

The New Art & Science of Donor Retention

Presenters



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During this DMAW Lunch & Learn Session, we will explore how best to win at the ever-evolving practice of donor retention: Where it should start, what should you emphasize, what should you strive to capture, what are best practices to employ, how to leverage all of your channels effectively and what could be the end result if the playbook is executed correctly. Case examples and practical, tactical ideas will be shared to support this innovative approach.

Presentation Outline

- **The Donor Retention Evolutionary Pathway**
- **Important Benchmarks**
- **The New Art & Science of Retention**
 - **It All Starts with Acquisition**
 - **Flipping the Paradigm**
 - **Creating the Donor Journey**
 - **Key Elements**
 - **Setting up Your “Next Gift” Strategy**
- **Your End Goal**

Break-Out Sessions

Presentation Detail

- **The Donor Retention Evolutionary Pathway**
 - ✓ Traditional Retention Practices — One message, one channel, one time
 - ✓ Today's Retention Practices — Un-coordinated messaging & fairly disconnected channel deployment — somewhat complicated & messy

- **Important Benchmarks:**
 - ✓ Average donor retention for first-time gifts is just 23%
 - ✓ If a second gift is made, average retention goes up to 60%

- **The New Art & Science of Retention**
 - **It All Starts with Acquisition**
 - ✓ What do you want to accomplish?
 - ✓ How do your acquisition efforts align with your mission goals?
 - ✓ How will your mission assets & future communications provide for a rich, ongoing donor experience?

 - **Theory** —> Flip the Paradigm: What Can You do to Make Your Donor's Life Better Through Their Association with Your Organization, Rather Than What Can My Donor Do for Me?

 - **Creating the Donor Journey** —> Begin to Practice "True Behavior" Stewardship
 - ✓ Set Your Organization Up for Future 1:1 Donor Communications
 - ✓ Get to Know Your Supporters — Gather Donor-First Data Points
 - Understand their connection with you
 - Understand their expectations
 - Understand their preferences
 - ✓ Enrich your donor file with demographic and psychographic variables, relationship mapping, and philanthropic behaviors to better understand who they are and what their potential is for your organization
 - ✓ Align with your tech stack, and be able to post captured individual data points back to the donor record

 - **Other Key Elements**
 - ✓ Segment by Campaign:
 - ✓ If a new supporter comes in through a specific campaign, acknowledge the role they made in contributing to its success
 - ✓ Segment by Supporter Type:
 - Prioritize explaining their gift's impact
 - Provide vivid examples of what their gift made possible
 - Create specific communication strategies for your key audience segments:

- New Donors//Donors over \$100//Multi-Year Donors//Crossover Donors// Gift Increase//High-Value Lapsed Recapture Donors
 - Have an “Ambassador” engage in a phone conversation & capture Donor-First data points at \$250+
 - Understand your donors’ opportunity for an upgrade
- ✓ Make Retention a Multi-Channel Practice
 - Capture their channel preference
 - Even if they are an email-preferred donor, consider sending a closed-face Thank You note via the mail @ certain levels
 - Donor-centered Thank You Landing Page — leverage your video library to show impact and thank them
 - Extend sending your Thank You to their preferred social feed (ask for their social address)
 - Consider thanking them via SMS (capture their phone #)
- ✓ Introduce Donors to Cross-Organizational Opportunities:
 - Participation in an event
 - Special “deep-dive”, mission-driven content only they would have access to
 - Volunteer opportunities
 - How to join your social media community
- **Set up Your “Next Gift” Strategy with Stellar Donor Service and Recognition**
 - Develop messaging for in-between the thank-you and the next solicitation — using data gleaned from the donor
 - Remember birthdays, anniversaries, and other important dates that align with your mission
 - Send an unsolicited thank you gift to key supporters
 - Prep for the next solicitation by aligning an upcoming campaign with cultivation materials
 - Donor portals can be beneficial to Sustainers — keeping the donor and the organization up to date on preferences and preferred mission information
- **Your End Goal — Elevating Your Retention Game**
 - Put your donor at the heart of their individual journey
 - Interact with individual donors to learn about their interests and ties to the organization based on their interactions with you
 - Captured information will help optimize their relationship with you
 - Create a seamless experience through every touchpoint
 - Make the donor feel like they made a good decision
 - Give them a reason to trust you