Driving Generosity with Responsive Fundraising

Key Tactics for Building More Personal Relationships with Donors and Increasing Team Collaboration

Beth Fisher

Chief Advancement Officer at Mel Trotter Ministries

Gabe Cooper

CEO & Founder at Virtuous Software

What is Responsive?

- A fundraising mindset
- A team mindset

Giving is personal

Today's donors expect a personal connection to causes they care about.

The legacy, impersonal model

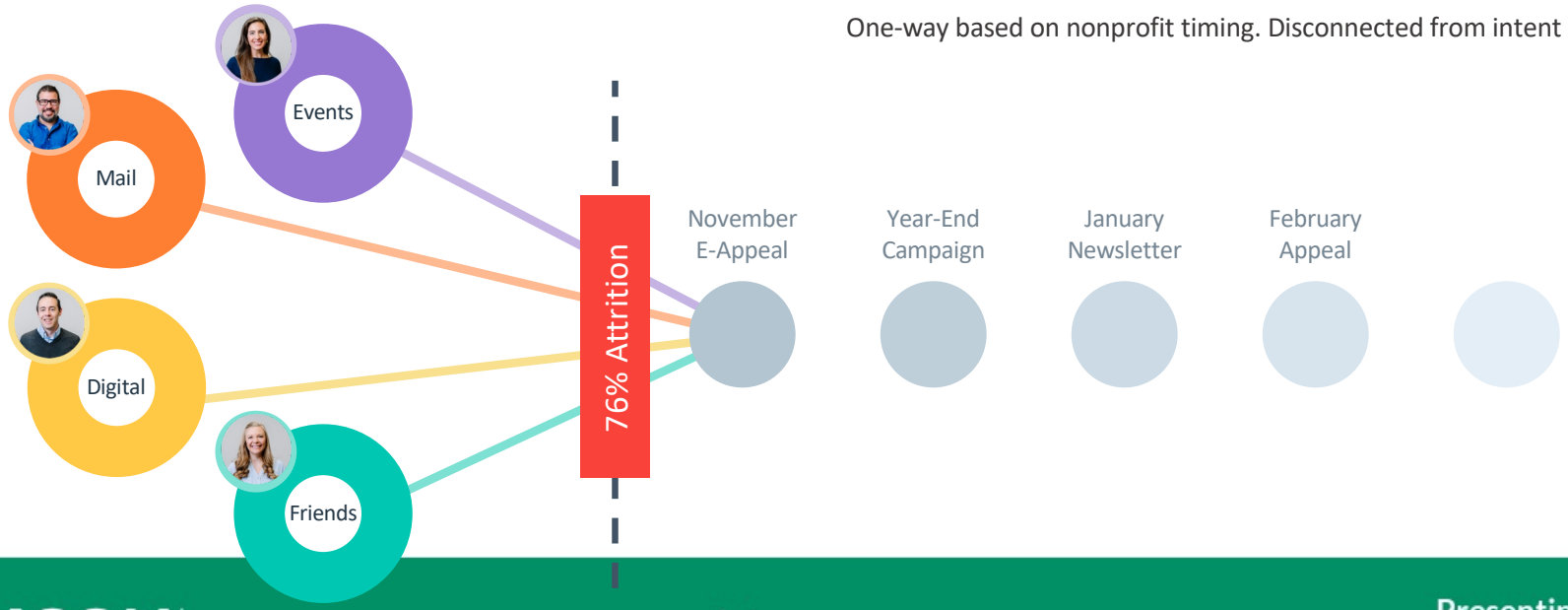
Donor/Prospect Acquisition

Personal and varied Based on donor's intent

Retention & Cultivation

One-to-many ("Spray and Pray")

One-way based on nonprofit timing. Disconnected from intent



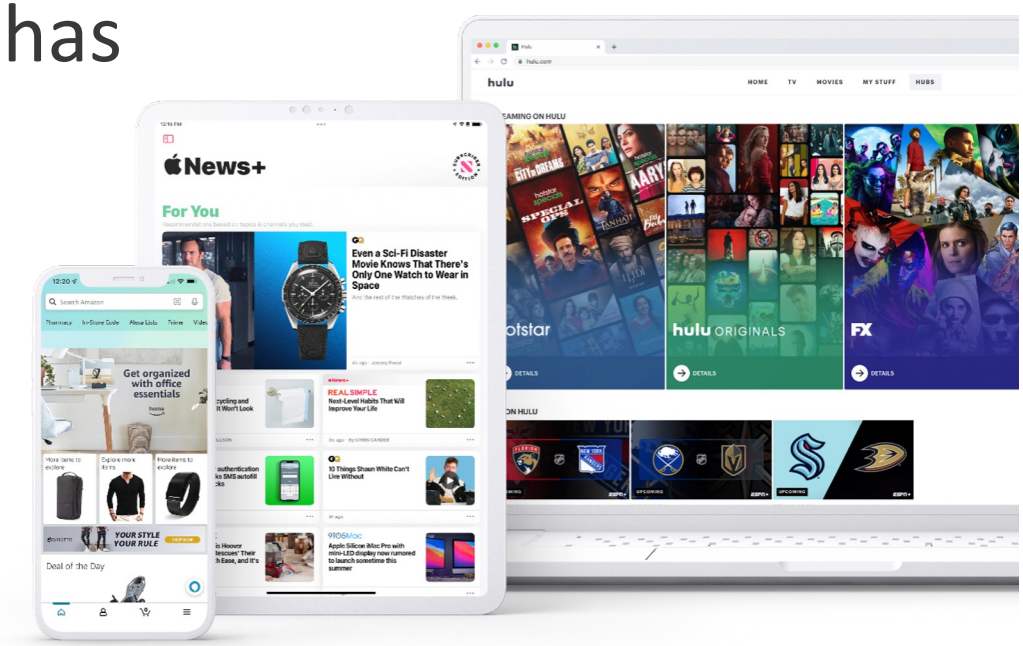
The world you fundraise in has **changed**.

- **Personalized experiences**

  Moving away from one-size-fits-all

- **Two-way, behavior driven**

  Triggered in response to data signals



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Why donors opt out

Inappropriate asks & impersonal messages

Lacking acknowledgement & transparency

Source: Managing Donor Defection by Adrian Sargeant

IUPUI
INDIANA UNIVERSITY
Lilly Family School of Philanthropy

"Donors not only want to understand the impact of their gifts but value organizations that intentionally foster meaningful relationships with their donors."

Una Osili | Lilly Family School of Philanthropy

Listen

Identify key signals and learn why donors give

Connect

Connect personally and automate touches as needed

A better approach

responsive

fundraising

Learn

Test and validate to become even more responsive.

Suggest

Suggest next right step with personalized asks.

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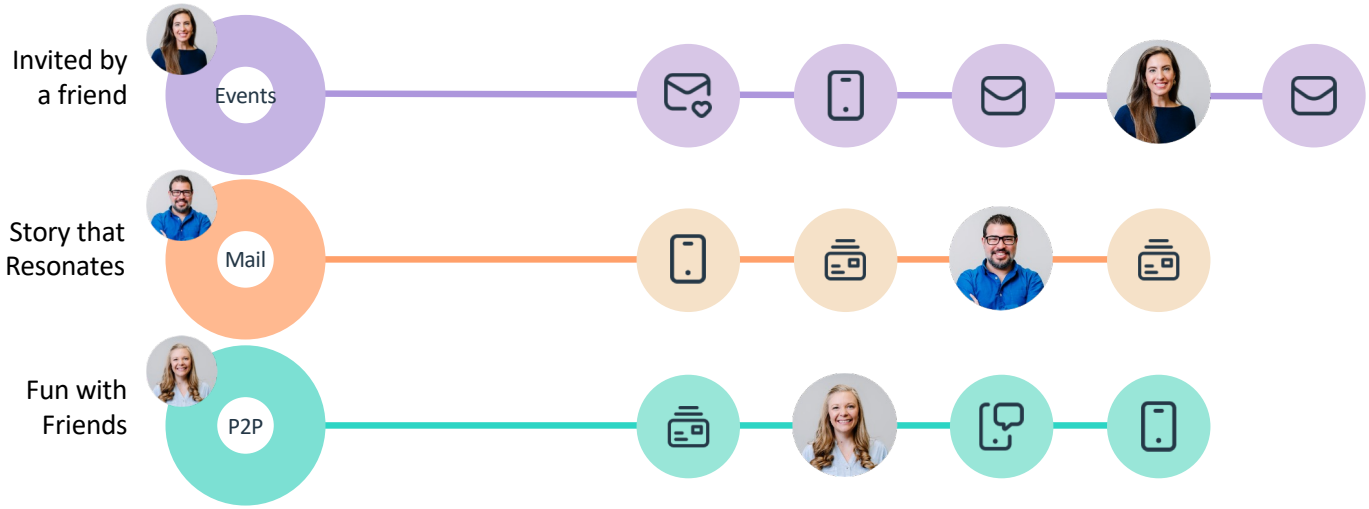
Responsive, dynamic campaigns

Donor/Prospect Acquisition
Personal. Based on Donor Timing

Retention and Cultivation
Personal. Based on Donor Timing



- **Retention**
- **Avg Gift**
- **Engagement**

Automation
Personal Donor Journeys & Process Automation
Volunteer
Volunteer Recruitment, Mobilization & Reporting
Marketing
Email, SMS & Mail Campaigns & Segmentation
A Responsive Tech Stack
Events
Branded Event Registraton, Ticking & Giving
Signals
Data-driven insights to help you grow
Nonprofit CRM
Powerful, modern donor tmanagement
Giving
Frictionless, personalized online giving experiences
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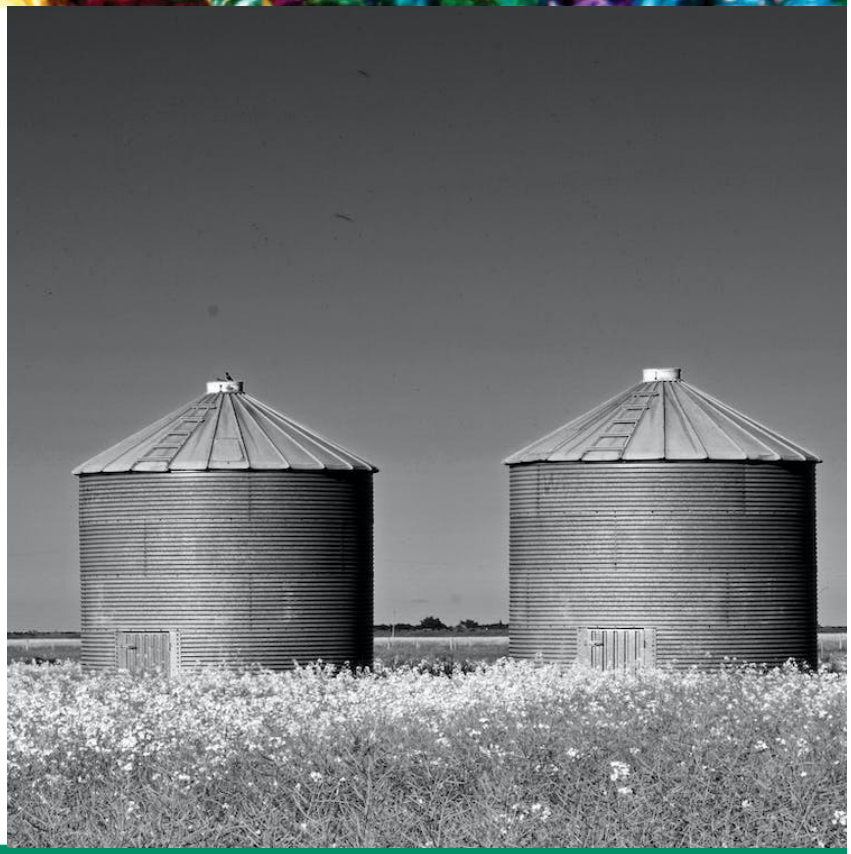
A Response Team

Generosity Operations

- Cross-functional owner of data and insights
- Connecting learnings from Program, Communications and Fundraising
- Focusing the entire organization on shared quarterly metrics

A Responsive Team Mindset

Unsiloing Teams



Unsiloing Teams

Org Structure & Communication

Unsiloing Teams

The Right Seat on the Bus

Unsiloing Teams
Managing Inherited Teams

Accountable to Metrics & Mission

Accountable to Metrics & Mission

Data ➡ Strategy

Accountable to Metrics & Mission

Reporting ➡ Transparency

Accountable to Metrics & Mission

Growth

Safety in Experimentation/Failure

Safety in Experimentation/Failure

Try

Safety in Experimentation/Failure

Test

Safety in Experimentation/Failure

Transform

How does Responsive look in practice?