

New Fundraising Tools in Engaging Networks

Beyond single and recurring giving

OCTOBER 10, 2019

WHO AM I?

BEN CHILDERS - DIRECTOR OF ACCOUNT SERVICES

- Former math teacher
- Former Raiser's Edge Power User
- Former Salesforce System Admin
- Former Major Gifts Officer
- Current Director of Account Services

COVERING THE BASICS

SINGLE GIVING & MONTHLY RECURRING GIVING

- Have both options on one page
- Make sure to have swap lists
- PayPal?
- EFT?
- Test, test, test

HOW ABOUT A GIFT A YEAR?

ANNUAL RECURRING GIFTS

- Messaging to supporters
- Upsell lightbox or just an option?
- Depends on your gateway
- Special incentive to become an annual recurring?
- Test, test, test

TRIBUTE GIVING

IN HONOR / IN MEMORIAM

- Digital recognition or physical recognition?
- What makes a good e-card image?
- How do you steward a tribute gift?
- Test, test, test

SHOULD YOU GET A GIFT FOR A GIFT?

PREMIUM GIVING

- Product Management
- Lead Acquisition
- What kind of premiums have you tried?
- Test, test, test

CAN WE GET A QUICK GIFT?

ONE-CLICK DONATION PAGES

- One-off campaigns to recurring donors
- Any page, any email, any donor
- Look to political campaigns for examples
- How could you use this for lapsed donors?
- Test, test, test

CONDITIONAL CONTENT

HIGHEST PREVIOUS CONTRIBUTION AND NEXT SUGGESTED GIFT AMOUNTS

- Based on Engaging Networks data or imported
- Create any number of different NSG strings
- Can be included on donation pages & emails
- How could you use this for year-end fundraising?
- Test, test, test

LET THE BOTS DO THE WORK

MARKETING AUTOMATIONS

- New donor welcome series - different levels?
- New recurring donor welcome series
- Lapsed donor re-engagement series
- Credit Card Expiry series
- What could you create before EOY?
- Test, test, test

Thank You.

Check out our Year-End fundraising guide at:
bit.ly/enfundraising2019

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