

# Donors, Data and To-Do's

Give DeKalb County 2025  
Strategies Webinar



# Submit Your Questions!

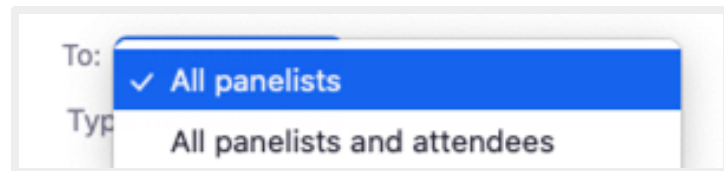
This is being recorded. The recording will be available on the /trainings page **by the end of this week.**

If you have questions or comments throughout our training, please write in using your Zoom webinar attendee panel.

Introduce yourself! Name, location, organization.



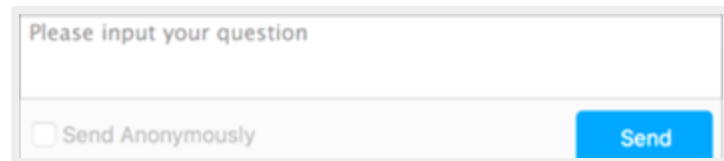
## Chat Box

A screenshot of a chat box interface. It features a 'To:' field with a dropdown menu showing 'All panelists' (selected with a checkmark) and 'All panelists and attendees'. Below this is a 'Type' field.

To: ✓ All panelists  
Type: All panelists and attendees



## Q&A

A screenshot of a Q&A form. It has a text input field with the placeholder 'Please input your question'. Below the input field is a checkbox labeled 'Send Anonymously' and a blue 'Send' button.

Please input your question

☐ Send Anonymously Send

# What will we cover?

- Donor stewardship basics
- Crafting your thank you message
- After the Giving Day: how to access your donation reports
- How to maximize your data through donor segmentation
- Tips and best practices for gift acknowledgements

# Stewarding Your Donors

How to acknowledge and  
delight your donors to  
make them feel like the  
heroes they are!



# What is donor stewardship?

- A specific type of donor relations
- Begins before the very first gift is given
- Allows organizations to cultivate long-lasting relationships with donors



# Why is Donor Stewardship important?



- It's a cost-effective fundraising strategy
  - On average, it costs 3x more to acquire new donors than it does to steward existing donors
- 81% of first-time donors do not turn into repeat donors
- 63% of repeat donors remain repeat and recurring donors
- Long-term relationships are more effective and can help you to better strategize and maintain your annual fundraising plan

# After the Day



# Evaluate Your Success

## Engagement

- Open Rates
- Click Rates
- General Awareness

## Contributions

- Money Raised
- New donors
- Number of recurring donors
- Average gift size





# How will you thank your donors?

- **Pre-schedule general messaging to all supporters**
  - Social media posts and overall success update
  - Giving Day thank you email to your organization's email list
- **Follow up with donors for more personal stewardship**
  - Access their contact information in your GiveGab Dashboard
- **Highlight impact of donor-funded projects**
  - This doesn't have to happen right away!

# General Acknowledgement Tips

- **If possible, personalize your acknowledgements!**
  - **Example:** “Hi Bridget,” vs. “Dear Friend,”
- **Highlight the impact of the donor’s contribution**
  - **Example:** “With the dollars raised we have helped 50 people in need”
- **Include additional opportunities to get involved**
  - **Example:** “Join us on Sunday for our Summer BBQ Jamboree”
- If publicly acknowledging any donors, be cognizant of how their names are displayed

# Creative Thank You Ideas

1. Thank You Video
2. Naming Opportunity
3. Appreciation Party
4. Donor Spotlight
5. Handwritten Note
6. Behind The Scenes Look
7. Future Discount
8. Milestone Recognition
9. Public Display
10. Giving Level Perks

# Involve your Supporters

- Board members
- Volunteers
- Peer-to-Peer Fundraisers



# Strengthen the Relationship

- The first thank you is just the beginning
  - Your gift **will...**
  - Your gift **is..**
  - Your gift **did...**
- Welcome new donors
- Share more information about your organization
- Learn about what inspired the gift



# Tell a better story

1. Identify and Measure Impact
2. Use Real-Life Stories
3. Make Data Understandable
4. Collaborate with Partners
5. Be Transparent
6. Use Technology



# Maximizing Your Data




# Your Giving Day Donation Report

- Export a list of giving day donors
  - Use donor contact information for thank you notes and acknowledgements
- Sort by donation type, amount, etc.
- Can filter by campaign/giving day

The screenshot shows the GiveGab dashboard for Give DeKalb County. The header includes the GiveGab logo and a Home link. The main content area is divided into two columns. The left column features a sidebar with a 'Give DeKalb County Bonus Pool' header and a navigation menu with links for Home, Giving Days, Reports (highlighted with an orange box), Donations, and Manage Organization. The right column displays the 'Give DeKalb County' header for May 1, 2025, with a summary of \$16,378.00 raised, 133 donors, and 141 gifts. Below this is an 'Analytics' button and a 'Get Set Up' section with a list of tasks: Add Your Organization's Info, Add Your Story, Add Donation Levels, Add a 'Thank You' Message, and Add Fundraisers. Each task is preceded by a green checkmark icon.



# Your Giving Day Donation Report



Pawnee Public Library

Home


Pawnee Gives (Support)

Reports

**Donations**

Manage Organization

## Donations

 Dates and times on this page are displayed in your computer's time zone. If you export your donations from this page, dates and times in that file will appear in UTC to assist with bank statement reconciliation processes. [Learn More](#)



All Giving Days & Community Giv

All Campaigns

Any Donation Type

Start

End

Actions	Donation ID	Date	Donor	Intended Donati
  +	6554	11/22/2021 12:42PM	katrina grein katrina@givegab.com	\$100.00

✓ All Giving Days & Community Giving Sites

Fairfield County's Giving Day (2022)

Fairfield County's Giving Day (2021)







Fairfield County's Giving Day (2020)

**Fairfield County's Giving Day (2019)**

All Campaigns

Any Donation Type

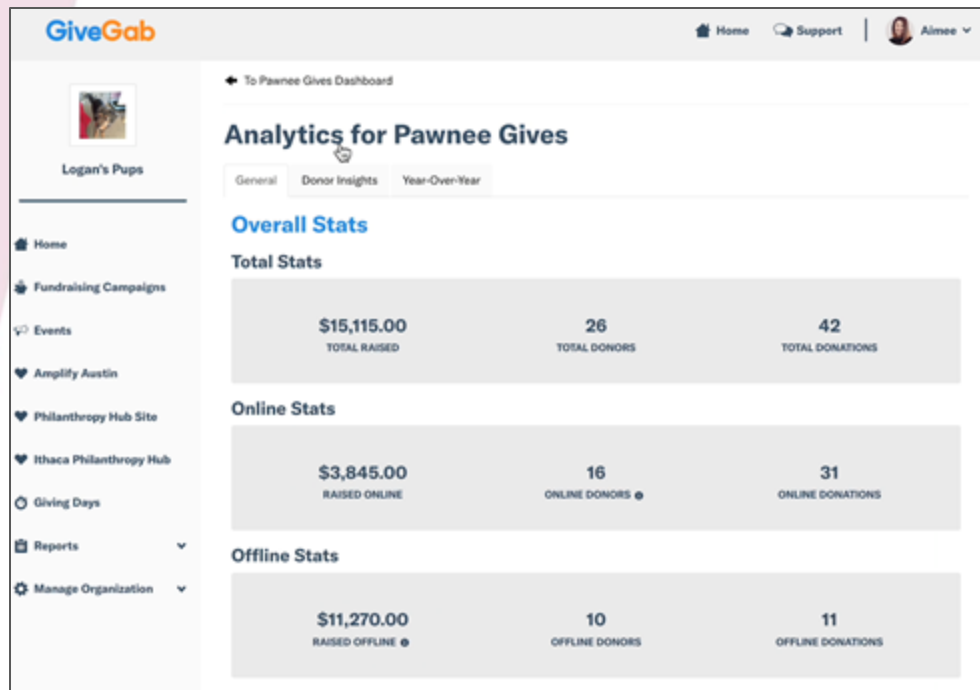
End

				Intended Donation	Amount Charged	Bank Fees	Platform Fees	Covered F
  +	3673413	2/25/2021 11:36PM	Rocetfg Carmody testemail+user1390797@localhost.com	\$50.00	\$53.48	\$1.48	\$2.00	Yes
  +	3672376	2/25/2021 10:26PM	Lpskbml Gerami testemail+user3253007@localhost.com	\$25.00	\$26.89	\$0.89	\$1.00	Yes
  +	3668547	2/25/2021 8:21PM	pedro Hovermale testemail+user3251759@localhost.com	\$50.00	\$53.48	\$1.48	\$2.00	Yes

# Giving Day Analytics

Key stats are available for the following data points:

- Donor counts (online, offline, total)
- Donation counts (online, offline, total)
- Average donation size
- Average donations per donor
- New donors
- Fee coverage
- Year-Over-Year comparisons



# Maximizing Your Data

- Who increased their giving from year to year?
- Who was new to your organization through this year's giving day?  
Did they become a donor via a Peer-to-Peer (P2P) fundraiser?
- Who were your most successful P2P fundraisers?
- Who left a personal comment?

# Segmenting Acknowledgements

- Every donor is important, but not necessarily equal
- Determine your donor segments
  - Giving Levels
  - Entry Point
  - Giving History
- Create a realistic strategy to thank all of your donors appropriately based on their segment

# Segmenting Example



*The larger the gift, the more personal the acknowledgement!*

# The Importance of Segmenting

- Crucial component of effective donor stewardship
- Allows for personalized customization
- Ability to allocate time and resources to donors with the most potential for growth within your organization
- Helps you reach your internal goals more quickly and easily

# Key Takeaways



# Key Takeaways

- Create a strategy for acknowledging donors to build stronger relationships
- Take advantage of the reporting tools available in your dashboard (all year round!)
- Highlighting the donor's impact allows the donor to appreciate the value of their contribution
- Provide more opportunities for them to get involved



***There is no such thing as too much gratitude!***



# Resources



## 4. Give Thanks



Stewardship Email  
Templates

[View](#)



Sample Stewardship  
Social Media Posts

[View](#)

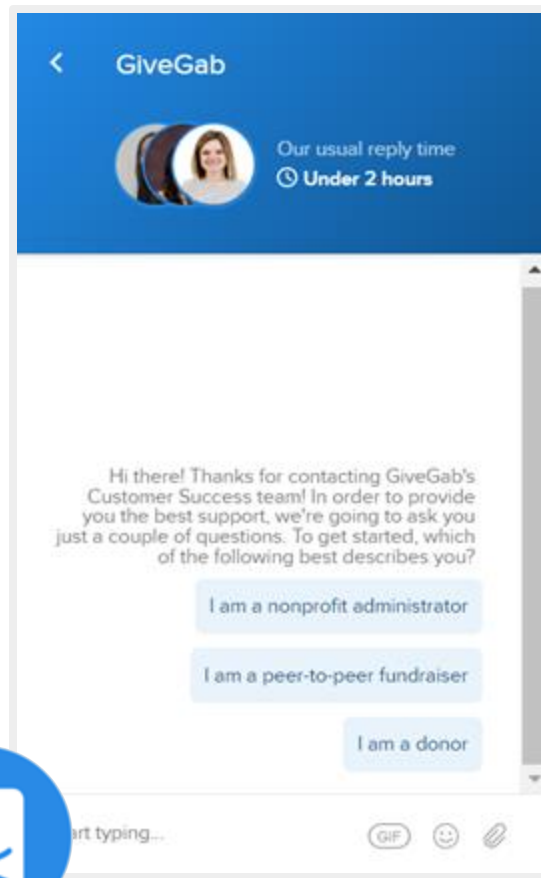


Stewardship Tips

[View](#)

# How We Support You

- Visit Our Help Center
  - [support.givegab.com](https://support.givegab.com)
- Check Out Our Blog
  - [givegab.com/blog](https://givegab.com/blog)
- Send us an Email
  - [CustomerSuccess@givegab.com](mailto:CustomerSuccess@givegab.com)
- Chat with GiveGab's Customer Success Team
  - Look for the little blue chat bubble



# Reminders

- ACH - securely and quickly receive your GDC payout
  - Call Teri Kleckner: 815-748-5383
  - Organization name, bank account number, routing number
    - If nothing has changed, email [t.kleckner@dekalbccf.org](mailto:t.kleckner@dekalbccf.org) to confirm
  - Deadline: **May 9**
- Yard signs - return to Community Foundation
  - Please remove '1' date decal from both sides
- Survey - we want your input
  - Deadline: **May 12**
- Mailed donations still arriving - **Grand Total not final**

# Next Steps

- Mail-in gifts and Bonus Pool
  - Adding to website today: **May 6** (approximately **1pm**)
  - Likely 1 more upload after this
- Reconciliation
  - Online, offline, Bonus Pool
- Payout
  - One payment (ACH or check), net of fees, plus Bonus Pool allotment
- Reporting
  - Final analysis for transparency and year over year comparison





# Questions?



GiveGab is becoming  Bonterra.