


W E B I N A R



The Donor Journey Explained
**A Roadmap To Grow
Generosity At Scale**

WED APRIL 6th 1 PM ET | 12 PM CT | 11 AM MT | 10 AM PT

BEYOND THE WEBINAR

- **Engage With Us**
 - Q & A
 - Chat (defaults to host/panelists)
 - Share on Social
- **Continuing Education Credit**



- **Webinar Wrap-up**
 - Webinar On-demand: onecause.com
 - Wrap-up email with Webinar recording
- **Exclusive Content**
- **Survey**
 - Drive future Webinar content

HOSTS



Dawn Lego
Director, Brand Engagement &
Channel Marketing
OneCause



Megan Donahue
Content Marketing Manager
Virtuous



virtuous

Share what happens after a supporter becomes a first time donor at your nonprofit

Let us know in the chat!

Be sure to have your chat pane set to "everyone"



The Donor Journey Explained

A Roadmap To Grow Generosity At Scale



Megan Donahue
Content Marketing
Manager, Virtuous



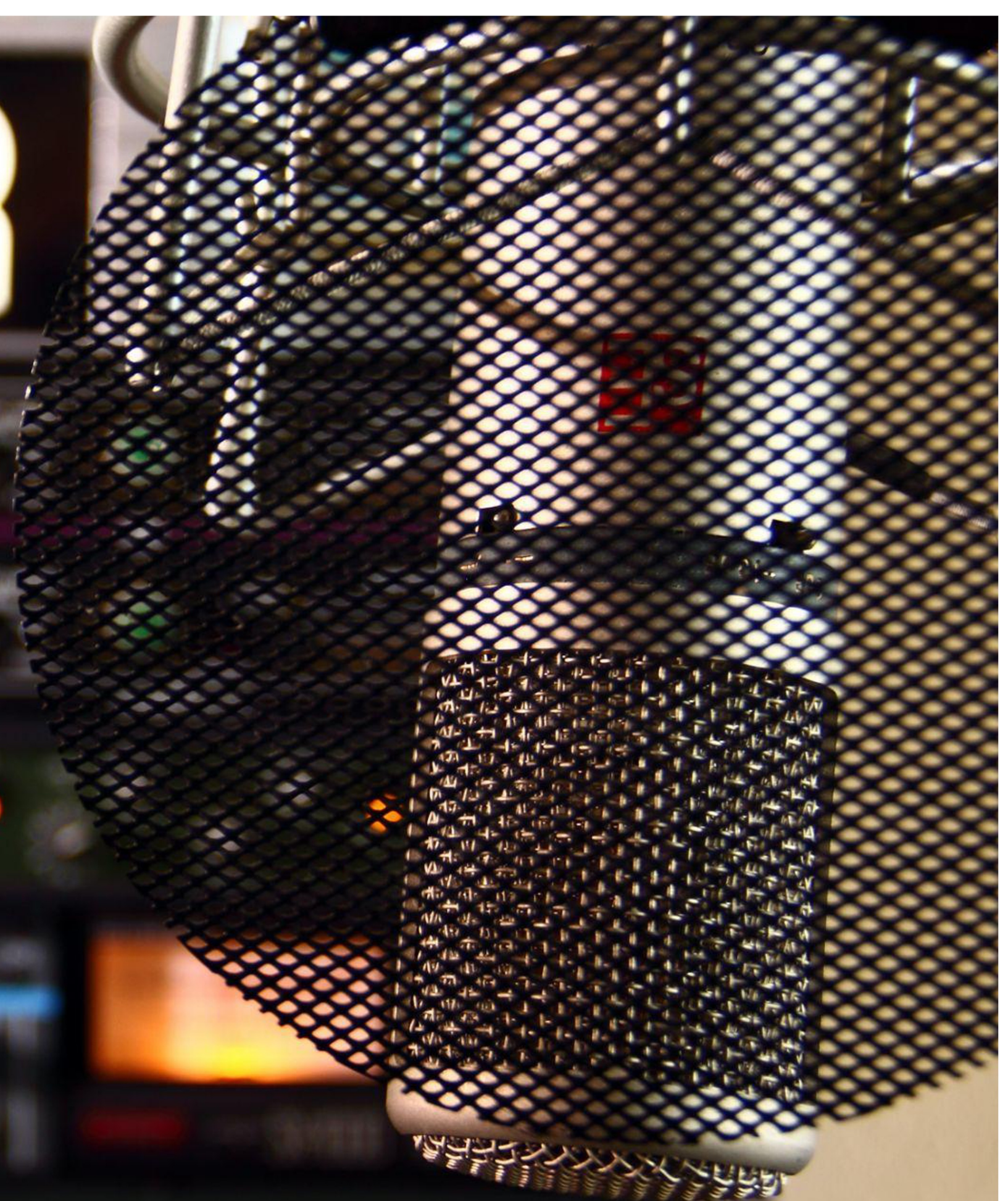
Questions?

Share yours in the chat panel

Be sure to have your chat pane set to "everyone"

Why does a **donor journey** matter?

ON AIR





Giving is personal

Today's donors expect a **personal connection** to causes they care about.

We're facing a **major challenge...**

Why nonprofits are changing...

Traditional Approach

Lagging Donor Retention

Drifting from Today's Donor

Legacy Tactics = Same Results

Virtuous + Responsive

- ↑ 10% increase in average gift
- ↑ 12% increase in retention
- ↓ 20% decrease in staff time
- ✓ 10x ROI

*Based on aggregated results from other Virtuous customers

The world you fundraise in has changed.

What changed?

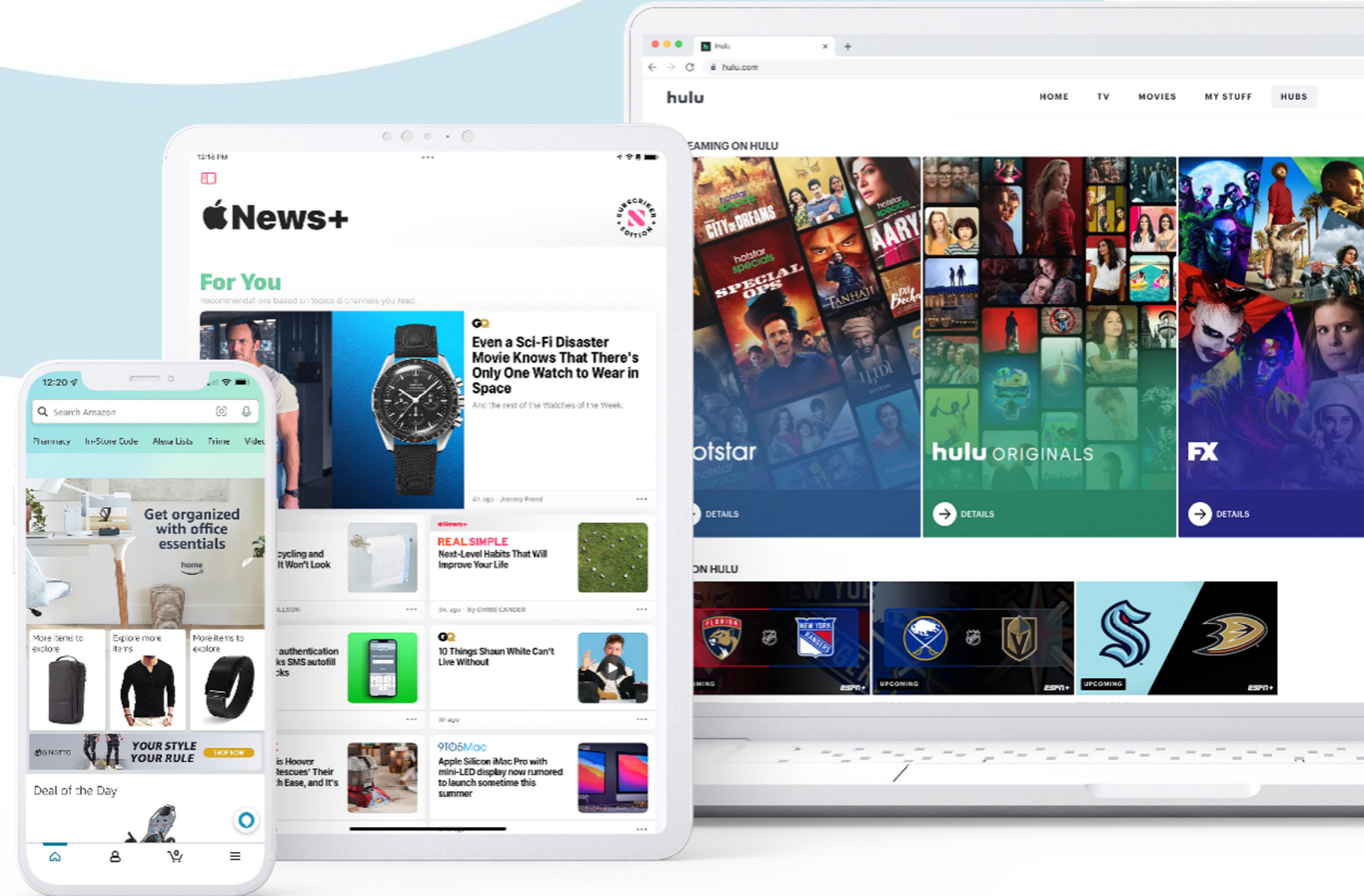
Shift from mass communications to personal, responsive experiences.

✔ Personalized experiences

Moving away from one-size-fits-all

✔ Two-way, behavior driven

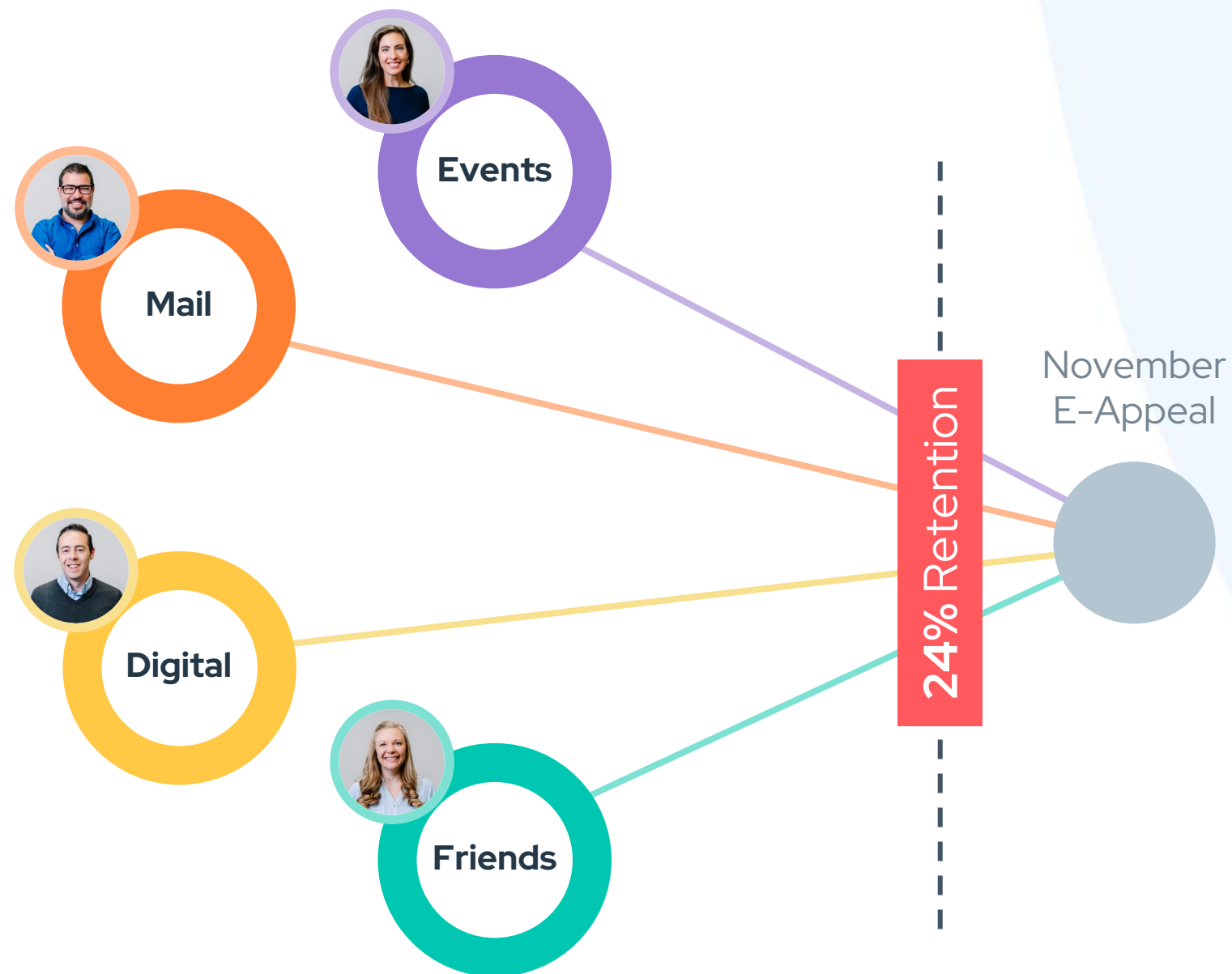
Triggered in response to data signals



The legacy, impersonal model

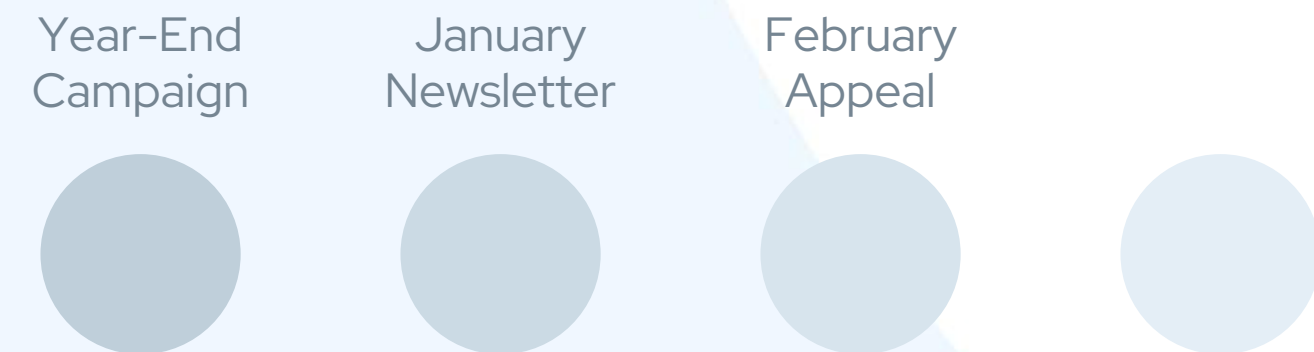
Donor/Prospect Acquisition

- Personal and varied
- Based on donor's intent



Retention & Cultivation

- One-to-many ("Spray and Pray")
- One-way based on nonprofit timing.
- Disconnected from intent



Two important questions

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- 1 Why do donors **continue to give**?

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- 2 How can you **cultivate this** at scale?

What changed?

Shift from mass **communications** to personal, responsive **experiences**.

- ✓ **Personalized experiences**

Moving away from one-size-fits-all

- ✓ **Two-way, behavior driven**

Triggered in response to data signals

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The Insight

Donors continue to give when they feel **connected with** and have **confidence in** an organization working on a cause they **care deeply about**.

Two important questions

- ✓ 1 Why do donors **continue to give**? 
- 2 How can you **cultivate this** at scale?

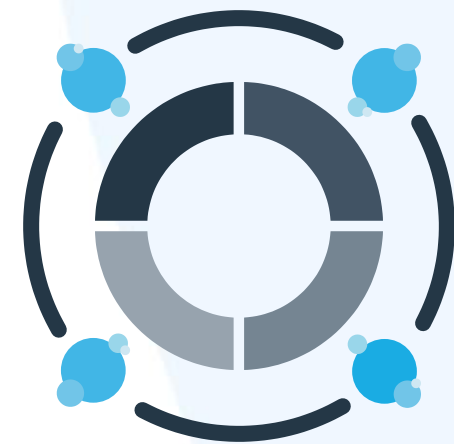
The First Principles of Fundraising

Connecting supporters with your story through systems.



Supporters

Donors, Stakeholders, Volunteers,
Board, Staff



Strategies & Systems

Campaigns, Processes, Habits,
Metrics, Communications, Platforms

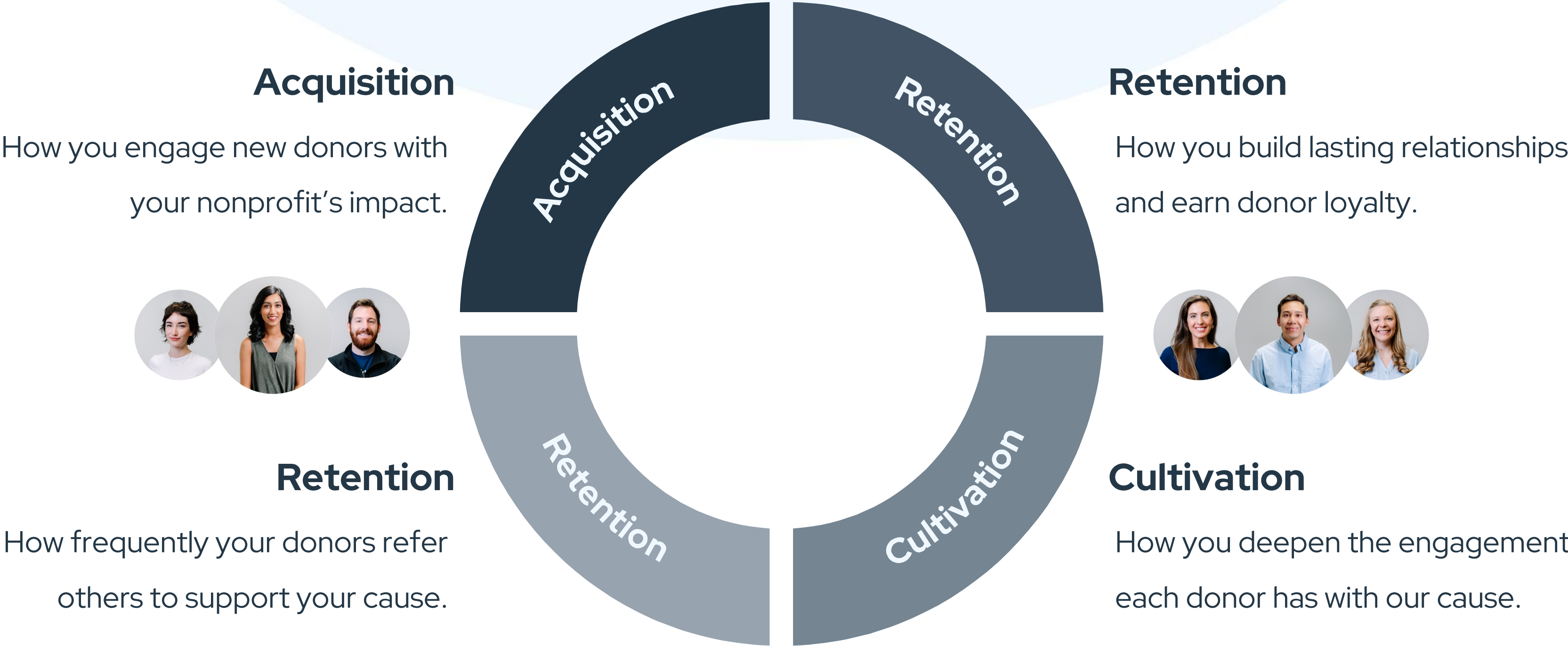


Story

Mission, Impact, Purpose,
Outcomes, Beneficiaries

The Fundraising Growth Model

Fundraising Growth Levers



Acquisition

How you engage new donors with your nonprofit's impact.



Retention

How you build lasting relationships and earn donor loyalty.



Retention

How frequently your donors refer others to support your cause.

Cultivation

How you deepen the engagement each donor has with our cause.

01

Listen

The more you listen, the more you begin to understand how each person wants to connect with the cause.



02

Connect

Giving is deeply personal and your engagement should be too. Connect with donors in a responsive way that is contextual and collaborative.



A better approach

Responsive Fundraising

Growing nonprofits are using responsive technology and tactics to connect personally with each donor.

03

Suggest

Once you've established trust with your donors, you have an opportunity to suggest giving options that are the best fit for each individual.



04

Learn

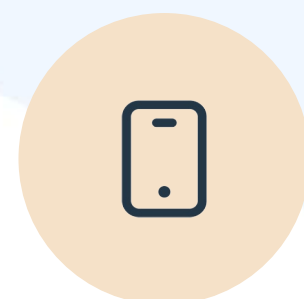
Use the information you gain to become even more personalized and responsive.



How do we **map a donor journey?**

Donor Experiences Are Unique

Stephen



First gift to water campaign



First Time Donor Journey

Jenna



Abandons donation page



Supporter Journey

Shivani



Hasn't given in 13 months



Lapsed Donor Journey

Charlie



Clicks to email & downloads PDF



Engaged Donor Journey

Mapping A Donor Journey



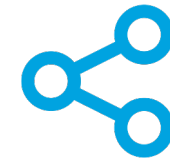
Create Personas



List Out Action Steps



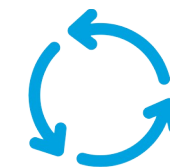
Match Actions To Your Messaging



Create Connections



Make Suggestions



Review and Learn

How do we **scale** a donor journey?

Imagine for a moment...

Meet Brit

Attended a virtual event



1hr



TY email with a survey on interests

1Day



Thank you call from team

2 Days



SMS from Program Team based on interests

Brit Visits Site



1Day



Email w/ donation ask based on page Brit visited

Brit Gives!



15 Days



Postcard closing the loop on impact

Connection is based on timing & intent. Multi-channel. Hyper personal.

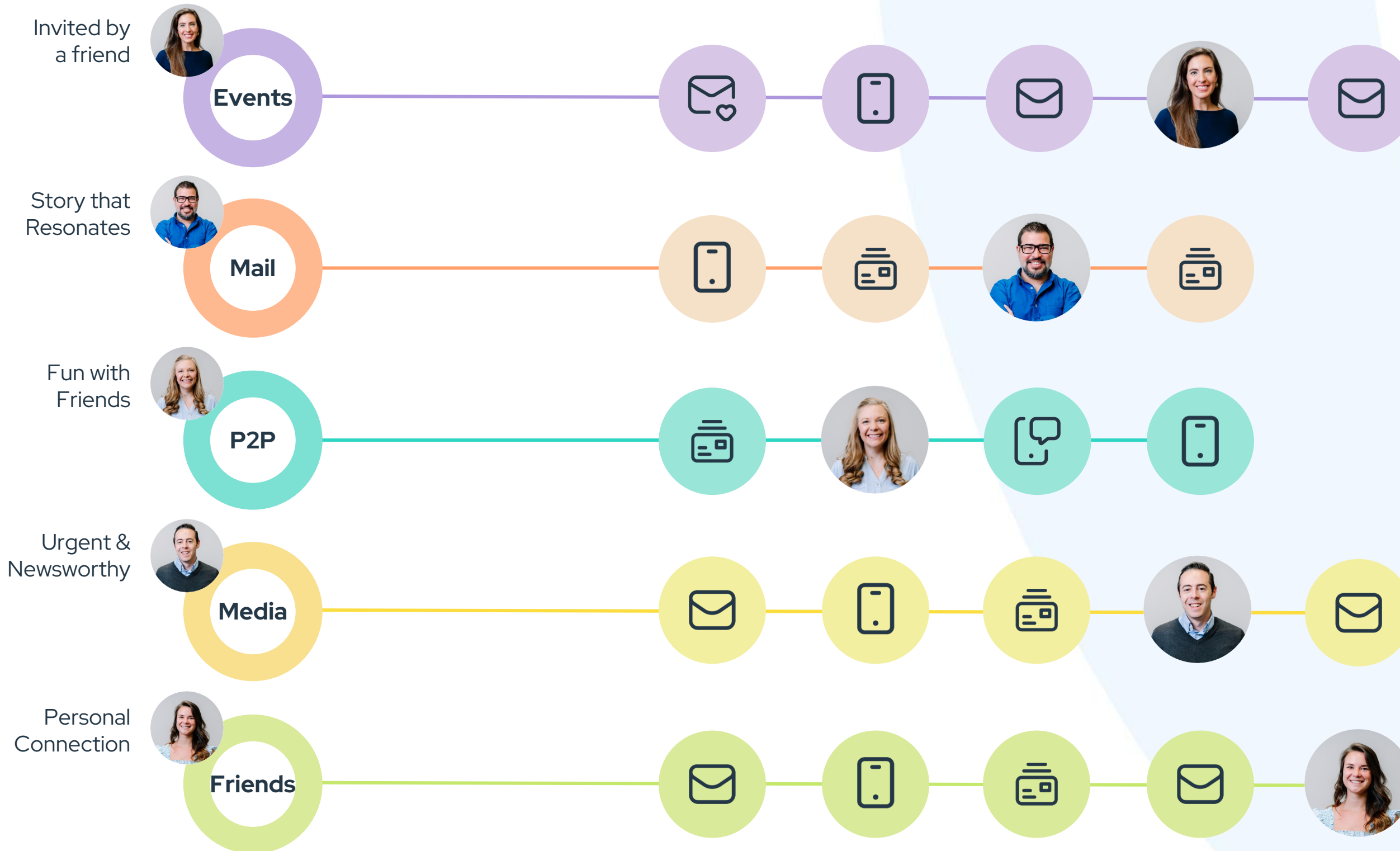
Responsive, dynamic campaigns

Donor/Prospect Acquisition

Personal. Based on Donor Timing

Donor/Prospect Acquisition

Personal. Based on Donor Timing



↑ 12%
Retention

↑ 10%
Average Gift

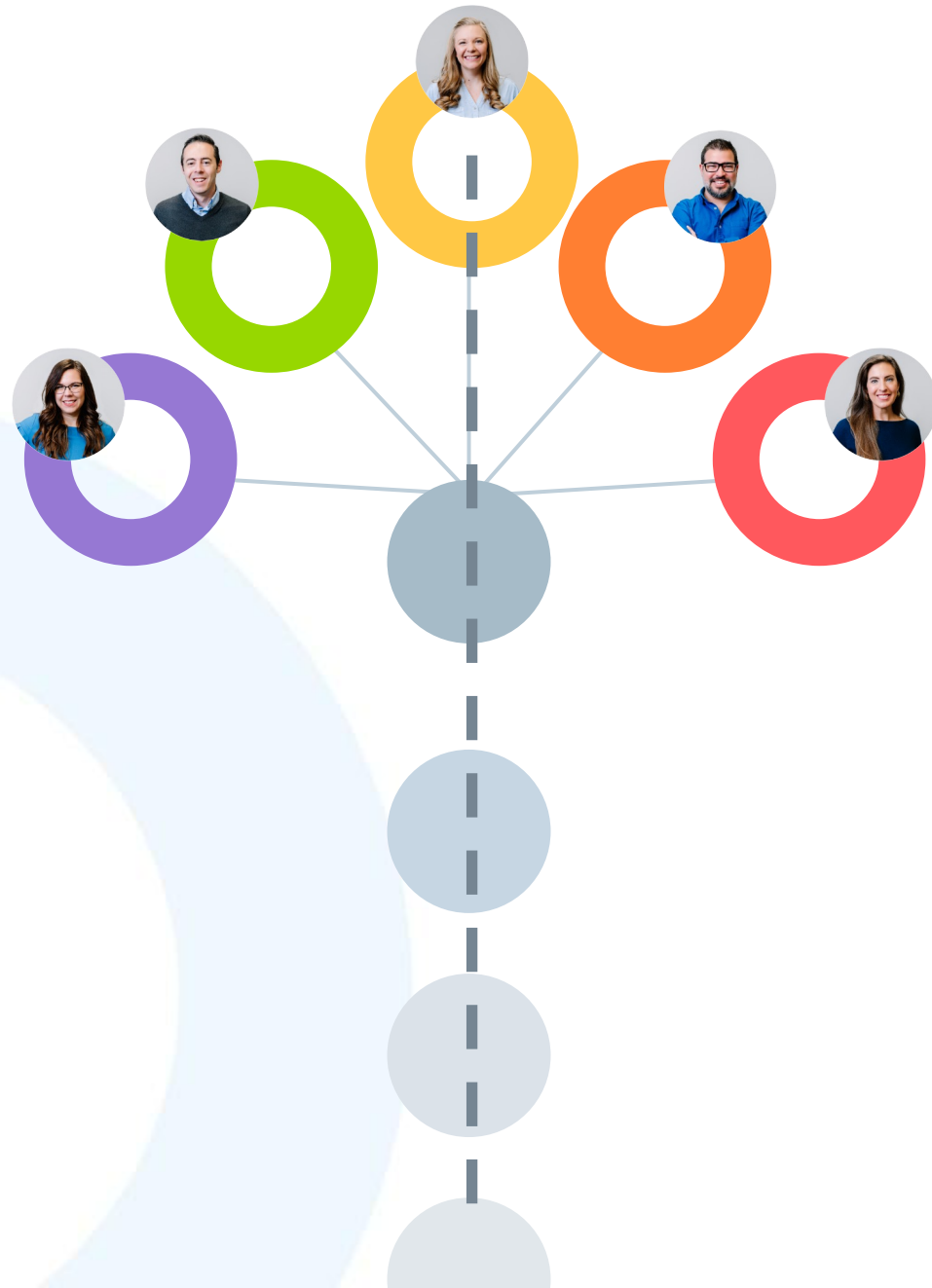
↑
Engagement

The First Principles of Fundraising

Will you carry on or adapt your system to grow?

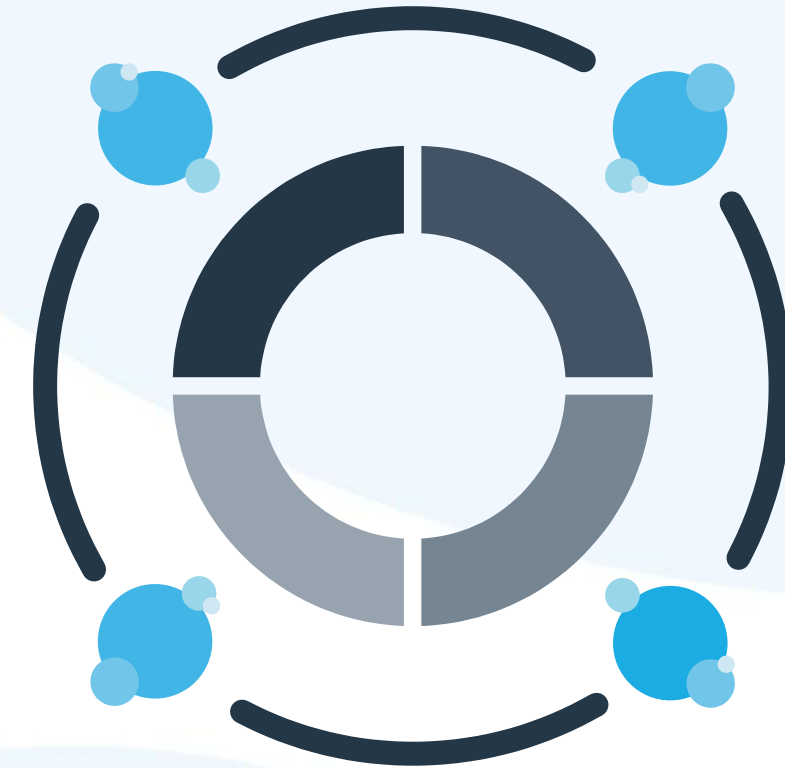
Traditional

Disjointed, Static, Siloed



Responsive

Dynamic, Personal, Multi-Channel



Or



Ready for more?

Discuss your unique fundraising challenges with a Nonprofit Advisor!

 [Link in the chat](#)



dreamweavers

THE POWER OF NONPROFIT STORYTELLERS

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