THANK YOU STRATEGIES to Drive More Donations
WEBINAR AGENDA

- 5 Ways to Thank & Recognize Your Donors
- Using Digital & Social to Reach More Donors
- Incorporating Reporting into Thanking Strategies
- Segmenting Your Donor Data
Poll

Do you have a donor thank you strategy?
1. Yes
2. No
5 WAYS TO THANK & RECOGNIZE YOUR DONORS

Julia Campbell
Digital Marketing Strategist & Nonprofit Coach at JCSM
The Struggle is Real

Learning how to use digital tools and social media to reach more donors and make your thank you’s more memorable is so important as donor attrition continues at a startling rate.

90% of first time donors are being lost by some nonprofits on an annual basis

59% of annual givers drop off the radar each year on average
3 Things All Donors Need

They must receive a timely and meaningful acknowledgement of their gift.

They must trust your organization to be a good steward of their funds.

They must understand the impact of their gift and what it helped to accomplish.
1. Videos

Video does not always have to be an epic masterpiece. You can simply use your phone to create short, in-the-moment thank you videos of real people.

**The key is authenticity:**

- Getting a wide variety of voices to express their gratitude
- Capturing raw emotion in your video is the best way to really engage your audience with your cause
- Video is the perfect way to launch or wrap up a major fundraising campaign
1. Videos Examples

Live-streaming Video
On #GivingTuesday this year the “No Kid Hungry” campaign used Instagram Live and featured a Wall of Thanks where they thanked sponsors and donors in real time.

Embed Video in Emails
Use email communications to showcase your donor thank you videos.
2. Facebook Ads

Boost and promote a donor thank you video or a great story of your impact through Facebook ads.

Choose your objective wisely:

- Upload your email list to Facebook Ads Manager and then target the ad to your specific audience for reach and video views
- You can ask donors to take an action, but it’s best just to thank them sincerely
- Choose colorful, eye-catching images with very little to no text
2. Facebook Ads Examples

Showcase Results

Demonstrate Impact

Genuinely Thank
3. Donor Spotlights

Let your donors shine by creating a multichannel campaign once per month or more, spotlighting a donor.

Lots of ideas for content creation:

- Do a video interview which can then be embedded on the blog and added to the website, uploaded to social media or as an image included in an email blast
- Be sure to tell it like a story: “Jane was always passionate about the environment. But when she found our local organization, she could experience it first hand.”
3. Donor Spotlights Examples

Make-A-Wish

George Hampton

Growing up, I never doubted love. My mother, Deloris Carter Hampton, made sure of that. It wasn’t until I went out into the world as a young man that I realized not everyone was raised feeling this way.

I created my fund at Pride Foundation as a way to pass along my mother’s unconditional love, and to inspire other strong women of color in the community.

No matter what amount I’m able to give, my support says, ‘Your dreams are important.’
4. Giving Anniversaries

Thank your donors in a meaningful way on their one-year giving anniversary.

Tips for thanking your donors:

• Set up your donor database or giving software to automatically remind you to thank your donors.
• Potentially send donors a Happy Anniversary card at the 6 month mark.
• Use all channels at your disposal: Phone, handwritten notes, email, social media posts, tweets, etc.
4. Giving Anniversaries Example

Landing Page

Anniversary Card
5. Virtual Hangouts

Celebrate together by showcasing helpful information targeted at your donors and what they want to learn about your cause through storytelling, communicating impact and showing gratitude.

There are tons of free and low-cost tools to host a virtual party:

- Facebook Live
- Google Hangouts
- Zoom
- Crowdcast
- Skype
5. Virtual Hangouts Examples

Google Hangouts

Facebook Live
Using digital tools and social media to make your thank you’s more memorable will help you attract and retain more donors.
INCORPORATING REPORTING INTO THANKING STRATEGIES

Christy Noel
VP, Digital Marketing Services at MobileCause
Run Multi-Channel Campaigns

51% of high-wealth donors ($200k+) prefer to give online and a significant amount of donors will come to your website to donate.

A multi-channel campaign builds awareness:

- **Email**: 36% of all online revenue comes from email messaging
- **Text**: Using SMS to tell your story increases the average gift size to $167
- **Social**: 21% of donations come directly through social so identifying your ‘influencers’ is vital
- **Website**: Be sure a donor can find and easily donate on your website
Multi-channel Strategy Considerations

Understanding which channels your audience uses and tailoring your messaging to them will help your call-to-action get through clearly.

**Figure out natural ways you can segment your audience:**

- Which channels do your audience prefer?
- Does your message work across all channels?
- How do your donors like to give?
- What amounts do various channels deliver?
Campaign Reporting & Analytics Overview

Gaining insight into how your donors behave will inform your fundraising campaigns, enable you to raise more money and keep your donors engaged longer.

**Reporting & analytics basics:**

- **Open Rate:** Calculated as the total number of "opened" emails, a good marketing email open rate is between 15-20%
- **Clickthrough Rate:** See how well marketing channels are performing by the number of clicks, divided by how many times it’s opened, anything over 2% would be considered above average
Incorporating Campaign Data Insights

MobileCause can help you better understand your donors’ behaviors and keep them engaged longer to enable you raise more money for your cause.

**Reporting & analytics basics:**

- Donor data reporting right within MobileCause
- Account and campaign-level reporting
- Drill down to form and channel-level metrics
- Charts to better analyze performance by time period, donor segments, channel, etc.
## Analytics Dashboard – Example 1

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<thead>
<tr>
<th>Activity</th>
<th>Keyword</th>
<th>Status</th>
<th>Subscribers</th>
<th>Gifts</th>
<th>Avg Gift</th>
<th>Pledged</th>
<th>Offline</th>
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<th>Collected</th>
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<td></td>
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</tr>
<tr>
<td><strong>Channel</strong></td>
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<td></td>
<td></td>
</tr>
<tr>
<td>Web</td>
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<td></td>
<td>1598</td>
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<td></td>
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<tr>
<td>Text</td>
<td>📬 Send Message 📬</td>
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<td>2434</td>
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<td>6.1% (148)</td>
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<tr>
<td>Text-to-Donate</td>
<td>📬 Setup Keyword Reply 📬</td>
<td></td>
<td>4</td>
<td></td>
<td>100.0% (2)</td>
<td></td>
<td>0.0% (0)</td>
<td></td>
<td>-</td>
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<td>QR Code</td>
<td>🔍 Share QR code 📘</td>
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<td></td>
<td>-</td>
<td></td>
<td>0.0% (0)</td>
<td></td>
<td>-</td>
</tr>
<tr>
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<td>16.1% (650)</td>
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Love One International

Instagram Stories

Social Media Thank You Message

Facebook Posts

LoveOneIntl $301,446, there aren't words that describe our gratitude. To each & every one of you who came alongside us to make this happen – every dollar you gave will have a huge impact, and we can not WAIT to show you how we use those dollars to change lives in Jesus’ name 🙏 And to @laur_aksins - you sure are one loved lady! Thank you for choosing to be a light❤ while your heart shines naturally. It’s still a CHOICE to speak up for those without a voice, and you speak with both a boldness and a love that doesn’t come naturally to most. We love you and love getting to celebrate the beautiful person you are! 💜Love1

Load more comments...

6,946 likes

Add a comment...

https://www.facebook.com/lovenoint

MobileCause Webinars
## Analytics Dashboard – Example 2

<table>
<thead>
<tr>
<th>Channel</th>
<th>Visitors</th>
<th>Click-through Rate</th>
<th>Conversion Rate</th>
<th>Collected</th>
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<tbody>
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Segmenting Your Donor Data

Segmenting your donor list means that you break up your master donor list into maybe three to five smaller lists based on a criteria of your organization’s choosing and then tailor your messaging to appeal to each specific audience.

**Donor segmentation examples:**
- Recurring donors vs. one-time donors
- First time donors vs. repeat donors
- Giving level
“Working with our MobileCause DMS strategist to create a segmentation strategy helped us bring in larger donations and understand our donors better.”

– Lois Wander, Director of Donor Relations

Digital Marketing Success
Jewish Family and Children’s Services

Increase #GivingTuesday donations through donor segmentation

Founded in 1850, Jewish Family and Children’s Services (JFCS) serves as a lifeline for children, families, and older adults facing personal crises or challenges. In 2017, JFCS wanted to boost the amount raised with their #GivingTuesday campaign. Working with a MobileCause Digital Marketing Services (DMS) expert, they formulated a plan to leverage their constituent data in a more strategic way and created a segmented donor strategy.

- Analyzed donor data and created three segments of giving tiers comprised of low-level, mid-level, and high-level donors
- Created a dedicated donation page for each of the tiered donor lists with different suggested donation amounts based on the organization’s data of a given donor’s average gift size
- JFCS kicked off their #GivingTuesday campaign via email, which included donor impact metrics, for example, “$300 will provide counseling services to a family of 5 for two weeks”

Campaign Impact

$54 Average donation on the low-level donation form
40% Of donations came from the mid-level donation form
$190 Average donation on the mid-and high-level donation forms
Incorporating Data into Future Campaigns

Using donor data to drive multi-channel and thank you strategies for future campaign messaging is a key component to fundraising success.

Tips for incorporating data:

• Focus on channels that performed best for campaign types and improve those that didn’t
• Incorporate new channels into your campaigns
• Understand how many touches it takes to convert a follower into a donor
• Use behavioral data to thank donors in more meaningful ways
Using the power of reporting & analytics can help scale fundraising for your cause to a whole new level.
Poll

What methods do you plan to include in your 2019 donor thank you strategy?

1. Digital tools
2. Social media
3. Reporting insights
4. Data segmentation
5. Multi-channel approach
MobileCause provides an innovative suite of digital fundraising and donor engagement solutions that help nonprofits do more good.

To speak directly to an expert about implementing MobileCause software and strategy for your organization please call (888) 661-8804 or go to 4-MinTour.com