



the MESSENGER

a publication of Gabriel Group

Your Go-To Donor Engagement Game Plan: From Prospect to Partner

LIKE ALL GOOD RELATIONSHIPS, the evolution between your nonprofit and its donors grows through a long culmination of important interactions, meaningful experiences and moments of mutual respect. Although not all donor journeys are created equal, there are many opportunities to make a lasting impact throughout your contributors' lifecycles. Check out your very own Gabriel Group donor engagement master plan below to reference as you work to move your donors from prospect to partner, start to finish.

BEFORE

- Throughout the acquisition stage, one of the most important aspects of your messaging is **CUSTOMIZATION**. Use their name, location and any other pertinent data that can make your donors feel like you're talking directly to them as much as you possibly can. Creating a connection is the very first step in any donor's desire to contribute to your cause, so start early and often.
- Don't forget to take advantage of **MULTICHANNEL MARKETING OPPORTUNITIES**. Create consistency throughout your direct mail, email content, social media channels and all of your fundraising campaigns to ensure your content is memorable and seen often by the prospects you are trying to draw in. Between USPS Informed Delivery campaigns and retargeting to individuals who visit your website, the digital landscape offers so many chances to follow up. Don't miss out.
- INVEST IN DIMENSIONAL PIECES**. Letter packages without a solid call to action are easy enough to toss in the trash. But a substantial 9 x 12 envelope? A colorful box? Maybe even something completely unconventional like a message in a bottle? It's almost impossible to ignore the impending curiosity and sense of being special. Commit to something bulky, eye-catching and distinctive, and you can't go wrong.



DURING

- Providing a **WARM WELCOME TO NEW DONORS** when they join your giving family is critical to making them feel seen, heard and acknowledged. Sending welcome kits to first-time givers makes a defining difference in exactly how your donors feel about their commitment and their relationship with you moving forward.

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Winged Words

WITH
DAVE HAWKINS
CEO



Friend,

First and foremost — Happy New Year to you. We hope your team is already off to a great start in 2019 as we all take advantage of new and exciting opportunities this year in order to continue making a difference in our respective communities.

We all know the importance of year-end success for nonprofits. But let's try turning this traditional fundraising model on its head for once. What about your year-start plans? We all make New Year's resolutions for ourselves, but what about creating actionable goals for your donors, members and other pivotal groups connected to your organization?

After working hard throughout the last few months of the year, we know it's hard to feel refreshed and ready to take on yet another big initiative. But take our word for it, **now is the time to start**. Check out some ideas below on how to implement successful fundraising tactics for a great 2019 and beyond.

- ✓ *Begin a newsletter program*
- ✓ *Start sending welcome kits*
- ✓ *Create a donor survey schedule*
- ✓ *Execute your first Informed Delivery campaign*

We hope you're as excited as we are about all of the potential these next 11 months hold. As you get ready to tackle the New Year head on, let Gabriel Group know what we can do for you at any point throughout 2019. We're always here to help you not only exceed your goals, but also keep you accountable for those life-changing resolutions you have made for all of the people you help every single day.

Keep up the transformative work,

Monet to Matisse: A Membership Moment ... and Direct Mail Success!



THE WICHITA ART MUSEUM created a magical moment in 2018 with a magnificent exhibition entitled *Monet to Matisse*. To take advantage of the amazing opportunity, the Museum staff used this perfect moment to grow membership. Membership Consultants was pleased to become a part of their team to help their membership goals come to life through a series of direct mail campaigns. First, lapsed members were invited to become members again for this momentous exhibition. Current members were asked to step up their membership giving and upgrade their membership level. Finally, an acquisition campaign focused on inviting others in the Wichita community to become engaged with the Museum as first-time members.

The Museum had about 1,000 members before the campaign and exhibition. The lapsed/upgrade outreach added 511 members and generated an 11% response rate, along with \$42,705 in revenue. The acquisition campaign attracted 541 new members for a 1.2% response rate and an overall revenue of \$43,865.

In total, the Museum was able to double their membership while generating an ROI of \$1.80 for every dollar spent with a cost per dollar raised of \$0.56!



And, of course, the question is always, "What's next?" The Wichita Art Museum has more great plans for 2019. It will host another exciting exhibition entitled *Georgia O'Keeffe: Art, Image, Style* and plans to add to their successful direct mail efforts with accompanying digital ad campaigns utilizing the same campaign theme and membership appeal.

Congratulations to the Wichita Art Museum and their committed staff on their successes and vision for their membership program! 🎉

Pay-It-Forward 2018 Yearbook

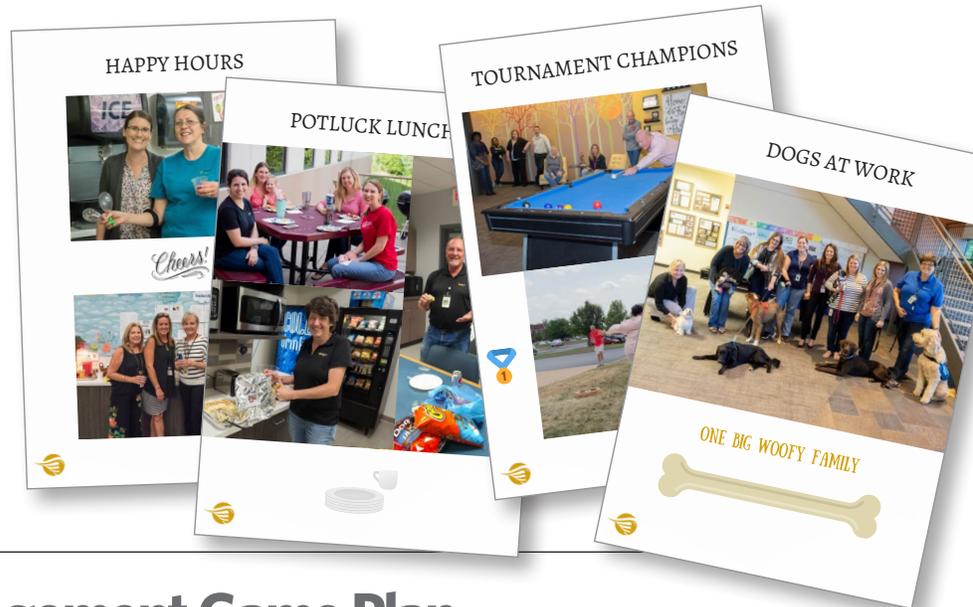
THIS PAST YEAR AT GABRIEL GROUP brought many compelling opportunities for our team. New clients, exciting technology, and — arguably the most important one of all — a record-breaking donation to our Pay-It-Forward organization!

Our final 2018 contribution to our partners at **KidSmart** came to exactly \$19,041 for the year. Once again, we have exceeded last year's contribution of \$16,000 and have crushed our goal for the second year in a row! And we've been working on a pretty special way to showcase our accomplishments moving forward ...

Beginning in 2019, all Gabriel Group associates will receive a copy of their very own GG yearbook. As much fun as we have around the office celebrating victories, dedicating time to appreciate one another and, of course, raising money, we decided it was officially time to create a compilation of all of the amazing things we do every single year.

And we wouldn't miss the chance to share it with you. Take a look to the right at some of our favorite pages featuring our Pay-It-Forward efforts in 2018.

And there's plenty more where that comes from ... keep your eyes peeled for our next edition of the *The Messenger* when we announce our Pay-It-Forward recipient for 2019! New year, new nominee and a new chance to make a difference at Gabriel Group! ▶



Your Go-To Donor Engagement Game Plan ... *Continued from page 1*

- And speaking of acknowledgements, don't stop after your first "thank you." **THANKING YOUR DONORS AFTER EACH AND EVERY SINGLE GIFT** may seem cumbersome, but is appreciated more than you may know — not to mention just plain old polite.
- **REACHING OUT IN UNEXPECTED AND DEEPLY PERSONAL WAYS** is one major way to make your donors feel like they are a part of a real community dedicated to the greater good. Whether it's a call from the CEO, a handwritten Christmas card or a simple email stating your gratitude, investing your time and effort into ensuring one genuine touchpoint per year will resonate for years to come.

AFTER

- **PREPARE FOR YOUR PLANNED GIVING PROSPECTS** before it's too late. GG's Donor Insight Survey is a simple and sure way to know what's coming down the pipe long before you'll even think you need to. This way, you're able to plan accordingly and have a better grasp of your organization's future — and eventual present.

- If a donor does pass away — planned giving donor or not — **SENDING A CONDOLENCE NOTE** to the family is one way to not only pay homage to their generosity, but also promote the chance of legacy giving as well. Explaining the impact a loved one had might just encourage a family member to continue their commitment down the line.
- And if you do lose a donor to lapsing, whatever you do, **DON'T GIVE UP**. Everyone likes being told they're missed, so make sure you communicate it in the right way. Because if they know you miss them, there's a good chance they might be missing you back just in time for reconciliation.

For you, engaging your donors is a lifelong commitment to ensure your nonprofit receives the support it needs. Use the above outline as a guide to help you navigate the choppy waters of keeping the most important group of people in your organization happy, healthy and giving. And don't forget to reach out to us at Gabriel Group to help you implement ideas and tactics that will turn into soon-to-be success stories for you, your nonprofit and your donors. ▶

Alicia M. Lifrak, CFRE Announced as Gabriel Group's Executive Vice President



GABRIEL GROUP IS PROUD to name **Alicia M. Lifrak, CFRE** as its Executive Vice President.

Alicia makes her way to Gabriel Group from Washington University in St. Louis, where she served as the Senior Director, Regional Eliot Society Programs and Leadership Annual Giving. There, she was responsible for the recruitment and retention of a record-breaking 10,685 Eliot Society members and achieving \$31.8M in Annual Fund support. She also specialized in developing volunteer leadership and market strategies for 22 target regions outside of St. Louis, created collaborative fundraising efforts for all schools and programs and led a multiyear giving initiative to sustain annual giving donations. Prior to her time at Washington University, Alicia served as the Chief Executive Officer at the Lewis & Clark Council, Boy Scouts of America from 2009-2016 and has provided consulting services to nonprofit and academic clients since 2003 to generate fundraising success, operational growth and increase organizational capacity.

"With Alicia now overseeing our entire fundraising team, we couldn't be more confident that Gabriel Group will soon be seen as a full-service powerhouse to nonprofits everywhere," CEO Dave Hawkins says.

"Her experience in the nonprofit sector – as CEO no less – will give us the perfect perspective in regards to exactly how we need to serve our current and future

clients. Her work at Washington University also proves her practical knowledge of and within the direct marketing world, which will benefit us greatly as we look to continue expanding our capabilities and market offerings."

Alicia graduated cum laude from St. Ambrose University in Davenport, Iowa, with a Bachelor of Arts degree. She also completed the Senior Leadership Development Program at the Naveen Jindal School of Management, University of Texas at Dallas and the Culture of Philanthropy CEO Seminar at Washington University, Brown School of Social Work. Alicia has been engaged in numerous volunteer leadership roles and as a volunteer with Rotary International, Southwest Illinois Leadership Council, the Meridian Society, SIUE, the Women's Society of Washington University and her local Parent Teacher Organization. When she's not in the office, she enjoys traveling, live music and spending time with her four children. ▶

Connect with us!

@GabrielGroup



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We look forward to hearing from you!

If you're interested in learning more, please fill out this form and email it to anna.mcNulty@gabrielgroup.com or mail to:

Anna McNulty
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3190 Rider Trail South
Earth City, MO 63045-1518

- I would like more information about Gabriel Group's following service offerings:
 - Full-service Fundraising
 - Membership Services
 - Strategy Development
 - Newsletters

Call Anna at 314.743.5796 or email anna.mcNulty@gabrielgroup.com to talk to us about how we can help your nonprofit thrive.

NAME	ORGANIZATION
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