

# GiveGab<sup>®</sup>

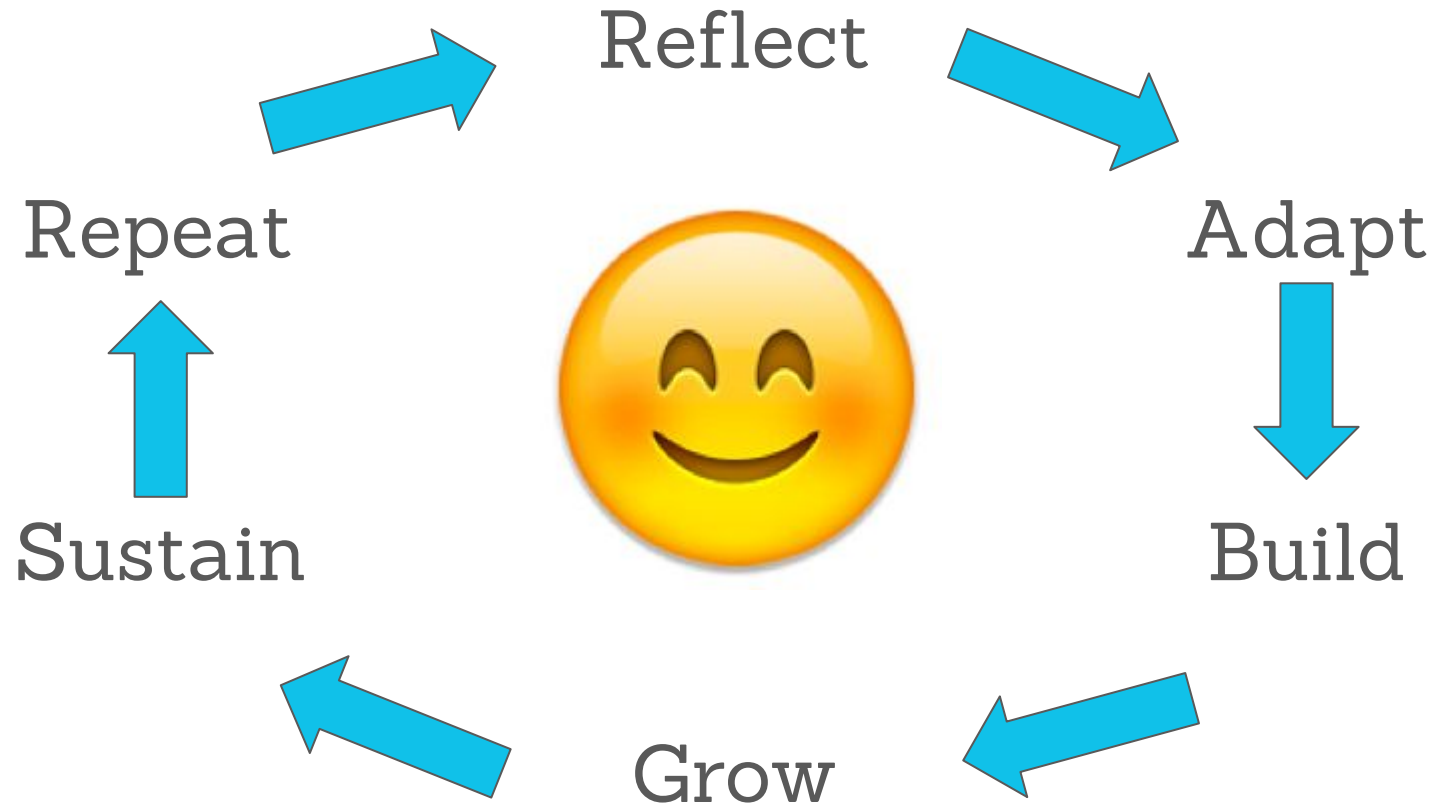
Nonprofit Giving Platform

## Building Better Relationships

How to create stronger and longer lasting relationships with your most passionate supporters



# Your Giving Day is Over ... Now What?





# The Importance of Relationships

- Establishes a foundation of trust between your organization and your most passionate supporters
- Provides more genuine opportunities to involve your supporters in furthering your organization's mission
- Improves overall donor retention by focusing on fostering existing donor support and passion



# Relationships and Donor Stewardship

- Your relationship with a donor begins immediately after they make their first gift to your organization
- Donor stewardship creates positive opportunities to engage with your existing supporters and motivate growth
- Effectively caring for your donors creates a sense of mutual receptivity for the donor and your organization

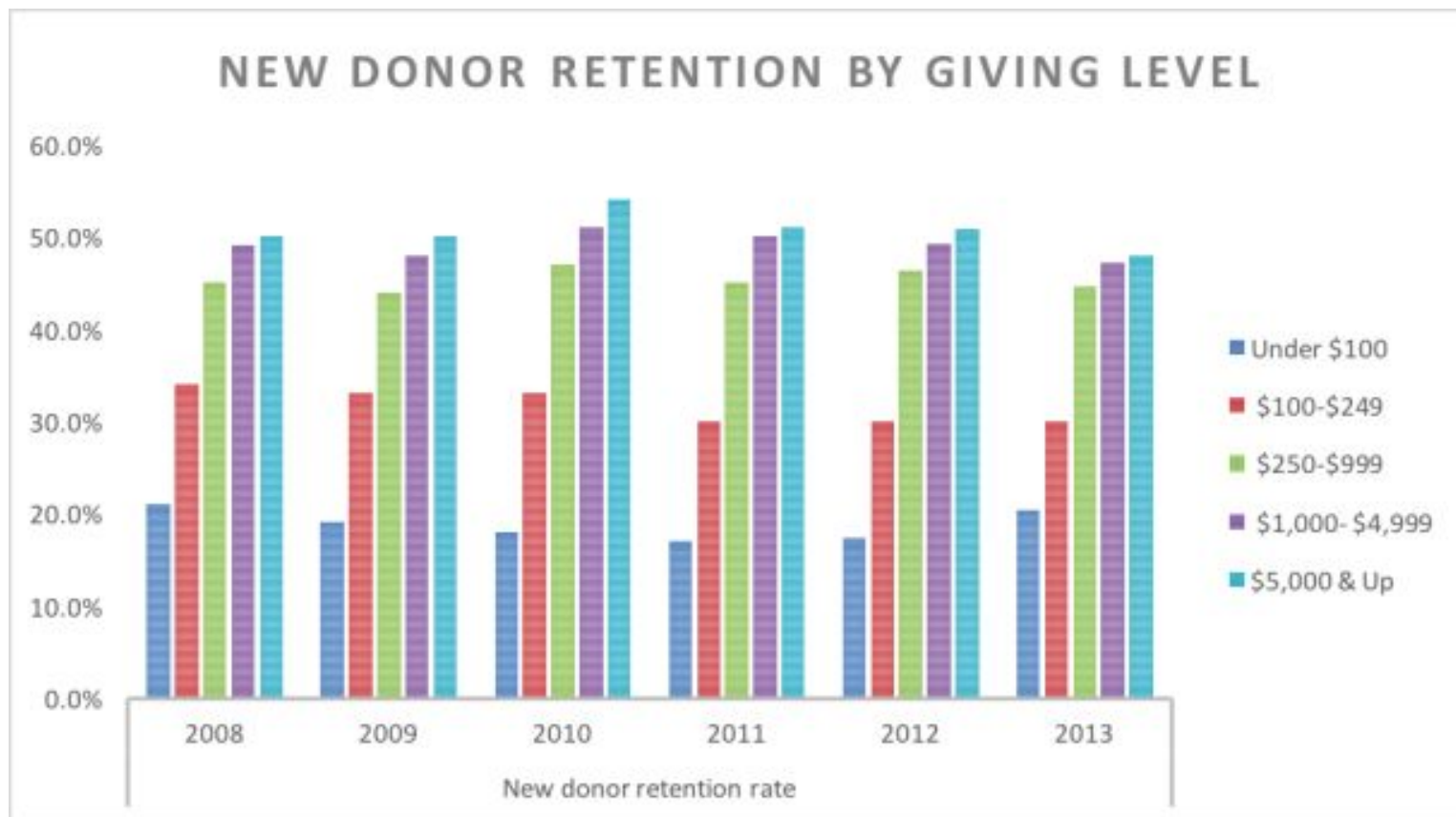


# Benefits of Donor Stewardship

- Stronger relationships lead to higher donor retention
- Stewarding existing donors is cost effective
  - On average it costs 3x more to acquire new donors
  - 81% of first time donors never come back
  - 63% of repeat donors are retained
- Developing recurring opportunities for support leads to a higher level of overall involvement from existing donors



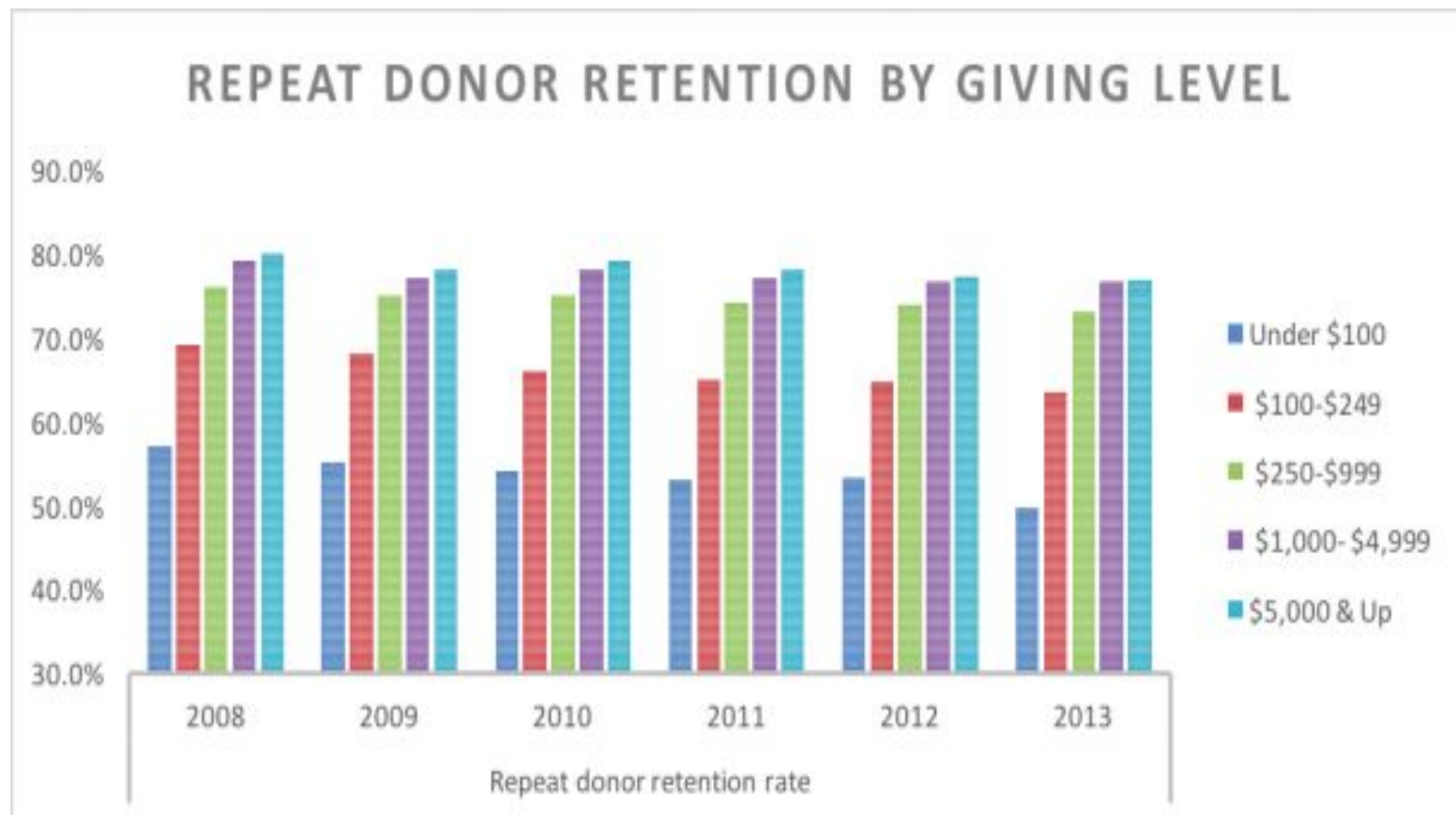
# Stewardship and Donor Retention



Source: AFP Fundraising Effectiveness Project 2016



# Stewardship and Donor Retention



Source: AFP Fundraising Effectiveness Project 2016



# Developing Your Strategy

- Revisit or define your internal donor goals
- Set a budget for donor stewardship and retention
- Determine your opportunities for relationship building
- Define your communications plan to supporters
- Create unique segments for subsets of donors
  - Not all donors should be treated equally





## Strategies for Success

- Don't ignore small or first time donors
- Delight your donors regularly across multiple channels
- Include clear calls to action for increased engagement
- Highlight the joy of giving and potential donor impact
- Treat your donors like the awesome people they are




# Utilizing Your Data

- Organize your donor management system or database
  - What information do you have? What information do you need?
- Segment your donors according to your organization goals
  - What qualifies a major donor? How will you strategize their stewardship?
- Schedule periodic retrospectives to adjust and adapt
  - What have you learned from your existing donors? How can you improve?



# Utilizing Your Data

 **Bridget Cafaro**  
 Joined on 9/6/2016  
 Admin  
 5.0 Volunteer Hours  
 \$1,600.00 Donated Total

[Message](#)

---

**Bridget's GiveGab Info**

**Email**  
bridget.cafaro@givegab.com

**Phone**  
84558488848

**Mailing Address**  
123 Main Street, Ithaca, New York 14850, United States

**Privacy**  
Visible

**Contact Information** [Edit](#)

**Email**

**Phone**

**Mailing Address**

**Custom Properties** [Manage](#)

**How do you prefer to be contacted?** [Edit](#)  
Email

**Tags** [+ Add Tag](#)

[#givingtuesday donor](#) [2016 volunteer](#) [adopted a pet](#)

**Notes** [+ Add Note](#)

Created by: Bridget Cafaro on 4/19/2017 [Edit](#)

Adopted Senior Dog Mr. Pickles on 7/7/16

## Donation History [Record New Gift](#)

Date	Amount	Campaign	Anonymous	Covered Fees	Recurring	Type
4/19/2017	\$500.00	2016 Dog Walkathon & 5K!	No	Yes	No	Online
3/16/2017	\$100.00	Logan's Bones	Yes	Yes	No	Online
3/16/2017	\$100.00	Save A Senior Dog!	Yes	Yes	No	Online
3/16/2017	\$100.00	#GivingTuesday on GiveGab	No	Yes	No	Online
3/15/2017	\$100.00	Save A Senior Dog!	Yes	Yes	No	Online
3/15/2017	\$50.00	#GivingTuesday on GiveGab	No	Yes	No	Online
3/15/2017	\$100.00	Save A Senior Dog!	No	Yes	No	Online
1/17/2017	\$40.00	Logan's Bones	No	Yes	No	Online
12/19/2016	\$100.00	#GivingTuesday on GiveGab	No	Yes	No	Online
11/22/2016	\$100.00	Logan's Bones	No	Yes	No	Online
11/18/2016	\$100.00	#GivingTuesday on GiveGab	No	Yes	No	Online
11/2/2016	\$100.00	Logan's Bones	No	Yes	No	Online
9/6/2016	\$100.00		No	Yes	No	Online
9/6/2016	\$10.00		No	Yes	No	Online

## Volunteer History

Date	Hours	Opportunity	Task
1/5/2017	3.0	Gift Wrap Bones for the Holidays!	
11/19/2016	2.0	Dog Food Drive!	

## Fundraising History

Campaign	Amount Raised	Goal	% Complete	Num Donations
2016 Dog Walkathon & 5K!	\$500.00	\$500.00	100%	1
Logan's Bones	\$100.00	\$500.00	20%	1



# Acknowledging Your Donors

## Successful Acknowledgement Checklist

- Have your donors received a timely acknowledgement of their gift?
- Have your donors been thanked more than once for their contribution?
- Have you demonstrated how their funds are being utilized?
- Have you recognized your donor appropriately in accordance with their gift size and current donor segment?



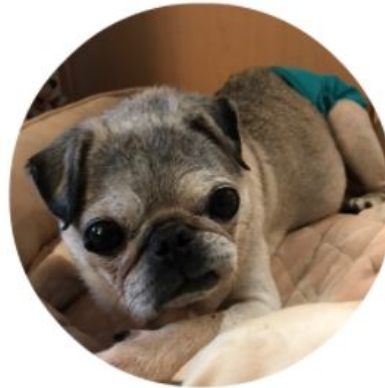
# Acknowledging Donor Impact

- Share how your donor's gift has made a tangible impact on your organization's mission
  - Doesn't have to be right away!
  - Specific details are memorable
  - Make it personal for larger donors
  - Include impact statements in future donation appeals and social sharing



We cannot thank you enough for making Give For Good Louisville such a success for all the babies at Tyson's Chance Animal Foundation! Your support was the reason for the incredible day we had when over \$10,000 was raised in 24 hours. These funds will provide an entire month of medical care, food, warm beds, toys, treats, enrichment, and love for our babies, as well as allow us to add to our family and save more lives.

Thanks to your donation **we have already been able to take in two special needs babies**. Meet Mac, the senior pug, and Sammy, who is recovering from a back injury and whose owner could no longer care for him. Because of the funds we raised last week, we knew we would be able to give these two babies all they will need for their happily ever afters.





# Building Donor Relationships

## Start thinking about...

- When is the right time to ask for the next gift?
  - Hint: This can take time!
- How can you get your donors more involved throughout the year?
  - Hint: Provide regular opportunities for involvement!
- How can you make your donors feel valued?
  - Hint: Ask them what they think!
- How can you leverage your donor database for better results?
  - Hint: Make sure you're collecting the right information and utilizing it!



## Key Takeaways

- A donation is just the beginning of your evolving long term relationships with your donors
- Effective donor stewardship is crucial for maintaining relationships and improving donor retention
- Highlighting the ways in which your donors contributions make a difference builds confidence and trust



# We're Here For You!

- Visit Our Help Center

<https://support.givegab.com/>

- Send us an email at

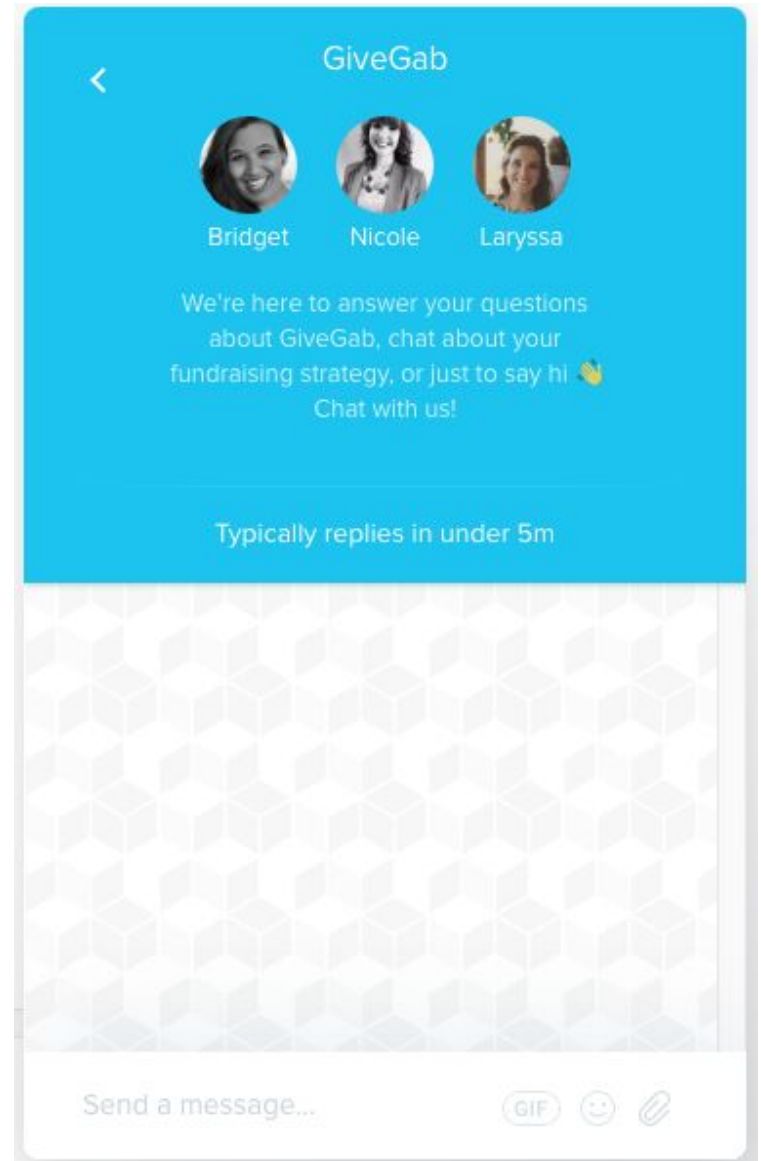
[CustomerSuccess@givegab.com](mailto:CustomerSuccess@givegab.com)

- Chat with GiveGab's Customer

Success Team whenever you have

questions or need a hand

- Look for the little blue chat bubble!





# GiveGab<sup>®</sup>

Nonprofit Giving Platform

# Thank You!

Have questions? Email us at [customersuccess@givegab.com](mailto:customersuccess@givegab.com)

www.GiveGab.com