



MEDIA PARTNERS

# Fundraising Changed After COVID and AI

BRAND. MESSAGE. FOCUS.

APEX for Nonprofit Organizations



NONPROFIT





Apex Media is acutely attuned to the complex fundraising hurdles, particularly in the COVID-19 pandemic and the swift integration of AI within the marketing domain.

With decades of experience, we have partnered with clients to successfully navigate the evolving fundraising terrain, ensuring the fundraising campaign has a relevant, powerful message through the most influential media channels.



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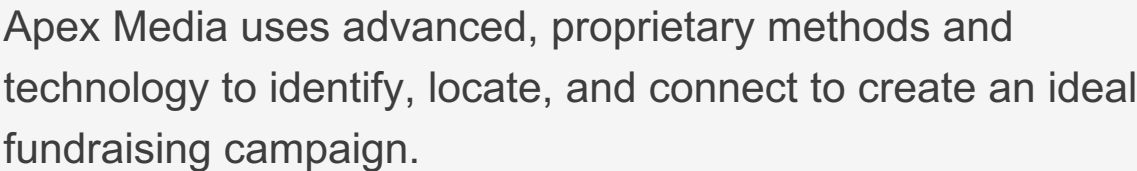
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We then utilize an omnichannel approach to actively engage a community of charitable donors to engage with your cause.

Across the years, we've adeptly embraced emerging trends, serving as catalysts for our clients to realize their mission and forge a meaningful legacy in their community.

Over the past two years, we've scrutinized seven critical trends reconfiguring how nonprofit organizations convey their message, connect with their audience, and realize their fundraising aspirations.



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# 01

## TREND #1

# Cross-Generational Connectivity

Twenty years ago, capturing attention for your cause was a simpler endeavor compared to the present day. In today's landscape, characterized by a diverse audience with multi-generational behaviors, it's evident that a universal, one-size-fits-all messaging approach is no longer practical.

Let's delve into the communication and donation preferences on a couple of examples:

### Generation X | 43 to 58\*

**Influenced by |** Authentic storytelling and tangible giving outcomes

**Preferred Communication Channels |** Email, social media

**Preferred Giving Methods |** Online donations, event-based giving

### Millennials | 27 to 42\*

**Influenced by |** Authentic storytelling and tangible giving outcomes

**Preferred Communication Channels |** Email, Social Media, Visual Content on YouTube, Instagram, and TikTok

**Preferred Giving Methods |** Online donations, event-based

## EXPERT INSIGHT

By using the right strategy to create the perfect harmony between your message, brand, and media for each generation, you can make your cause deeply compelling, resulting in increased donations.



DIGITAL



TV  
(video)



RADIO  
(audio)



STREAMING

## TREND #2

## QR Code Effectiveness Evaluation

QR (Quick Response) Codes have become ubiquitous, even appearing in TV advertisements for organizations like St. Jude. Unquestionably, QR codes are easy to generate, cost-effective, and versatile.

While technology certainly plays a crucial role in saving time and captivating donors' interest, QR Codes do come with a caveat – they necessitate the donor to have the requisite software on their mobile device.

At times, harnessing established technology creatively can prove more advantageous than chasing the latest must-have trend. Up to this point, QR Codes have garnered varied reviews regarding their ability to stimulate donations.

It's worth noting that QR Codes also raise security concerns as they can store substantial amounts of personal information, depending on their usage.

### EXPERT INSIGHT

Pioneering technology adoption often falls on the shoulders of major nonprofit organizations, such as St. Jude Children's Hospital.

Before committing to a QR Code campaign, ensuring that the investment will yield a meaningful return on fundraising dollars is essential.



# DIGITAL



## TREND #3

# AI Does Not Guarantee Success

Artificial Intelligence (AI) has permeated every corner of our lives. Each day unveils a fresh, awe-inspiring application of AI technology that leaves us spellbound. We're witnessing the creation of short films starring beloved actors like Morgan Freeman without their active involvement.

AI showcases its remarkable potential in specific domains. It's widely acknowledged that while AI excels at data collection and analysis to formulate conclusions and insights, it encounters limitations in crafting persuasive fundraising strategies.

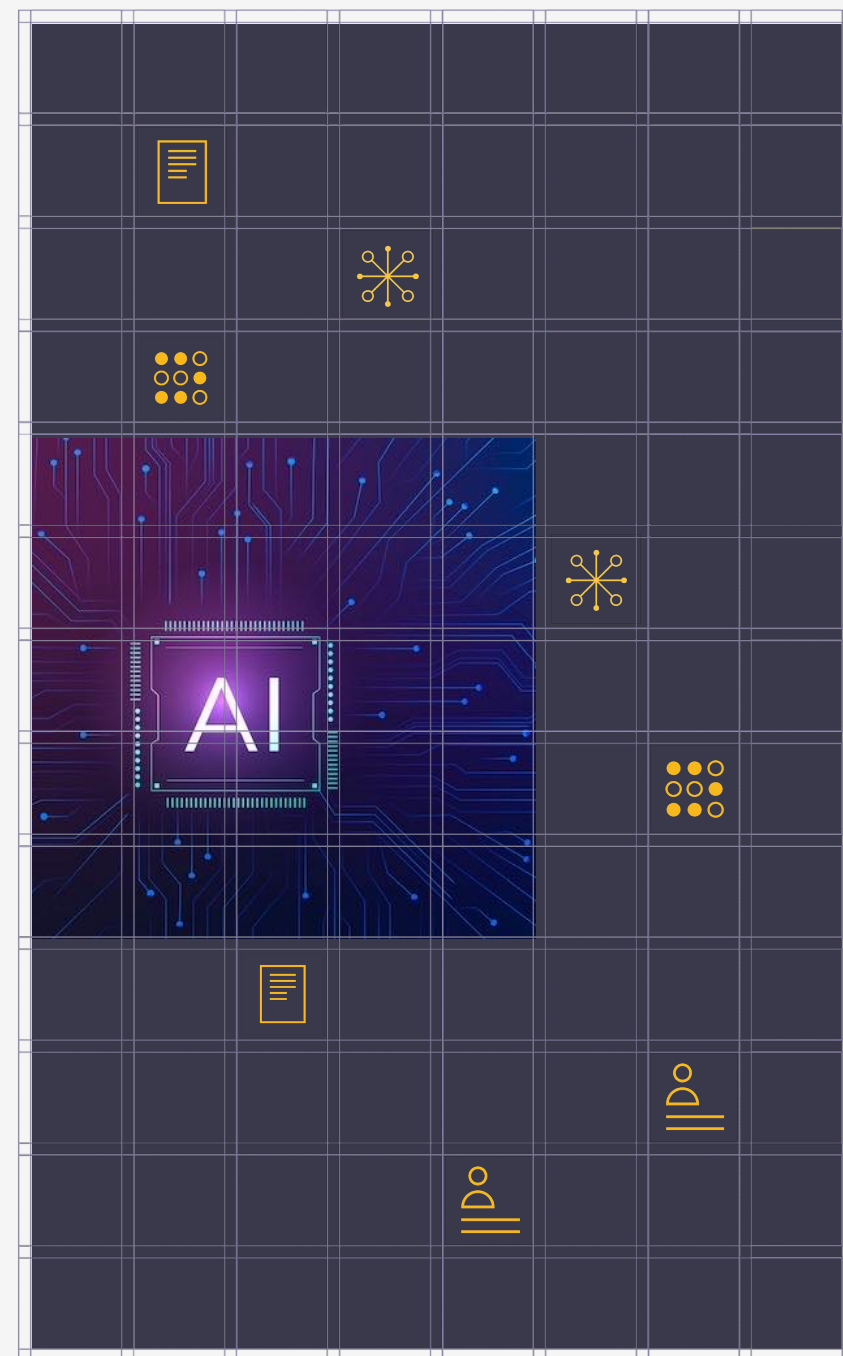
The power of AI lies in its capacity to harness available data. Yet, it may fall short when accessing the comprehensive dataset required for shaping a genuinely effective strategy.

**A successful fundraising campaign hinges on the presence of four critical components:**

- Message Development
- Data Integration
- Human Behavior
- Media Strategy

## EXPERT INSIGHT

AI fulfills a significant role in shaping marketing messages. Despite its capabilities, AI lacks the emotional depth required for authentic conveyance of the essential emotions critical to effective message communication. Human intelligence can surpass AI-generated marketing strategies.



## TREND #4

# Video Storytelling Revolution

Video sharing has been an omnipresent means of conveying stories and evoking emotional responses. It is now the universally favored mode of communication, transcending message and cause.

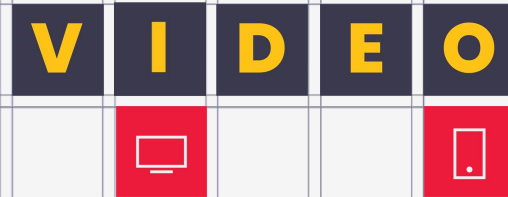
Moreover, sharing stories instilled with captivating and persuasive messages proves to be a more engaging approach than a straightforward fundraising request. In the contemporary landscape, the emphasis lies on constructing a brand within a community, particularly within the realm of social media.

## Why use video to extend your brand?

- A single video is skillfully edited for distribution across diverse platforms, ensuring it captures the attention of a widely scattered audience.
- One common thread among all media platforms is their visual impact and the emotional resonance of a message.
- Video serves as the driving force compelling individuals to take immediate action.

## EXPERT INSIGHT

Video marketing grabs your donor's attention. User-generated, authentic content that conveys personal experiences, and sequential storytelling represents some of the content preferences among donors.





## TREND #5

## Reimagining Post-Pandemic Campaigns

The year 2020 ushered in a transformative shift as the COVID-19 pandemic spread worldwide, altering the fabric of our lives.

Overnight, the concept of work-life balance acquired new depth and significance, leading fathers to treasure family time in ways previously unimaginable.

This shift in behavior has sparked a reimagination of the appearance and approach of fundraising campaigns in the post-pandemic era.

Adapting how we showcase your cause and mission in the post-pandemic world may necessitate a fresh perspective.

Evaluating your marketing assets through this new lens is pivotal to the continued success of a flourishing nonprofit organization. Finally, exhibit an unwavering commitment to consistently delivering on the brand's promises. Our insights are confirmed in a study by E&Y.

### EXPERT INSIGHT

Consumer trust remains a fragile commodity. Building and sustaining trust with your donors demands (1) steadfast transparency, (2) an authentic representation of your message and brand, and (3) a mutual sense of purpose that your donors identify with.







**TREND #7**

# Engagement Across Platforms

Gone are the days of blanket advertising to reach a generic mass audience through airwaves. Instead, we strategically address micro-markets and finely tailored audience segments in today's marketing landscape.

The array of content viewing options has grown exponentially, yet our available time for consuming that content diminishes. Research indicates that even goldfish have a longer attention span than humans regarding content consumption.

Adding to the complexity, various platforms demand that your nonprofit organization tailors its content to different formats and durations, an exceptionally prevalent requirement in streaming media.

**EXPERT INSIGHT**

Donors now align themselves with charitable causes primarily through self-advocacy rather than simply loyalty. Today's audience segmentation has evolved to be more intricate, complex, and multifaceted than five years ago. Messaging sophistication is a necessity to gain donors to your cause.



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THE DIGITAL TRANSFORMATION, PANDEMIC, AND  
PLETHORA OF MEDIA CHOICES HAVE FOREVER  
CHANGED THE WAY WE FIND, ENGAGE, AND  
PERSUADE PROSPECTS.

IN BRAVING THIS WILD, WE MUST BE MORE  
ARTICULATE, AND MORE WILLING TO TAKE  
INITIATIVE IN NOT ONLY REACHING OUR  
MARKETS, BUT IN DEFINING THEM.

”

APEX Media Partners



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A graphic of a 10x10 grid with the words "THANK YOU" in yellow blocks. The word "THANK" is in the top row, and the word "YOU" is in the bottom row. The letters are in a bold, sans-serif font. The grid is composed of light gray lines on a dark gray background.

**T H A N K**  
**Y O U**