



charity views

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▶ How are your Giving Season efforts going? The winter holidays present such a unique opportunity for our industry, and I'm sure that all of you have your hands full. Within all of the merriment and bustle, I'm also feeling a mounting anticipation for what the new year holds.

"look forward to a fresh start and new ideas"

While we're turning the page on another year, it's with mingled wistfulness and relief—but 2017 presents even more exciting opportunities. As we prepare to switch our

calendars, it's a time to reflect, but also a time to look forward to a fresh start and new ideas.

In this issue of Charity Views, you'll find emerging trends and shifting paradigms. The nonprofit sector never stays still. In one article, we explore the very core of what we understand about nonprofit marketing and uncover some illuminating techniques along the way. Keeping with this theme of breaking old habits, in another article we've gathered a few suggestions for you to consider with the thought that embracing new technologies and strategies is sure to benefit your organization.

Before a new year begins is always a good time to refresh your knowledge about the industry and take a peek at the thought leadership floating around. As we head into 2017, I hope Charity Views continues to help you be mindful of your organization's marketing efforts and broader sector topics.

Regards,

COREY KUSABA
NATIONAL SALES DIRECTOR



» MARKETING PARTNERSHIPS «

Key to Achieving Goals for Nonprofits

The time from **Thanksgiving** to the start of the new year has come to be called “Giving Season.” It’s a period when nonprofit organizations ramp up their donation drives for one last push. Aside from a tchotchke here and there, one of the main challenges nonprofits face is contributors never receiving anything tangible. With a for-profit company, it’s simple. Pay money, receive a product or service. Not so for nonprofits. They rely on a person’s belief that their good deed will result in a positive outcome.

That's what makes marketing a nonprofit organization so tricky. It's not about fulfilling a specific need for your target. It's about appealing to potential donors' convictions and emotions.

Nonprofits must spend a great deal of time educating potential donors on the importance of their cause, showing how contributions can make a real difference and not disappear into a black hole.

It's fairly simple for those with a personal connection to the cause. For example, someone could have a child with cystic fibrosis. They already understand the need for greater research. It's those who haven't spent much time thinking about a particular issue that need a little more of a nudge.

The marketing efforts of nonprofits must focus on the satisfaction of helping others. That's a far cry from whipping up a fervor for the new iPhone. Charities can have a great deal of success at the grassroots level. Integrating into the community is important because contributors can easily see the results of their donations. Whether it's holiday toys for local children, or canned goods for the food bank, people like to see that their money makes a difference where they live.

That's not to say national charities are at a disadvantage. The approach, again, is largely emotional. Think of the ads you see showing neglected animals in cages or third-world children in need. These generate a strong emotional response that can compel someone to reach for their wallet. But it's not easy in today's economic climate, and sometimes these emotional appeals can turn people off.

IAA's One Car One Difference® program helps charities reach their goals and optimize their

marketing efforts. One Car One Difference has worked with some of the nation's top nonprofit organizations, including the American Heart Association, The Humane Society and Mothers Against Drunk Driving, to turn donated cars into charitable funds. Every donation helps those in need of food, medical care, housing and more.

It can be difficult to reach those who don't have a direct connection to a particular cause. But with the right strategies and partnerships, a charitable organization can further extend its reach and achieve more for the people they serve. ◀◀



LOOKING Ahead TO 2017

► **Events like the holiday Giving Season** tend to sneak up on us. Right now you're thinking, "maybe next year." Well it's time to turn that "maybe" into an "absolutely." At this moment—the window of time between wrapping up the previous year and gearing up for the next—take a big-picture look at your 2017 plan. As the bright and shiny New Year rolls around, it's the perfect opportunity to introduce some fresh ideas into your marketing plan.

You undoubtedly have countless articles in your reading list already, all about the nonprofit marketing trends to watch in 2017. But if you need a quick summary of what the industry is buzzing about, here's what we've gathered. These ideas can certainly apply to your vehicle donation program, but all of us here at IAA understand the broader importance of your marketing mission. Here's a broad look at the latest strategies and trends in the industry.

Invest in social analytics

There will always be speculation about which social media channel reaches the most donors. Facebook? Twitter? Should we be moving to Instagram and Snapchat? Public preferences shift so quickly that this type of prediction is always hard to pin down, but here's what we know for sure: DMA Research's 2016 Statistical Factbook projects that marketing spend on social media will double over the next five years. With that spend, there is the need to defend its place in the budget. That's where data analytics comes in.

Tell compelling stories

You have a message, and the best way to communicate that message is through crafting a powerful narrative with a strong emotive pull. Studies have shown that showcasing a story about a single subject makes the biggest impact on potential donors and supporters. Take a look at this list of great non-profit storytelling. Notice how many of the examples follow an individual journey. Amidst all the commercial chatter, people are looking for authentic perspectives and emotional appeals.

Develop mobile interactions

With your supporters on the go, your charity's online presence should certainly move with them. If 2016 was the year to adjust for

smartphone screens, 2017 is going to be the year to optimize those experiences. Mobile payments are now possible on Apple, Android and Samsung devices. Here's a bonus: Apple Pay now facilitates instant donations, so it's imperative to develop your brand's identity on this interface much like the efforts that were put into your online donation process.

Rethink your organization hierarchy

We're sure you've seen this Ted Talk that's caused some buzz within the nonprofit sector. Obviously, we don't think you should make any rash decisions, but perhaps 2017 would be a good time to consider a new way of thinking about charity organizations and nonprofit structures. Following that school of thought, this article discusses the importance of organizational infrastructure and the struggle regarding public perception of nonprofit overhead and administrative costs. It's definitely food for thought and increasingly important for this sector.

2017 will present shifts in direction and new techniques and ideas along the way. But having a plan in place will always be beneficial, and reduces some uncertainty in the moment. It's a good first step in growing the success of your nonprofit marketing efforts. ◀◀

NEW YEAR. NEW YOU.

- ▶ A new year means people are freshly motivated to give back. Take advantage of the public's renewed spirit by turning them to your cause. Here's how:



RESOLUTIONS

Encourage your following to make vehicle donation one of their New Year's resolutions. Then have each donor spread the word once they accomplish their goal.



REASONS TO GIVE

Tell everyone why they should donate their vehicle to your cause through IAA. From your charity's mission, to the benefits for the environment, anyone can find a reason to donate.



TAX DEDUCTION

If your charity's cause isn't enough of a reason for people to donate, make sure they know about the potential for a tax deduction! It's just one more reason to make a donation.

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