



**DXD**

Donor Experience Design

Creative Online Fundraising

# THE ONLINE FUNDRAISING IMPERATIVE



In a hyper-connected world, the need to foster innovation in philanthropy and to have a more donor-centric approach has never been more necessary.

People do not give **TO** an organization, they give **THROUGH** it.

Most fundraisers do not want to lose the opportunities offered by the Internet. Unfortunately, 60% of online fundraisers struggle and fail because there is a big gap in knowledge about online donor engagement. To inspire, mobilize and acquire new donors online, the first step is to learn to create meaningful experiences.

The Donor Experience Design (DXD) program is designed to expose students to a new mindset that promotes creativity, collaboration and provides a public face to overall fundraising efforts.

# COURSE DESCRIPTION



The Donor Experience Design (DXD) Program helps fundraisers improve the knowledge gap to take online fundraising to the next level. DXD is designed as an experiential learning program to learn, plan and implement a successful online fundraising event to:

- Analyze problems from the donor perspective,
- Provide practical and actionable knowledge about online fundraising,
- Show how to inspire an online community to work together through creative and meaningful tactics
- Expand capacity through volunteers and board members,
- Acquire new donors at low cost.

# PROCESS



Donor Experience Design – DXD uses design thinking framework to encourage students to apply what they are learning in real circumstances.

DXD program is divided into 3 phases:

**Phase 1:** Training in what inhibits or drives online donors.

**Phase 2:** Creative planning of campaign of choice with a donor-centered approach guided by an expert.

**Phase 3:** Build a prototype and deploy the campaign through a risk-free pilot to raise funds for a nonprofit applying the concepts learned.

When you have completed all the training, you will not only have learned more about designing meaningful donor experiences, but you will also have extra money in your pocket.

# PROGRAM OUTCOMES



Upon completion of the DXD Program, students will be able to:

Establish and develop online fundraising skills

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Understand and experience the donor experience design process

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Identify social and situational factors that encourage or inhibit donor behavior

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Identify, evaluate, and validate opportunities in real-world circumstances

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Identify and interact with donors

# COURSE ELEMENTS



**TRAINING**

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**PLANNING COACH**

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**IMPLEMENTING**

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# TRAINING

1

## UNDERSTANDING DONOR EXPERIENCE DESIGN

Why DXD

Why People Give

Building Your Army

Cultivating Your Following

Convert Passive Audience to Active Donors

2

## THE ONLINE FUNDRAISING CAMPAIGN

The Seven Pillars of Successful Fundraising

Fundraising vs Friend-Raising

Planning and Designing Your Online

Fundraising Approach

3

## APPLYING WHAT YOU HAVE LEARNED

Using PixGift

Framework for a Successful Implementation

## SUPPLEMENTAL CALL OUT LESSONS

Closed Loop vs Open Loop Fundraising

Power of Storytelling

Case Study

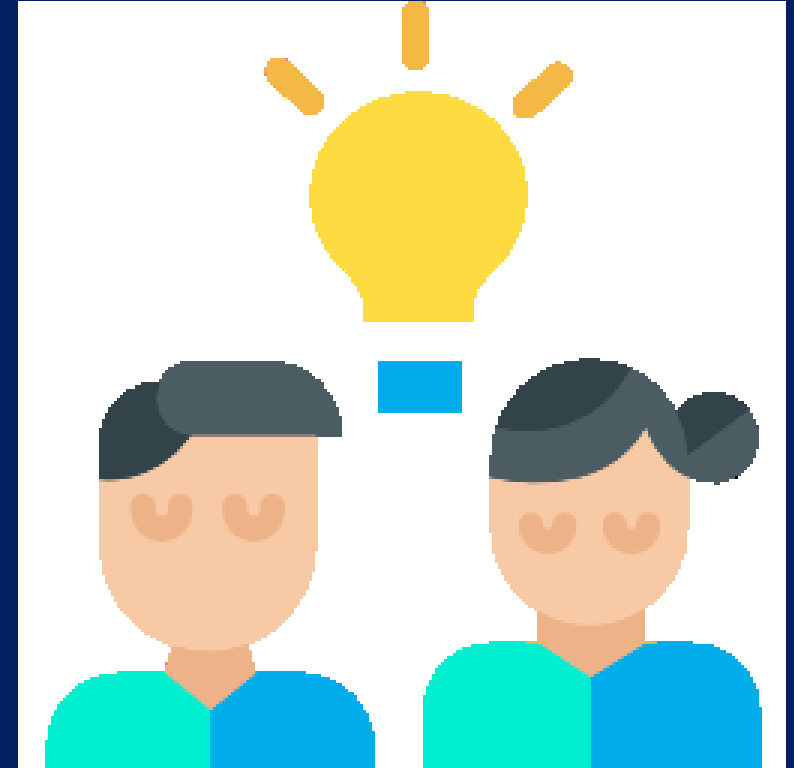
# MODULE ONE

## UNDERSTANDING DONOR EXPERIENCE DESIGN

What is DXD?

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Why DXD is different?





# Why Do People Give?

Empathy

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Specificity



# Cultivating Your Following Building Your Army

What Social Media is good for

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What Social Media is not good for

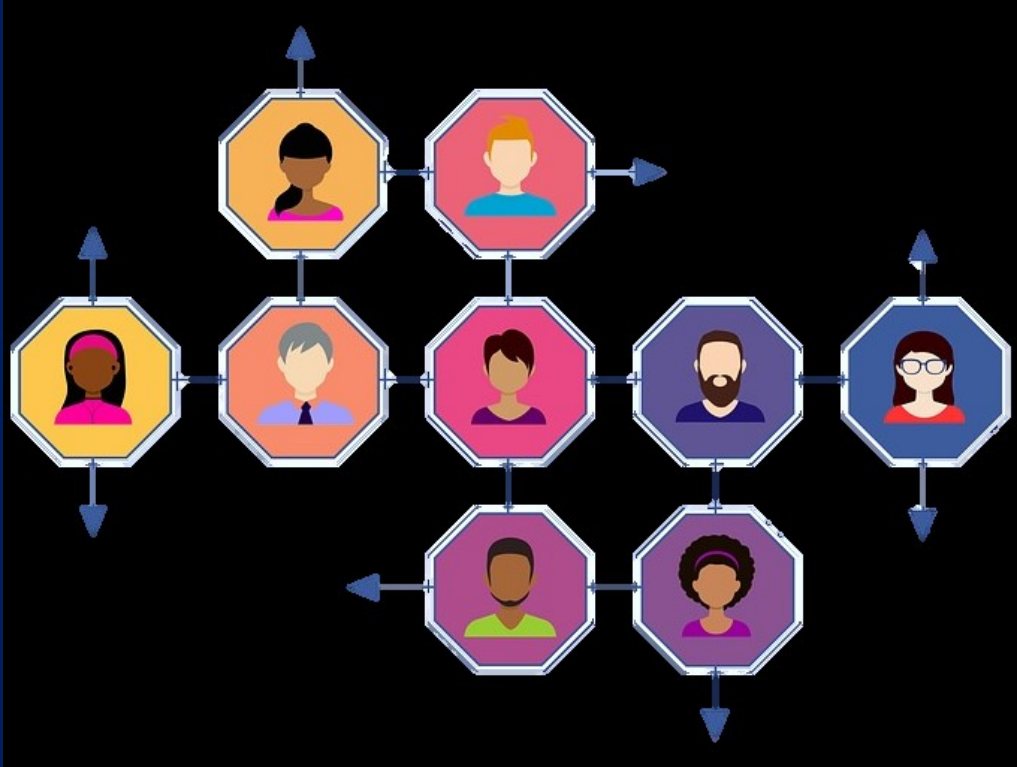


# Convert Passive Audience to Active Donors to Impassioned Influencers

Value of Online Fundraising

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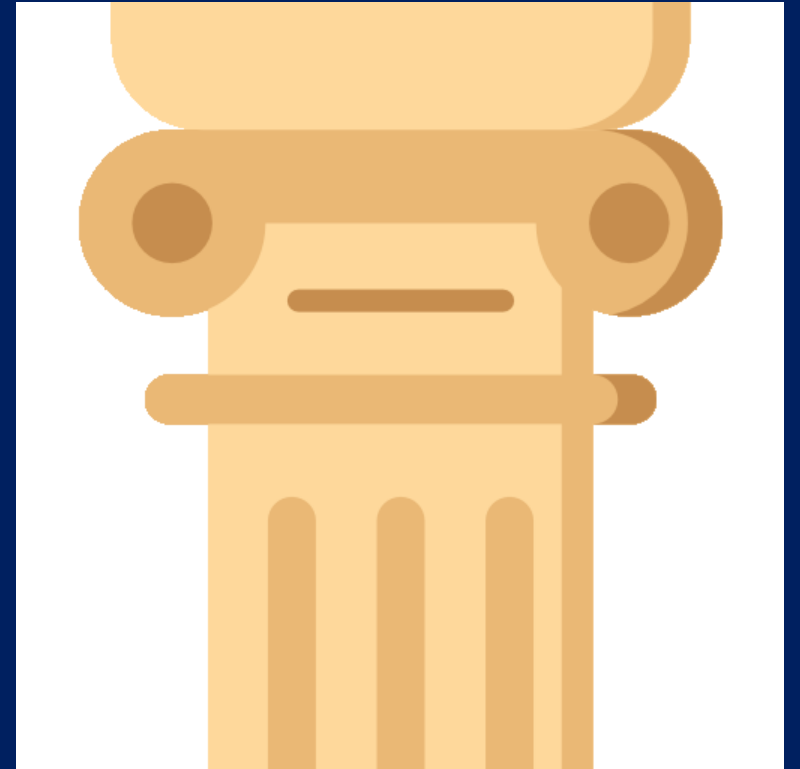
Power In Numbers



# MODULE TWO

## THE ONLINE FUNDRAISING CAMPAIGN

The Seven Pillars of  
Successful Fundraising



# Fundraising vs. Friend-raising



# Designing and Planning Your Online Fundraising Approach



Empathize

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Define

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Ideate

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Prototype and Test



EMPATHIZE



DEFINE



IDEATE



PROTOTYPE

# The Donor Journey Canvas

**Awareness**

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**Cultivation**

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**Solicitation**

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**Recognition**



# Building Your Donation Platform

## The Giving-Website Components

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# MODULE THREE

## APPLYING WHAT YOU'VE LEARNED

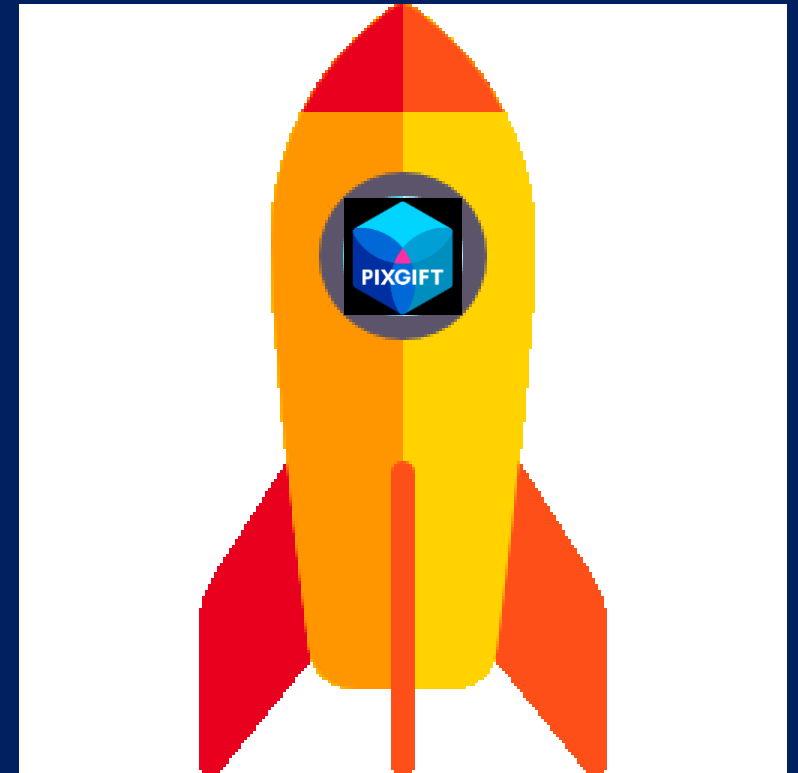
Using PixGift

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Fueling Your Imagination

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Giving Board Settings



# APPLYING WHAT YOU'VE LEARNED

## Framework for a Successful Implementation

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# EXTRAS

## SUPPLEMENTAL CALL OUT LESSONS

Closed Loop vs Open Loop Fundraising

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Power of Story Telling

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Case Study

