

# **E-GAGEMENT™ MORE GIFTS. LESS COST. PROVEN RESULTS.**

**How to Use Email & Online to Marry  
the **Science of Engagement** to the Art  
of Relationship Fundraising to  
secure Major Gifts & Legacy Gifts.**



**MajorGiftsNow.com**

**E-gagement™** - the use of technology to accelerate and deepen your relationships with your donors so you can secure more major gifts and legacy gifts in higher amounts, for less money, quicker, more efficiently, with fewer calls & meetings, and happier donors.

# Mercifully Brief Introduction

- Entrepreneur turned charitable fundraiser
- Started in brick and mortar stores. Franchised. Sustained a 23% compounded annual growth rate for 10 years. (I know a bit about systems and growth)
- Transitioned to PR & Marketing then Not-for-Profits. Wanted to learn what they knew at the University development offices, so I went to work for my alma mater, Tufts University.
- Became an expert in Major Gifts, Planned Giving & Endowments, and Legacy Giving 25 years ago.
- Headed the Endowment field for the Jewish Federations in North America made up of 100 foundations with \$20 billion in assets, raising \$1.7 billion per year.
- Most importantly, I have 2 kids. My son was a QB at Duke University and now works on Wall St. and my daughter, who is a better athlete than he is, played D1 Basketball and won a gold medal with Team USA.



# What I'm Going to Share

- Why and How to engage your major donors using technology, email and online.
- If you are a do-it-yourselfer, I'll share with you the tools you'll need to do this.
- If you want a vendor to do it for you, I'll tell you briefly what I do and what the company that I used before I created my own system does.
- I'm going to go pretty fast since I think many of you really get these concepts already. So feel free to interrupt me with questions, and I'll try to answer them. There will time for questions at the end also, so if it can wait, please write it down.



# The Main Goal

- My main goal is to provide value. To share with you things you didn't know about, to confirm things you did, and to show you how to implement new systems to help you raise more major gifts & legacy gifts.
- That's it. Seriously. Providing you value is my main goal.

# What I Can't Teach You

- If you are in management and the individual goals you help each of your team set for the year are not in alignment with your organization's goal, you have bigger problems than raising more funds.
- If you are pretty sure that you can get to the next level doing things the way you've always done them, then this isn't for you.
- Finally, if you are sure the only way to raise money from donors is to sit face to face with them as much as possible so you can get gifts from them to fund your organization, then you might first want to study some of the research done by Adrian Sargent and Penelope Burke.



# First Things First

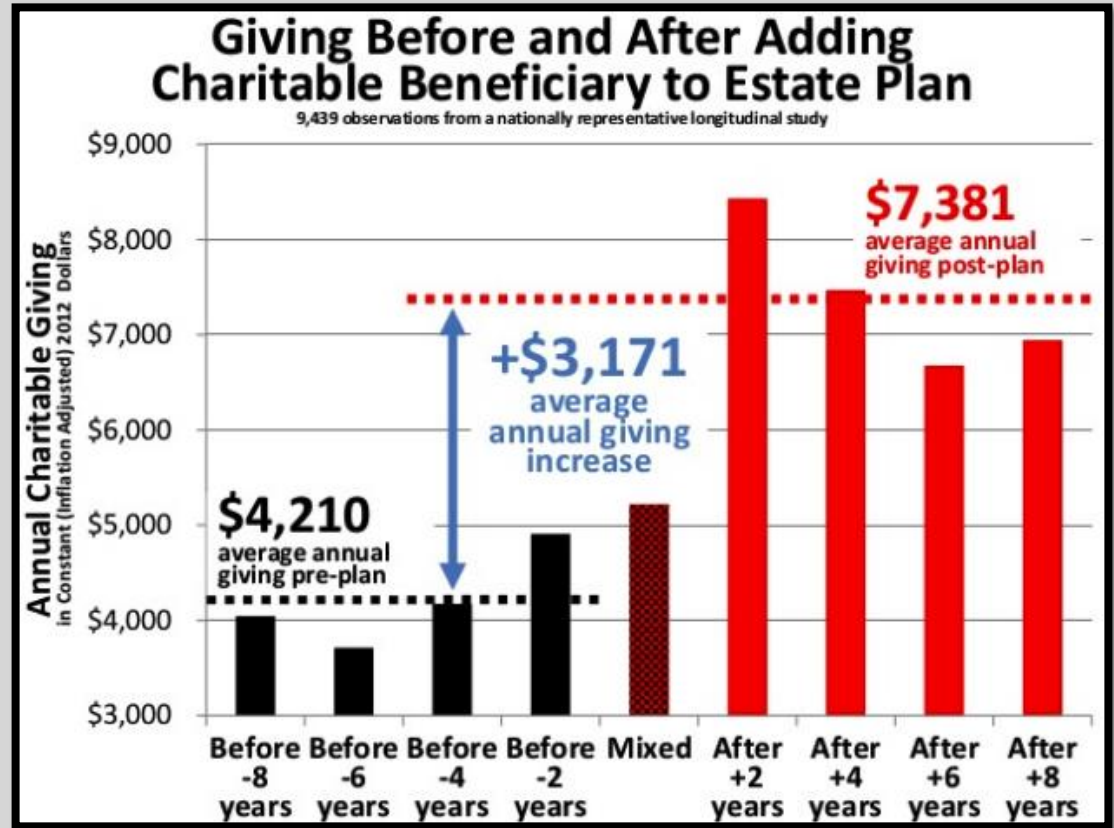
- Major Gifts and Legacy Gifts are two sides of the same coin. They are tied to each other so closely they cannot be separated.

From the Donor's perspective, they are part of the same philanthropic plan. One affects the other.

I hope most of you have seen the chart on the next slide...



**Annual Gifts  
Increase by  
75% after a  
Legacy  
Commitment  
is made!**



# The Philanthropist & The Chief Development Officer

No philanthropist wakes up in the morning saying:  
I want to give to annual campaign! I want to give to a  
capital campaign! I want to establish an endowment!

She opens her eyes and thinks:

**“Today I’m going to change the world!”**

Her problem is that she has more money than time. You  
have the solutions. Some gifts are current. Others secure  
the future. Every one secures her legacy.



# Cost of Raising Legacy Gifts

- The Association of Fundraising Professionals (AFP) estimates that it costs 25 cents to raise every \$1 of planned gifts.
- It doesn't have to.
- I'm going to show you how to raise the same buck in major and legacy gifts for less than a nickel!

# So What Makes the E-gagement™ Process Different?

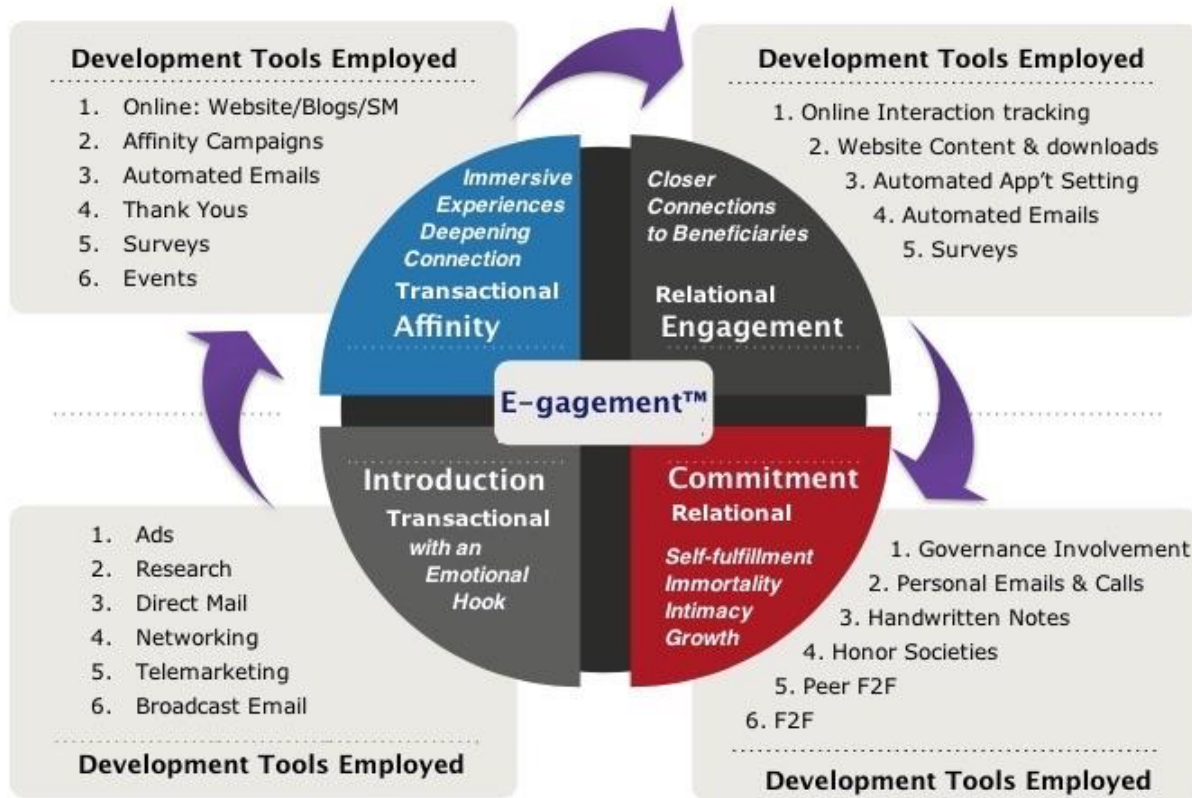




# E-gagement™

- Involves your major donors! (More involvement leads to more gifts).
- Automates the process of engaging donors allowing fewer development pros to cultivate more major gifts & legacy gifts.
- Provides you with accurate critical personal information on your donors.
- Gets donors to disclose to you legacy commitments they have made but not told you about.

## The E-gagement™ Donor Journey



1.



# Not So Secret #1

**Your Communications with your donors is at the heart of the relationship. If you optimize your communications with your donors, giving them what they want and need, you will build deeper relationships and raise gifts quicker.**



# Relationship Building & Relationship Fundraising: What if it were not just an Art? What if it were a Science?

- Dr. Jack Schafer - former behavioral analyst for the FBI. Author of *The Like Switch: Attracting and Winning People Over*
- Penelope Burk - President of Burk & Associates Ltd. Author of *Annual US Research Study on Charities and Donors*
- Adrian Sargent - Author, *Building Donor Loyalty Fundraising Principles & Practice*, Director of the Centre for Sustainable Philanthropy at Plymouth College
- Dr. Russell James - Professor of Charitable Financial Planning at Texas Tech University



# The Science of Relationship Building

## *The Like Switch* by Dr. Jack Schafer

- Relationships take time.
- Depth & closeness can be accelerated.
- There is a process to building relationships and trust.
- The friendship formula: the four steps to a relationship:
  1. Proximity
  2. Frequency
  3. Duration
  4. Intensity



# Key Findings from Penelope Burk's Annual Survey on Donor Centered Fundraising

- A. When Asked What they Want from a Charity, 80% of Donors respond with 3 things:
  1. Prompt, personal gift acknowledgment
  2. Confirmation that their gifts have been set to work as intended (information)
  3. Measurable results (information)
- B. What Study Donors Say They Get
  - Prompt but impersonal gift acknowledgment
  - General appeals with few measurable results



# Penelope Burk's Annual Survey on Donor Centered Fundraising

## Why Donors Stop Giving

*46% of Study Donors stop giving for reasons that are connected to “a failure to communicate.”*

- feels charity is not fulfilling its mandate
- disagrees with change in direction
- lost interest in the cause
- believes that charity no longer needs donor's support
- feels there are more compelling causes out there
- believes charity has not kept in touch



# **Penelope Burk's Annual Survey on Donor Centered Fundraising**

## **What Donors Would Do If Communication Improved**

- 93% would definitely or probably give again to a charity that provided a prompt and personal TY and followed up later with a meaningful report on their gift at work**
- 64% of them would definitely or probably give more**
- 74% would definitely or probably continue to give indefinitely as long as they continued to get these things**



# The Science of Relationship Building

## The Science of Relationship Fundraising

In his landmark study of 2016, *Relationship Fundraising: Where do we go from here?*, Dr Adrian Sargent notes that we need to communicate with our donors in new ways. We need to listen to them and give them choices.

1. Do Donor Surveys.
2. Move from intrusion to invitation and prove the value of your communications.
3. The right messages at the right times deepen the relationship.
4. Adapt to donor's changing needs as she moves from Awareness to Exploration to Expansion to Commitment.

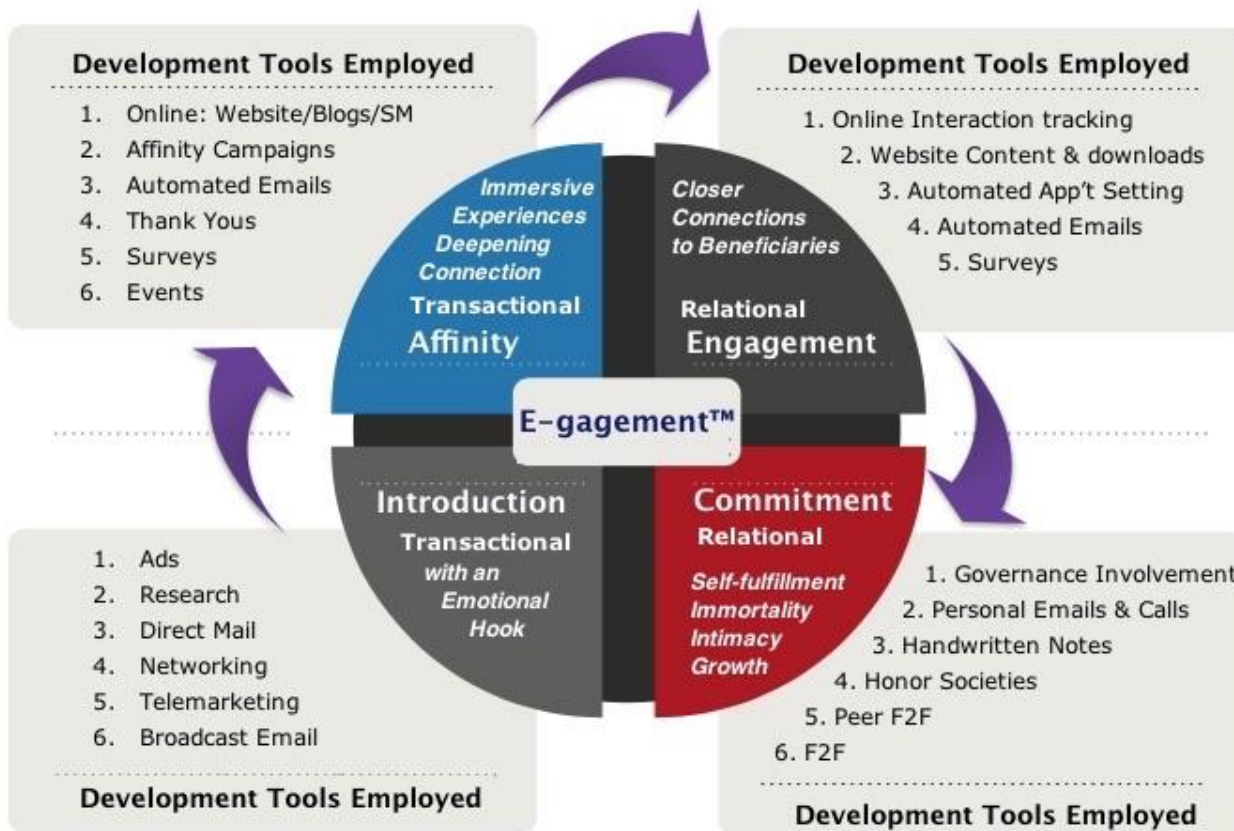


# Relationship Fundraising Meets Engagement

- *CHANGE THE MESSAGE AS DONOR COMMITMENT GROWS:* Satisfaction is first driven by fulfillment of donors' lower level needs but then transition to be fulfilled by donors' higher level needs; connectedness, growth, self-actualization, & self-fulfillment
- **Shift from** “how attractive your charity is” **to** “what needs this relationship can mean for them”



# The E-gagement™ Donor Journey



1.



# Again, Not so Secret #1

**Your communications with your donors is at the heart of the relationship. If you give your donors what they want and need, when they want it, you will build deeper relationships and raise gifts quicker.**



# But How?

How do you find out what your donors want and need, and when they want it?

How do you prioritize which donors you focus on and spend your time with?

# Ask!

## **Secret #2**

**You can get better and more accurate information on your major donors directly from them than you can by doing research.**

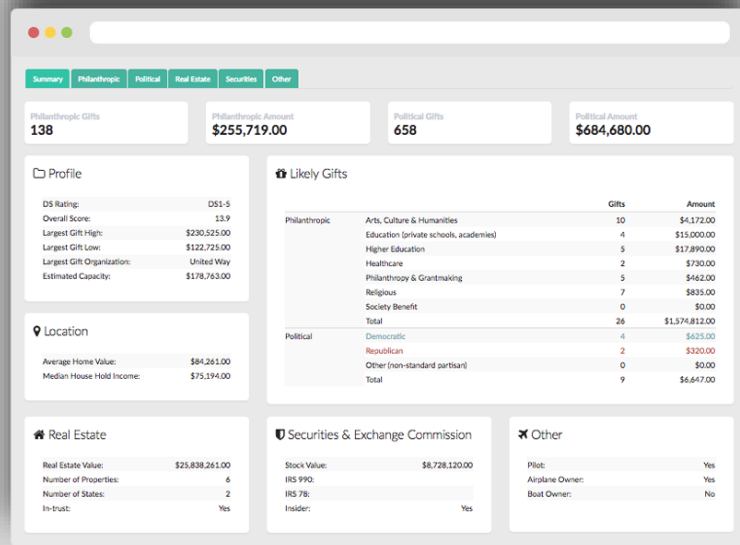


**After 20 years in the business, I  
Discovered that I had been doing  
things the HARD Way...  
(Perhaps you have been too?)**



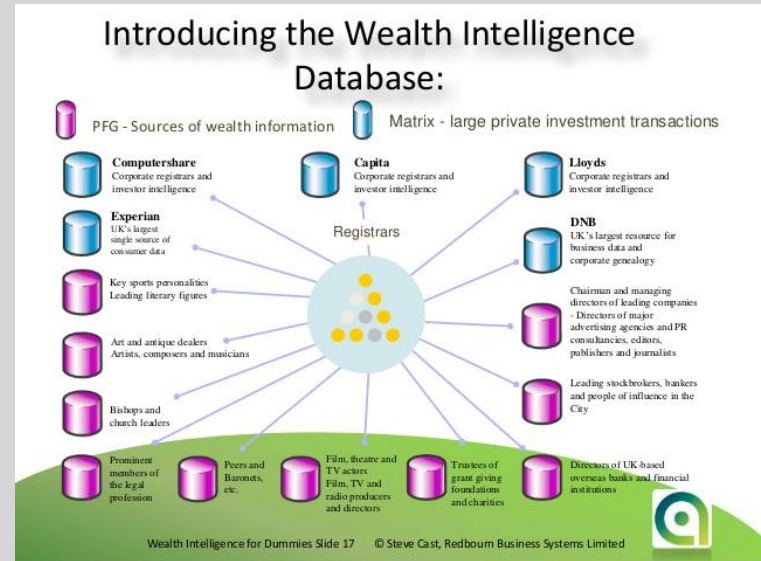
# The Hard Way...

- First you have your database sent out for screening (\$\$\$\$).
- Then you spend a few weeks or months trying to integrate that data into your system in a usable way.
- And finally, if you can use it, you prioritize the donors you are going to meet with based on their capacity and involvement.



# For more than 2 decades I used wealth screening and research professionals to help identify top prospects

- I discovered that the Wealthy aren't always ready to make a gift and become Major Donors.
- I discovered that wealth screening led me on many a wild goose chase.
- And I discovered that some of my largest legacy gifts came from my smallest donors.



# The RIGHT Information Allows You to Prioritize!

One colleague of mine, a woman who out of respect I will not name, but she is very well respected and known for writing the book considered to be the Planned Giving Bible (a big blue book!), admitted once in a presentation that she actually threw away her pile of leads because there were too many and she had no way to prioritize them!



# How to Ask

- The best way to ask for information and codify the results, is with a donor survey. It works with Direct Mail, or even easier with an email with a link inviting your donors to take an online survey. For highest response rates, do both! (Note that I most often only do email as the cost is less, response rates are often “high enough,” and thus the ROI is higher. But, the best returns will come from both.)
- For email, use a tested subject line to ensure the highest open rate and send it from an email account they are most likely to respect and open. For most of you, Directly from your CEO is the ideal. Yes?

# Survey Based on Science

- While the idea of the survey is based on the research of Professor Sargent, craft your survey questions using the scientific research into psychology, motivation, and donor solicitation performed by Dr. Russell James.
- James's research is so in depth, he even interviewed people while giving them an MRI so he could see how their brain reacted to the questions!



# Dr. Russell James's Research

- Two parts of the brain are activated when considering a charitable bequest, triggering two reactions
  1. **Avoidance:** People don't like to think about their own mortality so, rationally, they push those thoughts out of their consciousness. "No."
  2. **Alignment:** People think about the meaning of their lives and the alignment of their values with your organization's mission
- Thus messaging must inspire donors to think about their:
  1. **Symbolic Immortality:** The donor's desire to have part of themselves continue to live after death
  2. **Autobiographical Heroism:** The donor's desire to be perceived favorably after death
  3. **Visualized Autobiography:** The donor must see their life from a third person perspective. Dale Carnegie would say, give them a name to live up to.



# Practical Application of Dr. Russell James's Research

- Questions should trigger alignment not avoidance, taking the donor through the process of connecting her values to your mission.
- So ask questions that trigger the parts of the brain that will accept death-related messages
- Remind your donor of the connections that brought her to you.
- Use questions to not only find out what your donor loves most about you but to remind your donor what he loves about you as you move toward an ask.
- As you ask about donor's propensity to giving, allude to social norms.
- Gently ask critical personal information that might affect giving
- Pre-populate the last page to confirm contact information and increase response rates by more than 20%.



# A Sample Survey p.1

- Q1. How did you first come to us as a donor or volunteer? Were you introduced by a friend or relative?
- Q2. How often do you engage with our charity either in person, on the phone, or online? Many times each week. Once a week. Once a month. On occasion.
- Q3. How do you engage with us? Online? Events? Annual Dinner? Donate?
- Q4. Which of our priorities is most important to you? Helping those in need? Building Community? Ensuring the future? Q4a. Within the area of Helping those in need, which program do you like the most or think is best?
- Q5. Would you like to volunteer in that area or in another aspect of our work? Which of these opportunities would you like to be involved in?
- Q6. What is the most meaningful way in which you've been thanked for a donation? A note? An email? A letter from CEO/Board Chair? A plaque or gift?



# A Sample Survey p.2

- Q7. Many of our donors are currently supporting our campaign for \_\_\_\_\_. Have you received information about it? Would you like to? —> Email? Mail? Would you like to speak with one of our development professionals about making a gift to the campaign?
- Q8. An easy way to support our organization is through a Donor Advised Fund or Family Trust / Foundation. Are these gifts you would consider? Do you have a Donor Advised Fund or Family Trust / Foundation?
- Q9. Many of our donors like to partner with us to help children by making a gift in their will or estate plan, is that something you would consider doing? Already did it. Yes. I'd consider but not now. I'd never consider. Q6a. Thank you for including us in your will. Would you please share your estimate of the value of that gift?
- Q10. Please confirm and add to the following information we have for you: Name. Address. Email. Age. Marital Status. # Children. Your preferred method of communication with us: Email, Mail, Phone.



# **Disclaimer:**

## **The Following Results are Pretty Typical!**

I am a professional who has been in our field for 25 years. My results are not necessarily typical. But they do appear to be consistent. Your results will depend on the quantity and quality of your email list, the donors you choose to engage, your use of the data gleaned, and your commitment to and success in follow-up.

# Email Planned Giving Survey Successes at Smaller Organizations

## Small Community Foundation – 1,000 emails

- 116 Responses (11.6%)
  - **27 Gifts found**
  - 65 Qualified leads
- .....

## Small Social Service Agency – 2,620 emails

- 251 Responses (9.6%)
  - **11 Gifts found**
  - 171 Qualified leads
- .....

## A Small College – 3,700 emails

- 633 Responses (17%)
  - **36 Gifts found**
  - 320 Qualified leads
- .....

# Email Planned Giving Survey Successes at Large Organizations

## American Society ... – 9,177 emails

- 509 Responses (5.5%)
  - **26 Gifts found**
  - 217 Qualified leads
- .....

## A Large Museum with a National Base – 50,000 emails

- 2,405 Responses (4.8%)
  - **71 Gifts found**
  - **500+ Qualified leads**
- .....

## The Jewish Federation of Greater Los Angeles – 32,000 emails

- 860 Responses (2.7%)
- **40+ Gifts found**
- 551 Qualified leads

# There are only so many hours in a week

- At the Los Angeles Jewish Federation there are more than 14,000 donors over the age of 80. Where to begin?
- I looked at our wealth screening and realized immediately it was inadequate.
- So I ran an online survey in which, tactfully and appropriately, I asked who might be interested in ensuring their legacy with a gift in their estate plan.
- 40 Donors said they had already made a legacy gift and I only had records of 20 of those. My first 20 meetings were obvious and I identified \$5 million in commitments we had no prior record of.
- Another 551 donors said they might be interested in making a legacy gift so additional cultivation began with targeted direct mail.
- We have since refined our e-prospecting system to automate the follow up and the online engagement process, two tools I did not have access to.



# Results

- **In the past it might have taken a year or two to sort through prospects, have conversations, and raise 5 to 10 million dollars in my first 2 years at a large organization such as the Jewish Federation in LA. (~\$50 million annual campaign)**
- **Instead, I used email & online and in the first year raised over \$15 million and in two years raised \$54 million, tripling the goals asked of me for each year.**



**Do you think that results like that  
might help your organization  
raise more gifts this year?**



## Secret #3

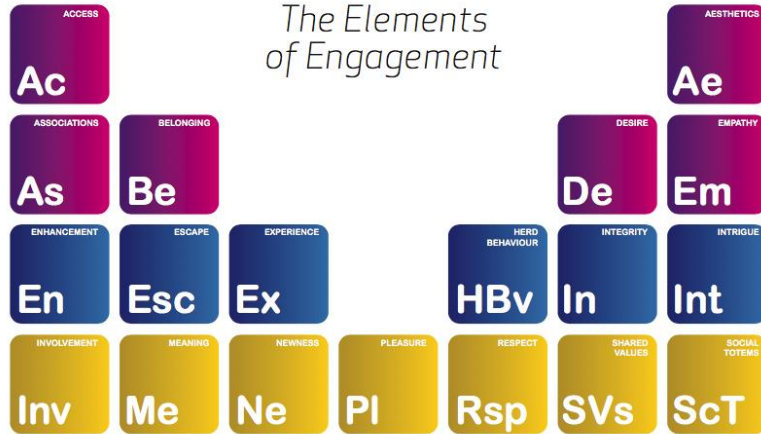
You can raise more major gifts & legacy gifts when you marry the **Science of Engagement** to the **Art of Relationships**. And you can engage more donors more deeply using systems & technology than you ever could face to face.



# The Science of Engagement

## Science, not miracles.

Our Elements come verified by experts across anthropology, behavioural economics, psychology and neuroscience. They are valuable tools for delivering engagement, but are not all that is required. Nor are the Elements 'one-size-fits-all'. Different industries require different Elements. This requires careful consideration. Handle with caution.



## Wider Sharebook Report

- Grounded in science
- An Anthropologist, Behavioral Economist, Psychologist, & Neuroscientist walk into a bar
- 10 Principles
- 19 Elements
- A Scientific Blueprint for Sustained Engagement



# 10 Elements of Development Engagement

Respect	Involvement
Social Totems	Integrity
Shared values	Belonging
Meaning	Empathy
Herd Behavior	Access

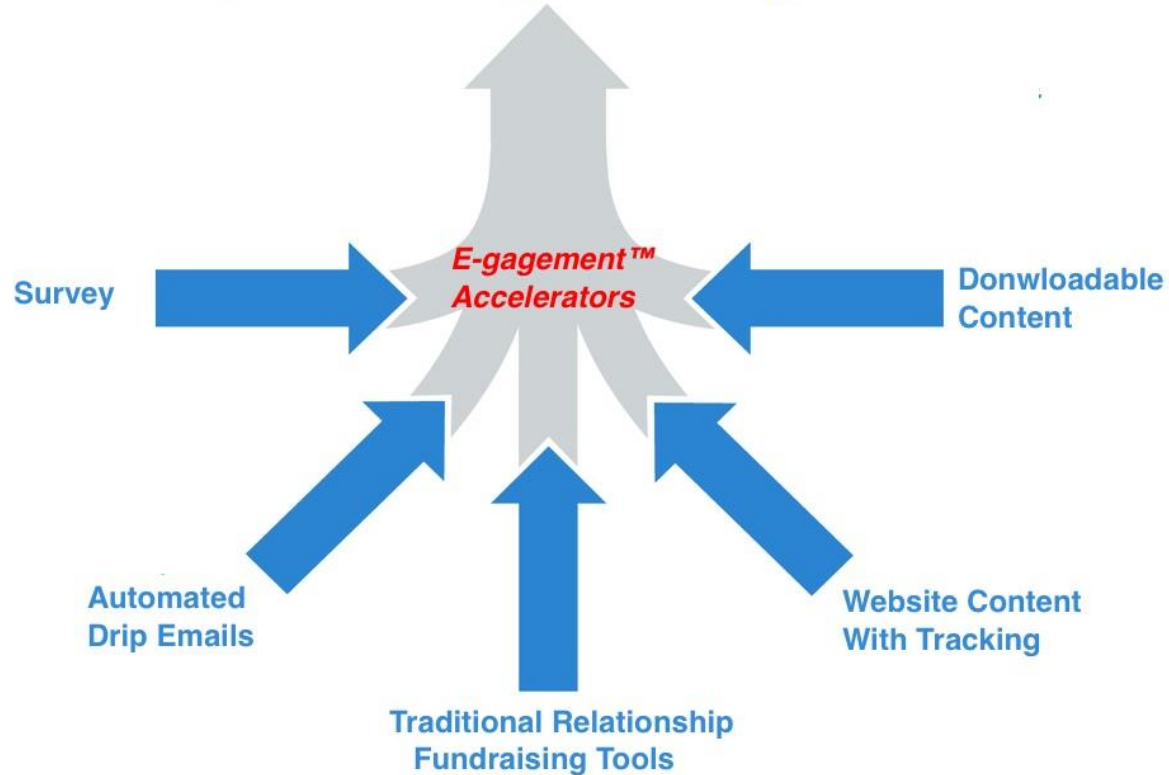
# 23 Tools of Engagement

## *Traditional Tools*

<u><i>Prospecting</i></u>	<u><i>General</i></u>	<u><i>Major Gifts</i></u>
<i>Telemarketing</i>	<i>Repeat of Prospecting tools</i>	<i>Governance Involvement</i>
<i>Direct Mail</i>	<i>Proper Thank Yous</i>	<i>Personal Emails &amp; Calls</i>
<i>Broadcast Email</i>	<i>Website/Blogs</i>	<i>Handwritten Notes</i>
<i>Networking</i>	<i>Events</i>	<i>F2F (Prep, Cultivation, Ask)</i>
<i>Rating Meetings</i>	<i>Social Media</i>	<i>Peer F2F</i>
<i>Research</i>	<i>Identify Divisions/Segmentation</i>	<i>Honor Societies</i>
<b><i>Additional E-gagement Tools</i></b>		
<i>Surveys</i>	<i>Website with content tracking</i>	<i>Ongoing Targeted Asked for Drip Emails</i>
<i>Automated Follow-up Emails</i>	<i>Downloadable info w/tracking</i>	<i>Automated Appointment Setting</i>



*E-gagement™  
More Major Gifts & Legacy Gifts,  
Faster, More Efficiently, and with Happier Donors*



# Paradigm Shift

- The Way We Communicate has changed dramatically in just the past 10 years.
  - Text, Facebook Messenger, SnapChat, Instagram, Skype, Google Voice...
- Have you?

# Online & Automation in Business

- Have you been to Amazon lately?
  - They not only know what you've bought, they know what you are going to buy next before you buy it!
  - And it's right there as a suggestion on the first page when you sign in!
- That's the world your donors are living in. They expect you to know what they care about and communicate with them about that!

# The Power of Online and Automation

- **Imagine** engaging and cultivating your major donors with messages that deepen your relationships while you are managing your staff or working on your budget.
- **Picture yourself** engaging and cultivating your major donors while you are out to dinner with your partner, or with your kids on the weekend.

Does that sound productive and enticing?



# 3 Things

- You showed up this morning
- You're still here!
- You know if you apply this stuff it will have a dramatic effect on your relationships with your donors and on your major gifts fundraising achievement.



# So Let Me Ask You Something

- This stuff sounds effective, right?
- How would you like help on this?
- In fact, how would you like someone to do all this for you so you can focus on bringing in more gifts and higher gifts?



# The Past Half-Hour or so...

- I've given you enough to start to implement new systems yourself, if you want.
- Unfortunately I Can't Cover Everything In 45- Minutes.
- So I'm going to show you exactly what I do and other companies can do for you so you can either copy us or hire us. Your choice.



## Why Would I Show You How to Do it All Yourself for Free?

- Because I love this stuff!
- There is a good chance you will benefit substantially from and raise more money as a result.
- And who knows, maybe one of you will find this so valuable you'll want help implementing it!



# Not a Sales Pitch

- With that said, please understand I am not offering you a sales pitch in disguise.
- I promise not to pressure you or pester you in any way.
- My sole purpose is to provide value, to demonstrate how I've gone about doing this. I



# Not for Everyone

- But before we go any further, you need to know that these systems cannot help everyone. They can only help you if you:
  - Have a donor base with email addresses.
  - Are successful fundraisers already and want to grow your campaigns and legacy expectancies.
  - Have development people that are real relationship builders.
  - Understand both the power and limits of automation

# A Peak Behind the Curtain at the Full E-gagement Package

- I'm sharing what I do so that you have a sense of what a complete system can look like.
- I'm showing you so you can do it yourself.
- And if you'd rather not, I'm happy to help.

# 12-Month Complete E-gagement™ Package

- Donor Survey Platform - invitation to your donor base
- Custom Website for your Campaign & Legacy society **w/tracking of donor interactions**
- Landing Pages & 4 **Downloadable** Legacy PDFs
- 4 Customized **Downloadable** PDF Brochures for Major Gifts, Special Projects, Your Capital Campaign, or anything you want to raise funds for.
- Drip emails automating the entire donor engagement process, driving donors to your website for information, and allowing your team to meet with only the hottest prospects.
- Consulting, training, implementation, coaching, follow-up, even solicitation. Whatever it takes to hit your goals!



# Other Options You Could Invest in to Grow Your Fundraising

- **Direct Mail Prospecting for New Donors \$25k-\$150k**

Research shows only 23% will give next year, and that drops to 18% for gifts under \$100. **Four out of five will not give a second gift!**

- **Telemarketing** - \$25k-\$150k.

Efficient? "...the top five telemarketers in New York were paid **44%...of the \$201 million they raised** in 2013."

Dan Palotta in the Harvard Business Review



# Other Possible Investments

- **Additional Major Gift or Legacy Gift Officer or Director-**  
\$100k-\$125k (\$130k-\$160k w/benefits)
  - Dan Palotta in the Harvard Business Review:

“For example, a charity hires a new major gift fundraiser for \$100,000. Her job is to find \$10,000 and up donors. In year one, she raises \$100,000. The same could be said of her as of the telemarketers — she pocketed 100% of the donations. But over five years she raises \$2,000,000, which makes the cost of her salary over the period **just 25% of the total.**”



# The Economics of Growing Your Program

- Which is interesting because that 25%, or 25 cents on the dollar to raise a Major Gift is the same amount AFP projects it cost to raise a Legacy Gift!
- Now if you are very efficient you might be able to do it for only 15%.
- Of course, I've just shown you the e-gagement™ system which helps you raise Legacy Gifts and Major Gifts for less than a nickel.



# Final Notes

- Thanks for coming.
- If you found value in what I've said, I look forward to hearing from you.
- If you decide you like what I've said and want to do this yourself...please do!
- If you want help, please call

# A Complimentary Planning Call

As a thank you for coming today, I'd like to offer you a complimentary planning sessions in which I'd be happy to work with you to create a plan to grow your Major Gifts and Legacy Gift programs.

Got to my website and click on the Free Consult link and schedule a call. Then just answer a few questions, a short survey if you will, about your organization and what you'd like to accomplish. Once I have that information we can be more productive on the call and create your custom plan.

<http://majorgiftsnow.com/free-consult/>

