

Building donor relationships through meaningful engagement practices



Agenda

1. Presentation and discussion on how to build donor relationships through meaningful engagement practices
2. Connecting with Community Foundations of Canada
3. Closing remarks from the Carman Area Foundation



What does a two-way relationship with your donors look like?

Definition: Donor engagement

- All the activities your community foundation undertakes to **understand** and **build relationships** with current or prospective donors:
 - Who they are;
 - What they care about.
- AND all the activities your community foundation undertakes to **leverage** that understanding to:
 - Create opportunities for them or others to become involved;
 - Raise money for your communities.
- Measurement – The extent to which your donors **interact** with your foundation:
 - Reading emails, attending events, volunteering, giving a gift.


Why is donor engagement important?

- Growth
 - Investment returns are only one part of growth for foundations.
 - Building a donor base for new and future gifts.
 - Attracting new donors is harder than keeping current ones.
- Relevance
 - Connecting a donor's interests with need in your community - improves your foundation's impact.
 - Increases gifts now and in the future.



How to engage donors?

Building relationships with donors (or prospective donors).

- Meet the donors where they are.
 - Ask questions/Be curious.
 - Be interested in them as people, not just as donors.
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How do you build meaningful relationships with your donors by:

Meeting them where they are?

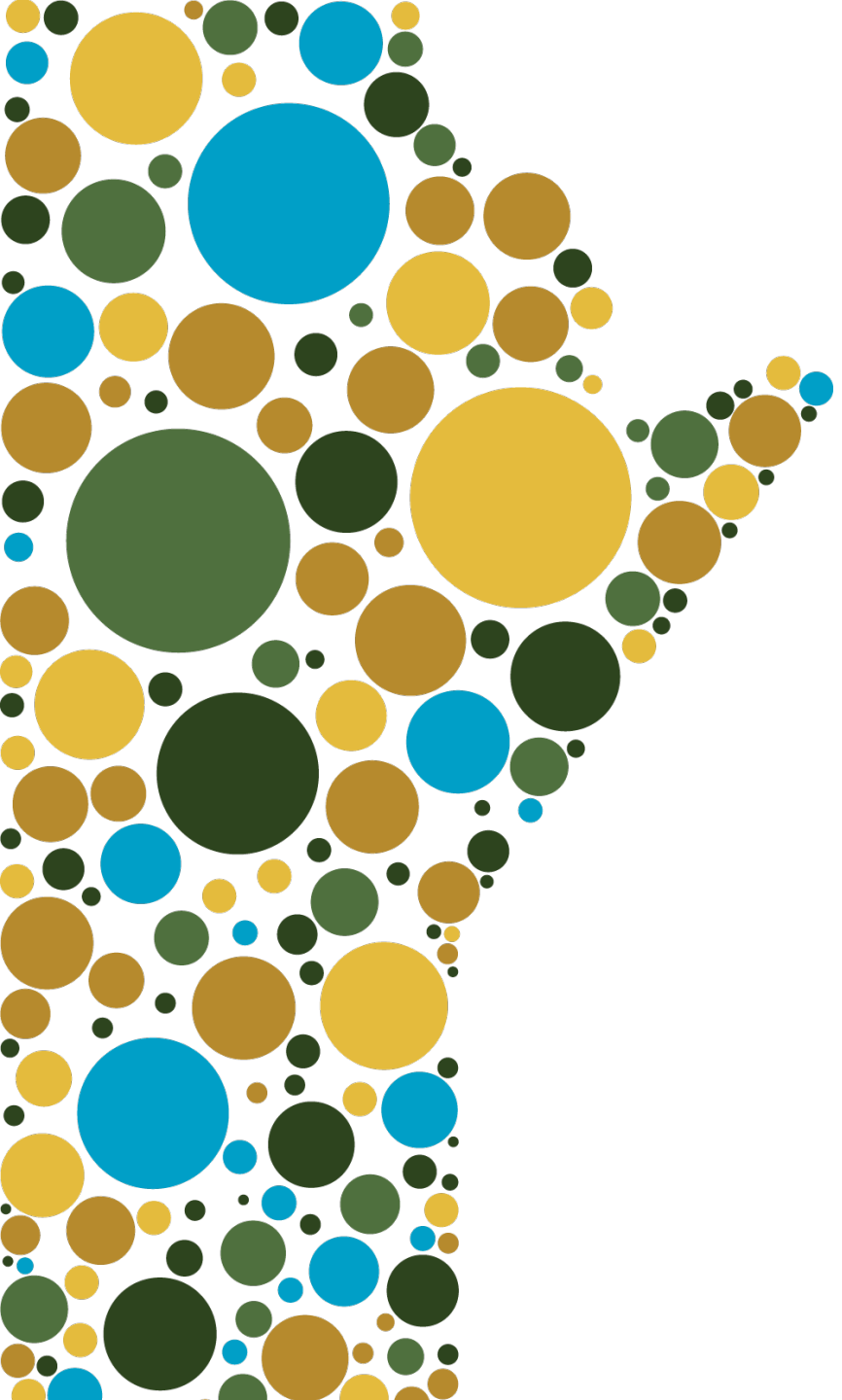
Asking questions or being curious?

Being interested in them as people?

How to engage donors?

Intentionally use the information received to create connection.

- Communicate with them about the things they value.
- Reach out to show your value and remember the conversation.
- Draw their attention to something they care about.
- Celebrate their generosity.



How do you use the information you gather to create connection by:

Communicating with them about the things they value?

Reaching out to show you value and remember the conversation?

Drawing their attention to something they care about?

Celebrating their generosity?

What are the outcomes of good donor engagement?

- Improved relationships with, and relevancy to, the people who support you.
- Improved donor:
 - **Communications**
 - **Involvement**
 - **Retention (repeat gifts)**

Ultimately:
Greater capacity
to undertake your **mission**
and fulfill your **vision**.
(more gifts)



Donor engagement

How can your annual report be used as a tool to foster a two-way relationship?



Donor engagement

What strategies do you use to create a two-way relationship with different groups of your community?

Seniors | Youth

Newcomers to your community





Thank you

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