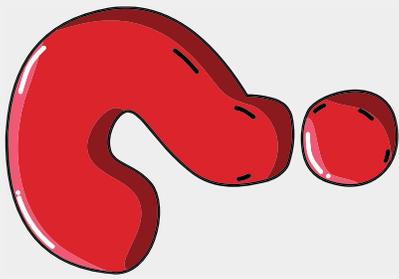


BUILDING

DONOR RELATIONSHIPS



**WISCONSIN LITERACY
WINTER CONFERENCE
FEBRUARY 2026**



WHO AM I?

ORIGIN STORY

WHAT FIRST CONNECTED YOU TO THIS CAUSE?

WAS THERE A MOMENT, PERSON, OR
EXPERIENCE THAT SHAPED THAT CONNECTION?

HOW DOES SUPPORTING THIS CAUSE SAY SOMETHING
ABOUT WHO YOU ARE?

WHEN YOU SUPPORT THIS CAUSE, DO YOU FEEL MORE CONNECTED
TO PEOPLE, TO PURPOSE, OR TO SOMETHING BIGGER THAN YOURSELF?

HAS SOMEONE FROM THE ORG CONTACTED YOU PERSONALLY?

IF SOMEONE FROM THAT ORGANIZATION REACHED OUT TO YOU,
WHAT MADE YOU FEEL SEEN AND UNDERSTOOD?

LONLINESS, BELONGING, & THE FUTURE OF FUNDRAISING

- 50% OF ADULTS REPORT LONELINESS
(U.S. SURGEON GENERAL, 2023)
- CIVIC PARTICIPATION IS DECLINING
(GIVING USA TRENDS)
- CONNECTION AND VOLUNTEERING
INCREASE GIVING (IU LILLY FAMILY
SCHOOL)

TRUST



DONORS ASK (OFTEN SUBCONSCIOUSLY):

- DO I TRUST YOU?
- DO YOU USE MONEY WISELY?
- DO YOU CARE ABOUT WHAT I CARE ABOUT?

TRUST IS BUILT THROUGH:

- TRANSPARENCY
- CONSISTENCY
- PERSONAL CONNECTION



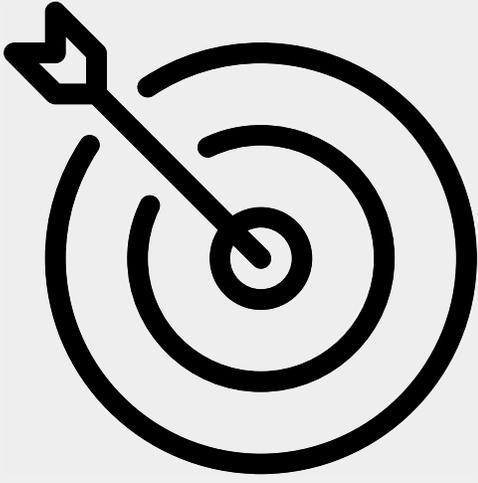
IN A CULTURE WHERE PEOPLE ARE
INCREASINGLY DISCONNECTED, NONPROFITS
ARE UNIQUELY POSITIONED TO OFFER
CONNECTION.



NONPROFITS ARE NOT JUST SERVICE PROVIDERS
THEY ARE CONNECTION BUILDERS.



PHILANTHROPY BECOMES A PATHWAY TO
BELONGING.



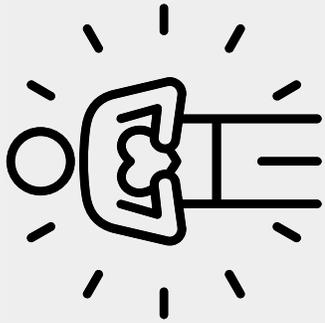
FOCUS

MOST SMALL NONPROFITS FOCUS ON:

EVENTS
APPEALS
SOCIAL POSTS

BUT THE MOST COST-EFFECTIVE STRATEGY IS:

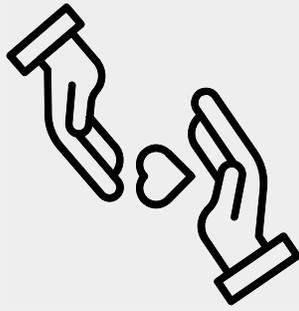
THANK BETTER
REPORT BETTER
CALL MORE
LISTEN MORE



7 TOUCHES MYTH

TOUCHPOINTS

“RESEARCH SHOWS THAT DONOR COMMITMENT BUILDS THROUGH REPEATED, POSITIVE INTERACTIONS. IT’S NOT ABOUT THE NUMBER OF TIMES WE ASK
IT’S ABOUT THE NUMBER OF TIMES WE MEANINGFULLY CONNECT.”



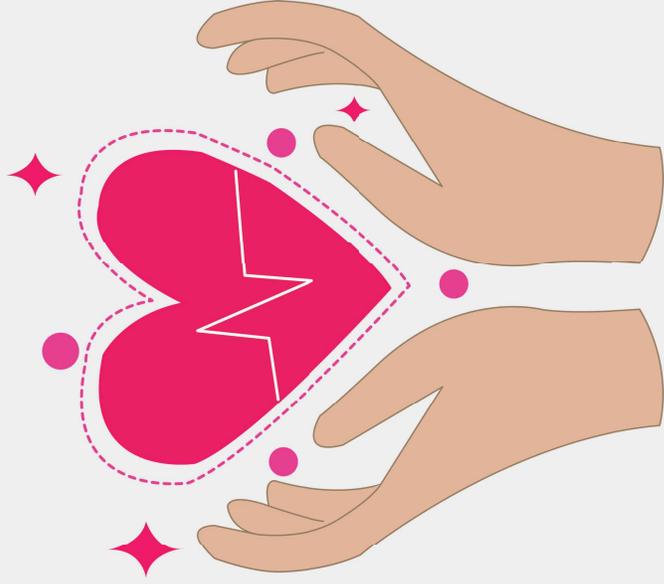
HOW WELL DO I KNOW MY DONORS

WHAT TO WATCH
TIME SINCE LAST TWO-WAY INTERACTION
NOT JUST SOLICITATION CONVERSATION, VISIT, REPLY, EVENT INTERACTION

SILENCE OFTEN SIGNALS DISENGAGEMENT BEFORE GIVING STOPS

BEHAVIORAL CHANGE IS ONE OF THE STRONGEST EARLY WARNING SIGNS.

GIVING BEHAVIOR FOLLOWS PREDICTABLE LIFE-CYCLE PHILANTHROPY PATTERNS



A FUNDRAISER SHOULD ALWAYS BE ABLE TO ANSWER:

WHEN DID I LAST TRULY CONNECT WITH THIS DONOR?

WHERE ARE THEY IN THEIR LIFE AND PHILANTHROPIC JOURNEY?

HAS THEIR BEHAVIOR CHANGED RECENTLY?

DO I UNDERSTAND WHY THEY CARE?

ENGAGEMENT

THE CREATIVE FLOW.



MEANINGFUL TOUGHPOINTS

INVEST IN THEIR PASSIONS
LISTEN
HOLIDAYS
BIRTHDAY
ARTICLES
PHOTOS

WORKFLOWS THAT WORK FOR YOU

[HTTPS://TODOLIST.COM](https://todolist.com)
[HTTPS://TRELLO.COM](https://trello.com)
[HTTPS://CALNEDLY.COM](https://calnedly.com)

MAKING TIME

SECURE TIME ON YOUR
CALENDAR WEEKLY.
LEAVE THE WORKPLACE AND
DISTRACTIONS

STRATEGIC QUESTIONS

WHERE WERE YOU BORN?

HOW DID YOU GET WHERE YOU ARE TODAY?

WHAT ARE YOU MOST PROUD OF?

WHAT'S THE BEST PHILANTHROPIC DECISION YOU'VE EVER MADE? WHY?

WHY DO YOU GIVE TO _____?

ARE THERE OTHERS YOU WOULD RECOMMEND WE CONNECT WITH?



METRICS THAT MATTER

STATISTICS AREN'T
EVERYTHING, BUT
THEY ARE A
MIRROR OUR
WORK

DONOR SATISFACTION, TRUST, AND
PERCEIVED IMPACT ARE THE STRONGEST
PREDICTORS OF DONOR RETENTION AND
LONG-TERM GIVING.

DONORS WHO RECEIVE PROMPT,
MEANINGFUL ACKNOWLEDGMENT AND
CLEAR REPORTING ON IMPACT ARE
SIGNIFICANTLY MORE LIKELY TO GIVE
AGAIN AND INCREASE THEIR GIFTS.

AVG WEEKLY: 30-50 CONNECTIONS

IMPROVING DONOR RETENTION BY 10%
CAN INCREASE LIFETIME DONOR VALUE
BY UP TO 200%.

THANK YOU!



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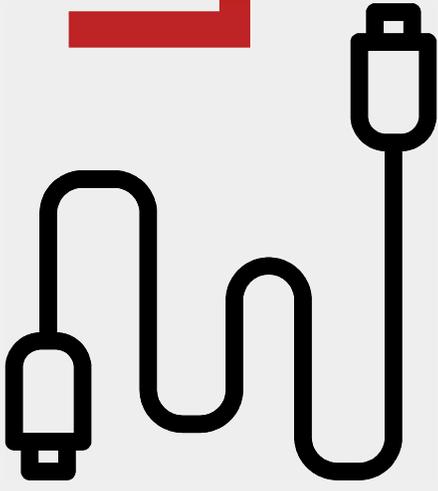
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LET'S CONNECT!

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