

Introduction to Donor Mapping


Once you've made it this far in the course, you have all the basic building blocks for increased giving in place. You understand your donor types, you've got your goals laid out, you've set a deadline, and you've established who's going to handle the roles and responsibilities throughout the implementation of your new strategy.

This has all led up to improving donor engagement among your congregation. This is the end goal of your strategy since heightened engagement leads directly to increased donations. This means you need to understand your donors and congregants on an instinctual level, and donor mapping is the way to accomplish this.

The Basis of Donor Mapping

To establish an effective DonorExperience Map - which will help you design and chart every interaction your donors have with the church - you need to learn what makes your congregants tick. Once you understand what's important to these people, you can effectively talk to them about giving. Using the DonorWERX Donor Personality Tests will help in this endeavor.

This is how your church can become as successful as companies like Disney, Airbnb and Starbucks. All these businesses learn everything they can about potential clients and then create the experience economy around this knowledge. Even though your ministry isn't a business, it's this focus on experience that will help you move forward.




Unfortunately, many church leaders have difficulty talking to their parishioners about money even after understanding what's important to them. This is understandable since most people are uneasy doing this anyway, and that's especially the case when you're *asking* folks to give you money. When you let anxiety control your interactions, though, you're really just hurting your ministry's chances for growth.

Overcoming Uneasiness

Fortunately, understanding will breed tenacity and determination. When you truly know your donors and potential donors, it's easier to take part in what may have once seemed like awkward conversations about money. Because instead of just asking for a handout, you're giving them an *opportunity* to offer benefits to something they care about.

You can do this through empathy mapping or creating donor avatars — both of which become easier through Donor Personality Tests — and our full course explains all this in complete detail. The main lesson you should take away from this video, though, is that understanding your congregants will help you build a better DonorExperience Map. And once you've done this, your giving strategy is effectively on autopilot.



The Importance of a DonorExperience Map

Of course, you may be wondering if it's even necessary to create a DonorExperience Map. After all, won't your church members do the right thing on their own? Unfortunately, that's simply not how it works. Tithing and giving to the church has been decreasing on a yearly basis, and this has nothing to do with people giving less.

In fact, studies show that people are still giving at healthy levels. They're just giving to other nonprofits outside of the church. And when you toss in potential interruptions such as those experienced during the COVID-19 shutdowns, it becomes obvious that a concrete plan for engaging and nurturing donors *must* be in place.

That concrete plan is your DonorExperience Map, and when you get it right, its effectiveness at garnering repeat and growing donations cannot be matched. Before moving on to the next lesson, make sure you review our sample donor map and fill out the basic map provided to you. This will serve as the basis of your strategy moving forward.