Come Back & See Us:
Increasing your Donor Retention
By the End, You’ll be Able to:

- Make it easy to give
- Express gratitude to your donors
- Showcase your impact
- Implement sustainer campaigns
- Measure your results
Median Donor Retention Rate (U.S.)

45%
The Donor Journey

Give

Ongoing Recognition

Engagement

Awareness

Thank You
Making It Easy to Give

Engagement

Awareness

Give

Ongoing Recognition

Thank You
Keep Your Online Donation Process Simple

Your gift will be shared equally between your local Planned Parenthood affiliate and Planned Parenthood Federation of America.

GIFT INFORMATION:

* Gift Type:
  - Monthly
  - One-Time

* Monthly Gift Amount:
  - $50.00
  - $35.00
  - $25.00
  - $15.00
  - $5 Min

Most people are giving $35.00 monthly right now. Please, give what you can.
Keep Your Online Donation Process Simple

Your gift will be shared equally between your local Planned Parenthood affiliate and Planned Parenthood Federation of America.

GIFT INFORMATION:

* Gift Type:
  - Monthly
  - One-Time

* Monthly Gift Amount:
  - $50.00
  - $35.00
  - $25.00
  - $15.00
  - $5 Min

Most people are giving $35.00 monthly right now. Please, give what you can.
Keep Your Online Donation Process Simple

100% of your money brings clean water to people in need.

Private donors cover our operating costs, so you can give knowing your whole gift will help bring clean water.
Keep Your Online Donation Process Simple
Show Impact on the Donation Page

I WILL TIP THE SCALE IN THEIR FAVOR

I WILL GIVE

$100

Donate Now

Supplies them with school day essentials, like healthy snacks to keep them focused.
Ask Segmentation Questions, But Not Too Many

**Additional Questions**

- **Which branch would you like your donation to benefit?**
  - [Choose-]

- **What cause interests you most?**
  - [Choose-]

- **Is there another cause that is important to you?**
  - [Choose-]
Ask Segmentation Questions on Pledge Cards

**HOW DO YOU WANT TO IMPACT YOUR COMMUNITY?** choose one or more

- GREATEST NEED
- Membership
- Chronic Disease
- Healthy Living
- Senior Programs
- Childhood Obesity
- Cancer Support
- Water Safety
- Nutrition
- Educational Enrichment
- Civic Engagement
- Special Needs

**MY DONATION $** ........................................ / ........................................

- total donation
- amount enclosed

☐ YES, I want to be a SUSTAINING MEMBER by giving monthly (at least $10 a month)

**DONATION METHOD**

- Full amount (now)
- Monthly (split total)
- Quarterly (split total)
- Other

**PAYMENT DETAILS**

☐ Add to monthly membership draft

☐ Credit Card / Bank Draft
  - I will pay online at Austinymca.org/Donate
  - I want to be called to submit my payment details

☐ Cash / Check
  - Invoice Me
  - Amount Enclosed

**DONOR INFORMATION**

- Mighty Citizen
- #donorretention
Be Sure Your Website is Mobile-Responsive
Meet Donors Where They Are

KEYWORD 100 John Doe

Thanks for your pledge to My Organization.
Complete your gift here: http://igfn.us/f/5uk8t
Text STOP to stop
Meet Donors Where They Are

Setup Fundraising Thermometer

Text to: 41444  Message: texasyg  Your Amount  Your Name

$250
Yarnell

$100
Shara Michalka

$50
Patricia Osborn

$30
Kirk Cole

Goal
$2,500

Raised
$3,135
Expressing Gratitude

Engagement → Give → Ongoing Recognition → Thank You → Awareness
Create a Thank You Plan

### Stewardship Plan

<table>
<thead>
<tr>
<th>Cultivation Step</th>
<th>Action</th>
<th>Owner</th>
<th>Timeline</th>
<th>New Donor</th>
<th>2nd Gift</th>
<th>3+ Gifts</th>
</tr>
</thead>
<tbody>
<tr>
<td>Set up Google alert, Twitter and Google+ follow, add on LinkedIn</td>
<td>Set up</td>
<td>Development Director</td>
<td>Immediate</td>
<td>✓</td>
<td>❌</td>
<td>❌</td>
</tr>
<tr>
<td>Thank-you call from Development Director</td>
<td>Call</td>
<td>Development Director</td>
<td>24 hours</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Handwritten thank-you with photo of pet and Development Director’s business card</td>
<td>Provide card</td>
<td>Development Director</td>
<td>48 hours</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Personal thank-you call from CEO</td>
<td>Provide phone number</td>
<td>CEO</td>
<td>48 hours</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Thank-you letter from ED with tax info on letterhead and business card</td>
<td>Print letter for ED to sign</td>
<td>Development Director</td>
<td>One week</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Letter: “You’ve only been supporting us one month and already your gift has…”</td>
<td>Create and send</td>
<td>Development Director</td>
<td>30 Days</td>
<td>✓</td>
<td>❌</td>
<td></td>
</tr>
<tr>
<td>Short online survey with five questions to get to know their interests</td>
<td>Create and send</td>
<td>Development Director</td>
<td>Three months</td>
<td>✓</td>
<td>❌</td>
<td></td>
</tr>
<tr>
<td>Short online/offline donor satisfaction survey</td>
<td>Create and send</td>
<td>Development Director</td>
<td>Every six months</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Personal thank-you call from Board Chair</td>
<td>Give gift amount</td>
<td>Board Chair</td>
<td>Annual</td>
<td>✓</td>
<td>✓</td>
<td></td>
</tr>
</tbody>
</table>
Thank Your Donor Immediately

Explore other areas of our website to learn more about how your contribution is making a difference:

- Strategic Programs
- Building Philanthropy
- Get Involved
- Get Help
- Who We Are
Thank Your Donor Immediately

YOUR IMPACT
YOUR COMMUNITY

<<Salutation>>
Thank you for your recent support of our 2015 YMCA of Austin Annual Campaign. Anne Frank said, "No one ever becomes pale from giving," and we've found that to be true. How people give, they become who they are meant to be.

Your gift to "Dodge Avenue" is impacting and changing lives at the "Campaign Branch." Banking each and every day. Because of your generosity, Barbara and her mother were able to take some of our All-Star Cheer Adult Classes. Here is her story on it:

"I became a member of the LaRonge YMCA pool. It was one of the best decisions I've ever made. I love the pool, I also swim at the State Hall. But shortly after, I signed up for Aqua Fitness and Aggie Zumba classes as well, and continuing every day now. In August, I entered one of my first, and joined the Senior Triathlon and Triathlon plus. WHOA! What a great workout! Your team is excellent and you give 100 percent to any participants. Then came enrollment for the Becoming Fit For Fun online class, which I signed up for primarily for my mother,folks, who is 83 years old and lives with us. What a great class. Then and I recently started the Oak Ridge class. It's a perfect class for two like myself. Your class exceeded my expectations. Your support and enthusiasm was what made this happen. Thank you!"

Your support and determination is what makes these initiatives possible. Your gift will help our local and living communities together.

THANK YOU!

P.S. Inside you'll find a drawing made especially for you by a child in our Y Afterschool program!

P.S. Inside you’ll find a drawing made especially for you by a child in our Y Afterschool program!
Send Handwritten Thank You Notes

Dear Ms. Clemens,

Your donation through Amplify Austin was very appreciated. We look forward to seeing you at the Long Center. Thank you, for being a supporter of the Arts!

Best Wishes,
Nicole

3/21/14
Don’t Forget Thank You Calls

We just called to say we love you!

Sorry we missed you!
Thank Publically with Signage
Thank Publically with Signage
Thank Publically with Print

The YMCA of Austin would like to thank all of our Strong Communities Club supporters for donating to our 2015 Annual Campaign. Our generous donors contributed more than $1.3 million this year to provide financial assistance to more than 40,000 men, women and children. At the YMCA, we will not turn anyone away for financial reasons. When you give here, 100% of your donation goes directly toward funding financial assistance for our programs and memberships.

Amir K., YMCA Director of Camps and one of the team that verified all the data, has a personal connection to the YMCA. He says, “The Y is a family and it means so much more than we would be doing at home all day.”

Jeff Bomer • Link Foundation • Shannon and Terry McDaniel
Michael S. MacDougall • Mary Beth Mahes • Justin Manning
Celebrate Their Birthdays

every year
builds new memories
Thank With Tchotchkes

DO GOOD
FEEL GOOD

Studies show that giving is good for your health. Even better than that, it feels good! Do good and feel good by becoming a ‘Giving Card Member’ today.

Special Giving Card member benefits and events throughout the year...and a cool orange key fob!

To become a Giving Card Member, just add $10 to your monthly membership fees or make a $100+ donation to our Annual Campaign.

All donations help the Austin YMCA fulfill it’s mission to strengthen community.
Thank on Social Media

YMCA of Austin
Published by Lauren McPhail [?]
A BIG thank you to Mary’s Pop Shop for donating some delicious gelato pops to our kids at the East Communities YMCA | YMCA of Austin summer camp!
What a great way to cool off in this 100 degree weather.
Check them out! http://www.maryspopshop.com/

YMCA of Austin
Published by Lauren McPhail [?]
May 19, 2015
I know it’s only Tuesday but our campaigner highlight goes to the brightest star in the sky, Estrella Barrera!
Estrella was a top campaigner for our East Communities YMCA | YMCA of Austin branch raising over $9,000 for the local east side community. Her hard work has allowed 90 kids to attend one of our summer camps this year giving them a fun and safe place to be.
Thank you for your dedication, passion, and support, Estrella!...
See More
Thank with Video

#donorretention
Thank with Video

A Special Message just for you from the YMCA of Austin
Remember to Thank Your Volunteers &

THANK YOU TOWNLAKE STAFF

John E. Halligan
Joe Fischer
Nicolas Kollasch
Tiffany Patterson
Jude Hickey
Teresa Carpenter
Richard Moreno
Joel Resendez
Paul Owens-Troupe
Becky Wells
Joel Resendez
Emily Stoffels
Srajan Bhagat
Mashariki Cannon
Stephanie Touch
Jennifer Jane Matos
Martha Sannilego
Amanda Hickey
Elena Hickey
Skylar Johnson
Keith Holmes
Pablo Valle
Joseph Flak
Chun Yin Kitty Ho
Octavio Sanchez
Marco Cano
Tori Bauer
Jessie Powell
Krista Wold
Rose Bean
Holly Lee

FAMILY

Lisa Kadlec
Alice Flora
Renee Deeter
Nicholas Fulkham
Linda Brown
Kelly Sapstead
Meghan Burgess
Andrew Goetz
Kelsey Parker

MAKING A DIFFERENCE

James Corbett II
Sarah Kreisner
Maria Ocampo
Stephene Brown
Maggie Savage
Lily Tracy
Tobias Perkins
Hunter Perez
Joaquin Villarreal
Lauren Bickford

Nicholas Van Dinh
Sophia Bradford
Shelby Higgins
Carla Brandt

LOVE

Community
Showcasing Impact

Engagement → Give → Awareness → Thank You

Ongoing Recognition
Use Infographics

$115 MILLION raised from 2014 ALS Ice Bucket Challenge

$77 MILLION

$23 MILLION

$10 MILLION

$2 MILLION

Research 67%

Patient & Community Services 20%

Public & Professional Education 9%

Fundraising 2%

External Processing Fees 2%
The best way to communicate data is to frame it in terms your donors can relate to.
Show Impact Through Infographics

How Much Rain Has Fallen in Texas?

35,000,000,000,000 Gallons

- Enough to cover the entire state of Texas in 8 inches of water.
- Enough to fill up California’s 3X largest surface reservoirs to capacity.
- Enough to supply the entire world’s population with 10,000 days of water if everyone drank eight 8-ounce glasses a day.

Empire State Building: 1,250 ft.
Calculate Impact

I'm thinking about making a **Weekly** contribution of

- $5
- $10
- $25
- $50
- $100
- Other

**38**
Low-income families increase their income by an average of $1,800 through free tax preparation refunds.

**470**
Students improve their reading and math skills through tutoring.

**258**
Adults budget their hard-earned dollars, save for emergencies and increase their credit scores.
Use Video to Share Impact

- A video on a donation page can increase conversion by up to 82%
- 92% of mobile consumers share video content
- Videos in emails increase click-through rate by 200%

Abby's Childhood Cancer Story

#donorretention
Use Video to Share Impact
Show Lasting Impact with Timelines
Show Impact with Maps

More than $178 million. 923 grants. 26 countries.

When you give to St. Baldrick's, you don’t just give to one institution—you give to more than 359 institutions that are treating kids with cancer across the U.S. and beyond. It's a ripple effect that can change the world.
Implementing Sustainer Campaigns

- Engagement
- Awareness
- Give
- Ongoing Recognition
- Thank You
Without good data, your campaign is destined to come up short.
Start Here with Sustainer Campaigns

- Set a goal
- Specify your target audience
- Develop a simple message
- Establish one call to action

#donorretention
Segment Your Target Audiences by:

- Donation amount
- Areas of interest
- Age, gender, location—other demographics
- How they donated (online, direct mail, event, etc.)
- Preferred method of communication
- When they gave
Think of These as Mini-Campaigns

YMCA of Austin Example:
- Who: Those who care about Summer Camp
- When: Spring
- Message: Give a kid the gift of camp
# Summer Camp Mini-Campaign

<table>
<thead>
<tr>
<th>Event</th>
<th>March</th>
<th>April</th>
<th>May - Week 1</th>
<th>May - Week 2</th>
<th>May - Week 3</th>
<th>May - Week 4</th>
</tr>
</thead>
<tbody>
<tr>
<td>Camper Testimonial Cultivation &amp; Photo</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Draft Summer Giving Postcard</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Final Approval of Summer Giving Postcard</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Postcard Sent to Printer</td>
<td></td>
<td></td>
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<td></td>
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<tr>
<td>Draft Email</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Draft &amp; Schedule Social Media Posts</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Postcard in Homes</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Send Email &amp; Post to Social</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Summer Camp Mini-Campaign

Help them define who they are

Provide a child the gift of a week at a Y summer camp!

We're aiming to raise enough money to send 30 Austin children to our fun and safe Y camp! Thanks to recent supporters, we have 3 kids sponsored already but have 27 more to go.

To meet our goal we need to raise $2,700 more in a week and a half so that more children are playing.
Summer Camp Mini-Campaign

YMCA of Austin

Published by Lauren McPhail (7) · May 21, 2015 · 0

Want to help a child reach their potential? Thanks to those who have donated recently, we are able to send 14 kids to a week of our summer camp but we still have 16 more and a week to do it!

Here is how you can help:
-Donate https://www.austinymca.org/annual-campaign
-Share this post... See More
Summer Camp Mini-Campaign

Send a Kid to Camp

Your donations fund our financial assistance for youth development programs all summer long. Help us keep kids active and having fun from spring to fall with a summer camp sponsorship!

Donation
- $20.00 – Sponsors a half a day of camp for one kid
- $80.00 – Sponsors two days of camp for one kid
- $200.00 – Sends a kid to camp for an entire week this summer!

Find more ways to give back:
- Swim Lessons
- Youth Sports

#donorretention
Summer Camp Mini-Campaign

THANK YOU
from YMCA of Austin Summer Camp

We get to do a lot of creative things here...so much more than we would be doing at home all day.
-- Amír K., East Communities Y Camper
Mini-Campaigns Can Result In:

5% of Annual Giving
Measuring Results

Engagement → Give → Ongoing Recognition → Thank You

Awareness
Create Report Cards with Key Metrics

<table>
<thead>
<tr>
<th>&lt;ENTER CAMPAIGN NAME&gt; METRICS</th>
<th>Goal</th>
<th>Year 1</th>
<th>Year 2</th>
<th>Year 3</th>
<th>Year 4</th>
<th>Year 5</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>BUDGET &amp; TOTAL RAISED IN CAMPAIGN</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Total spent in campaign (including staff time)</td>
<td>##</td>
<td>##</td>
<td>##</td>
<td>##</td>
<td>##</td>
<td>##</td>
</tr>
<tr>
<td>Total raised in campaign</td>
<td>##</td>
<td>##</td>
<td>##</td>
<td>##</td>
<td>##</td>
<td>##</td>
</tr>
<tr>
<td>% of revenue from campaign</td>
<td>##</td>
<td>##</td>
<td>##</td>
<td>##</td>
<td>##</td>
<td>##</td>
</tr>
<tr>
<td>% growth over previous year, if applicable</td>
<td>##</td>
<td>##</td>
<td>##</td>
<td>##</td>
<td>##</td>
<td>##</td>
</tr>
<tr>
<td>% of goal reached</td>
<td>##</td>
<td>##</td>
<td>##</td>
<td>##</td>
<td>##</td>
<td>##</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th><strong>DONATIONS</strong></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Total number of donations</td>
<td>##</td>
<td>##</td>
<td>##</td>
<td>##</td>
<td>##</td>
<td>##</td>
</tr>
<tr>
<td>Average donation amount</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td># First Time Donors</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>% First Time Donors</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td># Return Donors</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>% Return Donors</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Increase/Decrease in donor retention % over</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th><strong>MAJOR GIFTS</strong></th>
<th>2016</th>
<th>2017</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total Number</td>
<td>88</td>
<td>89</td>
</tr>
<tr>
<td>Total Dollar Amount</td>
<td>$333,867.36</td>
<td>$356,321.10</td>
</tr>
<tr>
<td>% total raised from Major Gifts</td>
<td>87%</td>
<td>88%</td>
</tr>
<tr>
<td># of $1,000+ gifts</td>
<td>88</td>
<td>89</td>
</tr>
<tr>
<td># of $1,000+ renewed</td>
<td>60</td>
<td>70</td>
</tr>
<tr>
<td>% of $1000+ renewed</td>
<td>68%</td>
<td>79%</td>
</tr>
<tr>
<td># under $1,000</td>
<td>267</td>
<td>232</td>
</tr>
<tr>
<td># under $1000 renewed</td>
<td>102</td>
<td>115</td>
</tr>
<tr>
<td>% under $1000 renewed</td>
<td>38%</td>
<td>50%</td>
</tr>
</tbody>
</table>

#donorretention
Create Action Plans to Address Key Goals

Goal 2: Major Gifts & Renewals

- **Trend:** Relatively same amount of major donors without increase in businesses or outside community contributing financially.
- **Goal:** To increase major gift total by 3% by focusing on stewardship of current donors and recruitment of new businesses to support our cause and impact in the community.
- **Action Plan:** Educate and engage our current donors & make introductions to prospective donors in order to advocate for the Y as a Charity of Choice while building relationships with community donors.

### Calendar:

<table>
<thead>
<tr>
<th>Month</th>
<th>Goal</th>
<th>Who?</th>
<th>Status</th>
</tr>
</thead>
<tbody>
<tr>
<td>June</td>
<td>Create resource document of surrounding businesses and philanthropic agencies with a similar mission. Make contact and determine giving calendar and requirements.</td>
<td>Staff &amp; Board Development Committee</td>
<td>Behind...not started!</td>
</tr>
<tr>
<td>July</td>
<td>Create resource document of Hays Members who have the capacity of giving a major gift. Make contact list and distribute to board &amp; staff to see who has connections. Board divides resource document and other</td>
<td>Staff &amp; Board</td>
<td>Not started. Need support</td>
</tr>
</tbody>
</table>
Recap

- Make giving easy
- Express gratitude to your donors
- Showcase your impact
- Implement sustainer campaigns
- Measure results