



Essentials Only—Basic Segmenting of Donor Communications

Presented By: Laura Kruisenga, Kennari Consulting
Tuesday, June 14, 2022 | 2:00 – 3:00 p.m. Eastern Time



Donation Forms | Event Registration
Text Fundraising | Peer-to-Peer | Auctions



A little housekeeping...



We're recording this webinar!

All registrants will receive an email containing a link to the recorded webinar AND a ton of other resources!



Feel free to ask questions!

Use the Questions chat box to ask your questions. We will have a Q&A session at the end of the presentation.



We will be live-tweeting!

Share your highlights and takeaways with the **#qgivwebinar** hashtag, and please make sure to follow **@Qgiv**!



FUNDRAISING TECH

Made for you



Designed with you in mind

Designed for fundraisers by fundraisers through customer-led development input



Time saving data tools

Save time, attract and retain donors, and raise more money with all of your fundraising data in one place



Powerful integrations

Easily integrate with your third-party CRM, email provider, and accounting software



We know the value of relationships and are proud to connect you with Kennari Consulting, a member of our partner network.

Powerful Fundraising Technology + Major Gift Fundraising



Raise More, Manage Less

**Donation Forms | Event Registration
Text Fundraising | Peer-to-Peer | Auctions
Integrations & Data**



**Smart and Strategic
Approaches to Philanthropy**



Meet the Speaker



Laura Kruisenga | President & CEO, Kennari Consulting

Laura Kruisenga, President & CEO, Kennari Consulting - Laura works with clients to build their annual fundraising programs with a particular focus on events, communications, and staffing. She is regularly featured as a presenter at local workshops and seminars on fundraising. Laura graduated from Adrian College with a degree in business administration and has over 20 years of fund development experience and is certified in the use of several databases, including Raiser's Edge and Giftworks.


Introduction

- ▶ Laura Kruisenga, President & CEO with Kennari Consulting
- ▶ Services in Campaign consulting, Grant writing, Project/Program Development, and Annual Giving consulting
- ▶ Instructor in Fundkit – online learning platform for fundraising professionals



KENNARI
CONSULTING

Fundkit



Relationships are
mutually beneficial
and *always personal*.



KENNARI
CONSULTING

Fundkit

Why Segment?

- ▶ Increased donor engagement
- ▶ Better understanding of your work, impact, and needs
- ▶ Leads to higher fundraising results
- ▶ Renews donors and helps fight lapsing



KENNARI
CONSULTING

Fundkit

What prevents you from segmenting?

Type your answer in the chat!



KENNARI
CONSULTING

Fundkit



Common Barriers to Donor Segmentation

- ▶ Systems
- ▶ Messy data
- ▶ Time



KENNARI
CONSULTING

Fundkit



Start with these steps:

- ▶ Prioritize
- ▶ Make a plan
- ▶ Engage other people



KENNARI
CONSULTING

Fundkit



Groups to Segment

In order of priority

- ▶ Major Donors
- ▶ Monthly/Recurring Donors
- ▶ Event Donors
- ▶ Lapsed Donors
- ▶ Other specific groups!



KENNARI
CONSULTING

Fundkit

Major Donors

- ▶ Donor/Household giving is \$1,000 or more in a year
- ▶ Individualized cultivation and solicitation plan
- ▶ Appeals should work into that plan and the timing the donor typically gives in
- ▶ Live signature, hand addressed enveloped, and personal note

Monthly/Recurring Donors

- ▶ Ask so recurring donors are ongoing until they say otherwise
- ▶ ALWAYS acknowledge their current giving before asking again
- ▶ Remind them of their impact
- ▶ After 12-18 months, ask for an increase
- ▶ Consider a “branded” monthly giving club/program

Event Donors

- ▶ Typically renew the way they come in
- ▶ Plant the seed ahead of the event
- ▶ Make sure they will attend
- ▶ If not attending, make a plan
- ▶ Do mission-centered events – and share updates throughout the year on what was shared at the event

Lapsed Donors

- ▶ First, prevent them from lapsing!
- ▶ Quickly try to recapture
- ▶ Definition: Gave in a time period and hasn't given at all in the following 12 months
- ▶ Be clear – “*we miss you and hope you'll give again*”
- ▶ Overall average donor retention in 2020 was 35%

Other Segments

- ▶ Break down existing segments into two groups based on gift size
- ▶ Additional Groups:
 - ▶ Volunteers
 - ▶ Members
 - ▶ First-Time Donors
 - ▶ Memorial Givers
 - ▶ Crowdfunding Donors
 - ▶ Direct Mail Donors
 - ▶ Specific program/interest area supporters
- ▶ Track outcomes



Segmenting takes extra time, increases data collection/tracking, and generally costs more.



KENNARI
CONSULTING

Fundkit



Learn More:

Free 30 minute follow up phone conversation if you have additional questions about Donor Communications.

Email becca@kennariconsulting.com to schedule!

Use coupon code "Qgiv" for a free series in Fundkit!

(Series options include: Major Gift Programs, Monthly Giving, Donor Database Management, and Fundraising for Executive Directors)

Questions?



This webinar program qualifies for 1 point of continuing education toward maintaining the Certified Fundraising Executive Management (CFRE) credential.

Thank you for joining!

For more information on Qgiv's fundraising platform, contact:

contactus@qgiv.com | 888-855-9595

For more information on Kennari Consulting, contact:

laura@kennariconsulting.com | 616-425-5121

www.kennariconsulting.com



Donation Forms | Event Registration
Text Fundraising | Peer-to-Peer | Auctions