

April 2021

Media Translator

Connecting your ministry to today's media platforms



Stress-Free Spring Fundraising



Don't worry, you're probably not making these [5 Common Nonprofit Marketing Mistakes](#).

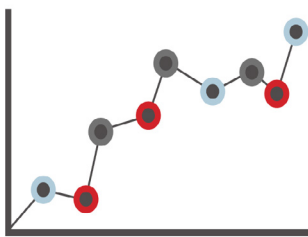
Rest assured, you've likely already planned to do these [4 Trends to Expect for Spring 2021 Fundraising Campaigns](#).

Generational Check-In



- ✔ More **Gen Zers** than you'd think (44 million) are reached by radio each week.
[Do you know why audio is particularly "hot" for them right now?](#)
- ✔ **Gen C** (do you know one?) won't remember the pandemic, but will be effected in impactful ways.
[Do you know how they will be distinctly different from Generation Z?](#)
- ✔ **Millennials** spend 2 hours and 34 minutes each day on social media.
[Do you know the top motivating factors that drive them there?](#)
- ✔ The pandemic has changed (perhaps permanently) how **Gen Z** and **Millennials** shop.
[Do you know the basic principles and latest achievements of "social commerce"?](#)

Truth in Data



Looking for signs of a **post-Covid "new normal"**? We've found a few!

- Has your **daily commute time increased**? With more workers returning to the office and kids going back to school: [more cars are on the road!](#)
- There's a noticeable trend in the average daily downloads of **travel and news apps** in the U.S: [travel apps are up and news apps are down!](#)

Keeping Tabs

...on Facebook's [not-so-secret new product](#). They're working on a **wearable technology** that sounds a lot like **mind-control**.

...on an Instagram for [kids under 13](#). There are a lot of concerns including online bullying, safety, and the **negative effects of too much screen time**.

...on IKEA's new [podcast](#). We're all curious about how one goes about transitioning a 70-year-old print catalog to an **audio format**.

...on Spotify, Disney+, and Netflix. Check out where **Spotify** (an audio-only streamer) **ranks** in comparison to its video streaming counterparts.