



IMPACT FUNDRAISING:  
**SKY'S**  
the limit

# CROWDFUNDING BEST PRACTICES & DONOR RELATIONS

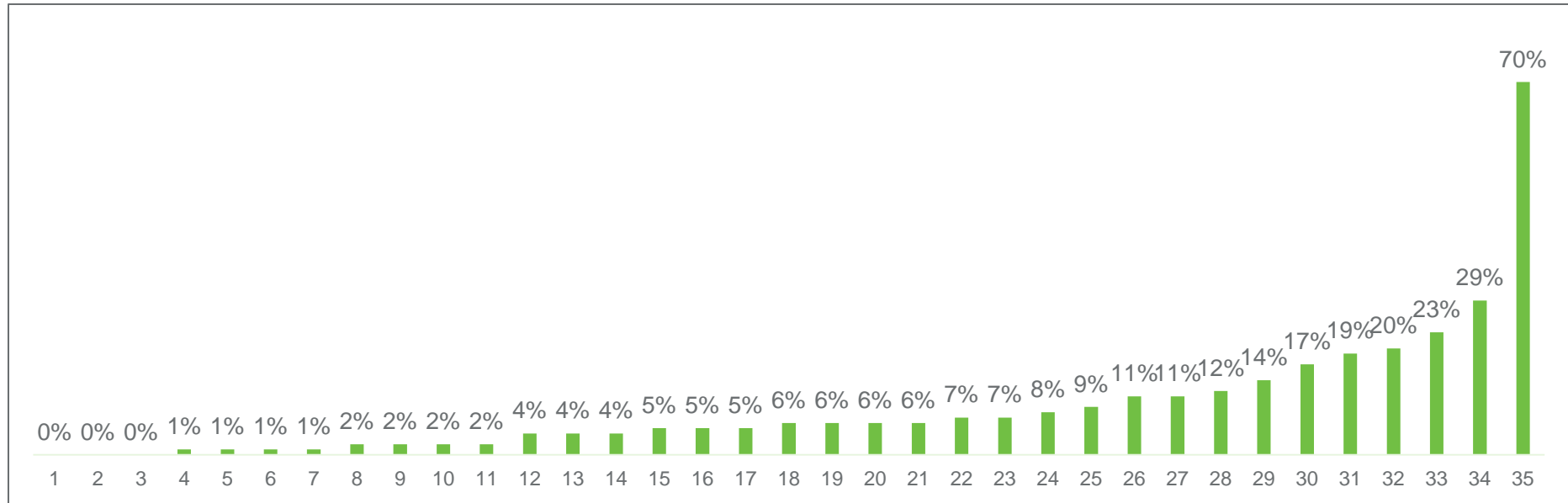
Shaun B. Keister, Ph.D.  
Vice Chancellor, Development & Alumni Relations  
President, UC Davis Foundation  
UC Davis



# Crowdfunding by the Numbers

- Started reporting crowd-funding in 2016 but there is not enough data yet to show trends or an impact on the industry as a whole.
- Currently, only 35 US Public Institutions (out of 83) either solicit gifts through crowdfunding or code them as coming from that source.
- Retention metrics are even more difficult because programs would have to start coding in 2015 to show metrics the following year.
- As schools start to roll out projects as part of giving day, coding can be even more challenging – ideal is that a gift is marked as both part of giving day and motivated by crowdfunding
- For institutions who do track it – based on the data (not self-reported):
  - About **1-3% of alumni donors are giving via crowdfunding**
  - Crowdfunding drives about **5-7% of new alumni donors**
- However, for institutions who have made crowd-funding **a focus** (not just dipping in a toe), the results shift:
  - **Between 8-31% of alumni donors are giving via crowdfunding**
  - According to the data for these schools, crowdfunding drives about **20-70% of new alumni donors**

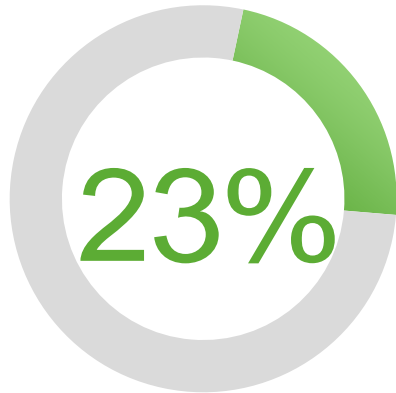
# Crowdfunding – Distribution % of New Donors (Public)



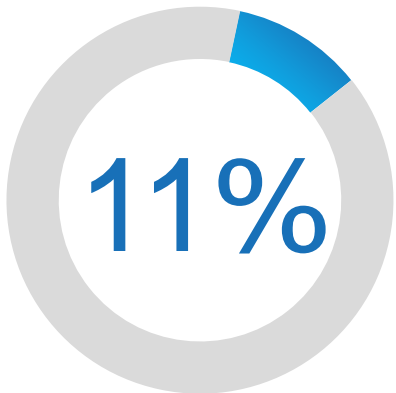
- Median: 6% of new donors make their first gift via crowdfunding, range varied
- Double-digit programs have really focused on using this tool to acquire new donors
- Range for new donor revenue is less than 1% to 34%, median at 3%



## Crowdfunding – First Year Retention by Origin Source



First Year Retention rates **overall for public universities** has consistently been **23%** for the past three years.



Of the 35 schools with crowdfunding in 2016, even less tracked that data in 2015. Of those with 100+ donors who first gave via crowdfunding, **11% were retained** in FY16.

Source: FY 2016 donorCentrics Benchmarking Groups

# Best Practices

- Maybe too early to know?
- Can be effective for acquisition
- To engage alumni, projects must resonate
- Focused projects on large blocks of alumni pools (i.e. student government, athletes, etc.)
- Setting attainable goals
- Stewardship (impact)

# Retention Strategies

- Too early to know, but...
- Need to define a “new normal” retention rate for this group
- Can they support the same, or related, project the next year?
- Solicit via traditional approaches with similar frequency as other donors

# DISCUSSION