# Making Spring2ACTion Work for You

Presented by Maureen Devine-Ahl

Celebrating 10 Years!

Spring2ACTion

Alexandria's Giving Day

Presented by ACT for Alexandria

MK Fundraising Solutions

# Quick Overview

**Spring2ACTion 2020**

- April 29, 2020
- 10th Anniversary
- 160+ nonprofits participating

**What you'll get out of today:**

- Ideas for non-profits of all sizes
- Non-profit report card
- Opportunity to sketch your plan
- Ideas beyond S2A
- A leg up on everyone else!

## January

3

- ❑Attend Training
- ❑Establish Campaign Goals (dollars, donors, engagement)
- ❑Create "to do" calendar using S2A Giving Day Guide

**13 weeks out**

## February

2

- ❑ Create your profile on spring2action.org
- ❑Engage/Invite Stakeholders (Board, Free Agent Fundraisers)
- ❑Donor journey exercise
- ❑Outline marketing calendar & engagement opportunities

**12 weeks out**

## March

1

- ❑ Review S2A Giving Day Guide Timeline
- ❑Ensure donor lists, segments, & marketing materials ready
- ❑ Write your marketing copy (emails, social media)
- ❑Recruit matching and kick-off donors

**8 weeks out**

## April

GO

- ❑Schedule your marketing
- ❑ Hype campaign
- ❑ Solidify day-of plan (staff coverage, gift-processing, in-person events)
- ❑April 29- Execute!

**4 weeks out**

## May

THANK YOU

- ❑Send thank you and campaign results email (by May 2)
- ❑Review donor lists and understand participating donors (new, existing, lapsed)
- ❑Enroll in donor journeys

# Set Campaign Goals & Framework

Quantitative Goals:

- Dollars Raised
- Donors (new, lapsed, existing)
- Activity (donors per hour, matching gifts, prize goals)
- Specific mission goal

Qualitative Goals:

- Raise awareness
- Participate in community activity

Campaign Framework:

- Motivating factors
- Engagement opportunities
- Revenue drivers
- Anniversary activators
- What makes your campaign unique?

# Motivating Factors: Donor-centric

- **Ethos** Establish as an authority on your mission
- **Pathos** Appeal to emotions
- **Logos** Use logic to establish your org as the clear choice
- **Humor** Clever or light-hearted element
- **Nudge** Subtle suggestion that moves donor forward
- **Call to Action** Urgent command to help your mission
- **Quality** Highlight impact and efficiency
- **Story-telling** Convert facts and figures to human stories
- **Signaling** Be like others (or don't). Highlight donors/opposers
- **Objection** Anticipating objections and addressing them head on

# Engagement Opportunities & Revenue Drivers

**Engagement Opportunities**

- Donor shoutouts
- Events
- Office visits/celebrations
- Free agent fundraiser events

**Revenue Drivers**

- Online giving
- Match Dollars/Challenge Grants
- Pre-secured donors
- Free agent fundraisers
- Gimmicks

# Goals & Framework

Planning Break

10 mins

# CAMPAIGN GOAL SETTING CANVAS

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## CAMPAIGN GOALS:
(QUALITATIVE & QUANTITATIVE)

1) _____

2) _____

3) _____

## STAFF/VOLUNTEER RESOURCES:

Name: _____ Role: _____

Name: _____ Role: _____

Name: _____ Role: _____

Name: _____ Role: _____

Name: _____ Role: _____

## FRAMEWORK*:

**Motivating Factor(s) for Giving:** _____

**Messaging Style (no more than 3):** Ethos Pathos Logos Humor Nudge Call to Action Quality Storytelling Signaling Objection

**Engagement Opportunity Ideas:**

- ☐ **Events:** _____
- ☐ **Donor Shoutouts:** _____
- ☐ **Office Visits/Celebrations/Incentives:** _____
- ☐ **Free Agent Fundraiser Events:**
  - ☐ **Recruiting/Connecting:** _____
  - ☐ **FAF Hosting Ideas:** _____

**Revenue Drivers:**

- ☐ **Online Giving: (goal: _____) (planned sources: _____)**
- ☐ **Match/Challenge Grants: (goal: _____) (planned sources: _____)**
- ☐ **Pre-secured Donors: (goal: _____) (planned sources: _____)**
- ☐ **Free Agent Fundraisers: (goal: _____) (planned sources: _____)**
- ☐ **Gimmicks: (ideas: _____)**

*Consider cost of staff time/resources.The volume of activity you plan should be relative to campaign goals. Ie: $5K goal = lower effort, $50K goal- higher effort.

# Donor-centric campaign strategy

- **Ethos** Establish as an authority on your mission
- **Pathos** Appeal to emotions
- **Logos** Use logic to establish your org as the clear choice
- **Humor** Clever or light-hearted element
- **Nudge** Subtle suggestion that moves donor forward
- **Call to Action** Urgent command to help your mission
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# Donor Journey Mapping

# Donor Journeys

What is a donor journey?

- Emerging idea born out of "customer journeys"
- Core elements:
  - Built from the POV of the donor/customer
  - Combine experiences and emotional responses
  - Document a donor's complete experience
  - Visualization tool and guide
  - Define and capture phases of donor experience

# Steps for Creating a Donor Journey

1. **Define Your Donor Types**
2. **Empathize with Donors**
3. **List Actions You Want Donors to Take**
4. **Match Actions with the Right Messaging**
5. **Identify Your Touchpoints**
6. **Plan for the Best Asks**
7. **Learn More From Your Existing Donors**
8. **Audit Your Current Marketing Campaigns**
9. **Inspire Advocacy**
10. **Plan the Future of The Donor Journey**

# Simplified Donor Journey for Spring2ACTion

1. **Define Your Donor Type(s)**
2. **Empathize with Donors**
3. **List Actions You Want Donors to Take**
4. **Match Actions with the Right Messaging**
5. **Identify Your Touchpoints**
6. **Plan for the Best Asks**
7. **Plan the Journey beyond S2A**

# Define Your Donor Type

Examples:

- **New donors**
- **Current donors**
- **Lapsed donors**

Traditional Segmentation

- **Professions (realtors, teachers, lawyers)**
- **Board Members**
- **Free Agent Fundraiser Donors**
- **Matching Donors**

# Empathize with Donor

**What is your donor thinking/feeling?**

- **Curious?**
- **Overwhelmed?**
- **Excited?**
- **Motivated?**
- **Pressed for Time?**

# Sample Empathy Map

## The Tech Savvy Donor

### Hears

"Did you see that video?"

"I shared it with you."

### Says

"I feel helpless."

"How can we get involved?"

### Does

Scrolls

Binge watches YouTube

Follows Influencers

### Thinks

"I need to get my inbox to zero."

"What nonprofit can you trust?"

### Feels

Far away from solutions.

Motiviated to help.

Appreciated by companies who "get" them.

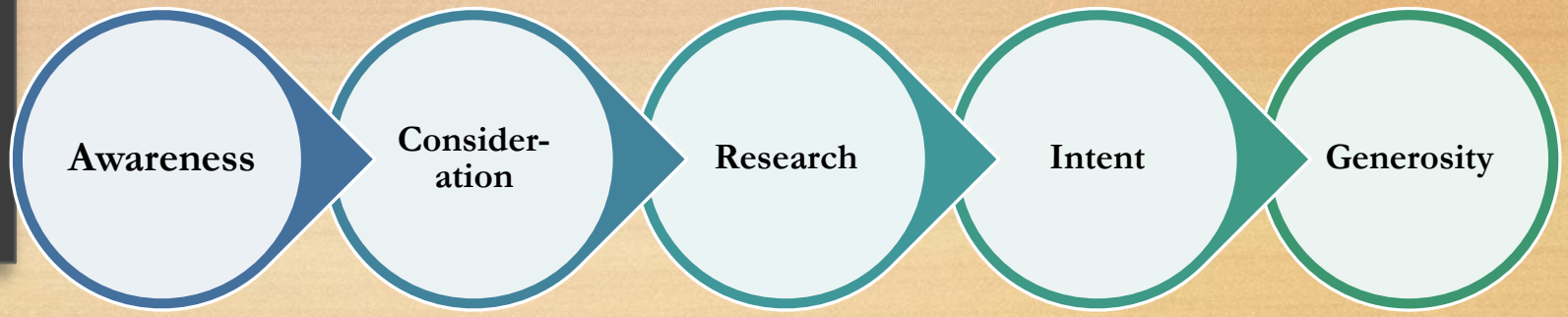
Source: https://www.virtuouscrm.com/wp-content//uploads/2019/09/FINAL_Donor_Journey_eBook.pdf

# List Actions Donor May Take

Examples:

- **Donate**
- **Learn**
- **Share/Post/Invite Others**
- **Register as Free Agent Fundraiser**
- **Host Events**
- **Sign up for future communications**

Keep in mind natural donor behaviors:



# Identify Touchpoints

**This is the start of your S2A marketing/events schedule:**

- **Emails**
- **Social Media**
- **Mailing(s)**
- **Event(s)**
- **Phone Call(s)**

# Plan for Best Asks

**Incorporate framework worksheet:**

- **What messaging style will you employ to get donors to take the desired action?**
- **What's the balance between asks and cultivation/information?**
- **How do you asks connect to your planned revenue drivers?**

# Plan the Journey Beyond S2A

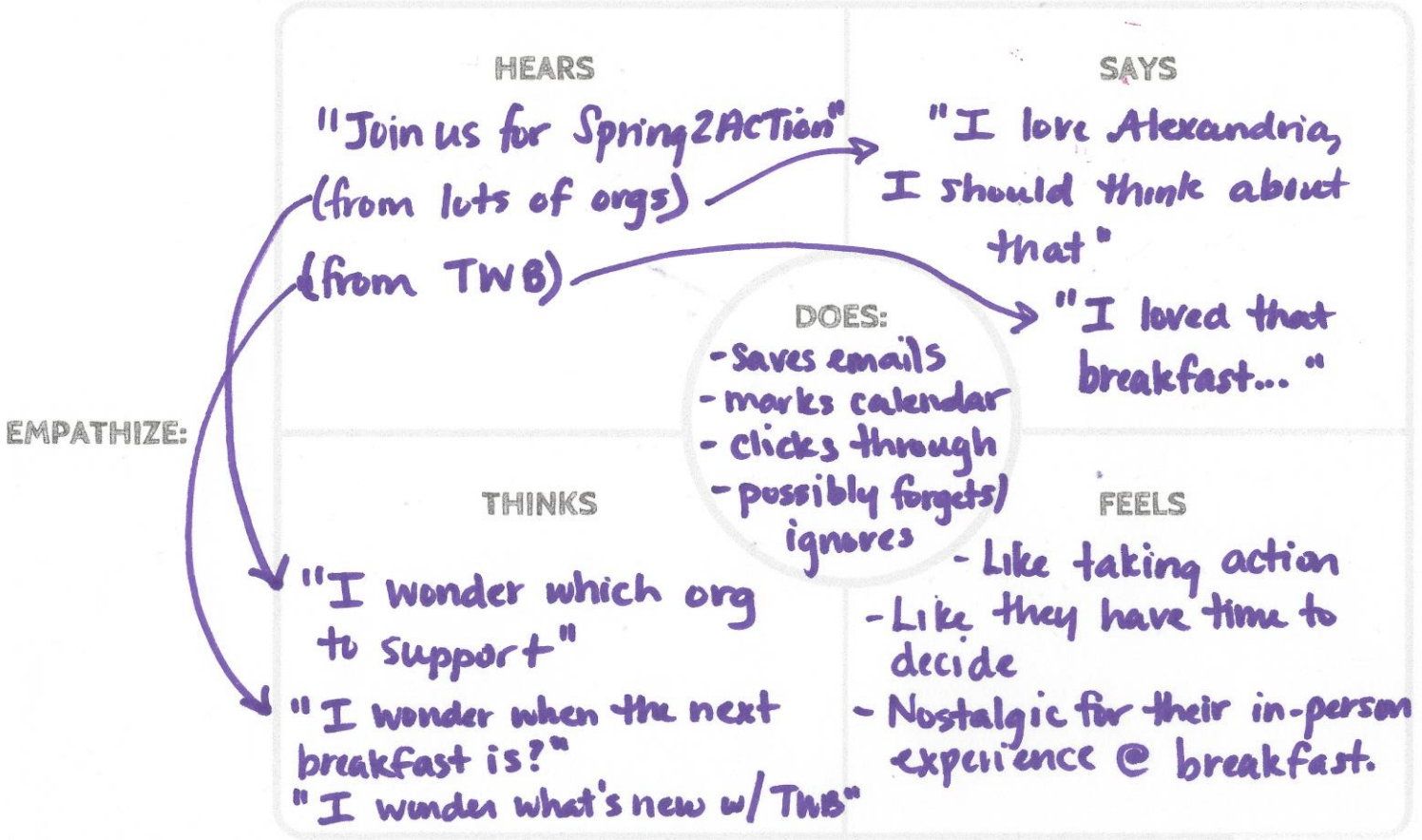
Consider:

- **How does this donor type play into your long-term organizational goals?**
- **How can you engage and inform more than ask? (empathize!)**
- **What other actions do you want the donor to take after S2A?**
- **How can one donor type/journey move them to another? (ie, first time donor to recurring donor)**

# DONOR JOURNEY MAP

DONOR TYPE: Empowerment Breakfast First Time Donor

CHARACTERISTICS (GET SPECIFIC): no donations since, predominantly female, has recieved X comms since, wide range of gift sizes

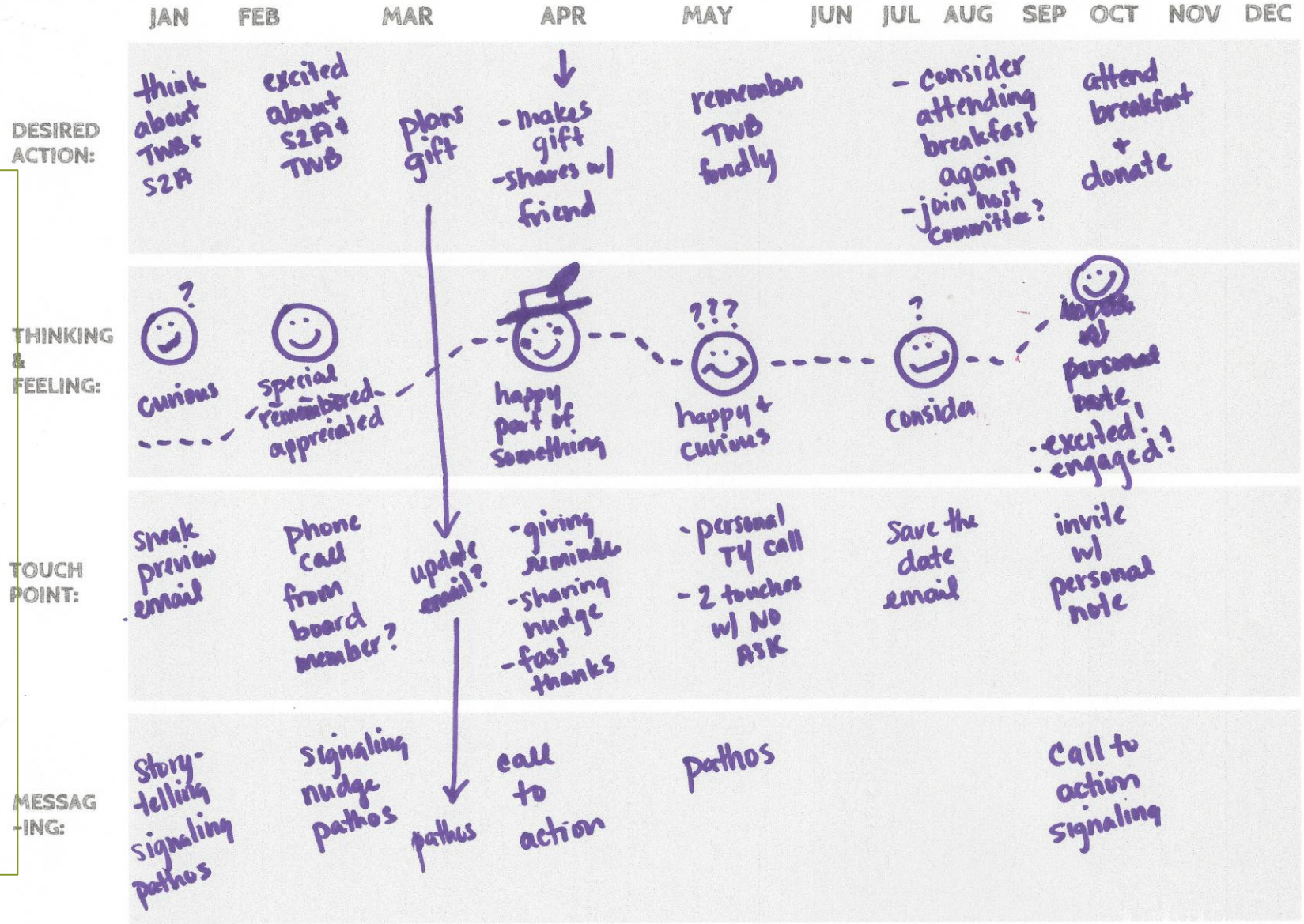


**Feb**: 1 intro email

**Mar**: 1 phone call from a board member & 1 mission update

**Apr**: 1-2 call to action emails

**May**: 1 goal update email & 1 thank you call




**Get Creative!** Draw lines to connect the journey or draw emojis to represent how your donors are feeling. Use the calendar on the top, or create your own timeline. This is your mapping tool for your donors!

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# Sketch a Donor Journey

Planning Break

10 mins

# Wrap Up and Questions

# Advance Questions

- We've been participating for 8 years - and it's been very successful. But we are looking for ways to "freshen up" our approach...ideas welcome!

- How do we not overwhelm the people we are asking for money who are also being asked to give to other organizations as well?

- How do we work with corporations to get donations and matching gifts?

- How do we stand out from all of the other 150 organizations asking for donations?