



The Fundamentals of Responsive Fundraising

A GENEROSITY CRISIS

Nonprofits are **losing over 75% of new donors** year over year and the number of "everyday donors" is decreasing.



THE ANSWER IS RESPONSIVE FUNDRAISING

Responsive Fundraising puts the donor at the center of fundraising and grows giving through **personalized donor journeys** that respond to the needs of the individual. The Responsive approach builds trust and loyalty from supporters through personalized engagement.

It's the way to **treat ALL your donors like major donors.**



THE INSIGHT

Donors will continue to give when they **feel connected** with and **have confidence** in an organization working on a cause they **care deeply about**.

Responsive Fundraising is about taking a **personalized approach to each donor** based on understanding their motivations and preferences.

Engage with each individual on a personal level to build trust, and **break down the barrier between the supporter and their impact** on your mission.



THE FRAMEWORK

Create meaningful donor journeys at scale to **grow generosity** by following the 4-step responsive framework with your organization:

- LISTEN
- CONNECT
- SUGGEST
- LEARN

THE RESPONSIVE FUNDRAISING STEPS:



LISTEN

Ask your supporters questions. Find out why donors have given. Identify key signals.



CONNECT

Connect personally with donors, in real time, using their preferences & interests.



SUGGEST

Offer donors the right next step based on their engagement, capacity, and intent.



LEARN

Find out what works & then repeat. Build a strong donor relationship that lasts.

A GROWTH MINDSET

In order to make a responsive shift, make sure you remember to:

- EMBRACE EXPERIMENTATION**
Be open to trying new tactics and approaches, even if it seems a little scary.
- WELCOME CHANGE**
Using the same, old tactics will get you the same, old results. Trying something new can change that!
- MAKE MISTAKES**
You won't always get it right the first time, and that's ok. You will keep learning, and you will improve!

THE RESPONSIVE TOOLKIT

Ensure your organization has software and technology to become responsive. You'll need these resources to **engage & personalize your outreach** at any scale.



Responsive CRM

Manage your contacts, run reporting, and organize giving data

Data Enrichment

Get a holistic view of your supporters with dynamic insights, scores, and analysis

Giving Platform

Software that enables your donors to give securely online, without boundaries

Marketing Automation

Connect with your supporters at scale using customized workflows



Learn More & Become Certified:
academy.virtuous.org

