

## Donor Cultivation is the Key To Success in 2016!

**“93% of individual donors would definitely or probably give again the next time they were asked, to a non-profit that thanked them promptly and in a personal way for their gift.”**

**Penelope Burk Study**

“**Cultivation Calls**” are an investment during a tough economy. These calls provide an unparalleled 2-way communication channel with your donors. They include: welcome calls, thank you calls, and experience, canvassing research/data-gathering calls. Conversations include more than just showing appreciation; they also inform and educate the donor as to how their gift assists your organization. While some organizations send follow-up “Thank You” emails or direct mail, our experienced associates can drive the point home with a personal touch that ensures your donors will feel good about coming back!



## The Numbers Say It All!!!

In 2015, a cultivation call was conducted to a random selection of records prior to an acquisition campaign 90 days later. The table below illustrates the lift experienced during the acquisition campaign between those records that received the cultivation call vs. those records that did not:

<b>Conversion Rate – No Cultivation Call</b>	<b>10%</b>
<b>Conversion Rate – With Cultivation Call</b>	<b>21%</b>
<b>Average Gift – No Cultivation Call</b>	<b>\$94</b>
<b>Average Gift – With Cultivation Call</b>	<b>\$153</b>
<b>% Lift in Conversion</b>	<b>48%</b>
<b>% Lift in Dollars</b>	<b>39%</b>
<b>Return on Investment</b>	<b>6:1</b>

These calls make sense, and they make dollars and cents!

We recognize that as an extension of your organization, the interaction we have with your donors impact their commitment. Your donor base is your lifeblood, cultivating an on-going relationship is imperative! Our results are THUMBS UP!