



Donor Acquisition

Presented by Mary Sumners

Vice President, Kennari Consulting



A vertical banner on the left side of the slide, featuring a grid of 12 small, faded portraits of diverse women smiling. Overlaid on this grid is the text 'About KENNARI CONSULTING' in white.

About KENNARI CONSULTING

Our Mission

To change the face of philanthropy, moving nonprofits of all sizes to greater capacity and meaningful impact within the communities they serve.

Services in:

- Campaign Consulting
- Grant Strategy Consulting
- Project/Program Development
- Annual Giving Consulting

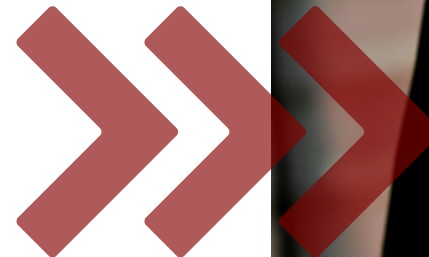
Introduction

Name

Mary Sumners, Kennari Consulting

Experience


*More than 25 years in fundraising,
including annual giving and board
development consulting*





Housekeeping

- A recording of the presentation, slides, and any other associated recap materials will be distributed via email after the presentation.
- We will take questions throughout the presentation through the Chat box – feel free to also ‘un-mute’ yourself!



Donor Acquisition

as a part of the overall Fundraising Plan

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- Donor Retention rates are hovering at 55% – that means you need strong acquisition each year in order to grow your fundraising
- Acquisition is costly, but once someone becomes a donor, retaining them is less costly – you should still be evaluating that ROI so you are managing the return:
 - Digital Acquisition – *low return low cost*
 - Direct Mail – *low return high cost*
 - Broad engagement at an event with multiple outcomes – *mid-level return and mid-level cost*
 - Person to person – *high return low cost*

Donor Acquisition

as a part of the overall Fundraising Plan

(Continued)

- Your plan should contain multiple strategies/opportunities to obtain new donors
- Each activity designed to acquire donors needs to include an ask, not just an opportunity, to give
- A Welcome Email is the first step toward good retention



Building the List

Building the List

Events

- Drawings
- RSVP's or Registrations
- QR Codes for more Info
- Giving an item for making a gift
- Volunteers
- Identification/Cultivation of current donors

GET INVOLVED



Our vision is to provide comprehensive residential services for men and women on one campus. We've reimagined our existing spaces, acquired new property and engaged in a capital campaign to bring this vision to life. For the first time, we can offer residential treatment services for women, and sober living options for both men and women.

How would you like to get involved in helping us save lives?

- I'd like to take a tour.
- I'd like to meet with someone one-on-one.
- I'd like to host a small group in my home to learn more about the project.
- I would like to make a gift to the campaign – please contact me to discuss the options.
- I would like to make a gift of \$_____ today.
 - Check enclosed, payable to Harbor Hall Foundation.
 - Please charge this gift to my ___ Visa ___ MasterCard ___ Discover ___ Amex

Card Number _____ Exp: ___ / ___

Signature _____ Sec. Code _____

Name _____

Address _____

City _____ State _____ Zip _____

Email _____ Phone _____



Make a secure online gift.

Building the List

Corporate Prospects

- Engage All Board – not just one Committee
- The first engagement does not have to be with the decision maker
- Relationship Mapping Exercise

Step 1: Identify five groups you are in regular contact with: work, school, church, golf league, partner's work, former colleagues, etc. Take a minute and write down those five groups below.

Step 2: Identify who you know in those groups that would have a vested interest in learning more about *Organization Name*. Who do you know who has a resource to share whether financial, time, or talent?

Step 3: After you have your names filled in, is there someone who could help you fill your table? Perhaps that person who is really involved in the community or at your church? Circle that person's name and ask them to co-host with you.

Bonus: For those of you who have hosted a table for *Organization Name* before, be sure to invite those who sat with you last year and gave a gift. Or ask them to co-host with you this year!

Group 1:

1. _____
2. _____
3. _____
4. _____

Group 2:

1. _____
2. _____
3. _____
4. _____

Group 3:

1. _____
2. _____
3. _____
4. _____

Group 4:

1. _____
2. _____
3. _____
4. _____

Group 5:

1. _____
2. _____
3. _____
4. _____

Relationship Mapping

Building the List

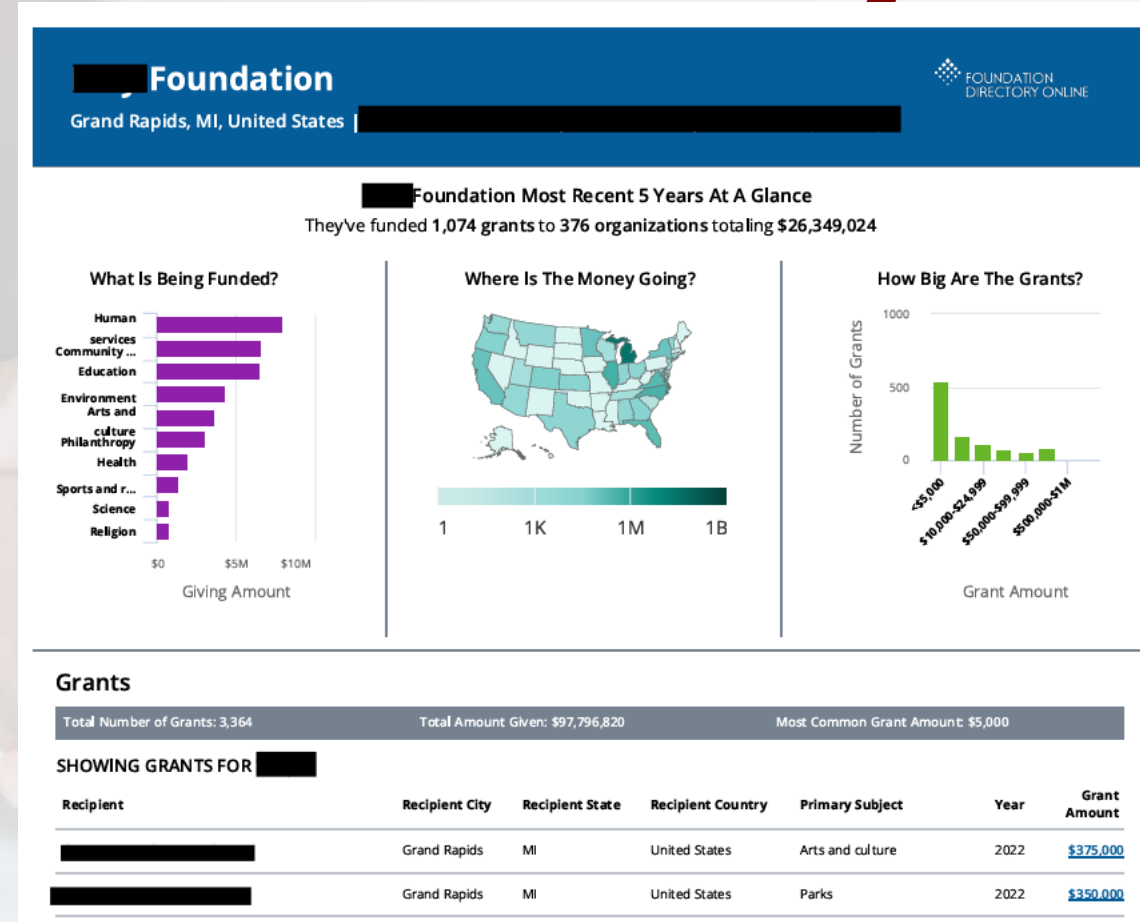
Foundation Prospects

- Foundation Directory Information
- Typically for a specific project, versus general operating support
- Build relationship before submitting grant

Resource:

Foundation Directory

- <https://fconline.foundationcenter.org/>
- Provides Foundation overview, including:
- Grant Interest Areas
- Region(s) typically funded
- Size of grants
- Other organizations that have received funding
-and more



Q & A

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Upcoming Webinars to Build on This Work

- **Donor Retention – September 11**
 - **Annual Giving – September 18**
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