Stewardship in 2021: Preventing Donor Fatigue

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Moderated by:

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FUNDRAISE

YOU’VE GOT A CAUSE. LEARN HOW TO FUND IT.
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TODAY’S PRESENTER:

Traci Allyn Shur, CFRE
Director of Philanthropy
Multiple Sclerosis Foundation
&
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STEWARDSHIP

Follow-up That Fosters Loyalty
Follow Up with Results
Objectives

- Learn how to recognize donor fatigue and explore ways to overcome it
- Learn the three keys to donor retention
- Learn tactics for retaining donors and winning back lapsed donors
3 Keys to Donor Retention

1. Think like a Donor
2. Say “Thank you“ like you mean it
3. Treat everyone like a Major Donor
Four P’s of Follow-Up

Prompt
Personalized
Passionate
Positive
Prompt

Send the message as soon as you receive the gift, preferably within 48 hours.
Personalized

Ensure that you are writing **directly to donors** (including their first name)

Reference their **specific gift** (including the amount).
Think of a major or recurring Donor.

What could you include in a communication to that Donor that would personalize the message?

Tell Us in the Chat!
Passionate

Warmly convey gratitude

Explain how the funds will be used to stoke the passion that prompted the contribution.

It’s also useful to tell “feel good” stories or provide specific examples.
Positive

Make your donors smile, feel glad they gave, and feel proud of the organization.

Let them know they are now entering into a long-term relationship with a community of supporters who share similar passions.
An Exceptional Thank You Letter

- Feels like it was written for you
- Does not ask for another gift
- Does not ask you to do anything else
- Tells you how your gift is being used
- Is signed by a prominent person in the nonprofit
- Is sent promptly
Maximize Current Donors

Gaining a new donor costs 5 times more than keeping an existing one.

- Referrals
- Retention
- Reputation
- Revenue
Winning Back Lapsed Donors

You can only affect what is under your control.

• Concentrate your efforts; target target target
• Remind them of their why
• “We Miss You” for the unemotionally subscribed
How do you engage different types of donors?

Long-term, Lapsed Donor
First-Time Donor
Event Sponsor
Crowdfunding Donor

Tell Us in the Chat!
Tech & Data

You can’t REMEMBER everything!

• Where are you storing Donor data?

• What Donor data are you capturing?

• How and when are you reviewing Donor data?
Summary

• The goal is to build a long-term relationship, not receive a one-time donation.

• Reduce attrition with the three keys.

• Say "thank you" like you mean it.

• Fostering donor loyalty is an ongoing activity.

• Make a plan and follow it.
QUESTIONS?

Send them through Q&A!
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Upcoming Webinar:
FEBRUARY 17, 2021
11:00am-12:30pm PST | 2:00pm-3:30pm EST

Inside the Mind of a Donor: Cause Chat with Philanthropist Laura Galinson
Power of Engagement

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