



# STRATEGIES FOR IMPROVING DONOR RETENTION

April 26, 2017 :: 1:00 - 2:30 p.m. EDT

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*Take a fresh approach to your fundraising efforts in a way that improves donor retention.*  
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## OVERVIEW

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Churning donors each year not only makes your job harder, but also shrinks your pool of available donors. Learn how you can better understand donors' behavior and tailor your approach to retain more of them in the beginning of the pipeline. You will leave this example-based training with new insights on:

- How data can help you develop an understanding of donor behavior
- What strategies you can employ to increase your donor retention rate
- Why shifting your culture from dollars to retention can lead to long-term success

## RESOURCES TO HELP YOU GET STARTED

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Your registration gets you access to two templates that will help you take a more holistic view of donor retention at your institution. You will receive a sample donor communications calendar to help you gain a better sense of all your donor touchpoints throughout the year. You will also receive an downloadable analysis worksheet to help you gain a clearer picture of your current donor retention efforts.

[VISIT EVENT PAGE](#)

[www.academicimpressions.com/webcast/strategies-improving-donor-retention-april-2017](http://www.academicimpressions.com/webcast/strategies-improving-donor-retention-april-2017)



## WHO SHOULD ATTEND

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Fundraising professionals focused on bolstering their donor retention rates, particularly those in annual giving, will benefit from this training.

## LEARNING OUTCOME

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After participating in this online training, you will be able to take a fresh approach to your fundraising efforts to enhance donor retention.

## CONTACT US FOR MORE INFORMATION

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Contact Gwen Doyle, Program Manager at [gwen@academicimpressions.com](mailto:gwen@academicimpressions.com) or 720-988-1258 if you'd like additional information about the program.



## AGENDA

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Wednesday, April 26, 2017 :: 1:00 - 2:30 p.m. EDT

### ➔ **The Donor Attrition Story**

- Current landscape of retaining donors
- Understanding context compared with commercial sector

### ➔ **Understanding Donor Behavior**

- Using data to see donors' storyboards
  - » Essential donor reports
  - » Student information
- Taking a closer look at current solicitation, gratitude, and re-solicitation processes

### ➔ **Strategies for Increased Donor Retention**

- Seven segments to better understand donor behavior
- Redeveloping Communications to Enhance Donor Retention
  - » Examples of donor retention pieces based on behavior
  - » Depicting institutional needs, rather than blanket annual fund solicitations
- Crowdfunding
- Transforming current retention rates

### ➔ **Shifting the Culture from Dollars and Donors to Retention**

- Mitigating short-term focus
- Understanding big picture and benefits of shift

## INSTRUCTOR

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### **Lynne Wester, Donor Relations Guru**

Lynne is a frequent conference speaker and a well-known resource for donor relations and fundraising. She has been featured in The Washington Post, CURRENTS magazine, The Chronicle of Philanthropy and other industry publications. Lynne also created the website and blog [www.donorrelationsguru.com](http://www.donorrelationsguru.com) where she shares her expertise, opinions, and collections of samples on a variety of topics to the greater development world and hosts a monthly webinar series.

Using her hands-on approach, Lynne works with many organizations to help them keep their focus donor driven, technology savvy, strategic, and always with a splash of good humor. She received her undergraduate degrees from the University of South Carolina and is a loyal gamecock alumna, donor, and fan, and holds a master's in strategic fundraising and philanthropy with an emphasis in higher education.



PLEASE FAX ALL REGISTRATION PAGES TO: 303.221.2259

## PRICING & REGISTRATION (CIRCLE ONE)

BEST VALUE	LIVE WEBCAST	WEBCAST RECORDING	WITH AI PRO MEMBERSHIP
Live Webcast + Digital Recording	Live Webcast (Additional connection \$195 each)	Digital Recording	Get this Webcast FREE with your AI Pro membership <a href="#">Learn More</a>
\$525	\$350	\$350	FREE

### EARLY BIRD PRICING

Postmarked on or before April 19, 2017. After April 19, 2017, an additional \$75.00 fee for the first connection and \$50.00 fee for each additional connection applies.

[REGISTER ONLINE](#) or below.

### PAYMENT METHOD:

We accept Visa, MasterCard, and American Express credit cards. To pay by check, include the check with this form or select the "invoice me" option. Fax form to 303.221.2259 or mail form along with payment to: Academic Impressions, 4601 DTC Blvd., Ste. 800, Denver, CO 80237.

Print Name \_\_\_\_\_ Job Title \_\_\_\_\_

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CREDIT CARD AMOUNT TO CHARGE: \_\_\_\_\_



Name on Card \_\_\_\_\_ Account Number \_\_\_\_\_

Billing Address \_\_\_\_\_ Billing City \_\_\_\_\_ Billing State \_\_\_\_\_

Billing Zip Code/Postal Code \_\_\_\_\_ Exp. Date \_\_\_\_\_ Security Code (last 3 digits on the back of Visa and MC or 4 digits on front of AmEx) \_\_\_\_\_

### CHECK/INVOICE

My check is included and covers \_\_\_\_\_ registration(s) Check # \_\_\_\_\_