



Don't Treat Volunteers & Donors Like Crayons!

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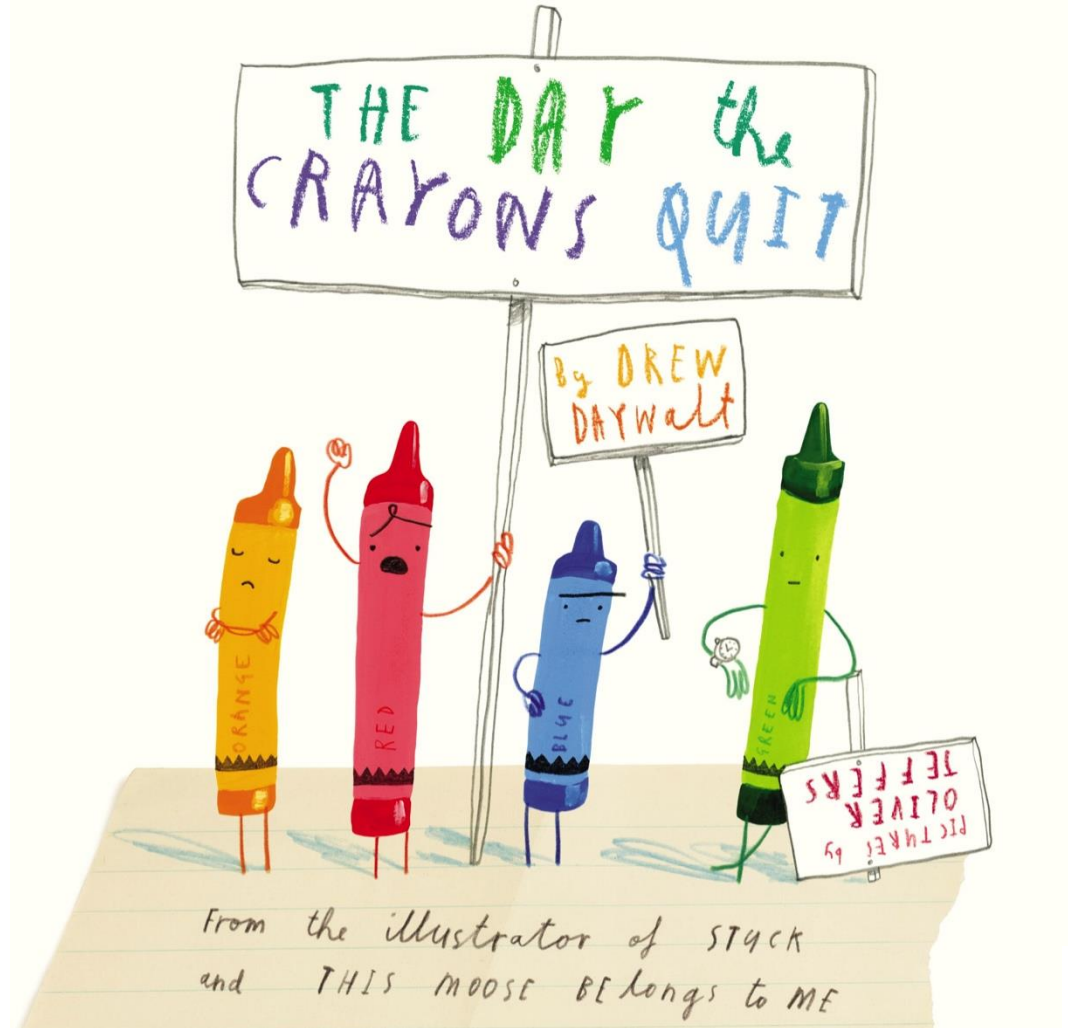
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Association of Y Professionals, Indiana University,
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[Blog] Don't Treat Volunteers & Donors Like Crayons

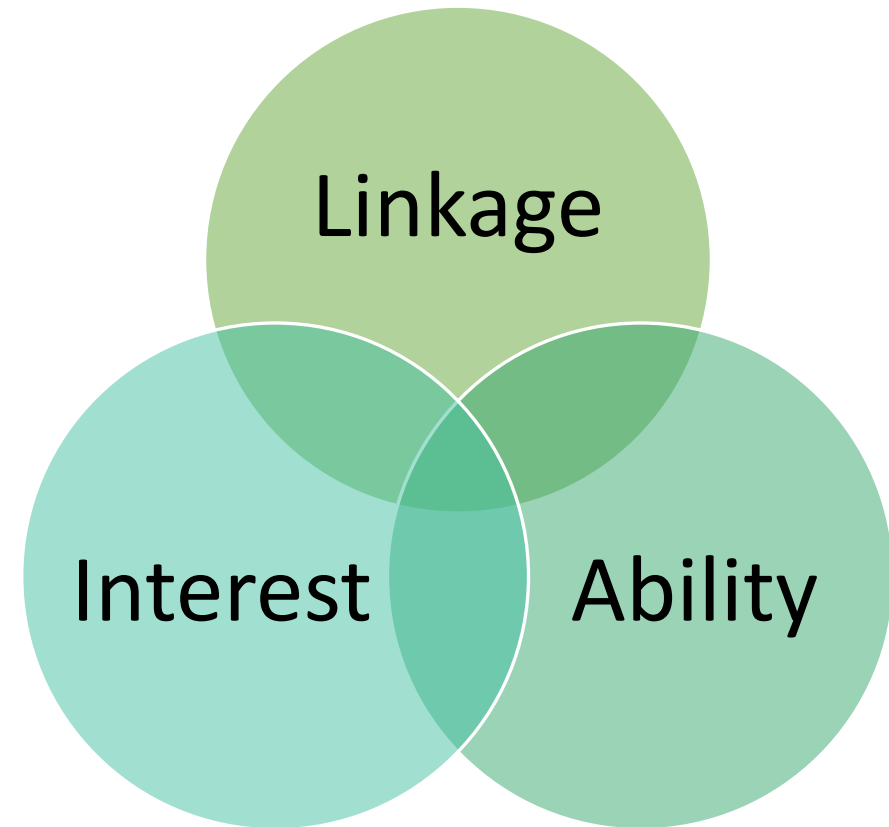
<https://bloomerang.co/blog/nonprofits-dont-treat-volunteers-and-donors-like-crayons/>

<https://bloomerang.co/blog/nonprofits-dont-treat-volunteers-and-donors-like-crayons-part-2/>

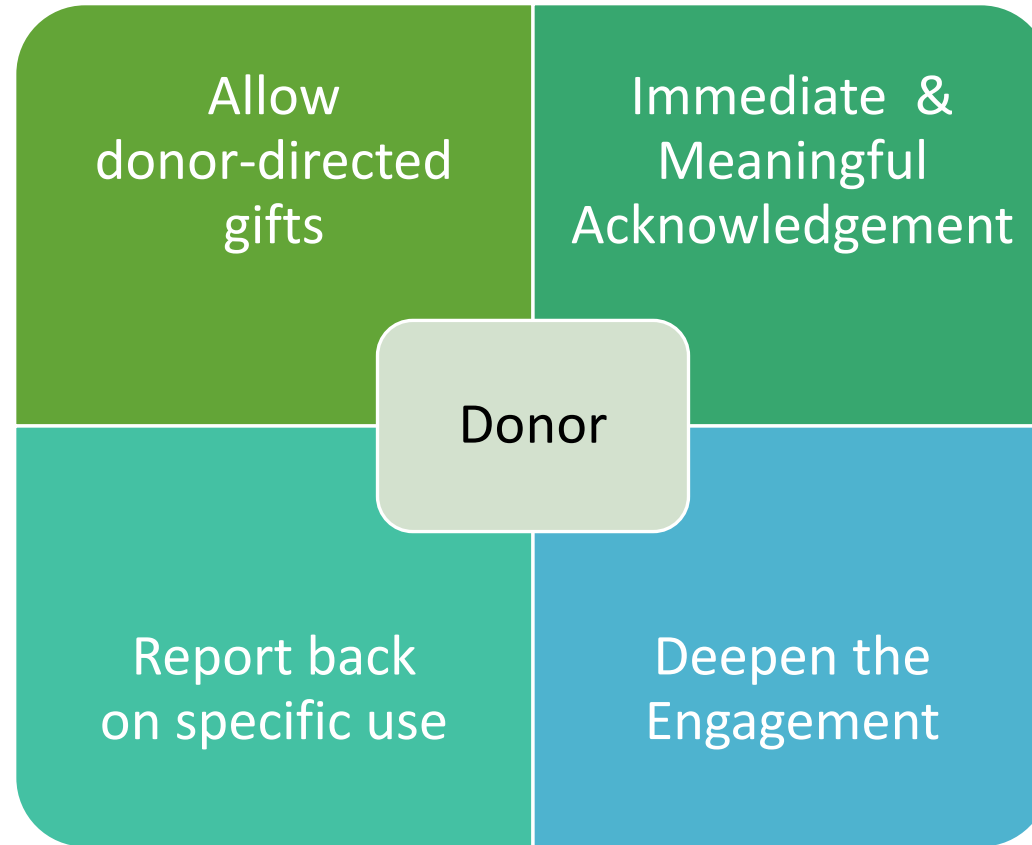
L.A.I.

The donor & volunteer controls their own linkage, ability and interest.

You control your actions which affect linkage and interest.



Donor-Centered Fundraising



Retention

Penlope Burk has found:

- 50% of donors stop giving because they are over solicited
- 46% of donors cite not receiving enough communication

If organization implements donor-centered fundraising, donors said:

- 93% would definitely or probably give again the next time they were asked
- 64% would make a larger gift
- 74% would continue to give indefinitely
- 45% of donors who received an “exceptional letter” gave again BECAUSE of the letter
- 27% of donors who gave a second gift, gave more generously due to a thank you call

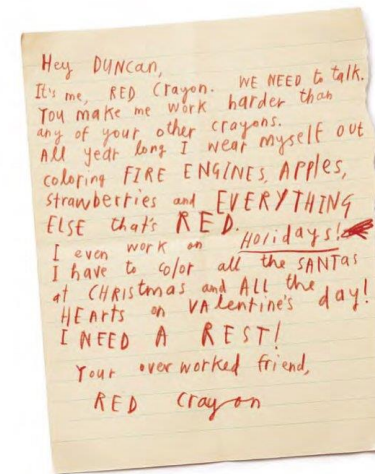
Your overworked friend

Avoid too frequent asks or the “THASK”

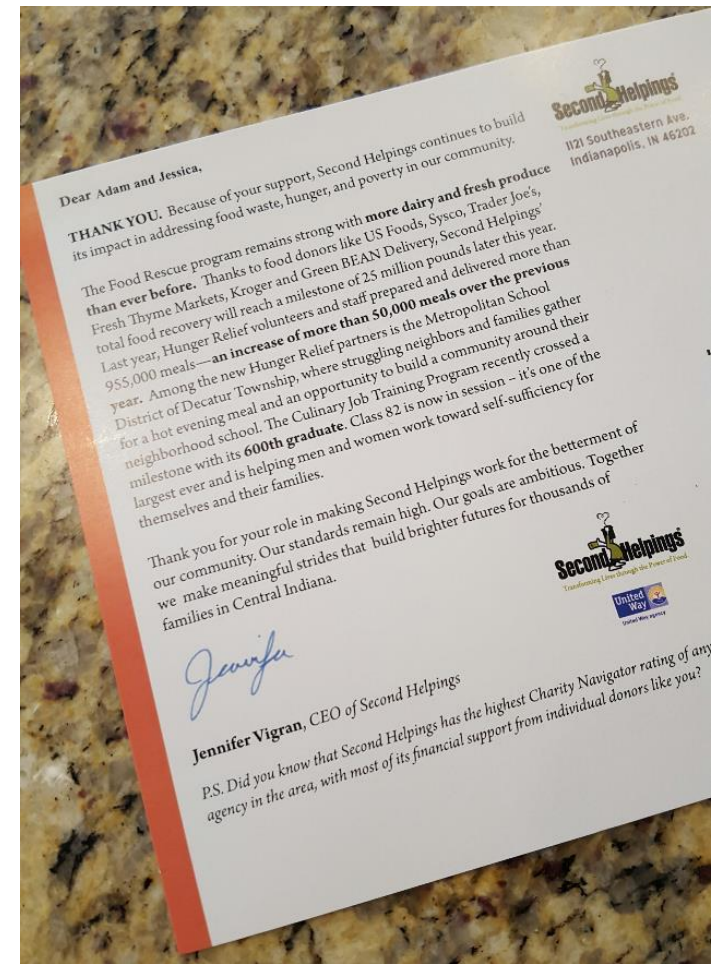
Recognize lifetime giving or years of consecutive giving

Create insiders of these loyal donors

Ask for feedback, involve donor in evaluation process



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Donor Report Post Card

Second Helpings (IN)



It's remarkable to think that 570 students saw *To Kill a Mockingbird* today. What you don't see in this picture is all of the donors who made this picture possible. These students had this educational experience because of you. Behind every bus, student, actor and tech is a donor making the work possible. You are those donors; thank you for partnering with us to ensure students from across Indiana share in the experience of live theatre.

Donor Email Report

Indiana Repertory Theatre

Your marooned friend

Have a second gift strategy:

- Make giving experience as meaningful as possible
- Immediately send thank you
- Make first time donors feel special
- First time donor postcard
- Special thank you events for first time donors



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Second Gift Strategy

Immediate and meaningful thank yous work:

- First-time donors who get a thank you call within 48 hours, 4x more likely to make a second gift (Tom Ahern)
- A Three-minute thank you call will boost first-year retention by 30% (Roger Craver)
- A thank you call from a board member within 24 hours of gift will increase next gift by 39% (Penelope Burk)

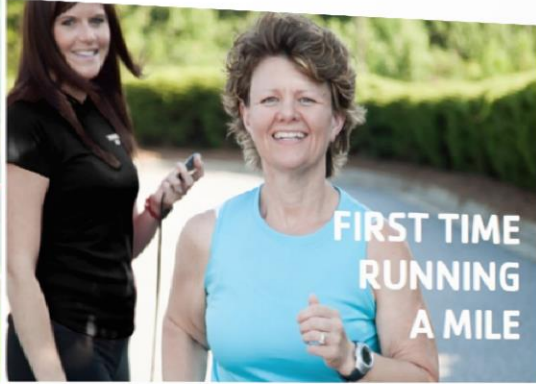
Because you give,
kids are paired
one-on-one with
a college student
mentor!

Take a peek at your dollars at work...



Gift Confirmation Page

College Mentors for Kids (IN)



FOR YOUTH DEVELOPMENT*
FOR HEALTHY LIVING
FOR SOCIAL RESPONSIBILITY

YMCA of Northwest North Carolina
301 N. Main Street, Suite 1900
Winston-Salem, NC 27101

Non-Profit Org.
U.S. Postage
PAID
Winston-Salem, NC
Permit No. 272

**“Firsts” happen every
day at the Y.**

**Thank you for making your
first gift, so their firsts
could happen too.**

YMCA of Northwest North Carolina
Our Mission: “Helping people reach their God-given
potential in spirit, mind and body.”

A United Way Agency.

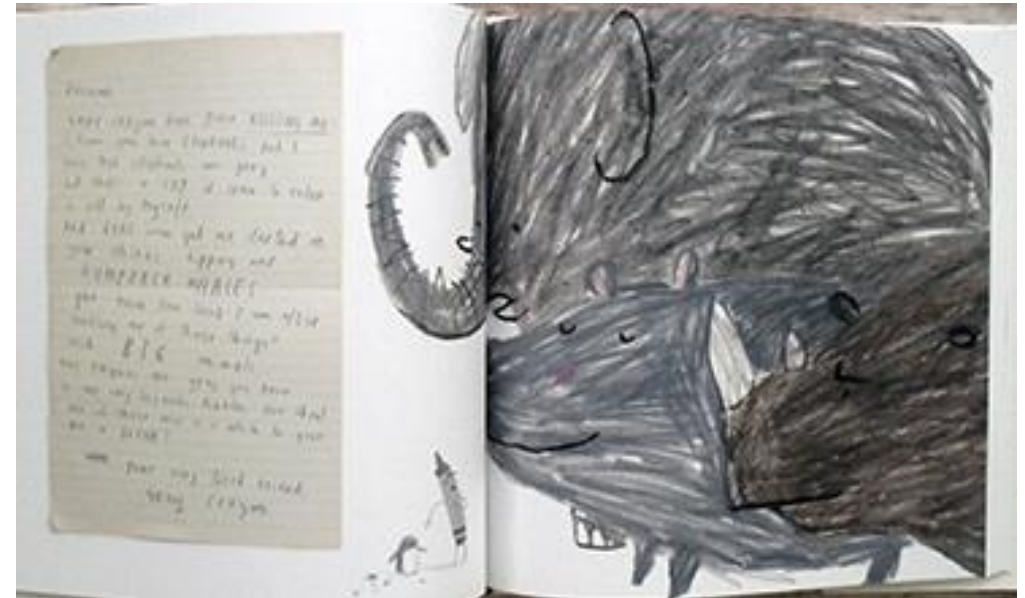
First time donor postcard

YMCA of Northwest North Carolina

Your tired friend

Special events:

- Not all have to be fundraising events; 86% of donors that respond positively to recognition events and increase giving
- Make events unique
- Make events Exceptional



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Donor Recognition Event

WYFI (IN)

Your very neat friend

Make appeals and stewardship program-specific:

- Let donors designate gifts
- Provide program-specific updates
- Engage them in program of interest



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Video: You Made a Choice (<http://t.co/HWUB0xhXeX>)

Frost Valley YMCA (NY)



Student written Thank You notes

Hanover College (IN)

Dear Adam & Jessica,

My name is Raelyn & I am a Political Science major here at Hanover College. Things are going great here on campus - even if next week is finals week! I am so thankful for the opportunity to have such amazing professors and your gift has helped make that possible. Thank you so much for your support. Happy Holidays!

Raelyn '18

Student written Thank You notes

Hanover College (IN)

Esteban the Magnificent (formerly known as Pea Green)

Communication deepens relationships:

- Ask how donors want to be communicated with you, and use channel donor is comfortable with
- Engage highly social users
- Donors are great...Donor Advocates are Magnificent



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College Mentors
@CollegeMentors

Thank you @adamclevenger for your continued support & for spreading the word about #GiveAMentor!



10:40 AM · 01 Dec 15



Coburn Place
@CoburnPlace



Happy #GratitudeTuesday! Doesn't that have an even better ring to it?!
[#ThanksForGiving conta.cc/1juOt9f](https://conta.cc/1juOt9f)



7:01 AM · 01 Dec 15

Social Media

College Mentors for Kids (IN) and
Coburn Place (IN)

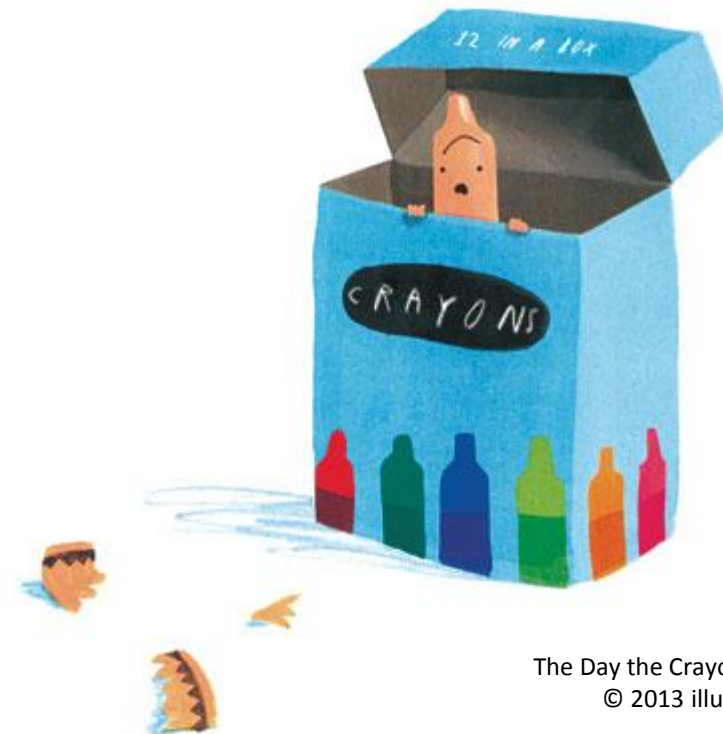
Your naked friend

Provide well-qualified prospects with linkage, interest and capacity

Supply professional supporting materials

Encourage coaching and mentoring

Remind volunteers they're not asking for themselves. They ask on behalf of those in your community who are either unable or unwilling to ask for themselves.



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Your friend

Find ways to involve volunteers who have specific skills, beyond their specialty.

Develop multi-step (multi-event) orientation for board members.

Involve policy volunteers in programs.



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He built a place where each crayon would *always* feel at home.



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Questions?



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