

# Romancing the Donor

## 7 tactics for an Online Gratitude Strategy

Danielle Johnson Vermenton  
January 22, 2015

**blackbaud**<sup>TM</sup>  
your passion > our purpose

# Danielle Johnson Vermenton

## Senior Interactive Consultant

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.



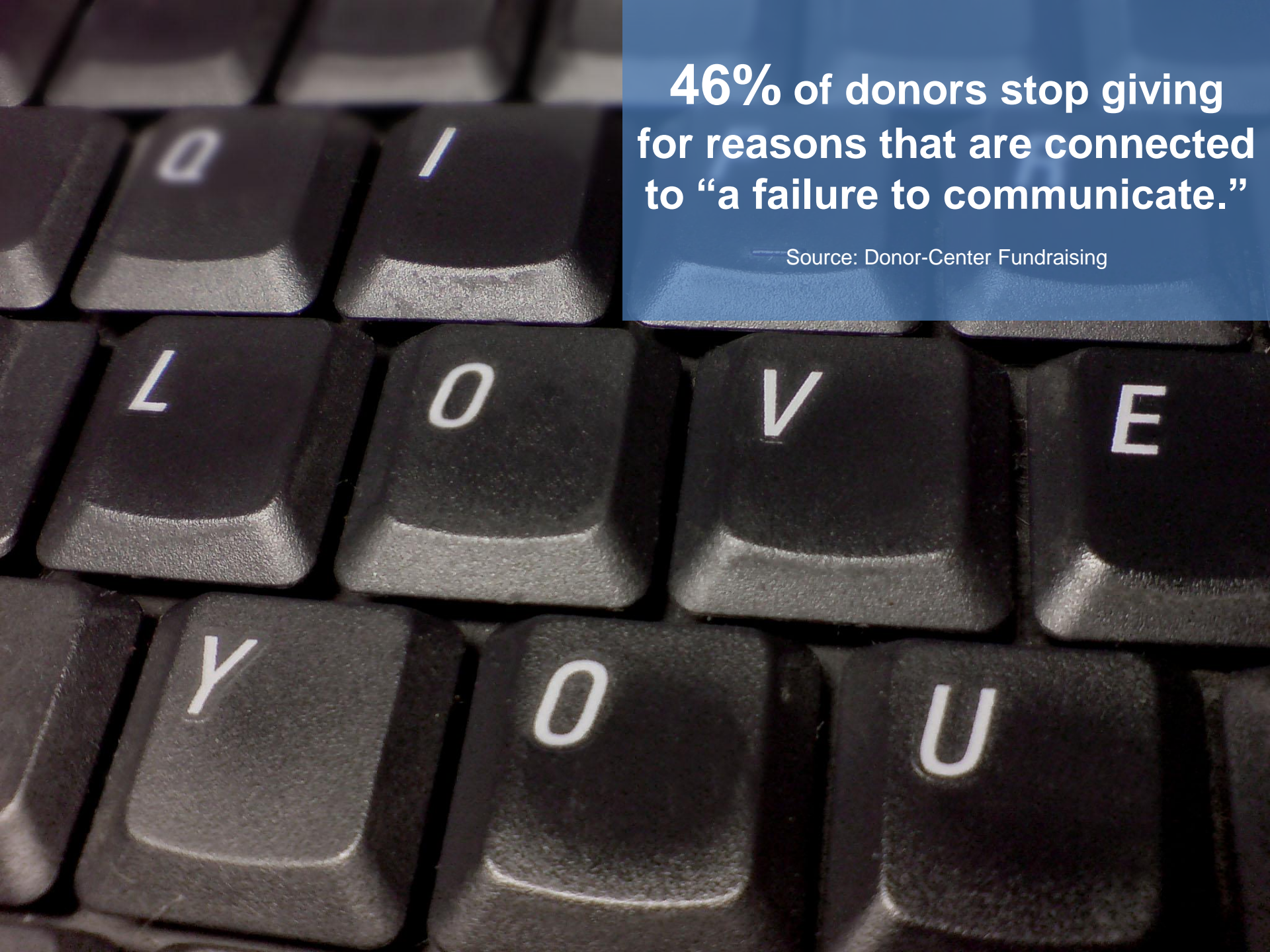
For every **\$100** in  
new, renewed or  
increased support

**\$96** was lost from  
lapsed and smaller  
gifts

For every **100**  
new or returning  
donors

**105** were lost and  
gave nothing





**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**







Email

Print Communications

Friends & Family

Website, Social, Blog

Events

TV & Radio

# 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

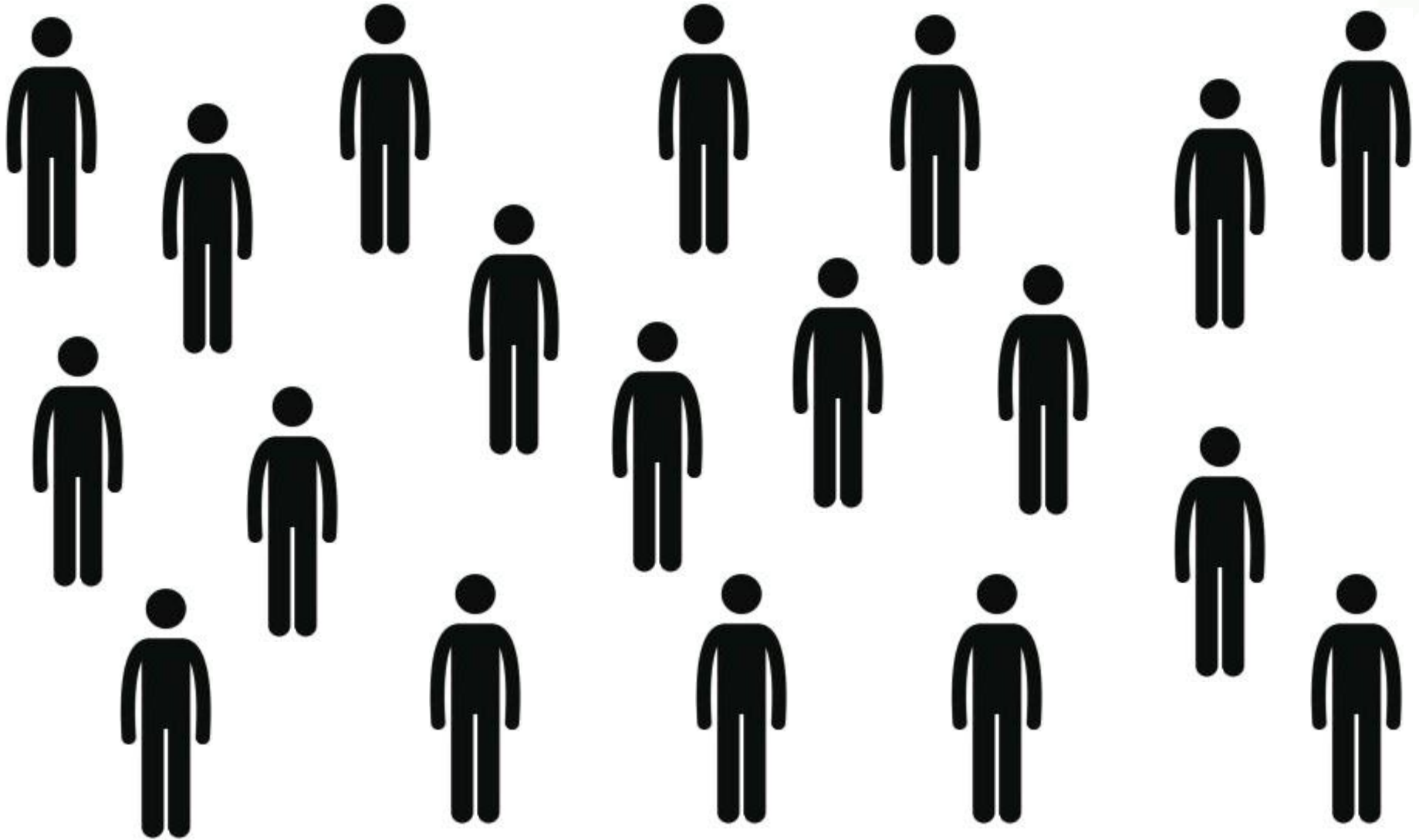


# They want to hear from you online

Donors aged 50+ preferred visiting the website and receiving email to stay in touch with their favorite charity

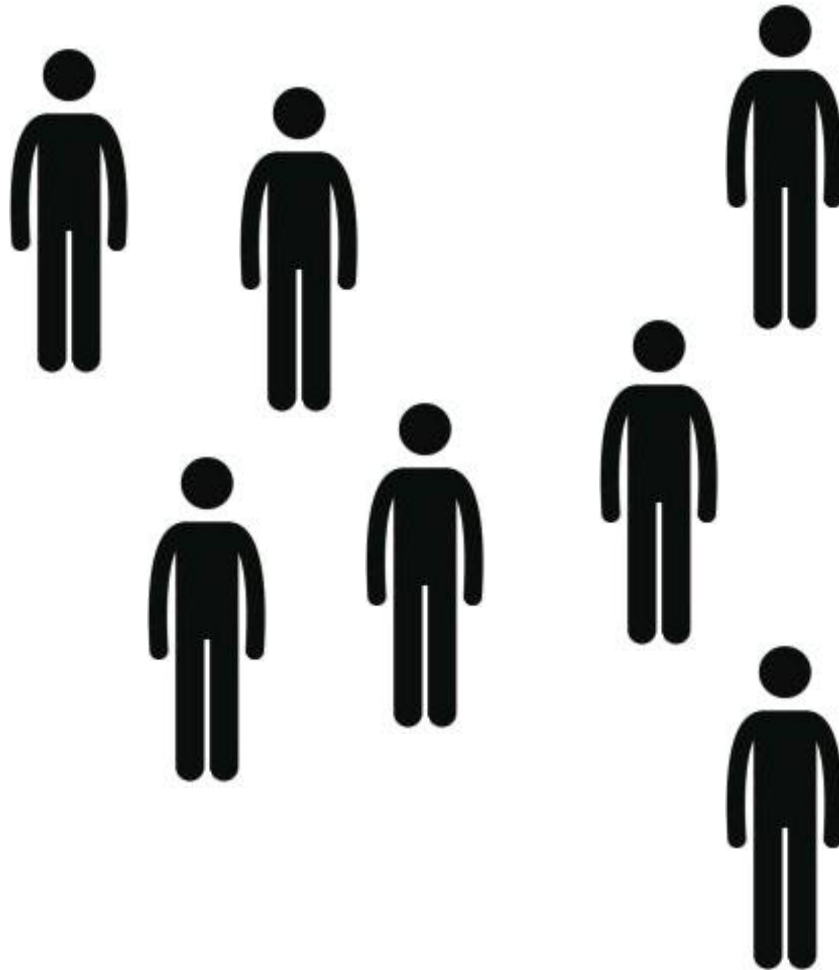


# FOCUS





# 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



Focus on new donors

Must be automated

Give examples of impact

Provide next steps

# SEND IMPACT MESSAGES

**Make content bite sized**

**Give data a face & story**

**Do it often – programs, events, finances**

**Make it relatable for the audience**





## THANK YOU!

January provides a great opportunity to reflect on our accomplishments of the past year, while looking ahead to meeting new challenges. Thanks to your generous support of San Diego Zoo Global Wildlife Conservancy, our view from the cusp of 2012 and 2013 is hopeful! Through supporting our conservation teams around the world, you are 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 SPECIESLED OR PARTICIPATED IN  
25 REINTRODUCTION PROGRAMSEARNED FIVE HONORS AND AWARDS  
RELATED TO CONSERVATIONTRAINED 560 TEACHERS  
IN HANDS-ON CONSERVATION EDUCATIONWORKED IN  
38 DIFFERENT COUNTRIES  
TO CONSERVE WILDLIFEFOSTERED  
291 CONSERVATION PARTNERSHIPS

WORKED WITH 272 CONSERVATION VOLUNTEERS



RAISED OVER \$2 MILLION FOR CONSERVATION-RELATED PROJECTS

HELPED TO CONSERVE  
10 ENDANGERED SPECIES OF PLANTSHelp us save  
**Wildlife**Join the Wildlife Conservancy and together we  
can save endangered species from extinction.

JOIN US

**Animal Stories:**  
**What Is Animal Welfare?**

How do we know that we are taking the best possible care of animals within zoos and aquariums? Lance Miller, Ph.D., scientist at the San Diego Zoo Institute for Conservation Research, explains how animal welfare is measured, and how animal care staffs ensure they are meeting the needs of the animals.

[READ MORE](#)**Valentine's Day Special:**  
**Cheetah Adoption**

Show your Valentine that he or she has a special spot in your heart with an adorable cheetah plush, organic chocolate, our new giant panda ecobag, a personalized adoption certificate, cheetah fact sheet, and color photo. Order by Wednesday, February 6, to ensure delivery by Valentine's Day!

[ADOPT TODAY](#)**Live on Condor Cam:**  
**First Egg of the Season**

California condors Sisquoc and Shatash have laid their first egg of the season! The egg has been moved by keepers so they can monitor it closely to see if it is fertile. With only 404 California condors left in existence, Sisquoc and Shatash's egg is all the more significant. For a live look, visit the Condor Cam.

[CONDOR CAM](#)[Change my e-mail or preferences](#)  
[Unsubscribe](#)The Marine  
Mammal Center™[Donate](#) | [Tell-a-Friend](#) | [Visit Us Online](#)

Thank you!



California sea lion Scoggins, first release of 2014. Photo by Stan Jensen © The Marine Mammal Center.

Dear Friend,

Don't you just love the regal pose sea lion Scoggins made just before returning to his ocean home? After a successful rehabilitation at the Center, Scoggins 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 500 seals and sea lions made it 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 Scoggins 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 Boehm  
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 meds 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.*




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**L** **I** **S** **T** **E** **R**






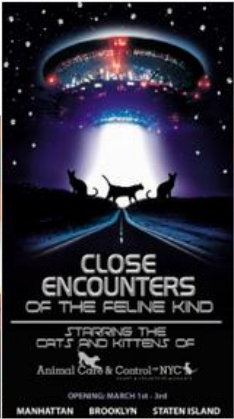
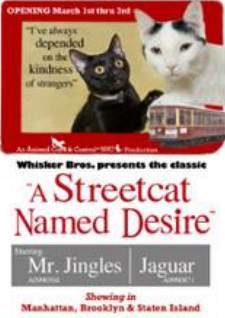
# BEYOND THE ENEWS


ADOPT • VOLUNTEER • DONATE

FOLLOW US:  

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 till Saturday? Bring [this coupon](#) with you during our Special Sneak Preview on Friday, February 28 and adopt a CelebriKitty for \$15!

11 Park Place, Ste 805, New York, NY 10007 | Tel: 212.788.4000  
 Animal Care & Control of NYC © 2014 All rights reserved.

[Unsubscribe](#) | [Donate](#) | [Forward to a friend](#) | [Visit our website](#)



American  
Red Cross

You are amazing

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**.



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 121,000 relief items such as warm blankets, cold weather gear, clean-up kits and hygiene kits. We have activated our entire fleet of 323 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, wherever and whenever we're needed, and I am so grateful for your support.

*Gail*

Gail McGovern  
President and CEO, American Red Cross



Forward | Subscribe | Contact Us | Privacy Policy | Unsubscribe  
 © 2012 American Red Cross | 2025 E Street NW Washington DC 20006  
 Donate by phone: 1-800-RED CROSS (1-800-733-2767) | [Donate by Mail](#)

You can help people affected by disasters such as hurricanes, floods, earthquakes, wildfires and tornadoes by making a donation to support [American Red Cross Disaster Relief](#).

**91¢**  
 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



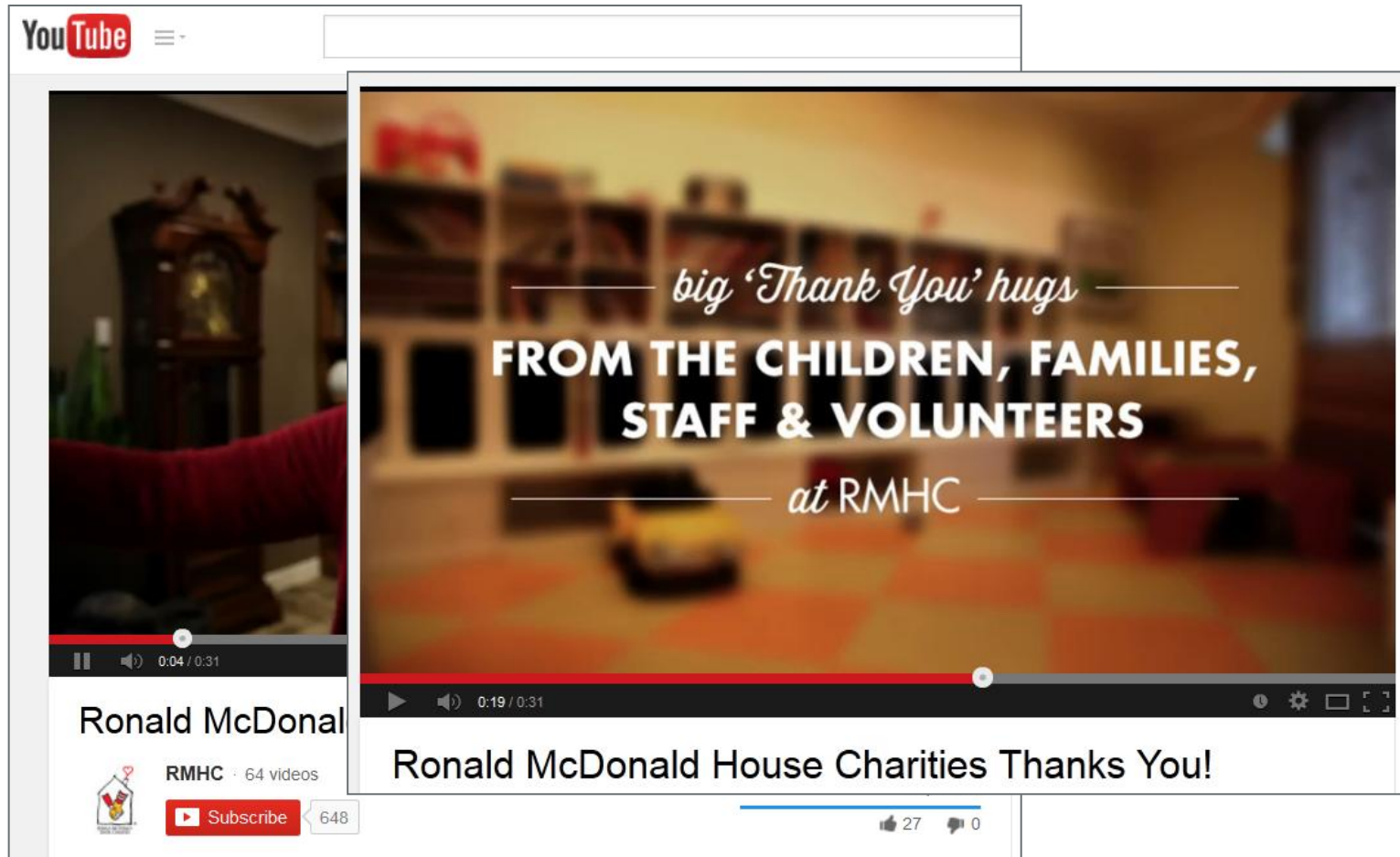
**Survey donors**

**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/>



# Using the web: Nature Conservancy



We're working with you to make a positive impact around the world in more than 35 countries, all 50 United States and your backyard. [Support our work](#) ▶

## Live Online Q&A With CEO Mark Tercek

Written by [Megan Sheehan](#)

Published on September 18th, 2013 | [Discuss This Article](#)

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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 Eilperin, 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 touches 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.



my.nature.org  
the intersection between you & nature

[My Page](#) [Nature.org](#) [Photography](#) [Blogs](#) [How You Can Help](#)



### Welcome, Conservancy Supporter!

- [Sheep Salvation](#) After more than a century of overgrazing, Patagonia's sheep ranchers are banding together to revive the region's battered grasslands. Read the story and explore the wild lands at the bottom of the Earth in our exclusive behind-the-scenes videos. [Discover Patagonia](#)
- [Diversity in the Outdoors](#) The goal: to inspire people of color, especially kids, to get outside and pursue their dreams. Learn how the first all-African American team of mountaineers made history with their Denali climb, the highest peak in North America. [Read the Blog by Team Denali's Ryan Mitchell](#)
- [Go Green](#) Explore eco-tips from Nature Conservancy staff and leading environment bloggers on how to make personal, science-based choices to help save the planet. [Get more tips at our Everyday Environmentalist web page.](#)

### Join Now -- It's Free!

You'll get green living tips, nature images, invitations and conservation news tailored to your interests!

[Join Now](#)

### Already have a Page?

Log in now to see information tailored to you and your interests.

[Login](#)

[Send Me My Login Information >](#)

### My Stories

#### News Matching Your Interests


Name That Bird - Advanced Version  
[Take the Quiz >](#) ([Birds](#) [Hiking](#) [Photography](#))

Close Encounters with Nature  
[Tell us your close encounter >](#) ([Member Updates](#) [Science](#) [International](#) [Photography](#))

Urban Conservation  
[What do you think? >](#) ([Member Updates](#) [Magazine](#) [Science](#) [Green Living](#))

[More Personalized Stories >](#)

### Today's Featured Member Photo



[Subscribe](#)

### My Investments

#### How Your Support is Helping

Restoring America's Heartland Takes Heart  
[Meet These Heartland Heroes >](#)

The Fish Are on Their Way Upstream  
[Using Science and Innovation to Restore Fish Populations >](#)

[More Success Stories >](#)

# 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>

# Using video: American Red Cross



More Amazing Stories this  
Red Cross Month

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



Be part of a Red Cross Month  
to remember:

[Share Your Story ▶](#)



## All Stories



Kathy Robello.  
Tornado survivor.  
Derby, Kansas.

December 10, 2012 -



Audrey and Billy  
Wilkins. New  
military family. Hope  
Mills, North  
Carolina.

December 10, 2012 -



Susan Lang.  
Emergency family  
connection. May  
2006. St Louis,  
Missouri.

December 10, 2012 -



Help People  
LIKE THIS

The Red Cross helps people  
like this everyday. Help  
provide those in need today  
with hope for tomorrow.

[Make a Donation ▶](#)

About These  
STORIES

These unique personal  
experiences with the  
American Red Cross are told  
firsthand by individuals using  
a video camera.



[View All Stories](#)



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Donate by phone: 1-800-RED CROSS (1-800-733-2767) | [Donate by Mail](#)

**You can help** people affected by disasters such as hurricanes, floods, earthquakes, wildfires and tornadoes, at home and around the world, by making a donation to support American Red Cross Disaster Relief. Your gift enables the Red Cross to prepare for and provide shelter, food, emotional support and other assistance in response to disasters.





# Beyond the enews: CharityWater

**A**t charity: water, we believe that bringing clean drinking water to people in need can change yours, too. We've been dreaming up ways to connect you with projects you helped fund for people in need.

Welcome to **Dollars to Projects** -- a myCharity: Water feature that tracks every dollar raised, showing you the projects you helped fund for people in need.



## YOU FUNDRAISE OR DONATE ON MYCHARITY: 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.

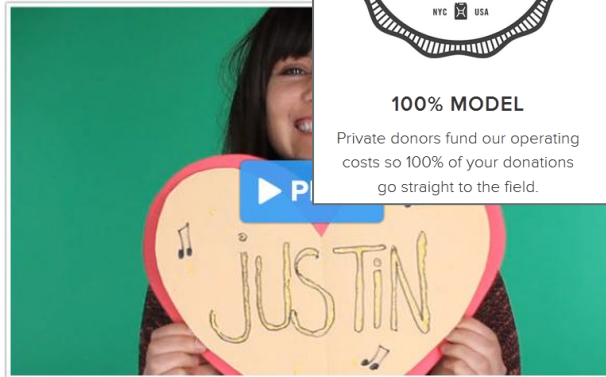
charity: water

Email not displaying correctly? [See it here](#)

WE ♥ OUR SUPPORTERS



We made this Video Valentine to appreciate all of you for Happy Valentine's Day.



[WATCH THE VIDEO](#)

- the charity: water team

Don't want to get our emails? [Unsubscribe](#)

Blog | [charitywater.org](#)

200 Varick Street, Suite 201, New York, NY 10014

charity: water

Email not displaying correctly? [See it here](#)

## 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 25th street and the Lower East Side.

[Check out our blog to see photos and video](#)



## 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

Don't want to get our emails? [Unsubscribe](#)

Blog | [charitywater.org](#)

200 Varick Street, Suite 201, New York, NY 10014

# 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**





# How Fund

## A Step-

Co-authore

### BUILD S

# npE

BROU

**npENGAGE**  
INNOVATE. ADVOCATE. ELEVATE.

## Nonprofit Industry

### Analytics-Driven Fundraising

Is your  
prospe  
are mc  
Funds  
inform:

Get

Analytics-Driven Fundraising  
Everything You Need to Reach Financial Success

### Monthly Webinars Series

Our Monthly Webinar Series covers a different campaign topic every month and includes the latest best practices, benchmark data, implementation tips and peer examples to help you get better results over time. All webinars are FREE to join and are always recorded and archived below for you to view on-demand when it is convenient for you.

Webinar Calendar >

### LUMINATE COMMUNITY WEBINARS

Watch and learn.  
Check out our archive  
of recorded webinars  
below.

### Miss our November webinar? Watch recording and download slides and kit!

Webinar

Watch The Recording

Download Slides >

### Get Ready for Spring Events

It's that time again - time to start thinking about your Spring event season. Our resident Peer-to-Peer dynamos, Taylor Shanklin & Kate Seale, focus on strategies you should be thinking about for 2015 and the new resources that will help you get there.

We cover some pretty cool TeamRaiser tools that are now available to you, and we've also got the data to back up why you should put these tools into action. Curious yet?

### DIY P2P Benchmark Report Comparison Kit

Not sure what your recruitment and fundraising goals should be? Not sure how you compare to other organizations with P2P events? Use this kit to compare the numbers of your past events to our benchmark numbers and see how you stack up, as well as determine what your actual goals should be.

Download the kit >

### A Guide to the Nonprofit Web Design

A Guide  
real pe  
Blackt  
websit

A Guide to the  
Nonprofit Web Design Process

We've got you covered with resources, guides and advice.

### Advocacy

2015 is going to be an active year for Advocacy information. Be sure to check here for posted webinar recordings.

Housefile Building Best Practices: Call 1 of 2 - May 2012

# 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](http://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.**

**blackbaud®**

# 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](https://customer.convio.com/webinars) to watch past webinars or register for upcoming ones