



The First 90 Days: How To Design Responsive, Multi-Channel Donor Journeys To Grow Donor Engagement



Noah Barnett
CMO, Virtuous
noahb@virtuous.org



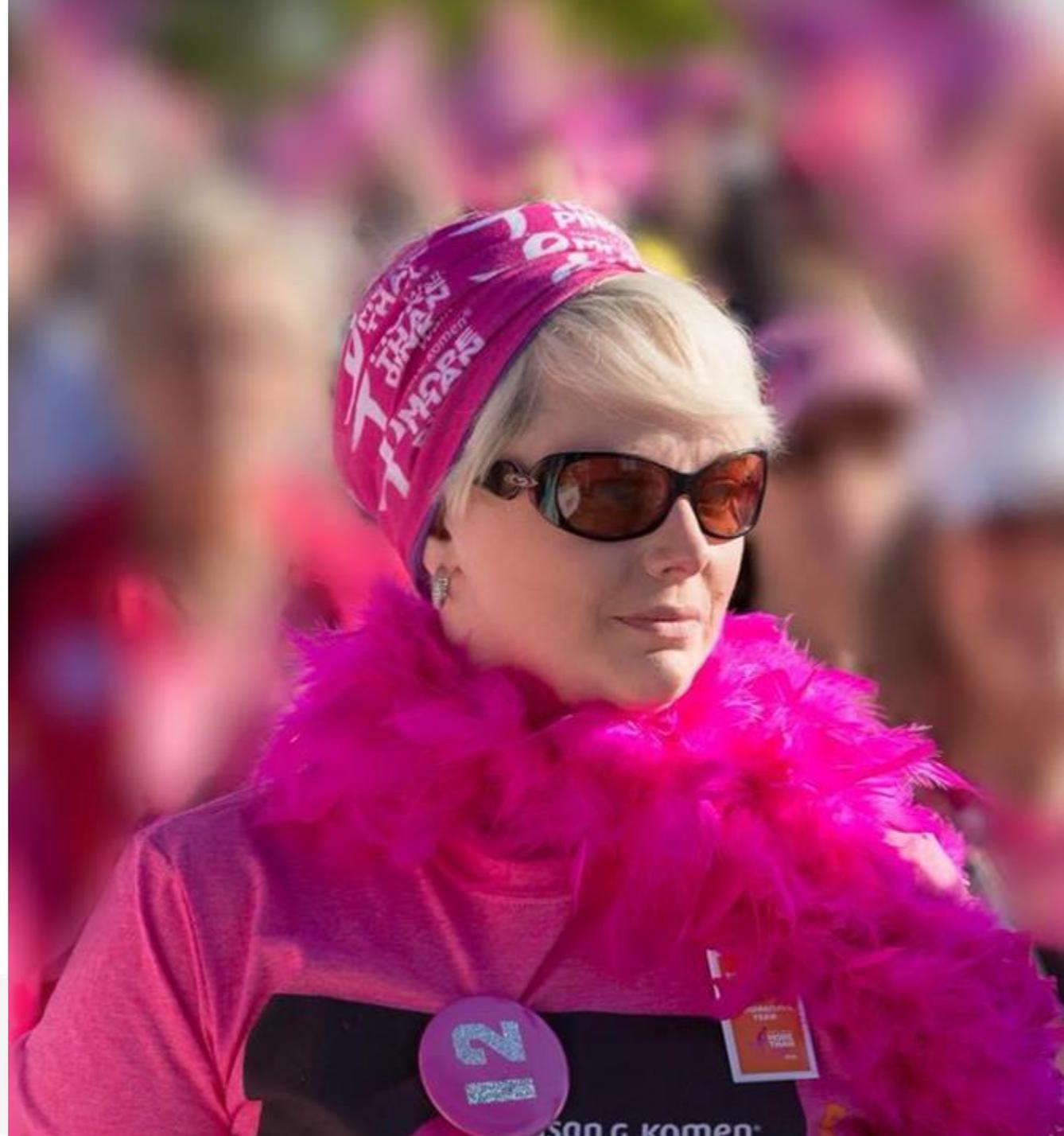
Courtney Bugler
Chief Development & Marketing Officer
cbugler@piedmontpark.org





Giving is personal

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



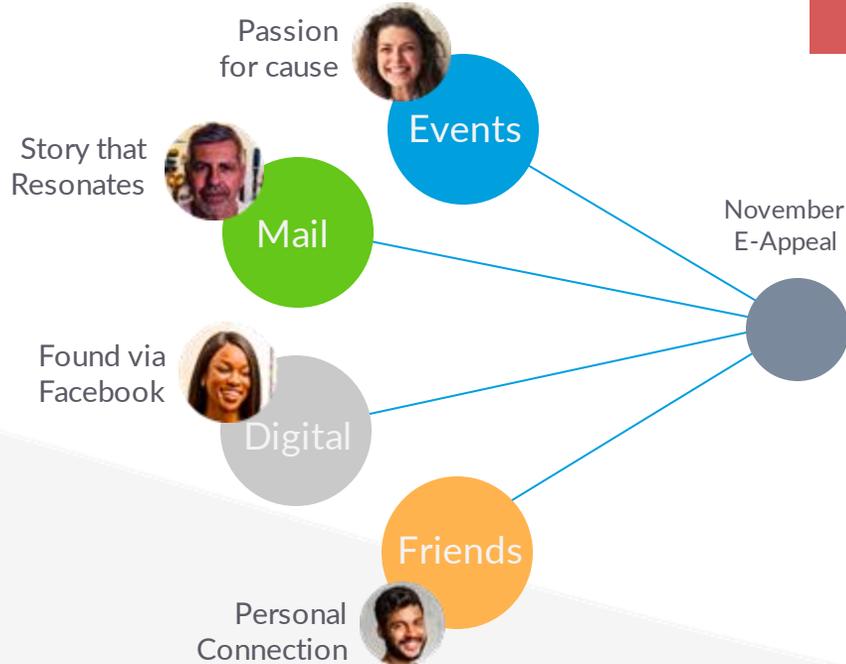
The Problem

Most nonprofits are handcuffed to traditional fundraising systems that are largely impersonal.

Today's fundraising is largely impersonal

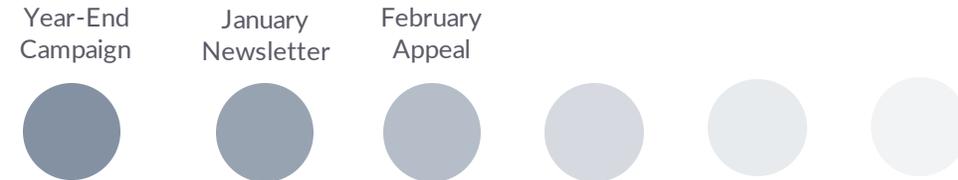
Donor/Prospect Acquisition

- Personal and varied
- Based on donor's intent



Retention & Cultivation

- One-to-many ("Spray and Pray")
- One-way communication. Nonprofit timing.
- Impersonal, disconnected from intent



A Growing Generosity Crisis



The numbers

≈50%

Turn over in donors every year

≈25%

Decrease in mid/low donors last decade

Why donors opt out

Inappropriate asks & impersonal messages

Lacking acknowledgement & transparency

“Every system is perfectly designed to get the results it gets.”



— **Paul Batalden**

MD, Researcher, Healthcare





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Agenda

1. Three (3) core factors that drive donors to give again
2. Why multi-channel cultivation is a must in 2021 and beyond
3. How to use responsive fundraising to design dynamic donor journeys at scale



Two **important** questions.

Two important questions

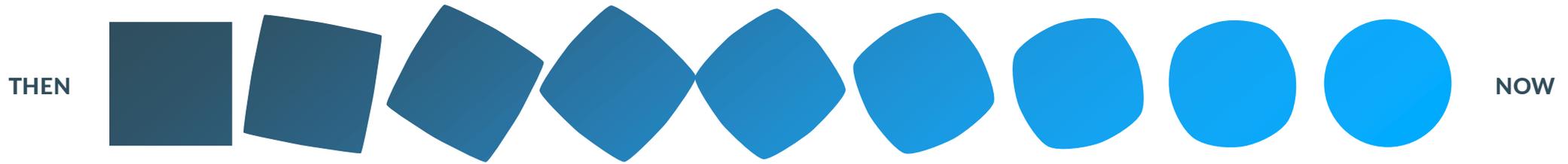
What drives **donor retention**?

Two important questions

What drives **donor retention**?

How do we **cultivate this**?

The world you fundraise in has changed.

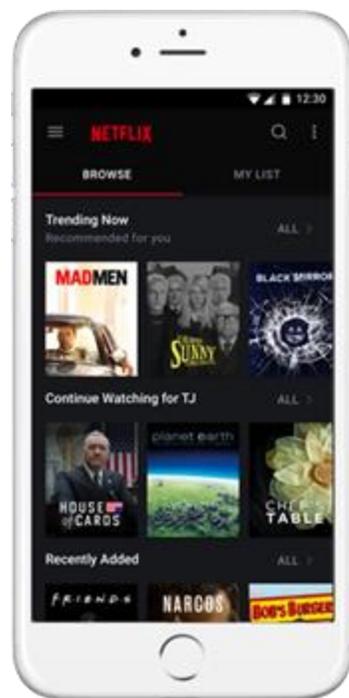


“Some organizations will thrive from this increased chaos, some will be unprepared, and some will merely fight it and lose.”



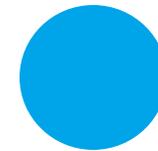
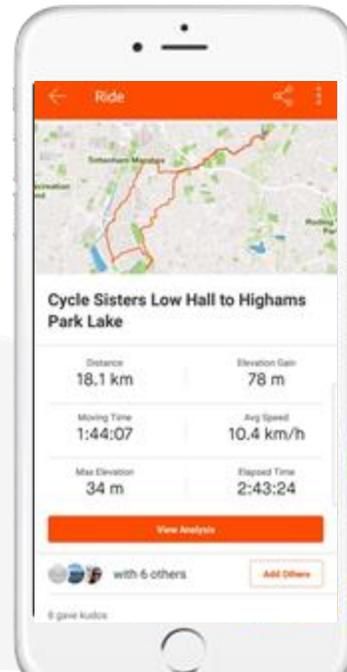
— **Seth Godin**

Marketer, Innovator, Author



What changed?

Shift from mass marketing to personal experiences.



Tailored to you

Curated content and experiences based on your interests.



Two-way, behavior driven

Triggered based on my response to content, data signals, etc.



Personalization Everywhere

audible 



Disney


STITCH FIX

 +


 Spotify

 SUN BASKET



NETFLIX



A Growing Generosity Crisis



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Why donors opt out

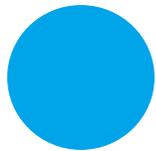
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Why donors opt out

Inappropriate asks & impersonal messages

Lacking acknowledgement & transparency

The Insight

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

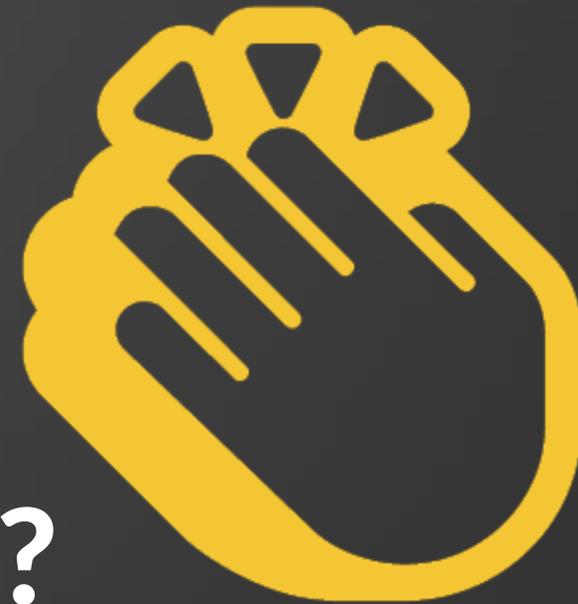


 **PIEDMONT
PARK
CONSERVANCY**

Two important questions

✓ What drives **donor retention**?

How do we **cultivate this**?





“We have to devise means of making known the facts in such a way as to touch the imagination of the world. The world is not ungenerous, but unimaginative and very busy.”



— **Eglantyne Jebb**

Founder of Save the Children

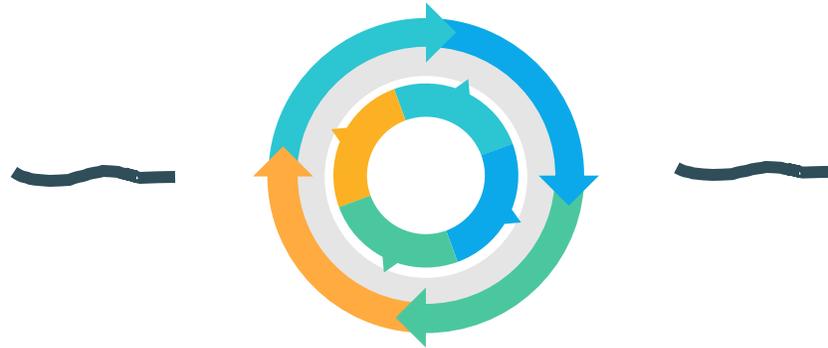
The First Principles of Fundraising

Connecting supporters with your story through systems



Supporters

Donors, Stakeholders,
Volunteers, Board, Staff



Systems

Campaigns, Processes, Habits,
Metrics, Communications,
Platforms

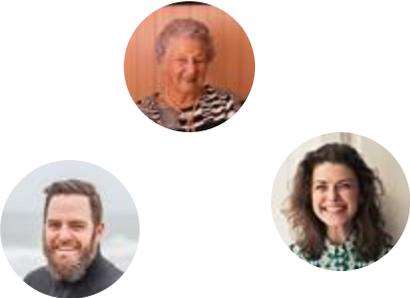


Story

Mission, Impact, Purpose,
Outcomes, Beneficiaries

The Fundraising Growth Model

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

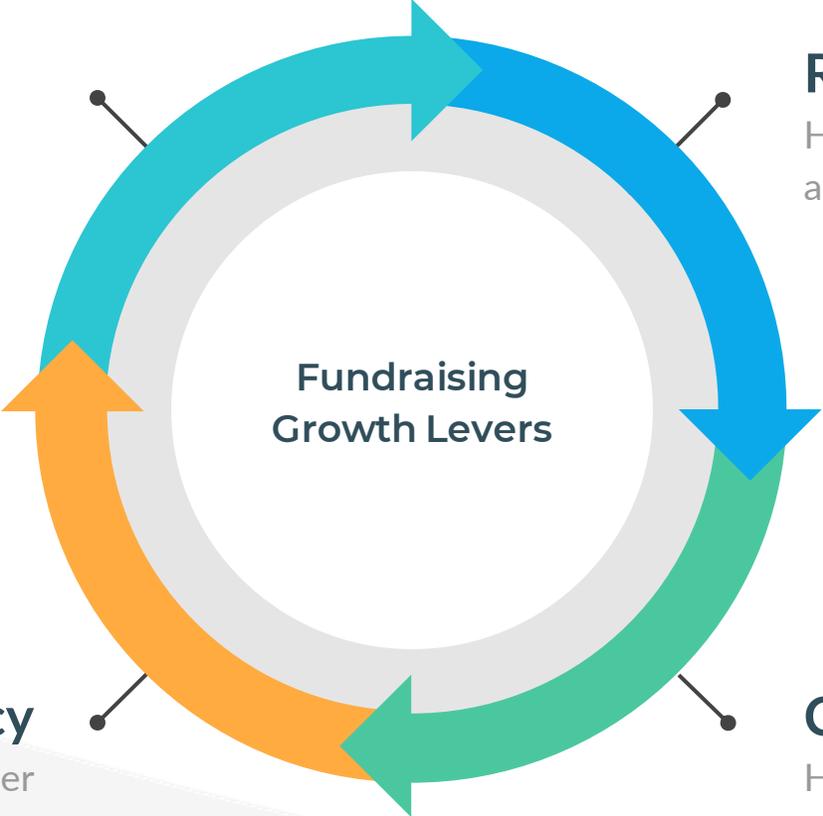


Retention
How you build lasting relationships and earn donor loyalty.



Advocacy
How frequently your donors refer others to support your cause.

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

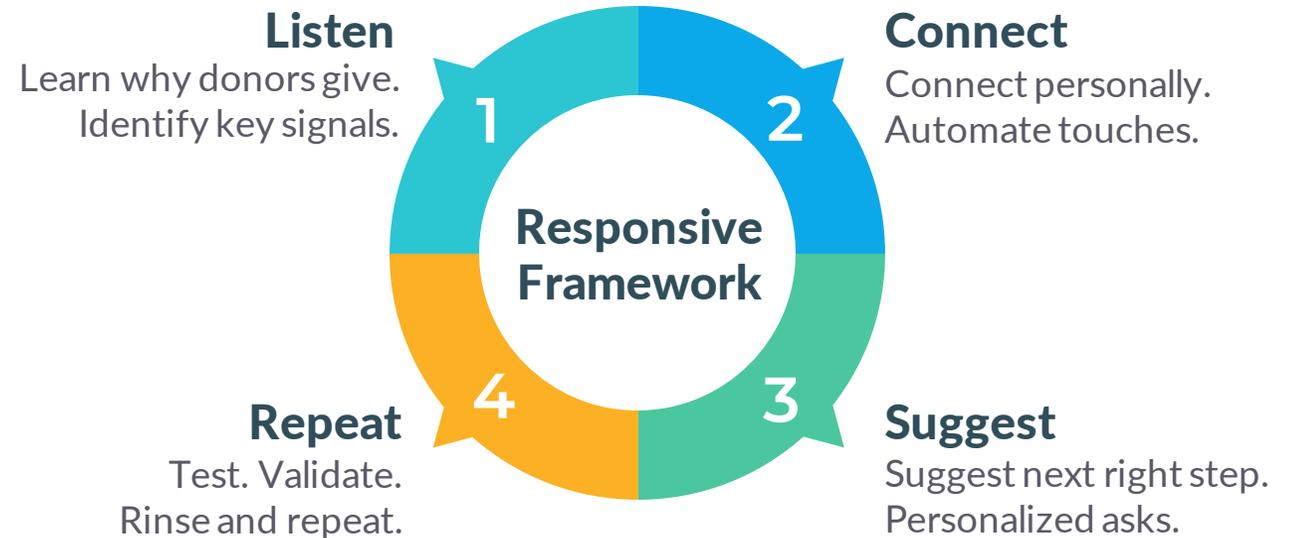


How are nonprofits accelerating their growth model and **closing the gap** with modern donor?

A Better Approach: Responsive Fundraising

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

The Donor-Centric Model



The Responsive Fundraising Framework



Listen

Ask questions. Find out why donors given. Identify key signals.



Repeat

Test. Find out what works. Rinse and repeat.



Connect

Connect personally in real-time. Automate emails, tasks, & segmentation.



Suggest

Suggest the right next step based on engagement, intent and capacity



What are you listening for?

Three (3) types of donors signals you should listen for:

	Involvement How they engage	Interest What they engage with	Intent Why they engage
 Emma	Active donor ~4 years LTD Giving > \$5k Volunteers often	Gives monthly to women support programs Volunteered to be a mentor for young girls	Said in a survey that she gives because of she saw first-hand the value of mentorship.
 Luke	First-time donor Attended a virtual event Gave \$500 online	Requested more info on child advocacy programs Viewed child adoption articles on our website	Visited the website again after being disengaged for four (4) months.

AUDIENCE POLL:

Which of these donor signals are you listening for today?



0 - None :/

1 - Involvement

2 - Involvement & Interest

3 - All three!!

**Share your take in the GoTo chat panel*



WorldHelp[®]

Example: *Donor Personas & Personalized Messaging*



Erika // New Mother



Cheryl // Former Teacher



Scott // Pastor



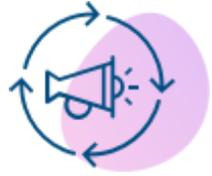
Suzie // Mother



Abby // College Student



Jay // Business Owner



Example: *Automated New Donor Onboarding Workflow*



First-Time Donor Journey



Add Tag: New Donor



Send Email: "Adoption Welcome 1"



Delay 3 Days



Assign Task: Intro Call
John Thomas | Due in 2 Days



Send Email: "Adoption Welcome 2"



Delay 5 Days



Send Text: Adoption SMS 1



Automated Letter: Adoption Mail Package



Example: *Donor Giving Milestone Campaign*

LTD GIVING > 1K

Query: [Giving Milestones - LTD > 1k](#)



CONTACTS 344

ACTIONS 14

-  Task: Development Rep follow-up call
David Cady | Due in 5 days  
-  [Send 'Life-to-Date Giving \\$1,000 \(LTD Giving Milestone...](#)  
-  Add Tag: Major Donor  
-  Delay 2 days  
-  [Send Letter 'Welcome Letter'](#)  
-  Task: Director of Development Thank You Handwritten ...
David Cady | Due in 5 days  
-  Delay 3 days  
-  [Send Letter 'Thank You Letter'](#)  
-  Follow: David Cady  
-  [Send Letter 'Thank You Letter'](#)  
-  Add Note: Major Giving Threshold reached  
-  Add: Susan's Major Donor Portfolio  
-  Set OnBoarding Status to: Complete  



Example: *Contextual Follow-up & Suggested Next Steps*



Kyle, meet Peter.

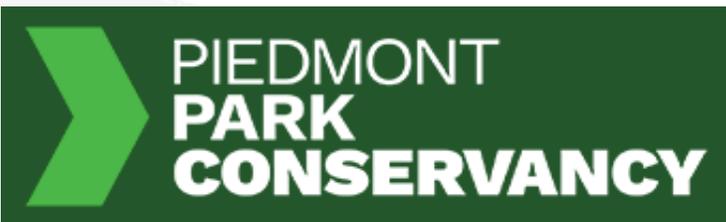
He leads the team that cared for [Estela](#), the patient from Guatemala you supported, and he wrote you this note:

"Kyle, you and Watsi have done something special, which is allow us to say yes to patients like Estela. It creates hope, revitalizes imaginations, and reshapes medical realities. Happy Valentine's Day. Thanks for being on this journey with us."

This Valentine's Day, support one of Peter's patients.

And dedicate the donation to someone you love!

[VIEW PATIENTS](#)



The Responsive Fundraising Framework



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Ask questions. Find out why donors given. Identify key signals.



Repeat

Test. Find out what what works. Rinse and repeat.



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Connect personally in real-time. Automate emails, tasks, & segmentation.



Suggest

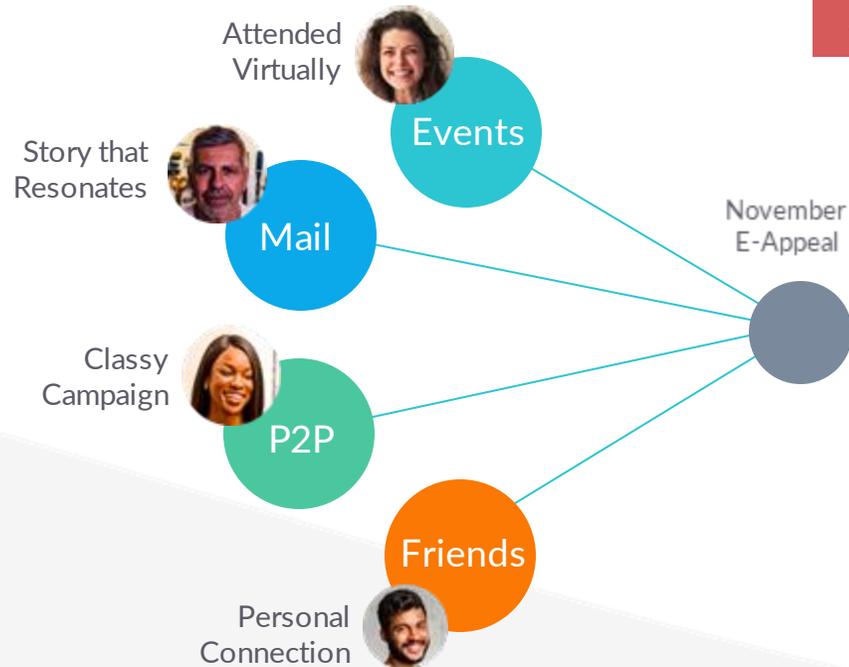
Suggest the right next step based on engagement, intent and capacity



Remember this ...

Supporter Acquisition

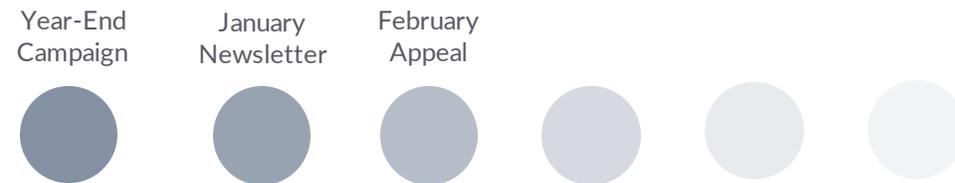
- Personal and varied
- Based on donor's intent



76%
Attrition

Retention & Cultivation

- One-to-many ("Spray and Pray")
- One-way communication. Nonprofit timing.
- Impersonal, disconnected from intent



Imagine for a moment ...

Meet Lisa

Attended a virtual event



TY email with a survey on interests



Thank you call from team



SMS from Program Team based on interests

Lisa receives multi-channel engagement

Lisa Visits

You track engagement on your website pages



Email w/ donation ask based on page Lisa visited

Lisa Gives!

Signs up as a recurring donor on your donation page



Postcard closing the loop on impact

Automated donor journey. Multi-channel. Hyper personal.

What if ...



Tim



New Donor Journey

First gift to water campaign



Ronda

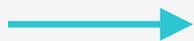


Online Gift Recovery

Abandons donation page



Lynn



Lapsed Donor Journey

Hasn't given in 13 months



James



Malaria Info Series

Clicks to email and downloads PDF

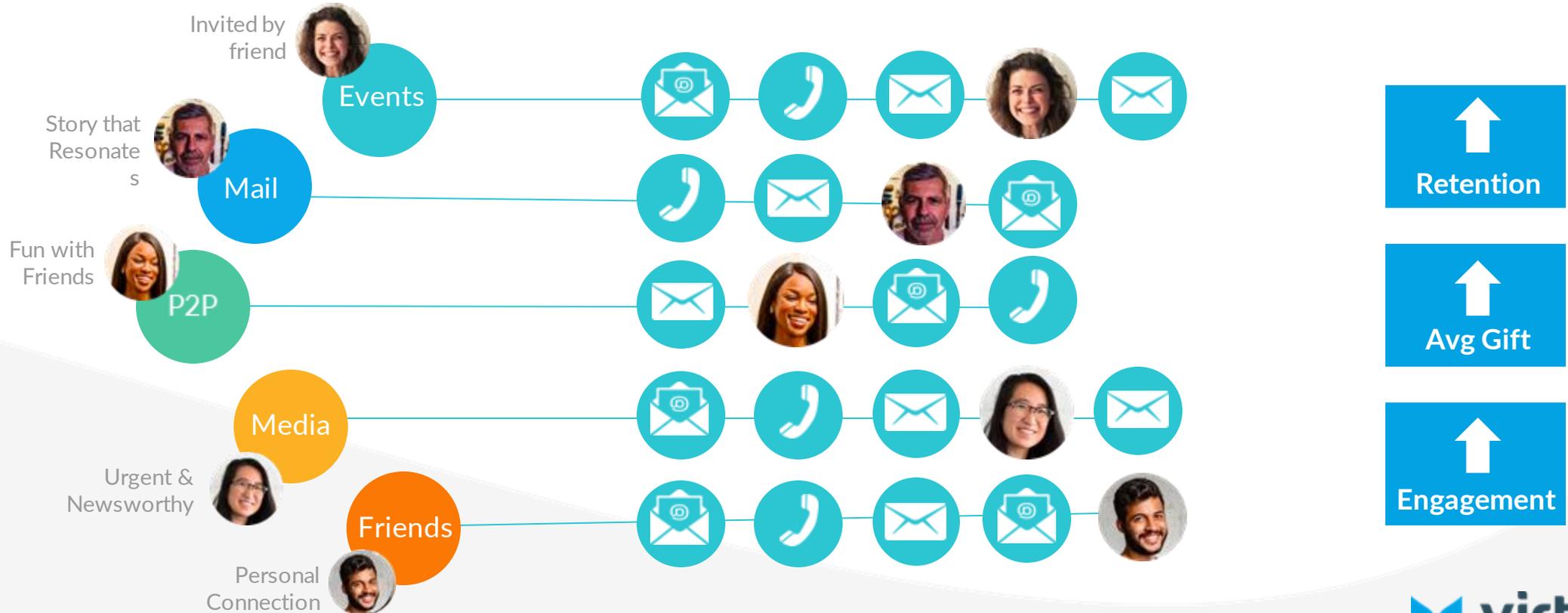
Responsive, dynamic campaigns

Donor/Prospect Acquisition

Personal. Based on Donor Timing

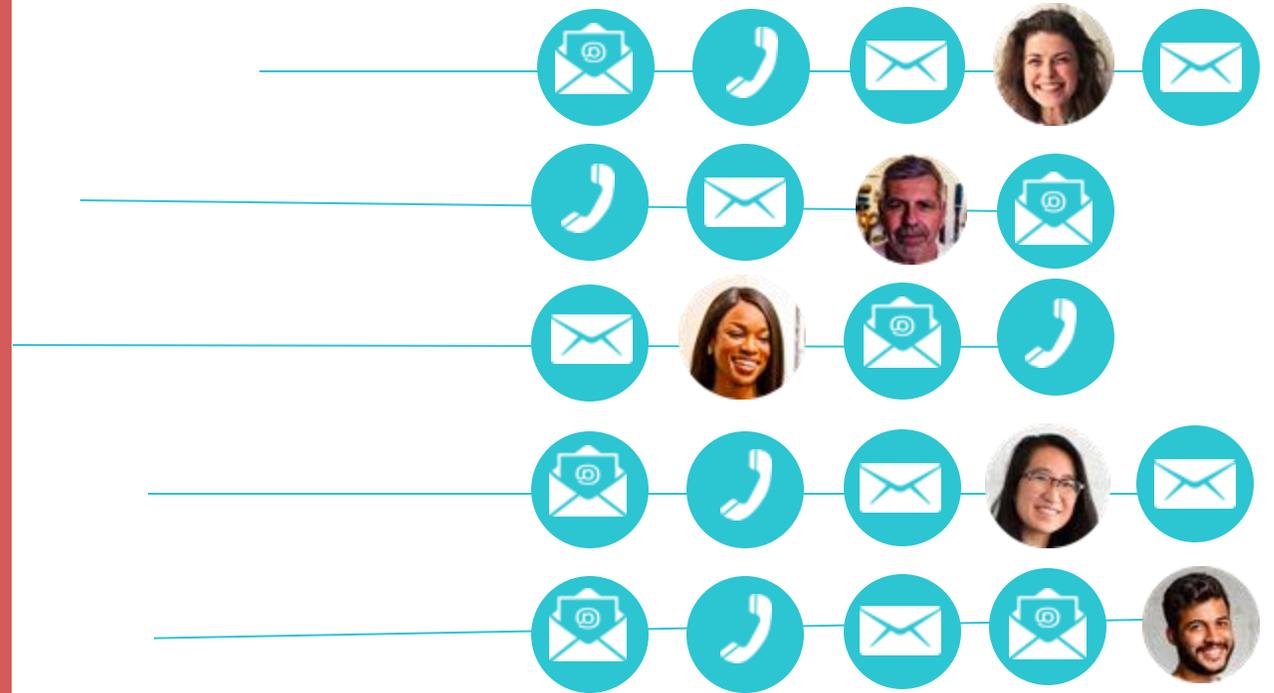
Retention & Cultivation

Connected to Intent. Driven by Donor Behavior.



Multi-channel. One conversation.

Growing nonprofits are using multi-channel communications to stay connected and deepen engagement with supporters.



AUDIENCE POLL:

Are you using multi-channel fundraising today?



0 - Nope :/

1 - Dabbling ...

2 - Yes, but only with online acquired donors

3 - Multi-channel all the way!!

**Share your take in the GoTo chat panel*

Why multi-channel matters

The Insights

Multi-channel donors = 3x more

Digitally acquired donors are 3x more likely to become multi-channel donors

Don't forget the phone

The Data

- ↑ 12% or more donor retention
- ↑ 39% giving due to thank you calls
- ↑ 300% increase in DLTV

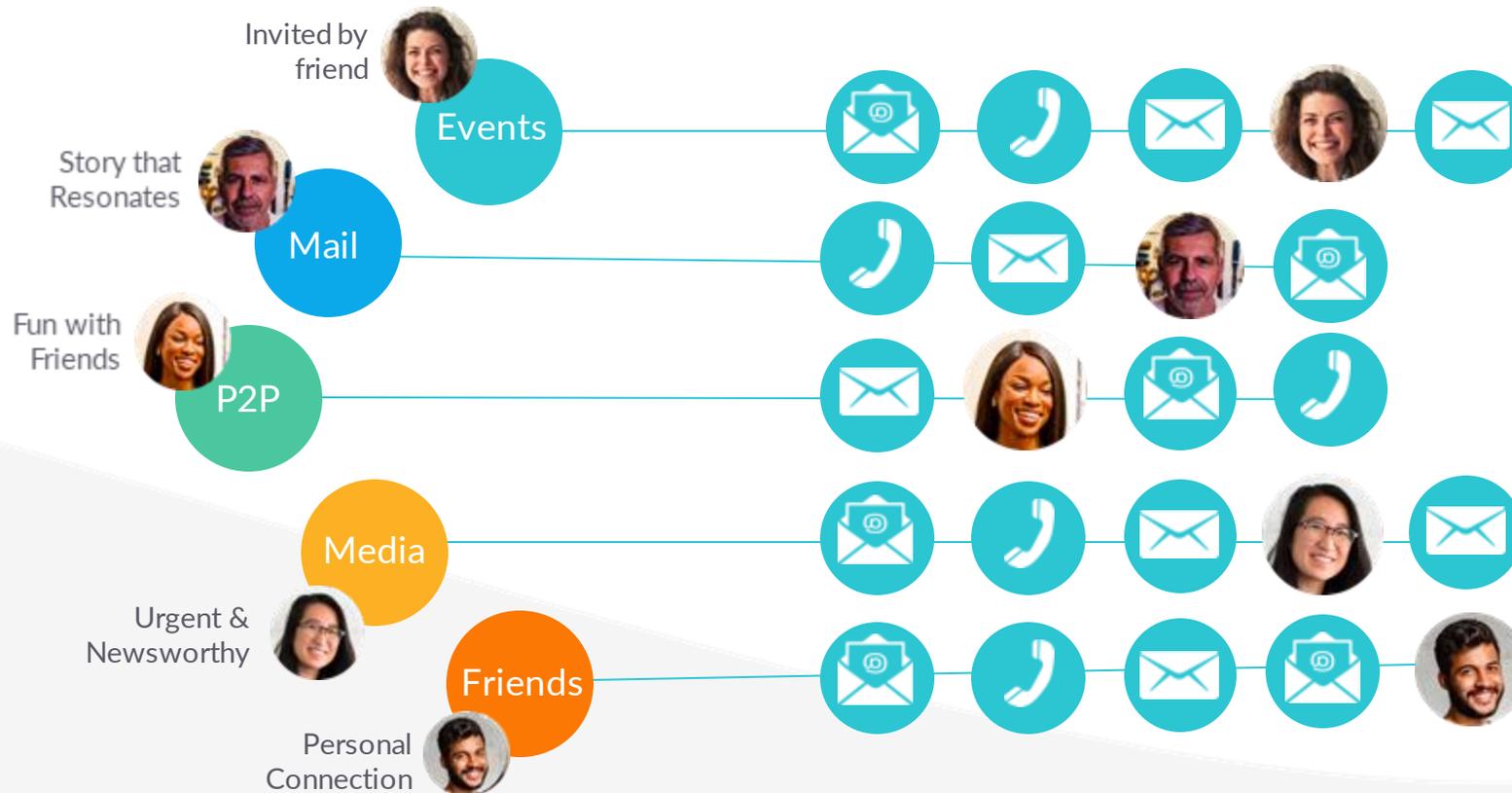
Responsive, multi-channel

Supporter Acquisition

Personal. Based on Donor Timing

Retention & Cultivation

Connected to Intent. Driven by Donor Behavior.



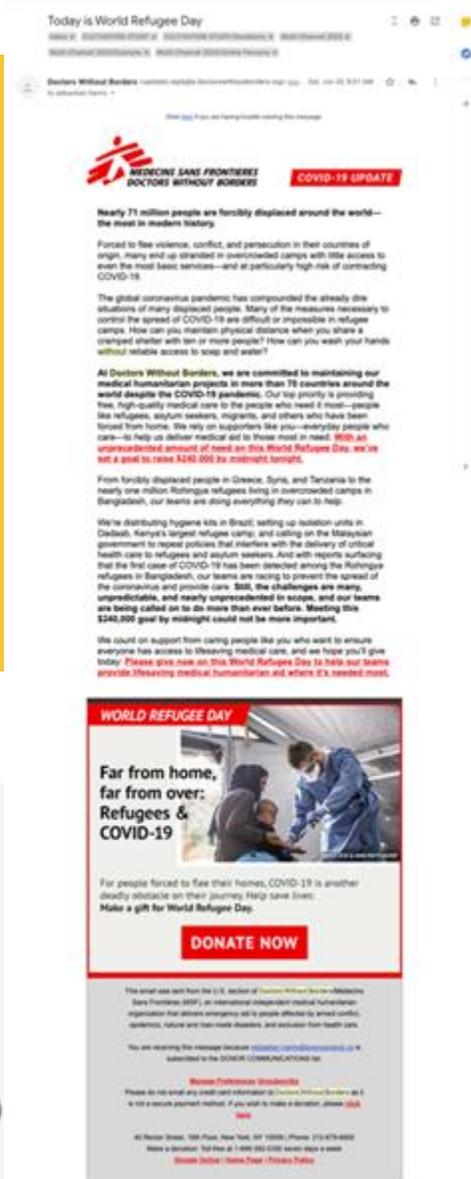
Case: Doctors Without Borders

- ☆ Doctors Without Bor. 2 One final chance - They fled for their safety. What's n
- ☆ Doctors Without Bor. 2 Only hours left this World Refugee Day - You only hav
- ☆ Doctors Without Bor. 2 Today is World Refugee Day - Nearly 71 million forcib

It's Mary from Doctors Without Borders. We're short of our World Refugee Day goal, and COVID-19 has made this work so urgent. Donate now: <https://bit.ly/3djTJJ4>

Case: Doctors Without Borders

EMAIL 1



2 HOURS

TEXT 1

It's Mary from Doctors Without Borders. We're short of our World Refugee Day goal, and COVID-19 has made this work so urgent. Donate now: <https://bit.ly/3djTJJ4>

Case: Doctors Without Borders

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It's Mary from Doctors Without Borders. We're short of our World Refugee Day goal, and COVID-19 has made this work so urgent. Donate now: <https://bit.ly/3djTJJ4>

3 HOURS

EMAIL 2

Only hours left this World Refugee Day

Doctors Without Borders

WORLD REFUGEE DAY DEADLINE: 11:59 PM TONIGHT

00 | 00 | 00 | 00
DAYS | HOURS | MINS | SECS

GIVE NOW TO SAVE LIVES

Time is running out to make a lifesaving gift to Doctors Without Borders this World Refugee Day, so we wanted to tell you where we stand. With just hours left until our midnight deadline, we're still \$50,000 short of our goal.

Our teams are racing to provide medical care to the millions of refugees and other displaced people who have been put at even greater risk by the COVID-19 pandemic. This global health crisis is unprecedented—and so are the needs on the ground.

As they flee violence, conflict, persecution, and other hardships in their home countries, refugees and other displaced people face unique risks. Many end up stranded in overcrowded, unsanitary camps where essential services are limited or nonexistent and measures to control the spread of COVID-19 are difficult or impossible to implement.

Helping refugees is a core tenet of our medical humanitarian work—and that's why we're racing to reach our \$240,000 goal before midnight this World Refugee Day.

With the coronavirus pandemic compounding other health crises, your gift has never been needed more. Donate now to help us meet our World Refugee Day goal before midnight and provide medical care for people in the most and often the need.

WORLD REFUGEE DAY

Far from home, far from over: Refugees & COVID-19

For people forced to flee their homes, COVID-19 is another deadly obstacle on their journey. Help save lives. Make a gift for World Refugee Day.

DONATE NOW

This email was sent from the U.S. office of Doctors Without Borders/Médecins Sans Frontières (MSF), an international humanitarian medical humanitarian organization that delivers emergency aid to people affected by armed conflict, epidemics, natural and man-made disasters, and exclusion from health care.

You are receiving this message because mary@doctorswithoutborders.org subscribed to the DONOR COMMUNICATIONS list.

Doctors Without Borders/Médecins Sans Frontières (MSF) is not a secure payment method. If you wish to make a donation, please click here.

40 West Street, 10th Floor, New York, NY 10006 | Phone: 212 679-6600
Make a donation: 1-800-252-1232 (toll-free) or <https://www.doctorswithoutborders.org>
Donate Online | Donate by Phone | Donate by Mail

Case: Doctors Without Borders

EMAIL 2

Only hours left this World Refugee Day

Doctors Without Borders updates refugee doctorswithoutborders.org page... Sat, Jun 20, 9:07 PM

Click here if you are having trouble viewing this message.

 **COVID-19 UPDATE**

WORLD REFUGEE DAY DEADLINE:
11:59 PM TONIGHT

00 | **00** | **00** | **00**
DAYS | HOURS | MINS | SECS

GIVE NOW TO SAVE LIVES

Time is running out to make a lifesaving gift to Doctors Without Borders this World Refugee Day, so we wanted to tell you where we stand: **With just hours left until our midnight deadline, we're still \$36,000 short of our goal.**

Our teams are racing to provide medical care to the millions of refugees and other displaced people who have been put at even greater risk by the COVID-19 pandemic. This global health crisis is unprecedented—and so are the needs on the ground.

As they flee violence, conflict, persecution, and other hardships in their home countries, refugees and other displaced people face unique risks. Many end up stranded in overcrowded, unsanitary camps where essential services are limited or nonexistent and measures to control the spread of COVID-19 are difficult or impossible to implement.

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You are receiving this message because donation_facts@doctorswithoutborders.org is subscribed to the DONOR COMMUNICATIONS list.

Receive Professional Credentials

Please do not email any credit card information to DoctorsWithoutBorders.org as it is not a secure payment method. If you wish to make a donation, please [click here](#).

47 Rector Street, 10th Floor, New York, NY 10038 | Phone: 212-679-6800
Make a donation. Tell them at 1-888-292-0292 seven days a week.
[Donate Online](#) | [Home Page](#) | [Privacy Policy](#)

5 HOURS

EMAIL 3

One final chance

Doctors Without Borders updates refugee doctorswithoutborders.org page... Sat, Jun 20, 9:07 PM

Click here if you are having trouble viewing this message.

 **COVID-19 UPDATE**

GOAL:
\$240,000

DEADLINE:
MIDNIGHT

DONATE NOW

World Refugee Day ends in just five hours.

Donate now to help Doctors Without Borders provide lifesaving medical care to refugees and other displaced people impacted by COVID-19 and urgently in need of care around the world.

DONATE

WORLD REFUGEE DAY

Far from home, far from over: Refugees & COVID-19

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Case: Buckner International

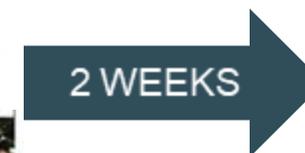
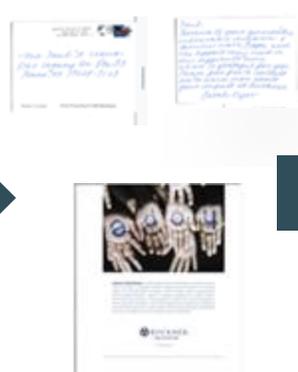
1 - THANK YOU & RECEIPT

2 - THANK YOU POSTCARD

3 - IMPACT POSTCARD

4 - IMPACT POSTCARD

5 - APPEAL LETTER



DAY 33



52 DAYS

17 DAYS

35 DAYS



Multi-Channel Fundraising

- 1) Email your offline donors and mail your online donors
- 2) Create an online and offline welcome series
- 3) Call all donors within 48 hours of a donation
- 4) Say “thank you” if/when you do
- 5) Ask for emails on direct mail reply devices

Multi-Channel Fundraising

- 1) Send text messages within your 90-day cultivation
- 2) Send a postcard 2-3 weeks before an online campaign
- 3) Automate thank you voicemails
- 4) Show Facebook ads to direct mail recipients 2-3 weeks before and after they get an appeal
- 5) Send emails 2 weeks before and after an appeal

Two important questions

- ✓ What drives **donor retention**?
- ✓ How do we **cultivate this**?

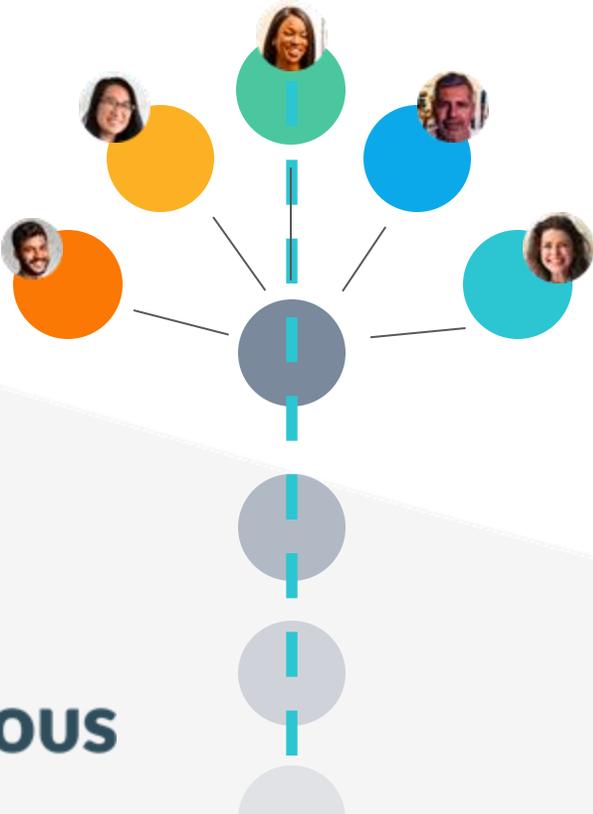


Your Nonprofit Has A Choice

Will you carry on or adapt your approach for growth?

Traditional

Disjointed, Static, Siloed



OR

Responsive

Dynamic, Personal, Multi-Channel



The Recap ...

- ✓ Retention = Care X Connection X Confidence
- ✓ Responsive = Listen, Connect, Suggest
- ✓ Multi-Channel, One Conversation

- ❑ Audit 90-day new donor communications
- ❑ Adjust based on learnings
- ❑ Test, measure, iterate, grow!

Offer: The Responsive Fundraising Pack



Send an email to responsive@virtuous.org with subject line “**Raise**” and I’ll send you:

- A 30-minute video showcasing the why and how of responsive fundraising
- The 100+ Page Responsive Fundraising Blueprint & Playbook
- A self-paced Responsive Assessment to benchmark your nonprofit’s fundraising



Questions?



**Share yours in the chat panel*

Raise[®]
2021

A growth partner for nonprofit teams

Virtuous is a software company committed to helping nonprofits grow generosity.

From responsive fundraising platforms and playbooks to hands-on support from real people who care about your success.



Leading nonprofit teams trust Virtuoso

