

The Donor Journey: Going Beyond Sustainer Acquisition

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Operation  Smile



Operation  Smile

CONVERSION

Single gift donors to recurring donors

Sustainer ask on all donation pages

- Donation page tab
- Lightbox after single gift

Sustainer ask on all Direct Mail pieces

- Cultivation mailings
- Acknowledgments
- Welcome kit & welcome series


Special offers

- Match
- Premiums

Targeted campaigns: Multichannel

- Telemarketing
- Direct Mail
- Email
- SMS

Donation pages




Share **New Beginnings**
and **New Smiles**



Don't wait. Make your gift now.

Every three minutes a child is born with a cleft condition. Your tax-deductible donation today will forever change a child's life. Give now.

To make a gift in honor or in memory of someone, please call [+1-888-677-6453](tel:+1-888-677-6453).

 **Secure donation**

Give once

Monthly

\$120

\$55

\$40

\$30

\$20

\$10

\$ 25

USD

Donate monthly



Compartir

Triplica tu impacto



Efen, después

Esta temporada navideña, tu donación será triplicada para proveer más cirugías de hendidura facial gratuitas, tratamiento e infancias más felices a más niños.

 **Donación segura**

Donar una vez

Mensual

\$700

\$350

\$170

\$70

\$45

\$35

\$ 70

USD

Donar mensualmente

[¿Mi donación es segura?](#)

[¿Es esta donación deducible de impuestos?](#)

[¿Puedo cancelar mi donación recurrente?](#)

Single gift to sustainer digital conversion



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[← Volver](#)

Conviértete en un donante regular

¿Considerarías volverte en uno de nuestros valiosos colaboradores mensuales convirtiendo tu contribución de **\$20** en una donación mensual?

Las donaciones mensuales regulares nos permiten enfocarnos mejor en nuestra misión.

♥ Donar \$10 por mes

Donar \$5 por mes

Donar \$20 por única vez

[¿Mi donación es segura?](#)

[¿Es esta donación deducible de impuestos?](#)

[¿Puedo cancelar mi donación recurrente?](#)

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Direct Mail - reply device

YES! MULTIPLY MY GIFT 8X TO HELP TRANSFORM MANY MORE LIVES.

I've enclosed:

- ☐ <<\$ASK1>>, which multiplies 8X in impact to <<\$PRV1>>.
- ☐ <<\$ASK2>>, which multiplies 8X in impact to <<\$PRV2>>.
- ☐ <<\$ASK3>>, which multiplies 8X in impact to <<\$PRV3>>.
- ☐ \$_____, which multiplies 8X in impact to help as much as possible.
- ☐ **YES! I would like to become a Smile Partner with my monthly gift of: \$_____.**

(Please make any address corrections below.)

John Q. Sample
Apt 1-A
1234 Main St.
Anytown, US 12345-6789

123456789 123456789012345678901

- ☐ I'm enclosing <<\$Ask4>>, which will multiply 8X in impact to help even more waiting children.

- ☐ I wish to make my gift by credit/debit card.
(Please provide information on reverse side.)
- ☐ **I've signed and enclosed the mirror for a child who will receive a life-changing surgery.**

Please make checks payable to: **Operation  Smile**

Mail to: Gift Processing Center • P.O. Box 758588 • Topeka, KS 66675

To give immediately, go to **operationsmile.org/smile**
or call 1-888-OPSMILE (1-888-677-6453)

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Check writers to credit card

Rafael, ¡tu apoyo mensual brinda nuevas sonrisas a los niños todo el año!

Operation  Smile

¡SÍ! ¡Quiero darles nuevas sonrisas a más niños!

Abril Compromiso Mensual: \$20.00

- ☐ Adjunto está mi donativo de \$_____.
- ☐ Deseo hacer mis pagos mensuales automáticamente.
(Por favor, proporciona la información al reverso).
- ☐ He incluido un donativo extra de \$_____.



- ☐ Deseo hacer mis pagos mensuales automáticamente. Por favor, envíenme la bolsa edición limitada.

(Por favor, haz cualquier corrección en tu dirección más abajo).

Generoso Donante desde 2018

Sr. Rafael Rodríguez

787 333 1234

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Preheader: Smile Partners are vital to our mission.



From the desk of **Melisa Chandler**
Smile Partner Stewardship Manager

You're Invited

[Name],

We are so grateful for everyone who supports our work of bringing new smiles to children with cleft conditions. Because you are one of our most compassionate supporters, we know how deeply you care for every family who turns to us in hopes their little boy or girl can have the childhood and hopeful future every child deserves. That's why we are inviting you to do something even more special.

Operation  Smile

STEWARDSHIP

Stewardship



Multichannel cultivation

Acquisition channels are not the cultivation channels

Digital does not mean you cannot do offline cultivation

Your most loyal donors. Do not set it and forget it

Provide audience-oriented communications and platforms
(Donor Relations, Website, Social Media, Email)

Think strategic - What do you already have

Website

Operation Smile


CLEFT EXPLAINED EN ESPAÑOL SMILE SHOP PARTNER WITH US

Transformational Care ▾ Global Health Equity ▾ Make an Impact ▾ About Us ▾ Q DONATE NOW

Become a Smile
Partner to Give Health
and Hope Year-round

Start giving monthly today to help more children like Loraine.

DONATE NOW LEARN ABOUT COMPREHENSIVE CARE



Operation Smile


Student Programs (ENG) Internacional - Español

QUIÉNES SOMOS ▾ QUÉ HACEMOS ▾ COLABORA CON NOSOTROS ▾ Dona Ahora

Comparte nuevos
comienzos y nuevas
sonrisas

Ayuda a proveer nuevas sonrisas a más niños como Brandon

Dona mensualmente Lea la historia de Brandon



Stewardship



Multichannel cultivation

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Think strategic - What do you already have

SmilePartner

YOUR 2024 TAX RECEIPT

NO GOODS OR SERVICES WERE RECEIVED IN EXCHANGE FOR YOUR GIFT.

DONOR SINCE:

2018

SMILE PARTNER ID NUMBER:

0051820083600600040

MONTHLY PLEDGE AMOUNT:

\$10.00

2024 ANNUAL CONTRIBUTIONS:

\$75.00

TAX-DEDUCTIBLE AMOUNT:

\$75.00

Dear Donna,

Thank you for being a Smile Partner. We need your support so our teams of medical volunteers can



ADÁN'S STORY

Your dedication helps children like Adán from Honduras.

Operation Smile doctors

Benefits program

¿Cuál es el impacto de mis donaciones?

Tu donación cambia vidas brindando:



Nuevas sonrisas por medio de cirugías gratuitas y seguras.



Implementación de buenas prácticas para mayor seguridad del paciente.



Programas de nutrición para niños que necesitan crecer saludables y así recibir cirugías seguras.



Mejoras a hospitales para que puedan proveer cuidado de primera calidad.



Entrenamiento para profesionales médicos locales para que provean cuidado a largo plazo.



Investigación para hallar las posibles causas de la hendidura facial.



What does my Smile Partner gift make possible?

Your gift changes lives by providing:



New smiles through free, safe surgery



Assurance of best practices for increased patient safety



Nutrition programs for children who need to grow healthy for safe surgery



Improvement to hospitals' ability to provide world-class care



Training for local medical professionals who provide long-term care



Research to find possible causes of cleft conditions



Stewardship



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Provide audience-oriented communications and platforms
(Donor Relations, Website, Social Media, Email)

Think strategic - What do you already have

Audience oriented



ENGLISH



HISPANIC ENGLISH



SPANISH

English

- Global content
- U.S. celebrations
- Need base ask - empathy
- U.S. website

Hispanic English

- 80% content is LAC
- Spanglish and English language communications
- Reference cultural celebrations
- Heritage giving-community
- Spanish website
- Spanish staff

Spanish

- 80% content is LAC
- Spanish language
- Reference cultural celebrations
- Roots to give back to home country - community
- Spanish website
- Spanish staff
- Cash recurring/debit card

Stewardship



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Think strategic - What do you already have



Extra Gifts

Offline

- 6 Direct Mail packages a year
- 4 are tentpole campaigns
- 2 newsletters

Online

- Monthly newsletter



DATA IMPERATIVES

Let's talk about data!

Welcome to the program!

- Welcome kit
- T-shirt/tote bag
- Thank you call
- Email welcome series

Donor preferences

- Communication preferences
- Payment options
- Cadence

Internal processes

- Processing of gifts
- Data pulls
- Automatic credit card updater
- Upgrade campaign
- Decline process

Reporting

- Daily dashboards with active counts
- Weekly report with new setups
- Monthly autopay cancel report
- Ad-hoc reports

Welcome kit

02000002

BRITANY'S STORY

How a promise fulfilled created a promising future!

When Britany was born, her mother Cintia didn't understand what was wrong. Her daughter was born with a cleft lip and cleft palate, and she had never seen or heard anything about this malformation before. And nobody seemed to care. "I felt my family didn't show me any support. They were looking at this problem as if it was nothing. I felt very lonely," Cintia remembers.

It was at the Operation Smile Care Center in Tegucigalpa, Honduras that Cintia found hope for her daughter!

Thanks to the generous support of donors, Britany has been able to receive the multiple surgeries and support she needs. She continues to visit the center regularly for comprehensive care — including speech therapy, dental care, nutritional and emotional support.

Operation Smile also helps parents, like Cintia, receive the support and education they need to help their children. Cintia says, "I imagine that if she didn't have those surgeries her life would have been very difficult, filled with bullying. I am so happy because she's been able to live a normal life and is just a happy girl!"

"I really want to thank God and Operation Smile! Without them Britany wouldn't be happy like this."

Thank you for helping us keep our promise to never leave a child behind!

Thank you for your generosity! Contributions are tax deductible in accordance with IRS rules and regulations.

Please change my gift to my credit/debit card:

☐ VISA ☐ MC ☐ AMEX ☐ DISCOVER

STREET CARD NUMBER: _____ EXP. DATE: _____

AMOUNT: _____ MONTH NUMBER: _____

PERSON/COMPANY SIGNATURE: _____ DATE: _____

☐ I have enclosed Operation Smile in my bill or I am requesting to change my bill to follow. Please issue a Payment Giving Special or contact me.

To keep you informed about the children you are helping, please share your email address: _____

02000002

Operation Smile

Sample A, Sample
123 Any Street
Anytown, US 12345-6789
1-888-677-6459

WELCOME!

Your kindness is giving all of us a reason to smile.

Dear Sample A.,

We're so pleased to welcome you to the Operation Smile family! Your decision to support this important work ensures we can deliver new smiles to children born with a cleft lip, cleft palate or both. In their first year of life, infants born with cleft conditions have nine times the risk of dying.

Together, we can end their suffering from bullying, isolation, malnutrition and worse.

Your monthly Smile Partner gift of \$20.00 helps children in low and middle-income countries whose families can barely make ends meet. They often make long, difficult journeys to our care centers, desperately hoping for help. It's because of you that their dreams for a new smile for their sons and daughters come true. And for these precious boys and girls, the physical transformation after surgery is only the beginning.

As a member of the Operation Smile family, you'll receive a SMILE Report email monthly sharing the inspiring stories of children you've helped. I hope you'll return the enclosed mirror for a child to see the beauty of a smile you made possible. Their new smile, improved health and confidence are sure to make you smile, too!

There are more children who need your help now more than ever before. While we have provided life-changing cleft surgery and dental care for more than 400,000 people since 1982, we also know that we face a growing problem. We can and must do more. Around the world, 300 more children are born with cleft conditions every day. We're so grateful you've chosen to partner with us so we can keep our promise to never leave a child behind.

We hope reading the information with our letter and knowing the impact you can make in a child's life will inspire you to do even more. Boys and girls around the world are counting on your friendship for a beautiful new smile today... and a brighter tomorrow!

With gratitude,
Kathy Magee
Kathy Magee, B.S.N., M.S.W., M.Ed.
Operation Smile
Co-Founder, President and CEO

Bill Magee
Bill Magee, D.D.S., M.D.
Operation Smile
Co-Founder & CEO Emeritus

PS. Thank you for your support of Operation Smile! Your donation will process on the 1st of the month. If you would like to change or cancel your recurring gift, please call us at 888-677-6459 or visit operation-smile.org.
3641 Factory Blvd. • Virginia Beach, VA 23453 • USA • 1-888-677-6459 • operation-smile.org

Every gift leads to a smile!

Please return the enclosed mirror along with a generous gift to share another first "new smile moment" with a child.

Thank you!

Operation Smile

GIVE A SMILE TODAY. CHANGE A LIFE FOREVER!

☐ \$30 ☐ \$50 ☐ \$100 ☐ \$240 ☐ Other \$ _____ ☐ Please use my credit card (see back).

☐ Keep in touch. Please send me Operation Smile Reports and program schedule updates by email.

How is my email address: _____

Please make a check payable to:
Operation Smile
Mail to: Gift Processing Center
P.O. Box 120480 • Tampa, FL 33615-0480
To give immediately, give to:
operation-smile.org
or call 1-888-677-6459

Sample A, Sample
123 Any Street
Anytown, US 12345-6789

0325R0101 AC02502224000061 AC02502224000061

operation-smile.org
3641 Factory Blvd. • Virginia Beach, VA 23453 • USA
1-888-677-6459

Operation Smile

WELCOME

to the Operation Smile family

Brunel, age 4 - Madagascar

What you'll find inside will make you... SMILE!

Let's talk about data!

Welcome to the program!

- Welcome kit
- T-shirt/tote bag
- Thank you call
- Email welcome series

Donor preferences

- Communication preferences
- Payment options
- Cadence

Internal processes

- Processing of gifts
- Data pulls
- Automatic credit card updater
- Upgrade campaign
- Decline process

Reporting

- Daily dashboards with active counts
- Weekly report with new setups
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- Ad-hoc reports

T-shirt/tote bag premiums



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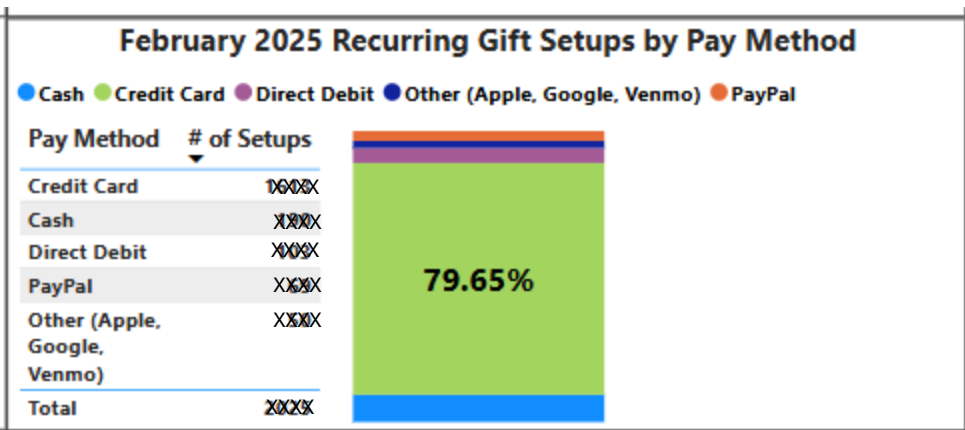
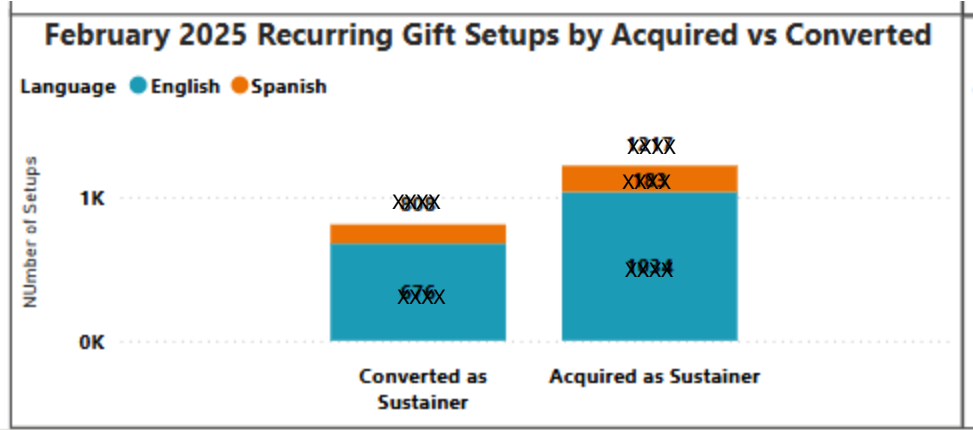
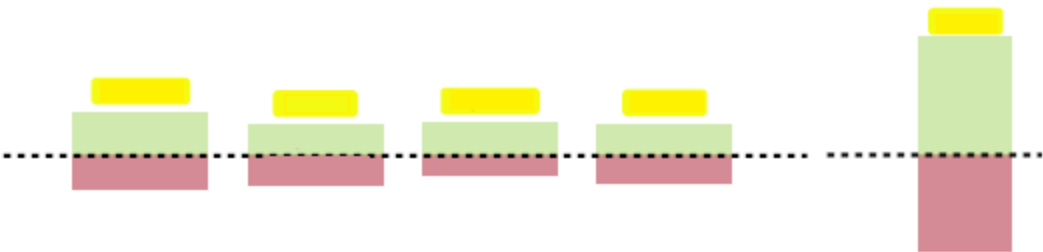
Reporting

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Reporting examples



Sustainer Groups upgraded/downgraded giving



RETENTION

Retention strategies

Donor calls Donor Relations - pause, downgrade

Engagement opportunities - thank you card

What happens if they do not recapture during the decline process

Sustainer invites everywhere except Midlevel and up

6 month call from Telemarketing

THANK YOU!

Operation  Smile

Questions?
¿Preguntas?

Operation  Smile