



National Council of Jewish Women

GREATER
GOOD
STRATEGY

Digital Fundraising Engagement Journeys



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Agenda

- **Personas / Audience Profiles**
- **What is a Digital Fundraising Journey?**
- **Breakout Activity: Journey Brainstorm**
- **Report Back**
- **How Can You Use This in Your Section?**



— Who is your target audience?



IRENE



AGE 70+

CHILDREN 2 children ages 42 and 44, 6 grandchildren

SEXUAL ORIENTATION & MARITAL STATUS Heterosexual & a widow; her husband was a building developer

RELIGION Jewish

OCCUPATION Retired teacher

EDUCATION BA, 2-year masters in teaching/education

HOUSEHOLD INCOME pre-retirement \$750k-1M. Strong investment income. Has the capacity to give \$50k per year to NCJW while also supporting other organizations



SOCIAL MEDIA + COMMUNICATION PREFERENCES

- Is on Facebook and Instagram but doesn't post on IG, signs petitions on facebook
- iPad user
- Uses email and phone frequently



HOBBIES

- Mahjong, Spanish classes, learns how to use iPad at the library, travels to see her grandchildren, 2 international trips per year



NEWS SOURCES

- Local paper - Cleveland Plain Dealer
- Jewish News
- Facebook
- Cable news - CNN, MSNBC/Bloomberg (loves Rachel Maddow)



POLITICS

- Registered Democrat but occasionally votes Republican locally
 - Focused attention on abortion access and Israel



NONPROFIT GIVING

- Synagogue
- Federation
- Planned Parenthood
- Local women's shelter
- Cancer charity



RELATIONSHIP TO NCJW

- Section member
- Thrift store / back-to-school store volunteer
- Focus issue areas: reproductive health, rights, and justice; still calls it "choice"
- Anti-Semitism
- Sex trafficking
- Israel - pro-women
- Went to the Women's March with her Section



MAIN MOTIVATORS/MESSAGES

- I can't believe we still have to fight these fights
- Jews are under attack; renewed anti-Semitism and how it relates to her family, grandchildren
- Make a better world for future generations
- Carrying on the Jewish leadership/legacy building; women of the past and link to women in the future
- Jewish feminism - honoring our past, shaping our future

MELISSA



AGE 42

CHILDREN 1, daughter age 11

SEXUAL ORIENTATION & MARITAL STATUS

Heterosexual & married, husband Steve is a real estate agent

OCCUPATION Lawyer

EDUCATION JD

HOUSEHOLD INCOME \$550,000/year



SOCIAL MEDIA + COMMUNICATION PREFERENCES

- Twitter—only for reading, never posts
- Facebook—keeps a tight-knit circle of friends
- Instagram
- Podcasts—How I Built This, true crime podcasts, and the NYT hourly briefing; She used to listen to podcasts on her commute but now that she's working from home, it's less frequent
- Email is best but her inbox gets flooded. She utilizes the “Focused” tab to get the emails from friends and family to the top, and occasionally glances in the other for sales and updates on the nonprofits she follows
- She catches up with friends and family on the phone during her commute



HOBBIES

- Gardening, book club, wine nights with friends every couple of months
- Takes on pro bono cases to support families affected by gun violence



NEWS SOURCES

- The New York Times (online)
- Bloomberg
- Wall Street Journal (in print at work)
- Legal trade publications



POLITICS

- Democrat, Warren supporter in the primary



NONPROFIT GIVING

- ACLU
- Giffords Law Center to Prevent Gun Violence
- Everytown for Gun Safety
- Synagogue (largely membership fees as she approaches her daughter's Bat Mitzvah)



RELATIONSHIP TO NCJW

- Melissa is familiar with NCJW's federal courts work and knows some of the honorees from past annual conferences
- She recently became more involved in her local Jewish community because of her daughter's Bat Mitzvah and while she's been uninvolved over the last several years, this new connection has sparked her interest in progressive Jewish organizations



MAIN MOTIVATORS/MESSAGES

- Melissa is looking for organizations that provide direct services to families in need—those affected by gun violence or immigration laws—and organizations that have a direct impact in their communities

JENNA



AGE 28

CHILDREN 0 with a dog

SEXUAL ORIENTATION & MARITAL STATUS Queer & single, doesn't live with a partner, series of relationships; Uses J-Date

RELIGION Jewish

- Doesn't belong to synagogue but attends services for High Holidays and occasional Shabbat when invited by friends
- Went on Birthright & is UT Austin Hillel alum
- Aspect of her social network that is almost exclusively Jewish; 50/50 friend group

OCCUPATION In-house marketing for tech company

EDUCATION BA, MBA - UT Austin

HOUSEHOLD INCOME \$85k



SOCIAL MEDIA + COMMUNICATION PREFERENCES

- Twitter & Instagram - likes stories and engages with IG ads
- Dating apps
- Uses G-Chat
- WhatsApp
- Prefers text over email - skims email newsletter subject lines



HOBBIES

- Organized kickball, avid runner (10 mi races) & cyclist, floating the river, cookbook club, Chuy's fan



NEWS SOURCES

- Twitter
- The Skimm
- Push notifications from NYT & WaPo
- Texas Tribune - online
- BuzzFeed
- Podcasts - NPR & The Daily



POLITICS

- Progressive liberal



NONPROFIT GIVING

- Gives when her friends ask (peer-to-peer fundraising)
- Local animal shelter where she adopted her dog
- Utilizes employee giving program/match
- ACLU - gave after the 2016 election
- Political candidates - Bernie - small monthly recurring
- Concerned about the crisis at the border, gives to RAICES



RELATIONSHIP TO NCJW

- Grandmother is a Section member
- She cares about voter registration
- Abortion access, immigration - "kids in cages"



MAIN MOTIVATORS/MESSAGES

- Crisis response (immigration)
- Peer recommendations
- Social outlets
- Socially responsible services & products

— **What is a digital fundraising journey?**

A faint, stylized graphic of a laptop is positioned in the background on the right side of the slide. It is rendered in a lighter shade of teal than the background, with rounded corners and a simple design. A vertical white line is located on the left side of the slide, below the horizontal line that precedes the text.

The Engagement Funnel



Why is this important?

- **Priorities & resources**
- **Relationship-building**
- **Moving the journey online**
- **Group communication**
- **Multiple touch-points**
- **Cultivation & stewardship**

EXAMPLES

AWARENESS



- Peer-to-peer
- Local newspaper article

INTEREST



- Reads email newsletter
- Likes a social media post

EVALUATION



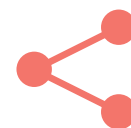
- Attends a virtual event
- Receives a fundraising email

DECISION



- Makes a donation

JOURNEY 2.0



- Makes a monthly recurring donation
- Hosts a virtual happy hour

Breakout Rooms

- **Build a digital fundraising journey**
- **Be specific!**
 - What social media platform? What was the post about?
 - What was the subject of the webinar they attended?
 - How much is the donation? How was it solicited?

We're back!

Who wants to share?



— How can you use this in
your Section?





WHY

What messaging will resonate?



HOW

Platform, tool, content



WHAT

What is the goal?



WHEN

Stages of the journey



WHO

Develop your own audience
personas

Questions?



GREATER GOOD STRATEGY IS HERE TO HELP!

- Persona-building worksheet
- Blank journey map
- Messaging worksheet



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