



Building Powerful Donor Relationships

Stewardship Kaleidoscope 2022

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- CFRE (Certified Fundraising Executive) since 2007
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In This Workshop We Will



Discuss the dynamics of financial leadership



Gain a better understanding of the donors' perspective (latest research and findings)



Learn about the challenges of donor retention and what to do about it



Consider a plan for more fully engaging those whose investments make ministry possible.

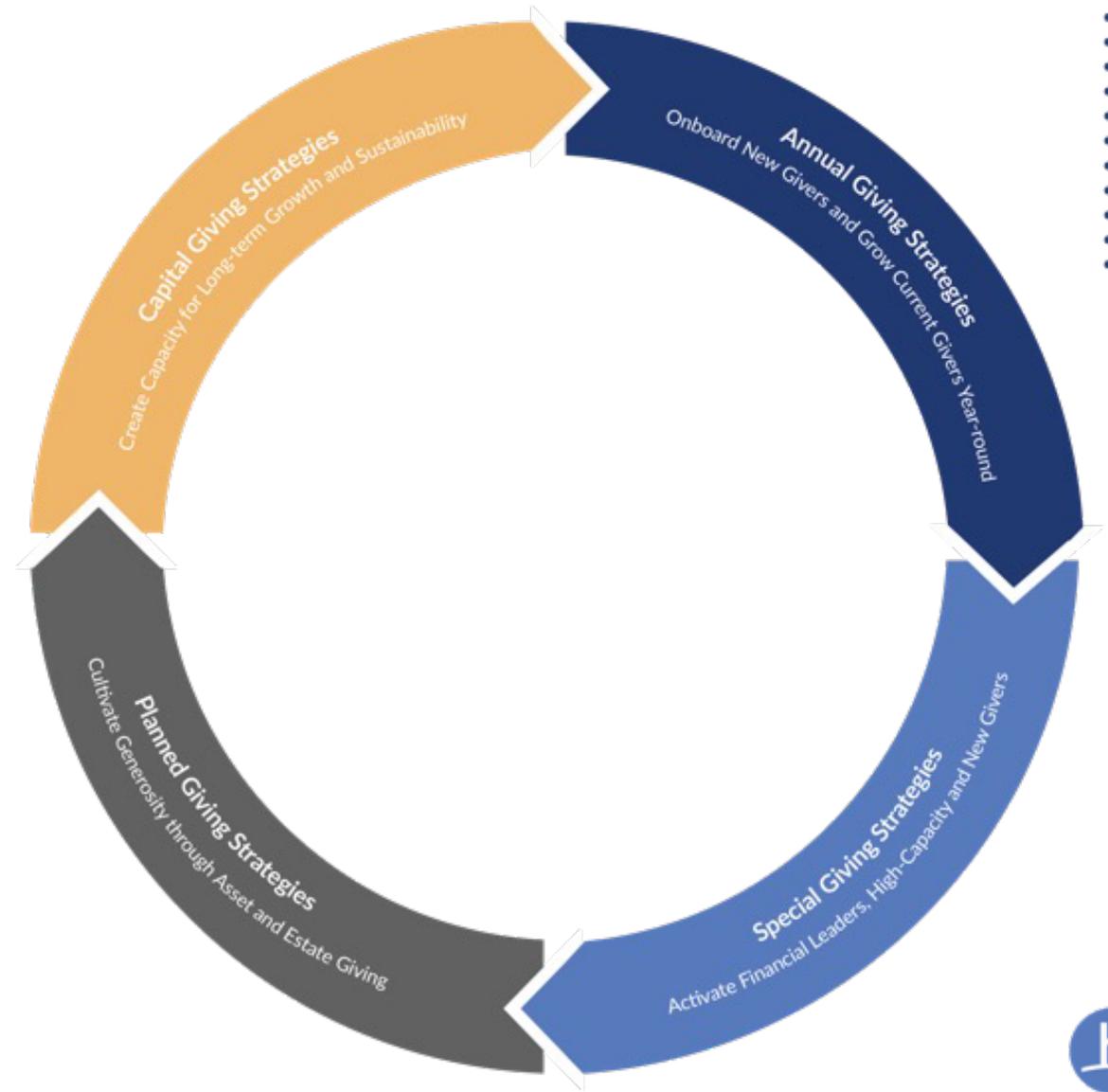


Our Current Reality

- 10% of donors give 50%+ of total giving
- 50% of donors give less than 5% of total giving
- 30% to 50% of members give nothing each year
- 50-65% of first-time donors never give again
- Most people stop giving 3-6 months before leaving
- Pledging households are declining



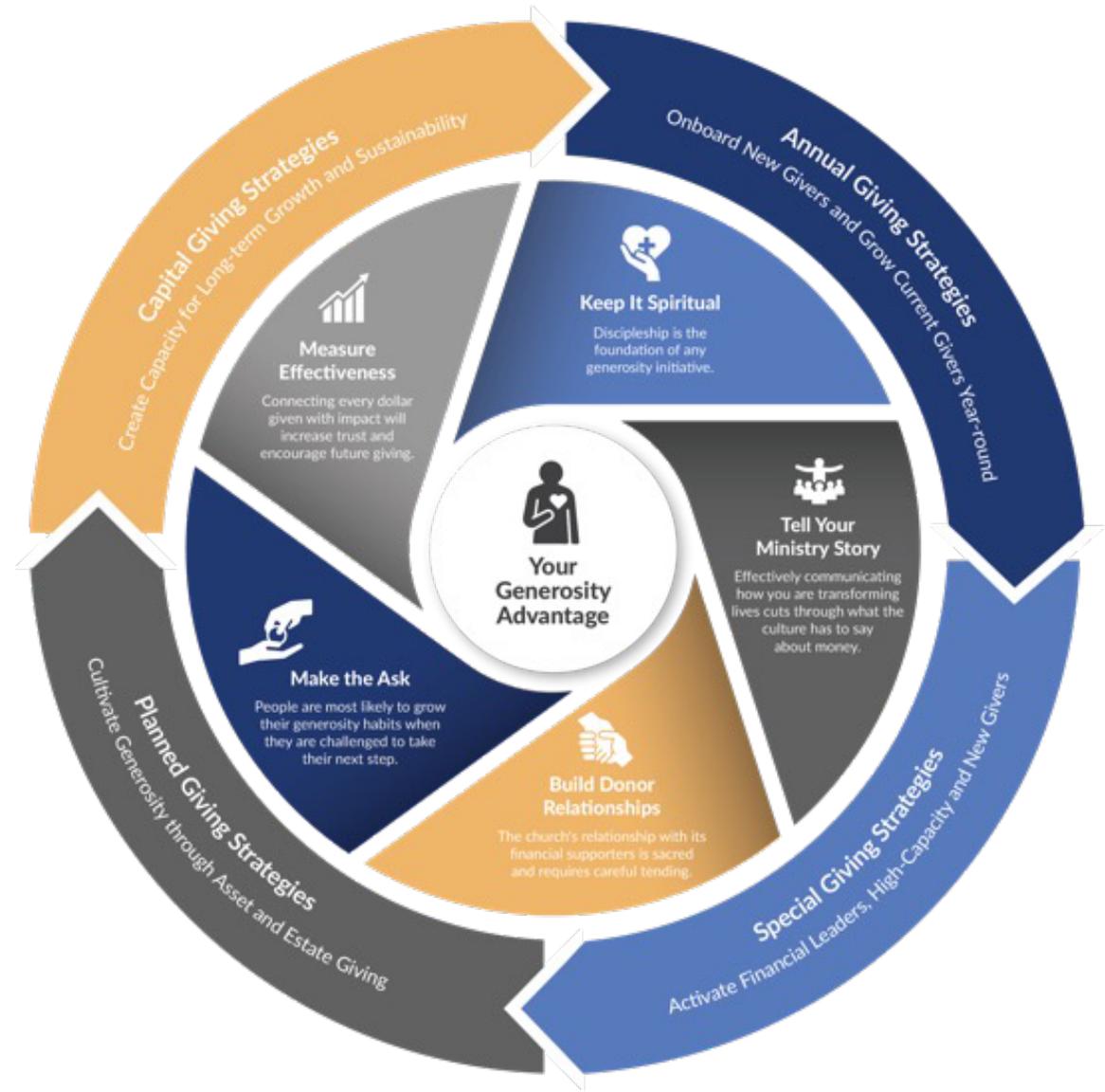
Integrated Church Funding



Integrated Church Funding



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Build Donor Relationships

The church's relationship with its financial supporters is sacred and requires careful tending.

Relationships Matter

- A gift signals a desire for relationship
- What happens next matters to the relationship
- Donor attrition is problematic
- Lack of understanding of what donors want from the organizations they support



Some Obstacles



Giving to several other charities



Huge growth in number of 501(c) 3's



Lack of engagement left over from COVID



Lack of understanding of your story of impact



Relationship Strategies

Pastor knows donors' philanthropic passions and interests

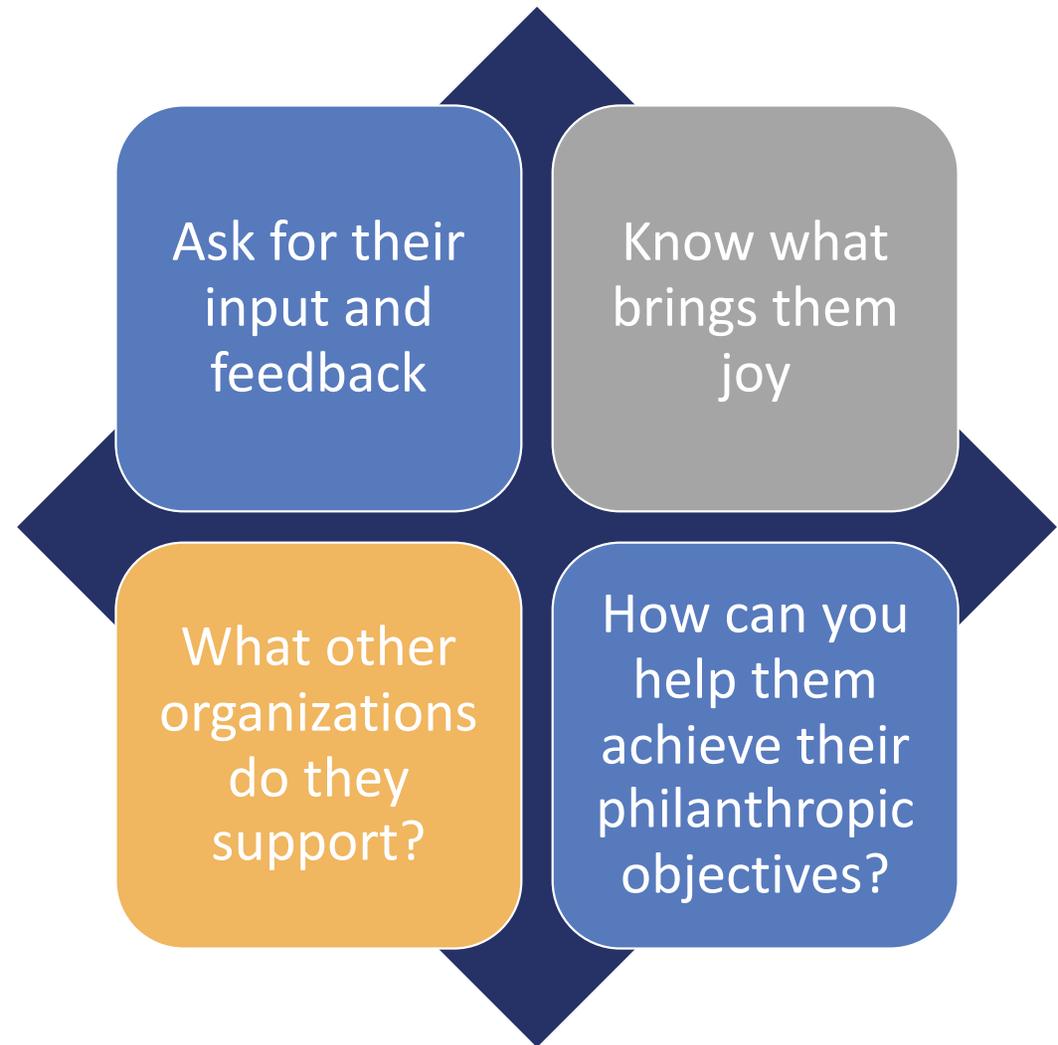
Church thanks more than asks—
Prompt, Personal, Powerful

Donor-centric gratitude expressed
to Ministry and Financial leaders

Every gift counts. Every giver is
important



Understanding Donor Passions & Interest



Wealth Screen



Uses public data to help you know your donors better



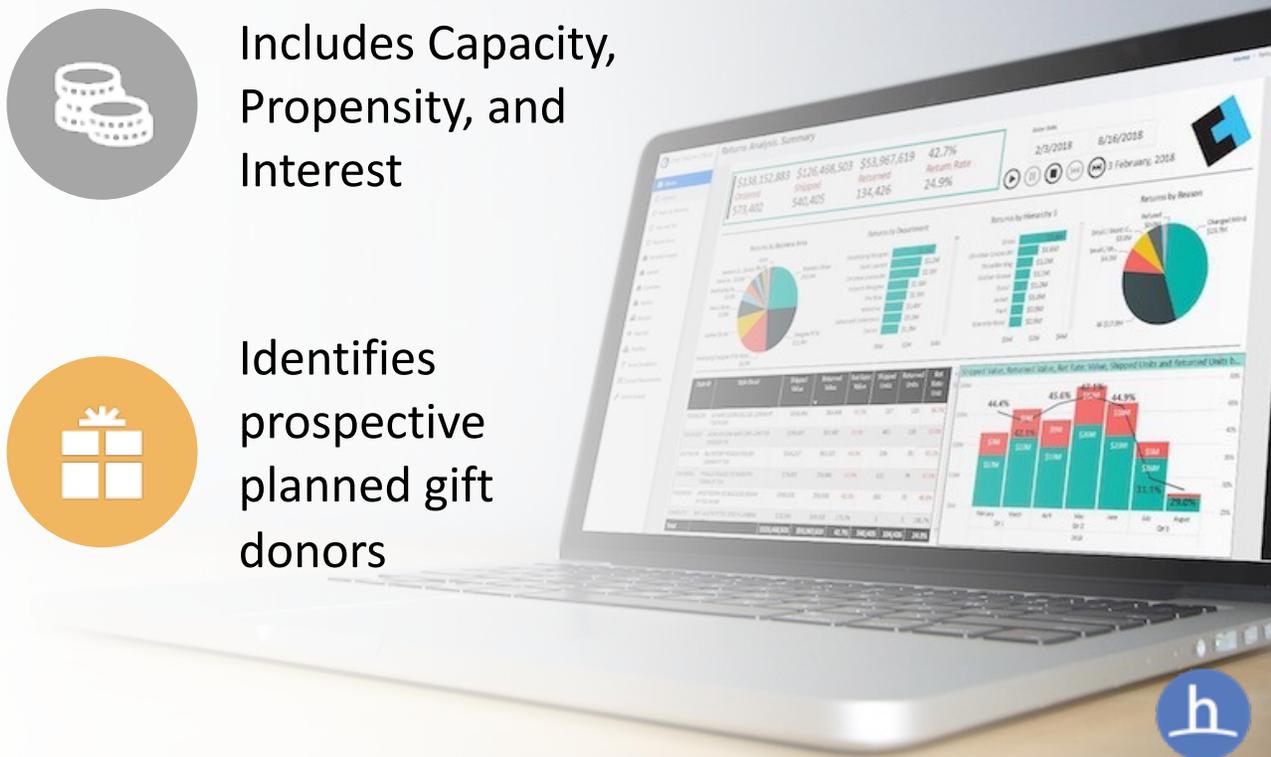
Includes Capacity, Propensity, and Interest



Allows you to invite them into a conversation about their passions



Identifies prospective planned gift donors



Analytics



Looks at trends to identify specific strategies such as first-time giver or lapsed givers strategies



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Donor Retention is Key



In nonprofits, research indicates that 50-65% of first-time donors never make a second gift. Of those who contribute again, only 10% are still contributing after five years. The goal of a first-time giver strategy is to build relationships that increase in depth and financial support.



Donor Retention is Key



First time donor strategy – do you have one?

Express
appreciation

Share
impact

Don't ask until
you've said
thank you



Relationships



Personal authentic relationships are the key to growing *all types* of giving



Pastor's involvement is crucial



Knowing donors well creates opportunity to connect



Relationships



- Financial leaders
 - Invested heavily in your ministry
 - Acknowledge relationships with personal communication
- High-capacity donors
 - What keeps you up at night?
 - How would you solve this problem?
- First-time givers
 - A quick response could inspire high lifetime value



A Last Word

“Leaders want to do stuff that matters...they [leaders] are great at inducing others to take novel journeys to places of surpassing importance.”

Tom Peters, Re-Imagine!

“What often gets overlooked in discussions of grit and perseverance is how pervasively important is the power of relationships to help us develop tenacity.”

Tod Bolsinger, Tempered Resilience





THANK YOU

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