



**gravityty**

your force for good

# Supercharge Individual Donor Cultivation, Solicitation + Stewardship with Video Outreach



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# Introductions



**Frank Mumford, CFRE**  
Account Executive



**Megan Sanko,**  
Enterprise Account Manager

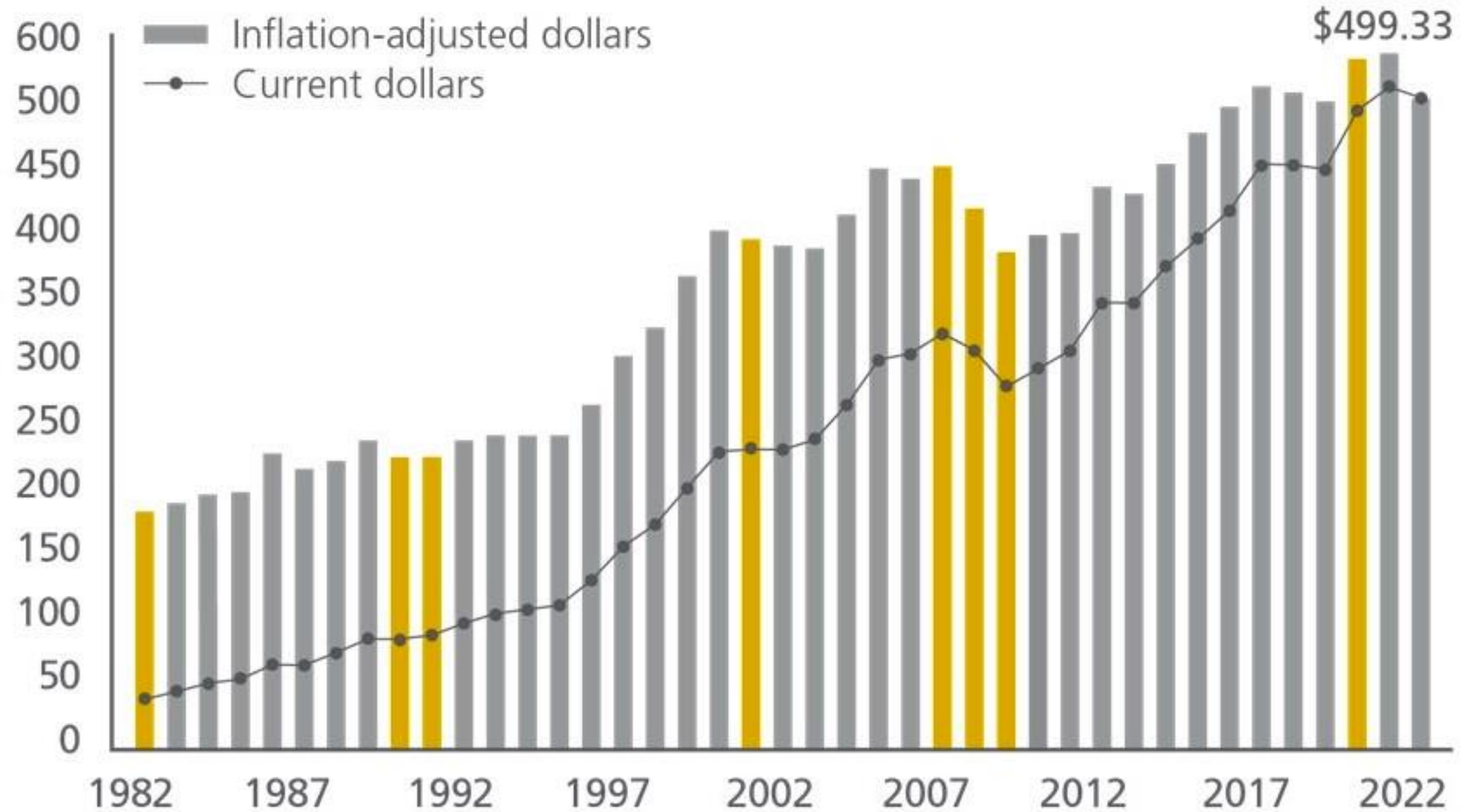
# Today's Agenda

- What is Gravyty
- Recap of 2022
- Closing more gifts
- Technology to make things easier
- Questions & feedback

**Where did we end  
in 2022?**

# Total giving, 1982-2022

(in billions of dollars)



# Where did the generosity come from?

## Contributions by source

By percentage of the total

**64%** \$319.04 billion

### Giving by Individuals

↓ declined by 6.4% over 2021

**21%** \$105.21 billion

### Giving by Foundations

↑ increased 2.5% over 2021

**9%** \$45.60 billion

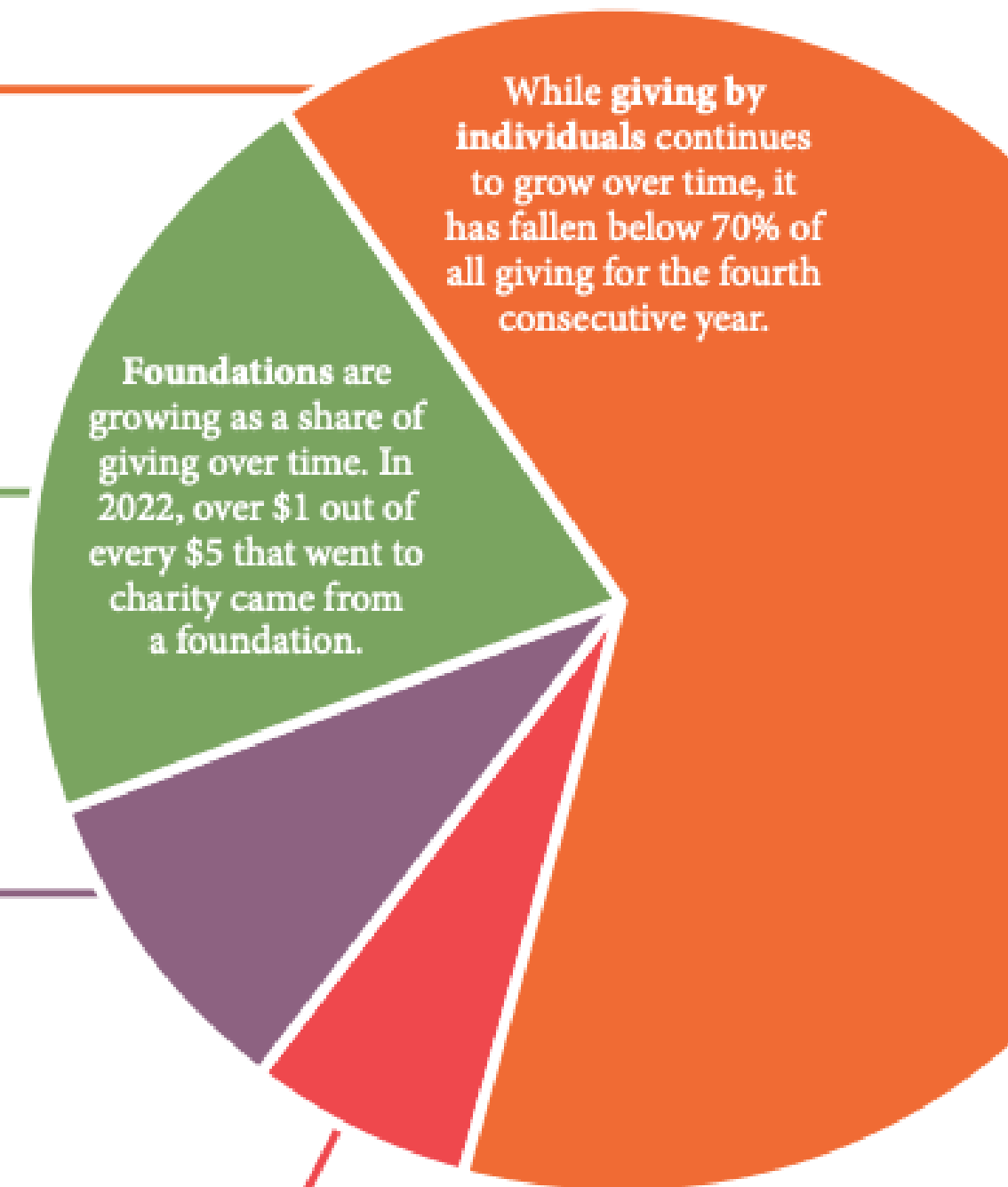
### Giving by Bequest

↑ increased 2.3% over 2021

**6%** \$21.08 billion

### Giving by Corporations

↑ increased 3.4% over 2021



While giving by individuals continues to grow over time, it has fallen below 70% of all giving for the fourth consecutive year.

Foundations are growing as a share of giving over time. In 2022, over \$1 out of every \$5 that went to charity came from a foundation.

\*All figures on this infographic are reported in current dollars unless otherwise noted. Inflation was especially high in 2022, at 8.0%, and results may differ when adjusted for inflation. Learn more in the chapters.



# Where did the charitable dollars go?

## Contributions by destination

percentage of the total contributions\*

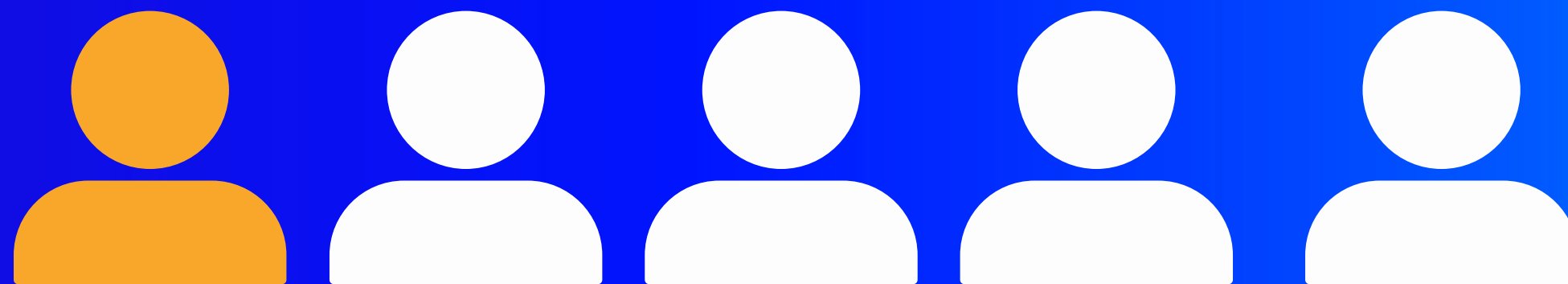


change in comparison to total raised in 2021

\*Percentages for recipient categories do not include unallocated giving, which totaled -\$28.54 billion in 2022.

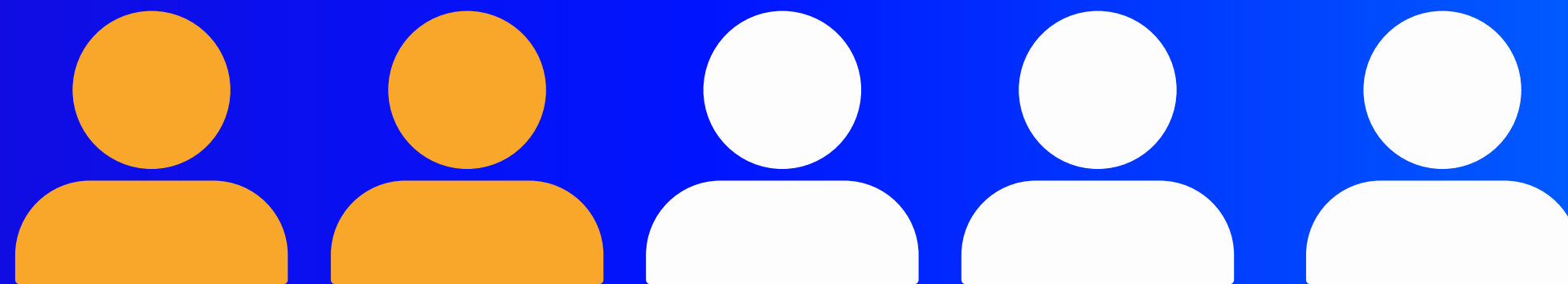
**QUESTION:**  
**What do your  
numbers look like?**





**2021 donor retention for first-time donors was 19%.**





**2021 donor retention for  
all donors was 41.9%.**



Why donors don't give

**#1**

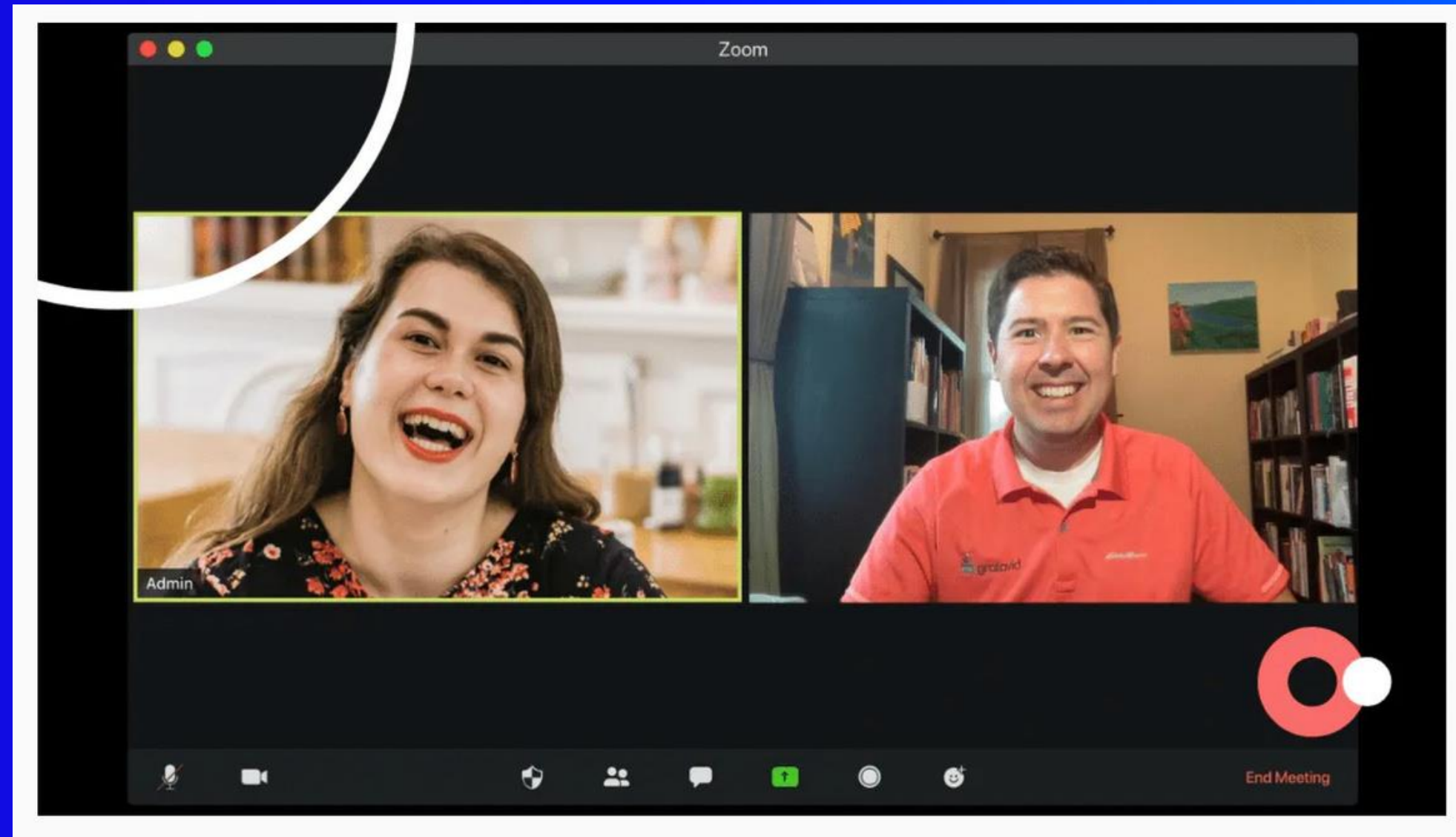


They weren't asked.



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# Closing a million dollars asking through video



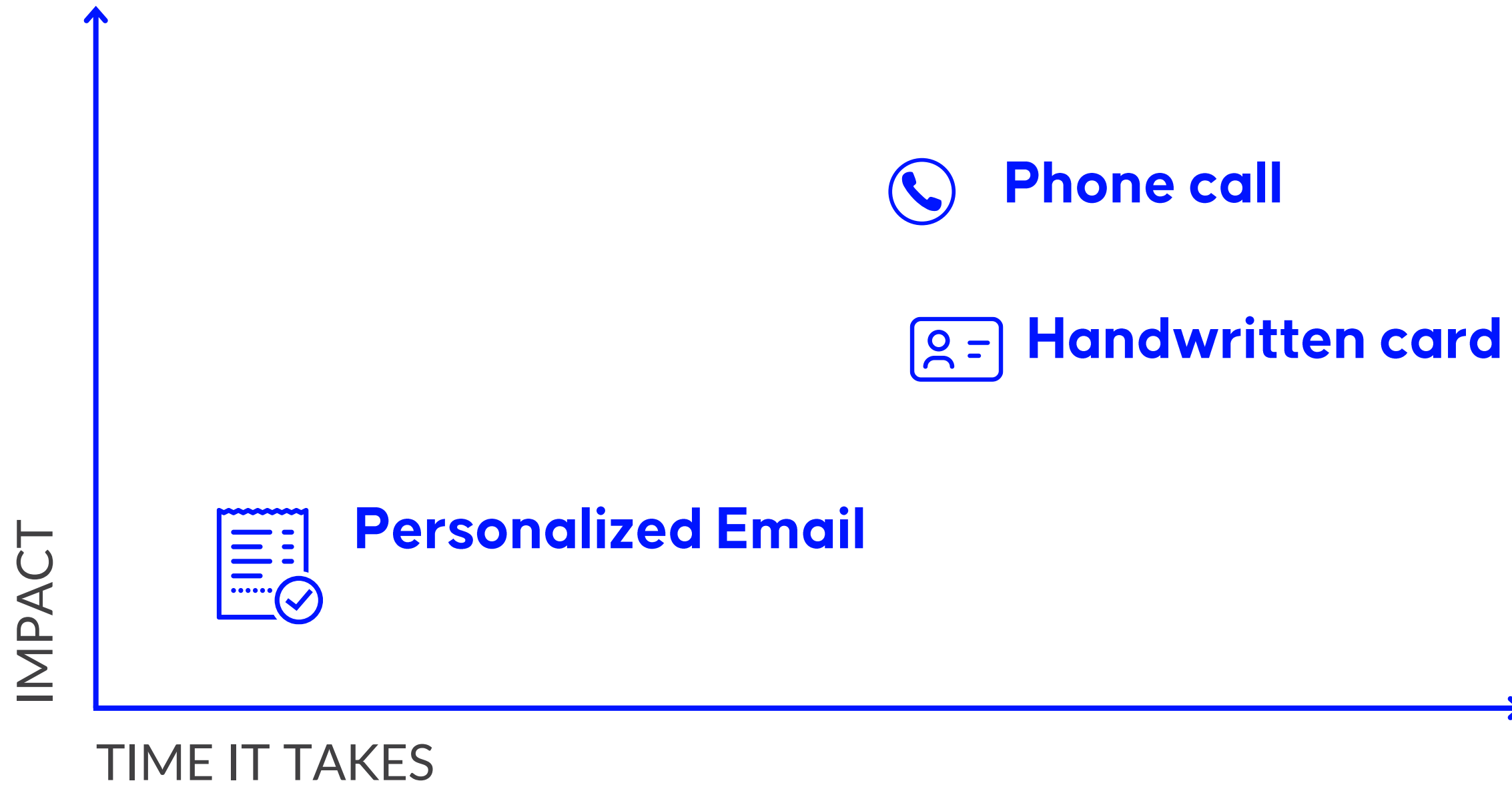
# Disrupting the channel



Bloomerang - 4 Strategies to Retain Your #GivingTuesday Donors

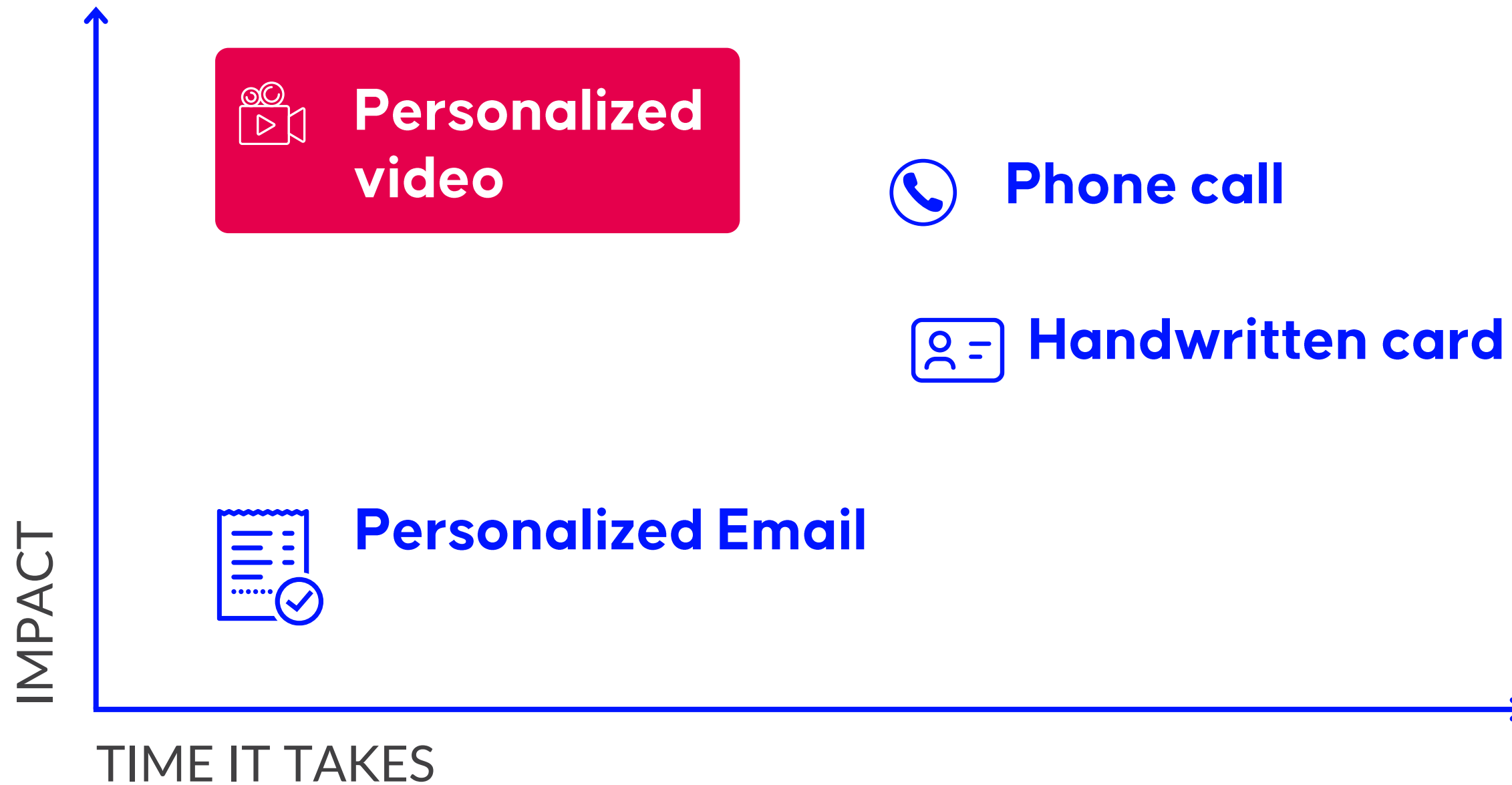
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# Outreach options





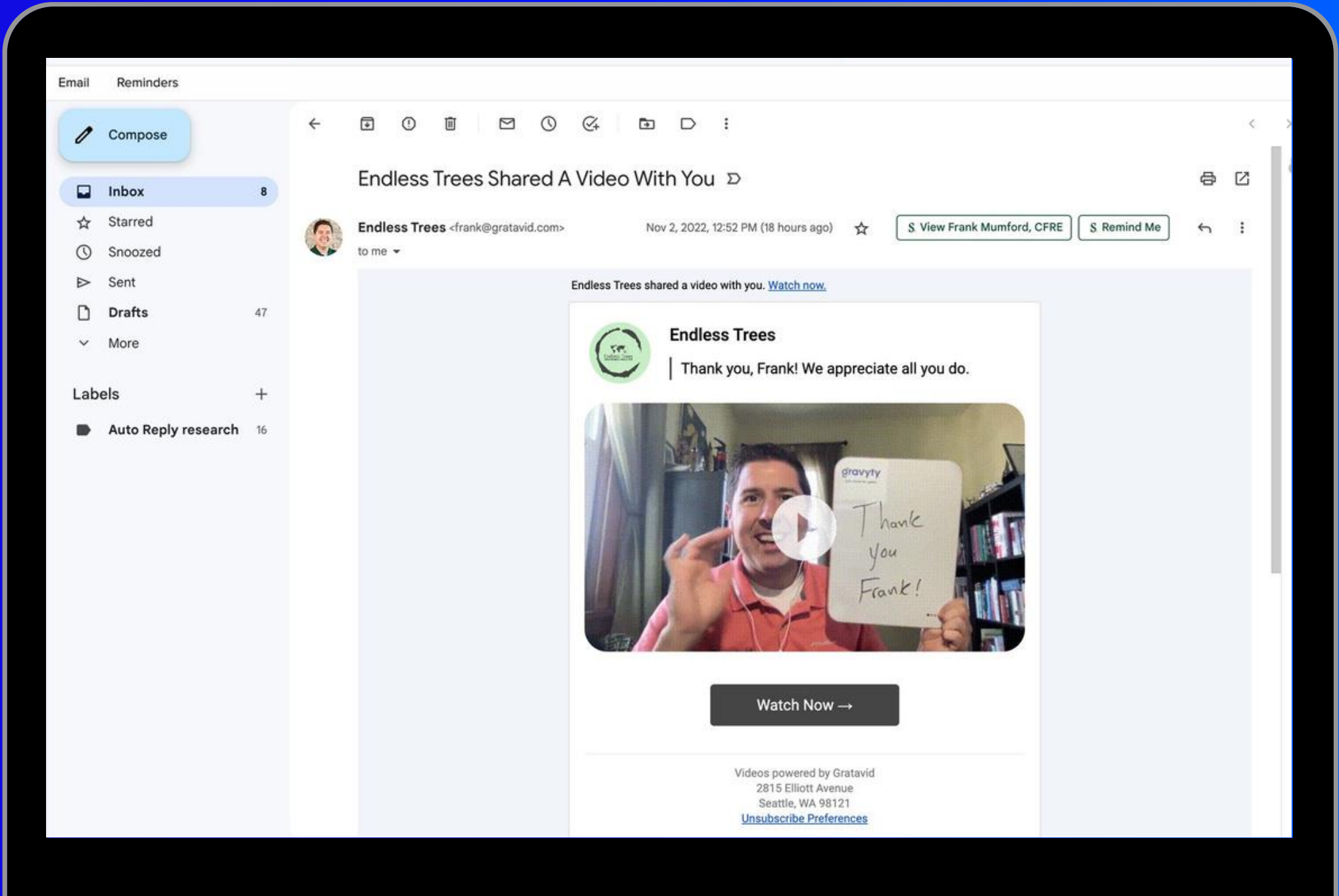
# Outreach options





# The problem faced







# Solution



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# How it worked



# What you did

You helped plant 750 trees  
last year, save 250 trees, offset  
44 tons of carbon, and a  
\$4,500 community benefit





# Our vision

Saving the World one tree  
at a time



# Our Goal

Become net positive on  
tree planting



# What we face

- We continue to see an increase in deforestation
- Loss of major species and increased forest fires



# What is needed

- Increase program staff to meet tree planting demand
- Research on forest fire management
- Legislation and volunteer support



# Your opportunity

Plant 1,250 trees and  
save 500 more



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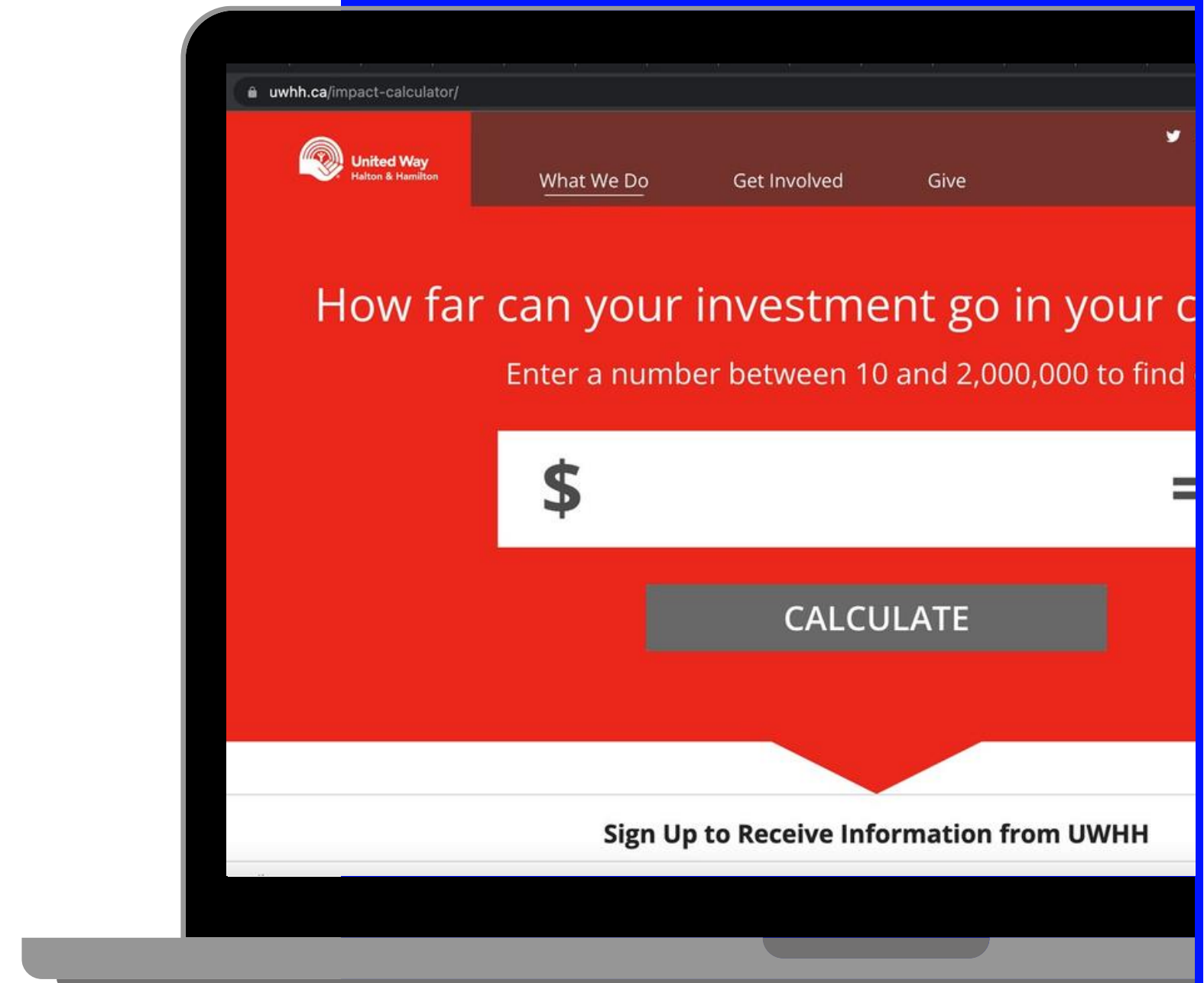
# Steps to get here





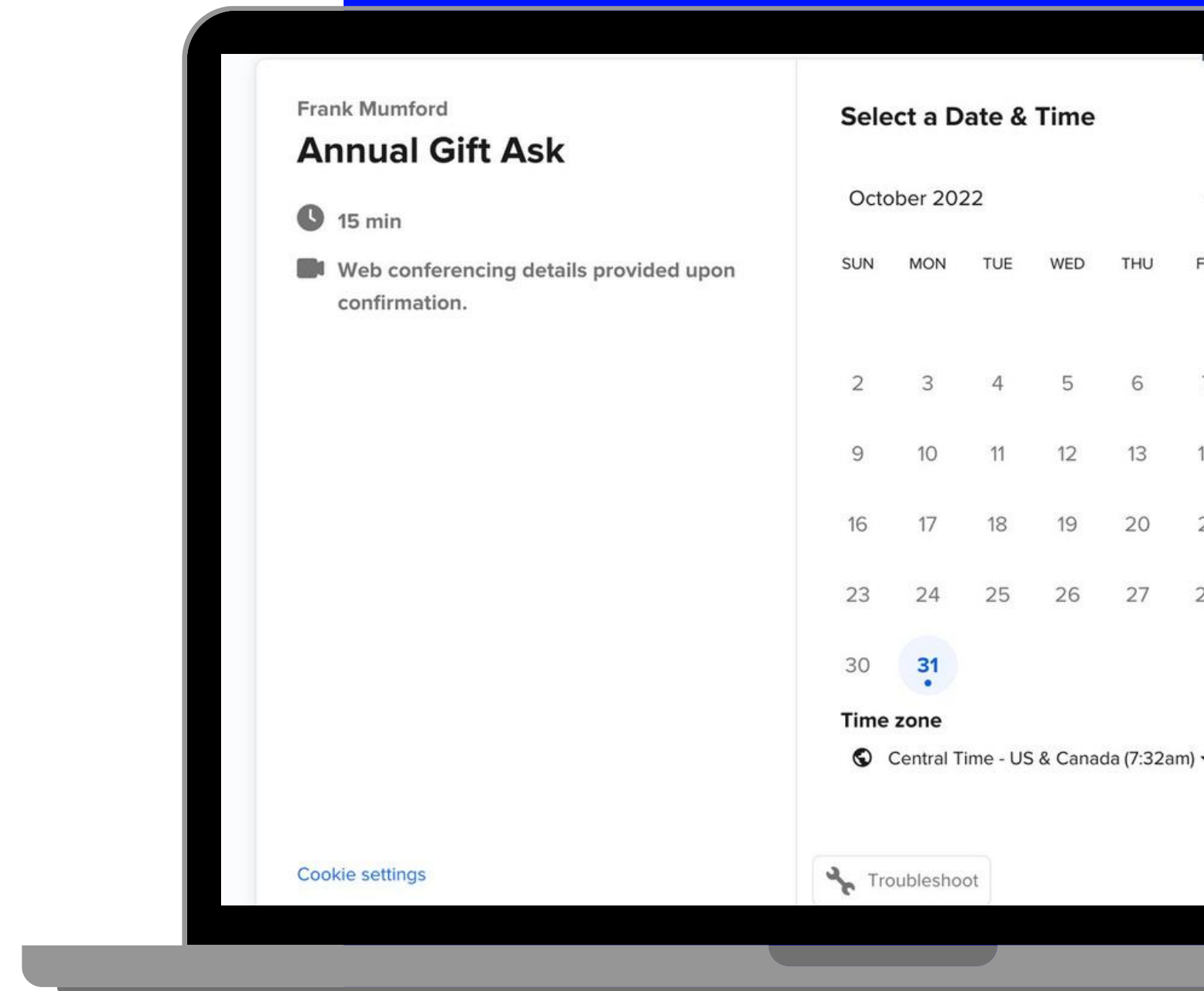
# Steps to make this happen

- ✓ **Determine your impact**
- ✓ Utilize technology
- ✓ Personalize your approach
- ✓ Engage donors around specifics
- ✓ Use video to break through the clutter



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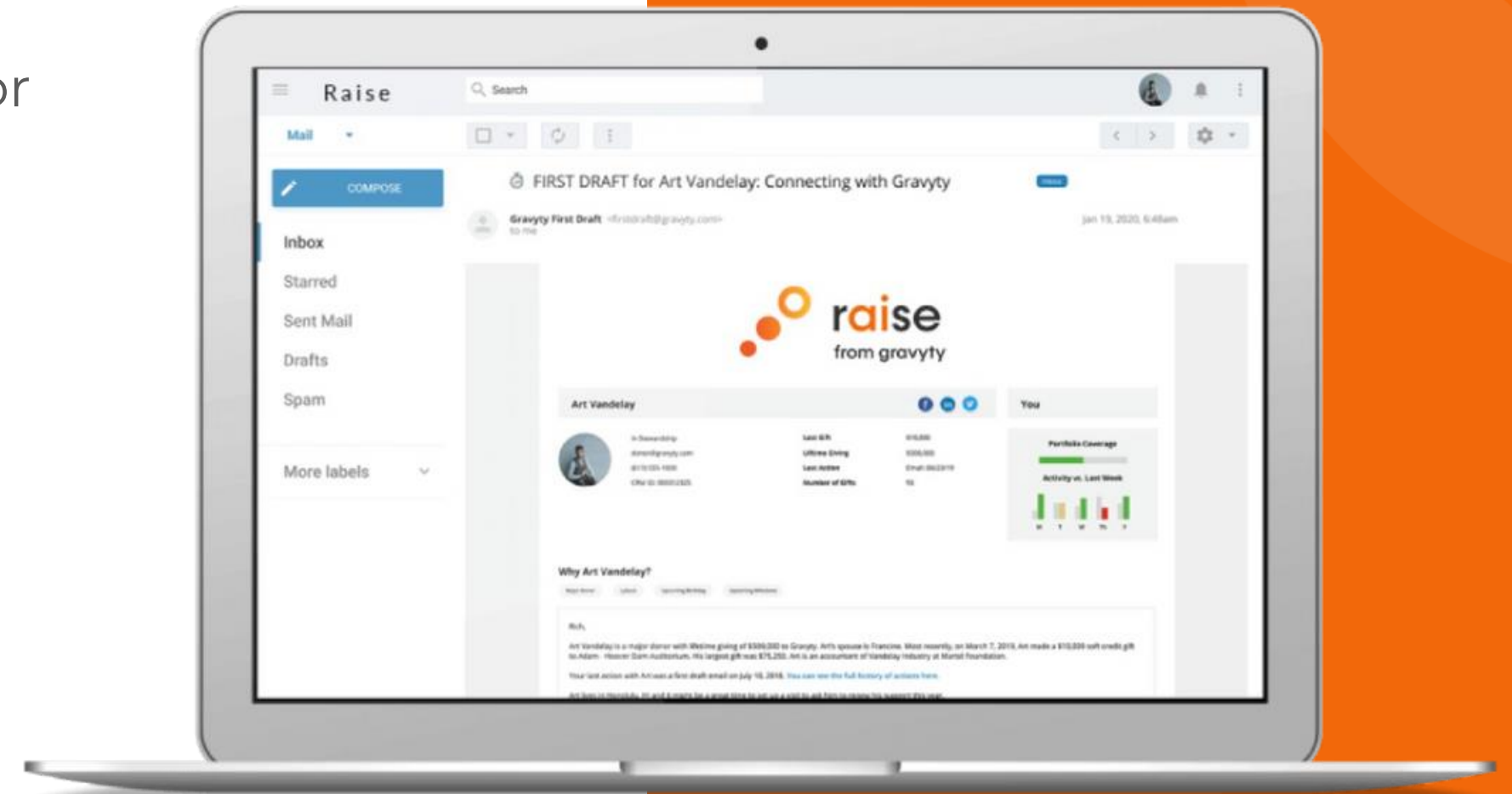
# Gravyty Platform & AI



# What is Raise?

AI-powered fundraising

- Strategic + Targeted outreach Personalize donor communications
- Intelligent travel planning
- Move donors through pipeline
- Improve plan execution
- Automate record keeping
- Boost fundraiser capacity with increased efficiency

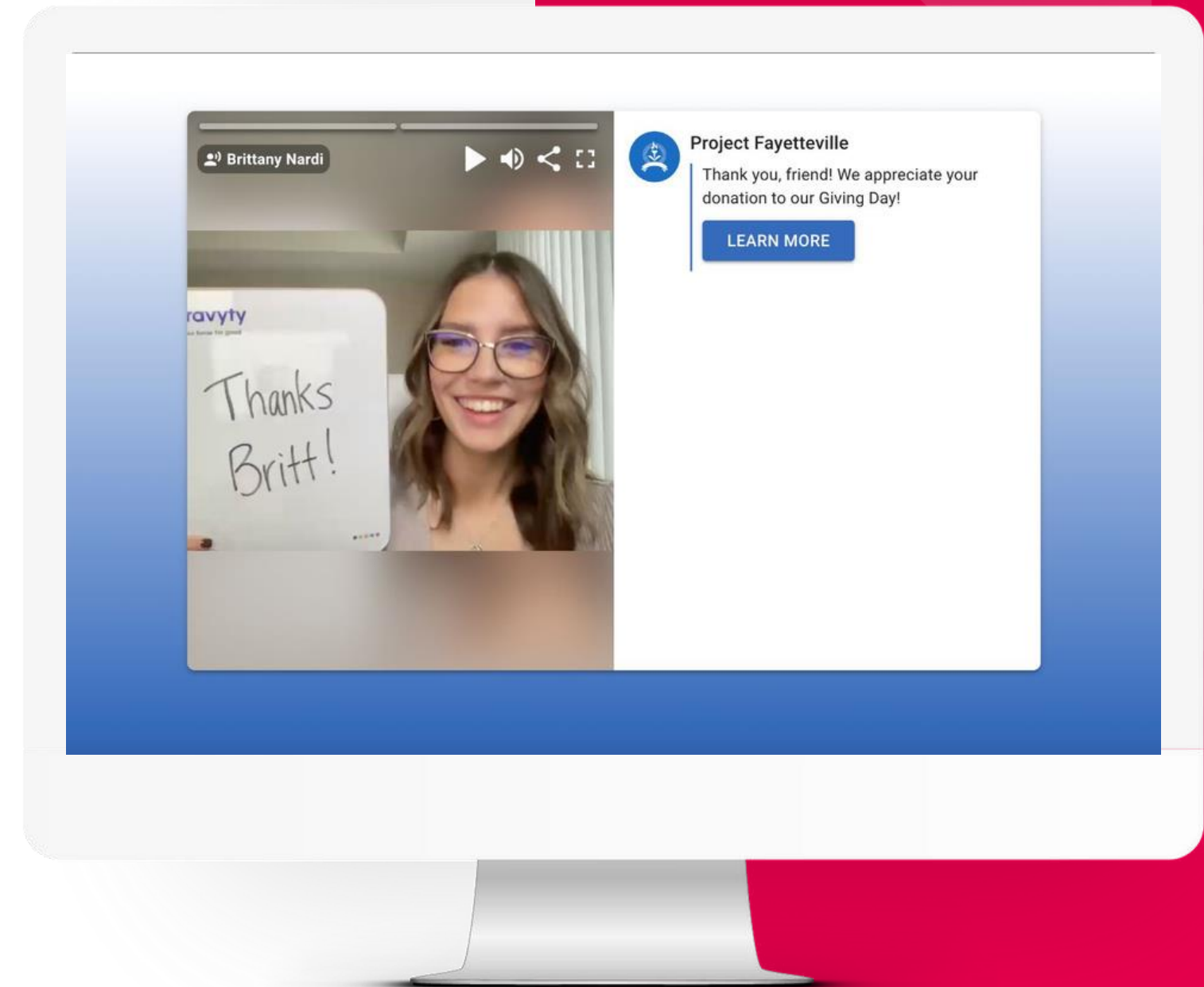


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# What is Gratavid?

## *Personalized video messaging platform*

- Easily record videos from any device
- Quickly request videos by email or text
- Generate, edit and translate closed captions
- Combine multiple videos into impactful reels
- Analytics to understand video impact



# CRM Integrations





# 6+ hours

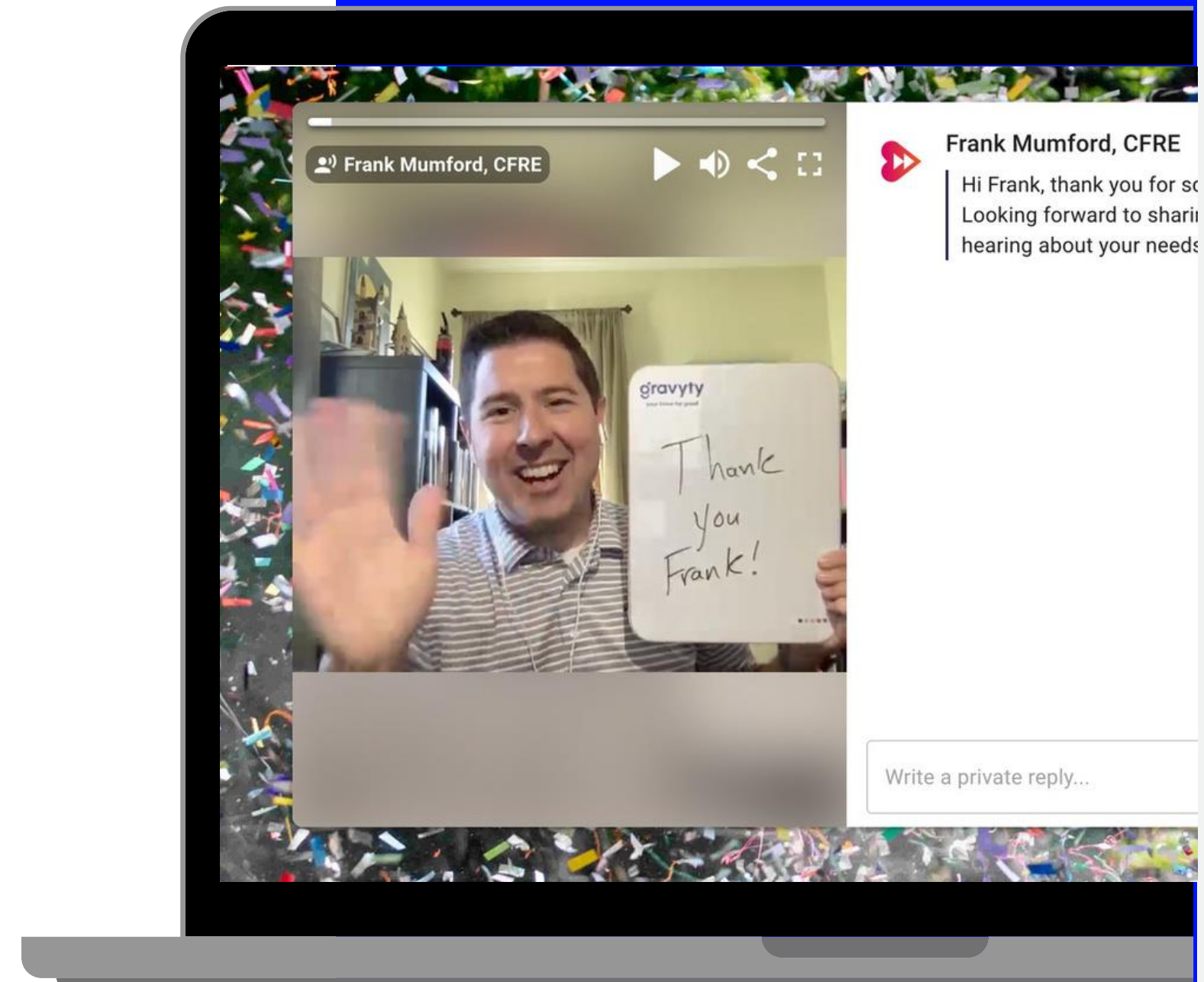
time saved per week if repetitive aspects of your job was automated

McKinsey Global Institute

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# 44%

of donors would give 10% more , and  
62% millennials would



# 71%

of donors said personalization makes them feel more engaged

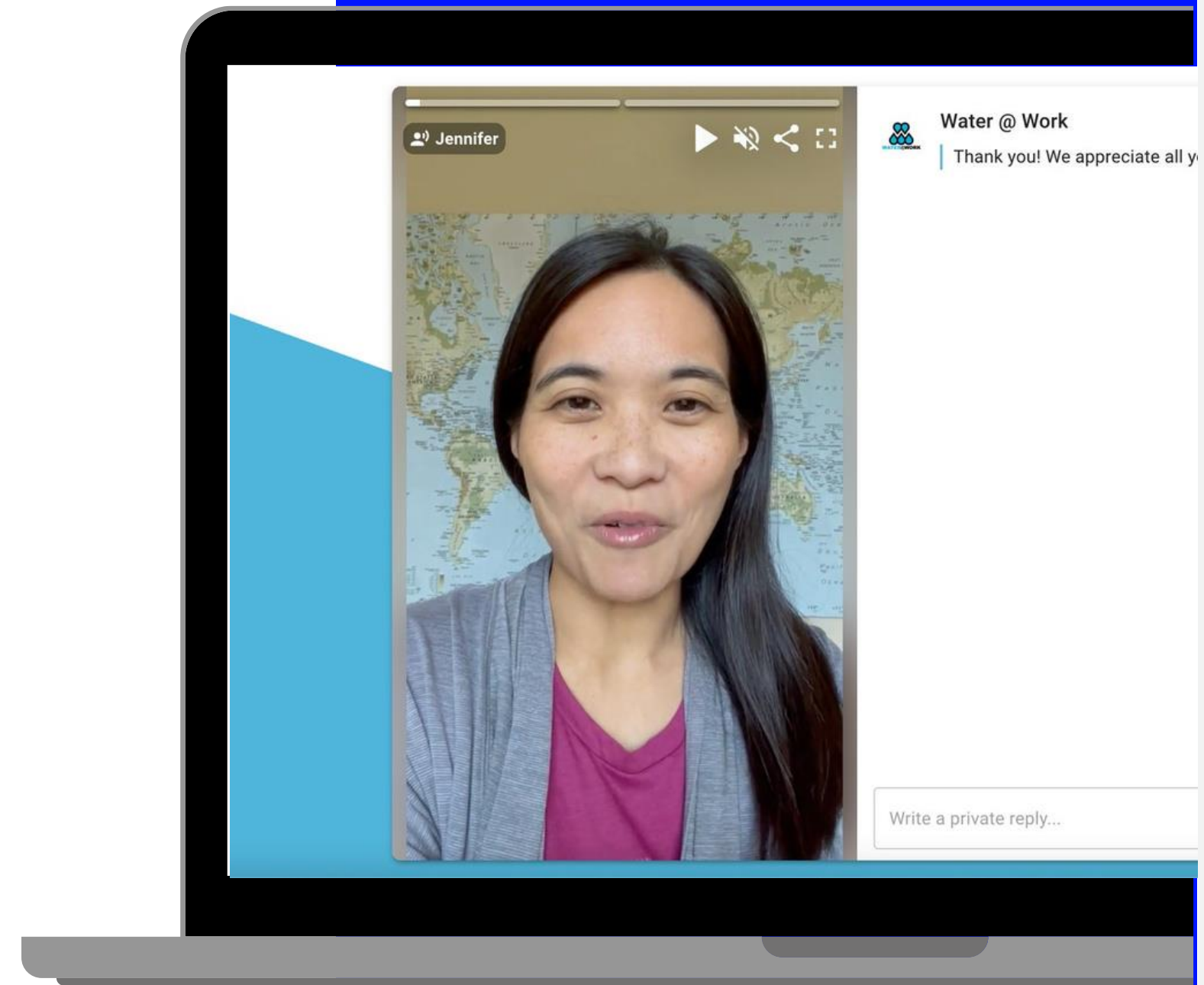
The nonprofit Times-Donor Loyalty Study



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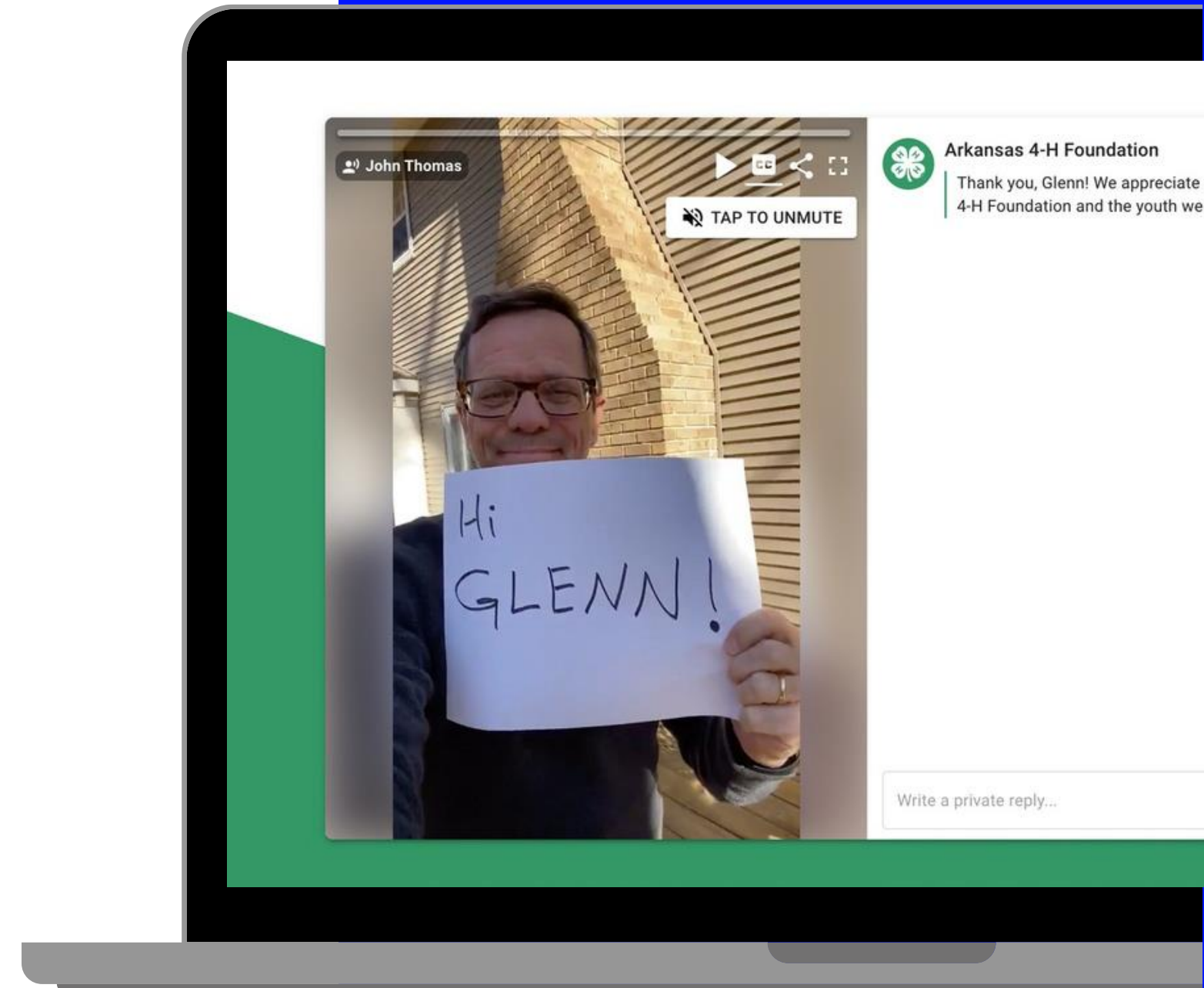
**Donors expressed a greater desire for nonprofit organizations to communicate the impact of programs and services and to be informed in more engaging and personal ways.**  
**IUPUI Lilly School of Philanthropy-Understanding How Donors Make Giving Decisions**





# Steps to make this happen

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- ✓ Engage donors around specifics
- ✓ **Use video to break through the clutter**

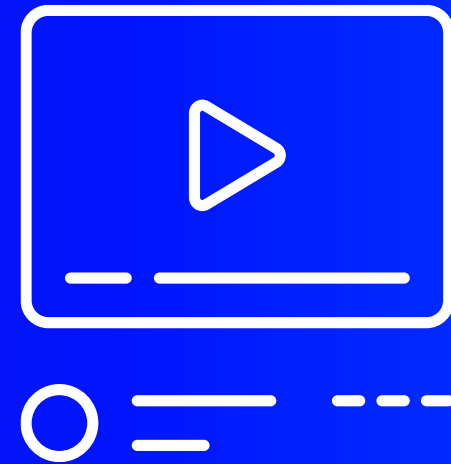




**One minute of video is  
worth 1.8 million words.**







**Viewers retain 95% of a message when they watch it in a video, compared to 10% when reading it in text.**



# Gratavid Use Cases/Examples

Examples & best practices ideas for Gratavid



# Gratavid Examples

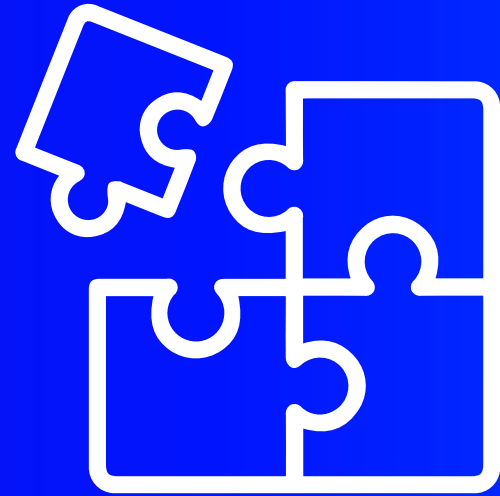
- Gratavid Samples



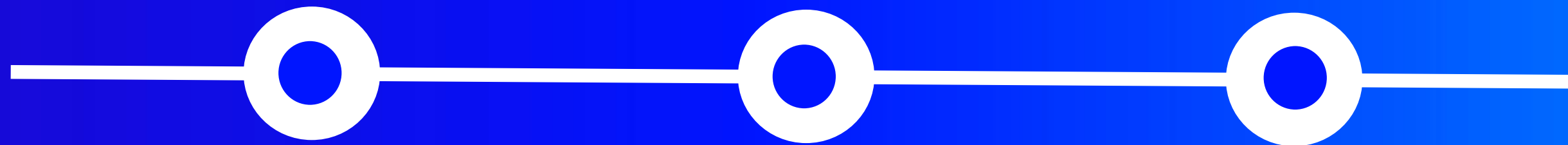
# Use Cases

- Booking time on calendar; invite to meet
- Event RSVPs/Invitations/Follow-Up
- Benefit of Corporate Sponsorship
- New employee introductions
- Special messages from familiar faces





# In conclusion



Get started now

Determine how you  
can share  
impact and share  
stories

Personalize your  
communication





# Q&A

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# Thank

# you.

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