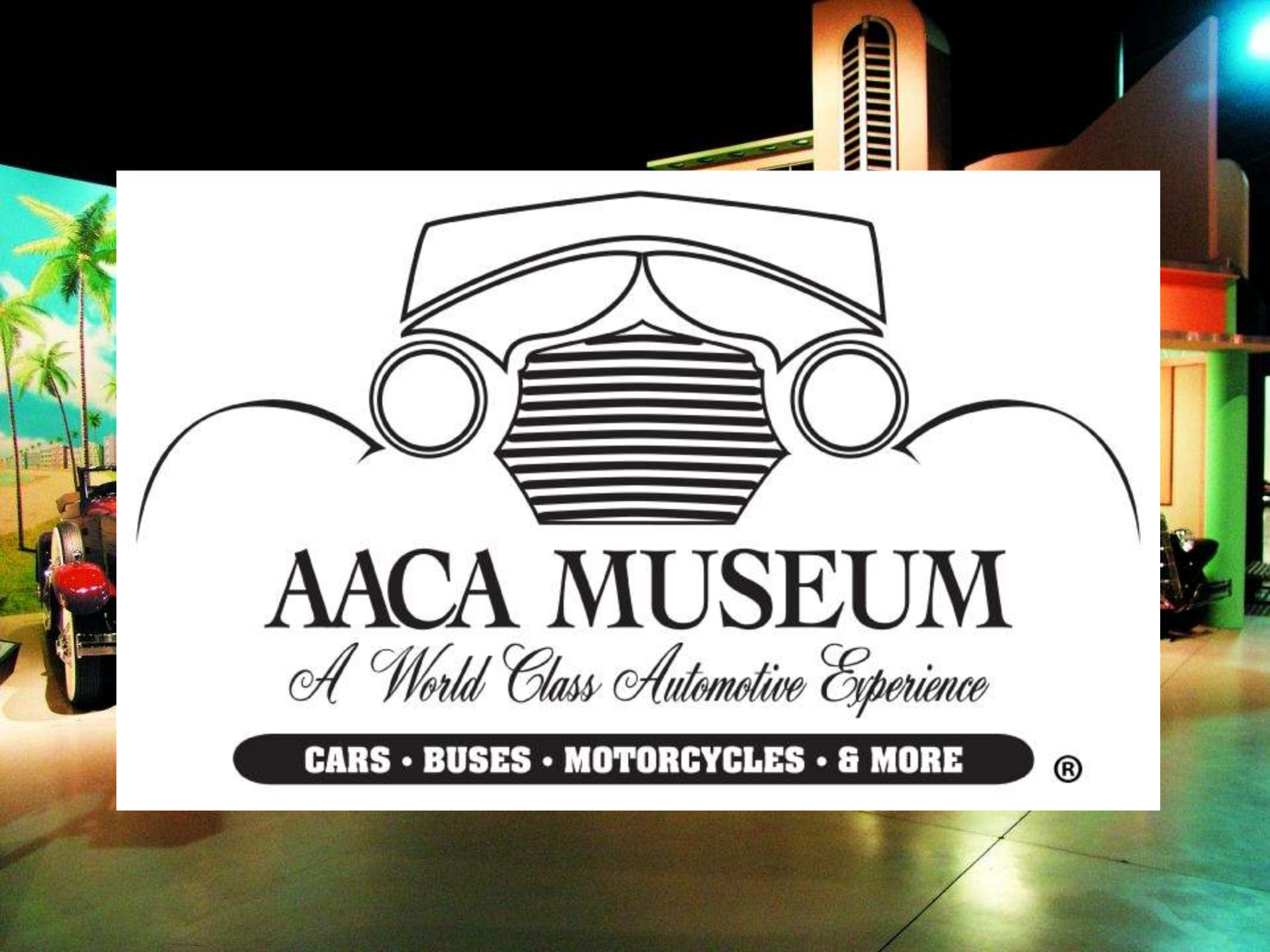
AFP
Association of Fundraising Professionals
Central Pennsylvania Chapter

Donor Care Master Class

productive FUNDRAISING

@fundraiserchad


AACA MUSEUM
A World Class Automotive Experience
CARS • BUSES • MOTORCYCLES • & MORE
®

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POPCORN

#donorlove

Who is this guy?

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

career
fundraiser

DICKINSON
COLLEGE

AACA MUSEUM INC.
A World Class Automotive Experience
CARS · BUSES · MOTORCYCLES · & MORE

CULTURAL
ENRICHMENT
FUND

CFRE™

AFP
Association of
Fundraising Professionals
Master Trainer

productive
FUNDRAISING

TEMPLE
OWLS

MESSIAH

AGENDA

1) Why Donor Retention Matters
2) 10 Proven Strategies to Boost Donor Retention
3) Exercise: Donor Touch Point Mapping
4) Q&A
5) Break Outs: Creative Stewardship Ideas
6) Sharing & Wrap Up

SLIDES + RESOURCES

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why donor retention matters

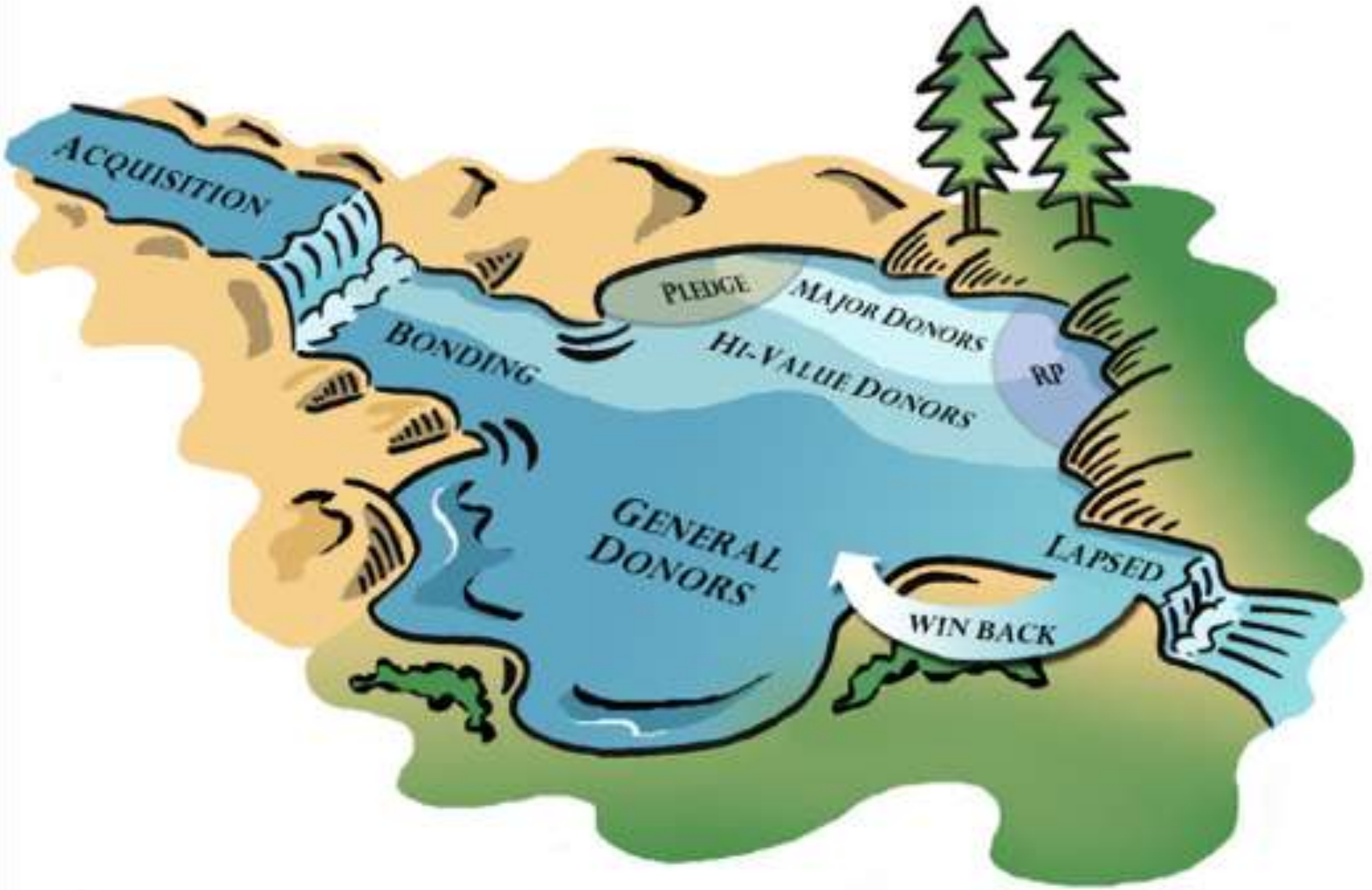
45%

Fundraising Effectiveness Project (FEP) 2018

the pyramid

WE HAVE TO RETAIN THEM

Credit: Campbell & Company



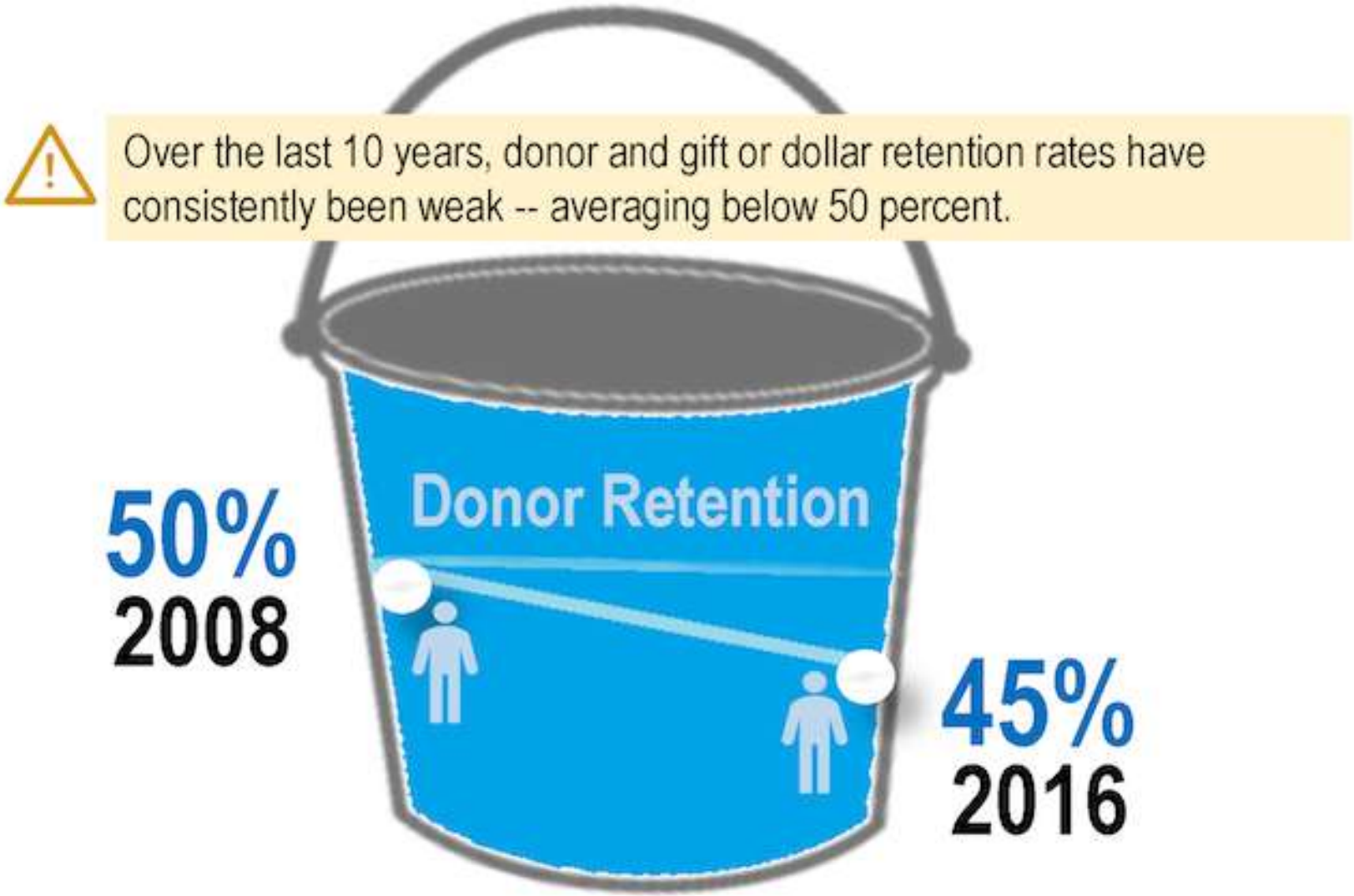
Credit: Domain Group

Credit: Agents of Good

Trust that money follows the love.

- John Lepp

RETENTION >
ACQUISTION



Credit: Bloomerang

What's more expensive than thanking donors?

Acquiring them.

- Jen Love

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

10 proven strategies to boost donor retention

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

189
359

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

Let’s look at two examples ...

CELEBRATING 65 YEARS!

CPARC
The Arc of Cumberland & Perry Counties

Chatter

A CPARC Newsletter

December 2018

Home brewers and guests had a wonderful time at the 2018 Spirits of the Community Home Brew Festival & Competition!

HOME BREW EVENT SHOWCASES FUNDRAISING 'SPIRIT'

Thanks to our supportive community, generous sponsors, talented home brewers, and awesome volunteers, the 2018 Spirits of the Community Home Brew Festival & Competition was a huge success! The event, which took place October 13 at the S. Wilson Pollock Center for Industrial Training (PCIT), raised $15,975 for the CPARC Foundation, which supports the programs and services of CPARC.

About 30 home brewers went head-

(Berry White Kettle Fruit), **Josh Yeckley** (Chocolate Chipotle Stout), and **Jacob Hornick** (Midnight Resurrection). They also received a medal and a cash prize.

When guests were not sampling brews, they enjoyed delicious food from Karns Quality Foods that was prepared by The Sassy Gourmet, PCIT's catering services that employs people with and without disabilities. They also bid on their favorite items in a silent auction and enjoyed music. New this year was the opportunity for mobile giving.

CPARC
The Arc of Cumberland & Perry Counties

Chatter

Your CPARC Newsletter

Winter 2019

You put the smile on Bryan's face

"I like to fly," Bryan says, "and I like to laugh."

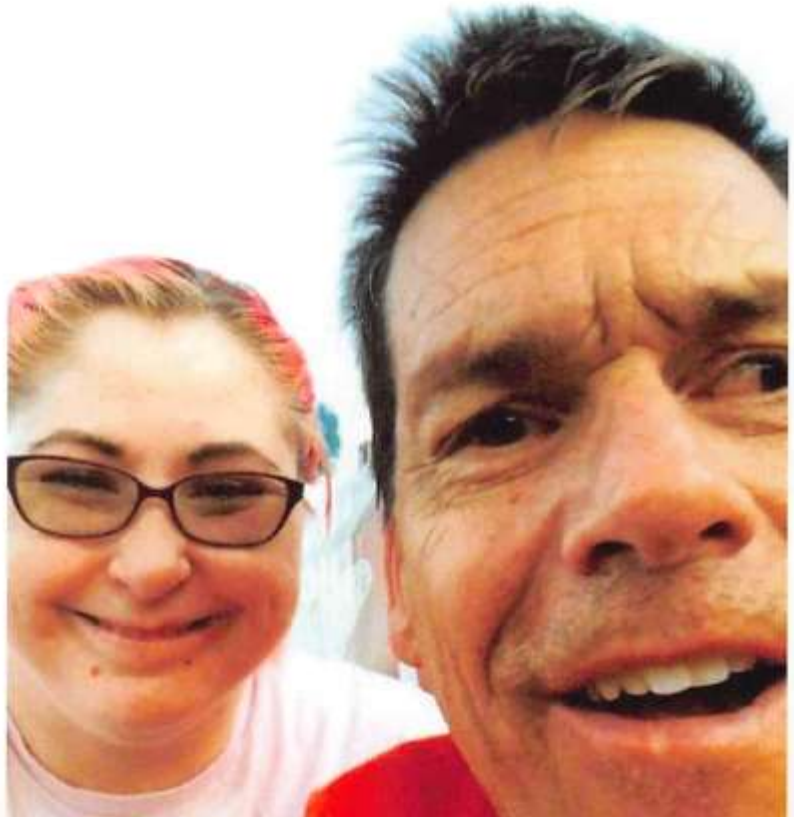
Bryan gracefully steers his way through life. Nothing holds him back.

Because of your support, "CPARC helps us grow and grow and grow, like a flower," Bryan says.

One of his favorite things to do is ride roller coasters. Joy, a person who helps Bryan, often joins him on these adventures. "We share a love of roller coasters," she laughs.

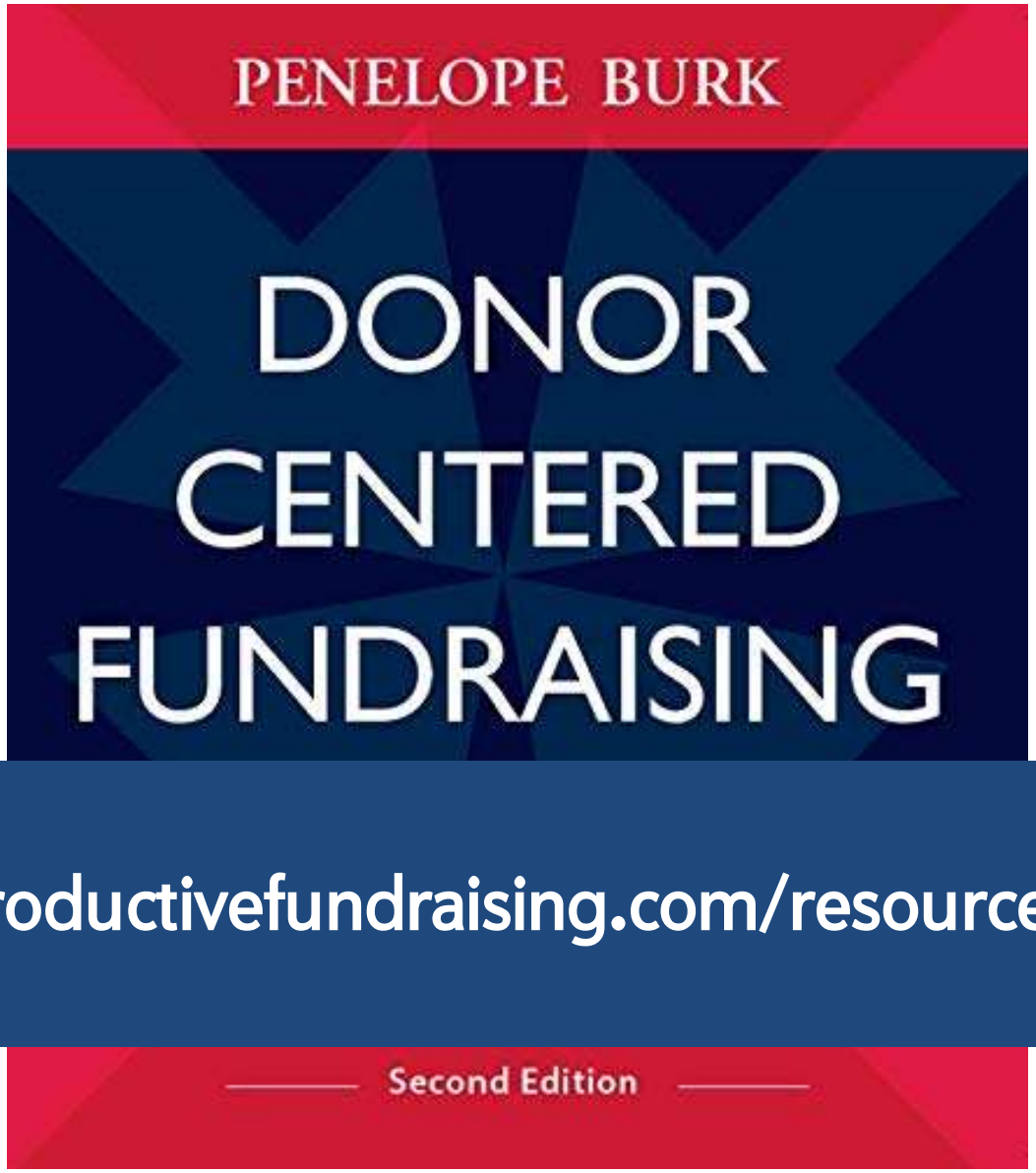
Every summer, Bryan and Joy laugh and scream wildly as they hurtle down the rails and whip around corners on coasters at Hershey Park. You make moments like this special for people with disabilities every day.

Unfortunately, people in wheelchairs - like Bryan - often can't enjoy every ride at amusement parks. Bryan was thrilled to ride



$3,000 donation from a $100 annual donor

7


PENELOPE BURK
DONOR
CENTERED
FUNDRAISING
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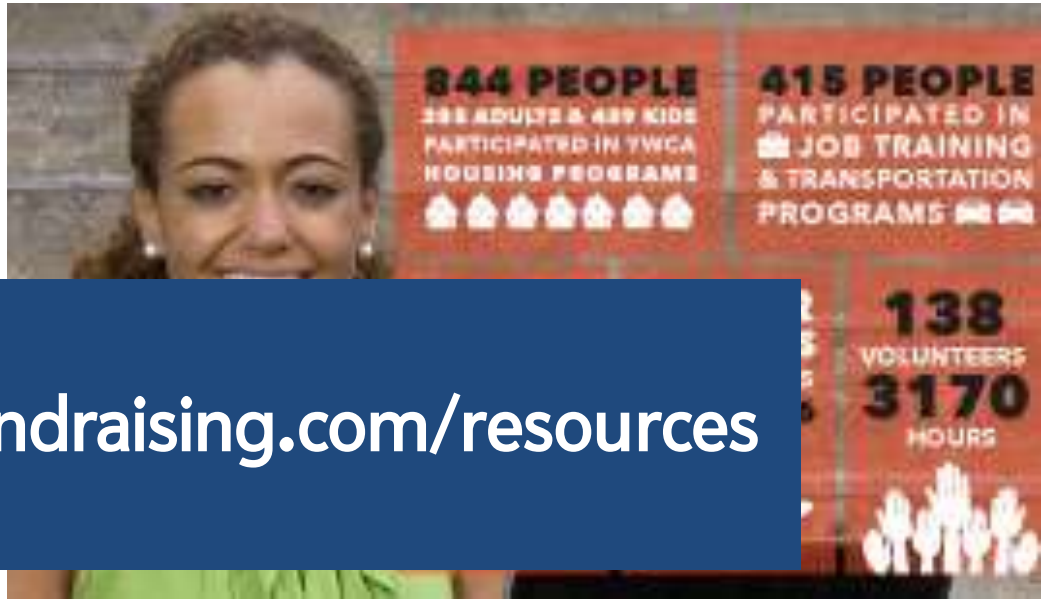
Second Edition



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most effective = immersive experiences

#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

(email

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the (formal) gift acknowledgment

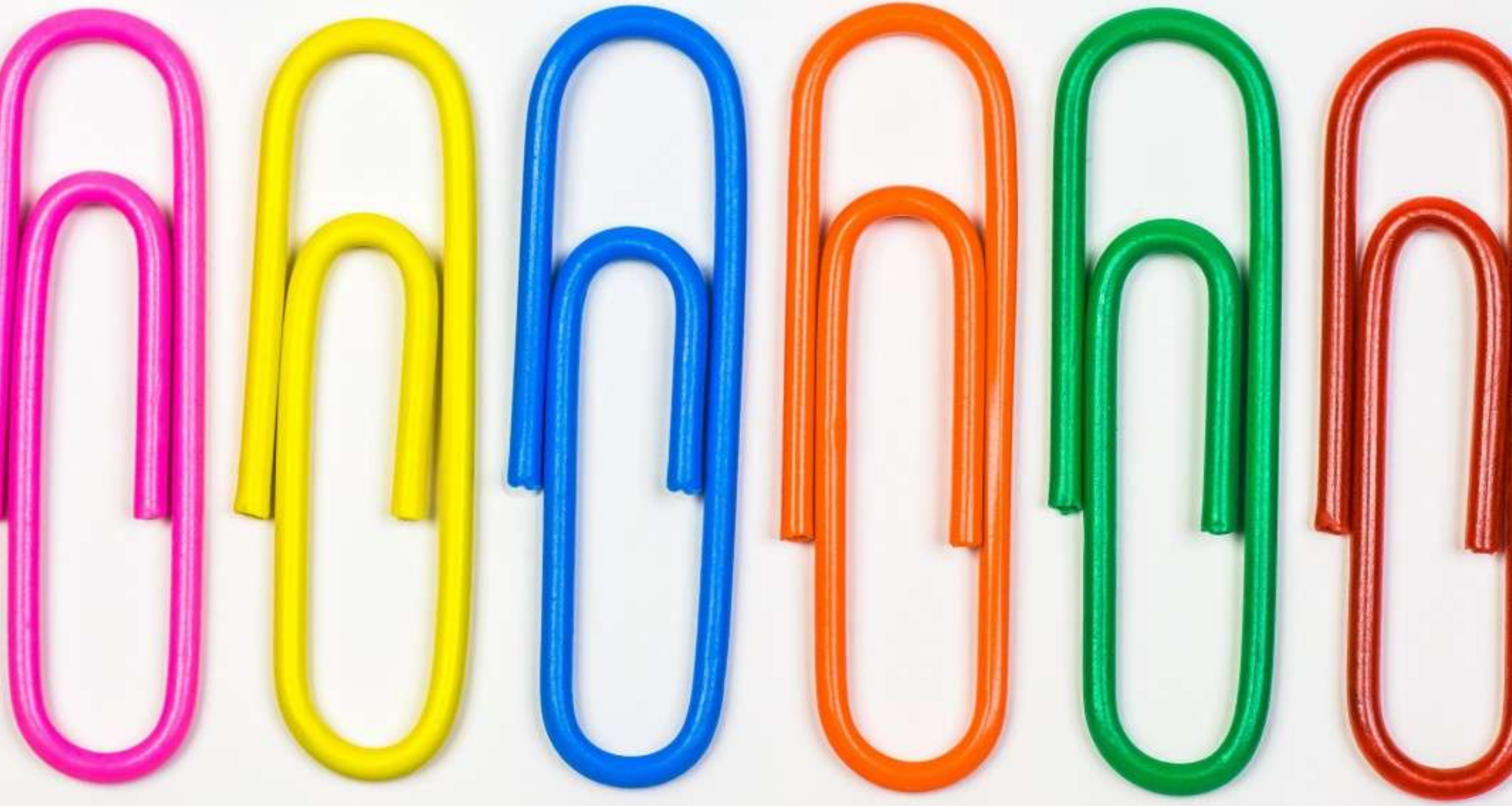
productivefundraising.com/resources

Barbara
Dear Sir/Madam

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

Magee Rehab Hospital Foundation – Jefferson Health - Philadelphia, PA

Not so long ago, Sam travelled to Kitchener Waterloo to speak at an MCC network conference. To show his appreciation, Scott sent her a card with elephants on the front.

This is that card.

Instagram

Search

projectsomos • Follow
Project Somos Children's Village

projectsomos Last week our monthly supporters had the opportunity to do a live video chat with six of our students! The Somos kids got to practice their English and the donors got to ask questions about their experience here. Thanks to all who participated! We look forward to our next "visit"! #projectsomos #childrensvillage #donors #donorexperience #learning #feedingchildren #educatingchildren #childrensvillage #fincalife

41 likes

2 DAYS AGO

Add a comment... Post

It's been a fun-filled summer!

Because of your support of New Hope Ministries, kids are having fun in the sun, learning about science and nature, reading books, volunteering in our community, and enjoying nutritious and healthy food.

Next up: Back to school!

You make all this *(and more!)* possible.

Thanks, Chad!
☺ Joel

New HOPE Ministries
Sharing Christ's love by meeting human needs

New Hope Ministries is a 501(c)(3) nonprofit organization – contributions to which are tax deductible to the fullest extent permitted by law. The official registration and financial information of New Hope Ministries may be obtained from the Pennsylvania Department of State by calling toll free within Pennsylvania, 1-800-732-0999. Registration does not imply endorsement.

"The things that matter the most to donors don't depend on big budgets or big staff."

- Caoileann Appleby

3
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Who are you gonna call?

STANTZ

#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]

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Thank you [illegible] ve a wonderful day!

Who is best suited to make these calls?

#6 Report on impact

the impact letter

productivefundraising.com/resources

A thank-you letter reaffirming the difference that their donations made increased average gifts by 60% without reducing response rate in comparison to a control group of donors who did not receive this thank-you communication.

- Jen Shang

#7

THASKING

Buddy up ... make online donations & report back on your experience.

#8 Encourage feedback & complaints

“What could we be doing better?”

#9 Harness the power of video

3:27 PM
46%
Messages
Calendar
Wednesday
12
Photos
Camera
Weather
Clock
Maps
Notes
Reminders
Videos
Passbook
Stocks
Game Center
iTunes Store
App Store
Settings
Phone
Mail
Safari
Music

#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

But we're a really small nonprofit … we don't have the _____ to do this!!!

Don’t worry about being SMALL, worry about being SILENT.

questions

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The best way to get started ...

DONOR TOUCH POINT MAPPING

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[Organization Name] - 2019 Donor Touch Point Calendar

	Quarter One													Quarter Two												Quarter Three												Quarter Four											
	January					February				March				April				May				June				July				August				September				October				November				December			
	6	13	20	27	3	10	17	24	3	10	17	24	31	7	14	21	28	5	12	19	26	2	9	16	23	30	7	14	21	28	4	11	18	25	1	8	15	22	29	6	13	20	27	3	10	17	24	31	8	15	22	29
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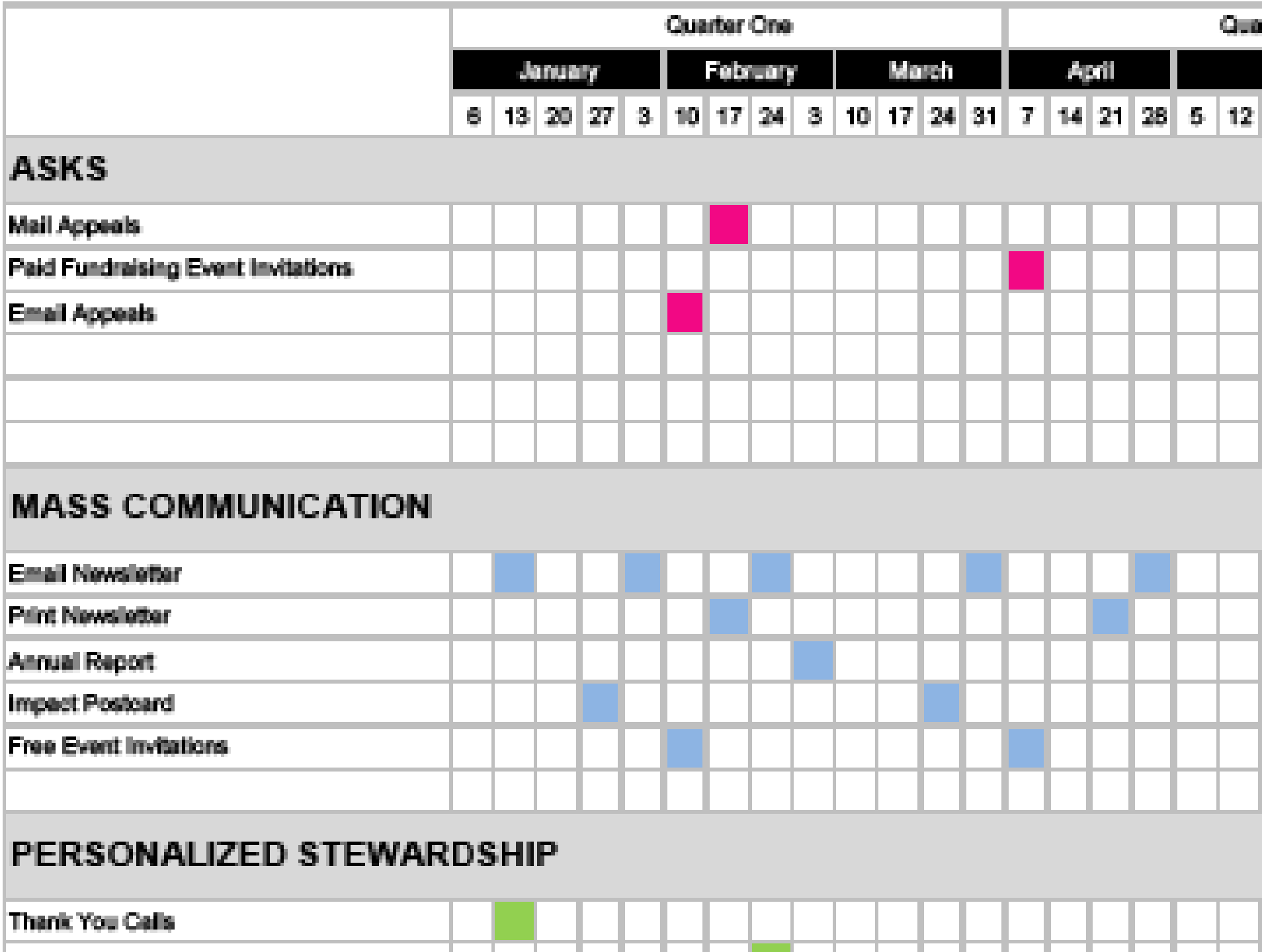
Quarter One
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ASKS
Mail Appeals
Paid Fundraising Event Invitations
Email Appeals
MASS COMMUNICATION
Email Newsletter
Print Newsletter
Annual Report
Impact Postcard
Free Event Invitations
PERSONALIZED STEWARDSHIP
Thank You Calls

Break Out Rooms: Your Creative Stewardship Ideas

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What were the most creative idea(s) from your break out room?

The End!

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FUNDRAISING
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keynotes & workshops

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inner circle

further learning

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FREE WEBINAR
Favorite Free (or cheap)
Fundraising Tools
@fundraiserchad

6/17 @ 12pm

Thank you!

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