

Stewardship Forum

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Stewardship Tools for Fundraisers : Giving Matters

Title: What Are Your Donors Up To?

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A good Christian fundraiser should be in constant dialogue with their donors and prospects. If your organization is not communicating with its donors and prospects, then how are you making strategic decisions for raising awareness and funds for your ministry and mission? Here are some essentials that you must know about your donors. You don't have to spend a lot of money to learn this information. So, begin now: pick up the phone, send a survey, or conduct a meeting with your donors and start asking questions that will help you get to know them better.

1. Find out what are the top 3 to 4 reasons why your donors give money to your organization.
2. Understand some of the values that guide your donors in their lives.
3. Is there a lack of a strategic plan in place that provides organizational direction for the next 3 to 5 years?
4. Uncover the top 5 reasons why inactive donors stopped giving to your organization.
5. Discover the top 5 to 6 things your donors would say about your organization, such as, "integrity", "credible", "the best", etc. When they hear your organization's name, what do they think?
6. Define the top 5 to 6 benefits or features your organization provides (from a donor's perspective).
7. Know what other kinds of charities your donors contribute to and/or volunteer their time?
8. Ask donors about the various communication materials they've received from your organization: is it adequate and appropriate?
9. Learn what improvements your organization can make to further develop relationships with donors. What should you do differently?
10. Determine Lift Time Value (LTV) for each acquisition medium, (direct mail, space advertisement, Christian radio) in order to strategically allocate funds.
11. Study your donor's psychographic (their interests) and demographic (income, material status, etc) profile.
12. Determine what kinds of new initiatives in which your donors believe your organization should be involved.
13. Ask your donors what form of communication they prefer to continue the relationship: direct mail, Internet, telephone, etc.

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About the Author - Todd Baker is a marketing and fundraising strategist. He works for Grizzard, a direct marketing organization based in LA California. Todd served over 13 years at World Vision, where he managed integrated marketing programs. He also led marketing initiatives with the NFL's New York Giants and the NBA's Los Angeles Lakers.