
The Donor Experience



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THE SCOUTING ALUMNI ASSOCIATION

Proud Past. Bright Future. **BSAalumni.org**



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BSA alumni outreach

- **Alumni Connection program database**

Still available to councils

- **Scouting Alumni Association**

Database sent to councils quarterly

Checks also sent quarterly

- **Council alumni relations committee important**

To increase the number of affiliates

Market and promote the Association

Contact alumni and start a relationship





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Eagle Scout alumni

- Eagle Scout search of 2008
- 600,000 Eagle Scouts found

Subsequent Eagle Scout searches

- Databases updated now
- Mid-September delivery date

Council NESA committee necessary

- Outreach to Eagles
- Eagle Events
- Support of a strong Eagle Scout Program
- Approval of Adams Award, NESA Outstanding Eagle Scout award, Distinguished Eagle Scout



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Donor Cultivation

- Donor cultivation is an organization - wide strategy and process to learn more about each donor's interests, desired professional and social contacts, lifestyle, and philanthropic desires so that we can better initiate and respond to contact with a donor in order to develop a stronger relationship with that donor.



8 Relationship Tips

1/3 time – BRT (build relationship of trust)

1/3 time - Business

1/3 time - BRT (build relationship of trust)

1- Put the other person first

2- Be more curious

3- Reach out and connect

- relationships are about trust- not friendship

4- Be more open and vulnerable

5- Uncover shared interests and values

6- Ask questions that build trust

- once advice is given a line is crossed- they become a donor

7- Listen- *really* listen

8- Stay connected



THE RULE OF SEVEN

- Seven contacts with a donor within one year between gifts – seven meaningful contacts
- Integrated Communications Plan:
 - Personal Visits and Conversations
 - Mail and Print Communications
 - E-Mail Communications



Three Big Questions

- 1. Why us?
- 2. Why now?
- 3. Why should a donor care?



*“Why in the world would I
give away my hard-earned
money to you?”*

-Tom Ahern



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NATURAL PARTNERS

- Identify a “Natural Partner” for Class A
- Collect information to develop a strategy
- Assist in cultivation process
- Assist in solicitation or upgrade (when ready)



Communication Styles

Relationships are built faster and easier when
you communicate in the way others
want and need



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Communication Styles

Search for clues:

Verbal

Environmental

Generational

Occupational



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Communication Styles

Diplomats

People Who Help

Teachers

Warm

Nurses

Sincere

Social Workers

Slow

Administrators

Formal



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Communication Styles

Thinkers People Who Need Information

CPAs

Logical Facts

PHDs

Well Prepared

Lawyers

Calm Orderly

Bankers

Plenty of Facts

Engineers



Communication Styles

Communicators - People who want to persuade

Marketing

Impact

Advertising

Interest in them

Sales

Entertaining

Entrepreneurs

Fast Paced



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Communication Styles

Directors People who want outcomes

Presidents

Efficient

Partners

Competent

Department Heads

Quickly

Elected Officials

Do your Homework



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THREE THINGS DONORS DIDN'T LIKE

1. Impersonal acknowledgements
2. Acknowledgements received more than two weeks after the gift
3. General appeals with few measurable results

– Penelope Burke



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RECOGNITION OF GIFTS

- Donors do not like “doo-dads” and “knick-knacks” for recognition
 - 86% of individual donors do not like token gifts
 - 100% of corporations do not like token gifts

What about plaques?

- Individuals do not display plaques/certificates
- But corporations DO display them

– Penelope Burke



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RECOGNITION OF GIFTS

- But individual donors DO like to receive photos – as long as they are photos of the program at work
 - They don't really want photos of themselves

– Penelope Burke



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DONOR LESSONS

- “Asking” is not the same as “communication”
- 70% of donors would give more if communications improved

– Penelope Burke



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What You Need to Know about Your Donors

- Who they are
- How to contact them
- How they became donors
- Their giving record
- How, by whom, when contacted by a representative of the organization
- What other interaction they have had with the organization



RESEARCH

- Google, Yahoo, Internet engines
- Muckety
- Campaign Money dot com
- Foundation Search
- Wealth Engine
- iWave



Lessons To Be Learned From For-Profit Businesses

- “A customer is the most important person ever in this office in person or by mail.”
 - **A donor is the most important person ever in contact with this organization.**
- “A customer is not dependent on us. We are dependent on him.”
 - **Donors do not need us. We need them.**
- “A customer is not an interruption of our work. He is the purpose of it.”
 - **Contact with donors is not an interruption of our work. Donors make our work possible.**



Donor Experience

Donor dissatisfaction is at the root of some of the key reasons donors stop giving

Trust with donors has to do with their belief in your organization's ability to deliver on its mission





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