



Building Brand Awareness and Mobilizing the Impact100 Global Movement **Written by Maggie Jackson, MAP Fellow, Impact100**

EXECUTIVE SUMMARY:

Impact100 is a global network of women empowered by collaborative philanthropy to identify and invest in solutions to their communities' most pressing challenges. The Impact 100 model is simple. 100 women give \$1,000 each and invest it back in their community through a transformational grant of \$100,000 to a local organization. 100% of donations go directly to the community. To date, 15,000 women through 60 global chapters have invested over \$80 million.

The Impact100 Global Council provides leadership, guidance, and support to each Impact100 chapter. The tools, resources and education provided enables more women to connect to an Impact100 chapter and experience the power of transformational philanthropy.

CHALLENGE:

To sustain and grow, the Global Council requires recurring revenue to nurture the volunteer-led chapters more fully and to launch new chapters in communities across the globe.

The 100% model at the chapter level does not cover the administrative costs of operations, including staffing, programs, marketing, and fundraising. Therefore, the MAP Fellowship challenge is to leverage current donors and chapter members, engage new audiences, and build a recurring revenue stream that provides sustainable support to the critical work of the organization.

APPROACH:

To approach this challenge, it was important to understand the legacy, growth, work, and influence of the Impact100 Global Council. Throughout the challenge, several avenues of discovery were explored:

- Familiarization with the founding story
- Discussions with Founder/CEO/MAP mentor twice monthly
- Assessment of Founder/CEO voice, written and oral formats
- Interviews with Chief Development and Chief Operations Officers
- Analysis of other women's giving circles (Women Doing Well, Women Moving Millions, Philanos)
- Analysis of other chapter-based networks (American Heart Assoc., Junior League, Boys & Girls Club)
- Conversations with research analyst
- Recognition of prior and current fundraising strategies
- Identification of mission delivery (programs, resources, communications)
- Audit of social media channels
- Inventory of current audiences*

- Assessment of Impact100 chapters and network

*Audience (as of August 2020)



OPPORTUNITY:

Through this discovery process, several opportunities and drivers were identified.

- (1) The 100% donation model at the chapter level was sacred. Chapters and members would not be charged or taxed for the services of the Global Council.
- (2) A major gifts campaign to support the Global Council was underway to solicit high capacity donors already in Impact100's network. Therefore, the work of this challenge would aim to solicit lower-level recurring gifts of less than \$1,000.
- (3) A clear case for support needed to be established that illustrates the value of the Global Council and motivates new donors to fund the work.
- (4) Among chapters, the Global Council is perceived as a mechanism for launching new chapters; the support and educational resources provided by the Global Council are not universally known.
- (5) Without an integrated communication framework among chapters and members, it would be difficult to directly nurture and steward these relationships and maximize their potential as advocates for the Global Council.

Fundraising experts suggest it takes seven to 12 touchpoints for a donor to make the decision to support a nonprofit organization. With a small prospect pool and a desire to move quickly to acquire and establish a network of annual donors, the challenge evolved to **establish a network of touchpoints to grow an affinity-based following of chapter members and new potential donors, using a clear and consistent message.** This was accomplished by working alongside Impact100 stakeholders to create a case for support for the Global Council that distinguished a unique story and testing messaging across social media and direct mail to build energy for the movement.

EDUCATIONAL EXPERIENCE

July 2020: Thrive Impact one-day virtual conference Redefining Revenue.

Key takeaways:

- Ben Greene, SVP Key Relationships, Charity: water. Similar to Impact100, 100% of donations made by supporters go directly to mission delivery. A small group of high impact donors support the vision of the organization by funding operational and administrative costs – the Well. The Well enables a robust and trend-setting system of peer-to-peer fundraising activities across social media – the Spring. Fundraisers and donors are motivated by the simple and tangible call to action – water, and the transparency of exactly where their donation goes.
- Serena Bruzgo, VP Development and Marketing, Denver Museum of Nature and Science. Reiterated the essential practice of developing and stewarding donor relationships, recognizing the important role of asking, while respecting the process.
- Rob Stennett, CEO, Storyize. Offered a simple and effective framework for storytelling – stakes, intervention, transformation - a clear construct to tell the Impact 100 story.

October 2020: For Impact: The Suddes Group (TSG) consulting services.

[The Suddes Group](#) focuses on a nontraditional sales approach to fundraising, emphasizing the impact of telling an organization's unique story. Through seven sessions over six weeks, TSG helped Impact100 Global develop an aspirational funding story and funding rationale.

- (1) TSG engaged a small group of Impact100 stakeholders, including chapter founders and presidents, staff, and volunteers to begin to understand and build the funding message. The initial discussion assessed the external impressions and understanding of the Global Council, while gauging what chapters desired from the Global Council, including:
 - the opportunity to be part of a global movement; public relations and earned media on a national scale to build awareness and credibility; assistance in recruitment
 - opportunities for collective story and impact sharing, such as impact across all five focus areas
 - a center for excellence to share resources, learn best practices, and navigate chapter governance
- (2) Impact100 Global traditionally shared the effectiveness of the model and the collective impact of global chapters as their main message and case for support. This story is compelling, however, the likely actions solicited from these messages are (1) join a chapter, (2) support your local chapter, or (3) start a chapter. In order to raise momentum and funds for the Global Council's strategic efforts, the story would need to change. The next several sessions with TSG explored these opportunities.
- (3) The result was an engagement tool that offers a simple visual map to present the case for support, while engaging the donor in the conversation, providing a framework for the discussion, and offering a clear ask to end the meeting. ([Exhibit: Impact100 Global](#)



[Engagement Tool_TSG_2020](#)) The tool is ideal for direct one-on-one donor conversations.

Impact100 Global recommended messaging:

- Empowering Women. Transforming Communities.
- harnesses **women's inherent power** to create change
- supports a **global network** of women philanthropist / community advocates
- **identify and invest in solutions** to communities' most pressing challenges
- fuel momentum, to **deepen** the impact of 60 global chapters, to **extend** reach through chapters in new communities, and to **empower** more women to be bold community advocates
- **25 new chapters** unlocks **\$10 million** in new community investments in just 5 years
- Impact100 Academy **equips women for leadership success**, providing a bespoke education system that offers credentialing in finance, diversity, recruitment, and Board governance

BENEVITY

Benevity is a charitable donation-management and grant-management platform whose customers include Nike, Coca-Cola, Google, and Apple, and hundreds of Fortune 1000 companies.

[Benevity's technology does two things:](#)

- (1) It powers the corporate giving, volunteering and grantmaking programs of hundreds of companies; and
- (2) It makes it easier and more efficient for nonprofits to tap into the vast support of corporations, their employees, and customers.

Benevity is an open-choice platform and does not offer promotional services for non-profits. To maximize exposure to potential donors, nonprofits are encouraged to complete their cause profile and provide as much information about the work and mission of the organization.

Prior to our work, Impact100 Global had a perfunctory profile on the platform. Steps taken to increase exposure:

- (1) Updated the cause profile to reflect recommended messaging and encourage page viewers to fund the movement. Increased the findability of the profile by adding name aliases and tag words. Included social media handles.
- (2) Created a project for year-end giving, a time specific request for support that urges viewers to include Impact100 Global in their end of year giving plans.
- (3) Established volunteer opportunities in branding, marketing, social media, and graphic design.
- (4) Interacted with Benevity on social media and regularly informed followers and donors to check their corporate giving programs (such as Benevity) for matching opportunities.



*** Benevity reposted Impact100 Global leading up to Giving Tuesday ***

SOCIAL MEDIA

2020 was a difficult year and the external environment took extra consideration in navigating social media. In the wake of the global pandemic, a polarizing Presidential and annual election cycle, and the fight for social justice and against systemic racism, maintaining relevance while projecting an appropriate and authentic tone were of utmost importance. Additionally, the fourth quarter is a crowded market on social media -- Election Day, Thanksgiving, Black Friday, Small Business Saturday, Cyber Monday, and Giving Tuesday all fall within three weeks in November. The strategy for Impact100 Global channels was to break through with simple and thoughtful content to engage followers and acquire new followers. Previously Impact100 Global had an effective but inconsistent social media presence.

Approach:

- **#IGiveForHer** campaign celebrated the empowered women in your life who inspired you to give back. There were two ways to interact with the campaign:
 1. Make a tribute gift to Impact100 Global. A tribute or honorary gift offers a thoughtful way to celebrate a special person or occasion while contributing to Impact100 Global's mission. This opportunity was promoted through the Impact100 Global Newsletter, on social media, and the Benevity platform.
 2. Engage on social media. Followers were encouraged to post a photo of someone who inspires them, tag Impact100 Global, and follow the movement **#IGiveForHer**. Posts were featured on Impact100 Global's channels. Additional **#IGiveForHer** posts included membership spotlights.
- **#MotivationalMonday** is a popular hashtag with over 8.6 million posts on Instagram. Quotes from and images of female leaders with customized messages of women empowerment were some of the most effective posts for extending reach and engagement. These regular features added consistency to social channels.
- **Giving Tuesday and matching grant.** Impact100 Global hosted a minor Giving Tuesday campaign, wanting to be present while not overly competing when so many Impact100 chapters use the day for their own fundraising and recruiting efforts. Three posts were shared across social channels, testing new messaging:

Impact100 Global strengthens existing chapters and starts new chapters across the globe. Additionally, a matching grant was featured, tripling gifts through the end of the year.

- **Facebook Group: Impact100 Member Network** Chapter members seek opportunities to connect with members from different cities to share resources and encouragement. A Facebook group is a simple solution while also offering a direct channel of communication from the Global Council to members across the world. To date, over 90 members have joined the network. Promoting dialogue and sharing among this group will be an ongoing opportunity.

- **Daily engagement** from Impact100 Global with chapters' social channels, such as liking and re-sharing to the Impact100 Global page and Chapter Network group, promoted Global Council's presence.
- **Boosted posts** (NOTE: full analysis of boosted posts to be updated and included, in progress, MJ first post October 20).
 - Facebook 28 days, Nov 9 - Dec 6
 - Instagram 30 days, Nov 7 – Dec 6
 - LinkedIn 30 days, Nov 7 – Dec 6
- Build momentum and **awareness** for Impact100 Global Council (impressions, views)
 - Instagram accounts reached +1,225.4%
 - Instagram impressions +542.6%
 - Facebook people reached +219%
 - LinkedIn views +28%
- Share creative content to **grow** audiences across all platforms (followers, likes, subscribers)
 - Instagram total followers +5.3%
 - Facebook page likes +126%
 - Facebook page followers +129%
 - New Member Group +90 members
 - LinkedIn Followers +400%
- Create a connected online community that **engages** with content (reactions, clicks, comments, shares)
 - Instagram content interactions +123.8%
 - Facebook actions +100%
 - Facebook post engagement +80%
 - LinkedIn reactions +100%
- Call to action with a compelling message that **converts** followers to donors (donations)
 - Facebook to website 17
 - Instagram to website 9
 - Total clicks 64





- **DIRECT MAIL**

Direct mail remains one of the most effective donor acquisition strategies in fundraising. Impact100 Global had not previously implemented a direct mail strategy and the exercise in direct mail was as much about acquisition as it was about understanding the process, testing market segments, and identifying the most effective messaging. A successful direct mail fundraising strategy requires testing and measuring to ensure time and resources are spent effectively and efficiently.

Honing the right message was essential to motivating a new audience to support Impact100 Global, and we explored several iterations. The story needed to feel aspirational, built on the legacy of success, while also creating a sense of urgency and call to action. An expertly implemented direct mail acquisition strategy could be an effective method for Impact100 Global in pursuing fundraising efforts. Direct mail acquisition can be an expensive investment and should be considered within a holistic acquisition and stewardship plan. The final piece dropped in mailboxes in mid-December.

Demographics (based on previous market research by Claritas)

- Female
- 50 – 75 years of age
- Household income \$100k
- Homeowners



Married Live in Suburbs and Towns			
	Location	Households	Rationale
Market One	DuPage County, western suburbs Chicago	500	Chicago has two Impact100 chapters, downtown/city, and north west suburbs; households may have some knowledge of Impact100 without likely directly competing with local Impact100 networks.
Market Two	Santa Barbara County, Mission Canyon and Montecito	500	No local or close Impact100 chapters; households will likely have no prior knowledge of Impact100.

RESULTS & FUTURE PLAN:

Results from the culmination of these efforts are still in process, however, it is important to reiterate that fundraising is the practice of relationship building that takes time and effort to steward. Through these initiatives we added additional touchpoints and opportunities for current and new audiences to engage with Impact100 Global, laying a foundation for future fundraising activities. Impact100 Global’s message and brand effectively evolved over the last several months, and management continues to refine the case for support while prioritizing major gifts fundraising.

Chapter members are Impact100 Global’s greatest asset. Cultivating and informing these relationships will be critical to activating this group of 15,000 women as authentic advocates for the Global Council’s strategic efforts. Once members have more opportunities to interact with the Global Council and regard its value and benefits, chapters members can be engaged to mobilize their personal networks through intimate events, corporate relationships, and peer-to-peer fundraising.

Impact100 Global has a bold vision for the future, one where all women are empowered and mobilized to create meaningful and sustainable change in their communities. They are well on their way.

Learn more about Impact100 at impact100council.org.