

Raise[®]
2022

The Responsive Mindset

How To Build Resilient Teams and Drive Growth
With Confidence



The Responsive Mindset

How To Build Resilient Teams and Drive Growth
With Confidence




Erik M. Tomalis
Senior Nonprofit Advisor



generosity

The word "generosity" is written in a white, cursive script. It is surrounded by multiple layers of thick, colorful brushstrokes in a rainbow gradient (red, orange, yellow, green, blue, purple). The background is a dark teal color with faint, curved lines. In the bottom left corner, there are two overlapping curved lines in shades of cyan and light blue.





“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



We're facing a
major challenge...

Raise[®]
2022

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.

Raise[®]
2022

What changed?

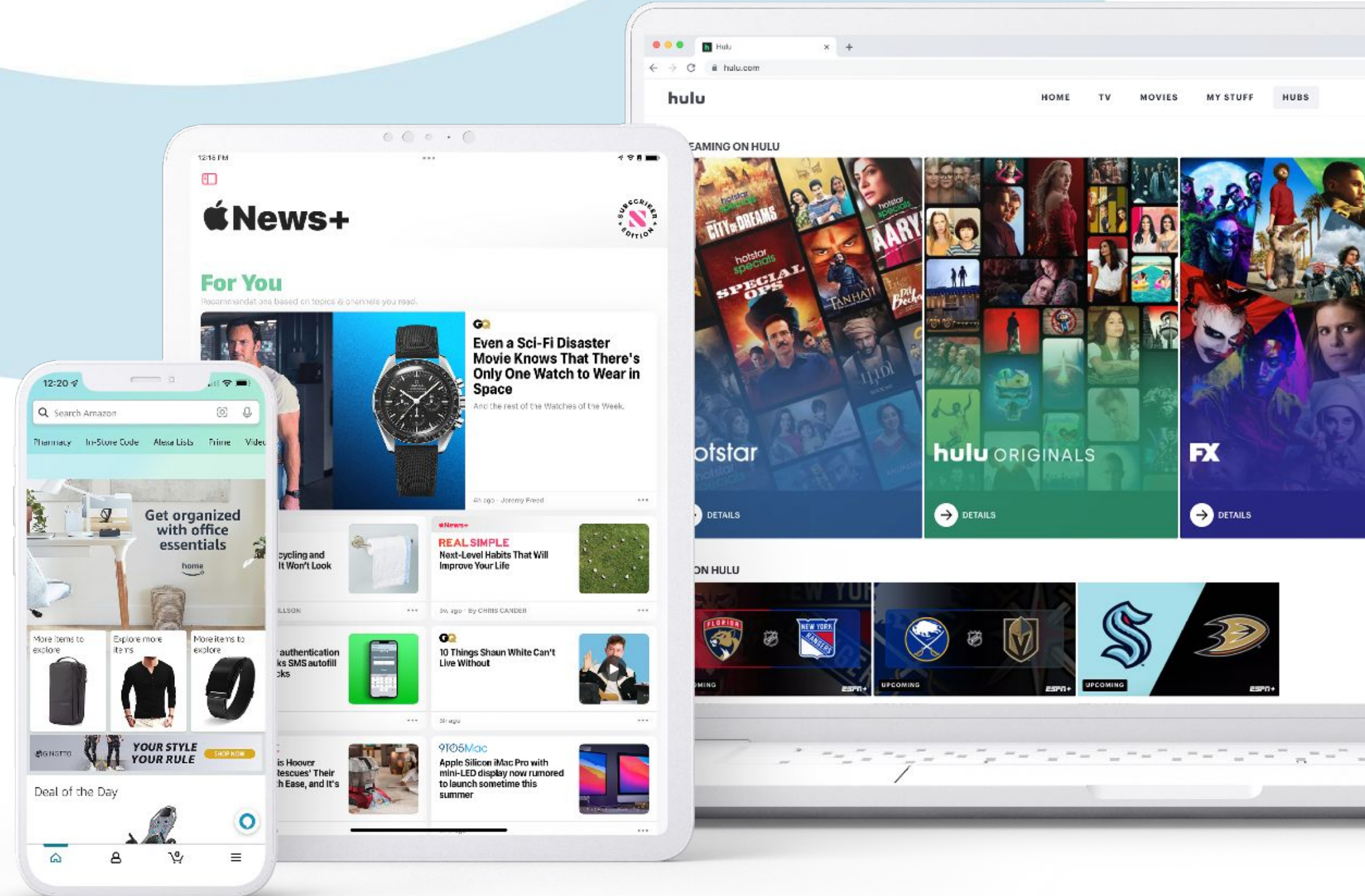
Shift from mass communications to personal, responsive experiences.

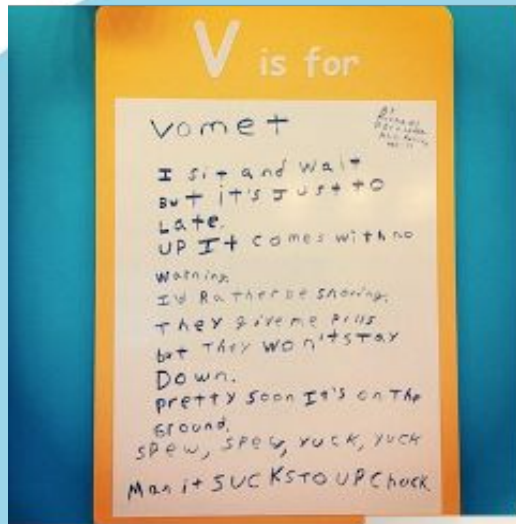
✔ Personalized experiences

Moving away from one-size-fits-all

✔ Two-way, behavior driven

Triggered in response to data signals





Giving is personal

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

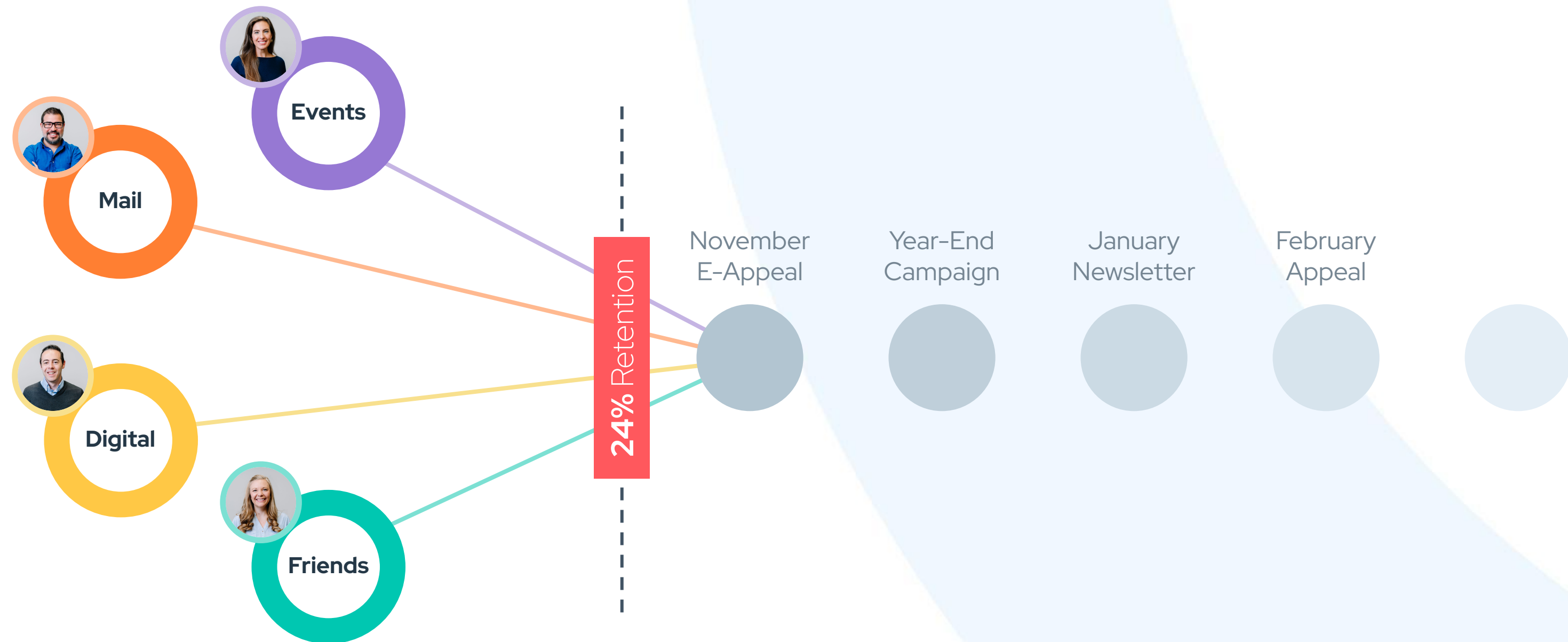
The legacy, impersonal model

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

Two important questions

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

Two important questions

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

Why nonprofits are changing...



Virtuous + Responsive

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

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

Virtuous + Responsive

- ↑ 10% increase in average gift

- ↑ 12% increase in retention


- ↓ 20% decrease in staff time

- ✓ 10x ROI

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?

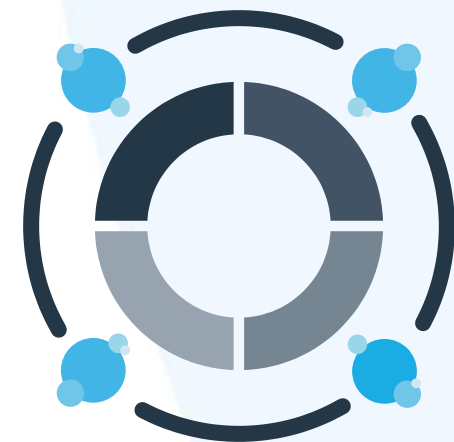
The First Principles of Fundraising

Connecting supporters with your story through systems.



Supporters

Donors, Stakeholders, Volunteers,
Board, Staff



Strategies & Systems

Campaigns, Processes, Habits,
Metrics, Communications, Platforms

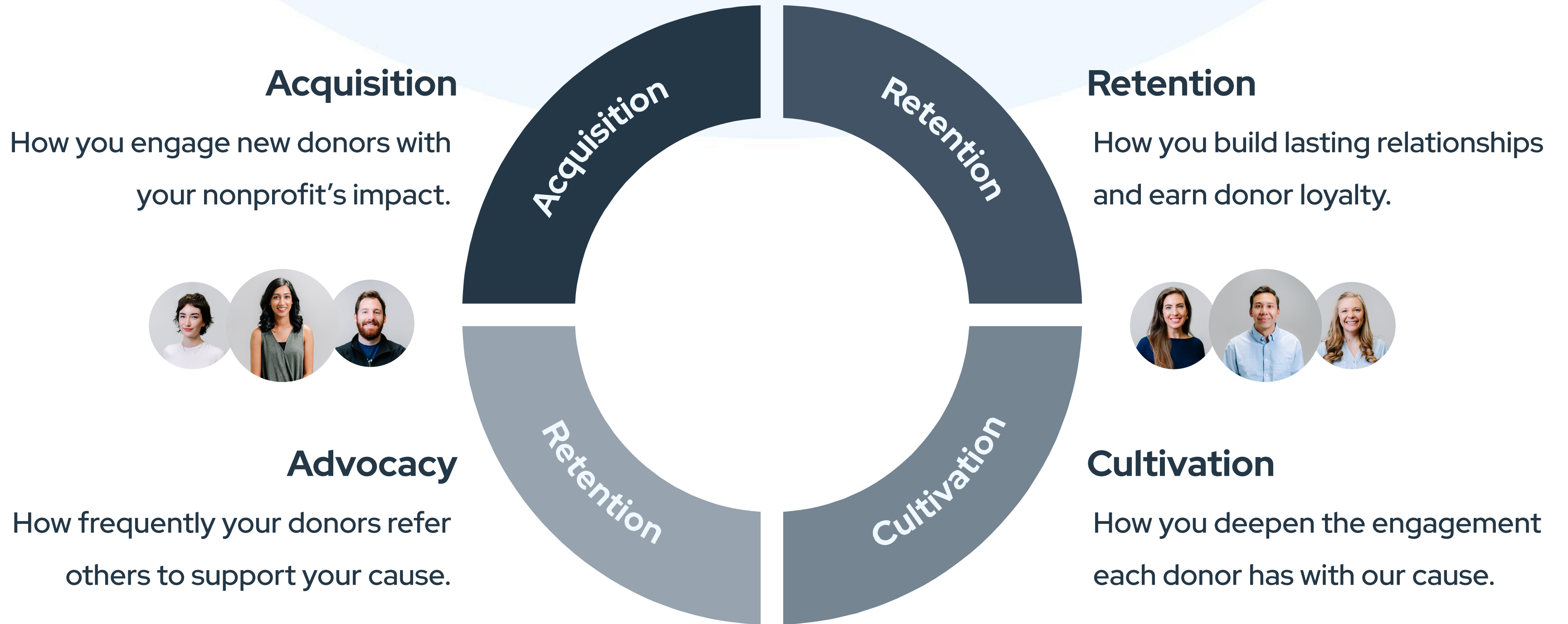


Story

Mission, Impact, Purpose,
Outcomes, Beneficiaries

The Fundraising Growth Model

Fundraising Growth Levers



01

Listen

Identify key signals and learn why supporters give



02

Connect

Connect personally and automate touches as needed



03

Suggest

Suggest next right step with personalized asks



04

Learn

Test and validate to become even more responsive



A better approach *responsive* fundraising

Flourishing nonprofits are using responsive fundraising to connect personally with each supporter and unlock holistic generosity.



One important gap...

Raise[®]
2022

The Problem

Most nonprofits are **handcuffed** to **systems and mindsets** designed for a world that **no longer exists**.



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

Paul Batalden | MD, Researcher, Healthcare



How do you upend the ~~status quo~~
and lead your teams to
be responsive?

The Responsive System

✓ Donor Growth Model

Donor Growth Model

Acquisition, Retention, Cultivation

✓ Responsive Fundraising

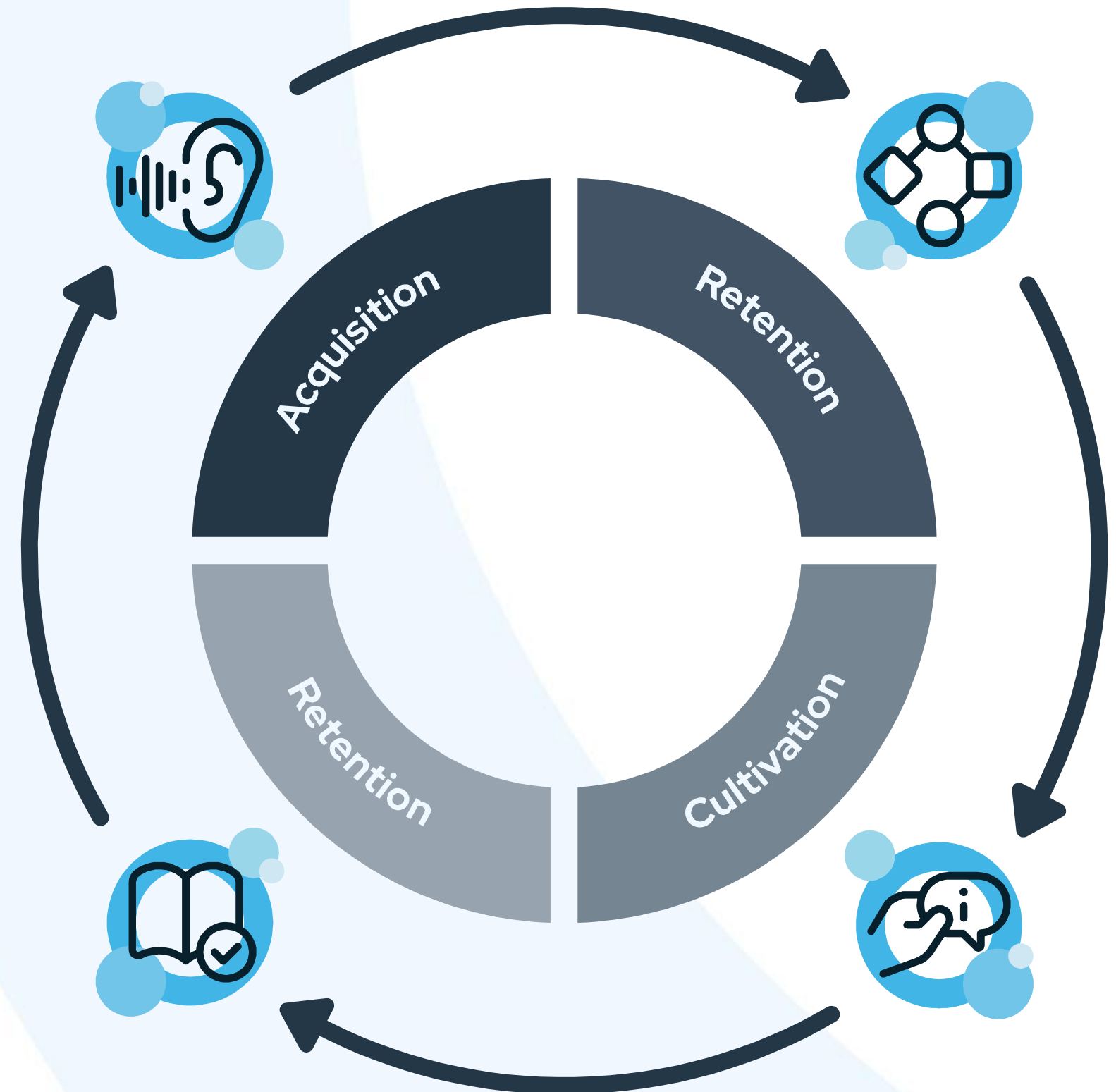
Listen, Connect, Suggest

Responsive Teams

Visibility, Collaboration, Integration

Responsive Platforms

Responsive CRM, Automation, Smart Giving, Email/Mail/Text, AI, Analytics



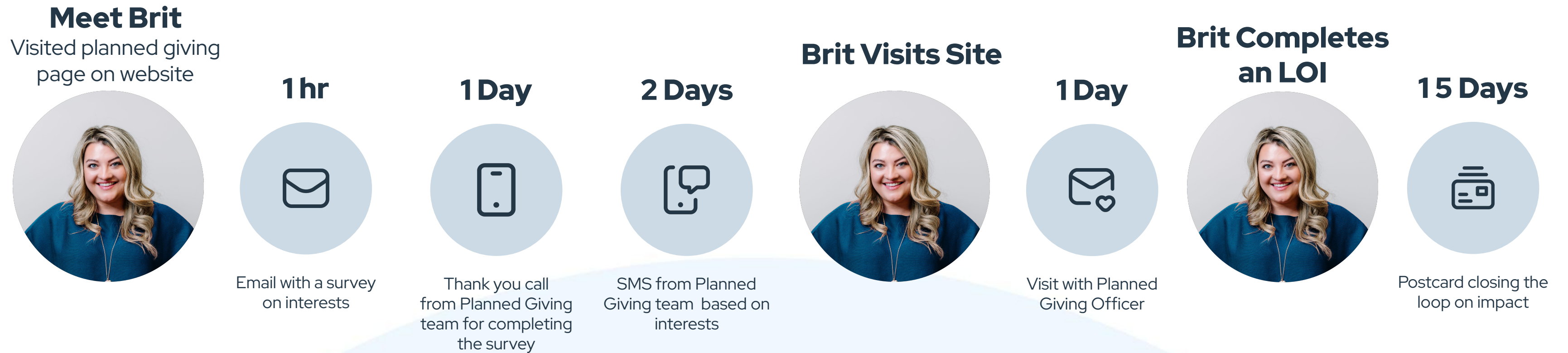
Responsive Mindset #1

Personal for All

From the \$10,000 to the \$50 donor, responsive teams design personalized donor journeys, and build the processes and adopt technology to treat all donors like major donors.



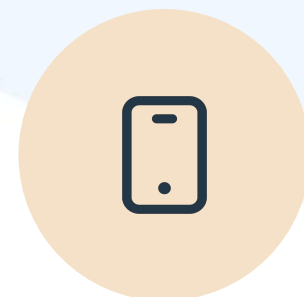
Imagine for a moment...



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

Imagine for a moment...

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

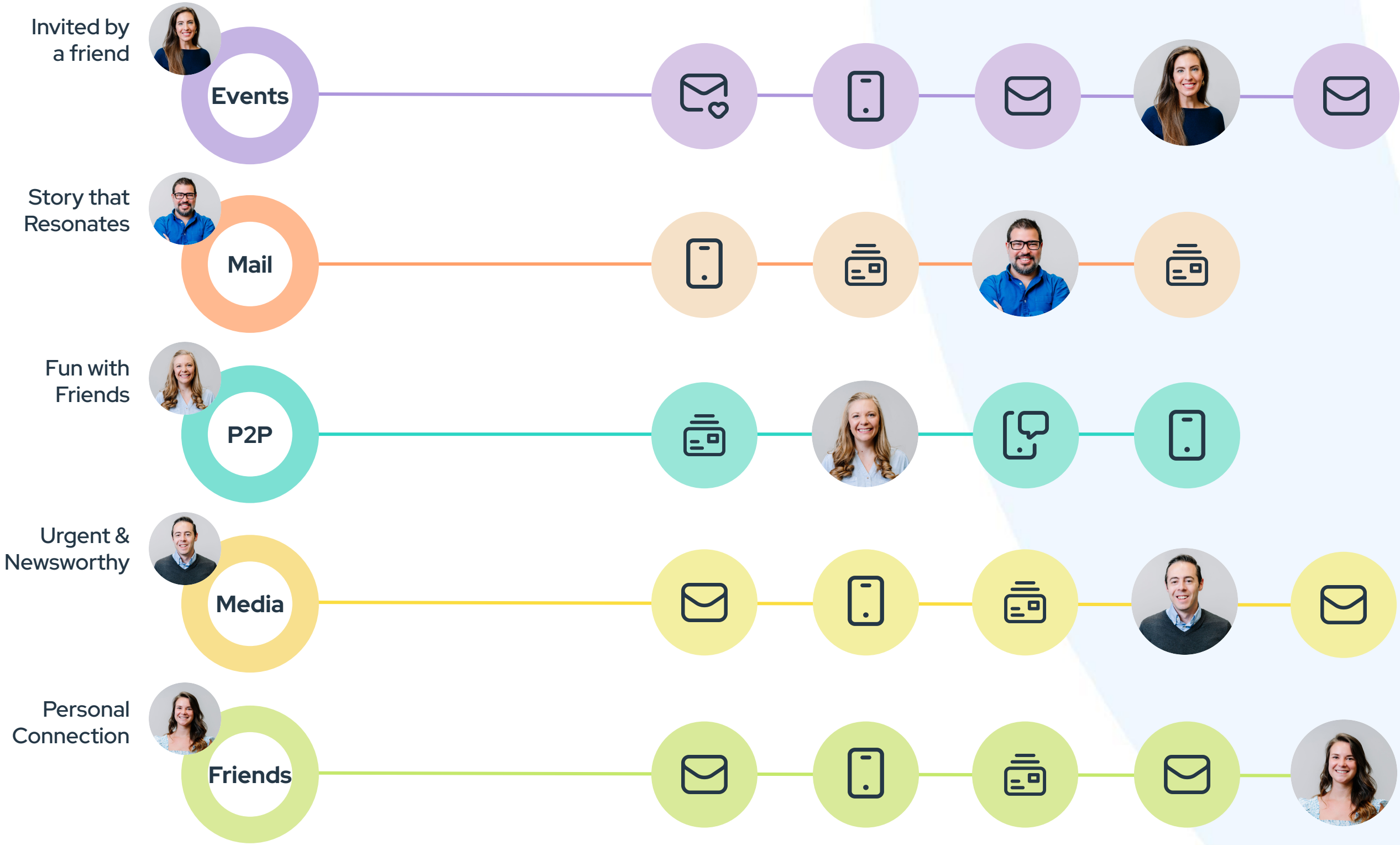


Engaged Donor Journey

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

Responsive Mindset #2

Innovate, Experiment, & Embrace Failure

Responsive nonprofits are constantly innovating, experimenting, and adapting their processes. They try new things. They embrace new ideas. And they get comfortable with failing.




Responsive Mindset #3

Focus On Trust

Every relationship thrives on trust and accountability. We all want to know the people we are supporting will do what they say and act in the ways we expect.





“Resources will tend to flow naturally toward you when you focus on the most important aspect of the fund-raising process: **creating human connections.**”

Jennifer McCrea | The Generosity Network

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**.

Reminder

Responsive Mindset #4

Value Motivational Insights Over Behavior

Responsive nonprofits seek out the motivation behind the behavior first. They don't value **what** someone is doing as much as **why** they're doing it.



Responsive Fundraising

Listen

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



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



Brit

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.



Shivani

First-time donor
Attended a virtual event
Gave \$500 online

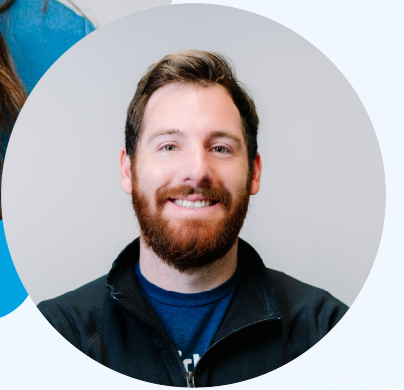
Requested more info on child
advocacy programs
Viewed child adoption articles
on our website

Visited the website again after
being disengaged for four (4)
months.

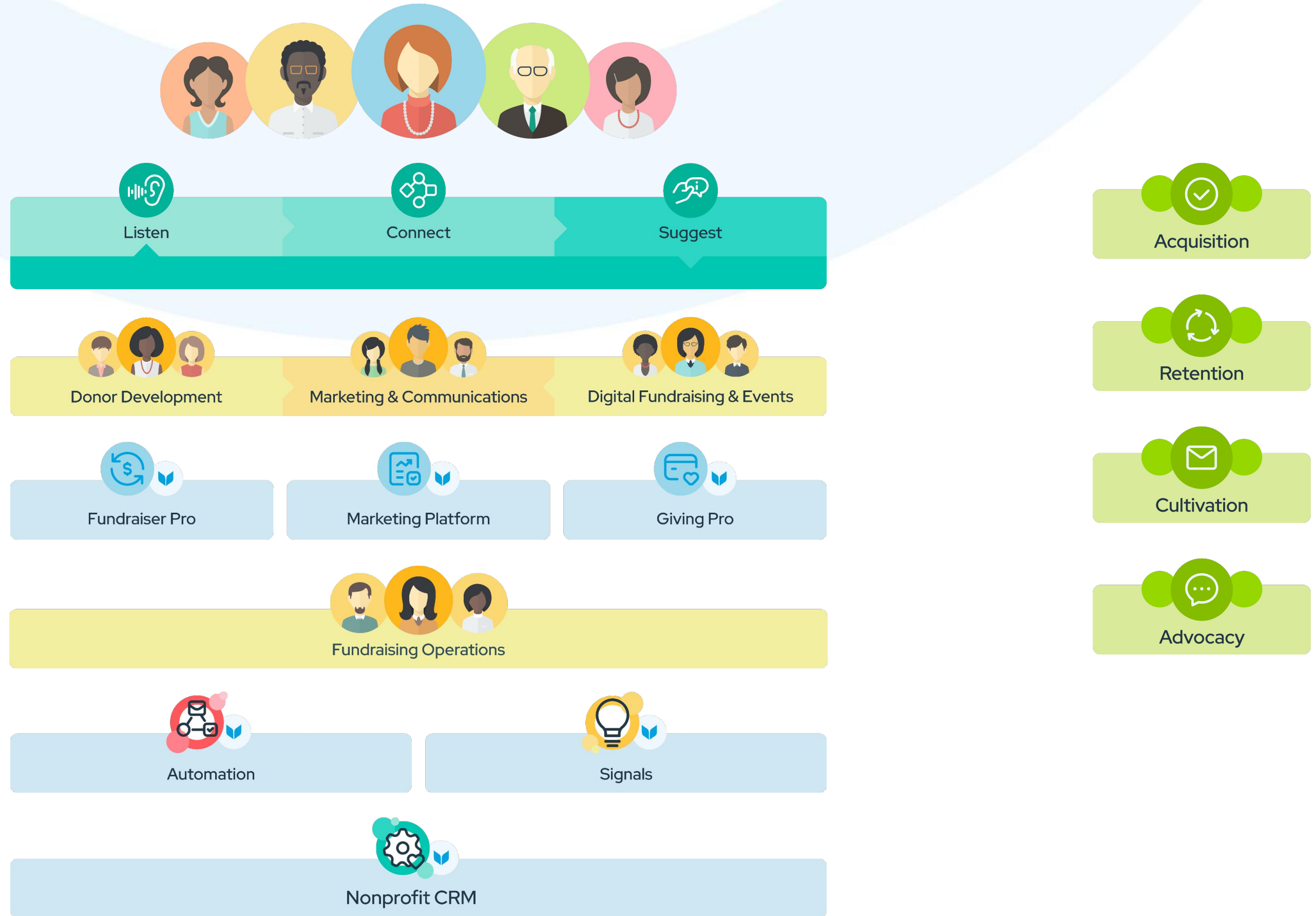
Responsive Mindset #5

Break Down Silos: People & Data

Silos between programs, fundraising, and communications departments no longer serve your organization, donors, or beneficiaries. The more crossover between teams, the more responsive your organization can be.



How Virtuous Enables Responsive Fundraising



Responsive Mindset #6

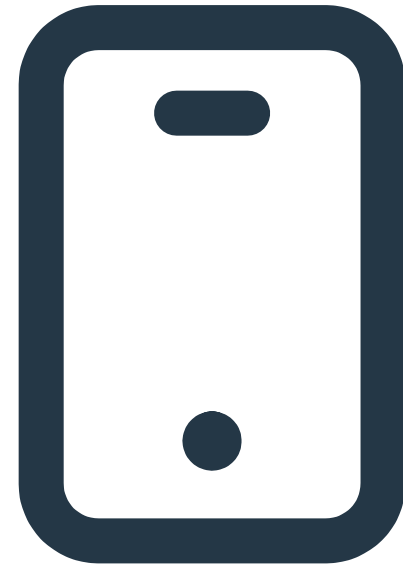
Be Abundantly Thankful

Generosity begets generosity. This means giving back to your donors even more than they give to you – prioritizing your relationship over their money.

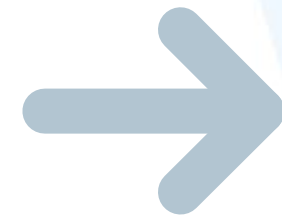


Responsive Mindset #6

"Thank You" Works



Thank you call



↑ 39%
In Revenue

Source: Penelope Burk's 'Donor Centered Fundraising'

Responsive Mindset #7

Design Plans To Adapt & Stay Curious

True responsive nonprofits keep changing, innovating, and adjusting. They are always looking to the future.







“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



Responsive Mindset #8

View Generosity Beyond A Transaction

Responsive nonprofits need to embrace a shift in mindset that moves away from treating generosity as a transaction and instead recognize it for the meaningful experience it is.



01

Listen

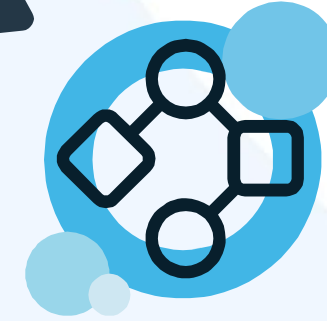
Identify key signals and learn why supporters give



02

Connect

Connect personally and automate touches as needed



03

Suggest

Suggest next right step with personalized asks



04

Learn

Test and validate to become even more responsive



A better approach *responsive* fundraising

Flourishing nonprofits are using responsive fundraising to connect personally with each supporter and unlock holistic generosity.

The First Principles of Fundraising

Will you carry on or adapt your system to grow?

Traditional

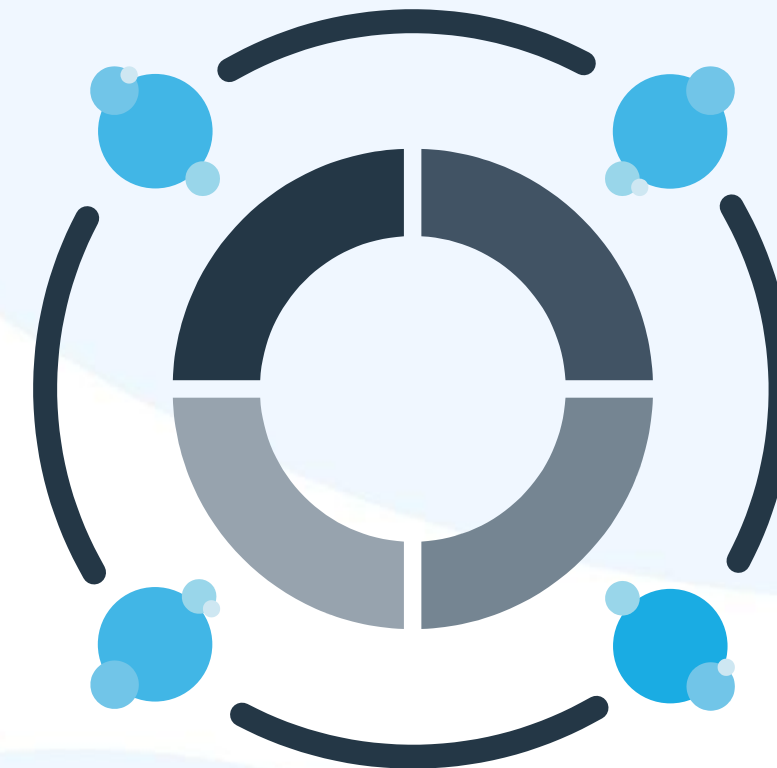
Disjointed, Static, Siloed



Or

Responsive

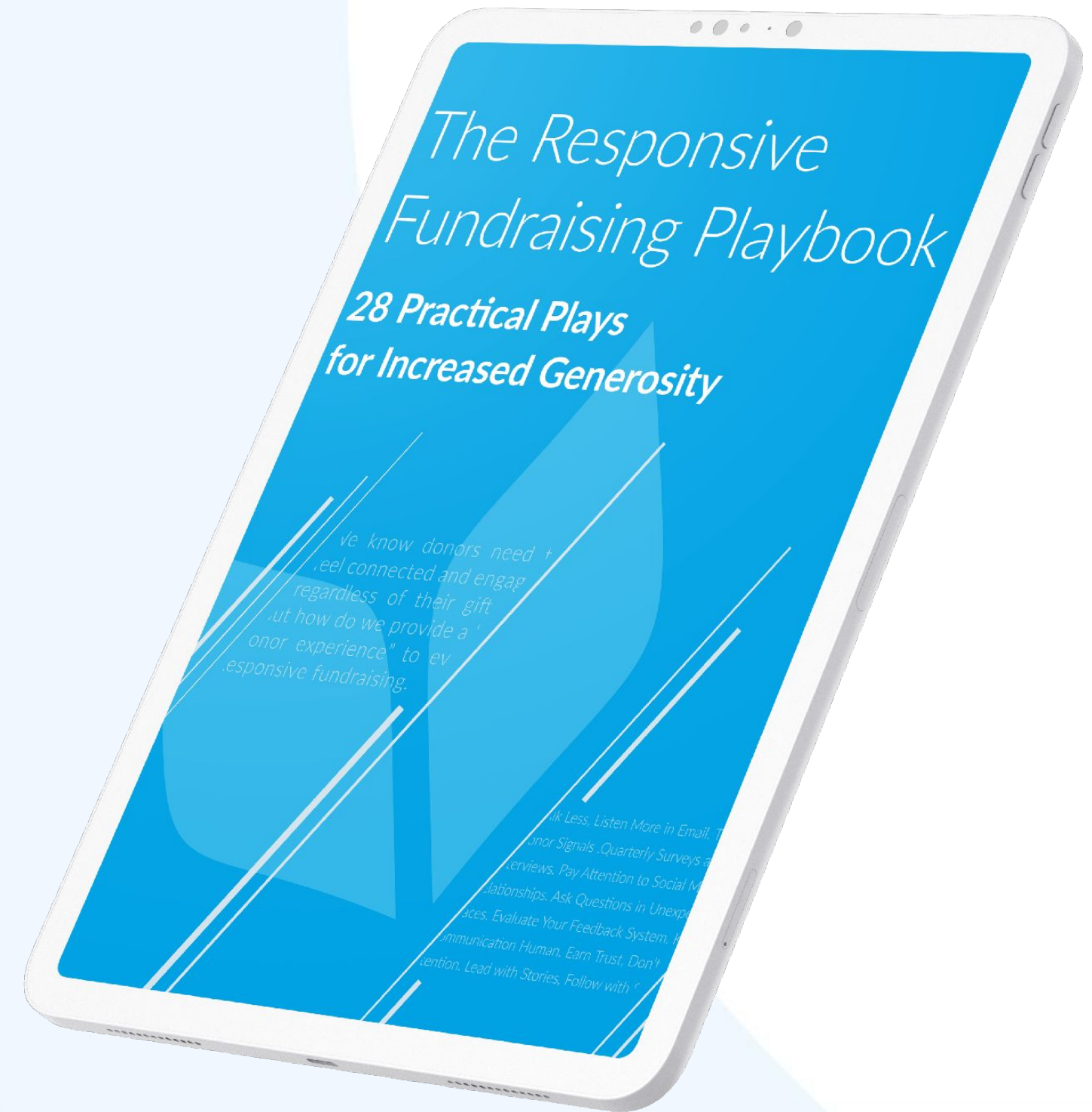
Dynamic, Personal, Multi-Channel



The Responsive Fundraising Pack

Send an email to ErikT@virtuous.org with subject line "Responsive Fundraising" and we'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



Want it right now?
Scan this QR code!

QUESTIONS?

Now's my time to
hear from you!

Raise[®]
2022



Raise[®] 2022



Questions?



virtuous



One **important** gap...

The Problem

Most nonprofits are **handcuffed** to **systems and mindsets** designed for a world that **no longer exists**.

How do you upend the ~~status quo~~
and lead your teams to **be responsive?**

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

The world you fundraise in has **changed.**