Stewarding Your #BrooklynGives Donors
Submit Your Questions!

This is being recorded. The recording will be available on the /trainings page by **December 8**.

If you have questions or comments throughout our training, please write in using your Zoom webinar attendee panel.

Introduce yourself! Name, location, organization.
Meet the Team - Brooklyn Community Foundation

Liane Stegmaier
VP of Communications and Strategy
Brooklyn Community Foundation

Jameela Syed
Communications Manager
Brooklyn Community Foundation
Meet the Team - GiveGab

Victoria Fiordalis
Project Manager

Emily Segada
Associate Project Manager
CONGRATS!

- $1M Raised from 3,000 Donors
- 131 Nonprofits Supported
Sponsor

Thanks

THE SCOUT FUND
at Brooklyn Community Foundation

CLEARY GOTTLIEB

nationalgrid

#BROOKLYN GIVES

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GiveGab is becoming Bonterra.
Agenda

- Where to find your donor data
- How to use your data
- Donor Stewardship
- Resources
- Q&A
Where To Find Your Donor Data
Demo

Navigate to your Admin Dashboard

Select “Reports” from the left side panel
Demo

Use the filters to customize the view of your donations

**Includes ALL donations, use filters to see only 2022 donor data**
Demo

Use the filters to customize the view of your donations

**The export will hold the filters you set**
Advanced Analytics
Data Analysis

- Total dollars raised
- Total donors engaged
- Total gifts made
  - How many donors made more than one gift?
- Click-through performance from Giving Day outreach
- Impact from peer-to-peer fundraisers
  - Donors, dollars, gifts
  - New donors
  - Social media impact
- Number of “likes” tied to Giving Day specific social media posts
- Types of questions asked by supporters
- Year-over-year comparisons of key fundraising metrics
Supporter Engagement

- Rally Supporters Around Milestones in Realtime
- Attract Key Stakeholders
- Educate Your Supports & Community on Giving Day Impact to Promote Growth
- Segment Your Data for Stewardship Growth
Supporter Engagement

- Use data to tell a story
  - Data to Prove Your Impact
  - Organizational successes
  - Understanding setbacks and how you’ve overcome them
Data Driven Storytelling

- Provokes active listening and participation
- Lays the foundation of your organization’s “big picture”
- Provides context and clear calls to action
- Empowers supporters to be a part of your story and mission
- Even more significant in the digital era!
Data Driven Storytelling

- Characters:
  - Donors, supporters, recipients of services, etc.

- Setting
  - What are the data trend showing you?

- Conflict
  - What setbacks has your organization faced?

- Resolution
What is Donor Stewardship?

- Think of something that you regularly give time or money to
- This could be a company, organization, activity, or membership
- Why do you continue to support this institution? What makes it important to you?
- How do the owners, organizers or leading members foster their relationship with you?
What is Donor Stewardship

- A specific type of donor relations
- Begins before the very first gift is given
- Allows organizations to cultivate long-lasting relationships with donors
Why is Donor Stewardship Important
• Cost-effective fundraising strategy
  ○ On average, it costs 3x more to acquire new donors than it does to steward existing donors
• 81% of first-time donors do not turn into repeat donors
• 63% of repeat donors remain repeat and recurring donors
• Long term relationships are more effective and can help you to better strategize and maintain your annual fundraising plan
- Revisit or define your goals
- Set a budget
- Define your communication plan
- Not all donors are treated equally
- Don’t ignore small or first-time donors!
- Offer regular opportunities for donor delight!
- Not every communication should be an ask.
- Build donor delight into your social media strategies by featuring supporter spotlights
Donor Stewardship Strategies

- Illustrate how donations are being invested
- Communicate your goals and objectives
- Take time between this gift and your next ask
- Get donors involved
- Ask for feedback about your organization and input on your strategy and objectives
Key Takeaways

- Assess your current data
- Create a data plan
- Share your data with EVERYONE!
- Connect with your donors
- Create a data-driven stewardship plan
Donor Stewardship Resources

- Check out the Stewarding Your Giving Day Donors Resources
- Donor Stewardship Tips
- Suggested Email Templates
- Blog: An Introduction to Donor Stewardship
- Blog: 8 Steps to Donor Stewardship
Support & Resources

Visit our Help Center

Check out Our Blog

Send us an email at CustomerSuccess@GiveGab.com

Chat with GiveGab’s Customer Success Team whenever you have questions or need a hand! Just look for the little blue chat bubble.
Questions?

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