**JCamp 180 Annual Conference 2018**

Workshop G7: Building New Support Through Winning “Welcome/Welcome Back” Strategies

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Growing your Camp’s base of support depends on how well you invite and welcome new supporters into your Camp family. Communicating “why give to camp” to your your Alumni, parents, Grandparents, and staff on important to convert non-givers into giver, and to retain those donors over their life-time, but it also helps you fulfill your mission. Done well, you bring your supporters happiness, community and purpose as Jews.

**Outline Notes from this Workshop**

1. **Culture of Philanthropy:**
* Heart and Minds: An attitude of gratitude for our supporters and friends
* Structures: the focus of this workshop / Donor Journey Maps
* Behaviors: What happens after this workshop? Implementation?
1. **Donor Retention Numbers:**

New donor retention: 41.7% at one strong Jewish Camp vs. 23% non-profit sector average. Overall donor retention rate: 60.57% vs. 45.5%

1. **Donor Lifecycle Map / Donor Life-time Value**
	* First time gift = $180
	* Average Five-year life-time value of an individual donor at one Jewish Camp = $2,238
	* Average Major gift or stretch Gift = $10,000 +
	* Average Bequest gift in America, between $35,000 and $70,0000
2. **Avatars for Sources of Support**
	* Segmentation: parents, Grateful past parents, grandparents, older Alumni, Staff
	* Personify your segments: motivation, concerns, life-cycle, other giving, Jewish identity, etc
	* List 10 reasons why she DOESN’T give. Directly address the TOP reasons WHY Give (on website, in speeches, in appeal letters).
	* Know the hearts and minds of your supports. Speak to them with love. Move me from inactive to active multi-year supporter. (using strong emotions)
3. **Donor Journey Maps**
	* Ask -> Easy to give -> Thank -> Welcome -> Report -> Celebrate -> Ask Again
4. **Welcome Packets (Start of a beautiful friendship)**
	* Warmth, Belonging, Stories, what to expect from giving support (how often, how much, invitations, frequency of communication).
	* Ask your supporters questions -> SURVEY ME!
	* Two-way engagement.
	* Purpose, Connection, Identity, Stories