



MAXIMIZING DONOR ENGAGEMENT THROUGH COLORADO GIVES DAY AND BEYOND

November, 2020



Powering Community Together



720.989.5900 | ColoradoGives.org

Give where you live.

COLORADO GIVES TEAM



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Making the Pie Bigger!



Landscape

- Micro Moments
 - Check phones 150 times per day
 - Spend an average of 1 min 10 secs
- Embracing Mobile
 - Tipping point has been reached
 - Start focusing on mobiles design first
- Video & Live Streaming
 - Average person views 206 videos per month
 - 69% of all consumer traffic driven by this (2017)
- Content is predominant to everything!



Let's Talk Retention Stats

- 70% of first time donors, don't give again
- Top reasons why
 - 54 percent said they could no longer afford it
 - 36 percent said others were more deserving
 - 18 percent said poor service or communication
 - 16 percent said death
 - 13 percent said they never received a thank you
- For every \$100 gained, \$95 lost (didn't give again, decreased donation)
- 2015/2016 Retention Rate = 45%
- What is your cost of donor acquisition vs retention (Lifetime Value of a Donor)?

Creating a Personalized Donor Experience

- Are you putting more emphasis on revenue than donor satisfaction and the giving experience?
- Are you sending too many emails and/or direct mail pieces?
- Do you track opt-outs on your email list?
- Are you checking click through rates to see what is engaging your donors?
- Industries' best, most responsive donors are being bombarded
- Evidence that the donor pool is down 13%



What do donors want

- Hands on service
 - Meaningful engagement in the mission
- Words of affirmation
 - 3 to 1 ratio of You vs We
 - Accurate and correct name, spelling, grammar, gift amount
- Tokens of appreciation
 - Inexpensive, mission related

What do donors want (part 2)

- Quality Time
 - Feel valued and appreciated
 - Gratitude Reception
- Proof of impact
 - Exclusive insider experience

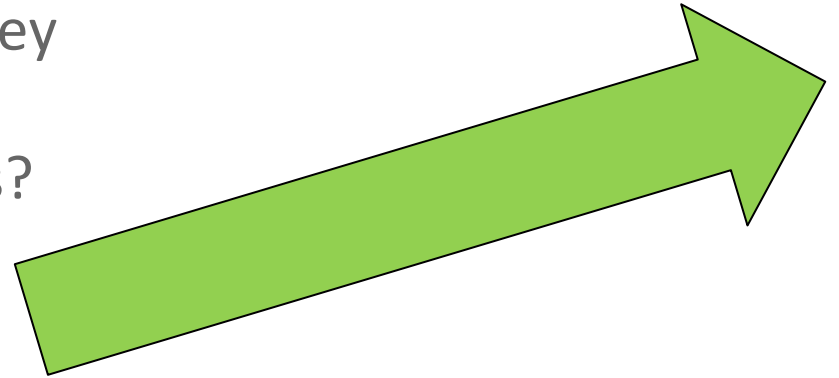


I just made my first donation to your
organization, what happens next?



Progression of a Donor

- Doesn't have to be about money
- How else can a donor progress?
 - Advocate
 - Volunteer
 - Fundraiser (Fundraising Pages)
 - A networker bringing you more donors



Opportunity: Monthly Donors



Monthly Donors

- Blackbaud Study – These work!
- Average gift size higher than one time donors (\$143 vs \$43)
- More likely to retain donors who gave by bank transfer
- Covert loyal multi-year single gifts to monthly gifts helps long term retention (29% vs 14%)



Monthly Donors

- Is this part of your overall plan?
- When is the best time to ask?
- Should you do a special mailing?
- Is this an option on every mailing?
- Do you include this in your welcome information?
- What is your goal? \$ vs Donors





Opportunity: Mobile Donors

Mobile Strategy

- Do you have one?
- Are you using Google Analytics?
 - What are your numbers?
 - How are they changing?
- When is the last time you went through the process to interact with your nonprofit via your mobile device?
- Have a new board member try it!
- EMAIL!!!





Opportunity: Peer to Peer

2017 Do More Charity Challenge - Where Common Sense Lifts

Third Way Center, Inc.



Photos (1) | Videos (0)



Community Banks of Colorado
Team - Do More Charity Challenge

\$16,565 of \$30,000 goal

16 days left

[DONATE NOW](#)



Created July 08, 2016
Third Way Center, Inc.

- Email Nonprofit
- Email Fundraiser Creator

Recent Donors [view all](#)

Markus Williams Young & Zimmermann
LLC

There are many banks in Colorado, but none can deliver throughout the state like we can. Not only does Community Banks of Colorado believe in providing friendly and personalized service to clients across the state, we are also dedicated to the communities in which we live and work through volunteer efforts with numerous charitable and civic groups.

That's why we're flexing our charity muscles again at The Do More Charity Challenge on September 30 and October 1. The Do More Charity Challenge is a unique competition event where every dollar raised by corporate sponsors and teams who will compete in the event will go directly to non-profit organizations in Colorado.

Each team chooses a charity and then raises money that will go towards that charity. Teams will also compete in seven athletic events. Overall rankings will be determined by athletic scores and fundraising efforts. In addition to the money raised by each team, the top-10 ranking teams will divide more than \$100,000 to be donated to their charities.

We have chosen to compete for the Third Way Center, an organization that provides resources to high risk, mentally ill, disadvantaged and often homeless individuals. Third Way Center is making a tangible and measurable impact or:

- Support for teen mothers and their children
- Help teens complete their education with a diploma or GED
- Provide individual, family and group therapy sessions
- Provide independent living skills and vocational education

Take a look at the Third Way Center video on their homepage to see how this organization has made a difference in the lives of so many.

To help support the Third Way Center, simply click on the link below to help us do more for the Colorado community.

The Longmont Chorale Composer's Circle

Longmont Chorale

Photos (1) | Videos (1)



8 notes on the musical scale, \$8/month keeps the Longmont Chorale "Singing, from our hearts to yours!"

200 days left

[DONATE NOW](#)



Created November 08, 2016
Longmont Chorale

- Email Nonprofit
- Email Fundraiser Creator

Recent Donors [view all](#)

Carl and Linda Bendorf
The Bensons
Mary Blue
Bob & Paula Balsman
The Bensons

Dear Friends,

If you believe in drawing our community together around great vocal music like I do, I invite you to become a member of the Longmont Chorale Composer's Circle today with your monthly gift of \$8 or more.

Composers do incredible things with the 8 notes on the musical scales, and you can make music, too! Your \$8 or more monthly donation keeps their beautiful, thrilling music alive in our community by supporting the Longmont Chorale.

The Longmont Chorale Composer's Circle is made up of people who believe in supporting vocal music in our community, and not just by professional musicians. We are, to borrow Mr. Lincoln's phrase, "...of the people, by the people, and for the people."

Fundraising Pages

2017 McKinstry Peak Challenge!

Griffith Centers for Children, Inc.



Photos (1) | Videos (0)



Please join us in supporting this fantastic organization by contributing to our \$1,500 fundraising goal.

2 days left

[DONATE NOW](#)



Created July 10, 2017
Griffith Centers for Children, Inc.

- Email Nonprofit
- Email Fundraiser Creator

Recent Donors [view all](#)

Noah
Donna Peterich
Greg and Steph
Mike & Amy Gandolfo
Ryan and Stacey
Ashley B
Candi Packett
Ann
Nicole Neals
Araceli

Children Chins Up (Griffith) is Strengthening Colorado Communities One Griffith, a respected local educator and philanthropist engaged the Kiwanis Club for boys at Number 9 Pearl Street to provide shelter, education and living alone on the streets. What began as a short-term shelter has evolved into community-based programs providing therapeutic and educational services families. In 2002, Griffith Centers merged with Chins Up (Children In Need) organization, adding community programs, foster homes, adoption and continuum of care.

Over 3,000 children and families annually with locations in Grand Junction, CO-based support and resources, intensive, individualized case management and research-based therapies are utilized to keep children safe and to help them thrive. Issues such as school failure, truancy, anger, delinquency, substance abuse and areas that can be effectively addressed, managed, and overcome at Chins Up.

climbing Wetterhorn Peak which is located in the beautiful San Juan range. The ridge will gain 3,300 feet in elevation over a 7 mile round trip.

Participation in the challenge

Online Tools – Fundraising Pages

- Your supporters fundraise on your behalf
- Increases involvement
- Brings you more first-time donors
- Drive immediacy
- Focuses giving for donor

Crowdfunding – Peer to Peer

- How much are your event gift amounts compared to your general gifts?
- Does your average gift amount change by the participation type or the participant's connection to your nonprofit?
- What's your average self-donation?
- What events have been most successful for your organization?





Capitalizing on Colorado Gives Day

- Have a post Gives Day Plan
- Incorporate Colorado Gives Day into your year round fundraising plans
- Review your donor information from your ColoradoGives.org report
- Acknowledge the donation based on information from the report
- Involve board and staff in expressing gratitude



Thoughts on Colorado Gives Day Planning*

- Put as much effort in thanking as you do in asking
- Use sad photos when asking, happy when thanking
- Focus on outcomes, not process
- Use stories, not statistics

From Jeff Brooks Webinar – Colorado Gives Day Nonprofit Toolkit



What are you going to do in January?

What happens six months after Colorado Gives Day?



Implication for Generosity Environment – Before Gift

- 46% learned about organization from friend/family member
 - How could you learn about this?
 - Did you acknowledge that?
- 47% looked at your website
 - What does it say?
 - Can I donate on that page?
- 38% looked at effectiveness of your nonprofit
 - How do you show this?
 - Do you talk about it in your marketing, fundraising?

Implication for Generosity Environment – Result of

- 56% asked in person by someone they know
- 30% email from someone you know
 - Are you asking your supporters to tell their friends/family?
 - Does your newsletter have information that is forward worthy?
- 25% phone call
 - When is the last time you called?
 - Who makes these calls?





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