

# The Dreaded Donor Engagement Gap



**how do I get  
more  
involved?**



**Board**

**Volunteer**

**fundraising**







**direct  
mail**



newsletter

the  
donor



A woman with short blonde hair and glasses is smiling while sitting at a table. She is wearing a white t-shirt with a red circular logo that says "GIVING", a small name tag that says "Sandra", and a larger logo that says "the Power of A Simple Gift" with a bee icon. She is wrapping a gift in green paper with a candy cane pattern. In the background, there is a white trash can, a table with a sign that says "28", and other people. The word "volunteer" is written in large green letters at the bottom left.

volunteer



participate





introduced

Come in WE'RE

OPEN

# Engagement

# First

**Interest**

**Fueled By**

**Information**



# Fundraising Dual Motivation

**Personal  
Benefit**

**Philanthropic  
Motivation**

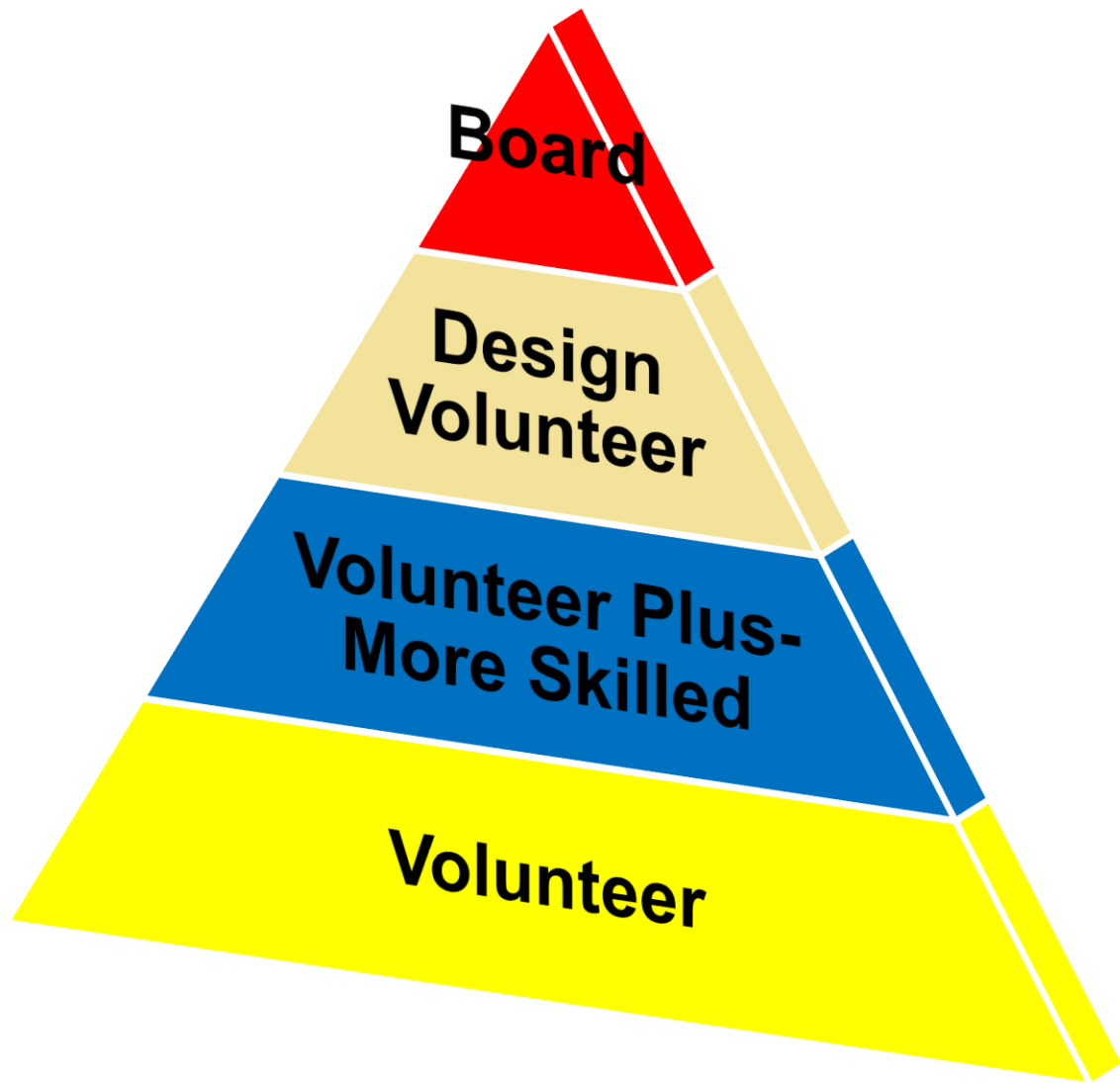
# What is Donor Engagement?

It's a **measurement** of the relationship between an organization and a financial supporter, volunteer and/or advocate.

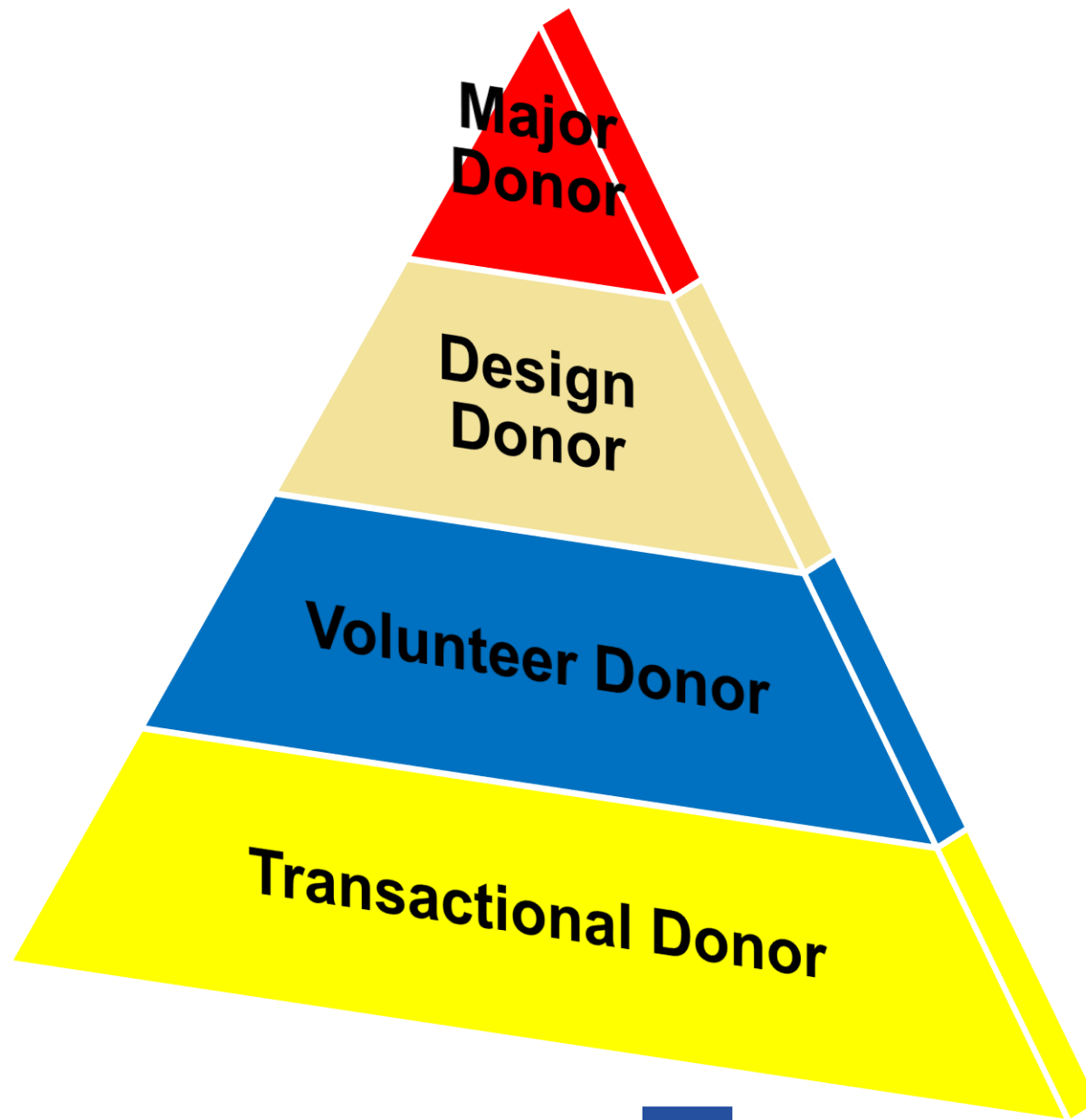
It's determined by a combination of **interest** in the issue/cause, **experience** as a recipient of the programs/services, **involvement** in the operations, and ability to **affect** the direction of the organization.

Donors that exhibit high levels of engagement get involved in all levels of an organization – as a volunteer and adviser, advocate for the cause in the community, and a financial supporter.

Donors with limited levels of engagement exhibit an interest in the work of the organization, but the relationship is primarily a transaction lacking a clear understanding of the organization's direction and operational needs.

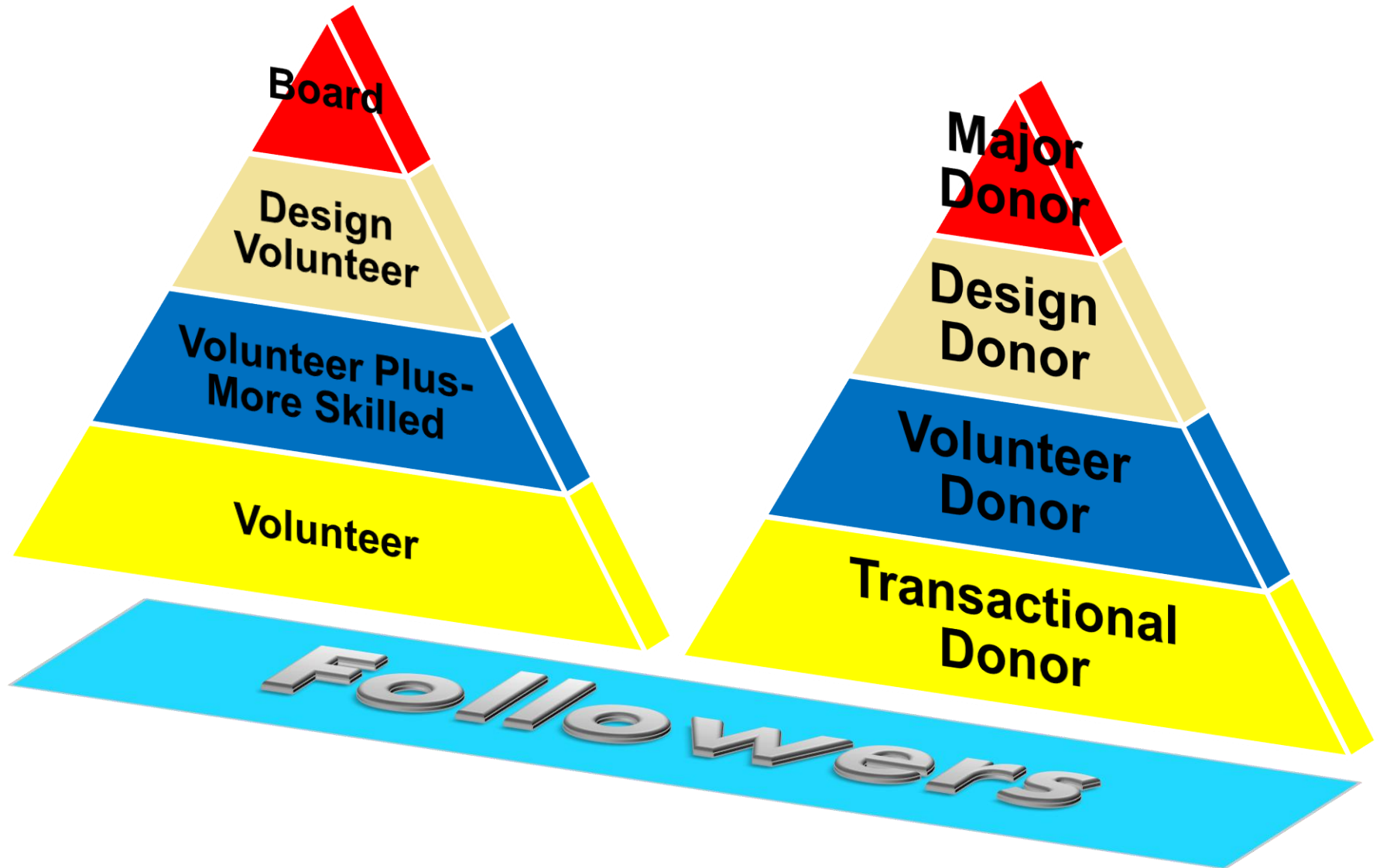


**Volunteer  
Engagement**



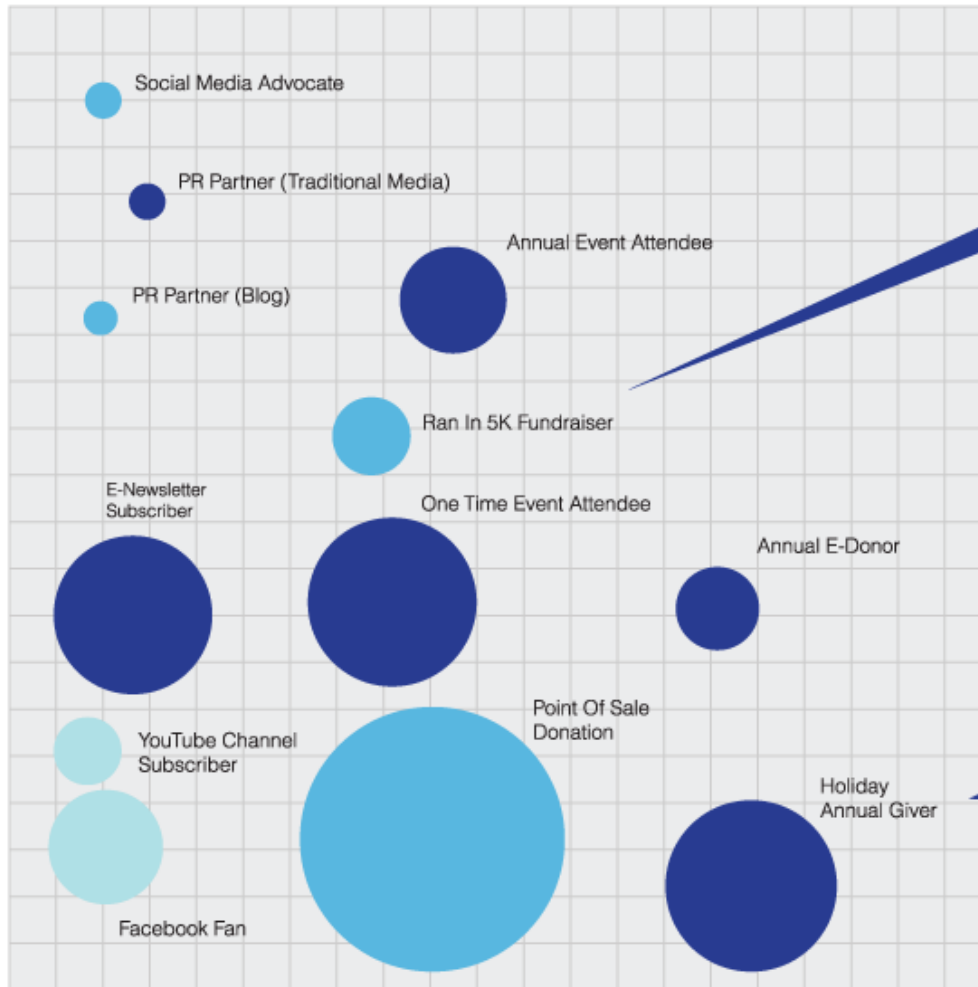
**Donor  
Engagement**

# Overall Engagement



The chart displays the relationship between Time (Y-axis) and Financial Resources (X-axis). The chart is divided into four quadrants. Bubbles represent data points, with size indicating the magnitude of the relationship and color indicating the age of the data (from light blue to dark blue). A legend on the right shows a color gradient from light blue to dark blue, labeled 'Age' with '+' and '-' signs.





“

I ran in the 5K once, it's a good cause, and I had friends going as well. It was a great time for a great cause, I'd love to do more!

”

“

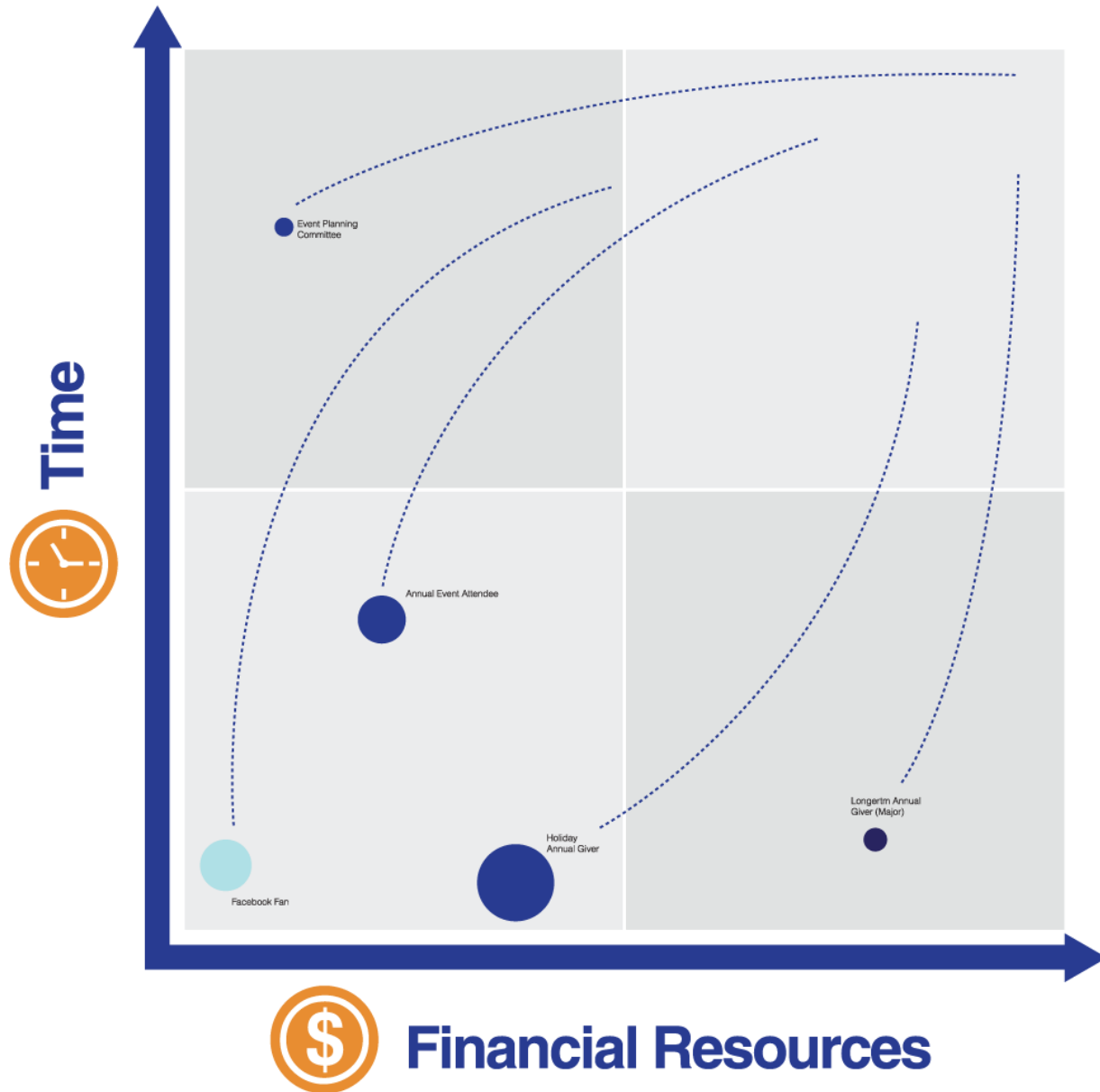
The Holidays are a perfect time to give, and I will probably always send a check to this organization – they're doing a great job.

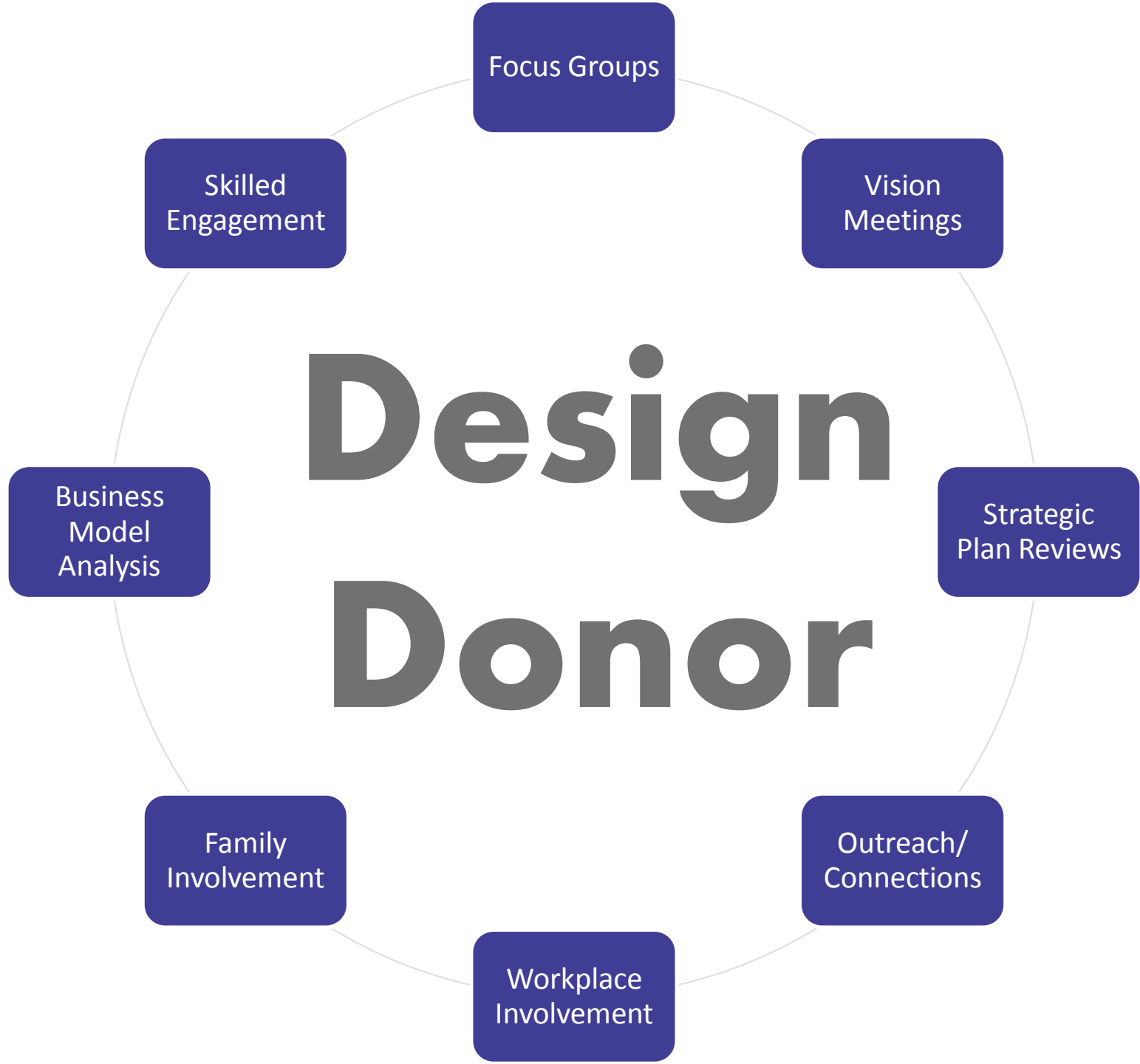
”

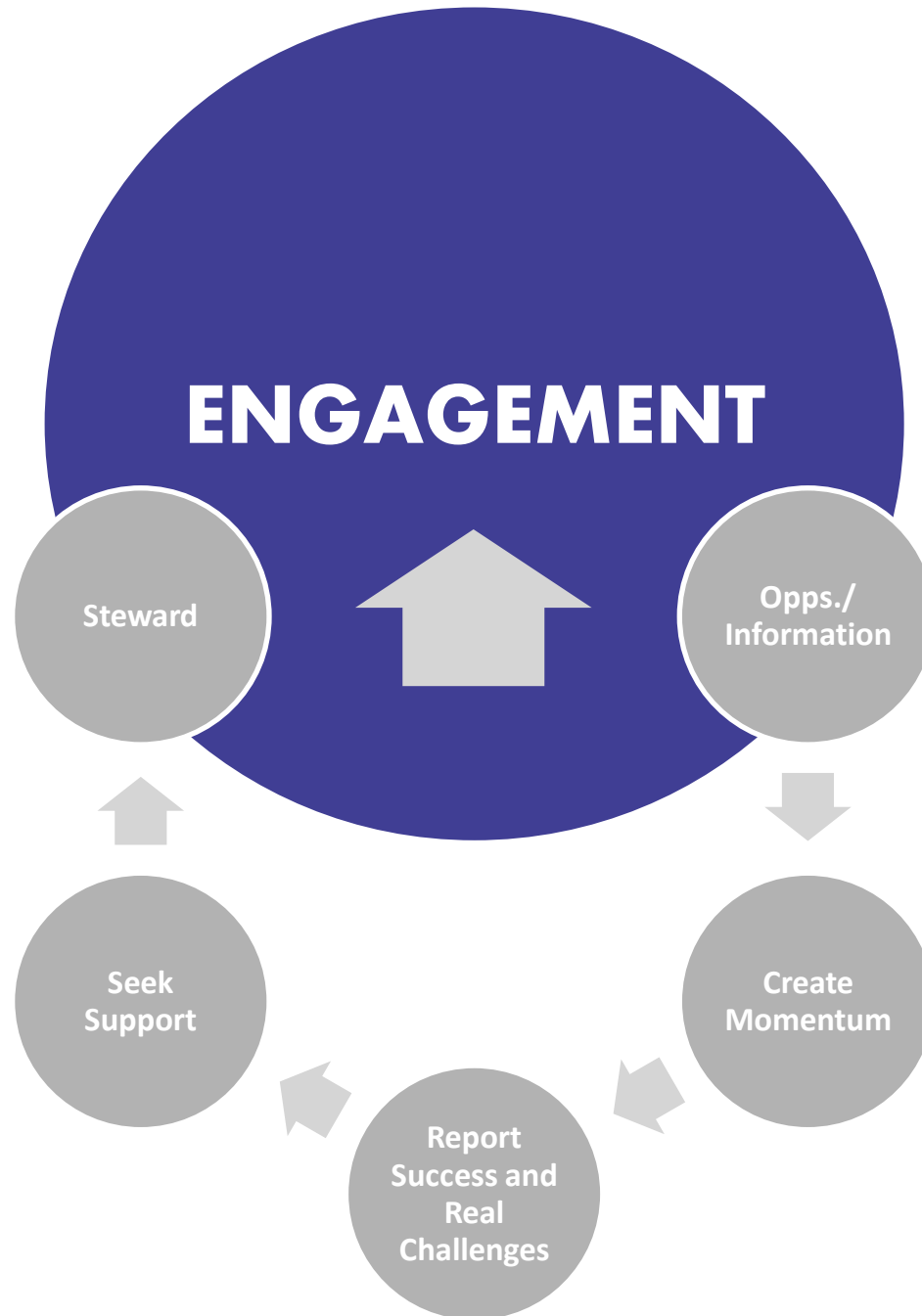


**Financial Resources**

# The Engagement Gap







# Benchmarking Relationships

## Create a Baseline for Engagement

- **Analyze the current relationships with donors and determine baseline.**

## Measure Relationships By Involvement

- **Design Donors: Focus Groups to Outreach to Donors (Scale of 1 to 4)**
- **Transaction Donors: Moves Management**

## Create a Goal with Financial and Involvement

- **Dollar Raised and Action Performed/Engaged**

Donor	Transaction Amount	Program Volunteer	Focus Group	Skilled Involvement	Outreach
John	\$50	2 Days in 2009	3 Sessions	Workplace	Special Event



# Key Points



**Think Long  
Term**

**Increase  
Donor  
Opps.**

**Benchmark  
Donors**

**Understand  
Your  
Pyramid**

**Derrick Feldmann**

**dfeldmann@achieveguidance.com**

**@achieve\_consult**