How to Elevate Your Small Shop Fundraising Plan

Ligia Peña, M.Sc., CFRE, MInstF
Global Legacy Manager
Greenpeace International
ligia.pena@greenpeace.org
@ligiafpena

1 - Start with your Board

Do you have 100% participation rate?

If not, get your Board Chair to ask a gift from every single board member.

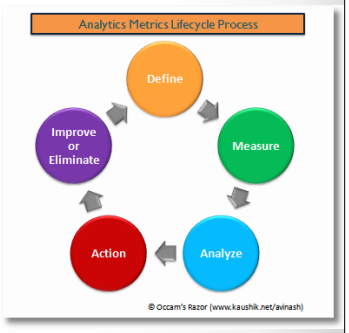
2 - Metrics

How is the retention rate of your first gift donors?

How about those who give 2-3 times per year?

Have you calculated the LTV of some of your long-time donors?

James Greenfield's 9-Point Performance Index



3 - We miss you

What happened to donors who stopped giving?

Send a "Why Have You Forsaken Us" letter with your latest newsletter.

Call some of your top lapsed donors.

4 - Monthly Giving

Don't have a monthly giving program yet? Get it started.

Has it stalled?

Call your most committed donors and invite them to join.

Call your current monthly donors and invite them to increase their gift.

5 - Thank You

When was the last time you checked your Thank You metrics?

Have you recently changed your Thank You letter?

Identify your top 20-30 donors and send them a handwritten thank you card.

6 - Celebrate Donors

Throw a Donor Celebration event and make it interactive.

Do a montage of staff saying thank you and showing what was done with their gifts.

Name tags: “Proud Donor Since xxxx”

Have a beneficiary make a testimonial.

7 - Site visits

Get top prospects and donors to come by for a visit.

Plan it out first with stations so they can interact with staff and beneficiaries.

** Mission Moments are Gold **

8 - Play Detective

Do some recon work!

Observe what other similar organizations are doing.

Make a gift and see how they take you through their donor experience.

9 - Communicate

Are you sending the same old communication pieces?

- Gratitude Report
- Season's Greeting card
- Valentine's Day
- Earth Day
- International Day of ....

10 - Multiplying Effect

Ask Board Members to ask 10 of their friends/colleagues to make a $100 gift = new donors and influx of gifts

Ask your Facebook & Twitter follows to make a $17 donation and then to get 5 other friends to make the same gift.

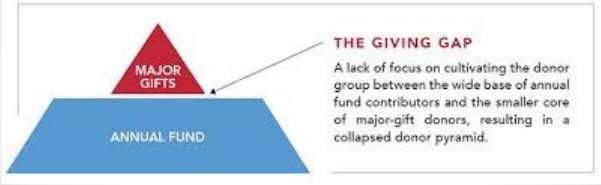
Bonus Round 1

Want bequests but don't know how to get started?

Include bequest stories in your newsletter.

Include a bequest buck slip in your direct mail.

Bonus Round 2



Questions?

Ligia Peña, M.Sc., CFRE, MInstF
ligia.pena@greenpeace.org
www.linkedin.com/in/ligiapena
@ligiafpena