

DONOR RETENTION STRATEGIES

COLORADO GIVES DAY 2017: LARIMER COUNTY

FORT COLLINS CAT
RESCUE & SPAY/
NEUTER CLINIC

ESTIMATED DONOR
RETENTION RATE: **35%**

How did you engage and attract Colorado Gives Day Donors?

Fort Collins Cat Rescue & Spay/Neuter Clinic (FCCRSNC) promoted Colorado Gives Day beginning in November to our network of donors, volunteers, and supporters. We used our print newsletter, e-newsletters, and Facebook page to spread the message about Colorado Gives Day. In addition, we promoted it using fliers and handouts at several public events leading up to Colorado Gives Day, including mobile adoption events, supply drives, and charitable giving fairs.

One specific strategy we used was integrating Colorado Gives Day promotion with our popular “Trivia Tuesday” posts on Facebook. Our 10,400 followers know to expect these posts every Tuesday, and each post averages a reach of 2,000 users. On Colorado Gives Day, our Trivia Tuesday question was simple: “Have you donated yet?” We received 73 reactions, comments, and shares, and 103 post clicks to our CO Gives page.

In addition to these strategies, we made sure to touch base with our donors late afternoon on Colorado Gives Day with an e-mail to let them know that we were close to our goal, but still needed help to reach it. This communication helped FCCRSNC to bring in an additional \$7,000, and we exceeded our \$33,000 goal by more than \$3,000.

What strategies have you planned to retain new and existing donors?

One of the key elements of our donor retention strategy is gratitude and acknowledgment. On Colorado Gives Day, we individually thanked each donor by email as quickly as we were able, sending a photo of several staff members holding kittens that were being helped by their gift. Following Colorado Gives Day, we mailed postcards to each donor, sharing the good news that our fundraising goal had been exceeded thanks to their contribution. First-time donors and those who gave more than \$250 did receive phone calls from our board of directors by the end of January.

To continue to retain and engage our donors we plan to reach out to those whose gift totals one of the annual levels in our recurring giving program. We have had great success with our “Smitten with Kittens” membership program and plan to grow it further by reaching out to existing donors in this way.

We make sure to provide our donors with regular updates on the progress we have made at FCCRSNC, thanking them for their support and showing them the positive changes that their generosity has brought about in our community.