

# The Future of Fundraising – Understanding today's donor

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Chief Encouragement Officer



GET FULLY FUNDED

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## Truth:

The better you understand today's donor, the more you'll know what they want, and the easier it will be to make them happy.

Happy donors = repeat donors

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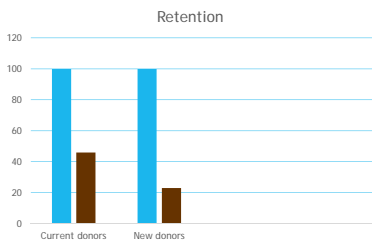
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## Bad news:

Retention



| Donor Type     | Retention Rate |
|----------------|----------------|
| Current donors | 46%            |
| New donors     | 23%            |

46% of current donors give again.  
Only 23% of new donors give again.

Source: Fundraising Effectiveness Project

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### What can we do about it?



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### Who is today's donor?



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**ASK**  
She gives a gift and feels great

**THANK**  
She knows gift was received and appreciated

**REPORT**  
Sees how her gift made a difference

**REPEAT**  
She feels great, trusts your organization, and is more likely to give again

But she doesn't know what's going to happen

But she still doesn't know if her gift made a difference

Source: www.SharonDoolittle.com

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**What Donors want:**

- ▶ To make a difference
- ▶ To be able to trust you
- ▶ To feel good about giving



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**4 ways to keep donors happy**

- ▶ Fight message fatigue
- ▶ Involve those who want it
- ▶ Engage your Board
- ▶ Spark their interest (no matter their age)



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**1. Fight message fatigue**



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### The problem

Deadline Mortgage Business Crisis TAX Wrong Fields Poor Leadership HARRASSMENT Bills Debt Work Overload Bullying Conflict

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### It's not

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### It's Also not

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### What's the inside joke?



PETA  
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### Insider language



Isn't Miss Cooper's mane fabulous?  
He is available for adoption.



#### Twinkie's Weightloss

Twinkie is now 3 months into his diet and exercise program. Like many of us who have tried to be more healthy, it has been a rough start. Twinkie's original weight in January was 236 lbs. On his February 24th weigh in he had gained a pound. So we decided to start taking belly measurements as a second way to track weight loss. Twinkie could have easily

PETA  
FUNDÉD

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### The best messaging is

- ▶ Simple
- ▶ Easy to understand
- ▶ Jargon free
- ▶ Not "insider language"

PETA  
FUNDÉD

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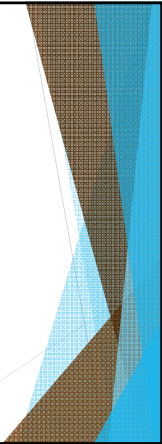
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**What's this really say?**

Members of an avian species of identical plumage congregate.



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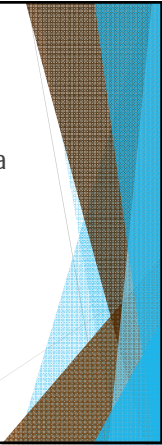
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**What's this really say?**

It is impossible to indoctrinate a superannuated canine in innovative maneuvers.



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**What's this really say?**

Freedom from encrustations of grime is contiguous to possessing divine attributes.



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### Learn to speak donorese

- ▶ Use the word "You"
- ▶ Make the donor the hero
- ▶ Keep it relevant and interesting
- ▶ Talk about outcomes & impact not programs & process



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### The right message

It's not about your annual fund or you need to pay the bills.



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### Existence vs impact

|           |                  |
|-----------|------------------|
| Existence | Impact           |
| ▶ Process | ▶ Transformation |
| ▶ Details | ▶ Outcomes       |
| ▶ "How"   | ▶ "Why"          |



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### What doesn't work:

- ▶ "It's our 20<sup>th</sup> anniversary"
- ▶ "We're the oldest animal shelter in the state"
- ▶ "We're fully credentialed"
- ▶ "Our staff is very experienced"
- ▶ "We have 10 programs covering 20 counties"




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### What does work:

- ▶ "You helped us save a life"
- ▶ "Your support helped us eliminate the waiting list"
- ▶ "Because of you, 100 animals were adopted this weekend."




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**WHAT DOES IT TAKE TO RUN SUNRISE HORSE RESCUE...**  
 Caring for horses takes a lot of hard work and dedication. Our supporters fully ensure horses get the care they need.

**EVERY MONTH:**  
 4500 POUNDS OF HAY, 112 BALES OF HAY, 1650 POUNDS OF PELLETS, 40 VOLUNTEERS

**EVERY YEAR:**  
 112 VETERINARIAN HOURS VOLUNTEERED BY NAPA VALLEY EQUINE, \$20,000 IN MEDICAL EXPENSES, 9 VOLUNTEER BOARD MEMBERS, 5475 ACRES OF LAND, 49 LOCAL BUSINESS DONORS, 10 ACRES OF LAND

**SINCE FOUNDING IN 2007...**  
 50+ HORSES RESCUED




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### Infographics:

- ▶ Our brains are wired for visual images - makes them interesting
- ▶ We're all suffering from info overload - infographics makes it easier to digest
- ▶ Easier to understand quickly
- ▶ Pretty and pretty useful
- ▶ Very shareable!



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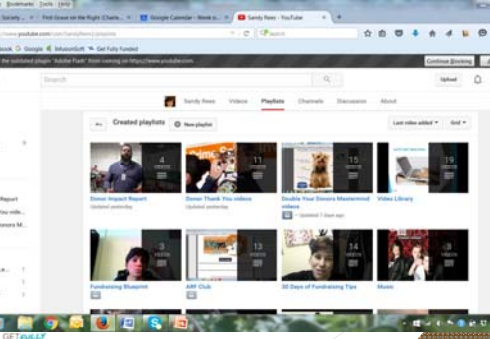
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### Use video when possible



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### Great example!



<https://www.youtube.com/watch?v=aWyorCzjCE>



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## 2. Involve them



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## What is involvement?



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## Volunteer opps:

- ▶ Done-in-a-day
- ▶ Work from home
- ▶ Group activities
- ▶ Events
- ▶ Committees
- ▶ Special Projects
- ▶ What else?

PETWORK  
FUNDED

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### What about

- ▶ Dog walking
- ▶ Fostering
- ▶ Contests
- ▶ Social media sharing
- ▶ Petitions/Advocacy
- ▶ What else?



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### Be ready

- ▶ Match involvement with interests
- ▶ Track info in your software
- ▶ Follow up and thank them



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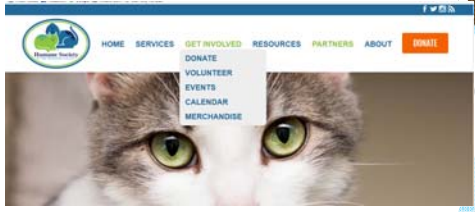
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### For example



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### 3. Engage Your Board



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### Why are they afraid of Fundraising?



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### resistance comes from

- ▶ Past experiences of rejection
- ▶ Deep need to stay in their comfort zone
- ▶ Desire to avoid being embarrassed

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**Think about it...**

- ▶ No training or understanding
- ▶ Been burned before

No wonder they don't want to help!



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**Overcoming this takes**



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**Top 3**



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**MISTAKE #1 - Assuming**

They don't know as much as you do about being fundraising.



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**MISTAKE #2 - Speeding**

Don't try to go from 0 to 60 in one minute. Take small steps.



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**MISTAKE #3 - Herding**

Treat them as individuals



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### How HOT are they?

0 1 2 3 4 5 6 7 8 9 10

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### How HOT are they?

0 1 2 3 4 5 6 7 8 9 10

Like your Facebook page  
Attend an event  
Bring people for a facility tour  
Make a personal planned gift  
Send Ask letters to their friends  
Host/Fill a table at your event  
Make a major gift ask

GET REAL FUNDING

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### Tips for engagement:

- ▶ Drip education
- ▶ Inspire them regularly
- ▶ Celebrate the wins!
- ▶ Hold them accountable

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GET REAL FUNDING

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### Keys to commitment

- ▶ Ask where they want to plug in
- ▶ Give them the tools they need
- ▶ Support them to be successful

*Rinse and repeat!*



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### 4. Spark their interest



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### Generational giving



Source: <https://www.classy.org/blog/infographic-generational-giving/>



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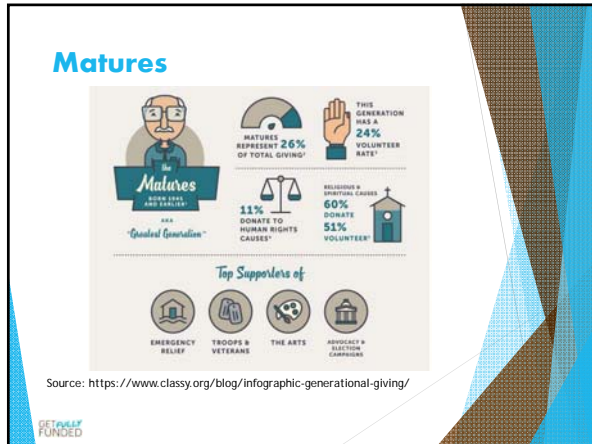
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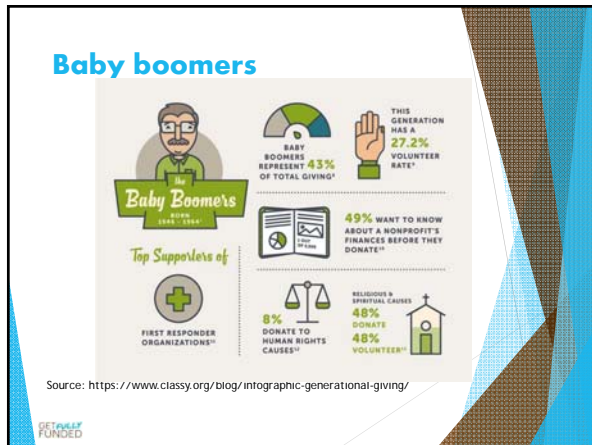
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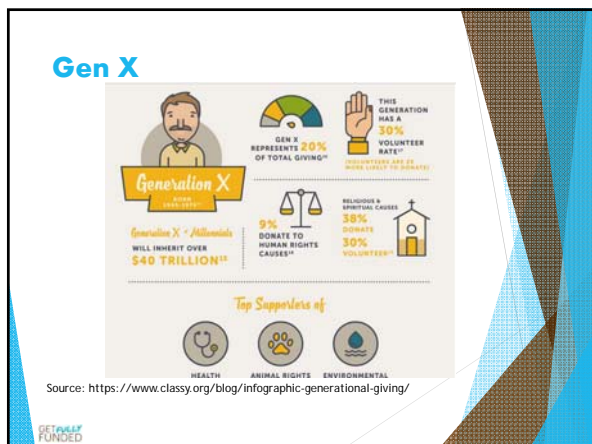
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### Millennials

Source: <https://www.classy.org/blog/infographic-generational-giving/>

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### Gen Z

Source: <https://www.classy.org/blog/infographic-generational-giving/>

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### So...

- ▶ Know your donors
- ▶ Offer generational involvement
- ▶ Appeal to a variety of interests and styles

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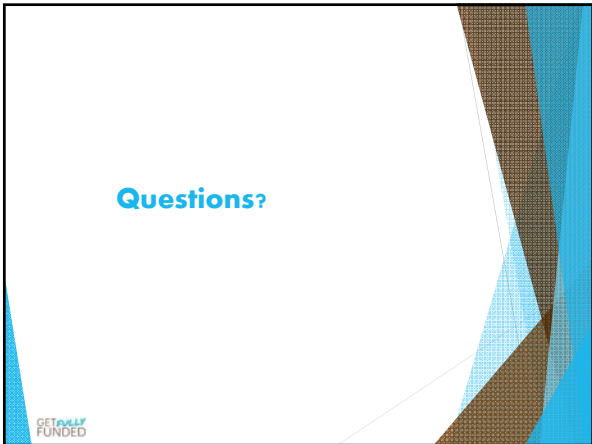
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**Stay in touch!**

- ▶ [sandy@GetFullyFunded.com](mailto:sandy@GetFullyFunded.com)
- ▶ 865-657-9915
- ▶ @SandyRees
- ▶ Facebook.com/GetFullyFunded



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