

Long-Term Engagement

Give DeKalb County Donor Data &
Stewardship



Submit Your Questions!

This is being recorded. The recording will be available on the /trainings page **later this week.**

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

Introduce yourself! Name, location, organization.



Chat Box

To: ✓ All panelists
Type: All panelists and attendees



Q&A

Please input your question

☐ Send Anonymously Send

Meet the Team



Kelsey

Project
Director



Jennifer

Project
Manager

What will we cover?

- Donor stewardship basics
- Crafting your thank you message
- After the Giving Day: how to access your donation reports
- How to maximize your data through donor segmentation
- Tips and best practices for gift acknowledgements

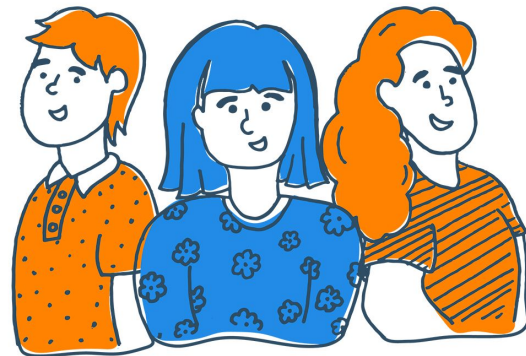
Stewarding Your Donors

How to acknowledge and
delight your donors to
make them feel like the
heroes they are!



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?



- It's a 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

After the Day



Evaluate Your Success

Engagement

- Open Rates
- Click Rates
- General Awareness

Contributions

- Money Raised
- New donors
- Number of recurring donors
- Average gift size



How will you thank your donors?

- **Pre-schedule general messaging to all supporters**
 - Social media posts and overall success update
 - Giving Day thank you email to your organization's email list
- **Follow up with donors for more personal stewardship**
 - Access their contact information in your GiveGab Dashboard
- **Highlight impact of donor-funded projects**
 - This doesn't have to happen right away!

General Acknowledgement Tips

- **If possible, personalize your acknowledgements!**
 - **Example:** *“Hi Bridget,”* vs. *“Dear Friend,”*
- **Highlight the impact of the donor’s contribution**
 - **Example:** *“With the dollars raised we have helped 50 people in need”*
- **Include additional opportunities to get involved**
 - **Example:** *“Join us on Sunday for our Summer BBQ Jamboree”*
- If publicly acknowledging any donors, be cognizant of how their names are displayed

Creative Thank You Ideas

1. Thank You Video
2. Naming Opportunity
3. Appreciation Party
4. Donor Spotlight
5. Handwritten Note
6. Behind The Scenes Look
7. Future Discount
8. Milestone Recognition
9. Public Display
10. Giving Level Perks

Involve your Supporters

- Board members
- Volunteers
- Peer-to-Peer Fundraisers



Strengthen the Relationship

- The first thank you is just the beginning
 - Your gift **will...**
 - Your gift **is..**
 - Your gift **did...**
- Welcome new donors
- Share more information about your organization
- Learn about what inspired the gift



Tell a better story

1. Identify and Measure Impact
2. Use Real-Life Stories
3. Make Data Understandable
4. Collaborate with Partners
5. Be Transparent
6. Use Technology



Increase Your Focus

5,000 individuals are
negatively impacted

VS

1 in 5 individuals are
negatively impacted

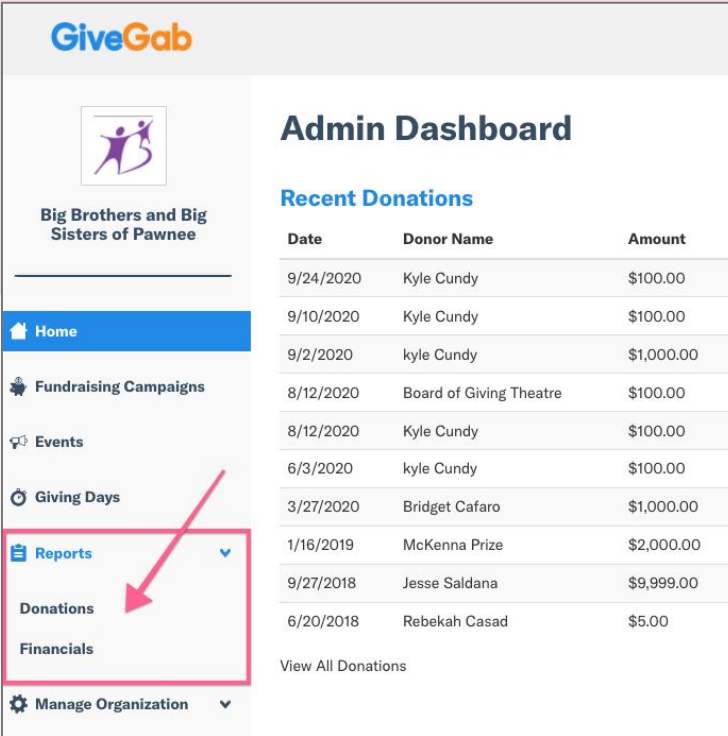


Maximizing Your Data



Your Giving Day Donation Report

- Export a list of giving day donors
 - Use donor contact information for thank you notes and acknowledgements
- Sort by donation type, amount, etc.
- Can filter by campaign/giving day




The screenshot shows the GiveGab Admin Dashboard for 'Big Brothers and Big Sisters of Pawnee'. The left sidebar contains navigation links: Home, Fundraising Campaigns, Events, Giving Days, Reports (highlighted with a red box and a red arrow), Donations, Financials, and Manage Organization. The main content area displays the 'Recent Donations' table.

Date	Donor Name	Amount
9/24/2020	Kyle Cundy	\$100.00
9/10/2020	Kyle Cundy	\$100.00
9/2/2020	kyle Cundy	\$1,000.00
8/12/2020	Board of Giving Theatre	\$100.00
8/12/2020	Kyle Cundy	\$100.00
6/3/2020	kyle Cundy	\$100.00
3/27/2020	Bridget Cafaro	\$1,000.00
1/16/2019	McKenna Prize	\$2,000.00
9/27/2018	Jesse Saldana	\$9,999.00
6/20/2018	Rebekah Casad	\$5.00

View All Donations

Your Giving Day Donation Report



Pawnee Public Library

Donations

i Dates and times on this page are displayed in your computer's time zone. If you export your donations from this page, dates and times in that file will appear in UTC to assist with bank statement reconciliation processes. [Learn More](#)

All Giving Days & Community Giv

All Campaigns

Any Donation Type

Start

End

Actions	Donation ID	Date	Donor	Intended Donati
	6554	11/22/2021 12:42PM	katrina grein katrina@givegab.com	\$100.00

✓ All Giving Days & Community Giving Sites

Fairfield County's Giving Day (2022)

Fairfield County's Giving Day (2021)

Fairfield County's Giving Day (2020)

Fairfield County's Giving Day (2019)

All Campaigns

Any Donation Type

End

				Intended Donation	Amount Charged	Bank Fees	Platform Fees	Covered F
	3673413	2/25/2021 11:36PM	Roccfcg Carmody testemail+user1390797@localhost.com	\$50.00	\$53.48	\$1.48	\$2.00	Yes
	3672376	2/25/2021 10:26PM	Lpskbnl Gerami testemail+user3253007@localhost.com	\$25.00	\$26.89	\$0.89	\$1.00	Yes
	3668547	2/25/2021 8:21PM	pedro Hovermale testemail+user3251759@localhost.com	\$50.00	\$53.48	\$1.48	\$2.00	Yes

Giving Day Analytics


Key stats are available for the following data points:

- Donor counts (online, offline, total)
- Donation counts (online, offline, total)
- Average donation size
- Average donations per donor
- New donors
- Fee coverage
- Year-Over-Year comparisons

 **Ithaca Gives** March 17, 2023
\$0.00 Raised • 0 Donors • 0 Gifts
Analytics ←

Get Set Up
Complete the steps below to be sure that you are set up and ready to participate in Ithaca Gives.

GiveGab Home Support Aimee


Logan's Pups

[To Pawnee Gives Dashboard](#)

Analytics for Pawnee Gives

General **Donor Insights** Year-Over-Year

Overall Stats

Total Stats		
\$15,115.00 TOTAL RAISED	26 TOTAL DONORS	42 TOTAL DONATIONS

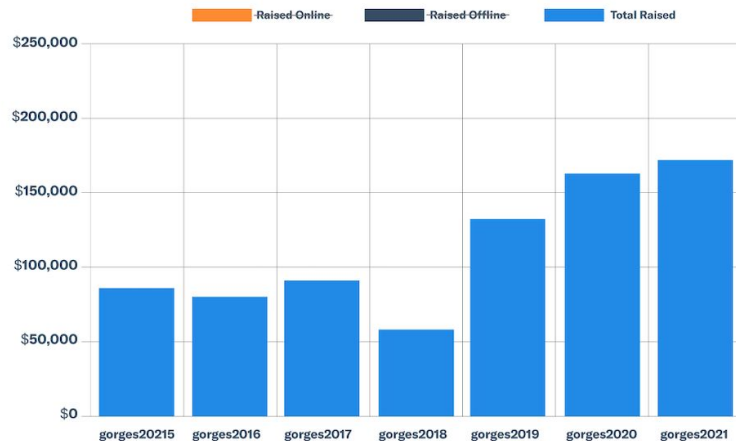
Online Stats		
\$3,845.00 RAISED ONLINE	16 ONLINE DONORS	31 ONLINE DONATIONS

Offline Stats		
\$11,270.00 RAISED OFFLINE	10 OFFLINE DONORS	11 OFFLINE DONATIONS

[Home](#)
[Fundraising Campaigns](#)
[Events](#)
[Amplify Austin](#)
[Philanthropy Hub Site](#)
[Ithaca Philanthropy Hub](#)
[Giving Days](#)
[Reports](#)
[Manage Organization](#)

Year-over-Year Metrics

Dollars Raised



Donor Counts



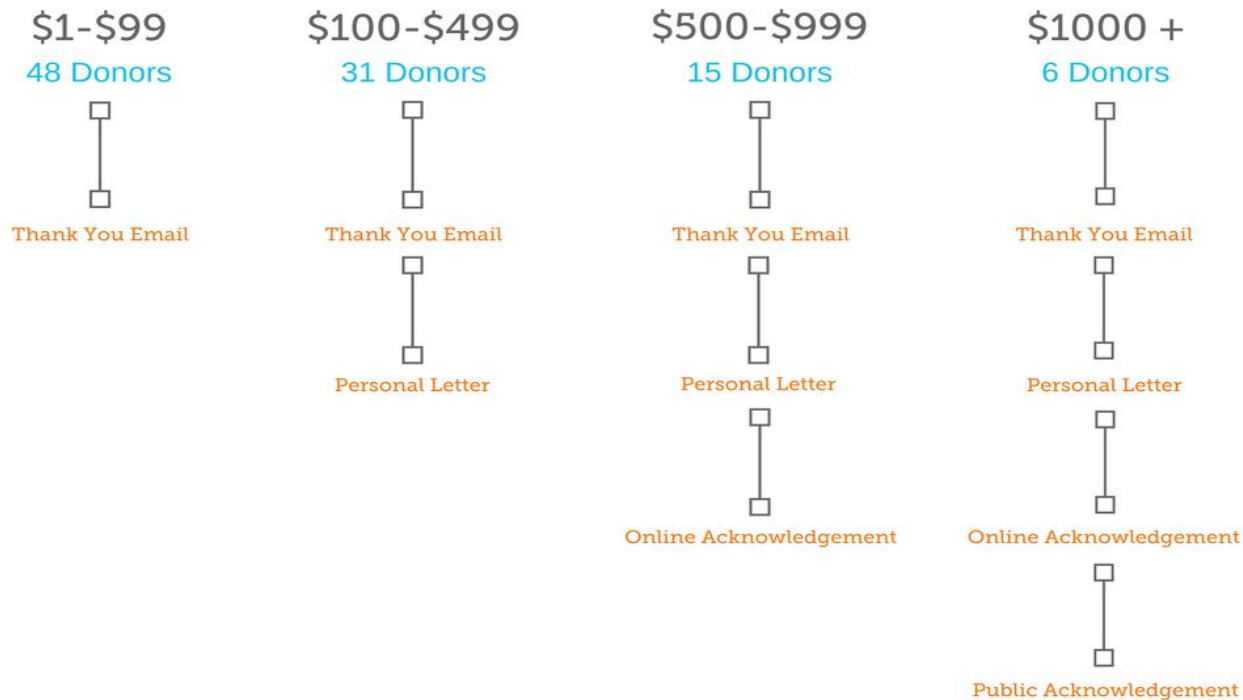
Maximizing Your Data

- Who increased their giving from year to year?
- Who was new to your organization through this year's giving day?
Did they become a donor via a Peer-to-Peer (P2P) fundraiser?
- Who were your most successful P2P fundraisers?
- Who left a personal comment?
- Who helped you win a prize?

Segmenting Acknowledgements

- Every donor is important, but not necessarily equal
- Determine your donor segments
 - Giving Levels
 - Entry Point
 - Giving History
- Create a realistic strategy to thank all of your donors appropriately based on their segment

Segmenting Example

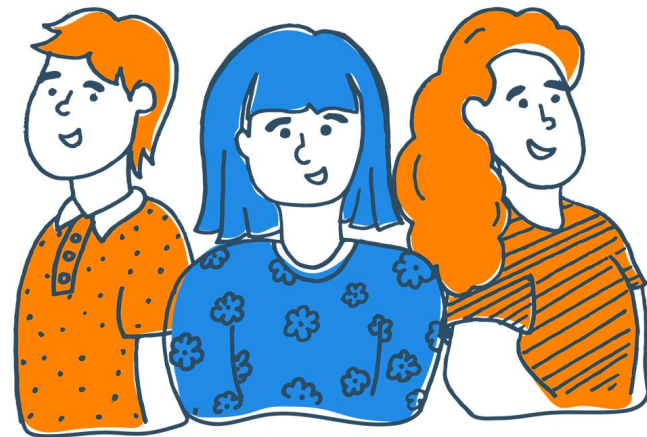


The larger the gift, the more personal the acknowledgement!

The Importance of Segmenting

- Crucial component of effective donor stewardship
- Allows for personalized customization
- Ability to allocate time and resources to donors with the most potential for growth within your organization
- Helps you reach your internal goals more quickly and easily

Key Takeaways



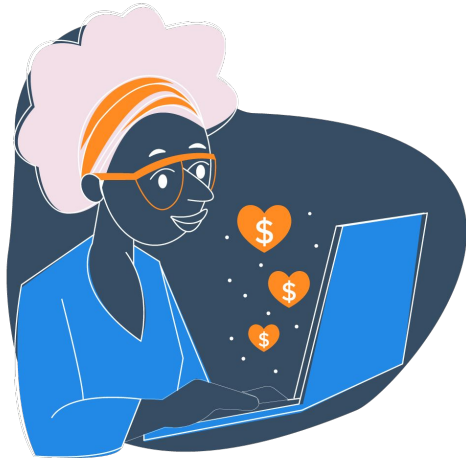
Key Takeaways

- Create a strategy for acknowledging donors to build stronger relationships
- Take advantage of the reporting tools available in your dashboard (all year round!)
- Highlighting the donor's impact allows the donor to appreciate the value of their contribution
- Provide more opportunities for them to get involved



There is no such thing as too much gratitude!

Resources



4. Give Thanks



Stewardship Email
Templates

[View](#)



Sample Stewardship
Social Media Posts

[View](#)



Stewardship Tips

[View](#)

Reminders

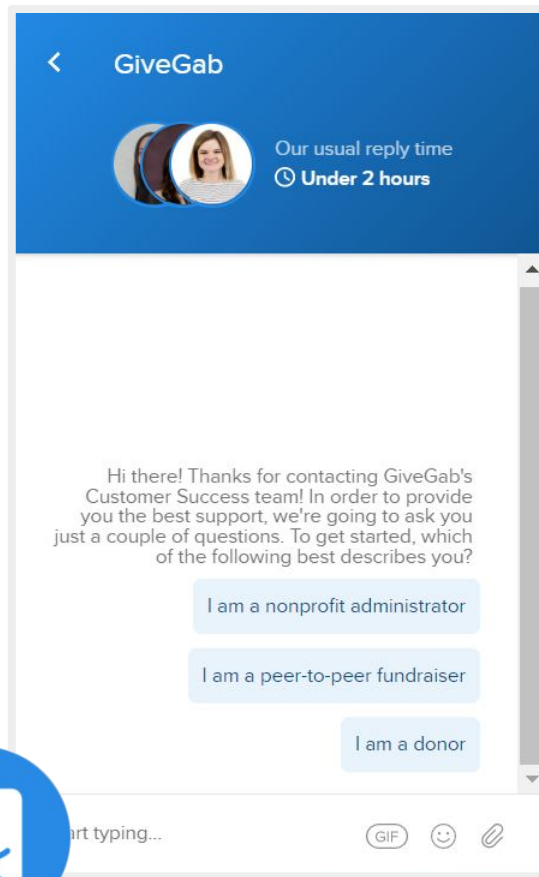
- ACH - securely and quickly receive your GDC payout
 - Call Sara Nickels (Administrative Manager): 815-748-5383
 - Organization name, bank account number, routing number
 - Deadline: May 12
- Yard signs - return to Community Foundation
 - Please remove '4' date decal from both sides
- Survey - we want your input
 - Deadline: May 12
- Mailed donations still arriving - Grand Total not final

Next Steps

- Mail-in gifts added to website
 - May 9 & 11
 - Next week
- Reconciliation
 - Online, offline, Bonus Pool
- Payout
 - One payment (ACH or check), net of fees, plus Bonus Pool allotment
- Reporting
 - Final analysis for transparency and year over year comparison

How We Support You

- Visit Our Help Center
 - support.givegab.com
- Check Out Our Blog
 - givegab.com/blog
- Send us an Email
 - CustomerSuccess@givegab.com
- Chat with GiveGab's Customer Success Team
 - Look for the little blue chat bubble



Questions?

