

Upgrading Your Donors For Year-End Fundraising

Guest Speaker: Barbara O'Reilly, CFRE
Principal, Windmill Hill Consulting

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Today We'll Talk About...

- Why Donors Give
- How To Make the Most of Year-End Fundraising
- What To Do After December 31st

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“Now let’s talk about money. Do we have any? How much would we like? Does anyone know where we can get some?”

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Frenzy Amplifies





A goal without a plan is just a wish.”

— Antoine de Saint-Exupéry

WHY DONORS GIVE & STOP GIVING

Why Do Donors Give?



Why Do Donors Stop Giving?



Source: 2014 Bank of America Study of High Net Worth Philanthropy

Fundraising under-performance,
therefore, is actually a failure to
communicate.”

—Penelope Burk, *Donor-Centered
Fundraising*

HOW TO MAKE THE MOST OF YEAR-END FUNDRAISING

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Countdown Has Begun







Giving Is Always Donor Driven

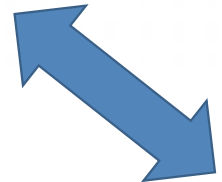
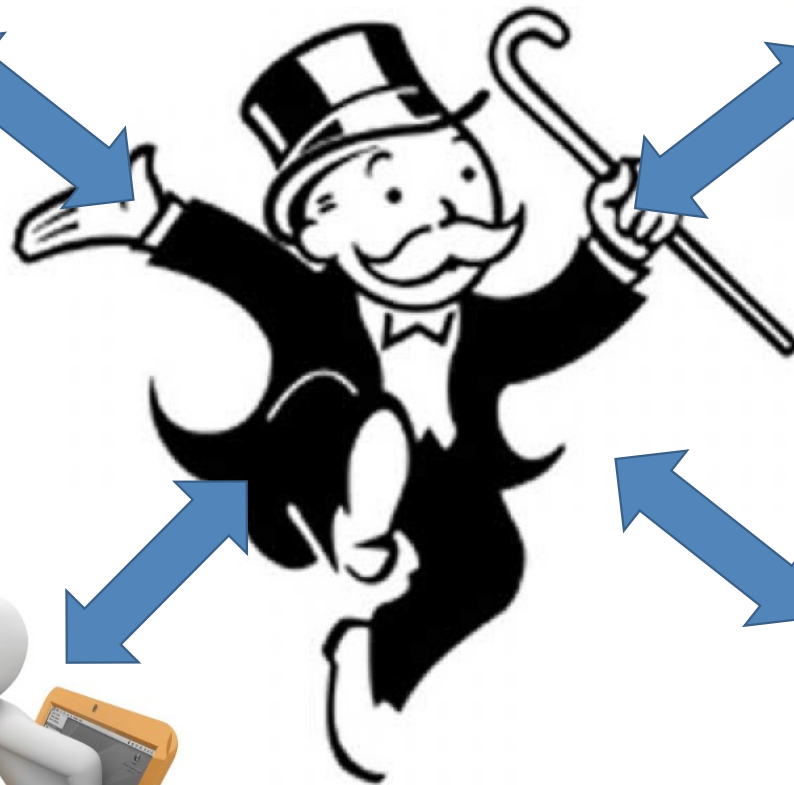
Their Motivation

Influences on
philanthropic
decisions

Their interests
and overlaps
with your
priorities

Their
connection on a
personal level

Create a Multi-Channel Personalized Approach



Boards Influence Donor Retention

93%

- They would “definitely or probably give again the next time they were asked”

84%

- They would “make a larger gift.”

74%

- They would “continue giving indefinitely”



Who—Segment Your Audience

- Current Donors (include monthly donors)
- LYBUNTS
- Lapsed (2 Years Max)
- Non-Donors



Don't Make Donors Guess



Give Donors Giving Options



According to Penelope Burk and Cygnus Research, **only 6% of donors thoroughly read communications charities send them.**



- ✓ Your impact
- ✓ Costs of programs
- ✓ Social issues you are addressing
- ✓ Detail on specific projects where funding is needed





← SHORT TERM



LONG TERM →

WHAT TO DO AFTER DECEMBER 31ST

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Take Stock

- Did you thank quickly and meaningfully?
- How did donors make their gifts?
- Who didn't renew their support?
- Who made a first time gift?



Cliff Notes Summary

- Look at year-end as part of your bigger fundraising plan
- Sharpen your signal to the noise
- Don't just send blanket asks
- Segment and personalize your asks to encourage upgraded giving
- Engage and tweak your plan after 12/31



Let's Stay Connected


Want to chat further?

Email me boreilly@whillconsulting.com

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