

*Becoming Donor-Centered*  
*...what donors want and how to lead your team in*  
*adopting Donor-Centered Fundraising*

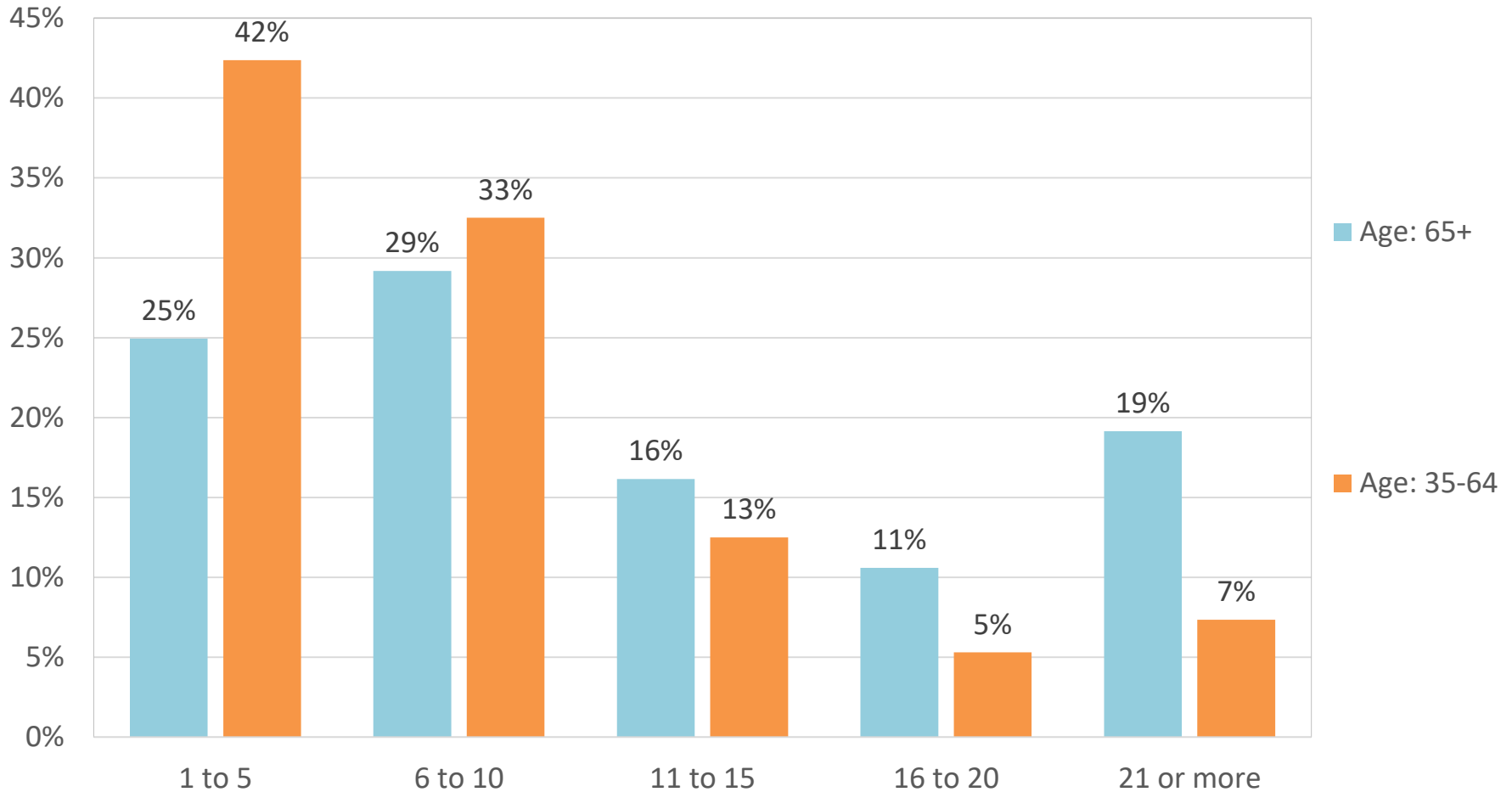


# How Donors Are Changing the Ways They Give



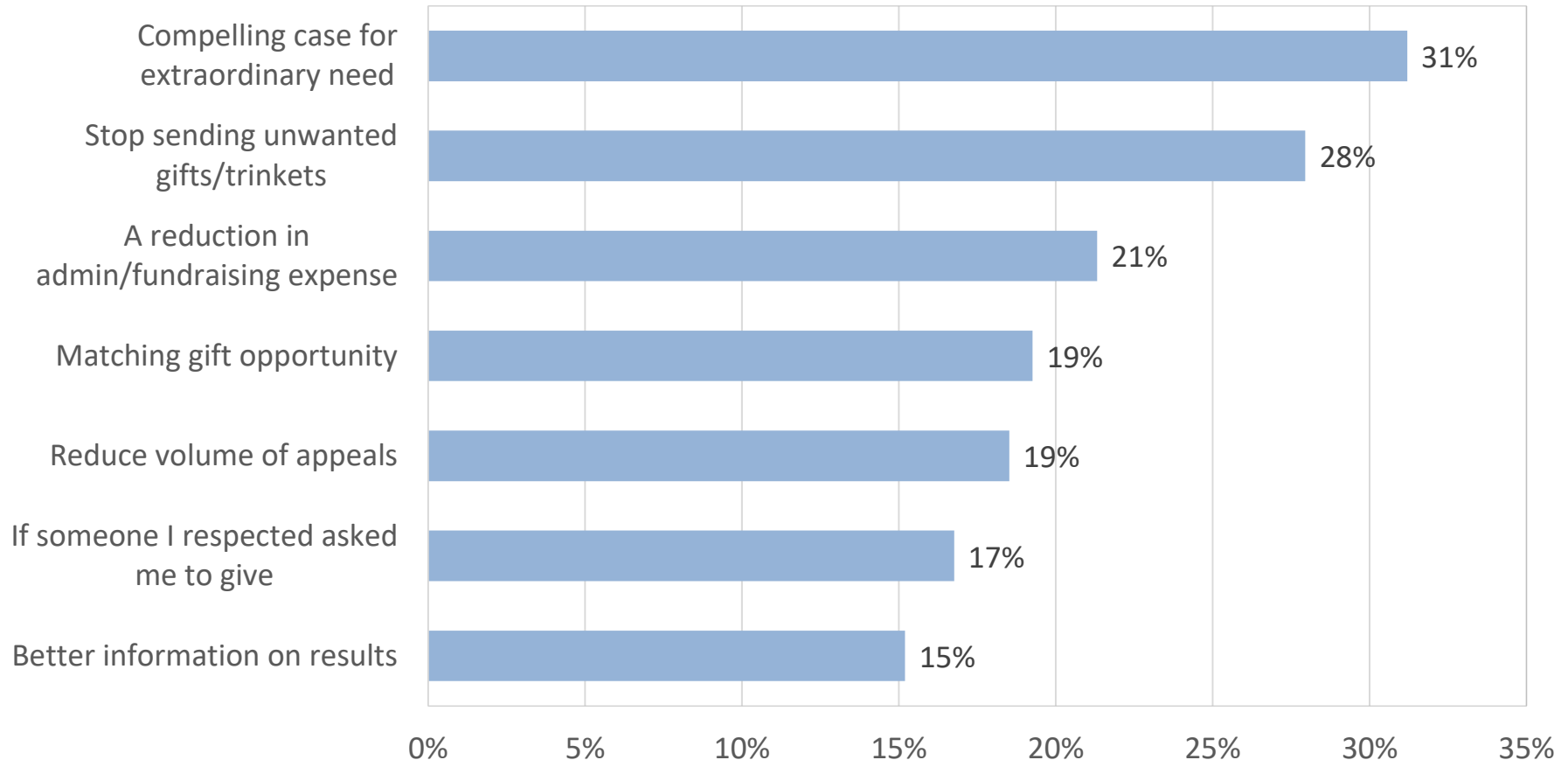
# Donors Are Giving to Fewer Causes

Older Donors are Considerably More Likely than Middle-Age Donors to Support 11 Causes or More



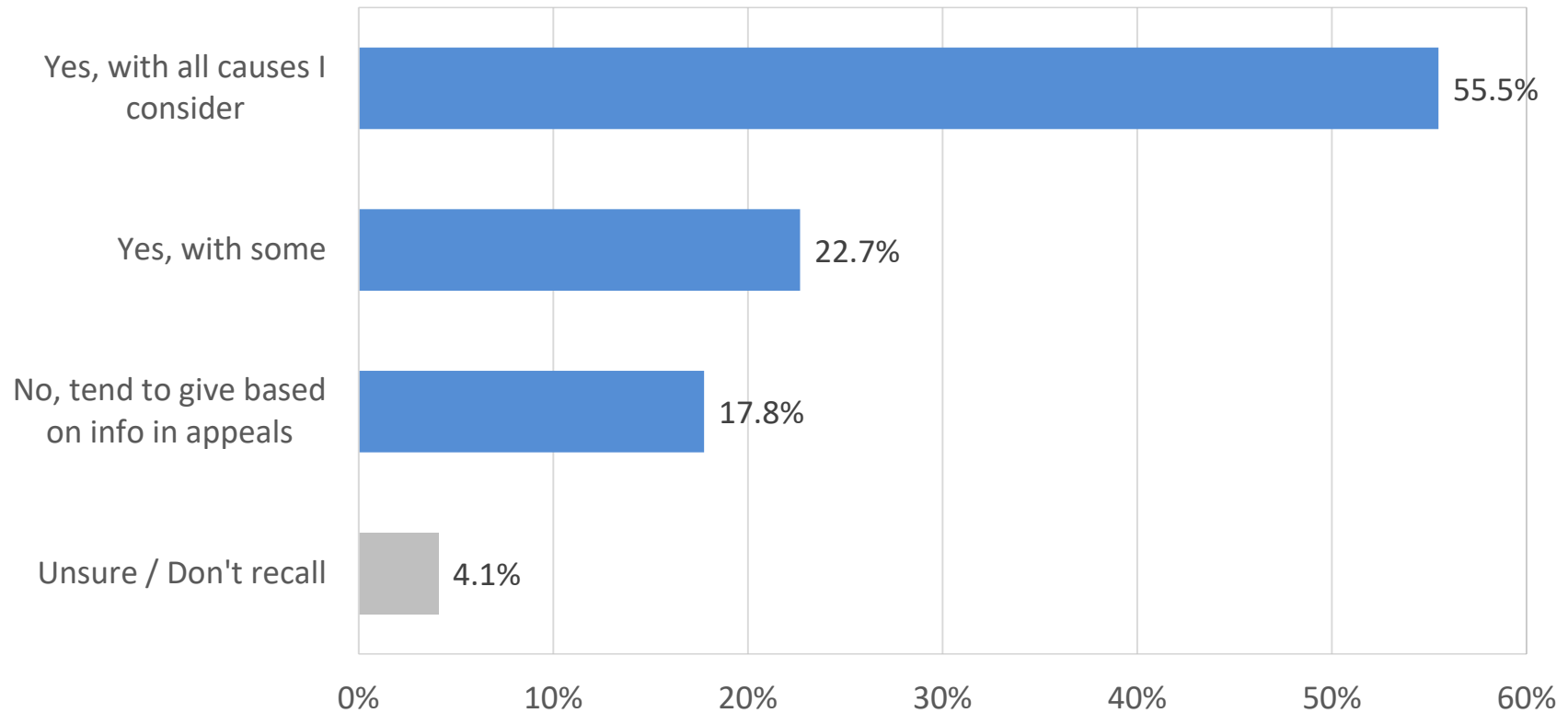
# 7 Ways to Inspire More Generous Giving

What not-for-profits can do to inspire increased giving in future years:



# Do Donors Research Not-for-Profits Before Giving?

We asked respondents if they spend time reviewing a not-for-profit before they give for the first time / increase their gift.

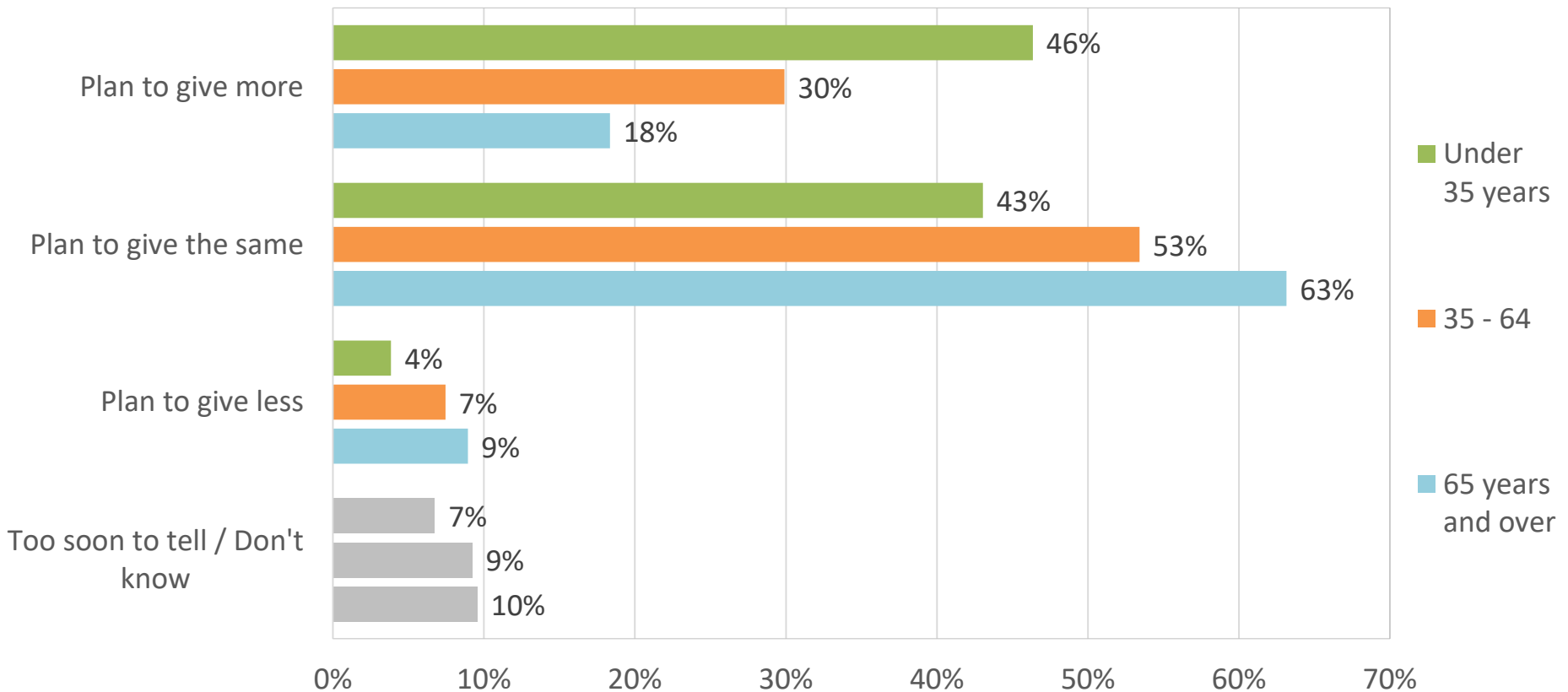


# How Do Donors Assess Not-for-Profits?

We asked respondents... Considering the not-for-profit that you most recently assessed before deciding whether or not to give, how did you go about that work?



# How Donors Intend to Give by age



# What Donors Want





# The Three Essentials of Donor-Centered Fundraising

---

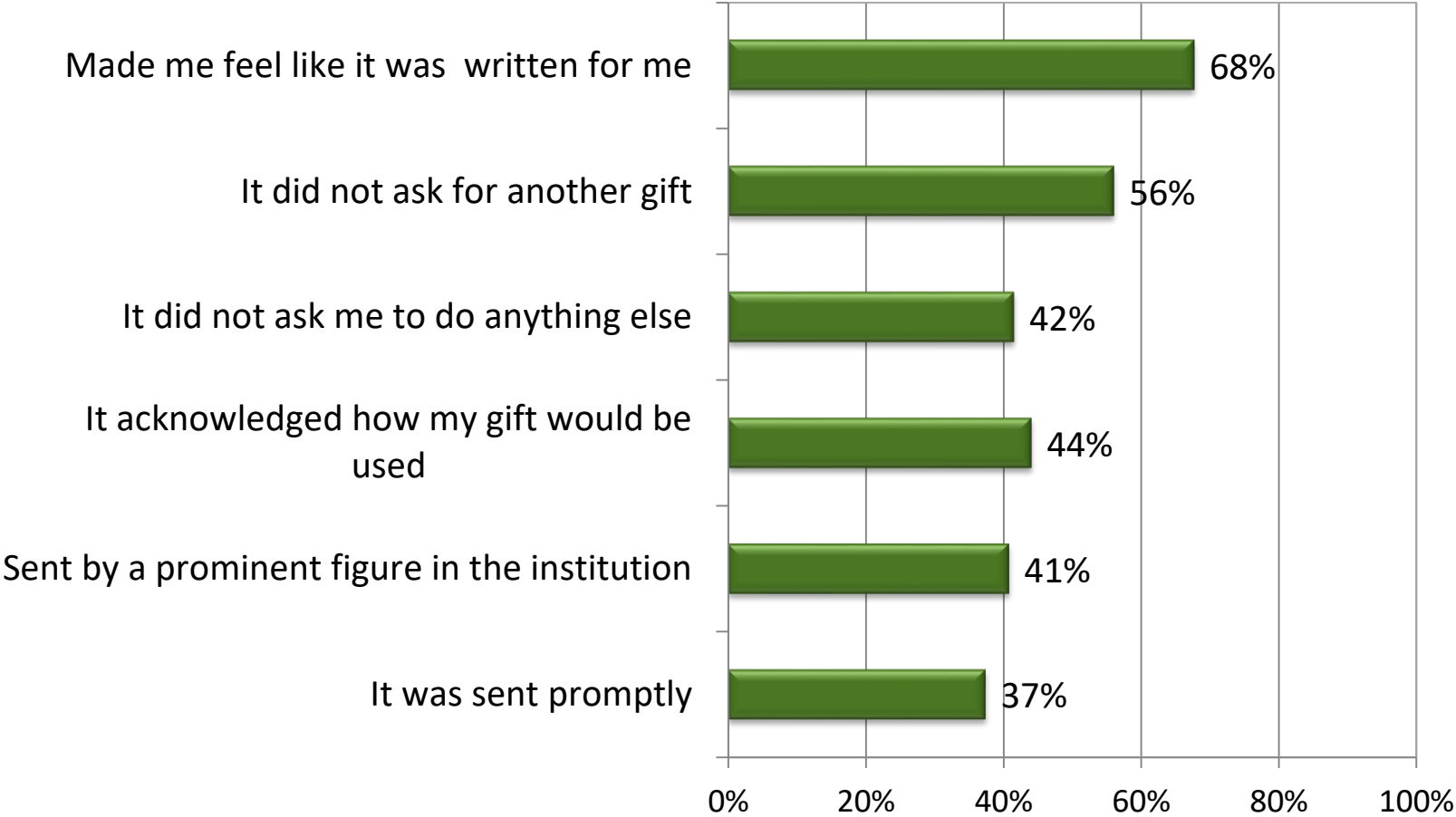
- Prompt, meaningful gift acknowledgment
- Designation of gift to a program, service or project more narrow in scope than the charity's overall mandate
- Measurable results on the last gift before being asked for another one



# Donor-Centered Acknowledgement



# Qualities of Exceptional Thank You Letters



# Original and Donor-Centered Versions of Thank You Letters

## Original

Dear friends:

I want to thank everyone who supported me in the ABC Walk-a-thon. I have personally raised \$2,175 against my goal of \$2,000. Our many simultaneous walks across the country involved 14,000 walkers who raised over \$3 million. It was a great success!

I really appreciate each and every one of you and the support you have provided me for the past six years. During the six walks in which I participated, I have personally raised over \$12,000.

Thank you from the bottom of my heart.

William Henry

## Donor-Centered

Dear Annabelle,

I felt you walking beside me all the way.

Remember when I asked you several months ago to sponsor me in the ABC Walkathon? Well, it took place on the weekend ... and I made it to the finish line!

I set a fundraising goal and then you blew it away – something you have done every year for six consecutive walk-a-thons. Thank you so much for supporting me and for helping this event and the cause we both admire raise over \$3 million from coast to coast.

From the bottom of my heart....

William Henry



# Original and Donor-Centered Versions of Thank You Letters

## Original

Dear Bruce:

Through your sponsorship, you are partnering with us to improve ABC Hospital and the care received here . On behalf of the Hospital and the patients that benefit from your generosity, I would like to thank you for your contribution of \$5,000 on May 20th in support of the Foundation's 19<sup>th</sup> Annual Golf Benefit.

As a sponsor of this great event, you are making a difference!

We are honored and grateful to have your support as a Sponsor of our biggest fundraising event of the year. The quality of healthcare delivered at ABC Hospital would not be as great if it were not for caring and loyal supporters like you!

Gratefully,

(signed by the Hospital Foundation Development Director)

## Donor-Centered

Dear Bruce,

It took every ounce of restraint, but we promise you we didn't jump for joy on this bed when it arrived!

We did, however, want to show you what your sponsorship of this year's Foundation Golf Benefit means to us and the patients we serve. We are the nursing team of the East Wing, 5<sup>th</sup> floor, where your fabulous new bed has found a home. Its high-tech attributes have a direct benefit on the quality of care we can provide to patients but they make a huge difference to the staff, too – much safer and way easier to adjust.

The quality of healthcare delivered here at ABC Hospital wouldn't be as great without you. Thanks for sponsoring our biggest event of the year.

Gratefully, (signed by the nurses of the 5<sup>th</sup> floor, East Wing)



# The Power of Personal Thanks

- **95%** of respondents would be very appreciative if a member of the Board of Directors called them within a few days of receiving their gift just to say thank you
- **93%** would definitely or probably give again the next time they were asked
- **84%** of those who would give again would definitely or probably make a larger gift
- **74%** of those who give again would continue to give indefinitely



# Do Thank You Calls Make Money?

---

- Yes. One out of three donors who received a call and subsequently made a gift, attribute the thank you call itself for their decision to give again. **21%** of those who gave again after getting a thank you call gave more generously than before as a result.



# Influence of Caller Status on Donors' Future Giving Decisions

Action Influenced by the Thank You Call	Caller			
	Fundraising Staff	<b>Board Members/ Deans/ Physicians/ Presidents</b>	Other Volunteers	Students
Gave again before being asked	6%	<b>14%</b>	6%	4%
Gave again when asked	26%	<b>31%</b>	23%	29%
Made a larger gift	21%	<b>27%</b>	16%	17%

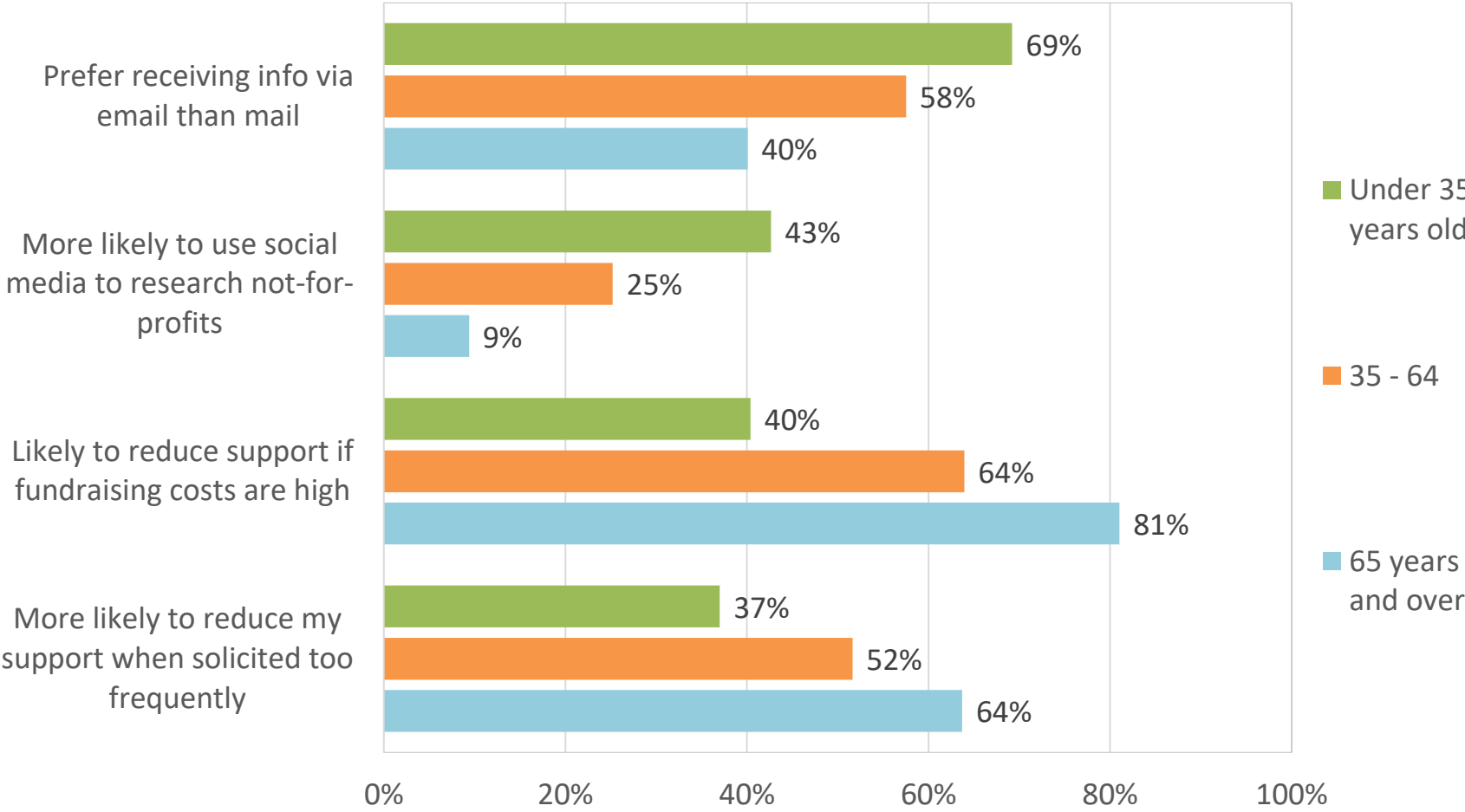




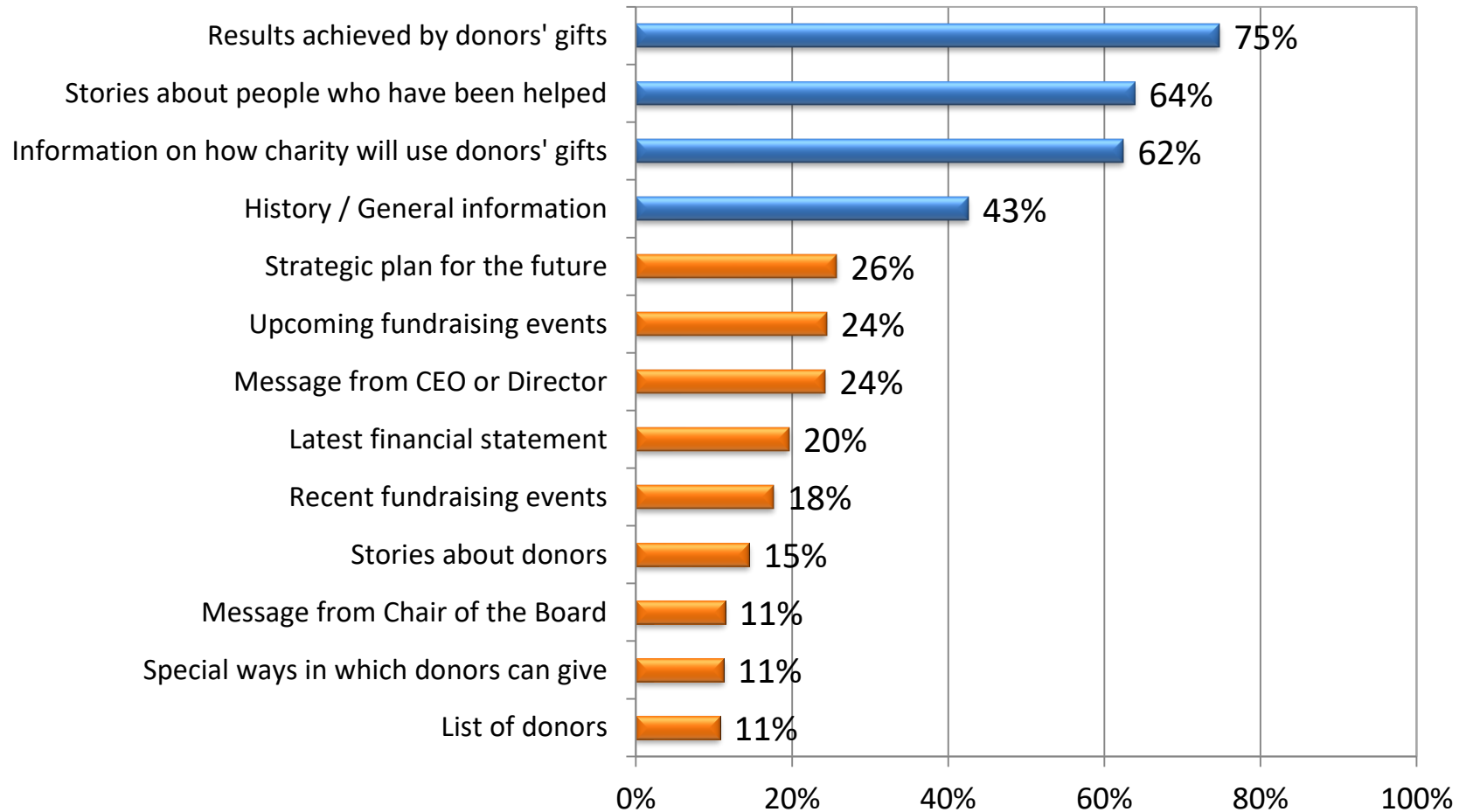
# Donor-Centered Communication



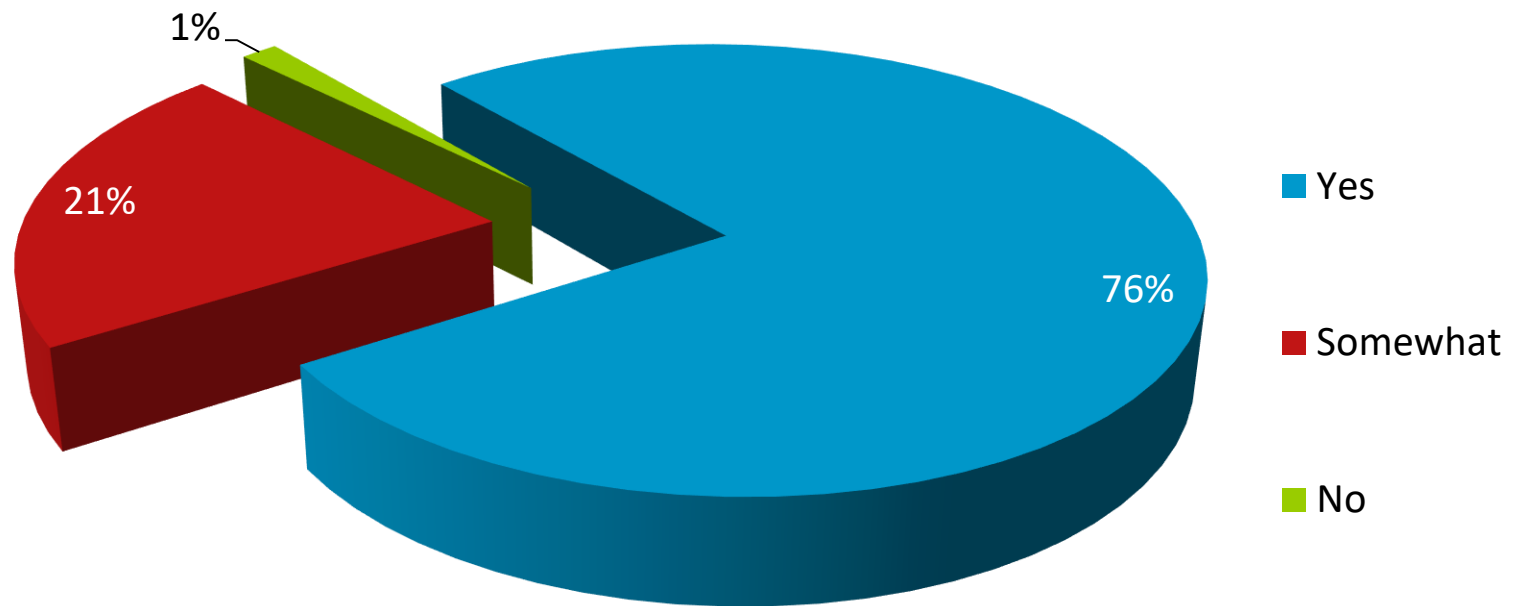
# How Younger and Older Donors Prefer to Receive Information



# Types of Information that Influence Repeat Giving



# Are Websites Effective in Addressing Donors' Needs?



# Social Media and its Impact on Giving



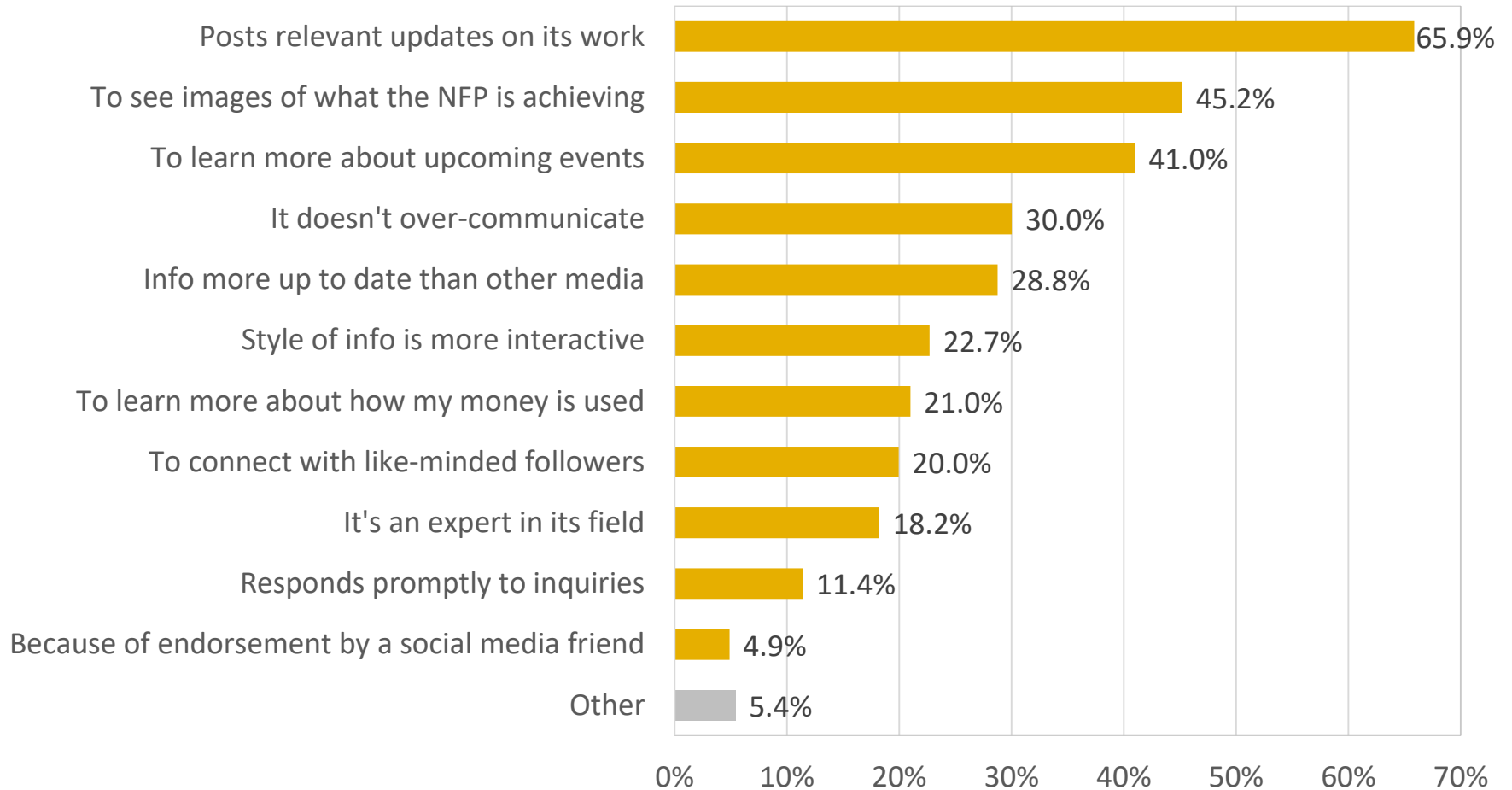
# Is Social Media a Viable Fundraising Strategy?

*Changes in respondents' perceptions and experiences 2011-2016*

Issue	2011 Survey	2016 Survey
% respondents with one or more social media accounts	69%	67%
% respondents with social media accounts who do NOT follow any NFPs	57%	20%
% respondents with social media accounts who follow 1-5 NFPs	37%	64%
% respondents with social media accounts who follow 6 or more NFPs	7%	16%
Average annual giving among respondents who follow one or more NFPs	\$3,435	\$9,429
Average annual giving among respondents who DO NOT follow any NFPs	\$4,750	\$8,161



# What Inspires Respondents to Follow a Not-for-Profit on Social Media?

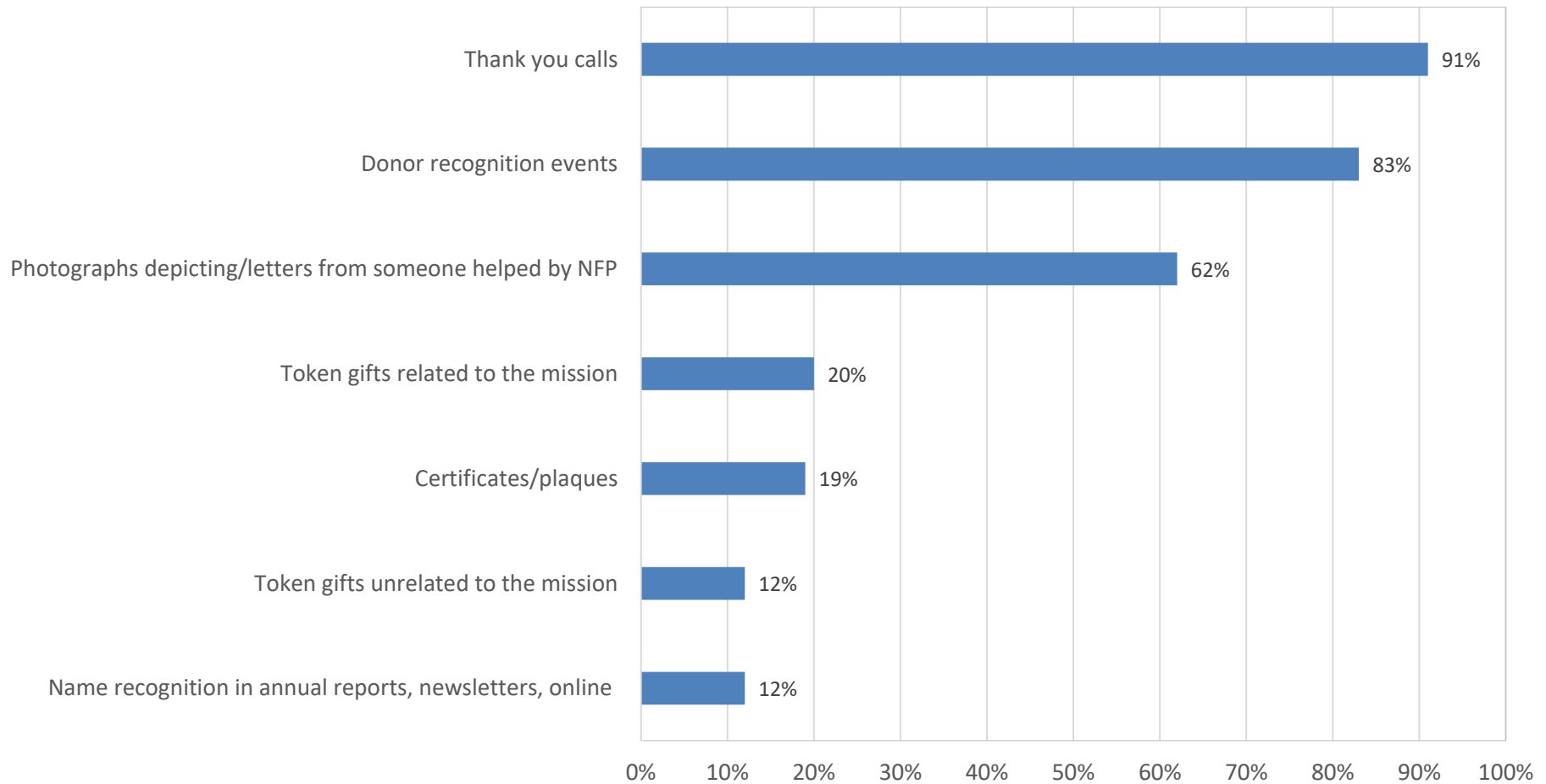


# Donor-Centered Recognition

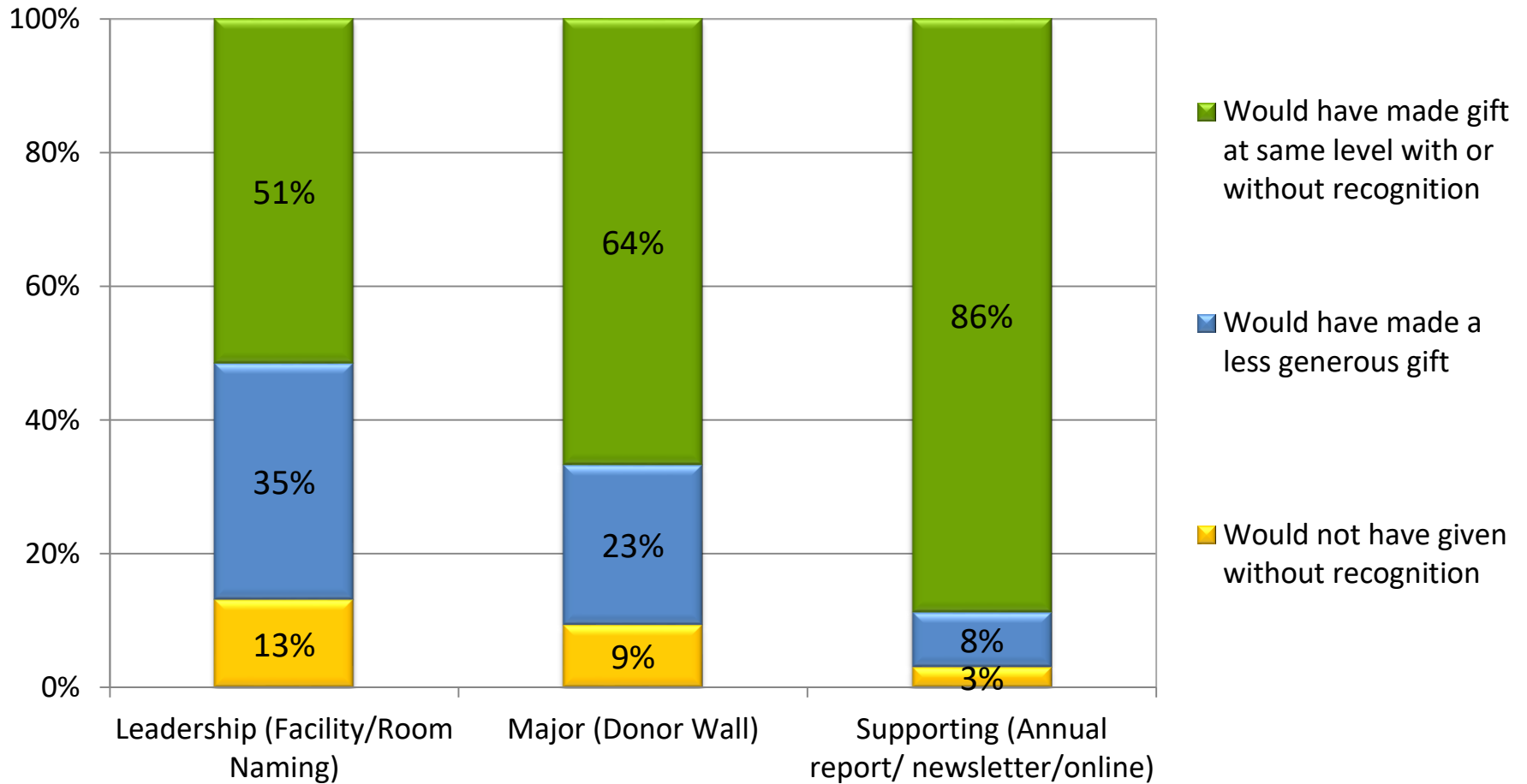




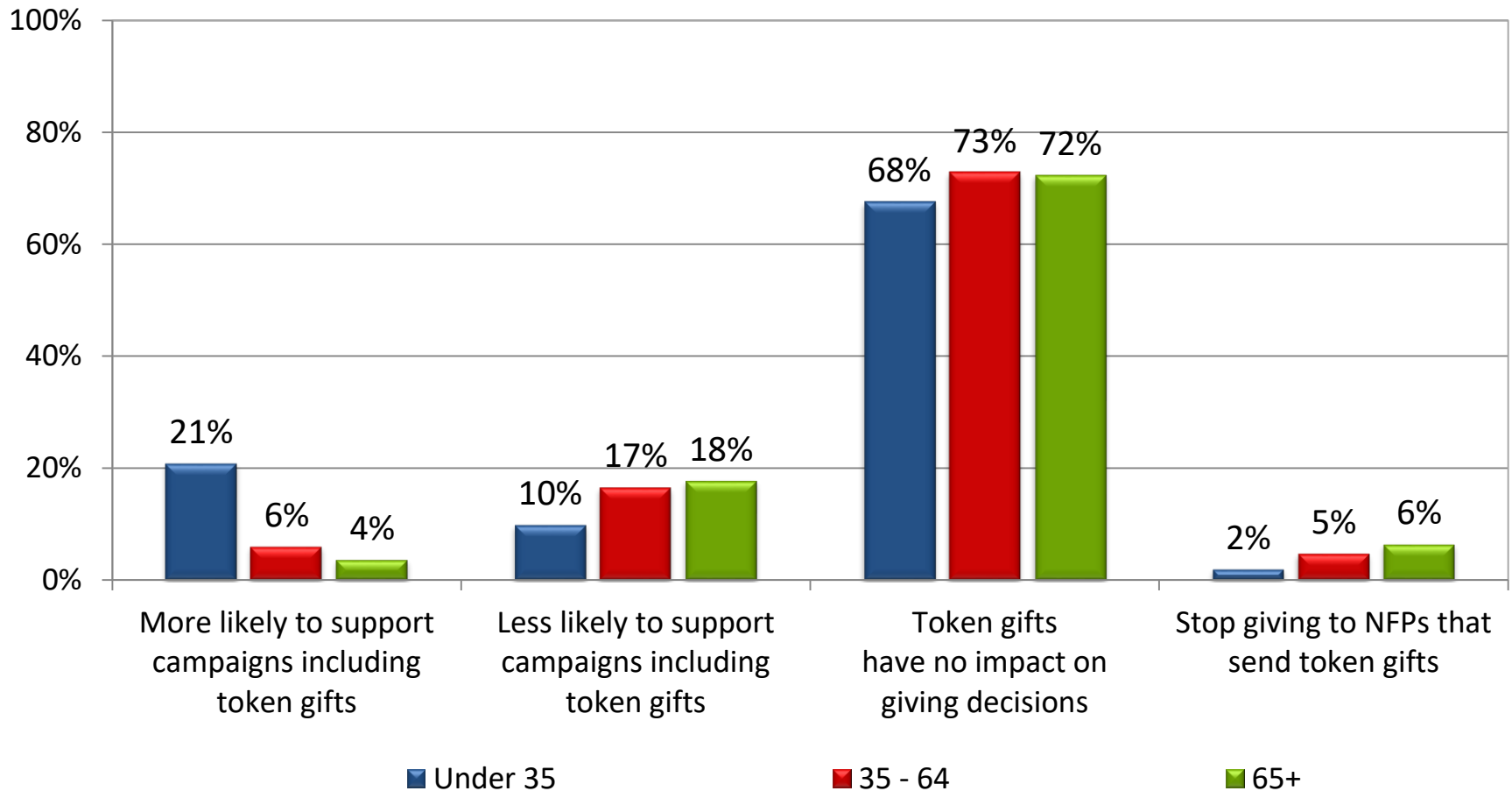
# Meaningful vs. Counterproductive Recognition



# Influence of Name Recognition on Giving



# Influence of Token Gifts on Giving Decisions



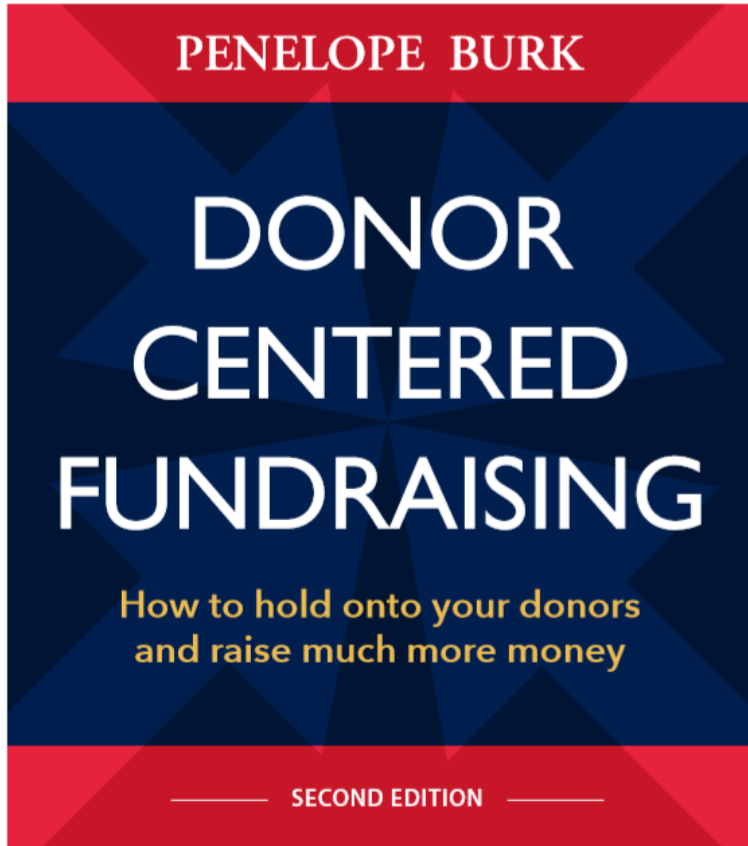
# Donors' Satisfaction with Recognition Events

- **85%** of donors who have attended an event have expressed satisfaction with their experience
- Factors that create a satisfying event experience:
  - **87%**: Interaction with staff / volunteers
  - **83%**: Meeting other donors of same interest
  - **83%** Event held at a convenient time
  - **78%**: Logistics of event
  - **75%**: Reassurance that gifts are put to good use
  - **73%**: Recognition made donor feel valued
- Lack of interest (**48%**) and Not being available (**37%**) were most often cited reasons among donors who chose not to attend an event to which they were invited



# Donor-Centered Fundraising – Second Edition

---



**FULLY UPDATED AND  
SUBSTANTIALLY EXPANDED**

**\$95.00**

Order via: [www.cygresearch.com/web-store](http://www.cygresearch.com/web-store)

# CYGNUS APPLIED RESEARCH, INC.

Chicago | Toronto | York, UK

800.263.0267

[www.cygresearch.com](http://www.cygresearch.com)

