NONPROFIT911: How to Grow Your Donor Base Through Donor Relations & Cultivating Prospects

Network for Good
Fundraising Software for Growing Nonprofits

#NONPROFIT911

THIS WEBINAR WILL BEGIN AT 1PM ET
WELCOME

-Q&A on the left side of screen

-Everyone is muted

-You will get a copy of the slides and recording

-Live tweet with us: #nonprofit911

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Need to increase your donor base?

You’re in the right place!
Today’s take aways

- Understand the role relationship-building plays in a non-profit’s fundraising success.
- Practice strategies for productive interactions with donors and potential donors.
- Develop strategies to generate actions from your donor base.
- Identify methods for ongoing communications with your donors to build lasting relationships.
- Identify and cultivate ideal prospects in ways that will grow your donor base.
IT'S ALL ABOUT RELATIONSHIPS
In 2016
Donor Retention Average was 45%  
*Fundraising Effectiveness Project
19% of First Time Donors Are Retained. 63% of Repeat Donors Are Retained.
Organizations less than 5 years old retain only 40% of donors.
It is 6-7 times more expensive to acquire new donors than retain current donors.
For every $100 received in new dollars, $92 is lost from lapsed donors
Donor Relations vs Funder Relations
Do you have a donor relation plan?

Do you have a fundraising plan?
One-Size-Fits-All?

- First Time Donors
- Loyal Donors
- Major Donor
- Planned Givers
- One-Time-Wonders
- Lapsed Donors
What Do Donors Want?
How To Win Them Over?
What most nonprofits think donors want

- Gifts
- Chotskies
- Plaques
- Awards
- Dinners
- Events
What donors actually want

- Access
- To Be Informed
- Connections
- Experiences
People are not interested in funding your existence.
They are interested in funding your impact.

Beth Brodovsky | iris creative
What type of donors do you have?

HAPPY DONORS

NOT SO HAPPY DONORS
Increase Your Donor Base in Twenty Days

Growing for Good with Funding for Good

fundingforgood.org/20days
How to grow your donor base
5 Ways To Grow Your Donor Base

- Create a plan
- Prospect clearing with staff and board
- Ideal donor profile
- 7 touches
- Tell Donors How Their Dollars Were Used
Questions to Consider When Creating Your Plan

- How many donor do I need and at what level?
- Have I analyzed my funding streams and do I know which ones are working well for me?
- Do I have a needs list that I can match to my donor’s passion?
- Can I share our impact?
- Am I reviewing the goals regularly and adjusting as necessary?
- Do I have a realistic timeline (ex: *Giving Tuesday)?
- Am I involving the right support (board, staff, volunteers, professionals, clients, etc.)?
- Do I have an ideal donor profile so I know who I’m looking for?
Ideal Donor Profile

- Geographic Location of Most Donors
- Areas of Interest, habits, interests,
- Type of Support (online, in-person, major, minor)
- Amount
Donor Touches

Anniversary Cards
Birthday Cards
Coffee/Lunch
Discounts/Passes
Generosity Reports
Holiday Cards
Impact Reports
Invitations to Meet
Invitations to Events

Newsletters
Newspaper Articles
New Insights/Opinions
Solicitations
Success Stories
Thank You Notes
Tours
Updates on Gifts
Videos
Increase Your Donor Base in Twenty Days
Growing for Good with Funding for Good

fundingforgood.org/20days
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Successful Fundraising: It’s all about those relationships
Funding For Good

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Sign up for the Grant Webinar 09.12.17