Who we are and why we are talking about this?

WE are Fundraisers

WE are Donors

We use or work on Fundraising Technology

And

WE ALL HAVE PET PEEVES
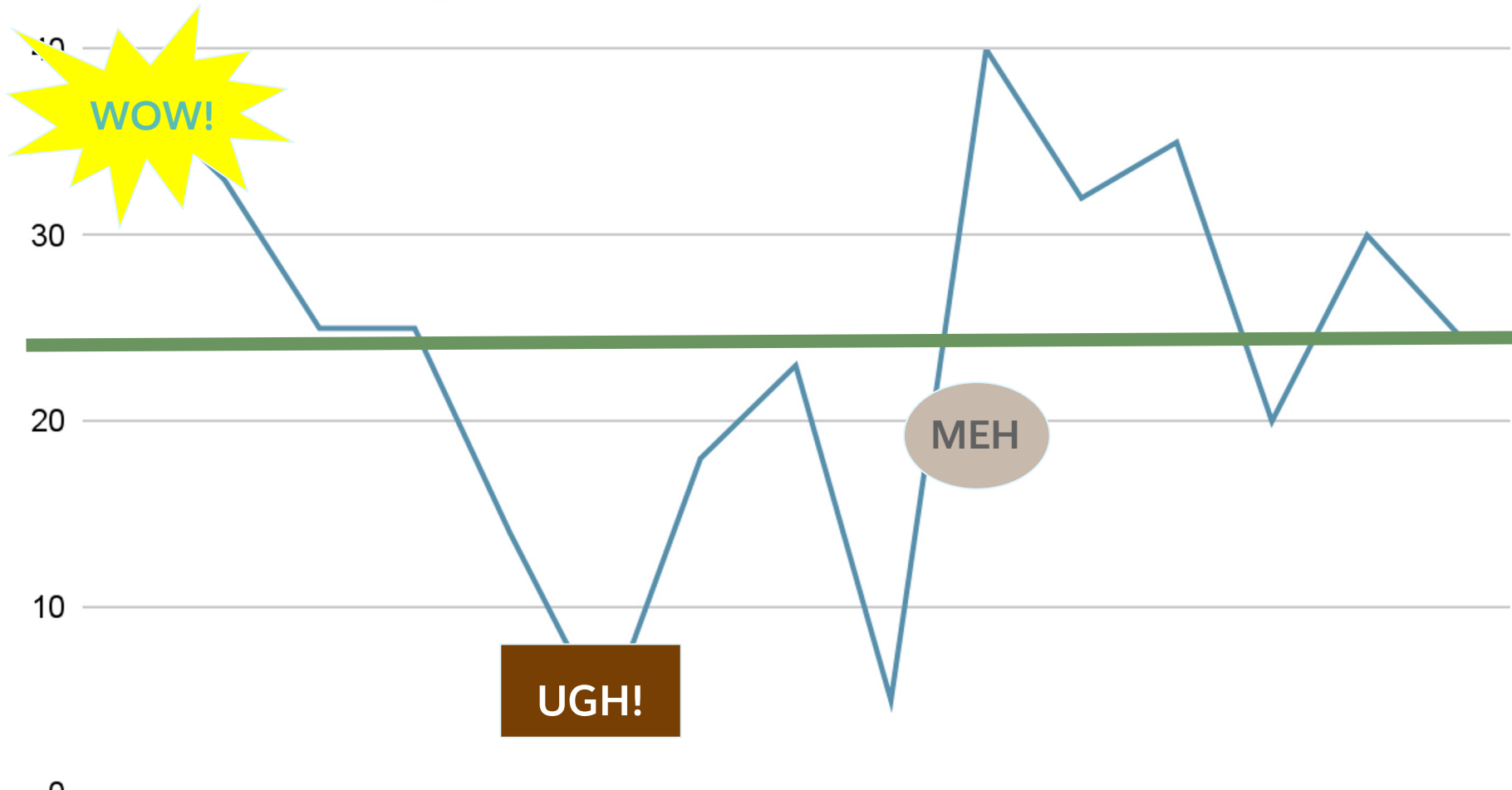
The Donor Journey

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Invest

Identify

Inform

Inspire

Involve

The Fundraising Lifecycle

Donor Journey

Let us talk about our Pet Peeves!

The advertisements on TV with the puppies and the very sad background music make me very sad but they don't compel me to give.
I also don't like it when my name is misspelled

I hate the mailings that come with labels or a coin in them. I KNOW they work, that's why nonprofits continue to send them, but I don't like feeling manipulated.

Discussion

What have you experienced as a donor that makes you say UGH!?

What is your organization doing that makes your donors say UGH!?

Donor Pet Peeves

What are some of your pet peeves as a donor?

a. My name and gender are wrong

b. I have no option to opt-out of a mailing

c. The pre-printed amounts on donation cards do not work for me

d. I find some of the cards with puppies on them are trying to guilt me into giving

e. I don't find this email is personalized for me and what I have done with this nonprofit in the past

f. This does not tell me what they will do with my money

g. No Ask or Too Many Asks!

h. I did not receive a THANK YOU or I received one very late.

i. I went to the website to give but the link was broken

j. The form to fill out to donate was too long
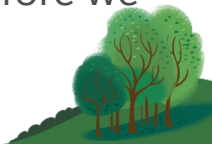
The Power of Information!

What you see in this photo:

1. A delicious lunch in Bamako, Mali
2. Our fantastic Director!

What you DO NOT see in this photo:

1. Lots of paper and hand written donor information (you can see a folder sticking out of her bag)
2. Information we lost because it was on a computer and the electricity went off before we hit save.

The Power of Information!

What you see in this photo:

Co-workers unexpectedly running into each other in front of an office building

What you DO NOT see in this photo:

The tension that followed as these fundraisers realized they were both there to see the same person for different reasons.

All donor history in one place - it is a gift!

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IF YOU:

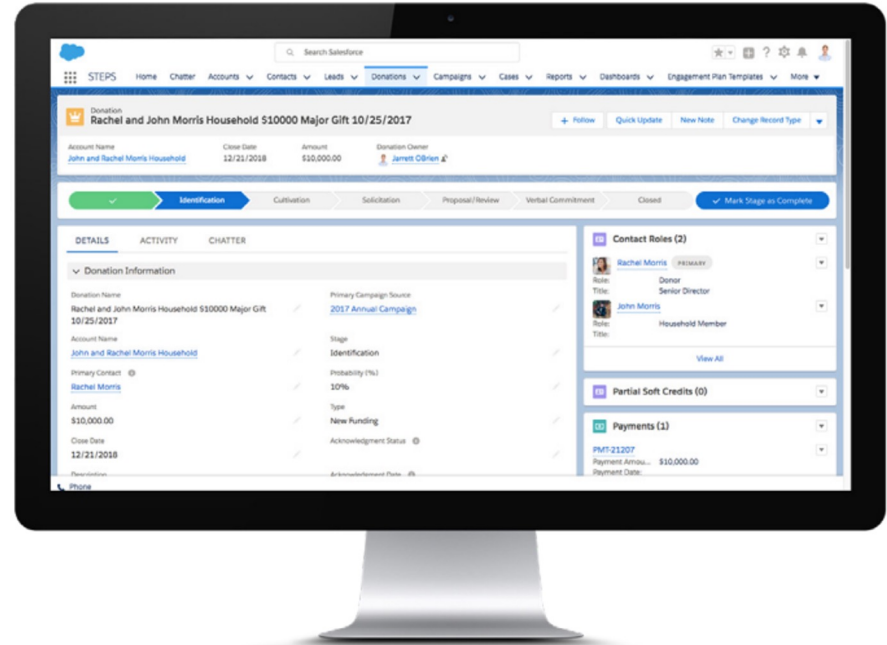*Capture all your supporter information*

&

Have real-time access to your paid and pledged donations from any device

YOU CAN

Be more productive at focusing on donations with the highest likelihood of closing

&

Get to know who your supporters are

*Subject

Lunch meeting with Jan

Comments

|

Details

Due Date

*Assigned To

Ali Olsen ✕

Name

▲ ▼   Done

I   Yea   Thank

Q W E R T Y U I O P

A S D F G H J K L

⬆ Z X C V B N M ⌫

123   space   return

Search...

Contacts ⌄   Leads ⌄   Opportunities ⌄   Campaigns ⌄   Cases ⌄   Reports ⌄   Dashboards ⌄   More ⌄

☐ Invite to Tour ⏰   Mar 21 ⌄
You have an upcoming task

☐ Initial Phone Call ⏰   Today ⌄
You have an upcoming task

View More

All types ⚙

March • 2023   This Month

Prospect Research
You had a task

October • 2022

Job Training Program
Nicole Adair to Rachel Morris 🌐

Nice to meet you!
Nicole Adair to Rachel Morris   7 AM | Oct 28, 2022 ⌄

✉ Unopened

Talked to Rachel at event last night   Oct 27, 2022 ⌄
Harry Helper logged a call
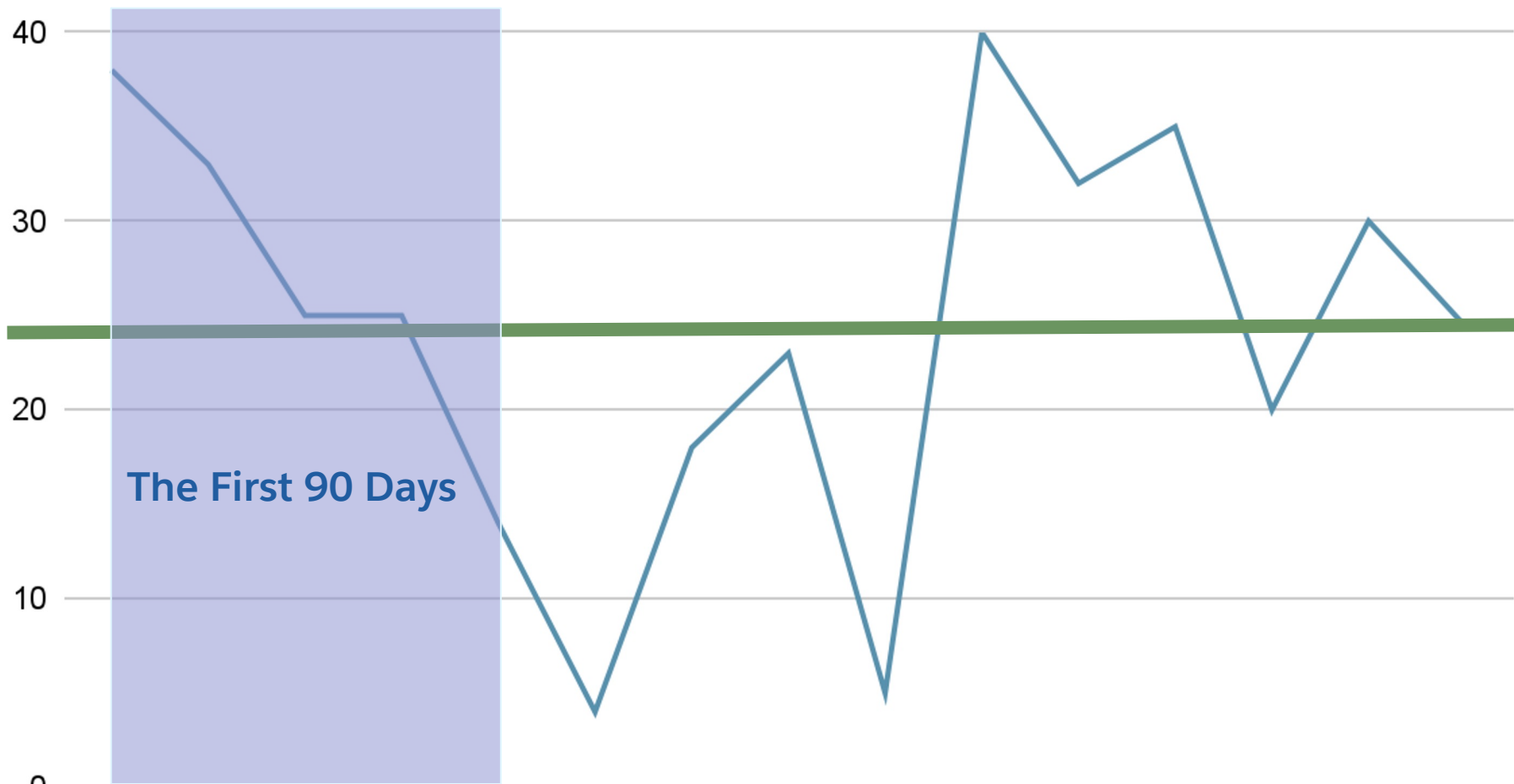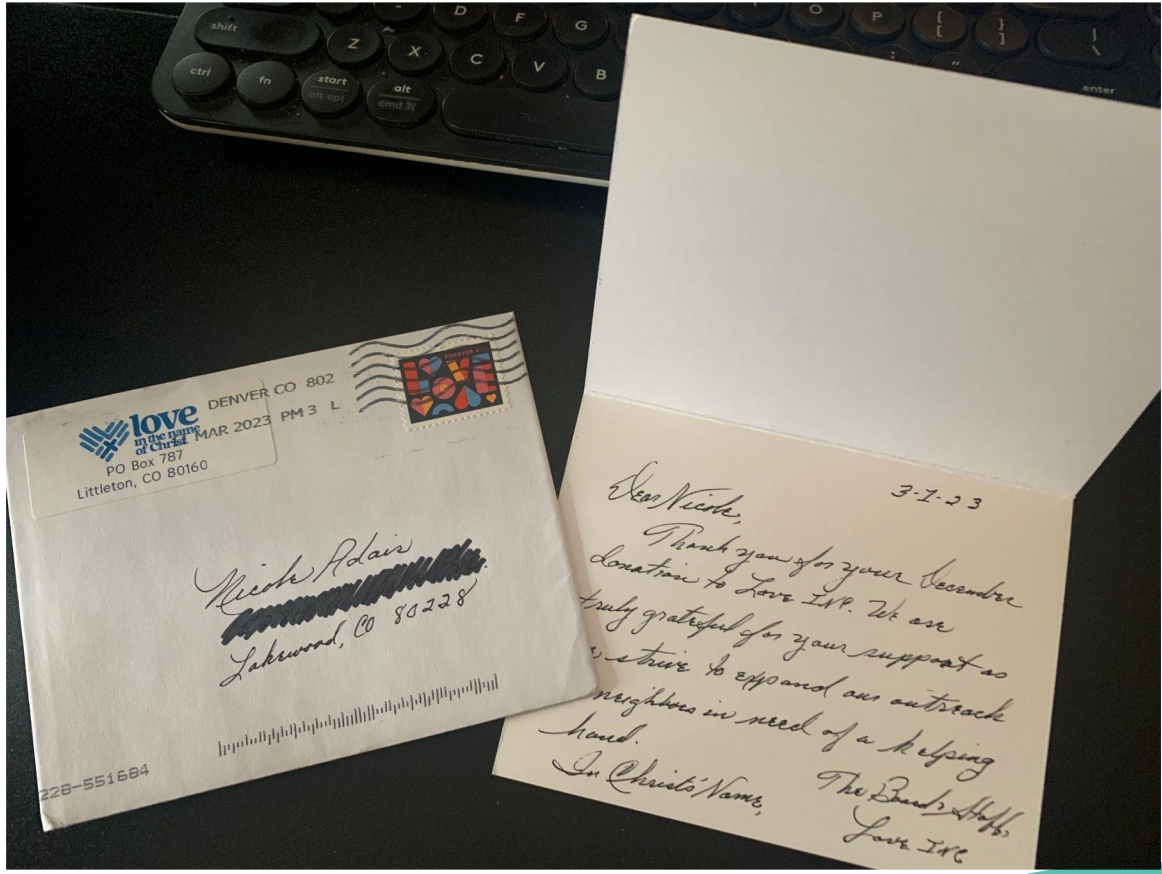
No more past activities to load.

This Month

Mar 14 ⌄

Last Year

> 📞 **Talked to Rachel at event last night**

Harry Helper logged a call

Donor Journey

The First 90 Days

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MEMBERSHIP IS FOR ME

Explore a world of benefits for members.

...re to help you reach new goals with carefully chosen discounts, information, ...available whenever you need them—and we're always advocating for you ...e 50+ community on important issues like age discrimination.

...our everyday—and your once in a lifetime— ...ts on groceries, dining, auto, and travel.

...MATION
...the tips, tools, and know-how to plan for retirement, ...stay active, and take control of your finances or career.

ADVOCACY
Join AARP and get involved with leading issues like affordable housing and health care at a local, state, or national level.

INSURANCE
Get access to quality auto, home, life, dental, vision coverage from top compa...

There's even more to explore. Check out all of your member benefits online at **aarp.org/experiencemore**

AARP®

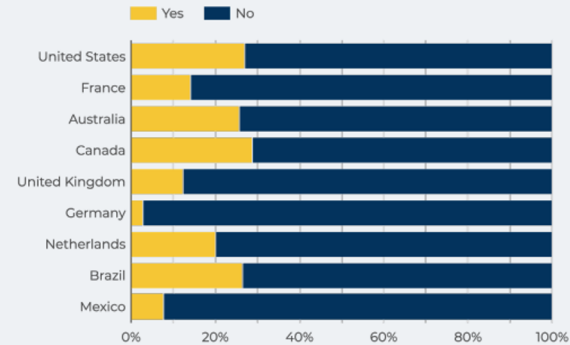# Recurring Donations

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A MONTHLY OPPORTUNITY TO WOW!

Are you telling donors what the monthly giving value proposition is?

See the example from a Brazilian nonprofit that explains the value of each ask.

DO THEY HAVE A SPECIFIC MONTHLY GIVING VALUE PROPOSITION?

Yes ■ No

United States
France
Australia
Canada
United Kingdom
Germany
Netherlands
Brazil
Mexico

0% 20% 40% 60% 80% 100%

Mensal ✓	Único ○	Anual ○

R$ 39 ○
Com apenas R$ 1,30 por dia você nos ajuda a combater o Desmatamento na Amazônia através de denúncias de crimes ambientais..

R$ 55 ○
Com apenas R$ 1,83 por dia você nos ajuda a combater o Desmatamento na Amazônia através de pesquisas na região e denúncias de crimes ambientais..

R$ 100 ○
Com apenas R$3,33 por dia você nos ajuda a manter projetos que combatem o Desmatamento na Amazônia, a realizar pesquisas na região e a realizar ações pacíficas..

R$ 120 ○
Escolha valores a partir de R$20,00.

Recurring Donations - Make it Easy!

**We would love to hear about your recurring donations strategy.**

1. Brand your program, so that these donors know they are valued
2. Social proof? Testimonials? What do you all think of this?
3. Segmentation? Who in your donor database are a good candidates?
4. Have a value and impact message
5. Make it EASY!

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Eugene Lovendusky
Individual Giving Coordinator
The Center

Data to Inform Strategy
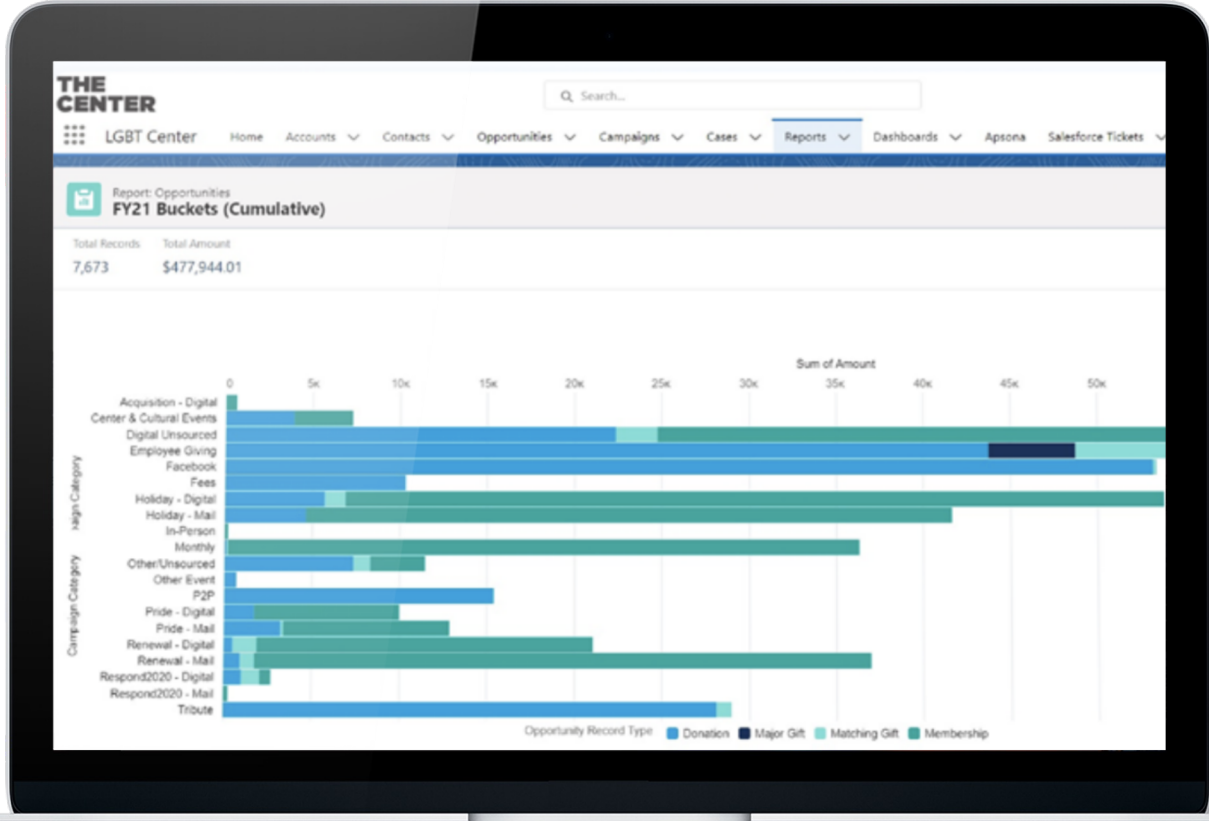
Real-time changes allow for intervention

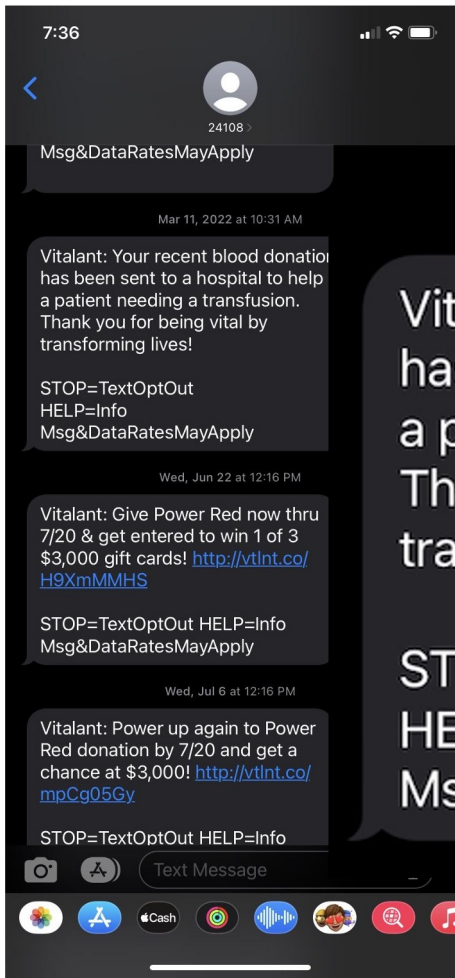Gives key insights on how fundraising methods are performing to help guide strategy

Discussion

What are two things you can improve in the first 90 days of your donor journey?

Donor Journey

The Last 60 Days

Text message conversation with 24108 (Vitalant)

Msg&DataRatesMayApply
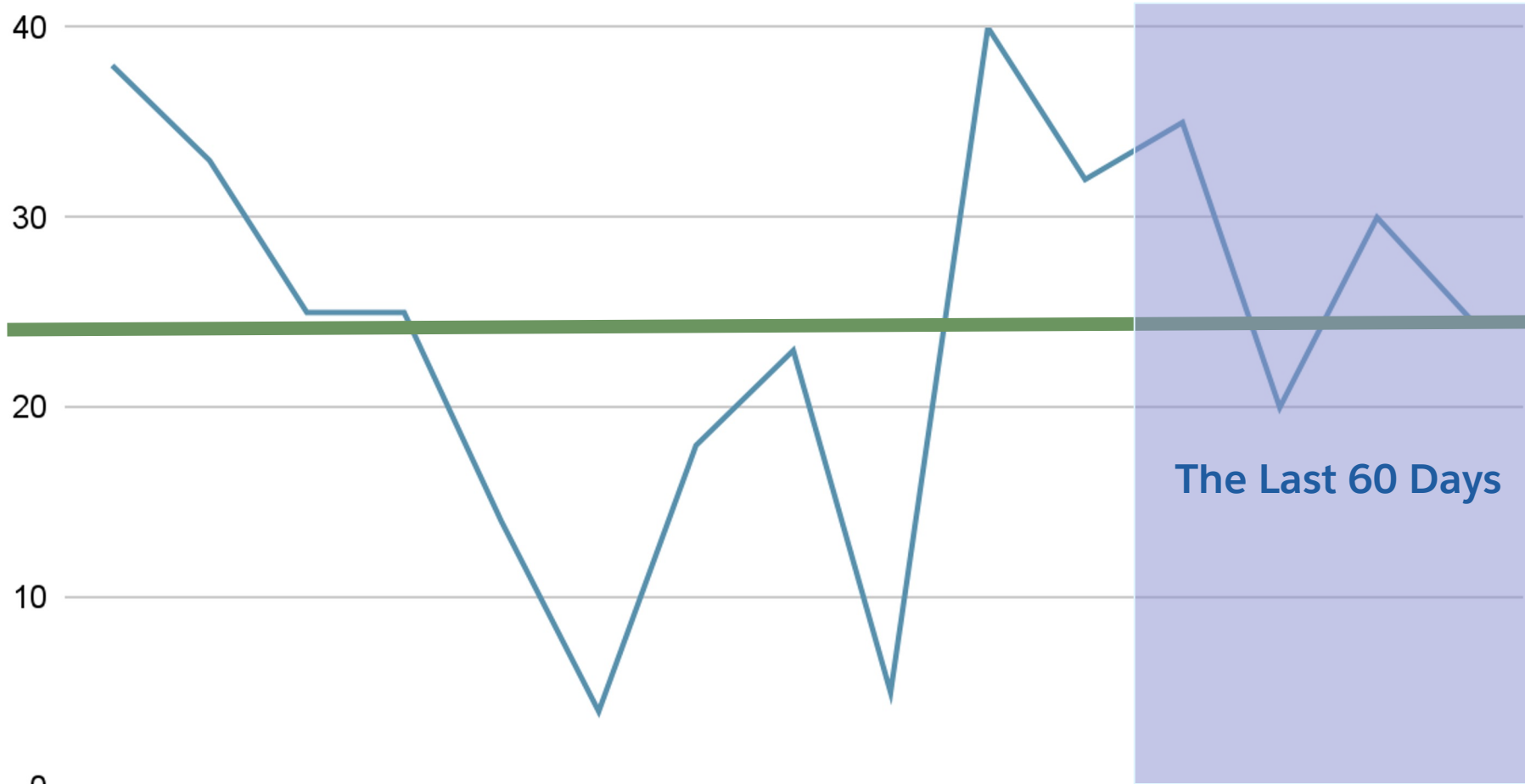
Mar 11, 2022 at 10:31 AM

Vitalant: Your recent blood donation has been sent to a hospital to help a patient needing a transfusion. Thank you for being vital by transforming lives!

STOP=TextOptOut
HELP=Info
Msg&DataRatesMayApply

Wed, Jun 22 at 12:16 PM

Vitalant: Give Power Red now thru 7/20 & get entered to win 1 of 3 $3,000 gift cards! http://vtlnt.co/H9XmMMHS

STOP=TextOptOut HELP=Info
Msg&DataRatesMayApply

Wed, Jul 6 at 12:16 PM

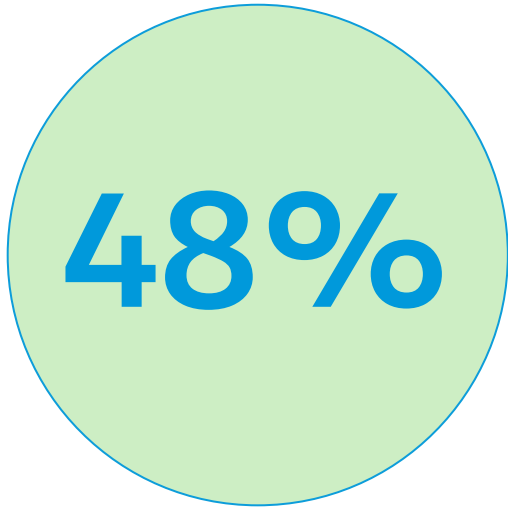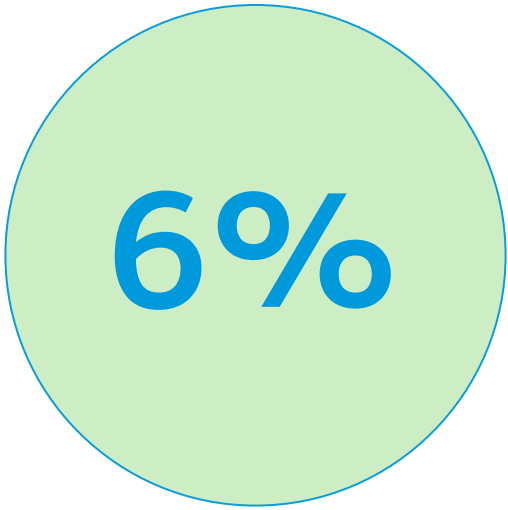Vitalant: Power up again to Power Red donation by 7/20 and get a chance at $3,000! http://vtlnt.co/mpCg05Gy

STOP=TextOptOut HELP=Info

The Test

Two Groups, Different Results

6%

48%

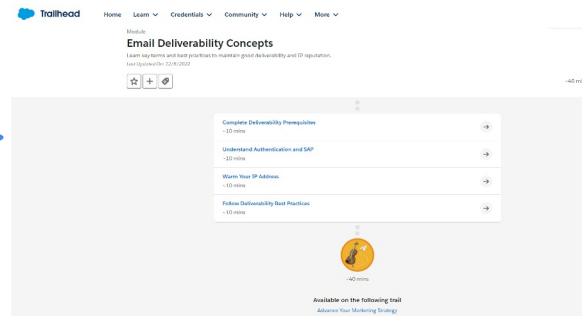# Emails in SPAM? Email Deliverability is key!

Let's talk about email best practices!

What do we mean when we say deliverability:

It refers to the various stages of an email's life: the sending, receiving and opening of an email.

I recommend taking this trail -->

What can affect your deliverability?

- From Field

- Bounce and Purge

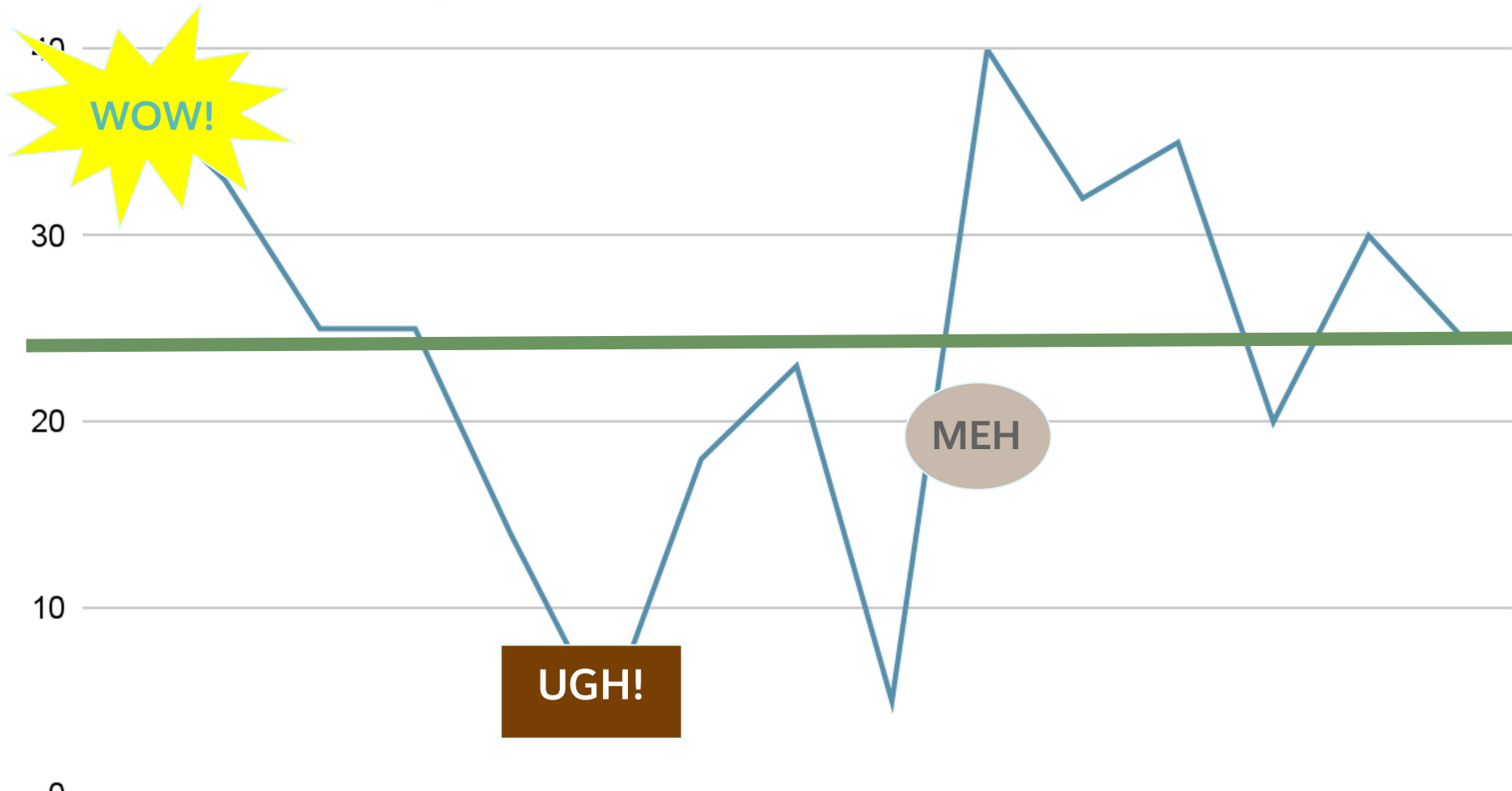- Manage Email Frequency

- Spam Filters

Discussion

What are two things you can improve in the last 60 days of your donor journey?

Donor Journey

Let's Share

What are two things you will try
to implement from today?

Thank You

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20**23** | APRIL 16-18

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