Getting the second gift from the new donor

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Agenda

• Why focus on the second gift?
• The new landscape of digital donor behavior
• The Basics
• Maximizing your program
Factors influencing the second gift decision

- Explained the specific mission of the organization to me (76%)
- Made me feel that my gift really made a difference (72%)
- Gave me information about exactly what my gift helped accomplish (71%)
Why should you create a second gift strategy?

- New donors who give a second gift within the first year on average are 200% more likely to give again in the second year

- Dramatic increase in Long Term Donor Value (LTDV) and less churn

- Increased net revenue for your program

- Today’s new donor is tomorrow’s major donor and legacy gift prospect.
The New Landscape: Digital vs. Mail Donors
The Growth of Online Giving

- On average, online giving accounts for 10% of total revenue for a non-profit organization.

- Online fundraising grew 13% from 2010 to 2011.

- Online donors tend to give 2x as much for their first gift.

- However, online acquired donors renew at approximately a 10% lower rate than mail acquired donors.
Online Donor Behavior

- Almost half of online donors still give gifts via mail
Online Donor Behavior – Continued

• 40% of donors acquired online will switch to giving via mail within 2 years

• The inverse is not true, only 3% of donors acquired via mail will switch to giving online

• When donors switch from online to mail they tend to give less (more on that later…)

• When donors switch from online to mail, LTDV can increase by 20 – 50%
Second Gift Program: The Basics
Second Gift Program: The Basics

• Speed is strategy

• You can’t thank your donors too many times

• Don’t assume donor channel preference, let them tell you

• You never get a second chance to make a first impression
“Sorry I didn’t call after our first date. I thought I’d go to college, law school and work for awhile to impress you enough so you’d go out with me again.”
Second Gift Strategy: At a minimum…

• Receipt all donors within 48 hours of receiving a gift

• Online donors should receive an instant confirmation email

• Send a “welcome kit” of some kind (can be as simple as a postcard)

• Get them into the cultivation program as quickly as possible
Second Gift Strategy: Receipting

- Thank them up front and acknowledge they are a new donor
- Specifically reference what they gave to
- Give them a snapshot of what their gift is doing
- Include an RD and an envelope
- Invite them to take a tour, follow you on Facebook/Twitter and ask them for an email address
- Ask them to become a monthly giver
Central Union Mission, Washington DC

- Handwritten notes personalized by men in the recovery program.
Second Gift Strategy: Online Receipting

Transactional Email

• Needs to happen *immediately*

• Confirms the gift amount and designation (if applicable)

• Should include your phone number, address and an email contact address for questions
Second Gift Strategy: Online Receipting

Relational Email (Online Welcome Kit)

- 3 – 7 days after the gift

- Affirms the relationship, thanks them for their gift

- Invite them for a tour, link them to your Facebook/Twitter account

- Can include a short story

- Still send them a paper receipt!
Second Gift Strategy: Thank-You Calls

- Should be within the first two weeks
- Just say “thank you!”, no need for an ask
- Get them connected
  - Tour invite, Facebook & Twitter
- Can be done by volunteers
  - 2 - 4 minutes per call
- Prioritize by highest gift amount to lowest
Second Gift Strategy: The Welcome Kit

- Should be sent no later than 3 weeks after the first gift

- Present it as a “mini” annual report and take the opportunity to explain your programs and ministry in more detail

- Be sure to include links to your website, social media properties and blog if you have one

- No ask should be included, however this is a great time to tell them about your monthly giving program and any other types of involvement they can have on a regular basis
Welcome to the Open Door Mission family!

You Are Invited!

Weld love to have you visit Open Door Mission and see the good work you're helping make possible each day.

Drop by in person anytime, and we'll give you a walking tour of our facilities so you can see firsthand how your gifts are working to change lives.

To schedule a tour, contact the Volunteer and Support Department at 425-111, ext. 1132.

Cardinal Gregory President/CEO

Since our doors first opened in 1954, caring friends like you have made it possible for Open Door Mission to be a haven of hope to the Heartland's neediest men, women and children. Our goal is to meet the basic physical needs of the hungry and homeless in the Omaha area.

The first time someone comes to our mission, they are often driven here by an urgent physical need for food, shelter or refuge from street life—often for a short while. But thankfully, what happens once they're here can have a lasting impact.

How they find shelter—not only from the storms of life. We've provided information in this brochure about a few of our many programs and services that can help transform lives forever and give people the support they need to make a fresh start towards a better and more productive future.

With your help, Open Door Mission provides 320 men, women and children with safe shelter, and serves more than 1,500 hot, nutritious meals—every day! And more than 230 families in our community who are struggling to make ends meet find a variety of services at our Timberlake Outreach Center that help prevent them from slipping into the despair of homelessness.

We realize there are many worthwhile causes and ministries you could choose to be part of, and we never take your gifts for granted. We hope the heartfelt mutual concern we share for our neediest neighbors will convince you that Open Door Mission is worthy of your continued support. As we work together, we truly can make a difference in our community.

Cardinal L. Gregory President/CEO

Zena and many others would like to say...

Thanks for changing my life!

From the start, the odds were against Zena. Growing up, she had little family support and was repeatedly molested by a relative. No wonder she dropped out of school at 13 and sank into a life of drugs, gangs and crime. Locked behind bars, Zena gave birth to her son and knew her life had to change. When she cried out to God, He led her to Open Door Mission, where she found help and worked hard to confront her problems and gain the skills to build a better life. Today, Zena is a new woman—frees from friends like you!

Your support helps Open Door Mission provide these life-transforming programs for men, women and children:

- **Lydia House for Women**
  - Normally, about half of all homeless women and children are fleeing domestic abuse and violence. Open Door Mission's Lydia House provides emergency services for women and children in need of immediate assistance. We provide food, shelter, clothing and other basic needs. We also offer long-term recovery programs to address the cause for homelessness such as abuse, addiction, or the inability to obtain and maintain steady employment

- **Carolfus Thompson Men’s Center**
  - Open Door Mission’s National Hispanic Men’s Center provides emergency services for men in need of immediate assistance. Food, shelter, clothing and other basic needs are provided and each man is offered an opportunity for life change through case management, which provides the first steps toward preventing future homelessness

- **Veterans Housing First**
  - This vital program provides free housing for homeless veterans. Those with intact family and a commitment to maintaining sobriety and to meet weekly with a case manager to help find their productive niche in the community

- **Timberlake Outreach Center**
  - Formerly Nokia’s Grocery Store, the building at 2157 E. Locust is now the Open Door Mission’s special Timberlake Outreach Center, which provides preventive services to empower families struggling to pay rent. The program provides essential financial assistance to families enabling them to remain in their own homes by supplementing their incomes through preventive measures, such as finding energy and family counseling, work focused, housing, household goods, furniture and appliances. It currently makes a positive difference in the lives of more than 6,500 individuals every month. In addition to gifts, the Timberlake Outreach Center offers preventive measures through in a variety of services, including nutrition education, job training, computer training, life skills, casework, mental health, and English as a second language.

**Women Helping women by employing barriera to secure jobs and develop careers is the focus of WorkNet. Components of WorkNet includes the provision of job training, placement, career counseling, and comprehensive computer training, life skills, casework, mental health, and English as a second language.

**21st Century SuccessNet**
- Open Door Mission’s 21st Century SuccessNet program helps youth through four phases, helping them to experience success in school, work, and life. The goal is to help the whole person—physically, mentally and spiritually.

**THANK YOU FOR MAKING THESE LIFE-CHANGING PROGRAMS POSSIBLE!**

See inside for more stories of hope...and how you can continue to help change lives through God’s love.
Second Gift Strategy: Introduction to Cultivation

• Get them into cultivation quickly, ideally within 30 – 45 days

• Online donors should be receiving cultivation emails along with direct mail appeals

• Can use modified receipting program to “close the gap” on regular cultivation
Second Gift Strategy: Maximizing Your Current Program
In Summary…

• Treat online donors in offline programs until they self select

• Receipt everyone quickly!

• Try and connect the donor in as many ways as possible in all of your communications
Thank You

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Resources

• Target Analytics 2011 Giving Benchmark Report
• M+R 2011 eNonProfit Benchmark Study
• Russ Reid 2011 Heart of the Donor Study