

Giving Donors a Seat at the Table

No matter how perfectly you implement your digital giving and communication strategies, nothing in this life is *entirely* perfect. There is always room for improvement, and companies that work within the experience economy understand this well. You need only look at how often Starbucks, Netflix and Disney ask for customer feedback to realize this.

You must follow the example of these companies if you hope to expand upon the work you're doing. Not only does seeking feedback in a variety of forms help you recognize ways to improve the donor experience, but you're also effectively giving donors a seat at the table. This tells your congregants that what they think truly matters to your ministry.

Surveys

One of the easiest ways to get feedback from donors is to send out surveys. The full DonorWerx Framework goes in-depth about how you should create these surveys. If there's one lesson you should heed now, though, it's that you want opinions on the overall donor experience and how it can be improved.

There are countless ways to ascertain this information. Did the donor feel appreciated after their contribution? Did they trust that their money was going where they intended? Were there specific reasons they chose not to sign up for automatic contributions? All these questions can help you build a better strategy for moving forward.


Forum Groups

When you're looking to go a bit more in-depth, though, you should consider hosting a forum group interview. This is essentially a focus group where you'll gather several people to discuss your campaign and its overall effectiveness. These meetings can elicit improved feedback since donors are able to discuss the issues and bounce ideas off the interviewer and each other.

While each of these feedback tools can be used for individuals in both your internal and external launches, this resource is especially valuable for your internal launch. These are people who will likely be more agreeable to meeting for such a session, and the honest feedback you gather will allow you to implement changes before launching your campaign to a wider audience.

Testimonials

In addition to these forum groups, you can also get great feedback by asking for testimonials. Rather than providing a survey or asking questions in a group setting, church leaders can ask individuals to give their honest opinion and overview of their experience with a campaign. This should include information ranging from what influenced them to give to their experience afterward.



This is another great tool for your internal launch, but you can also utilize testimonials from trusted donors who were involved in your external launch. Team members who have taken part in other campaigns or work can also be useful. Additionally, it wouldn't hurt to seek out the opinions of first-time donors to get an idea of how effective your campaign was among this subgroup.

Always Seek Improvement

Regardless of how you're gathering feedback, though, the most important thing is to use what you learn for improvement. The final step involving donors in any campaign will focus on reporting, but you should never stop taking measures to improve your overall communication and digital giving strategies.

Take a moment to review the sample survey, testimonial campaign and promotional plan launch calendar included in our downloads. These will put you on the right path to properly planning your launch and gathering information on how to improve future campaigns.

