



1



2



3




4



Plan for Presentation

- Instruction
 - Donor Voice via DSAF Case Study
 - Tools
 - Best Practices
- Q&A
- Workshop

5

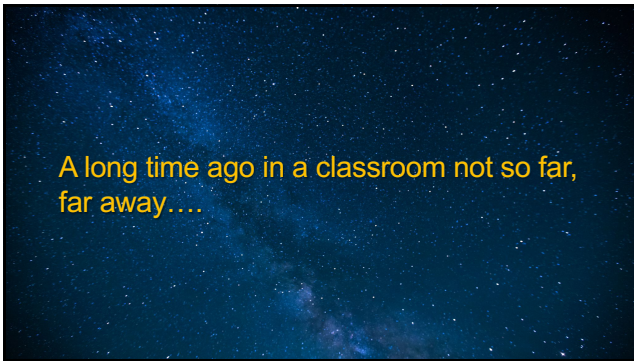


POLL: How many people know what Donor Voice Is?

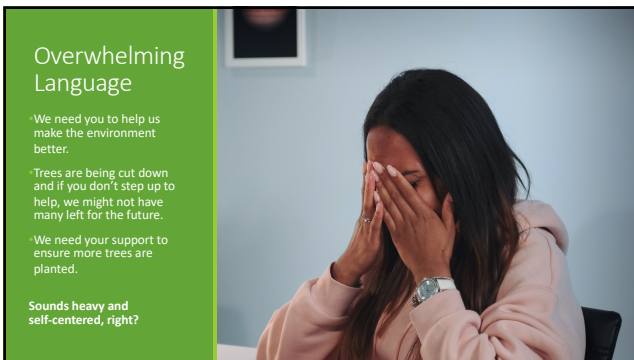
6



7



8



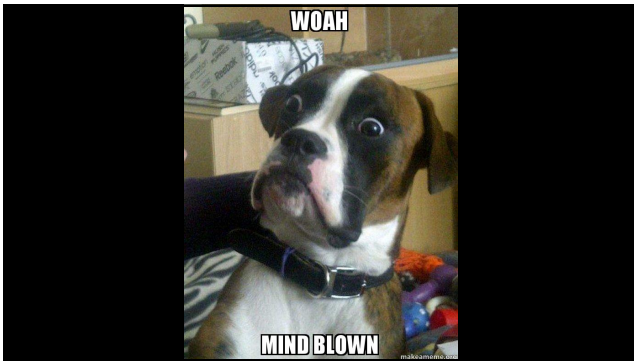
9



Donor Voice

YOU VS. I/ME/WE/US
A.K.A. HERO LANGUAGE

10



11

So What Is It?


Turning This Guy



Into THIS Guy



12



Example 1:


Not Great

- We had a really great holiday party where 200 people drove thru to see Santa. Thanks for helping us out!

Hero Language

- Thanks to your partnership, YOU put smiles on the faces of 200 people at this year's drive-thru holiday party!

13



Example 2:

Not Great

- We really need to implement this new medical outreach program which will help us connect with parents just receiving a diagnosis that their child has Down syndrome. Please help us by making a donation!

Hero Language

- Your contribution, large or small, in support of this new medical outreach program will touch the lives of parents and provide critical support when they first find out their child has Down syndrome.

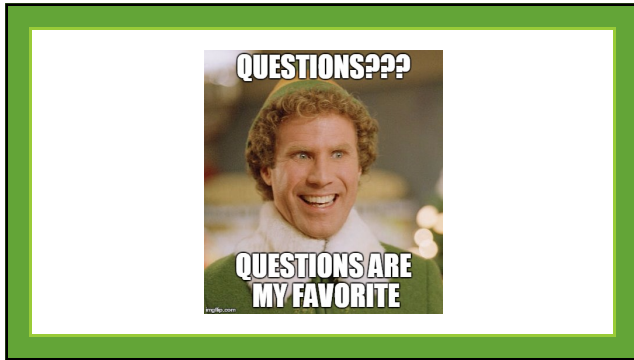
14



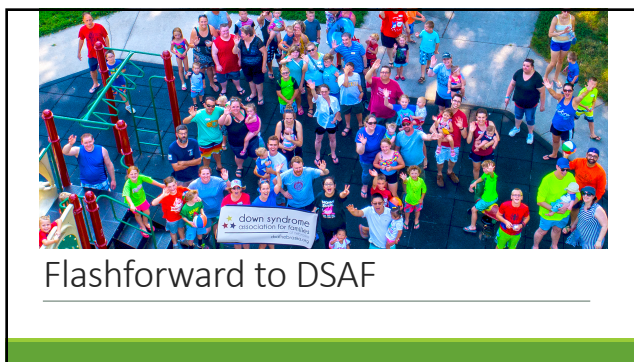
Why Important?

- Humanizes donor
- Connects their HEART to your mission
- Allows ANYONE to "Do Good" ANYWHERE at ANY TIME
- Grows your "Team"

15



16



Flashforward to DSAF

17



18

Remember?

Turning This Guy



Into This Guy



19



Wait...WHAT?

20

Okay...Prove It



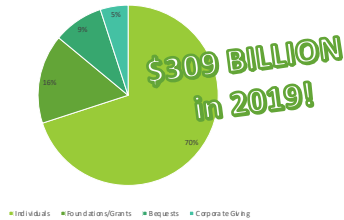
21



POLL: What percent of donor giving comes from individuals?

22

Giving USA 2018 Report
% of Contributions



23

Sidenote for the Skeptics



Why individual donors are key.


100 donors give \$100 each = \$10,000

- If 10 leave – you still have \$9,000

1 Grant/Corporate Donation = \$10,000

- If that goes away, you have \$0


24



"Individual giving is the single most effective method to diversify your income, develop recurring gifts, and improve the financial stability of your organization"

Rachel Ramjattan, *NO MORE "Duct Tape Fundraising"* A Nonprofit Leaders Guide to Raising More Money

25



So why WOULDN'T we put time and effort into cultivating those relationships and making our donors feel GOOD about their gifts?

26



give to us! down syndrome association for families
 DONATE ONLINE NOW THRU MAY 28
give To Lincoln Day
www.giveto.us/lincoln

27




31



32



33



Success!

Give to Lincoln Day 2018:
\$700

Give to Lincoln Day 2019:
\$7,000!

34



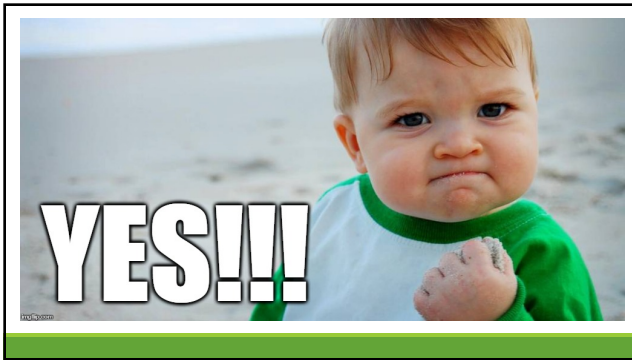
Can it be replicated?

OH...AND DURING A YEAR WITH A NEW GLOBAL PANDEMIC CALLED COVID-19?

35



36



37



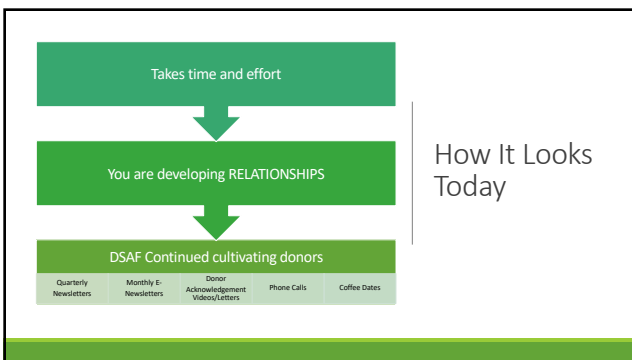
Give to Lincoln

2019: \$7,000

2020: \$14,000!

Other fundraising efforts increased too!


38



39



40




**Donor Voice:
Beyond Individuals**

"You'll raise more money by focusing on how you can help a company achieve it's goals than you will if you focus on your needs or the worthiness of your cause."

Rachel Ramjattan, *NO MORE "Duct Tape Fundraising"* A Nonprofit Leaders Guide to Raising More Money

41



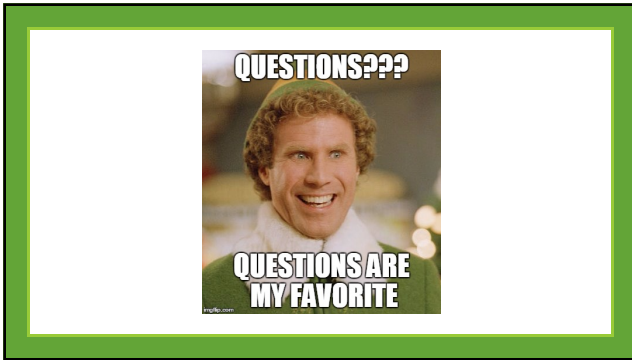
Key Questions to Ask

How does a partnership align with their mission?

How can your organization help them to meet their goals?

How can your organization promote their contributions to the local community?

42



43



44



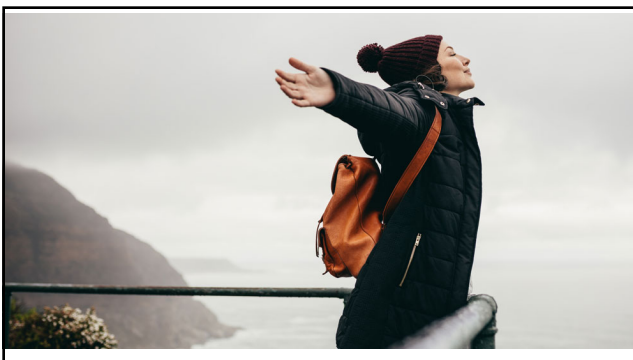
45



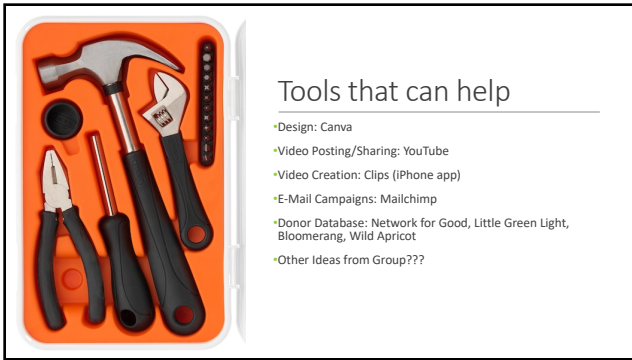
46



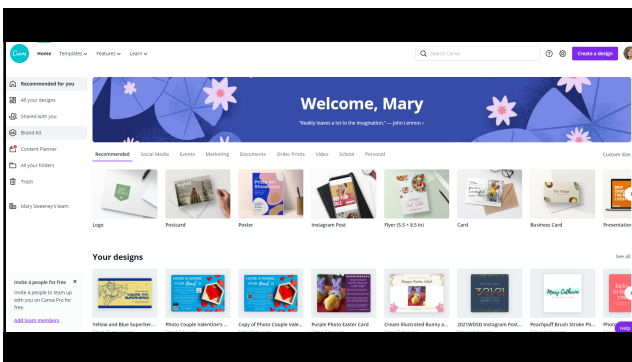
47



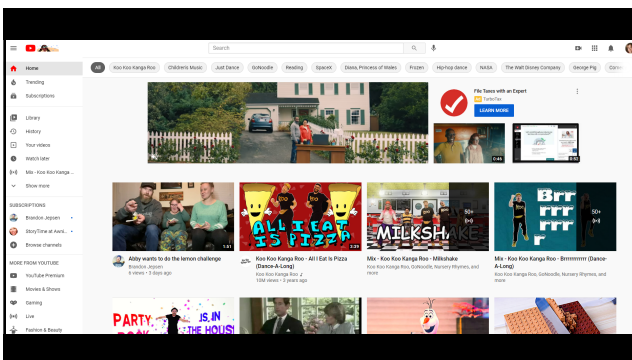
48



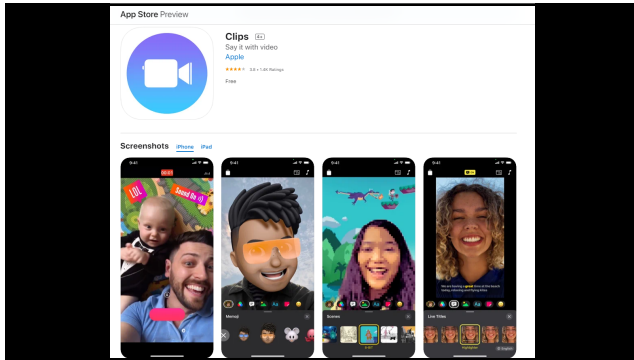
49



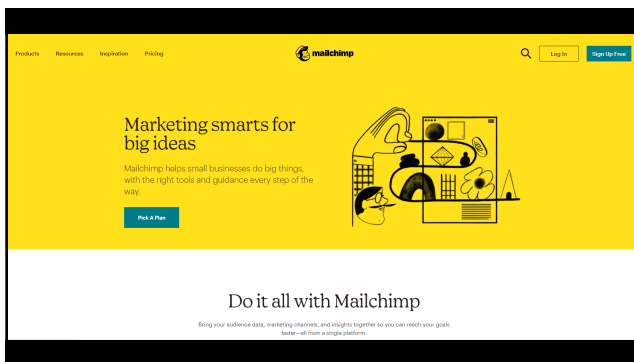
50



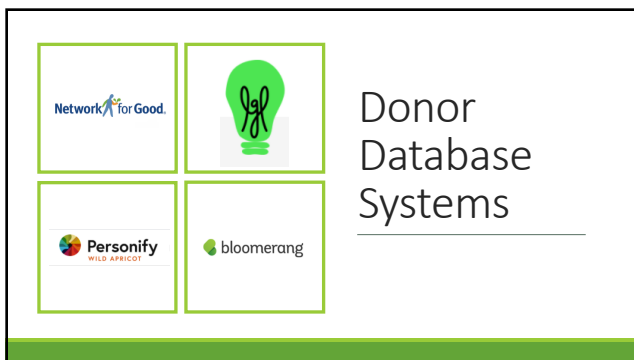
51



52



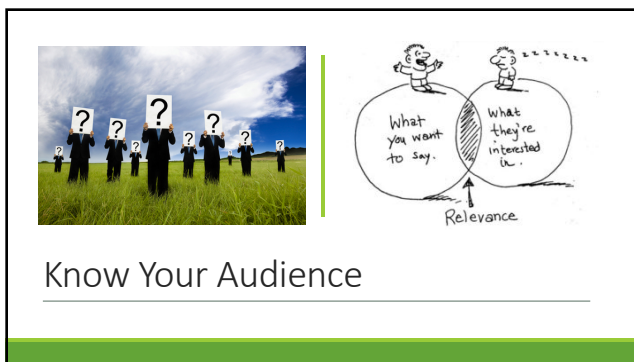
53



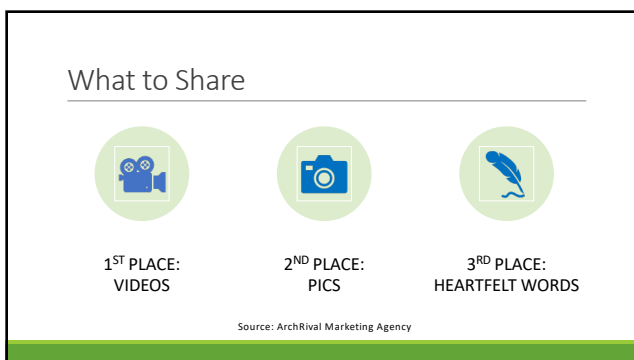
54



55



56



57


Major Donors & Sponsors =
At least quarterly with one being "in-person"

Others =
Here's what has worked for DSAF

- Quarterly mailing
- Monthly e-newsletter
- At least weekly social posts
- Other/more outreach OK if targeted

Frequency of Touchpoints

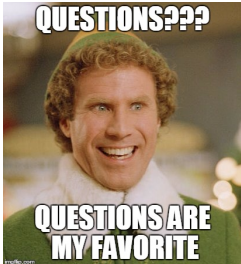
58



Campaign Outreach Cheat Sheet

- Once a month until 1 month prior
- Once every other week until 1 week out
- Week of:
 - Start of week: The time has come!
 - Middle of week: X Days Left
 - Day before: Tomorrow is the final day
 - Day Of: Today is the day! – Several updates on progress throughout the day (if appropriate)
- Day After: THANK YOU! – report on giving

59



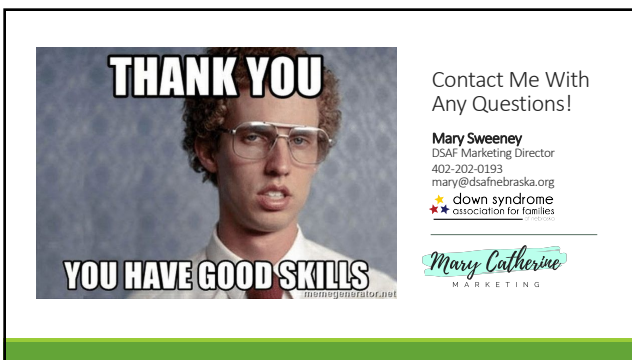
60



61



62



63
