

**KEY ELEMENTS GROUP LLC**

**VISUAL DATA**



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group LLC

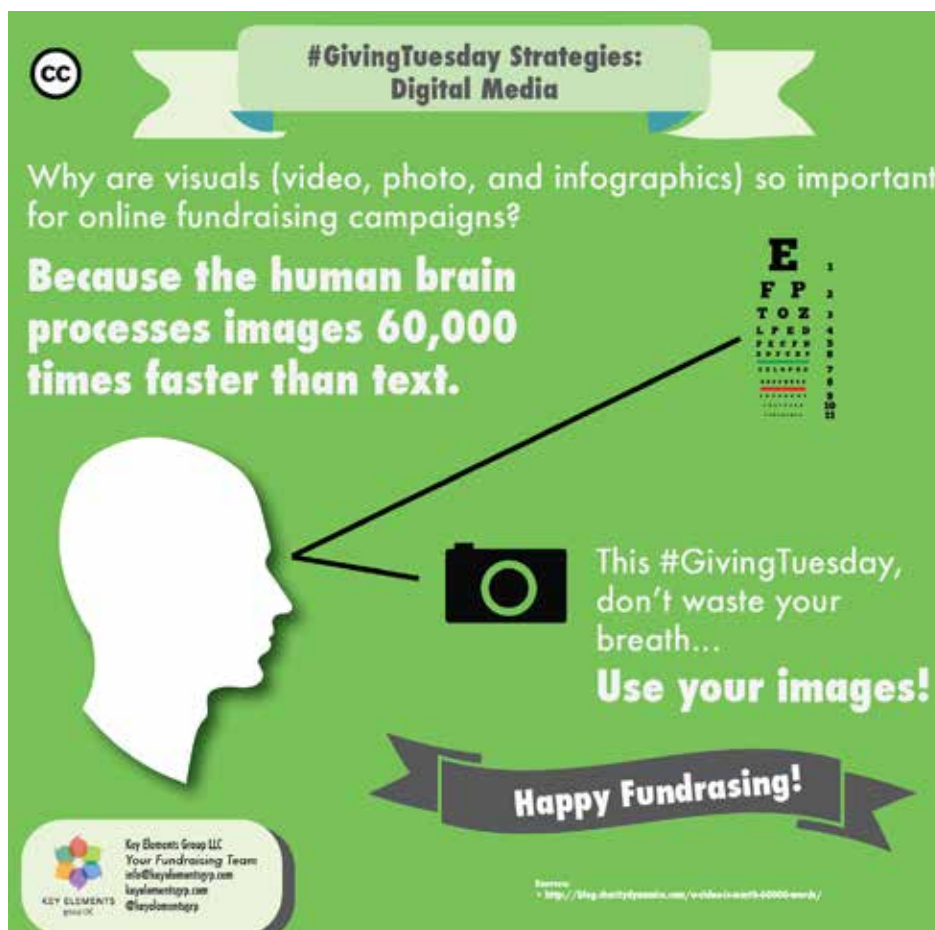
# KEY ELEMENTS GROUP LLC: VISUAL DATA

## *Visual Data: An Essential Component to Digital Fundraising*

In 2015, it is imperative that nonprofits understand the importance and practical application of visual media in order to capture their audience's attention. The human brain processes images 60,000 times faster than text (see infographic below). In a saturated online marketplace, nonprofits simply cannot afford to pass up these invaluable, effective online marketing tools.

Visual media can also help communicate important information between professional partners. Because of visual media's ability to capture attention and disseminate information quickly, infographics, video, and other forms of visual content can improve understanding between two parties and reveal the bigger picture behind a project.

Throughout these pages, you'll find a number of infographic examples made in-house at Key Elements Group LLC, as well as some explanation of the subtleties behind the implementation of visual media.



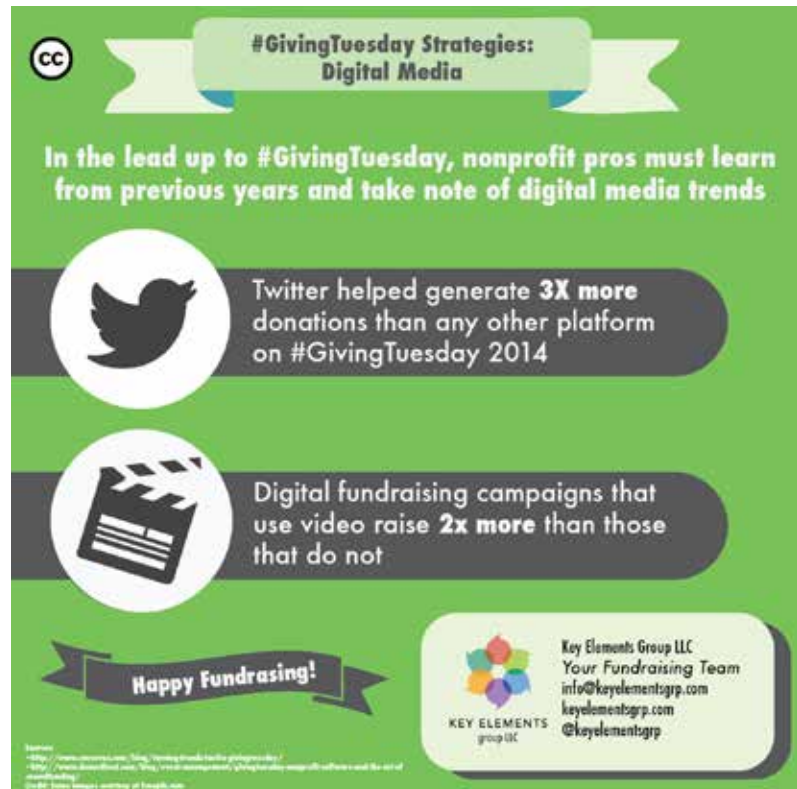
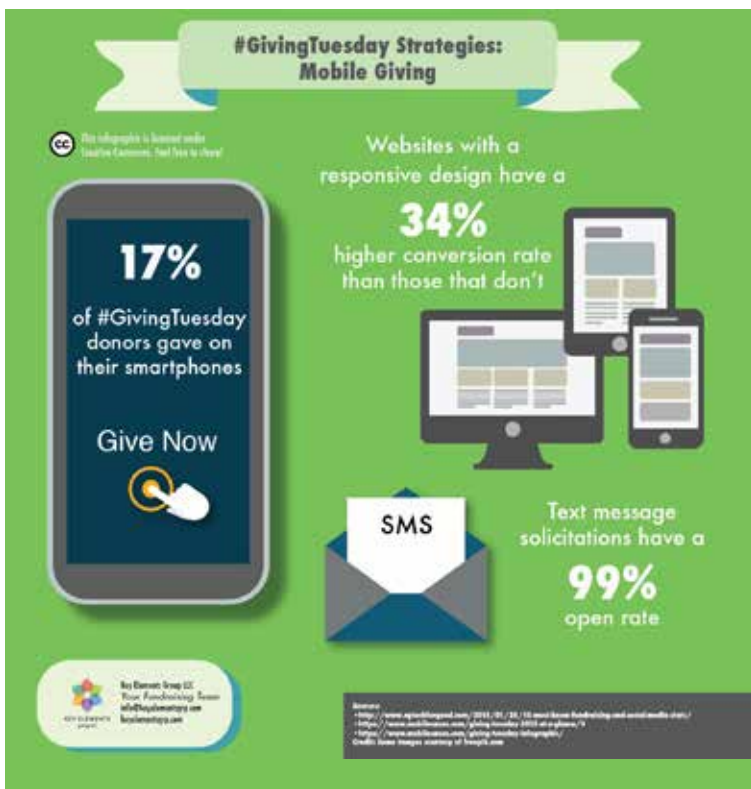
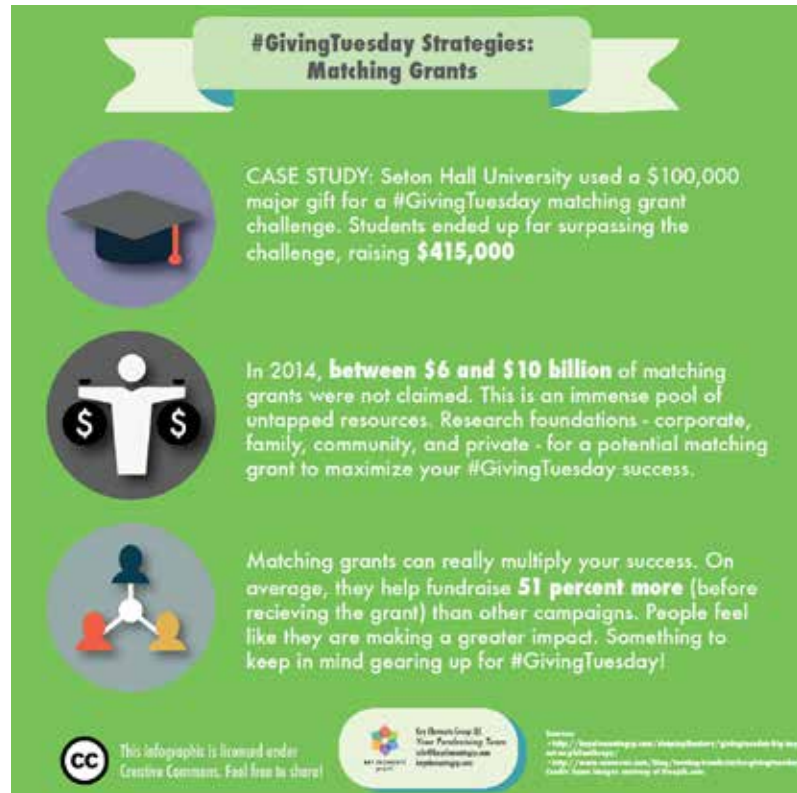
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*Social media users do not have patience for long-form communications.*

*Attractive, colorful images that parse through the details of a complicated subject and distill them into “bite-size” units of content are effective means for getting a message across while enticing users to interact with you.*

*A larger subject can also be broken up into a series of infographics. This methodology can help retain the ongoing attention of a particular segment of your online audience.*

*Here, for example, we focus on #GivingTuesday, a hugely important topic in the fundraising world.*



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*This infographic helps the audience understand the larger significance of the nonprofit sector in the US economy by visually depicting and juxtaposing several key facts.*

## Why Nonprofits are Integral to the Economy

In 2013, charitable gifts totaled **\$335.17 billion—** or **2 percent of U.S. Gross Domestic Product.** That's a nearly 66.7 percent larger share than agriculture.



**2%  
GDP**



**1.2%  
GDP**



United States' **1.4 US million nonprofits+** generate nearly **\$3 trillion** annually for US economy

Growth is projected to continue across all giving groups, only **increasing philanthropy's share of the national economy** as other sectors continue to lag.



Individual Giving

Foundation Giving

Corporate Giving



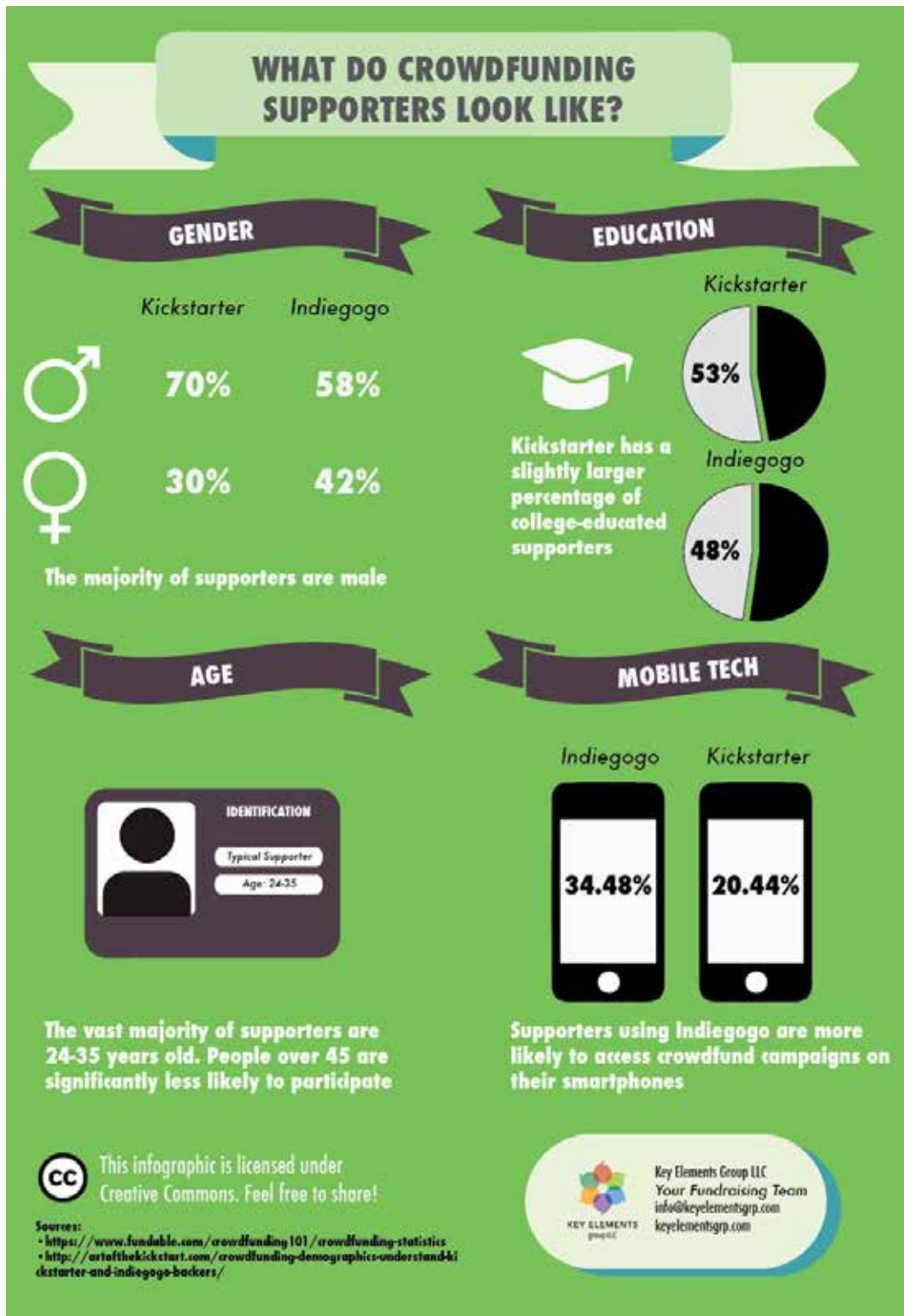
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Source: <http://www.martindale.com/the-philanthropy-outlook/>  
Credit: Some images courtesy of freepik.com



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*This infographic breaks down multiple characteristics of an essential target demographic for nonprofits running crowdfunding campaigns, showing the bigger picture through visual aids.*



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*No platform is the same. In order to deploy an infographic through multiple portals, a designer has to pay attention to details. Many social media platforms will host an image no matter the dimensions, but that doesn't mean that the size is optimal for communicating the entirety of the visual.*

*Below you'll find different versions of the same infographic resized in order to fit into specific social media contexts:*



FACEBOOK COVER IMAGE

FACEBOOK POST (BELOW)

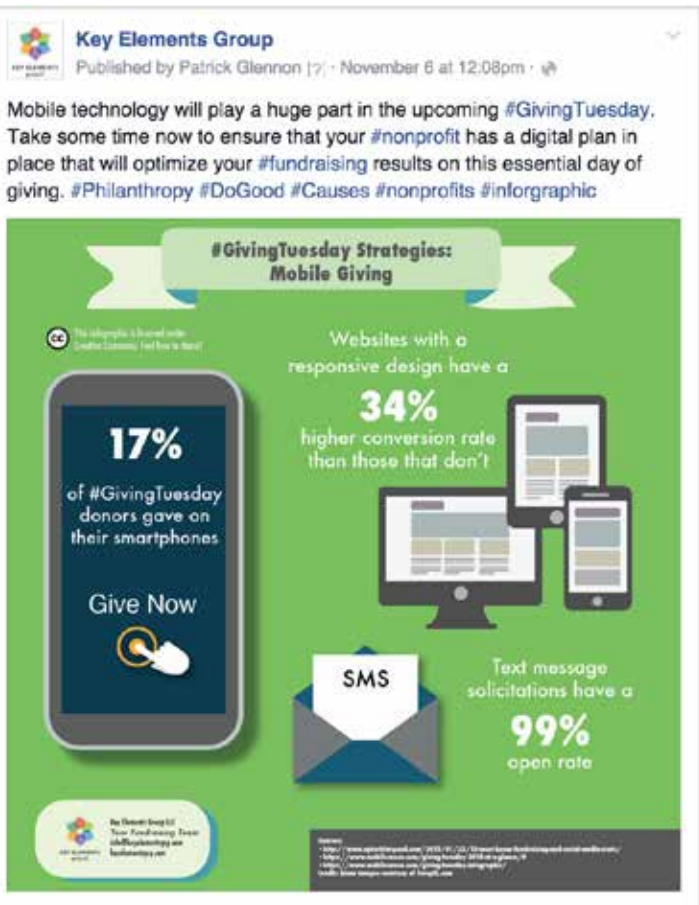


IMAGE UPLOADED TO A TWEET ON TWITTER



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*This infographic takes several pieces of information and synthesizes them into a simple point: nonprofit crowdfunding yields results, yet has few participants. Why can't the viewer's nonprofit participate in this lucrative phenomenon?*

## #GivingTuesday Strategies: Crowdfunding

For last year's #GivingTuesday, 419 nonprofits used Indiegogo to crowdfund for their campaigns.



Happy Fundraising!



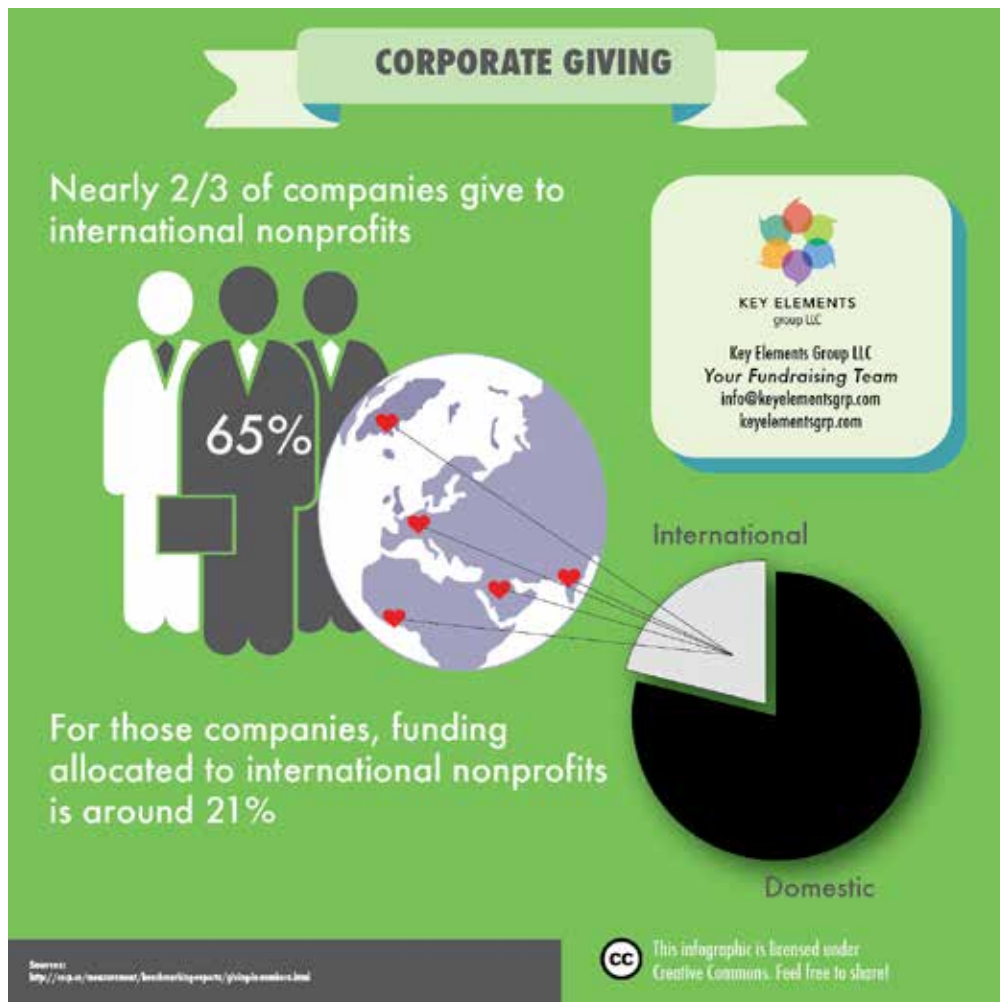
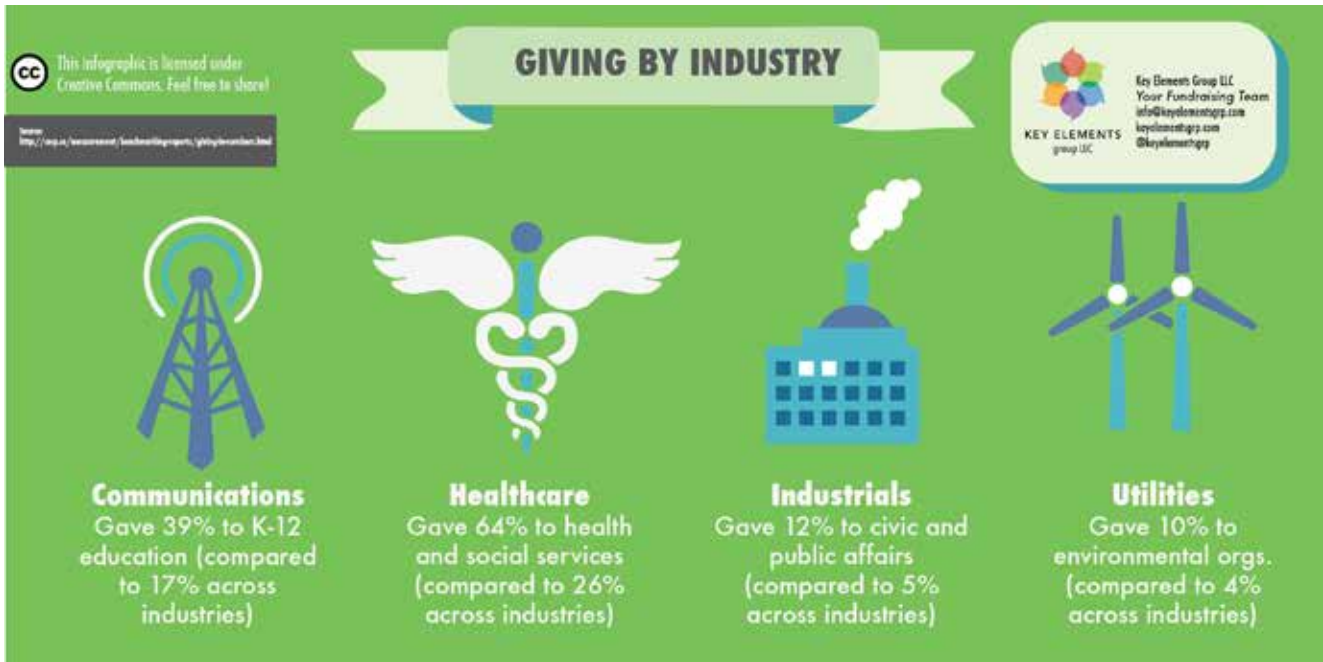
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Insert your campaign here

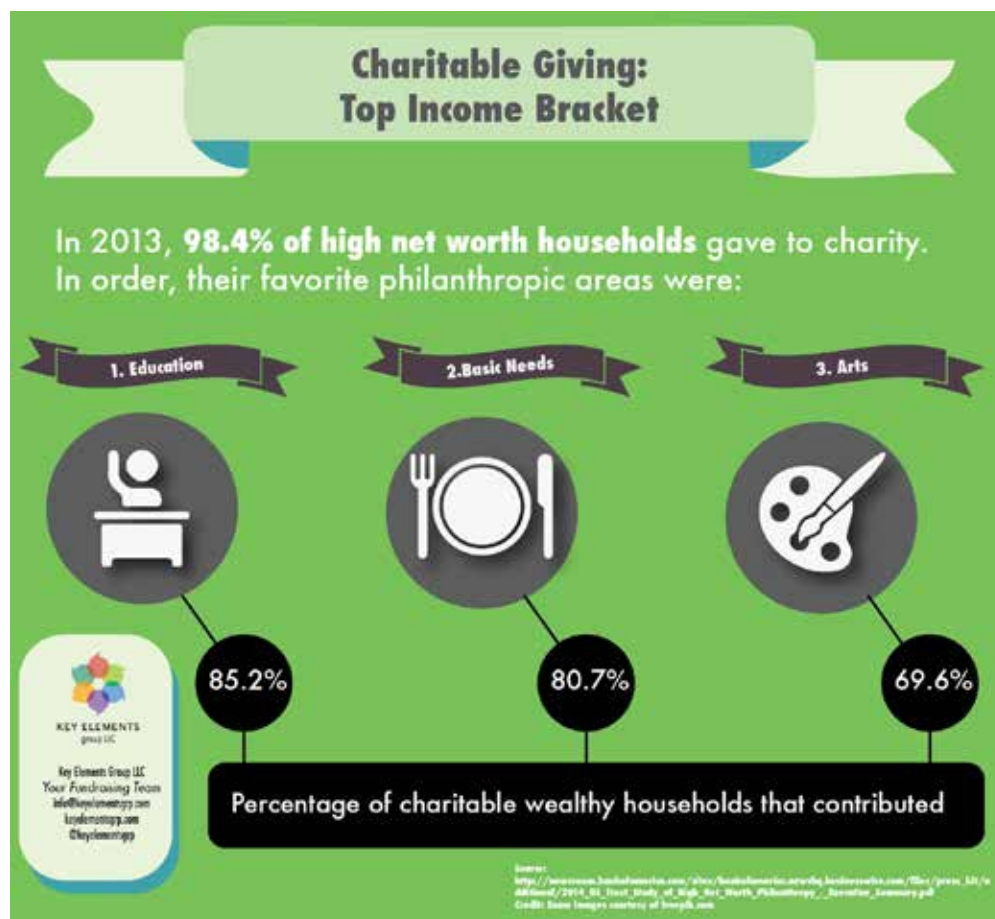
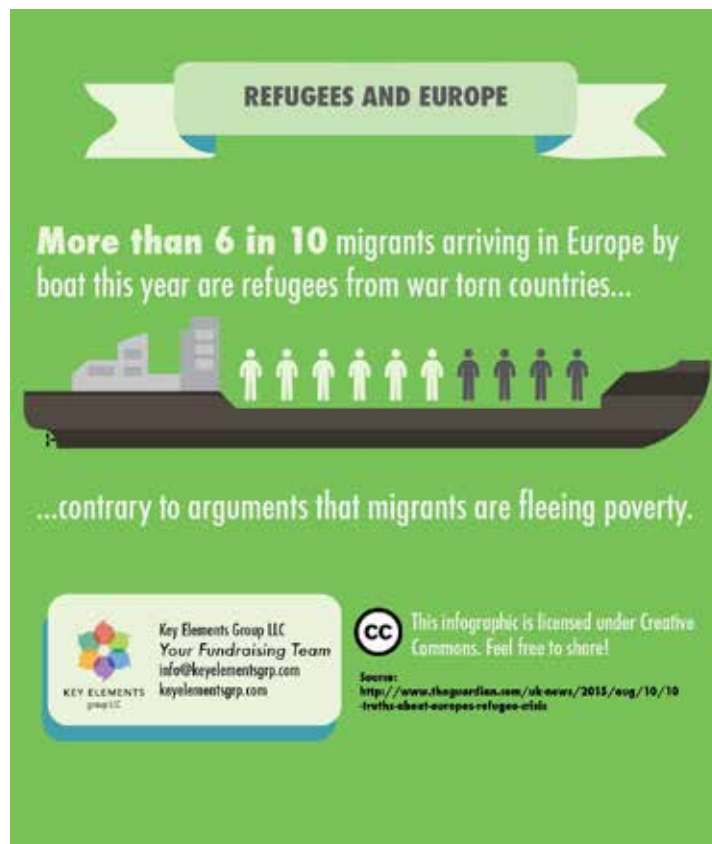


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## Projected Growth of Annual Giving

While average annual giving is expected to grow by **\$17.3 billion** over 5 years, there are some important factors that development professionals need to pay attention to. The increase will be smaller if....



The S&P 500 grows less than 8 percent in 2015



Nonprofit and household net worth grows less than 4% each year between 2015 and 2016



The growth in personal income is less than 3% each year from 2015 to 2016



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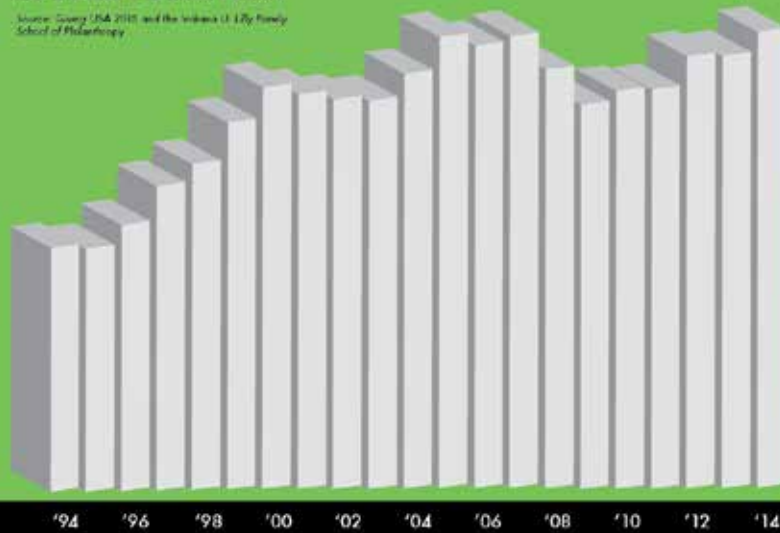
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Source: <http://www.annualgiving.com/press/04/041414-the-philanthropy-outlook.pdf>

## PHILANTHROPY

Philanthropic fundraising rose 5.4 percent in 2014, reaching a new U.S. record of \$358.4 Billion

Source: Giving USA 2015 and the Indiana U. Lilly Family School of Philanthropy



Defying pessimistic predictions that philanthropy would not rebound to pre-recession levels for a decade, charitable fundraising reached a new record high in 2014.



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## Philadelphia: A Bellweather for Charitable Giving?

In 2012, charitable giving by income bracket in Philadelphia mirrored national averages.



Philadelphia County, 2012  
Total contributions \$599,024,000  
Giving ratio 3.47%  
Population 1,525,811

### Giving by Income Bracket

#### Up to \$25,000

Giving Ratio 7.76%  
Total Contributions \$20,009,000

#### \$25,000 up to \$50,000

Giving Ratio 5.10%  
Total Contributions \$87,563,000

#### \$50,000 up to \$75,000

Giving Ratio 3.63%  
Total Contributions \$94,085,000

#### \$75,000 up to \$100,000

Giving Ratio 2.74%  
Total Contributions \$64,766,000

#### \$100,000 up to \$200,000

Giving Ratio 2.21%  
Total Contributions \$100,123,000

#### \$200,000 or more

Giving Ratio 4.01%  
Total Contributions \$232,478,000



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Sources:

• <https://philanthropy.com/interactives/how-america-gives#county/42101>



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