

Data driven fundraising in the age of social media



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He has spent his lifetime working in the non-profit sector in New Zealand and overseas. Tony’s first fundraising and political campaign was opposing the construction of a Nuclear Power Plant in southern Ireland in 1971.

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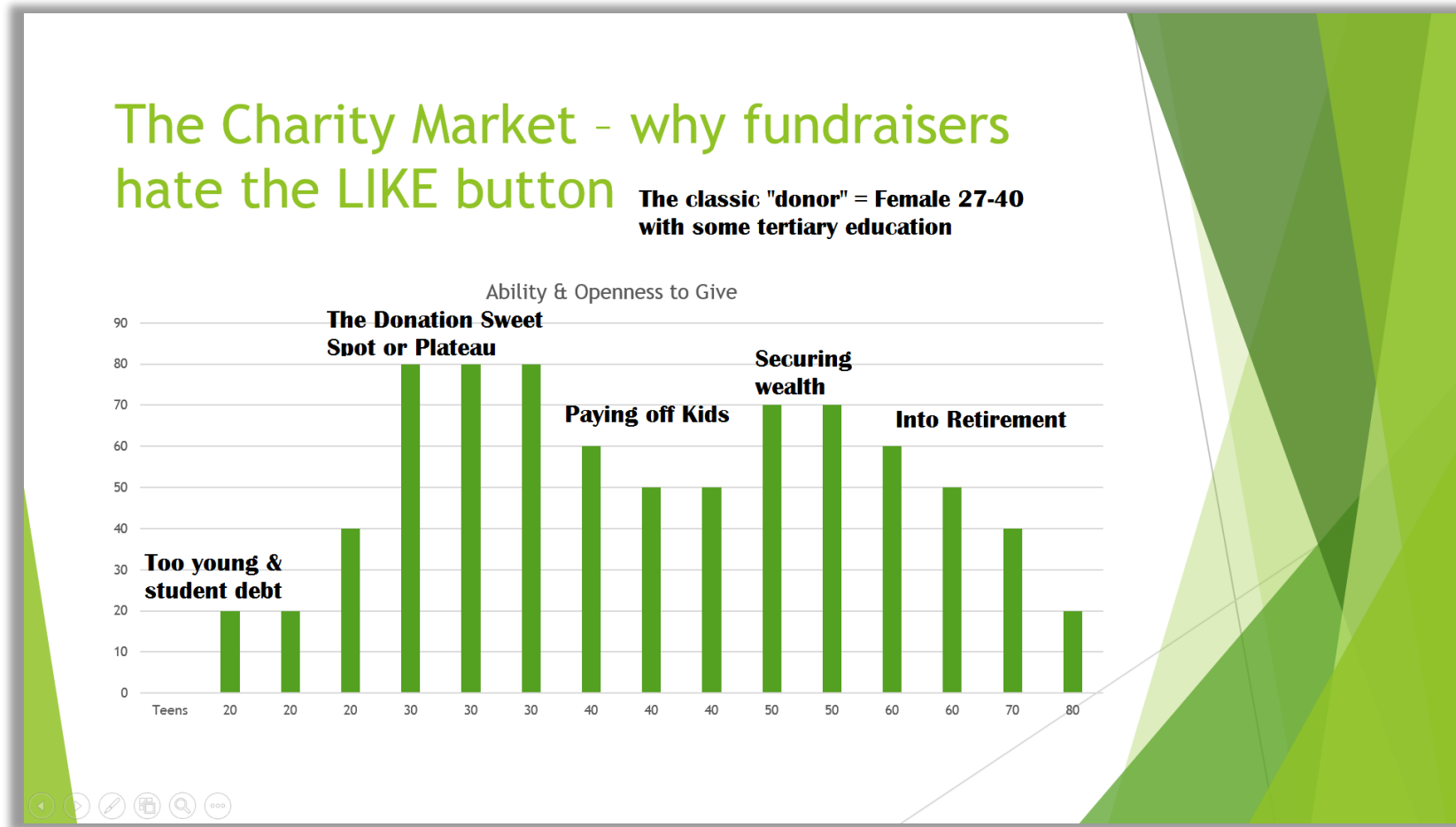
All changed, changed utterly, mere anarchy is
loosed upon the world...

W. B. Yeats

Well, not quite...

A “Classic” Market Model

The willingness to give is entirely linked to ability to give, that is income and perceived wealth.



Technology Disruptors

A **disruptive innovation** is an innovation that helps create a new market and value network, and eventually disrupts an existing market and value network (over a few years or decades), displacing an earlier technology. The term is used in business and technology literature to describe innovations that improve a product or service in ways that the market does not expect, typically first by designing for a different set of consumers in a new market and later by lowering prices in the existing market.

wikipedia

Table 1

Worldwide Device Shipments by Segment (Thousands of Units)

Device Type	2013	2014	2015
Traditional PCs (Desk-Based and Notebook)	296,131	276,221	261,657
Ultramobiles, Premium	21,517	32,251	55,032
PC Market Total	317,648	308,472	316,689
Tablets	206,807	256,308	320,964
Mobile Phones	1,806,964	1,862,766	1,946,456
Other Ultramobiles (Hybrid and Clamshell)	2,981	5,381	7,645
Total	2,334,400	2,432,927	2,591,753

Source: Gartner (June 2014)

Tipping Points or Punctuated Equilibria

The tipping point is that magic moment when an idea, trend, or social behaviour crosses a threshold, tips, and spreads like wildfire.

Malcolm Gladwell

‘When did we start trusting strangers? How the internet turned us all into influencers’

McCann Erickson Worldwide

Psychology of Gen X and Gen Y

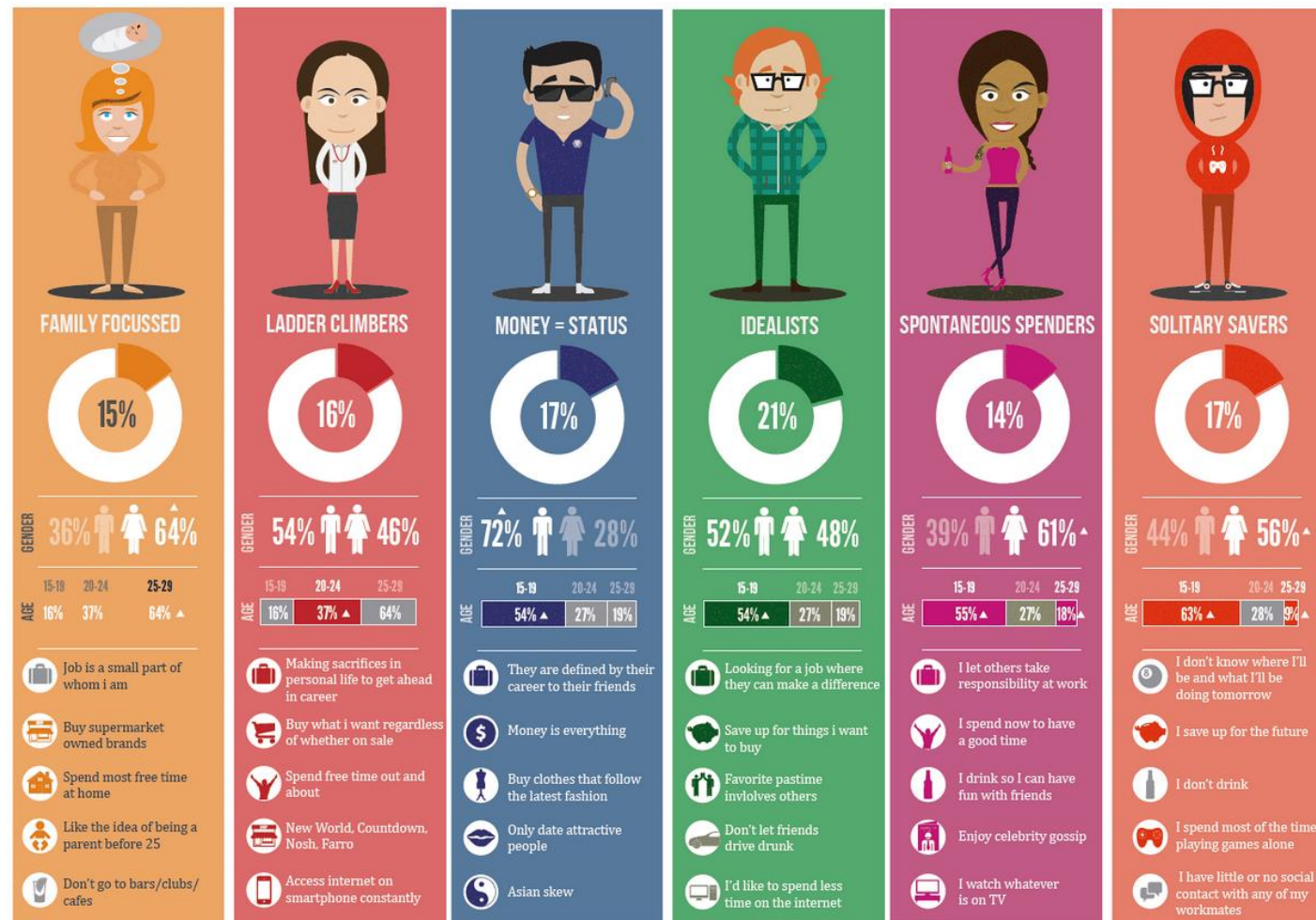
- **Generation X**, commonly abbreviated to **Gen X**, is the **generation** born after the Western Post–World War II baby boom. Demographers, historians, and commentators use beginning birth dates ranging from the early 1960s to the early 1980s.
- Millennials (also known as the Millennial **Generation** or **Generation Y**) are the demographic cohort following **Generation X**. There are no precise dates when the **generation** starts and ends. Researchers and commentators use birth years ranging from the early 1980s to the early 2000s

Wikipedia

Characteristics

- Baby Boomers were invariably content to be “supporters”, that is a hierarchical charity model could work, where a small group of people appealed for funds and relatively passive supporters sent money.
- Generation X and Y want to be involved. They want much more active participation and they want more “buzz”.

Cohort Dynamics



Source: Colmar Brunton

Platform Dynamics

- **Facebook still skews significantly female.** Women in the U.S. are more likely to use Facebook than men by about 10 percentage points, according to a 2013 survey of social network adoption.
- **Facebook remains the top social network for U.S. teens.** Nearly half of teen Facebook users say they're using the site more than last year, and Facebook has more daily teen users than any other social network.
- **That said, Instagram has edged out Facebook and Twitter in terms of *prestige* among young users.** U.S. teens now describe Instagram as “most important,” while Facebook and Twitter lost ground on this measure, according to Piper Jaffray’s twice yearly teen survey. The survey also found that 83% of U.S. teens in wealthy households were on Instagram.

Source: Business Insider Australia

Platform Dynamics 2

- **LinkedIn is actually more popular than Twitter among U.S. adults.** LinkedIn's core demographic are those aged between 30 and 49, i.e. those in the prime of their career-rising years. Not surprisingly, LinkedIn also has a pronounced skew toward well-educated users.
- **Twitter has begun to lean worryingly toward male users**, whereas previously it was a more gender-balanced social network. Pew found that 22% of men use Twitter, while only 15% of women do.
- **YouTube reaches more adults aged 18 to 34 than any single cable TV network.** Nearly half of people in this age group visited YouTube between December 2013 and February 2014, according to Nielsen. It was rated by millennials as the top place to watch content, ahead of digital and TV properties like Facebook and ESPN.
- **Snapchat is the youngest social network of all.** More than six out of 10 Snapchat users are in the 18-to-24 age group, compared to 28% of Instagram users, according to a survey by Informat.

Source: Business Insider Australia

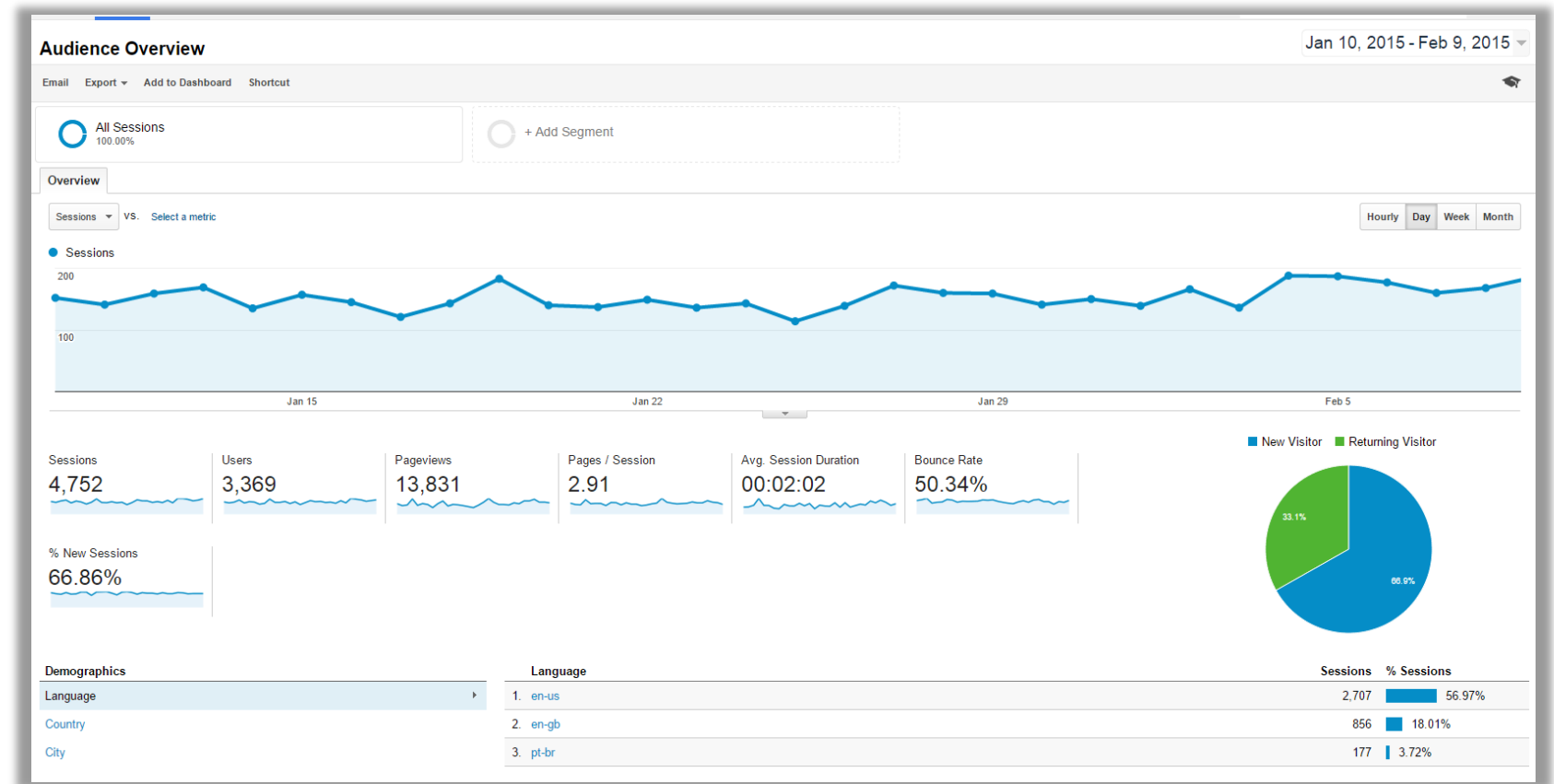
Platform Specific Reach

- There are approximately 35 different “Social Media” sites
- Approximately 15 are “important”
- The message on each is consistent, but specific to the platform



Platform Specific Analytics

- Google Analytics
- Facebook Insights
- Twitter
- Instagram
- YouTube



Relationships, Relationships, Relationships

Actually it all still comes down to relationships.

