ACQUISITION MADE EASY

Rachel Muir, VP Training
Rachel Muir, CFRE

- Founder: Girlstart
- Strengths: Fundraising, parenting twins
- Weaknesses: Queso
- Featured on: Oprah, CNN, the Today Show
- AFP Outstanding Fundraiser of the Year

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What Pursuant Does

- MAJOR DONORS
  - Major Gift, Planned Giving, Capital Campaigns, Board Development
- Mid-Level Giving
  - Gift Officer Staffing and Management
- MASS MARKET
  - Direct Response, Creative Mail, Online, etc.
What Rachel does:

Custom training
VIP days
Webinars
Live classes
Speaking

All on fundraising...

Want to explore training with me? Calendly.com/rachelmuir
Fundraising Bootcamp Nov 2nd Dallas, TX

pursuant.com/training

Overcome objections and nail the ask
Build a thriving major gift portfolio
Retain & upgrade your donors

Art of storytelling

TODAY ONLY $100 off! Use code “FRIEND”
Which type of acquisition yields **you YOUR BEST** donors?

1) Direct response: email, direct mail, and lists.
2) Collecting names wherever possible, i.e. events.
3) Referrals: asking board, staff, and donors for names.
4) Using my website and/or social to drive sign ups.
5) Other (please type answer into questions box)

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Finding new donors is like going fishing. You need to bait and a good place to fish.

Mike Bacon, CFRE
VP Advancement, Trinity University

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Donor Acquisition Made Easy

Acquisition vs Retention: Truth Bombs

5 Tips to convert

Step 1: WHO do I want to acquire?

Eye candy examples of acquisition

Q & A

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TRUTHS IN FUNDRAISING
Acquisition is like THIS cupcake
ACQUISITION IS LIKE PRETTY PEOPLE AT A PARTY
Retention is like pushing this up a hill.
3rd YEAR DONOR RETENTION INCREASES

35% to 75%
RETENTION IS KING
It can cost 10X to acquire a new donor than to communicate with an existing one.

Adrian Sargeant, Building Donor Loyalty

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The majority of planned gifts come from donors who give to a nonprofit 15 or more times during their lifetime.

Chuck Longfield

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Which would you rather eat?
Approaches to Acquisition

- Likeminded Donors
- Event Attendees
- Followers and Peer-to-Peer Fundraisers
- Inner Circle

Image credit: Network for Good
“All donors are equal as human beings. They are not equal as revenue sources.”

Jeff Brooks, The Money Raising Nonprofit Brand

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What is LTV (Lifetime Value)?

The total net contribution that a customer generates during his/her lifetime on a house list.
Fact: You are getting lots of impressions.
Lifetime Value (LTV) varies by recruitment channel. What channel offers you the best LTV?

Adrian Sargeant

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Stop bringing in the wrong donors.
Crack attrition by value.

Study how high end donors differ

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Data Should Drive Strategy
LIFETIME VALUE CALCULATOR

Calculating LTV can get complex. Use the calculator below to produce a quick approximation of your LTV—one that should be close enough for making some important decisions about your future acquisition and stewardship strategies.

FIRST GIFT: ACQUISITION COST CALCULATIONS
Calculate by campaign for a 12 month period. Do not include staff time in your costs.

ACQUISITION CAMPAIGN #1

Acquisition Campaign Dollars Raised: $ 

Acquisition Campaign Costs: $ 

Acquisition Gain/Loss: $ 

Number of Unique 1st time donors acquired: # 

Cost/Profit per Donor Acquired: $ 

ADD NEW CAMPAIGN

TOTAL NEW DONOR ACQUISITION COSTS

http://bit.do/DONORLTV
How can knowing LTV help me?

Assign acquisition allowances

Set criteria for marketing

Help you choose right medium for acquisition

Can help you invest in reactivation

Source: Adrian Sargeant
What if I can’t figure out LTV?

Examine your retention.

When are people dropping off? After the 1\textsuperscript{st} gift? 2\textsuperscript{nd}? 

Engineer communications around those drop off points i.e. welcome call, postcard at 3 month mark etc.

Source: Adrian Sargeant
Gifts from donors giving in one calendar year

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Gifts from same donors making a donation in year two
Inspiration is the compulsion to act.
Stage 1

Make an impression

Invite them to share contact information for something they value

www.pursuant.com/relationshipfundraising
“Keepsake” response card
Follow along to content

Back
“If this was helpful this isn’t the end…”
You don't want more friends or followers; you want more donations and supporters.

Jonah Berger, author Contagious
HOW CAN YOU CONVERT THEM?
5 TIPS FOR

CONVERSION
Tips for Conversion

Have a Compelling Offer

• Is there content I am currently giving away that someone would give me their email address to get?
Do your communications look more like kale or a hamburger?
4 FUN WEEKS TO YOUR

Happier Home

Just by reaching this page, you've shown you're committed to a happier, more godly home. We are so excited to take this journey with you!

Growing Together is a 4-week adventure for couples and families to actively explore biblical precepts of communication, kindness, service, and gratitude day by day.

HERE'S WHAT YOU CAN EXPECT WHEN YOU SIGN UP:

- A reminder email each Saturday to get you started
- A downloadable, printable page with each week's devotional, prayer, memory verse, and activities (goes right on the fridge)
- Daily activities that help the message sink in—and don't take hours of prep
- Easy access to any week you missed
- Easy sharing on social media to see what others are doing
- And most of all, a fun, simple, growing experience for you

HERE'S ALL WE NEED FROM YOU:
Track active engagement, not passive following.

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He had over 2000 Facebook friends. I was expecting a bigger turnout.
“Like Us”... And we’ll feed zero children.

Nothing against Likes, but food costs money. Support National UNICEF Day... Buy a life-saving survival gift now!

#UNICEFDAY
survivalgifts.ca
unicef
Tips for Conversion

Make your donor FEEL something

Case Study: Plan UK

30 July 2013 by Jenna Pudelek, 1 comment

The international charity’s campaign Because I am a Girl generated 18,000 text donations


For some girls, starting their periods is the first step towards forced marriage.
It means that they’ll soon be taken out of school, isolated from their friends and forced into marriage with older men. Many will endure abuse. And every year, thousands will die in labour because their young bodies just aren’t ready for childbirth.
DID YOU SEE SOPHIE?

Have a look at page 45. Did you see her? Or did you look past her and carry on with your life?

Like many of the young people who come to Centrepoint, Sophie is no stranger to being ignored. Her mother used to lock her in a cupboard and her step-father would hit her in the face to keep her quiet.

"My first memory is of being beaten black and blue by my step-father when I was three years old," she recalls. "I don’t remember anything before that."

Sophie left home as soon as she could and fled to London where she slept rough for three years.

"I slept in the doorways of cafes and restaurants, under bridges and in parks; anywhere I could put my head. I was only 18 but people just walked past me."

Sophie was constantly cold, hungry, dirty, tired and worst of all scared. She saw many friends get attacked and her best friend was raped, murdered and set on fire. Sophie thought it was only a matter of time until something similar happened to her, as no-one seemed to care.

While Sophie’s story may sound shocking to you, many of the homeless young people who come to Centrepoint have been through similar experiences. They find themselves homeless after being victims of neglect, sexual abuse, violence and family breakdown.

Once on the street, they immediately face new dangers. It can take just hours for them to be approached by drug dealers and pimps.

By sponsoring a room at Centrepoint - just £40p day (£12 a month) - you could get a vulnerable homeless young person like Sophie a second chance to change her life.

Your room will contain a warm, soft bed where they’ll be able to sleep soundly, after night after night of hunching up in a bitterly cold doorway. A shower where they’ll be able to stand under steaming hot, soapy water, after day after day of trudging around in clothes that never feel clean. And a kitchenette where they’ll be able to cook nutritious meals that will restore them back to health.

Call 0800 2 www.centrep
t

While staying in you’re helping need to rebuild with their prob into college or as how to cook they leave Cen independently. continue to rec need it.

Today, you can who is being is of a new life. A Because some advertisement Sophie is now living in fear of.

So many people like Sophie a second glance, but today you can be the person who chooses not to ignore them.

Sponsor a room at Centrepoint by calling 0800 23 23 20, visiting www.centrepoin
t.org.uk/roomsponsor

Source: Sofii.org
Tips for Conversion

3 Build trust

They get a home they built themselves

May 2003

Dear Mr Sample

Have you ever wanted to see tangible results from a gift you’ve given toward projects in developing countries? Well today you finally have that opportunity.

Send a gift of just £15 to Habitat for Humanity. A decent house will begin to be built. When you send a gift of £15 to Habitat for Humanity, it will be used to help actualise the dream of a home.

Today, so many people live in unsanitary living conditions. Mariam’s build, you’ll be helped.

No big pot of funds -

That’s right. Your gift will be used to help trained builders and their families. That’s what your £15 can achieve.

Does it work? Yes. Habitat for Humanity is making a difference. Build a house for a family and they will have a better chance of living free from poverty.

We’ll send you updates about our work. And if, within six months of sending your gift, you are not convinced that people who build their own Habitat for Humanity homes have a better chance of living free from poverty, please inform me personally in writing at: Habitat for Humanity Great Britain, FREEPOST (OF 886) Banbury, OX16 8ZZ.

I’ll see to it that we return your gift, no questions asked. That’s our guarantee.

John Grain
Tips for Conversion

4  Trust using social proofing

- Idea that a person will follow suit if action is already validated by others

Sources: Sofii.org, charity:water
You can help find a cure for Parkinson's. It's within our grasp, but we need you to help fund vital research that could bring us even closer – by sponsoring a worm like Dave for £5 a month.

Why? Parkinson's is a progressive neurological disorder that affects the brain cells responsible for the movement of your body. It's a cause for concern for millions of people worldwide, affecting millions more. Yet, despite the advances we've made in many areas of medicine, there is currently no cure.

This is where projects like ours come in. Our mission is to push towards the next major breakthrough. Through your support, we can fund vital research that could lead to a cure for Parkinson's. It's within our grasp, but we need your help to make it happen.
Tips for Conversion

Plan the donor journey. Relationships are a chain of activities that are only as strong as your weakest link.

• Strengthen every link in the chain – response card, prompt follow up call, incentive, welcome process, good CRM, etc.
Digital Acquisition: Plant Your Flag

Results:

- 38,000 flags planted
- 18,700 new names
- $288,000 raised in 14 days
Your SeedPack Adventure starts with choosing a location where you want to send a SeedPack. The adventure continues in the weeks to come as we'll let you know when the Seed Packs ship and when they arrive in-country.
1. **South Sudan**

Ongoing conflict has displaced more than 2 million people. So, finding food is a daily struggle. Your SeedPack, along with irrigation tools and training, helps parents grow the food they need.

2. **The Middle East**

Right now, some 4.5 million people across this conflict-scarred region require ongoing food assistance. Your SeedPack helps a family rebuild their future.

3. **Zimbabwe**

Ongoing drought has left 75% of rural Zimbabwean families without enough to eat. Your SeedPack, with irrigation tools and training, helps parents feed their children.

SEND SEEDS TO SOUTH SUDAN  
SEND SEEDS TO THE MIDDLE EAST  
SEND SEEDS TO ZIMBABWE
Discover what seeds will arrive for families in the region of your choosing.

CLICK TO REVEAL

*Types of seeds sent to each location may vary depending on import regulations.
Types of seeds sent to each location may vary depending on import regulations.

To send your SeedPack, simply fill in the form below!

First Name*

Last Name*

Email*

When you provide your email address, you’ll receive SeedPack updates and other exciting stories from GAIN. You can unsubscribe at any time using the link at the bottom of the email.

Want to make an even bigger impact with your adventure?

Just give us your mailing address, and our donor will send an additional 4 SeedPacks to families in need!

Address 1
SeedPack Adventure: Email Updates

**Email 1:** Sent after completing the adventure – your seeds have been packed!

**Email 2:** Sent once seeds for the country you selected are on their way!

**Email 3:** Sent once seeds for the country you selected are in port!
Thank you for joining us!
Get today’s fundraising resources at pursuant.com/relationshipfundraising

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FUNDRAISE LIKE A BOSS

Come Build Your Empire

4 PART WEBINAR SERIES
TUESDAYS: JAN 18, JAN 25, FEB 1, FEB 8
12PM-1PM CST

Sign up today get $50 off!
http://bit.do/YourEmpire
Fundraising Bootcamp

Nov 2nd
Dallas, TX

pursuant.com/training

Overcome objections and nail the ask
Build a thriving major gift portfolio
Retain & upgrade your donors

Art of storytelling

$100 off! Use code “FRIEND”
Questions?
Thank you!

Follow me @rachelmuir

Join me for class!
Pursuant.com/training

rachel.muir@pursuant.com

Want to talk about a training? Calendly.com/rachelmuir