Romancing the Donor
7 tactics for an Online Gratitude Strategy
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Fundraising geek. Mom. Speaker. AFP member. All around awesome! Former RE & Luminate customer. I love working with organizations that are changing the world.

@DJVermenton
We need to stop measuring our success by whether or not we meet the needs of our annual budgets.
For every $100 in new, renewed or increased support

$96 was lost from lapsed and smaller gifts

For every 100 new or returning donors

105 were lost and gave nothing

AFP FEP Study
46% of donors stop giving for reasons that are connected to “a failure to communicate.”

Source: Donor-Center Fundraising
Key reasons they leave

- No longer able to afford support
- No memory of ever giving
- Did not feel connected to the organization
- Not asked to give again
- Other causes are more deserving
- Never heard how the donation was used
All reasons that can be linked to a failure to communicate
Your audience is multichannel
They want to hear from you online

More than half of donors received information from their favorite charity’s website and by email.
They want to hear from you online

When looking for information/updates, a website is a donors top choice
They want to hear from you online

Donors aged 50+ preferred visiting the website and receiving email to stay in touch with their favorite charity.
FOCUS
FOCUS ON WHAT MATTERS
In case you didn't know it...

You mean the world to me.
Retention is the new acquisition

Find
Convert
Keep

Check out Flip The Funnel by Joe Jaffee
A 10% change in retention can increase the life time value of a donor base up to 200% 

- Dr Adrian Sargeant
Have an online gratitude (with attitude) strategy

With every point of contact it is about building.
Run a Donor Welcome Series
Create Impact Messages
Think beyond the eNews
Get social with your audience
Have an interactive website
Use engagement surveys
Go viral with videos
DONOR WELCOME SERIES

Dear Supporter,

We realize you have many choices when it comes to giving to your favorite nonprofit. Thank you for supporting the Trinity Health Foundation. Your contribution is a source of health, hope, and healing for our programs.

Here is how you can become more involved:

- **Do you have a story to tell?** You may be able to help the hospital by inspiring others with your story. **Tell us about your inspiration.**
- **Get Involved:** Mark your calendar! Our special events are great ways to support the healthcare throughout our region. **View our upcoming events** or come down for a tour to see how your donation helps us save lives.
- **Continue your financial support** of our programs every month. Your financial contributions help to care for our patients and help fund our vital programs, like our Cancer Care Center. Donating has never been easier! **Become a monthly supporter, new and make an impact every day.**

Thank you, again, for your support. We look forward to hearing from you and getting to know you better.

Warmest regards,

Peter Smith
Foundation Director

P.S. As a member of our community, you’ll begin to receive periodic communications from Trinity Health Foundation. Rest assured that we respect your privacy and will never rent or sell your information.

407 3rd St SE, Minot, North Dakota 58701-17114 Tel: 701-857-6432
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Donate | Forward as a 'Forward' | Visit our website | Unsubscribe

Focus on new donors
Must be automated
Give examples of impact
Provide next steps
<table>
<thead>
<tr>
<th>SEND IMPACT MESSAGES</th>
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<tbody>
<tr>
<td>Make content bite sized</td>
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<tr>
<td>Give data a face &amp; story</td>
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<tr>
<td>Do it often – programs, events, finances</td>
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<td>Make it relatable for the audience</td>
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THANK YOU!

January provides a great opportunity to reflect on our accomplishments of the past year, while looking ahead to the opportunities of the new year. Thank you for your generous support of San Diego Zoo Global. Together, our Zoo and Wild Animal Park have been the world's best zoo and wildlife sanctuary. We have achieved important milestones in conservation around the globe and are hard at work making the world a better place. Please help us celebrate our victories of 2012 and support our work ahead.

IN 2012, SAN DIEGO ZOO GLOBAL WILDLIFE CONSERVANCY

- Actively worked with 170 species
- Led or participated in 25 reintroduction programs
- Earned five honors and awards related to conservation
- Trained 560 teachers in hands-on conservation education
- Worked in 38 different countries to conserve wildlife
- Fostered 291 conservation partnerships
- Worked with 272 conservation volunteers
- Raised over $2 million for conservation-related projects
- Helped to conserve 10 endangered species of plants

Help us save wildlife
Join the Wildlife Conservancy and together we can save endangered species from extinction.

Dear Friend,

Don't you just love the regal pose sea lion Scooggins made just before returning to his ocean home? After a successful rehabilitation at the Center, Scooggins headed back to the sea during our first release of 2014. And it's been a record-breaking year ever since.

Thanks to people like you, nearly 600 seals and sea lions made home for the holidays.

As I take a moment to reflect on all we have to be thankful for, the support of people like you is at the top of my list. Because of their kindness, animals like Scooggins got a second chance.

To celebrate our collective hard work, I'd like to share with you our downloadable wallpapers featuring beautiful images like this one, perfectly sized to fit your computer screen, mobile device or Facebook homepage.

I hope seeing these inspiring images every day will remind you about the important work of The Marine Mammal Center and encourage you to get involved.

Wishing you and your loved ones a joyous and meaningful holiday.

Warmly,

Dr. Jeff Buehlm
Executive Director
The Marine Mammal Center

P.S. As you may have guessed, some of our dedicated staff and volunteers are spending their Thanksgiving preparing meals and meals for our seal and sea lion patients. Their hard work is inspired by the knowledge that compassionate people like you are supporting them every step of the way. Thank you.
BEYOND THE ENEWS

Stand out among the crowd

Create reasons to communicate

Look for holidays, events, & seasons
BEYOND THE ENEWS

They're glamorous. They're sophisticated. They're dazzling. They're...

CelebriKitties!

This year the Oscar is all yours when you adopt one of our Academy Award-winning felines! Visit our Care Centers during our CelebriKitty special and take home one of our stars! On March 1, 2, and 3, the adoption fee for CelebriKitties of all ages is $20.

Can't wait until Saturday? Bring this coupon with you during our Special Sneak Preview on Friday, February 28 and adopt a CelebriKitty for $15!

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Dear Friend,

My sincere thanks for your generosity over the past ten days. The outpouring of support for the families impacted by Superstorm Sandy has been extraordinary. Whether you have given a financial gift, donated life-saving blood, or volunteered your time, I'm so grateful to so many compassionate people like you in the Red Cross community as we provide emergency relief and help millions of families recover and get back to their lives. On behalf of the families and individuals we've served and will continue to serve in the days and weeks ahead, thank you.

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We are making a difference together. To date, you have helped us provide more than 61,000 overnight shelter stays, serve 3.2 million meals and snacks to cold and hungry families and distribute more than 131,000 relief items such as warm blankets, cold weather gear, clean-up kits and hygiene kits. We have activated our entire fleet of 325 Emergency Response Vehicles to bring meals, water, information and emotional support to impacted communities and we have deployed nearly 5,900 trained Red Cross workers to support relief efforts.

Our work is far from over, but from the bottom of my heart, thank you. We'll continue to post updates for those affected by the storm and for our caring Red Cross community on our website.

You are at the heart of our mission to relieve suffering, whenever and whenever we're needed, and I am so grateful for your support.

Gail McGovern
President and CEO, American Red Cross

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An average of 91 cents of every dollar the Red Cross spends is invested in Humanitarian services and programs.
GET SOCIAL

Share photos and tag the donor
Ask clients, recipients, donors to post their stories
Use your FB or twitter covers to say TY
Celebrate donors on your blog
Use images & videos (get 3-4x more clicks)
Talk with the audience, SM is not a bull horn
GET INTERACTIVE ON YOUR WEBSITE

Shout it from the mountain top!

Optimize for mobile
Interactive ‘thank you’ page
Feature videos
Show big, mission based photos
Add social media
Add an eNewsletter archive
Update frequently
ASK FOR FEEDBACK

- Survey donors
- Ask for their story
- No more than 10 questions
- Once a year
USE VIDEOS TO MAKE A CONNECTION

Make it come to life with video & music (for free!)  http://animoto.com/
Live Online Q&A With CEO Mark Tercek

Written by Megan Sheehan
Published on September 18th, 2013

Have some burning questions for The Nature Conservancy’s CEO? Lucky you! Now’s your chance to ask them.

Join President and CEO Mark Tercek for a live Q&A on Wednesday, October 2 from 1 - 2 p.m. EDT. He’ll be joined by moderator Juliet Ellperin, White House correspondent for the Washington Post. Whether you want to know how Mark went from Wall Street to become our CEO or simply what was on his summer reading list—you can get your questions answered here.

The Conservancy works in every state and in over 30 countries, so there’s a good chance our work to protect nature and help people touch down close to you. You have a stake in the lands and waters you love, and Mark wants to hear from you. We hope you’ll take this opportunity to weigh in on the environmental challenges and opportunities ahead.

Head on over to livestream on October 2 to join the Q&A.
Using social media: Amnesty International

5 Creative Ways to Say TY to your Facebook fans
http://social.razoo.com/2012/09/five-creative-ways-to-thank-your-facebook-fans/

Get creative with Timeline Cover photos
http://www.hongkiat.com/blog/creative-facebook-timeline-covers/

42 Creative Pinterest Ideas for Nonprofits
http://www.frogloop.com/care2blog/2012/1/13/steal-these-42-creative-pinterest-ideas-for-nonprofits.html
Dear Friend,

When Red Cross Month began on March 1, a few weeks ago, we couldn’t have predicted what would happen.

The very next day, deadly tornadoes ripped through communities in the Midwest and South, leaving thousands of families reeling as they struggled to clean up the wreckage of their homes and rebuild their lives.

Almost immediately, Red Cross relief was mobilized to the scene. Donations flooded in from all over the country, as our responders, volunteers, and supporters pitched in time and donated blood. It added up to an incredible outpouring of support that truly embodies the collective spirit of Red Cross Month.

Our work together this month continues to prove what we’ve always known: for the Red Cross community, everyone in need is a neighbor, whether they’re down the street, across the country or around the world.

Whether you’ve recently donated, given blood, taken a class or received help after a disaster, we thank you, and we would love to hear from you – share your Red Cross story today.

Thank you so much for all you do.

Sincerely,

Gail McGovern
President and CEO, American Red Cross
Beyond the enews: CharityWater

At charity: water, we believe that bringing clean, drinking water to people in need can - and we believe it can change yours, too. So we've been dreaming up ways to connect you with the people who are helping. Now, we're taking it a step further with Dollars to Projects -- a new feature that tracks every dollar raised, showing you the projects you helped fund for people in need.

**YOU FUNDRAISE OR DONATE ON MYCHAITY: WATER.**
You learn 800 million people on the planet live without clean drinking water and you decide to do something about it. You give up your birthday gifts or sell lemonade to fundraise for water projects. Or, you donate to a friend's campaign.

1. **YOU FUNDRAISE OR DONATE ON MYCHAITY: WATER.**
2. **YOU FUNDRAISE OR DONATE ON MYCHAITY: WATER.**
3. **YOU FUNDRAISE OR DONATE ON MYCHAITY: WATER.**

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**WE LOVE OUR SUPPORTERS!**

We've funded 9,015 water projects.

Here are three things you supported this week:

**1. 100% MODEL**
Private donors fund our operating costs so 100% of your donations go straight to the field.

**WATCH THE VIDEO**
- The charity: water team

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**Supplies drop-off center in NYC.**
We know today is Election Day in the United States, but we're also continuing to think about the thousands of people who need help on our shores after the hurricane. This morning we assigned two key members of our staff to head up a drop-off center in downtown NYC that will be open for the next few days. If you live in New York, please stop by and drop off essential items to help families hardest-hit by the hurricane. We're collecting blankets, socks, waterproof shoes, gloves, brooms and cleaning supplies.

See full details about the drop-off location here »

Thanks for caring so much in the past week. We're grateful to have supporters like you.

-- the charity: water team

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**Hurricane Sandy update.**
Dear friends, thank you so much for all your tweets and emails -- so many of you checked in to see if we were ok after the hurricane. Our office and about half of our staff lost power the night that Sandy hit, but thankfully no one was hurt and we're finally all back up and running this week.

This past Saturday, many of our staff volunteered in downtown NYC, distributing food to people in the housing projects on 23rd street and the Lower East Side.

Check out our blog for photos and video »
FINAL THOUGHTS

- Change your culture: focus on donors
- Have a plan: monthly & annual
- Communicate & connect often
- Tell great stories, focus on the audience
- Integrate across channels
- Get feedback and monitor changes
We’ve got you covered with resources, guides and advice.
Keep the conversation going

For news, ideas, trainings and more, follow me

Join me: Feb 2-6 I will feature Luminate customers and their donor focused messages on twitter

@djvermenton

Best Practices, Trends, Thought Leaders
www.npengage.com

Download the “Show the Love” eBook
http://ow.ly/GTIYp
Need Email Campaign Help?

Let our Blackbaud Services team help you develop a stewardship campaign that can be automated or setup for scheduled communication that will help ensure you are fulfilling your donors’ expectations following their support. Our Services team will:

| • Work with you to analyze you’re the best approach to communicate with your donors |
| • Provide best-practice recommendations and campaign ideas |
| • Write and build your campaign emails |
| • When the campaign is complete we will analyze your results, review lessons learned and provide recommendations on future campaigns |

Please contact your CSM for more information about this Services offering.
Thank you for attending!

Links to the slides, webinar recording and resource page will be sent to everyone that registered for today’s webinar either late this afternoon or tomorrow morning.

Be sure to search “January webinar” in the Community to post any questions you may have about today’s topic.

Be sure to visit our Community Webinar page at customer.convio.com/webinars to watch past webinars or register for upcoming ones.