

WHAT TO KNOW ABOUT DIGITAL FUNDRAISING



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WHAT IT IS:

Credit Unions for Kids (CU4Kids) is partnering with GiveWorx to develop an add-on tool for digital fundraising that works with online banking platforms. This new tool will make it possible for credit unions to run digital fundraising campaigns seasonally or continuously, either as standalone fundraising efforts or in conjunction with their ongoing CU4Kids/Children's Miracle Network Hospitals campaigns.

WHAT ARE THE BENEFITS?

- Available free of charge to credit unions participating in CU4Kids campaigns.
- Does not require core integration and is easy to implement.
- Reaches members on the channels they use most often: mobile and online banking.
- Creates a coherent, persistent message about your partnership with CMN Hospitals.
- Provides an actionable link for social media and banner ads.
- Customizable to generate steady, year-round contributions or to work in concert with seasonal campaigns.

WHY DIGITAL FUNDRAISING?

Growing popularity: Online giving has shown consistent growth year-over-year, accounting for \$31.1 billion in donations in 2017, according to Nonprofits Source. Digital dominates: According to an ABA/ Morning Consult survey, seven out of 10 Americans say they most often access their banks accounts via online and mobile channels. Highlighting purpose: Americans believe it is no longer acceptable for companies to just make money: 85 percent say companies should support causes in their communities and around the world. Relationship marketing. Research on point-of-sale fundraising by Catalist shows that 55 percent of consumers would shop again with a retailer because they were given the opportunity to donate to a good cause. Digital fundraising enables credit unions to reach more of their members, more frequently. It also sets the stage for widespread participation – more members, donating more often, demonstrating greater engagement.

RESULTS

Below are the results from just a few CU4Kids supporters who have adopted a digital fundraising add-on:

- Desert Financial Credit Union in Phoenix has raised \$148,000 through digital fundraising. Donations are up 45 percent since adding digital fundraising to their ongoing in-branch coin drives.
- In the first three weeks after implementation of its digital donation page, Wescom Credit Union in Southern California raised nearly \$20,000 for CMNH.

For the latest campaign information on digital fundraising with CU4Kids – including a case study highlighting the experiences of Desert Financial and Wescom –

visit www.cu4kids.org/digitalfundraising or email Nick Coleman at ncoleman@cmnhospitals.org.

