



East Bay Gives 2017 Donor And Board Engagement Boot Camp





Agenda

- Basics
- Donor Engagement
- Board Engagement
- Q&A





Basics

- Goal setting for East Bay Gives for your organization
- What is cultivation?
- What is stewardship?



Donor Stewardship



- Who are your current donors and what do you know about them?
- How do you currently steward donors?
- Try new ways of engaging current donors such as connecting over social media, inviting them to your events, interviewing them for stories, etc.



Donor Cultivation



Once you have defined your target audiences, think about the most effective strategies to reach them, such as:

- traditional letter writing campaign
- email blasts
- social media





Donor Cultivation

- Ask staff and board members to utilize their networks to recruit new donors
- Use existing donors to mobilize new donors through social media, donor stories, and EBG campaigns.
- Make sure your EBG profile page is enticing for new donors.



Donor Retention



- The key to donor retention is saying thank you.
 - This conveys gratitude, continues a positive experience with the giving day, and builds the long-term relationship.
- Report back to donors on goals you reached, how funds were used, and important learning.





Donor Retention

- Invite new donors to other events with your organization.
- Donor retention goes from 22% to 60% once a second gift is received!





Activity

Telling Your Story:

Audience Challenge #1

In 25 words or less, state your organization's mission and include how the world is different because your organization exists.





Activity

Audience Challenge #2

What makes your organization unique?

How can you best convey stories/examples of the impact your organization is having on the world?





Donor Engagement: Best Practices

#1 Know your donors

- Who are your current donors in terms of demographics, history with your organization, preferences, etc.
- Recruit existing donors to be ambassadors for your cause.
- Think about new audiences you want to target. How will you find them?





Donor Engagement: Best Practices

#2 Share your message

- What communication tools do you use?
- Consider *new* communication tools.
- What are the key messages to convey through your communication?





Donor Engagement: Best Practices

#3 Update your progress

- Plan regular updates during the giving day to generate excitement, track your progress, and solicit more giving!
- Report how much has been raised & how many donors have participated.
- Report any prizes you've won or advertise upcoming prizes you are aiming for.





Donor Engagement: Best Practices

#4 Follow up

- Thank donors immediately, be specific!
- Survey donors to find out what they liked and how to improve.
- Check to see if strategies were successful.
- Report your successes to your constituents: include data, fun anecdotes, successes and lessons.
- Get people thinking about future giving days!





Use Post Giving Day Data

- Assign someone to work with your data
- Compare the data to your goals
- Analyze data you collected on donor demographics
- Use the data in organization reports demonstrating how donor dollars make a difference.
- Share data with your Board and/or executives for future resource planning.





Board Engagement Basics

Every organization has its own culture around interacting with the Board.

- What is your board culture and structure?
- How do you engage with your board?
 - Ask your ED: how can we engage our Board?
- What goals could you set for your Board?





Board Engagement

- Who are your current Board members?
- What do you know about them?
- Does staff have a relationship with the Board?
- How has staff interacted with them in the past?





Board Engagement

Considering the relationship with your Board, what asks can you make?

- Ask to talk at a Board meeting
- Assign the Board a “give or a get”
- Ask Board to create campaigns
- Ask Board to engage their networks
- Can your Board secure a match for you?





Board Engagement Tools

- Email and letter templates to share with Board members
- Fund raising talking points that Board members can utilize
- Logos, links, banners that you can send to Board members
- Consider asking Board members to run a campaign for EBG

