CHRISTIAN FUNDRAISING & COMMUNICATION IN A 21ST CENTURY WORLD AND CHURCH

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Christian Fundraising & Communication in a 21st Century World and Church

1. Social Transformations
2. Religious Transformations
3. Generational Transformations
4. Creating a Culture of Generosity
ACCELERATING CHANGE

The world is now changing at a rate at which the basic systems, structures, and cultures built over the past century cannot keep up with the demands being placed on them. Incremental adjustments to how you manage and strategize, no matter how clever, are not up to the job. You need something very new to stay ahead in a age of tumultuous change and growing uncertainties.

(John Kotter, Accelerate: Building Strategic Agility for a Faster-Moving World)

SOCIAL TRANSFORMATIONS

Rise of Networked Individualism
TRANSFORMATION IN SOCIAL LIFE

Embedded

Social Networks

Community-Centered Life

Network-Centered Life

Church

Home

School

Neighborhood
TRANSFORMATION IN SOCIAL LIFE

New Social Network Operating System

The Triple Revolution

1. Social Network Revolution
2. Internet Revolution
3. Mobile Revolution

TRANSFORMATION IN SOCIAL LIFE

The Social Network, Internet, and Mobile Revolutions are coming together to shift people’s social lives away from densely knit family, neighborhood, and group relationships toward more far-flung, less tight, more diverse personal networks.
TRANSFORMATION IN SOCIAL LIFE

*Networked Individualism*

The three revolutions have made possible the new social operating system – *Networked Individualism*. The hallmark of networked individualism is that people function more as connected individuals and less as embedded group members.

This stands in contrast to the longstanding social arrangements formed around large hierarchical bureaucracies and small, densely knit groups such as households, communities, and workgroups.

It is an operating system because it describes the ways in which people connect, communicate, and exchange information.
TRANSFORMATION IN SOCIAL LIFE

- Mobile devices have fundamentally changed the relationship between information, time, & space.
- Information is now PORTABLE, PARTICIPATORY, PERSONAL
- Information will find you through social networking. People turn to their social networks to help them evaluate new information they encounter.
- People have become content creators – when they discover content they will share it with their network. Reciprocal sharing is the way people build their social capital and reputations.

GENERATIONAL TRANSFORMATIONS

5 Distinct Generations in America
Millennials are the trendsetters!
FIVE GENERATIONS

- Relationship to Institutions
- Relationship to Authority
- Family Relationships
- Work-Life Balance
- Communication Style
- Technology Usage
- Learning Style
- Spiritual Expression
- Worship Style

GENERATIONAL DIFFERENCES

From Builders to Millennials

Institutions/Organizations ------------------------People/Causes/Issues
Loyal to Institutions ------------------------- Suspicious/Critical of Institutions
Leader Influenced---------------------------------Peer Influence
Group-Centered ---------------------------------- Network-Centric
Local/Parochial -----------------------------------Global / Inclusive
Word Culture -------------------------------------- Image Culture
Analog Culture ------------------------------------- Digital Culture
One Size Fits All --------------------------------- One Size Fits One
TARGETING BABY BOOMERS

- 10,000 turn 65 every day
- Greatest amount of time, savings, life experiences, and skills to contribute.
- Over 80% give money or goods to non-profits
- 65% believe that "retirement is the best time in life to give back.”
- Generativity stage of life
- They are GRANDPARENTS!

TARGETING BOOMERS: MOTIVATIONS

- Making a difference in the lives of others: 61%
- Meaning and purpose in life: 61%
- Being mentally and physically active: 36%
- Friendships and relationships: 36%
- Expressing or acting upon my religious or spiritual beliefs: 34%
- Charitable tax deductions: 16%

Giving in Retirement Research
TARGETING BOOMERS: REASONS

Giving in Retirement Research

TARGETING GEN X & MILLENNIALS

- **Generation X:** The majority are parents with children and teens; focused on the lives of their children and their world.

- **Millenials:** They are a mix of singles, couples, and parents with young children; a more diverse set of concerns and issues and lifestyles than any other generation.
TARGETING GEN X & MILLENNIALS

- They can feel and experience the cause without having to be onsite (photography, video, digital storytelling, experiential learning).

By a margin of more than two-to-one, Millennials who volunteer for nonprofits are more likely to make donations.

- They like to perform smaller actions before fully committing to a cause.
- Gen X & Millennials donate to organizations from which they have received services or with which they have participated in programs.
TARGETING GEN X & MILLENNIALS

- **Impact**: The ability to directly see the impact of their donation would have a significant bearing on their decision to give.
- **Personal**: Give to a specific project might matter to them.
- **Peer-Peer**: More likely to fundraise when approached by friends (or friends’ kids) to support a charity. Peer influence plays an important role in motivating them to volunteer, attend events, participate in programs, and give.

TARGETING GEN X & MILLENNIALS

- **Online Giving**: a majority have made gifts online through a nonprofit’s webpage (70% of Millennials)
- **Mobile Giving**: nearly 2/3 of Millennials and 1/2 of Gen X say they would give via a mobile device.
- **Activity-Based**: walks for..., runs for...
- **Workplace Giving**: sponsored fundraisers in the workplace: runs, cycling races, walkathons.

Next Generation of American Giving Research
TARGETING GEN X & MILLENNIALS

- **Promotion**: spreading the word to others about the charity and its work. Millennials need to equipped with resources (video, information, statistics) to help them spread the word. (social media)
- **Crowdfunding**: support for crowdfunded projects

TARGETING GENERATIONS

*Millennial preferences are becoming more than preferences. They're becoming the norm for all ages and generations.*


*Multichannel is the new normal. While all generations are multi-channel in their communication habits, the ideal mix varies from generation to generation.*
APPLICATION & EXAMPLES

THE SOCIAL NETWORK EFFECT
(SAXTON & WANG)

Analysis of Facebook fundraising activities of more than 50 organizations.

- Websites Make a Difference
- Content Makes a Difference
- New Approaches Make a Difference (crowdsourcing, mobile donations)
- Friends Make a Difference
Google and Millward Brown Digital did a study where they watched 425,000 visits to nonprofit websites. What they found was that 90% of donors to nonprofits watch YouTube videos, while only 65% of the general public do.

80% of nonprofit videos being watched were found from search engines, not organizational websites.

Watching video appears to be clearly related to getting someone to donate.

When the word *video* is used in an email subject line, open rates double.

Click-through rates increase 2-3 times when a video is included in an email.
CROWDFUNDING: DONORS CHOOSE

Support a classroom. Build a future.
Teachers all over the U.S. need your help to bring their classroom dreams to life. Choose a project that inspires you and give any amount.

Most urgent projects
HIGHEST POVERTY + CLOSEST TO FINISH LINE + FEWEST DAYS LEFT

CROWDFUNDING: DONORS CHOOSE

Multicultural Books: Seeing Myself in Literature!
My students need 36 culturally responsive books.

My Students
We need to know we’re not alone. – William Ficke

My students are attending an urban charter school, which just opened last year.

My project
My students are in desperate need of culturally responsive books. My school does not have a library or book room. Therefore, we are in very short supply of books for students to read. As a result, I have spent a lot...
CROWD-FUNDING
DONORS
CHOOSE

Avid Readers in Need of Chapter Books
My students need new books to increase their independent reading level, as well as more variety in book genres to maintain the current reading momentum of the class.

My Students
My problem is that the classroom is lacking in variety. Currently, I maintain a variety of books to encourage students to read and expand their reading horizons.

My school is a K-8 1st grade classroom. Students are eager to learn and are eager to read. By adding new books, I can motivate students to read and expand their reading horizons.

My Project
With donations, I can purchase three new books for my classroom library. This will help students to develop a love for reading and to become more engaged in their learning.

More books will give students the opportunity to grow as independent readers while focusing on personal interests.
OpenIDEO is a global community working together to design solutions for the world’s biggest challenges.

Use design thinking for issues you care about. Exchange ideas with people everywhere. Help projects get off the ground. Connect with others in your community.

CROWDFUNDING: #GIVINGTUESDAY
CROWDFUNDING: #GIVINGTUESDAY

#GIVINGTUESDAY
RELIGIOUS – SPIRITUAL TRANSFORMATIONS

Rise of the Nones and the Dones

TRANSFORMATION IN RELIGIOUS LIFE

The Unaffiliated  The Spiritual  The Occasional  The Active
TRANSFORMATION IN RELIGIOUS LIFE

**Changing U.S. Religious Landscape**

Between 2007 and 2014, the Christian share of the population fell from 78.4% to 70.6%, driven mainly by declines among mainline Protestants and Catholics. The unaffiliated experienced the most growth, and the share of Americans who belong to non-Christian faiths also increased.

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<th>2007</th>
<th>2014</th>
<th>Change</th>
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<tr>
<td>28.3%</td>
<td>25.4%</td>
<td>-0.9</td>
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<tr>
<td>23.9</td>
<td>22.8</td>
<td>+0.7</td>
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<td>18.1</td>
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<tr>
<td>16.1</td>
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<td>14.7</td>
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<tr>
<td>4.7</td>
<td>5.9</td>
<td>+1.2</td>
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Source: 2014 Religious Landscape Study, conducted June 4-Sept. 9, 2014

**Unaffiliated Make Up Growing Share Across Generations**

% of each generation that identifies current religion as atheist, agnostic or nothing in particular

<table>
<thead>
<tr>
<th>Generation</th>
<th>2007</th>
<th>2014</th>
<th>Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>Silent (b. 1928-1945)</td>
<td>9</td>
<td>11</td>
<td>+2</td>
</tr>
<tr>
<td>Baby Boomers (b. 1946-1964)</td>
<td>14</td>
<td>17</td>
<td>+3</td>
</tr>
<tr>
<td>Generation X (b. 1965-1980)</td>
<td>19</td>
<td>23</td>
<td>+4</td>
</tr>
<tr>
<td>Older Millennials (b. 1981-1989)</td>
<td>25</td>
<td>34</td>
<td>+9</td>
</tr>
<tr>
<td>Younger Millennials (b. 1990-1996)</td>
<td>n/a</td>
<td>36</td>
<td>n/a</td>
</tr>
</tbody>
</table>
TRANSFORMATION IN RELIGIOUS LIFE

Dones and Future Church Involvement
What is the likelihood that you will ever become involved in an organized church again?

- Not likely: 8.8%
- Somewhat likely: 27.8%
- Very likely: 63.3%

Dones and Spiritual Growth
Since leaving organized religion, have you been able to find other outlets for spiritual growth?

- Yes: 71.8%
- No: 28.2%

TRANSFORMATION IN RELIGIOUS LIFE

Dones and Importance of Religion
How important is religion in your life?

- Very important: 17.3%
- Somewhat important: 39.5%
- Not at all important: 43.1%

Dones and Frequency of Prayer
How often do you pray?

- Daily: 20.6%
- Weekly/Monthly: 25.8%
- Seldom/Never: 53.6%
TRANSFORMATION IN RELIGIOUS LIFE

Reasons for Leaving or Dissatisfaction with Church

- Church too judgmental
- Church bureaucracy
- Lecture style of preaching
- Church is not where I encounter God
- Social & political stances of the church
- Church is not where I find community
- Couldn’t find a church that was welcoming
- I wanted to be more involved in living out God’s calling in my life

TRANSFORMATION IN RELIGIOUS LIFE

Americans have become less religious in recent years by standard measures such as how important they say religion is to them and their frequency of religious service attendance and prayer. But, at the same time, the share of people across a wide variety of religious identities who say they often feel a deep sense of spiritual peace and well-being as well as a deep sense of wonder about the universe has risen.
TARGETING RELIGIOUS PROFILES

The Unaffiliated  The Spiritual  The Occasional  The Active

CREATING A CULTURE OF GENEROSITY

Families
Faith Communities & Nonprofit Organizations
CULTURE OF GENEROSITY: PARENTS

- Parental teaching: influencing their children through direct teaching to give - 39% of Americans were explicitly taught by their parents to give
- Parental modeling: influencing their children through indirect modeling of giving - 76% had some parental modeling of giving
- Parents remain a key differentiator of whether or not someone gives

CULTURE OF GENEROSITY: PARENTS & FAMILIES

1. Equip parents to be role models of Generosity and to teach generosity to their children: webinars, online learning and resources, social networks
2. Develop family-based programs on Generosity – integrating learning, experiences of service, donating, and spiritual formation
3. Develop family skills and practices for Generosity: family giving decision-making, family goals for giving, family fund for giving
CULTURE OF GENEROSITY: FAITH COMMUNITY / ORGANIZATION

1. Embed teaching and living Generosity into the life of the community: Sunday worship, educational programs, age group programs, Bible studies, etc.
2. Organize regular community-wide Generosity projects
3. Create a digital platform for Generosity: online community and resources, activities, connections, and learning
4. Develop Generosity Mentors
5. Organize Apprenticeships in Generosity
6. Celebrate Generosity: telling stories of changed lives that occur because of their church or organization

CULTURE OF GENEROSITY: COMMUNITY

Integrate Volunteering, Donating, Learning, Praying For Individuals, Families, and All Generations
Gathered Programs & Online Community & Resources

- A Day of Generosity
- A Week of Generosity
- A Month of Generosity
- A Year of Living Generously
Americans who describe themselves as “very happy” volunteer an average of 5.8 hours per month. Those who are “unhappy” – just .6 hours per month.

The scientific evidence tell us that practicing generosity is good for people, both for the givers and the receivers.

Generosity has the causal power to change people – enhanced personal well-being, and at least parts of the world.

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**Key**: seeing the use of money and possessions as a part of one’s spiritual life, as a part of Christian formation and faithfulness

People tend to compartmentalize, to separate money from matters of faith, to think that money and material possession do not have much to do with spiritual or religious issues.

People who do engage with money as a spiritual matter and who see their money as ultimately God’s are much more financially generous.
“Fundraising is also always a call to conversion.... Whether we are asking for money or giving money we are drawn together by God, who is about to do a new thing through our collaboration.”
HENRI NOUWEN