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**The Strategy  
Of Give for Good Louisville**

**1 Peer to Peer Fundraisers**

**2 Gift Matching**

**3 Social Media**

**4 Direct Asks**

**5 Before and After**









## The Anatomy of your Champions



Employers



Service  
Providers



Family  
Networks



Friend  
Networks



**Ask  
Directly**



**Provide  
Training**



**Support Your  
Champions**

**How do I recruit these people?**

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Bring your community in  
further to support your  
organization for years to come.

## **Gift Matches**



## The Rule of (inexact) Thirds

If your goal is \$15,000 raised day of, you should have matches for at least a third of that amount



FIRST THIRD  
**+ \$5,000**

Raised to reach your match amount

SECOND THIRD  
**+ \$5,000**

The match amount

GOAL MET  
**+ \$5,000**

We are so close to the amount raised!  
Let's RALLY!





## The Magic of Social Media

We all love a good doom scroll, but it's not without it's limit



How to Post



When to Post



What to Post



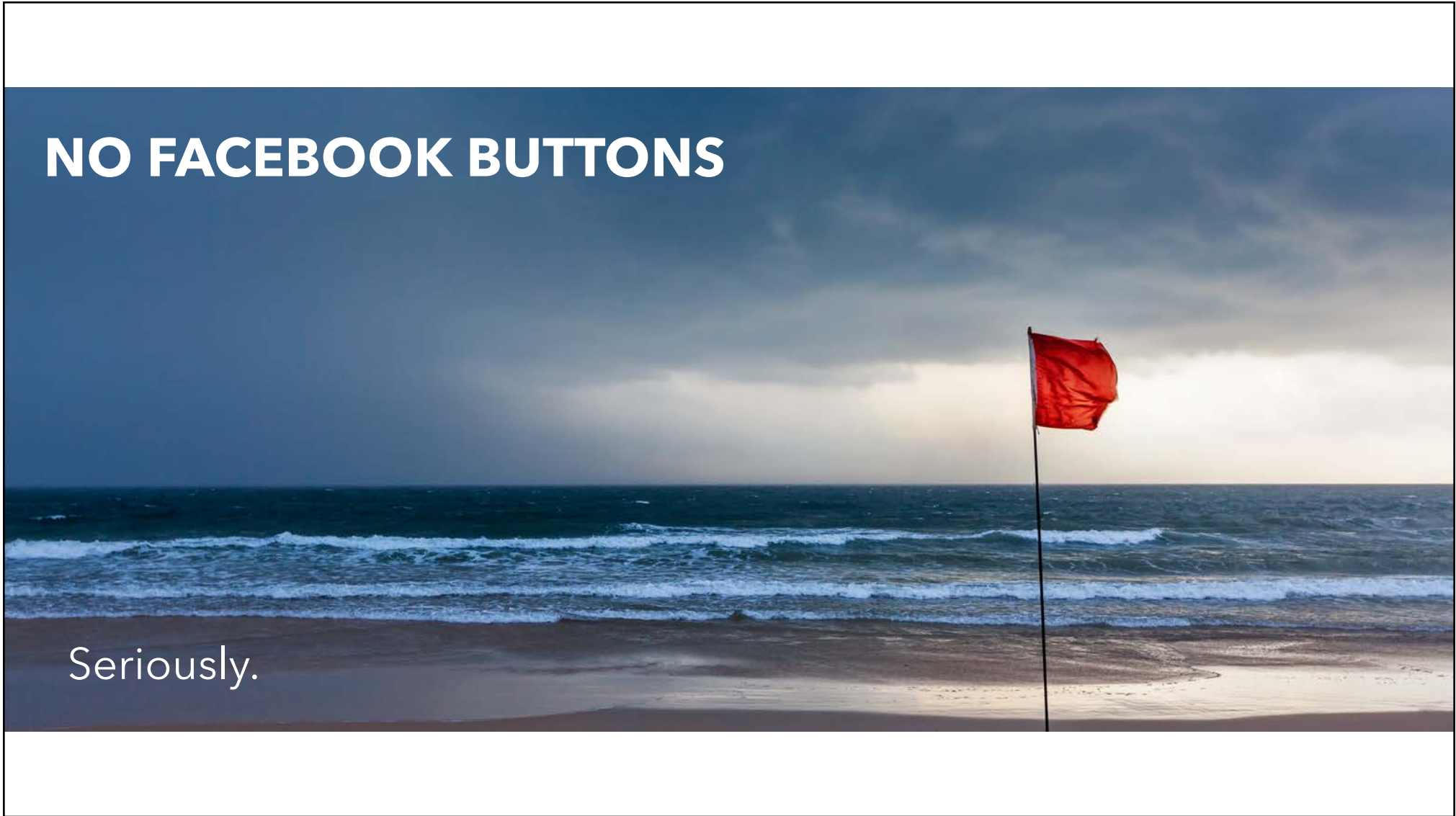
When in doubt

**IGNORE (some) of the Rules**



**NO FACEBOOK BUTTONS**

Seriously.





A photograph of a person's hands holding a stack of coins and a piece of paper that says "MAKE A CHANGE". The image is overlaid with text. The background is a soft-focus outdoor setting.

## We are not selling a car: an exercise

Act from ABUNDANCE, not scarcity.

We do not beg.

We are important and VALUED.



**Without direction,  
you cannot move forward.**



# Set Your Goals for Success for More than Just Today



Achieved | GOAL  
**82** | **30**

---

**Number of Donors**



Achieved | GOAL  
**12** | **10**

---

**Fundraising Champions**



Achieved | GOAL  
**\$28,682** | **\$32,000**

---

**Totals Raised**

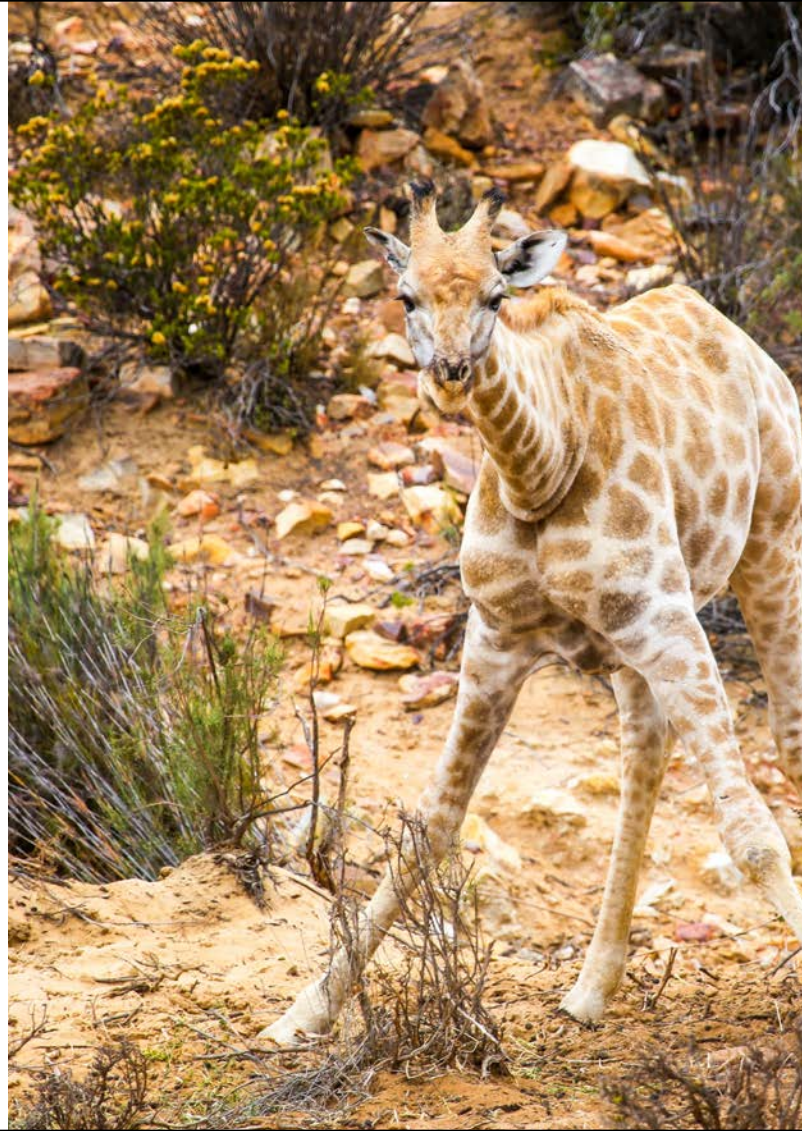


01

**Say thank you  
and mean it**

03

**Call people into  
tangible advocacy**

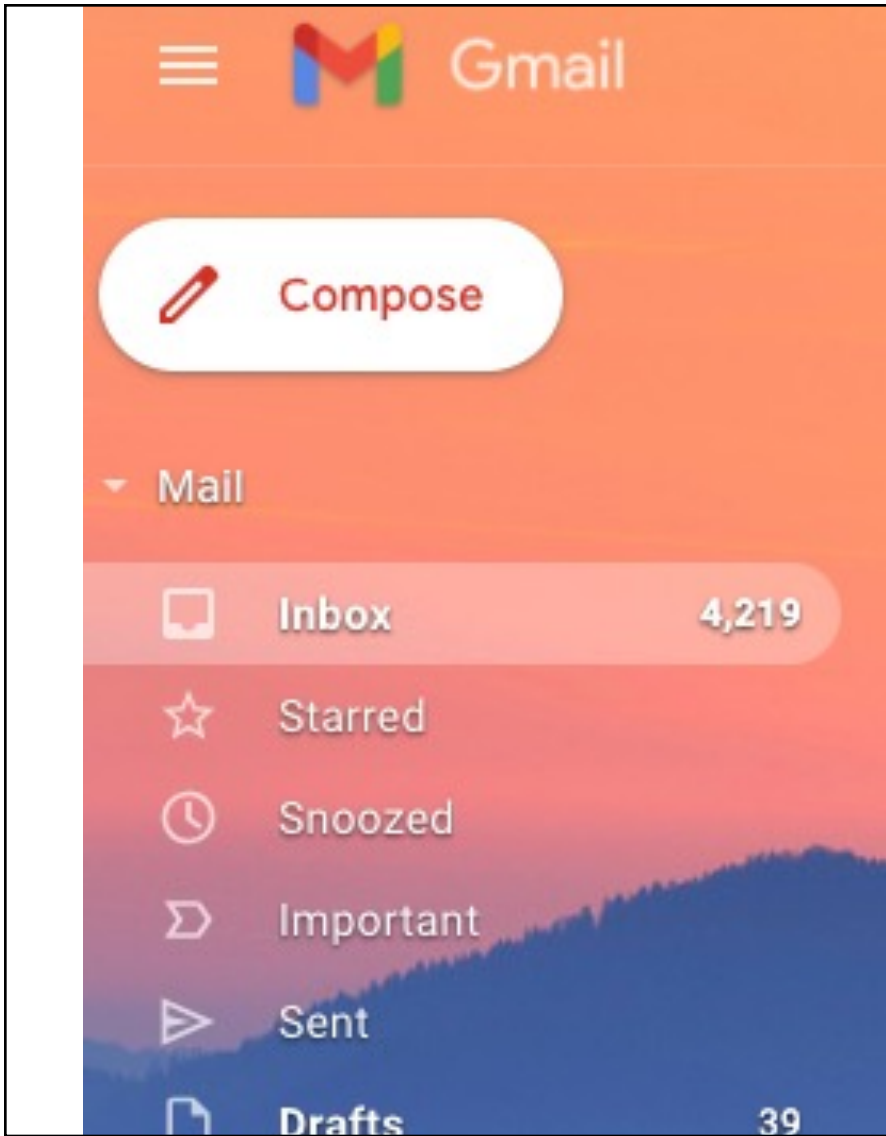


02

**Invite them into  
spaces of  
belonging**

04

**Stay in creative  
communication**



**There is no  
Replicating  
Human  
Contact**



# WHAT QUESTIONS DO YOU HAVE?

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**Break Time**







**4sight**  
*A Clear Path to  
Nonprofit Success*

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**SAVE THE DATE!**  
**20/twenty's Strategic  
Leadership Conference**  
**October 4<sup>th</sup>, 2022**  
**Pre-register at [2020strategic.com](https://www.2020strategic.com)**





A photograph of a doctor in a blue and white checkered shirt using a red stethoscope to examine a young child in a red shirt. The child is smiling and looking upwards. In the background, other people are visible, including a woman in a white lab coat and another person sitting at a table. The entire image has a semi-transparent blue overlay.

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# Storytelling

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# Why is storytelling important?

Makes your mission and vision **REAL** for the donor

If the donor sees themselves in the story and knows what the problem, those affected, and solution **LOOK LIKE**, they are more likely to give.







### The Organization's Story

History, mission, and vision of organization made real



### The Fundraising Champion's Story

Why the fundraising champion cares about the organization's work

**There is more than one story at play**

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## Share Organization's Story Through:



Profile Text



Giving Buttons



Images



Automatic Thank You

People are more likely to watch videos

# SPOILER ALERT!

If a person has clicked on the link to get to your page, they are going to donate, regardless of how “pretty” your page looks

Focus your energy on supporting your Fundraising Champions to connect with their networks



# Profile Body Text

Less is more. What is the shortest way to get your mission and vision across?



Access Justice is a 501(c)(3) non-profit founded in 2014 that seeks to provide immediate legal service for all individuals regardless of their age, ability or disability, sex, ethnicity, nationality, religion, or sexual orientation. Your donation today increases access to justice for all by providing basic legal services and legal education to the most vulnerable in society.



# Stories Told By Buttons

- Make the Amounts MEAN SOMETHING
- Connect photos, amounts, and descriptions
- Give them three options



**\$54**

*Provides a foster youth with a Life Coach to walk alongside them in love*



**\$163**

*Provides a long term in-home support volunteer for a vulnerable child*



**\$426**

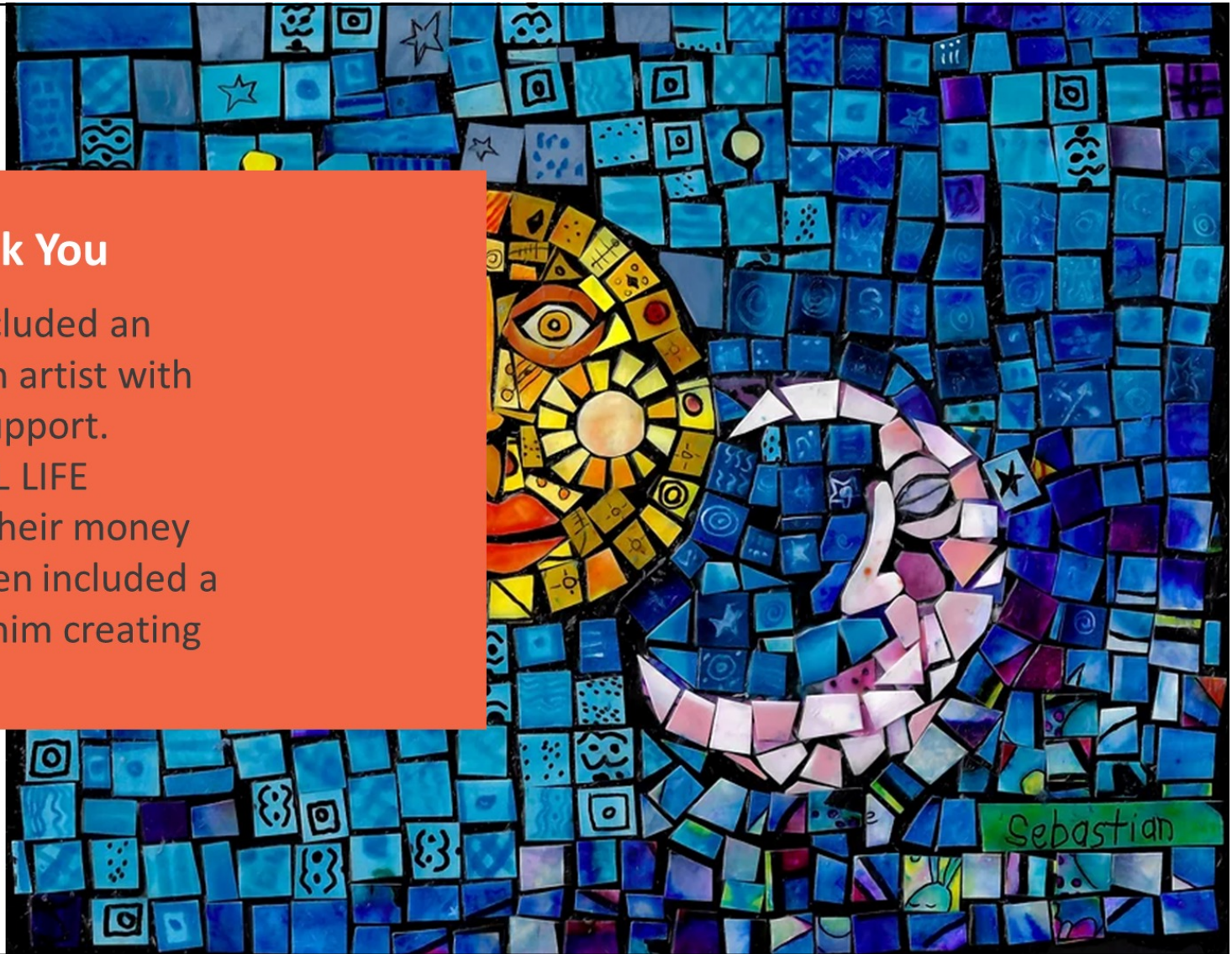
*Supports basic needs of families in crisis*

**CHOOSE YOUR OWN AMOUNT**

## Automatic Thank You

Mattingly Edge included an anecdote about an artist with a disability they support. Donors saw a REAL LIFE example of what their money supports. They even included a 10-second clip of him creating an art piece!

Photo courtesy of:  
[Sebastianduvergestudios.com](http://Sebastianduvergestudios.com)









1

**Written**

2

**Social Media  
General Posts**

3

**Reels**





“Lives”



FB/Insta Stories





Добро пожаловать

Willkommen

歡迎

Καλωσόρισμα

What should our language be focused on?



# It depends...

- Fundraising Champions should center themselves
  - **“I am doing this because** my family has been supported by this organization.”



- Nonprofits should use donor-centric language
  - **“Your gift ensures** 40 children will have a place to sleep this year.”



Make the  
donor part  
of the  
narrative!







When your organization serves PEOPLE, don't make the donor the hero of the story AT THE EXPENSE of the people being supported.

We don't want to objectify vulnerable people and detach them from their own narratives and journeys.

As much as possible, let the people served by the organization tell their own stories



Remember:

P<sub>3</sub> A<sub>1</sub> S<sub>1</sub> S<sub>1</sub> I<sub>1</sub> O<sub>1</sub> N<sub>1</sub>

Fundraising Champions are more relatable to their Networks than the organization.

“People initially give to people who are passionate about causes, not the causes themselves.”

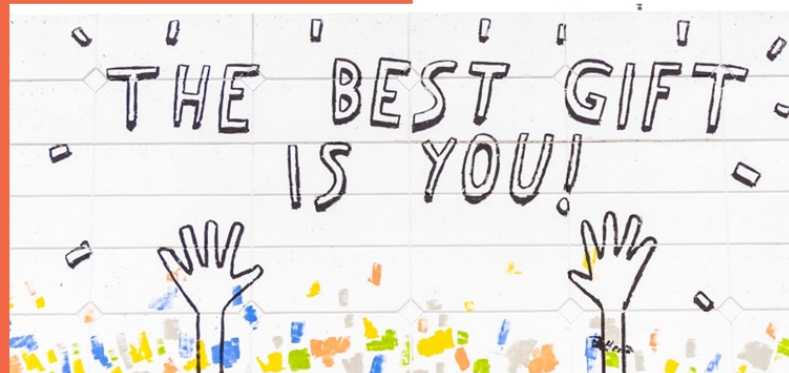
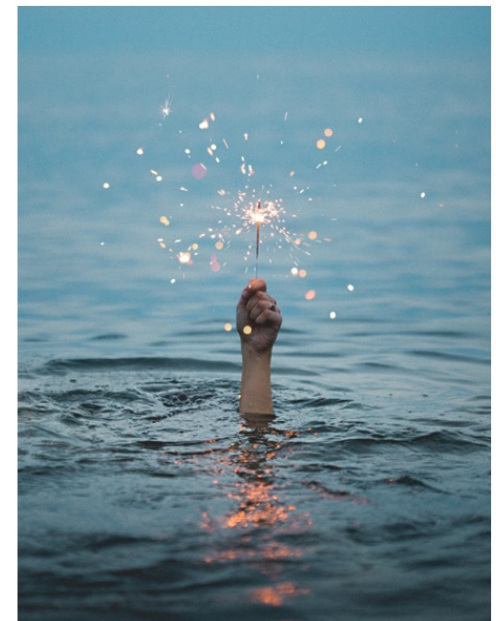


## Fundraising Champion Story Prompts

Question 1: What experience did I have that led me to my passion for this organization?

Question 2: Why does this organization matter to me?

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## THEY WILL SAY YES

If Fundraising Champions make posts that center around the answers to those prompts, their social networks are more likely to donate **WHEN DIRECTLY ASKED TO DONATE.**

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A photograph of a person's hands holding a small stack of coins and a piece of torn paper with the words "MAKE A CHANGE" written on it. The background is a blurred outdoor setting. The text "BREAKOUT SESSION" is overlaid on the image.

## BREAKOUT SESSION

---

ME: On your own, write down your own answers to the prompts

WE: Share answers with your table

US: In the larger group, have one person from each table share an answer someone else gave that resonated with them

# Prompts

Prompt 1:

What experience led me to my passion for this organization?



Prompt 2:

Why does this organization matter to me?



## Other Ways to Tell Stories

Weave these into your postings on September 15th to tell a multi-faceted Giving Day Journey story



### Goal Updates

Take your followers on a journey throughout the day by updating on goals and posting targets for the next hour



### Stats & Stories from Organization

Equip your Fundraising Champions with 3 statistics and a single anecdote about the organization's work to share throughout the day



### Thank You Posts

Tag followers who recently gave in a public thank you post



# WHAT QUESTIONS DO YOU HAVE?

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**Break Time**







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**Data**

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**PLUG THEM IN**



**1**

**Phone Call**

**2**

**Handwritten  
Thank You Note**

**3**

**Donation  
Impact Report**







**Newsletter**



**Volunteer  
Opportunity**



**Upcoming  
Event**



**How to  
Connect**

# Donor Cultivation

Where the ART of Relationship Building meets the SCIENCE of Data Management







**Donor  
Data**



**CRM**  
Customer/Donor  
Relationship Management



**Communication  
Channels**

## **Donor Cultivation Tools**

Utilize these tools to better understand your donors so you can intentionally and consistently nurture your relationships with them.

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# Give for Good Analytics

## Overall Stats

### Total Stats



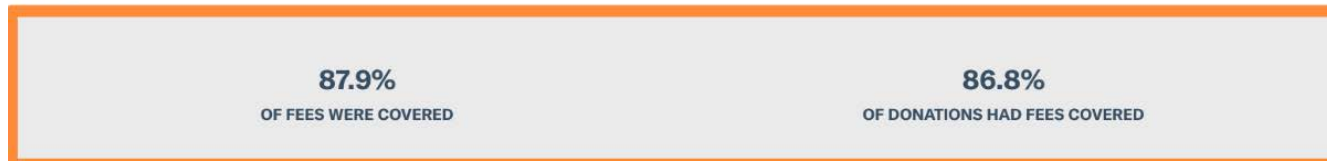
### Online Stats



### Offline Stats



### Fees





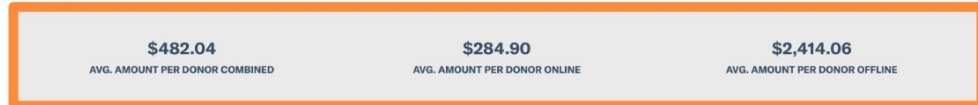
# Give for Good Analytics

## Donor Insights

### Average Donation Amount



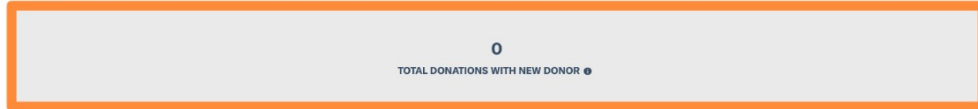
### Average Donor Amount



### Average Donations Per Donor



### New Donors



### Payment Methods



## Offline Stats Breakdown

### Matches & Challenges



### Prizes



### Donor Advised Funds



### Other Offline



GG





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## BREAKOUT SESSION

---

ME: On your own, write down your own answers to the prompts

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# Breakout Prompts:

## • 1. List your Observations

- What do you see?
- Are there any trends?
- What questions do you have?
- How did they do?



## • 2. Take Action

- List 2-3 actions you want to take based on this data.
- Who should you talk to?
- Change plan for next year?



*Classy*

Network  for Good™

HubSpot

 Kindful

 salesforce

 donorperfect

 everyaction







# Donor Segmentation



## Ways to Segment Your Donors



Preferred  
Communication



Giving Level



Giving  
Frequency



Point of Entry



# Preferred Communication

AKA Call me, maybe...

- Phone
- Email
- Text
- Physical mail
- Carrier Pigeon





# Giving Level

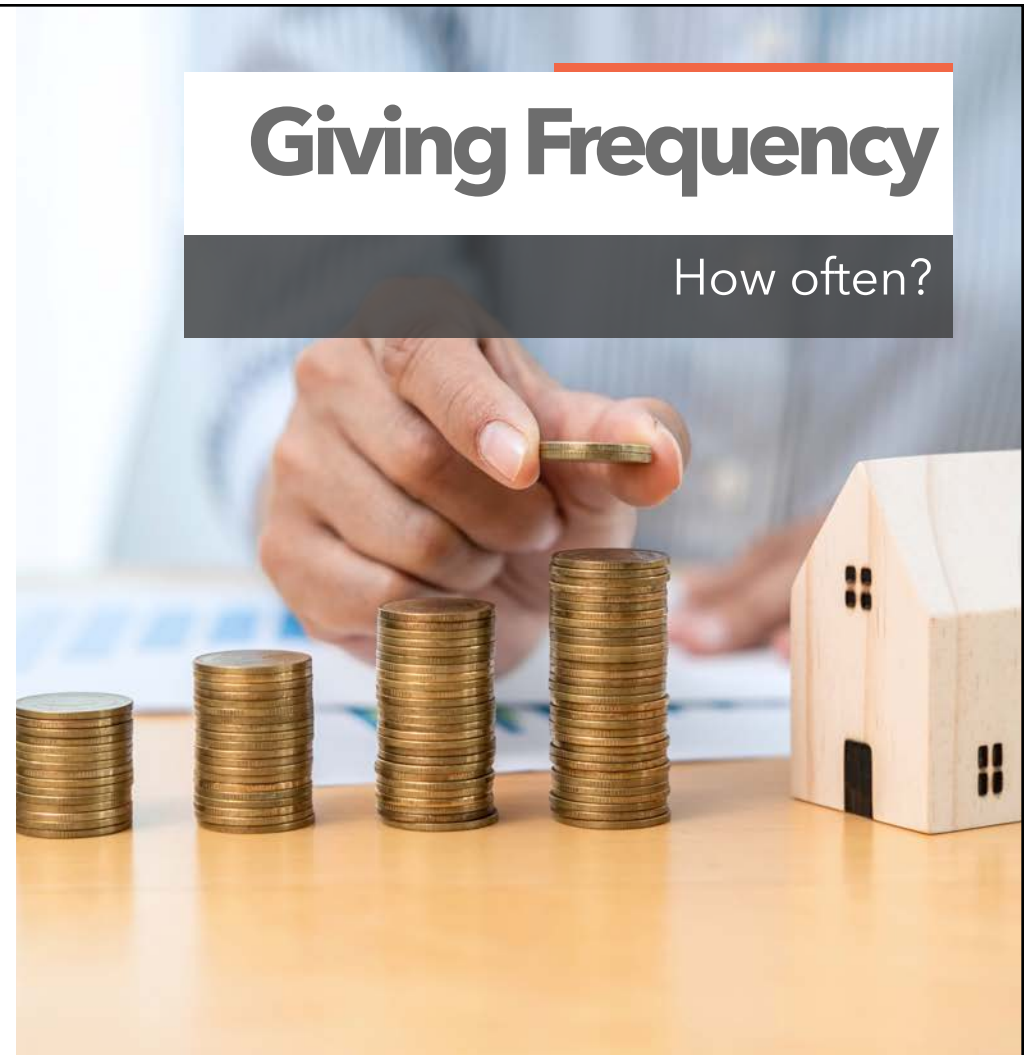
## Show Me the Money

- First-time donors never give at their capacity
- Continued positive cultivation results in larger donations
- Tracking giving levels can show you how a donor “grows” or “shrinks” over time
- Higher-capacity donors can be cultivated to become potential Gift Matchers

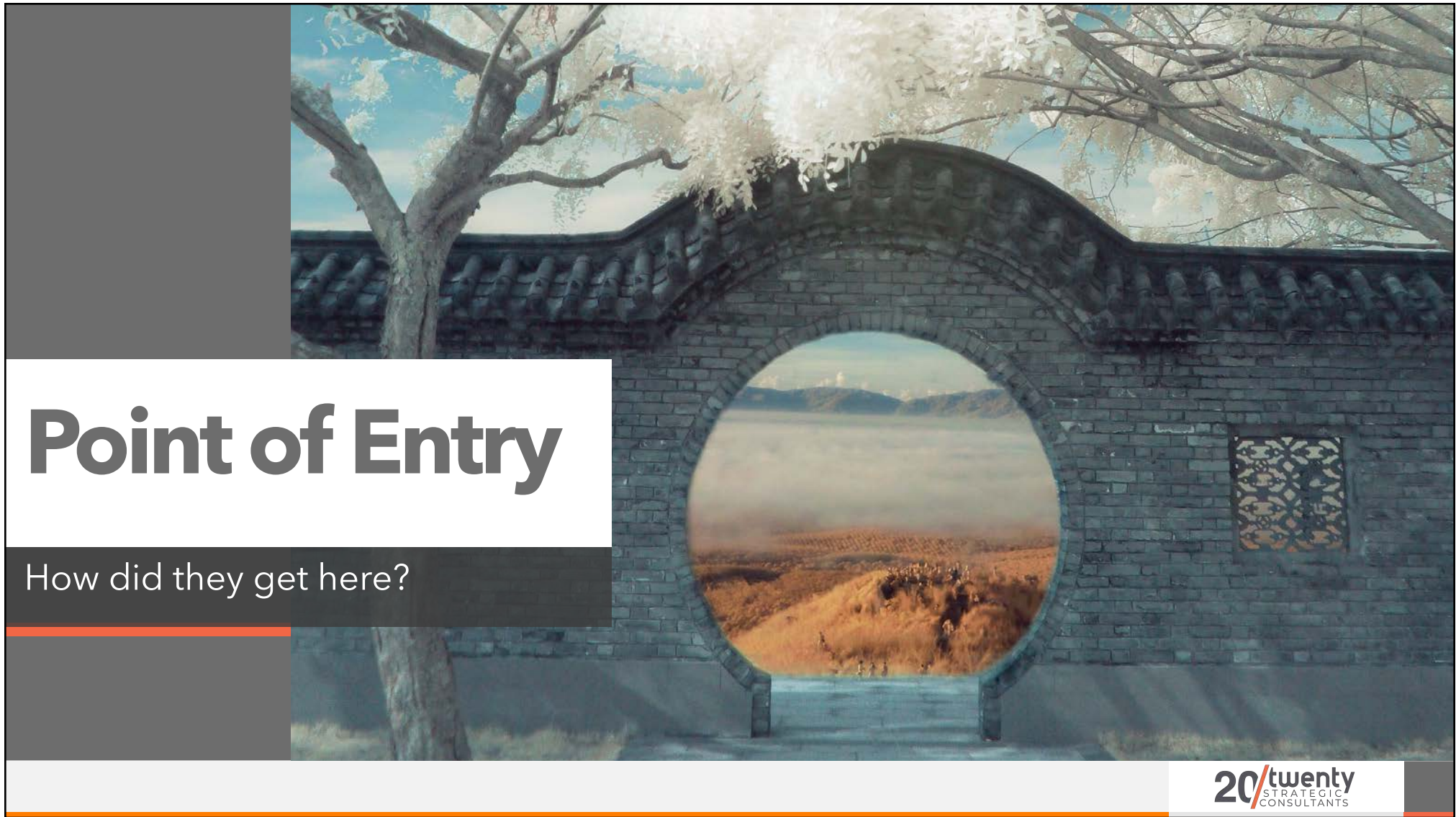
# Giving Frequency

How often?

- Donor retention rate for all nonprofits in 2021: 41.9% (Fundraising Effectiveness Project)
- If a donor gives a second time, they are very likely to continue to give if they are cultivated properly







# Point of Entry

How did they get here?





# Engage and Empower

Enhance donor relationships



A low-angle shot of a person in a yellow jacket standing in a dense bamboo forest. The person has their arms raised and is looking up at the sky. The bamboo stalks are tall and green, creating a vertical pattern. The background is bright and slightly overexposed, suggesting a sunny day. A semi-transparent white box with a thin grey border is centered over the image, containing the text.

# WHAT QUESTIONS DO YOU HAVE?

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- Instagram** : [@2020strategic](https://www.instagram.com/2020strategic)



CONTACT US





**sight**

*A Clear Path to  
Nonprofit Success*

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