

**Raise**<sup>®</sup>  
2021

# Create Netflix Worthy Recurring Revenue for Your Nonprofit

Danielle Snelson

The Profitable Nonprofit Event

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# Welcome



## Danielle Snelson

- CEO
- The Profitable Nonprofit Event
- @profitablenonprofitevent

# Agenda

1. The biggest lesson of 2020
2. Overview of recurring revenue
3. Creating content that works
4. Did email die?
5. Interactive Activity



# The Biggest Lessons of 2020

## Multiple Lines of Revenue

As we watched events pivot quickly to virtual in 2020...  
and some nothing at all.

We quickly learned how much we rely on live events as a  
major source of revenue...

What we learned is how we need more diversity in our  
revenue streams.

# Recurring Revenue

- One of the great things about recurring revenue is its ability to enhance our live and virtual events.
- It allows us the opportunity to provide continuous communication | updates | get feedback
- Enhances digital fundraising campaigns and primes donors to give all year vs. one-time events or end of year giving.

Hosting Fundraising Events  
Fundraising Campaigns  
Relationship Building



*Big Five:  
Leopard*



*Little Five:  
Leopard  
Tortoise*



*Big Five:  
Black/White  
Rhino*



*Little Five:  
Rhino Beetle*

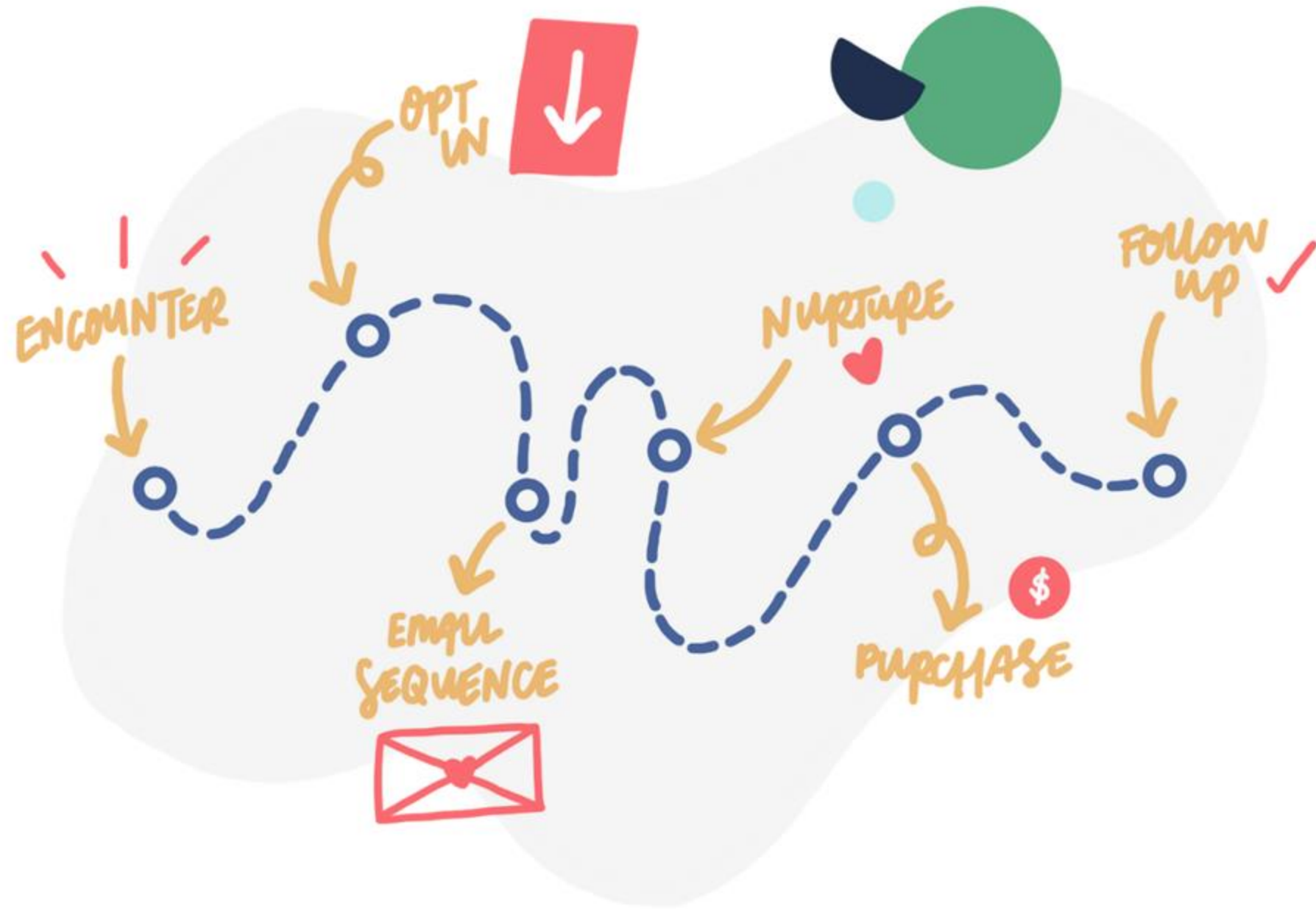
# Overview of Recurring Revenue

## How it all works

Let's talk about the how recurring revenue functions and the tools needed for a successful recurring revenue program.

Landing Pages – Email – Automation – Payment processing





# How it all works together

LANDING PAGE  
OPT-IN



TAG  
SUBSCRIBER



THANK YOU  
PAGE



DELIVER  
THE ASSET



# Welcome sequence

Triggers Nurture  
Sequence



Ask for  
Donation



Tag for purchase or  
NO purchase



Follow Up  
Sequence

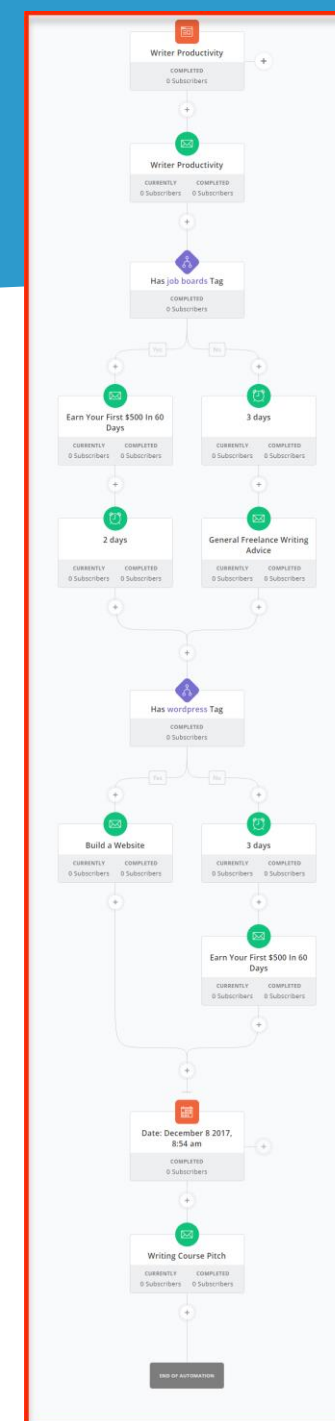
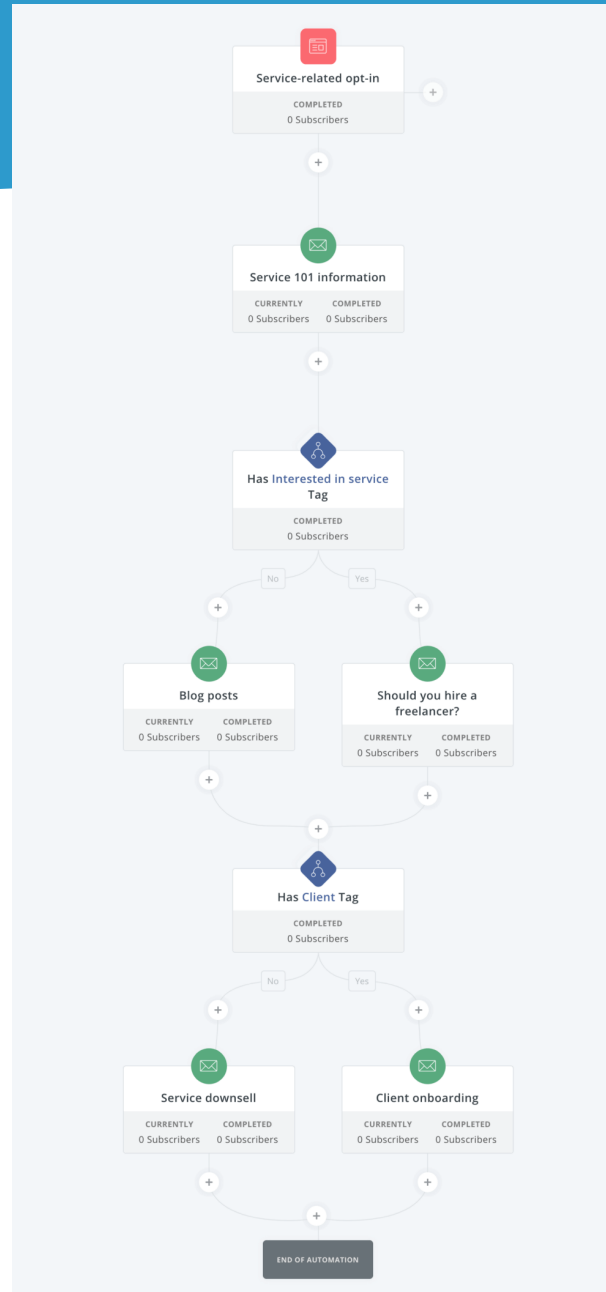


## NURTURE SEQUENCE

- Who Are You?
- What Do you Do?
- How Do You Do It?
- How have You Learned it?
- Who Supports you?
- How They Can be a part of it

## AUTOMATION

- Keeping the relationship
- Set up functional automations for various communication
- Tagging keeps things organized



# Digital Automation

In order to exponentially grow, you must automate as much as possible, while keeping things ...

- Personal
- Relevant
- Tell stories your audience will care about
- Share insightful tips
- Give them an opportunity to join the conversation



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“Building out your automation helps you continue to build relationships with your donors...

Automations help you streamline your donor experience on repeat.”

DANIELLE SNELSON, THE PROFITABLE NOPROFIT EVENT



# Creating Content That Works



Don't send another ask without this...



Did someone say that email is dead?



OR people get so many emails they won't read mine....



Your personal limiting beliefs go against all the data that points to email is alive and well and your email list is your most important asset.



# Did email die?

- The people on your list signed up because they want to get updates from you.
- Permission based marketing makes email marketing such an effective strategy to reach your donors.

- 3x higher conversion rates than social media
- You don't own your social media audience
- Email allows you to promote and communicate to different audiences

# What to write

## Nurture Sequence

When you share who you are upfront, you're not leaving your new donor to figure out who you are and what you stand for.

Create a relationship from the beginning and set up your future donor experience on auto pilot.



# What to write

## Recurring Donor Sequence

Once someone becomes a recurring donor, they need different communication.

Set this up in a sequence so every new donor gets the same information and experience.

Share stories of updates and success stories at least monthly.



# What to write

## Social Media

Allow email to direct your social media content.

Create your stories first then build out your social media content.

Creating consistent messaging allows your donors to hear the same thing over and over again... and that's a good thing.

Stagger FB and Instagram by 3 months to create a content waterfall effect without constantly creating new content.





“Email is your golden ticket to recurring revenue on autopilot.”

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Q U E S T I O N S ?

Now's my time to  
hear from you!



TRY IT OUT!

# Interactive Activity

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# Let's Connect



## Danielle Snelson

- The Profitable Nonprofit Event
- @profitablenonprofitevent
- [profitablenonprofitevent.com](http://profitablenonprofitevent.com)

FOLLOW US ON SOCIAL  
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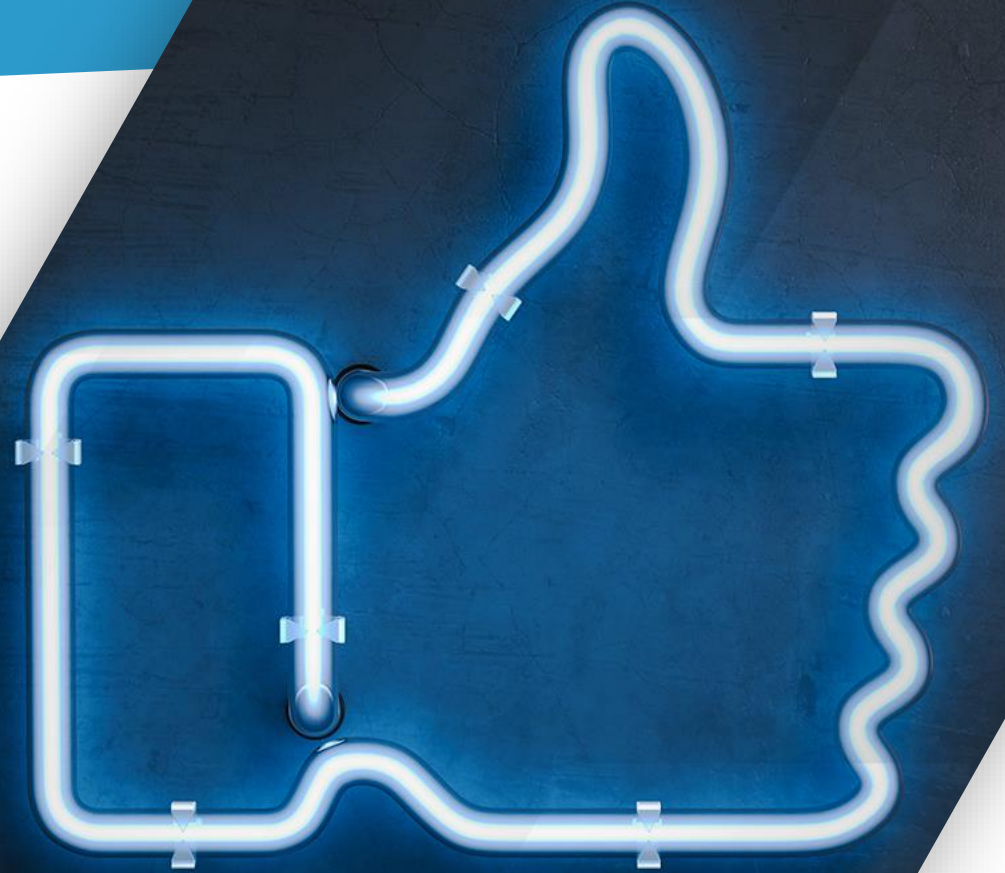
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