IDENTIFYING YOUR DONOR SEGMENTS

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Identify Your Donor Personas

Today's nonprofits can't rely on reaching every donor with a blanket approach or their fundraising efforts run the risk of feeling Impersonal. **Defining specific identities within your donor base allows you to provide tailored engagements that ring true with each supporter.** In your world, personas - profiles of your nonprofit's typical constituents - are defined by who the donor is as a person: their jobs, goals, challenges, and above all, what influences their giving behavior.

Need help figuring out your donor personas? DonorPerfect can help with that!

Download the *Donor Persona Checklist >>*

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Message Mining Calls For Core Messages

Message Mining is a process to learn the language that your donors are using. It greatly impacts the effectiveness of our communications because we are writing through the donors 'lens' instead of how internal staff understands and relates to the organization. You'll be surprised by the differences once you start this process!

Message Mining involves 1:1 recorded and transcribed conversations with donors to uncover their underlying pain points, frustrations, and deep desires. It's particularly important to notice patterns in language differences between different segments of donors.

The following steps will walk you through the Message Mining process!

STEP 1: Setting up Interviews

The first step is to schedule conversations that will help you learn about your donors. To do that, find 5 people from at least one persona group or a prospect group to interview via Zoom.

Email script to schedule the Message Mining calls:

"Hi [insert name],

I'm working on crafting some language for our work over at [your organization] and instantly thought of you as someone whose feedback I value. Do you have 30 minutes to chat with me about [insert topic of the Message Mining/your organization's work]?

For full transparency, this is not a fundraising call, our chat is purely for research purposes to help me improve [insert goal].

Here's a link to schedule a time that works for you [Send a Calendly link to schedule a 30-45 minute call on your calendar or send options for times if you don't have a calendar scheduler].

Warmly,
[Insert name] "

STEP 2: Message Mining Calls

When you are on the Zoom call, **press record! Recording and transcribing are the most important part.** You start Message Mining by asking specific questions to get to the root understanding. Below you will find suggestions for your calls but please add your own questions. The end goal is for you to identify how a donor understands and connects to your specific mission.

CONNECT

"Hey [first name]! How's your day going?!"

"[something about their day] Well I'm SO excited to chat with you. Thanks for being willing to hop on! Excited to hear more about you and your [life, interests, connection to our organization, etc.] so I have a few questions!"

UNDERSTANDING WHAT DRIVES THEM - FROM FEAR TO DESIRE

"I know that you are a [donor persona characteristics or giving habit characteristics depending on what you have for the person] who [insert something specific here] and I'm wondering - what do you find frustrating about [issue area your organization focuses on]?"

"What keeps you up at night around this issue?"

"If you could choose ONE thing about [the issue area your organization addresses] and change it, what would it be?"

"What is your goal with [the thing your organization does]?"

"What would change for you if you saw the impact of [your organization] in more places?"

> *NOTE: As the conversation continues, simply ask for stories to dig deeper. Let them get lost in a story so you can hear their language and see where their brain is going!*

ENDING THE CALL

"Are there any other questions that you are dying to ask me about [your organization] before we hop off this call?"

"It has been so great getting to chat with you about [insert topic of your conversation or some great insight/themes that came up on the call]. I feel like I have learned so much from our conversation!

"Thank you so much again and have a great rest of your [day/night/week/weekend]!"

STEP 3: Transcribe the Calls

Once you are done with the call, go to an online transcription service and upload the mp4 file to the website. Ideally, when you get it back you can print it out and highlight it. **Start to notice the patterns in the language that people are using.**

STEP 4: Trends in Transcripts

Now it is time to map the patterns that you found in those conversations into 4 categories.

💡 SUCCESSFUL STORIES

This is a story about something that they never want to experience or see again. **Write out 10-50 specific frustrations they are experiencing.**

1. _____

2. _____

3. _____

4. _____

5. _____

6. _____

7. _____

8. _____

9. _____

10. _____

💡 PAIN OR FEAR

This is an uncomfortable emotion attached to a specific cause.

Write out 10-50 fears.

1. _____

2. _____

3. _____

4. _____

5. _____

6. _____

7. _____

8. _____

9. _____

10. _____

💡 DEEP DESIRES

This is the transformation that they desperately want to see happen in their life or in the world around them but it hasn't happened yet.

Write out 10-50 of their unmet desires.

1. _____

2. _____

3. _____

4. _____

5. _____

6. _____

7. _____

8. _____

9. _____

10. _____

💡 QUESTIONS

Any questions they ask are super valuable pieces of information because it will show you what is important to them or what is confusing or unclear to them.

_____

_____

_____

_____

_____

💡 Try to recognize 2-3 patterns that keep popping up over and over.

1. _____

2. _____

3. _____