



KLMC Relations

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PRL 315: Public Relations Research

Dr. Gaggin

April 20, 2023

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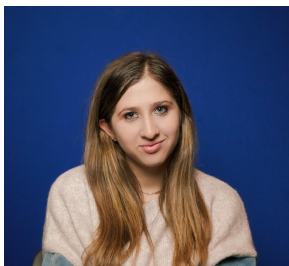
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Meet the Team:**Kelsey O'Leary**

Kelsey is experienced in the foundations of PR planning, writing and researching of a campaign project. She is excited to be working with UCF and strategizing the best ways to achieve the goals of the church.

**Caleigh O'Toole**

Caleigh is an aspiring public relations practitioner from Long Island, NY and has a history of working in diverse fields within PR including social media, community outreach, research and more. She is thrilled to be working not only with the United Church of Fayetteville but also a great team. We are all excited to present our findings to assist UCF in their fundraising goals.

**Madeline Brachfeld**

Madeline is an aspiring and creative public relations professional from Hoboken, New Jersey. She has always loved to and thrived off helping others, so she has thoroughly enjoyed working with the United Church of Fayetteville. She hopes to positively change UCF's community while assisting them to reach their goals to their fullest extent.

**Lauren Wiertel**

Lauren Wiertel is an aspiring public relations professional from Cleveland, Ohio. She has always had a love for communicating with others, and looks forward to pursuing a career where she gets to create relationships for brands, companies and places with others. This project has been eye opening for Wiertel because she learned about all of the research that goes on behind the scenes to help organizations thrive.

Executive Summary:

The United Church of Fayetteville (UCF) is a smaller church in upstate New York looking to further define themselves. UCF is an inclusive space that is welcoming to the LGBTQ+ community, is open to learning new ways of communicating and is committed to caring for its members. The church is noticing that its members are older or aging out which is causing members to leave and be less active; in turn, this is reducing funds. UCF is looking for more or better ways to fundraise and rebuild its finances.

KLMC Relations' research goal is to understand how to implement fundraisers and bring in a variety of donors to UCF, working to specifically increase active membership within UCF. Outside donors and service providers (like small businesses) and active church members (not just those "officially" in the congregation) were targeted. Through a Qualtrics online survey, KLMC looked at trends surrounding donors to non-profit and faith based organizations, how donating could be made more accessible and why people donate.

The survey was distributed to the target audiences through Facebook and other online social media sources. This was the best method as to reach people beyond the greater Syracuse area and above the age range of university students.

The survey generated 98 responses, 29 responses were from business owners and the other 68 were non-business owners. Business owners' responses trend toward wanting to be more involved in their communities. Non-business owners were almost evenly split on wanting to be involved and not. Checks were the most common donation platform across the board, followed by GoFundMe and then Venmo. Most people donate because they believe in the cause, mission, church or charity. Respondents want to be able to give back and feel like they are helping people or the community.

Problems + Opportunities

Defined problems and opportunities for The United Church of Fayetteville (UCF) is that the church is low on people joining and being active, so they are, in turn, low in funds and finances. To improve the funds/finances, more donation drives and awareness need to come about, which includes outreach and advertising of drives.

KLMC Relations' has worked on researching strategies and defining tactics to solve these problems and create opportunities for UCF to expand membership, specifically to local business owners. KLMC has studied trends that relate to UCF's needs and has determined opportunities that would reach and appeal to this demographic. Such opportunities include; targeting local business owners through new CRM and digital marketing initiatives such as media outreach programs, creating vibrant church newsletters, and interactive email and text marketing that bring awareness to UCF. There are also new fundraising opportunities for UCF. These strategies can consist of using QR codes/using Venmo and Apple Pay when fundraising, which will help further target newer and younger members.

SWOT Analysis

<p>Strengths:</p> <ul style="list-style-type: none"> • Community oriented county where the church resides • increasing trends in donating and fundraising • small non-profits are increasing donations • social media allows for a new location for awareness 	<p>Weaknesses:</p> <ul style="list-style-type: none"> • lack of presence on social media with a currently older generation in the church, the congregation is aging out (social media will not bring in older donors) • lack of younger generations
<p>Opportunities:</p> <ul style="list-style-type: none"> • Use Venmo and Apple Pay as options to donate • Make weekly emails fun and engaging bring awareness to the church as a whole • QR codes and text messages to bring awareness and popularity 	<p>Threats:</p> <ul style="list-style-type: none"> • lack of younger generation means that the church could age out • social media might not land in such a small county • online fundraising does not always bode well for non-profit organizations • not enough congregation members to hold fundraising events which are needed to bring in more money

Situation Analysis:

Overview:

The United Church of Fayetteville (UCF) is looking to increase its finances. Membership has been dwindling as the congregation is aging out and becoming less active. In turn, this is causing a lack of funds and financing. While the church does have some benefits and fundraising events in place as of now, the events are not substantial enough to grow the Church to where UCF wishes.

UCF cares most about sharing, “Who we are and not who we are not.” The congregational care that is provided to the members of the church is at the utmost priority; however, the level of care the church wishes to provide is impossible without gaining more volunteers, and moreover, more monetary support. The Church currently struggles with its number of volunteers. This leads to less activities and fundraising events, therefore causing fiscal implications.

Looking broadly at the issue at hand, it is important to understand the trends in fundraising elsewhere to know where to start with the client. Understanding what donors think, and focus on when making donations, more specifically when making donations to similar organizations, will be crucial when it comes to gaining donations and volunteers for the Church. With an increase in church funds, UCF could bring back more programs for the community and put more resources into their main priority, their members.

Donor and Charitable Giving Trends:

As the organization looks to see the best way to fundraise money and gain donations, it is important to look at what makes people inclined to donate in the first place. Donor and fundraising trends help to see what percentage of people donate, where people donate and why.

After 2020, and more specifically after the rise of the Black Lives Matter movement and the COVID-19 pandemic, it was clear that United States citizens were more inclined to donate than before. This spike in fundraising and donating demonstrated a historical pattern that, during and after challenging times, people want to help (Vallas, 2022). Since then, fundraising outcomes have continued to increase. According to “The Blackbaud Institute,” in 2022, “charitable giving experienced a 5.6% increase in online fundraising in the past 12 months ending in September 2022 compared to the previous 12 months ending September 2021” (“The Blackbaud Institute, 2022). An increase in donor trends means that now is the time to increase fundraising events for the client.

Through looking at donor trends in general, the next step for a client like a church is to look at donor trends for small non-profit organizations. The trends of small non-profit organizations differed from overall charitable giving. “The Blackbaud Institute” states, “In the past 12 months ending in September 2022, small nonprofits, with annual total fundraising less than \$1 million, experienced a 6.5% increase in overall fundraising and a 1.2% decrease in online fundraising compared to the previous 12 months ending September 2021” (The Blackbaud Institute,” 2022). Noting that non-profit organizations raise more money through fundraising rather than through online donations is important for the client to understand to make the best judgment calls when it comes to which ways to target donors for money for the church.

Finally, for faith based organizations, trends were similar to general fundraising as a whole. Faith based organizations saw upward trends in donations, which is positive for the client. According to “The Blackbaud Institute,” “In the past 12 months ending in September 2022, faith organizations experienced a 7.7% increase in overall fundraising and a 3.8% increase in online fundraising compared to the previous 12 months ending September 2021” and “The average

donation amount to Faith Communities was \$348; the average online donation was \$243. Faith Communities received 16.8% of their total fundraising from online giving. See the 2021 Charitable Giving Report for more” (“The Blackbaud Institute”). The results for faith based organizations combine both general donation trends and small-non profit organization donation trends. The increase in fundraising and donations for faith based organizations allows the client to know that fundraising will be beneficial; however, it is also important to note that online donations were less than in person since the Church is looking to gain more volunteers in addition to more donations.

Fundraising Trends:

Fundraising trends are fundamental to increasing funds within UCF. Examples of fundraising trends include flexible giving options, community-centric fundraising, hybrid events, corporate giving, and donor-advised funds (Ensor, 2022) which can all be beneficial for UCF. For example, community-centric fundraising will increase engagement within the greater Fayetteville community, allowing new members to join the UCF community and, therefore, more volunteers.

Non-Profit Fundraising:

Watching how not-for-profit organizations are changing with the current times and bringing in more money is beneficial in addition to donor and fundraising trends. Given UCF is a non-profit, it is crucial to enlist this tactic to ensure increased annual revenue. Broadly looking at non-profit fundraising, there are many connections to how technology is helping. These new concepts can be called “Flexible Giving Options”.

A rise in QR codes is assisting businesses to bring in more money because of the direct link to a donation site. Depending on the organization, the QR code can bring the scanner to a website like Change.org or the direct website where the reader can find more information about the mission of the organization. In addition to QR's the trends have shown an increase in application-based donating. At any fundraising event, application payment forms have made it far easier to raise more. There has been a steady decline in those who have cash on their person, especially in the younger generation. With this, electronic payment types like Venmo, Apple Pay and more make donating so much easier.

Additionally, messaging on mobile devices for donations has been very popular in the political field. Oftentimes, people will receive texts asking for donations or signatures for a campaign. The utilization of this has been a steadfast way to build a larger audience and bring in more revenue for the organization (Esnor, 2022).

A recent advancement in non-profit is the popularization of Donor-Advised Funds or DAFs. This form of donating targets larger donors who would give sizable funds to the organization. Donors can give whenever and receive an immediate tax deduction. The beauty of this concept is that non-profit organizations can track which of their consistent donors have Donor-Advised Funds and can hopefully work toward a substantial donation. When someone has a DFA, it is easier to create grants to give to the charities of interest(Esnor, 2022).

Key Publics:

There are two primary publics that will assist in the fundraising efforts being sought out by The United Church of Fayetteville. Each of these audiences present unique opportunities for the church to bring in new participants and donors. Firstly, outside donors and service providers (vendors) are a crucial target market for increasing non-profit funding. The studied audience did not have a specific geographic location as the research done was to poll who is willing to donate to nonprofit organizations– not just ones with religious associations. The research found was primarily that of business owners. The results illustrated that 48.6% were female and 51.4% were male (“Using a database,” 2022). The average age is 44 and the most common ethnicity of business owners is White, 67.0%, followed by Hispanic or Latino, 15.5%, Asian, 6.4%, and Black or African American, 6.3% (“Using a database,” 2022). Secondary research showed the average level of education among business owners is a Bachelor’s of Science degree. The average annual income is about \$50,934. Business owners struggle with the fact that they are not always considered a necessity. Additionally, owning a business leads to working about the economy. If the economic climate is struggling, business owners will be less inclined to spend salary on donations. This demographic directly relates to the United Church of Fayetteville due to how business and the organization can partner in different ways.

The second primary public is Active Church members, this includes people who are not officially a part of the congregation. The demographic for this stage of research was to target those within a five mile radius of Fayetteville. The average age range of active church members was 35-54. The majority of people in this given area, 27.3%, make more than \$125,000 annually and are predominantly white. The highest level of education polling presented 22.9% of people in this radius have a Bachelor of Science degree and 24.1% have a graduate degree. A high

majority of families are large with 49.4% of the population being married, most with children (Community Demographics, 2021). This group of people have a digital media preference of Facebook and Instagram with traditional media of NBC, Fox News, and CNN (Watson, 2022). This audience is crucial toward understanding how the United Church of Fayetteville can increase the donations they receive from active church-goers. Further demographics illustrated this group of people enjoy hiking, going out to eat, spending time in the community, golfing and visiting nearby parks and lakes (Ambrose, 2022). With this information in mind UCF can think of fundraiser ideas that can involve said activities to increase attendance.

Research Objective(s) and Research (Questions)

Research Objectives:

1. What makes people want to donate
2. Find ways to make donating accessible
3. Find ways to make donating engaging
4. Understand how other churches and nonprofits raise their money
5. Understand donor trends and what donors are doing
6. Understand how church funding works/is divided

Research Questions:

1. How do you make people want to donate to a cause?
2. Why do people donate money?
3. How many funds are required for necessary functioning?
4. How can donating be made accessible?
5. How do other churches/faith-based institutions fundraise?
6. What are trends in donating?
7. What are trends surrounding donors? What are donors doing?
8. What are non-profits doing to raise money?

Methodology:

The chosen research method by KLMC Relations to target all donors in faith-based organizations as well as people inclined to donate to local non-profit organizations was an online survey using the Qualtrics Survey Tool and Research Suite. This method allowed targeting a greater audience of people from multiple regions in addition to different backgrounds and socioeconomic statuses. Qualtrics Analysis has features that allow for different questions to be asked to respondents based on answers to previous questions. This helped to reach both desired demographics, small business owners and current members of faith-based organizations. An online survey was the easiest way to reach the desired audience since respondents did not need to live locally. The two key publics were outside donors, such as vendors and small businesses, and active church members. Both publics included predominantly white men and women, and the average age ranged from 33-55. The average income of small business owners was \$51,000, while the majority of active members' average income was over \$125,000. As well, active members lived within five miles of Fayetteville with a majority of households in the area having children, and about half of the members are married. Both publics were easily reached through Facebook, television and Instagram as prime sources of media. The survey was sent through messaging platforms as well as Facebook to generate the largest pool of respondents. Primarily, pie charts and breakdown blocks will be used from the gathered data to ensure clear and concise information reporting.

Results:

Research Method

The research method, the Qualtrics survey, targeted to small business owners and current members of faith based organizations was open for one week from April 12th through April 19th. It was successful in generating responses from our target audience and more. There was no specific group of people that the survey was sent to, and it reached the goal of over 100 responses. Over the course of one week, the survey was sent out through the social media platform, Facebook, as well as through messaging platforms and word of mouth. Each person that opened the survey completed the survey and the individual questions they were asked.

Participants

Throughout the research conducted, the primary tool used was Qualtrics reporting. A total of 98 people participated in the survey with 68 participants not being business owners and 29 who are. After being published for 7 days the final reports included key information about demographics. 74% of survey participants were women with the remaining 26% reporting as male. The majority age group of people who donate to nonprofit organizations was 40-59 and have an annual household income of \$150,000 or more. In opposition the majority of those who do not donate to nonprofits fall between 18-29 with an average income of less than \$30,000 a year.

After analyzing the data, it illustrated that business owners were more likely to get involved in their communities in comparison to those who do not own a business. Interestingly, out of all business owners who participated in this survey, a majority have donated to religious organizations in the past. When asked, 35 out of 59 answered yes on if they would ever consider

donating to a religious organization in the future. This presents positive intel for the United Church of Fayetteville as now the focus can be on recruiting local businesses to help in the fundraising efforts.

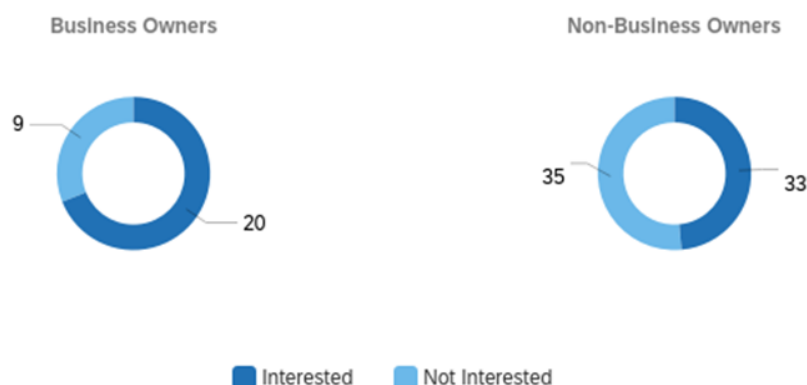
The following choices were given to determine the most popular way of charitable giving: check, cash, GoFundMe, Venmo, other. The leading outlet for donations was through check with the following being Venmo. This is crucial information as Venmo is a new outlet that is focused on quick and technological donations. UCF has to acknowledge that in order to engage younger people outlets like Venmo must be available.

Data

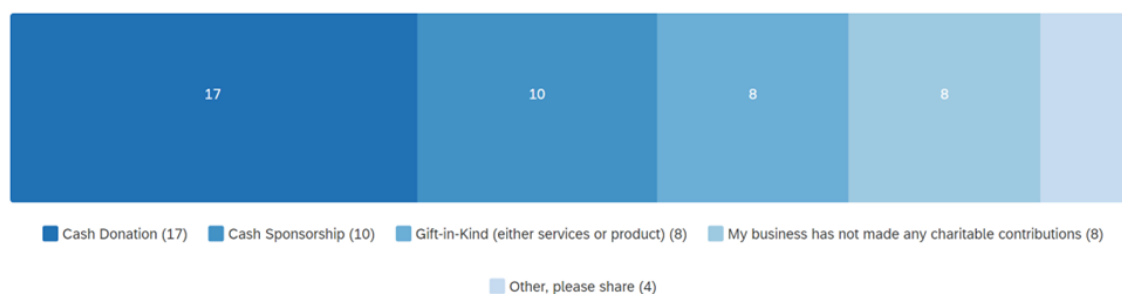
The KLMC survey about the donating trends of business owners and active church members was able to generate 98 responses from a wide variety of regions.

Out of the respondents 53 are interested in being involved their community and 44 are not. In addition, 29 respondents are or have been business owners and 68 are not and never have been.

A majority of business owners are interested in being more involved in the community, however, non-business owners are almost evenly divided on whether or not they are interested in being more involved (only 97 responded to being a business owner or not).

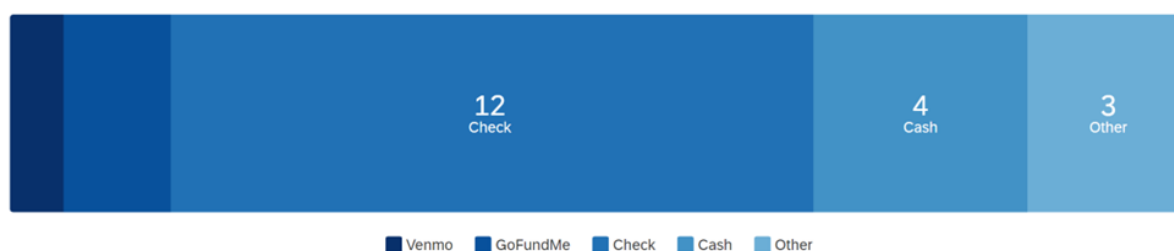


Charitable Contributions of Business Owners



- o The majority of the charitable donations made are through cash donations. Followed by cash sponsorships and then is gifts-in-kind. Only 8 respondents mentioned their business had not made any charitable contributions.
- o The “other” response reasons are; no longer owning the business (2), a contribution through volunteering, and a check to an association
- o The responses here were check all that apply, explaining why there are 47 responses from the 29 business owner respondents

Donation Platforms Used by Business Owners



- o Most of the owners are using a check as the primary platform to deliver donations.

- o Venmo- 1 respondent
- o GoFundMe- 2 respondents
- o The “other” methods only had one provided explanation; Cancellation of Debt

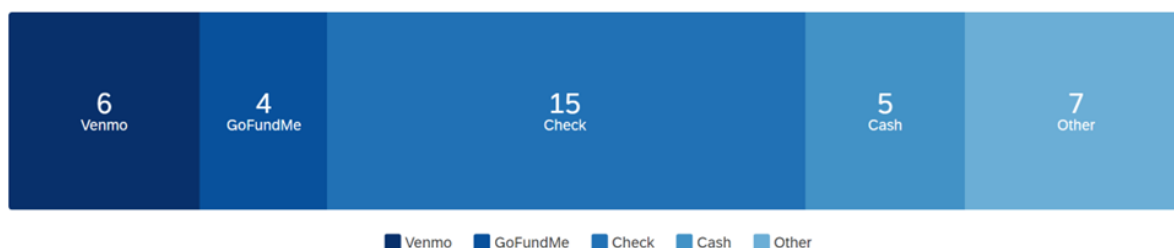
Reasoning of Business Owners

Most business owners who donate, do so because they believe in the church, cause, charity or mission. Some business owners donated to benefit their business, citing they got publicity, space for a class or tax benefits. Others donated because it was the right thing to do or what they had done throughout their lives. Overall it seems supporting causes and the community is important for most business owners.

Non-Business Owners

- o 68 respondents are not and have never been business owners.
- o Only 43 non-business owners currently donate to a nonprofit organization and only 20 donate to a religious organization.

Donation Platforms Used by Non-Business Owners



- o Most people also use a check as the primary platform for a donation.
- o The “other” response methods were through other online portals

Nonprofit Donations versus Religious Donations

Out of 65 respondents 43 say they currently donate to a nonprofit organization; however, the numbers flip and out of 66 responses, 46 say they do not currently donate to a religious organization, only 20 respondents do.

Reasoning of Non-Business Owners

Most responses for why people individually give to charitable organizations is because they want to be able to give back and help others. Mostly the responses of helping were directed at helping less fortunate individuals, there were less people that said they were helping the organization, community or cause itself. Also, some people cited religious reasons, either because they were brought up that way or they cited the bible.

Would you consider giving back?

Yes

- o Out of 59 respondents, 35 said they would consider donating to an organization. Many of these people would give based on values. People want to help if they believe in and agree with the mission or it is something meaningful to them. People seem to donate if they feel they have a connection with what they would be giving something to.

Maybe

- o The 15 respondents for maybe almost all said it would depend on the organization (being less likely if it is religious). Some people gave stipulations, saying the organization must be local, must help the community or the organization needs to use the money sustainably. Others said they would donate if it was on a needed basis.

No

- o Nine people said they would not consider donating, only five people answered why they wouldn't. One respondent is no longer in business, one cited that they already donate and one person said they were not involved enough in religion to do so. Two responses were more

negative one citing having had a bad past experience and the other saying organizations don't help as much as they want people to believe.

Recommendations:

Based on KLMC Relations' in-depth research and findings, there are specific recommendations that the United Church of Fayetteville must follow to ensure higher membership growth and more significant funding in years to come. For fundraising tactics, UCF should always include a check option in all fundraising efforts while also beginning to incorporate digital payment plans such as Venmo QR codes and Apple Pay to create a method catered to all of their members. Venmo and Apple Pay are recommended explicitly as they are the most used methods. Furthermore, as cash on one's person has declined, electronic payment types like Venmo and Apple Pay will make donating more accessible.

Regarding recruiting new members to bring to UCF, strategies recommended include marketing to local business members in the greater Syracuse area. KLMC has established a correlation between local business owners and donating. Thus, targeting local business owners looking to get involved in their communities through new CRM and digital marketing initiatives such as media outreach programs, church newsletters, and email and text marketing will help increase UCF's membership tremendously. Moreover, funding a reader-friendly newsletter that encourages greater interest is further recommended to expand reach in gaining membership.

Conclusion:

KLMC Relations has established a trend where business owners are more likely and willing to donate to non-profit organizations. Thus, if the United Church of Fayetteville follows KLMC's research and recommendations by targeting local business owners as new members while establishing a younger generation, then it is believed that UCF will bring in more funds in the upcoming years to ensure success.

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