



THE  
great Give<sup>®</sup>  
MAY 5-6, 2020

A 36-hour, online-giving event  
to support local nonprofits

## Boot Camp 2020



The **COMMUNITY** Foundation  
for Greater New Haven

**GiveGab**<sup>®</sup>  
Nonprofit Giving Platform



# Agenda

- Key Information about The Great Give
- Prize Review
- How to Fit The Great Give into your Yearly Fundraising Cycle
- Small Group Activity
- 8 Week Communication Plan
- LUNCH
- Marketing Your Profile
- Your Board and The Great Give
- Retaining New Donors & Donor Stewardship



# Key Information about The Great Give<sup>®</sup>

# Who is GiveGab?



GiveGab's mission is to make it  
incredibly easy for fundraising  
professionals to be great at their jobs!



# Who is GiveGab: Quick Guide

- Safe, secure, and reliable platform
- Ultimate donor experience
  - Mobile responsive
  - Easy-to-use donation form
  - Immediate “Thank You”
- Dedicated platform support team



## Who is GiveGab: Secure & Reliable

- Partnered with Stripe - PCI Level 1 Payment Processor for donation processing
- All participating organizations verified as IRS and state-recognized nonprofits
- Fail-safe redundancy plans for The Great Give® website
- Complete transparency with nonprofits and donors

**stripe**



GUIDESTAR®



IRS



**amazon**  
web services

# Who is GiveGab: Transparent Pricing

## Credit Card:

2% Platform Fee  
+  
\$0.30 per transaction &  
2.2% transaction fee  
(Stripe)  
=  
**4.2% + \$0.30**

## ACH:

2% Platform Fee  
+  
\$3.00 flat bank fee  
=  
**2% + \$3.00**

*\*\*\$100 minimum*

# Who is GiveGab: Transparent Pricing

## Confirm Your Gift

Step 3 of 3

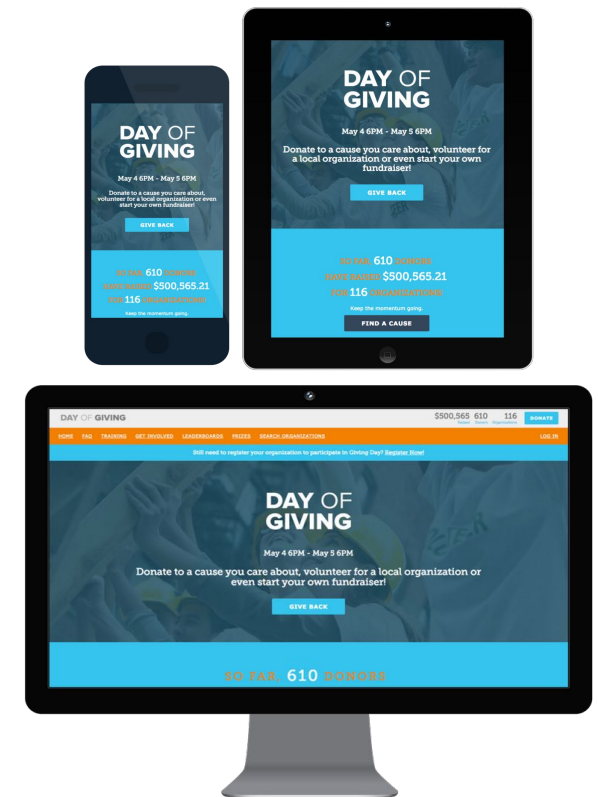
Orca Conservancy	Gift: \$25.00
<hr/>	
Email:	generousdonor@givegab.com
Fees:	\$2.02
<a href="#">What's with these fees?</a>	
<input checked="" type="checkbox"/>	I'll cover the fees to save the organizations from having to pay them
Total:	\$27.02

- Donors can cover all fees on behalf of your organization, with more info right in the donation form
- 69.1% of total fees were covered during The Great Give® 2019!



# Who is GiveGab: Easy & Accessible

- On average **61% of all emails** are opened on a mobile device
- Your The Great Give® profile is completely mobile responsive on every page
- Donors can give easily on any internet enabled device
  - The Great Give® 2019:
    - Desktop - \*65.96%
    - Mobile - \*25.39%
    - Tablet - \*8.65%



## Who is GiveGab: Easy & Accessible




- All major credit cards accepted
- Log right into your bank using the Plaid/ACH payment
- Mobile payment options (Apple Pay, Google Pay, Microsoft Pay) available for participating devices
- Quick, easy and fun donation flow
- Securely processed through Stripe
- GiveGab's chat support available right within the donation form for your supporters!

# Who is GiveGab: Mobile Wallet

## Enter Your Payment Information

Step 2 of 3

Your \$5.00 Gift



**Payment Method**

- Credit Card
- Apple Pay, Google Pay or Microsoft Pay

**First Name**

**Last Name**

**Credit Card Info**

Card number  MM / YY CVC

**Email**

**Mailing Address**

**Street**

**City**

**State**

**Mailing ZIP/Postal Code**

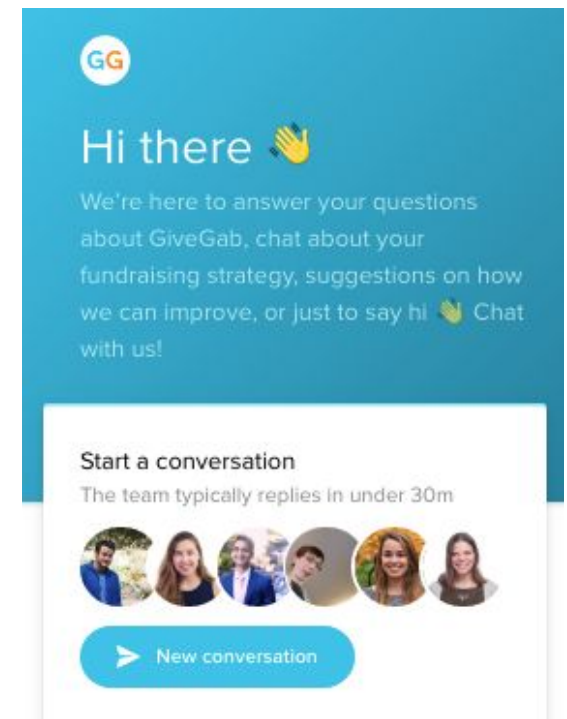
**Phone Number**

**Country**

**BACK** **NEXT**

# Giving Day Support & Resources

- Visit Our Help Center
  - <https://support.givegab.com/>
- Check Our Our Blog
  - <https://www.givegab.com/blog/>
- Send us an Email
  - [CustomerSuccess@givegab.com](mailto:CustomerSuccess@givegab.com)
- Chat with GiveGab's Customer Success Team whenever you have questions or need a hand!
  - **Look for the little blue chat bubble!**



# Review: The Great Give<sup>®</sup> 2019



[GIVE NOW](#)

Thank You for supporting  
The Great Give!

## Outcomes & Results

**\$1,859,725.93**  
Raised

**12,676**  
Donors

**390**  
Nonprofits



# Review: The Great Give® 2019

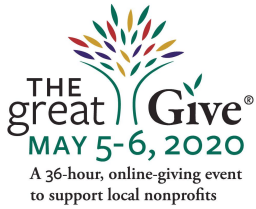
## Key Feature: Peer-to-Peer Fundraisers

- 337 P2P's were successful in raising funds for 61 organizations
  - Total raised just by P2P fundraisers: \$171,612.25
  - Total donors that gave through P2P: 3,187
  - Average raised by each P2P: \$509.24
  - Accounts for 9.2% of all donations received
- Average amount raised by organizations with P2P = \$12,430.38
- Average amount raised by organizations without P2P = \$2,917.38

# Review: The Great Give® 2019

## Donation Realization to Nonprofits

- Total fees: \$51,512.83
- 69.1% of fees covered
  - \$16,290.89 in fees were not covered
- Effective rate: 1.41% was the ‘true’ cost to fundraise
  - Realization rate: 98.59% (how much each organization ‘took home’ on average)
  - *For every \$100 raised online, it cost an organization \$1.41*



# The Community Foundation Marketing Efforts

## Investing staff time and financial resources

### Print

New Haven Register  
Community newspapers  
Inner City News  
La Voz

### Air Waves

WTNH  
Comcast  
WYBC, iHeart Radio, Bomba

### Community

Bus Tails  
Church bulletins  
Targeted mailings

### Virtual

Facebook ads  
Google ads  
Email & Social Media blasts





# The Great Give<sup>®</sup> Prize Details



## Prize Details

**Cinco de Mayo - Tue, May 5 - Most unique donors 8:00-8:55pm  
\$5,555 and \$2,555**

**Most Donors - 5 prizes**

**Most New Donors - 5 prizes**

**Most \$ to all-volunteer, staff 1-15, staff >15 - 3 prizes**

**You've Got Friends P2P - 3 prizes**

**Early Bird - Tue, May 5 8:00-9:00am - 5 prizes**

**Happy Hours, Lunch Hours, Insomnia, Seize the Day - 8 prizes**

**Golden Tickets - 9 random picks**

An aerial photograph of a city, likely Boston, showing a mix of modern skyscrapers and older brick buildings. A large green park area with trees in autumn colors is visible in the center. In the background, a large body of water, possibly a harbor or bay, stretches across the horizon under a clear blue sky. The text "The Great Give® and Your Annual Fundraising Plan" is overlaid in white, bold, sans-serif font across the middle of the image.

# The Great Give® and Your Annual Fundraising Plan

# Agenda

- The Great Give® vs. your Annual Targeted Campaigns
- The Great Give® features
- The Great Give® and your Board
- The Great Give® and your Donor Base
- The Great Give® and your Annual Fundraising Goals

# What is The Great Give®?

- A 36-hour community-focused day of giving
  - Promotes local philanthropy that boosts local nonprofit engagement
  - Time-based to create a sense of urgency
  - A celebration of community
  - Prizes and peer-to-peer fundraising encourage friendly competition among peers

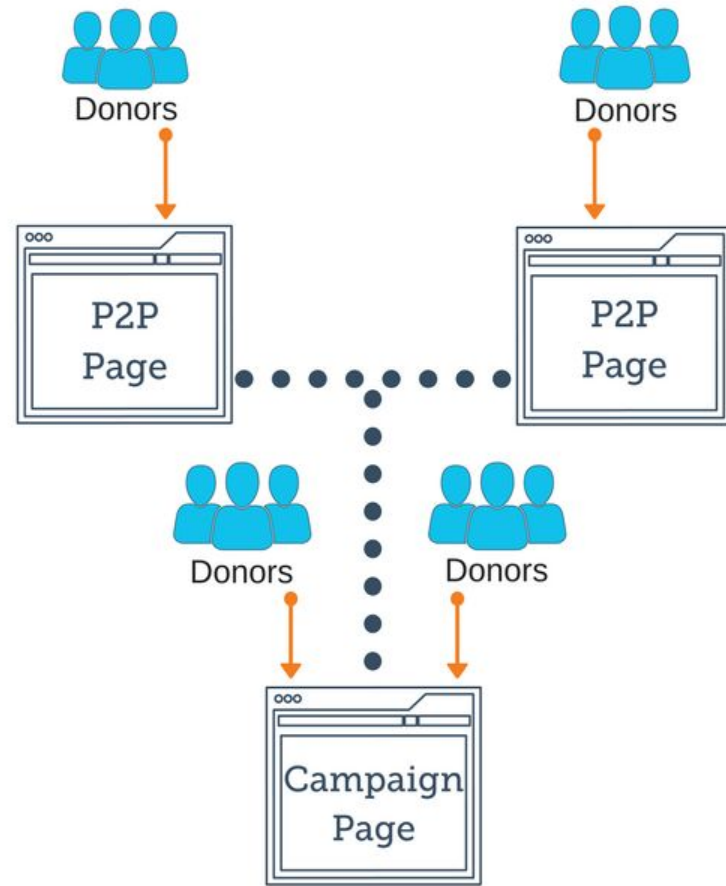
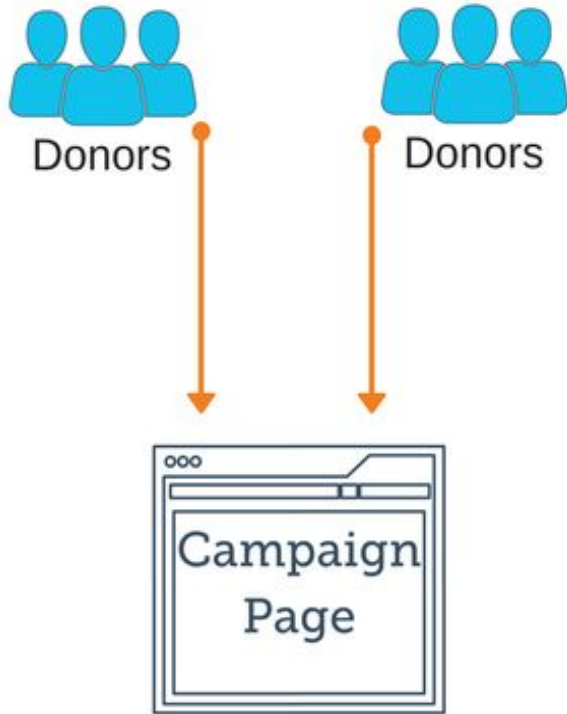
# Unique Opportunities During The Great Give<sup>®</sup>

- Highlights online giving
  - Very effective for gaining and retaining donors from younger generations and diverse groups outside of your standard donor base
  - Millennials and Gen X'ers are much more likely to participate in online giving
  - The Great Give<sup>®</sup> can help you to steward donors from these groups and fit donations from these groups into your annual fundraising plans
- Use larger offline gifts as matches
  - Shows your major donors love by highlighting them as matching sponsors
  - Helps all donors feel that their donations are doing as much as possible, as their dollars are being doubled when a match is active
  - Builds gifts you are already receiving into your stewardship and donor recognition plans

# Unique Opportunities During The Great Give<sup>®</sup>

- Encourage your Board Members and supporters to participate in Peer-to-Peer fundraising
  - Expands your organization's reach
  - Can exponentially increase funds raised during The Great Give<sup>®</sup>
  - Can expand your donor base and allow for year-round stewardship of new donors
  - Encourages your current supporters to help with stewardship and outreach essential to retaining donors year-round

# Peer-to-Peer Fundraising





# The Great Give<sup>®</sup> v. Targeted Campaigns

- Targeted Campaign
  - Fundraising initiative to raise money to fund specific items in a short time.
  - Usually spread out over weeks or months
  - Funds raised support goods and activities outside of the annual operating budget of your organization

# The Great Give® v. Targeted Campaigns

- The Great Give®
  - 36 hour giving event
  - Time-based to create a sense of urgency
  - Unrestricted funds can go towards either annual fundraising plan/operating budget OR to funding specific items or activities
  - Greater flexibility and diversity



# The Great Give<sup>®</sup> and Your Board

- Peer-to-Peer Fundraising
- Hosting an in-person event during The Great Give<sup>®</sup>
- Including your board in the planning process for The Great Give<sup>®</sup>



# The Great Give<sup>®</sup> and Your Donor Base

- The Great Give<sup>®</sup> can help with year-round donor stewardship
- Bring in new donors or steward old donors at the beginning of giving season (Spring)
- Peer-to-Peer fundraising helps to engage young donors, or donors who cannot give major contributions



# The Great Give<sup>®</sup> and your Annual Fundraising Goals

- Features unique to The Great Give<sup>®</sup> can help maximize engagement and boost your overall totals, making you meet your annual fundraising goals quicker
  - Peer-to-Peer Fundraising, Matches, and Challenges
- While separate from your Annual plan and your Targeted Campaigns, The Great Give<sup>®</sup> can provide an extra push of giving in the middle of Spring giving season to help make sure all of your annual budgetary needs are met by the end of the calendar year



# The Great Give<sup>®</sup> and your Annual Fundraising Goals

- The Great Give<sup>®</sup> raised over \$1.8 million for New Haven nonprofits in 2019
  - Our goal is to raise \$2 million in 2020!
- Over \$170,000 raised by peer-to-peer fundraisers
- These incentives can provide a much needed boost to your annual fundraising plan

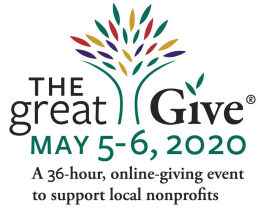


## Small Group Activity



The Community Foundation  
*for* Greater New Haven

GiveGab<sup>®</sup>  
Nonprofit Giving Platform



# Elevator Speech

Turn to the person next to you and give them the “elevator speech” for your organization.

- What benefits does your organization bring to the New Haven community?
- Why should they support your organization?
- What good will you provide with the funds raised during The Great Give®?



# 8 Week Communication Plan



# Creating Your Giving Day Timeline

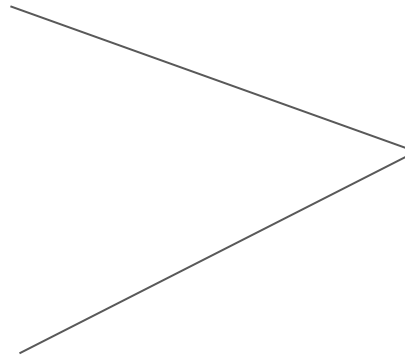
- Determine your organization's main goals for The Great Give
- Start planning as early as possible for a stronger communications plan
- Decide which platforms work best for your organization and its supporters
- Think about other campaigns or events happening during this time frame
- Develop a weekly communications plan leading up to the Giving Day
- Divide tasks among your staff, volunteers, and ambassadors
- Utilize the resources in your Nonprofit Toolkit for easy planning

# Sample Communications Timeline

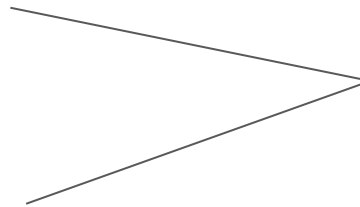
- **Announcement - 5-8 Weeks**
- **Ramp Up Communications - 4-6 Weeks**
- **Expand Promotions - 3 Weeks**
- **Accelerate Communications - 2 Weeks**
- **Communication Countdown - 1 Week**
- **Last Minute Outreach - 1-3 Days**
- **The Big Day - 36 Hours**

# Top 5 Touches

- **Save The Date**
- **Giving Day Week Update**
- **One More Day**
- **Mid-Day Update**
- **Thank You**



Before The  
Giving Day




During & After  
The Giving Day

# Tips For Outreach Success

- Include clear calls-to-action in everything that you post and send
- Your Giving Day profile link, P2P fundraising instructions, volunteer information, etc.
- Create a regular social presence for better supporter engagement
- Not every post needs to be an ask!
- Keep your style and branding consistent in all communications
- Use similar colors, font styles, and images for stronger brand awareness
- Increase engagement with photos, videos, and other graphics
- Posts with photos receive more than double the engagement of posts without

# Email Scheduling Tips


- Tuesday & Thursday are the best days to send emails for better engagement
- Late mornings and early afternoons are the best times to send emails
- Improving your email formatting can increase your click through rate
  - Photos
  - Buttons
  - HTML edited



**Logan's Pups**  
Every dog deserves a home

October  
**NEWS**

**Make An Exponential  
Difference on Giving Tuesday!**




11 / 27 / 17

On Tuesday, November 28 Logan's Pups is excited to be participating in our community's 5th annual Giving Day on Giving Tuesday!

This year every gift made during the 24 hour giving period has the potential to be multiplied exponentially thanks to our generous board of trustees who has offered to MATCH every gift made up to \$5,000. In addition to our board match, there will also be dozens of prizes available throughout the day for everything from the first donor to the most dollars raised.

**Follow Us On Facebook For Prize Updates!**

This year we hope to raise enough to find forever homes to all 12 of our dogs currently residing in the sanctuary, a forever home in time for the holiday season. We know with your support and generosity we can make a difference for our favorite senior pups. [Learn more at gvgb.co/loganspups](http://gvgb.co/loganspups)




**Pup of the Month**  
**Enrique**

- 12 years young
- Belly rub addict
- Found his forever home on leap day

**Donate**

Visit Our New Website!

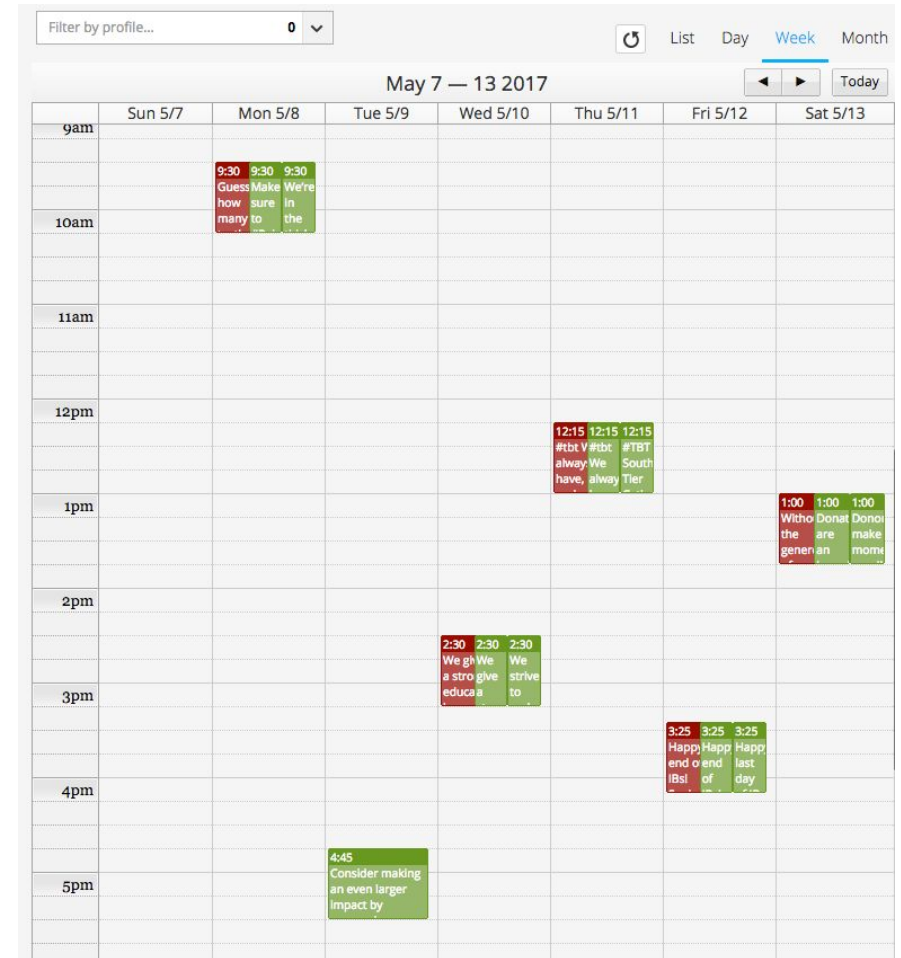


**About Us**

At Logan's Pups we believe that every dog, no matter how old, deserves the best life possible from beginning to end. Through our many programs we are able

# Social Media Scheduling Tips

- Best times and days to post on social media vary by platform
- Utilize social media analytics to determine when the key times to post are for your supporter base
- C.O.P.E - Create once and post everywhere to better utilize your social media resources



# Benefits of Scheduling Tools

- Advanced analytics to improve future communication
  - Open and click through rates
  - Conversion tracking
  - Keyword analytics
- Manage multiple platforms in one place
- Prepare posts ahead of time and at and all at once
- Automatic posting and sending once scheduled



# Helpful Resources

Your Nonprofit Toolkit has...

- Email Templates
- Sample Social Media Posts
- Social Media Best Practices
- Giving Day Graphics
- Emails for P2P Fundraisers

## 3. Spread the Word



**Social Media Tips & Tricks**

[View!](#)



**Sample Email Content**

[View!](#)



**Graphics & Downloads**

[View!](#)

# Key Takeaways

- Create a communications timeline early in your planning
- Determine the best platforms for engagement
- Utilize scheduling tools for better optimization of resources
- Take advantage of email and social media analytics
- Add photos, videos, and CTAs for better engagement
- Have fun with it and your supporters will too!




**Lunch - 30 minutes**



The Community Foundation  
*for* Greater New Haven

**GiveGab<sup>®</sup>**  
Nonprofit Giving Platform

The image shows three young boys standing together outdoors at what appears to be a community event or sports field. They are all wearing bright yellow t-shirts with the name 'Pop Smiths' written in a blue, cursive font across the chest. The boy on the right is also wearing a blue baseball cap with the letters 'PS' in yellow. They are all smiling and looking towards the camera. The background is slightly out of focus, showing other people and greenery. Overlaid on the center of the image is the text 'Marketing Your Profile for The Great Give®' in a white, sans-serif font.

Marketing Your Profile for  
The Great Give®



## Determine Your Goal

- What is your The Great Give<sup>®</sup> campaign trying to achieve this year?
  - Money raised for a *specific* project
  - New donors
  - Exposure (new followers on social media)
  - Engagement from existing supports (P2P!)
  - Gather testimonials
  - Highlight impact on the community
  - Spotlight supporter contributions and stories

Recommended Training: *Goal Setting Strategies*

# Let Your Goal Drive Your Campaign!

- Leverage testimonials from those who have benefited from your organization
- Spell out the impact of their gift through donation levels
  - Add pictures, descriptions, and real dollar figures
- Illustrate how donor support made a positive impact for their community



**\$18.43**

Provides microchip  
procedure and  
implant for one dog



**\$35.19**

Provides comfortable  
bedding and toys for  
two dogs



**\$72.50**

Provides food for  
three dogs for a  
month



**\$112.85**

Provides flea and tick  
treatment for four  
dogs

# The Importance of Storytelling

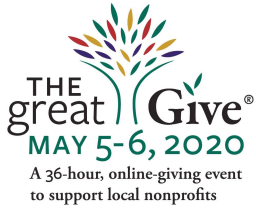
- Goes beyond what your mission aims to achieve
- Breaks down your impact into digestible “bites”
- Cost per client/student/visitor/etc.
- How does funding make your mission possible?
- How have donors helped your constituents achieve their goals?  
What have your constituents achieved?
- Makes donating like buying a virtual feeling
- Tie it to your goal

Recommended Training: *Telling Your Story*

# Telling a Captivating Story

- Authentic & emotional
- Easy to understand
- Centered on people - supported by data
  - Highlight a specific impact in dollars and cents
- Connect to the communities you serve
- Makes readers feel like they can make a difference!
- Consistent throughout all of your channels
- COPE - Create Once, Post Everywhere
- Spell it out & keep it simple!





# Preparing Your Outreach Strategy

- Create consistent SHAREABLE content
- Clear AND diverse calls to action every time
- Send out a call for Giving Day Ambassadors
- Determine your target segment
- Use a multi-channel outreach strategy
  - Email
  - Social Media (Facebook, Twitter, Instagram, etc)
  - Direct Mail
  - Phone

Recommended Training: *Spreading the Word*

# Asset Checklist

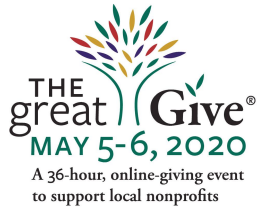
- Images
  - 5-10 Photos of your mission in action
  - Stock Photos that encapsulate your mission
  - Add the The Great Give® logo to shareable content
- Videos
  - Host on YouTube or Vimeo for easy sharing
  - Thank You Video
- Infographics
  - Highlight donor impact & data
- Testimonials

Recommended Training: *A Picture Tells a Thousand Words*

# Email Marketing

- Email is a great way to share information with your supporters directly and immediately
- Develop an email timeline leading up to the day
  - Schedule messages in advance with mailchimp, constant contact, etc.
- Chance to include multiple calls to action:
  - Link to your The Great Give® Profile
  - Ways to Get Involved
  - Shareable Graphics
- Use your personal email signature as a CTA

Recommended Training: *Scheduling Your Communications*



## Social Media

- Always include a clear CTA
- Create consistent shareable content (C.O.P.E.)
- 36 hour “story arc”
- Include photos for increased engagement
- Add the The Great Give® Logo to all of your promotional materials leading up to the day
- Swap out your social media profile photos with The Great Give® graphics from the toolkit
- Use Hashtags to be a part of the conversation
  - Include the Hashtag The Great Give® to be featured on the The Great Give® Tagboard

Recommended Training: *Social Media Strategies*

# Facebook Strategies

- Facebook revamped their posting algorithm
  - Need ACTIONABLE posts
- Generating excitement and activity will keep your post on your supporters' news feeds longer.
  - Comments
  - Likes
  - Shares
- Go Live
  - Have a plan
  - Communicate your plan to supporters/followers
  - More Views = More time in news feeds

# Boost Facebook Posts

What does “Boosting Facebook Posts” mean?

- A type of Facebook advertising that allows companies to choose a post and have it distributed in the News Feed to anyone they want, based on interests, demographics, location, interests, age, etc.

What is the benefit?

- Increasing brand awareness
- Increasing brand engagement (Shares, Comments, Likes)
- Boosting website traffic
- Promoting new content or blog posts
- Targeting a specific segment
- They make it very simple!

# Challenges

## What is a challenge?

- Challenges are very similar to matches, however, they offer more flexibility and creativity!
- The "Challenge" feature on the GiveGab platform allows your organization and the sponsoring organization to set a goal that, once reached, unlocks a donation of a predetermined amount from the sponsoring organization.

## Options

- Donor Challenge
- Dollar Challenge

## Benefits of Challenges

- Great tool for smaller gift amounts.
  - Gifts that may be considered too small to set up dollar for dollar matches with can be great if used as a challenge to encourage teamwork among donors to unlock additional funds for your organization.
- Non 1:1 ratios of donations to sponsor funds
  - Matches currently support 1:1 matching only. With a challenge, you have more flexibility, such as 50 cent to every dollar donation up to \$1,000 can be set as a challenge where \$2,000 unlocks a \$1,000 challenge!
- Encourages supporters to share and recruit others to help achieve a common goal to unlock the reward.





## Challenge Examples

- Every gift received today makes an impact on the church for generations! As soon as 300 generous donors like you make a gift, a \$25,000 Board Match is unlocked.
- Calling all Logan's Pups board members! If every board member makes a gift during The Great Give®, Debbie's Pet Supply will add an additional \$1000 to our total!
- For every additional follower we get on our Facebook page, our generous board will donate \$1 up to \$1,000 for each additional follower! Like and share today only and help us make a difference!
- If all of our Peer to Peer fundraisers raise at least \$50 each, it will unlock an additional \$1,000!

Recommended Training: *Matching Challenges*



## Benefits of Matches

- Organizations with matching funds raise on average 4.5x more than organizations without a match
- Opportunity to highlight existing donors and sponsors
- Motivates potential donors to have a greater impact by donating when their gift is matched

# Creative Engagement Additions

Local Businesses can help you leverage their customer base

- Promotions
- Publicity
- Social Media Boosting
- Sponsor Match
- Employee Match

Utilize Donation Receipts

- Discounts at local bars or restaurants
- Access to the kickoff or closing event
- Provide incentive for giving throughout your community

# Creative Engagement Additions

- Host an event!
  - Kickoff party
  - Success celebration
  - Partner with events already happening
- Lawn signs & Posters
- Physical Promotions
- Yearly Collectables

Recommended Training: *Creative Engagement*



# Leverage Your Supporters

Ask them to be on your The Great Give® Planning Committee

- Don't forget your board!
- Great way to grow your capacity
- Leverage individual strengths and networks
- Be sensitive to time commitment

Expand your team's capacity by leveraging Peer to Peer Fundraisers!

- Additional way to steward your donor base
- Expand your social media reach
- Tap into a new donor prospective donor base

Recommended Training: *Engaging Your Board*

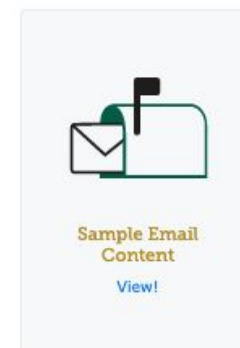
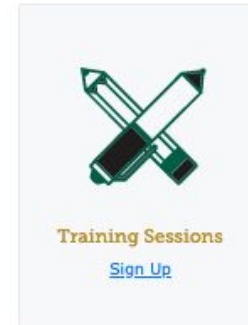
# Benefits of Peer to Peer Fundraising

- Expands your reach to a new network
  - Average of 4 new donors per P2P Fundraiser
  - Historically organizations with P2P fundraisers on a Giving Day raise 3x more than those who don't
- Increases the average number of donations to your campaign
- Stewardship - provides a new opportunity to engage with existing supporters
  - Builds trust with your potential supporters by highlighting your strong connections with passionate existing supporters

Recommended Training: *The Power of Peer to Peer Fundraising*

# Tips, Tools, and Resources

- The Nonprofit Toolkit has everything you need to plan, prepare, and promote The Great Give® and reach your goals!
  - Customizable Templates
  - Communication Timelines
  - The Great Give Graphics
  - Helpful resources for your board members, volunteers, and fundraisers





# Key Takeaways

- Start planning NOW
- Drive your campaign from your goal
- Try something new!
  - Peer to Peer Fundraisers
  - Set up a challenge or match
  - Host an event
- Leverage your supporters
- Leverage resources available to you
  - The Community Foundation *for* Greater New Haven
  - GiveGab





THE  
great Give<sup>®</sup>  
MAY 5-6, 2020

A 36-hour, online-giving event  
to support local nonprofits

**Break - 15 minutes**



The Community Foundation  
*for* Greater New Haven

**GiveGab<sup>®</sup>**  
Nonprofit Giving Platform



**Your Board and The Great Give<sup>®</sup>**

# The Power of an Engaged Board

- Organizations with an engaged board raised 2-3 times more dollars on their giving day than those without
- The most engaged boards attended planning meetings, sponsored a matching fund, or acted as an ambassador

# Opportunities for Engagement

- Take 20-30 minutes at your next board meeting to introduce the event
  - What is it? When is it? Who is hosting it? Why does your organization benefit from participating? What community is being served?
- Determine your needs, and how your board can help:
  - Soliciting sponsors and community engagement
  - Spreading the word about The Great Give<sup>®</sup>
  - Planning and marketing any specific events that will help promote The Great Give<sup>®</sup>
  - Stewarding The Great Give<sup>®</sup> Donors
- Set clear expectations and leverage their strengths

# Why are Board Members Great P2P Fundraisers?

- They are already engaged with your organization
- They know your mission very well and can speak to it confidently
- They have great stories to tell
- Large peer networks and influence in the community
- Competition and incentives

# Getting Your Board On Board

## During The Great Give®

- Encourage your board members to share socially
- Send your board emails with specific calls to action
- Update them on any prizes or matches on the horizon
- Share your progress throughout the event
- Motivate board members to join you for an in person event

# Getting Your Board On Board

## After The Great Give®

- Thank your board members for their help and hard work
- Share insights to your campaign success
- Host a debrief to break down what you've learned
- Ask your board to personally thank your donors
- Celebrate your team and a job well done

# Donor Stewardship Guide





# What is 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?
- How do they woo you?

# What is Donor Stewardship

- A specific type of donor relations
- Begins once the very first gift is given
- Allows organizations to cultivate long-lasting relationships with donors

# Why is Donor Stewardship Important

- Cultivating relationships with donors creates happiness and loyalty, which will increase the likelihood of seeing repeat donors
- Recurring support does not just come in the form of donations
  - Volunteer opportunities
  - Committee members
  - Board members
  - Testimonials and social media outreach

# 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

# Defining you organization's strategy

- Revisit or define your goals
  - How can stewardship help with your strategies and planning?
- Set a budget
  - What funds can you allocate to personal snail mail stewardship materials?
- Define your communication plan
  - How often can you reach out?
- Not all donors are treated equally
  - Create separate plans for large, medium, and smaller-scale donors

# Successful Stewardship Strategies

- Don't ignore small or first-time donors!
  - Ask what inspired them to make their gift
  - Discover their connection to your cause and use this information to steward them again and again
  - Create personalized opportunities for them to maintain involvement with your organization
  - Email is an easy, fast, and effective way to steward donors who don't warrant major gift prospecting right away.

# Successful Stewardship Strategies

- Provide an opportunity for donors to be involved in something that sparks passion
  - Invite them to be a part of your mission with specific calls to action
  - Use your Newsletter to offer opportunities to get involved
  - Learn what interests individual donors and work on developing a targeted stewardship plan specific to their values

# Successful Stewardship Strategies

- Offer regular opportunities for donor delight!
  - Not every communication should be an ask. Instead, take time to thank them and offer them information about your organization unconnected to your fundraising needs.
  - Make your relationship special by sending birthday and holiday cards
  - Build donor delight into your social media strategies by featuring supporter spotlights



# Successful Stewardship Strategies

- Examples of delight
  - Supporter picnic
  - Handwritten thank you cards
  - Invite donors to serve on committees
  - Publicly acknowledge your donors on social media or in your newsletter
  - Send donors updates on specific projects their donations helped to fund
  - Brunches or Luncheons for donors
  - Round tables for donors to present ideas to your board or other decision-making committees

# Roles and Responsibilities

- Designate someone to be responsible for carrying out the overall stewardship strategy for your organization
- Engage you Board!
  - Put board members in charge of leveraging their connections to acquire new donors
  - Assign them the task of thanking and stewarding donors
  - Leverage the strengths your board has in the community that make them an asset to your organization

# Utilize Donor Data

- Organize your donor database
- Determine how best to measure your results
  - Think about metrics in relation to your goals
  - Surveys, website usage statistics, donor tracking
- Schedule periodic retrospectives
  - Adjust and adapt these debrief strategies to fit your initiatives and goals

# Acknowledge your Donors

- Send timely thank yous, regardless of the size of the gift
  - Provide receipts that contain all information needed for tax purposes (but not for TGG)
  - Add a personal touch to your receipt
- Make donors feel important
- Have those who directly benefited from the gift also thank the donor
- Be consistent!

# Manage Expectations

- Reassure donors that their gift is being invested in ways that are in line to your mission and their expectations
- Demonstrate concretely how their funds will be used
- Communicate your goals and objectives with your donors and how their contribution will help you meet these goals

# Re-Cultivation

- Take time between this gift and your next ask
- In between asks, get donors involved in your mission and objectives
- Ask donors for feedback about your organization and input on your strategy and objectives
- Leverage your donor database

# Utilizing GiveGab for Donor Stewardship

- Instantaneous Thank you for Donor Delight
- Peer-to-Peer Toolkit allows Fundraising Champions to participate in Stewardship with ease
- We now automatically collect addresses and phone numbers, so you can add personal thank yous over the mail after The Great Give®

# Brainstorming Session

- How are you building a relationship with your donors?
- How are you wooing donors?
- What ideas from our earlier exercise and this workshop can you use with your nonprofit?
- Are you doing any of these things already?
- How can you leverage these strategies for The Great Give®?





**Thank you for attending!!**  
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