

The background is a blue-tinted photograph of a city street, likely Times Square in New York City. It features several prominent signs: a vertical sign for 'STADIUM', a horizontal sign for 'MUSIC CENTER', a circular sign for 'SOARING TO THE 70TH YEAR WORLD W...', and a sign for 'MUSIC CENTER'. The buildings are multi-story and have a classic architectural style. The overall scene is captured from a low angle, looking down the street.

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2024



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# Cultivating Purpose: Growing a Garden of Donors for Sustained Impact

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# Agenda

- Start with WHY: Understanding the Foundation of Donor Relationships
- Cultivate Knowledge
- Nurture Donor Growth
- Practical Takeaways for Your Organization



# Heather Tijerino

Fundraising Consultant



**“People don’t buy what you do,  
they buy why you do it.”**

Simon Sinek



# Start with Why

## Planting the Seeds of Purpose

Understanding the core motivation behind your actions creates a strong foundation for meaningful, purpose-driven relationships, leading to greater engagement and impact.

I help \_\_\_\_\_ with \_\_\_\_\_ so that \_\_\_\_\_.

[group]

[outcome]

[impact/benefit]

# Importance of 'Why'

- **Connect with Purpose:**  
Aligning with your 'WHY' strengthens your ability to build meaningful donor relationships
- **Deepen Engagement:**  
Purpose-driven connections lead to more impactful and lasting donor interactions
- **Align with Donor Motivations:**  
Use your 'WHY' to better understand and connect with the deeper motivations of your donors





# Cultivating Knowledge

Nurturing Every Donor in Your Garden

Your organization thrives when we build strong, meaningful relationships with our diverse donors.

By truly knowing who our donors are and understanding what they want, we can create deeper connections that lead to lasting impact.

# Digging Deeper

## Essential Questions to Know Your Donors

1. How did they first connect with your mission?
2. What's their preferred method and frequency of communication?
3. Are they interested in volunteering or other involvement?
4. What impact do they want to see from their contributions?
5. How do they like to be recognized?



# Group Discussion



## Essential Questions to Know Your Donors

At your tables, discuss:

- What questions are 'must-know' about your donors?
- What are you asking to build strong relationships?
- If you aren't asking enough questions, what are a couple you can start asking?

# Turning Knowledge into Action

## Closing the Gaps in Donor Stewardship

We've identified key gaps in our understanding of donor needs, highlighting the importance of personalized care.

By addressing these gaps, we can strengthen relationships, making each donor feel valued and connected to our mission.





# Nurturing Donor Growth

Crafting Personalized Stewardship Strategies

To ensure our donor relationships thrive, we must understand and cater to each donor's unique needs, tailoring our stewardship to make them feel valued and deeply connected to our mission.

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# Five Donor Love Languages

<b>Hands on Service</b>	Ask to volunteer at an upcoming event
<b>Words of Affirmation</b>	Send a handwritten thank you note
<b>Tokens of Appreciation</b>	Send a birthday card
<b>Quality Time</b>	Ask to meet for coffee or lunch
<b>Proof of Impact</b>	Send a Quarterly Impact Update



# Tending the Garden Together

## Unified Donor Engagement

Collaboration across departments is essential for successful donor engagement, ensuring every team member understands their impact on donor relationships.

By fostering inclusive processes and asking the right questions, we can strengthen connections and create deeper, more meaningful interactions with our donors.

# Harvesting Action

Immediate Steps to Strengthen Relationships

1. **Start a Donor Profile Log:**  
Consistently track individual preferences and interactions
2. **Schedule a Team Meeting:**  
Plan cross-departmental introductions for top donors
3. **Develop Scalable Stewardship Plans:**  
Include personalized thank-you notes and impact reports





# Growing Loyalty Through Gratitude

How Consistent Appreciation Leads to Retention

1. **Foster Connection:** Consistent gratitude keeps donors engaged and valued
2. **Show Impact:** Let donors see the difference their support makes
3. **Create Advocates:** Grateful donors are your strongest supporters and ambassadors



QUESTIONS?

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Time to hear from you!

# Let's Stay Connected

Continue the Conversation on LinkedIn

**Follow Me for More:** Stay updated on fundraising insights, training tips, and relationship-building strategies

**Scan to Connect:** Use the QR code to easily access my LinkedIn profile

<https://www.linkedin.com/in/heathertijerino/>



Heather Tijerino

Helping fundraisers optimize processes for maximum impact and revenue generation



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