



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		
Gather assets		

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.

