

“You mean you just write to people and they give you money?”

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**Building and Resourcing an integrated
Fundraising Programme**



DAVE BUTLER is a conservationist focusing on birds and mammals in parks. He has been involved in the protection of New Zealand's native species.

IT IS TOO SOON TO SAY EXTINCTION IS OVER IN NEW ZEALAND. While there is no peer management in the forests and parks we are losing native species at an ever alarming rate. But a renewed national consciousness of critical species decline has given new hope. Scientists have responded with pioneering techniques to help clear offshore islands of introduced pests, providing havens for dwindling populations. In the wake of their success, the same strategies and techniques of predator control have now been applied on the mainland. Sanctuaries have appeared all over New Zealand, with thousands of volunteers answering the call to help support and run them.

Paradise Saved tells the gripping story of how we are saving birds, the



Tony Lindsay

Founder at Vega.Works





A quick case study: A national not-for-profit with 30,000 “events” a year that highlight the issue. Possible “annual” awareness reaching up to 150,000 people.

2,000 + unique visitors to the web site monthly, 20+ donations, 3,000 friends on Facebook.

Critically dependent on Trust/Lotteries and small Corporate sponsorship

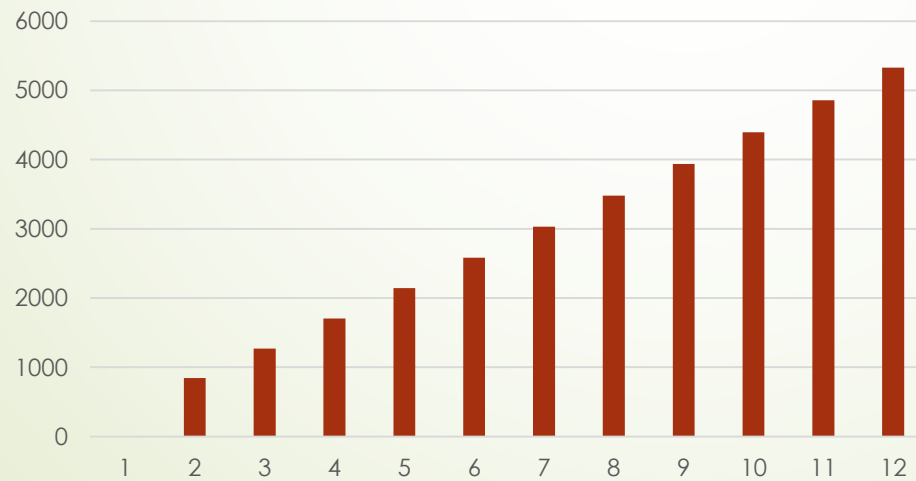
Strategy

- ✓ Actively recruit new contacts using FaceBook Advertising and more
- ✓ Place them into a responsive “workflow based” communications stream based on their ambitions and reasons for joining
- ✓ Nurture their engagement
- ✓ Get a donation quickly and nurture a second gift

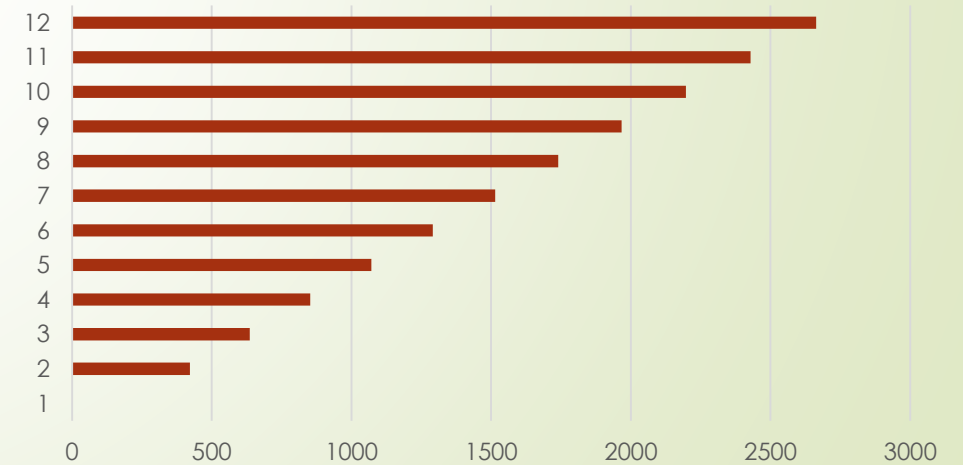
The Opportunity

	Month 1	Month 2	Month3	Month 9	Month 10	Month 11	Month 12
No of Website Visits	2100	2121	2142	2274	2297	2320	2343
No of Donors	21	21	21	23	23	23	23
No of Registrations	420	424	428	455	459	464	469
Cumulative Growth		844	1273	3935	4394	4858	5327
Cumulative Growth in Donors		422	636	1967	2197	2429	2663

Cumulative Growth in Registrations



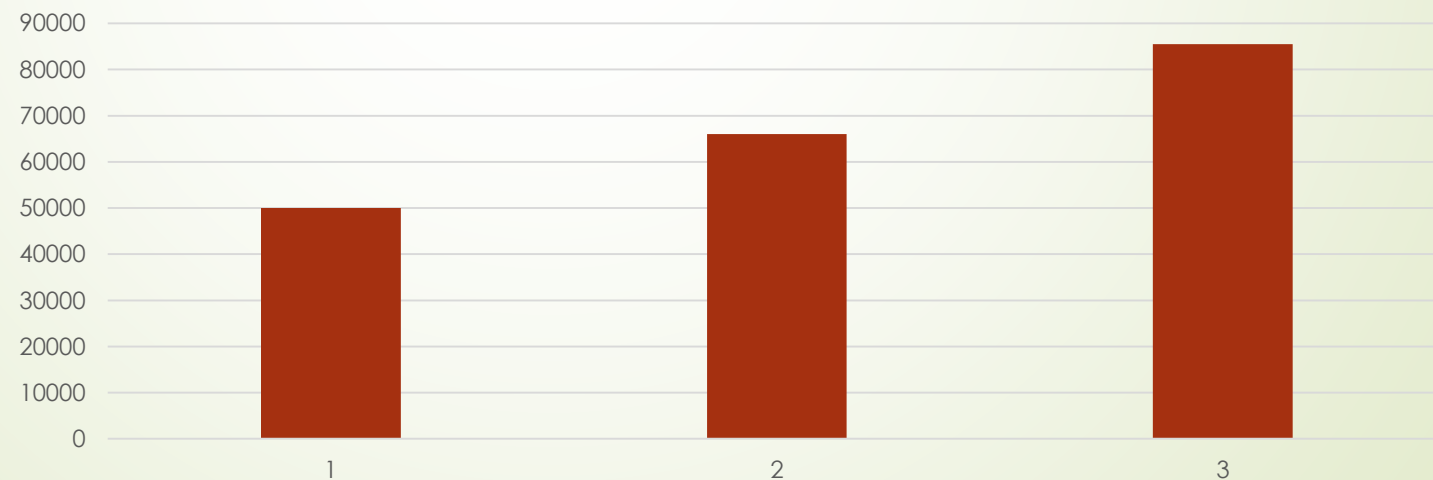
Cumulative Growth in Donors



Returns from a Donor Fundraising Programme

	Year 1	Year 2	Year 3
No of Appeals/Fundraising Opportunities	4-6	4-6	4-6
Average Response Rate %	10%	12%	15%
Average Donation	\$50	\$55	\$57
Annual Income	50000	66000	85500

Annual Income



Your Supporter Engagement and Fundraising Landscape

- ✓ General Donor Programmes including regular appeals (DM, email, SMS)
- ✓ Regular Giving Programme
- ✓ Web Site Donation & Recruitment programmes
- ✓ Annual Appeals
- ✓ Trusts & Foundations grant seeking
- ✓ Corporate sponsorship
- ✓ Bequest Programme
- ✓ Major Donor Programme
- ✓ Events Programme
- ✓ Social media programme (Facebook at least)
- ✓ Contracted income from government

Overlaid with recruitment, retention and upgrade programmes.

You need help managing your donor journeys



Let me help? The Role of Technology

Technology needs to enhance your capacity

- To Record
- To Reach
- To Engage
- To Retain
- To Upgrade
- To Understand
- To Service

10 Questions to ask your technology supplier

1. Is your platform seamlessly integrated from our web site to the back office? An Integrated System.
2. Does your platform have integrated workflow automation (autoresponders and more)? An Intelligent System.
3. Do your donation pages turn into personalised landing pages during appeals? A Responsive and Personalised System.
4. Do you have integrated survey technology that connects to the donor record and workflow? A Learning System.
5. Do you have seamlessly integrated communications technology like email, social media and SMS? A Communicating System?
6. Do you have “payment gateway agnostic” eCommerce and Credit Card processing? An Easy Payments System.
7. Do you manage Regular Giving including Retention, Payment Failure and Recovery and Donor Acknowledgements such as Annual Receipts? A Nurturing System.
8. Can you segment and target your appeals to respond to donor signals?
9. Does your platform integrate into XERO?
10. Does your platform integrate into your bank?

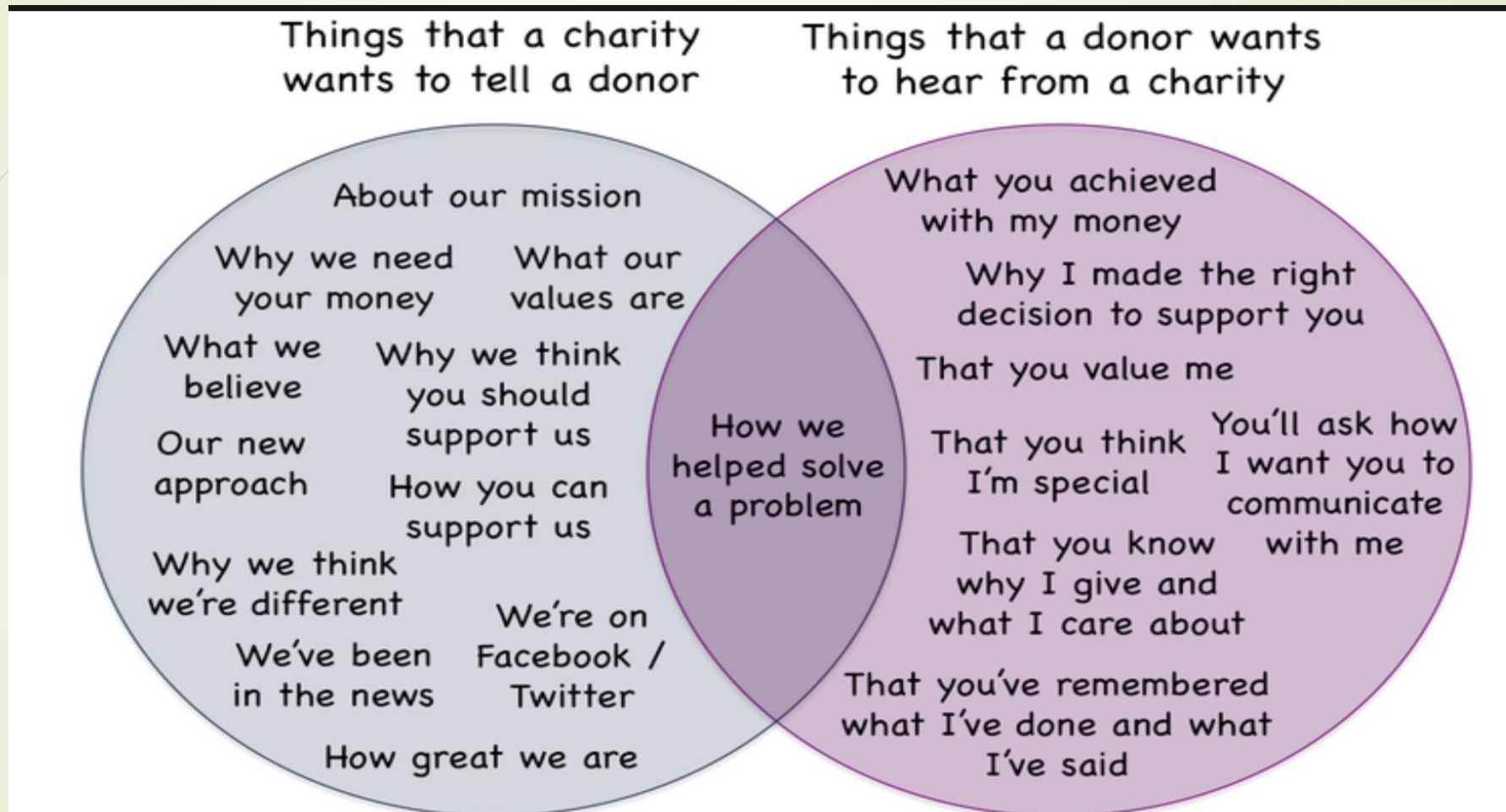
Every Donor needs to be treated with respect

1. General Donors
2. Regular Donors
3. Trust and Foundations
4. Corporates
5. High Net Worth Donors
6. Influencers
7. Bequest Givers
8. Event Participants

Needs;

- ✓ **Accountability**
- ✓ **Thanks**
- ✓ **Responsiveness**
- ✓ **Individuality**

Every contact that the donor ignores



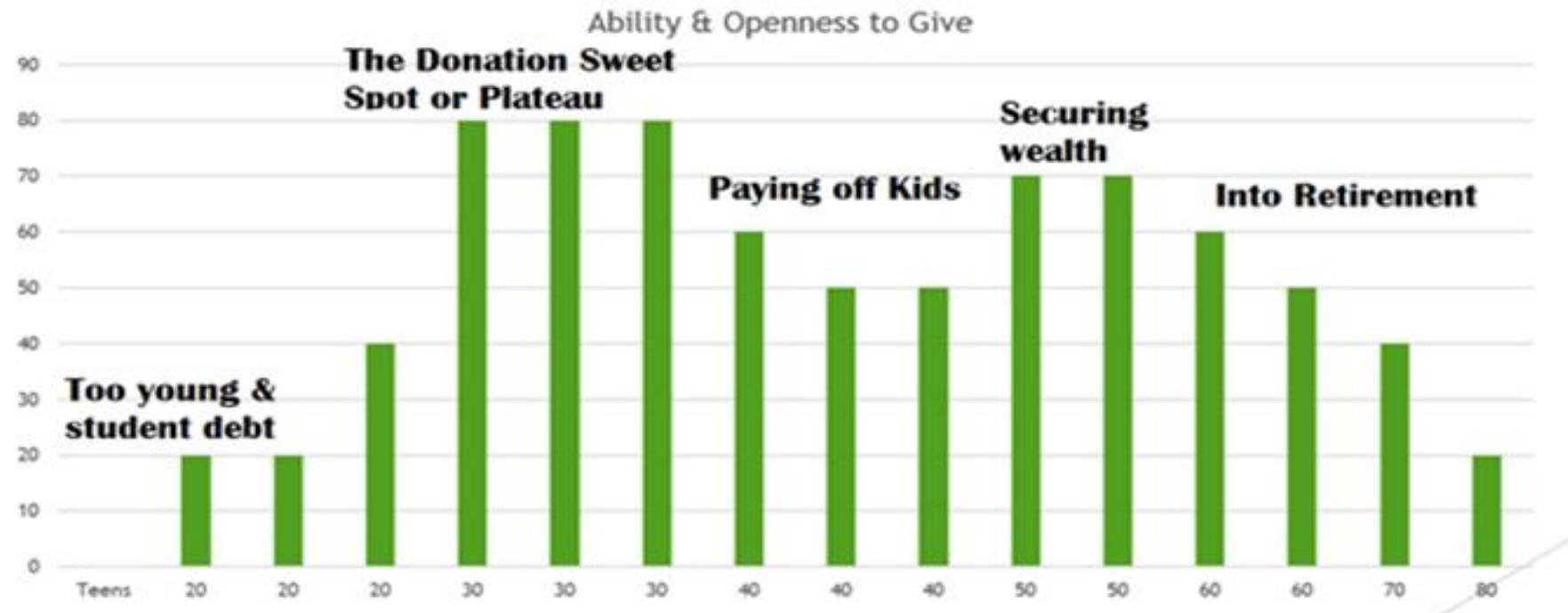
makes it more likely they will ignore the next one.

A "Classic" Market Model

The willingness to give is entirely linked to ability to give, that is income and perceived wealth.

The Charity Market

**The classic "donor" = Female 27-40
with some tertiary education**



Who are you communicating to?

Responsible Generation (born between 1926 and 1946)

Baby Boomers (born between 1946 and 1962)

Gen-x (born between 1963 and 1980)

Millennials

Generation Z

The Best:
111214 Contacts
and 83.4% Active

The Worst:
77065
contacts
and 4.31%
Active

	Contacts	Active Donors	% Active	Database Fundraising Programme
Organisation A	111214	92773	83.42%	Yes
Organisation B	13163	10470	79.54%	Yes
Organisation C	36205	27900	77.06%	Yes
Organisation D	16591	12307	74.18%	Yes
Organisation E	70872	47033	66.36%	Yes
Organisation F	34775	21334	61.35%	Yes
Organisation G	36726	19067	51.92%	Yes
Organisation H	98166	49267	50.19%	Yes
Organisation I	11522	4879	42.35%	Event Only
Organisation J	7761	3068	39.53%	Occasional
Organisation K	71375	27011	37.84%	Yes
Organisation L	14363	2639	18.37%	No
Organisation M	34087	4257	12.49%	No
Organisation N	9071	882	9.72%	No
Organisation O	10072	815	8.09%	No
Organisation P	12374	784	6.34%	No
Organisation Q	77065	3321	4.31%	No
Organisation R	25946	1082	4.17%	No
Organisation S	7937	265	3.34%	Just Started
Organisation T	9659	136	1.41%	No

Fundraising is all about relationships

But now

it is about relationships with conscious actors
achieving THEIR goals
not necessarily yours.

**Fundraising now is personal, digital,
integrated and automated**

Thanking people multiple times, other touch points and important moments

- ✓ General Donor Programmes including regular appeals (DM, email, SMS)
 - Gift Specific Receipts, Post Gift Surveys, Survey Follow-ups, Gift Alerts, Rules based post gift communication
- ✓ Regular Giving Programme
 - Recruitment welcome, first gift, third gift, first anniversary, payment failure, upgrade programmes, annual receipts
- ✓ Web Site Donation & Recruitment programmes
 - First time giver, non-gift registration, membership, special gift
- ✓ Volunteer Recruitment and Retention
 - Respond to interest, direct to appropriate staff, anniversaries

Fundraising Metrics for General Donor Programmes

A well managed database will return numbers like;

- Active Donors will give 1.n times per year
- Active donors will give on average about \$50 per gift
- Active donors will remain active for at least 10 years
- 5,000 active donors should return between \$300-500,000 in appeal income annually

“This income is untied, and does not negatively effect other activities or events. People who give you money early in the relationship, turn into better long term supporters across the range of requests you make on them.”

What do you need?

Cloud based Integration across the organisation

- ✓ Website Integrated into Database in both directions
- ✓ Database served marketing automation and workflow
- ✓ Integrated Survey technology
- ✓ Complete metrics across all communications platforms
- ✓ Highly personalised messages
- ✓ Personalised donation asks
- ✓ Financial and bank account integration
- ✓ No rekeying or rework of any data
- ✓ Good planning

And all the passion you have always needed.

Marketing Automation Messaging Opportunities

- Exist at every stage of the donor or supporter journey
- At every anniversary
- Are vital at the start of the journey
- Are vital with GEN X and Millennials
- Are vital at important anniversaries or failure (attrition) points
- Are useful for GNA's
- Are useful for unsubscribes

Relationships, Relationships, Relationships
Actually it all still comes down to relationships, with powerful
people – your supporters.

