

Designing Human-Centered Supporter Journeys That Stick

Using the G.I.V.E. Framework to Build Connection, Leverage Data & Activate Voices

Bringing G.I.V.E. to Life

G – Make giving easy & personal

Name one barrier you could remove to make giving easier or one way to make generosity feel more personal before year-end.

I – Share real stories & voices

Who's one person who could share their 'why I give' story before year-end?
In what way(s) or channel will you tell that story?

V – Equip volunteers & advocates

List one way your volunteers could amplify your mission beyond service.
Hint: Sharing is a good idea!

E – Create belonging & connection

Write one way you could make your supporters feel seen or that they belong

Build Your Supporter Experience Map

ACTION: Now choose one audience segment (example: first-time givers, volunteers, or monthly donors) and walk through what their experience could look like at each stage in the framework. Ask yourself:

- What will make giving easy for them?
- What story will inspire them?
- How could they serve or share?
- How will you help them belong?

GIVE	INSPIRE
VOLUNTEER	ENGAGE

Find Your First Impact Creator:

ACTION: Map one *impact creator* (someone who already loves your mission) and imagine how you could empower them to help share your story. Be specific. Assign tasks with dates so you know exactly what to do by when.

1. WHO IS IT?
2. WHY THEM?
3. WHAT'S THE ASK (Deliverable)?
4. DESIRED OUTCOME?
5. HOW DO I EQUIP THEM AND US FOR SUCCESS?