

Growing and Retaining Your Donors

Presented By:

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Vic's Bio:

- Chief Community Engagement Officer at Hemophilia of Georgia (HoG)
- 25 years in Nonprofit Fundraising, Donor Development, event planning and strategy development
- Concentration in Donor Development with youth and medical nonprofits
- Created events statewide for NPO

Course Objectives:

- **What's your "Mission Impact" story used to gain Corporate Support?**
- **Describe strategies and best practices involved with Corporate Giving**
- **Why is prospecting and networking so important?**
- **Define the elements of a donor pipeline and moves management.**
- **Explain best practices in gift processing and donor acknowledgment.**

**Above all things and
most importantly —
It's all about the
RELATIONSHIP(s)!!!**

What's your Story?

Mission Impact

- What sets your organization apart from others?
- What's the "difference" you make?
- How does your "impact story" relate to your local community?
- Why should a corporate donor support you?
- The "Story" is the "expanded" elevator pitch
- Now, SO WHAT?

Corporate Giving - Strategies and Best Practices

Let's start Here:

- Does your organization promote/market to Corporate Donors?
- What's the Corporate Funding Initiatives?
- What's the plan/strategy to attract Corporate Donors?
- Alignment of your organization with the specific corporation's giving practices (values)

Then let's think about:

- Are you making your organization attractive to Corporate Funders?
- Mission Relevant to a Corporate Donor
- Alignment to Direct Program Costs/Services
- Tracking and Donor Management System
(prospecting, steward, cultivation and retention)

Prospecting and Networking

Does it Really Matter?

Why is prospecting important?

- Opportunity for Increased Revenue
- Diversify Funding streams
- Promotion and Awareness of the organization

Should you be networking?

- Connecting to funders, community stakeholders, volunteers
- Memberships in Business Assocs., Chambers, etc.
- Work within your “community”

Donor Engagement - Corporate Donor Pipeline

- Identify and research (Prospecting)
- Plan and Engagement (Cultivation)
- THE ASK (Mission Relevance)
- Appreciate and acknowledge (THANK)
- Build, Grow and Retain (Stewardship)

Identify



Research



Plan



Engage



Ask



Thank



Follow Up & Steward

Donor Moves Management

- Awareness of the organization
- Alignment to the organization's mission
- Securing the Support (Gift)
- Acknowledgement and Appreciation
- Donor Care
 - Management
 - Growth
 - Retention
 - Sustainability

Moves Management

Donor Cultivation Life Cycle



Learn more at givebutter.com



Gift Processing

- Database entry is timely
- Accurate Information
- Applied to appropriate budget
- Collaborating with AR/Finance

Donor Acknowledgement

- Timely Thanks You (and sincere)
- Multiple Appreciation(s) with different strategies
- Letters, phone calls, coffee/lunch
- Gifts
- Peer to Peer
- Event to appreciate/thank

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THANK YOU!

Questions?

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