

SYMBIOTIC RELATIONSHIPS IN THE FUNDRAISING ECOSYSTEM

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NONPROFIT-DONOR ECOSYSTEM

THE TYPE OF RELATIONSHIP MATTERS: MUTUALISM OR PARASITISM?

Donors view a nonprofit as a single entity.

Nonprofits see a donor as multiple entities.



RELATIONSHIPS

HOW DO YOU CREATE A HEALTHY RELATIONSHIP WITH YOUR DONORS?

Studies have shown that those who listen have more successful relationships.

HEAR &
BE HEARD

LISTEN TWICE,
SPEAK ONCE

DETECT
WHAT ISN'T
SAID

ARE YOU HEARING THEM?

LISTENING

READ THE SIGNALS—DONOR “BODY LANGUAGE”

“The most important thing in communication is **hearing what isn't said.**”

—*Peter Drucker*

Donors communicate more often than we realize—adding a comment on a reply form, sending an email, sharing personal information in a note.

Many times, these conversation opportunities are missed by nonprofits or they only hear a snip-it.

Understanding a donor’s behavior illuminates their relationship status with your organization.

MAINTAIN YOUR RELATIONSHIPS

Don't give up on your donors. Even when they cannot give, stay in touch with them.



Reach out to event donors, keep them engaged and informed about your organization.

TURN A FROWN UPSIDE DOWN



To have a good relationship with you donors, it means having the “tough” conversations. Reach out to donors who express frustration or demand to be removed from your mailing list. Many times this outreach leads to a positive engagement.

DOUBLE DOWN ON ENGAGED DONORS

**Keep your engaged donors engaged.
Focus on retention through highly satisfying experiences.**



**INVEST IN
LISTENING**

Donor relationships are like a team sport. Building these relationships is necessary. But it is also an investment.

Nonprofit organizations that are leading in the area of donor relationships invest in “**listening architectures**” to capture, analyze, and act on donor feedback across internal silos and in near-time.



Please reach out with any questions:



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THANK YOU.