



The **NON PROFIT**
ACADEMY[®]

Learn to reach your fundraising goals faster!

PRESENTS

DELIGHT YOUR DONORS WITH BETTER COMMUNICATION

AND SPEND LESS TIME DOING IT!

with Dennis Fischman

#npapresents

Delight Your Donors With Better *Communication* (and Spend Less Time Doing It)



Dennis Fischman

What we'll be talking about

- What it takes to renew your donors
- What your donors really want to hear
- “But where do I find the time?”
- How to use one great idea ten different ways
- Why your donors will thank *you*



Problem #1: The Leaky Bucket

70% of donors who gave for the first time in 2014 won't renew in 2015.

The top reasons donors who could afford to give again, don't:

- 1.Thought the charity did not need them - 5%
- 2.No info on how money was used - 8%
- 3.No memory of supporting - 9%
- 4.Never thanked for donating - 13%
- 5.Poor service or **communication** - 18%

Source: Jay Love, CEO of Bloomerang

Why do so many donors disappear after
the first gift?

They didn't disappear. You did.



LOYALTY

The Most Important Reason to Communicate
Renewing *one* donor is as good as finding *seven*
new ones!



Download from
Dreamstime.com
This watermark and copy image is for previewing purposes only.

ID 24525347
© Artistashmita | Dreamstime.com

Problem #2: “Where do I find the time?”

10 Ways to Use One Great Idea

On your blog:

1. Go into more detail.

10 Ways to Use One Great Idea

On your blog:

1. Go into more detail.
2. Link to more information for your donors.

10 Ways to Use One Great Idea

On your blog:

1. Go into more detail.
2. Link to more information for your donors.

On social media:

3. Post the original article.

10 Ways to Use One Great Idea

On social media:

3. Post the original article.
4. Pull a telling quote from the article.

10 Ways to Use One Great Idea

On social media:

3. Post the original article.
4. Pull a telling quote from the article.
5. Find and put up a picture that makes the same point.

10 Ways to Use One Great Idea

On social media:

3. Post the original article.
4. Pull a telling quote from the article.
5. Find and put up a picture that makes the same point.
6. Ask a question.
7. Do a poll.

10 Ways to Use One Great Idea

On video:

8. Talk to your phone.



10 Ways to Use One Great Idea

On video:

8. Talk to your phone.

In print:

9. Pitch it to your local newspaper.

10. Use it in your own print materials.



**“But won’t people get tired of seeing the same idea
over and over again?”**

The answer is NO—as long as you give them
what they want.

Picking topics

- Find out what your donors are interested in



Picking topics

- Find out what your donors are interested in
- Answer questions that come up in your work
- Search online

Delight Your Donors

- Thank the donor

Delight Your Donors

- Thank the donor
- Here's how the donor is making a difference
- Inform and entertain the donor
- The 80-20 rule



Thank you! And a special offer

If you've enjoyed today's webinar and you'd like to go a little deeper, I'd like to give you a free copy of my *Quick Guide to Social Media*. Email me! dennis@twofisch.com

Questions?

Stay in touch!

- Email: dennis@twofisch.com
- *Communicate!* website:
www.dennisfischman.com
- Facebook:
www.facebook.com/CommunicateConsulting
- Twitter: @DennisFischman
- Or call me at 617-776-4701



The **NON PROFIT**
ACADEMY[®]

Learn to reach your fundraising goals faster!

PRESENTS

<http://thenonprofitacademy.com/vault/>

#npapresents