

Donor Life Cycle

BryteBridge
Nonprofit Solutions

www.BryteBridge.com

Step 1: Identifying Prospective Donors

It is time to build your donor base! This starts with identifying prospective donors, which are those who may be inclined to give to your organization. Working with your board members and/or staff, you will develop lists of people to engage with in the community in hopes of securing committed donors. Prospective donors may be previous individual donors, volunteers, community members, or even corporations. You can start to identify new donors by researching other organizations that have similar missions and programs to yours and seeking out their donors. Many nonprofits list their major donors on their websites. Board members may also compile individual lists of their friends to help in the identifying process, as well.



What are some of the ways you and your board can identify prospective donors?

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.
- 7.
- 8.
- 9.

Help us make a greater impact in our community!

Name/ Organization	Contact Information

This form can be distributed to staff and volunteers to gain additional information about prospective donors.

Step 2: Qualifying Identified Donors

Once you and your board members have identified prospective donors, it is time to engage them. This step requires providing prospective donors with education about your organization, involving them in your mission and starting to cultivate a long-lasting relationship with them. Your goal is to see if identified donors' interests match your cause. Ideal prospects are those that meet the following criteria:

Linkage: They have been connected to your organization in the past either through contributions, or volunteering, or they are connected to someone who is an advocate for your organization (like a board member).

Interest: They have demonstrated a belief in your mission. They may also have donated to organizations similar to yours.

Ability: They have the capacity to give.

Contacting your previous donors and prospective donors play a key role in this stage. Schedule a call with them or ask for face to face meetings to discuss your organization's mission and to begin determining their interest in supporting your cause. Your early interactions should consist of 80% listening, and 20% speaking, so be sure to ask engaging and open-ended questions. Developing an elevator speech and training your staff and board members on it to ensure that prospective donors are educated about your impact and goals is imperative in the early engagement stages. The attached tools will help you develop plans to cultivate your relationships and learn more about their potential interest in providing support.

What steps can you take to educate your prospects, and engage them in your organization? (I.e.- Meetings, phone calls, tours, direct mail pieces, etc.).

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.

How to Develop the Perfect Elevator Speech

1. The Hook

The hook should be 10-15 seconds of your speech. It should catch your prospective donor's attention. Introduce yourself and your position and provide a sentence or two about your organization's mission to give them an idea of what impact you are making.

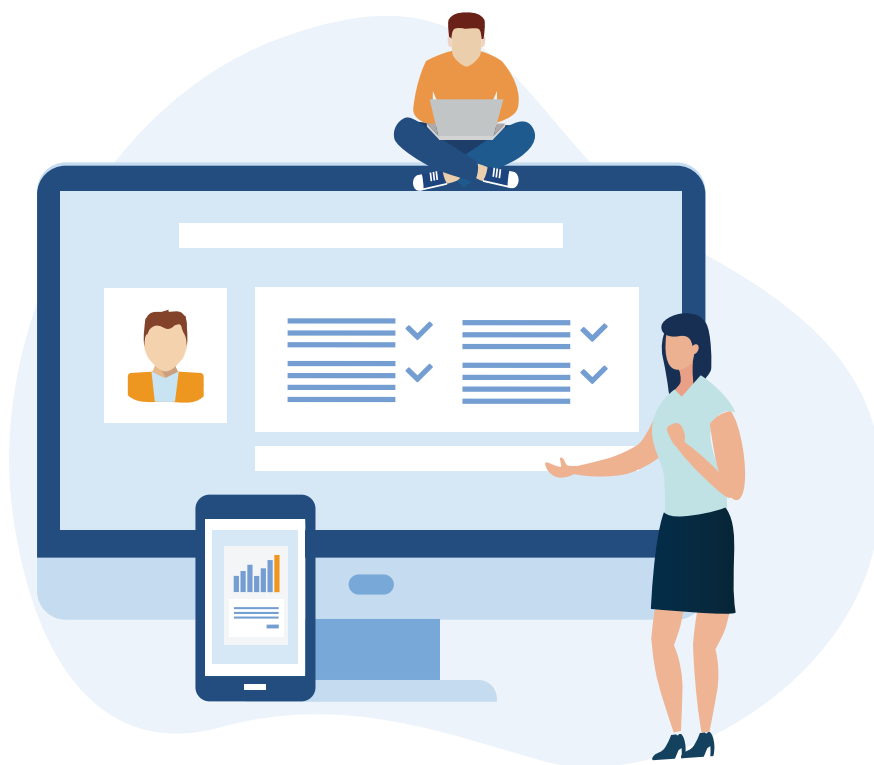
Elevator speeches are the perfect way to present your nonprofit quickly when engaging with prospective donors, however, they require careful planning. The best elevator speeches follow a particular structure to maximize effectiveness, the hook, the body, and the wrap-up. Use the information provided to develop the perfect pitch for your nonprofit.

2. The Body

The body should be 30-60 seconds long and should expand on the information you shared in the hook. Share with the prospective donor what makes your nonprofit special, who your work impacts, and how effective your work is. Use specifics and provide examples to make your point.

3. The Wrap Up

This part of your speech should last about 20-30 seconds and it should include a specific ask. When first engaging with your prospective donor, the goal is not to make a financial ask, but rather an ask that invites them to become more engaged with your organization. Be sure to know what your ask will be before you start your pitch. Different asks will have different speeches. For example, an elevator speech ending in a volunteering ask will look different than one that ends in an ask to promote your organization on social media, and so on.



Step 3: Donor Cultivation

Planning the Perfect Engagement Strategy

When engaging with your prospective donors and cultivating relationships, it is best to develop a strategic engagement plan, and ensure that it is donor-centric. Your plan should take these key concepts into account:

- Who the prospective donor should engage with from your organization
- The prospective donors' interests, and what programs you offer that may meet them
- What volunteer opportunities may interest them

You will learn a lot of the above information in your early meetings or phone calls with your prospective donors. Personalizing your engagement strategies will increase the likelihood of the prospective donor making a financial contribution. When developing your cultivation plan, be sure to have a timeline of achievable engagement actions to hold yourself and your team accountable. These actions can include meetings, phone calls, mailed items, and more.

Identified Prospect:

Contact Information:

Organization Member to Make Contact:

Donor-Centric Engagement Technique and Date to be Accomplished:

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.

Step 4: Solicitation- Making the Ask!

You have identified your prospective donors and engaged them in your organization. You have built relationships with them and are now prepared to make an ask for financial support! Be sure to have a clear case for providing support, and tailor it to your prospect. You should be prepared to present what your organization's financial needs are and what projects will benefit from their contribution, as well as what benefits they may receive in return such as membership in your giving society, recognition on your website, or other, based on their gift amount. Always remember to ask the donor what level they would like to give at. For first-time donors, you may want to make the ask in person, or over the phone. For prior donors, you may decide to ask via renewal letters, email blasts, direct mail marketing, social media, or a combined approach!

What methods will you use to solicit new donors?

1.

2.

3.

4.

How will you solicit previous donors?

1.

2.

3.

4.

Step 5: Stewardship- Donor Recognition

Fundraising is a cycle, and the process never stops! Stewarding your donors is imperative to building long lasting relationships and building a reliable donor-base. Putting in the effort to make contact a few times per year will go a long way in keeping a donor for life. Also, it is a good way to keep donors updated on what impact your organization has made, and on current events within your organization, allowing them to know that they are part of something that is bettering lives.



What ways will you recognize your donors?

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.
- 7.
- 8.
- 9.
- 10.