



How CRMs can help your nonprofit raise more money.

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My nonprofit journey



- Youth Engagement
- Volunteer Development
- Communications



United Way

- Marketing and Communications
- Education and Public Sector Portfolio



- Marketing and Communications
- BIAAG Canada
- National Youth Engagement Strategy



TATA CONSULTANCY SERVICES

- CSR Specialist
- Marketing and Communications for National CSR Program



- Community Engagement/CSR Specialist
- Marketing and Communications for youth programming

Let's focus on **the donor.**

There is gold in your contact list.

Having a better idea of who is in your contact list will open the door to more **fundraising opportunities**. A CRM will help your team raise more money strategically, by:

- Improving **Donor Retention** strategies
- Encouraging **Recurring Donations** with stewardship campaigns
- Helping you identify **Lapsed Donors** ways to re-engage them.

A hand holding a black pen is positioned over a document. A large, stylized dollar sign is drawn on the document. The entire scene is overlaid with a semi-transparent orange gradient. The text "Improve Donor Retention." is centered in white.

Improve **Donor Retention.**

Average Donor
Retention

46%

NEW Donor
Retention

23%

Source: Fundraising Effectiveness Project Survey, Bloomerang, 2017

Number of donors that gave in both 2016 and 2017

Total number of donors that gave in 2016

Why do people STOP giving?

There are many reasons why a donor would stop giving to your nonprofit. Here are a few of the most popular:



- 54% - could no longer afford it;
- 18% - poor service or communication;
- 16% - donor has passed away;
- 13% - were never thanked for donating;
- 9% - no memory of supporting the charity;
- 8% - no info on how their donation was used to impact the world;
- 5% - thought the charity didn't need them anymore.

Source: Why Donors Stop Giving, Network for Good, 2013



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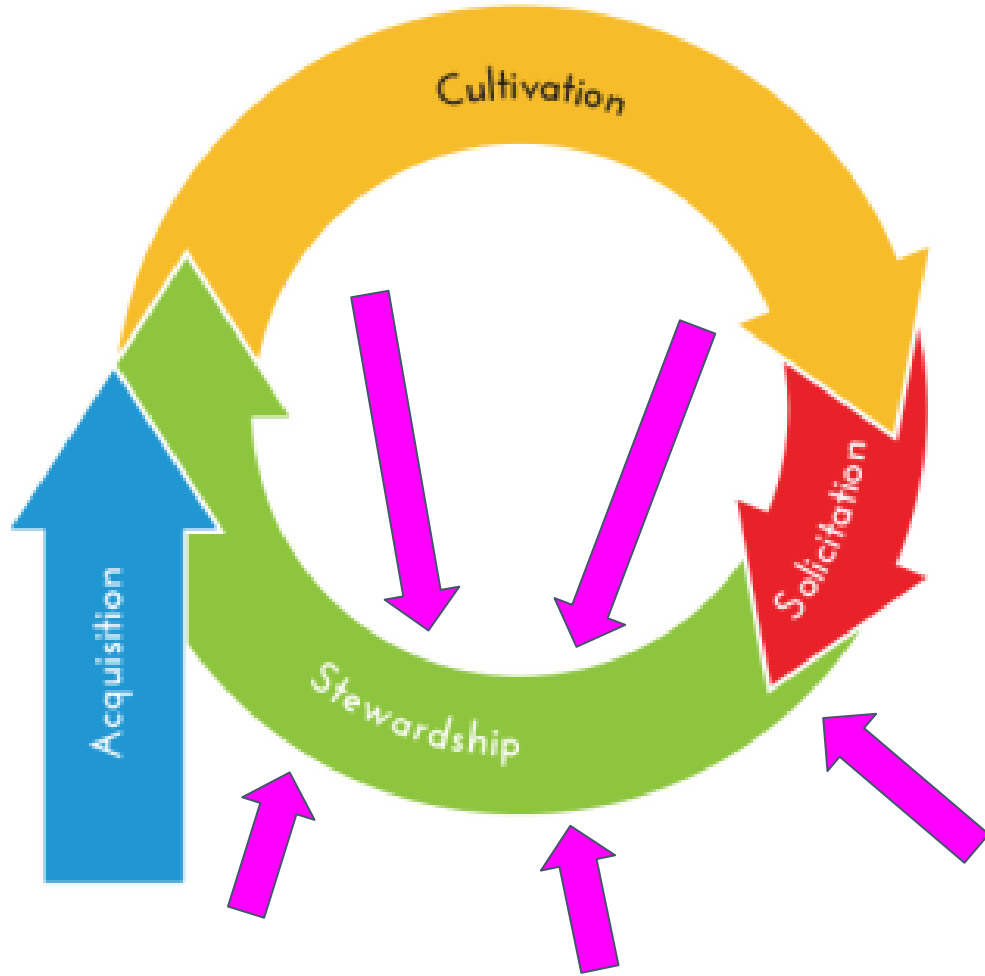


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Source: *Why Donors Stop Giving*, Network for Good, 2013



Why do people STOP giving?



Source: Fawkes and Holly, 2018



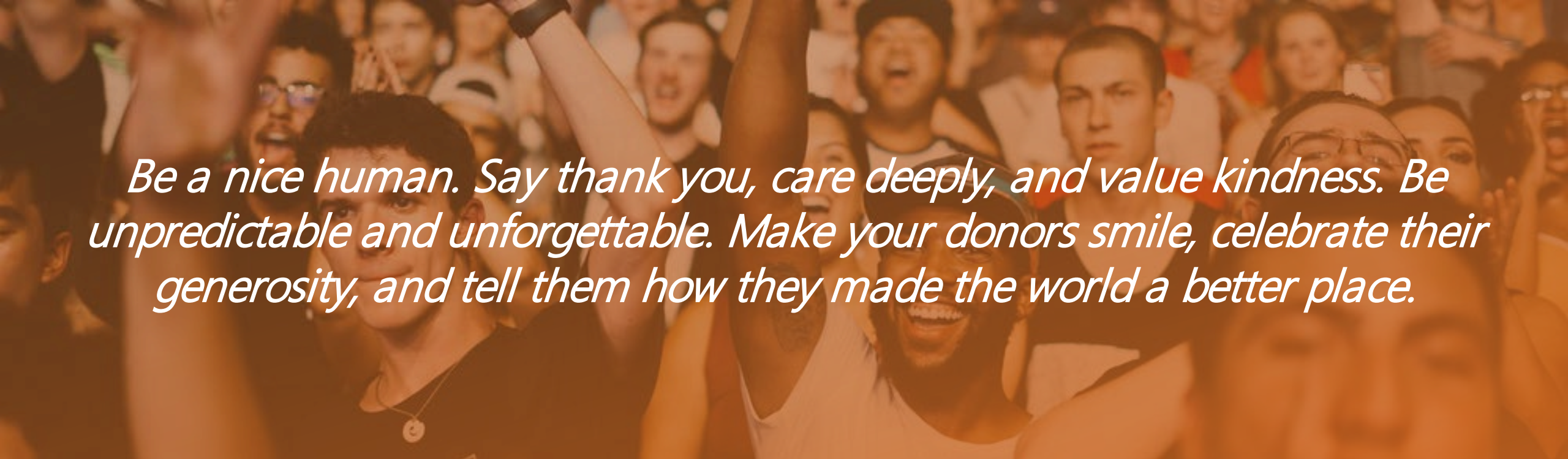
What do donors actually want?

How do we keep donors involved in our work in away that matters to them?



- Prompt and personal **messages of gratitude**
- Specific, story-based reporting on **the impact the donor is making** through their last gift
- Repetition of impact and **gratitude before next solicitation**

Source: 'Donor Centred Fundraising,' Penelope Burk, 2003



Be a nice human. Say thank you, care deeply, and value kindness. Be unpredictable and unforgettable. Make your donors smile, celebrate their generosity, and tell them how they made the world a better place.

CRMs are your go-to tool.

Donor retention is mostly about creating resonance with your donors through genuine communication.

A CRM optimizes the opportunities for those unique connection points to happen.



How to build resonance.

Run this report:

*Donors who **gave to our organization**, who are interested in the **Basketball**.*



How to build resonance.

Run this report:

*Donors who **gave to our organization**, who also **Volunteered for Program X**.*



Encourage **Recurring Donations.**

Donor Stewardship

Thanking your donor is the first step to your **next donation**. This is why donor stewardship is so important.



- Build a relationship
- Make an ask
- Thank your donor
- Communicate impact
- Provide value
- **Make another ask**

PASSION LED US HERE

Refreshing ways to steward donors

Donor stewardship is an area you can be creative with. The most important part is that you keep communicating.



- Schedule times to make **“Thank You” calls.**
- Send **anniversary cards** to recognize donor loyalty. Make cards for 5, 10, 15 and 20 years of giving
- **Be thoughtful** – use notes to make your follow ups a bit more personal; and make the donor feel heard.



How does a CRM help us do this?

A CRM helps you build stronger relationship with your donors.

A CRM provides a home for all those **notes, follow-ups** and **interactions**. It also helps to ensure that these relationships stay within the organization.



Identify **Lapsed Donors.**

Advanced Reporting

Being able to see giving trends empowers your organization to act strategically.



- Donors who gave **“Last Year But Not This Year”**.
- Donors who gave **“Some Year But Not This Year”**.
- Increasing the visibility, increases your organization’s ability to create **targeted campaigns**.

The ones that got away

Now that you have a list, you can reengage those donors in a meaningful way.



Thank them for their support and friendship.



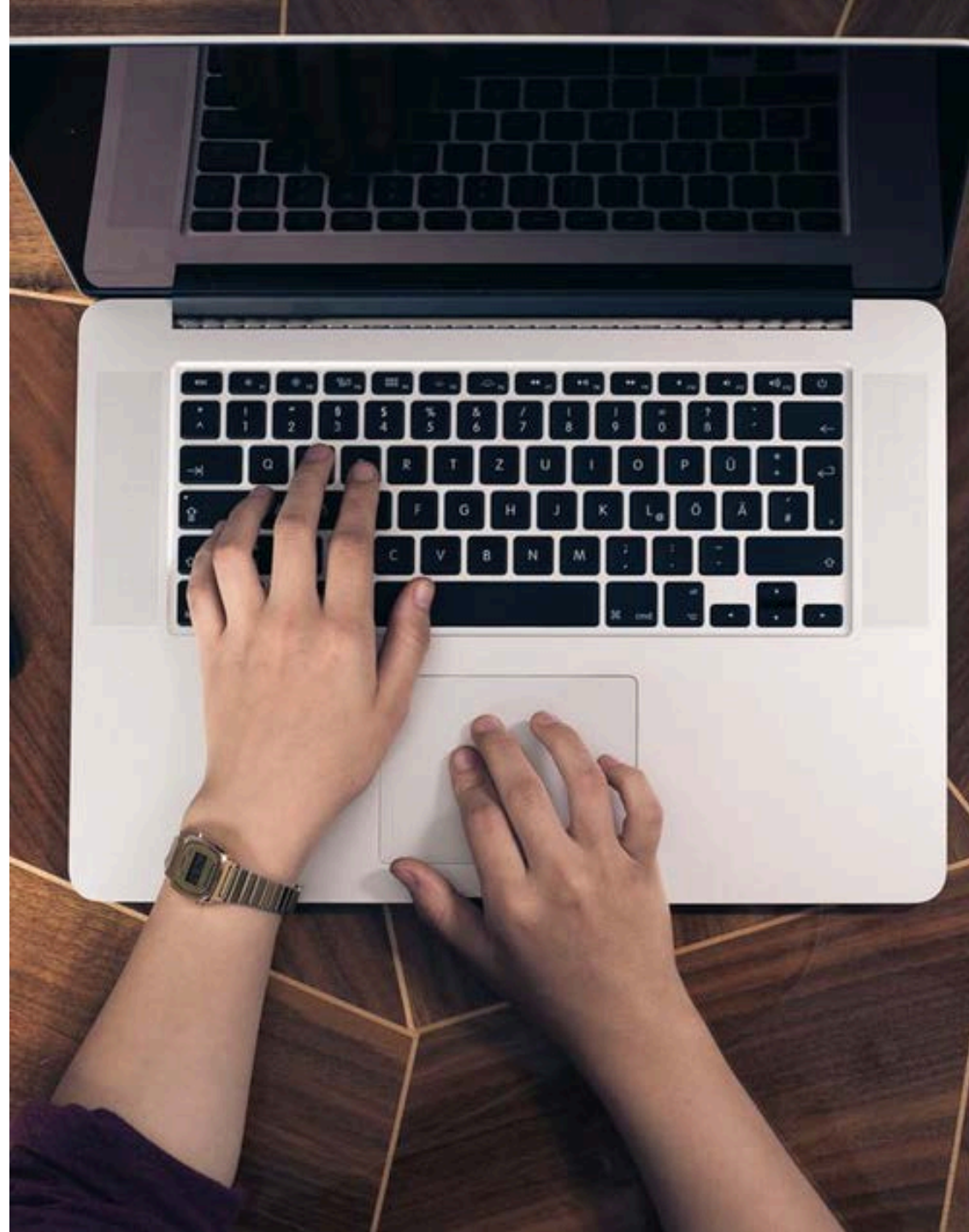
Tell them that you miss them, and why you want them to be part of your work.



Let them know what has been going on since their last contribution.



Make an ask. It doesn't have to be for a donation, but it should be meaningful.





How does a CRM help us do this?

Now that you have a list of donors, you can re-engage them with a meaningful ask.

A CRM optimizes the opportunities for those unique connection points to happen.

A background image of students in a library, overlaid with an orange tint. The students are gathered around a table, looking at a laptop screen. Bookshelves filled with books are visible in the background.

Putting it all **together.**

Institutional Memory

Donor Insights



Relationship management

Notes and Interactions

An Investment in Impact

A CRM will help you raise relationships.

Save time and money, while getting back to the impact that matters.

The background of the slide is a warm, orange-toned photograph of a crowd of people. In the center, two hands are raised and pressed together to form a heart shape. Other hands are visible in the background, some raised in the air, suggesting a celebratory or appreciative atmosphere. The text "Thank you!" is overlaid in the center in a white, bold, sans-serif font.

Thank **you!**

The background of the slide is a warm, orange-toned photograph. It depicts a group of people's hands raised in the air, with two hands in the center specifically positioned to form a heart shape. The lighting is soft and diffused, creating a sense of community and positivity.

Let's chat!
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Empowering small nonprofits to
make a **BIG impact.**

