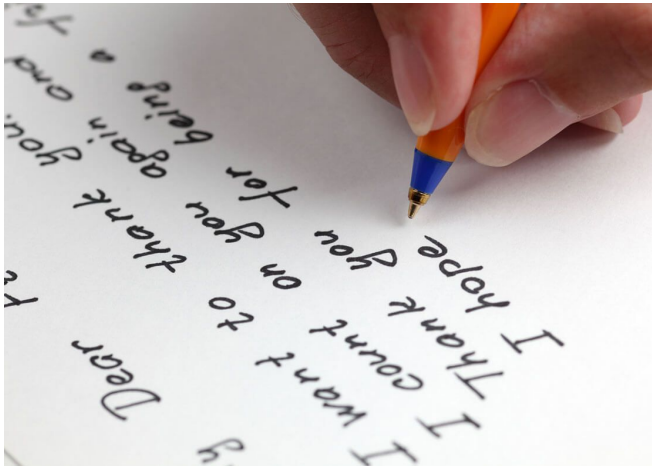
Grow the Giving:
Engaging & Retaining Your Giving Day Donor

Erin Ajayi

Three Steps

1. Segment your audience.

2. Define calls to action.



3. Say thank you.

Ways to Segment Your Audience

Age

Gender

Religion

Communication preferences

Income

Race/Ethnicity

Size of gift

Education Level

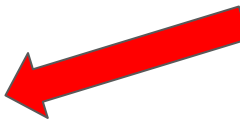
Location

Interest area

Giving frequency/recency

How donors give

Relationship to organization



Segmentation by Relationship

Board members (past and present)

Advisory council members

Staff

Volunteers

Program participants/Event Attendees/Patrons

Clients/Customers

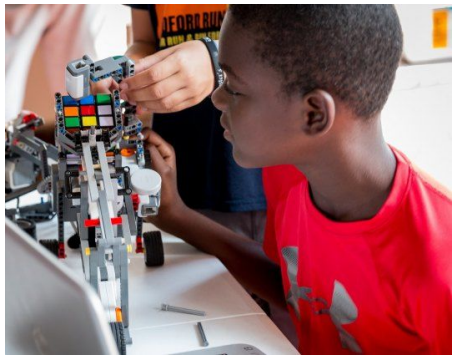
Members

Donors - Individual, Corporate, Foundation

Case Study: Capital City Camps

Mission: To reduce opportunity and education gaps by providing year-round enrichment camps for youth.

North Star: Acquire 200 donors



1. Segment Your Audience

Current Board Members	Volunteers	Individual Donors

2. Define Calls to Action (Key Considerations)

1. Consider all the ways this segment can contribute to your campaign and goal.

2. Be mindful of the segment's financial capacity and other potential barriers to participation.

3. Develop a targeted ask.

2. Define Calls to Action (The Ask)

Current Board Members	Volunteers	Individual Donors
Contribute $250 to a matching gift pool with a total goal of $1,500. Unlock the match when I reach 100 donors.	Recruit 15 Fundraising Champions, who will then secure 10 donors. (+150 donors)	Donate. And then share your why on social media.

2. Define Calls to Action (The Ask in Context)

As a board member of Capital City Camps, I am grateful for your leadership and advice that helped us pivot to offer virtual programming last year. With the transition to remote education and parents needing additional at-home support for kids, demand for programs increased 54% last year. The ability to expand our offerings in 2022 is so important to our mission to combat opportunity and education inequality by providing year-round enrichment camps for youth.

On Amplify Austin Day (March 2-3), we are raising funds to **double our capacity** for virtual summer camp programs to accommodate 750 kids.

We know that matching gift challenges energize and inspire donors to give. We'll be hosting a Power Hour on March 3 at 12pm-1pm to match donations made during that time period. Will you commit to joining other board members to create a matching gift pool? If each board member donates $250, we'll raise $1,500 to fuel our campaign!

Make your gift during the early giving period by February 23.

Meet fourth-grader Justin B., who joined us for our "Build Anything With Lego" Bootcamp in September.

2. Define Calls to Action (The Ask in Context)

As a volunteer of Capital City Camps, you know the impact of our work first hand, and that Justin's story is one of many. With the transition to remote education and parents needing additional at-home support for kids, demand for programs increased 54% last year. The ability to expand our offerings in 2022 is so important to our mission to combat opportunity and education inequality by providing year-round enrichment camps for youth.

On Amplify Austin Day (March 2-3), we are raising funds to **double our capacity** for virtual summer camp programs to accommodate 750 kids.

To do this, we must increase the number of our supporters. Will you commit to being an advocate for Justin and our Capital City Campers by being a Fundraising Champion? We're seeking 15 volunteers who will proudly share our mission and pledge to recruit at least 10 new donors.

Click here to learn more and sign up by February 23.

Meet fourth-grader Justin B., who joined us for our "Build Anything With Lego" Bootcamp in September.

2. Define Calls to Action (The Ask in Context)

As a donor to Capital City Camps, your support made Justin's story possible. With the transition to remote education and parents needing additional at-home support for kids, demand for programs increased 54% last year. The ability to expand our offerings in 2022 is so important to our mission to combat opportunity and education inequities by providing year-round enrichment camps for youth.

On Amplify Austin Day (March 2-3), we are raising funds to **double our capacity** for virtual summer camp programs to accommodate 750 kids.

Will you commit to making a gift during Amplify Austin Day and sharing your enthusiasm on social media? To increase your impact, mark your calendar for 12pm-1pm on March 3 when our Board of Directors hosts a Power Hour to match donations!

Meet fourth-grader Justin B., who joined us for our "Build Anything With Lego" Bootcamp in September.

3. Say ‘Thank You’

Current Board Members	Volunteers	Individual Donors
Contribute $250 to a matching gift pool with a total goal of $1,500. Unlock the match when I reach 100 donors.	Recruit 15 Fundraising Champions, who will then secure 10 donors. (+150 donors)	Donate. And then share your why on social media.

THANK YOU wrap-up email. Donors raised. Impact (story). Dollars raised.

Write it today. Send out on March 3 at 7pm.

Zoom happy hour with campaign wrap-up and annual outlook. Send fun cocktail/mocktail recipe.	Zoom happy hour with campaign wrap-up and annual outlook. Send fun cocktail/mocktail recipe.	Handwritten thank you. **Honor your first time donors first.**

3. Say ‘Thank You’ (with the intent to welcome)

1. Amplify Austin Day 2021: 35,994 donors including 11,425 first-time donors.

2. They had 686 organizations to choose from. And they found you. And they liked you enough to donate.

3. They are your most excited donors, and your easiest to lose.

3. Say ‘Thank You’ (with the intent to retain)

Current Board Members	Volunteers	Donors
How can you engage staff in showing their appreciation to the board? How can you show them the impact of their giving and leadership first hand? How can you publicly recognize them in the community, or give them a platform with your other audience groups?	How can you show them the impact of their ambassadorship firsthand? How can you incentivize your volunteers to thank their campaign donors, and engage them in future volunteer efforts? How can you engage your program participants, clients, board members in thanking them?	How can you show them the impact of their gift firsthand? What communications will you include them in? Are there opportunities to convert them into volunteers? (May is National Volunteer Month!) How can you engage your program participants, clients, volunteers, board members in thanking them?

Q&A

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