



How to Keep All Those New Donors You Worked So Hard to Get





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A World Class Automotive Experience

CARS • BUSES • MOTORCYCLES • & MORE









#donorlove

Why must we focus on retaining donors?

45%

Fundraising Effectiveness Project (FEP) 2017

the pyramid

**WE HAVE
TO RETAIN
THEM**





donors who care. a lot.

donors who
care. a little.

donors who
don't care. yet.

Trust that money follows
the love.

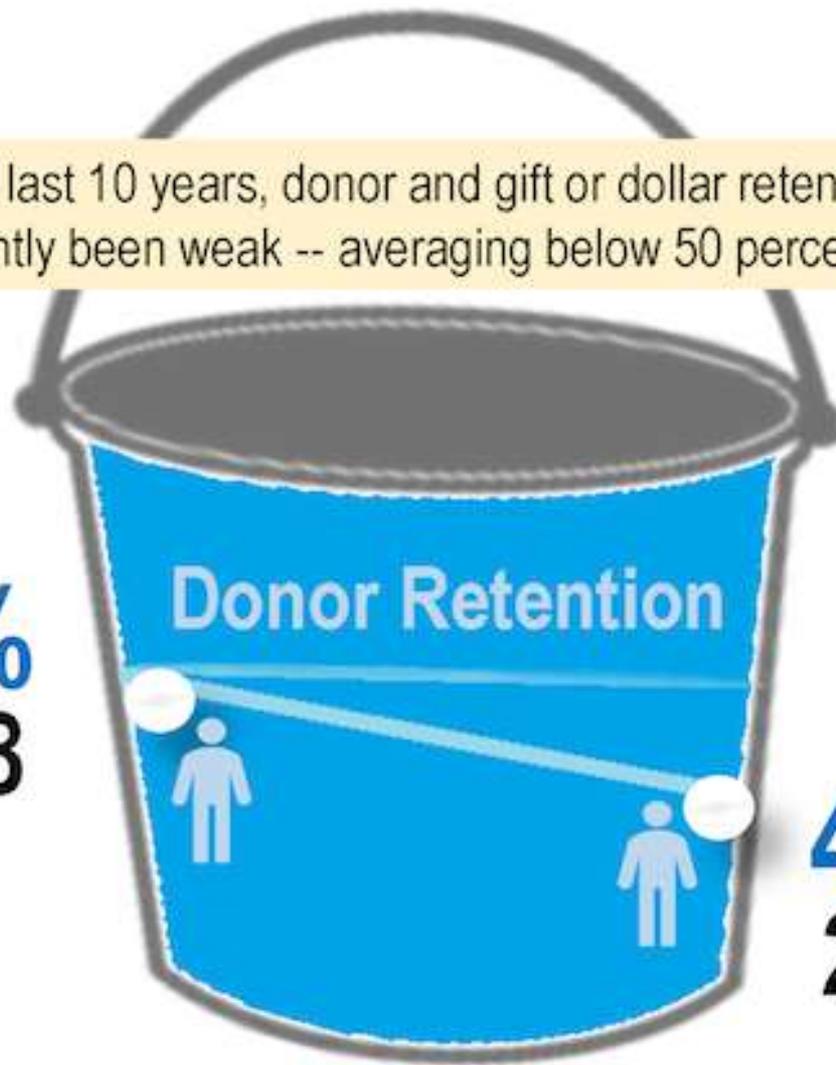
- John Lepp

RETENTION >
ACQUISITION



Over the last 10 years, donor and gift or dollar retention rates have consistently been weak -- averaging below 50 percent.

50%
2008



45%
2016

What's more expensive
than thanking donors?

Acquiring them.

- Jen Love

How do we fix it & change
the culture at our nonprofit
organizations?



How to Keep All Those New Donors You Worked So Hard to Get



AGENDA

1) Why Donor Retention Matters



2) 10 Proven Strategies to Boost Donor Retention

4) Q&A



Who is this guy?

And why does he think
he knows what he's
talking about?

career fundraiser



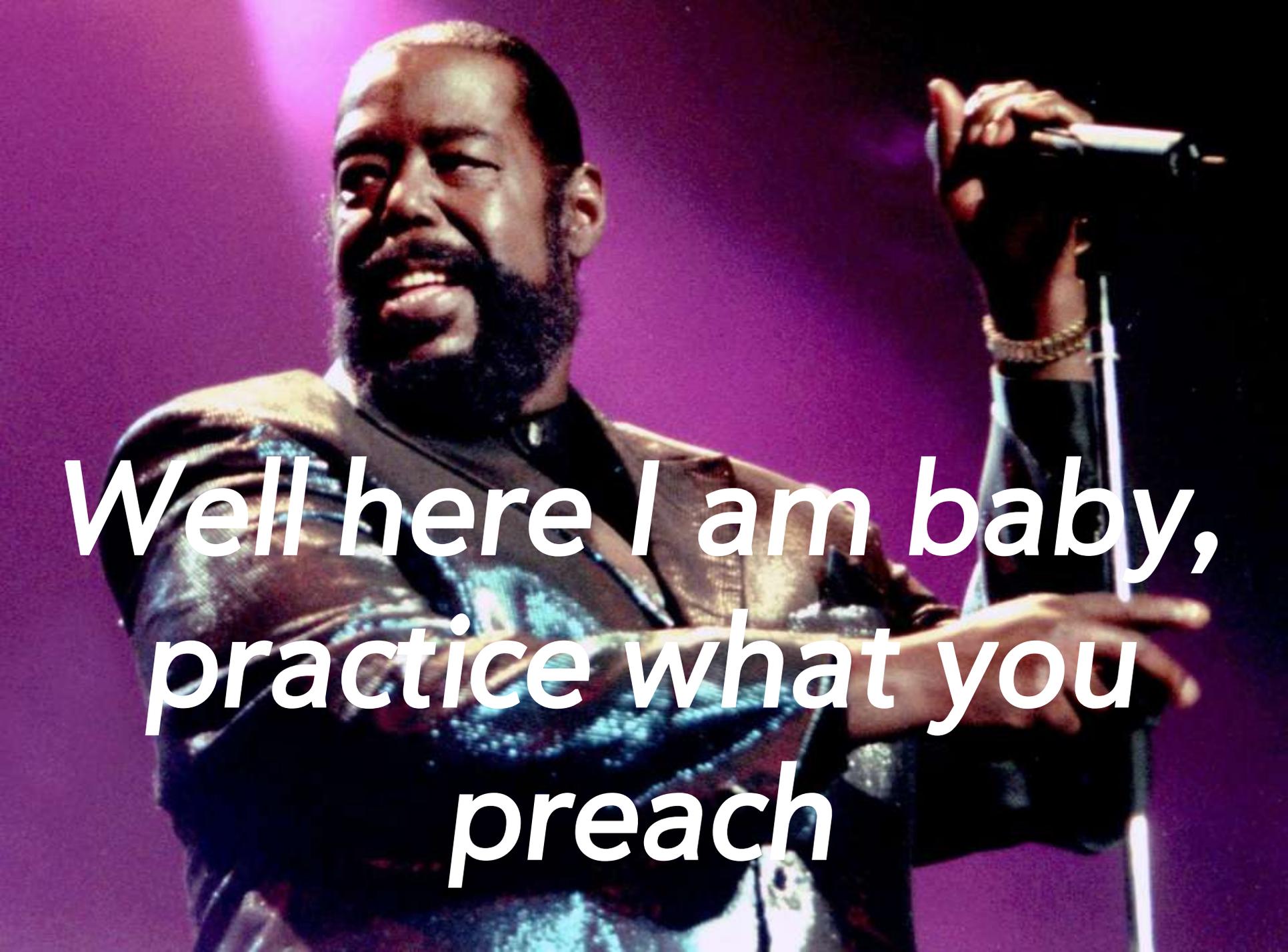
CFRE™



productive
FUNDRAISING
with Chad Barger, CFRE

*providing fundraising strategy,
training & coaching to small nonprofit
organizations*





*Well here I am baby,
practice what you
preach*

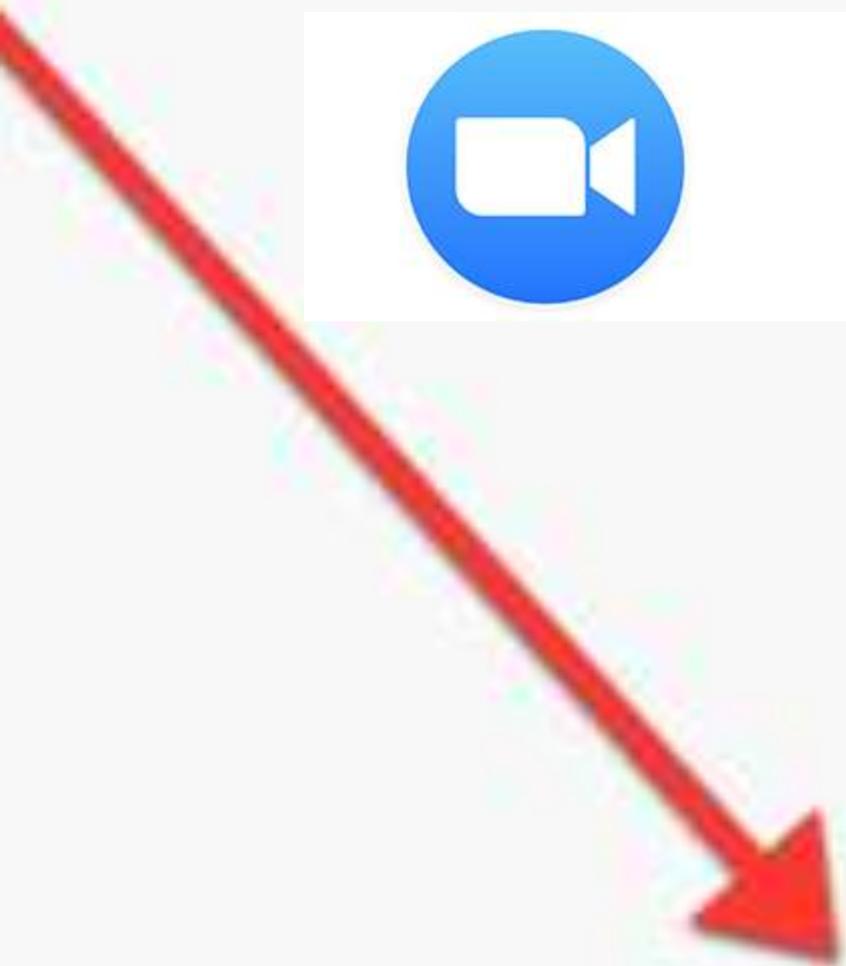
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Ahern, Burk, Sargeant, Joyaux, Love, Lepp, Brooks & Wester



zoom

Video Conferencing



Participants



Q&A



Polling

Share

So, you've got donors,
now how are you going to
keep them?

#1 Identify those donors that are actually retainable



transactional
vs.
relational
donors







359

189

#2 Develop a well-planned donor-centric communications program







productivfundraising.com/resources

#3 Thank promptly and personally



the crazy speedy
personal thank you

SUBJECT: Thanks ...

Thank you so much for your recent donation to
(organization)!

You will receive a formal gift acknowledgment (for tax
purposes) in the mail, but I wanted to personally reach
out and thank you as soon as possible.

Thank you again for your generous support of
(mission)!

(your t

productivfundraising.com/resources

(email

the (formal) gift acknowledgment

productivefundraising.com/resources

Barbara

Dear Sir/Madam



THE UNIVERSITY OF
CHICAGO

606 South East Avenue, Suite 200
Chicago, Illinois 60677-1428



John G. Sample
123 Any Street
Any City, US 12345

The power to *Lead*

*Thank you again for
your ongoing support!*



We raised
We accomplished
We met our goal

You made a difference
With your help, ...
With the support of our donors,





#4 Thank supporters
more than once, and
more than one way









#5 Call all first time donors of \$100+ & all renewing donors of \$500+



“Asking a donor why she or he gave a first gift to us will likely lead to an amazingly revealing conversation.”

- Ahern & Joyaux (*Keep Your Donors*)

call script

Hi (donor's name).

I'm _____ (your name) from _____ (charity).

I'm calling today to thank you for your recent donation. It means so much and we wanted to tell you personally how grateful we are.

[pause]

If you have just a few seconds, I'd love to know what prompted your gift?

[pause]

productivefundraising.com/resources

Thank you _____ we a
wonderful day!

#6 Report on impact



the impact letter

productivefundraising.com/resources



other touch points

Seattle Milk Fund

2013-2014 Annual Report Card

162

Child Care Grants

118

Family Support Grants

86

Education Grants

4,000+

Volunteer Hours



Congrats to our recent grad!
We wish you all the best.
Visit seattlemilkfund.org for
Zohra's remarkable journey.

\$261,548

Total awarded to students
and their families

*Empowering parents toward higher education opportunities
by funding child care grants and providing family support.*

844 PEOPLE
388 ADULTS & 456 KIDS
PARTICIPATED IN YWCA
HOUSING PROGRAMS

415 PEOPLE
PARTICIPATED IN
JOB TRAINING
& TRANSPORTATION
PROGRAMS

138
VOLUNTEERS
3170
HOURS

productivefundraising.com/resources







most effective =
immersive
experiences

#7

~~THASKING~~



#8 Encourage feedback & complaints



“What could we be
doing better?”

#9 Harness the power of video





Greater York
CENTER
FOR
★ ★ ★ ★ ★
EDUCATION



#10 Develop close relationships with your donors



People give to people
that they know, like and trust

People **KEEP GIVING** to
people that they know,
like and trust



The End!

How I support you

@fundraiserchad



**3/14 - 12pm
(eastern)**

How you support me



Online Intensives



@fundraiserchad Recommends

productivefundraising.com/resources



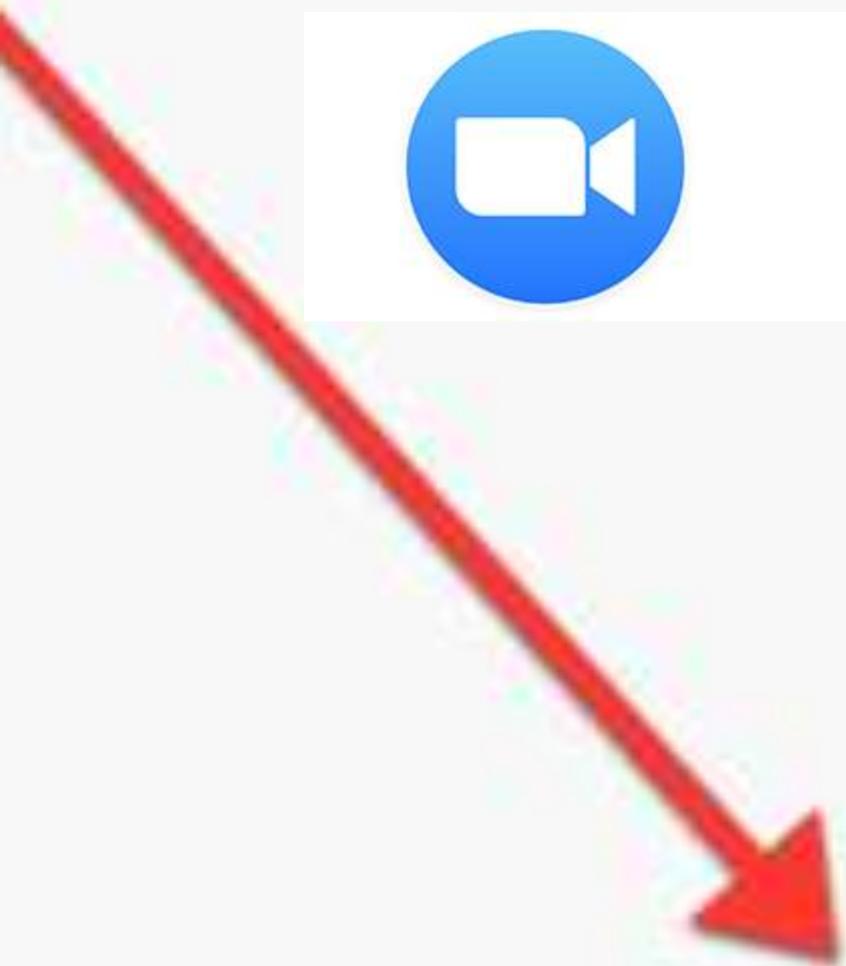
questions





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