

DONOR RETENTION STRATEGIES

COLORADO GIVES DAY 2017: LARIMER COUNTY

OVERLAND MOUNTAIN
BIKE CLUB

ESTIMATED DONOR
RETENTION RATE:

72%

How did you engage and attract Colorado Gives Day Donors?

We created a social media campaign to highlight new trail projects and programs Overland is leading or participating in over the 8 week period leading up to CO Gives Day. Projects were identified with a description and map (where applicable). We also sent out our regular weekly-biweekly newsletters with mentions about CO Gives Day, notices to schedule donations early and links to the projects and programs mentioned above.

We were able to partner with Beau Jo's Pizza to host a giving/pizza party with door prizes for attendees. Beau Jo's also agreed to donate 20% of pre-tax sales from our attendees to Overland. This donation from Beau Jo's was not done through CO Gives.

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

Overland was lucky enough to have a local celebrity on our board of directors, Georgia Gould. Georgia is a very accomplished and decorated professional mountain bike racer who has World Cup wins, a bronze medal from the 2012 Olympic Games in London, and a bicycle exhibit at the Smithsonian in Washington DC on her resume. Georgia was able to make personal phone calls to thank each and every person who made donations to Overland on CO Gives Day. All additional donations throughout the year were to be followed up with personal thank you notes from Georgia, plus additional phone calls for any major gifts. Unfortunately, Georgia had to step down from our board due to an unexpected move out of state. Overland's Executive Director, Kenny Bearden, or President, Kent Leier, will now be making these contacts instead.

We plan to schedule a group mountain bike ride in the Spring with members of our board of directors and will invite all of our CO Gives donors to attend. We also plan to invite our top 25% donors to attend a site review of their choice for one of our new trail projects.

We plan to host a Fall 2018 reception for all 2018 donors where we will highlight future trail projects, new trail proposals and new programs. Another group ride with our board of directors will be offered to the top 25% of donors prior to this event.

A new newsletter group will be maintained consisting only of donors so we can send targeted updates to this group with any special announcements or events, updates on how funds are being used, additional funds that are needed for special projects, etc.