

MORE THAN A MOMENT: Using Events to deepen donor experiences



with **MARYANNE DERSCH**





My Promise

What this isn't

What this is



The PROBLEM

81% Give again if they feel connected to the cause

43% Don't feel adequately appreciated post-event

72% Poor communication or feeling unappreciated is the main reason they stop giving

Numbers tell the story





EVENT TO EXPERIENCE





EVENT + EMOTION = EXPERIENCE



Event vs. Experience: What's the Difference?

Event

Focus: **Logistics**

Success is measured by:
**Attendance, agenda
timing, money raised**

Donor feeling afterward:
"That was nice."

Experience

Focus: **Emotion, connection,
transformation**

Success is measured by:
**Engagement, connection,
follow-through**

Donor feeling afterward:
"That moved me."

EVENT TO EXPERIENCE



Former event planner, Current relationship expert!

Special Gift
For YOU!

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Donor Engagement Scorecard Template
Use this scorecard to assess donor engagement at your event. It's helpful for deciding on follow-up strategies and identifying high-potential supporters.

Donor Name	Attended	Interactions Observed	Participation Level	Emotions	Follow-Up Potential	Notes
Jane Smith	✓	Spoke to staff, asked questions	High	Smiled, leaned up at video	🔥 Hot (Call)	Interested in student mentorship
Carlos Lee	✓	Sat quietly, minimal interaction	Low	Neutral	🟡 Warm (Email)	Attended alone, new donor
Priya Patel	✗	N/A	N/A	N/A	🔵 Cold (Skip)	RSVP'd but didn't attend

Post-Event Follow-Up Email Sequence
Here's a 3-part follow-up sequence you can customize to maintain momentum and deepen donor relationships.

Email 1: Thank You (Sent within 24-48 hours)



How to create an EXPERIENCE





1. Events are part of a bigger journey





2. Rethink who is in the room



3. Focus on Participant Emotional Journey





4. Surprise and Delight



Put the _____ first and the _____
will follow.



5. Meaningful Connections



6. Meet Your Participant Needs

7 DONOR NEEDS NEEDS FOR A SUCCESSFUL EVENT

1 SAFETY



SAFETY

2 ACCEPTANCE



ACCEPTANCE

3 EMPOWERMENT



CONNECTION

4 CONNECTION



COMMUNICATION

6 COMMUNICATION



VISION

7 TRANSFORMATION



TRANSFORMATION



7. Capture and Keep the Energy

85% Repeat donors report feeling transformed by giving

3.2x Giving increase when donors experience transformation

74% Legacy donors cite personal transformation as motivation

Transformation is the ultimate reward





Relationship Activator Call!

Transform your relationships!

- Move donors to action
- Build authentic relationships that last
- Spend more time on your most qualified prospects
- Gain insight into how to grow your influence

LIMITED TO 7 SESSIONS!