



Multi-Channel Fundraising: Connecting web, communications and fundraising messaging

Technology has given fundraisers many novel and exciting ways to communicate with donors and prospects. Such channels as email, text messaging, and social media are increasingly supplementing such traditional fundraising approaches as direct mail, special events and personal visits. These digital channels promise to help fundraisers to make connections through the ways that donors and prospect want to be connected. At the same time, fundraising shops, of all sizes, facing a rapidly-evolving digital landscape and ever-changing donor preferences, must try to figure out where to invest scarce time and money resources, and how to best complement existing communication channels with new, digital ones. This workshop will provide case studies that will offer participants new ways to think about how specific messages can be amplified and/or translated for different audiences through the use of digital channels, and allow them to come away with an array of options to test based on sector, budget, and campaign goals.



Presenters:

Martin Grochala, Associate Director of Development/Senior Director of Major and Planned Gifts, The Goodman Theatre

Lori Kleinerman, Director of Marketing and Sales Revenue, The Goodman Theatre

Jeremy Langford, Director of Advancement and Communications, Jesuits USA Midwest Province