

# Make it Meaningful:

## Discussing Donor Engagement Strategies

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Provided by:

Double the Donation  
<http://doublethedonation.com>



## Today's Presenter



**Eman Osagie**

Eman Osagie is the Client Success Manager at Double the Donation, a company the leading provider of tools to nonprofits and educational institutions to help them raise more money from corporate matching gift and volunteer grant programs. In her 4 years at Double the Donation, Eman's passion for nonprofit fundraising has grown and led her to help thousands of nonprofits raise more in matching gift revenue annually.



# Steps to Success:

01



Maximizing  
Relationship with  
Donor:  
**Nurture  
First-time  
donors**

02



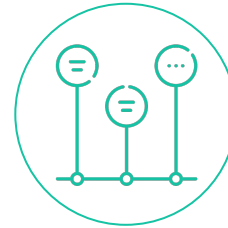
Maximizing  
Relationship with  
Donor:  
**Recurring  
donors**

03



Maximizing  
Relationship with  
Donor Major  
Donors &:  
**Wealth  
Screening**

04



How to Maximize  
Revenue  
through  
**Corporate  
Philanthropy**

05



Q&A



# End of Year Giving Importance

- End of Year giving is a BIG Deal & it makes sense to invest planning into it.
- Over 30% of annual giving occurs in December.
- Donors give significantly on Giving Tuesday and the last 3 days of the year. More than 10% off all giving happens in the last 3 days of the year for most nonprofit organizations.
- Think ahead in the new year - show your gratitude with a card, newsletter, email, etc.
- Segment your donors and have personalized outreach for multiple segments: first-time donors, recurring donors, & major donors



# Nurture First-time donors

## Donor Stewardship plan

1. Keep Donors Engaged through communication
2. Improve Donor Experience/Donor Journey
3. Boost Donor Retention Rate
  - a. Acknowledge gift and show gratitude
  - b. Recognize Donors
  - c. Show Impact of their gifts
4. Encourage Donors to Make More Contributions
  - a. Ongoing process that needs attention, assessment and revision
  - b. Develop Marketing plan



# First-time donors → Recurring donors

1. Show your donors the impact of their gift
2. Share your story and vision of the organization
3. Ongoing Communication
4. Give them an incentive to give again or give larger gifts
5. Share appreciation of their gift
6. Donor Journey Plan
7. Highlight current recurring donors and tell their story



# Recurring Donors

- In 2021, 45% of worldwide donors are enrolled in a monthly giving program.
- A donor that gives monthly, semi-monthly, multiple times a year, or annually.
- Priority and goal for all of your donors
- Importance of Recurring Donors
  - Donor Lifetime Value
  - Donor Retention
  - Plan for the Future



# Best Practices Major Donor Fundraising

- Increase non-fundraising communication
- Ask your donors how they're doing
  - Display the impact your nonprofit is doing, make it personal
- Offer virtual opportunities and events for major donors
- Increase donor appreciation if a gift is made
  - Handwritten letters with a gift
  - Phone call
- Provide a planned giving option
- Hire a major gifts officer, team, or volunteer focused on major gifts
- Be transparent
  - Share giving results and where the funds are going
  - Show their ROI
  - Get them engaged
- Prospect research/wealth screening





# Create Realistic Fundraising Goals

- The goal of wealth screening is to answer this question.
- Key wealth markers and philanthropic indicators paint an accurate picture of possible gift amounts so that you can set—and achieve—more realistic goals.
- Goals can vary depending on whether you're attempting to secure gifts from major donors or engage lower-level supporters.
- A deeper understanding of your prospects' wealth and average donor's capacities to give can guide your campaign targets



# What is wealth screening?

- **A software that helps with prospect research.**
- **Research that determines a donor's giving capacity by examining indicators:**
  - real estate holdings
  - stock information
  - past charitable giving
- **Wealth screening data can help your organization to:**
  - Create realistic fundraising goals.
  - Understand supporters and evaluate crisis-related circumstances.
  - Use key information to maximize revenue.



# Maximize Revenue with Wealth Screening

Wealth screening maximizes your fundraising efforts by enabling you to:

- **Determine eligibility for matching gifts.**
  - Wealth screening can help you determine which of your supporters work for employers that offer matching gifts.
- **Create targeted asks.**
  - Segmenting your donor communications based on wealth screening data allows you to tailor your ask to the ideal gift amount.
  - Tailored communication also builds rapport and trust, which strengthens your relationship over time.
- **Identify new major donors.**
  - Wealth screening can help you find current supporters in your system who are able and likely to give more to your organization if prompted.



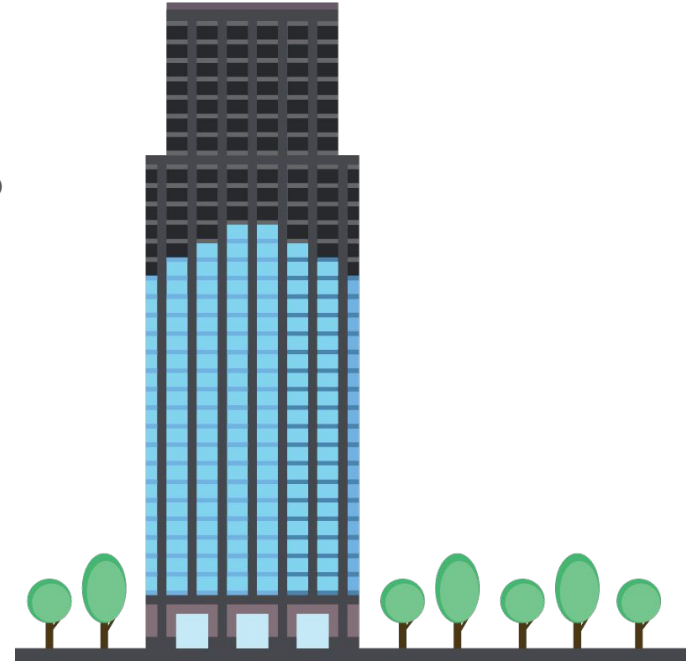
# Corporate Giving

- Corporate Philanthropy: act of a corporation or business promoting the welfare of others, generally through charitable donations of funds or time.
- How can corporate philanthropy help nonprofits?
  - Encourages employee giving and positive impact for the nonprofit and society overall
  - Significant increase in revenue without an ask for donors to give more or volunteers to volunteer more
- Type of corporate philanthropy
  - Corporate matching gift programs
  - Volunteer grants
  - Volunteer support initiatives
  - Corporate sponsorships



# Corporate Philanthropy Statistics

- **\$20.05 Billion** - The amount received through corporate giving in 2018, a 5.4% increase from 2017.
- **12%** - Of total corporate cash contributions to nonprofits are made through matching gift programs.
- **9 out of 10** Companies match employee donations.
- **77 Million** - The amount of Americans who volunteer their time and energy to organizations.



# Corporate Philanthropy Process

01



**Use a corporate philanthropy database.**

02



**Automate your match eligibility process**

03



**Encourage volunteers to match their hours**



# Donor Engagement: Ways to Expand Your Relationships with Donors during End of Year

- Steward your First - time donors
- Establish a relationship with recurring donors
- Use Wealth Screening as a tool for Major Donors
- Invest time & effort into launching a corporate campaign
- Engage your board in giving for your organization



# Additional Matching Gift Resources

**Wealth Screening:** <https://doublethedonation.com/tips/top-wealth-screening-software-solutions/>

**Corporate Giving and Matching Gift Statistics:**

<https://doublethedonation.com/tips/matching-grant-resources/matching-gift-statistics/>

**Suggested marketing locations,  
downloadable resources, and examples:**

<https://doublethedonation.com/marketing-matching-gifts/>

**Corporate Giving and Matching Gift Statistics:**

<https://doublethedonation.com/tips/corporate-philanthropy/>





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# Q&A:

Questions on  
Donor Engagement?

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Double *the* Donation  
matching gifts made easy