Future-proofing Your Fundraising

EMERGING ISSUES & GLOBAL TRENDS TRACK

NIKKI KINLOCH
CHIEF EXECUTIVE OFFICER
CURE CANCER

Emerging Issues & Global
Trends Track
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cure cancer

Balanced Effect

NIKKI KINLOCH
CEO, CURE CANCER

- A global leader with a background in Fin-Tech, Nikki has 12 years' experience in the NFP sector including as Managing Director of APAC for JustGiving, the largest global online fundraising platform and CEO of SimplyGiving, Asia's largest online fundraising platform.

- Since joining Cure Cancer in 2018, she has pioneered the use of new technologies to enhance Cure Cancer's fundraising capabilities and reach new audiences.

- Cure Cancer were the 1st charity in Australia to adopt Google Pay & PayPal Give-at-Check Out and the 2nd to implement Facebook Giving.

- Through the successful implementation of Game On Cancer®, Cure Cancer has raised over $1.2mn in 4 years.

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NIKKI KINLOCH
CEO, CURE CANCER

- In the past 5 years, the organisation has seen:
  - 158% increase in new donors
  - 291% increase in conversion,
  - 104% increase in net profit

- Nikki was awarded the Governor-General of Australia's Medallion for Cure Cancer's impact on the Australian community in December 2020.

- She was the winner of the 'Success in ASEAN' Singapore Business Award in 2017 thanks to her ground-breaking work in Asia and was also nominee for 2023 and 2019 CEO of the Year Award, Third Sector Australia.

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Who We Are

- One Australian dies every 12 minutes from cancer. By the end of today, 450 Australians will have been told they have cancer.

- We are a united community of supporters and researchers, accelerating new ways to cure cancer.

- Cure Cancer has kick-started 567 new cancer research ideas, which have led to numerous global breakthroughs

- We fund the top 1% of the brightest new projects led by brilliant emerging researchers whose bold new ideas are breaking new ground.

- Cure Cancer is focused on innovation, both in the projects we choose to fund, and the ways in which we raise funds.

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Changes to the Fundraising Landscape

The global pandemic has accelerated a trend that already existed & increased the popularity of online giving.

Income Diversity:
Offering multiple ways to
give

Hybrid activities are here
to stay

Peer to Peer fundraising
for acquisition

Changes to the Fundraising Landscape

Automation and
flexibility are a must

Gaming for Good
continues to grow
aggressively

Inclusion of AI for
refining strategies and
increasing efficiencies

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Preparing for your new generation of donors

Generations of Donors

The Silent Generation
1925-1945

Baby Boomers
1946-1964

Generation X
1965-1979

Millennials
1980-1994

Generation Z
1995-2012

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Your Future Donors

By next year, Gen Z will make a quarter of the global workforce

Gen Z puts money and effort into causes that reflect their values

Gen Z are poised to be the most charitable generation yet

Post-Pandemic

- Less than half of Gen-Zs think businesses prioritise their own interests or **lack broader goals beyond making profits**.

- **Seek progressive leadership** that resonates with their passion to advocate for social or diversity and inclusion causes. (Deloitte)

- **Millennials and Gen Z want to see specifically** where their money is going and they want accountability (Deloitte)

- **Embrace bold perspectives**: organisations should openly express their positions on social issues related to their cause

- As new philanthropists ascend to nonprofit leadership roles and become major donors, they will **continue to challenge traditional practices** and **explore diverse ways** of getting involved.

After COVID, donors decreased but the $ of donations increased *(Philanthropy Australia)*

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Simplicity, Transparency: Beyond Reports

Openly discuss your organisation's journey

Foster open channels of communications

Provide interactive opportunities

Acknowledge contributions and ask for feedback

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Embracing technology

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The Power of Socials

- Young donors will use social media to **share their experiences with organisations**

- **39% of Millennial donors** have utilised online for donations, and **24% have contributed** after discovering a cause through social media. *(Future of Philanthropy report)*

- S**ocial media constituted 50% of mobile traffic to websites**, contrasting sharply with 11% for traditional donation pages. *(Forbes)*

- In the same report, social media accounted for 57% of peer-to-peer traffic and 52% of registration with fundraising pages.

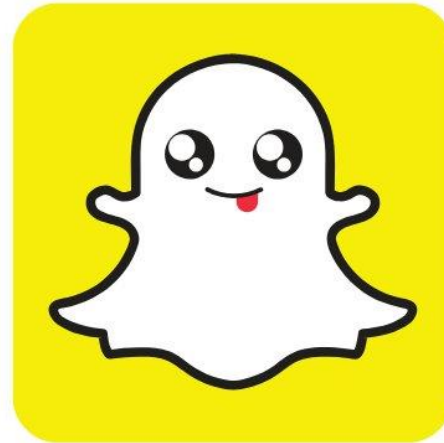- Only 24% of Australian charities are using social media to fundraise.

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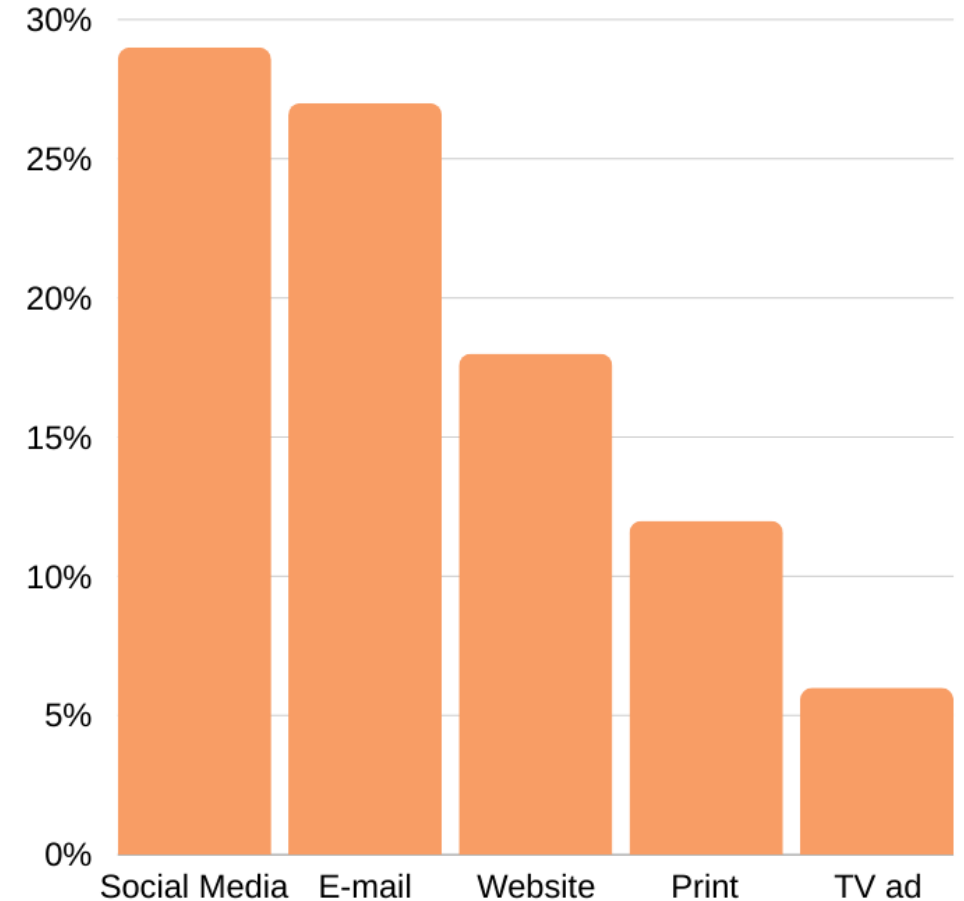
The communication tools that inspire online donors (*Global Trends in Giving Report*)

Where are the conversations happening?

Gen Z make up 60% of TikTok's user base

90% of Gen Z use Snapchat

Facebook use is declining year by year among Gen Z

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Case Study 1: Gaming

SHANE BAILEY
HEAD OF GAMING & STREAMING

- Previously worked for video game publisher Ubisoft across a variety of disciplines for 6 years, including brand management, communications, partnerships, esports, events, trade and community engagement.

- Joined Cure Cancer in October 2021, growing the gaming revenue by $800,000 in 2.5 years

- Leads a team of 2 to build community fundraising campaigns with creators and bespoke fundraising campaigns with brands like Xbox and Bethesda. Manages relationships with key partners and ambassadors to drive Cure Cancer's credibility in the industry.

- After four years, gaming represents 11% of Cure Cancer's total fundraising revenue with a target to increase this to 20% in FY24.

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Gaming in Australia

- Gaming is the 2nd most popular form of entertainment

- 21 million Australians play video games

- Australians spend an average of 90 minutes per day playing games

- 75% of Australian gamers do so to be social

- The average age of the Australian gamer is 35 years-old

Source: Australia Plays 2023 Report (IGEA & Bond University)

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Game On Cancer®

- An initiative of Cure Cancer to unite the gaming & streaming community to support its mission

- Campaigns we use to engage gen Z:
  - Community fundraising campaigns: P2P fundraising but in the virtual world of livestreaming
  - Bespoke partnerships with brands in the gaming space
  - Activating at gaming events: fundraising, building relationships

- $1.25M raised LTD

Guiding Principles Through Gaming

1. Gaming first, fundraising second

2. Building credibility is key

3. Community isn't just a buzz word, it's vital for growth

4. Gaming isn't just streaming

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Reaching Gen Z via gaming

1. Getting the positioning right

2. Making giving fun

3. Activating authentically

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Case Study 2: AI

The Impact of AI

The use of AI can be innovative for fundraising and improve efficiency in philanthropy, compounding the impact of every dollar donated

59% of Gen Z think about AI taking over their jobs

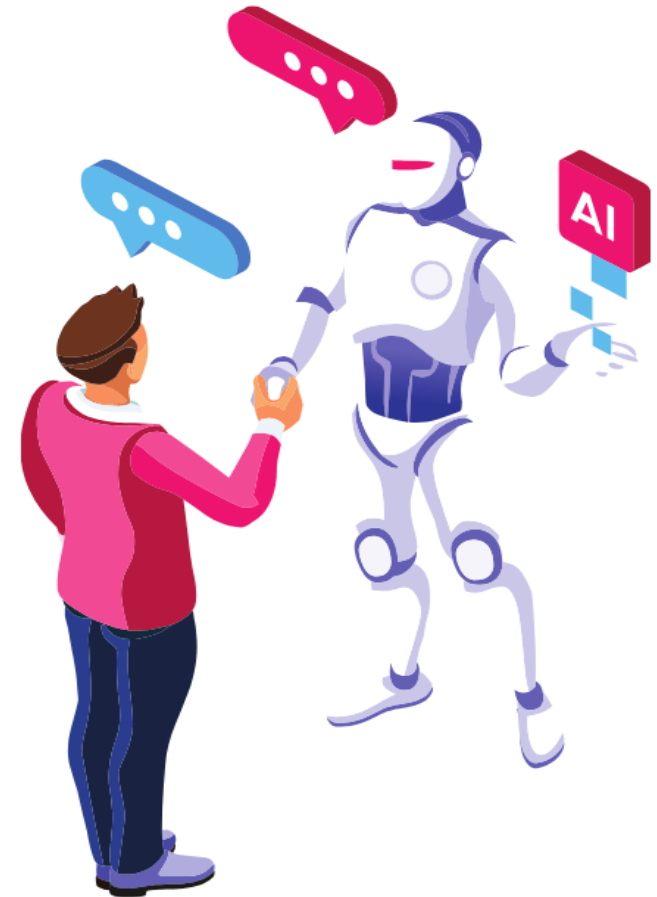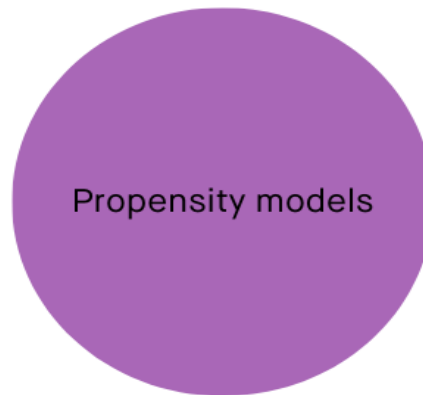73% of Millennials, the generation who has experienced the peak of Internet boom, think positively of AI.
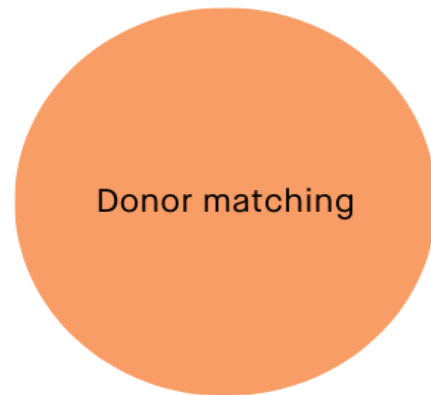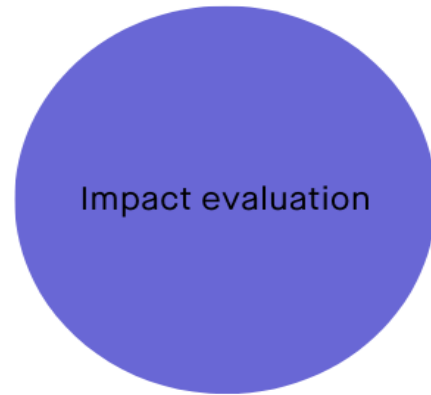
Boomers are largely skeptical, with only 38% of them thinking positively of AI
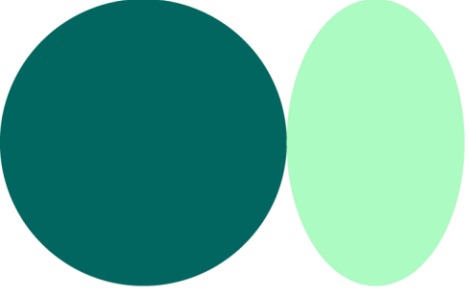
The Impact of AI

More than just writing copy, AI-powered systems can use data segmentation for donor-targeting

Impact evaluation

Reporting

Donor matching

Propensity models

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The Impact of AI

AI can help detect fraud, suggest dynamic giving amounts, and providing real-time impact reports for transparency

Questions?