

Fundraising stream sponsored by

More

HOW TO: Raise more money with two little words: 'Thank you'

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Head of the Wellington Community
Wellington College

Chair: Ed Lang

#IDPE19

IDPE 2019 Annual Conference

How to Raise More Money With Two Little Words:

Thank You

Nikki Bell – KEDA Consulting

Murray Lindo – Head of Wellington Community, Wellington College

Chair: Ed Lang, Buffalo Fundraising

Why Bother?



"what matters most to
your donors doesn't
depend on big budgets
& lots of staff"

- Caioleann Appleby



Orphans in Need

Let's give them hope for a better tomorrow...



**British Heart
Foundation**

IDPE 2019 Annual Conference



When Should We Thank?

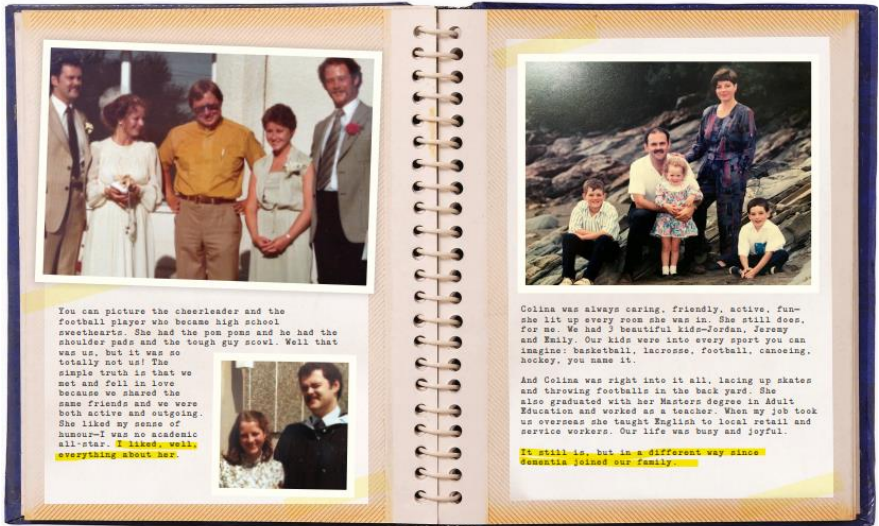
1. When they first interact with you
2. After every donation
3. Within two days of their gift
4. If they're giving above average (amount or frequency)
5. Any chance you get!

Ways to Say Thank You



Sent: Wed 28/02/2018 10:53
To: Nikki Bell

You are the sweetest friend and I glow in the warmth of your kindness.



Dear Mary,

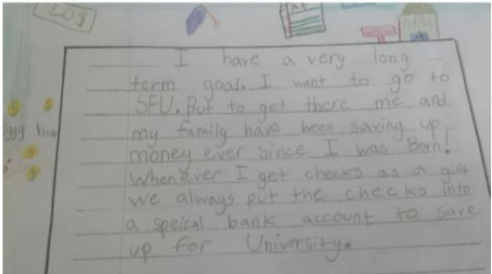
My name is Rory Green and I work at Simon Fraser University. I work with the Faculty of Applied Sciences, and the Engineering Department. I have the pleasure of working every day with the students who benefit from the generosity of people like yourself who have donated to bursaries.

I recently came across this letter (please see the attached photo), from a young girl named Rose, who has wanted to go to SFU since she was in grade 2. We met Rose thanks to our outreach programs aimed at getting girls interested in Engineering Science. Bursaries like yours are so important because for many university is a dream, and financial help means that dreams can come true. Thank you for everyone you've helped.

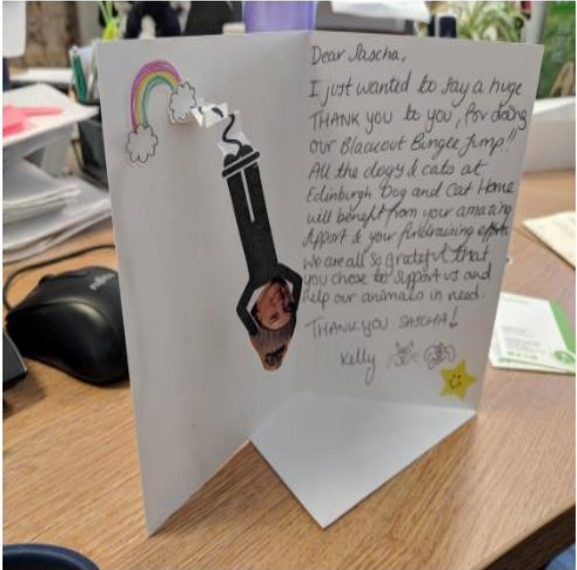
I wanted to invite you to our campus for lunch, at your convenience, to meet some of the SFU students who have benefited from your generosity. Glenn Chapman, the new Director for the School of Engineering, would also welcome the chance to express our gratitude in person.

Thank you,

Rory



Rory Green



How to Say Thank You

1. Your donors are heroes
2. You share amazing and inspiring stories
3. You connect to your donors values and emotions
4. #donorlove is a courtship. A romance. How do you make your donor fall - and STAY - in love with you?
5. You ask for one thing. And only one thing.
6. Who - or what - is the right voice for your story?
7. Donor love is all the small things, all the time.
8. You say "thanks" with passion





UNIVERSITY OF SASKATCHEWAN



IDPE 2019 Annual Conference

Learnings from Wellington's supporter care programme

Objectives;

- Every supporter to feel valued (every donation matters)
- Encourage regular giving (bursaries)
- Build on-going relationships
- Create a culture of giving (Kingsley Society)
- Make it fun, sociable and enjoyable to give

Supporter Care Plan summary

		Giving Level							Legacy gifts
	Activity/Engagement	Parent 1%/regular givers	Friends	New Gift	Patrons	Benefactors	Pioneers	Wellington College Benefactors	Legators
Thank you letters	Letter from Head of Wellington Community	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
	Letter from Master				<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
	Letter from Chair of Governors					<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
	End of 1%ers commitment TQ	<input checked="" type="checkbox"/>							
	Letter to family following receipt of legacy gift								<input checked="" type="checkbox"/>
Reporting	Recognition in Giving Report (biennial)	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Communications	Christmas card				<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
	Donor Loyalty Programme annual letters	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>						
	Specific Project Updates (encl with Summer TQ drinks invite)	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Events	Donor Loyalty Programme events programme for specific years (or type) giving	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>						<input checked="" type="checkbox"/>
	Capital project opening	<input checked="" type="checkbox"/>		<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
	Invite to summer TQ Drinks	<input checked="" type="checkbox"/>		<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
	Invite to drinks reception prior to school performances				<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>		
	Apsley type event				<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	
	Carol service								<input checked="" type="checkbox"/>
Permanent recognition	Naming opportunities						<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	
	Specific Campaign board	<input checked="" type="checkbox"/>		<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>		


Regular Donor Benefits

Duration of Support	Benefit
1 Year	Book plate for Book of Donors in reception
2 Years	Pack of 5 postcards of the College
3 Years	School trivia quiz
4 Years	College Calendar
5 Years	Gift Anniversary Card
6 Years	Book plate for Book of Donors in reception
7 Years	GCSE Past Paper
8 Years	College Song sheet music
9 Years	College Crest Keyring
10 Years	College Mug
11 Years	Notebook and Pen
12 Years	Pack of 5 postcards of the College
13 Years	GCSE Past Paper
14 Years	College Mug
15 Years	Print of College



Wellington College / branded gifts

- Keyring
- Mug
- Notebook & Pen



WELLINGTON
COLLEGE

Name: _____


Class of: _____

House: _____

My fondest memory of Wellington is...

“ _____

_____ ”



WELLINGTON
COLLEGE

Name: _____

My advice to students would be...

“ _____

_____ ”

Interactive / Engaging gifts

- Bookplates which are sent with a self addressed envelope



Personalised gifts

- Thank You card sent on the anniversary of their first donation

Other ways of showing appreciation beyond the plan (on a good day)

- Every communication/interaction is an opportunity to say thank you
- Remember their names (and faces, their children, their friends, etc)
- Ongoing updates on the projects; sports centre/theatre first year, donor reports, keep it simple and regular
- Go above and beyond – every interaction needs to be personal and shows you know them (find out how the children are doing/what was their House etc.. ‘great about university offer, D of E Gold, egg and spoon race, etc’
- Business opportunities – alumni and parents
- Careers/mentoring support for students
- Sharing skills/training; eg coaching course for donors to students on significant fee support
- Other opportunities; VIP seats at Speech day, theatre events, pre-show/drinks – basically generate ‘nice surprises’
- Create opportunities to meet and mix with like-minded individuals; donor circles – Ambassadors
- Make it fun! <https://vimeo.com/247455810>

Thank You

Nikki Bell
Murray Lindo
Ed Lang Ed Lang

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