

Digital Fundraising & Communications Training

Levitt Family Foundation

7 April 2026

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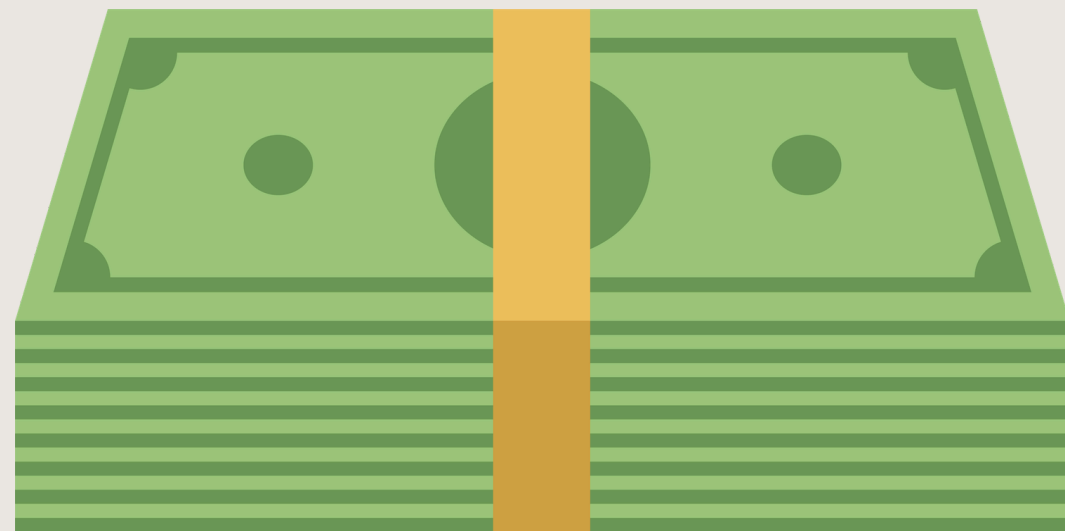
Agenda

- Digital Fundraising & Communications Landscape
- Fundraising & Communications Campaigns
- Free Concert Communications Challenge
- Reinforcing Nonprofit Identity in Digital Communications
- Normalizing & Encouraging Online Donations
- Audience-Specific Messaging
- Connecting In-Person Audiences to Digital Giving
- Advanced Fundraising Strategies
- Case Study: Limitless Horizons Ixil
- Donation Platforms & Google Ad Grants
- Digital Stewardship
- AI as a Creative Partner



Poll

- Have you run a dedicated fundraising campaign for your concert series before?
- On a scale of 1–5, how confident do you feel about your digital fundraising?
- Which platforms are you currently using for digital fundraising, if any?



At a Glance: Digital Fundraising & Communications Landscape

33%

of donors say email is the tool that most inspires them to give

33%

say social media most inspires them to give

89%

higher ROI via SMS fundraising in Nov/Dec

61%

of GenZ say a creator campaign makes them more likely to donate

54%

of donors prefer to give through a website directly

72%

say the presence of a charity rating increases their giving

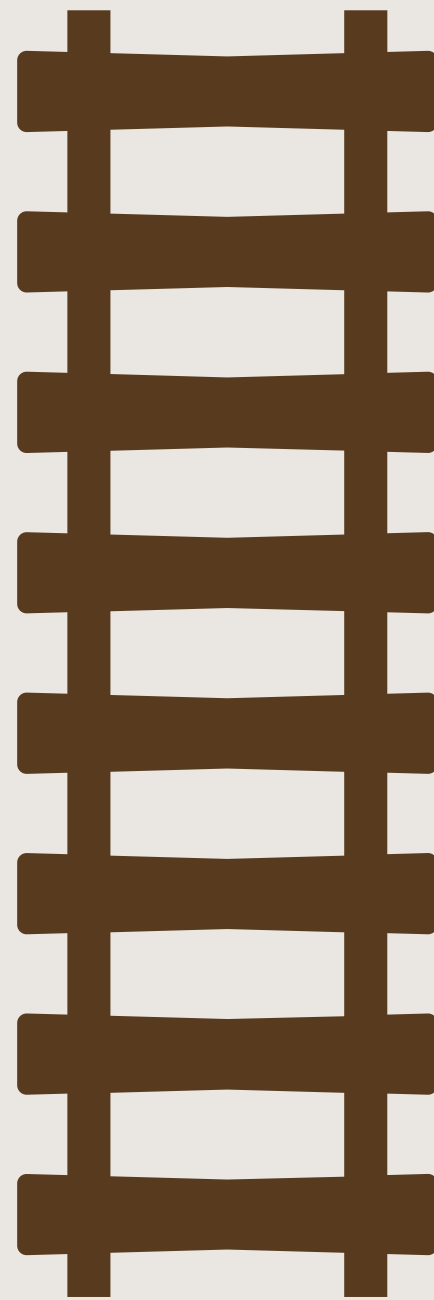


Two Parallel Tracks

Communications Track

Builds the relationship, the narrative, and the case for support

all year long



Fundraising Track

Complements communications campaigns, makes an ask

a few times a year

Pre-Season

Comms: Season announcement, behind-the-scenes prep

Fundraising: Seasonal campaign, "Be part of making Levitt AMP possible for our community by donating today."

Socials: Build anticipation, introduce artists, share community excitement



Concert Season

Comms: Real-time concert content, attendee stories, community moments, volunteer spotlights

Fundraising: In-person asks at every event (QR, stage ask, post-event sequence), pass the bucket

Socials: Recap posts, photos/video, impact moments



Post-Season

Comms: Season wrap-up, impact numbers, gratitude to donors and volunteers

Fundraising: More stewarding than asking, "This is what you made possible."

Socials: "Look what we accomplished together," total attendance, highlights, community stories



Year-End

Comms: Personal, warm, reflective

Fundraising: Your biggest ask of the year, deadline-driven, emotionally resonant

Socials: Impact-focused, donor appreciation, giving urgency in final days



Stewardship

Comms: Thank donors, share results

Fundraising: No ask, maintain relationship through meetings

Socials: Evergreen content — mission, community, behind-the-scenes planning



Free Concert Communications

Did you know?

- Our free concerts cost money to produce!
 - Carousel: We pay artists \$XX per show, stage crew \$XX per show, etc.
- Align tone and language with your mission and organization values
- Your support helps to provide free concerts for everyone
 - "Any amount helps keep the music playing and brings the joy of amazing performances to our community."
- Concrete, emotionally resonant to inform audiences

Public Media Playbook

“Your donation keeps the music playing for all to enjoy.”

Name Supporters

"Support for this program comes from listeners like you."

Year-round, low-key

Make the Math Visible

"Your \$8/month keeps this station on the air."

Specific, tangible

“Concerts where everyone is welcome, supported by the community.”

Frame Audience as Participants

"Community-supported"

Positions the listener as an active stakeholder

“Support the music that brings our community together.”

Reinforcing Nonprofit Identity

Socials

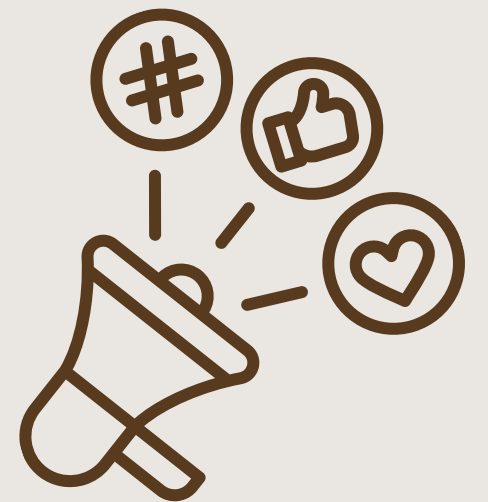
- Bio: Include "nonprofit" or 501(c)(3) language explicitly
- Add a donation link

Website

- Mission statement visible immediately
- Donate button in the top navigation
- CharityNavigator Rating (if applicable)

Email Footer & Signature

- Every email you send is a touchpoint
- Include: org name, mission tagline, donate link, social handles



Building Nonprofit Identity

01 Behind-the-Scenes

Share insights into daily organizational operations.

02 Impact Stories

Highlight specific achievements and benefits to the community.

03 Mission Reminders

Reiterate your organization's core values, mission, and vision.

04 Gratitude Posts

Thank supporters publicly to foster community engagement.

05 Testimonials

Showcase voices of those impacted by your work.



Normalizing Online Donations

- The normalized soft ask: "If you love what we do, consider supporting our work."
- Social proof: donor recognition, thermometer-style progress graphics
- Recurring giving as membership: "Join our Music Circle with \$10/month to keep concerts free all summer."
- Asks timed with emotional peaks: immediately after a concert, post-event email, GivingTuesday
- Because of you frame: "Look what you made possible."



Audience-Specific Messaging

Audience

Motivation

Messaging

Individual Donors

Does this matter to my community?

Feel like they are a part
of something

Corporate Sponsors

What do we get out of this?

Make the value known

Institutional Funders

Does this align with our priorities?

Speak their language

Individual Donors

Motivation:

- Belonging
- Pride
- Community
- Joy
- Accessibility

Digital channels: Facebook, Instagram, email, QR codes at events, post-event follow-up sequence



Corporate Sponsors

Motivation:

- Visibility
- Community association
- Customer goodwill
- Employee engagement
- B2B relationships

Digital channels: LinkedIn for outreach and announcement posts, direct email



Institutional Funders

Motivation:

- Alignment with priorities
- Demonstrated outcomes
- Organizational credibility
- Equity lens

Digital channels: Social media, email outreach for stewardship



Connecting In-Person to Digital

before the concert

- QR codes on event promotion materials
- Social posts, Facebook event pages with donation button
- Email your list the day before to build excitement

at the concert

- QR code signage, printed programs, stage backdrops, and merch or info tables
- A single warm, verbal ask on stage
- Board member, volunteer, or other stakeholder makes the ask

Connecting In-Person to Digital

text-to-give

- Announce from stage and on signage: "Text MUSIC to [number]"
- Frictionless, immediate, works for every age group

email capture

- Set up a simple sign-up at the event: QR code to Google Form, raffle entry, sign-up table
- One season of consistent email capture can transform your list

Advanced Fundraising Strategies

Donor Segmentation & Personalization

- Giving history: first-time, lapsed, recurring, and major donors
- Program interests: music genres, venues
- Personalization: giving history, first concert

Email Sequences

- Welcome email for new subscribers
- First-time donor onboarding
- Lapsed donor reactivation
- Recurring donor upgrade

Peer-to-Peer / Matching Gifts

- Current donors fundraise on your behalf
- Employers match employees' gifts

Advanced Fundraising Strategies

Donation Page Optimization

- Default gift amounts: \$25, \$50, \$100
- Monthly giving option
- Removing friction
- Social proof / testimonial
- Mobile optimization

Data Analytics

- Email performance by segment
- Donation channel attribution
- Donor acquisition cost

Case Study



Dear Elizabeth,

"I am excited to study at *Colegio Horizontes* because I want to improve my Spanish, learn new vocabulary, and improve my math skills, while also becoming an empowered woman who supports other women." — *Joselina, Colegio Horizontes student*

Joselina just finished 7th grade at our recently opened school, *Colegio Horizontes*, on her way to becoming the first in her family with a high school degree. This is a monumental achievement in a community where most girls don't even make it to middle school. It was a year filled with milestones and accomplishments, far beyond what we could have ever imagined. She and her peers represent the positive impact that a high-quality, girl-focused education can have—our team has already seen immense progress in just the first year!

The impact we are seeing is thanks to supporters like you. Please make a gift to allow more girls to follow in Joselina's footsteps. All gifts up to \$50,000 go 2x as far this season thanks to a very generous matching opportunity!



Joselina comes from a single-parent household where her mom, *María*, didn't have the opportunity to go to school, never learning to read or write, nor to speak Spanish. At age 19, *María* had her first child. In the years since, her husband left her and her two daughters, not visiting nor supporting them financially. *María* and her daughters live in a shared house with 10 other family members, including Joselina's grandparents and cousins. *María* works hard to support her family, selling her handmade weavings and growing and selling tomatoes. On weekends and school vacations Joselina makes her own beautiful artisan items and helps with her mom's sales.

María has always dreamed of a better future for her children, a future with professional work opportunities that can lead to a life outside of poverty. When she heard about *Colegio Horizontes*, she knew she wanted Joselina to attend. She guided her through the application process, and now religiously checks in with Joselina's teachers to see how she is doing. In just one year, *María* has already seen an incredible change in her daughter and on their community.

Visual Studio Code 2



Dear Joanna,

As we begin our first year with a fully enrolled middle and high school, we're taking a moment to reflect on the milestones reached in 2025—made possible by your generosity.

Thanks to your support throughout the year, and especially during our spring and end-of-year campaigns, *we not only met but exceeded our 2025 fundraising goal*, laying a strong foundation for our historic first year at full capacity. **Thank you!**

Below are some highlights from Chajul in 2025!



Case Study



I am excited to share that, after more than a year of thoughtful planning and development, [Limitless Horizons Ixil's new website is now live!](#)

This is more than a visual update; it's a comprehensive reimagining of how we communicate our mission, programs, and results. We designed the site to more clearly articulate the scope of our work in Chajul and to provide our partners and supporters with accessible, transparent, and up-to-date information about Limitless Horizons Ixil's impact. A few highlights you may find of particular interest:

- **Data-informed context:** Our [Home page](#) now features current country- and Chajul-level statistics related to education and nutrition for women and girls in Guatemala
- **Organizational history and leadership:** The [About Us page](#) includes a visual timeline of key milestones since our founding in 2004, as well as updated staff biographies (our team is more than two-thirds each Indigenous Maya and female)
- **Program clarity:** The Programs menu now more clearly highlights our three core initiatives: [Colegio Horizontes](#), the [Community Library](#), and [Emerging Leaders](#) with a clearer picture of each program's focus, scope, and impact
- **Transparency and results:** A dedicated [Impact page](#) houses key milestones, outcome highlights, and seven years of annual reports and financial statements
- **Expanded engagement:** Our new [News page](#) has [blog updates](#), [videos](#), and [curated books, articles, and podcasts](#) while our [Get Involved page](#) has a comprehensive list of all the ways to support LHI (and you'll see DADF's logo under the partner section of this page!)

In conjunction with the website launch, we are formally introducing [Class Champions](#), a funding model that reflects an intentional evolution in how we partner with supporters to invest in our students. In recent years, we have carefully evaluated sponsorship in light of broader international development trends that are shifting away from one-to-one student models toward more holistic, community-centered approaches. Class Champions enables a community of donors to collectively support an entire class, aligning more closely with how we deliver programming in Chajul: equitably, inclusively, and with shared resources that strengthen outcomes for all students. a funding model that reflects an intentional evolution in how we partner with supporters to invest in our students. You can learn more about the rationale behind this transition, as well as review a detailed FAQ, on the new Class Champions page of our website.

We hope you will take a few moments to explore the new site. Our hope is that it reflects both the professionalism of our work and the transformational outcomes you help make possible.

Thank you for your continued partnerst

20 Stories for 20 Years: Celebrating Our Recent Anniversary



20 Stories for 20 Years #1: Josefina and Two Decades of Growth

[Read More](#)



20 Stories for 20 Years #2: Courtney's 15 Years with Limitless Horizons Ixil

[Read More](#)

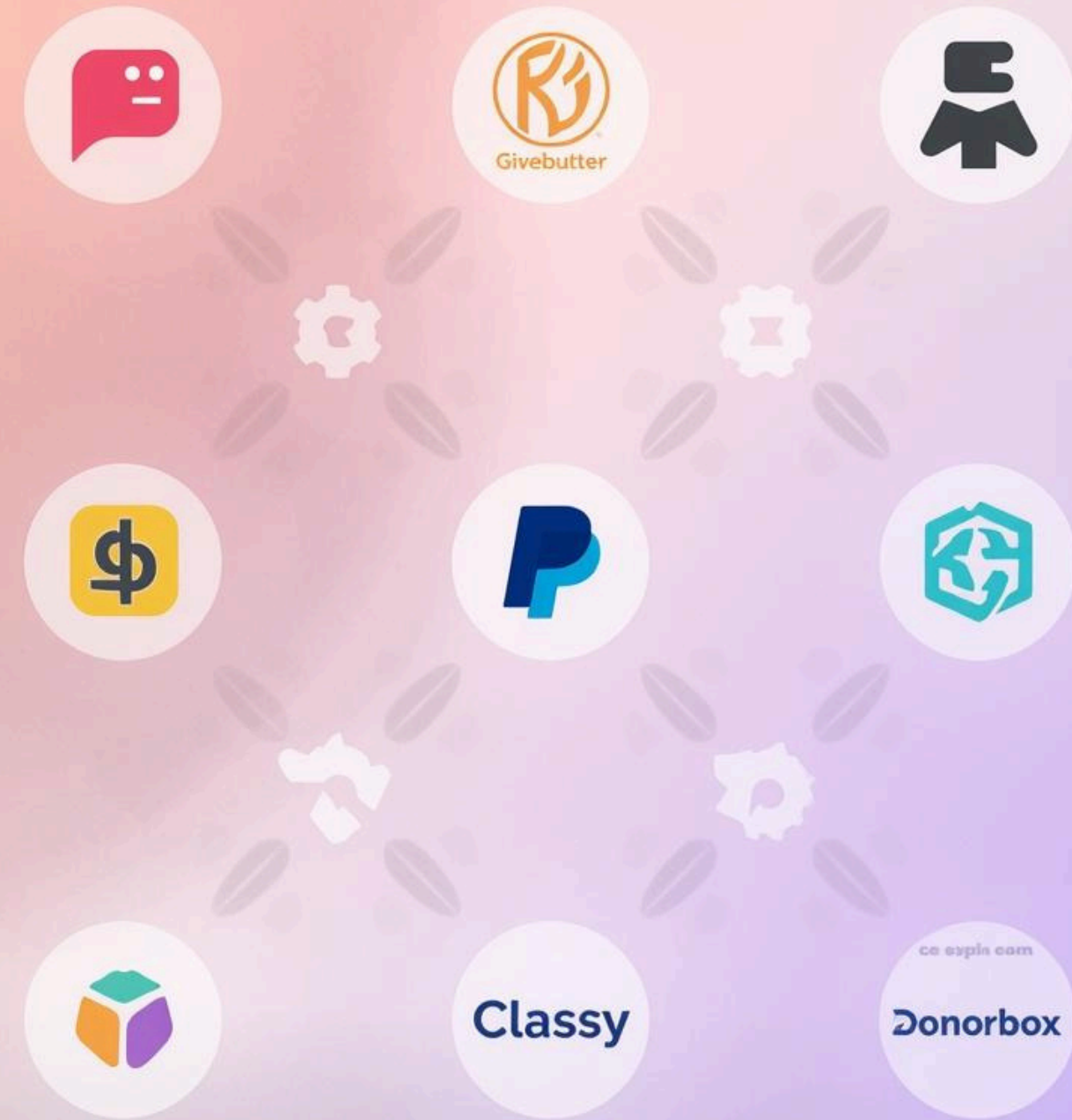


20 Stories for 20 Years #3: Ana Eymi's Journey to a Master's Degree

[Read More](#)



Donation Platforms



Platform	Platform Fee	Payment Processing	Recurring Giving	Event/In-Person Tools	Best For
Zeffy	0%	0% (donors cover optionally)	Yes	Ticketing + forms	Small orgs; zero-cost priority; getting started
Givebutter	0%	2.9% + \$0.30	Yes	Strong — text-to-give, QR, live fundraising	Small-mid orgs; event-based fundraising
Give Lively	0%	2.2% + \$0.30 (Stripe)	Yes	Peer-to-peer + team fundraising	Orgs wanting free platform with strong campaign tools
Donorbox	1.5% (capped at \$499/mo)	2.2% + \$0.30	Yes	Basic	Mid-size orgs; strong recurring giving features
Classy	Monthly subscription + %	2.2% + \$0.30	Yes	Peer-to-peer + events	Larger orgs with dedicated development staff

Google Ad Grants

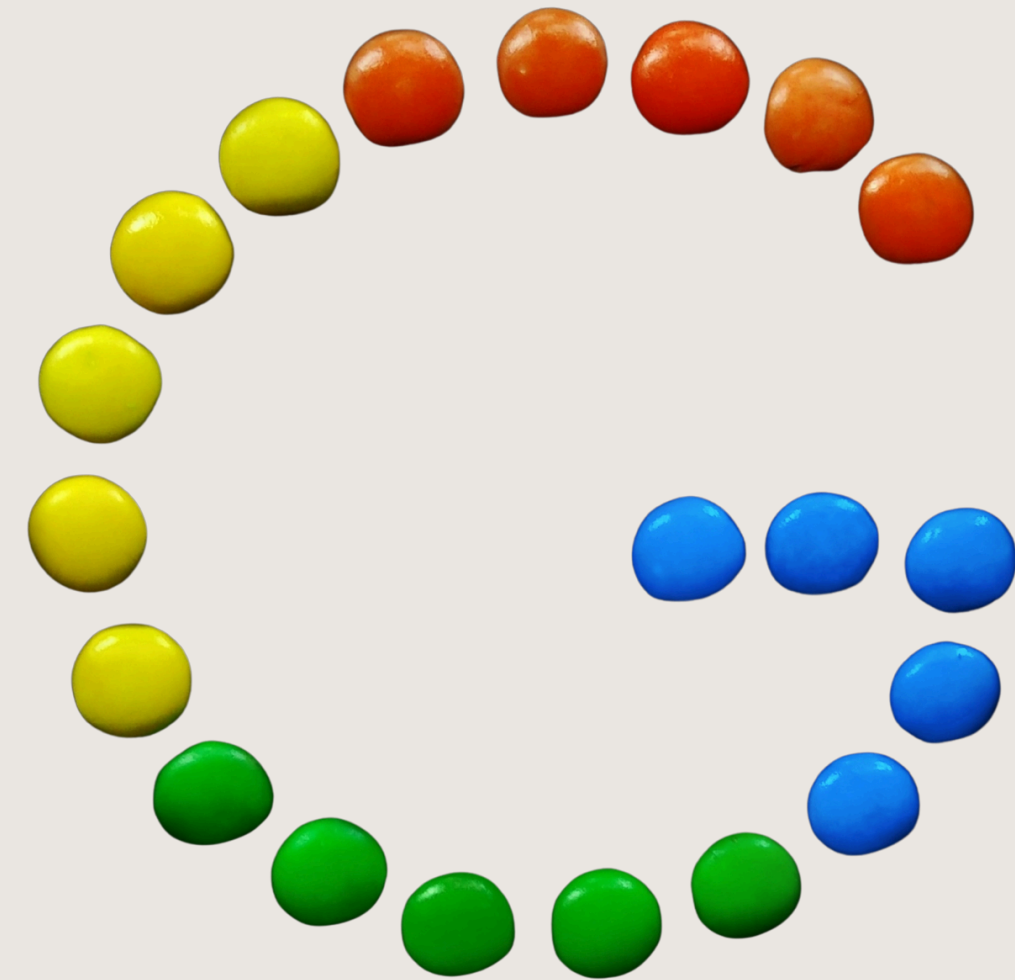
\$10,000 per month in free Google Search advertising credits

Uses:

- Drive traffic
- Reach new audience members
- Grow your email list
- Build awareness
- Promote concerts

How it works:

- Ads appear in Google Search results
- Cost-per-click, Google covers up to \$10K/month
- Campaigns link directly to website



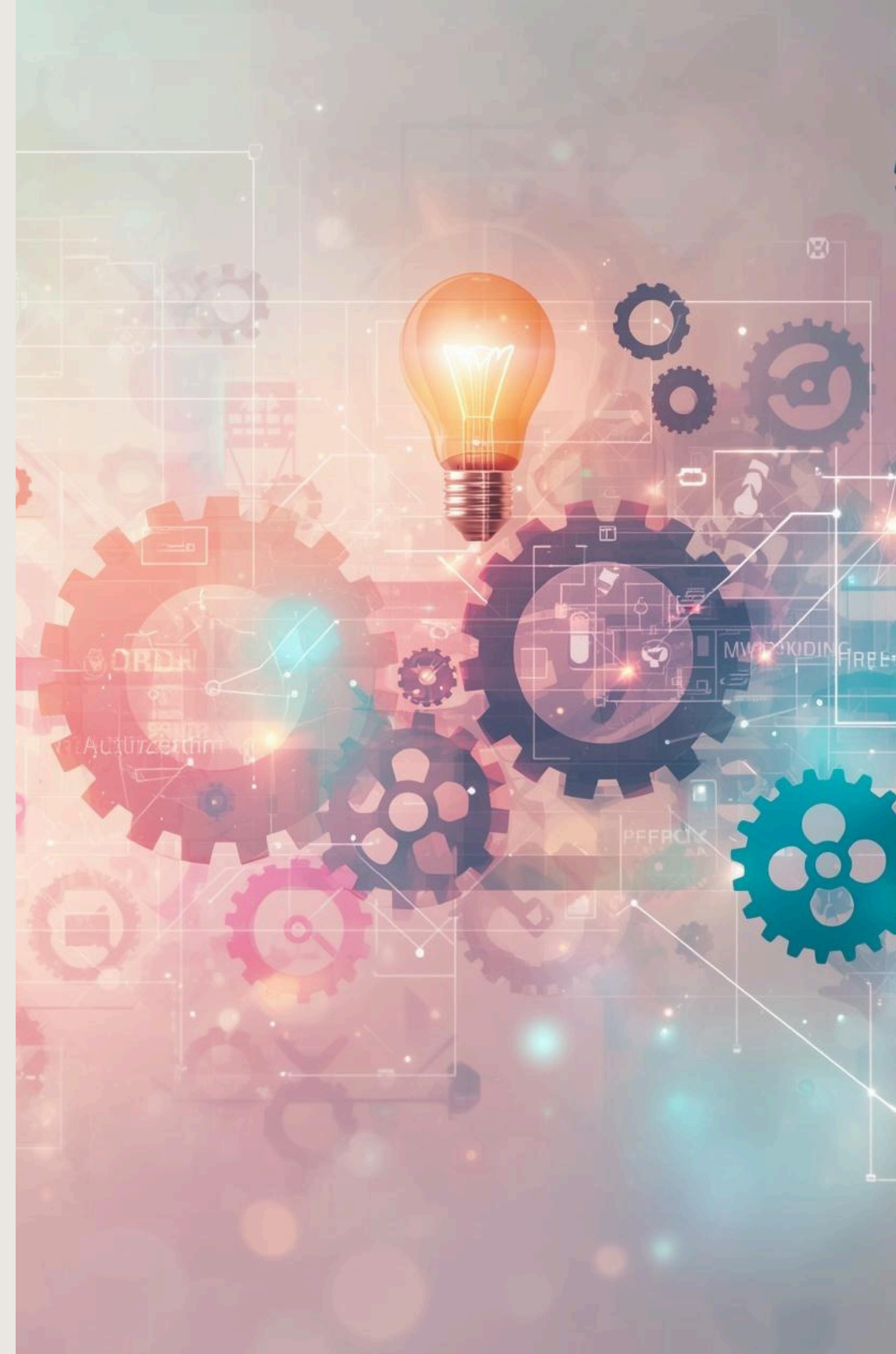
Year-Round Stewardship

When	What
Within 48 hrs of gift	Automated thank-you email with gift receipt
1x/month (off-season)	Community story, behind-the-scenes update, or impact stat
End of concert season	Impact recap: attendance, highlights, thank-you to donors
January	Previous year in review
Before concert season launch	"Season preview" email to warm donors for launch
Before first concert	Special donor recognition or early access offer



AI as a Creative Partner

- Drafting donor emails, social posts, and thank-you notes
- Repurposing one piece of content into different formats
- Brainstorming campaign ideas, subject lines, or messaging angles
- Turning dense impact data into donor-friendly language
- Translating your content for bilingual audiences



Action Plan

1. Audit your digital identity
2. Brainstorm content
3. Create a complementary fundraising and communications plan

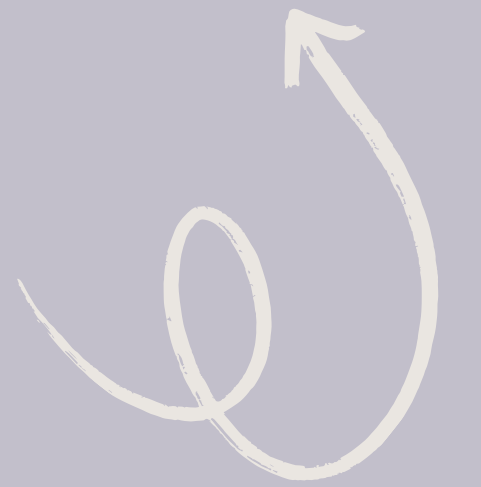


Resources

- Digital fundraising messaging guide with sample language for individual donors, sponsors, and institutional funders
- A comparative analysis of donation platform options, including features and fees
- AI sample prompts worksheet for digital fundraising communications



Q&A



Thank You!

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