

◆◆ The Fundraising Framework

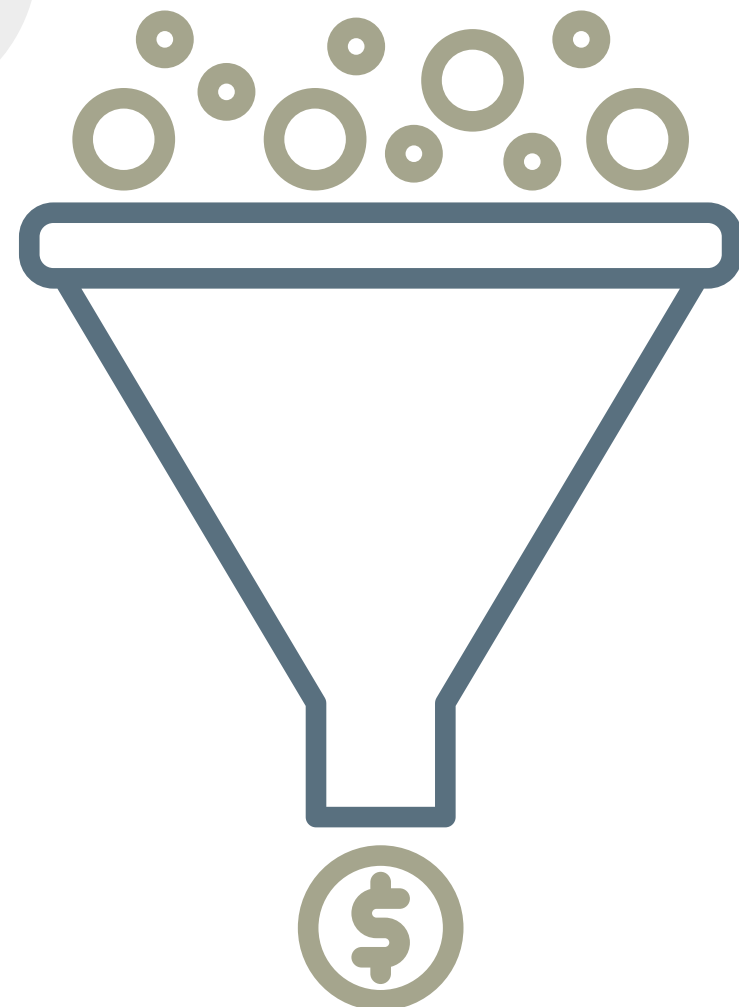
1 Add new names to your database

2 Utilize and maintain your database

3 Build and nurture relationships

4 Thank and appreciate donors and volunteers

Facebook Pixel Audience



Add

NEW CONTACTS

Onboarding experience and segmentation

EXISTING CONTACTS

Personalized and responsive communications

Nurture

QUARTERLY COMMUNICATION CYCLE



6 THANK YOUS

1

Adding Names to the Database

**You cannot ask someone
if you do not have their
contact information.**

Common Examples

1. WEB TRAFFIC (PAID AND ORGANIC)
2. SOCIAL MEDIA
3. PR /EARNED MEDIA
4. NETWORK GENERATED LEADS
5. EVENTS
6. MINISTRY/PROGRAM CONTACTS
7. PARTNERSHIP/SPONSORSHIPS
8. GRANTING FOUNDATIONS/DAFS
9. PAID LEAD GENERATION
- + NON-FUNDRAISING REVENUE

2

Database Utilization & Maintenance

Know to Grow: Knowing your audience gives you the keys to growing it.

Commonly Needed Areas of Improvement

1. STANDARD OPERATING PROCEDURES
 2. NCOA AND DATA APPENDING
 3. WEALTH INTELLIGENCE AND SOCIAL SCORING
 4. BUILDING AND UTILIZING SEGMENTS
- + MARKETING AUTOMATION



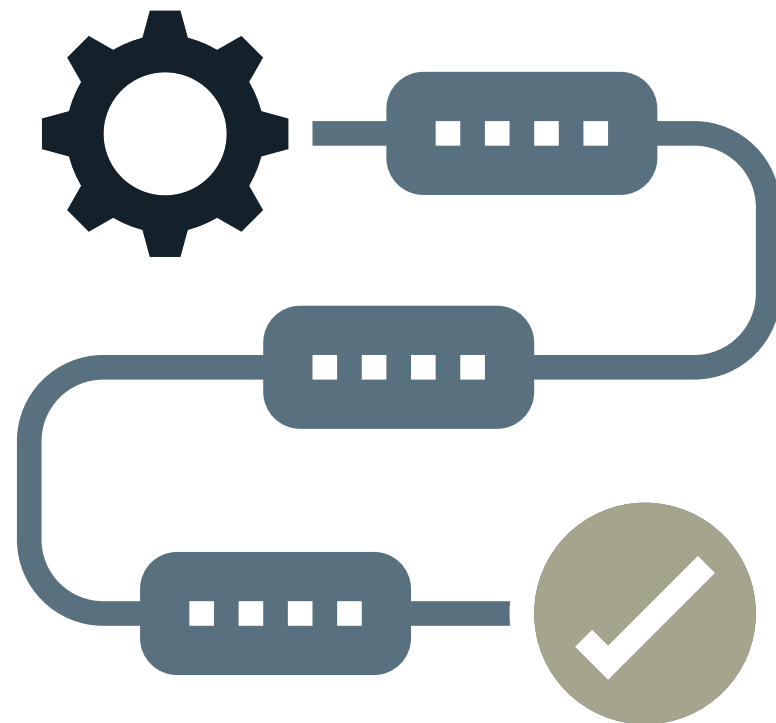
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Onboarding & Quarterly Communication Cycle

All successful fundraising comes from successful communications.

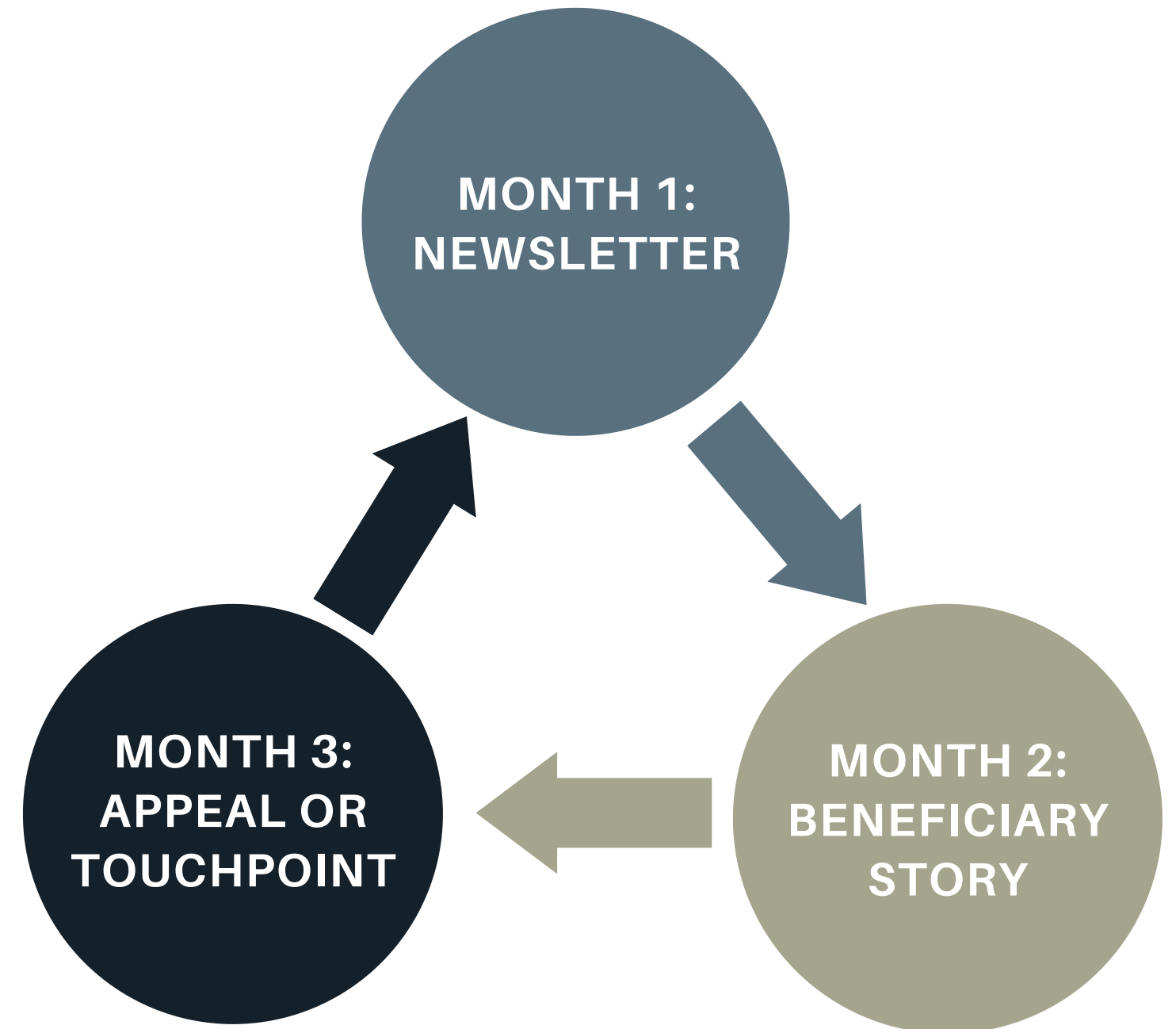
NEW CONTACT EXPERIENCE

CREATE A 90 DAY ONBOARDING™ EXPERIENCE



EXISTING CONTACT EXPERIENCE

MAINTAIN AN ASK-TO-TOUCHPOINT RATIO™



4

Six Times to Thank a Donor

Nobody ever stopped giving because they were "too appreciated".

0
1

AUTOMATICALLY
FOLLOWING AN
ONLINE GIFT

0
2

PHONE CALL
WITHIN 24 HRS
OF EVERY GIFT

0
3

HANDWRITTEN
THANK YOU
LETTER

0
4

YEAR-END
ITEMIZED TAX
RECEIPT

0
5

QUARTERLY (OR
MORE) DONOR
APPRECIATION
EVENTS

0
6

MILESTONES,
BIRTHDAYS, AND
ANNIVERSARIES



PRO TIP:

Showing a donor their impact and the difference they make is always thanking them. Keep a healthy Ask-to-Touchpoint Ratio™ to ensure they do not get donor fatigue.