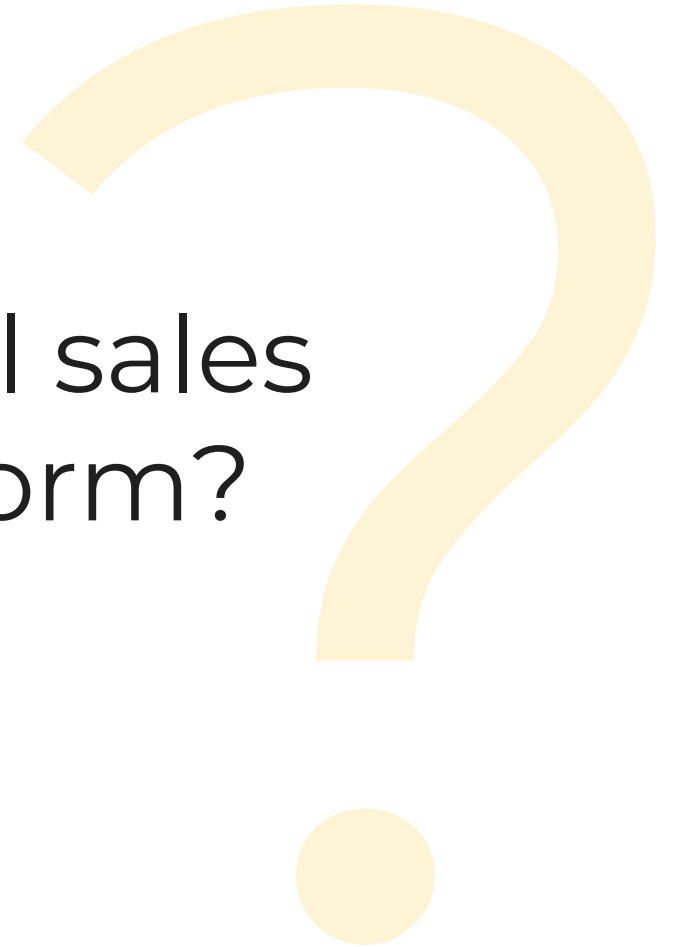


How can we engage major donors
right now? Zoom meetings?

- Dee



How can I make up retail sales
without an online platform?
- Lauren



Strategic Questions

6 Minutes



Summary Question

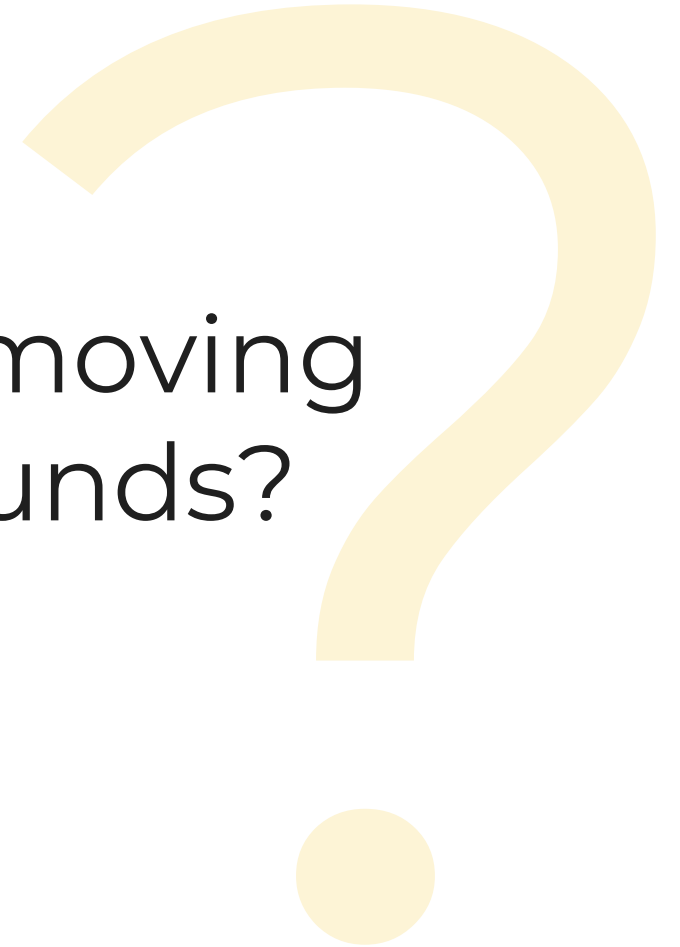
Where does someone start with
online fundraising?

- A bunch of people



Should organizations be moving
away from designated funds?

- Sarah



How do we reach a younger audience?

- Beth

Should you (and how do you) target messaging to audiences 50+?

- Miro



Are there fundraising lessons we
can learn from eCommerce?
- Charly



Donor Acquisition Questions

6 Minutes



Summary Question

How do I acquire new donors and subscribers?

- A bunch of people



How do I reactivate lapsed donors
online?
- Dan



How do I start using text-to-give?
- Catherine



Any data on how to retain Peer-to-
Peer donors?
- Kristen

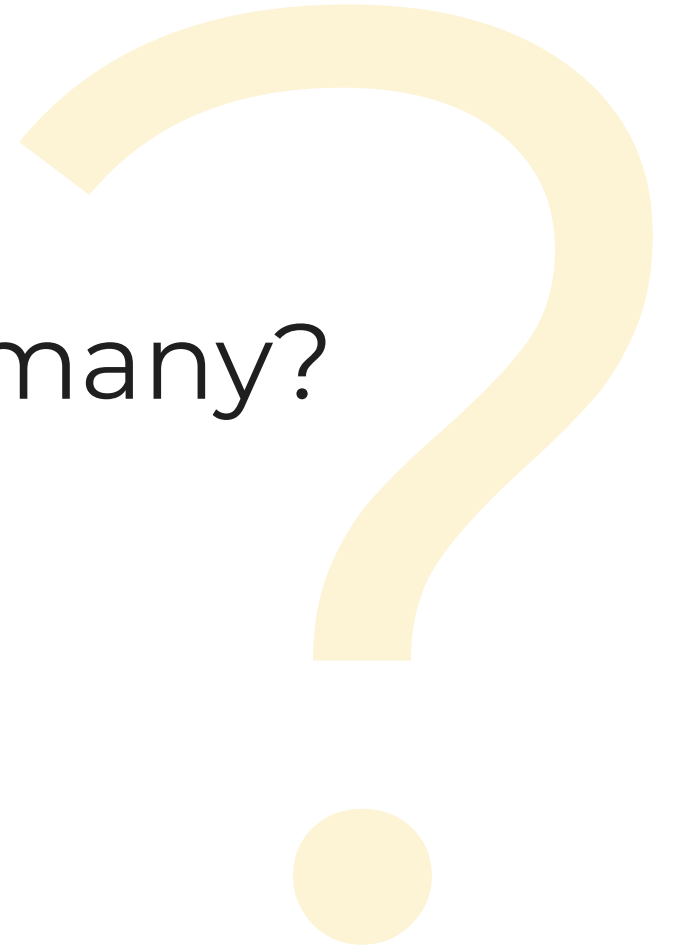


Email Fundraising Questions

8 Minutes



How many emails is too many?
- Jen



How do I get more people to open?

- Anita

Resend appeal?

- Christina

What time to send?

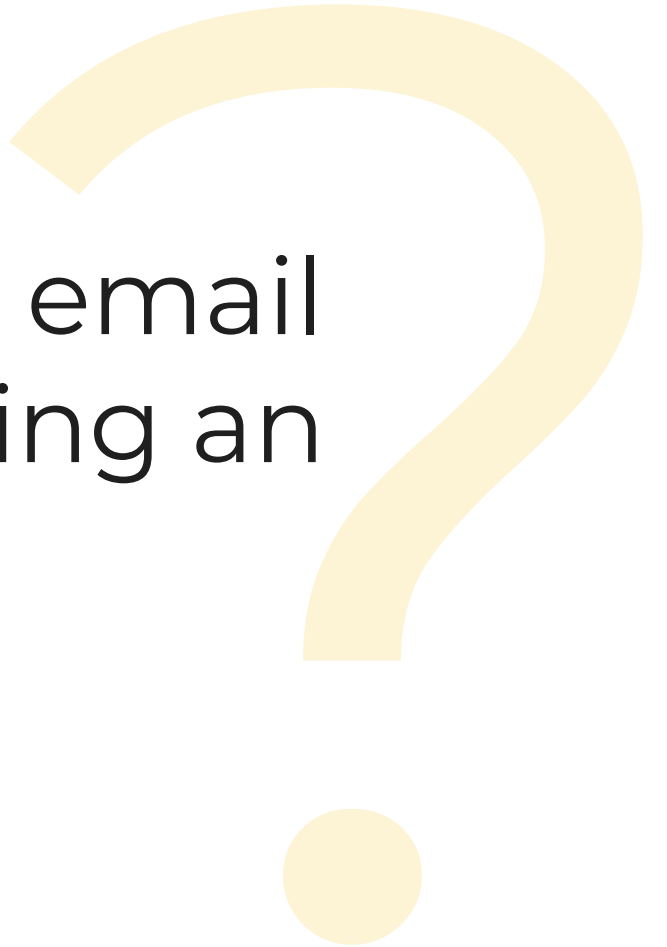
- Lauren

Tools to create better subject lines?

- Sara



How do I build a younger email
audience without alienating an
older audience?
- Clayton



Summary Question

How do I get more people to donate from my emails?

- A bunch of people



We're switching to Salesforce/Pardot. I'm building a welcome series.

What other automations should I build out?

- Megan



Is brevity more important than
sincerity in an email?
- Kristan



How do I appeal to major donors
with email?
- Eileen



How do I manage communication to a list with lots of segments (i.e. event attendees, different donor types, volunteers, etc.) ?

- Jamie



Recurring Giving Questions

5 Minutes



How do I build a strong monthly donor program?

- Miriam

How do I recruit more recurring donors? Giving clubs? Levels?

- Bill

How do I identify donors that would be a good fit?

- Lindsey



Questions About Tools

5 Minutes

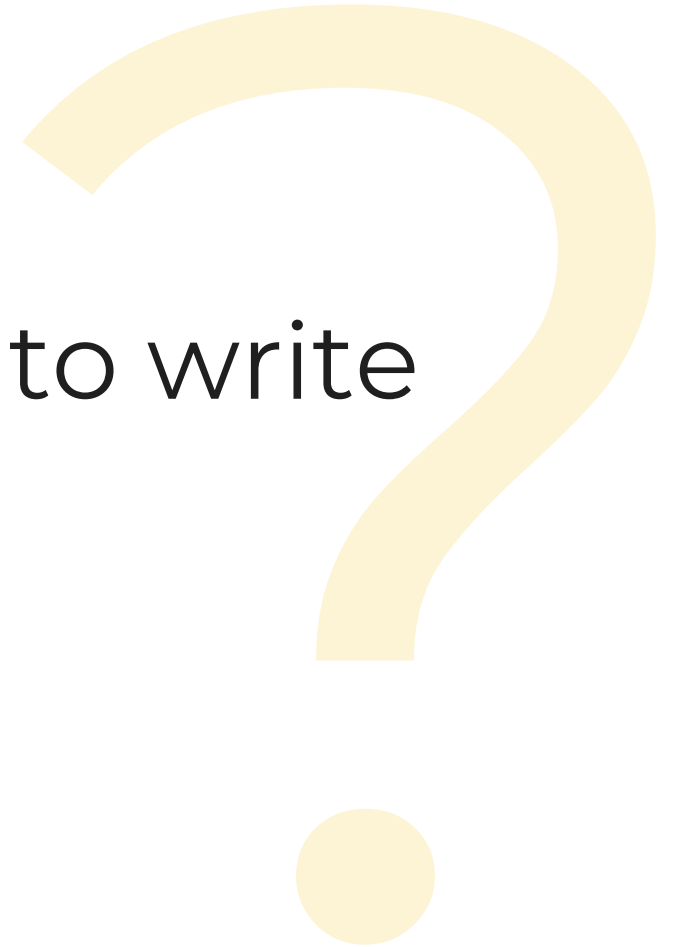


Do you recommend any CRMs for a smaller nonprofit (something beyond Mailchimp)?

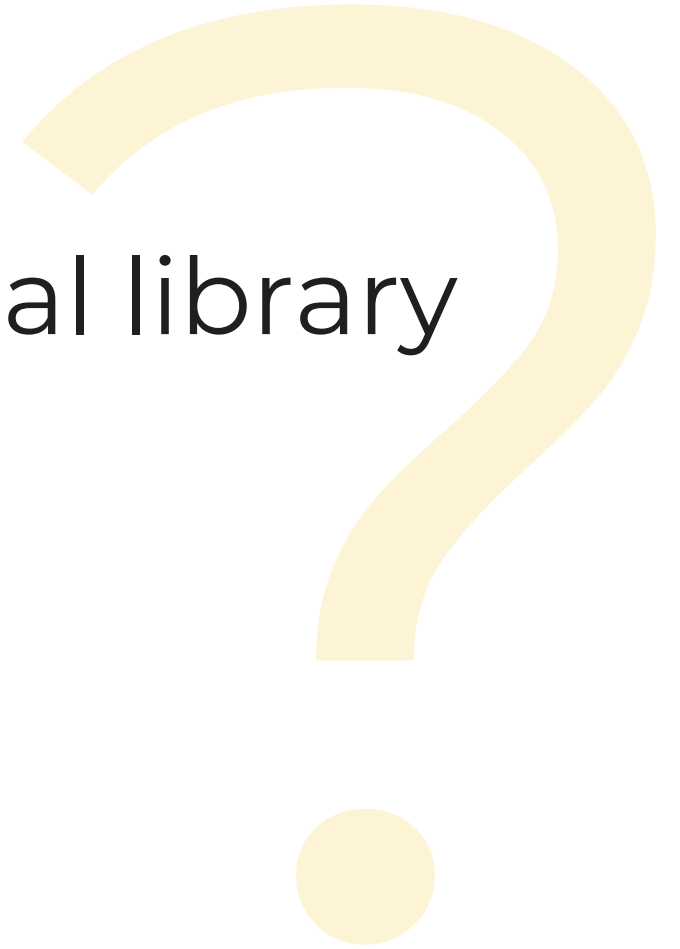
- Gary



What software do you use to write
your emails?
- Tim



How do you build an internal library
of tests?
- Dave



Miscellaneous Questions

8 Minutes



Do you have opinions on direct
mail? Does it work well pre-COVID
and now?
- Erin



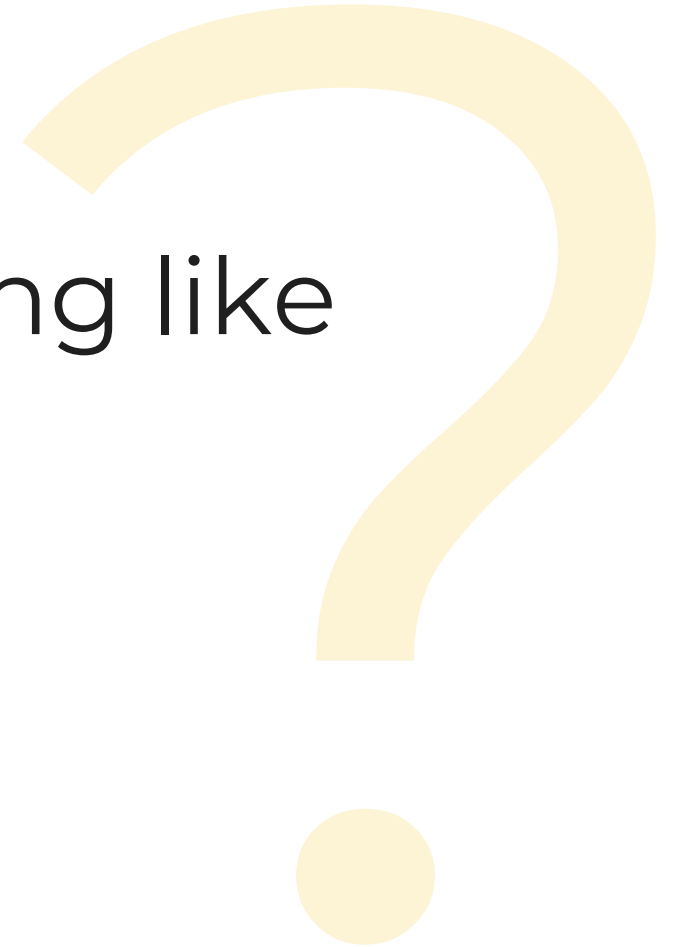
What's the best way to thank donors? Handwritten notes, phone calls, or email?

- Jill



How do we avoid sounding like
everyone else?

- Taylor



Are there best practices for
handling employer matching?
- Lindsey



Any new update from your
Facebook course? We're struggling
to see results with our offers.

- Marc



How do you leverage
GivingTuesday without taking other
organizations' donations?

- Katherine

Any results on how Giving Tuesday
Now went?

- Dan



Intro to Online Fundraising Optimization

\$199/person

Virtual Certification Workshop

May 27th | 10am-4pm CST

- Crafting your value proposition
- Email fundraising and acquisition
- Donation page essentials
- A/B testing & optimization

NextAfter.com/virtual-workshop





More Perks as a Member

- Unlimited access to certification courses
- Quarterly “Member’s Only Webinars”
- Early access to new research
- Workshop discounts
- Free ticket to the NIO Summit (for premium members)

nextafter.com/membership

1-Month trial using code **WORKFROMHOMETRIAL**



Anything Other Questions?

