

DONATION BOOST PARTNER PITCH

Are you seeking strategies to increase donor engagement on your platform?

Are you looking for new ways to increase impact and address inequities within philanthropy?

We have an opportunity for you!

Summary

With dire funding inequities across the philanthropic sector that ultimately impact communities and individual outcomes, we believe it's a critical time to focus on strategies that alleviate this reality. Through our recent lab and field tests we've identified a promising opportunity to have an impact on equity that benefits donors, nonprofits, and platforms and we are now interested in taking it to the next level. We are now seeking platform partners to field test the concept of add-on donations -- "Donation Boost" -- to increase donations toward underfunded and underrepresented nonprofit organizations.

The Opportunity

We're seeking to partner with platforms interested in piloting an add-on donation program. Given our promising results so far, we want to test tailored nonprofit recommendations at different stages of the donor journey to determine the most effective way to offer donation add-ons. There are no financial costs to participating. Here are a few benefits your organization can look forward to by partnering with us:

- Increased immediate donor engagement with your platform through personalized recommendations
- Opportunities for sustained donor engagement through additional insights about your donor audience
- Fresh insights to donors on the causes or issues they care about
- Active contribution to reducing funding disparities within the philanthropic sector

Background

In collaboration with Charity Navigator, our team conducted an experiment during the 2023 Giving Season to determine whether recommending small, equity-advancing organizations to donors as "add-ons" to donations to large, popular organizations would increase donations toward the recommended organizations. Additionally, our team conducted various online controlled experiments to determine whether participants would donate to additional nonprofits when presented. Our field and lab tests showed that when donors are offered additional nonprofits to donate to that align with their interests, they will engage and often donate, increasing contributions to recommended nonprofits by over 20%! Our field test was performed as a post email transaction and our lab tests were performed as hypothetical pre-checkout scenarios. We're now seeking partners to expand and scale this work.

Not sure you're the right partner? Are you a platform that:

- ☐ Provides a selection of nonprofit organizations to choose from for donation
- ☐ Provides users the ability to choose and donate to specific nonprofit organizations
- ☐ Has the functionality to offer pop-ups and/or add-ons at different points of the transaction journey

If you check all 3 boxes, we'd love to hear from you. Please email us givingteam@ideas42.org expressing your interest in partnering with us. We look forward to hearing from you!