

DONOR EXPERIENCE

CREATING THE INSPIRATION TO GIVE

Our comprehensive approach provides a framework to understand the donor experience and the functional and emotional needs of high priority segments. We can help you:

- Identify the most meaningful and useful communication vehicles that inspire giving
- Understand donor perceptions regarding the current and ideal donor experience
- Determine relative value of communications in recognizing donors for their contributions
- Design strategies for better ways to streamline communications to maximize relevance and impact on various segments
- Outline action plans for best managing communications vis-à-vis the donor experience
- Develop translational plans for others who engage donors
- Continuously monitor key interactions, such as donor satisfaction and marketing campaign impact, using real-time feedback for service recovery that can be added to our existing CRM



Understanding the Donor Experience

- We discover best practices from other organizations, neglected touchpoints and high impact opportunities for improving the experience and influencing a change in donor/prospect attitudes and behaviors.
- The donor experience is all encompassing, from awareness to selecting an organization to making the donation to becoming an advocate of the organization.
- Understanding touchpoint performance and the subtle differences between segments during each phase of the experience is the key to maximizing communication channels and developing targeted messages.
- Using our Experience Mapping framework and in-depth individual interviews, we uncover the unique needs of key segments throughout the different stages of the donor experience.

Gelb
An Endeavor Management Company