Stewarding Your Donors

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

Jennifer
Project Manager

Nickie
Growth Manager
What will we cover?

- Donor stewardship basics
- What do to before the big day
- 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
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
Before donations open
Craft your Thank you Note

- Customizable Thank You emails that come from your organization
  - Add your own text, photo, or video!
- Sent immediately after the gift is made
- Includes your organization’s EIN and donation amount to act as a tax-deductible receipt
### Go to your Giving Day Dashboard

<table>
<thead>
<tr>
<th>Task</th>
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<tbody>
<tr>
<td>Add Your Organization's Info</td>
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<tr>
<td>Add Your Story</td>
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<tr>
<td>Get Verified to Collect Donations</td>
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<tr>
<td>Add Donation Levels</td>
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<tr>
<td>Add a 'Thank You' Message</td>
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<tr>
<td>Add Fundraisers</td>
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Adding your thank you message

- Add your own message
- Include a photo or video for more personal stewardship!
- Automatically sent to your donors immediately after they complete their gift
- Donors can reply to that email and contact you directly
After the Day
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!
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
Maximizing Your Data
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

$1-$99
48 Donors
- Thank You Email
- Personal Letter

$100-$499
31 Donors
- Thank You Email

$500-$999
15 Donors
- Thank You Email
- Personal Letter
- Online Acknowledgement

$1000 +
6 Donors
- Thank You Email
- Personal Letter
- Online Acknowledgement
- Public Acknowledgement

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
General Acknowledgement Tips

- If possible, personalize your acknowledgements!

- 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
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
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

GiveGab is becoming Bonterra.
Questions?