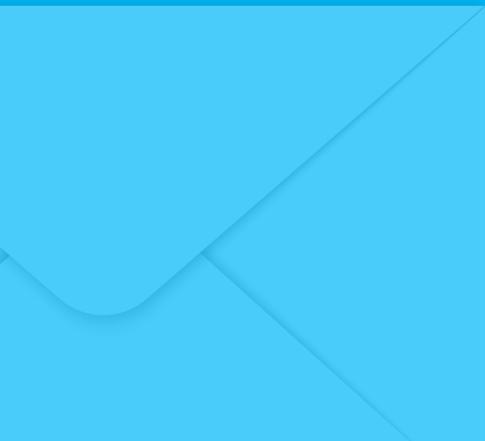
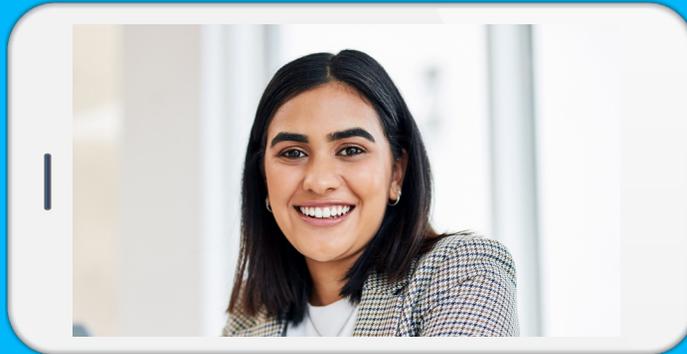
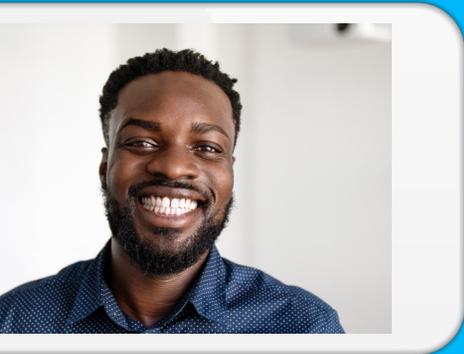




# 4 Strategies to Build Multichannel Donor Relationships



# INTRODUCTION

## Multichannel donors: consistently giving, fully engaged

When it comes to your nonprofit, multichannel donors are everywhere. No, really. Everywhere.

They give online through your website and emails. They like and share your social media posts. They attend your fundraising events, sign up for volunteer opportunities, and invite their friends to come along, too. That's why they're called multichannel donors!

Multichannel donors believe in the work you're doing, so they follow your organization closely and support you in every way they can. You should want all of your donors to interact with your organization the way multichannel donors do.

Don't take our word for it. Data shows that donors who engage with your nonprofit in multiple ways stick around longer, and in turn, give more.

## More engagement means more revenue

## Median annual amount by mode of gifts

ONLINE DONORS	\$50
OFFLINE DONORS	\$49
MULTICHANNEL DONORS	\$100

Multichannel donors contribute more than monthly donors, online-only donors, and offline-only donors.

## Median Annual Number of Gifts

 = 1 gift

ONLINE DONORS	
OFFLINE DONORS	
MULTICHANNEL DONORS	   

A multichannel donor contributes 4 times as often as an online or offline-only donor.

# CHAPTER ONE

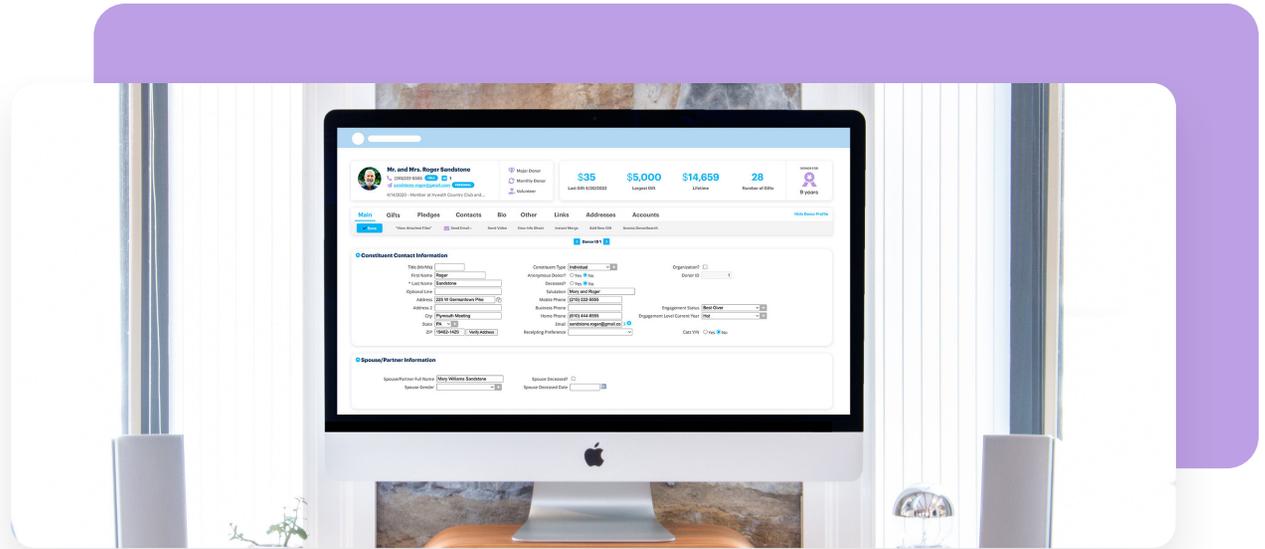
## Get to know your multichannel donors

You can't grow your multichannel donors unless you know who they are, how they're giving, and what motivates them to support you.

Understanding the strategies and campaigns that cause people who have given before to continuously give in new and different ways is crucial in creating engaging donor experiences that retain enthusiastic, loyal supporters - AKA multichannel donors.

Keeping track of donors and their giving patterns is no easy task, but fortunately, DonorPerfect fundraising and donor management software can do it for you.

DonorPerfect fundraising software turns donor information and engagement records into actionable data that helps you identify and track who your multichannel donors are and what motivates them to support your mission.



## Multichannel donor management features in DonorPerfect include:

- Comprehensive donor profiles that help you identify who donors are so you can effectively engage them
- Flags to identify donor behaviors that enable you to segment communications
- Customizable reports that identify major donors, episodic donors, giving frequency, and more
- Integrated online forms for donations, registrations, volunteers, and crowdfunding
- Constant Contact email marketing integration to create, track, and manage email communications to new, current, and prospective donors

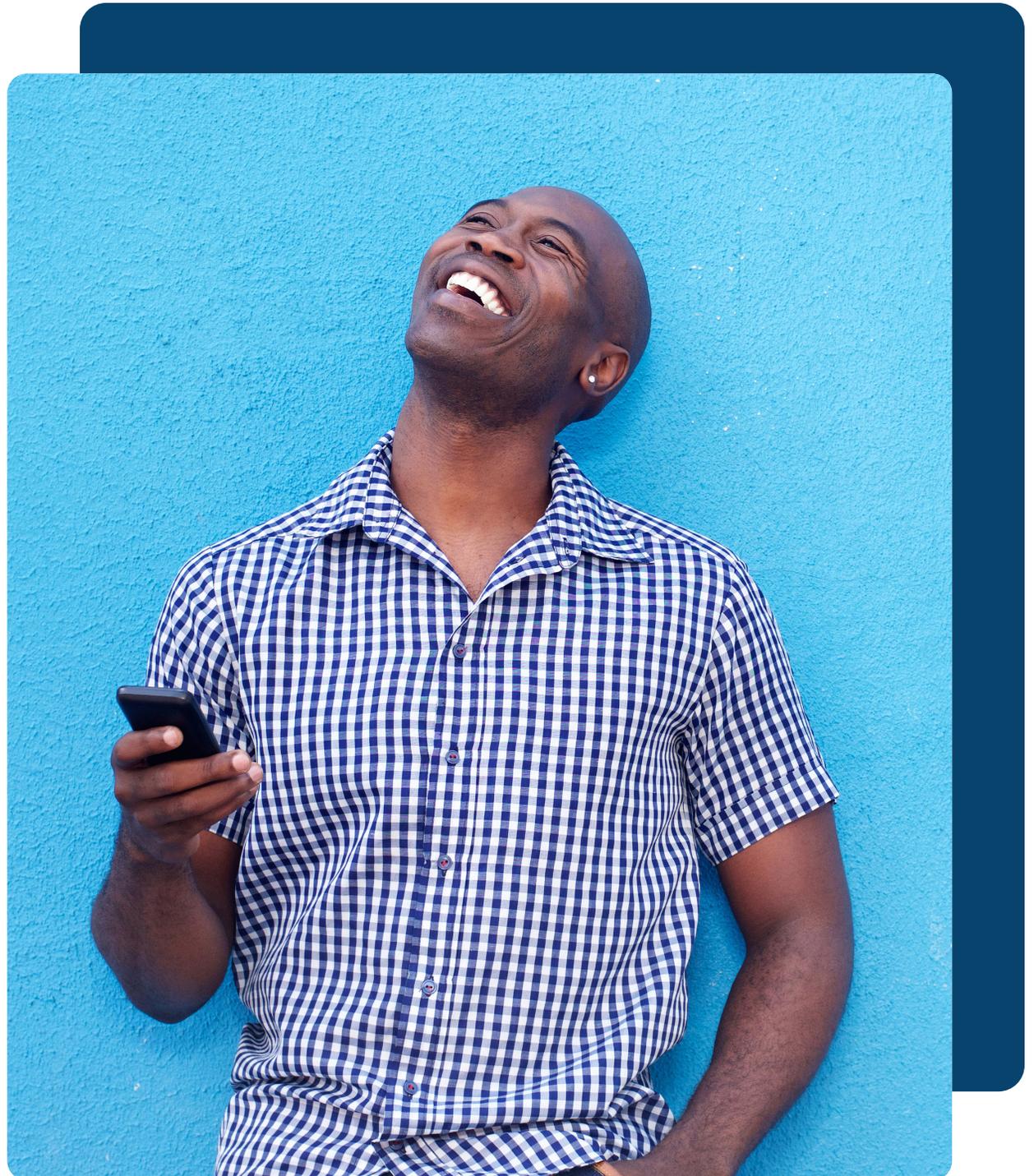
Having these tools and features make a difference. Data shows that fundraisers who use DonorPerfect grow faster, communicate more effectively, and raise more money.

In their second year with DonorPerfect, users achieve a 15% increase in revenue, and their average gift amount grows by 58%!

Know your donors, grow your donors, and save time while raising more money. See all that DonorPerfect fundraising software can do for you, your staff, and your organization as a whole.

Visit [www.donorperfect.com](http://www.donorperfect.com) to get a demo.

Average gift amount grew **58%**



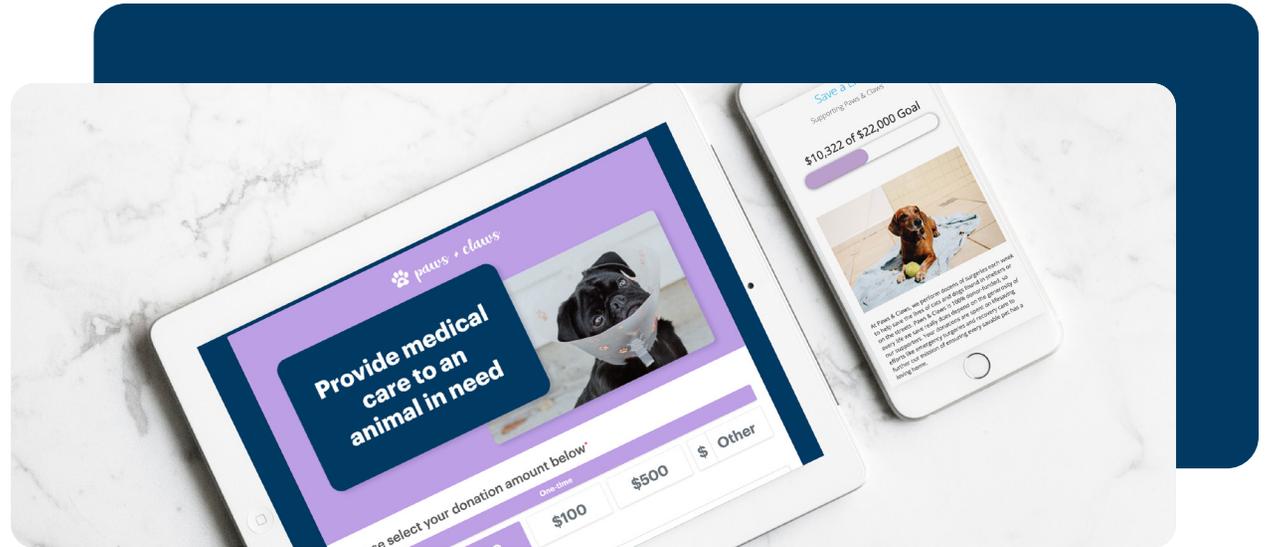
# CHAPTER TWO

## Craft an engaging digital presence that promotes giving in multiple ways

A successful multichannel fundraising strategy reflects a donor-first approach to every move you make. That includes building an experience across all of your digital touch points that informs donors of your work, creates an emotional connection, compels action, and encourages loyalty.

In order to maximize online giving, you should always pair your website, emails, and social media campaigns with a variety of ways for donors to support your cause that are quick and easy, not only for your donors to engage, but for you to manage.

**47%** of Millennials donated in 2016



## Online engagement tools to gain and retain multichannel donors

### Online forms

From generational shifts in giving to the birth of the rage donation, online forms have become a must for nonprofits in our increasingly digital age.

### Offer giving methods for your future donors

According to Pew Research Center, 75 million people on the planet are millennials, making this group of tech-savvy, avocado-loving do-gooders the largest generation of donors yet.

Unlike Gen Xers and Baby Boomers who spent their lives paying by check, millennials were practically born doing everything - from learning and communicating to shopping and consuming content - online. When tailoring your fundraising strategy to connect with millennial donors, consider the following stats:

47% of Millennials gave through an organization's website in 2016.

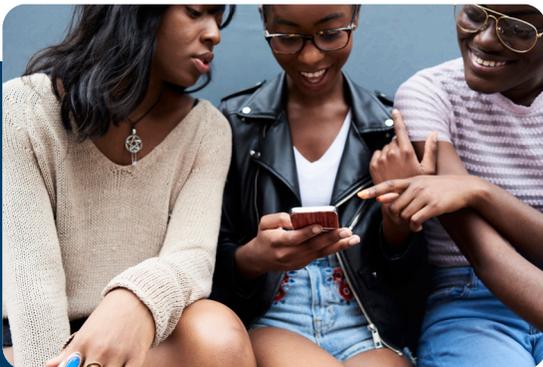
44% of millennials said they'd rather use their mobile phones than use cash to pay for small items.

The statistics above are from [nonprofitssource.com](http://nonprofitssource.com).

As younger millennials gain more spending power, these giving statistics will sway even further toward the need for your nonprofit to offer a fully online donor experience, from rich and routinely-refreshed website content to easily-accessible online forms for gifts, event registrations, and volunteer signups.

### **Don't miss out on gifts spurred by social media**

With the rise of the “rage donation” and the increasingly social aspect of fundraising, crowdfunding for your cause isn't just a no-brainer, it's a necessity. Monetize your social media channels by pairing captivating photos and heartfelt stories with donation - and crowdfunding forms when appropriate - that makes it easy for your donors to support and share about causes that matter to them.



### **Join in on the fun of #GivingTuesday**

Although #GivingTuesday has been dismissed in past years as a fleeting blip in a year of giving spikes, nonprofits can no longer ignore its popularity and influence on the way new and young donors discover and promote causes and organizations. In 2018, #GivingTuesday went from fad to phenomenon, dominating social media and raising over \$380 million for nonprofits around the world in just 24 hours. If you're not equipped to collect donations online, you can't participate in a worldwide event designed to get your organization the attention it deserves.

### **Choose online forms that are designed for fundraising**

With DonorPerfect Online Forms, giving a donation, registering for events, or signing up to volunteer online is a breeze for your supporters to figure out - and yes, easier for you to process!

But why not PayPal?

Donors trust branded forms over basic ones - a lot more.

People are 6x more likely to donate to a form that reflects your logo than

one that doesn't. Customize yours and embed it right onto your website with DonorPerfect Online Forms.

Save time. DonorPerfect Online Forms syncs donor and gift information right into your constituents' records in DonorPerfect automatically. This typically saves administrative staff 10 hours a week.

Save money. DonorPerfect Online Forms allows donors to cover the small processing fee associated with their gift. On average, 7 out of 10 donors pitch in!

People are **6x** more likely to donate to a form that reflects your logo than one that doesn't

“DonorPerfect Online Forms is so much easier to use than PayPal. When we used PayPal, I had to manually enter donations and download transaction listings and thank you letters. Now that we have DonorPerfect Online Forms, everything’s there. All I have to do is hit ‘Download to DonorPerfect’. We also have Account Updater, which automatically updates donor payment info when it expires or changes, so we never miss a gift.”

- Sarah Pigott, Development Coordinator at APH

Nonprofits that use DonorPerfect Online Forms substantially increase multichannel engagement because they make it easy to give donations, sign up for monthly pledges, and register for events and volunteer opportunities from the convenience of their home, office, or on the go from their mobile device.

## Crowdfunding

DonorPerfect Crowdfunding encourages your supporters to leverage social media and email to spread the word about your organization.

- Fast and easy setup and customization for you and your supporters
- Unlimited mobile-responsive crowdfunding forms
- Easily trackable individual and overall progress
- Seamless integration with DonorPerfect

**Chicago Coalition for the Homeless raised 3X their \$1,000 crowdfunding goal in just 24 hours on #GivingTuesday.**



CHICAGO COALITION  
FOR THE HOMELESS

Chicago coalition for the homeless crowdfunding goal: **\$10,000**

Money Raised on Giving Tuesday: **\$29,619**

Donations received: **174**

## Email communications

Keeping in touch with donors gives you the opportunity to continually remind them of how much their support means to your overall mission. Multichannel donors will give to campaigns online, at events, and participate in volunteer days all year round - so it's important to keep them in the loop.

38% of online donors are inspired to give from an email. (Nonprofit Tech for Good)

First-time donors who receive a personal thank you within 48 hours are 4x more likely to give again. (Guidestar)

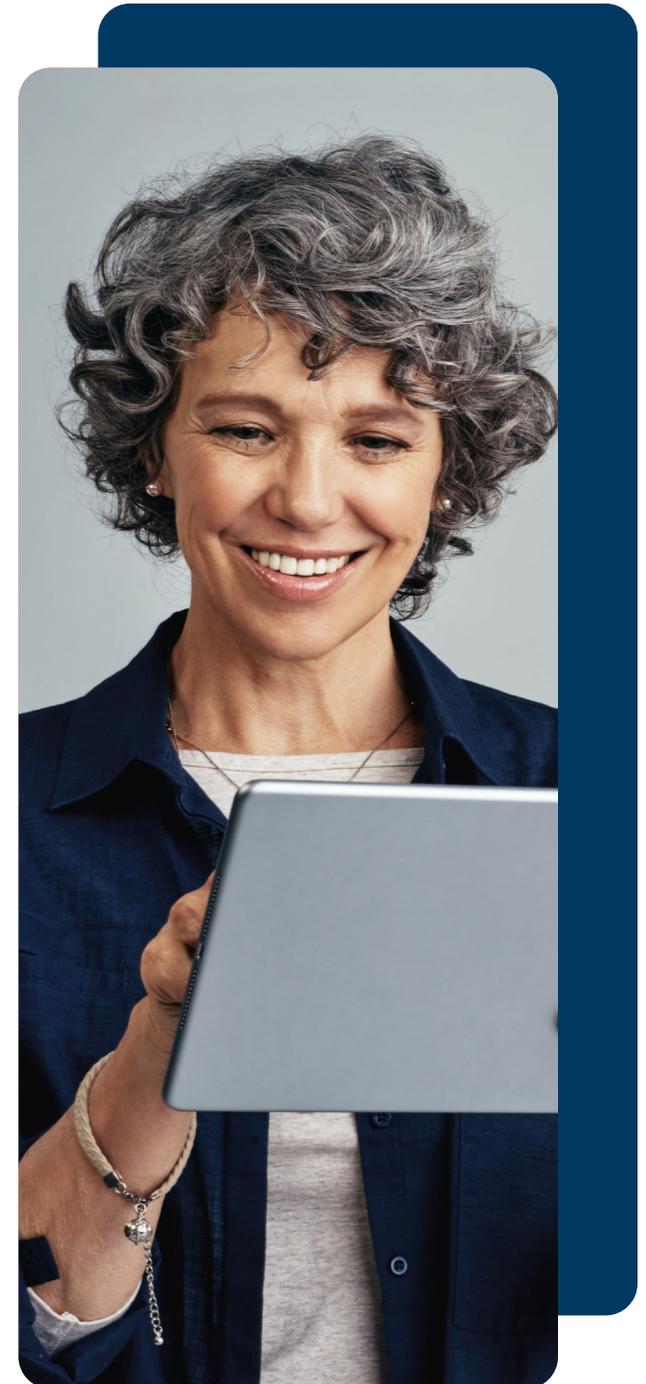
With numbers like that, it's safe to say that investing in a tool that helps you and your staff reach out to donors and respond to their engagements frequently and in a timely manner is extremely important to a successful fundraising strategy. DonorPerfect's seamless integration with Constant Contact email marketing is designed to turn fundraisers into email marketing experts, so you can create and maintain multichannel donor

relationships right from your desk, using:

- Easy to customize, easy to personalize, mobile-responsive email templates
- Simple contact management for segmented messaging
- Email tracking tools (opens, clicks, shares, and more)
- Powerful list building tools to create effective automated campaigns
- Easy RSVP functionality for event registrations

Download a free copy of Email Best Practices for Fundraising at [www.donorperfect.com/ebp](http://www.donorperfect.com/ebp).

**38%** of online donors are inspired to give from an email



“With GiveCloud’s integration with our DonorPerfect database, we have streamlined our donation and sales processing and data entry. Now we have more time to focus on our education and advocacy for the Adirondacks.”

- Tyler Frakes,  
Membership Director at  
the Adirondack Council

## Nonprofit Website

Your website serves as the central hub of your organization’s online activity. In today’s digital world, a modern, updated website packed with touching photos, heartfelt testimonials, donation and registration forms, and social feeds is a must. And for multichannel donors, your website can be their single source of information to keep up with your latest fundraising campaigns, events, and more.

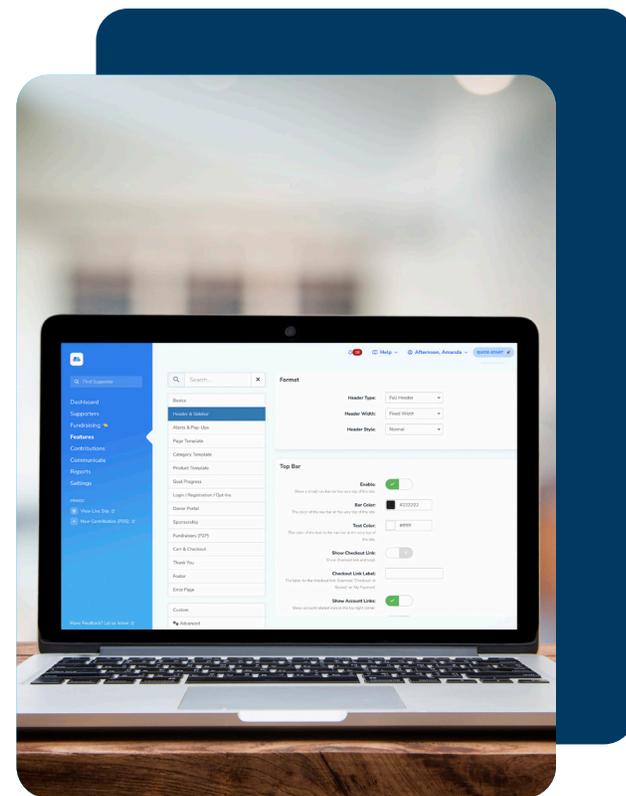
72% of nonprofit marketers say website traffic is one of the most important

metrics to follow. (IronPaper)

If your website needs a makeover, don’t stress! You don’t need a web team to make it happen. There’s a tool so easy, you can have your website up, running, and continuously updated in-house, by your staff. That way, it will always be fresh and engaging and your entire team will feel proud to have a part in it.

GiveCloud is designed to help nonprofits make the best impression online easily, efficiently, and effectively. Designed for fundraisers who don’t have time to learn complicated technology, GiveCloud is a website builder that includes:

- An easy-to-use content management system
- A stylish template library (insert photos, change layouts, add and edit content)
- A donor portal, online forms, e-commerce store, ecards, and ticketing
- A seamless integration with DonorPerfect - all donor information, gifts, registrations, and signups collected by your GiveCloud website flow automatically into your DonorPerfect system



**72%** of nonprofit marketers say website traffic is one of the most important metrics to follow

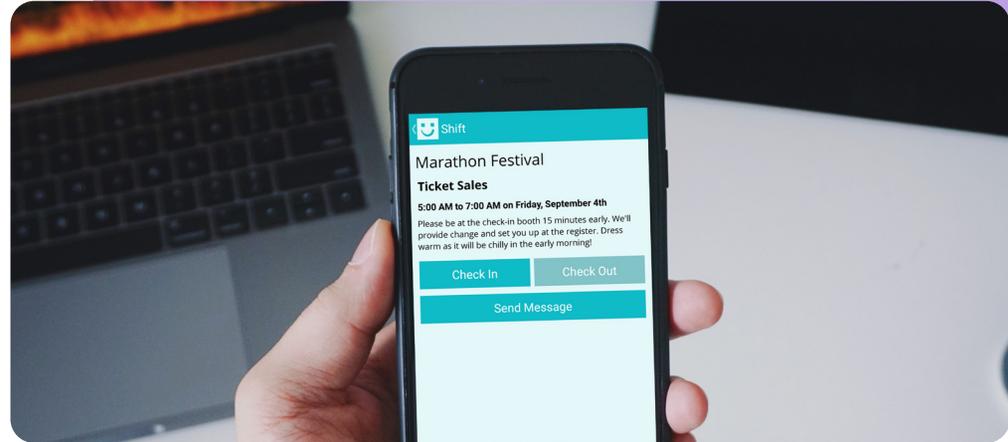
# CHAPTER THREE

## Make giving personal by hosting fun and engaging events

Meeting donors face-to-face gives you a unique opportunity to really know them and for them to know you. The type of event you throw, the diverse personalities of your team, the way you weave your mission into the details of the day - all of these things make an impression.

While events can be a heavy undertaking, there are tools to make managing volunteers, collecting gifts, and entertaining guests a whole lot easier.

Download How to Plan a Nonprofit Fundraising Event on a Budget at [www.donorperfect.com/plan](http://www.donorperfect.com/plan).



## 4 tools event fundraisers will love before, during, and beyond the big day:

### 1. Volunteer management app

Multichannel donors enjoy spending time contributing to your mission by working in the field. Seek out, sign up, and stay in touch with multichannel donors who volunteer with VolunteerLocal, an app that offers hassle-free signups and updates. It makes post-event communications a simple and seamless experience.

Keep records of volunteer activity by importing volunteer information and

hours into DonorPerfect for better reporting, segmentation, and recognition of their volunteer status within your system.

- Quickly and easily recruit volunteers through a self-scheduling interface.
- Manage volunteer groups and block out times for them.
- Create registration forms with your logo and desired fields.
- Send and schedule text message updates.
- Check in volunteers on-site via mobile.
- Generate summary reports in DonorPerfect.

## 2. Text-to-Give

90% of text messages are read within 3 minutes, so why not leverage the power and popularity of text messaging to stay in touch with your multichannel donors?

Promote on-site giving at your event by making it a group activity with DP Text. Paired with a live goal meter that puts your guests' generosity on display, DP Text can help you raise more money in just 4 simple steps:

Step 1 — Choose your most compelling goal and project the goal meter in a high-visibility area.

Step 2 — Announce your goal and invite guests to contribute.

**90%** of text messages are read within 3 minutes

Follow the lead of this example:

“Tonight, we need to raise \$8,000 so we can open a new shelter that will provide homes, food, and much-needed care to 100 displaced animals in our city. You can make this goal a reality by texting “PLEDGE” to 9999, then reply with the gift amount you’d like to contribute. This goal meter will reflect how close we are to making this new shelter happen. With your support, I’m confident that we can reach our goal tonight.”

Step 3 — Assign a volunteer to add offline checks and cash gifts to the total and to make announcements as the meter reaches significant amounts.

Step 4 — After the event, text everyone who pledged through DP Text with a single, mass text that links them to your donation form: “Thanks so much for your pledge yesterday. Click here to give now!”

### Tip:

Encourage text message opt-ins at the event and keep your donors posted on all sorts of fundraising campaigns year-round. The best thing about text updates? Your donors will always see them!



Goodman Jewish Family Services of Broward County leaned on DP Text to boost pledges and gifts for their Feed the Need Brunch.

75% of pledges were fulfilled during the event.

100% of pledges were fulfilled by the end of the week.

They raised \$261 more per attendee with DP Text.

**75%** of pledges were fulfilled during Goodman Jewish Family Services Feed the Need Brunch

“DP Text allowed us the ability to not only raise money but give that instant gratification - to donors by seeing how much we raised, the board members by being able to show their guests how we operate and the community by highlighting our results live in front of their eyes. It is a great tool that every nonprofit should use. We’ve incorporated it into our monthly messaging for event reminders, success stories, highlighting our mission and ticket sales.”

- Brett Diaz, Marketing Director at Goodman Jewish Family Services

### 3. DonorPerfect Mobile

Designed for accepting gifts on the go, DP Mobile enables you to quickly and easily accept donations at events, while automatically updating the donor’s record in your database.

### 4. Auction Management Software

Give your multichannel donors something to bring home by pairing your event with a lively auction. Whether you’re new to fundraising auctions or an experienced auctioneer, you can take the hassle out of live, silent, and online auctions with ReadySetAuction, a cloud-based auction software.

Visit [www.readysetauction.com](http://www.readysetauction.com) for a free trial.

# CHAPTER FOUR

## Don't underestimate the power of direct mail

Sure it's pricier and more time consuming than email, but numbers show that good old-fashioned snail mail hasn't lost its charm - especially when it comes to fundraising. Because your multichannel donors give in all sorts of ways, you can be confident that your investment in direct mail appeals won't be lost on them.

Direct mail has a 4.4% response rate

Email has a 0.12% response rate

Direct Marketing Association (DMA)

"Giving, receiving, and handling tangible objects remain deep and intuitive parts of the human experience."

- The Private Life of Mail:  
A Study by UK Royal Mail

## Even millennials love mail

While some say they're abandoning the fixtures of the past, millennials still have a penchant for things they can hold on to, including old-school Nintendo systems, vinyl records, and yes, even snail mail.

36% of donors under 30 look forward to checking their mailboxes each day.

95% of 18-to-29-year-olds say they enjoy receiving personal cards and letters.

According to Accenture, your fastest growing group of donors will have \$1.4 trillion in spending power by 2020, so don't phase out direct mail appeals just yet.

## Keep your contacts fresh

Over 40 million Americans change addresses annually. Ensure that your data is always up-to-date with DonorPerfect's National Change of Address (NCOA) and Canadian Change of Address (CCOA) services.

- Screen your entire database to update all US and Canadian addresses at once.
- Save time and reduce errors by automating the update process.
- Save money on postage and materials by reducing duplicate mail.

**95%** of 18-to-29-year-olds say they enjoy receiving personal cards and letters

# The Key to Multichannel Fundraising Success

Creating, maintaining, and developing awesome relationships with multichannel donors isn't rocket science. It's all about consistency.

## Consistent Communication

Remember, multichannel donors are super fans of your organization. They give in different ways because they're dialed into what you're doing.

Regularly reach out to your multichannel donors to:

- Thank them for their support.
- Show them how their donations are helping your cause.
- Invite them to upcoming events .
- Ask them to volunteer.
- Remind them that their generosity encourages others to give.
- Keep them updated on what's new.

Don't limit these communications to email. Be sure to keep your website, social channels, direct mail appeals, and personal engagement efforts up-to-date, too.

## Consistent Branding and Messaging

Naturally, nonprofits spend a lot of time trying to figure out who their donors are. But don't forget - it's just as important to understand who you are as an organization. Chances are, there are other organizations whose missions are a lot like yours. That's why it's important for you to focus on building a recognizable brand with strong messaging that sets your nonprofit apart. Your brand's look and feel and voice and tone should be reflected in all of your communications, both online and offline.

## Consistent Growth

While it's tough to get everything right on the first try, the good news is, you don't have to! By connecting your website, emails, and crowdfunding campaigns to DonorPerfect, you can effortlessly record and report on multichannel donor engagement. That way, it's easy to measure the effectiveness of every move you make.

### Tip:

Need help? Create a page on your website to recruit volunteers who are experienced in digital media, marketing, design, and copywriting. There are many talented professionals who would love to give back by lending their skills to a cause like yours. All you have to do is ask!

## About DonorPerfect

DonorPerfect gives you all the tools you need to engage, inspire, and retain your donors. Its core CRM (Customer Relationship Management) system expands to incorporate growth tracks that support initiatives like online fundraising, donor engagement, fundraising events, and donor retention. From online giving solutions with integrated payment processing to email and mobile marketing tools to highly customizable reporting, DonorPerfect empowers your team to work better together on a single platform, learn what makes your donors move, and most importantly, cultivate the relationships that will make your mission a reality.



**Start expanding your multichannel donor base today. Learn all the ways DonorPerfect can support, enhance, and improve your multichannel fundraising strategy.**

**1.800.220.8111**  
**donorperfect.com**

