

THE FUTURE OF DIGITAL FUNDRAISING

We've consulted all of our crystal balls, tea leaves, palm lines, and omens to bring you a glimpse into the future.



Our Agenda

- **Overview** | **Setting the Table**
- **Macro-Factors** | **Trends & Events**
- **Real-World Data** | **What We've Seen**
- **The Future** | **What to Expect**
- **Next Steps** | **Get In Touch**

Overview.



Who We Are.

OPTIMIZE
CONSULTING

© 2013

GREETINGS FROM

Founded in Austin, Texas in 2018, Optimize Consulting was destined to think differently from the beltway-focused competition.

We recognized that technology wasn't just a tool but a vital ingredient for our scalability and impact. We merge innovation with strategy, empowering us to lead our clients through the uncharted territories of digital transformation.

We're excited to add to your organization's story.



Our Work

For the past 9 years, Optimize Consulting has worked with many members in the greater liberty movement.

Collectively, we have raised over \$32 million for our clients.



Real ROI from Real Organizations

+880%

**Increase in Donations
Using Major Signer**



*Individual & Parental
Rights Advocacy*

+\$400,000

**Funds Raised
for One Event**



*Whistleblower Advocacy
& Support*

+18,616

**New Donors
in Nine Months**



Political Action Committee

+634

New HNW* Donors



*Student Organization
& Mobilization*

**AGC of \$10K+*

Why We're Here.

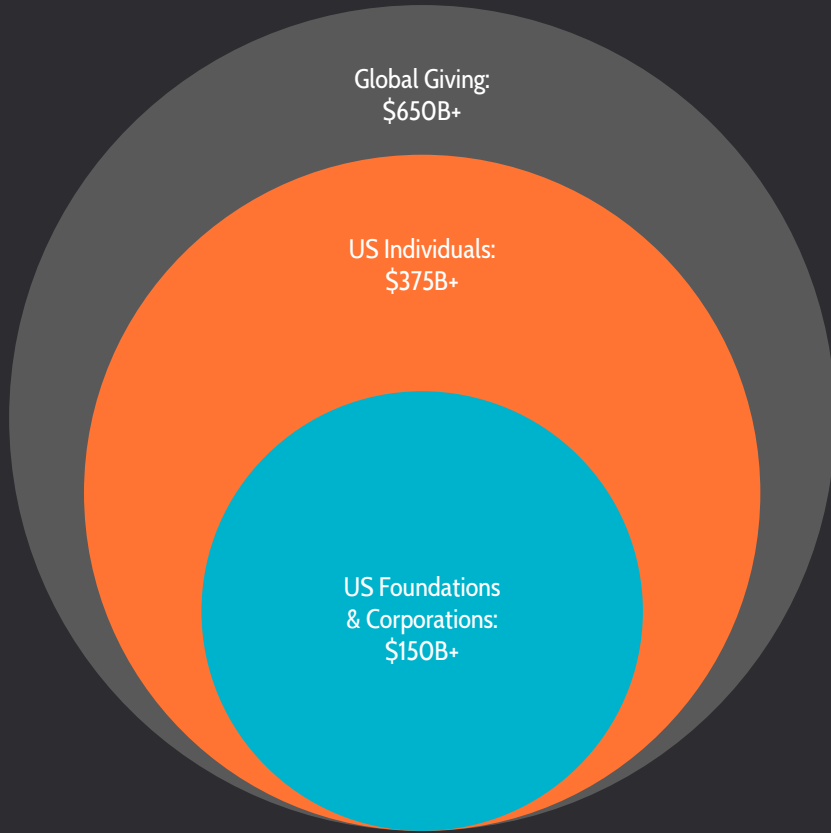


Executive Summary

Today, we'll show:

- ⦿ Massive opportunity to grow liberty-minded organizations within the larger philanthropic landscape
- ⦿ Positive growth in digital media and development engagement on digital channels
- ⦿ Challenges include declining traditional event effectiveness, email deliverability issues, and donors getting better at 'hiding' wealth
- ⦿ Success stories involve strategies like guest signers and optimized digital campaigns
- ⦿ How the future may hold increased email challenges, rising mail costs, and higher donor expectations

Current State of Fundraising.

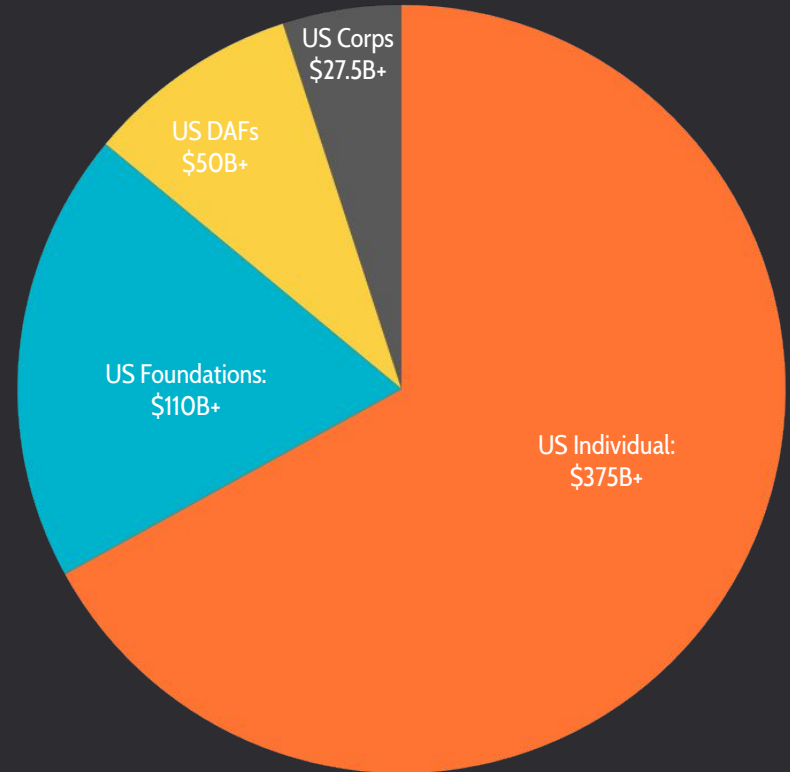


THE PHILANTHROPY LANDSCAPE

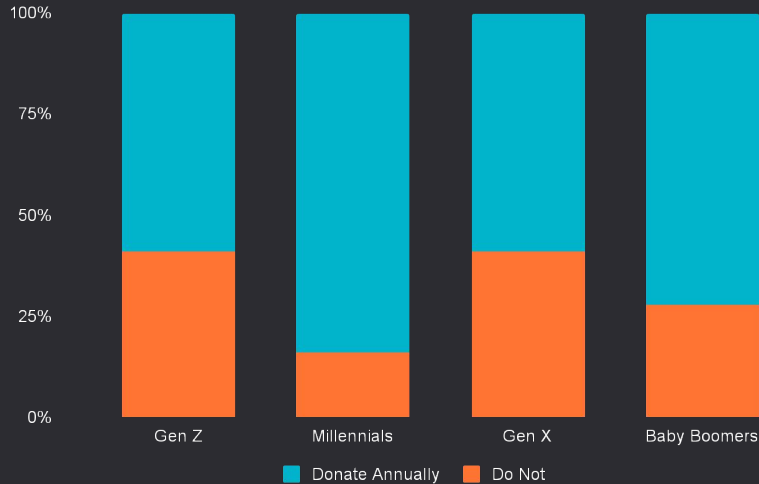
- The United States Accounts for 80%+ of all Charitable Donations
- Individuals make up $\frac{2}{3}$ of all Giving in the US
- DAFs Growing: Increased 600%+ since 2016

US GIVING INSIGHTS

- Including DAFs, Individually directed donations accounted for 75%+
- Reversing the Trend: US Total Giving Expected to have Increased in 2024
- Foundations Still Play a Pivotal Role



DONOR AGE TRENDS



- Baby Boomers currently contribute 43% of all donations
- Blackbaud Institute found that 59% of Gen Z donates
- Millennials increasingly engaging in philanthropy, surpassing Boomers



What About Us?

The large majority of that giving goes to obvious places: Higher Education, Hospitals, Humanitarian Aid. However, an estimated \$17-30B goes conservative and libertarian non-profits, causes, and advocacy groups and is seeing similar trends.

More Trends:

- ⊙ Small Dollar Donor Explosion
- ⊙ Donor Advised Funds on the Rise
- ⊙ Faith-Based Giving Strengthening
- ⊙ Alternative Media Driving Digital Contributions

Real World Data.

**Events Are a
Lot of Work.**



Fundraising Events: High Cost, Limited ROI

- Fundraising events are resource-intensive, requiring major investments in time, staff, and money but often underperform in net revenue.
- While they bring in donations, costs for venues, catering, and marketing reduce overall profitability.
- They are less effective for donor acquisition and retention but can set the stage for long-term giving.
- The real value is donor cultivation, not immediate returns—events help strengthen relationships and inspire future major gifts even with digital-first donor bases.
- Against all odds, you do have the occasional event that does manage to be a success...

128

Donors Attending

\$402,855

Total Raised

\$3,147

Average Contribution

A Big Night

Despite a limited formal Development Team and a primarily digital donor base The Kash

Foundation team with our help was able throw a low-cost event that had a 9X return on investment and build stronger relationships with several portfolio donors. This required significant use of development automation tools and planning well in advance to make a success and it was still no guarantee.



ESPs Are Hostile.



Google & Yahoo's Email Changes Hurt Nonprofit Fundraising

- Last year, Google and Yahoo tightened email rules, requiring strict authentication (SPF, DKIM, DMARC) and one-click unsubscribe options intended to reduce spam ahead of the election.
- Deliverability dropped causing legitimate donation appeals to land in spam or never reach donors. Many smaller nonprofits lacked the IT resources to comply, further reducing their ability to land in inboxes.
- One-click unsubscribe and similar privacy-oriented features led by Apple cause accidental donor loss, cutting off future communications including updates and appeals.

The background features a dark gray color with a large, faint, stylized 'O' shape composed of concentric circles and a central dot, resembling a target or a logo. The text 'Hope is Out There.' is centered in a bold, white, sans-serif font.

Hope is Out There.

+284%

Increase in Email Open Rate

-99.6%

Reduction in Complaints & Unsubs

+6.78%

Increase in Click Rate

Track & Improve

Having seen a major drop in deliverability, Optimize Consulting was able to help Young Americans for Liberty restore their domain reputation and improve email deliverability, open rates, and click rates. Tracking & measuring these KPIs over time is Step 1 to improving.

8,000,000+

Monthly Users

18,000,000+

Monthly Page Views

1,200,000+

Email Subscribers

As of 1/5/2024

Don't Just Rely on Your Email List

Babylon Bee's reach is absolutely massive and a target rich environment of fiscally, socially, and politically conservative mostly young adults (55% of users between 18-34). These and other aligned publications are a great way to reach new, digital audiences.

\$618,091+

Gross Raised

\$0

Total Invested by TPPAC

8,906

Unique Donors

Don't Just Rely on Anyone's Email List

Without a single dollar invested, Turning Point PAC was able to net over \$150,000 in contributions and generate nearly 9,000 unique donors through use of broadcast and streaming TV fundraising revenue share agreements.

The background features a dark grey to black gradient. Overlaid on this are several concentric circles of varying shades of grey, centered in the upper right quadrant. A large, stylized letter 'E' is also present, formed by thick, dark grey lines, positioned on the right side of the image.

Email Isn't Dead.



Strategic Digital Fundraising Still Works

- Despite email challenges, nonprofits can still drive strong fundraising results with a thoughtful, well-crafted communication plan.
- A standout guest signer—a well-known figure or trusted voice—can boost engagement and drive action, overcoming deliverability hurdles.
- In a call-to-action-driven digital world, a compelling message, strategic timing, and multi-channel reinforcement can maximize impact.
- Success comes from intentional outreach, clear donor journeys, and leveraging trusted voices to spark engagement and giving.

898

New Donors Generated

\$13.36

Average Cost Per New Donor

\$12,000

Amount Spent on Advertising

Lowest Cost Per Donor

Spending just \$12,000 Optimize Consulting was able to generate 898 new donors for an average cost per new donors of under \$15 for the Libertas Network – a number that can be 10-20X higher for mail acquisition!

555

New Donors

\$23,725.44

Funds Raised

\$42.74

Average Gift Size

Get A Good Guest Signer

This Ted Cruz signed email helped Goldwater Institute add over 500 new donors to their housefile. The best part? We only spent \$1,750 on a list rental to generate these results.

1,739

Total Number of Gifts

\$82,542

Total Net Raised

1,167

Unique Donors

Seriously, Get One

With Kirk Cameron willing to sign multiple pieces of copy for SkyTree Book Fairs, the organization was able to quickly generate a large list of donors with major giving capacity and generated enough revenue to earn the organization much needed runway.

The Future.

1

EMAILING WILL GET HARDER & HARDER

In order to compete for relevance, ESPs will continue making it easier to avoid getting 'unwanted' email and the rise of AI will make it easier to detect engagement signals for ESPs to quietly suppress email delivery to improve their user experience.

2

MAIL WILL KEEP GETTING COSTLIER

With the USPS operating at a consistent loss, postage prices will continue to increase. Coupled with continued disengagement from physical mail from younger generations it's not hard to predict a squeeze on mail ROI without significant innovation.

3

DONORS WILL

EXPECT EVEN MORE

You breakthrough and your donor communication actually gets delivered – awesome! Now, make sure you actually have something important to say. Even when you manage to get attention, it's fewer and fewer seconds at a time. Be ready to convey **IMPACT**.

Let's Get to Work

Let's work together! Transforming an organization's online fundraising and digital infrastructure is what we do best.

Please contact Tim Bertram at tim@optimizeconsultingllc.com or **651-356-2455** to see if we would make a good fit!

You can also book a time on our calendar by [clicking here.](#)

Open Q&A:

All Things Digital Donor Acquisition