

# Turn Donors Into Loyalists



## Introducing Donor<sup>2</sup>



## The First Turnkey Retention Solution

Donor attrition rates have reached a crisis level. On average, only 27% of new donors are retained. With acquisition becoming harder than ever, the retention dilemma *must* be solved. Finally, there is a solution.

### **Donor<sup>2</sup> is Proven to Drive Loyalty**

Donor<sup>2</sup> leverages a tested formula to drive donor enthusiasm and subsequent gifts. With Donor<sup>2</sup>, your new donor data is instantly enriched, so donors can be thanked *quickly and personally* and engaged across channels.

### **Implementation is Simple**

To try Donor<sup>2</sup>, simply provide us a data feed and some creative assets. We do the rest.

### **ROI is Terrific**

A 10% increase in retention can yield a 200% increase in lifetime value. Call us. We will gladly build a pro-forma based on *your* data to show how effective Donor<sup>2</sup> could be for you.

### **Call us at 1-800-248-9834.**

Ask about the Donor<sup>2</sup> special 8-week test.

Email: [Hello@Innovairre.com](mailto:Hello@Innovairre.com) • Web: [Innovairre.com](http://Innovairre.com)



# 9 Steps in 8 Weeks

## Turn New Donors into Loyal Supporters

Donor<sup>2</sup> offers you a simple, turnkey solution for converting new donors. It takes just 8 weeks to implement the program, but the fundraising benefits can last for years.



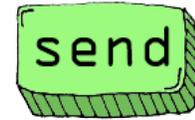
### 1. Call Us

- We'll describe the program in detail
- We'll explain how customization improves your new donor retention rates
- We'll share a pro-forma and project ROI based on your fundraising program
- If you like, we can try an 8-week test



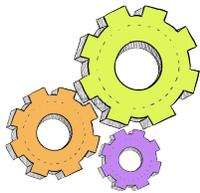
### 2. New Donor Donates

- The donation can be in any form
- The donation can be from any channel including the web, direct mail or events
- You capture the donor data, just like you always do



### 3. You Send a Data Feed

- You provide the new donor file, just like you provide it to your mail or email vendor
- You use our encrypted network for data security
- Ideally, you send the data daily or weekly



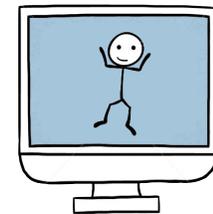
### 4. We Enhance Donor Data

- We immediately add donor insights, including:
  - Demographics, including age and gender
  - Engagement: Email, social media IDs and missing address info
  - Personalized URLs to enable online contributions from *all* new donors



### 5. We Thank Donors *Fast*

- Handwritten thank you's are mailed within 24 hours, and...
- Personalized email receipts and thank you's are delivered
- Personalized videos can be used



### 6. We Engage Donors

- Email or mail welcome kit with a personalized newsletter, calendar of events, premium offer, or invitation to connect in social media, and/or...
- Call donors to say thank you



### 7. You Ask Again

- Use proven mail acquisition approach, and/or
- Deploy coordinated email content
- Streaming email delivery is personalized to each new donor
- Small batch digitally-personalized direct mail maximizes effectiveness



### 8. We Evaluate Results

- Revenue: New donor gifts, 2nd gift conversion, upgrades
- Engagement: in social, multichannel, cross-channel
- Incremental revenue: at 3 months, 6 months, 1 and 2 years



### 9. We Optimize Activities

- We analyze activity
- We recommend refinements
- We continue to convert new donors if you're pleased

### It's Time For Step 1:

- Find out how Donor<sup>2</sup> can be customized for your needs
- Review a customized Donor<sup>2</sup> pro-forma using *your* numbers

Call 1-800-248-9834 or email us at [Hello@Innovairre.com](mailto:Hello@Innovairre.com)

