Steward Your Donors into the New Year

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CanadaHelps.org
giving made simple

Land Acknowledgment

Our team at CanadaHelps is grateful to have the opportunity to meet and work on many Indigenous homelands across this land we share, Canada.

As settlers on these lands, it is important to acknowledge that our Vancouver offices are located on the unceded territory of the Coast Salish People, the Montreal offices are located on Kanien’kehà:ka (Mohawk) territory, and the land on which we operate in Toronto is the traditional territory of the Wendat, the Anishinaabeg, Haudenosaunee, and the Mississaugas of the Credit First Nation.

We want to express our respect for the territories we reside in and honour the diverse Indigenous People who have lived and worked on this land historically and presently. We, the staff and leadership at CanadaHelps, are committed to being active participants in reconciliation. We are committed to continuing to amplify Indigenous voices, and learning how our work affects Indigenous People.

Vision:
We envision a society in which all Canadians are committed to giving and participating in the charitable sector, and in which all charities, regardless of size, have the capacity to increase their impact.

Mission:
To inform, inspire, and connect donors and charities, and to democratize access to effective technology and education in the charitable sector.

For charities, CanadaHelps builds effective and affordable fundraising technology, and provides free training and education so that all charities, regardless of size, have the capacity to increase their impact and succeed in the digital age.

For Canadians, www.canadahelps.org is a convenient, safe and trusted, one stop destination for donating to (once, monthly, or gifts of securities), fundraising for, or learning about any charity in Canada.

TRUSTED SINCE 2000

$1.5 BILLION RAISED

2.6 MILLION DONORS

23,000 CHARITY PARTNERS

Happy New Year!

Agenda

- What is Donor Stewardship and why should it be a focus?
- Key Metrics
- Email, Phone, and Direct Mail
- Donor Management
- Questions & Answers

So what do we mean when we say “Donor Stewardship”?

How you, as an organization, build healthy relationships with your donors.

Why is it important?

Why is it important?

- Basic Level - These are your funders and supporters.
- Lack of in-person interaction and events.
- Easier and less costly than acquiring a new donor.
- They <u>LEAVE!</u> Top 4 Reasons*:

1. They were never thanked for their donation.
2. They weren't provided information on how donations were being used.
3. Poor service or communication.
4. Felt like the charity didn't need their gift.

Key Metric: Retention Rate

Retention Rate =
Y1 Repeat Donors in Y2 /
Y1 Donors

Key Metric: Retention Rate

2020 Retention Rate =
2019 Repeat Donors in 2020/
2019 Donors

Key Metric: Retention Rate

2020 Retention Rate =
43 /
100

43% is the average retention rate*

*AFP Fundraising Effectiveness Project 2019

Key Metric: Retention Rate

Scenario A: 30% Retention Rate
Scenario B: 50% Retention Rate
Y1 100 Donors, $200 Average Donation/ Donor

	Y1	Y2	Y3	Y4	Y5	Total
A	$20,000	$6,000	$1,800	$540	$162	**$28,502**
B	$20,000	$10,000	$5,000	$2,500	$1250	**$38,750**

Key Metric: Lifetime Value

The average value of a donor over their lifetime with your organization. In a monetary sense, this is how much a donor is worth to your organization.

<u>VERY</u> Simple Formula:

LTV = Average Annual Amount / Attrition Rate

How do I find Attrition Rate? 1 - Retention Rate

Life Time Value (LTV)

A: 200 / 0.7 = $286

B: 200 / 0.5 = $400

Now that we know the value...

EVERYONE fundraising at your organization should know this value. Will help to drive decisions and the way that we treat and steward our donors.

Shift from short-term to long-term focus. How much can we spend?

Two Key Drivers:

- Retention
- Average Annual Gift Amount

Revisiting - Why Donors <u>LEAVE!</u> Top 4 Reasons*:

1. They were never thanked for their donation.

2. They weren't provided information on how donations were being used.

3. Poor service or communication.

4. Felt like the charity didn't need their gift.

All boils down to COMMUNICATION and RELATIONSHIPS.

*AFP Fundraising Effectiveness Project 2019

They were never thanked for their donation.

- Thank them within 24 hours.
- Personalize the thank you.
    a. Who are they?
    b. How did they give?
        i. Campaign?
        ii. Fund?
        iii. Method?
    c. How much did they give?

To do this, you will need...

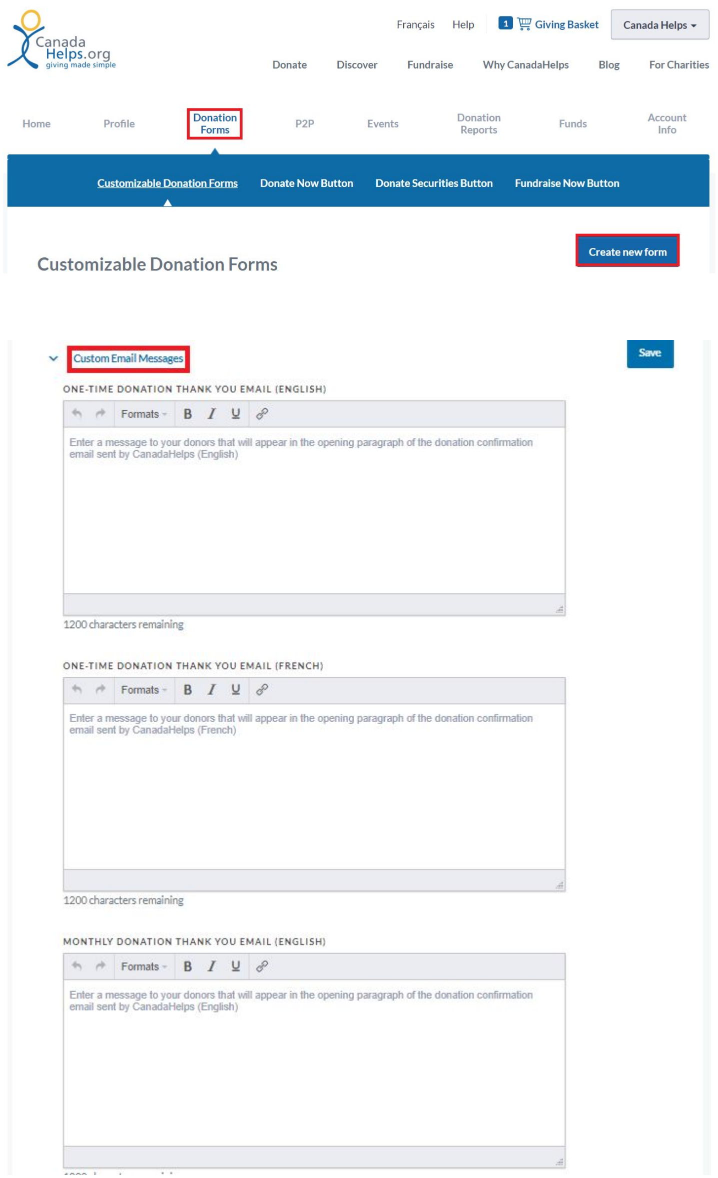
- Ability to present different campaigns / funds to your donors
- Multiple donation forms (not just one general form!)
- An easy way to sort through and track data / automate mass-communications

Through CanadaHelps…

- Create as many donation forms as you like for different giving methods (eg. Donate Now, Monthly, Tribute, Securities) or Campaigns / Projects (eg. Giving Tuesday, Holiday Campaign, Specific Program)

- Customize the Thank-You Messages for EACH FORM that are AUTOMATICALLY sent

- Collect KEY DATA to leverage



Key Additional Data Points (General Settings)

- **Name of Donation Form, Events, or Peer-to-Peer** (NOT Donor Facing):
  - Use for ROI purposes as a Campaign and;
  - To benefit Stewardship and Account Purposes

FORM NAME*

Enter a page name. This will not appear to donors visiting your page

Enter form name

- **Fund** (Donor Facing)
  - Use for destination of funds and to benefit Stewardship
  - Will display as a picklist if multiple funds are available for selection
  - Will display on tax receipt

FUND ?

○ No preset fund, let donor choose

◉ Select one or more funds

No preset fund, let donor choose

Donors will have choice of all funds made visible to Custom Donate Now pages.

Pick and order the funds a donor will see on this donation form

Key Additional Data Points (Other Customizations)

- **Custom Question:**
  - Optional Field
  - Could be organization or campaign-specific question
  - Standard questions:
    - How did you hear about us?
    - Did you want information about our Planned Giving Program?
    - Etc.
  - What do YOU want to know about your donors?

- **NEW FEATURE: Different Custom Question Types!**
  - Single Select
  - Multi-Select
  - Checkbox

Key Additional Data Points (Other Customizations)

- **Anonymity**:
  - Toggled on: You will NOT receive any donor data
  - Toggled off: You will receive COMPLETE donor data
  - This is in YOUR control

  DONOR ANONYMITY

  ☑ Allow donors to remain anonymous when donating to your organization

- **Mailing List Opt-In**
  - Donation is implicit consent (CASL) for 2 years
  - Opt-in is explicit consent (CASL) indefinitely

  MAILING LIST OPT-IN

  ☐ Enable opt-in question for your charity's mailing list

- **Collect Phone Number**
  - Optional Field (not required to complete transaction)

  COLLECT PHONE NUMBER

  ☐ Enable phone number collection

Internally Leveraging the Data

Segment your Retention and LTV by:

- Giving Method (One-time, Monthly, Tribute)
- Channel (Email, Direct Mail, Social, Events)
- Campaign
- Any piece of data you can collect!

Email Communications

To leverage this data, and to communicate efficiently in a personalized manner, you WILL need an email marketing tool. Some cost-effective tools to look at:

- MailChimp
- ConstantContact
- Sendinblue
- iContact

Tools should integrate with your donor database or donor management system. Alternatively, you could use your donor management system directly.

Email Communications

Email Marketing tools allow you to segment your lists and leverage merge fields for mass personalization!

What is a merge field?

“Hello <First Name>,

Thank you so much for your generous gift of $<Donation Amount> to our <Campaign Name> Campaign.

Thank You!

Jane Doe”

Email Communications

Types of Emails:

1. Thank You
2. Welcome Email
3. Newsletter (Quarterly, Monthly)
4. Segmented Emails (Based on Giving History)
5. Direct Email Appeals… and many more!

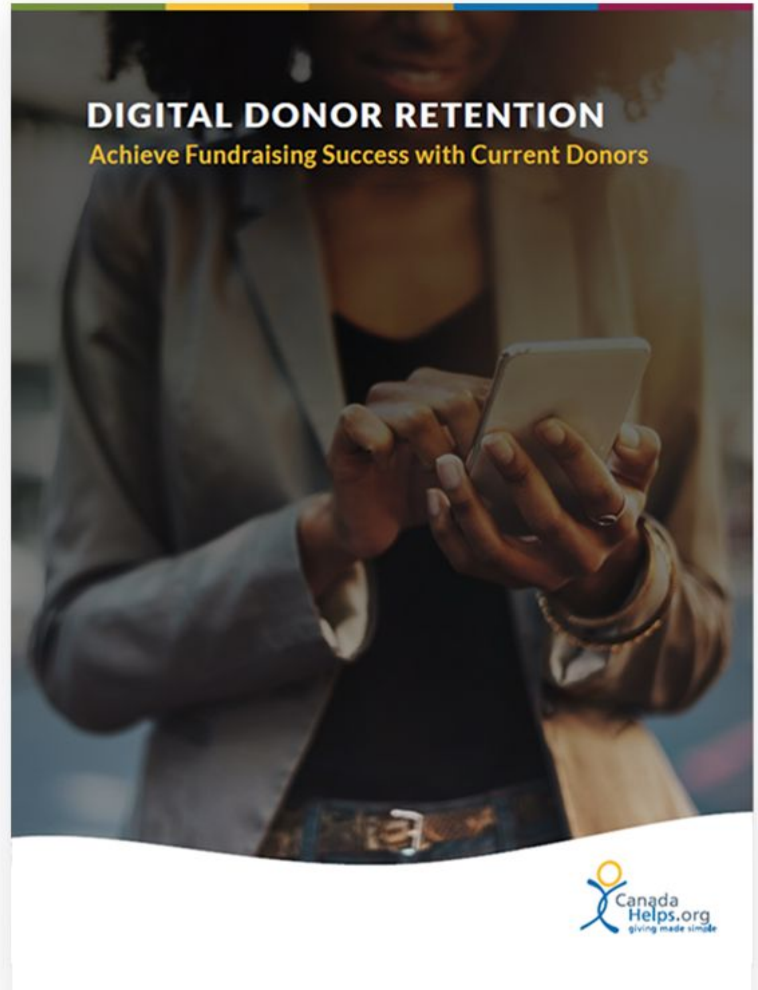
Tips:

1. Pay attention to the Subject and From fields
2. Keep the content brief and compelling
3. Include clear Calls-to-Action (CTAs)
4. Include Photos or Videos
5. Create a Header and Footer for your emails

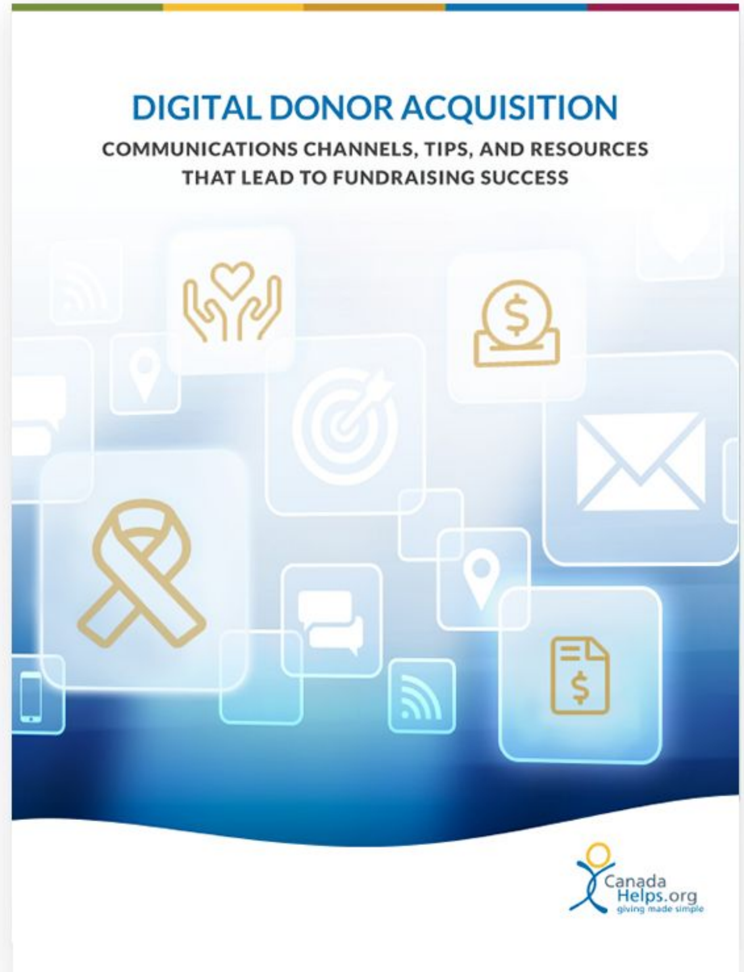
Digital Donor Retention Whitepaper

Find out how to:

- Plan for donor retention by understanding why donors leave, what you can do about it, and best practices for stewardship;
- Use email marketing to increase retention and engagement;
- Leverage social media to build a loyal online community that supports your mission;
- Inspire monthly giving by converting new donors and keeping the attention of recurring donors; and
- Know when it's time to give up on spreadsheets and consider using a Donor Management System to manage lasting donor relationships.



Digital Donor Acquisition Whitepaper



Find out how to:

- Set goals and strategies to help you build effective donor acquisition programs;
- Optimize your website and Search Engine Optimization (SEO) to lead more potential donors to your charity;
- Leverage email marketing to build stronger relationships with your supporters and convert more prospects into donors;
- Engage potential donors and amplify your charity's online presence using social media; and
- Drive more donations and grow your donor base using Search Engine Marketing, paid ads, and more!

Pick up the phone...

Get a direct line into your donors and build relationships. You will be amazed at what you learn.

- Be authentic
- THANK them
- Share impact
- LISTEN

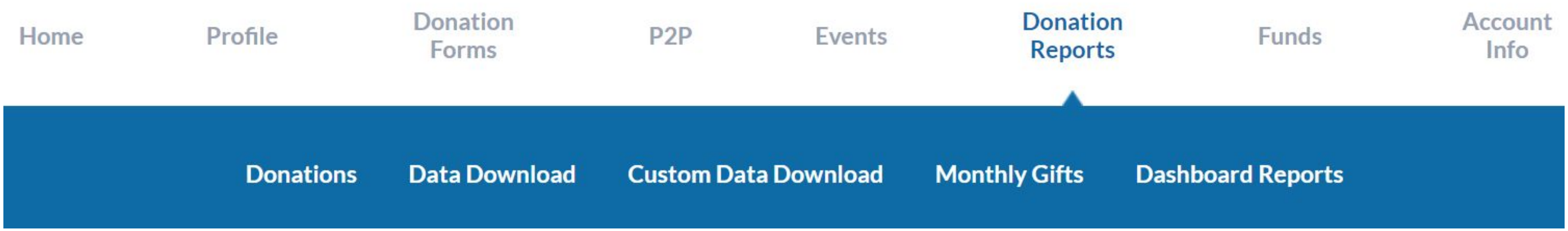
*Good way to get Board Members engaged!

Direct Mail

Very difficult without a Donor Management System!

- Be mindful of potential mailing difficulties
- No better time than now to convert to online
- Explain WHY
- Make it EASY!

CanadaHelps Donation Reports



- **Donations**
  - PDF reports based on Disbursement Date
  - Perfect for accounting reconciliations purposes

- **Data Download**
  - CSV/ Excel Report
  - ALL CanadaHelps fields - a LOT of data!

- **Custom Data Download**
  - CSV/ Excel Report
  - Choose the fields YOU want AND relabel them
  - Pre-made CRM reports

CanadaHelps Data Glossary

Form/ Event/ P2P Name	⇨	Page Title / Event Title
Fund	⇨	Fund Designation
Custom Question	⇨	Custom Donate Now Question Custom Donate Now Answer
Mailing List Opt-In	⇨	Custom Donate Now AddToMailing List Events Email Opt-In
Collect Phone Number	⇨	Custom Donate Now PhoneNumber

Is it time for a Donor Management System?

Hold on… What is a Donor Management System?

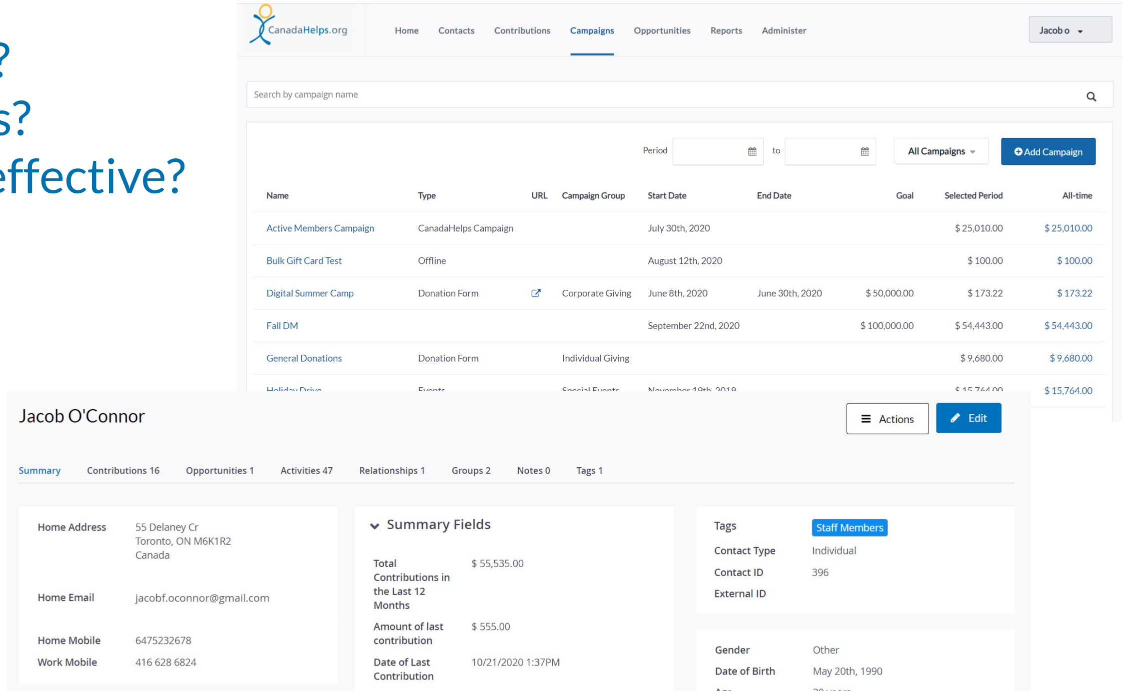
Donor Management Systems 101

A system in which you store:

- **ALL of your Donor Data (Online/ Offline)**
  - Donor Information
  - Donation Information (Giving History, Method, Total #/$ of Gifts)
  - Communication Preferences
  - Communication History (Emails, Calls, Meetings)

- **Your Campaign Data**
  - How much was raised?
  - Did we reach our goals?
  - What types are most effective?
  - Who gave?

- **Your Opportunities**
  - Major Gifts
  - Grants



Allowing you to:

KNOW YOUR DONORS

IMPROVE YOUR STEWARDSHIP

RETAIN YOUR DONORS

BE MORE EFFICIENT

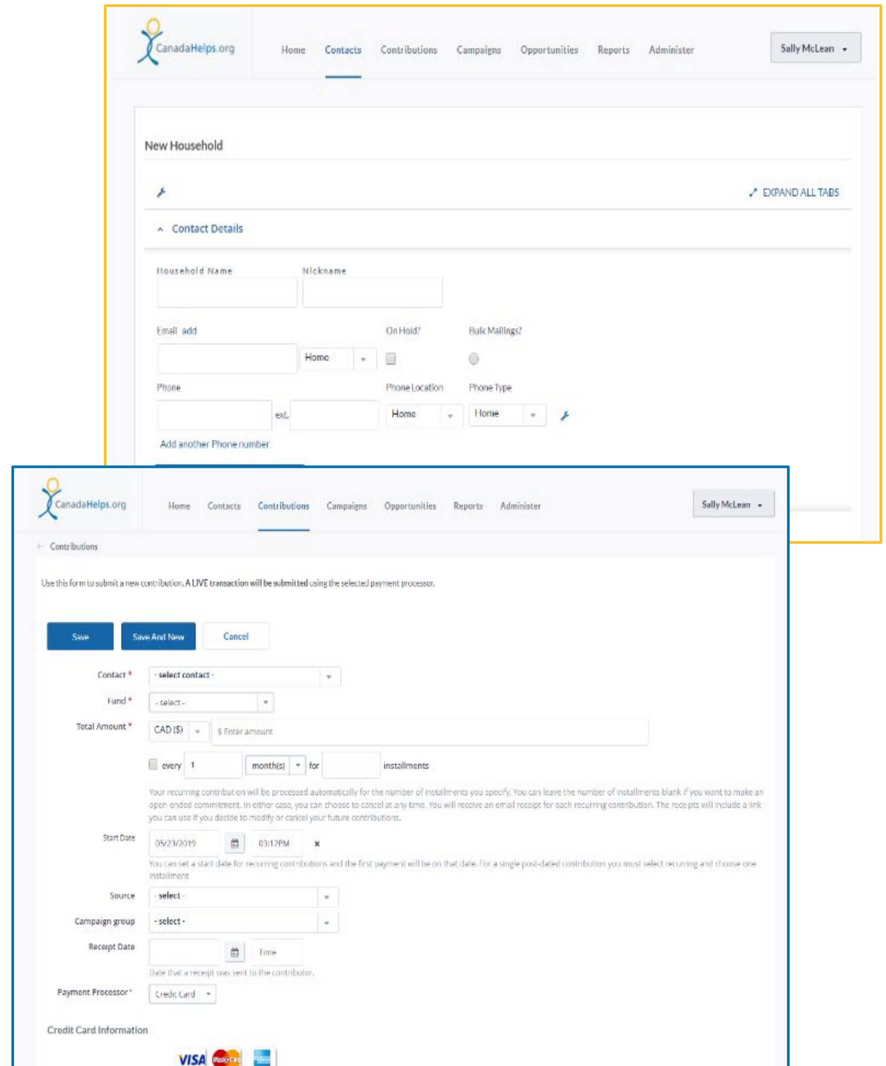
PLAN FOR THE FUTURE

CanadaHelps DMS: Key Features

All of your CanadaHelps data, and your own giving data, in one place!

Key features:

- ✔ Pulls in data from all CanadaHelps' products (website, Customizable Donation Forms, P2P, and Events)
- ✔ Record offline and in-kind donations, process payments (one-time, monthly), and issue tax receipts
- ✔ Contact and donation management
- ✔ Opportunity tracking, including grant management and
  large donor/major gift cultivation
- ✔ Fund attribution (for accounting)
- ✔ Built-in email platform with standard and customizable templates
- ✔ Integration with MailChimp
- ✔ Built-in standard reports (based on fundraising best practices)
- ✔ Task management
- ✔ Support: virtual, phone, email



Want to talk Data and Donor Management?

Don't hesitate to get in touch with our team.

Questions?

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Thank you!