

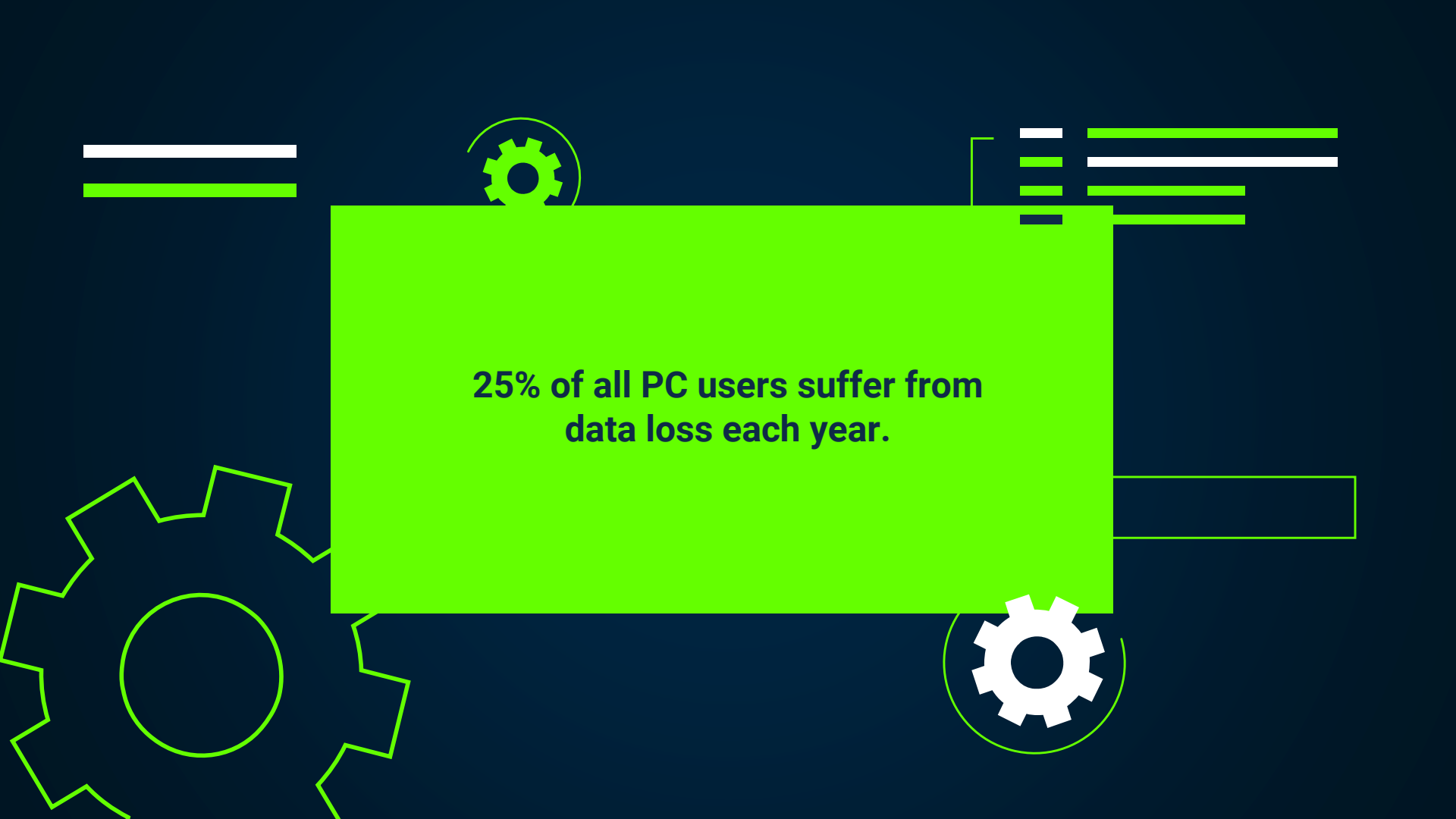
FACCCA Meeting 2021

The background is a dark blue gradient. It features several decorative elements: a large white gear outline in the bottom left, a smaller white gear with a blue outline in the top center, and another white gear with a blue outline in the bottom right. There are also several horizontal lines in white and blue, some of which are grouped together on the left and right sides of the slide.

**94% of companies suffering
from a catastrophic data loss
do not survive.**

The background is a dark blue gradient. It features several decorative elements: a large white gear outline in the bottom left, a smaller white gear with a blue outline in the top center, and another white gear with a blue outline in the bottom right. There are also several horizontal lines in white and blue, some of which are grouped together on the left and right sides. A large, solid blue rectangle is positioned in the center, containing white text.

**30% of all businesses that have
a major fire go out of business
within a year.**

The background is a dark blue field. In the top left, there are two horizontal bars, one white and one red. In the top center, a red gear is partially enclosed by a red arc. In the top right, there are several horizontal bars, some red and some white. In the bottom left, a large red gear is partially visible. In the bottom right, a white gear is partially enclosed by a red arc. A large red rectangle is centered in the image, containing the text.

**25% of all PC users suffer from
data loss each year.**



1. Ways Data Loss Occurs

2. Ways to Prevent Data Loss



1. Ways Data Loss Occurs

Ways Data Loss Occurs

- **Hard Drive Failure**
- **Viruses and Malware**
- **Computer Theft / Loss / Break**
- **Water Damage**
- **Accidental Deletions**
- **Power Failure or Surge**
- **Fire Damage**





2. Ways to Prevent Data Loss

Backup

- ***NEVER* save in one place!**
 - Multiple drives
 - Multiple locations
- Verify backups
- Consider a cloud option
 - One Drive for Business
 - Dropbox for Business



Anti-Virus

- **Microsoft Defender – free!**
- **Many other paid versions**



Power Issues

- Battery Backups
- Surge Protector

Disaster Recovery Plan



DGR SYSTEMS



Jason Dugger

Chief Technology Officer

Jdugger@dgrsystems.com

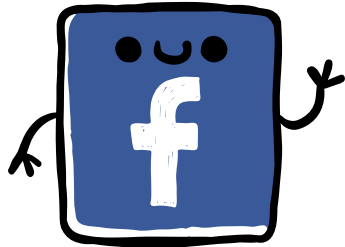
Office: 813-252-2152



Social Media Tips & Tricks

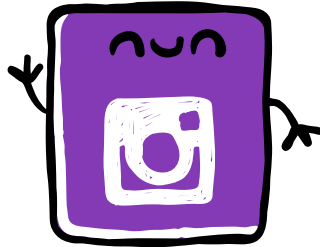
Platforms

Essential



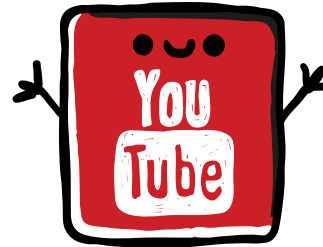
Facebook

Most likely, the majority of your donor base is here.



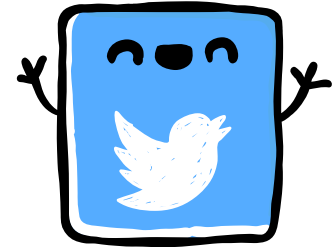
Instagram

Younger, but established adults.



YouTube

Fast-growing. Second highest search engine under Google!



Twitter

Doesn't hurt to have a presence, but not as vital.



- 1 **Getting Started**
- 2 **Planning & Scheduling**
- 3 **Strategy**



1

Getting Started

Facebook



- **Start with a Business Page, then create groups for a more personal experience.**
 - There is 6x more engagement with groups!
 - The algorithm favors groups over business pages.
 - Your page is your front door. Groups are your living rooms.
- **Become a Verified Page**
 - Gives your page credibility, plus you can receive donations through Facebook like Birthday fundraisers.



Instagram



- **Start with a Business account.** (there are 3 types)
 - There are no options like groups on Instagram.
 - Cannot be verified until you hit 10,000 followers.
- **Add a link tool to your bio.**
 - Instagram doesn't allow links in posts. This is where your followers will find your links.
 - Linktree (free) or Taplink (\$24/year)





2

Planning & Scheduling

Planning & Scheduling



● Plan ahead!

- Schedule FB and IG posts through the Creator Studio.

● Get Organized.

- Use a tool to organize your posts like Google Sheets.
- If it's in the budget, Sprout Social is a great paid tool.
 - Schedule posts on all platforms in one place.
 - Can edit images for each platform in one place.
 - Add tags with reporting to show how those tags perform.



3

Strategy

Strategy



- **The algorithm always changes, so test!**
- **Know who you're talking to through Insights.**
 - Age and gender of your followers
 - Days and times your followers are online
- **Post Frequency**
 - Quality over Quantity. Make each post high in quality and interest.
 - If it's a poor performing post, because the content isn't great, the algorithm thinks people don't want to see your content.

Strategy

● 5 content categories for posts

- Inspiration – 50%
- Information – 25%
- Conversation – 10%
- Connection – 10%
- Celebration – 5%

● Gathering images/videos for posts

- Use your staff! Funnel all images to one place like a FB Group.
- You want a variety. People love videos!



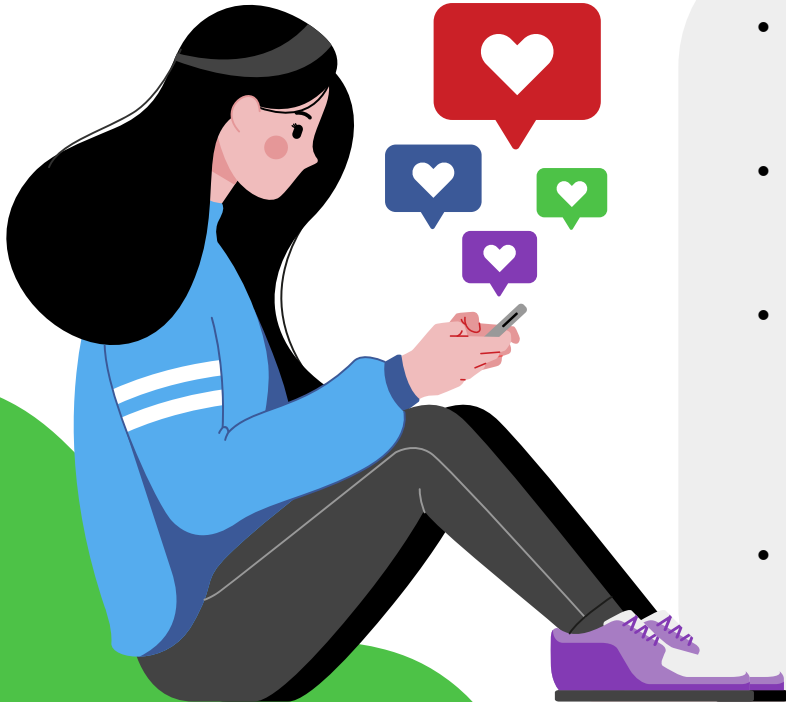
Strategy

● Practical steps to fill your calendar

- Start with anything date-driven
 - *Birthdays, Holidays, Events, Campaigns*
- Next, somewhat time-sensitive things.
 - *New Staff, New Children, Special Donation*
- Then, using categories fill in to create variety
 - *Hard Asks and Soft Asks (General Needs)*
 - *Cultivation posts (impact stories)*
 - *Quote / Verse Cards*
 - *Cute, behind the scenes (this is where your staff can help)*
 - *Pull best posts from groups if you have them.*



Final Thought: Something to Think About



- We don't own social media platforms, therefore, we don't own our pages.
- Many accounts, especially faith-based, are more likely to be censored.
- Make sure you have a broad, multi-channel communication, so if social media becomes more difficult, it's not the only way you are communicating with your donors digitally.
- Makes it even more critical to be sure you have an informative website, regular emails, and texting!

Donor Management Software 101



01

What

What is it?

02

Why

Why is it helpful?

03

Relationships

Know your donor

04

Demo

See it in action



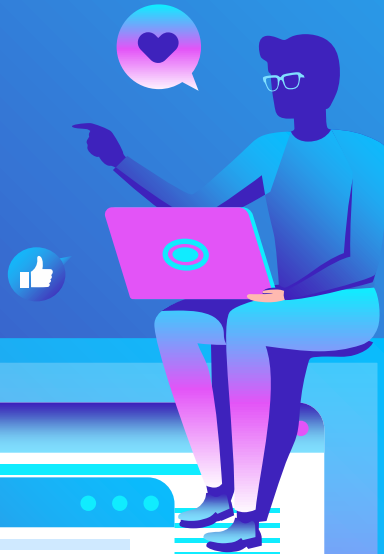
01. What is It?

Donor Management Software

- Central database to manage contacts, donors, and supporters.
- Records contact info, donation history, communication history, notes, etc.
- AKA: Constituent Relationship Management Software (CRM)



Why is it helpful?



- Data Storage
- Better Organization
- Leverage data to build deep and meaningful relationships



03. Relationships

Why do donors give?



Personal Connection

Son's School
Church You Attend
Mission in your area
A friend donates there



The Cause

It's more than JUST
about the money to the
donor.

It is now harder to connect...



You must better know and understand your constituent!



Giving is
Emotional
and Relational



But many donors feel like



**Nameless
and
Faceless
Transactions**



**A CRM
HELPS YOU
KNOW
YOUR DONOR!**



12



54



114

[https://www.youtube.com/watch
?v=gAwlygaWSpg&t=1788s](https://www.youtube.com/watch?v=gAwlygaWSpg&t=1788s)

CRM Options

- Blackbaud
- CiviCRM
- DonorPerfect
- Keela
- Kindful
- Little Green Light
- Salesforce
- Virtuous

To Schedule a Demo with Virtuous,
Contact:

Lisa Pechnik
lisa@virtuous.org
602-753-4186



FOUNDATIONS TO GROW YOUR DONOR FILE & the Donor Journey



1

**5 FOUNDATIONS TO
GROW YOUR DONOR FILE**

2

THE DONOR JOURNEY



1

5 FOUNDATIONS TO GROW YOUR DONOR FILE

5 FOUNDATIONS TO GROW YOUR DONOR FILE

1. CRM

- Enter all available constituent info. Be as thorough as possible!
- This is the resource where ALL marketing strategies stem from.

2. SOLID BRANDING

- 2 Parts
 1. Messaging
 2. Creative



BRAND IDENTITY STYLE GUIDE

LOGO FAMILY

The Hope Children's Home logo is a combination logo, in which the type and symbol are joined.

The established color, size, and positioning relationships between these components must never be altered.

This is the preferred logo to use on a white background.

VERTICAL LOGO



HORIZONTAL LOGO



LOGO | LOCATIONS

When communicating from a specific location, please use the following logo with the correct location below the logo. Only in this fashion.



LOGO FAMILY

The symbol can be used in full color on white or reversed out of a solid brand color.

Size and color relationships of the brand symbol should never be altered.

The brand symbol should never be cropped or modified in any way.

WHITE LOGO



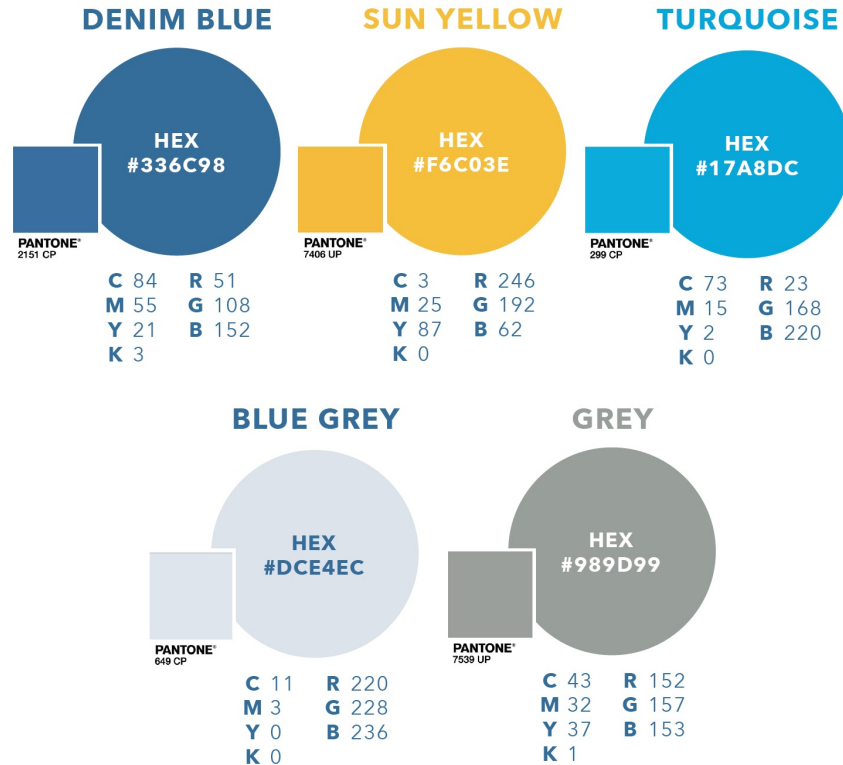
BLUE LOGO



COLOR PALETTE

The Hope Children's Home color palette consists of five brand colors where Denim Blue and Sun Yellow are the dominant colors and the others are to be used as secondary accent or highlight colors.

It is essential that these colors be used exclusively in all digital and print design applications to maintain brand consistency.



TYPOGRAPHY

HEAD LINES IN AVENIR NEXT BOLD ALL CAPS

SUBHEADS IN AVENIR NEXT REGULAR ALL CAPS

Body copy in Avenir Next Medium, sentence case.

Avenir Next Bold | HEAD

ABC01234

AaBbCcDdEeFfGg

HhIiJjKkLlMmNn

OoPpQqRrSsTtU

uVvWwXxYyZz

0123456789!@#\$\$%

Avenir Next Regular | SUBHEAD

ABC01234

AaBbCcDdEeFfGg

HhIiJjKkLlMmNn

OoPpQqRrSsTtU

uVvWwXxYyZz

0123456789!@#\$\$%

Avenir Next Medium | Body Copy

ABC01234

AaBbCcDdEeFfGg

HhIiJjKkLlMmNn

OoPpQqRrSsTtU

uVvWwXxYyZz

0123456789!@#\$\$%

5 FOUNDATIONS TO GROW YOUR DONOR FILE

3. WEBSITE

- This is typically where your donor will go first to learn about you.
- Make it informative, mobile-friendly, easy to navigate, and appealing!

4. ONLINE DONATION PLATFORM

- You want the giving experience to be safe and easy for the donor.
- Your donate page needs to be secure, customizable, and friction-free.
- Raisedonors is an excellent option. One the best changes Hope made!

5. ONBOARDING

- A series of communications a new signup or donor will receive to get to know you before they are put in your main stream of communication.
- These can be offline (mail) or online (email, text). Depends on the avenues your organization uses to communicate with your donors.
- The goal is informing them from the start in order to create a relationship with them that you can cultivate with your regular communications.

EMAIL ONBOARDING EXAMPLE

6 Workflow Emails



1. Thank You/Confirmation Email

Immediately after subscribed contacts join or are imported to your audience

[View subscribers in queue](#)



2. About the ministry Email

1 day after subscribers are sent previous email

[View subscribers in queue](#)



3. Stats/Fun Fact Email

2 days after subscribers are sent previous email

[View subscribers in queue](#)



4. E-Testimony

4 days after subscribers are sent previous email

[View subscribers in queue](#)



5. Newsletter

3 days after subscribers are sent previous email

[View subscribers in queue](#)



6. E-Appeal (w Match)

3 days after subscribers are sent previous email

[View subscribers in queue](#)

5 FOUNDATIONS TO GROW YOUR DONOR FILE

BONUS: RESPONSE RECEIPTS

- A receipt mailed to a donor EVERY time they give a financial gift.
- One piece that includes a thank you, receipt, and info showing the impact of their gift with an ask for a next gift.
- We have seen HUGE returns on this at Hope.

RESPONSE RECEIPT EXAMPLE

Thank you for giving!



FLORIDA | NEW MEXICO | HONDURAS | 11415 Hope International Dr, Tampa, 33625 | 813.961.1214

YOUR GIFT RECEIPT

Please keep this receipt for your tax records.

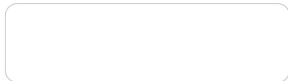


FLORIDA | NEW MEXICO | HONDURAS | 11415 Hope International Dr, Tampa, 33625 | 813.961.1214

My Next Gift to Help More Children Believe Again

Dr. Mike, Here's my gift to help continue providing a home and education for needy children allowing them to believe that their life has worth.

☐ Enclosed in my next gift of \$_____.



Give Online at
HopeChildrensHome.org/Give



Or just point
your phone's
camera here!

FLORIDA | NEW MEXICO | HONDURAS | 11415 Hope International Dr, Tampa, 33625 | 813.961.1214



You're helping a child believe their life has worth.



For over 50 years, Hope Children's Home has rescued children from desperate situations giving them a safe, loving, home and teaching them that their life has worth.

This is possible because of you!

Your giving makes the difference allowing children who lost faith in themselves, family, and God to **BELIEVE AGAIN!**

Your Support is Providing...

- A safe, loving home for more than 100 children who were rescued from circumstances out of their control.
- A quality, well-rounded Christian education for more than 100 students, so they have hope for the future.
- More than 300 meals every day!
- A college education for college students as they train for adulthood.
- Confidence for children to believe their life has worth!



Because of you, Theo and Kevin have a place to call home.



Kevin and his parents were living in a homeless shelter when his mom became pregnant. They ultimately ended up in a tent in the woods when she gave birth to Theo.

Hope rescued them when Theo was only 13 days old! Now, they have a safe, loving home where they don't have to worry about where their next meal is coming from or where they will sleep at night.

We are so thankful for people like you that join with us to make a difference in the lives of children like Theo and Kevin!

I'd like to give my gift by credit card: ☐ VISA ☐ MASTERCARD

Amount \$_____

☐ Please charge my card on the ☐ 5th or ☐ 20th of each month. ☐ This is a one-time gift.

Card Number* _____

Exp. Date* ____/____ CVV/Security Code* _____

Cardholder's Name* _____

Billing Address* _____

City* _____ State* _____ Zip* _____

Cardholder's Signature * _____

Email Address _____

* Required



11415 Hope International Dr.
Tampa, FL 33625
813.961.1214



2

THE DONOR JOURNEY

ACQUISITION

- Events / Community Outreach
- Paid Facebook Ads
- Radio
- Popup / Box on website

STEPS TO DONOR RETENTION

- **ONBOARDING**
 - Send through every avenue of communication and let them decide how they want to communicate with you. Every donor is different!

THE DONOR JOURNEY

- **MULTI-STREAM CONSISTENT COMMUNICATION**

- The goal is to convey *When you support our organization, this is the impact you are making.*
- Tell your story well while showing what makes you unique.
- Balance cultivation communications with asks.
- Avenues
 - Direct Mail
 - Email
 - Social Media
 - Texting
 - Phone Calls
 - Podcast

- **THANK THEM!**

- Sometimes, we get so focused on the ask, we forget to say thank you.
- Have a plan how you thank your donors on different levels.
 - Letters
 - Cards
 - Emails
 - Handwritten notes
 - Phone Calls
 - Response Receipt

BONUS: LAPSED DONORS

- Hope has seen about 1,300 lapsed donors reactivate by ONLY putting in place consistent multi-channel communications!
We didn't do any kind of targeted campaign to our lapsed donors.

DONOR DEFINITIONS

- **ACTIVE DONOR** – Given at least one gift in a 12-month period
- **CORE DONOR** – Given at least one gift each year for 2 consecutive years
- **LAPSED DONOR** – Hasn't given in 13 + months
- **MID-LEVEL DONOR** – Given between \$1,000-\$4,999 in a 12-month period
- **HIGH-LEVEL DONOR** – Given \$5,000 + in a 12-month period



DUNHAM + COMPANY Resources

- **DunhamAndCompany.com**
 - **Sign up for their Emails**
 - **The Dunham Podcast**
 - **Giving USA Report**
- 

Fundraising Secrets

Dr. Mike Higgins

Building the Foundation

- Non-Profit is a tax status not a business model. Our organizations need money in order to further our ministry impact.
- Fundraising is a verb or action word that simply means “asking for money.”
 - Why should we ask for money if we are trusting God by faith to supply our needs?
 - Through our ask we are actually providing donors an opportunity to receive greater blessings from the Lord through their giving.
 - Through our ask we are establishing relationships
- Define your “Core Ministry” and stay on point with your messaging
 - The donor should always know, through your messaging, how their giving can/has impacted your core ministry. You must connect the dots from their giving to your need through your core ministry.
 - Example: fundraising for a van
- What is a donor?
 - Three types of donors
 - Active Donor- given at least one gift in the past 12 months
 - Core Donor- at least one gift per year for two or more consecutive years.
 - Lapsed Donor- has not given in the past 13+ months. You will always have lapsed donors due to natural attrition.
 - Why is it important to understand the different types of donors?
 - 70-80% of all annual donations comes from your core donors.
 - Your best opportunity of raising funds is through you current donors, I.E...Active & Core.

- Lapsed donors are much easier to re-activate and at higher giving levels than to acquire a new donor.
- Be certain that you have established diversified streams of revenue
 - Be especially careful not to overly rely on major gift revenue. (cause for large FACCCA home to close a few years ago)
 - Be familiar with where your general pool of donations come from
 - Further analyze your revenue streams to determine your strengths and weaknesses.
 - Direct mail, Web Page, Email, Legacy Giving, Social Media, Text, Corporate & Foundation Grants, Radio Campaigns, Events, etc.
 - Be aware of the ever-changing current climate to determine which revenue stream/s may make the most sense. (COVID 2020)

TOP FUNDRAISING SECRETS

- I. Thank, Thank, Thank, Thank Your Donors
 - a. The number one reason donors fail to continue giving to an organization is they didn't feel their previous gift/s mattered or made a difference. A simple thank you makes all the difference.
 - i. Thank you is only effective if done immediately
 - b. May seem like a "no-brainer" but many miss it.
 - c. I make many calls every week as well as sending multiple hand-written thank you cards.
 - d. Response Receipts for every donation of \$50 (25) or more. No GIK
- II. Donors are not a commodity, they are real people.
 - a. In a data driven world it is easy to think of your donors as ATM machines. If you are not careful they can become a name on a file that provides money for you. But they really are a person!

III. Donor Relations

- a. Big Mistake...thinking that donors actually care about your organization. **What they care about is what you do and the lives you impact.**
- b. The classic newsletter tells all about what the ministry is doing, all the programs they have, the new staff they just hired, etc. Your main focus must be the specific children/people that have been helped because of the donor's gift.
- c. The donor must be made to feel an intimate connection in regards to their donation.
- d. Break your donors down into 3 categories.
 - i. General Donor, Mid-Level Donor, Major Donor
 - 1. Every organization will be different on how they categorize their donors depending on size/revenue.
 - 2. General Donor- up to \$1,200 annually
 - 3. Mid-Level- 1,200 up to \$6,000 annually
 - 4. Major Donor- \$6,000 or more annually
 - ii. At least one person (depending on size of group) should be assigned to each group to establish donor relations.
 - iii. Should be the goal to move them upward to the next group.

IV. Matching Gifts

- a. This is a huge “win-win” for your organization.
 - i. Up to 70% of donors say it is an incentive to give and more.
 - ii. You receive the match itself, which in essence jump starts your campaign
 - iii. Matches always work, every time, if developed properly
- b. How do you establish a matching gift program?
 - i. Plan ahead looking for major campaign opportunities such as year-end giving, Easter, Mother's Day, fundraising events such as banquets, new ministry initiatives, etc.

- ii. Determine an amount that you feel would be realistic and motivational for your donor base to give towards. I.E...\$25k, 50k, \$100k
- iii. As executive director, you should know and have a relationship with your major gift donors.
- iv. Make the call for the ask and be certain to connect the dots of how their giving will impact your core ministry objective.
 - 1. If asking for let's say \$50k, you can let the donor know that any help they could give to get you there would be greatly appreciated.
 - 2. Most will cover the entire amount while others will help you chip away at it until reached.
- v. I have NEVER called a donor to ask for help on a match that they didn't say yes!
- vi. In your outbound messaging, make the plea urgent and establish a firm date for the monies to be received by.
- vii. You can sometimes generate further interest by breaking apart your match into two gifts, I.E...a follow up match.
- viii. Limit the # of times throughout the year that you do this. No more than quarterly. Some would disagree with me on this.

- V. During times of economic distress or national crisis, lean in on marketing opposed to pulling back.
 - a. Don't operate on the premise that you can budget cut your way to profit rather work on building the revenues.
 - i. There are ALWAYS people who are giving now and others who will give when they can. I want to have my hand up for now and be first in line for those who give later.
 - ii. It's not my place to determine God's will for how people should give or when. It is my obligation to ask!

VI. Online Giving

- a. 60% of American donors have given on-line.
- b. 40% prefer to go online to give in response to direct mail.
- c. Your website **MUST** be mobile friendly. Nine out of ten donors have a smart phone or iPad.
- d. Make certain that from point of entry on your web page to actually making the donation, that it is very streamline. Must reduce friction.
- e. Use auto-fill on all forms. People do not like entering all their info especially on their phone. Donors don't like friction.
- f. Donate button s/b on main page & very prominent
- g. Use easy to click gift arrays. Choices such as \$50 \$100 \$250
- h. **DO NOT** use Pay Pal as only avenue of giving.
- i. Charity Navigator, GuideStar, etc. should show somewhere on your main page and be a hot link to your organizational listing.
This lends credibility especially to new donors.

BONUS:

1. Cryptocurrency...Engiven.com
2. Question for Major Gift Donor:
 - a. What do you hope to accomplish through your giving?

Legal Update

From our legal update today, below are the links to the videos, articles and templates with further details.

You can contact our office for more information at info@nccl.org or by phone at 888-233-6255.

Resource Center: <https://www.nccl.org/news-alerts/times-are-changing-in-america-resource-center>

Social Media Policies: <https://www.nccl.org/news-alerts/times-are-changing-statements-of-faith>

Facility Usage Policy: <https://www.nccl.org/news-alerts/times-are-changing-facility-use-policy>

Redefining Discrimination: <https://www.nccl.org/news-alerts/times-are-changing-ministerial-redefining-discrimination>

Ministerial Employees: <https://www.nccl.org/news-alerts/times-are-changing-ministerial-employees>

Statements of Faith & Codes of Conduct: <https://www.nccl.org/news-alerts/times-are-changing-statements-of-faith>