Effective Online Donation Strategies

WHAT ARE WE TALKING ABOUT?

- What is Donor Experience?
- Thinking About Relationships, Not Transactions
- Inviting People To Join In
- Treating Donors Like Partners, Like Customers

WHAT'S YOUR STORY?

- Branding Is Experiential
- Often, Brands Are Emotional and Logical
- Websites Tell Stories, and Good Stories Have a Beginning, Middle, and End
DONOR EXPERIENCE AS A STORY TOO

What sort of things are you doing to inspire me? How is donating the next logical step?
How do you make the donation process easy? How do you connect the dots?
How do you continue to build the relationship after the donation? How do you stay in touch?

PASSIVE

Our organization has worked with numerous, diverse organizations and causes, which created an impact for multiple vulnerable communities in our service area.

ACTIVE

Since 2014, our organization provided 24,000 free school lunches, resulting in an average full-point grade-point average increase and a 2X increase in graduation rate.

Example of Passive Communication

Unifying Voices for Washington’s Great Outdoors
**How Are You Telling Your Story?**

- Don't Bury the Lede
- Dinner Party Exercise
- Emotional & Logical (Stats & Impact)
- Inspire and Motivate

**DURING THE DONATION**

- Now What Happens?
- Effective Forms, Reduce Friction
- Smooth Integration
- Connect the Dots, This=That

**YOU ARE WHAT PEOPLE THINK YOU ARE**

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**Donor Form Example #1**

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Donor Form Example #2

Donor Form Example #2 (cont'd)

Life After Donation

<table>
<thead>
<tr>
<th>IMMEDIATE</th>
<th>MEDIUM-TERM</th>
</tr>
</thead>
<tbody>
<tr>
<td>Completing the Circle</td>
<td>Ongoing Vicarious Stories of Impact</td>
</tr>
<tr>
<td>Signup for Donor's Only List, &quot;Club&quot;</td>
<td>&quot;Look What We Did!&quot;</td>
</tr>
<tr>
<td>Past Results, Reinforce</td>
<td>Stories Showing Real Change</td>
</tr>
<tr>
<td>Personal Thank You</td>
<td>Continue to Inspire &amp; Motivate</td>
</tr>
</tbody>
</table>
Summing Up

- Inspire & Motivate
- Be Direct, What Change You Actually Create
- Lead with Your Best Pitch
- Donate Button Should Be Next Logical Step
- Keep In Touch, Continue to Deepen Relationship

Q&A

WHAT IS YOUR QUESTION?

Donor Experience (DX) is specific to every organization. What questions do you have about how YOUR organization could benefit?

WHO WE ARE

DX Labs helps nonprofits build better donors by being better partners, communicating more effectively, and moving more quickly during the give of donations. [https://dxlabs.org](https://dxlabs.org)

1123 Interactive helps nonprofits by crafting easy-to-maintain, effective WordPress websites. Special pricing for nonprofits. [https://1123interactive.com](https://1123interactive.com)
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Use Coupon Code: WNP for $100 off a Donor Experience (DX) Site Review (regularly $500).
Includes detailed video walkthrough and text write-up.
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