
Converting Almost-Givers: Part Two of the Winning Donor Mindshare Webconference Series

Translating Insight Into Action

A Discussion/Self-Reflection Guide

Instructions:

Use the following discussion/self-reflection guide to connect today's webconference presentation to your own experiences and institutional context.

1. Have our donors started giving more infrequently?
 1. What was the average number of months in between gifts for renewed donors across the past three years?
 2. How does that number compare to twenty years ago?
2. What is our donor attrition rate?
 1. How has that changed over time?
 2. What appeals, campaigns, and other strategies positively and negatively impacted the attrition rate?
3. How many fields would a donor have to complete on our giving page before completing their gift?
 1. How long would that take from a desktop computer?
 2. How long would that take from a mobile device?
 3. If we had to cut the number of giving page fields in half, which ones would we eliminate?
4. How many donors drop off before completing their online gift?
 1. What might be causing them to drop off?
 2. How can we eliminate those causes of drop-off?
5. Does our giving page provider collect data on who dropped off before completing their gift?
 1. What would be the least labor-intensive way we could ensure that drop-off donors get a follow-up reminder?
6. How many of our donors give monthly?
 1. How has that changed over time?
 2. What appeals or campaigns have driven that growth?
 3. How much bigger do we expect monthly giving can grow at our institution?

Implementation Matrix

Instructions:

Based on your institution's goals and available resources, map out which of the tactics profiled in today's presentation you want to prioritize in the chart below. Use this implementation matrix to assign program responsibility and next steps.

Tactic	Immediate	Possible for Future	Not Applicable	Next Steps	Staff Assigned
Quick-Complete Giving Form (Williams College)					
Abandon Gift Reminder Appeal (Dickinson College)					
Drop-Off Donor Phone Follow-Up (University of Memphis)					
Young Alumni Monthly Giving Campaign (College of William and Mary)					
Graduating Senior Recurring Gift Appeal (University of Tennessee)					