

5 Ways to Incorporate Micro-Fundraising Into Your Strategy

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In this digital age, people are utilizing technology in nearly every aspect of their lives. In order to keep up with the changing times, organizations are incorporating technology into their fundraising strategies. Micro-fundraising is a concept that has picked up speed in the non-profit world during the last several years. Through the utilization of online platforms, organizations can use this tactic to obtain a large number of small donations from donors. Below are five ways to include micro-fundraising in your organization's strategy:

1. Get a micro-influencer.

We all know someone who is very active on social media. Find yours and engage them. Hopefully they are already a donor, but if not, let them know about your organization and the impact it has on your community. Ask them to leverage their large network to make an appeal on your behalf. Asking for a small amount from a large network can result in making a big difference.

2. Embrace mobile technology.

Micro-fundraising is successful because donations can be made quickly and effortlessly. Make sure your organization is equipped to handle these types of transactions. Develop a platform that is accessible with all major credit cards, Apple Pay, Google Pay, and PayPal. Even better, incorporate pre-suggested donation values to your platform so donors can contribute with just one swipe or click.

3. Get personal.

People are more likely to contribute to an organization that is transparent. Be specific about what you are asking for and where the money will be utilized. For example, if your goal is to feed families in need within your community, and you know that it costs \$175 a week to feed a family of four, ask donors to contribute a \$25 gift card to Wegmans, Walmart, Target, etc. That way donors know their contribution will feed a family for a day.

4. Break it down.

Break larger, long-term projects down into small, short-term projects. Donors will feel their contribution is playing a larger role if the end goal is smaller. For instance, if the long-term project is to build a school in Africa, break it down into micro-projects. If you need to raise \$500 for paint, ask 50 people for \$10. They will know that their \$10 is going to help paint the school and will likely donate without thinking twice. Once the first goal is met, set up a new one to keep the larger project moving forward.

5. Multiply.

Micro-fundraisers can generate funds very quickly for your organization, but the downside is that they often do not result in a sustainable amount of income. How should you make sure that funds are generated consistently, rather than sporadically? A solution is to run multiple micro-fundraisers at the same time. Once you see one micro-project near completion, begin another one. This way, your organization will see a steadier stream of income and donors will still have the opportunity to be a part of a “completion effect.”