



Fixing the Flat Tire on Your Donor Life Cycle

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Welcome



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Contributing Author & On-Air:

- [Lilly Family School of Philanthropy](#)
- [Planned Giving Today](#)
- [Indianapolis Moms](#)
- [WISH TV](#)

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Agenda

1. What is the Donor Life Cycle?
2. Defining Each Element
3. Opportunities to Bring Your Event Donors Through Each Phase
4. Incorporating This into Your Resource Development Plan
5. Closing



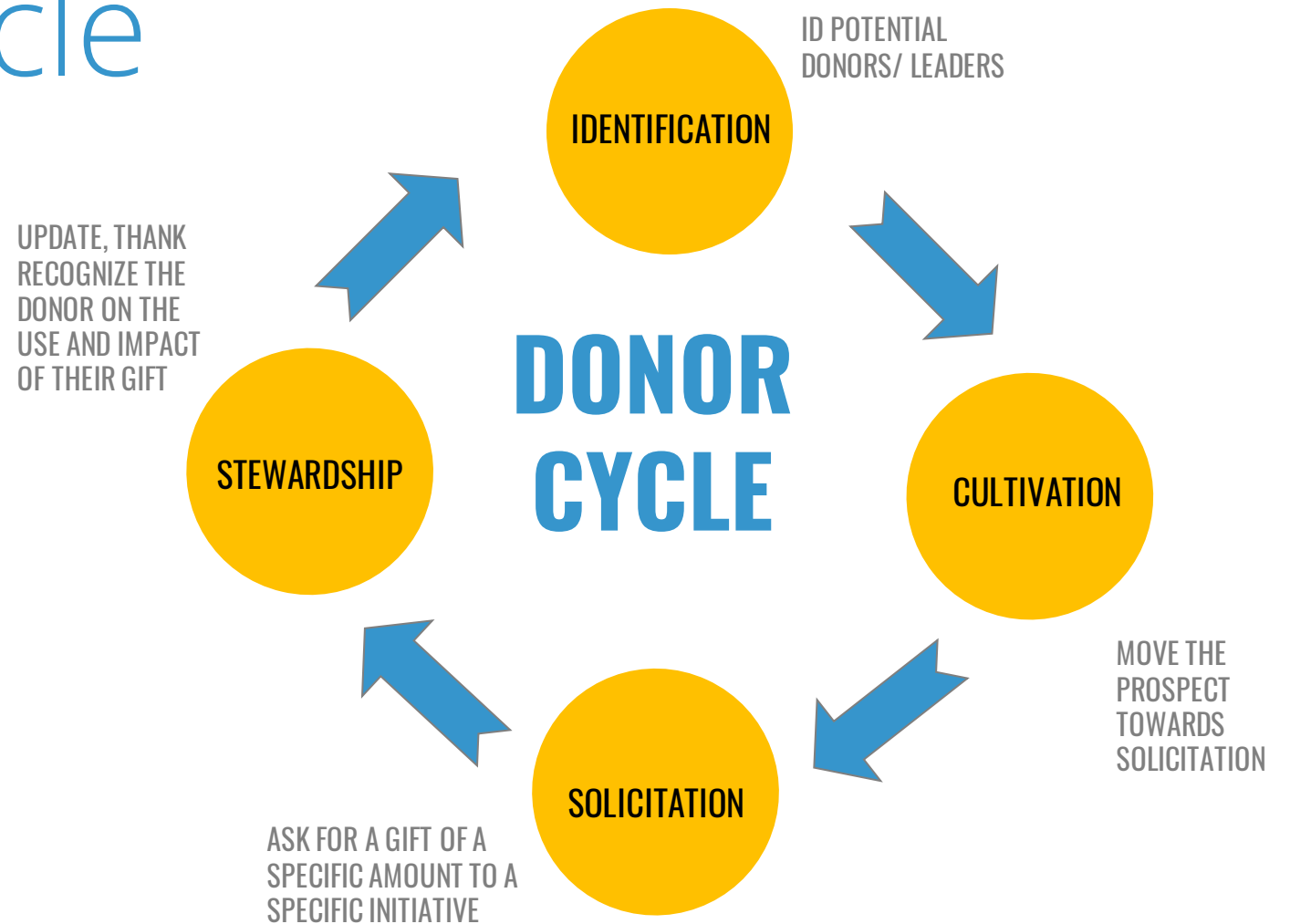
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“The secret to change is to focus all
of your energy—
not on fighting the old, but on
building the new.”

Socrates

What is the Donor Life Cycle

The donor lifecycle describes the way that you and your organization engages with and views your donors from the start of your relationship—from when they first learn about your organization—to when they give and beyond.





Identification

The Act of Identifying



Cultivation

Foster Growth
Further
Encourage



Solicitation

Request

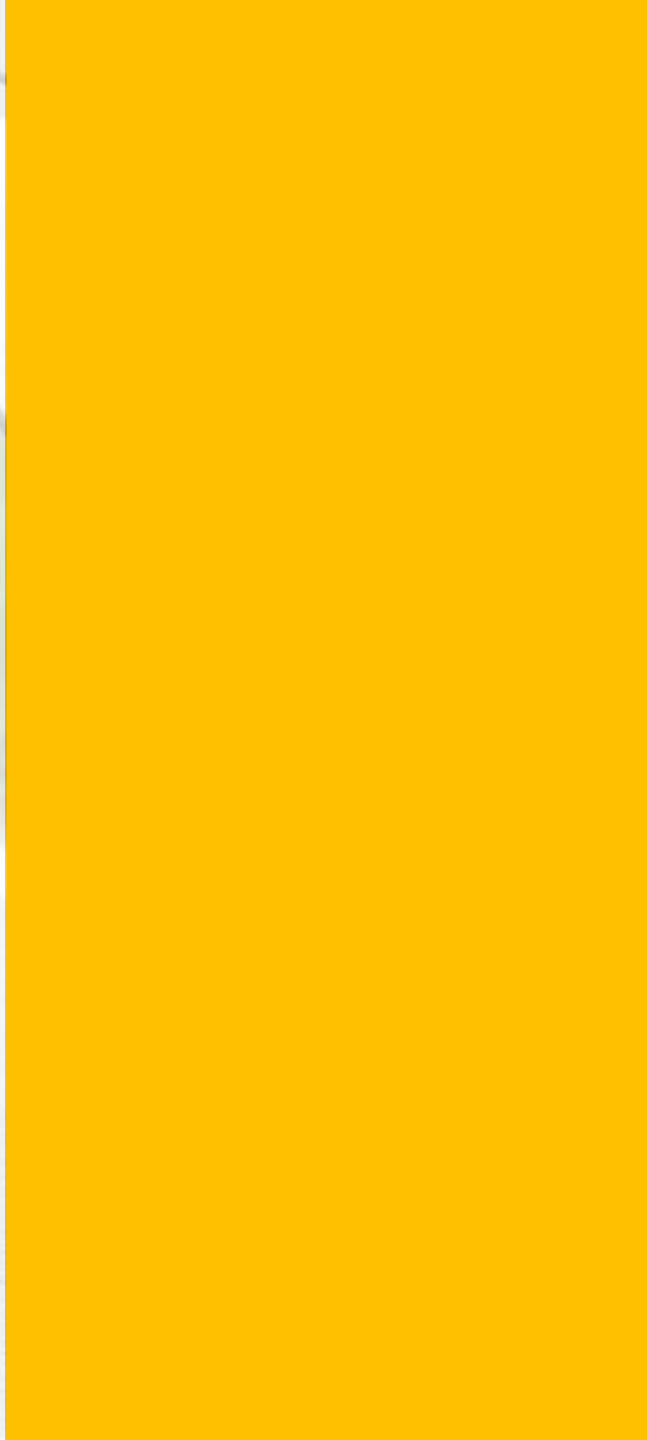
Petition

Urge



Stewardship

The Careful and Responsible
Management of Something



They know more about your mission and that
their contribution made a difference.

TRY IT OUT!

Interactive Activity

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Stewardship

The Careful and Responsible
Management of Something

Welcome Letter

Thank you for your generous participation at our gala! Your thoughtful contribution will change the lives of Kentucky and Indiana's youngest children with blindness or low vision. Your support enables VIPs to continue our decades strong tradition of excellence—a tradition that provides two-generational early intervention services, teaching young children with vision loss to navigate their world and gain independence and empowering parents with knowledge so that they can feel confident in raising their child with very specialized needs

Your decision to give is significant. Your gift provides the necessary resources to put our mission into action. With Home and Community-Based Visits, Orientation & Mobility, Preschool Transitions, Advocacy, and Parent Empowerment, **your gift helps us serve more families and continually serve them better.**

**75% of children with visual impairments have more than one disability.
85% of the foundation of learning happens the first 5 years of their life.
90% of what a child learns is through their vision.**

100% of our families benefit when you give!

Thank you for being a part of a unique story of generosity at VIPs where your giving enables families to find community, support, and navigate the unknown.

Welcome to our family of donors. **We are happy you are here.**

For all that you help our families achieve, I extend my deepest gratitude.

Postcard



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Cultivation

Foster Growth
Further
Encourage



...ers of joy roll down the face of
...not walk down three or four steps
...ese SAWS volunteers are spreading
...a sense of freedom that sh
... Bank of Indianapolis



Corporate Team Building Program



**“When you hand go
possibility, they d**

— Biz Stone

What We Do

At SAWS, we build freedom one ramp at a time. Our ADA-compliant ramp provides access to the community for those who have been trapped inside their home due to a disability. We seek to transform the lives of our ramp recipients and our volunteers through meaningful service.

Who We Serve

SAWS serves individuals who are trapped in their home due to their financial circumstance and physical disability. A ramp gives them access to the community and enables them to leave their home independently. Generous corporations like yours make it possible for us to provide quality ramps at no cost to the low income people we serve.

What We Provide

- An opportunity to increase visibility in the community
- A morale-building team experience for employees
- All the tools and materials needed to build a quality ramp
- A seasoned project manager to lead a successful team-building experience
- An opportunity to change someone's life in a tangible way
- Proof for Great Places to Work recognition
- A SAWS t-shirt for each volunteer

How We Recognize You

- Yard sign with your company logo during the build
- Photo with your team and the recipient with the finished ramp
- Social media postings with photos of your build

Who Can Volunteer?

We welcome volunteers of all ages. No experience necessary.

When Can We Build?

We build ramps March through December, beginning when the ground thaws and ending the season when it freezes. Several companies build multiple ramps with us every season. We can create a customized schedule that helps you achieve your team-building goals.

How To Sign Up

- Recruit a team of 6-12 volunteers
- Provide \$3,500 per ramp
- Choose your top 3 dates
- Contact SAWS to schedule your build

Financial Support

For financial support above and beyond a team build, we recognize you as a Funding Partner through:

- Yard signs on builds that you make possible
- Your logo on the Funding Partners page of our website
- Your logo in SAWS quarterly newsletter
- Social media shout outs
- Feature story in SAWS quarterly newsletter

“It is rewarding to volunteer with an organization that is committed to helping people live a better life and see the smile on the recipient's face after we finish building a ramp.”

— Ashley, OrthoIndy



“It's truly an honor to work with SAWS. To see the impact that a ramp has on the families is worth every minute. And being able to do it as a team is amazing. It's all about family and our community.” — Nick, Meyer Najem Construction

Contact Us:

For more information, please contact Bob Richmond, Executive Director at brichmond@sawsramps.org or 317-844-7664 x6049. Visit us at www.sawsramps.org and follow us on Facebook, LinkedIn, and Twitter.





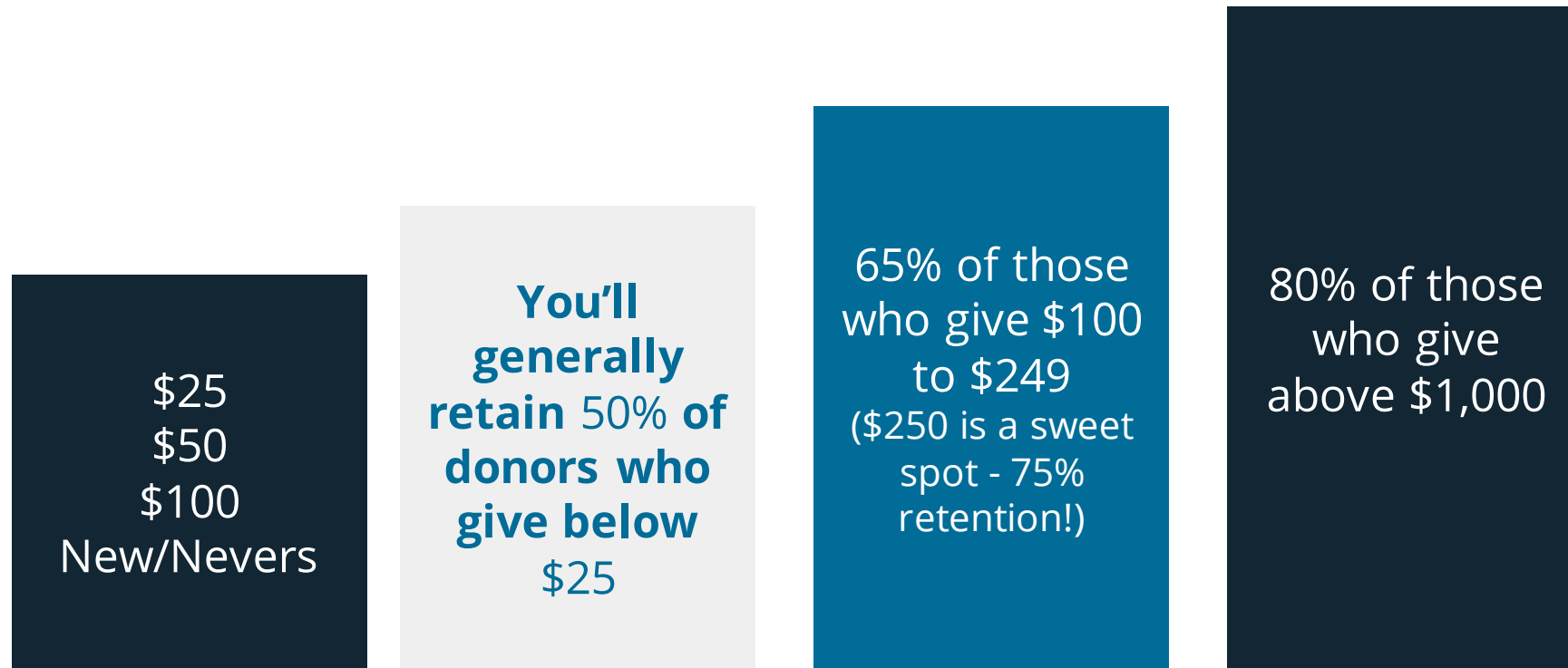
Solicitation

Request

Petition

Urge

Data Shows The Size of the Gift Does Matter





Giving Levels Demonstrate OutCOMES and OutPUTS

What's the difference?

- How can you demonstrate both?
- How can you tie that to an average gift amount?
- How can you test consumer data?
- Exact numbers, not rounded off, are more believable.

- \$xxx Supports # of client interviews, qualifying them and connecting them to our services.

(make your most common gift amount the bottom--in most orgs this is around \$100--have you analyzed your data?)

- \$258 Provides # hours of volunteer training.
- \$500 Supports one ribbon cutting ceremony.
- \$1,000 Can provide lumber for XXX feet of ramp, getting clients XXX closer to freedom.
- \$3,000 Delivers a complete ramp and a life changing experience for our clients and their families/caretakers.

- How can you show the full spectrum of your services/impact with your giving levels?
- A client or volunteer's experience start to finish?
- If you segment, how can you tell the right story?
- How can you develop your giving levels to appeal to the head and the heart of the donor?
- How can you use your giving levels to motivate donors to upgrade--especially to that \$250+ retention sweet spot?
- How can you use the high end of your giving levels to promote major gifts or a special campaign--anniversaries, milestones, etc.
- Giving levels, when used correctly, are a method of cultivation. They are another way to tell your story!

The logo for Community Foundation One County is positioned in the upper right background. It features a stylized tree icon with a human figure at its base, composed of leaf-like shapes. Below the icon, the text "COMMUNITY FOUNDATION ONE COUNTY" is displayed in a bold, sans-serif font, with "COMMUNITY" and "FOUNDATION" on separate lines and "ONE COUNTY" on a third line.

COMMUNITY
FOUNDATION
ONE COUNTY

The background of the image shows a group of people seated around a table in a meeting room. A woman with blonde hair is on the left, and a woman with dark hair is on the right. They appear to be engaged in a discussion. The room has a warm, yellowish light. A blue semi-transparent banner is overlaid across the middle of the image, containing the word "TOOLS" in white capital letters.

TOOLS

Resource Development Calendar



RESOURCE DEVELOPMENT CALENDAR

Monthly Strategy	Jan.	Feb.	March	April	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.
Annual Campaign	Board Giving	Board Giving	Face to Face	Face to Face	Face to Face	Mailing						
Pancake Breakfast												
Auction												
Basketball Spectacular												
Sports Sponsor recognition delivery												
Recognition Dinner/Invite a Friend												
Camp Sponsorships												
Bed Race												
Golf Outing												
Camp Thank You Card												
Alumni Celebration Lunch												
Sports Sponsorships												
Planned Giving Mailing												
UWCI Blackout												
Trivia Night												
Halloween/Thanksgiving Card												
Raffle Sales												
LYBNT & Parent Letter												
Donor Gift Delivery												
Newsletters												
Thank you calls—250 and above, new donors												

Red=Solicitation; Green=Stewardship; Blue=Cultivation; Purple=Event

Event ROI Analysis



SPECIAL EVENTS Return on Investment (ROI) Analysis

Club Organization: _____
Special Event Name : _____

FINANCIAL ROI WORKSHEET

1	Gross Cash Revenue	
2	Direct Cash Expenses	
3	Net Cash Revenue	0
4	Staff Expense <i>(complete table on right)</i>	0
5	Indirect Administrative Costs <i>(based on 18% of expenses)</i>	0
6	True Net Cash Revenue	0
7	Cost as % of money raised *	#DIV/0!

Personnel	No. Staff	Avg. hours per week	No. of weeks	Hourly Wages	TOTAL
8 CPO Time					\$0
9 Other Staff Time					\$0
10 Event Day Staff Time					\$0
TOTAL STAFF HOURS	0	TOTAL STAFF EXPENSE			\$0

* Indirect Administrative Costs: Association of Fundraising Professionals (AFP) states that 18% is an industry standard. Feel free to alter formula for accuracy as needed.

* Cost as Percent of Revenue: AFP and BGCA recommends that this calculation never exceed 50% of gross revenue.

INDIRECT BENEFIT WORKSHEET

11	New Annual Donors	
12	New Board Members	
13	New Corporate Partners	
14	Marketing Coverage	

VOLUNTEER TIME WORKSHEET

Event Volunteers	No. Volunteer	Avg. hours per week	No. of weeks	Hourly Wages	TOTAL
15 Board Time Commitment				\$22.55	\$0
16 Event Volunteer Time				\$22.55	\$0
TOTAL VOLUNTEER HOURS	0	TOTAL VALUE OF VOLUNTEER TIME			\$0

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QUESTIONS?

Now's my time to
hear from you!



“Believe you can and you are halfway there.”

Theodore Roosevelt

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Resources & References

[Fundraising Effectiveness Project](#)

[The Bloomies](#)

[The Osborne Group](#)

[Raise on Demand](#)

[Engagement During Covid Webinar](#)

[Blackbaud Charitable Giving Report](#)

[CASE](#)

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Let's Connect

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[Lilly Family School of Philanthropy](#)



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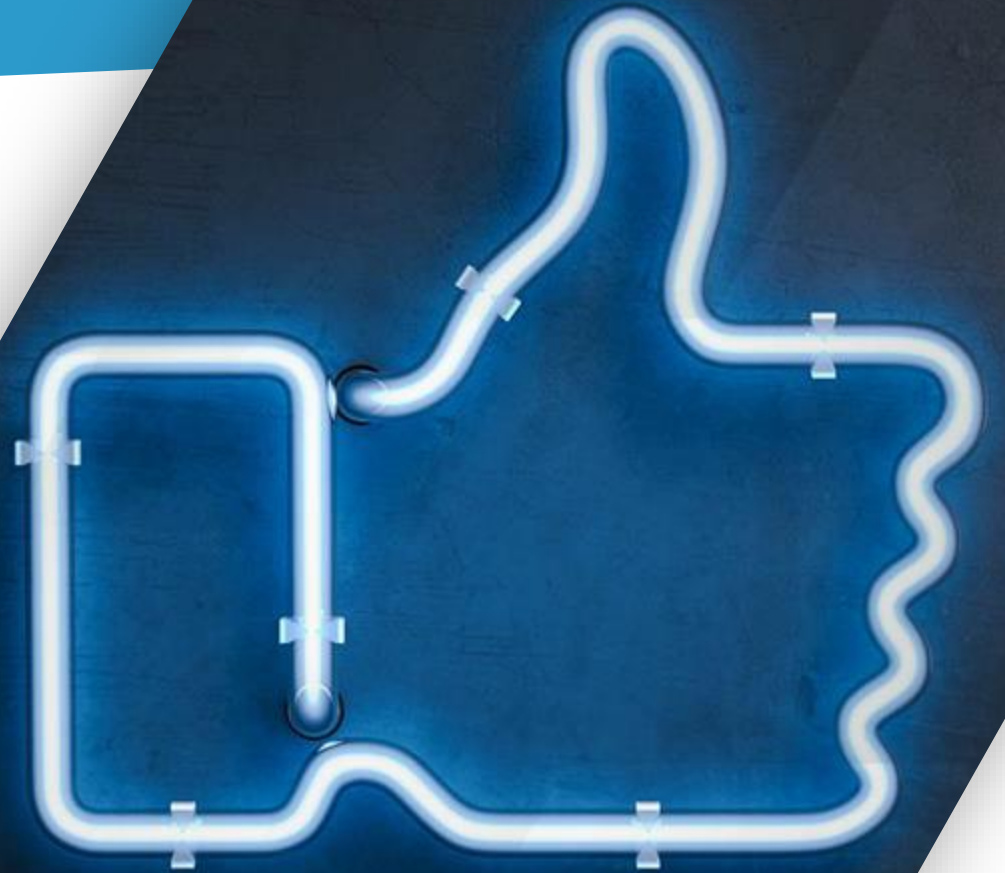
fb.com/onecause



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