



Essentials Only—Basic Segmenting of Donor Communications

Presented By: Laura Kruisenga, Kennari Consulting
Tuesday, June 14, 2022 | 2:00 – 3:00 p.m. Eastern Time



Donation Forms | Event Registration
Text Fundraising | Peer-to-Peer | Auctions



A little housekeeping...



We're recording this webinar!

All registrants will receive an email containing a link to the recorded webinar AND a ton of other resources!



Feel free to ask questions!

Use the Questions chat box to ask your questions. We will have a Q&A session at the end of the presentation.



We will be live-tweeting!

Share your highlights and takeaways with the **#qgivwebinar** hashtag, and please make sure to follow **@Qgiv!**



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**Donation Forms | Event Registration
Text Fundraising | Peer-to-Peer | Auctions
Integrations & Data**



**Smart and Strategic
Approaches to Philanthropy**

Meet the Speaker



Laura Kruisenga | President & CEO, Kennari Consulting

Laura Kruisenga, President & CEO, Kennari Consulting - Laura works with clients to build their annual fundraising programs with a particular focus on events, communications, and staffing. She is regularly featured as a presenter at local workshops and seminars on fundraising. Laura graduated from Adrian College with a degree in business administration and has over 20 years of fund development experience and is certified in the use of several databases, including Raiser's Edge and Giftworks.

Introduction

- ▶ Laura Kruisenga, President & CEO with Kennari Consulting
- ▶ Services in Campaign consulting, Grant writing, Project/Program Development, and Annual Giving consulting
- ▶ Instructor in Fundkit – online learning platform for fundraising professionals



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Relationships are
mutually beneficial
and *always personal.*



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Why Segment?

- ▶ Increased donor engagement
- ▶ Better understanding of your work, impact, and needs
- ▶ Leads to higher fundraising results
- ▶ Renews donors and helps fight lapsing



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What prevents you from segmenting?

Type your answer in the chat!



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Common Barriers to Donor Segmentation

- ▶ Systems
- ▶ Messy data
- ▶ Time



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Start with these steps:

- ▶ Prioritize
- ▶ Make a plan
- ▶ Engage other people



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Groups to Segment *In order of priority*

- ▶ Major Donors
- ▶ Monthly/Recurring Donors
- ▶ Event Donors
- ▶ Lapsed Donors
- ▶ Other specific groups!



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Major Donors

- ▶ Donor/Household giving is \$1,000 or more in a year
- ▶ Individualized cultivation and solicitation plan
- ▶ Appeals should work into that plan and the timing the donor typically gives in
- ▶ Live signature, hand addressed enveloped, and personal note

Monthly/Recurring Donors

- ▶ Ask so recurring donors are ongoing until they say otherwise
- ▶ ALWAYS acknowledge their current giving before asking again
- ▶ Remind them of their impact
- ▶ After 12-18 months, ask for an increase
- ▶ Consider a “branded” monthly giving club/program

Event Donors

- ▶ Typically renew the way they come in
- ▶ Plant the seed ahead of the event
- ▶ Make sure they will attend
- ▶ If not attending, make a plan
- ▶ Do mission-centered events – and share updates throughout the year on what was shared at the event

Lapsed Donors

- ▶ First, prevent them from lapsing!
- ▶ Quickly try to recapture
- ▶ Definition: Gave in a time period and hasn't given at all in the following 12 months
- ▶ Be clear – *“we miss you and hope you’ll give again”*
- ▶ Overall average donor retention in 2020 was 35%

Other Segments

- ▶ Break down existing segments into two groups based on gift size
- ▶ Additional Groups:
 - ▶ Volunteers
 - ▶ Members
 - ▶ First-Time Donors
 - ▶ Memorial Givers
 - ▶ Crowdfunding Donors
 - ▶ Direct Mail Donors
 - ▶ Specific program/interest area supporters
- ▶ Track outcomes



Segmenting takes extra time, increases data collection/tracking, and generally costs more.



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Learn More:

Free 30 minute follow up phone conversation if you have additional questions about Donor Communications.

Email becca@kennariconsulting.com to schedule!

Use coupon code "Qgiv" for a free series in Fundkit!

(Series options include: Major Gift Programs, Monthly Giving, Donor Database Management, and Fundraising for Executive Directors)

Questions?



This webinar program qualifies for 1 point of continuing education toward maintaining the Certified Fundraising Executive Management (CFRE) credential.

Thank you for joining!

For more information on Qgiv's fundraising platform, contact:

contactus@qgiv.com | 888-855-9595

For more information on Kennari Consulting, contact:

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www.kennariconsulting.com



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