

Crypto Donor Personas Report - GTM Marketing Copy

Assets:

****Hubspot Landing page****

[Copy doc](#)

[Landing page copy doc](#)

Overview:

1. TGB Newsletter copy
2. Website banner (like the current one promoting the NFT report on the tgb homepage)
3. Nurture email copy
4. Social media graphics (IG, TW, LI)
5. Social copy

Note: Still need the landing page. I will add it in this doc once it's live

Send List Criteria:

1. Is marketing contact (remove unengaged):
 - a. Lifecycle Stage Subscribers that Has Not downloaded the Fundraising Guide
 - b. Lifecycle Stage Leads, MQLs, AQLs that Has Not downloaded the Fundraising Guide

TGB Newsletter Copy

Header



Learn What Makes Cryptocurrency Donors Tick in our New Report

Body

Hi [first name],

Discover the traits, values, and motivations of the next generation of philanthropists in our latest report! By learning about the behaviors of cryptocurrency donors, nonprofits of all sizes can improve their outreach and achieve stronger crypto fundraising results.

Inside, you'll find:

- Why crypto users invest in cryptocurrencies
- Trends to know about the growing global crypto user base
- A general portrait of the average crypto donor
- Deep dive into our two crypto donor personas: Crypto Evangelists and Optimistic Investors
- When crypto donors are most likely to donate and much more

Discover why cryptocurrency donors are a more diverse and complex demographic than more traditional nonprofit donors. And most importantly, get a better understanding of their values to help inform the messaging and goals of your future nonprofit crypto fundraising campaigns.

CTA

[Download the Report](#)

[Get the Report](#)

Website Banner Copy + Ad Copy Options

Copy

Discover the traits, values, and motivations of cryptocurrency donors

Get to know crypto donors, the next generation of philanthropists

Learn What Makes Cryptocurrency Donors Tick

Tap into the generation of Millennial and Gen Z crypto donors

CTA

Download the Report

Get the Report

Email Nurture Copy

Subject Lines

Learn What Makes Cryptocurrency Donors Tick in our New Report

Discover the behaviors of crypto donors in our report...

Discover the traits, values, and motivations of cryptocurrency donors

Preview

Download our report to learn more about crypto donors

Body

Hi [first name],

Are you curious about the traits, values, and motivations of cryptocurrency donors?

[Our new report](#) was written with one main audience in mind: nonprofits seeking more knowledge and data about crypto donors and what makes them tick. By learning about the behaviors of cryptocurrency donors, nonprofits of all sizes can improve their outreach and achieve stronger crypto fundraising results.

Inside this report, you'll find:

- Why crypto users invest in cryptocurrencies
- Trends to know about the growing global crypto user base
- A general portrait of the average crypto donor
- Deep dive into our two donor personas: Crypto Evangelists and Optimistic Investors
- When crypto donors are most likely to donate and much more

Discover a better understanding of crypto donors values to help inform your future fundraising campaigns!

CTA

[Download the Report](#)

[Get the Report](#)

Happy Fundraising,
The Giving Block

Social Media Graphics - Copy

Copy for Graphics

Meet the next generation of philanthropists

Get to know the new generation of philanthropists, crypto donors

Get to know crypto donors, the next generation of philanthropists

Discover the traits, values, and motivations of the next generation of philanthropists – download our report!

CTA

[Download the Report](#)

[Get the Report](#)

Social Media Post Copy

Twitter Threads



Announcing  a new report for nonprofits eager to learn more about what makes #crypto donors tick! Our new “Get to Know Cryptocurrency Donors” report highlights traits, values, and motivations of the next generation of philanthropists

Get the report here → <https://thegivingblock.com/crypto-donor-personas/>

1. Are you curious about the traits, values, and motivations of cryptocurrency donors? Our new report is here to help nonprofits better understand this growing donor demographic and improve your crypto fundraising results. Our free report includes:
2. A deep-dive into donor demographics, including our two donor personas: Crypto Evangelists and Optimistic Investors. Discover why they donate crypto, what motivates them to give back and how to engage with these crypto philanthropists.
3. A detailed look at crypto user trends including how 83% of Millennial millionaires own cryptocurrency. More than 50% of that group have half of their portfolio invested in crypto assets, and nearly a third have at least 75% in crypto.
4. And we examined how Crypto Philanthropy will continue to grow in the future, with crypto users expected to grow to 1 billion users by 2030 Download our report today!

<https://thegivingblock.com/crypto-donor-personas/>

Thread #2

1. Young, wealthy, and generous – discover the traits, values, and motivations of the next generation of philanthropists and how your organization can engage with these crypto donors in our latest report <https://thegivingblock.com/crypto-donor-personas/>
2. This crypto personas report includes data like 83% of Millennial millionaires own cryptocurrency. More than 50% of that group have half of their portfolio invested in crypto assets, and nearly a third have at least 75% in crypto
3. We also uncover two main types of crypto donors: the Crypto Evangelists and the Optimistic Investors and highlight what motivates them to donate crypto and how your organization can engage with this growing demographic of crypto donors.
4. Year after year, the crypto user demographic is growing exponentially. In fact, crypto is expected to have 1 billion users by 2030. Discover all these crypto donor details and more in our new report here → <https://thegivingblock.com/crypto-donor-personas/>

LinkedIn/FB/IG – General Announcement Post

Are you curious about the traits, values, and motivations of cryptocurrency donors? Our new Crypto Donor report is here to help nonprofits like you better understand this growing demographic.

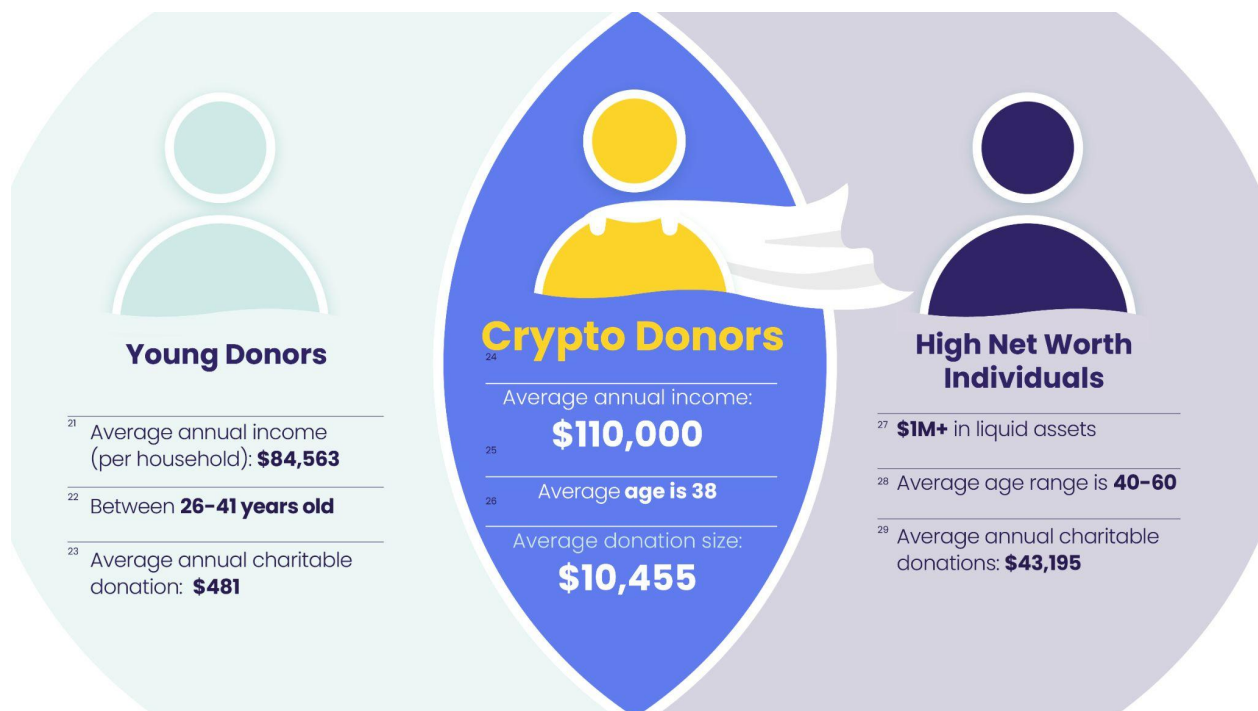
This report includes:

-  Why crypto users invest in cryptocurrencies
-  Trends to know about the growing global crypto user base
-  Deep dive into our two donor personas: Crypto Evangelists and Optimistic Investors
-  When crypto donors are most likely to donate and much more

Discover a better understanding of crypto donors values to help inform your future fundraising campaigns!

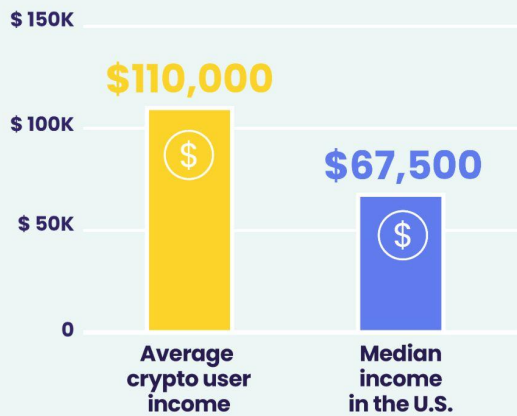
Download the report here → <https://thegivingblock.com/crypto-donor-personas/>

LinkedIn/FB/IG – More specific, data-driven posts



Young, wealthy and generous – discover the traits, values, and motivations of cryptocurrency donors in our “Getting to Know Crypto Donors” report here → Download the Report//Get the Report <https://thegivingblock.com/crypto-donor-personas/>

RELATIVELY AFFLUENT

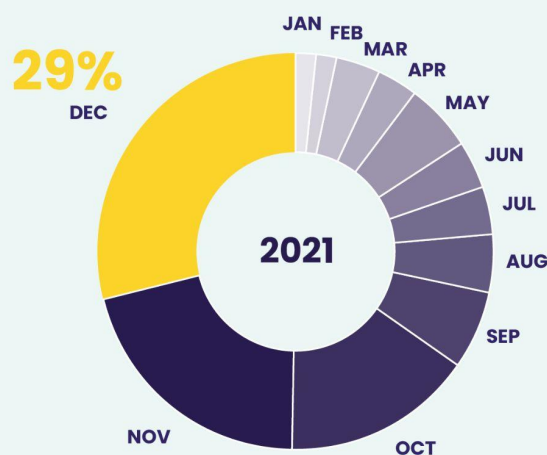


The average crypto user's income is **38% higher** than the 2020 median income in the U.S. (\$67,521)

gemini.com

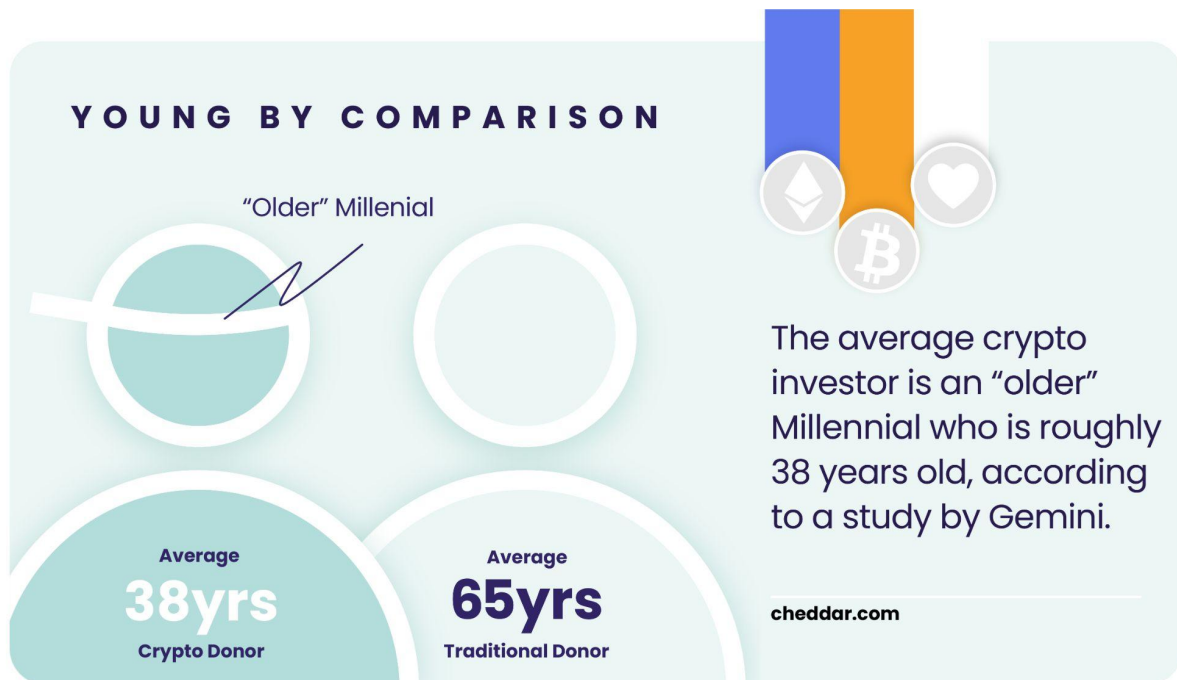
Did you know that 83% of Millennial millionaires own cryptocurrency? Discover other crypto donor trends, including how to engage with this unique demographic in our free report. Get the report here → <https://thegivingblock.com/crypto-donor-personas/>

EOY GIVING



In 2021, 29% of total crypto donation volume processed by The Giving Block was donated in December

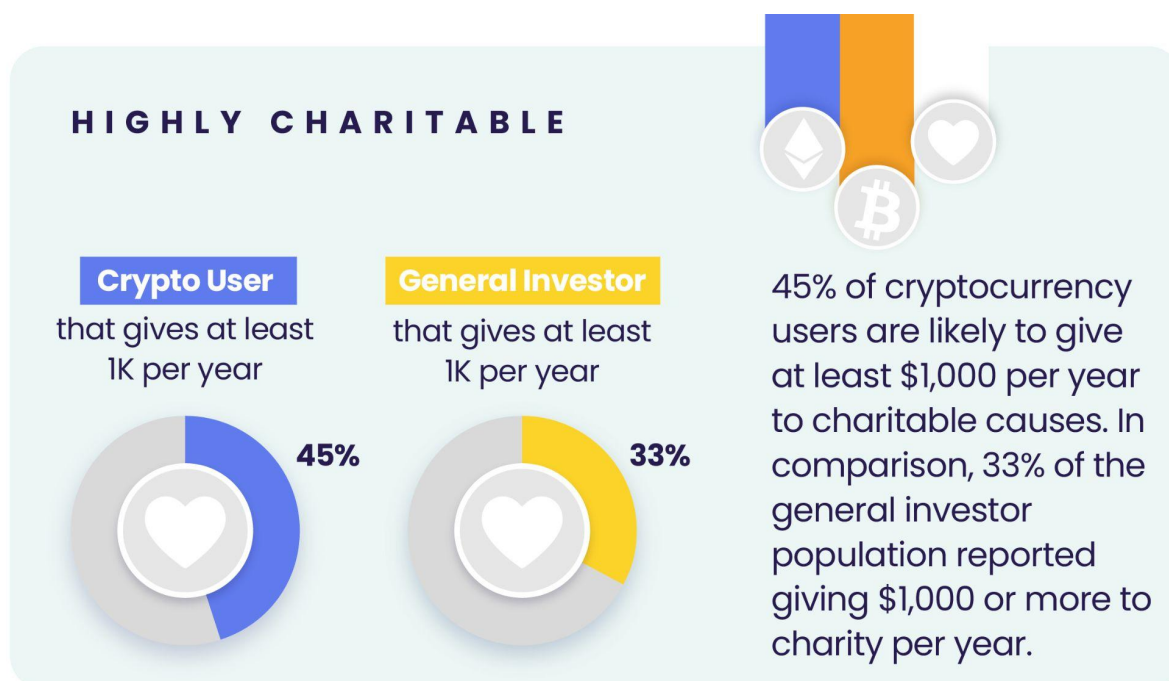
Much like traditional donation methods, Giving Season is huge for crypto fundraising as well. In our “Getting to Know Cryptocurrency Donors” report, we break down the best time to fundraise crypto and how to engage with these types of donors. Download the Report//Get the Report <https://thegivingblock.com/crypto-donor-personas/>



In our “Get to Know Cryptocurrency Donors” report, we found that 45% of cryptocurrency users are likely to give at least \$1,000 per year to charitable causes. In comparison, 33% of the general investor population reported giving \$1,000 or more to charity per year. Learn more here → <https://thegivingblock.com/crypto-donor-personas/>



At The Giving Block, we processed \$69 million in crypto donation volume in 2021, up 1,558% from \$4.2 million in 2020. Learn more about crypto donors and their motivations in our free report “Getting to Know Crypto Donors: here → <https://thegivingblock.com/crypto-donor-personas/>



In 2021, the mean average crypto donation made via The Giving Block was \$10,455, an

increase of 236% from the previous year and 51x higher than the average online donation (\$204).

Learn more about this highly charitable group of crypto donors in our free report “Getting to Know Crypto Donors” here → <https://thegivingblock.com/crypto-donor-personas/>