



How to Make Your Donors Feel Appreciated

Kristine Miller, CFRE, ACC
Executive Vice President and Partner



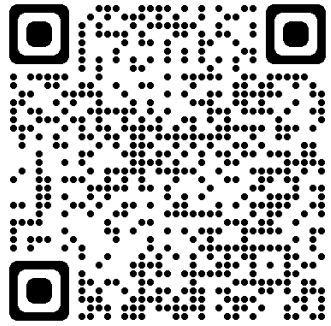


Kristine Miller

Executive Vice President & Partner

- CFRE (Certified Fundraising Executive) since 2007
- ICF (International Coaching Federation) certified coach
- Co-author of three generosity books
- Faith-based fundraiser for over 20 years





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In This Workshop We Will



Discuss the dynamics of financial leadership



Gain a better understanding of the donors' perspective (latest research and findings)



Learn about the challenges of donor retention and what to do about it



Consider a plan for more fully engaging those whose investments make ministry possible.

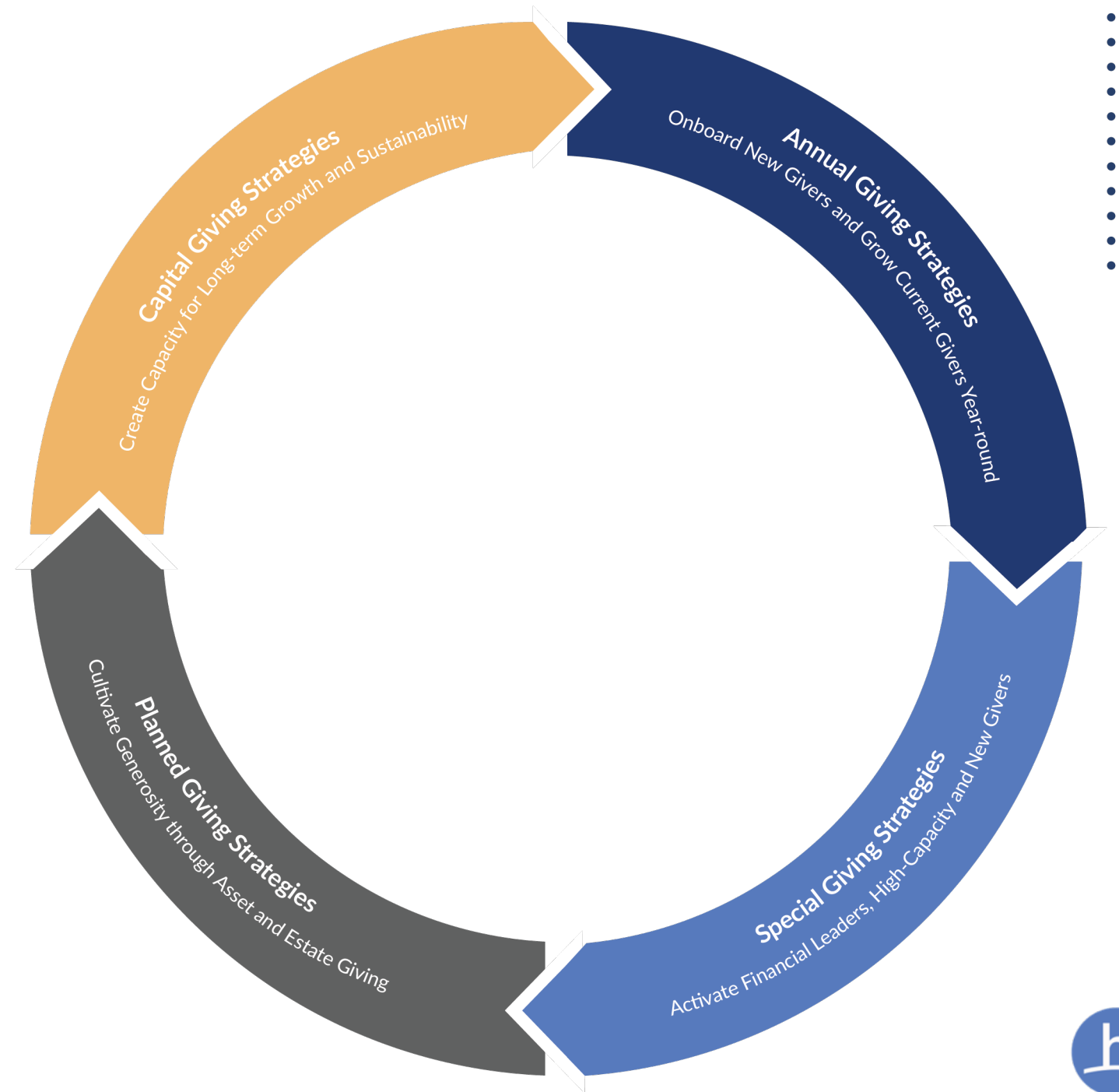


Our Current Reality

- 10% of donors give 50%+ of total giving
- 50% of donors give less than 5% of total giving
- 30% to 50% of members give nothing each year
- 50-65% of first-time donors never give again
- Most people stop giving 3-6 months before leaving
- Pledging households are declining



Integrated Church Funding Model



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Integrated Church Funding Model





Build Donor Relationships

The church's relationship with its financial supporters is sacred and requires careful tending.

Relationships Matter

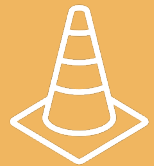
- A gift signals a desire for relationship
- What happens next matters to the relationship
- Donor attrition is problematic
- Lack of understanding of what donors want from the organizations they support



Some Obstacles



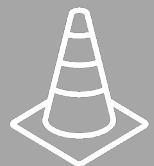
Giving to several other charities



Huge growth in number of 501(c)3's



Lack of engagement left over from COVID



Lack of understanding of your story of impact



Relationship Strategies

Pastor knows donors' philanthropic passions and interests

Church thanks more than asks—
Prompt, Personal, Powerful

Donor-centric gratitude expressed
to Ministry and Financial leaders

Every gift counts. Every giver is
important



Think Like a Donor



Prompt

Donor-centric
Practices

Powerful

Personal



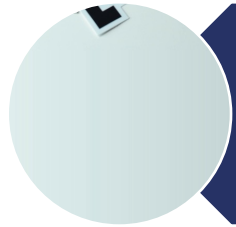


80% of donors say ...
a beautifully crafted thank you,
received promptly, is all it takes for
them to want to give again.

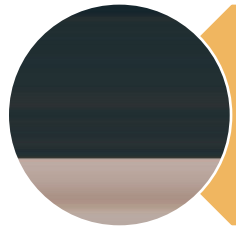
Source: *Donor Centered Fundraising* by Penelope Burk



Features of a Donor-Centered Thank You



Personal — no Dear member



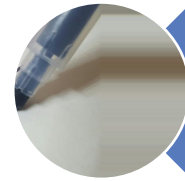
Concise — 2 paragraphs, not 2 pages



Focuses on donor not the gift; use “you” not “your”



Personally signed with contact information



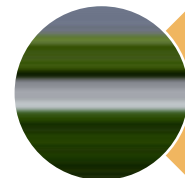
100% gratitude and 0% ask



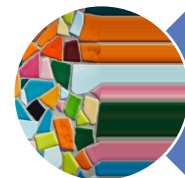
Tells impact story



No gimmicks



Doesn't continue to sell



Different every time

Understanding Donor Passions & Interest

Ask for their input and feedback

Know what brings them joy

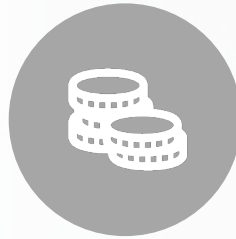
What other organizations do they support?

How can you help them achieve their philanthropic objectives?

Wealth Screen



Uses public data to help you know your donors better



Includes Capacity, Propensity, and Interest



Allows you to invite them into a conversation about their passions



Identifies prospective planned gift donors



Donor Retention is Key



In nonprofits, research indicates ...

- 50-65% of first-time donors never make a second gift
- Of those who contribute again, only 10% are still contributing after five years.
- The goal of a first-time giver strategy is to build relationships that increase in depth and financial support.



Donor Retention is Key



First-time donor strategy – do you have one?

Express
appreciation

Share
impact

Don't ask until
you've said
thank you



Relationships



Personal authentic relationships are the key to growing *all types* of giving



Pastor's involvement is crucial



Knowing donors well creates opportunity to connect



Relationships



- Financial leaders
 - Invested heavily in your ministry
 - Acknowledge relationships with personal communication
- High-capacity donors
 - What keeps you up at night?
 - How would you solve this problem?
- First-time givers
 - A quick response could inspire high lifetime value



A Last Word

“Leaders want to do stuff that matters...they [leaders] are great at inducing others to take novel journeys to places of surpassing importance.”

Tom Peters, Re-Imagine!

“What often gets overlooked in discussions of grit and perseverance is how pervasively important is the power of relationships to help us develop tenacity.”

Tod Bolsinger, Tempered Resilience





THANK YOU

Kristine Miller

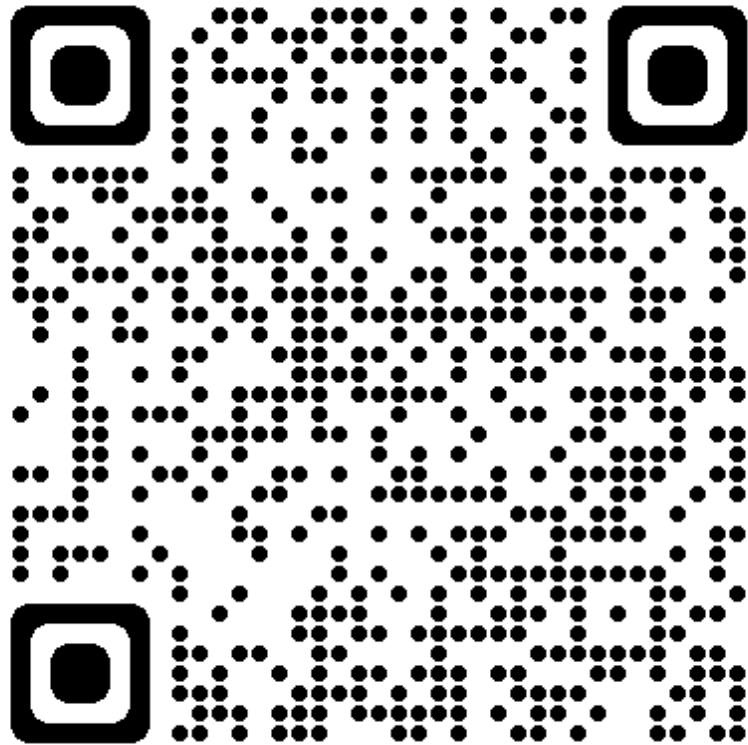
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A screenshot of the Giving365 website interface. The top navigation bar is blue and contains the logo 'giving365' in white. To the right of the logo is an orange button labeled 'Your Account'. Below the logo, a list of resource types is displayed: 'Webinars/Presentations', 'eBooks', 'eCourse', 'Books', 'Videos', 'Podcasts', 'Articles', 'Blogs', and 'Horizons'. The main content area features a photograph of a diverse group of people sitting around a table, looking at tablets and laptops. Overlaid on this image is the text 'Your On-Demand Resource Library to Help You Grow Disciples and Fund Ministry' in white. At the bottom of the image, there is another orange button labeled 'Your Account', which is circled in white. In the bottom right corner of the screenshot, there is a small blue circular logo with a white lowercase letter 'h'.