



Recognizing the Supporter Life Cycle and How You Can Manage It

Wednesday, August 19 - 1:00 PM ET

GUEST SPEAKER

▶ Start Presentation



Rachel
Slattery



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“Managing the Supporter Lifecycle”

August 19, 2020



About Rachel



- Partner Manager at Salsa Labs
- Worked in nonprofit software industry for 6+ years
- Involved with local animal rescue in Pittsburgh
- Attained MBA in August 2018
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Agenda:

- Intro to managing the supporter lifecycle
- Who exactly are supporters
- Connect + Engage + Convert
- Look for tools to make this happen



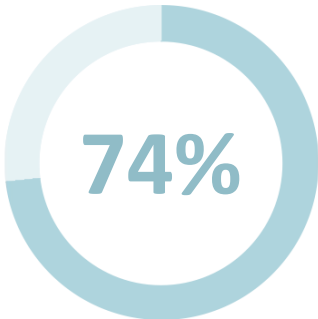
Over 3,000 Nonprofits Use Salsa



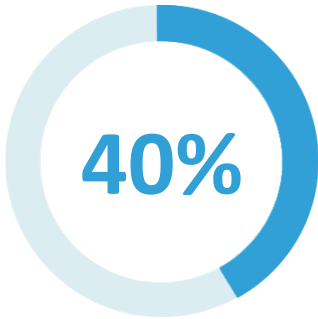
National
Urban League



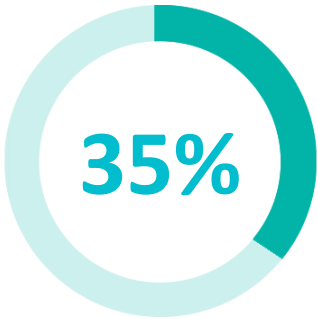
Salsa Client Success



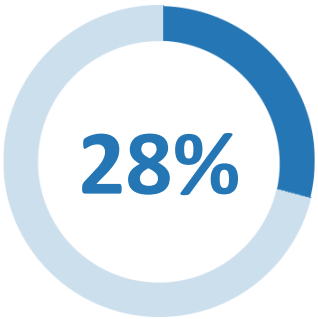
Donor retention rates



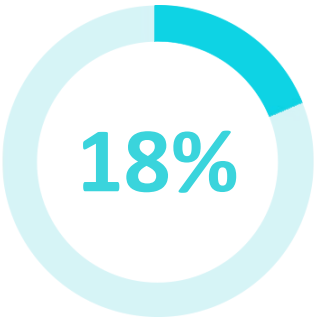
Increase in productivity



Increase in efficiency



Annual increase in donations



Increase in average gift size



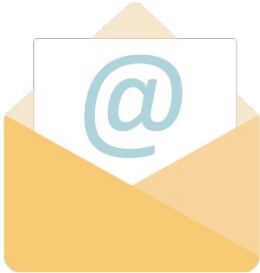
20K

initiatives launched



26M

actions taken



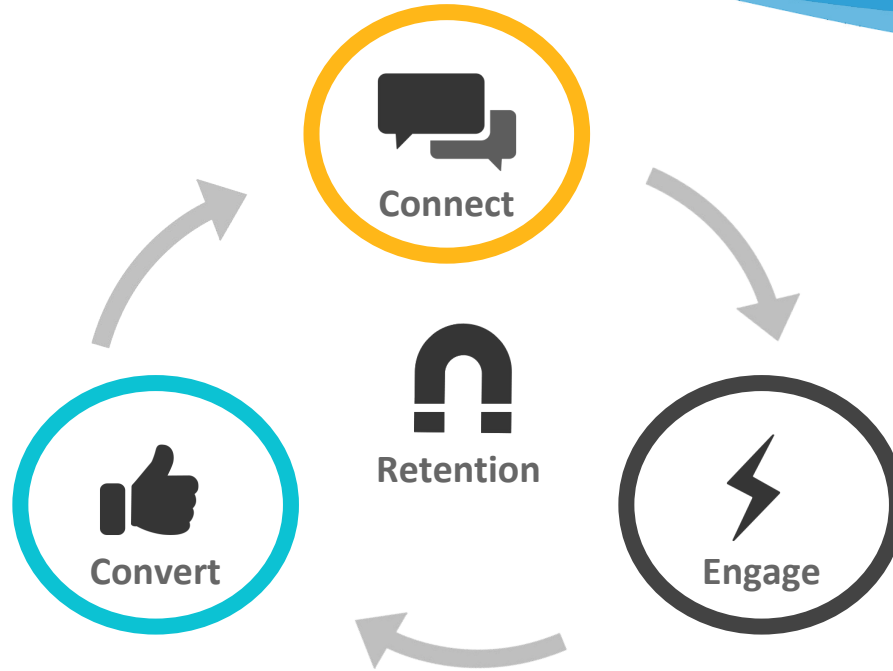
over

2.8 Billion

emails sent



Managing the Supporter Lifecycle

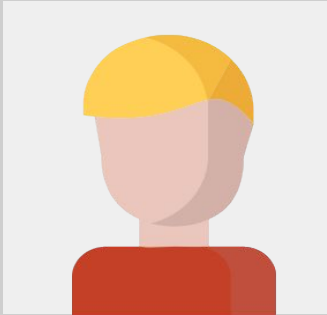


Driving Support is a Process




Who are Supporters?

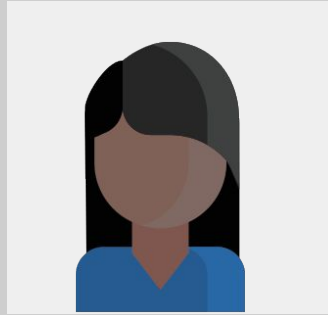
Hint: Not just people who give \$\$\$



Icon of a person wearing a yellow hard hat and a red shirt. Below the icon are six circular icons: an envelope, a calendar, a smartphone, a clipboard, a group of people, and a paw print.



Icon of a person with orange hair wearing a blue shirt. Below the icon are six circular icons: an envelope, a share symbol, a smartphone, a globe, a group of people, and a paw print.



Icon of a person with long black hair wearing a blue shirt. Below the icon are six circular icons: a heart, a share symbol, a smartphone, a globe, a clipboard, and a paw print.





Many ways to **connect** with supporters

- Peer-to-Peer conversation
- Needs/Services based
- Volunteer
- Active outreach
- Organic search

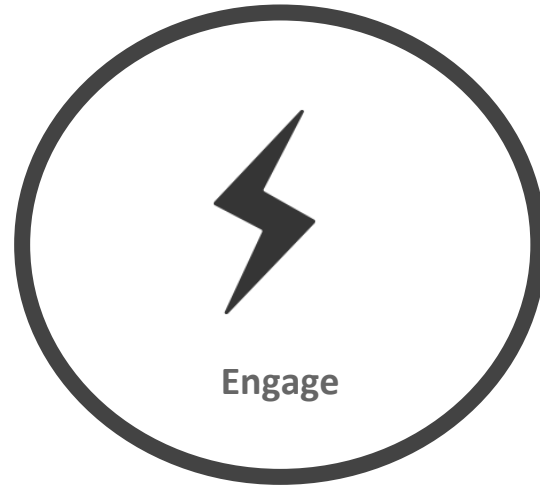


Not “one-size-fits-all”

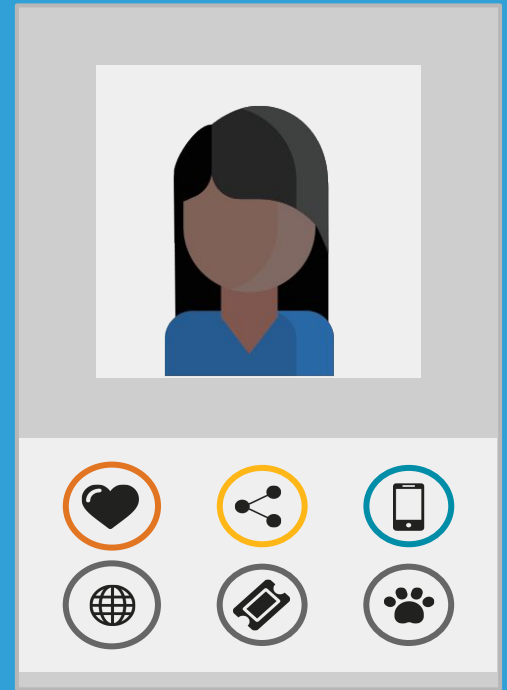
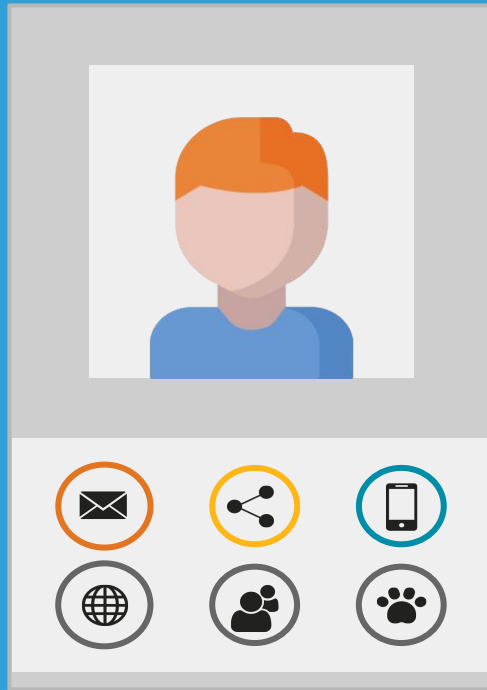
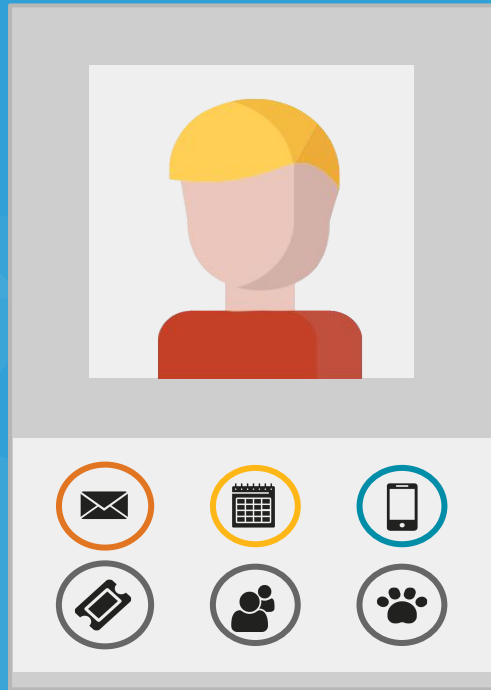
- Email
- Direct Mail
- Text Message

- Segment & Target

- Marketing Automation
 - ◆ Email Series
 - ◆ Petitions
 - ◆ Sign-up forms



Reach Supporters Where They Want to Interact and About What is Driving Their Interest





Convert

What is the next “ask?”

- ★ Signed up for newsletter...
 - Ask for a petition sign
 - Ask to share on social

- ★ Volunteered at an event...
 - Ask for a donation
 - Host an online event

- ★ Made a donation...
 - Ask to run a Peer-to-Peer event
 - Ask for a larger donation using ‘next suggested gift’



Engage Allows You to Connect Online with Your Supporters

Attend Event

Fundraise

Donate

Speak

Sign Petition

Peer-to-Peer

Advocate

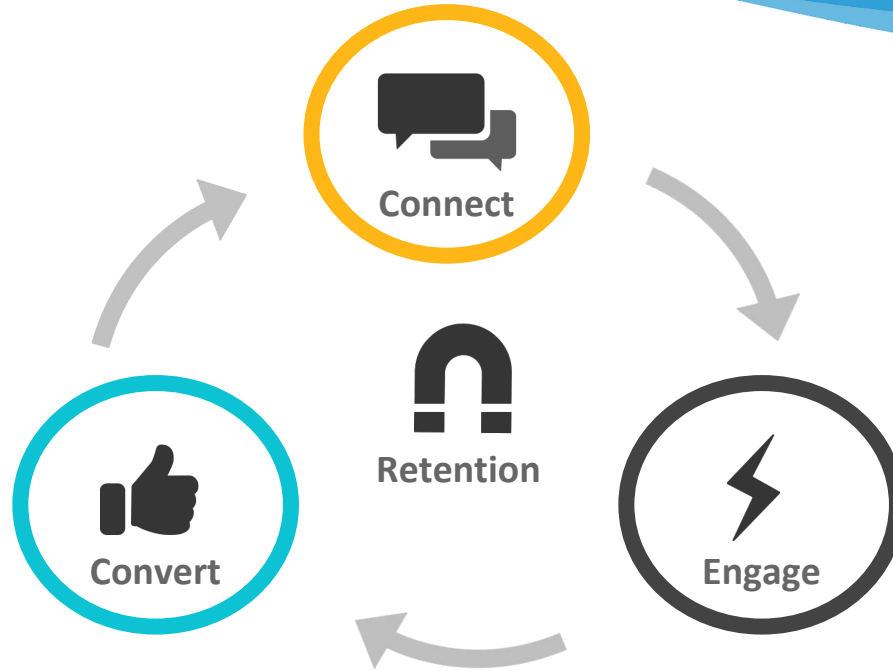
Letters

Volunteer

Text



Managing the Supporter Lifecycle



It's a team effort!



These are things you learn as you manage:

Who: supporters

What: subject matter

When: timing preference

Where/How: communication type

Why: importance



Online Engagement

Marketing Automation

Email Marketing

Text Message Functionality

Social Publishing

Event Registration Forms

Online Donation Forms

Peer to Peer Fundraising

Advocacy



Offline Engagement

Donor + Constituent
Relationship Management

Database of Records

Track Donations

Cultivation

Direct Mail Solicitation

Query Data

Run Reports



Thank you!
Q&A





Salsa & Salesforce

Part 2: Tips to a Successful Integration

Wednesday, August 26 - 1:00 PM ET

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SPEAKERS



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