No Bragging and Nothing Boring: 11 Ways to Share Your Impact

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Thank Report
Ask

The Donor Communications Cycle keeps donors happy and giving.

via Tom Ahern
We are the development and communications team.

We make it rain Benjamins.

Unfortunately, the Truth is a Little Harder Than That.

The average donor retention rate was 46% in 2015.
46% of 2014 donors made repeat gifts 2015.

The average first-time donor retention rate was 29%.
This is not an awareness problem.

It’s a “Keeping the Love Alive” problem.

Why do people give so much in December?

*Hint: It’s not really about the tax deduction.*
People give because it gets them high. IT FEELS GOOD.

How They Feel Predicts Behavior

- I am a committed (nonprofit) donor.
- I feel a sense of loyalty to (nonprofit).
- (Nonprofit) is my favorite charitable organization.

Based on research by DonorVoice

Half of donors give 2/3rds of their annual donations to a single favorite charity.
THE REAL QUESTION: How can you become their favorite cause?

THE ANSWER: Prove to them that they matter. When we know we matter, we feel good, and we do extraordinary things.

The Donor Engagement Cycle, with Feeling

Via Tom Ahern, with Kivi's Spin on It
ASK!
Give them opportunities to participate so they feel included.

Donating, yes, but also volunteering, pledging to take an action, learning new skills, and expressing your shared values.

THANK!
Make them feel appreciated.

Personal thank you letters, yes, but also public displays of affection.

REPORT!
Make them feel plugged in and in the know.

Annual reports, yes, but also regular newsletters, special progress reports, earned media, and social media updates.
Trust Me, You Have It Easy.

Other Nonprofits . . .

Then There’s You.
HERE’S A TIP: Outside this room, keep your nonprofit whining and temper tantrums to yourself. 😊

I know. It’s still hard work. Even with kitties. BECAUSE KITTEH.

Let’s Look at What You Want in Your Communications.
I am concerned that our fundraising and marketing communications are too . . .

- Easy to Ignore
- Repetitive
- Unfocused
- Generic
- Needy
- Serious
- Unprofessional
- Boring
- Ineffective
- Depressing
- Preachy
- Inconsistent

I would like our fundraising and marketing communications to be more . . .

- Fun
- Cheerful
- Practical
- Opinionated
- Witty
- Warm
- Thought-provoking
- Conversational
- Casual
- Authoritative
- Persuasive
- Serious
I would like our fundraising and marketing communications to be more . . .

Fun  Cheerful  Practical  Opinionated
Witty  Warm  Thought-provoking
Conversational  Casual  Authoritative
Persuasive  Serious

Our focus today . . .
Thanks for making results possible.
While being Persuasive and Thought-Provoking, and NOT Easy to Ignore, Repetitive, or Generic.

SHARING PROGRESS:
11 Favorite Examples
I’m Giving You the Concept.

You Come Up with the Visual.

Clients or beneficiaries holding signs expressing thanks.

“First no-kill, open admissions shelter in our state.”

Clients or beneficiaries holding signs expressing thanks.
Clients or beneficiaries writing notes directly to supporters.

“Adopting out more treatable and special needs animals like amputees, blind/deaf, heart worm, and other special needs”

Ed Givens, helped back into housing by Skid Row Housing Trust

Thank you, Kat Johnson, for the example.

Hermann Park Conservancy, Houston TX, Trail Building

Show the Before & After pictures.
“On back to back days, the team brought in over 200 animals from two cruelty investigations.”

Show the Before & After pictures.

Iconic images featuring your own clients and volunteers.

“We started having Pitty Parties where pit bulls can go home on a 3 night, 4 day sleepover trial.”

Iconic images featuring your own clients and volunteers.
You have helped make history for LGBT equality with your support. As we navigate the road ahead, we want to thank you for being part of the HRC Family.

Feel free to share this or tag someone that you also want to thank for supporting LGBT equality.

Straight-up, simple “giving thanks” messaging.

“One event earned 17K more than budgeted”

Straight-up, simple “giving thanks” messaging.

Claiming your victories big and small!
“We’ve increased the number of complicated cases we are treating and thereby saving more lives.”

Claiming your victories big and small! ❤

“We make our staff available for expert commentary on relevant, ongoing stories and try to offer creative story ideas that feature our members in a positive and uplifting light.” – Vicky Couillard, Executive Director, Vail Place

Keys to success in this situation were finding that unique story and then pitching exclusively to one reporter. * Mindy Baxter, Communications Specialist, Dallas CASA

“Pitch a very specific story or feature to the media.”

“We placed a blind bulldog puppy with the perfect home . . . They drove across the country with their other blind dog to adopt it.”

Pitch a very specific story or feature to the media.
Create a Thank You or Victories video.

“Held a pet wellness clinic in a low-income area and saw 100-120 patients.”

Create a Thank You or Victories video.

Create a public or private Dashboard.
“Increased adoptions and reduced euthanasia”

Create a public or private Dashboard.

“Successful capital campaign raised nearly $8 million in less than two years.”

Create a Top Ten list.
Put your Best Numbers in infographics.

They went from a 32-page annual report to this!

http://www.nonprofitmarketingguide.com/blog/2014/07/10/how‐this‐nonprofit‐got‐more‐out‐of‐their‐annual‐report‐infographic/

“Oversaw the intake and emergency sheltering for a 82‐dog hoarding case. ”

Put your Best Numbers in infographics.

“Oversaw the intake and emergency sheltering for a 82‐dog hoarding case. ”
“I’ve learned that people will forget what you said, people will forget what you did, but people will never forget how you made them feel.”
- Dr. Maya Angelou

Use your donor communications to make donors feel included, appreciated and in the know!

BONUS: Download the handout to get 20 phrases you can use to share progress and give supporters credit.
Let’s stay in touch!

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Fb.com/nonprofitmarketingguide

BONUS:
20 PHRASES you can use to share progress and give supporters credit

• You did it!
• We couldn’t have done it without you.
• We can do so much more because of you.

• Enjoy this look back at major accomplishments this past year – we couldn’t do it without you.

• We’re inspired each day by this amazing community of wildlife supporters.

Thank you for your unwavering commitment to helping animals in crisis -- we couldn’t have done it without you!
Wow! You made 2014 an incredible year for (human rights). As a little thank you, here are 24 of your biggest moments . . .

Thank you to everyone who made an investment in the future . . .

(Result) . . . Thank you to every donor, volunteer, and prayer warrior who played a part in making this happen.
We hope you know that YOU are our hero! The effort you put into (reaching children) is amazing!

You've taken a stand for (millions of suffering animals). To them, and to us, you are a hero.

Thanks to you and other (steadfast wildlife lovers), we have some important victories to celebrate from the past year.

After long list of accomplishments . . . Let's achieve even more in 2015. (The Humane Society of the United States) – you and me – making the world better for (all animals).
Our work would not be possible without your help. 
Because of you... 
Thanks to you... 
With your support...

“Well, well you
(Ooh-ho, hoo-ooh, ooh-oo) 
You make my dreams come true... Thank you!”

Students in music program 
singing the Hall & Oates song,
“You Make My Dreams...”
pictures of them learning and 
performing.

Thanks to you / Thanks to you I am 
expressing myself with originality and 
enthusiasm. / Thanks to you I’m 
learning to take risks and strive freely. / 
I am taking pride in my success. / 
Thanks to you / Thanks to you / 

/ Thanks to you, I am strong / Strong / 
Smart / Smart and bold. / Bold / Bold / 
We wish you and your family a Happy 
Thanksgiving. / Happy Thanksgiving! /
We are here FOR YOU and BECAUSE of YOU.

THANK YOU for making our work possible.

We're thankful for knowing that we help to spread the word:
about conservation in Brazil and everywhere.

And most of all, we're thankful for supporters of the Nature Conservancy like you.

Like you.

Like you.

Like you.

Because of you.

We are finding natural solutions that can help nature and people thrive now and into the future.

(“Thank you” in several languages in several places)
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WORK, AND DELIVER THE GOODS. NEW TOPIC EACH QUARTER.

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JANUARY–JUNE AND JULY–DECEMBER SESSIONS.