

Donor Retention Goes Social

Association of Donor Relations Professionals

December 7, 2010

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What We'll Cover

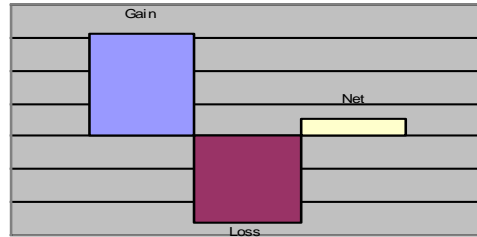
- The annual Fundraising Effectiveness Project
- Post-Ask steps
- New tools
- Resources
- Your questions.



Jana Byington-Smith



Fundraising Effectiveness Project (FEP)



Fundraising Effectiveness Project

Growing charitable giving at a faster pace



Council for Resource Development
An affiliate of the American Association
of Community Colleges



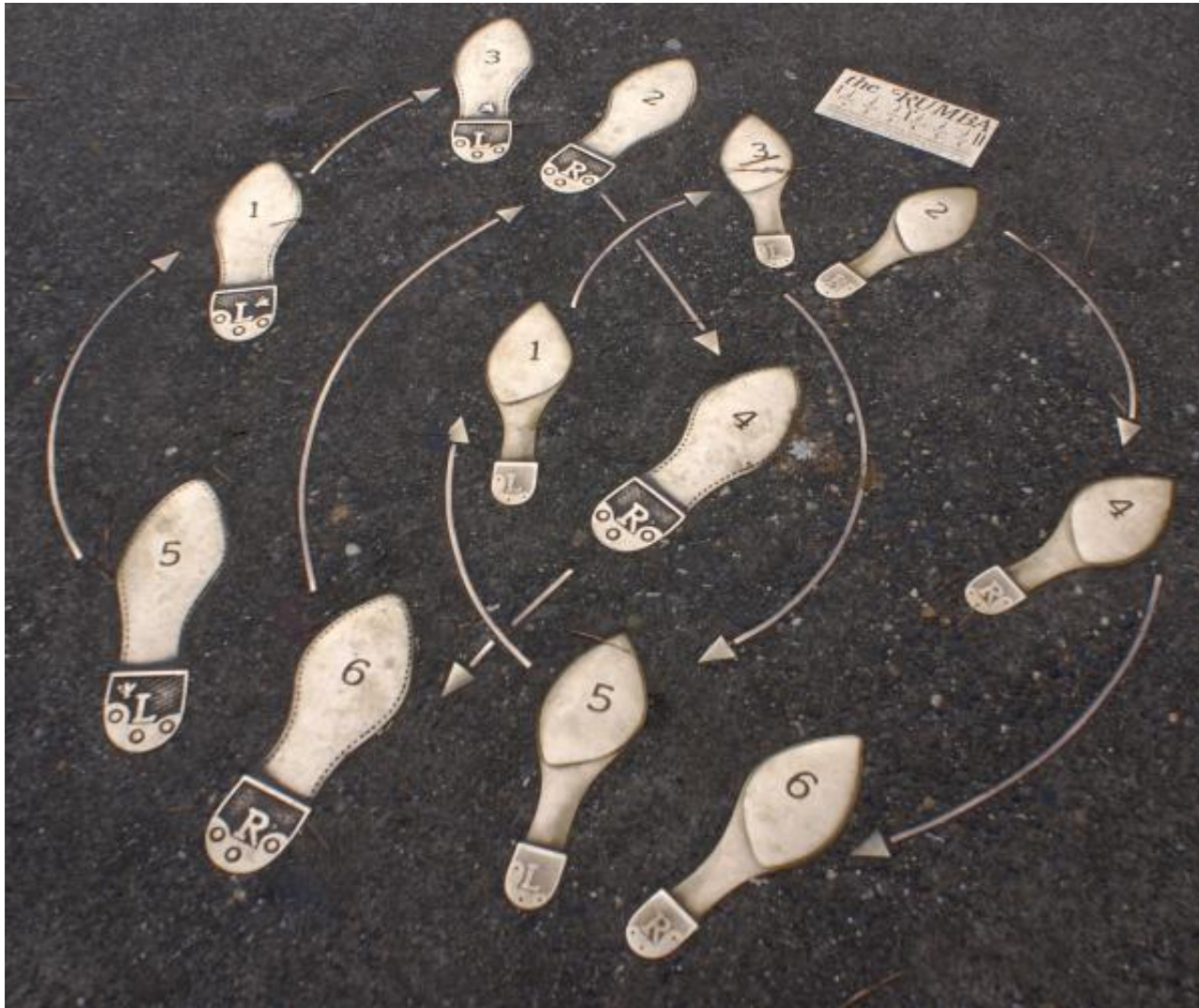
What does FEP do?

“A project to help nonprofit organizations measure and compare their annual growth in giving by gain/loss category and increase the net by maximizing their gains and minimizing their losses.”

=

Increase the number of **donors** to
Reduce **dollar** loss over time.

And the results for 2010?



What can FEP teach us?



"When the only tool you have is a hammer,
every problem begins to resemble a nail."

– Abraham Maslow



Robert Weiner



Development Services Post-Gift

Clueless is no excuse!



Image: [Wheezy Jefferson](#)

Post-Gift: The right name(s)?

■ President Barack **BUSH**
1600 Pennsylvania Ave. NW
Washington, D.C., 20500

US Senator Barack O'Bama
230 S. Dearborn Street
39th floor
Chicago, IL 60604

#BXNJNHM *****AUTO*****S-
#032046536#
| | | | | | | | | | | | | | | | | | | | | |

Tom Cruise & Nicole Kidman
1 Stone Canyon Way
Los Angeles, CA 90077



Image: [clare_and_ben](#)

Post-Gift: Are You Sure?



Image: [Anemone Letterpress](#)

Post-Gift: Any conditions/policy issues?



Image: [\[\[No Ambition\]\]](#)

Post-Gift: Can You Tell What Worked?



PUPIL'S REPORT CARD																					
LAST NAME				FIRST NAME										AGE	GRADE	BUILDING					
Beason				Eleanor Jeannine										13	8	Roosevelt					
SCHOOL YEAR		Days Present	Days Absent	Times Tardy	Conduct	Effort	Read Lit.	Spelling	Language	Arithmetic	Geography	History	Health Science	Civics	ART		Phy. Ed.	Promotion In Danger	Height In Inches	Weight In Pounds	EXPLANATION
1945-1946															Drawing	Music	Writing				
PERIOD																					
First Semester	1st Six Weeks	20	8		A	A	B	A	B	C	B	B	A		B	B	C	B			
	2nd Six Weeks	17½	14½		A	A	C	B	B	B	B	B	C		A	A	C	C	61½	98	
	3rd Six Weeks	24½	3½		A	A	A	A	B	A	A	B	B		A	A	C	B	62	106	
	Semester Grade	70	18		A	A	B	A	B	B	A	B	B		A	A	C	B			Honors
Second Semester	4th Six Weeks	28			A	B	A	A	B	A	A	B	C		A	A	C	B	62½	104½	
	5th Six Weeks	29½	½		A	A	A	A	A	A	B	A	B		A	A	B	B	62½	107	
	6th Six Weeks	31	0		A	A	B	A	B	B	B	B	A		A	A	C	B			
	Semester Grade	88½	½		A	A	B	A	B	B	B	B	B		A	A	C	B			Honors
	Yearly Grade	168½	18½		A	A	B	A	B	B	B	B	B		A	A	C	B			
Promoted to <u>HS</u> grade. Retained in grade. Teacher <u>Florillo Gard</u>																					
EXPLANATION: Three "Honors" are awarded each semester, "Honors", "High Honors" and "Class Honors"																					

Image: pjern



Post-Gift: Think About Quality Control



- Who's in charge of handling:
 - Data entry procedures & quality control?
 - Legal and policy issues?
 - Post-gift follow-up.



Photo: AP

Christina Sponselli



Social media is about Relationships



What's social about media

Peer to peer

Opt in communications

Real time

Response time

Collaborative

Facebook: 500 million
Twitter: 170 million
LinkedIn: 75 million
Foursquare: 3 million users

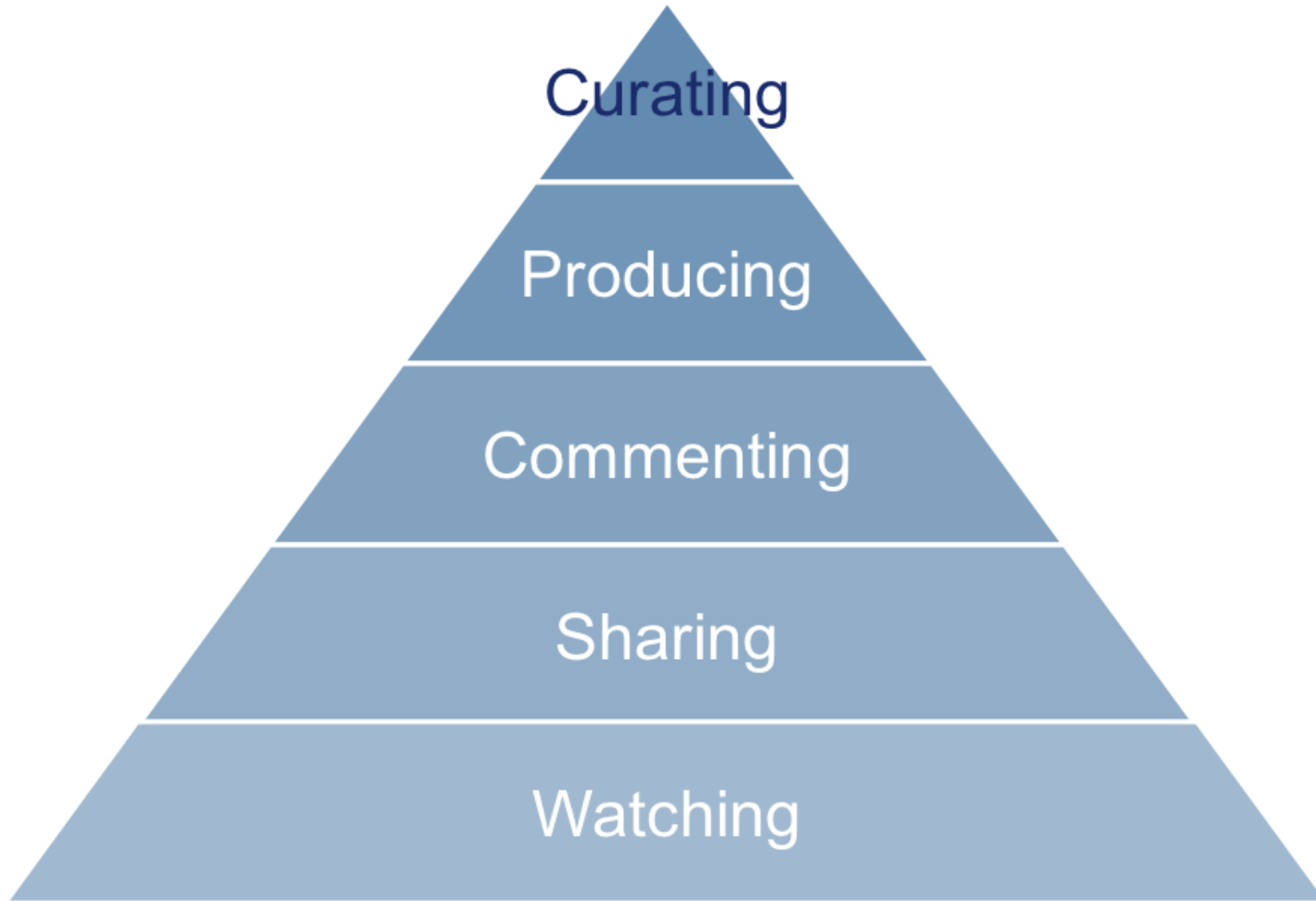
To convince anyone of
anything you have to
start from where
they are.

This is why
listening
is the
key
to
influence.



Photo: Flickr's Darrendraper

The Engagement Pyramid



By the Altimeter Group

Case Study: Donor Badge

Thanks to Berkeley...



*I became committed
to Social Justice and value
Human Dignity.*
Jan M. Salazar '08

[home](#) > [browse](#) > UC Berkeley Facebook DonorBadge (I Feed the Bears!)

I Feed The Bears!



Get a Cal DonorBadge for
your Facebook profile!

"I Feed The Bears!" Facebook application allows our donors to share their Cal spirit on their Facebook profile after they make a gift to UC Berkeley. Get your own "I Feed The Bears!" donor badge by making a secure gift online.

Choose your preferred giving opportunity below.

Go Bears!

Browse for Giving Opportunities by Area

- [Campuswide Support](#)
- [Schools and Colleges](#)
- [Campus Programs](#)

Search for More Giving Opportunities

You can search by fund name or number,
keyword, or school, college, department.



givetocal.berkeley.edu

*"I just made a gift to Cal. Join
me in helping Cal remain the
number one public university.
Go Bears!"*

[Give to Cal](#)

[Get a Cal DonorBadge](#)



THE CAMPAIGN FOR BERKELEY
UNIVERSITY OF CALIFORNIA, BERKELEY

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Case Study: Campaign for Berkeley

The University of California, Berkeley presents an opportunity for our community to express its pride and gratitude for all that Cal does.

The CAMPAIGN for BERKELEY

Thanks to Berkeley...

Cal is the anti-Las Vegas: ideas that start in Berkeley don't stay in Berkeley.

LEARN MORE CHOOSE A GIVING OPPORTUNITY STAY CONNECTED GIVE TO CAL

A Vision for the Future

With the support of the entire Cal community, Berkeley will excel by every measure, advance the frontiers of knowledge, and lead the way in learning, discovery, and service to the greater good. [learn more](#)

Campaign Goals

The University will raise \$3 billion to support Berkeley's students, faculty, research, and programs by June 30, 2013. [learn more](#)

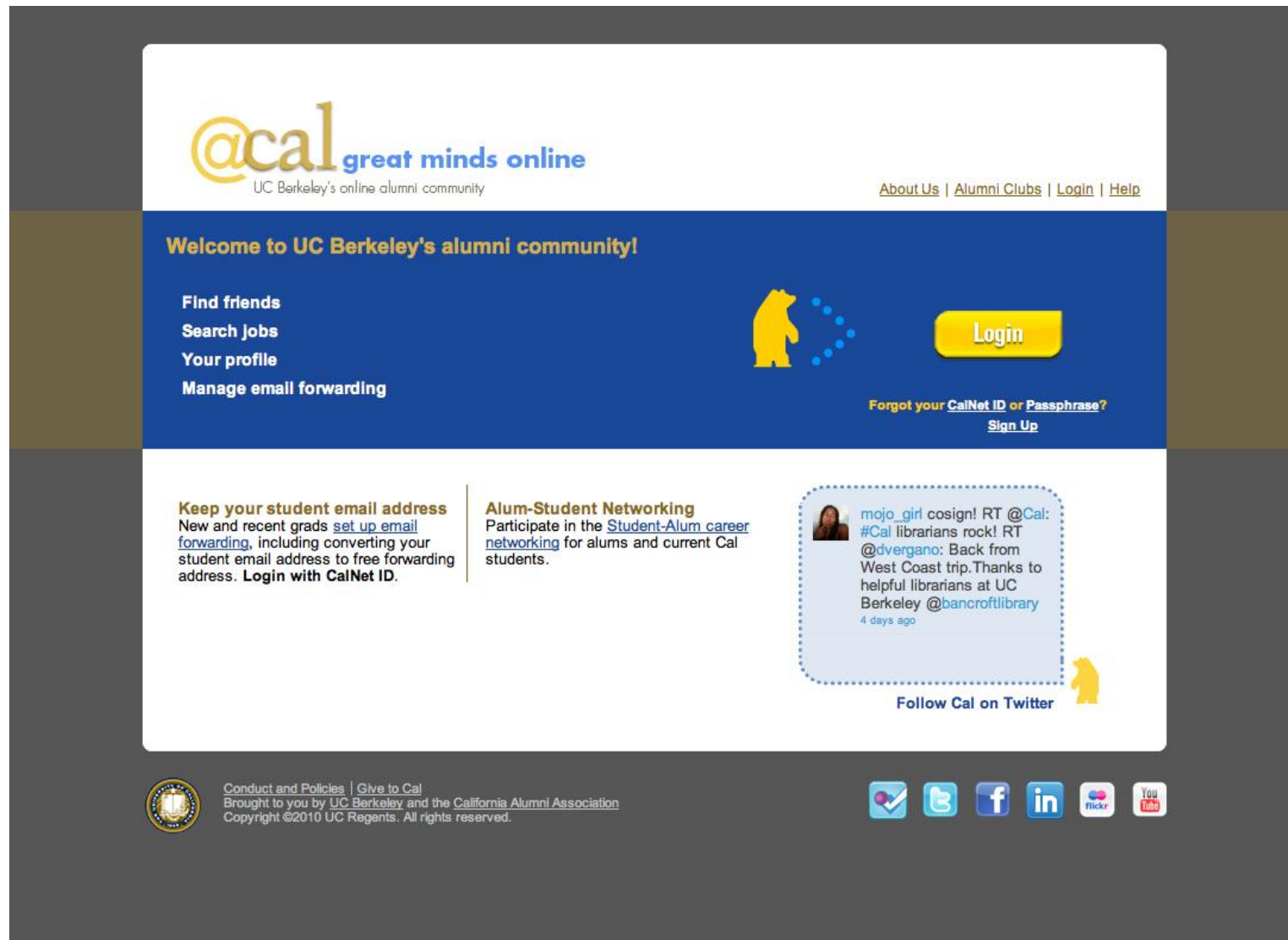
Thanks to Berkeley...
2010 Grand Gold Film Award (4:22)

SHARE

THE CAMPAIGN FOR BERKELEY
UNIVERSITY OF CALIFORNIA, BERKELEY

UC Berkeley @cal Give to Cal Contact Us Accessibility Copyright © 2010 UC Regents. All rights reserved.

Case Study: @cal



The screenshot shows the homepage of the @cal website, which is UC Berkeley's online alumni community. The header features the @cal logo and the tagline "great minds online". Navigation links include "About Us", "Alumni Clubs", "Login", and "Help". A blue banner welcomes users to the alumni community and lists features like "Find friends", "Search jobs", "Your profile", and "Manage email forwarding". A yellow "Login" button is prominent, with links for "Forgot your CalNet ID or Passphrase?" and "Sign Up". The main content area includes a section for keeping student email addresses, a link to "Alum-Student Networking", and a Twitter feed snippet from @cal. The footer contains a seal, a disclaimer about the site's ownership by UC Berkeley and the California Alumni Association, and social media icons for various platforms.

@cal great minds online
UC Berkeley's online alumni community

[About Us](#) | [Alumni Clubs](#) | [Login](#) | [Help](#)

Welcome to UC Berkeley's alumni community!


Find friends
Search jobs
Your profile
Manage email forwarding

Login


Forgot your [CalNet ID or Passphrase?](#)
[Sign Up](#)


Keep your student email address
New and recent grads [set up email forwarding](#), including converting your student email address to free forwarding address. **Login with CalNet ID.**

Alum-Student Networking
Participate in the [Student-Alum career networking](#) for alums and current Cal students.


mojo_girl cosign! RT @Cal: #Cal librarians rock! RT @dvergano: Back from West Coast trip. Thanks to helpful librarians at UC Berkeley @bancroftlibrary
4 days ago


Follow Cal on Twitter

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Case Study: Explore Cal on Foursquare

[ME](#) | [HISTORY](#) | [STATS](#) | [FRIENDS](#) | Currently in Berkeley, CA ?




UNIVERSITY OF CALIFORNIA, BERKELEY

Explore Cal on **foursquare**

TIPS


POPULAR

RECENT

**University of California Berkeley**


Sixty-five Nobel Laureates have been university faculty, alumni, or researchers. Look for the blue signs at campus parking spaces reserved for the Laureates. Get more tips. Follow Cal on Foursquare!

✓ 29 1 week ago [More Info](#)

**Sproul Plaza**


Along with the Mario Savio Steps leading to Sproul Hall, this is the spot for rallies, demonstrations, "tabling," and lunchtime events.

✓ 28 1 week ago [More Info](#)

**The Campanile (Sather Tower)**


The Campanile was built in 1914 and stands 307 feet tall, making it the third tallest bell and clocktower in the world. Take a tour and travel up 200 feet to the observation platform. What a view!

✓ 27 1 week ago [More Info](#)

**California Memorial Stadium**


Construction began on Memorial Stadium in December 1922, and 11 months later, it opened in time for the 1923 Big Game. The game drew 73,000 fans and Cal won!

✓ 27 2 weeks ago [More Info](#)

**Dwinelle Hall, UC Berkeley**


The challenge of navigating through Dwinelle are legendary. There are stories of students entering the building as freshmen and emerging, blinking at the sunshine, just in time for graduation.

✓ 25 1 week ago

**Free Speech Movement Cafe**

What was the FSM? Stop in the cafe, grab a bite to eat, learn about the free speech movement, and increase your Cal street cred!

✓ 25 1 week ago [More Info](#)

**Berkeley Recreational Sports Facility**


135 pieces of cardio equipment, 7 indoor basketball courts, 4 pools, 4 weight rooms, 2 outdoor tracks, tennis, racquetball, handball and squash courts. Need more reasons why you should join?

This is you!

Welcome to the University of California, Berkeley, the nation's preeminent public research university. A wellspring of innovation, the school occupies a 1,232-acre campus near downtown Berkeley. UC Berkeley was established in 1868 as the flagship of today's 10-campus University of California.

Foursquare users can follow Cal and learn more about our beautiful and historic campus. Please contribute your tips, too!


Friends



plus 174 more

Donor Retention Goes Social

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Association of
AD
RP
Donor Relations Professionals

Resources

AFP's Fundraising Effectiveness Project

www.afpnet.org/Audiences/ReportsResearchDetail.cfm?itemnumber=3113

The Power of Using Data in Fundraising Strategy

www.afpnet.org/ResourceCenter/ArticleDetail.cfm?ItemNumber=4572

Ingredients of a High Performing Advancement Services Shop

www.rlweiner.com/ingredients-of-a-high-performing-advancement-services-shop

Making the Case for Advancement Services

www.rlweiner.com/making-the-case-for-advancement-services

Best Practices for Managing a Database

www.rlweiner.com/best-practices-for-managing-a-database

Association of Advancement Services Professionals

www.advserv.org



Resources

Supporting Advancement (a wide variety of resources)

www.supportingadvancement.com

Robert Weiner's Resources page (includes social media resources)

www.rlweiner.com/resources.html

Beth's Blog

www.bethkanter.org/ and archives: beth.typepad.com/

Mashable

mashable.com

Readwriteweb

readwriteweb.com

Sree Sreenivasan's Social Media Guide

sreetips.tumblr.com/post/342517218/socmedia

Altimeter Group

www.almetergroup.com



Questions?



What are your top takeaways from this workshop?

More Questions?

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