# Gamification for Nonprofits

**Engagement. Metrics. Sponsorship.** 

Presented by Morgan Berman, Founder of **MilKCRATE** 



### What We Are Going To Learn Today:



1) What is MilkCrate and How Do We Help?

2) Case Studies of Gamification for Engagement: The Cultural Alliance & El Concilio & Read by 4th

#### 3) How To Grow + Monetize Your Audience

- Free Online Content: MilkCrate's Impact Leader Archetype Assessment
- Google Ad Grants: No cost marketing program
- Sponsored App + Content

# Milkcrate

Grow, engage and monetize your audience to reach your mission with a customized gamified app.

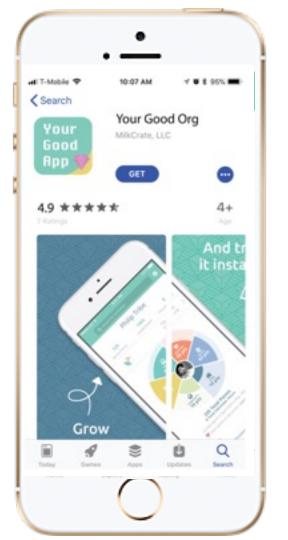




Every client gets their own customizable app to engage their audience

- Easy to manage admin dashboard
- Instant data display site
- Live client support







#### Gamified app with unlimited users & content!

Launch your app in weeks not months!

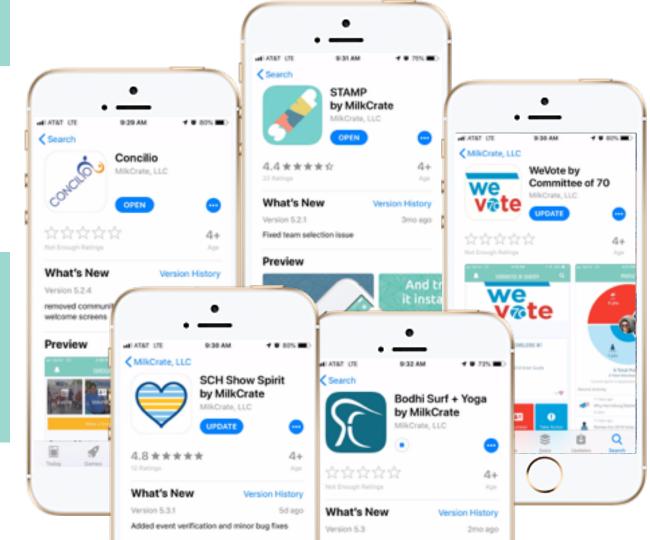


# 1/10 cost of a custom app\*

\* based on \$250K for a custom app vs 3 years of average MilkCrate monthly fees

# Your Brand, Your App!

**Milkcrate** 



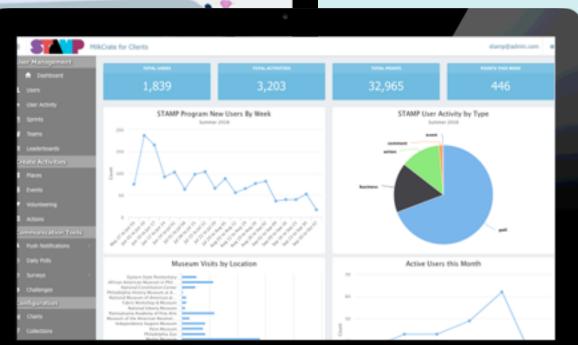
### Inspire. Track. Report.

Award-Winning Engagement Platform That Drives Your Audience to Reach Your Mission with a Customizable App



### **Client Dashboard**

- manage users
- add new app activities
- see reports
- create sponsored content



# **Organizations** We Work With





Organizations





Youth Programs

Eco-tourism Companies





Museums + Libraries + Cultural Institutions



Civic +

Groups

Neighborhood

Wellness Programs



House of

Faith +

Service



Corporate Philanthropy ÷ Volunteering Community Initiatives

**Milkcrate** 



# Grow audience

- Google Ad Grants
- Free Content + Drip Campaigns

Engage audience

 Custom app features with push, challenges and teams Track audience

- Active users

- Activities completed
- Demographics

# Monetize audience

- Cobranding app with corporate sponsor
- Sponsored content in the app







rt of Philadelphia's effort to have clean and well-run elections. (Learn more about the histo rm voters, moniter and evaluate elections, and ensure system accountability

inform and engage voters: benefity works to educate obsers so they can protect ther franchise and cast informed votes. This continues to be a prominent goal of our Election Program, with nonparticul information provided through Seventy's conline Voter Quide and sartnerships with Ballotpedia, the League of Women Voters and others. We work with civic and allenge for area high school students are part of a new effort to get young people involve

pliecting data on election performance through its Voter Experience Survey, BeHeardPhilly Concerning data of theorem previous and the second provided and the second pro call 666-OUR-VOTE if they encounter issues at the polls.

ection protocol, then working with election administrators to make improvements. Primar ency voters, as well as a more streamlined experience for the average voter. Seve



What happens on Election Day is still dominated by anecdote. To shed light on election issue

#### Voter Experience Survey

more than 650 responses from Philadelphia area residents. Most voters reported a smooth

rocedures and election information. Topics

ting rights. Reach us at ettergov@seventy.org. venty also offers training in voting procedures and Election Day rules for groups or organizations interested in observing polling places and helping voters in their neighborhoo

In recessing, directing votes, canasses or others to the proper authority for further assistance. Please contact Patrick Christmas at pchristmas@seventy.org to schedule a group training.

NOTE: State law prohibits nonpartisan volunteers from entering policy places of Election Day, individuals who wish to monitor the polic directly should seek a Pol 100

ious election-related infractions should be reported to the Philadelphia Distric ney's Office. For administrative questions or issues, contact the

Subscribe

#### age voters: Seventy works to educate citizens so th

tor and evaluate elections: Seventy advocates for the mode

Insure System Accountability: Using data and other evidence outbered on Fig.



#### Sign up to receive nonpartisan election

sation for Philadelpha voters regarding

Seventy distributed a pilot survey during the November 2015 municipal election that receiver



And only 25 likes on a major post - yet 6,438 followers - and money required to boost on any social platform.

www.seventy.org/publ process easiler by lear	10108 AM - Ø Voter Guide is now live Icotions/elections-voti ning about upcoming a fot and your voting-sizt	ng and make the v Rections, how to n	egister,	
an absentee or alterna Voter Guide.	rtive ballot. Learn	Cet more po this post.	copie who like your	Page to see
Make sure to subscrib media platforms @Co		\$10.00		*
		Set your is amount is 3 More Option		e reach at this
HE	te A	• Icking 'Seve', I apres Mines.	to Pacebook's Terms at	Save Cancel
	1.	1		
	onty - 2018 Voter O ididates - but we care i			
0 25			24 Diares	
all the	Comment	ې (Share		

Write a command...

0000

THE PROBLEM

Organizations struggle with engagement, tracking impact, and most importantly monetizing their audience.



"click here to do this" on 1 website program engagement page

# HOW WE FIX THE PROBLEM:



"This is a tool that we hope builds and reinforces the culture of voting and civic engagement in Philadelphia," said David Thornburgh, CEO and president of the good-government group. "It makes many services available to voters in just one place."



David Thornburgh, Executive Director



# The Problems We Solve

#### Five Useful Tech Tools For Growing Nonprofits



Forbes Nonprofit Council O 5. A Custom Community App

We now officially use our mobile devices more than our computers, so we as nonprofits must cater to the people who are increasingly on the go and using their phones to communicate and get work done. A custom app is a great way for organizations to keep in touch, communicate and engage with both employees *and* supporters. - Jeff Rosset, The Chicago Leadership Alliance

Forbes

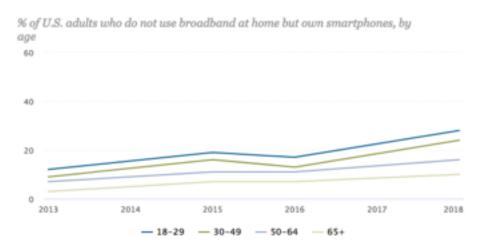
Council

Milkcrate

# Why Mobile First Matters For Nonprofits

#### % of U.S. adults who own the following devices

	Any cellphone	Smartphone
Total	95%	77%
Men	95%	80%
Women	94%	75%
Ages 18-29	100%	94%
30-49	98%	89%
50-64	94%	73%
65+	85%	46%
White	94%	77%
Black	98%	75%
Hispanic	97%	77%



Source: Surveys conducted 2013-2018. Data for each year based on a pooled analysis of all surveys containing broadband and smartphone questions fielded during that year.



# Gamification + Motivation

Intrinsic motivation

- Autonomy
- Mastery
- Purpose



#### **Extrinsic motivation**

- Compensation
- Punishment
- Reward



want to do something for its own sake, motivated for the long term want to do something for the carrot or the stick, motivated for the short term and not sustainable



Earning points for completing activities!

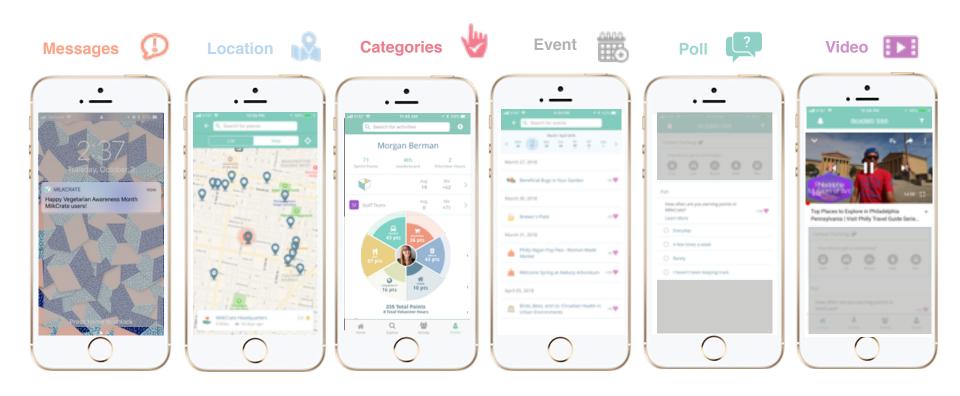






**Milkcrate** 

## How You Can Drive Engagement Though Customizable Gamification Features







### MilkCrate Client Content Calendar



## **Avatars + Teams**

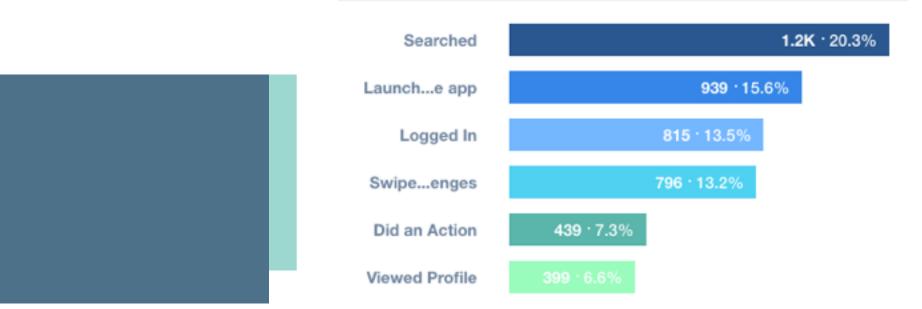


		Next		nan ♥ Q, Searc	11:52 AM h for activities	78
Q Search for Tea Choose your team			: 0	Answered a water bottl	vaine 1 hour ago a poll question:Do yo e? e finit to like it!	iu use a n
AS After School		-		effort of re-	t hour ago a poll question:Do yo ducing how much jur e first to like it!	
FP Foster Paren	nts		Q	Answered a water bottl	Alliams 21 hours ago a poll question:Do yo e? e first to like it!	iu use a n
PS Parenting Si			۲	Answered a effort of re-	nan 21 hours ago a poll question:Do yo ducing how much jur e finst to like it!	
WW WICHTWICH			-		1 day ago portation pass e first to like it!	
				Gabs Gaeto Bring in Tuj 🖓 0 - Bath		

# **Top User Activities**

#### MilkCrate Top Events

Total, Jul 30th, 2017 - Aug 29th, 2017





# Challenge Completion & Behavior Change

1001

72%

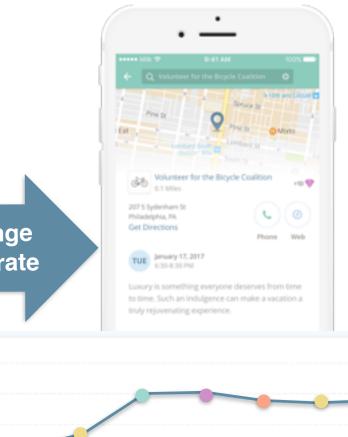
62%

25%

75% challenge completion rate

24.5

10



24

31

Aug 7

5.6



# Swag + Rewards



### Internal Swag



### Gift Certificates

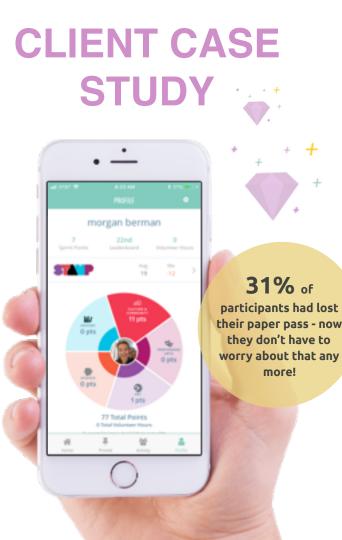






coupons

### **Milkcrate**





"Working with MilkCrate has been rewarding from the beginning—they immediately understood the value of the Cultural Alliance's STAMP program, and worked quickly to find innovative ways to appeal to STAMP's teen audience."



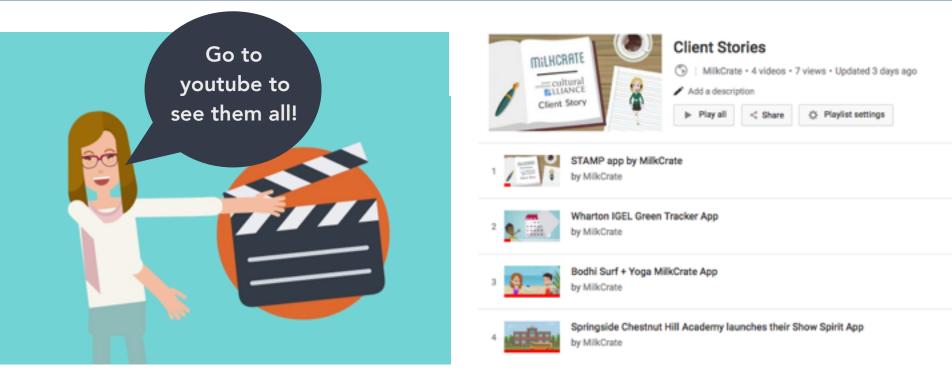
- Michael Norris, Program Director at GPCA + STAMP

#### Engaging 20k youth to visit museums with their own customized app.



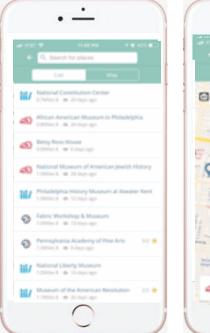


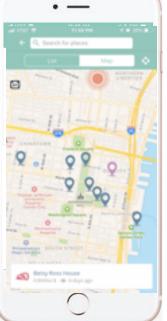
### **Free Client Video For Promotion**

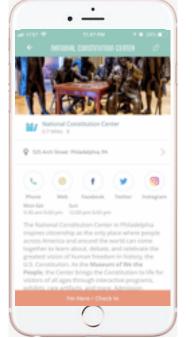


## **CLIENT CASE STUDY**

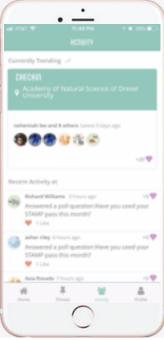






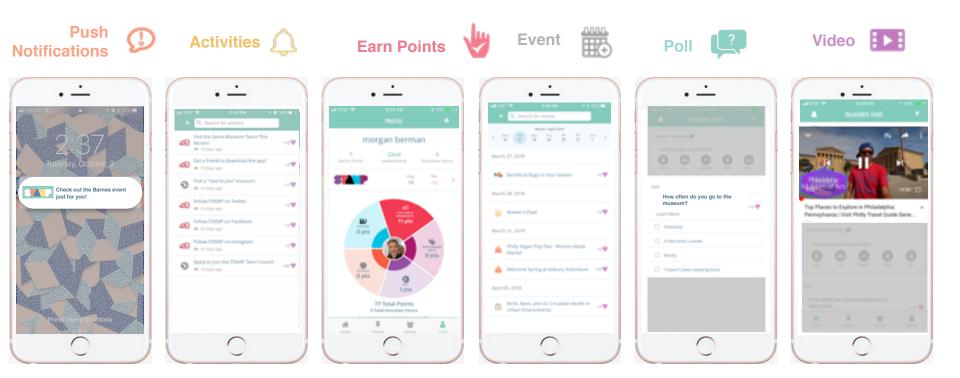


· )	
+ muttan nustum d?	Currently Trendis
	1
Phone York Michigan	CHECKIN
1000 are 5.00 pm	<ul> <li>Academy of Linkerster</li> </ul>
America's finest museum of medical history, the Molter Museum of the College of Physicians of Physicial history is insensified greenwest collectors of anatomical specimens, models, and	reterial-lee and
medical instruments in a 19th century Subinet mutuum? setting, The guide of the Musuum In Its help the public understand the mysteries and beauty of the human body while appreciating the history of diagnosis and resonance of disease.	999
Rachelin II, New and 13 alters Later 12 days age	Recent Activity at Repart Activity at Answered a SDAMP page 1 Line
Comments gianna handachin. 40 days sys 5 🚸	Answered a STAMP page
Absolutely amazing. The hair art exhibit was very interesting, along with the jars of iteral bables?	👻 1 Liter Asia Roscado
fm Here - Duck In	#
$\left( \begin{array}{c} 0 \end{array} \right)$	



## **CLIENT CASE STUDY**







"500 volunteers all across the city by next year, helping kids learn how to read and grow and having reportable data on that will be so incredible and groundbreaking."

- Sam Fischer Data and Administrative Coordinator Read by 4th Campaign

EVERY BLOCK NEEDS A

READING CAPTAIN



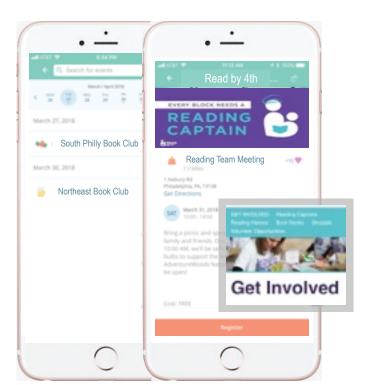


#### **MAP W/ USER RATINGS**

#### ٠ ٠ Spruce St. # SPRINGINTDACTION CHRULENGE 4 ATTEND COMMUNITY Corner Store dib. - 22 🖤 + + **READING EVENT** 207 5 Sydenham St C, 2.5 Philadelphia, PA Get Directions - 12 **P** Phone Web TUE January 17, 2017 A neighborhood hang out with families to connect with \*\*\*\*\* MilkCrate Headquarters 100 \* Miles de Mildard ago .0.

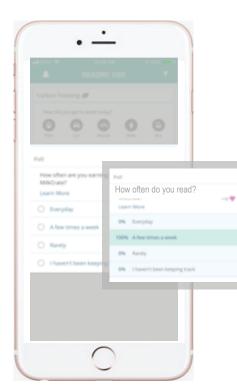
#### WEEKLY CHALLENGES

#### **EVENTS CALENDAR + LINKS**





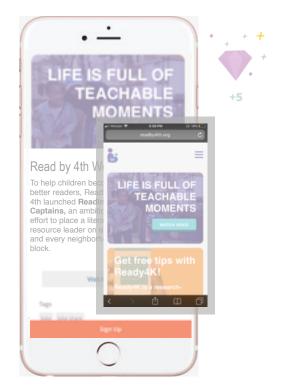
#### **SURVEYS & POLLS**



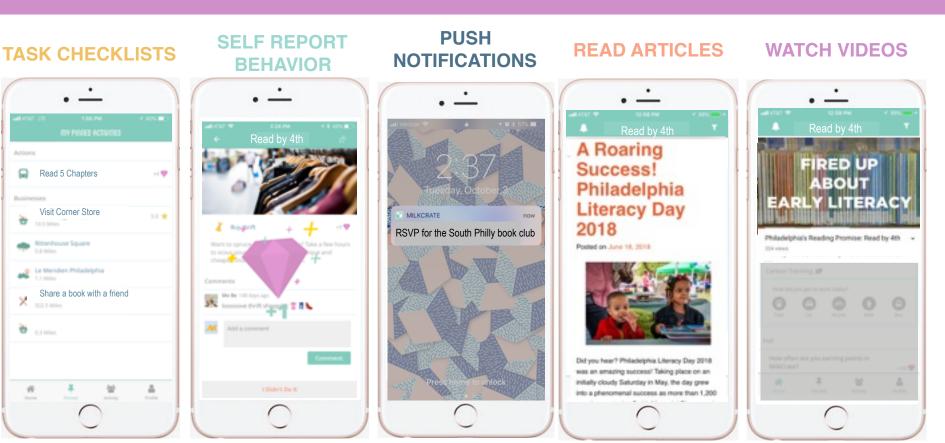
#### **VOLUNTEER TEAMS**



#### LINKS TO EXTERNAL CONTENT



**CLIENT CASE STUDY** 



BY 4TH

Programs & Services profile offers a wide array of community, youth, and family Learn-More Here

look our Banquet Hall for your next 44

CONCILIO ♡178 Volunteers Q23 **Funded Projects** \$3.8M 55 lears of Experience

30,000 Fiesta quests = Potential **Foster Parents** 

"We are in the digital age. We carry these phones with us everywhere we go. Concilio has created their first ever app with the help of our friends at MilkCrate. They have helped us create a personal relationship with our community."



- Melanie Nieves, Marketing Specialist -El Concilio

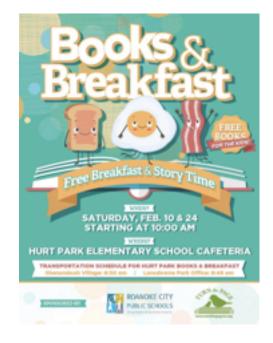


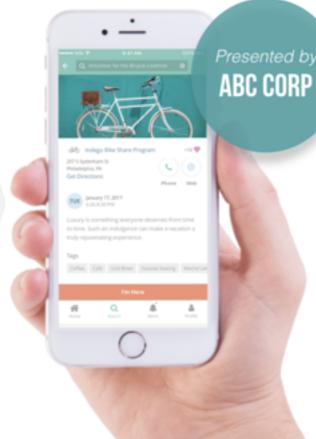
# Nonprofits\* earn revenue like a social enterprise by monetizing their audience + tracking impact.



\* and other impact focused organizations like B Corps!

## A New Avenue for Earning Revenue





**Milkcrate** 

# Google for Nonprofits + sponsor revenue



#### Download our new app built by MilkCrate Powered by ACME

Help Us End Animal Cruelty For 63¢ A Day. Make a Monthly Gift Today! Save Lives Every Day - Fight Animal Cruelty - Stop Animal Abuse - Be Their Voice Types: Animal Rescue, Animal Protection, Animal Placement

#### Make a Monthly Gift

Help Save Animals from Cruelty. Become an ASPCA Guardian Today!

#### Pledge to Fight Cruelty

Pledge To Help Animals in Your Area Live Happy and Healthy Lives.

#### Memorial Donations

Honor Those Who Have Passed Donating in Their Memory.

#### Honor Donations

Celebrate Someone Special by Making an Honor Donation Toda



#### Google for Nonprofits Reach more donors online with Google Ad Grants

Attract donors, raise awareness for your organization, and recruit industrates with initial advertising on Doogle Search.

Ad Sharita provides access to \$15,000 USD of in kind adventising every month for text ads.





## Proving Impact + Justifying Grant Funds





- number of participants involved
- instances of self reported activity and % growth
- check-ins at program related locations
- sign-ups for program related events or services
- media (video, image, text) engagement

Who Is An Ideal MilkCrate Client?

*"Great concept – l can totally see the value."* 

Cricket Brien, Executive Director, Tyler Arboretum



- Large number of users typically 250+ (members, students, adults, supporters, employees etc.)
- Mission driven and impact focused
- Large quantity of desired member activities (sign ups, attend event, go to location, read article, watch video, answer poll)
- Want long term engagement with users
- · Users are opting in to participate
- · Users have basic smartphone savvy
- Data driven leadership
- Want to reach the mobile-first generations

# **Our Clients** love MilkCrate and the apps we've built for them!



"MilkCrate helps make students' choices [about their environmental impact] more deliberate and meaningful."



- Tim Butler, Associate Dean of Student Affairs, Jefferson University



On why they hired MilkCrate: "[Comcast employees] are very passionate about making a positive impact on the communities in which they live and work."

- Susan Jin Davis, Director of CSR for Comcast

"Working with MilkCrate has been rewarding from the beginning—they immediately



- Michael Norris, Program Director at GPCA + STAMP



MilkCrate has partnered with our students to take on establishing a healthy lifestyle at a young age. The team has been amazing - smart, helpful and have a ton a patience! "

- Simon Hauger, Principal and Founder, Workshopschool.org



MilkCrate did a great job. They actively engaged with helping us raise awareness of the app launch on campus as well as in tailoring the app to meet our needs.

- Associate Director, Sustainability and Projects - The Wharton School

# Milkcrate

milkcrate.tech

### Morgan Berman morgan@milkcrate.tech



