Building Donor Loyalty
Tweeting?

@pursuant
@afp_sa
The donor experience
4 out of 5 first time donors won’t make a second gift.
75% of first time donors say:

“My first gift wasn’t as generous as it could have been.”
Cost to reach a new donor

10X communicating with an existing donor.

Source: Adrian Sargeant, Building Donor Loyalty
We often don’t examine donor attrition

<table>
<thead>
<tr>
<th>Scenario</th>
<th>Description</th>
<th>FY07</th>
<th>FY08</th>
<th>Variance</th>
<th>Percent Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Income from all donors giving $1000+ cume</td>
<td>$2,560,000</td>
<td>$3,100,000</td>
<td>$540,000</td>
<td>21.09%</td>
</tr>
<tr>
<td>2</td>
<td>Income from the donors who gave $1000+ cume in FY07</td>
<td>$2,560,000</td>
<td>$1,305,600</td>
<td>$(1,254,400)</td>
<td>-49.00%</td>
</tr>
<tr>
<td></td>
<td>Income from donors giving $1000+ cume for the first time in FY08</td>
<td>$</td>
<td>$1,794,400</td>
<td>1,794,400</td>
<td>100%</td>
</tr>
<tr>
<td></td>
<td></td>
<td>$2,560,000</td>
<td>$3,100,000</td>
<td>$540,000</td>
<td>21.09%</td>
</tr>
</tbody>
</table>

Loss hidden by gain
Why will most of us not make a second gift?
I became aware of you.

I'm interested, tell me more.

Involvement.

Investment.

I'm interested, tell me more.

I became aware of you.
What donors want

- To make a difference
- Appreciation
- Feel in the know (inclusion)
- Access to leadership
- Confirmation gift “set to work” as intended

Sources: Penelope Burke, Author Donor Centered Fundraising, Kivi Leroux Miller, Author Nonprofit Marketing
What donors get

Give Give Give Give Give About us Give Give Give
About us Give Give Give Give Give
Give About us Give Give Give About us Give Give Give
Give Give Give About us Give Give Give Give Give

More about us Give Give Give About Us Give Give
About us Give Give Give About us Give Give Give Give Give

About us Give Give Give Give

Us again Give Give Give Ok

Thanks

Give More us Give Give Give Give Us Us Us Us Us Us Us
Give Give Us Us Us Us Us – Man, we are great – Give
I AM NOT YOUR ATM!!
“It isn’t what you’re selling. It’s what I'm buying.”
We don’t convince donors. We help them realize they already care.”

Marc Koeing, Nonprofit Hub
The commercial world spends billions to earn your loyalty.
“You” is a emotional trigger

• You made my day.
• I have a great story to share with you.
• Look what you’ve made possible!
• I am so thankful for people like you.
• You’ve given hope to...

Source: Tom Ahern, www.aherncomm.com
Kivi Leroux Miller, www.nonprofitmarketingguide.com
• You made my day.
• I have a great story to share with you.
• Look what you’ve made possible!
• I am so thankful for people like you.
• You’ve given hope to...

Source: Tom Ahern, [www.aherncomm.com](http://www.aherncomm.com)
Kivi Leroux Miller, [www.nonprofitmarketingguide.com](http://www.nonprofitmarketingguide.com)
YOU DID IT!

Today, we reached our $1.7 million goal for water projects in Rwanda. We couldn’t have done it without you.
Are you claiming the credit?

Corporate
Claims credit
Says “We”

Donor Centered
Gives away credit
Uses “You”

Source: Tom Ahern, www.aherncomm.com
Ten fold increase from one edition of the newsletter to the next, simply by switching from corporate storytelling to donor-centered storytelling.

Thank you, Tom Ahern, for the example.

“Spine care” raised $5,000. “Zawadi” raised $50,000.

Source: Kivi Leroux Miller, www.nonprofitmarketingguide.com
NICU ‘graduates’ reconnect with Driscoll staff

Read More

Read the Driscoll Children’s Hospital 2015 Annual Report

Driscoll Children’s Hospital

COASTAL BEND HEALTH FINDER

Click here to see Driscoll Children’s Hospital’s Health Needs Assessment

DRISCOLL NEWS

Patients like Saleen Salinas, 2, will be honored at a celebration commemorating CHD Awareness Week

Driscoll to celebrate with and recognize cardiology patients with congenital heart defects

Other News

Driscoll patients to be treated to Child Life Month celebration

12th annual Radiothon will broadcast live from Driscoll Children’s Hospital

Valdez brings neurology expertise to Driscoll

Páez receives certification in pediatric endocrinology
Your generosity helps us care for patients—and support their families.

SEE YOUR DOLLARS AT WORK »
Baseline plan to make every donor feel heroic
How donors define oversolicitation:

“Being asked to give again before learning my first gift had an impact.”

-Penelope Burke, author
## Stewardship Step

<table>
<thead>
<tr>
<th>Stewardship Step</th>
<th>Timeline</th>
<th>$1-$499</th>
<th>$500-$999</th>
<th>$1,000-$2,499</th>
<th>$2,500+</th>
<th>Action</th>
<th>Owner</th>
</tr>
</thead>
<tbody>
<tr>
<td>Google alert, Twitter follow, add on LinkedIn</td>
<td>Immediate</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>Set up</td>
<td>MGO</td>
</tr>
<tr>
<td>Personal thank you call from board chair</td>
<td>1 week</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>Give gift amount, background, script</td>
<td>Board Chair</td>
</tr>
<tr>
<td>Thank you note from Any Town Board Chair</td>
<td>2 weeks</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>Send board chair info, card</td>
<td>Board Chair</td>
</tr>
<tr>
<td>Personal thank you call from CEO</td>
<td>48 hours</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>Provide phone number</td>
<td>CEO</td>
</tr>
<tr>
<td>Thank you call from Development Director</td>
<td>24 hours</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>Call</td>
<td>MGO</td>
</tr>
<tr>
<td>Handwritten Thank You Note with photo of pet</td>
<td>48 hours</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>Provide card</td>
<td>MGO</td>
</tr>
<tr>
<td>Thank you letter signed by ED w/tax info on (letterhead)</td>
<td>within 24 hours</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>Print letter for ED to sign</td>
<td>MGO</td>
</tr>
<tr>
<td>Internal memo from ED w/insider view</td>
<td>Quarterly</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>Write, send</td>
<td>CEO</td>
</tr>
<tr>
<td>Card or call on anniversary of first gift</td>
<td>Annual</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>Write card</td>
<td>MGO/CEO</td>
</tr>
<tr>
<td>Thanksgiving thank you call</td>
<td>Annual</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>Pull list, call</td>
<td>MGO/CEO</td>
</tr>
<tr>
<td>Invitation to tour shelter, mobile spay/neuter clinic, etc.</td>
<td>Annual</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>Send invite</td>
<td>MGO</td>
</tr>
<tr>
<td>Personal note on annual report</td>
<td>Annual</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>Write</td>
<td>MGO/CEO</td>
</tr>
<tr>
<td>Video clip of emotional story</td>
<td>Semiannual</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>Produce, email</td>
<td>MGO</td>
</tr>
<tr>
<td>Invite to &quot;Bark and Purr&quot; cultivation event</td>
<td>Annual</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>Produce, email</td>
<td>MGO</td>
</tr>
<tr>
<td>Personal thank you story from a volunteer @ shelter, vet, adopter.</td>
<td>Semiannual</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>Identify, give stationary, mail</td>
<td>MGO</td>
</tr>
<tr>
<td>Holiday Cards</td>
<td>send in November</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>Put together mailing list</td>
<td>MGO</td>
</tr>
<tr>
<td>Donor listing in &quot;The Scoop&quot; Annual Report</td>
<td>Annual</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>Run report</td>
<td>MGO</td>
</tr>
<tr>
<td>Invite to &quot;Wine and Whiskers&quot; donor appreciation event</td>
<td>Annual</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>Plan, organize</td>
<td>MGO</td>
</tr>
</tbody>
</table>
Board thank you calls (+25%)
Actual visit (+15%)
Designated gift by interest code (+12%)
Staff thank you calls (+10%)
Meaningful info on gifts at work (+10%)
Donor cultivation events (+10%)
Invitation to program onsite (+5%)
Online gift (+5%)

Actions that boost donor retention
Practice Random Acts of Thankfulness
Monthly Board Meeting
Thanksgiving, Valentines Day, Special Holiday
Celebration of a victory they helped make possible
Anniversary of 1st gift
Customer goes here
He even got to drive on the beach! After a day of helping, Joshie decided that it was time to go home, so we thanked him for a job well done and he jumped in a box and returned home to you!
“All you need is one person to show you the epiphany of your own power and you’re off.”

- Aimee Mullins, athlete