

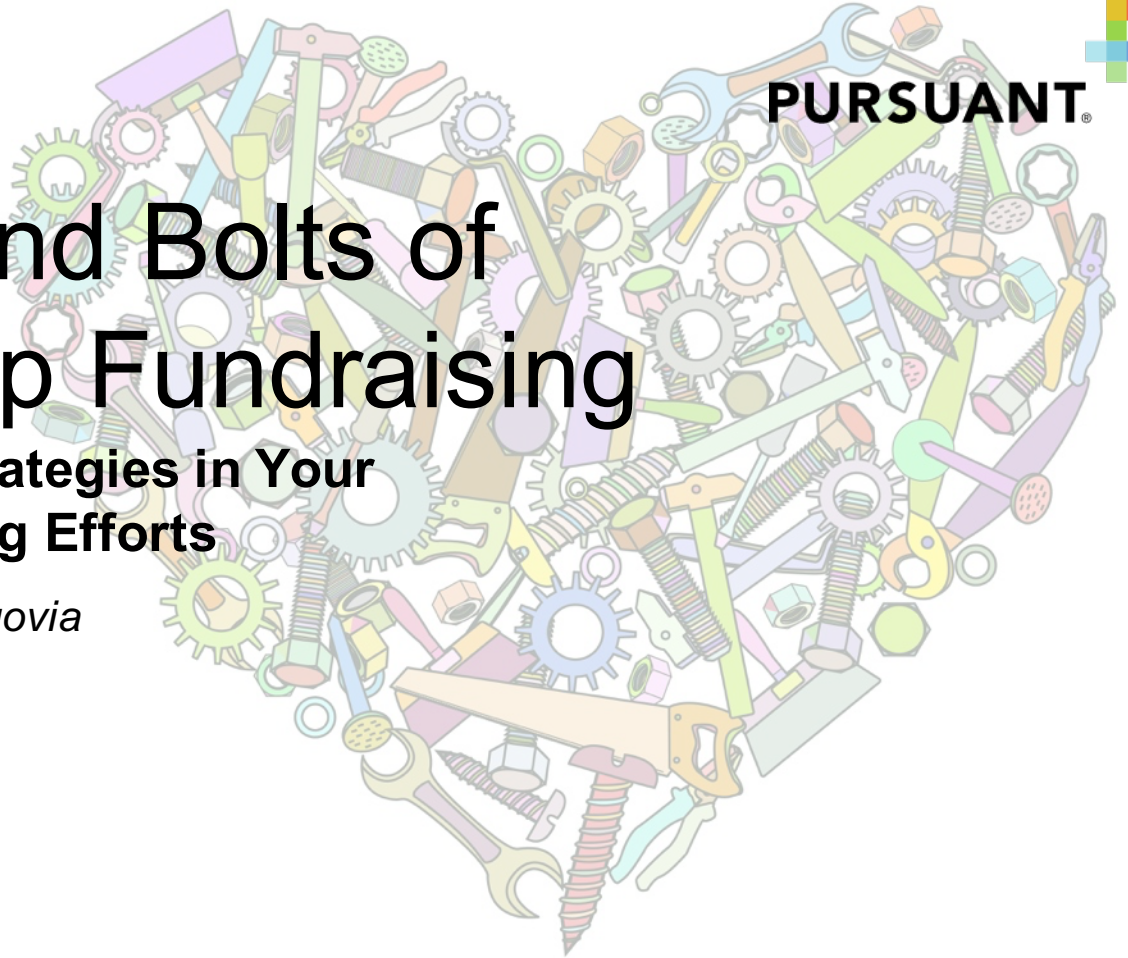


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The Nuts and Bolts of Relationship Fundraising

**How to Apply the Strategies in Your
Everyday Fundraising Efforts**

*with Rebecca Gregory Segovia
& Curt Swindoll*

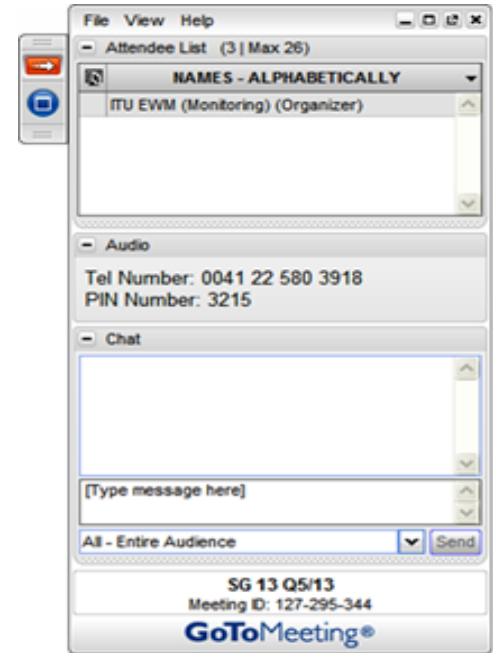


INTERACT WITH US TODAY!



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#pursuantwebinar

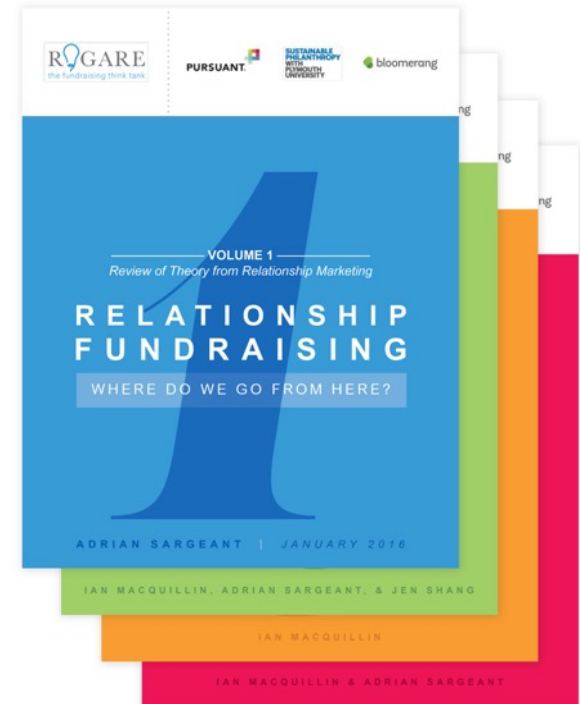
GoToMeeting® Chat



Pursuant Resources



Download all four ***Relationship Fundraising*** volumes plus additional related resources at pursuant.com/relationshipfundraising



YOUR PRESENTERS



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Why Does Relationship Fundraising Matter?

Relationship Fundraising is the Answer to the Challenges We Face in Fundraising Today:

- Acquisition is difficult and expensive.
- Retention rates are declining.
- Millennials are wary of overt asks.





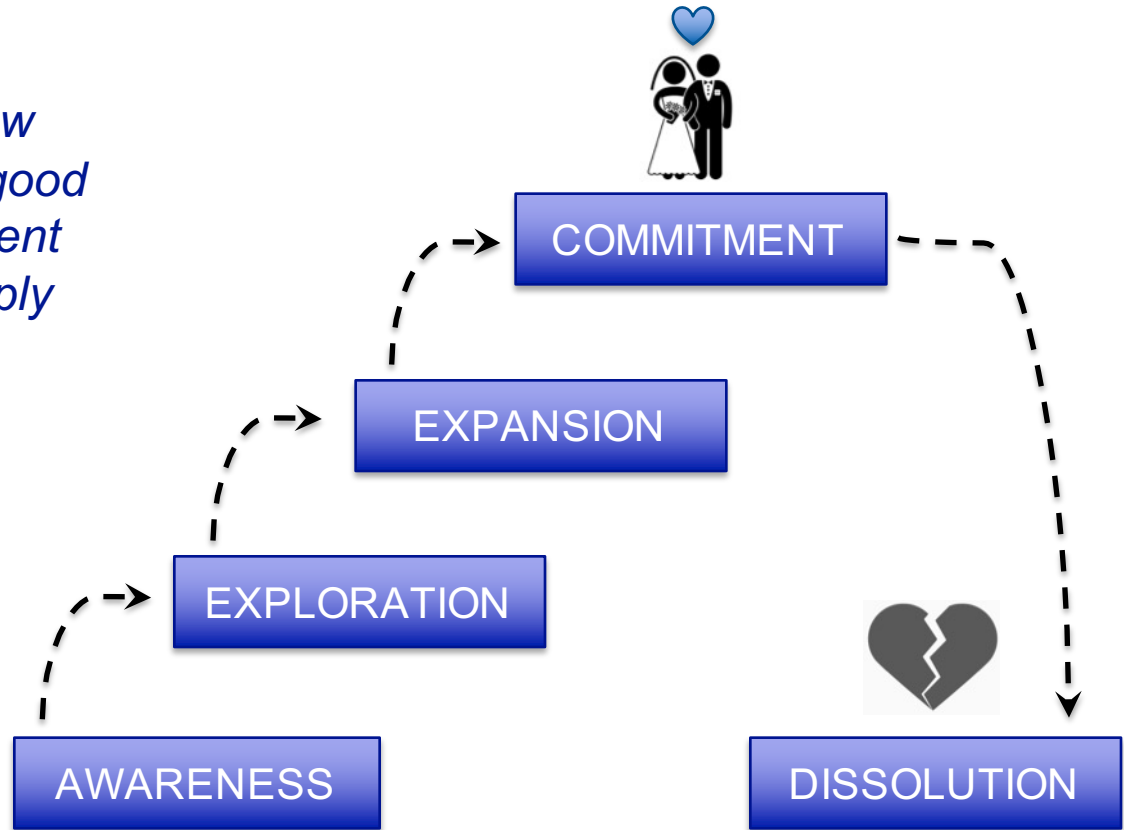
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A large heart shape is formed by a dense collection of various tools and mechanical parts. The tools include wrenches, gears, screws, bolts, pliers, and saws, all in a variety of colors like blue, green, yellow, orange, and purple. The heart is centered on the page, and the text 'What is Relationship Fundraising?' is overlaid on it.

What is Relationship Fundraising?

The Donor Journey

“Everything we know about how to build a good relationship as a parent or friend, we can apply to fundraising.”



How are they different?

TRANSACTIONAL FUNDRAISING



VS.

RELATIONAL FUNDRAISING



TRANSACTIONAL FUNDRAISING

VS.

RELATIONAL FUNDRAISING



Single Gifts

Immediate ROI

Short-term

Response

Little Emphasis

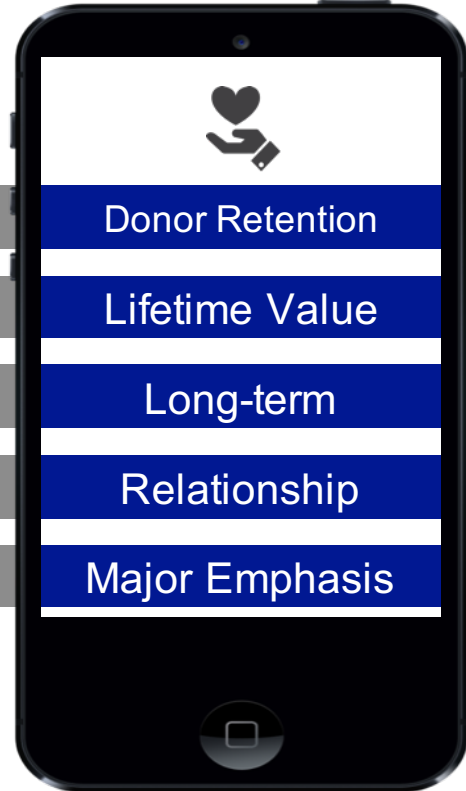
FOCUS

KEY MEASURES

TIMESCALE

ORIENTATION

DONOR SERVICE



Donor Retention

Lifetime Value

Long-term

Relationship

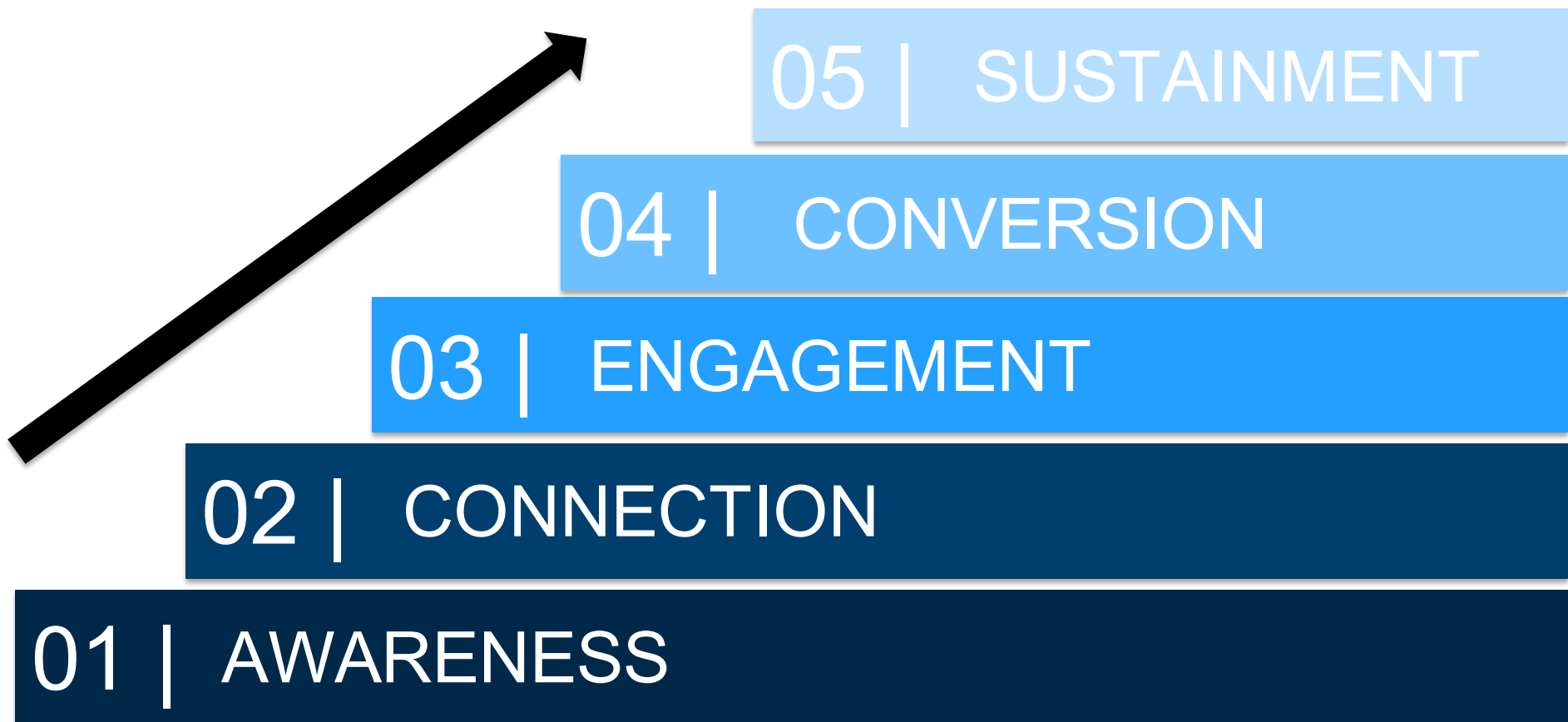
Major Emphasis

Shifting to a Relational Approach Requires a Radical Change in:

- Mindset
- Goals
- Alignment
- Communication
- Metrics
- Expectations



The Donor Journey Has Key Steps:



EACH STAGE HAS DIFFERENT NEEDS



EARLY STAGE

Immersion &
Intense Arousal



EACH STAGE HAS DIFFERENT NEEDS



LATER STAGES

Deep Trust &
Satisfaction





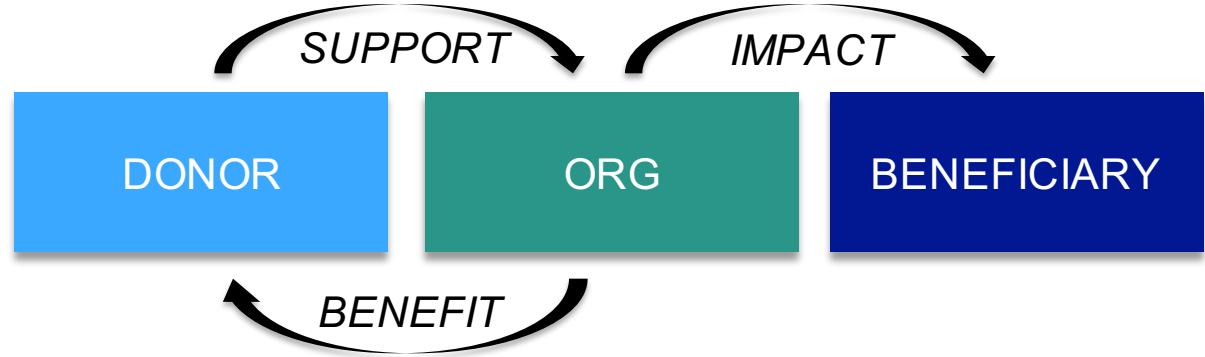
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How Does Relationship Fundraising Work?

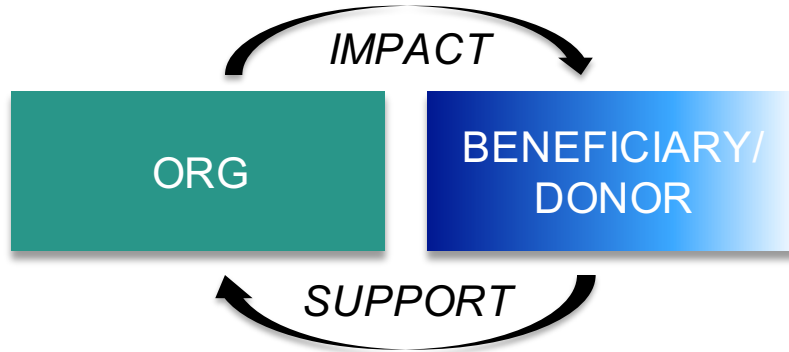
DONORS NEED A BENEFIT



OPEN LOOP
ORGANIZATIONS:

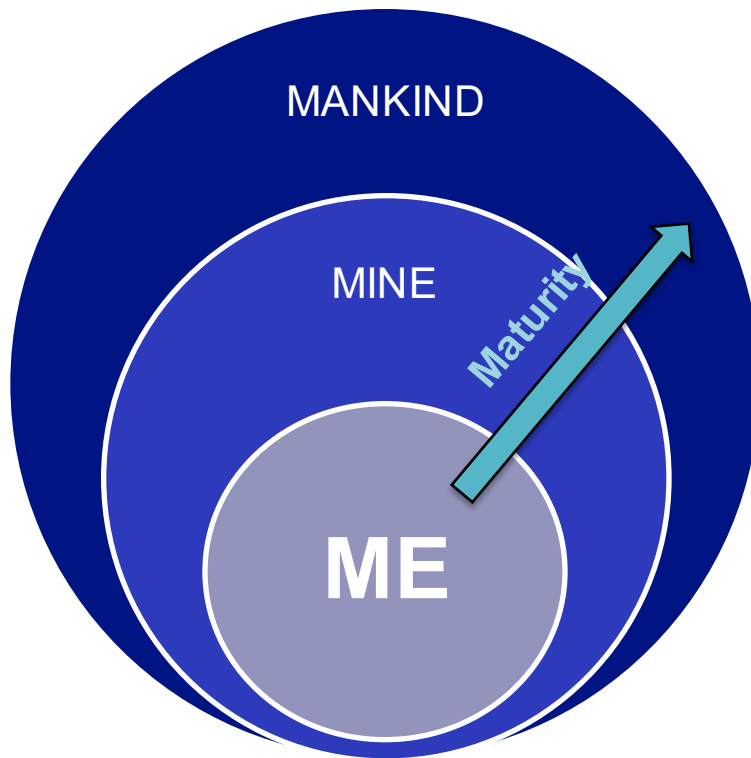


CLOSED LOOP
ORGANIZATIONS:

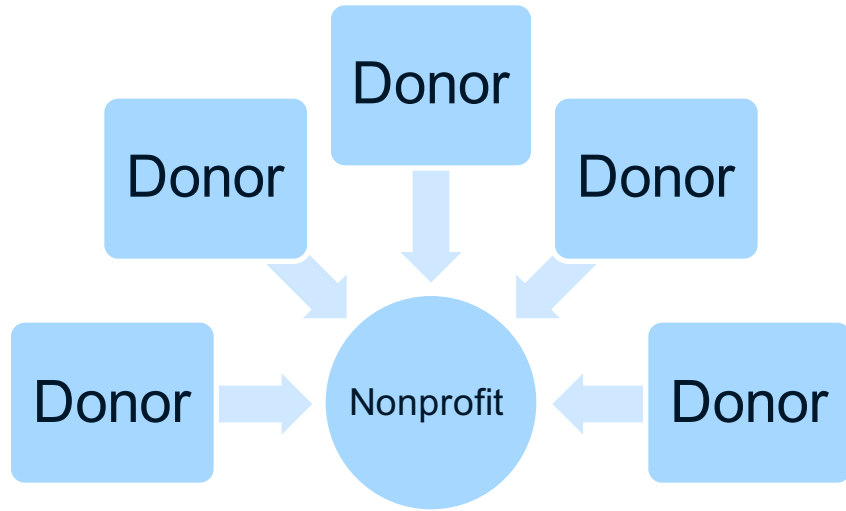


Source: Accelerate Your Acquisition

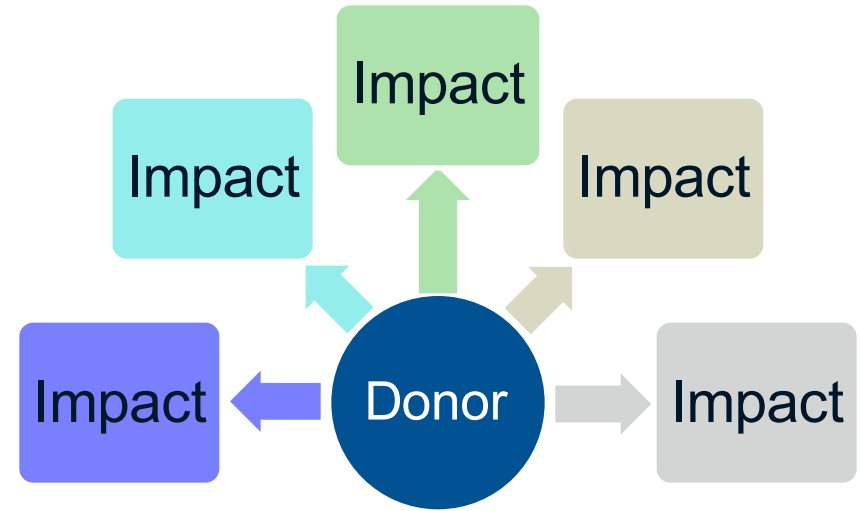
GIVING MATURITY



DONORS: THE CENTER OF THE UNIVERSE



Organization's View:
"Help us do..."



Donor's View:
"Look what you did!"

Donors Want an
Emotional Benefit in
Exchange for Giving
to Your Organization



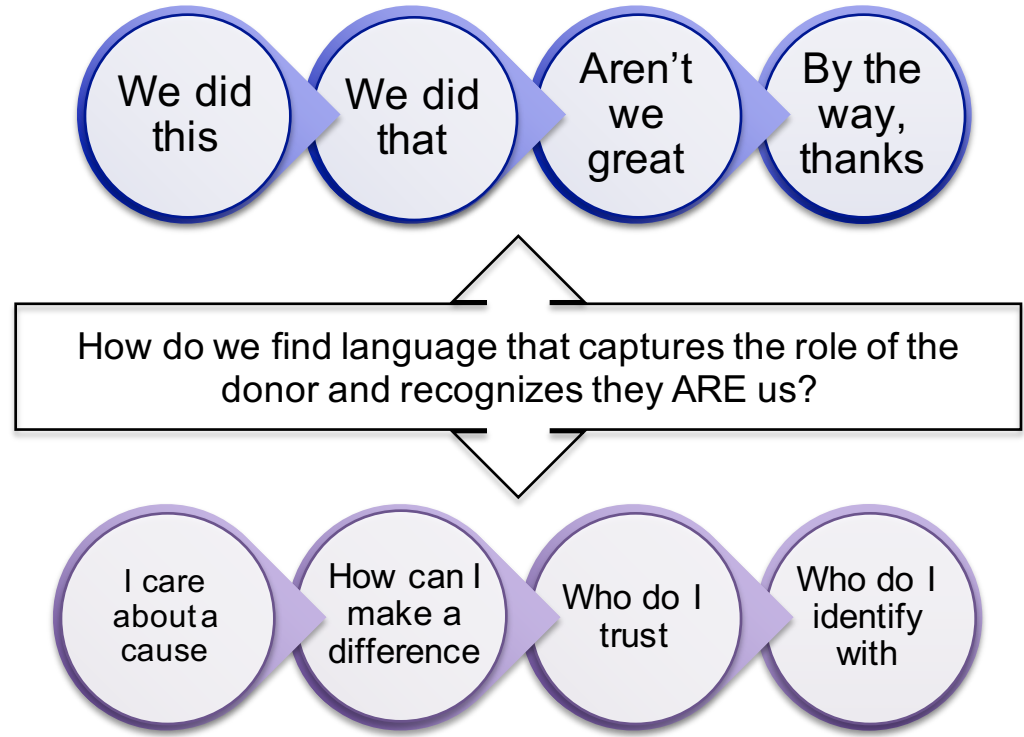
Donors Fuse Their Identity With Your Cause



WHAT
YOU
THINK
ABOUT



WHAT
DONORS
THINK
ABOUT





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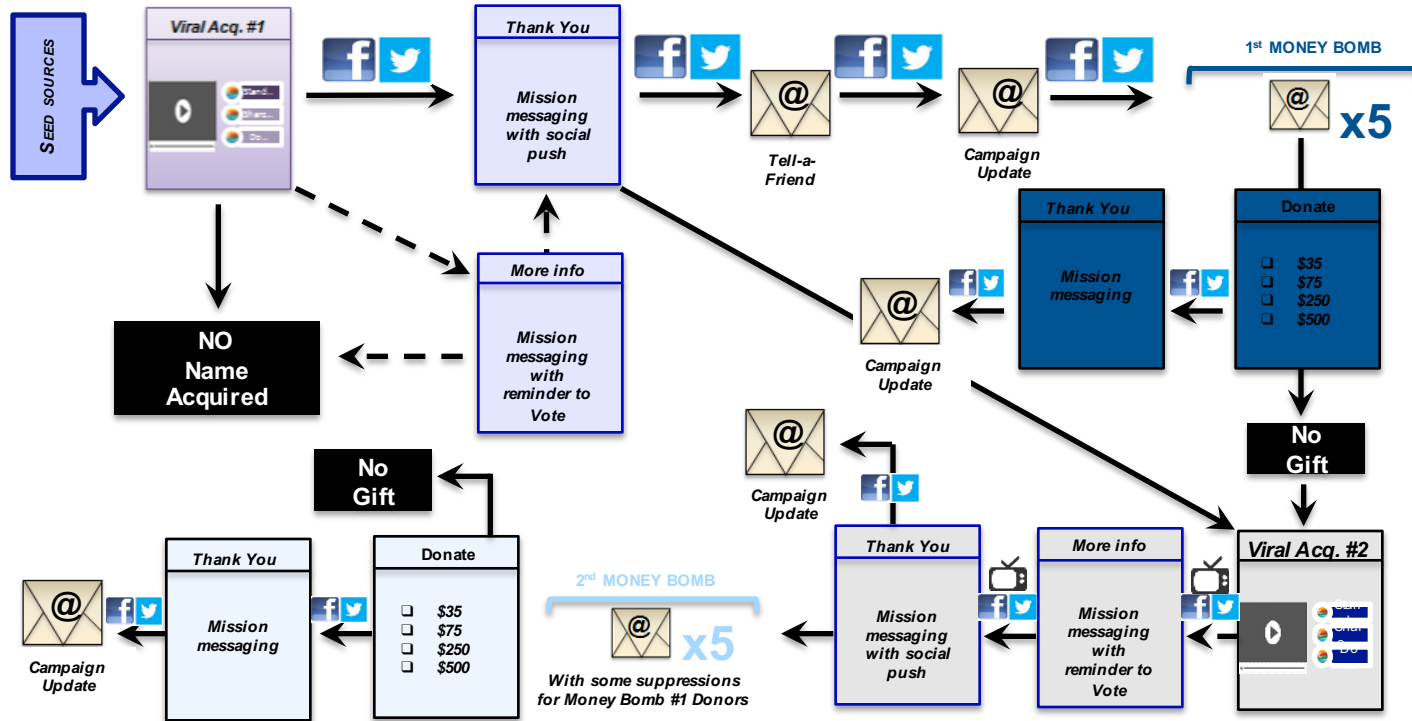
Where Do We Get Started Applying Relationship Fundraising?

Relationship Fundraising Must Be Applied Everywhere:

- Copy
- Digital
- Design
- Donor level
- Analytics

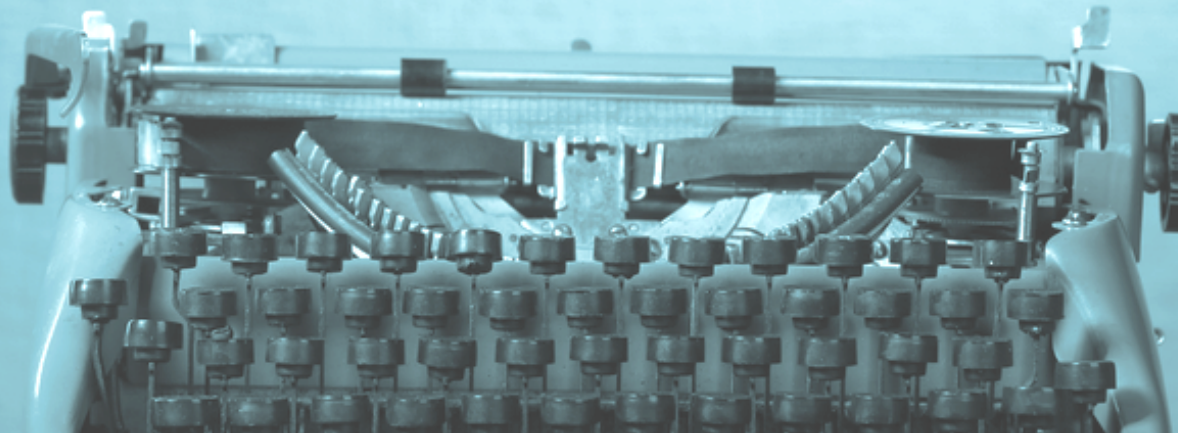


Design an Intentional Experience



What makes good relationship fundraising copy?

- ✓ Are you “talking at” donors, or speaking to them?
- ✓ Are you involving donors in past accomplishments?
- ✓ Is the copy more heavily weighted towards process or outcomes?
- ✓ Is the ask “help change the world!” or is it “help us change the world!”?
- ✓ Who owns the mission/vision?



Copy Reflects Donor Centric Relationship



Email:



Dear <<First Name>>,

I'm writing to express my deepest gratitude for your steadfast support with Community Health Network Foundation. Your steadfast, ongoing support will ensure that Community can provide patients exceptional care and support for as long as they need it.

Yet, every day more people turn to Community for the best possible patient care. They need you to be there for them, too.

That's why I'm asking you to become a monthly donor to Community Health Network Foundation. Your steadfast, ongoing support will ensure that Community can provide patients exceptional care and support for as long as they need it.

Please use the enclosed response form to indicate the amount you would like to give monthly as a Community Partner member. Thank you for caring about your neighbors and your Community.

Sincerely,

Joyce Irwin
President and CEO, Community Health Network Foundation

My monthly gift to Community!

Because you were there...

Direct mailing:

That's why I'm asking you to become a monthly donor to Community Health Network Foundation. Your steadfast, ongoing support will ensure that Community can provide patients exceptional care and support for as long as they need it.

Please use the enclosed response form to indicate the amount you would like to give monthly as a Community Partner member. Thank you for caring about your neighbors and your Community.

Sincerely,
Joyce Irwin
Joyce Irwin
President and CEO, Community Health Network Foundation


Your first monthly gift of \$15 would make such a difference.

Donors Want a Two-Way Dialog



1 VOTE, 1 BOOK. LOTS OF VOTES, LOTS OF BOOKS.

FOR EACH VOTE CAST,
SCHOLASTIC
WILL DONATE A BOOK TO
HELP IN THE FIGHT FOR
LITERACY


 Connect with **facebook**

OR

Enter your name and email address to vote.

First Name Last Name

Email

VOTE NOW 

☐ Abuela by Arthur Dorros

☐ Clifford the Big Red Dog by Norman Bridwell

☐ Goodnight Moon by Margaret Wise Brown

☐ Green Eggs and Ham by Dr. Seuss

☐ Madeline by Ludwig Bemelmans

☐ The Giving Tree by Shel Silverstein

☐ The Snowy Day by Ezra Jack Keats

☐ The Velveteen Rabbit by Margery Williams

☐ **The Very Hungry Caterpillar by Eric Carle**

☐ Where the Wild Things Are by Maurice Sendak

☐ other

AaBbCc
BARBARA BUSH FOUNDATION
FOR FAMILY LITERACY

"In the light of the moon a little egg lay on a leaf. . . ."

Every time you read those words, you're drawn into the magic of *The Very Hungry Caterpillar* all over again.

But millions of American children can't feel that magic because they've fallen behind their peers in reading . . . and sadly, that can lead to a lifetime of falling behind. Shockingly, nearly nine out of ten students who drop out of high school were struggling readers in third grade. To change that course, we must start early!



By casting your vote for *The Very Hungry Caterpillar*, you've already taken the first step toward the solution because your vote means that our partners at Scholastic will donate a book to Barbara Bush Foundation for Family Literacy programs.

Will you take the next step today by encouraging your friends to vote at www.helpthemread.org, too? Every vote means another book for a child who truly deserves it. Simply click the Facebook and Twitter links below to share the opportunity to help give every child the right to read. Together, we can help them succeed!

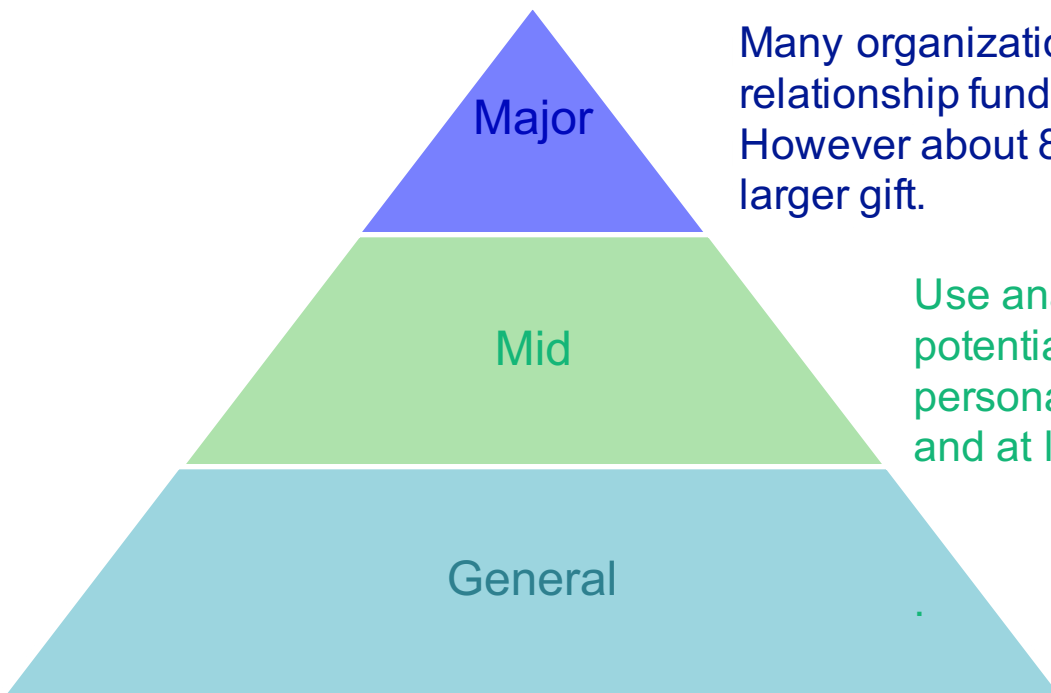
For children everywhere,

Liza McFadden
President and CEO

HELP PUT MORE BOOKS IN THE HANDS OF CHILDREN:
SHARE TODAY!

Relationship Fundraising Looks Different Across the Donor Pyramid



Many organizations *think* they have good relationship fundraising with their major donors. However about 80% or more never make a second, larger gift.

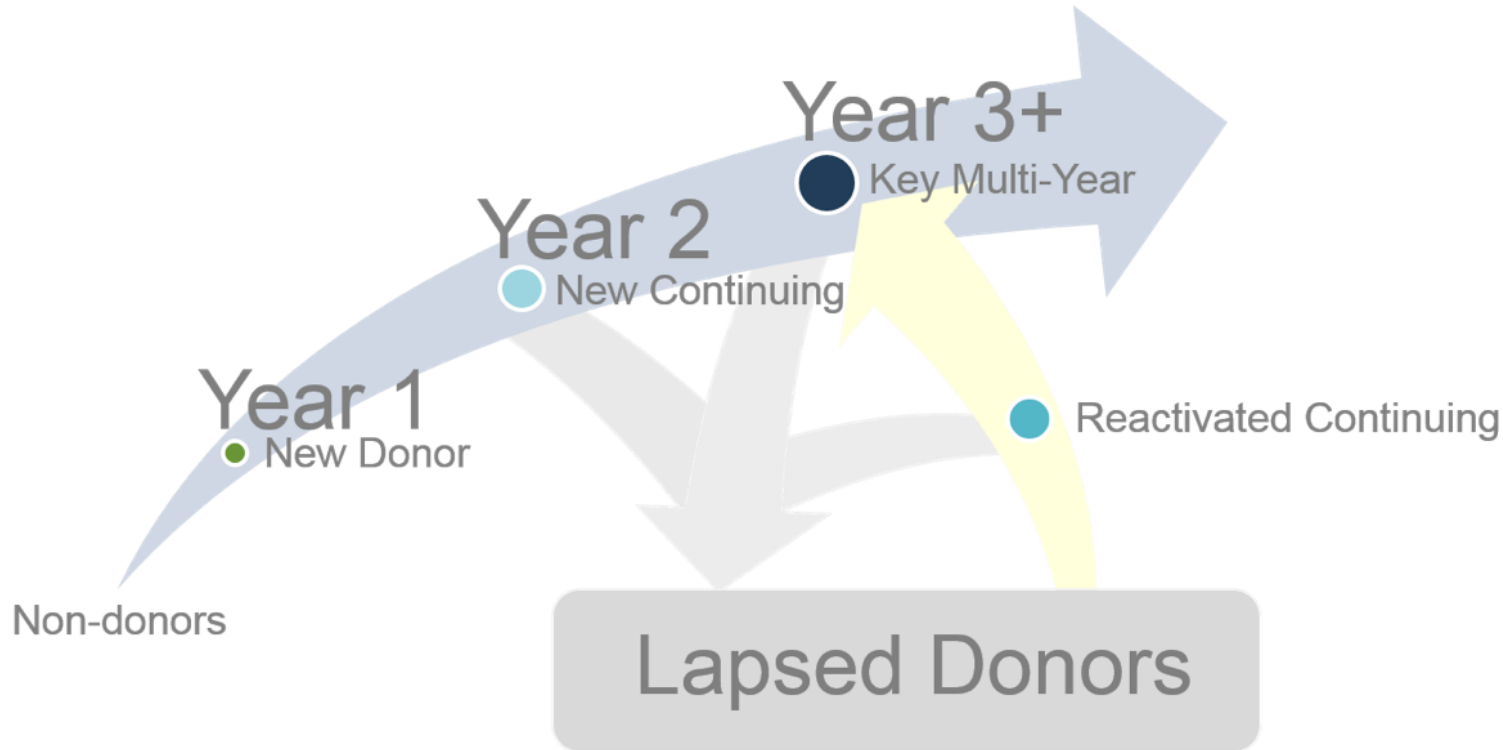
Use analytics to identify people with the potential to upgrade their support. Bring more personal contact earlier in the relationship and at lower giving levels.

Create meaningful educational experiences from the beginning.

**Analytics also change
in a relationship
fundraising model.**



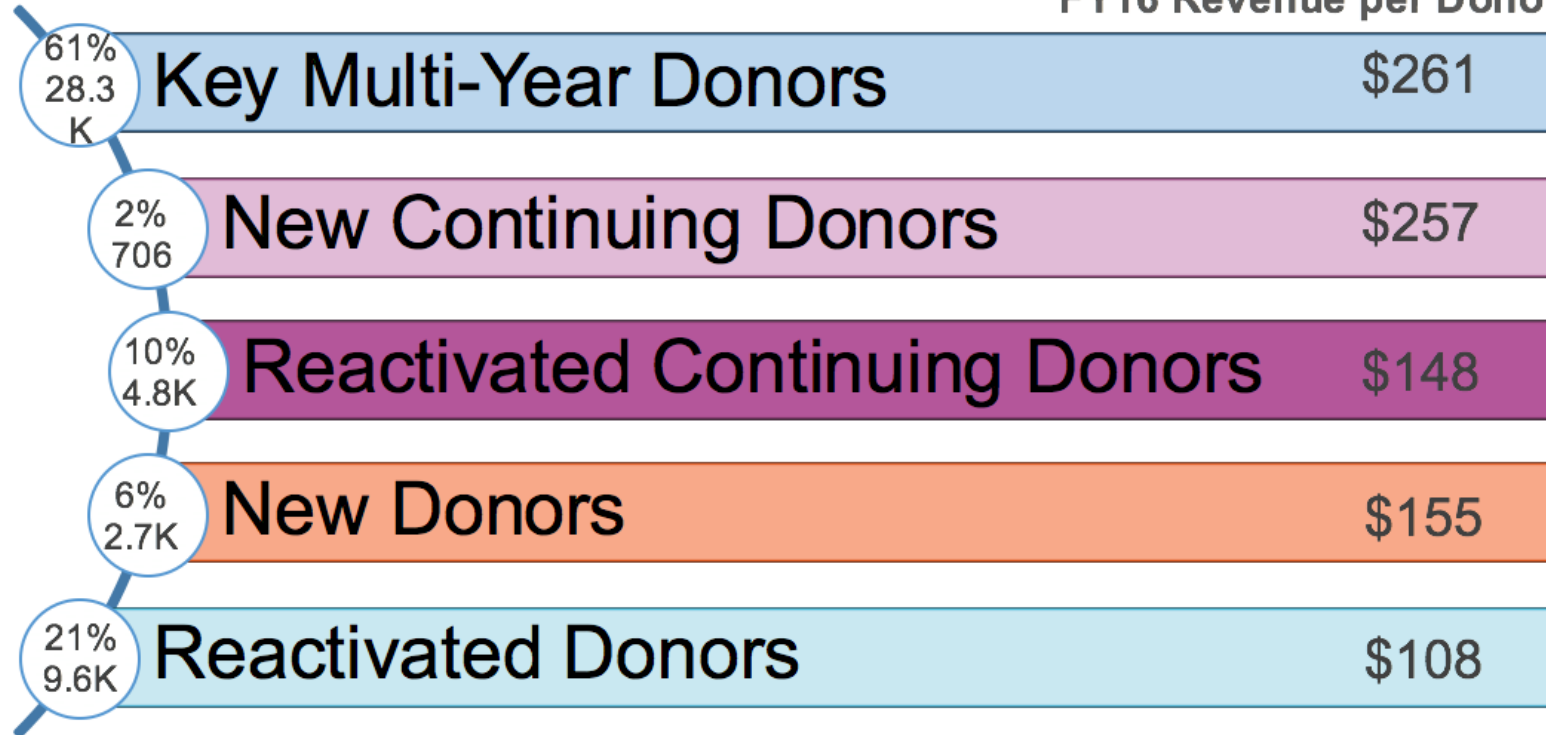
Donor LifeCycle™ Approach



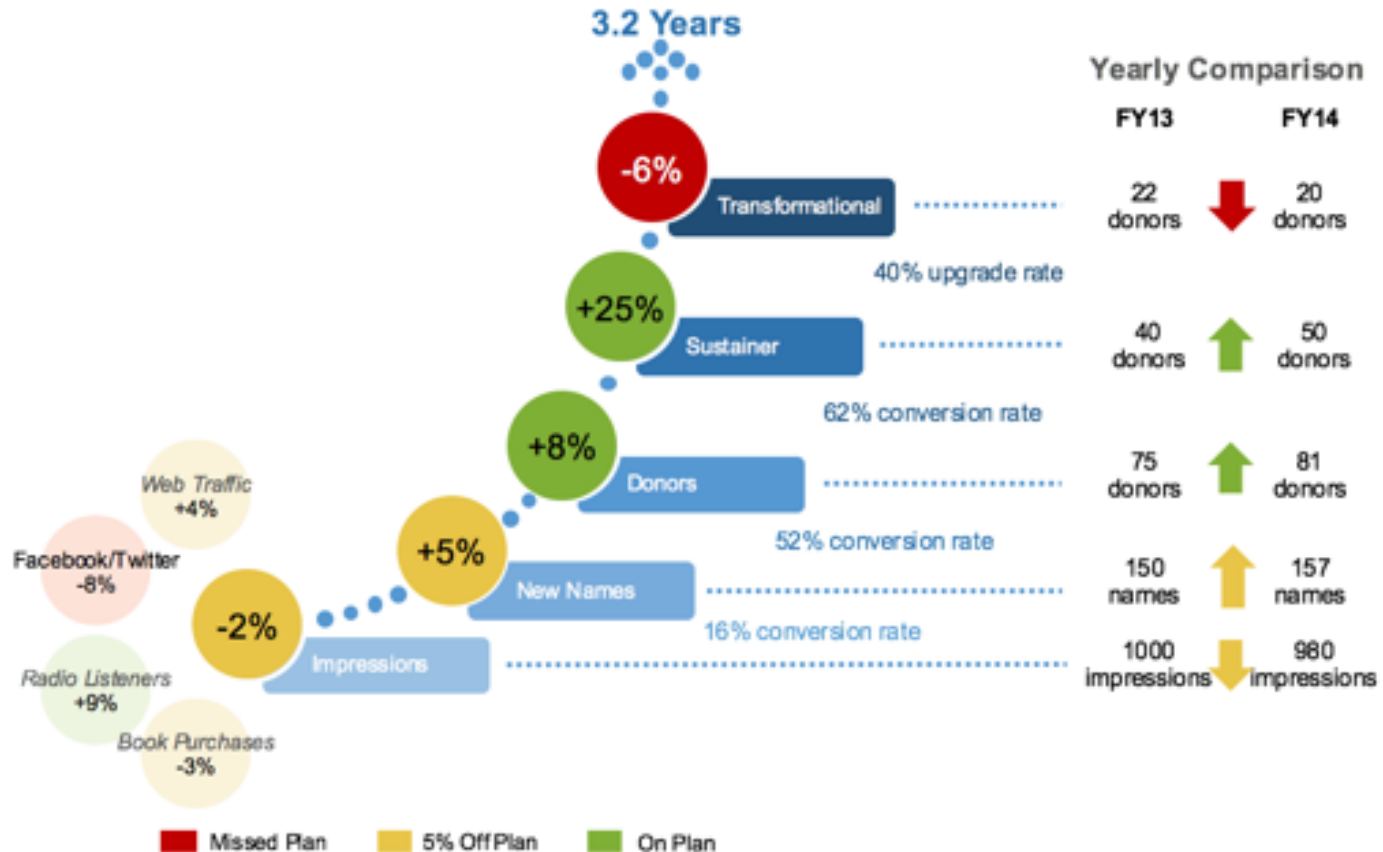
Measuring Relationship Impact



FY16 Revenue per Donor



Measuring Relationship Impact



QUESTIONS?



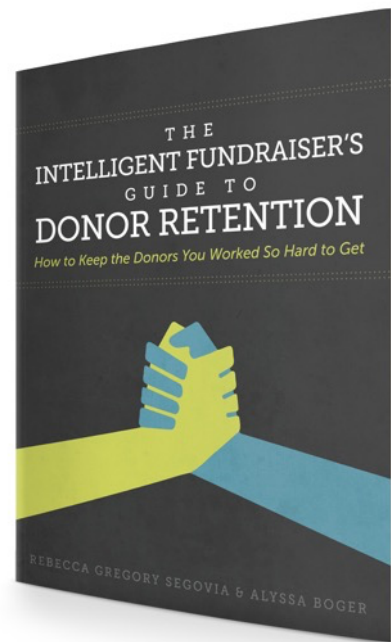
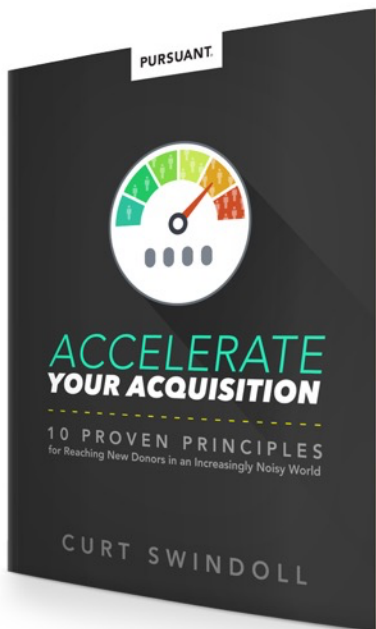
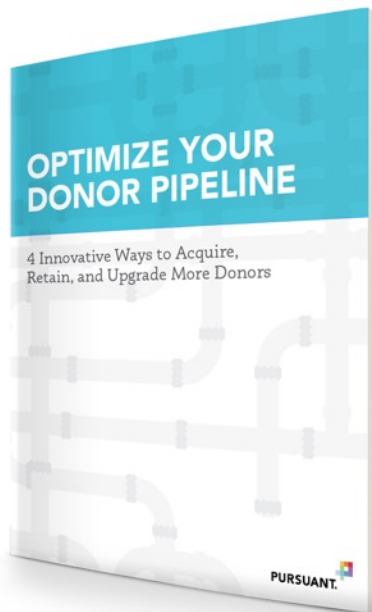
A vintage-themed collage featuring a world map as the background. In the top right, a silver vintage camera is partially visible. In the top left, a wooden pencil and a compass are shown. On the left, a magnifying glass with a wooden handle is positioned over a small notebook. The notebook has a circular logo that reads "PHOTO Lens" and "GARANTERAS OPTISKT PLANT". In the bottom left, a spiral-bound notebook is open. In the bottom right, a small, dried, brown seed pod is visible. The text "Coming Soon: Mapping the Donor Journey" is centered over the map in a large, bold, black font.

Coming Soon: Mapping the Donor Journey

Pursuant Resources



Download our latest fundraising resources at pursuant.com/resources





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Intelligent fundraising.