

How to Maximize Donor Acquisition + Raise More for Your Organization

Leverage the art of storytelling & utilize donor-augmented fundraising!



+

trellis

Case Study



Bright Nights 50/50

Justin Goodnew

Home ? Donations

A Holiday Tradition

The Bright Nights 50/50 is an extension of the beloved holiday event, Bright Nights in Stanley Park. Each year fire fighters across BC come together to create a winter wonderland. This 50/50 raffle supports their charity: the BC Professional Fire Fighters' Burn Fund. Created in 2020 when Bright Nights was cancelled, proceeds from this 50/50 support all Burn Fund programs.

Supporting Burn Survivors

Burns are the third leading cause of hospitalization for young children in BC. The Burn Fund supports these survivors through programs like Burn Camp, an annual summer camp where kids get to feel like kids again.

Home Away for the Holidays

Total Tickets: 0
\$0.00 [Check Out Now](#)

20%+

increase in fundraiser profits

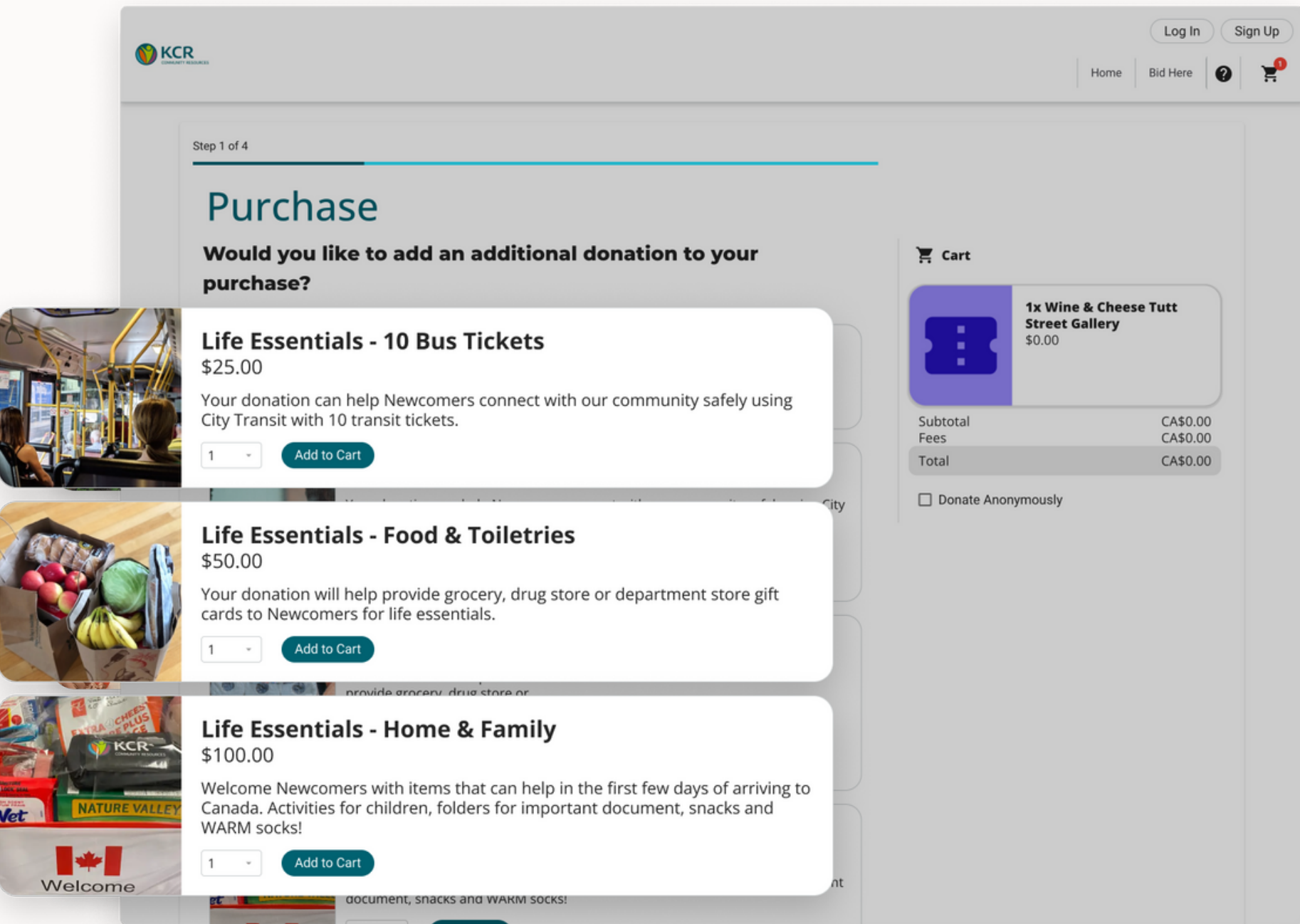
\$30,000+

in additional donations

1000

new donors identified

Case Study



20%+

increase in fundraiser profits

\$30,000+

in additional donations

1000

new donors identified

Go To FundraisingQuiz.org



Nonprofit Fundraising Quiz



An Assessment to Help You Advance Your Fundraising Strategy

START YOUR FUNDRAISING QUIZ



Presenters



John Mark Vanderpool

Social Impact Solutions Co-Founder



Rebecca Alfred (she/her)

Trellis.org Charity Relationships Lead
rebecca@trellis.org

Today's Agenda

- 1** How to craft stories that inspire and retain your most valuable donors
- 2** Why every nonprofit should nurture and call their donors to action
- 3** The secret ingredient to lasting donor relationships
- 4** How charities are raising more through strategic donation upselling
- 5** Quick ideas charities can implement to donation augment their fundraising
- 6** How to maximize your fundraising by using technology



Most nonprofits are losing donors and revenue because of two reasons:

- 1.They are failing to communicate their story
- 2.They are not nurturing their donors properly



Why Storytelling?

Telling effective stories is a hallmark of successful nonprofits. Stories are how we capture the imagination of our audience, inspire them with our vision, and call them to action.



Using Storytelling to Advance Your Cause

Inspire —

Storytelling is one of the most important levers you can pull to grow your nonprofit.

Unite —

When you, your team, and all of your marketing are telling the same powerful story to your donors, wonderful things can happen.

Galvanize —

Your stakeholders to stay true to the cause.

How to Craft an Effective Nonprofit Story

1. Understand Your Audience
2. Create a clear and concise message
3. Demonstrate what your organization stands for and against
4. Cast a vision of the future your organization aims to create
5. Call your donors to action



Identifying the Key Elements of a Compelling Story

Every good nonprofit story has:

A Problem —

A Plan —

A Solution —

Examples:

- UNICEF
- Charity : Water
- World Housing

Nurturing Donors and Calling Them to Action

You can't just tell stories once and expect your revenue to increase.

You must nurture your donors!



A. Importance of Nurturing Donors

Most nonprofits fall into one of two categories:

1. They never contact their donors
2. All they do is ask for money

You don't want to be in either category.



B. How to Nurture Donors Effectively

1. Personalization and segmentation -

You need an ideal donor profile

2. Consistent and relevant communication -

Email once per week

3. Engaging donors through multiple channels -

Email is the most valuable channel &

Determine your most reliable growth channels

4. Follow the 80-20 Rule -

80% of your emails should be telling success stories &

20% should be about the problem you are helping your

constituents overcome and calls to action

C. Creating a Strong Call to Action

There are two types of calls to action:

Direct Calls To Action

This is your "Give Today" call to action

You would be amazed how many nonprofit websites make it very difficult for donors to give them money.

Always make it easy for people to give you money!

Transitional Calls To Action

This is for potential donors who are not quite ready to give yet

They're interested but not convinced.

The purpose of this call to action is to acquire this potential donor's email address.

PDF Report, Video Series, Quiz, etc

Grow your list!

The Secret Ingredient of Lasting Donor Relationships

Consistency.

The most effective online fundraisers nurture their donors via email every single week.

If you are disappointed in how much money you're raising from your donor base, this is the best place to start.





Why Do Lasting Relationships Matter

One of the best indicators of a healthy nonprofit is its Donor Lifetime Value metric. This measures how long a donor gives to your organization and how much they give you.

The longer you can keep donors and increase their lifetime value, the easier it will be for you to grow your organization and advance your cause.

Go To FundraisingQuiz.org

A dark blue banner with a white diagonal line on the right side. The background of the banner is a photograph of hands holding a document with charts and graphs. The text is white and orange. At the top left is a logo of three overlapping circles with arrows. To the right of the main title is a magnifying glass over a document with a line graph. Below the main title is a subtitle. A red button with white text is in the middle. A QR code is at the bottom left.

 Nonprofit 
Fundraising Quiz

*An Assessment to Help You Advance
Your Fundraising Strategy*

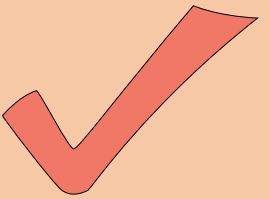
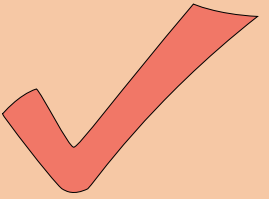
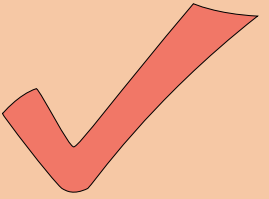
START YOUR FUNDRAISING QUIZ





Today's Agenda

- 1** How to craft stories that inspire and retain your most valuable donors
- 2** Why every nonprofit should nurture and call their donors to action
- 3** The secret ingredient to lasting donor relationships
- 4** How charities are raising more through strategic donation upselling
- 5** Quick ideas charities can implement to donation augment their fundraising
- 6** How to maximize your fundraising by using technology

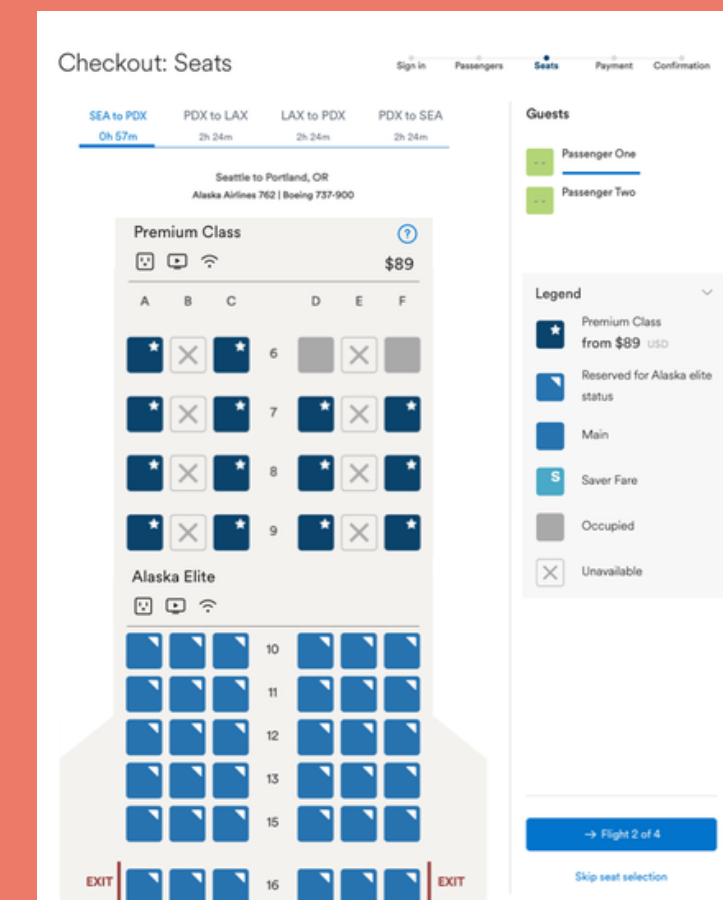


Strategic Donation Upsells

noun



Combo upgrade



Airline premium seat upgrade ask

Strategic Donation Upsells

noun

The strategic approach to asking for donations from guests at the correct moments to encourage more giving. Then using these unrestricted funds to support your organization.

Strategic Donation Upsells

noun

Why does this matter?

Increase ROI on your fundraiser by:

- Immediately raising more
- identifying superstar donors
- Converting the superstar one time donors into long term donors

● Fundraisers without donations

● Fundraisers with donations

\$50,000

\$40,000

\$30,000

\$20,000

\$10,000

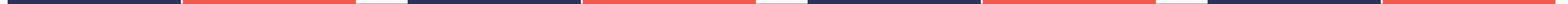
\$0

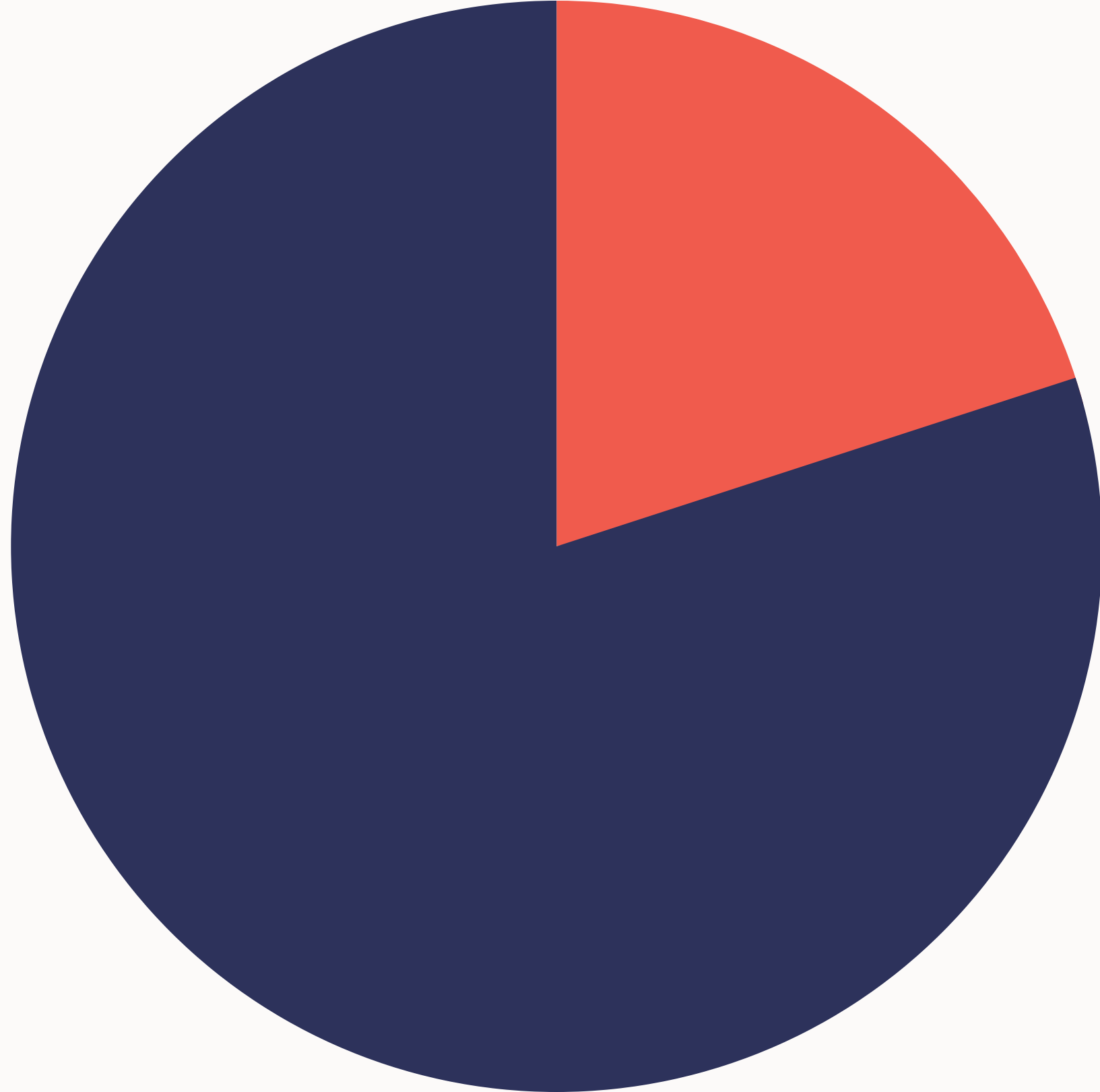
Tickets

Auctions

Items for Sale

Raffles





20%
more through donations

Donation Info



Ask for an additional donation on purchase

A large, solid orange rounded rectangle with a smooth gradient, positioned on the left side of the page. It contains the text "Donation with ticket purchase" in a dark blue, sans-serif font.

Donation with
ticket purchase

Donation with
ticket purchase

Personal thank
you and
reach out


```
graph LR; A[Donation with ticket purchase] --- B[Personal thank you and reach out]; B --- C[Transitional call to actions];
```

Donation with
ticket purchase

Personal thank
you and
reach out

Transitional
call to actions

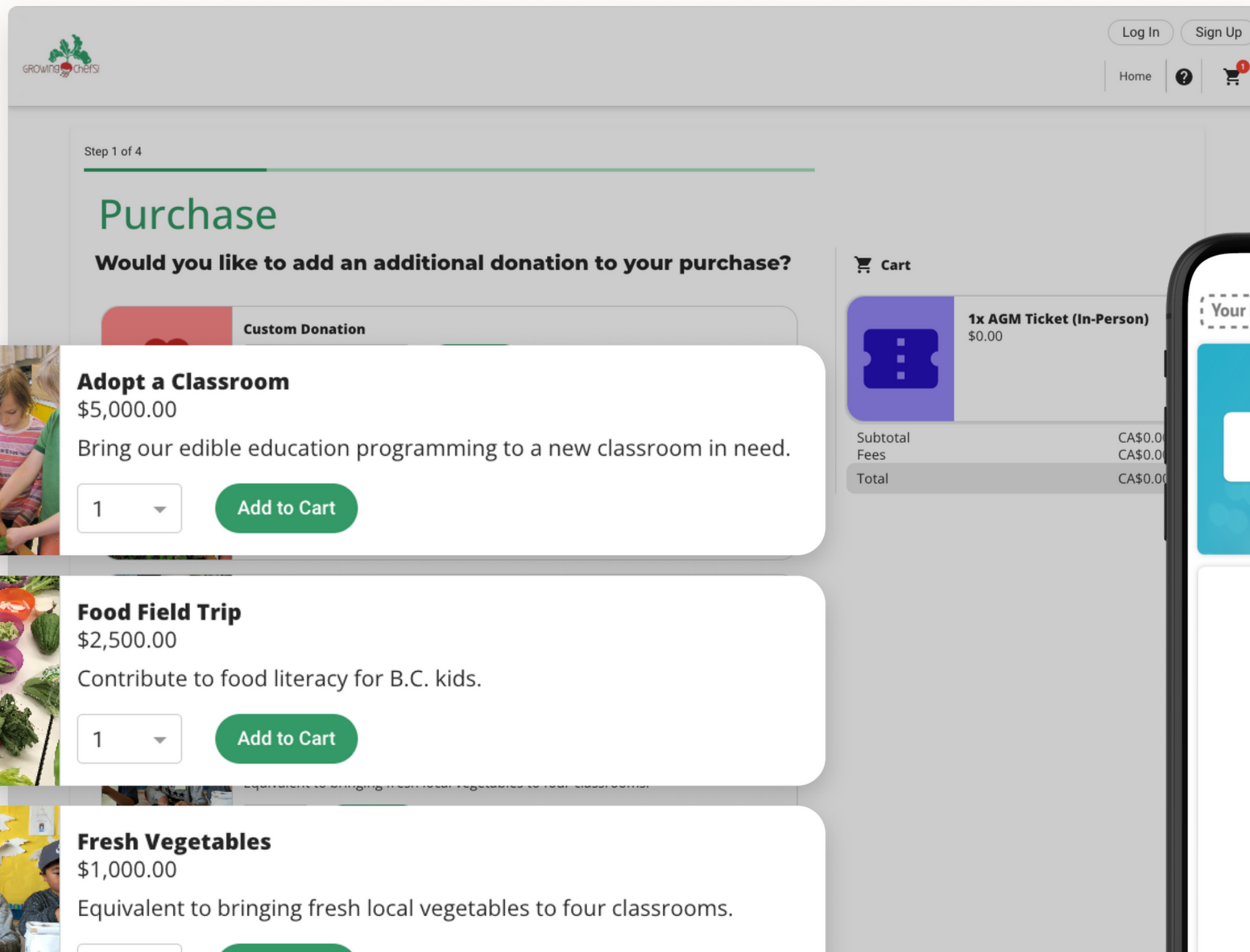
```
graph LR; A[Donation with ticket purchase] --- B[Personal thank you and reach out]; B --- C[Transitional call to actions]; C --- D[Nuture to recurring donor]
```

Donation with
ticket purchase

Personal thank
you and
reach out

Transitional
call to actions

Nuture to
recurring
donor



Adopt a Classroom

\$5,000.00

Bring our edible education programming to a new classroom in need.

1

Add to Cart



Food Field Trip

\$2,500.00

Contribute to food literacy for B.C. kids.

1

Add to Cart



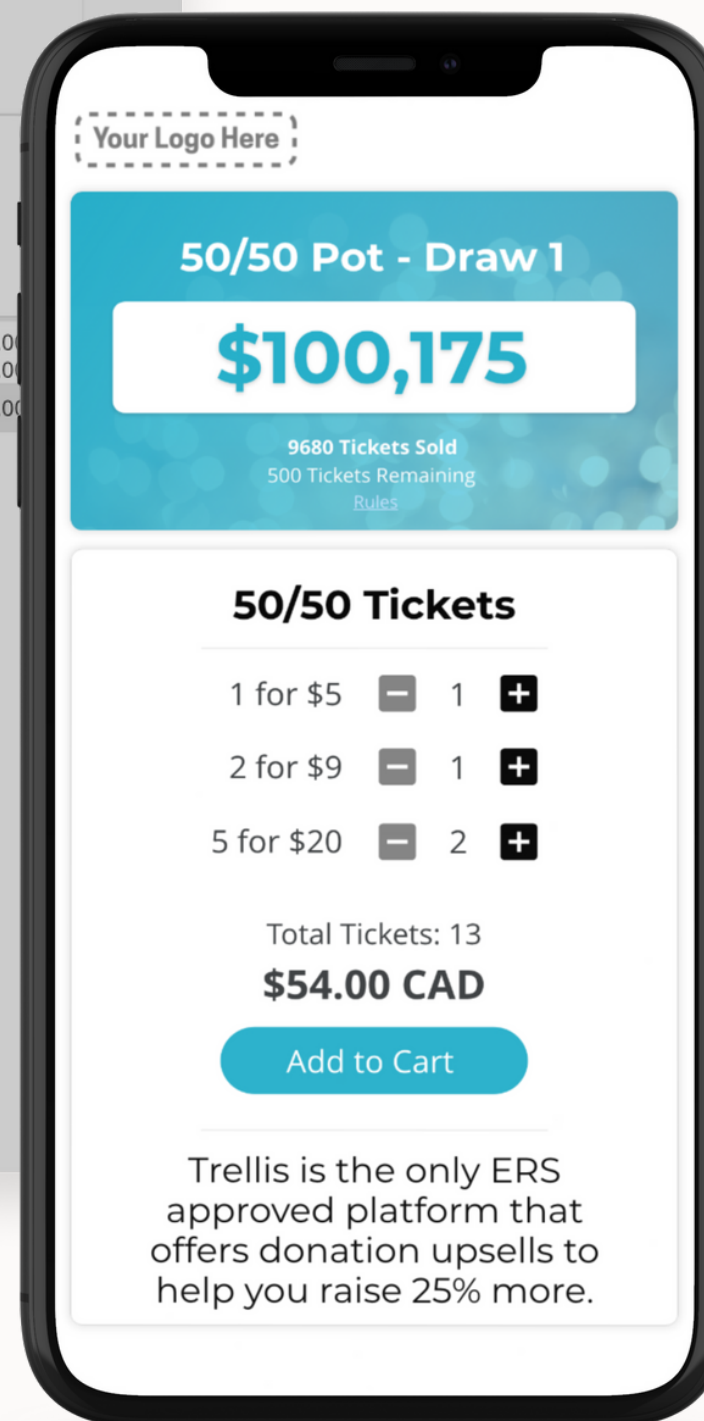
Fresh Vegetables

\$1,000.00

Equivalent to bringing fresh local vegetables to four classrooms.

1

Add to Cart



1. Audit your Fundraisers

Are you asking for donations?

Not part of a ticket, or a donation bid, simply a donation.



2. Determine How Easy it is to Give

Are you making it easy for your supporters to donate?

Test the experience from a donors perspective.



3. Allow Donors to Engage All in One Place

Is giving a step in your checkout process?

Make it so easy to donate, they can't find a reason to skip it.



Donate Today



Help Challenge Harmful Gender Norms
YWCA Regina offers community education to challenge inequity in our society on topics like Healthy Relationships, Consent, Gender-based Violence, Bystander Intervention, and Healthy Masculinity. This...
[Read more](#)

\$50.00



Help a Big Sisters Duo Make Memories Together
YWCA Regina's Big Sisters Program matches Big Sisters with Little Sisters with the goal of providing mentorship, guidance, support, and friendship to children facing inequities. Pairs spend at least 1...
[Read more](#)

\$75.00



Help Youth Attend Empowering Summer Camps
YWCA Regina offers empowering camps, programs, and drop-in activities for children and youth. Power of Being A Girl Camp, THRIVE speech and language camp, Girlspace, and OurSpace all create environmen...
[Read more](#)

\$100.00



Support A Family Healing From Trauma
Y's Kids, or the Children Exposed to Violence Program is only 1 of the many community programs YWCA offers to help families facing trauma. Y's Kids supports families who have faced violence or disharm...
[Read more](#)

\$150.00



Help Women and Youth Access Educational Support
YWCA offers programs and drop-in services to support women and youth to thrive and succeed in their personal educational and skill development goals. Our Big Boost Tutoring Program creates a safe spac...
[Read more](#)

\$200.00

Auction Home / View Item



1 x Skoah Power Facial

health and beauty

No. #1 Value: \$150

One time bid Auto bid ?

\$90 \$105 \$120

Customize bid

Minimum Bidding Increment \$15

\$75

bid Amount

Place Bid

*Plus transaction fees

OR

\$200

buy out Price

Buy Now

Bidding History

1 Bid

Become our Superstar Donor!



Convert your bid to a donation and double the amount of meals we provide to families in need.

Donate my bid if I don't win:

Entire bid (\$100)

Donate \$50

Donate \$10

Go Back

Confirm Bid

Step 1 of 4

Purchase

Would you like to add an additional donation to your purchase?



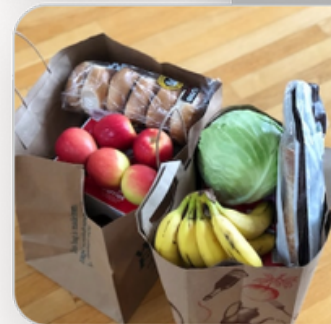
Life Essentials - 10 Bus Tickets

\$25.00

Your donation can help Newcomers connect with our community safely using City Transit with 10 transit tickets.

1

Add to Cart



Life Essentials - Food & Toiletries

\$50.00

Your donation will help provide grocery, drug store or department store gift cards to Newcomers for life essentials.

1

Add to Cart



Life Essentials - Home & Family

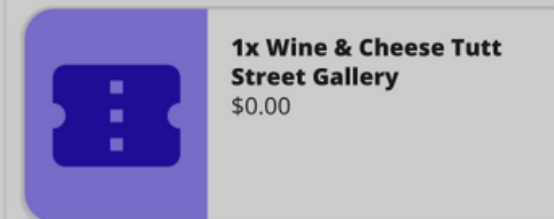
\$100.00

Welcome Newcomers with items that can help in the first few days of arriving to Canada. Activities for children, folders for important document, snacks and WARM socks!

1

Add to Cart

Cart



Subtotal	CA\$0.00
Fees	CA\$0.00
Total	CA\$0.00

Donate Anonymously



+



+



Event
Ticket

Raffle
Tickets

Mystery
Swag Bag

The Ultimate Bundle

This ultimate bundle includes one event ticket, a pack of 10 raffle tickets and a mystery swag bag!

\$500.00

Auction Home / View Item



1 x Skoah Power Facial

health and beauty

No. #1 Value: \$150

One time bid Auto bid

\$90 \$105 \$120

Customize bid

Minimum Bidding Increment \$15

\$75

bid Amount

Place Bid

*Plus transaction fees

OR

\$200

buy out Price

Buy Now

Bidding History

1 Bid

Become our Superstar Donor!



Convert your bid to a donation and double the amount of meals we provide to families in need.

Donate my bid if I don't win:

Entire bid (\$100)

Donate \$50

Donate \$10

Go Back

Confirm Bid

Step 1 of 4

Purchase

Would you like to add an additional donation to your purchase?



Life Essentials - 10 Bus Tickets

\$25.00

Your donation can help Newcomers connect with our community safely using City Transit with 10 transit tickets.

1

Add to Cart



Life Essentials - Food & Toiletries

\$50.00

Your donation will help provide grocery, drug store or department store gift cards to Newcomers for life essentials.

1

Add to Cart



Life Essentials - Home & Family

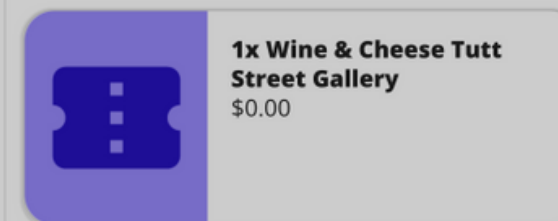
\$100.00

Welcome Newcomers with items that can help in the first few days of arriving to Canada. Activities for children, folders for important document, snacks and WARM socks!

1

Add to Cart

Cart



Subtotal	CA\$0.00
Fees	CA\$0.00
Total	CA\$0.00

Donate Anonymously



+



+



Event
Ticket

Raffle
Tickets

Mystery
Swag Bag

The Ultimate Bundle

This ultimate bundle includes one event ticket, a pack of 10 raffle tickets and a mystery swag bag!

\$500.00

Donate Today



Help Challenge Harmful Gender Norms
YWCA Regina offers community education to challenge inequity in our society on topics like Healthy Relationships, Consent, Gender-based Violence, Bystander Intervention, and Healthy Masculinity. This...
[Read more](#)

\$50.00



Help a Big Sisters Duo Make Memories Together
YWCA Regina's Big Sisters Program matches Big Sisters with Little Sisters with the goal of providing mentorship, guidance, support, and friendship to children facing inequities. Pairs spend at least 1...
[Read more](#)

\$75.00



Help Youth Attend Empowering Summer Camps
YWCA Regina offers empowering camps, programs, and drop-in activities for children and youth. Power of Being A Girl Camp, THRIVE speech and language camp, Girlspace, and OurSpace all create environments...
[Read more](#)

\$100.00



Support A Family Healing From Trauma
Y's Kids, or the Children Exposed to Violence Program is only 1 of the many community programs YWCA offers to help families facing trauma. Y's Kids supports families who have faced violence or disharmony...
[Read more](#)

\$150.00



Help Women and Youth Access Educational Support
YWCA offers programs and drop-in services to support women and youth to thrive and succeed in their personal educational and skill development goals. Our Big Boost Tutoring Program creates a safe space...
[Read more](#)

\$200.00

Raiser's Edge NXT Search for a constituent Welcome, BBNXT Sandbox3

Fundraising Control Panel Open database view

Mrs. Allison E. Andrews, Ph.D.
 Fundraiser
 aka: Allie Spouse: Dustin Andrews Fundraisers: Mo Rahman
 Add summary note

Constituent codes
 Friend 5/1982 - Present
 Major Donor Pro...
 Membership
 Couple Lapsed 2/1/2003

Add alert

Constituent summary

Addresses
 Home 4859 Philpot Lane Minneapolis, MN 55403
 Business 2621 Wexton Drive Minneapolis, MN 55434
 and 1 more

Phone numbers
 Home 612-321-0047
 Cell Phone 612-393-0029

Email addresses
 Email AEA@anet.com

Timeline
 Giving
 Actions
 Events
 Jul Aug Sep Oct Nov Dec Jan 2015 Feb Mar

Name formats
 Addressee Mrs. Allison E. Andrews, Ph.D. '82
 Salutation Mrs. Andrews

Fundraiser Engagement

85
 Allison has **Very High Potential** to become a major donor

4/4 Fundraisers engaged
 Average

3 Average number of drivers per fundraiser
 24% more than others

\$640 Average amount spent per fundraiser
 12% more than others

\$1,225 Largest amount spent on a fundraiser
 64% more than others

\$420 Average checkout total
 20% more than others

12 Transactions Filter by fundraiser

Date	Amount	Category	Type	Fundraiser
02/05/2023	\$50.00	Raffle Tickets	x1 10 for \$50	Spring Gala for Heart
02/05/2023	\$100.00	Donation	Tier 1: Supporter	Spring Gala for Heart
02/05/2023	\$355.50	Event Ticket	General Admission	Spring Gala for Heart
11/23/2023	\$645.50	Auction Item	Three Night Stay in...	Holiday Lights Auction &
11/23/2023	\$105.50	Auction Item	Movie Night! Tickets...	Holiday Lights Auction &
11/02/2023	\$155.50	Event Ticket	General Admission	Holiday Lights Auction &

1 - 6 of 12

Presenters



John Mark Vanderpool

Social Impact Solutions Co-Founder



Rebecca Alfred (she/her)

Trellis.org Charity Relationships Lead
rebecca@trellis.org

Today's Agenda

- 1** How to craft stories that inspire and retain your most valuable donors
- 2** Why every nonprofit should nurture and call their donors to action
- 3** The secret ingredient to lasting donor relationships
- 4** How charities are raising more through strategic donation upselling
- 5** Quick ideas charities can implement to donation augment their fundraising
- 6** How to maximize your fundraising by using technology



Where do we go from here?

Review your website —

Is storytelling at the forefront?

Audit your fundraisers —

Are you encouraging strategic donation upsells?

Take the quiz —

Determine your next steps to acquire more donors and raise more.

Let's Connect

John Mark Vanderpool

Social Impact Solutions Co-Founder
johnmark@socialimpactsolutions.com



Rebecca Alfred (she/her)

Trellis.org Charity Relationships Lead
rebecca@trellis.org

Take the Quiz Today



Nonprofit Fundraising Quiz



*An Assessment to Help You Advance
Your Fundraising Strategy*

START YOUR FUNDRAISING QUIZ



Questions?

Rebecca Alfred (she/her)

Trellis.org Charity Relationships Lead
rebecca@trellis.org

John Mark Vanderpool

Social Impact Solutions Co-Founder
johnmark@socialimpactsolutions.com

Take the Quiz Today



Nonprofit



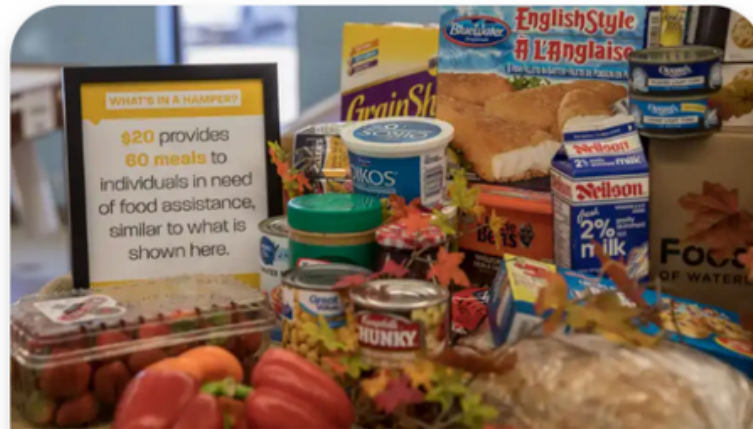
Fundraising Quiz

*An Assessment to Help You Advance
Your Fundraising Strategy*

START YOUR FUNDRAISING QUIZ



Donate Now!



75 Meals

Your \$25 donation will help to provide 75 nutritious meals for those facing food insecurity in Waterloo Region.

\$25.00



300 Meals

Your \$100 donation will help to provide 300 nutritious meals for those facing food insecurity in Waterloo Region.

\$100.00



750 Meals

Your \$250 donation will help to provide 750 nutritious meals for those facing food insecurity in Waterloo Region.

\$250.00