

KEY ELEMENTS TO SUCCESS

Strategize. Raise. Create.

2017 NIC Foundation Greek Retreat
Improving Donor Acquisition and Retention Panel Presentation

Thursday, March 9, 2017

STRATEGIZE:

- Timelines are key and of zero use if implemented poorly or in a rush
- Don't silo yourself – develop/plan an interdisciplinary approach with your key organizational leaders, including communications, social media, alumni, etc.
- Understand your donor's intent – what drives them to give? Education? Leadership? Charity?
- Mine your database for important information – giving peaks, generational giving, geographical data
- Use your Board of Directors appropriately – and actively engage them in the process

CREATE:

- Segment your asks appropriately by using generational approaches (you wouldn't put the same Twitter message on a Facebook post ...)
- Ensure your communications team and fundraising = same team; both functions are intertwined and should clearly augment/highlight your work
- Develop compelling asks that "touch" and "inspire" your audience
- Understand how men/women give to charities
- Utilize important holidays or meaningful days to launch mini-campaigns targeting different alumni
- Personalize your asks and donor acknowledgment materials
- Use vendors who speak "your" language
- Be creative with graphics/logos

RAISE:

- Develop relationships with your donors – giving is not solely a transaction
- Take it on the road! Use alumni gatherings, holidays, meeting and new chapter launches as a way to acquire new relationships and potential donors
- Use these new relationships to help drive giving at the local level – don't be afraid to reach out to alumni and ask for their opinions
- Pick up the phone!
- You can never say thank you enough!
- Note personalized information/giving motivations about donors into your database – helps you develop the right "next ask"
- Don't forget to report out on your impact and effectiveness