



Hidden In Plain Sight: The Donors, You Didn't Know You Had

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Fundraising Consultant
Jana Swenson Consulting Services



Who's in the Room?

What's Your Name?

What organization do you represent?

Who do you serve?

What donor software (CRM) do you use?



D O N A T E

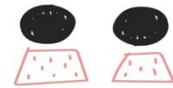


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GIVING



V O L U N T E E R



S H A R I N G



What we will cover:



- › Value of donor acquisition
- › Misconceptions keeping you from new donors
- › Ten places you can find new donors
- › How to turn warm leads into engaged supporters

The Great Pyramids of Egypt

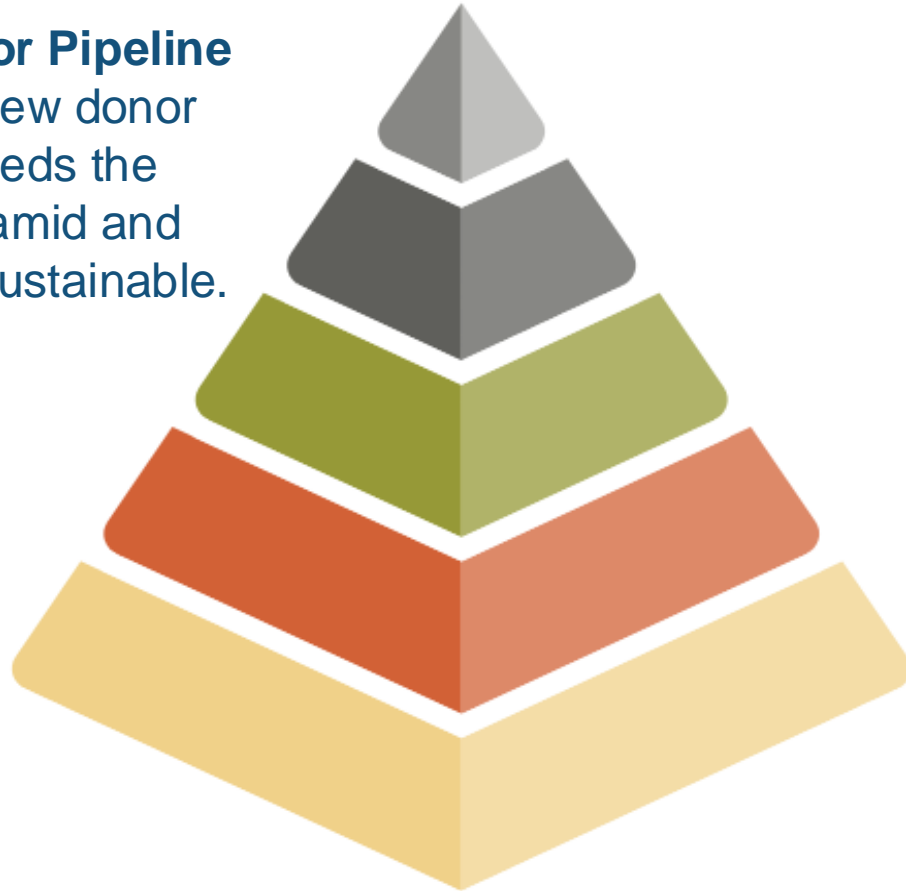
A Solid Foundation



Donor Pyramid

New Donor Pipeline

A robust new donor pipeline feeds the donor pyramid and makes it sustainable.



01

Planned Gift Donors

These donors provide for your mission to out-live them.

02

Major Gift Donors

These donors believe in your mission *and* trust you.

03

Repeat & Increase Donors

These donors are invested in your mission.

04

Send-Time Donors

Second-gift donors are 55% more likely to keep giving.

05

New Donors

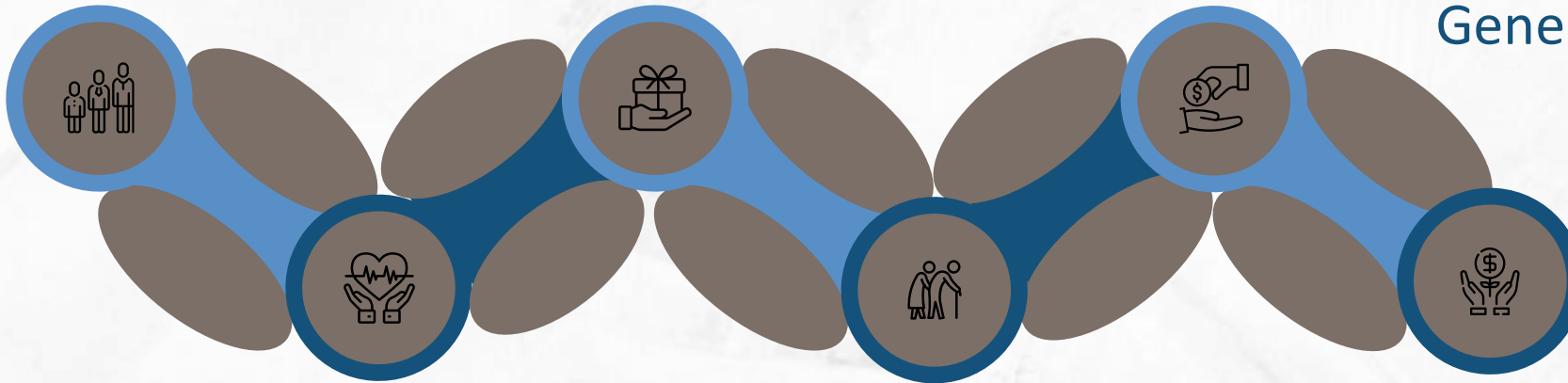
The first step for any donor journey.

A Shrinking Donor Base

The average age of a U.S. donor is 64

Your donors have 15 years left to make their gift

It takes up to seven GenX donors to replace one Boomer/Silent Generation donor



The average life expectancy is 79

GenX donors give 59% less than older generations

The cost of acquiring one new donor is equivalent to the cost of retaining five current donors.

Four Common Myths About Donor Acquisition

MYTH
01

New Donors Are Found Externally



MYTH
02

We Can't Afford Donor Acquisition



MYTH
03

New Grants Will be Better than New Donors



MYTH
04

We Need New Monthly Donors, Not New Donors



Steps to Acquiring First-Time Donors

Identify
Warm Leads



Capture
Contact
Information



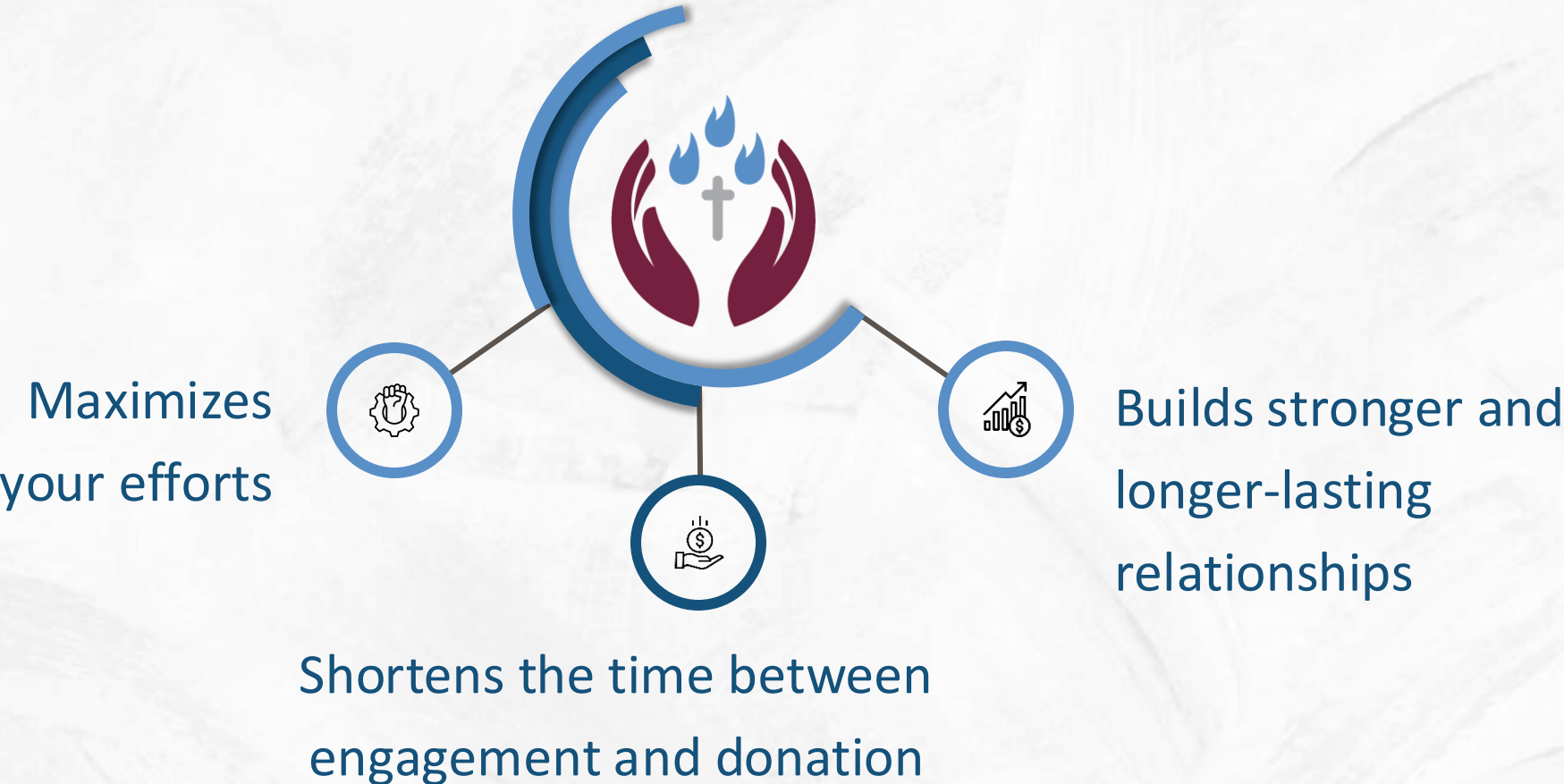
Engage in a
Meaningful Way



Invite Their
First Gift



STEP 1 - Identify Warm Leads



10 PLACES YOU CAN FIND WARM LEADS

Social Media
Followers

One-time and
Lapsed Donors

Email
Subscribers

People
Connected to
Your Clients

Event
Attendees

Current
Volunteers

Former Board
Members

Vendors

People
Connected to
Sponsor
Organizations

Former Staff &
Volunteers

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Project DIVA International

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Bellis



You are worth **hearing**. You are worth **healing**.

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Social Media Followers

SOCIAL MEDIA FOR NONPROFITS



of Facebook users share a post to show their support for a cause and highlight issues that are important to them.



of traffic to fundraising campaign pages comes from social media sources.



of online donors say that social media is the communication tool that most inspires them to give.

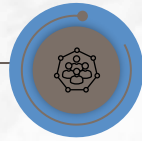


WALLS.IO Source: Nonprofit Tech for Good and Nonprofits Source

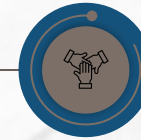
Measuring Warmth



Noticed – have noticed you, but haven't interacted



Associated – are connected through someone else



Involved – have had some interaction with you



Future Donor Mapping

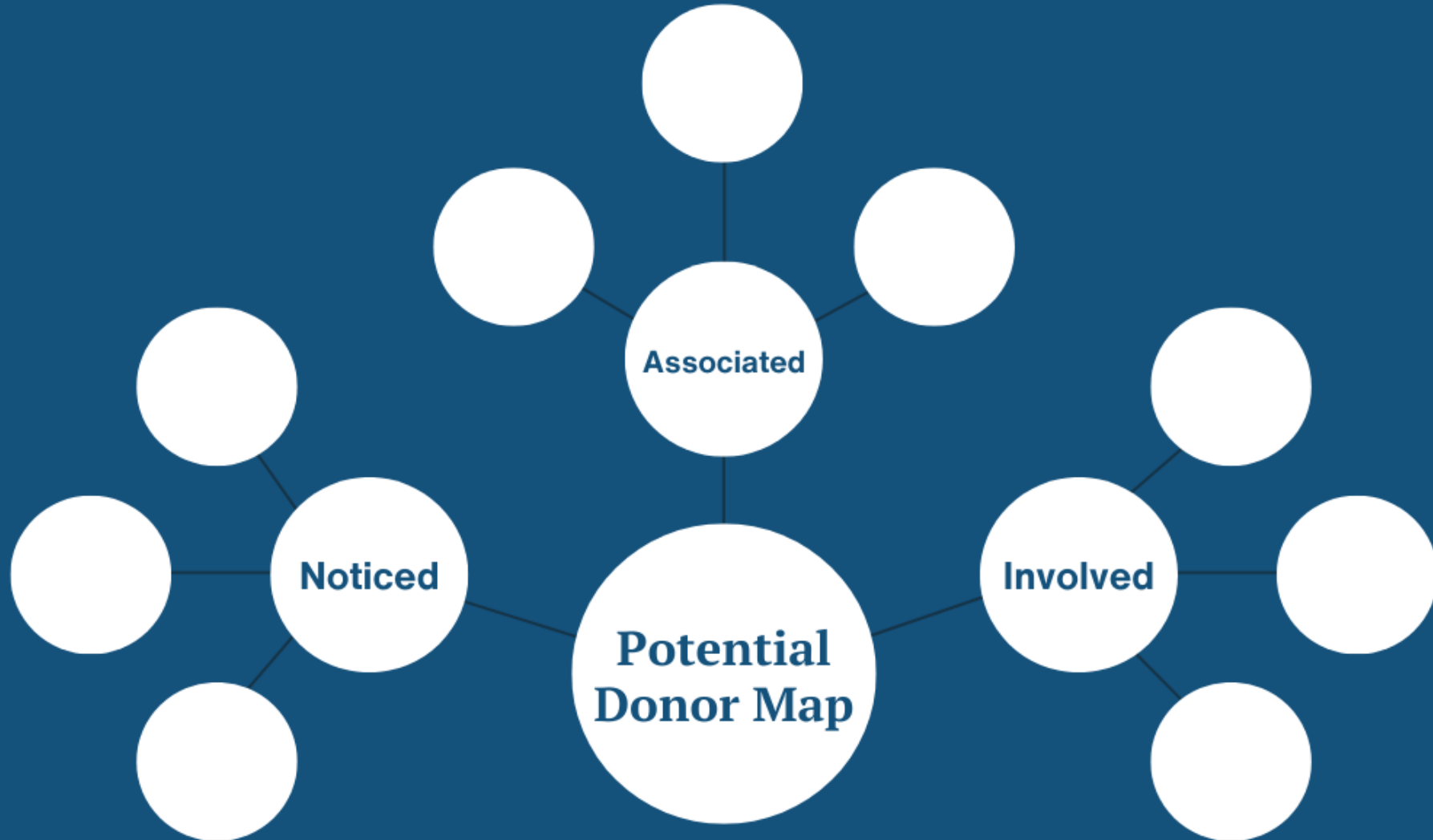
	Warm Leads	Level of Warmth	Method for Capturing Contact Information	Engagement Strategy
1.	_____	_____	_____	_____
2.	_____	_____	_____	_____
3.	_____	_____	_____	_____
4.	_____	_____	_____	_____
5.	_____	_____	_____	_____
6.	_____	_____	_____	_____
7.	_____	_____	_____	_____
8.	_____	_____	_____	_____
9.	_____	_____	_____	_____
10.	_____	_____	_____	_____

Future Donor Warmth

1. Noticed

2. Associated

3. Involved



Ten Places You Can Find Warm Leads:

1. People Connected to Your Clients
2. Event Attendees
3. Current Volunteers
4. Former Staff and Volunteers
5. People Connected to Sponsor Organizations
6. Vendors
7. Former Board Members
8. Social Media Followers
9. One-time and Lapsed Donors
10. Email Subscribers

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Step 2: Capture Contact Information

Identify
Warm Leads



**Capture
Contact
Information**



Engage in a
Meaningful Way



Invite Their
First Gift



STEP 2 - Capture Contact Info

- Use QR Codes and Opt-in Forms
- Add Them to Your CRM and Communication Platform



Step 3: Engage Them in a Meaningful Way

Identify
Warm Leads



Capture
Contact
Information



Engage in a
Meaningful
Way

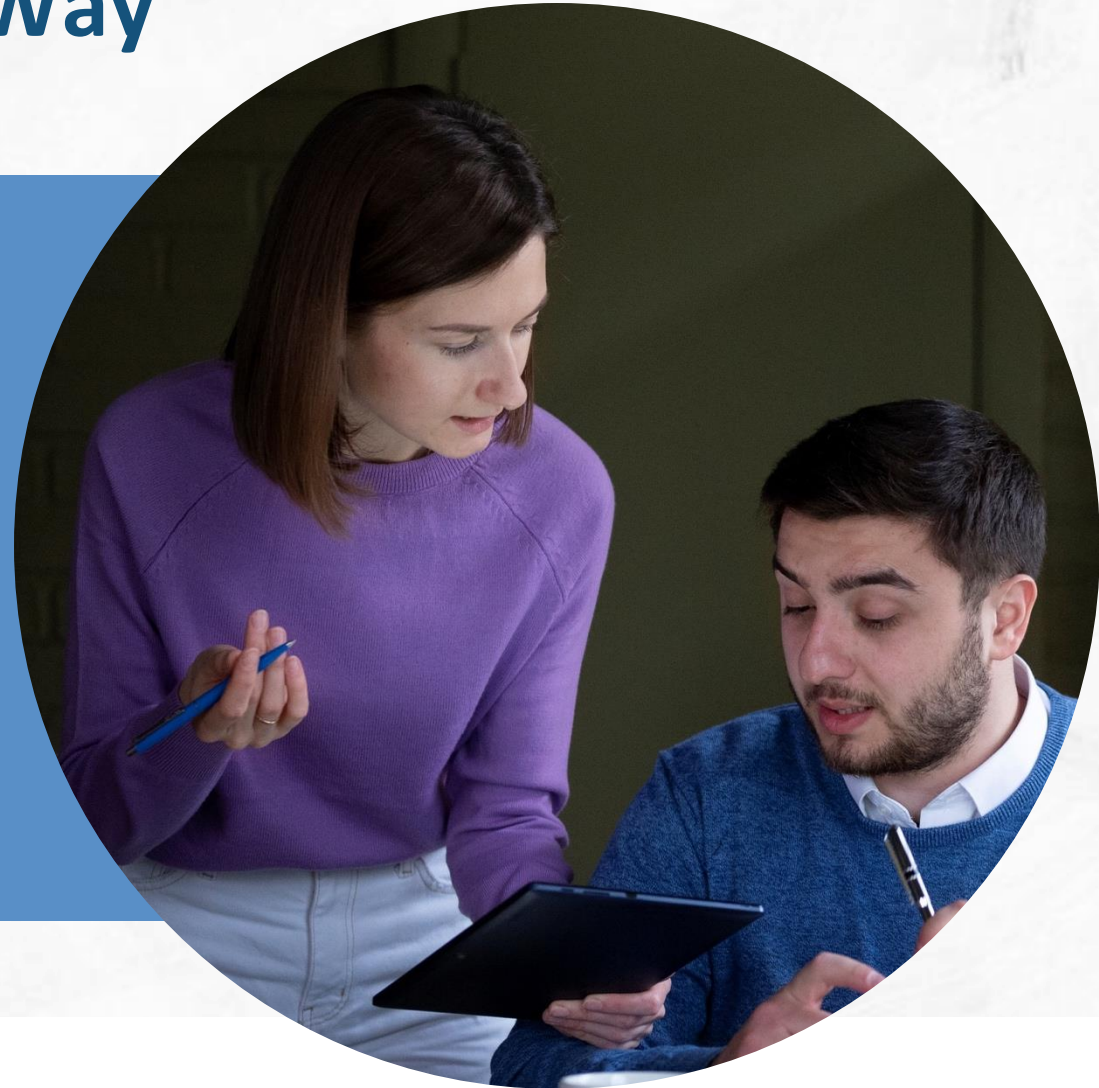


Invite Their
First Gift



STEP 3 - Engage in a Meaningful Way

They've expressed some interest.
Now it's your turn...
Get to know THEM!



ENGAGEMENT STRATEGY

Determine Their Communication Preferences



Phone



Email



Direct mail



Text

ENGAGEMENT STRATEGY

Nonprofits

Warm Lead to Loyal Donor

The goal of this journey is to build rapport with your warm leads so that when you ask them to make a gift it feels like a natural next step to partnering with you.



Email 1

Establish a Mutual Connection

Thank them for their investment. Ask an easy-to-answer question.



Email 2

Invite Engagement

Warm leads are connected because they care about your important work. Invite them to engage further or learn more.



Email 3

Tell a Story

Stories are memorable, they build rapport, and reinforce why your warm leads are engaged with you.



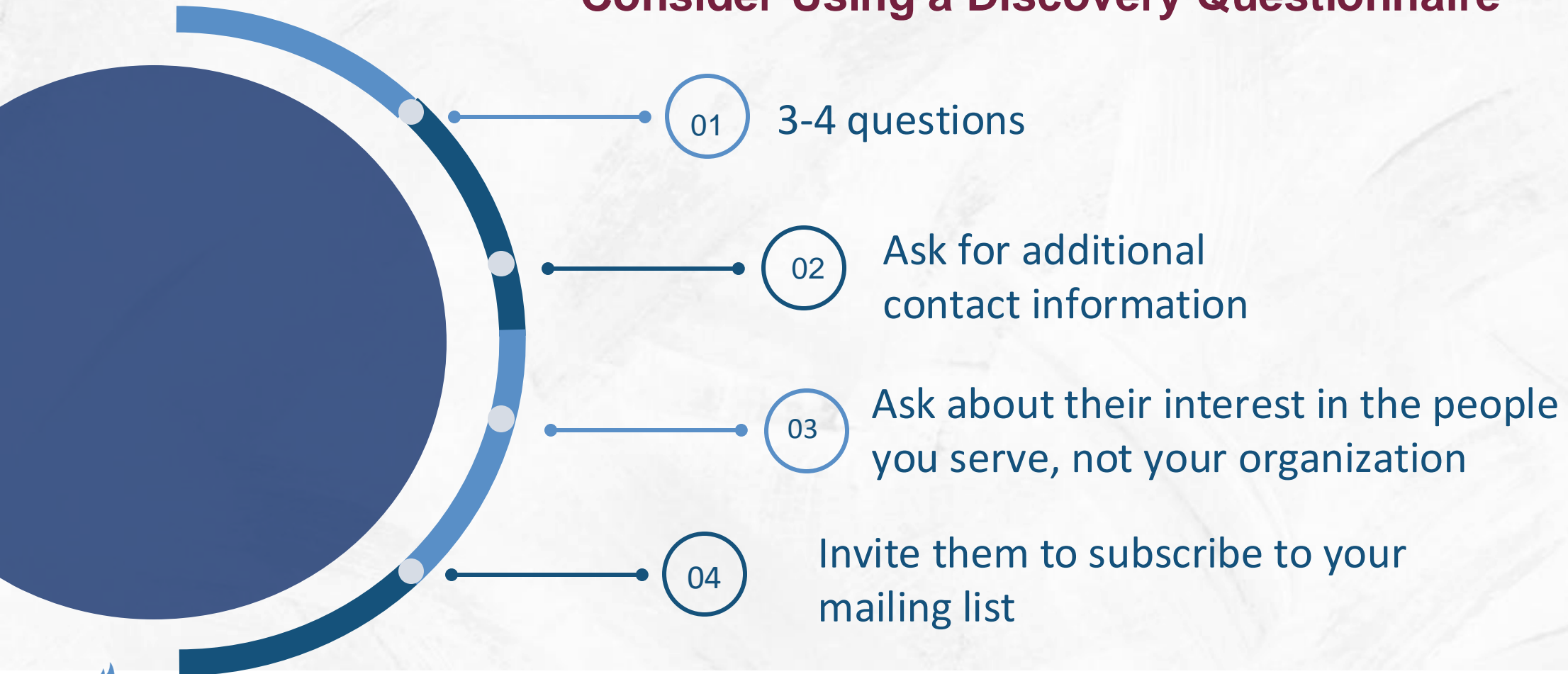
Email 4

Invite a Gift


Share a story of need, meaning this story should not yet have a resolution, and invite your warm leads to solve the need by making their first gift.

ENGAGEMENT STRATEGY

Consider Using a Discovery Questionnaire





 Reservation Request

 Register for Camp Now!

 2025 Camps Brochure

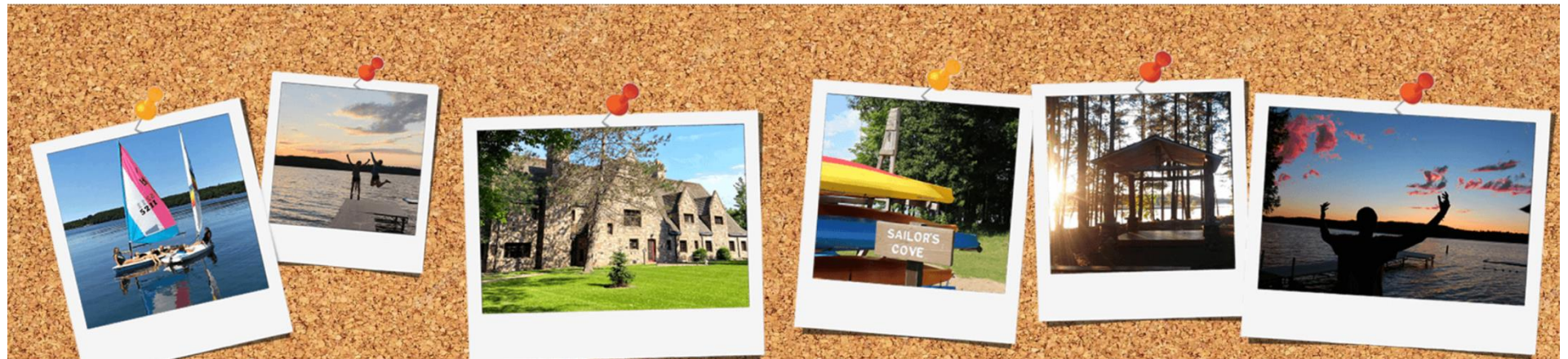
 Bike & Walk Trails Now

- HOME
- ABOUT ▾
- CAMPS + RETREATS ▾
- LODGES + CAMPGROUNDS ▾
- WEDDINGS
- FAITH
- LEADERSHIP DEVELOPMENT
- ADVENTURE
- MISSION (+SERVICE)
- ENVIF

Clearwater Forest Camp & Retreat Center

clearwater forest **OUR MISSION**

Clearwater Forest is a ministry of Christ called to provide faith-building Christian programming, nurture an active Christian community, and be a faithful steward of God's creation. At Clearwater Forest we aim to change lives in God's woods & waters.



ENGAGEMENT STRATEGY

Clearwater Forest Camp & Retreat Center

Who Are Our Warm Leads?	How Do We Engage Them?	When do we invite them?
Board and staff - current	Group meeting; one on ones	
Former board and year-round staff	Start with a think-tank around use of new building	
Current donors with high capacity	Events; one on one invitations	
Past donors with high capacity	Re-engage with automated email series and phone calls	
Presbyteries and Synod	Start by identifying the influencers within	
Churches - current donors/attenders	Endowment Fund committee; "camp Sunday"	
Churches - past or non-donors/past attenders	Start with program marketing; new gym teaser	
2025 retreat groups	Info about new gym in registration folders; looping video	
2023-2024 retreat groups	Start with marketing and new gym teaser	
Current camper parents and grandparents	At closing program while onsite. Include in some of the email series	
Past camper parents and grandparents	start with program marketing; new gym teaser	
Campers	Send info about starting own fundraiser through Neon	
Clearwater Lake Homeowners	Event; one on ones	
Eagle Society members (planned giving)	Special event; follow up calls	
Vendors	Invite to donate services or underwrite campaign gatherings	
Local volunteers	Email series to inform and inspire	
Social media followers	Start by capturing contact information; email series	
RV campers	Plan social event in new gym	

2025 retreat groups	Info about new gym in registration folders; looping video
<input type="checkbox"/> 2023-2024 retreat groups	Start with marketing and new gym teaser
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Gabe's Donation



Tips for Building Trust Through Communication



Communicate consistently
and frequently



Focus on your audience
more than yourself



Personalize whenever possible

Future Donor Mapping

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Step 2: Capture Contact Information

Identify Warm Leads



Capture Contact Information



Engage in a Meaningful Way



Invite Their First Gift



Hagar Year End Appeal

YOU CAN GIVE MAYA A SECOND CHANCE.

Rescue and restore women from
human trafficking with
your gift today!

Hi < first name >,

It's been a while since you connected with Hagar. I hope you and your loved ones are well.

I'm writing because I thought you'd want to know about the impact your past gift has made...

Just eight months ago, Maya*, a 17-year-old girl, was rescued from sex trafficking.



Her story reminded me of the incredible impact supporters like you have made by providing the ongoing resources for rescuing and restoring young women after exploitation.

Your past generosity helped girls like Maya find freedom, begin healing, and reclaim hope through Hagar. And, if you're open to getting reconnected, this letter comes with an opportunity for you to do the same again.

But there are **three things about Maya's and other international sex trafficking rescues that many people don't know:**

- Maya's rescue is just the beginning of a lifelong journey to healing. In many ways, **Maya's need for support has just started.**
- Maya was sold into sex slavery to a US citizen. This isn't just an other-country's problem, **this is an America problem, too.**
- And finally, **Maya's rescue almost didn't happen. See...**

About ten years ago, caring people like you, saved Nin* from sex trafficking. After Nin's rescue, **the same caring people made it**

possible for Nin to receive ongoing support from Hagar including a medical consult, legal aid, and counseling sessions all overseen by a caseworker. Nin's family members also received support and were trained to identify the signs of trafficking.

Because of the investment of caring people, like you, Nin reclaimed a life of freedom. And it was **Nin's family that made the call that saved Maya.** Now Maya needs support for her journey of restoration.

Would you consider making a gift to support of young women like Maya? A donation of any size will bring hope and freedom to women still trapped in exploitation.

Your gift today will help women like Maya and Nin escape trafficking and rebuild their futures. **If you were impacted by this story please use the enclosed reply form and envelope to give. Or, if it's easier, you can visit <insert web address> to give online.**

Your generosity could be the answer to a young woman's prayer for freedom and a new life.

Catherine and Amie

*To protect privacy and safety, we have changed the names in this letter. The pseudonyms do not reflect real identity but allow us to share inspiring stories of resilience.



Scan QR code to easily
make a gift online.



Hagar Lapsed Donor Gift Invitation

Her story reminded me of the incredible impact supporters like you have made by providing the ongoing resources for rescuing and restoring young women after exploitation.

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Your January Good News from Hagar ✨

We are fully into 2025 and as we enter this New Year, we are thankful to have you on this mission with us. You are preventing exploitation and helping survivors heal and rebuild their lives.

Read on to discover what you are making possible in 2025.

Copywriter for Hagar



Samantha Roose

Samantha@samantharoose.com

Connect on LinkedIn

SERVICES

- **Email Marketing:** Turn your subscribers into loyal donors
- **Impact Reports:** Cultivate long-term relationships and increase gift size
- **Messaging Retainer:** Build trust, inspire action, + amplify your mission year-round

Communication Specialists at the Conference

Kristen McGuire:

KWM Writing and Strategy

Julie Wilson:

True marketing

Jeff James:

Spire2 Communications

Q and A





Give feedback to Jana

Scan this QR code



Or go to

<https://talk.ac/Jana>

and enter this code when prompted

FUTUREDONORS

Powered By 

A woman in a tan jacket and black turtleneck is holding a white sign with the text "THANK YOU!". She is standing in a busy office environment with other people and cardboard boxes in the background. The sign is centered in the frame and has a slight shadow on the paper.

**THANK
YOU!**