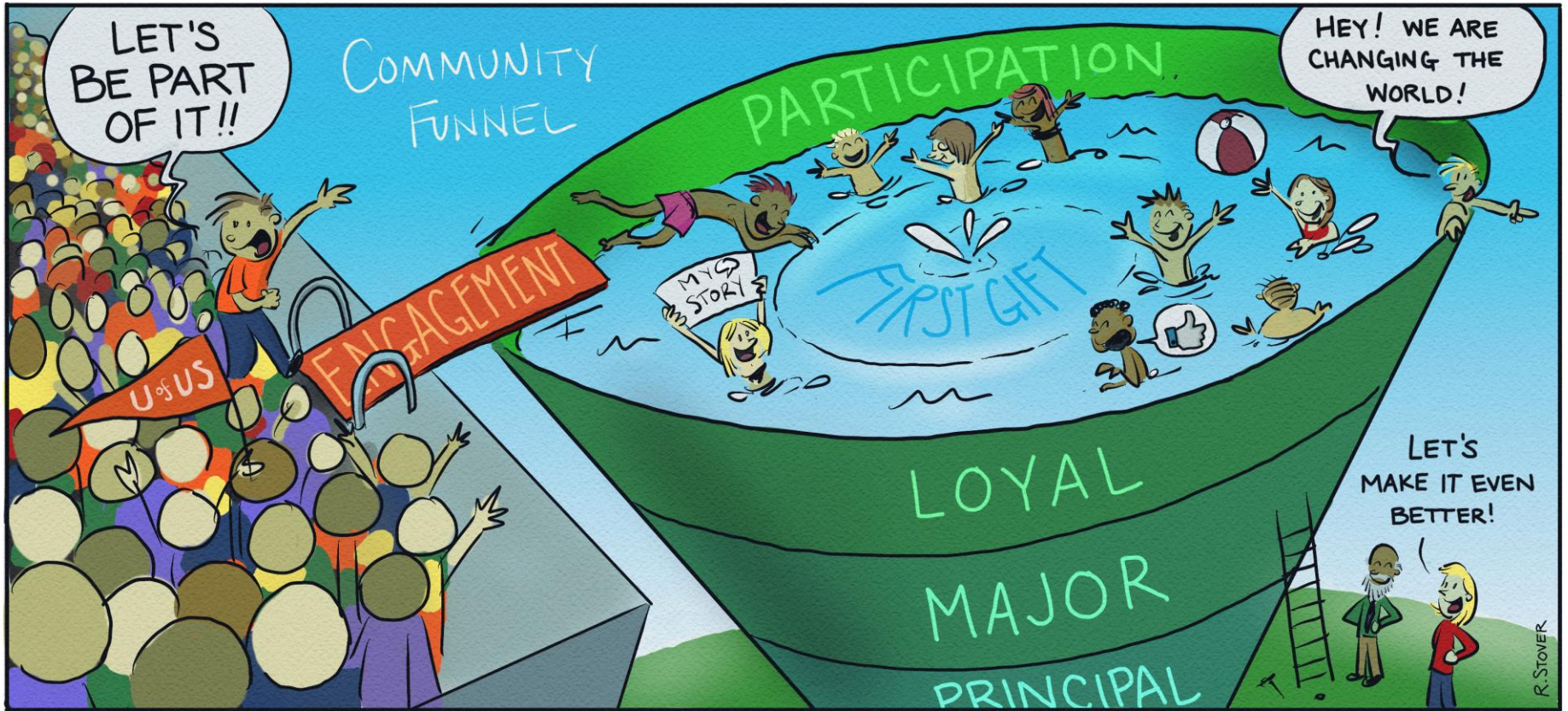




# Everyone Gets a Slice: Practical Ways to Begin Implementing a Behavior- Based Recognition Program



Lynne Wester  
DRG Group  
@donorguru



# CUSTOMER JOURNEY LAYERS

CUSTOMER JOURNEY STAGES



CUSTOMER JOURNEY STEPS



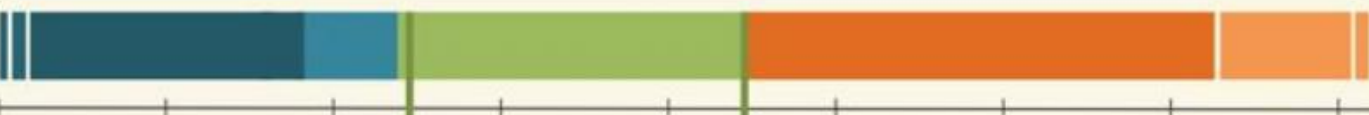
CUSTOMER JOURNEY TOUCHPOINTS



CUSTOMER JOURNEY DEPARTMENTS



CUSTOMER JOURNEY DURATION



Thank You Page

Schuhe passen nicht



# BEHAVIOR NOT AMOUNT!

FIRST TIME  
INCREASE  
LAPSED  
CONSISTENT  
DIGITAL vs ANALOG





## Unappreciated Incentives

73%

Of donors who received plaques  
or certificates threw them out

83%

Of gift society donors said it had  
no influence on their giving

+12%

Change in number of donors  
since 2003 who said gift clubs  
have no influence on their giving





## Missed Opportunities

85%

Of donors don't receive information  
on gift outcomes

84%

Of donors would give more to  
charities that showed them results

77%

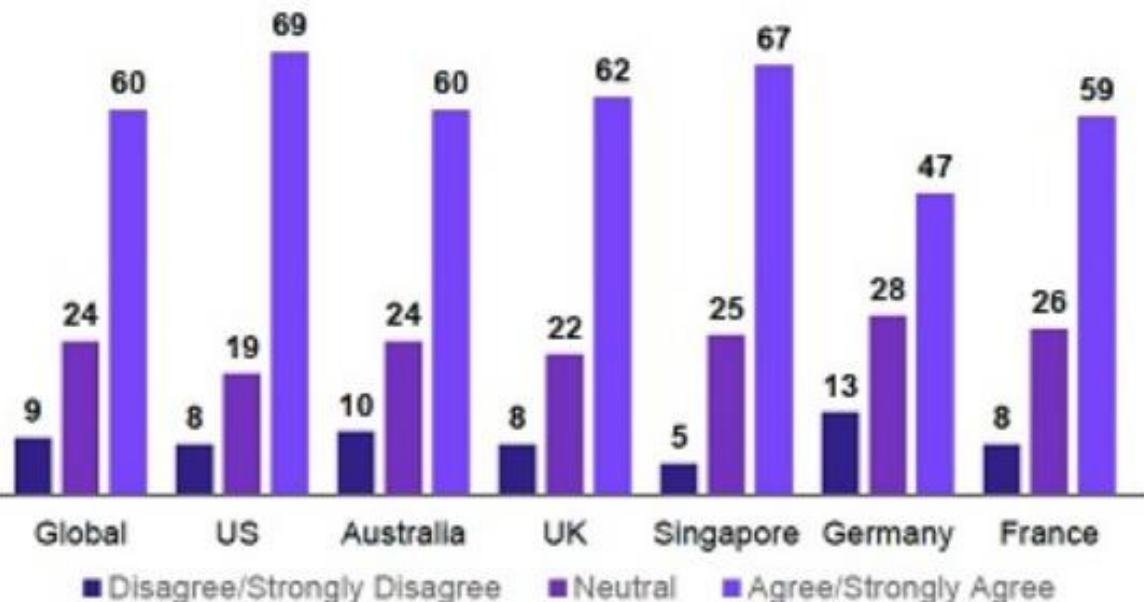
Of Millennial donors would stop  
donating if they don't see gift impact



## PERSONALIZATION IS KEY...

A strong majority (60%) value a personalized experience when interacting with nonprofits

It is important to have a personalized experience when interacting with an organization that I'm volunteering with or donating to.



Percentages are based on a 5-point scale where 1=Strongly Disagree, 2=Disagree, 3=Neutral, 4=Agree, and 5=Strongly Agree.

@DONORGURU





@DONORGURU





# THANK YOU!

Dear Dennis,

We're grateful for your gift to The Whitworth Fund. Each day, Whitworth Fund dollars are at work on campus, providing scholarships for the 98 percent of students who receive financial aid, as well as supporting other crucial campus programs and operations.

This year, 75 percent of the money given to The Whitworth Fund will benefit student scholarships, our greatest area of need; 15 percent will go to academic programs, 5 percent will support our international initiatives (both on and off campus), and 5 percent is allotted to support our facilities and grounds.

Your gifts to The Whitworth Fund are vital to Whitworth's success. By supporting the university's ongoing needs, you make a lasting, positive difference for students, faculty, staff and alumni, today and for generations to come. Thank you!

In the Whitworth spirit,

[Tracker Name]  
[Tracker Title]



The Whitworth Fund makes it possible for students like sophomore Camina Hirota, an Act Six scholar, to attend Whitworth. Act Six is Spokane's only full-tuition, full-need, urban-leadership award. "My experience here has been life-changing," says Camina, a psychology and Spanish double major.

"In addition to the Act Six scholarship, donors have affected my Whitworth experience through contributions to new facilities, which make for a better learning environment," Camina says, "and through funding programs like study abroad, which allow me to make the most of my education."

This year, Camina is working in her residence hall as a cultural-diversity advocate. CDAs encourage the development of a campus community that values individual differences and respects the rights and opinions of all residents. "My goal is to help incoming students have the best experience during their first year at Whitworth," she says, "the same way I did, thanks to my residence-hall staff."



DATE: [Date]  
GIFT TOTAL: [Gift Amount]  
CONSECUTIVE SUPPORT:  
[CYD] Year(s)  
DESIGNATION:  
[Gift Designation]

[Joint Mail Name]  
[Addr1]  
[Addr2]  
[City], [St] [Zip]

**GIFT RECEIPT**  
Gifts to Whitworth University are tax deductible to the extent provided by law. This receipt should be retained for tax purposes. No goods or services have been provided to you in exchange for this contribution.

WE AT WHITWORTH THANK YOU FOR YOUR SUPPORT!



Her first chance to be a part of a team



His first safe place to go when school is out



Her first time jumping in the pool without a lifejacket



Her first college visit as she prepares to graduate high school



His first reading buddy and role model



Her first step to a healthier lifestyle

@DONORGURU





YMCA OF GREATER CHARLOTTE  
500 East Morehead Street, Suite 300  
Charlotte, NC 28202

Throughout our lives we experience many firsts that shape who we are and will become. Your first gift to the YMCA of Greater Charlotte is no different. Your generosity is shaping the lives of kids, families and adults in need across our community.

Together, with your generous support, we are ...

- driving academic achievement and inspiring kids to reach their greatest potential;
- tackling our community's greatest health challenges and improving quality of life;
- and ensuring access and inclusion so that everyone has a chance to succeed and belong.

Thank you for your first gift to the Y. We're proud to welcome you to our family of donors, and we look forward to strengthening community together for many years to come.

Visit [ymcacharlotte.org/somuchmore](http://ymcacharlotte.org/somuchmore) to see more real stories of how your gift is making a difference.

The Y. So Much More™

YMCA Mission: To put Christian principles into practice through programs that build healthy spirit, mind and body for all.

@DONORGURU





First anatomy textbook  
300 BC



First vaccine  
1796



First heart transplant  
1967



First X-ray  
1895



First draft of human genome released  
2000



1590  
First microscope



1816  
First stethoscope



1937  
First blood bank



1996  
First clone



Your first gift  
2018



2014  
Dell Medical School opens: First med school at top-tier AAU research university in 50 years



The University of Texas at Austin  
Dell Medical School

@DONORGURU





## **YOUR FIRST GIFT. OUR NEXT BREAKTHROUGH.**

Discoveries are never solo efforts. Your first gift to Dell Medical School is already changing lives and planting seeds for new innovations.

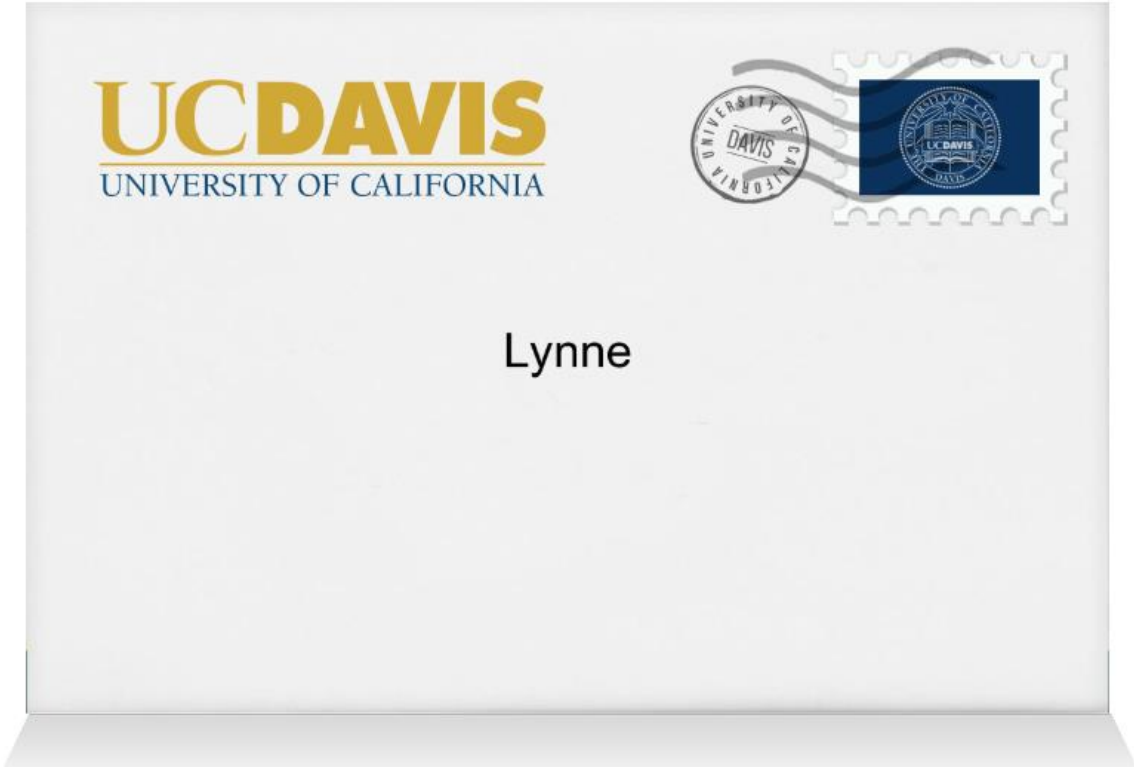
- Because of you, **100 future doctors are receiving scholarships.**
- Because of you, our community is finding ways to **tackle our biggest health challenges.**
- Because of you, research is **changing how we diagnose and cure diseases.**

Together, we are elevating the standard of patient care and redefining the future of health. Thank you for making your first gift and laying the foundation for the first of many breakthroughs.

**Dell Medical School**  
The University of Texas at Austin  
1601 Trinity St., Stop Z0200  
Austin, TX 78712

Hi Lynne, UC Davis Made This Video Just For You

WATCH YOUR VIDEO!



@DONORGURU



# First Time Donor Journey

- <30 Days – Postcard or Email
- <3 Months- Hand Written note
- <6 Months- ThankView Video
- <11 Months Impact Report
- THEN and Only Then...

@DONORGURU





FOR YOUTH DEVELOPMENT®  
FOR HEALTHY LIVING  
FOR SOCIAL RESPONSIBILITY

# CELEBRATING YOUR GENEROSITY



@DONORGURU





## Next month marks one year since your first charitable gift to the YMCA of Greater Charlotte!

Can you believe it's been almost a year since you joined our family of Y donors? Neither can we – time flies when your generosity is making a difference! Thank you so much.



**Over the past year, because of donors like you, we've been inspiring young potential, improving quality of life for people facing significant health challenges and providing everyone with a place to belong at the Y.**

Yet there is so much more to do. We have an extraordinary opportunity to serve even more people in need across our community; but only your continued support will make it possible.



**Please consider renewing your gift to the YMCA Annual Campaign by giving online today at [ymcacharlotte.org/donate](http://ymcacharlotte.org/donate).**

**Every gift matters, especially yours.  
Together, we can achieve so much more.**

The Y. So Much More™

YMCA Mission: To put Christian principles into practice through programs that build healthy spirit, mind and body for all.

**YMCA OF GREATER CHARLOTTE**  
500 East Morehead Street, Suite 300  
Charlotte, NC 28202



@DONORGURU





KEEP THE CELEBRATION GOING!

### Happy Gift-iversary, Lynne!

It's the anniversary of your last gift to Louisiana Tech, and that's cause for celebration!

**By making an anniversary gift today**, you provide unparalleled learning experiences, superior academic programs, and keep Tech at #1 for the lowest average debt at graduation.

Most of all, your gift shows you care about your family here at Louisiana Tech, where every person (& puppy!) matters.

**Thank you for your continued loyalty and for making a difference.** With your help, anything is paw-sible!

Let's make this a tradition,



TECH XXII

@DONORGURU

I gave you \$10,  
He gave you \$20.  
You felt that he was  
better just because he  
gave you more. But he had  
\$200 dollars, and all I had  
was \$10.



	<b>1890 Society welcome postcard/Magnet</b>	<b>Variable data postcard</b>	<b>Phone call</b>	<b>Handwritten note</b>	<b>Personal video</b>	<b>Personal invitation to event</b>	<b>Gift Anniversary note from President</b>
<b>Basic</b> 2-3 CYD	X	X					
<b>Silver</b> 3-5 CYD	X	X	X				
<b>Gold</b> 5-10 CYD	X	X	X	X			
<b>Platinum</b> 10+ CYD	X	X	X	X	X	X	
<b>Ultra Platinum</b> 20+ CYD	X	X	X	X	X	X	X

Think Airlines NOT Gifts



FOR YOUTH DEVELOPMENT+  
FOR HEALTHY LIVING  
FOR SOCIAL RESPONSIBILITY

5

@DONORGURU



Hi,

Thank you for your  
generosity to our YMCA  
for the last 5 years. It is  
because of you and other  
loyal donors that we can  
ensure the our doors  
are always open to "all".  
Gratefully,  
Abigail



Abigail, Age 5

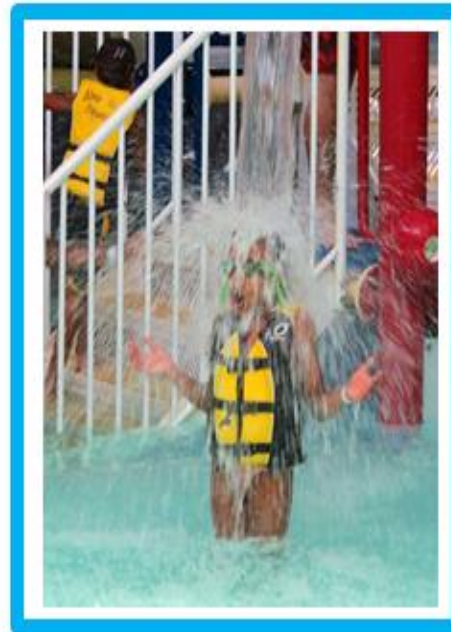
Date

Mrs. Five Year Donor

Address

City, State Zip

Dear Five,



This little swimmer was born the year you started giving to the Harris YMCA. For five years you have been a part of a community that believes everyone should learn to swim and be safe around the water. Your generosity to the YMCA Annual Campaign allows us to provide opportunities for all regardless of their ability to pay. Not only have you helped ensure that one more child will learn how to be safe around water you have helped develop confidence and create life long memories.

Thank you for believing in our YMCA and making a difference for 5 years.

Happy Anniversary,

Dean M. Jones  
Senior Vice President and CDO





LOYAL



@DONORGURU







**Institutional Advancement**

300 W. Hawthorne Road  
Spokane, WA 99251

<SALUTATION>, we recognize that <YEARS> years is a long time to be dedicated to anything! Your habit of continually making Whitworth a priority is so appreciated.

Thank you for making the difference, year after year. We couldn't do it without you.

@DONORGURU



Dear Dan & Barbara —

3/3/15

Just a quick note to thank you for your generous and faithful support for Whitworth. This year marks your 20<sup>th</sup> consecutive year of support to Whitworth.

Thank you for all you do.

I hope I'll see you both in Bellingham later this month.

Blessings,  
BCK

# A Treat For You

We know Mondays can be *ruff*. Save the date for your next dose of 1865 Society fun on Monday, May 15, from noon – 1 p.m. EDT.

Is it coloring pages or digital downloads? Is it a concert or a debate? Nope. It's even better: kitties and puppies!

Exclusively for you, in recognition of your loyal giving to Cornell year after year, we will be live streaming playful animals to brighten your day.

## Monday, May 15

12:00 noon EDT



Save this link and tune in Monday to watch future guide dogs interact on our puppy cam.

🐾 WOOF 🐾



Save this link and tune in Monday to watch kitties at play at the College of Veterinary Medicine.

🐾 MEOW 🐾

In partnership with the College of Veterinary Medicine and the Cornell chapter of Guiding Eyes for the Blind, we hope you'll enjoy a few minutes of relaxation and fun with some of our furry friends on campus.

@DONOR





@DONORGURU



# HAIL

To Those Who Increase Their Impact

**M** UNIVERSITY OF MICHIGAN

@DONORGURU



# HAIL

Thank you for taking the extra step to have your gift to the University of Michigan matched by your company. We've recently received your company match. We appreciate your efforts to increase the value of your contribution. Your support helps make The Michigan Difference!

For information about matching gift programs or The Michigan Difference campaign, please contact us by phone (888-518-7888), email ([umgift@umich.edu](mailto:umgift@umich.edu)), or visit us on the web ([www.giving.umich.edu](http://www.giving.umich.edu)).



University of Michigan  
Office of University Development  
3003 South State Street, Suite 8000  
Ann Arbor, MI 48109-2210

@DONORGURU



# HELLO AGAIN.




@DONORGURU





300 W. Hawthorne Road | Spokane, WA 99251



<FIRST NAME>, you are making a real difference at Whitworth by supporting <DESIGNATION>. Your gift allows students to connect with talented, caring professors who love to challenge them and help them grow. Thank you for helping us prepare students to fulfill their calling in a world that needs Whitworth graduates. We're so grateful you've chosen to give to Whitworth again!

To learn how your gifts change students' lives, visit [whitworth.edu/impact](http://whitworth.edu/impact).



@DONORGURU



# IT'S IN THE BAG

*Don't forget: you've left items in your cart.  
Complete your order now and enjoy:*

**25% OFF YOUR PURCHASE!\***

SHOP NOW →

**HURRY, THIS OFFER EXPIRES IN 48 HOURS!**

**SAVINGS APPLIED AT CHECKOUT\***



STORE LOCATOR    CUSTOMER SERVICE    GIFT CERTIFICATES



I'm forgetful too. It's all good.

*chubbies*  
AMERICAN MADE SHORTS

Good day Chubster,

I wasn't snooping or anything, but just wanted to let you know that you left some shorts hanging in your shopping cart.

I'd be happy take you back to our site so you can make the best purchasing decision of your life.

Seriously. No sweat off my back.

**Take Me To My Cart**

It's time to dominate. You know what to do.

@DONORGURU





1

Someone visits your site



2

Adds product to shopping cart but does not donate



3

Sees remarketing banner on Facebook of the items they viewed on your site



4

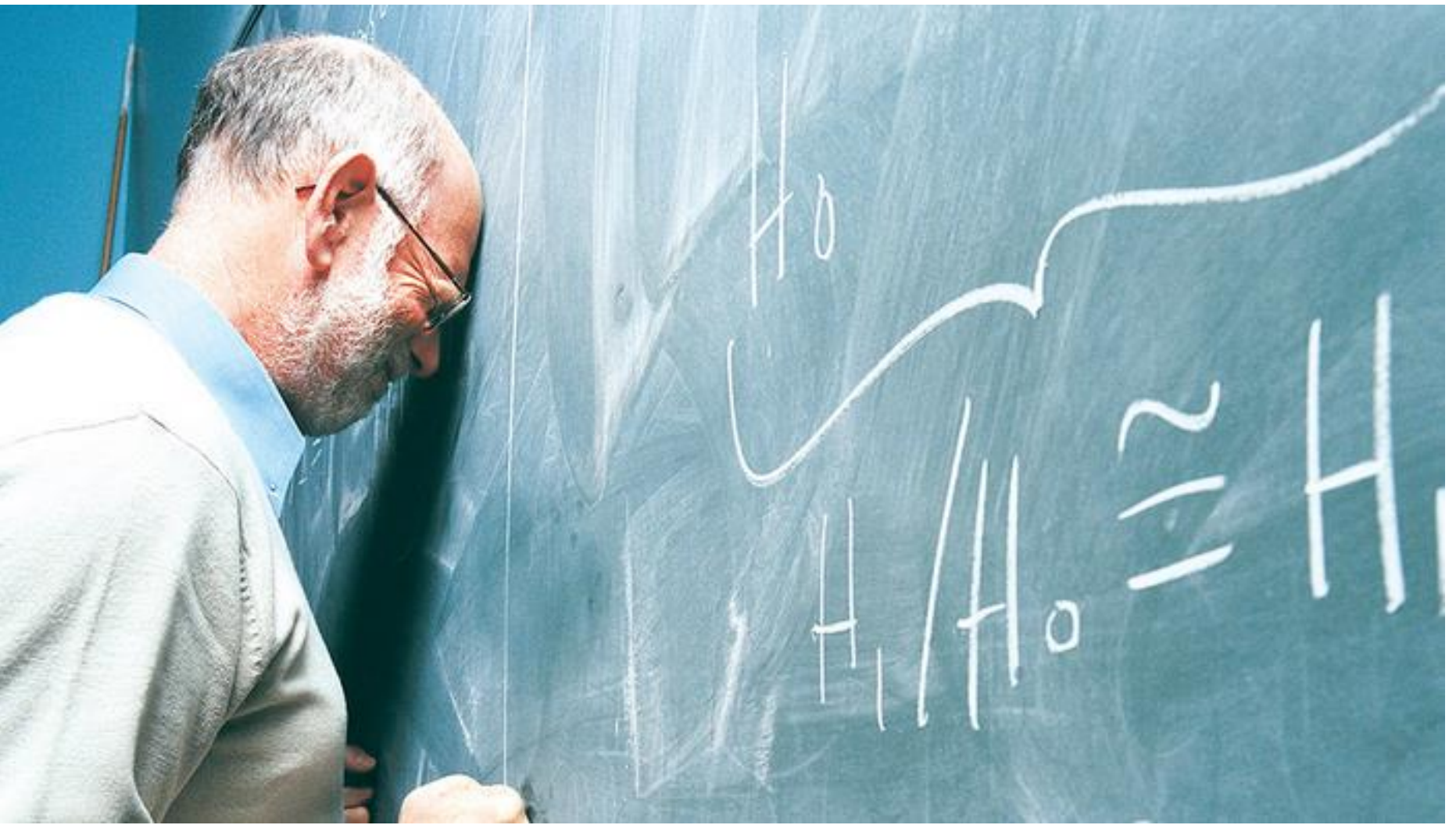
Ad prompts user to return to your site



Donates Online

@DONORGURU





@DONORGURU



Not like this....



1



2



3



4

Like this!



1



2



3



4



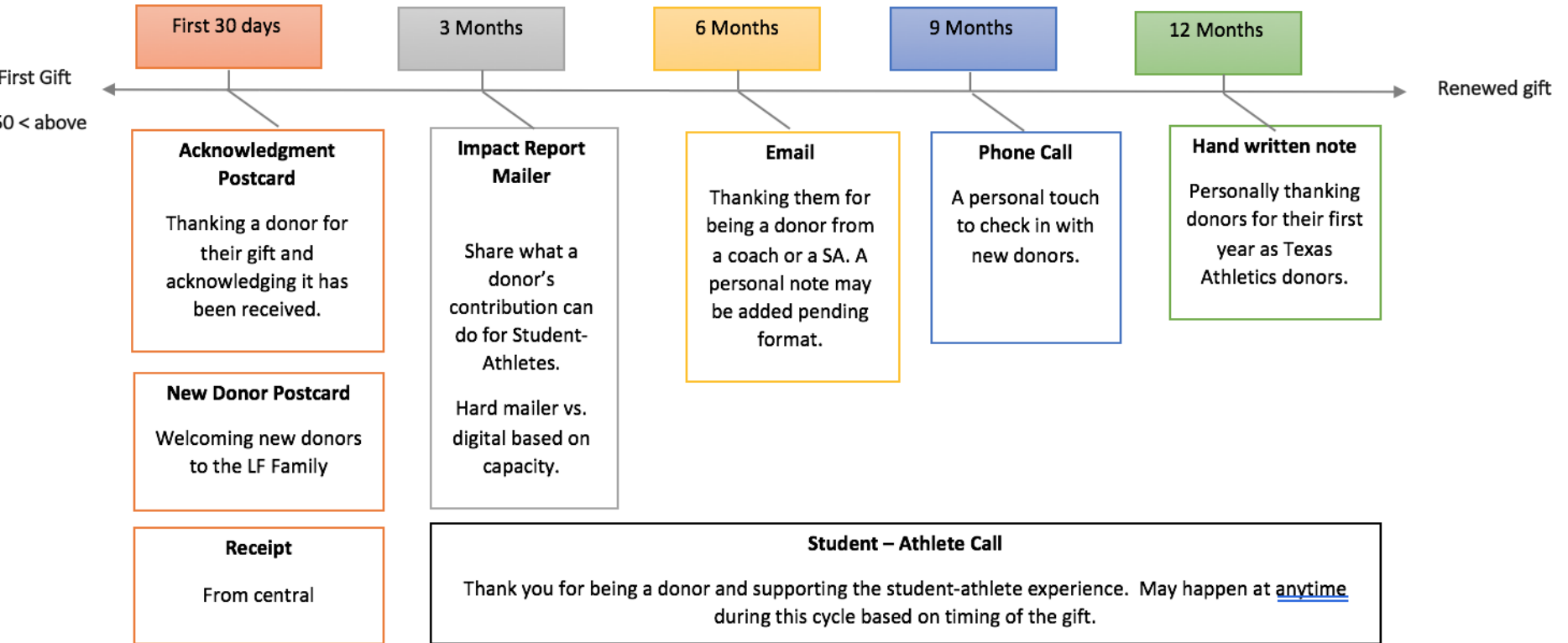
5

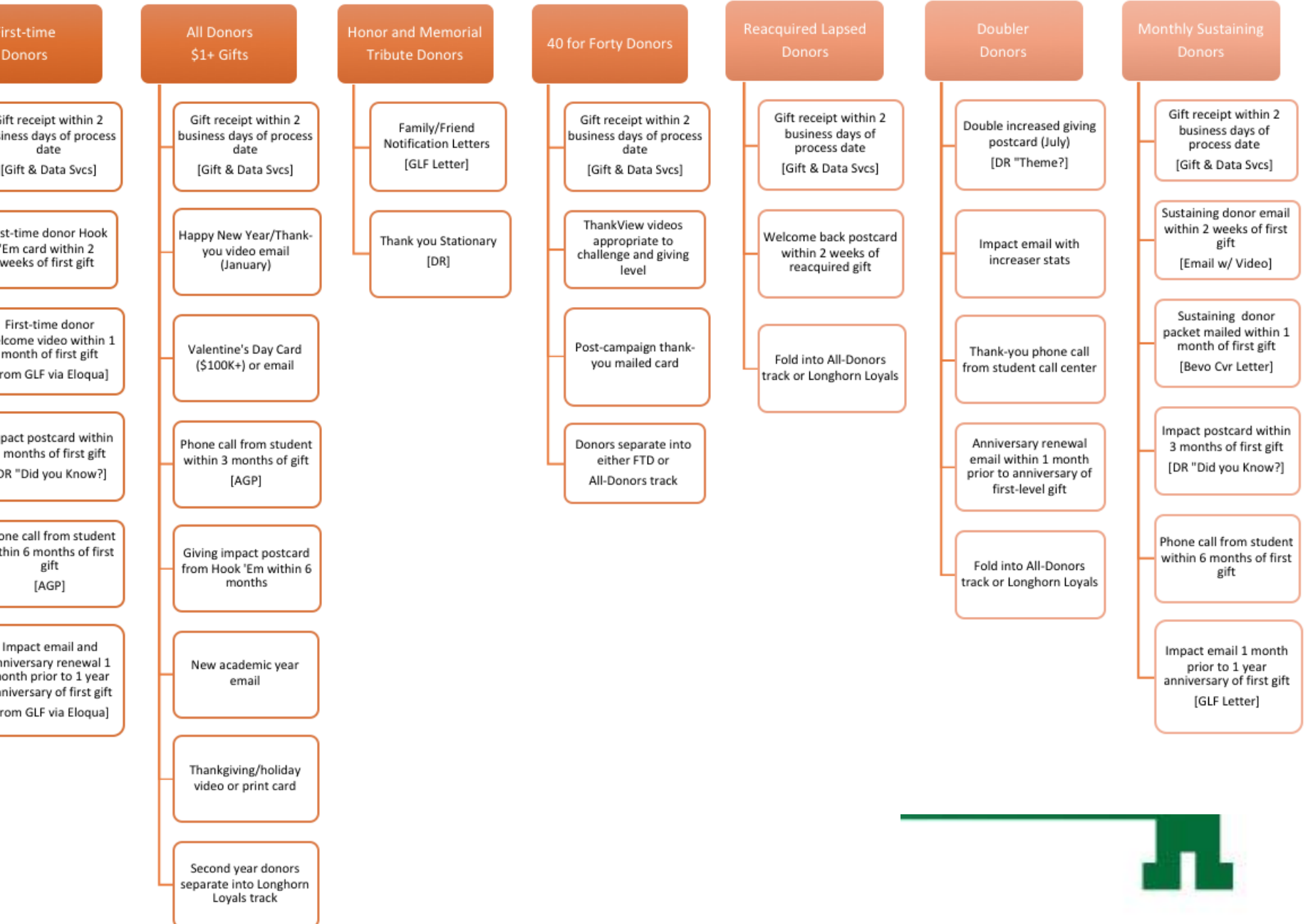
@DONORGURU



- **Acknowledgment Postcard**
- **New Donor Postcard** – ‘Welcome to the Family’
- **Receipt** – Confirmation of gift managed by central
- **Impact Report**– Distribution managed internally, hard mailer vs. digital based on capacity
- **Email** – Welcome video from a coach or SA, personalized note
- **Phone call** – Based on capacity, may be from a gift officer
- **Handwritten note** – Based on capacity
- **Student – Athlete Call** – Thank you for joining the Foundation

**NEW DONOR STEWARDSHIP TIMELINE**







# Thank YOU!

@donorguru

[www.donorrelations.com](http://www.donorrelations.com)

[lynne@donorrelations.com](mailto:lynne@donorrelations.com)

