Digital Stewardship and Cultivation: Moving Donors Up the Ladder Online

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For the past 30 years, we have been developing software and services for nonprofits. It’s a great market to work in, and we are immensely proud that our expertise is helping our 29,000+ customers accomplish their missions. They serve as a constant source of inspiration to us, and give purpose to our work.
Mid-Level Giving – What is It?

WHAT ISN’T IT?
• It’s not annual giving
• It’s not major giving
The Missing Middle

Neglecting Middle Donors Is Costing You Millions

www.seachangestrategies.com
Major Giving and Direct Marketing

SUCCESSFUL MID-LEVEL GIVING PROGRAMS COMBINE

- The analytics and scalability of direct marketing
- The stewardship of major giving
- The best practices of sustainer programs
World Wildlife Fund’s Digital Mid-Level Donor Program
Partners in Conservation

$1,000-$24,999 level donors

ACCESS
- Staff Contact at WWF
- Invitations to Conservation Webinars, Calls and Events
- Partners Toolkit

IMPACT
- WWF Calendar
- WWF Annual Report
- World Wildlife Magazine

COMMUNITY
- Invitations to Regional Partner Events
- Partners Symposium
- Recognition in the Annual Report
- The Partner E-Newsletter
Unprecedented Online Growth

Partners Digital Revenue % Increase FY12 to FY15

- Overall $1000+: 65%
- $84+/Mth Sustainers: 124%
- Renewals: 271%
Three Keys to Program Success
#1: Long Term Investment

- Model fundraising strategy on Lifetime Values with Bequest potential of a donor

% of Donors with First Gift <$1000

- $25k+ 60% Rest
- $10k-$24k 70% Rest
- $1k-$9k 75% Rest
#2: Collaboration
#3: Personalized Experience

- Segment and conditionalize fundraising and stewardship emails:
  - Message donor groups uniquely
  - New/Active/Lapsed Renewals
  - Custom ask strings
  - Ask often!

Renew your Partner-level support with either a monthly or annual gift.

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Dear Friend,

Today I am following up on your annual Partners in Conservation renewal I sent a few weeks ago. We have not yet received your reply but if you have already sent it in, I thank you sincerely. If you have not, I urge you to do so now in the fastest and most efficient way possible. (by choosing one of the following options:)

- **RENEW WITH MONTHLY GIFT >>** Renew today with an automatic payment of $100/month or more.
- **RENEW WITH ANNUAL GIFT >>** Renew by making your annual gift of $1,000 or more.

As our Partner in Conservation you are closely connected to our work and the goals we share together. You play a key role in all that we do to protect species and conserve habitats. And in return we are committed to providing you a high level of insight and information so you can see the impact of your investments in conservation.

I also appreciate that you understand the serious threats to wildlife—from deforestation, wildlife crime and trafficking—and are committed to help find real conservation solutions that give nature a future. Your financial support makes everything we do possible.

Please renew your annual WWF Partnership now.

Thank you for believing in our work and thank you for being our Partner in Conservation. Please renew your annual support today.

Sincerely,

Andrew Willy

Partners in Conservation

P.S. We have proven just how effective we can be when we work together... but there’s much more to do. Renewing your annual support helps ensure that our work continues to...
#3: Personalized Experience (cont.)

Integrated web presence:
- Include high value program
- Use cookies
- Custom URLs for direct mail
What’s Next?
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