

# Lunch & Learn

## A CULTIVATION CASE STUDY

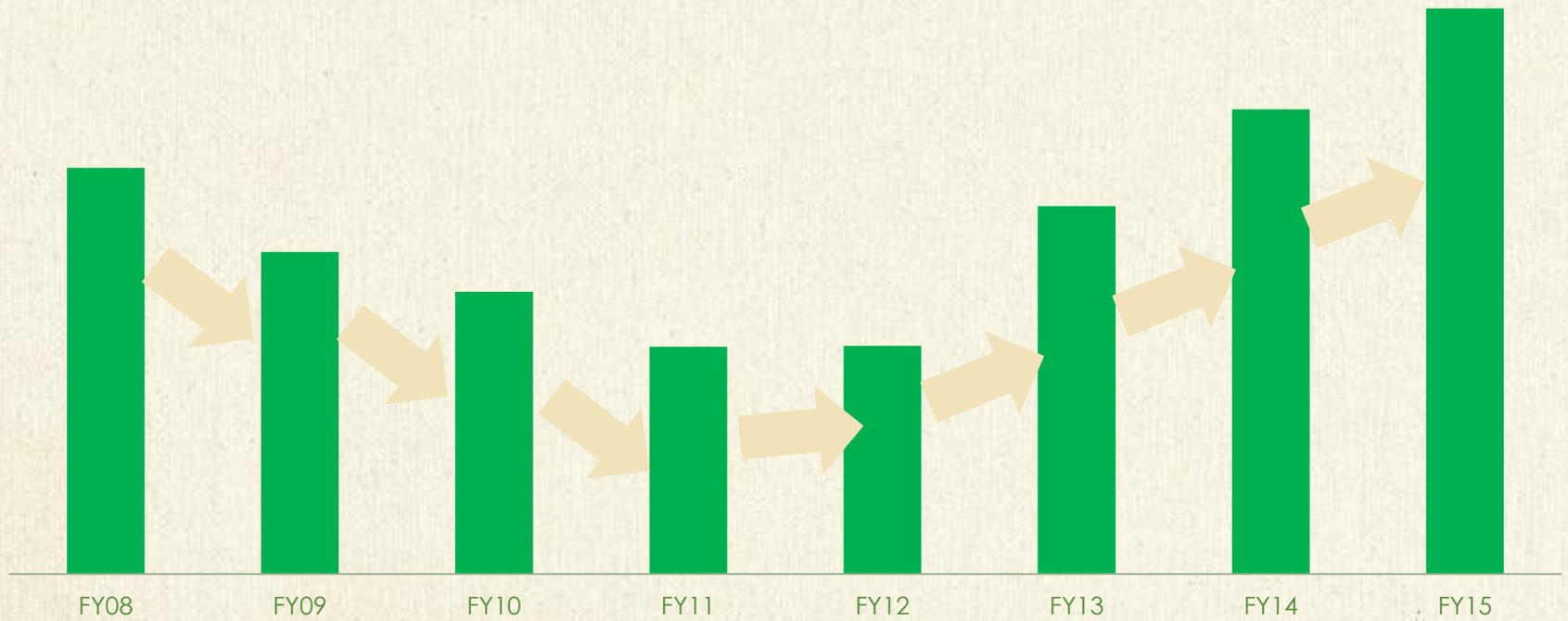


# Lunch & Learn

A CULTIVATION CASE STUDY



**No Farms  
No Food<sup>®</sup>**



# Nonprofit Donor Retention Primer

Commercial Business Customer Retention is **94%**



Attrition is **6%**

(Based on reported corporate 1099s)

Nonprofit Donor Retention is **41%**



Attrition is **59%**

(dollars given)

## Donor Retention Past 5 Years



### New Donor Retention



### Repeat Donor Retention



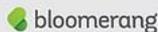
**\$250 gift and larger donor retention is higher**

**\$250 gift and smaller donor retention is lower**

Only **16%** of all donors gave more from one year to the next

Only **65** of **2,377** nonprofits had a retention rate over **70%**

Data supplied by 2011 Fundraising Effectiveness Project (FEP)  
Infographic by: bill@billassociative.com



# Nonprofit Donor Loyalty Primer

Why Commercial Customers vs. Donors Leave



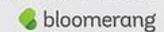
Customers	Donors
<b>1%</b> Death	<b>5%</b> Thought charity did not need them
<b>3%</b> Relocation	<b>8%</b> No info on how monies were used
<b>5%</b> Lured by a Competitor	<b>9%</b> No memory of supporting (poor communications?)
<b>9%</b> Lower Price	<b>13%</b> Never got thanked for donating
<b>14%</b> Poor Customer Service	<b>16%</b> Death
<b>68%</b> Indifference to Supplier	<b>18%</b> Poor service or communication
	<b>36%</b> Others more deserving
	<b>54%</b> Could no longer afford

Source: Ruckelshaus Corp., 2006  
www.ruckelshausfoundation.org

Source: Professor Adrian Sargeant, 2000  
www.cam.ac.uk/efm/communications/management/inflection.pdf  
Total is over 100% due to survey design

53% of donors leave due to the charity's lack of communication

Infographic design: bill@billassociative.com



# Showing Impact

American Farmland Trust

**AMERICAN FARMLAND**



**Respect the Land**  
FARMING FOR THE FUTURE—WHILE FARMING ON THE EDGE

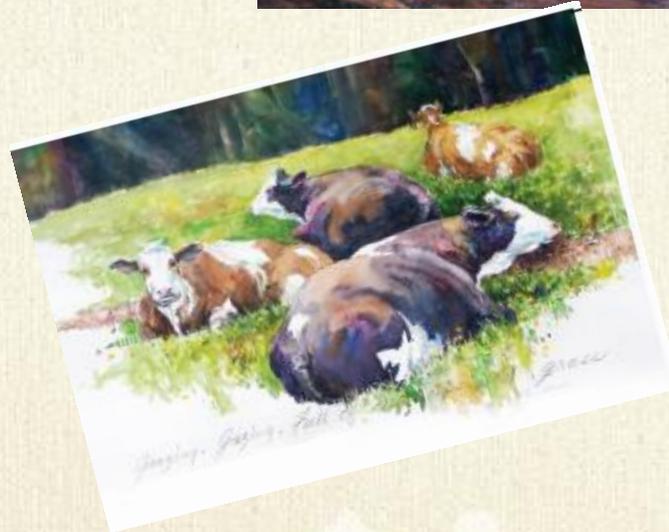
American Farmland Trust

**AMERICAN FARMLAND**



**No Farms No Food®—The Urgent Need to Save Farmland**

# Saying "Thank You"



# It's the little things



  
**American Farmland Trust**  
1150 Connecticut Avenue NW, Suite 600  
Washington, DC 20036

**Susan Sink**  
VICE PRESIDENT  
DEVELOPMENT AND EXTERNAL AFFAIRS

Dear AFT Supporter,

I'd like to express my personal thanks for your generous support of AFT's work to preserve America's precious agricultural lands, and to keep family farmers and ranchers working on those lands to the benefit of us all.

At the national level, your gifts play a central role in AFT's ability to fight for critical conservation programs and funding; and you help us achieve equally important programs and policies at the state and local level, where development and other pressures are most intense.

We encourage all our donors to support AFT to the best of their ability and in keeping with their personal preferences. You have asked us to limit our requests for donations to just once per year, and I am writing to let you know that the accompanying letter from Andrew McElwaine represents that annual request.

This is an especially opportune time to send your support to AFT, because the amount of your tax-deductible gift will be matched — dollar for dollar — by a generous \$300,000 challenge. The fund was bestowed on AFT by a committed donor who is deeply troubled by the multiplying burdens placed on America's family farmers and ranchers, and eager to inspire fellow donors to keep up this fight with their personal donations.

The challenge is available for only a limited time. I urge you to take full advantage of it, so that your belief in farmland preservation and a healthy future for family farmers and ranchers can translate into even stronger action in the months ahead.

Thank you in advance for your support.

*Susan Sink*

# Pure Gratitude



## Wishing You the Bounty of the Season

There is no better way to celebrate America's family farms than by enjoying the bounty of the harvest over a Thanksgiving table with family and friends.

We want to express our thanks for your steadfast support of AFT's efforts to protect America's precious farmland and assist our nation's hard-working family farmers.

With best wishes to you and your family this holiday season,

Andrew McElwaine

AND

THE STAFF @ AMERICAN FARMLAND TRUST

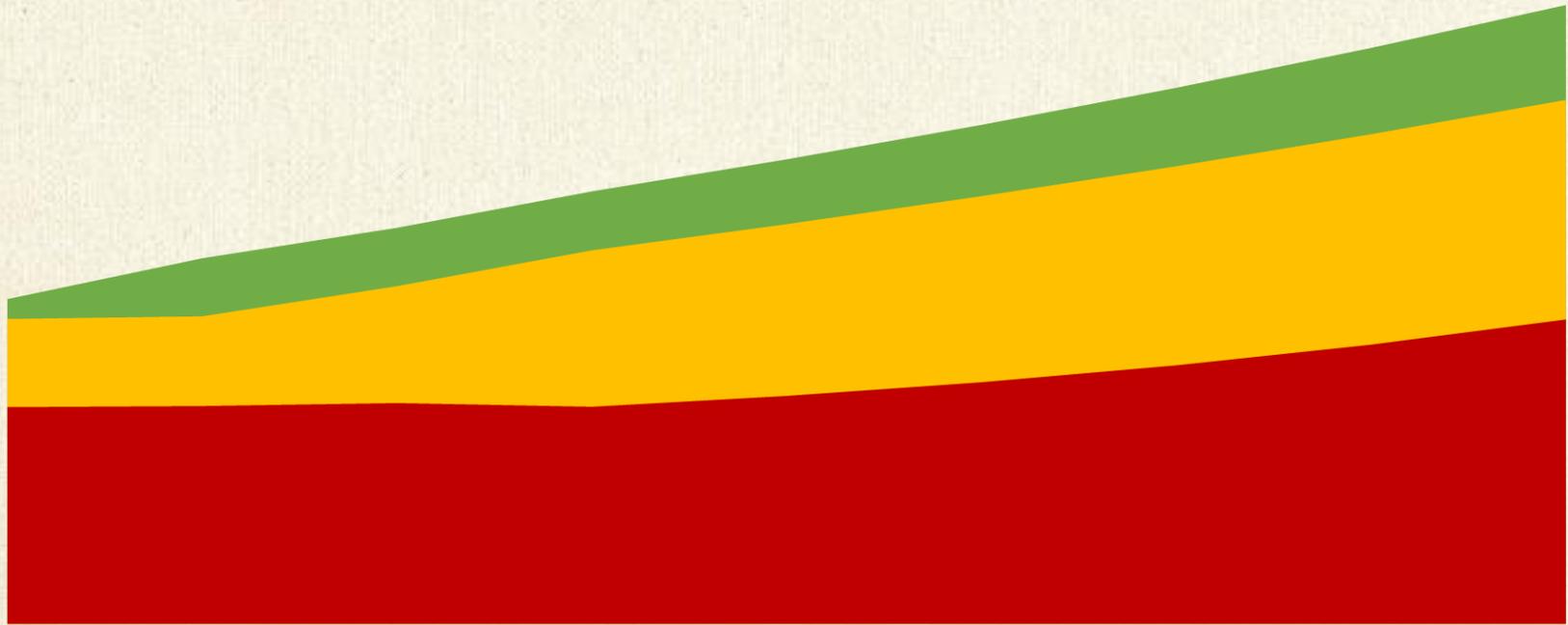
# Targeting

			Exclusions:					
			Gifts less than \$1					
			Gifts of \$5,000 or more					
			Donors with 15 or more gifts on the same day					
<b>All Donors</b>								
<b>Reporting Period: Fiscal Year</b>								
<b>Dollar Ranges</b>	<b>Total</b>	<b>FY2015</b>	<b>FY2014</b>	<b>FY2013</b>	<b>FY2012</b>	<b>FY2011</b>	<b>FY2010</b>	<b>FY2009 and prior</b>
Zero								
.01-\$1.99								
\$2-\$4.99								
\$5-\$9.99								
\$10-\$14.99								
\$15-\$24.99								
\$25-\$49.99								
\$50-\$99.99								
\$100-\$249.99								
\$250-\$499.99								
\$500-\$999.99								
\$1,000+								
<b>TOTAL</b>								

## Online List Size



# Online List Size



# Conversation Starter



*A summer long celebration brought to you by*  
**American Farmland Trust**

[About the Celebration](#) |

[For Market Managers](#) |

[For Press](#) |

[Share Your Story](#) |

[Share the Love](#) |



## Be a Champion for Family Farmers

484 people have already committed to spend a total of \$13015.00 at their local farmers market this week. What will you spend?

enter your market name, or search by city

**PLEDGE**

  
American Farmland Trust

[LEARN MORE](#)

WE HELP FAMILY FARMERS STAY ON THE LAND.

# Showing Impact



NEWSLETTER

DECEMBER 2014



[VIEW THIS EMAIL ONLINE](#)

## **Making a Difference in 2014**

*As a supporter of farms and farmland, we know how much you care about the current state of farming and ranching in America.*

*As 2014 winds to a close, we thought we would share with you some highlights of American Farmland Trust's work this year to support the family farmers and ranchers who steward the land and environment that we all depend on.*

*Many of these successes sprang from the hard work of our regional and field staff around the country. They work tirelessly on the ground in some of the most threatened agricultural places in America.*

*Thank you for your role in making these achievements possible. As we close on what was truly an exceptional year, we hope we can count on your support in 2015 for America's farmland and family farmers.*



# Storytelling



Thank Sara for her incredible work.  
Sign below and we will deliver your note to her.



*"I'm afraid for farmland.  
We must get people to realize that  
once land is developed, it's gone."*

- Sara Creech

\* Name:  First  Last

\* Email:

Yes, I want to stay connected with local farm and food.

Please provide a short personal note. (Optional)

**SIGN HERE**



# Storytelling

American Farmland Trust  
SAVING THE LAND THAT FEEDS US

**Double Down  
for  
FARMLAND**

Your gift matched dollar-for-dollar  
through December 31st.

**Donate Now**

175 ALLIS-CHAL

American Farmland Trust  
SAVING THE LAND THAT FEEDS US

[Our Work](#) [Stories & Reports](#) [No Farms No Food](#) [Donate](#) [About Us](#) [Action Center](#)

# Authentic Introductions

## American Farmland Trust



Dear Gretchen,

Welcome to American Farmland Trust!

We have a lot in common.

You've already taken action and fought to save wildlife habitat by telling your governor to increase state funding for farmland protection.

Now, we want to get to know you better.

Family farms are at the nexus of clean drinking water, safe habitat for wildlife, and healthy soil for next generation farmers.

[Will you take a few minutes to share why you care about saving America's family farms?](#)

We are a voice for America's family farmers, but we are your voice too.

[Your survey only takes two minutes to complete.](#)

Again, thank you for taking action for wildlife and the family farms they depend on – I look forward getting to know you better.

Sincerely,

Robert Connelly  
Manager of Membership and Special Gifts  
American Farmland Trust

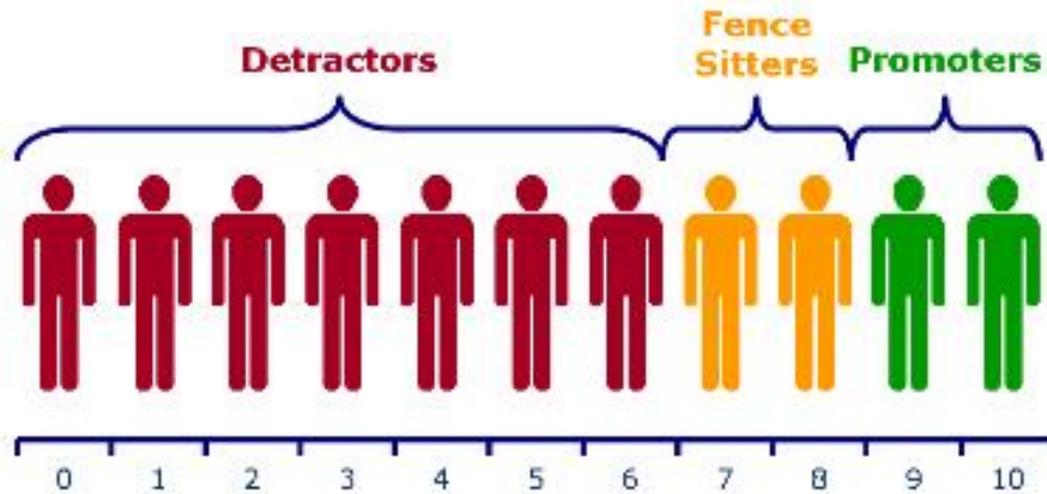


[P.S. The survey only takes two minutes to complete. Tell us more about why you care.](#)

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1150 Connecticut Avenue, NW, Suite 600  
Washington, DC 20036  
800 431 1499

[Click here to unsubscribe or change your email preferences](#)

# Measuring Success



Net promoter score = % promoters - % detractors\*

2011 Net Promoter Score

Donor: +29

Non-Donor: -7



2014 Net Promoter Score

Donor: +43

Non-Donor: +8

# Active Listening



## American Farmland Trust 2014 Donor Survey

Name:

AFT ID Number:

Supporter Since: 7/7/1993

Your feedback is very important to us. Please indicate your answers to the following questions and return your survey in the postage-paid envelope provided. Thank you for your input and your loyal support.

⊖ What do you think is the most urgent challenge facing America's family farmers and ranchers in 2014?

- Continued drought as a result of climate change
- Low market prices for farm commodities
- Pressure to sell farm and ranch land for development
- Keeping land in the family and in production for the next generation
- The need for estate tax reform
- Other: \_\_\_\_\_

⊖ Did you know that since American Farmland Trust was founded it has helped permanently save five million acres of farmland?

- Yes  No

⊗ Which of the following applies to you personally?

- I grew up on a farm or ranch
- I or members of my family currently farm or ranch
- I am employed by the agricultural sector
- I work as a chef or in the restaurant business
- Other: \_\_\_\_\_

④ Following are some statements about American Farmland Trust (AFT) and its work. Please indicate how persuasive you find each statement as a reason to support the organization.

- |  |   |
|--|---|
| <b>AFT is the only national organization dedicated to keeping farmland healthy and working – for the local food we enjoy, for the environment we depend on, and for the stewards of our land: America's family farmers and ranchers.</b> | <input type="checkbox"/> very persuasive<br><input type="checkbox"/> somewhat persuasive<br><input type="checkbox"/> only slightly persuasive<br><input type="checkbox"/> not persuasive<br><input type="checkbox"/> not sure |
| <b>AFT helps family farmers and ranchers stay on their land and resist pressures to sell to developers.</b>  | <input type="checkbox"/> very persuasive<br><input type="checkbox"/> somewhat persuasive<br><input type="checkbox"/> only slightly persuasive<br><input type="checkbox"/> not persuasive<br><input type="checkbox"/> not sure |
| <b>AFT is the voice for family farmers and ranchers in Washington, D.C. and in statehouses across the country.</b>   | <input type="checkbox"/> very persuasive<br><input type="checkbox"/> somewhat persuasive<br><input type="checkbox"/> only slightly persuasive<br><input type="checkbox"/> not persuasive<br><input type="checkbox"/> not sure |
| <b>AFT helps family farmers reduce their pesticide use and adopt other conservation practices that especially benefit our drinking water supply.</b>   | <input type="checkbox"/> very persuasive<br><input type="checkbox"/> somewhat persuasive<br><input type="checkbox"/> only slightly persuasive<br><input type="checkbox"/> not persuasive<br><input type="checkbox"/> not sure |
| <b>AFT educates the public about the threat of farm and ranch land loss through its "No Farms No Food®" national awareness campaign.</b>   | <input type="checkbox"/> very persuasive<br><input type="checkbox"/> somewhat persuasive<br><input type="checkbox"/> only slightly persuasive<br><input type="checkbox"/> not persuasive<br><input type="checkbox"/> not sure |
| <b>AFT encourages consumers to buy directly from family farmers through its national farmers market celebration.</b>   | <input type="checkbox"/> very persuasive<br><input type="checkbox"/> somewhat persuasive<br><input type="checkbox"/> only slightly persuasive<br><input type="checkbox"/> not persuasive<br><input type="checkbox"/> not sure |

# Giving Back



# Lessons Learned & Other Musings

1. Make loyalty something you measure and act upon.
2. Be an active listener.
3. Target your efforts.
4. Leverage the ancillary benefits of upping your cultivation game.
5. Be leery of set it and forget it thank you's.