



Shuffling Your Donor Engagement Strategy for Nonprofit Success

Hello!

I'm Julia Gackenbach,

DonorPerfect Nonprofit Advocate.



What would you like to see in 2025?

More first
time gifts



More
participation



Higher
retention



Expand
audience



**More first
time gifts**



**More
participation**



**Higher
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**Expand
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Meet your modern engagement models



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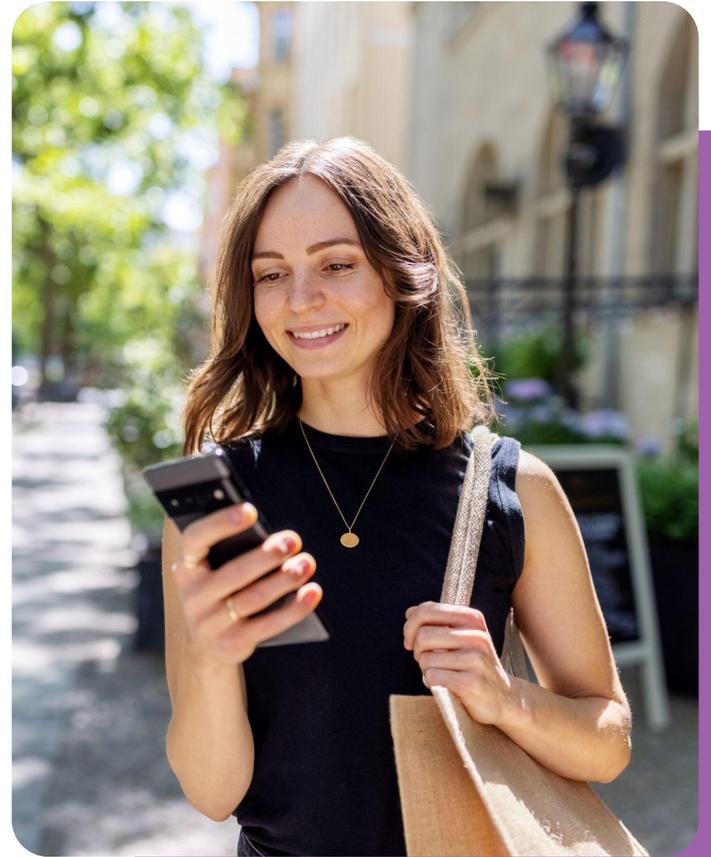
What is different about these models?

- Different engagement models for different goals
- Importance of relationship
- Clear path of conversion



Big questions:

- What are the desired conversion points?
- How do we move individuals or segments to those conversion points?
- What happens after they convert?



Meet your modern engagement models



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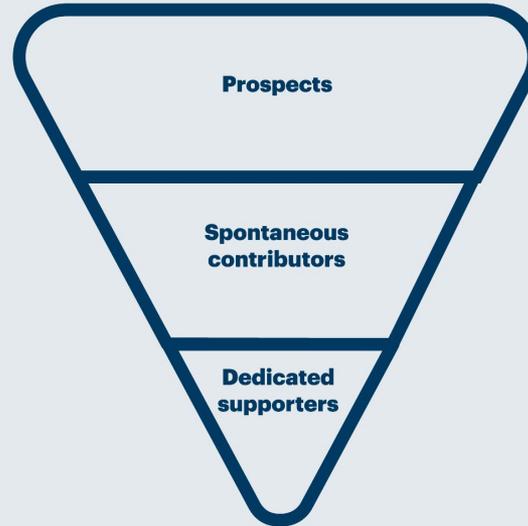
Expand
audience



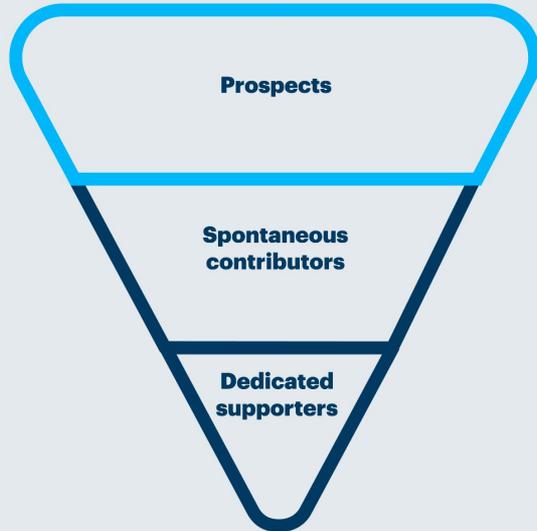
More first time gifts

More perspective donors
become active donors

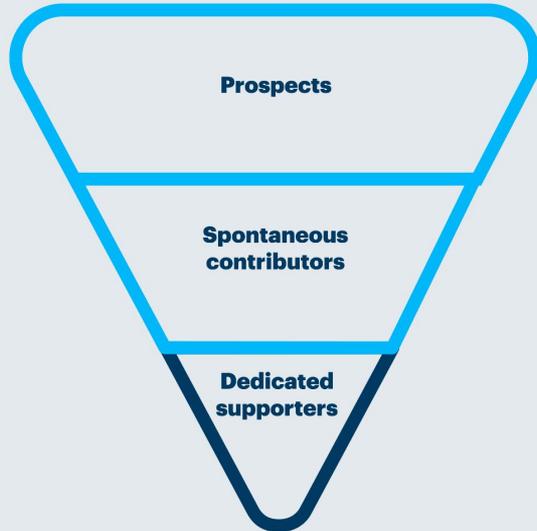
The Donor Engagement Funnel



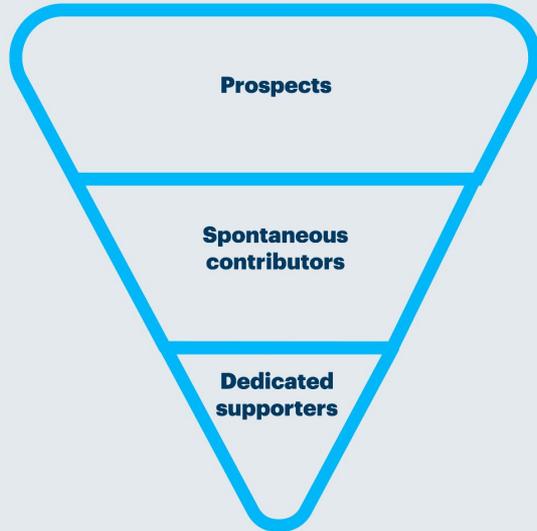
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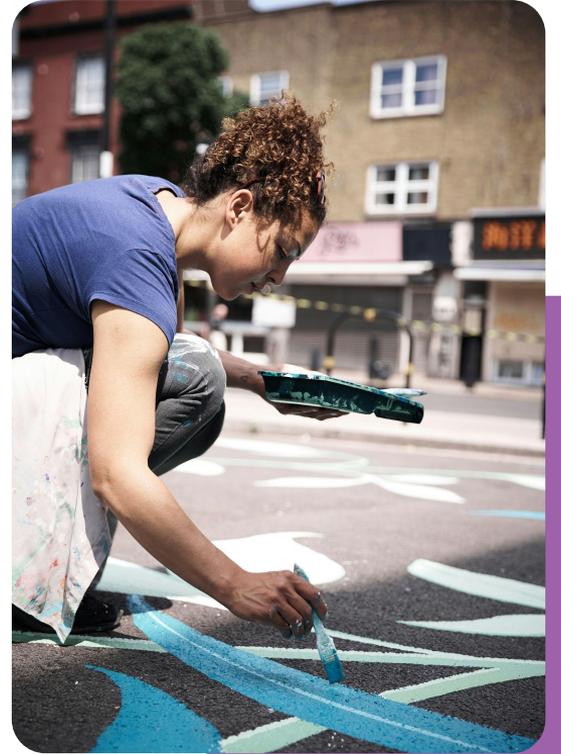




More participation

Strengthen relationships

**Connection goes
beyond** (and often comes
before) **contribution.**

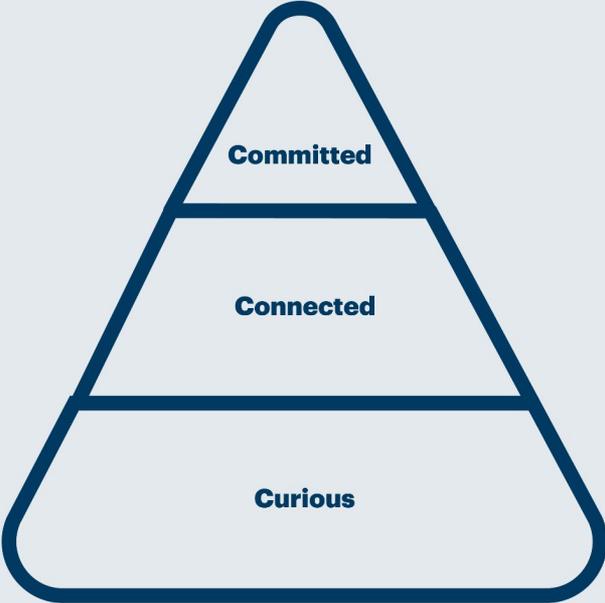




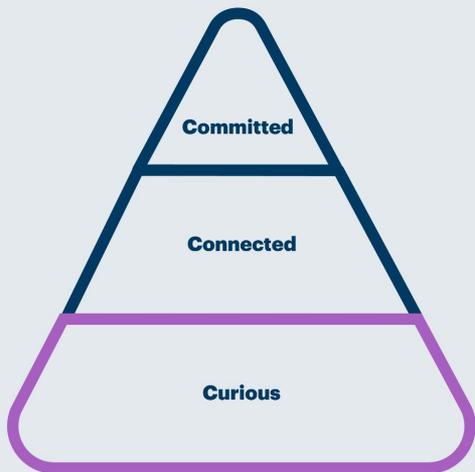
More participation

Strengthen relationships

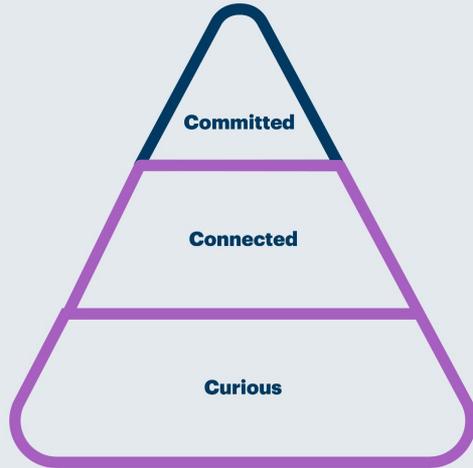
The Donor Engagement Pyramid



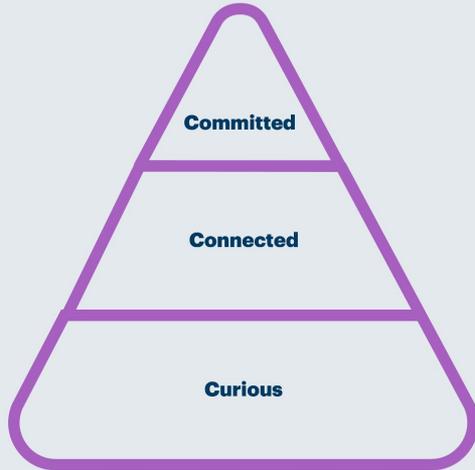
The Donor Engagement Pyramid



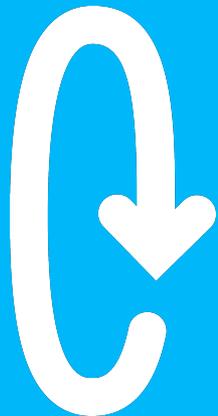
The Donor Engagement Pyramid



The Donor Engagement Pyramid



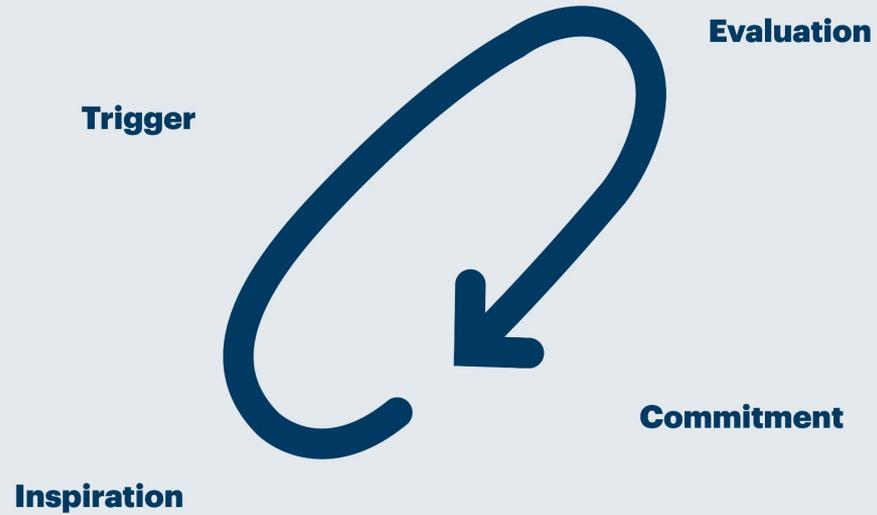
Engagement Model 3: The Loop



Higher retention

Receive the next contribution

The Donor Engagement Loop

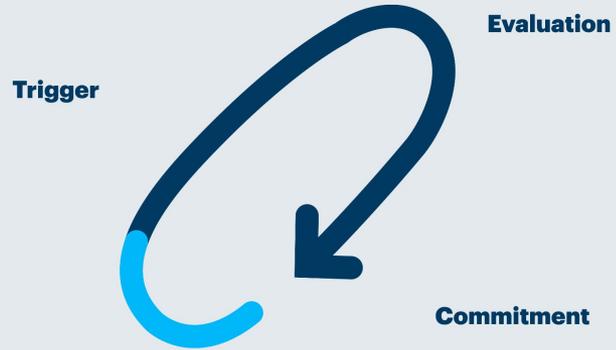


Keeping supporters in the loop

- Inspiration
- Trigger
- Evaluation
- Commitment



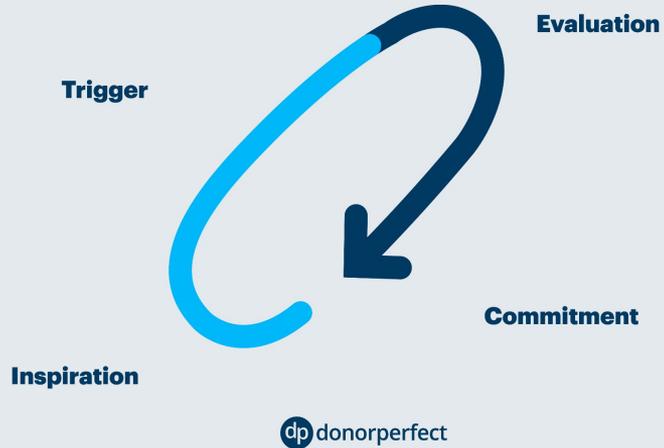
The Donor Engagement Funnel



 donorperfect



The Donor Engagement Funnel



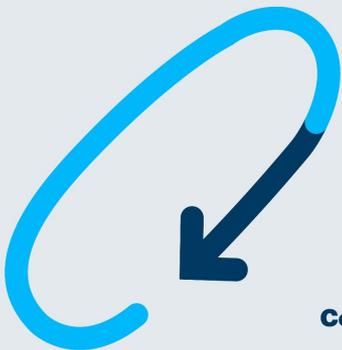
The Donor Engagement Funnel

Trigger

Evaluation

Commitment

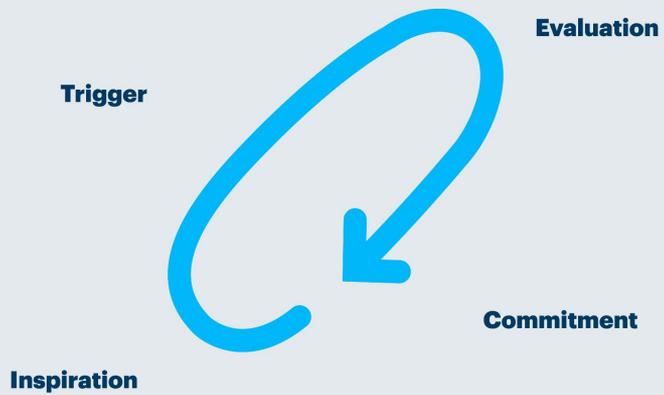
Inspiration



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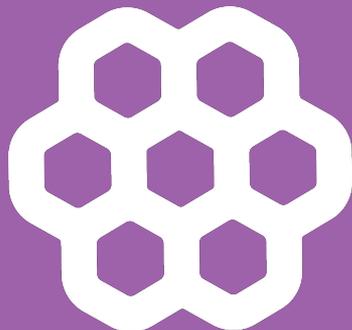


The Donor Engagement Funnel



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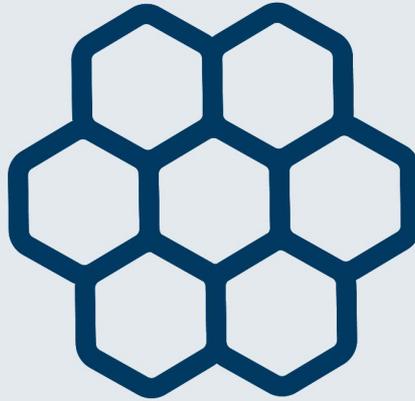


Expand audience

Gain contact information for
new potential donors

The Donor Engagement Network

Individuals



Broadcasters

Socializers

Partners

Supporters you can rely on

- Individuals
- Socializers
- Broadcasters
- Partners



The Donor Engagement Network

Individuals

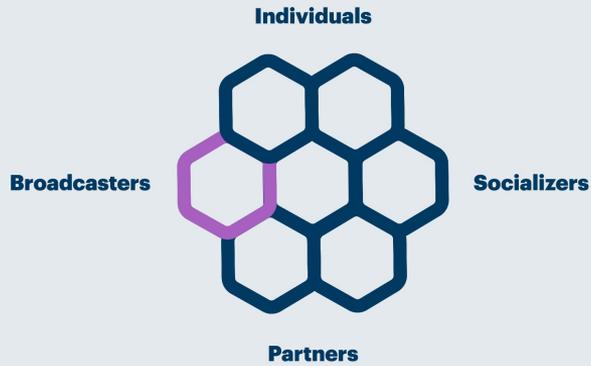


Broadcasters

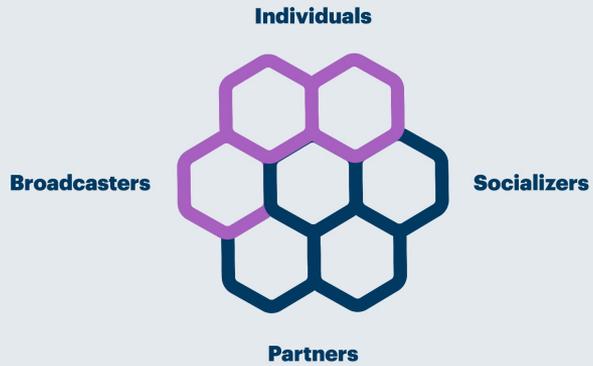
Socializers

Partners

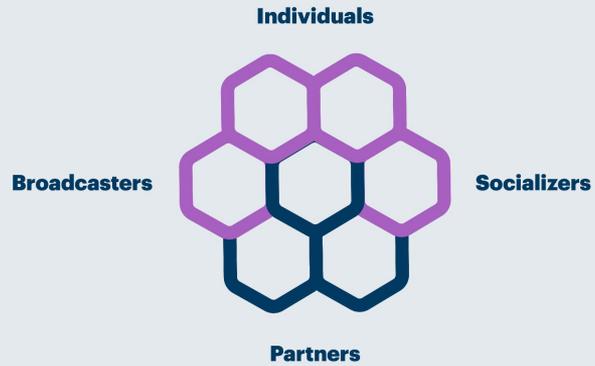
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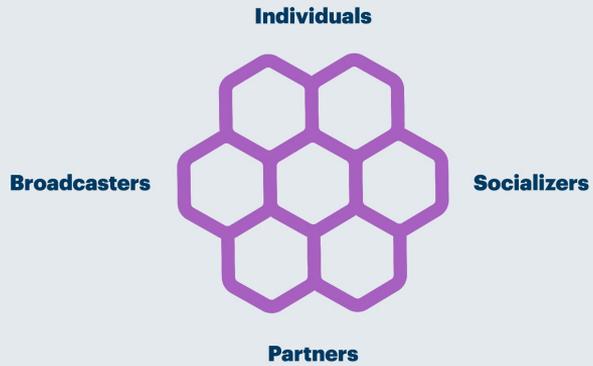
The Donor Engagement Network



The Donor Engagement Network



The Donor Engagement Network



Meet your modern engagement models



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time gifts



More
participation

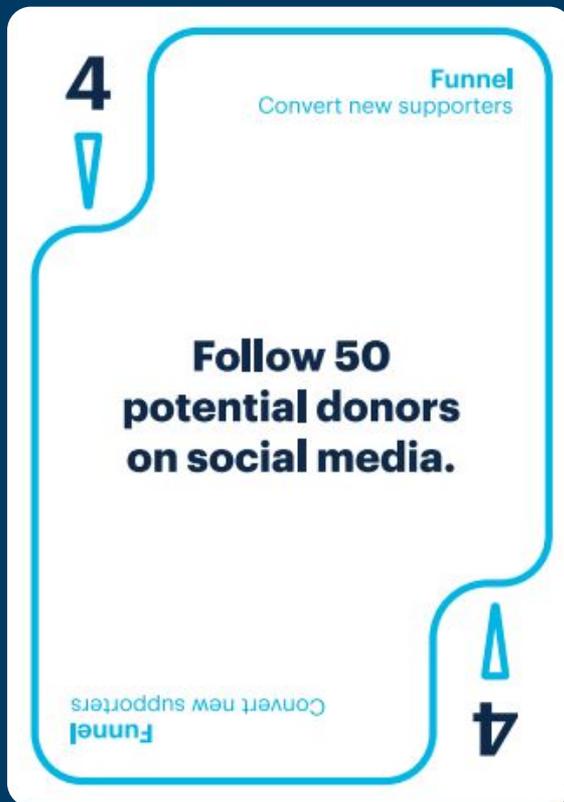


Higher
retention



Expand
audience

Let's play a game: **PICK A CARD, ANY CARD**



Let's play a game: **HIGH / LOW**

3
▲

Pyramid
Increase participation

Create a survey to learn more about your donors.

▲

3

Pyramid
Increase participation



8
●●●●●●●●

Network
Gain new contacts

Create a workflow to track donor communication preferences.

●●●●●●●●

8

Network
Gain new contacts



Let's play a game: **MAKE 21**

6 **Loop**
Reduce donor churn



Record a video asking new donors about their interests.



9 **Loop**
Reduce donor churn

5 **Pyramid**
Increase participation



Report on lapsed donors for re-engagement ideas.



5 **Pyramid**
Increase participation

Q **Loop**
Reduce donor churn



Offer exclusive content (e.g., early access to resources).



Q **Loop**
Reduce donor churn

Let's play a game: **SOLVE A SCENARIO**

2  **Brainstorm and involve people on your next**

Gain new contacts
Network

9  **Give a presentation and update for you're working**

Reduce donor churn
Loop

7  **Send out a survey on upcoming activities and opportunities**

Reduce donor churn
Loop

Q  **Invite select donors to a strategic planning discussion.**

Increase participation
Pyramid

10  **Offer a tour of your facilities or mission work.**

Convert new supporters
Funnel

10  **Convert new supporters**

Thanks!

Any questions?

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