Donor Engagement Strategies: Beyond Donors Lists and Plaques

Presenters:

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Four Pillars of Donor Relations

Source: The Donor Relations Guru
How do we keep donors engaged?
The secret is not in the walls!
• Thank
• Acknowledge
• Send newsletters
• Send emails
• Send cards
• Deliver presents
• Share success stories
• Share data
• Share photos
• Invite on tours
• Meet for coffee or lunch
• Ask for input
• Ask for introductions
Best Practices

• Donor relations relies heavily on communication, utilize all forms
• Data management
• Personalize
• Be true to your organization
• Utilize resources you already have
Mailings

Each year in November, we like to remember all the wonderful things our friends do. During this special season, gratitude is the reason we created this card just for you!

Happy Thanksgiving from your friends at THE MAGIC HOUSE

happy valentine’s day!

Your support has made heart-warming things possible! This unique work of art was created in our Art Studio by a child benefiting from your generosity.

From your Friends at The Magic House St. Louis Children’s Museum
Special Acknowledgements
Special Offers and Opportunities

- We offer 5-6 VIP Playdates a year as a time to play in the Museum before we open to the public.
- Gives us a chance to reach out to our donors with a personalized email, touch base, thank them again for their support and offer them a special opportunity.
- Allows us to share a new exhibit with our donors as well.

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Cultivation Events

**Evening of Gratitude (Annual Meeting)**
- Recognize board members
- Unique, fun awards
- Announce major news

**Party on the Patio**
- Summer event
- Something unique to celebrate

**Pre-Fundraising Event Receptions**
- Honoree Reception for Children’s Legacy Luncheon
- Celebrity Artist Meet n’ Greet for Celebrity Art Gala
“If you want money, ask for advice and if you want advice, ask for money”

**Moment of Misery to Moment of Magic**

- 2009 – Received $50k gift to establish endowment fund, Initial investment decision was missed opportunity
- 2016 – Fund Assets were $53k, could’ve been $84k
- 2018 – Donor gave $25k gift reaching first benchmark of $100k

How did we get there?
Seven Philanthropists You’ll Meet on Earth

1. The “Time Taker”
2. The “Financier”
3. The “I Had No Idea”
4. The “Hostage Taker”
5. The “Cause Inspires Others”
6. The “Give Until It Feels Good”
7. The “Head and Heart”
Connect
Connect
Connect!

- **Avoid the BORING emails** - skip the automated messages.
- **Multiple Touch Points** - Donors need multiple touch points with your organization.
- **SENSORY EXPERIENCES** - create strong connections.
- **TEAM EFFORT** - multiple people from your organization should be reaching out to donors.
Don’t forget it is the Donor that is the Super Hero!
Celebrate Giving Anniversaries
Donor Recognition Events
Behind the Scenes
Benefits
Let them give you a cause!
Questions?