



The Heart of Giving: Authentic Donor Engagement

Sharon Papo, LCSW

CEO of Indigo Skies Consulting

Fundraising Consultant and Executive Coach



Our presenter today...



Sharon Papo, LCSW

Sharon Papo, LCSW is a **Fundraising Consultant, Executive Coach** and founder of Indigo Skies Consulting.

Sharon thrives on supporting executive directors and development directors to grow into effective, badass fundraising professionals. Her specialty is motivating Boards to fundraise, launching successful capital campaigns, and growing major donor programs at small and mid-size organizations. As a consultant, coach, speaker, and trainer, Sharon is known for her positivity, warmth, and sparkle.

To sign up for her free Fundraising Tips emails, go SharonPapo.com, or reach out at sharon@indigoskiesconsulting.com.



Agenda

The Heart of Giving: Authentic Donor Engagement

Agenda

1. Why this topic matters
2. Connection: a national problem
3. Mindset: how we get out of our own way
4. Tools to build connection and trust
5. Preparing for authentic connection meetings

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Section 1: Why this matters

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Why this topic?



- Fewer people (49.6%) give, and they are giving less*
- 10 million nonprofits worldwide (1.8 million in the US)**
- Nonprofits are considered less trustworthy than corporations***
- Breakdown of Human connection = generosity crisis***



*Indiana University Lilly Family School of Philanthropy, 2023

** NPAction.org

***Edelman Trust Barometer, 2022

****The Generosity Crisis (Chappell, Crimmins, Ashley)

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I am worried about our sector

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**Technology can be very helpful,
but it's not going to solve
all of our problems**

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Technology can:

- Save you time
- Automate tasks
- Track donations
- Provide better data
- Make donating easier
- Better manage your volunteers
- Facilitate online giving

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Tech tools can free us up to build relationships in our sector

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Section 2

Connection - A national problem

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People are lacking Genuine Connection

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The epidemic of loneliness

- At epidemic levels - it's killing Americans
- Social media has accelerated loneliness
- 61% of adults 18-25 reported feeling serious loneliness (39% of the general pop)

Connection and Loneliness:
**A big problem with
serious impacts**

Loneliness is a serious health issue:

- 26% increased risk of premature death
- Living in loneliness is equivalent to smoking 15 cigarettes a day.
- 1 in 2 adults in the US are living with measurable levels of loneliness (more people than with diabetes)

The solution: Social connectedness

- Our opportunity: Build a culture of connection
- Build your culture of philanthropy by building your organizational family



**A lack of authentic connection
is impacting our world,
our sector, and our fundraising**



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Section 3: Removing Mindset Blocks

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Mindset

**Is your mindset in the way
of making authentic
connections with donors?**

Mindset and money

- We all grew up with stories and values around money
- Do you have money stories that are in your way of fundraising?

Our early money stories

We all grew up with stories and values around money

- Money doesn't grow on trees
- Money is dirty- wash your hands if you touch it
- People with money have power
- People with money are good/bad
- Four taboo topics: politics, money, religion, and sex

Possible mindset blocks

- Internal messages about people who have money
- I'll inconvenience them / offend them
- They won't like me

Mindset Shifts

- If I make a heartfelt invitation, people can genuinely say yes or no
- Everyone wants to make a difference, I am a bridge
- The “no-surprises rule,” they know I will ask

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Section 4: Tools to build connection and trust

Tools to build connection and trust

- Have genuine interest, care and concern
- Show up to be of service (not salesy)
- Be a bridge -connect them to issues they care about

Get curious

- What do they care about?
- What are they concerned about?
- What are they hopeful about?
- What do they feel called to address?
- What are the changes they want to make in the world?
- Why are they interested in/excited by your work and impact?
- How do they want to get involved?

Active Listening

- Verbal acknowledgement
- Non-verbal acknowledgment

Verbal Acknowledgment

- Paraphrase or summarize to show understanding
- Tone of voice

Non-Verbal Acknowledgment

The heart of communication

70-93% of communication is nonverbal*

- Body language: nodding & leaning forward
- Eye contact
- Facial expression

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Section 5: Preparing for authentic connection

How are you doing?

We can't build authentic connections
if we're burned out/exhausted,
overwhelmed, stressed

Self care is not selfish

- Self-care = health
- Health = sustainability
- Sustainability = success of your fundraising efforts

Burnout is killing our sector

- Burnout is affecting more than half of all nonprofit employees*
- 30% of nonprofit employees are burned out*
- 60% of nonprofit leaders reported feeling used up at the end of the workday**

*Givebutter report, 2023

**DDI World's Global Leadership Forecast for 2021)

Average Job Tenure:

- Fund development professional: 16 months*

The cost of burnout and turnover

The median gift size for fundraisers with:

1-4 years on the job: \$200,000

4-7 years on the job: \$300,000 (50% higher)

7+ years on the job: \$550,000 (83% higher)

What makes you feel resourced?

- Prioritize by your energy
- Avoid toxic situations/relationships
- Vent/therapy
- Walking
- Yoga
- Sleeping in
- Taking breaks
- Eating well
- 3 deep breaths

Recap

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Recap:

- Connection is a national problem
- Our mindset matters
- Build connection and trust with verbal and nonverbal communication
- Prepare for authentic connection meetings by being well-resourced

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Tech tools can free us up to build relationships in our sector

Why should
technology do this
for you?

To buy you **TIME** ... so
you can focus on
CONNECTION and your
MISSION.

How can
technology do this
for you?

That's our focus...creating
the tools and features
that help you find more
TIME!

Technology can (and SHOULD):

- Save you time
- Automate tasks
- Track donations
- Provide better data
- Make donating easier/Facilitate online giving
- Better manage your volunteers
- **AND** personalize comms every step of the way

Automate Tasks and Reminders

Let your CRM manage your tasks for you with top-level visual data on all tasks, automated prioritization, and email reminders as well as email alerts for any updates to tasks.

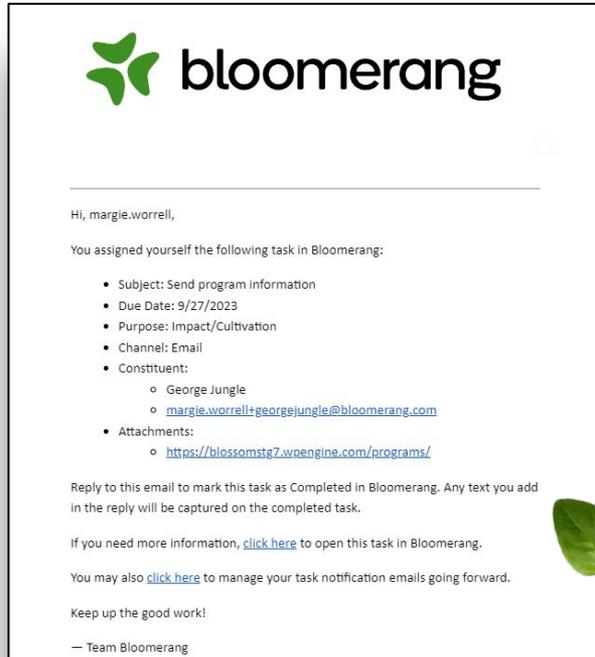
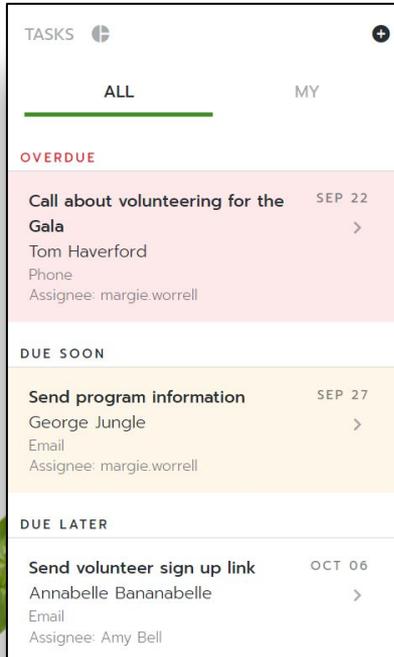
How we do it

Lots to do and lots of details?

Let your Bloomerang CRM help! Set up tasks for you and for your staff and get email reminders as well as dashboard tracking of which tasks need to be completed soon.

Automated task reminders

Emails are automatically sent to the owner of the task when a task is set and as it is updated or becomes overdue. You will see tasks on your dashboard AND in your email list!



Track donations

Do you care about the results of your fundraising efforts? Well, we do too!

That is why we put this information front and center on your dashboard, so you can view it at a glance. No need to run a report when you are wanting a read on your results!

<p>AMOUNT RAISED</p> <p>This week \$15,000 2 transactions \$7,500.00 avg</p> <hr/> <p>This month \$33,030 257 transactions \$128.52 avg</p> <hr/> <p>This fiscal year \$41,590 282 transactions \$147.48 avg</p>	<p>DONOR RETENTION</p> <p>71% DEFAULT</p> <p>175 out of 244 donors retained</p>	<p>CAMPAIGNS View all</p> <p>2024 Annual Fund (G/O Fund) Calendar Year</p> <p>6% GOAL: \$260,000</p> <p>View transactions</p> <p>2024 Capital Campaign (Building Fund) Calendar Year</p> <p>11% GOAL: \$50,000</p> <p>View transactions</p>
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Provide Better Data

What matters to one organization may not matter to the next. Create custom fields in your database to track what matters to you. No more files or post-it notes—put that important information where it is accessible with just a couple of clicks!

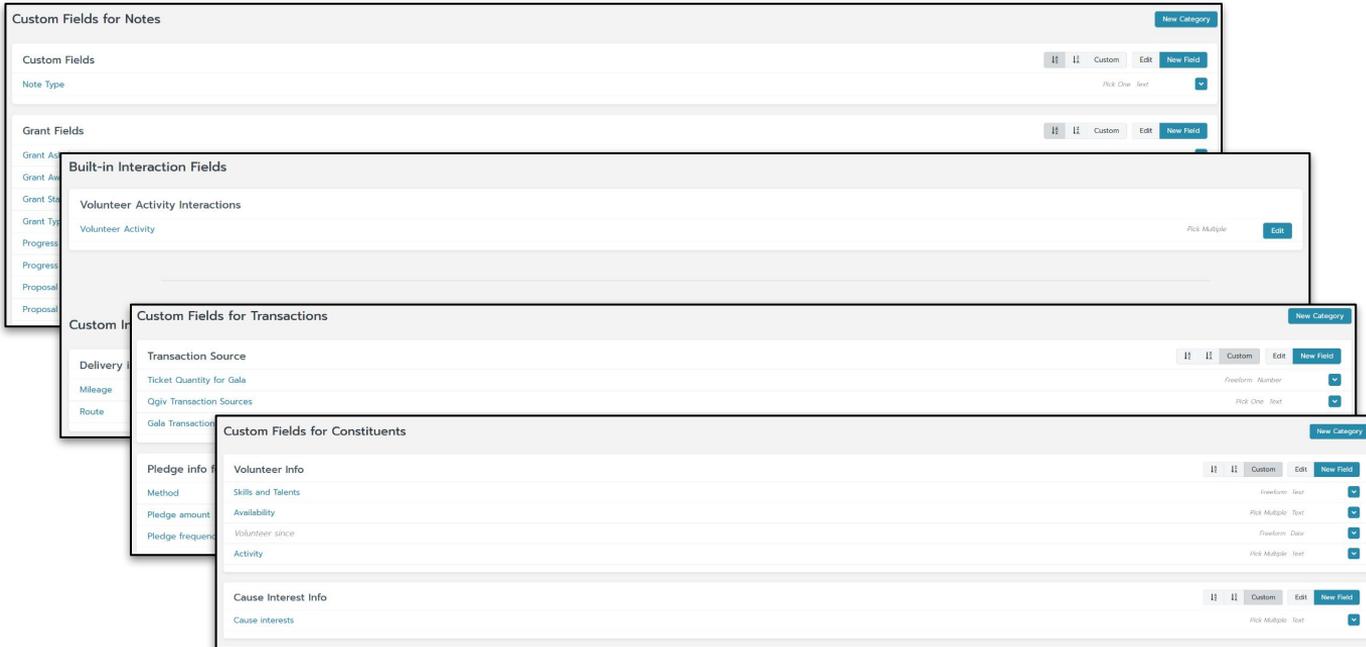
How we do it

Create custom fields for a wide range of data

Custom fields have the flexibility, versatility and depth to allow you to gather and track details about your donors that can help you really know them at a deeper level, no matter how many donors you have.

Custom fields can improve data quality

Using Custom Fields, you can dive deeper into information around constituents, notes, transactions or interactions, making for a better view of your donor's experience with you.



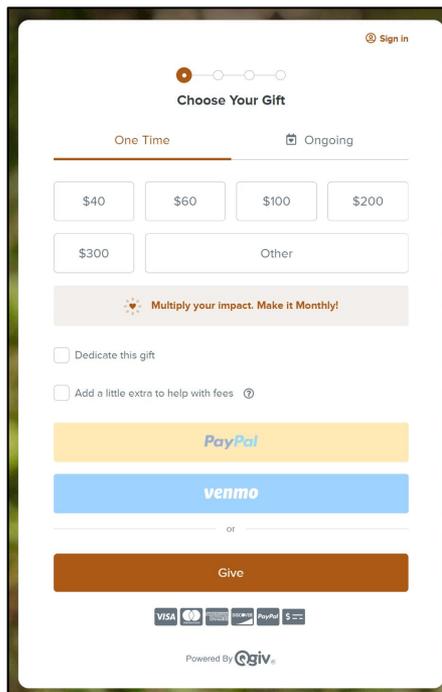
The image displays a series of overlapping screenshots of the Bloomerang Custom Fields interface. The top-most screenshot is titled "Custom Fields for Notes" and shows a "Note Type" dropdown menu with a "Pick One Text" field and a "New Field" button. Below it is a screenshot for "Built-in Interaction Fields" showing "Volunteer Activity Interactions" with a "Volunteer Activity" dropdown and a "Pick Multiple" field. The next screenshot is "Custom Fields for Transactions" showing "Transaction Source" with a "Ticket Quantity for Gala" dropdown, "Ogiv Transaction Sources" dropdown, and "Gala Transaction" dropdown. The bottom-most screenshot is "Custom Fields for Constituents" showing "Volunteer Info" with fields for "Skills and Talents" (Freeform Text), "Availability" (Pick Multiple Text), "Volunteer since" (Freeform Date), and "Activity" (Pick Multiple Text). It also shows "Cause Interest Info" with a "Cause Interests" dropdown and a "Pick Multiple Text" field. Each screenshot includes a "New Category" button in the top right corner.

Online Giving—Quick and Easy!

You are able to implement online giving tools at the level that fits your organization's needs and budget.

Bloomerang customers are seeing:

- **25%+ larger online donations**
- **11%+ Increase in total donor count annually**
- **11% increase in first-time donor retention**



The screenshot shows a mobile-friendly online giving interface. At the top right is a "Sign In" link. Below it is a progress indicator with four circles, the first of which is filled. The main heading is "Choose Your Gift". There are two tabs: "One Time" (selected) and "Ongoing". Under "One Time", there are buttons for "\$40", "\$60", "\$100", "\$200", "\$300", and "Other". A grey banner below these buttons says "Multiply your impact. Make it Monthly!". There are two checkboxes: "Dedicate this gift" and "Add a little extra to help with fees". Below these are three large buttons for payment methods: "PayPal" (yellow), "venmo" (blue), and "Give" (brown). At the bottom, there are logos for VISA, American Express, Discover, Mastercard, and PayPal. The footer says "Powered By Qgiv".

How we do it

Online Giving Options

With Bloomerang, we know that not one size fits all. You can choose from our online giving options and make giving and recording those donations a breeze!

Bloomerang Online Giving

Forms are designed to be simple, yet effective forms to collect your online donations.

Qgiv Giving Plus add-on allows for more giving options and an unparalleled donor experience.

Steward Your Volunteers

Not only can you steward and manage your volunteers with Bloomerang Volunteer, you can empower your volunteers to manage their own involvement, freeing up your staff time.

The image shows two overlapping screenshots of the Bloomerang Volunteer dashboard. The top screenshot is for the 'YOUTH EDUCATION NETWORK' and displays '98 STAFF NEEDED' and '2024 Earth Day Events' with details like '3 Hours' and dates from January 29 to May 2, 2025. The bottom screenshot is for 'LMS Community Organization' and features a dashboard with four large KPI cards: '6' (Priority Applications), '2' (Lost Opportunities), '1' (Outgoing Opportunities), and '12' (New Opportunities). It also includes a line chart for 'ACTIVITY OVER TIME' showing a sharp increase in activity starting in late 2023, and a bar chart for 'MONTHLY USER HEALTH ASSESSMENT LEVELS' with categories for 'Not Logged (Inactive member)', 'Member (Closed active)', and 'Multi-logged (Inactive active)'. A 'Join C' sidebar is partially visible on the left.

How we do it

From our self-service sign up to reminders and mobile check-in for shifts, Bloomerang Volunteer makes managing volunteers easier. Dashboard analytics allow you to see who is contributing to your organization through their volunteer time so that you can recognize their contributions. And our new optional leaderboard feature allows you to extend yet another instance of recognizing your top volunteers!

The image shows a 'TOP 10 LEADERS' leaderboard with the following data:

Rank	Volunteer Name	Hours
1	Adalyn Sommereaux	26.00hrs
2	Margie Worrell	8.00hrs
3	Adam Ant	6.00hrs
4	A. C. Slater	3.00hrs
5	Adalyn Choret	3.00hrs
6	anybody anywho	3.00hrs

Personalized comms made simple

How can you build connection and make your donors feel like part of your family? By showing that you see them, know them and appreciate them on a personal level.



You're making a difference in a sloth's life!

Thanks for your donation! The transaction was processed successfully

Be on the lookout for a tax letter in the mail. We can't wait to tell you all about how your gift is making a difference in the sloth community. We'd love to learn more about you and why you gave today. Feel free to reply and drop us a line!

Our Contact Information
 {{Organization Name}}
 {{Organization Address}}
 {{Organization Phone}}
 {{Organization Website}}
 {{Unsubscribe}}




Thank YOU!

Margie, thank you for your generous gift of \$50.00 on 1/18/2024!
 Because of your generous support, our animals will be warm and cozy. It's people like you that the creatures in our care depend on, and we couldn't do it without you.

Would you like to lend a hand with our mission?

Our orangutans love making friends, and we depend on volunteers for everything from feeding, administrative tasks, cleaning, and cuddling.
 Visit our [Volunteer Center](#) on our website!




Our Contact Information
 Bloom Community Center
 8724 Birtz Road
 Indianapolis, IN 46216
 3163322999
<http://demo-npo.bloomerang.co/>
 Unsubscribe | [Manage email preferences](#)

Thank you for your continued support,
Blossom Orangutan

How we do it

The stats about loneliness are compelling.

How can you help while still making a difference in your community? By making donors feel seen. Using a personalized communication feels good for donors and produces better ROI for your organization!

Did you know?????

Compared to impersonal direct mail, adding a person's name, full color and more sophisticated database information can increase the response rate by up to 500%?

AND...

Personalized emails see average open rates that are more than 82% higher than generic emails.

Key takeaway:

PERSONALIZATION PAYS OFF!

My wish for you

A well-resourced you

=

A happy you

=

Open to authentic connections

=

Successful fundraising

Poll and Q&A



Want to find out more?

[Request a demo](#)

or

Speak to a live
person:
[1-866-667-4485](tel:1-866-667-4485)

Resources

[The Ultimate Donor Engagement Guide + Top Strategies](#)

[Effective Donor Management: 7 Best Practices for Nonprofits](#)

[Donor Stewardship: Expert Tips To Build Strong Relationships](#)

[The 9 Best Nonprofit CRM Solutions \(Updated for 2024\)](#)



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**Thank you for
being here today!**

Contact information

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