



Designing Human-Centered Supporter Journeys That Stick

USING THE G.I.V.E.™ FRAMEWORK TO BUILD CONNECTION, LEVERAGE DATA & ACTIVATE VOICES
CAUSE CAMP 2025 | PRESENTED BY REBECCA GREGORY SEGOVIA | GCS PARTNERS + EARNEST UGC

Becca Gregory Segovia

CEO, GCS Partners

- ▶ My Why: The “ripple effect”
- ▶ 20+ years in nonprofits, marketing, fundraising, agency, and technology
- ▶ Avid Volunteer
- ▶ Mom, Travel enthusiast, Audible junkie, Breakthrough Fundraising Coach



Let's Go!



You'll learn **why personalization and story matter more than ever.**



You'll take home **a Supporter Experience Map** you can use immediately.



And you'll see how G.I.V.E. Framework can help you simplify, strengthen, and scale your fundraising.

A photograph of two women sitting at a table outdoors, smiling and engaged in conversation. The woman on the left is wearing glasses and a light-colored blazer, while the woman on the right has curly hair and is also wearing a light-colored blazer. They are both holding papers or documents. The background is a blurred outdoor setting with trees and a path. A solid green rectangular bar is positioned in the top right corner of the image.

What if your supporter journey actually felt **human**?

Think of one person in your community,
a donor, volunteer, or advocate, who
loves your mission.

What makes them feel seen?

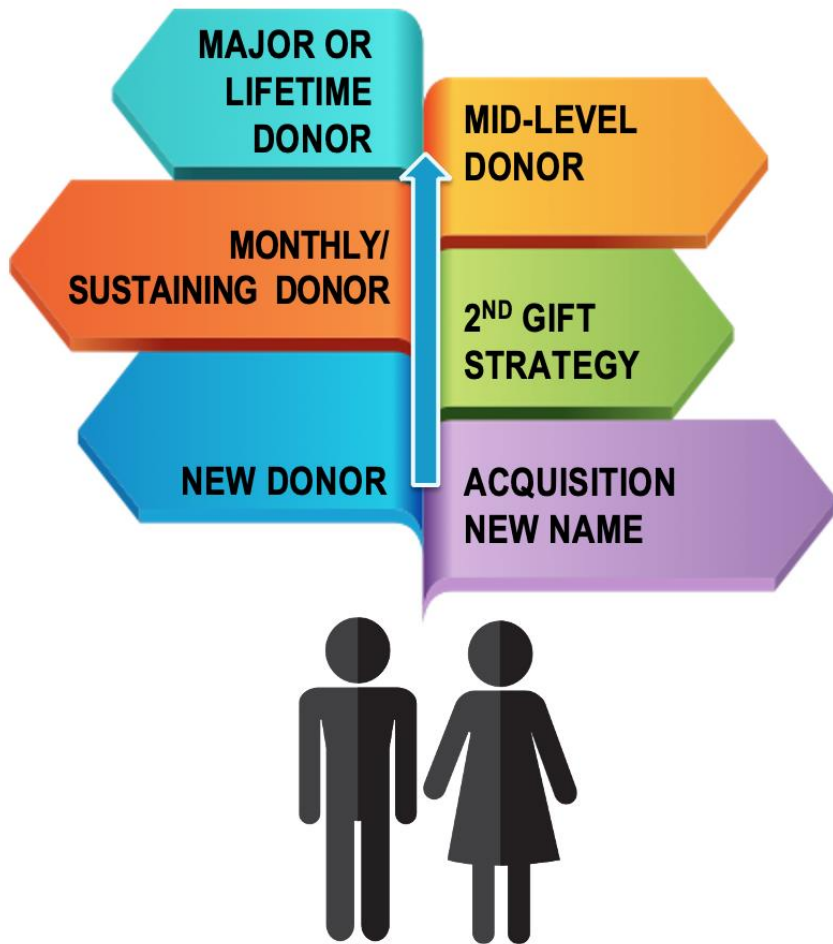
The Shift: Why Human- Centered Fundraising Matters Now

People aren't disengaged —
they're disconnected.

Donor participation is
declining.

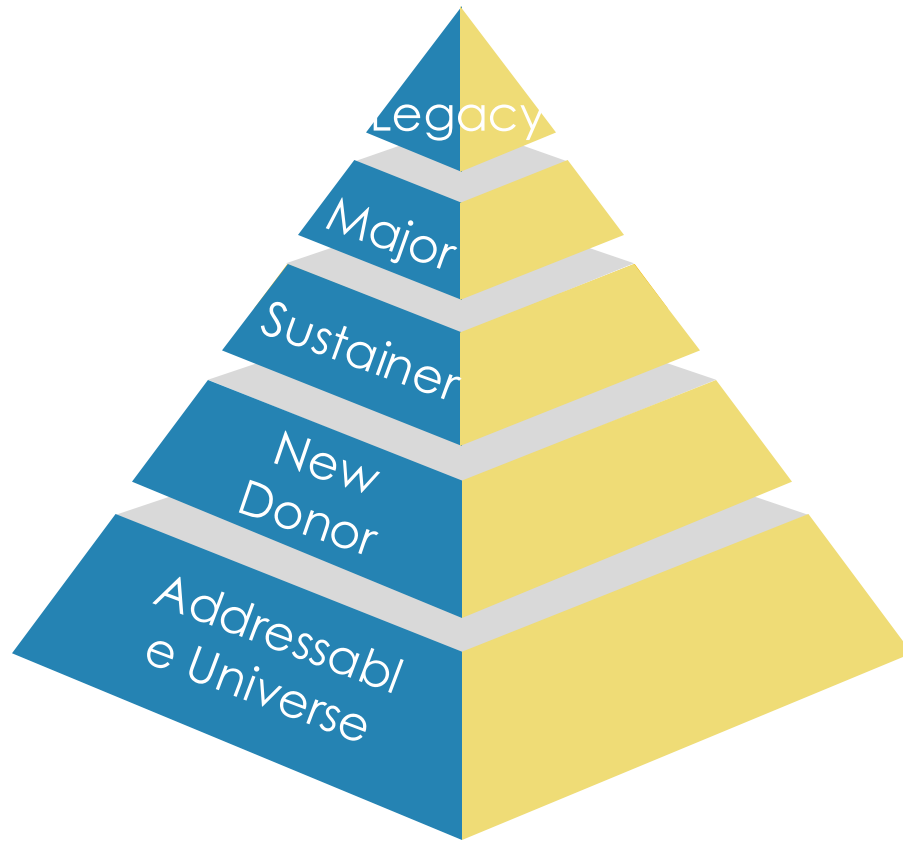
Digital noise is rising.

Most journeys reflect our case
for support, not theirs.

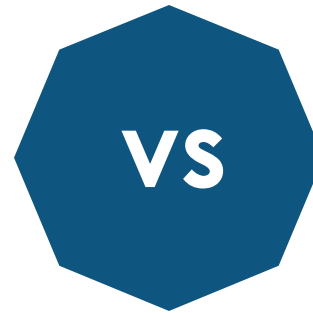


How Do We Empower the Donor Experience At Scale.

The Fundraising Evolution



Giving Stage/Level



Transformational Interactions

It's
both/
and





[The donor vortex is] a fundraising model fueled not by singular transactions, but by **transformative interactions that lead to deep, lasting relationships!**

Claire Axelrad,
“R.I.P. Donor Pyramid?”



Community-led, Human-centered fundraising is the bridge between the **old** way and the **new** way.

2025 Giving Landscape Trends

01

Giving Power Is Rebounding

U.S. charitable giving climbed to **\$592.5B** in **2024**, up **6.3%** YOY signaling renewed confidence in the philanthropic economy

02

Mega Donors Fuel Growth While Everyday Giving Slows

Diversification is key. Engage **grassroots donors**, **mid-level supporters**, and **DAF holders** to accelerate giving

03

Digital + Generational Shifts Are Reshaping Engagement

Gen Z and Millennials are **redefining generosity**. Nearly half say **social content drives their giving**, and **46%** believe **sharing online** inspires others. These **digital-first donors** expect **authentic, personal connection**, not campaigns.

2025 Giving Landscape

04


What This Means for Fundraisers

Success requires a **trust-based, omnichannel approach** blending data, storytelling, and real voices to build lasting relationships. **Donors give when they feel seen and when they see impact.** Authenticity and integration will define the next era of **growth.**

05

Where Giving is Growing

Both **planned giving** and **corporate giving** represent opportunities for nonprofits to secure additional funding. Additionally, nonprofits must **double down on retention, relevance, and relationship-driven giving.**



**Which of these trends feels
closest to what you're
seeing right now?**

The Future Belongs to Nonprofits That Adapt & Diversify



Prioritize Unrestricted & Recurring Giving



**Broaden Beyond Individual Donors:
Corporate & Foundation Partnerships**



**Engage Mega Donors, Donor-Advised Funds
(DAFs) & Planned Giving**

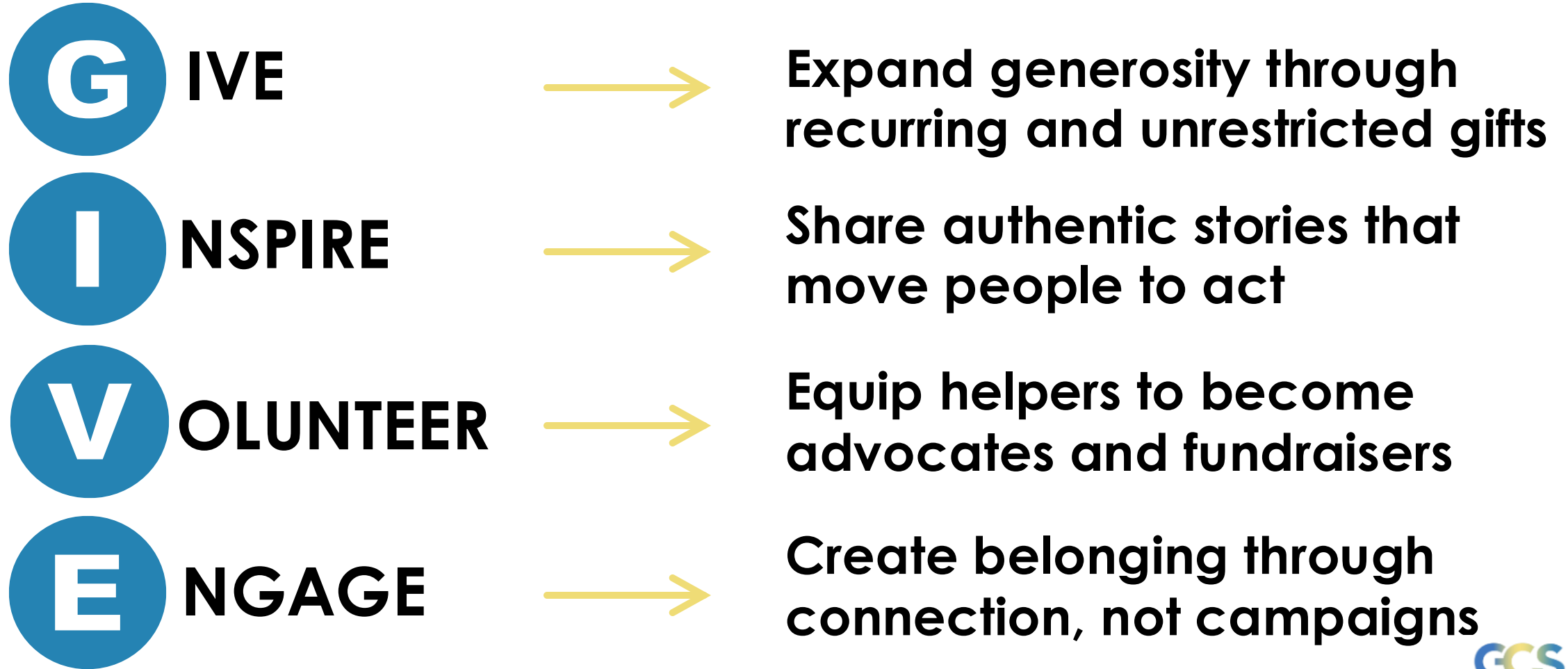


**Activate Peer-to-Peer & Digital Impact
Creators; Build Community**



Invest in Advocacy, Trust & Transparency

The G.I.V.E. Framework



Fuel Sustainable Giving



**Expand generosity
through recurring
and unrestricted gifts**

- ✓ **Make giving easy and personal.** Remove barriers and offer recurring, mobile, and frictionless options.
- ✓ **Grow long-term commitments.** Build sustained generosity through planned giving, bequests, and donor-advised funds.
- ✓ **Balance the pyramid.** Re-engage everyday donors while deepening trust with major and mega givers.
- ✓ **Broaden partnerships.** Invite corporations and foundations into shared impact stories, not just sponsorships.

People Give to People




Share authentic stories that move people to act

- ✓ **Make your donors the heroes.** Reflect **their** passions and impact in every story.
- ✓ **Empower impact creators to amplify your mission.** Equip supporters to tell their “why” through shareable stories and video.
- ✓ **Sync every channel.** Align video, social, text, and mail to tell one authentic story.

The Rise of Impact Creators

- ▶ 1 in 4 Gen Z donors influenced by creators.
- ▶ 41% donated after seeing a cause online.
- ▶ Each share = +\$100 on average.
- ▶ **ACTION:** Equip supporters to share 15-sec 'Why I Give' stories SGC (Supporter Generated Content)



A professional microphone on a stand is centered in the frame. The background is a dark, out-of-focus scene with warm, bokeh light spots in shades of orange, yellow, and blue. A solid green square is positioned in the top right corner. The text is overlaid on a dark rectangular area in the center.

This is the modern testimony.
Your supporters' voices travel
farther than your brand ever could.

From Helpers to Ambassadors



**Equip helpers to
become advocates
and fundraisers**

- ✓ **Equip volunteers as advocates.** Give them tools to lead peer-to-peer fundraising and mobilize their networks.
- ✓ **Partner for purpose.** Invite companies to contribute skills-based volunteering and board leadership.
- ✓ **Activate community voices.** Encourage supporters to speak up for your mission and influence change.

Building Community That Lasts



**Create belonging
through connection,
not campaigns.
Empower a movement.**

- ✓ **Create spaces for connection.** Build online groups, exclusive briefings, or donor circles that foster belonging.
- ✓ **Invite action beyond giving.** Engage donors in advocacy, volunteering, or sharing your mission.
- ✓ **Personalize experiences.** Use data to celebrate milestones and deepen trust.

Case Study

Here's what happens when G.I.V.E. comes to life:

❖ Immediate Impact:

- ✓ Loss of Funding
- ✓ Refugees denied entry, families left unsupported
- ✓ Staff furloughs due to funding cuts
- ✓ Humanitarian programs at risk

❖ Rapid Fundraising Response:

- ✓ Emergency donations campaign
- ✓ Advocacy efforts to restore funding
- ✓ Community mobilization for refugee support

❖ Key Takeaways:

- ✓ Diversify funding streams
- ✓ Plan for crisis fundraising
- ✓ Leverage advocacy as a donor engagement tool
- ✓ Engage communities to fill service gaps



CWS



**Which part of GIVE needs
your focus before year-
end?**

Case Study

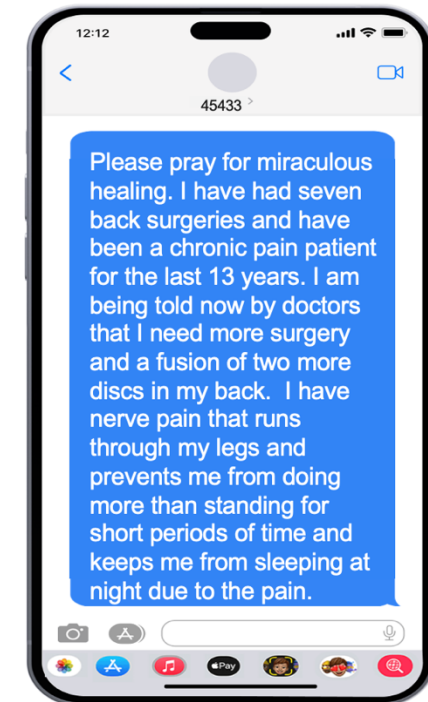
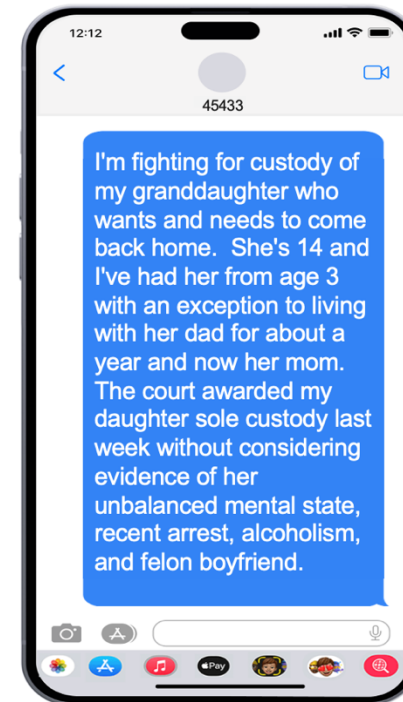
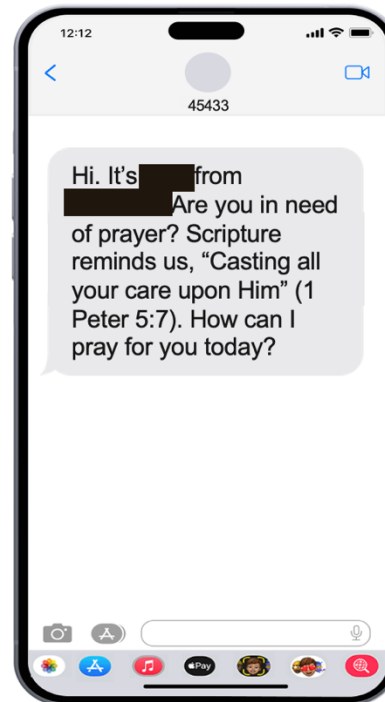
From promotion to participation.

When you *invite participation*, you *activate generosity*.

Case Study

Prompt: How can I pray for you today?

Results: 4,000 replies
+ \$35,000 raised in
10 days



Case Study

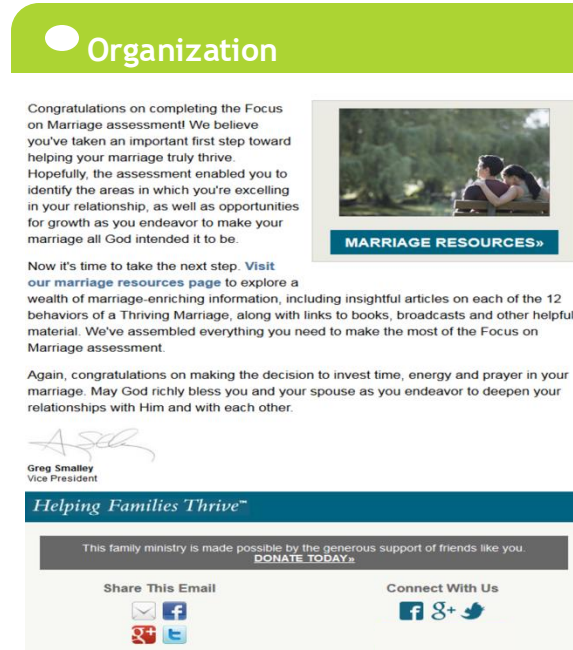
From templated to trusted.

“When you **communicate like a human**, people **respond like humans**.”

Case Study

- 7-email series, written like a conversation
- Plain text, personal tone, one clear CTA
- +33% open | +42% click | +875% donations | +99% revenue
- 1,500 personal replies → funded a full-time marriage counselor

Traditional



Humanized

Hi Kristen,

It's been a while since you took the Focus on Marriage Assessment, and I'm just wondering how things have been going since then. Have you been working to improve your marriage in some areas?

I want you to know that I'm here to support and encourage you, along with the rest of our team. If there is a way we can help to strengthen your marriage, please let us know. We'd love to point you to resources on topics you may need help with.

As you have worked to improve your marriage, what have been the biggest victories and challenges? We would love to know how things are going. Feel free to reply back and let me and my team of experts know how we can help you with those challenges. Because someone will reply personally, please know it may take a few days for us to respond.

I pray that God blesses your marriage beyond what you could ever ask or think (Ephesians 3:20).

Greg Smalley
Vice President, Marriage and Family Formation

What Makes Journeys Stick



1. Personal — Reflect their story.



2. Participatory — Invite action, not just giving.



3. Purposeful — Connect every message to mission.



4. Platformed — Use data + tech to sustain it.



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?

Find Your First Impact Creator:

- ▶ 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.



**Start Small.
Stay Human.
Scale
Connection.**



Invite one story.



Thank one donor by name.



Share one testimony.



Questions?



Thank you!

GET IN TOUCH!

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