

Collaborating

... with our donors

Lingo Bingo

- Donor centric
- Donor driven
- Donors as 'partners'
- Segmentation
- Personalization
- More relevant communications

Who has struggled with

- *Technical speak versus donor speak*
- *Designated giving versus undesignated giving*
- Organizational silos
- Growing a mass file and specifically monthly givers
- Reporting back to donors on the impact of their gifts
- Finding money to invest in acquisition and retention
- Donor loyalty

I'm confused

- We act like we don't know how to get our file to grow or perform better
- Where's the fricken mystery?
- **Huh?**
- **What?**

Not a lot of wiggle room

- Costs are skyrocketing
- Media is impossible to dominate
- Competition is stronger
- Budgets are flat

Not a lot of wiggle room

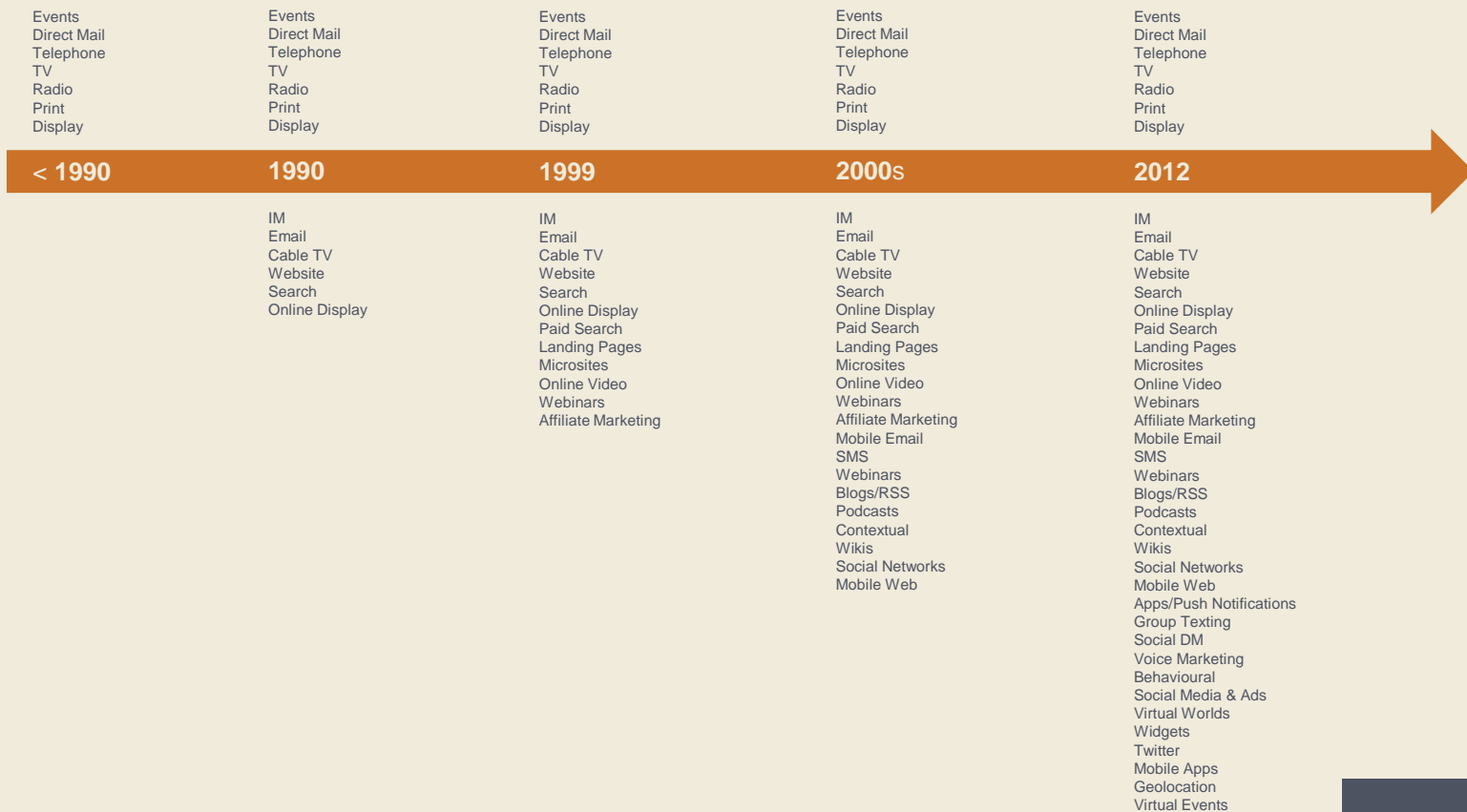
Acquisition and Retention

	Then	Now
Single donor acquisition cost	1990: \$25	\$75 - \$150
Monthly donor acquisition cost	1990: \$50	\$300 - \$750
Average lifetime of child sponsor	6 – 7 years	3 – 4 years*

**Heavily affected by door-to-door rates*

Not a lot of wiggle room

Media Environment



Not a lot of wiggle room

Overhead percentage

- Then: below 20%
- Now: below 20%

Think about best practices

Thanks

Welcome

Ask again

Educate

Cultivate

Elevate

Now let's think about Janet ...

Meet Janet



WHAT
HAPPENED?





ME



THINGS THAT
MATTER TO ME

Janet



Organizations don't listen



Or ...

- Bait-and-switch asks
- Inside out?
or
Outside in?

What a mess!

Too many ingredients in the mix



Friction

Donors are digging in their heels



What does donor collaboration mean?

- Invite them to be part of the solution
- Show empathy
- Join your donors where they are at
- View the world from their perspective

Mass? Middle? Major? Meh!

- Form a clear understanding of where each individual donor is at, and what motivates their decision making
- That's what drives success!

Example 1

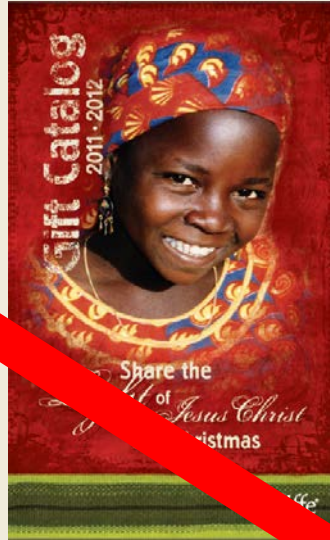
Wycliffe Gift Catalogue

- A saturated product space
- Seeing declines across the board
- First and foremost – a retail experience, not a giving experience

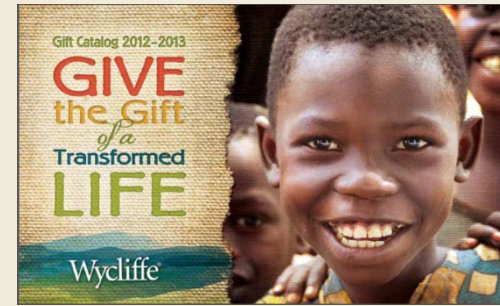
Gift Catalogue Trend Line



2010 Gift Catalog
\$346,823
Avg Gift: \$154.49
RR 3.01%
I:C 4.37
Mailing Count: 43,705



2011 Gift Catalog
\$247,226
Avg Gift: \$148.13
RR 2.46%
I:C 3.68
Mailing Count: 41,559



2012 Gift Catalog
\$154,074
Avg Gift: \$156.26
RR 1.50%
I:C 1.04
Mailing Count: 51,000

Better retail experience

Moving closer to the audience:

1. Doubled response rate
2. Increased average gift past \$160
3. Exceeded RR goal by 117%
4. Improved I:C by 395% over prior year

Example 2

Toronto Humane Society Holiday Appeal

- Performance of critical Holiday Appeal mailing going to the dogs
- Revenue declined by more than 34% since 2010, despite increases in the mail quantity

Focusing on impact

Basic Insight

- Pet people are crazy.

Solution

- Specific offers that focused on impact
- Segment cat and dog people
- Package comes from a pet type (cat, dog or other) to drive the creative elements of the package.

Empathy pays

- Revenue increased 47% versus 2012
- Highest result in 5 years
- Average gift amount up over 25%
- 5% of monthly donors increased their monthly gift amount



You can help make tails wag this holiday!

<Donor Name>
 Your gift of \$XXX will provide one month of < lodging> for a <dog> in need.
 Send your special tail wagging gift using the form below. There are a variety of gift choices available – please choose as many items you'd like to give and help as many animals as you can.
 Thank you!

I would like my gift to help: Dogs Cats Special Species Greatest Need

GIFT DESCRIPTIONS	AMOUNT	# OF GIFTS	TOTAL GIFT AMOUNT \$
Daily Care – provides essentials like food and water for one month	\$36	x	=
Lodging – provides a safe, comfortable home for one month	\$75	x	=
Vaccinations – protects an animal from disease	\$75	x	=
Medical Care – provides life-saving care for an animal in need	\$500	x	=
I prefer to give a special holiday gift of:			
		SVB-TOTAL	
Special Holiday Treat – give a special treat and send some extra holiday joy	\$5	x	=
		MY HOLIDAY GIFT TOTAL	

Tax receipts will be issued for gifts of \$50 or more automatically – others on request.

Yes, I want to send a special holiday gift for the animal, as indicated above.
 My cheque or money order is enclosed. (Please make cheque payable to the Toronto Humane Society)
 I prefer to charge my gift to my credit card VISA M/C A/M

Gift: _____ Amount: _____

I would like to upgrade my monthly gift amount (see over) **Please update my pet information, we have:**

John Q. LanglingSample Dog(s) Cat(s) Other _____

Address line 1 _____ _____ _____

Address line 2 _____ _____ _____

123 Any Street _____ _____ _____

Any Town, Any Province K1K 1K1 _____ _____ _____

You can donate online at: TailWaggingGifts.ca

XXX XXX XXX XXXX 99999999 07-XXX-XXXX-X

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Example 3

World Vision US – Middle Donor program 2007

- 18,000 middle donors, poorest performing file in entire organization

Example 3

Solution

- A program to create a bridge between Mass and Major
- Focused on donors, their habits, their passions and their preferences



Example 3

World Vision US – Middle Donor program 2013

- 2013 – 20,000 middle donors
- Middle-Major portfolio revenue has increased by 249% since 2007
- Newsletter revenue has increased from average \$65,000 per issue (high of \$105,000) to \$540,000

Keys to success

1. Organizational orientation
2. Obsessive results and metrics tracking
3. Willingness to be results-based
4. Invest in areas that earn it; starve those that don't