

fundraising academy

CAUSE SELLING EDUCATION



Thursday, January 28, 2021

Stewardship in 2021: Preventing Donor Fatigue

Moderated by:



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Fundraising Academy

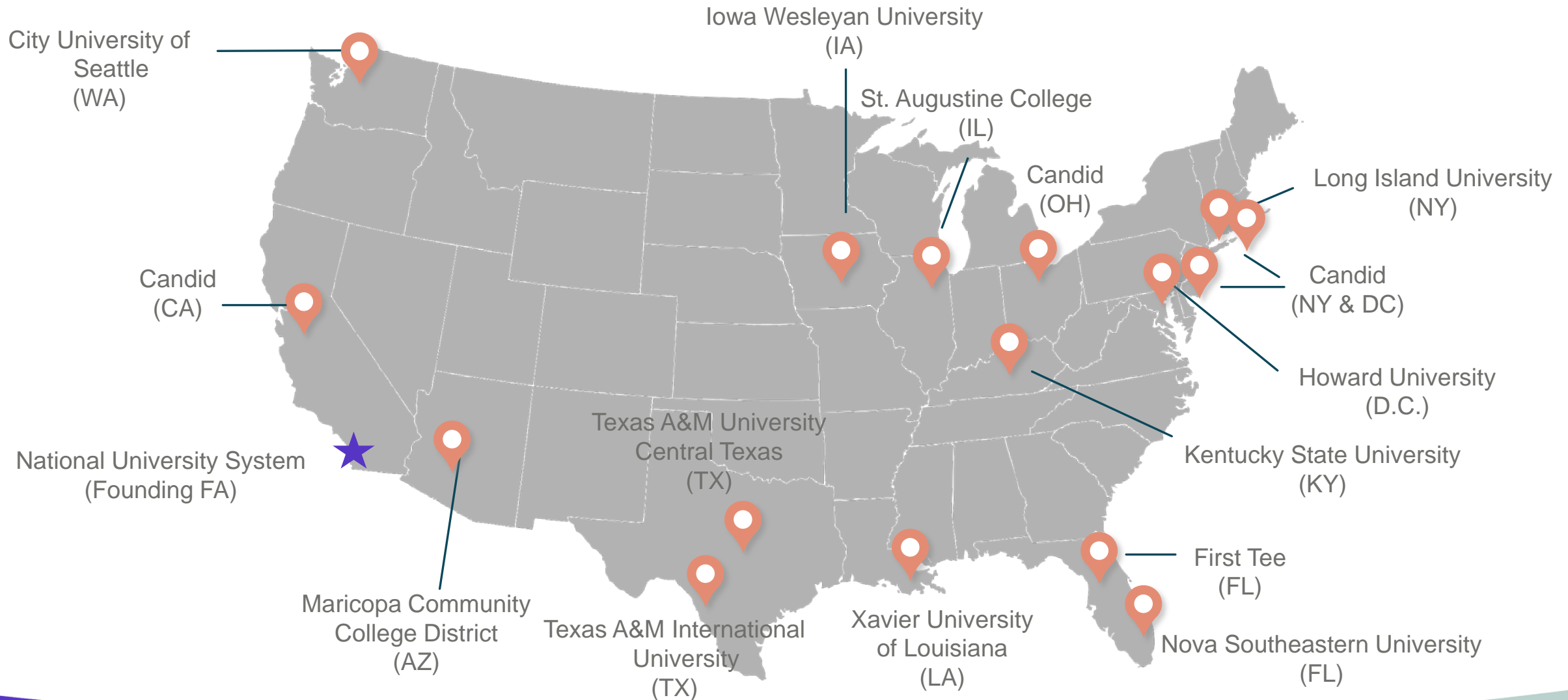


FUNDRAISE

YOU'VE GOT A CAUSE.
LEARN HOW TO FUND IT.



Our Affiliate Partners





TODAY'S PRESENTER:

Tony Beall

Sr. Director, Office of Program
Administration



TODAY'S PRESENTER:

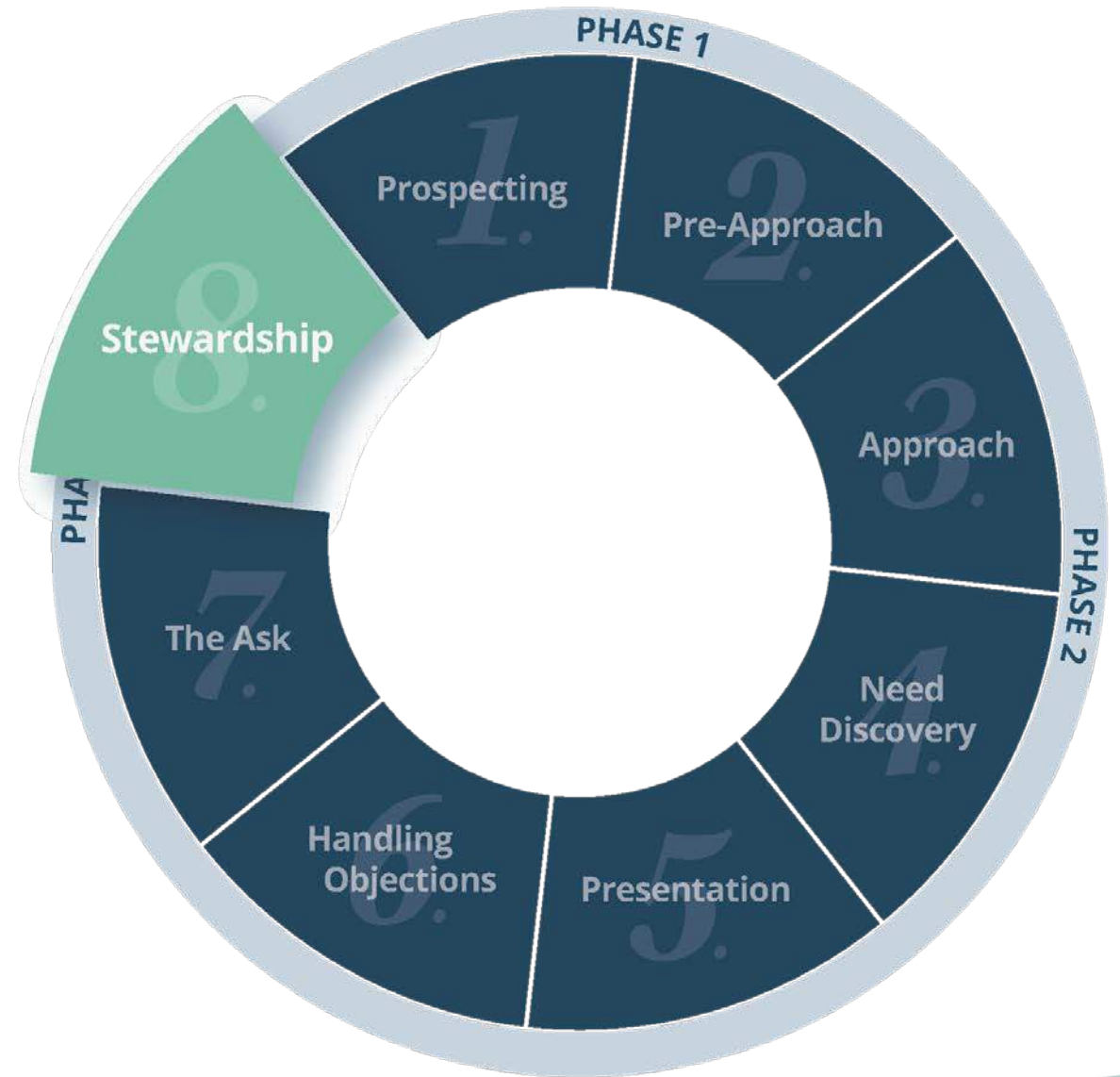
Traci Allyn Shur, CFRE

Director of Philanthropy
Multiple Sclerosis Foundation
&
Fundraising Consultant

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

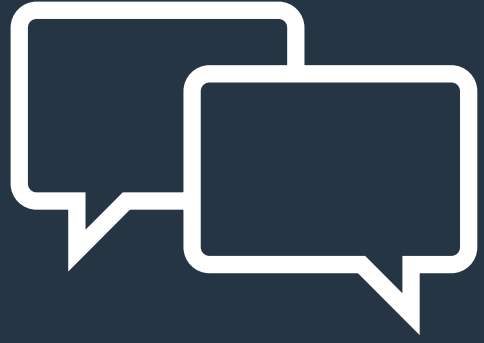
Prompt

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).



COMMUNITY SHARE

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

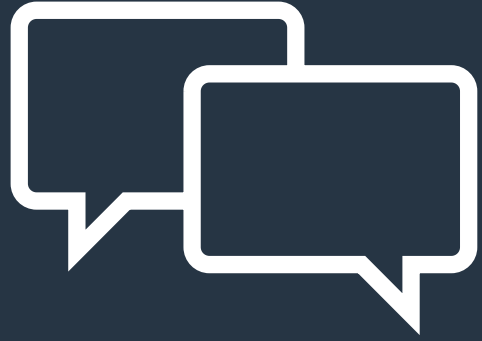
Gaining a new donor costs **5 times** more than keeping an existing one.

- **Referrals**
- **Reputation**
- **Retention**
- **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



COMMUNITY SHARE

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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