

Stewarding Crowdfunding Donors
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Moderated by:



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Meet Your Presenter

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Objectives



 Discuss how effective prospecting can help prevent organizations from losing money.



 Discover opportunities to build donor relationships, particularly with crowdfunding donors.

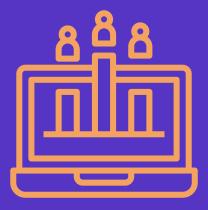


 Learn tactics for retaining crowdfunding donors and winning back lapsed donors.



Develop a Crowdfunding Stewardship
 Plan to build donor retention.

POLL



Which of the following has your organization incorporated in your fundraising plan:

Referrals

Influencers

Matching or Challenge Gifts

What is Prospecting?

The process of **looking** for, or **searching** for, prospective donors



Centers of Influence

Identify the people who feel good about you, feel good about your cause, and who have a network or connections that would be valuable to your cause.

Crowdfunding Prospects in your Database

- Major Gifts
- Leadership
- Influencers
- Annual Gift Donors

The Power of Segmenting: Winning Back Lapsed Donors

You can only affect what is under your control.

- Concentrate your efforts; target, target, target.
- Remind them of their why.
- Consider "We Miss You" for the unemotionally subscribed.

ACTIVITY:

Crowdfunding Influencers

In groups, identify three ways to engage Crowdfunding Influencers to elevate your Giving Day Campaign.

Keys to a Successful Crowdfunding Campaign

Early planning Multiple touches

Distinct goal Involve major donors/Influencers

Great storytelling Stewardship

POLL



Does your organization have stewardship strategies for crowdfunding?

Follow Up with Results



Maximize Crowdfunding Donors

Gaining a new donor costs **5 times** more than keeping an existing one.

Referrals

Reputation

Retention

Revenue

Crowdfunding Transparency

Ways to support donor retention

- 1. Campaign Website Updates
- 2. Campaign Email Close Out Email
- 3. Social Media Post

Stewardship Four P's

Prompt

Personalized

Passionate

Positive

ACTIVITY:

Crowdfunding Stewardship Plan

In groups, brainstorm three touch points for

Crowdfunding or Giving Day Campaign Donors.

Crowdfunding Retention Checklist

PLANNING	EXECUTION	FOLLOW-UP
Evaluate past campaigns	Build the campaign webpage	Double dose of gratitude
Define focus and components	Send a save-the-date	Details on donor's impact
Set target markets and segment lists	A/B test your emails and social media posts	Evaluate engagement
Set a goal !	Stay strong the last few weeks, day-to-day	Summary and data analysis
Make a detailed task map with dates		
Gatherassets		

Follow-Up

1. Gratitude

2. Donor Impact

3. Evaluate Engagement

4. Data Analysis

POLL



What strategy from today's session do you plan to incorporate at your organization?

Gratitude

Donor Impact

Evaluate Engagement

Data Analysis

All of the above

SUMMARY

- Apply prospecting methods to qualify crowdfunding donors.
- Leverage **referrals** and **centers of influence** to build strong long-term relationships.
- Use a **CRM system** to keep track of prospects, donors, and other analytics to evaluate campaign success.
- Implement crowdfunding **stewardship plan** to increase donor retention.



THANK YOU

TAKE YOUR CAUSE AND CREATE IMPACT.



