Where are we now?
The ups and downs of 21st century digital giving and engagement
Overall, giving grew 4% in 2017...
...but online giving grew 12%. 
Higher ed saw a 1.6% increase in overall giving, but a 13.2% increase in online giving.
Don’t be a laggard!

By 2020, most gifts under $25k will be made online.

By 2050, most $50k+ gifts will come from donors who started giving small online gifts between 2015 and 2025.
THE MILLENNIAL IMPACT

Millennials overwhelmingly prefer to give online.
Most Donors Give Online

- **Millennials**: 87%
- **Gen X**: 71%
- **Boomers**: 41%
- **Silent Generation**: 26%

- **Credit Card**
- **Check**
- **Other**
Nearly all $1M donors start giving in their 20s and initially give <$100.
UNC Asheville Donor Examples

**Donor A**
First Gift: 1989, $300
Most Recent Gift: 2018, $100K
Cumulative Giving: $401K

**Donor B**
First Gift: 1988, $25
Most Recent Gift: 2017, $300K
Cumulative Giving: $1.1M
So what works?
(and what doesn’t?)
The 2018 Bulldog Challenge

$131,963 donated
105% donated of $125,000 goal

559 donors
1 Day remaining

GIVE NOW!
### Standings

<table>
<thead>
<tr>
<th>Athletics Team</th>
<th>Donors</th>
<th>Dollars</th>
<th>Goal ($)</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Women's Golf</td>
<td>100</td>
<td>$6,835</td>
<td>$6,500</td>
<td>105.2%</td>
</tr>
<tr>
<td>Women's Soccer</td>
<td>72</td>
<td>$13,530</td>
<td>$10,000</td>
<td>135.3%</td>
</tr>
<tr>
<td>Men's Soccer</td>
<td>69</td>
<td>$18,136</td>
<td>$25,000</td>
<td>72.5%</td>
</tr>
<tr>
<td>Track/Field &amp; Cross Country</td>
<td>68</td>
<td>$15,105</td>
<td>$10,000</td>
<td>151.0%</td>
</tr>
<tr>
<td>Baseball</td>
<td>61</td>
<td>$24,600</td>
<td>$20,000</td>
<td>123.0%</td>
</tr>
<tr>
<td>Women's Basketball</td>
<td>56</td>
<td>$5,812</td>
<td>$8,500</td>
<td>68.4%</td>
</tr>
<tr>
<td>Tennis (Women's &amp; Men's)</td>
<td>51</td>
<td>$13,178</td>
<td>$10,000</td>
<td>131.8%</td>
</tr>
<tr>
<td>Swimming</td>
<td>36</td>
<td>$1,895</td>
<td>$2,000</td>
<td>94.8%</td>
</tr>
<tr>
<td>Volleyball</td>
<td>32</td>
<td>$3,445</td>
<td>$10,000</td>
<td>34.4%</td>
</tr>
</tbody>
</table>
It’s a fact:

Digital donors are mobile donors.
70% of all Internet activity

75% of email

85% of social media
46%+ of all traffic to GiveCampus is mobile.
# Three Year Trend for UNCA

<table>
<thead>
<tr>
<th></th>
<th>FY16</th>
<th>FY17</th>
<th>FY18 (so far)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Amount</td>
<td>$35,695</td>
<td>$179,476</td>
<td>$244,088</td>
</tr>
<tr>
<td>Gifts</td>
<td>173 gifts</td>
<td>540 gifts</td>
<td>948 gifts</td>
</tr>
</tbody>
</table>
It’s a fact:

Volunteers, social media ambassadors substantially boost results.
People give to people!
Peers, social networks are a key influence on giving
Kylee Shipley
- generated 237 clicks and 3 gifts, totaling $1,200
- created a personal plea

Ellie Stone
- generated 211 clicks and 2 gifts, totaling $1,100
- created a personal plea

Taylor Durall
- generated 283 clicks and 8 gifts, totaling $890
- created a personal plea
Impact of UNCA Advocates:

36% of online donors
19% of online dollars
< 5% of outreach

> 17% of donors
Meet your volunteers where they spend their time!
It’s a fact:

Video is the answer.
8.25 seconds!
SQUIRREL!
User-generated content is the best.
The Bulldog Challenge LIVE!
Posted by UNC Asheville Bulldog Athl...
3,039 Views
It’s a fact:

Facebook is king.
More than half of U.S. adults use Facebook every day

2 in 3 use Facebook at least monthly
Mobile User Engagement With Social Media
Mobile minutes per MAU spent with the following social media platforms per day

- Facebook: 30.3
- Snapchat: 8.5
- YouTube: 8.0
- Instagram: 7.1
- Pinterest: 4.0
- Twitter: 2.7
Apps 18-34 Year Olds “Can’t Go Without”

- Amazon: 35%
- Gmail: 30%
- Facebook: 29%
- FB Messenger: 18%
- YouTube: 16%
- Google Maps: 14%
- Google Search: 11%
- Apple App Store: 11%
- WhatsApp: 11%
- Instagram: 11%
Visibility = 100,000+ variables

1. Interest of user in creator
2. Post performance with others
3. Performance of past creator posts w/ others
4. Type of post user prefers
5. Recency (how new is it?)
Thank you!