

A purple smartphone is centered in the background, with two yellow banners overlaid on its screen. The background is a vibrant green with various geometric shapes like stars, circles, and triangles scattered around.

FUNDRAISE

TO THE FUTURE

INTRODUCTION



MEET THE FOUNDER

Susan Langer

- Boomer
- Entrepreneur

HOW IT STARTED

Micropayments in Africa

- Abject poverty, but younger generation finding creative ways to solve financial problems
- How can I bring this magical solution home?

20 YEARS LATER

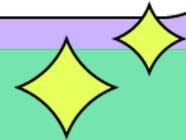
Spave is developed

- App that connects charitable organizations and individuals



POLL QUESTION:

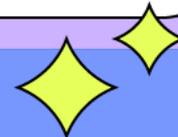
What is your age?





POLL QUESTION:

What is the typical age of the donor?



**WHY
IS THERE
A DISCONNECT?**

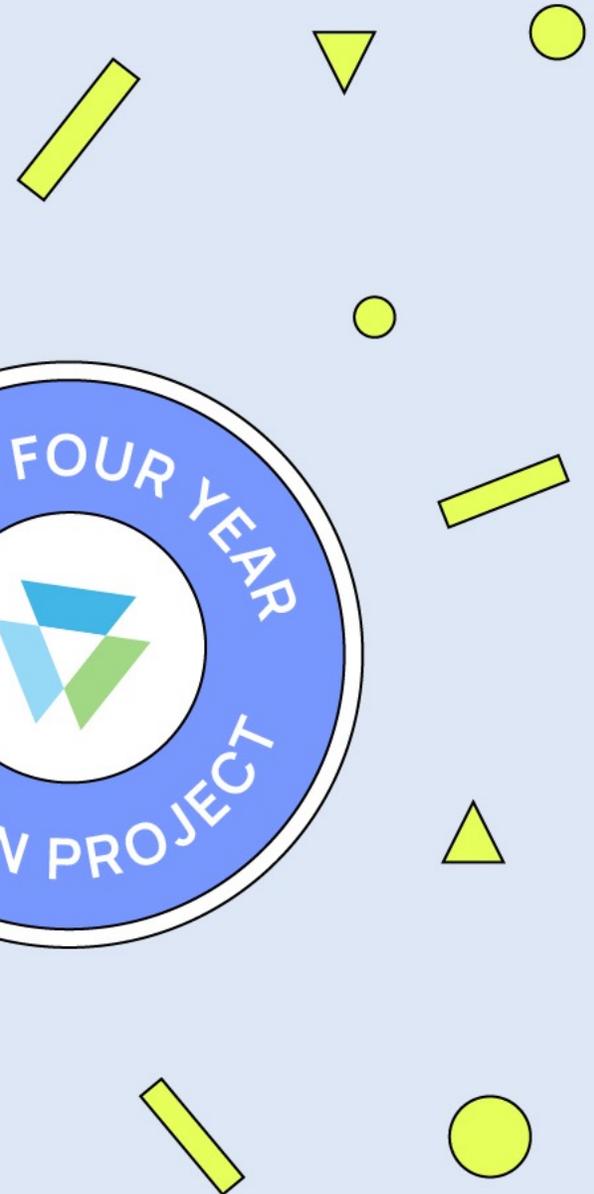
- Millennials are connected digitally more than ever before
- They have a passion for causes and brands
- But they are struggling financially
- I know what I want and I want it now



PRIMARY

RESEARCH

- Consumer behavior
(18 - 35 year old bracket)
- Sociology behind decision making
- What financial tools do they need?
- Why, how, and when do they give? How do they find a cause to give to?



WHAT

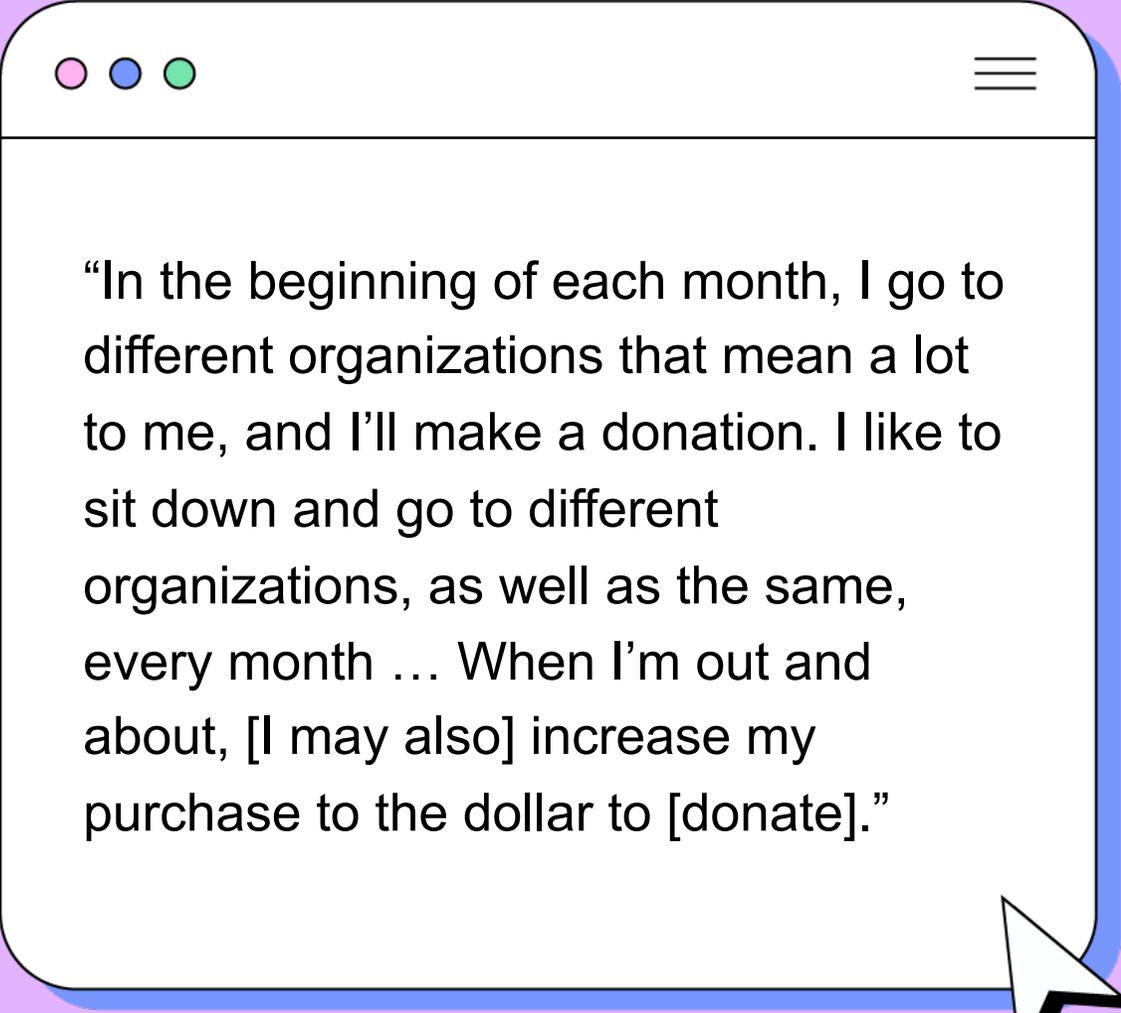
WE FOUND

“When I think of donating and giving, I think of it separately from finances. When I think of finances, I think of my income and my expenses, and I don’t often associate donating and giving as my expenses. Maybe that is because donating is more of a voluntary thing, whereas expenses are something you’re expected to pay.”

PRIMARY RESEARCH

WHAT

WE FOUND

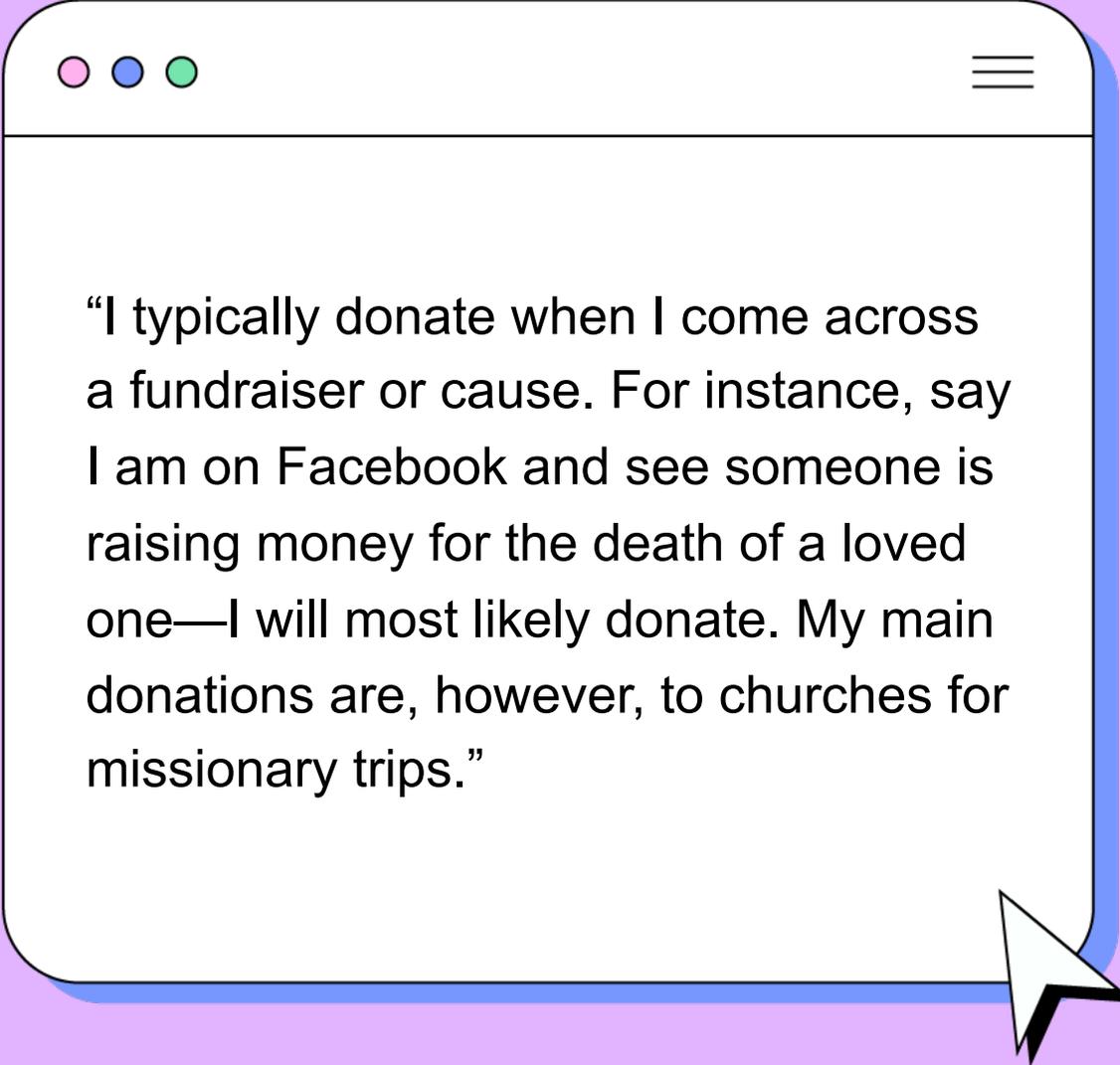
A white rounded rectangle with a blue drop shadow, resembling a window or a speech bubble. It has three colored circles (pink, blue, green) in the top left corner and a hamburger menu icon in the top right corner. A white mouse cursor arrow points to the bottom right corner of the box.

“In the beginning of each month, I go to different organizations that mean a lot to me, and I’ll make a donation. I like to sit down and go to different organizations, as well as the same, every month ... When I’m out and about, [I may also] increase my purchase to the dollar to [donate].”

PRIMARY RESEARCH

WHAT

WE FOUND

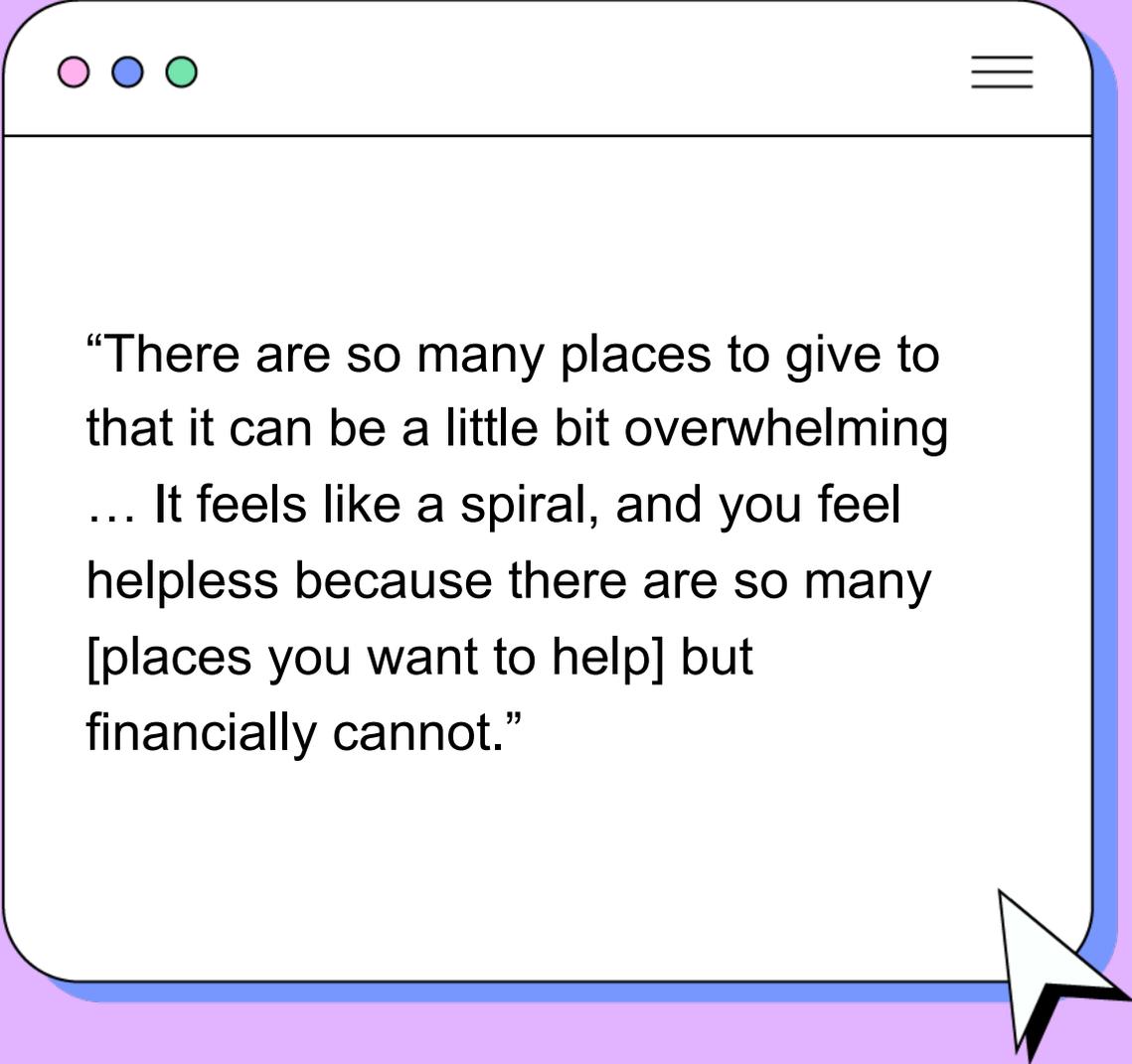
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“I typically donate when I come across a fundraiser or cause. For instance, say I am on Facebook and see someone is raising money for the death of a loved one—I will most likely donate. My main donations are, however, to churches for missionary trips.”

PRIMARY RESEARCH

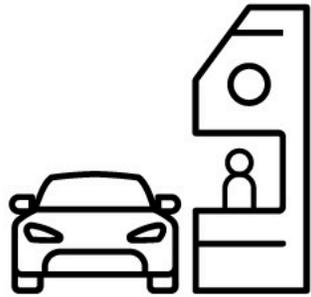
WHAT

WE FOUND

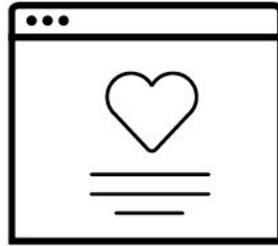


“There are so many places to give to that it can be a little bit overwhelming ... It feels like a spiral, and you feel helpless because there are so many [places you want to help] but financially cannot.”

Where are younger generations giving?



In person



Organization
websites



Social Media



Aggregator
tool



WHAT MOVES THE NEEDLE?

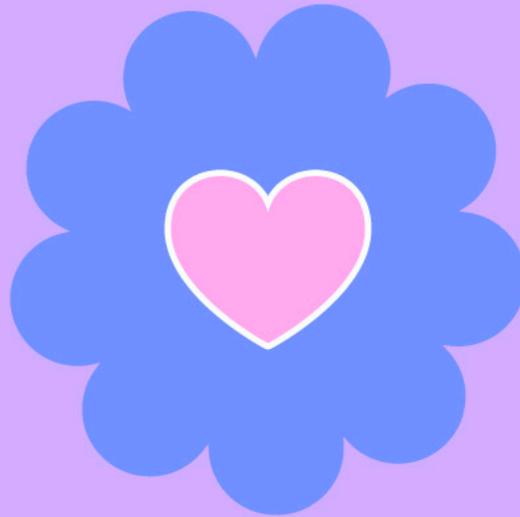


Not enough to say:

“I am (insert nonprofit name).”

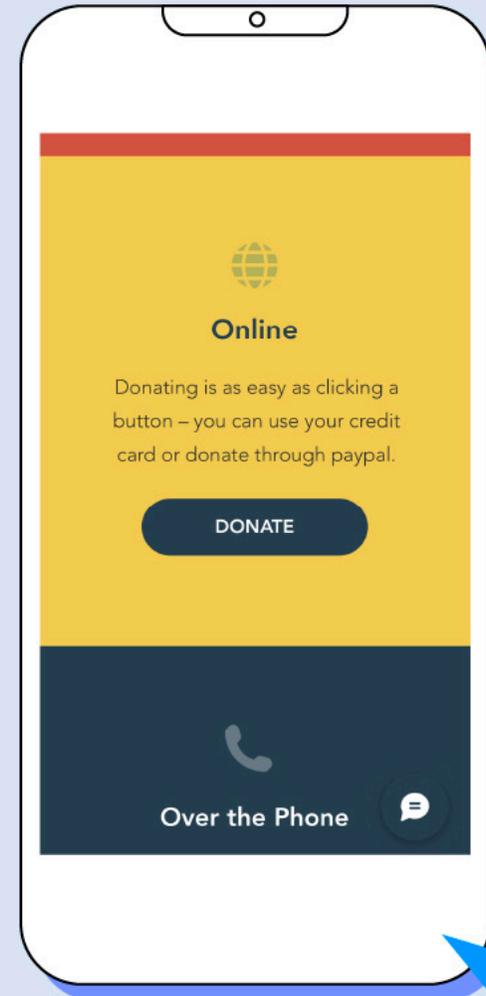
ESTABLISH

CREDIBILITY



Instead:

“We are Habitat for Humanity, Our mission is to combat local poverty housing, by specifically engaging with hard-working families who are in unsafe housing, unsafe locations, or suffer with exorbitant rent prices.”

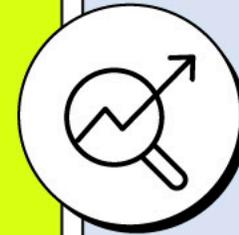




Use tech that supports a new way of engaging with younger generations.



Become a thought leader!
Consider writing more articles and blog posts with SEO keywords.



Find where your audience is!
Maybe finally start a TikTok strategy.

Digital is King.
Implementing a digital plan is a must, not a suggestion.



MEET

Isaiah 117

Caring for children awaiting foster placement

Our Mission:

Isaiah 117 House provides physical and emotional support in a safe and loving home for children awaiting foster care placement.

