_THE POWER OF DONOR RELATIONS_
Practicing Professionalism and Being Ethical

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1a. assured reliance on the character, ability, strength or truth of someone or something.

1b. one in which confidence is placed.

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"Everything of value is built on trust, from financial systems to relationships."

David Horsager
The Trust Edge

"Trust is the confident belief in someone or something. It is the confident belief in an entity:
• To do what is right
• To deliver what is promised
• To be the same every time, whatever the circumstances."

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An Important Principle of Donor Relations.

Clear and Open Communication.

Listen, listen, listen!

To develop trust and be an authentic professional, you must be willing to be a clear and open communicator (and know when to listen).

What is Donor Relations?

Stewardship.

- Inform donors of usage and investment of their philanthropic giving
- Pertains to the gift that the donor has entrusted to organization
- Accountability and transparency
- It’s the right thing to do AND inextricable for the philanthropic process

Acknowledgement.

Receipts.
Gift Agreements.
Acknowledgements.
Leadership Appreciation Processes.

Recognition.

At some organizations, donor relations has no responsibility for receipts and gift agreements because these are required by tax law, GAAP, or both. However, at minimum, leadership acknowledgments or organization-wide thank you letters are always included.
**DONOR RELATIONS**

**Engagement.**

1. **Access**
   - Insider Connections

2. **Information**
   - Insider Knowledge

3. **Experiences**
   - Tours
   - Releasing animal back into wild
   - Working in a soup kitchen
   - Participating in something otherwise not attainable

**DONOR RETENTION**

**Keeping Relationships Professional and Ethical.**

**Ethical.**
- Conforming to accepted standards of conduct.

**What is appropriate?**
- Unrealistic Expectations
- Gifts
- Meals
- Out of town stays

**What’s Next?**
The donor is in the door...
How do we keep them?
### DONOR RETENTION

**AFP | Fundraising Effective Project**

**Donor Retention Rate**

<table>
<thead>
<tr>
<th>Year</th>
<th>Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>2020</td>
<td>43.6%</td>
</tr>
<tr>
<td>2014-2019</td>
<td>43.6 – 247.2%</td>
</tr>
</tbody>
</table>

In 2018, for every 100 donors gained, 105 were lost through attrition.

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#### 5 CHALLENGES

1. **Donor Dissatisfaction.**
   - 36% of lapsed donors left because they thought other organizations were more deserving of their contribution.

2. **Limited Time for Personal Interactions.**
   - 9% of lapsed donors left because the organization didn’t leave a lasting impression on them.

3. **Donors are Treated like ATMs.**
   - 54% of lapsed donors did so because they could no longer afford to contribute.

4. **Lack of Prioritization of Retention.**
   - The average donor retention rate after the first gift is 49%, while it's 65% after the second donation.

5. **Limited Technology.**
   - 18% of lapsed donors did so due to poor communication strategies.

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**This concept can be boiled down to a single word:**

**Impact.**
Personalizing your communications with supporters shows that your organization wants to develop a relationship with them.

Donor Retention

2. Limited Time for Personal Interactions
   - 9% of lapsed donors left because the organization didn’t leave a lasting impression on them.
   - In order to make sure your donors don’t feel like you’re simply using them for their cash, you should approach them with a variety of opportunities for engagement.

Donor Retention

3. Donors are Treated like ATMs.
   - 54% of lapsed donors did so because they could no longer afford to contribute.

Donor Retention

4. Lack of Prioritization of Retention.
   - The average donor retention rate after the first gift is 19%, while it’s 63% after the second donation.
   - The key to nonprofit growth is striking a balance between your donor retention and donor acquisition strategies.
Before investing in a software solution where the price seems too good to be true, make sure you **conduct your research** to make sure you’ll have access to everything you need.

**DONOR RETENTION**

5. Limited Technology.

18% of lapsed donors did so due to poor communication strategies.

**10 Ways to Maintain Relationships.**

1. Show Appreciation
2. Respond quickly to inquiries
3. Report Results
4. Thank in Creative Ways
5. Share Success Stories

6. Keep them up-to-date
7. Invite them to provide feedback
8. Share before & after stories
9. Personalized Thank You Letters
10. Celebrate Successes
Case Studies.

• Sally
  - Difficult

• Laurie
  - Dinner & a Movie

• Guy
  - Weekly Dinners & Gifts

• Philomena
  - Trips

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Case Study. Too Difficult.

- 50
- Complaining in ED
- Yelling at Staff
- $1,000,000 donor
- $10,000,000 donor
- $100,000,000 donor

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Case Study. Dinner AND a Movie.

- Bad Marriage
- Likes Movies
- Husband doesn't
- Go or Stay?

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Case Study.
Weekly Dinner and Gifts.

- Single
- Wealthy
- Lonely
- Every Monday
- Gifts from Annual Gala

Case Study. Trips.

- Wealthy donor
- Close relationship
- Birthday out of town
  - Overnight
  - SWAG
- Overseas trip
  - Private plane
  - Private Island

Questions?
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PRACTICAL PLANNED GIVING CONFERENCE
SPEAKER EVALUATION

Date: ____________________ Speaker: ________________________________

Name (optional): ________________________________________________

Please rate the following:

<table>
<thead>
<tr>
<th></th>
<th>Excellent</th>
<th>Good</th>
<th>Neutral</th>
<th>Fair</th>
<th>Poor</th>
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<tbody>
<tr>
<td>I. OVERALL</td>
<td>5</td>
<td>4</td>
<td>3</td>
<td>2</td>
<td>1</td>
</tr>
</tbody>
</table>

Were your major objectives for this session met? Was the content of the session vital, timely, substantive?
Comments:_____________________________________________________________________________
_____________________________________________________________________________________
_____________________________________________________________________________________

II. RELEVANCE

Was the subject matter directly related to the requirements of your job?
Comments:_____________________________________________________________________________
_____________________________________________________________________________________
_____________________________________________________________________________________

III. VALUE

Do you believe the benefits of this session were worth the time, effort and cost?
Comments:_____________________________________________________________________________
_____________________________________________________________________________________
_____________________________________________________________________________________

IV. SPEAKER

How was their presentation style? Did the session move along at the right pace? Did they have appropriate knowledge on the topic?
Comments:_____________________________________________________________________________
_____________________________________________________________________________________
_____________________________________________________________________________________

V. MATERIALS

Were the materials clear and organized and appropriately helpful for the session?
Comments:_____________________________________________________________________________
_____________________________________________________________________________________
_____________________________________________________________________________________

Vi. What did you like the most about the session?
_____________________________________________________________________________________
_____________________________________________________________________________________

VI. Any suggestions to improve future sessions?
_____________________________________________________________________________________
_____________________________________________________________________________________

XII. How many years of gift planning experience do you have? ________