

The Donor Centric Communication Framework


The biggest lesson you'll take away from this course is the importance of donor centrality. This is the foundational aspect of The Donor Centric Communication Framework, and once you learn how to master it, you'll have the ability to appeal to congregants in a way that really speaks to them.

While you could pay someone to handle all communication with your donors, we at Donor-Werx believe the parable that teaching a man to fish is better than simply giving him a fish. Once you learn these strategies, you'll be able to go forth and prosper on your own. With this framework, you're learning how to "fish."

What is Donor Centrality?

The issue that many pastors and church leaders encounter is their inability to make their donors the central element of their giving campaigns. We far too often build these strategies around what we need as a church. Unfortunately, doing this takes away our congregants' reason for giving.

When your campaigns are donor-centric, on the other hand, church members become excited to give. This is because you're focusing on specific parishioners' passions and preferences. You're learning what they support, why these issues are important to them, and the "how" and "why" of their giving.



Look at donor centricity as if it's an experience economy - because it really is. An experience economy starts with a commodity - such as a coffee bean - and ends with an experience - such as Starbucks having featured in-store music and calling you by your first name. People want to be central when they're handing over money, and this is what donor centricity is all about.

Once you understand these important elements, you can create your messaging in a way that increases the likelihood of first-time, continuing, and substantial gifts. When your donors know that their concerns are being considered and that their money is going to

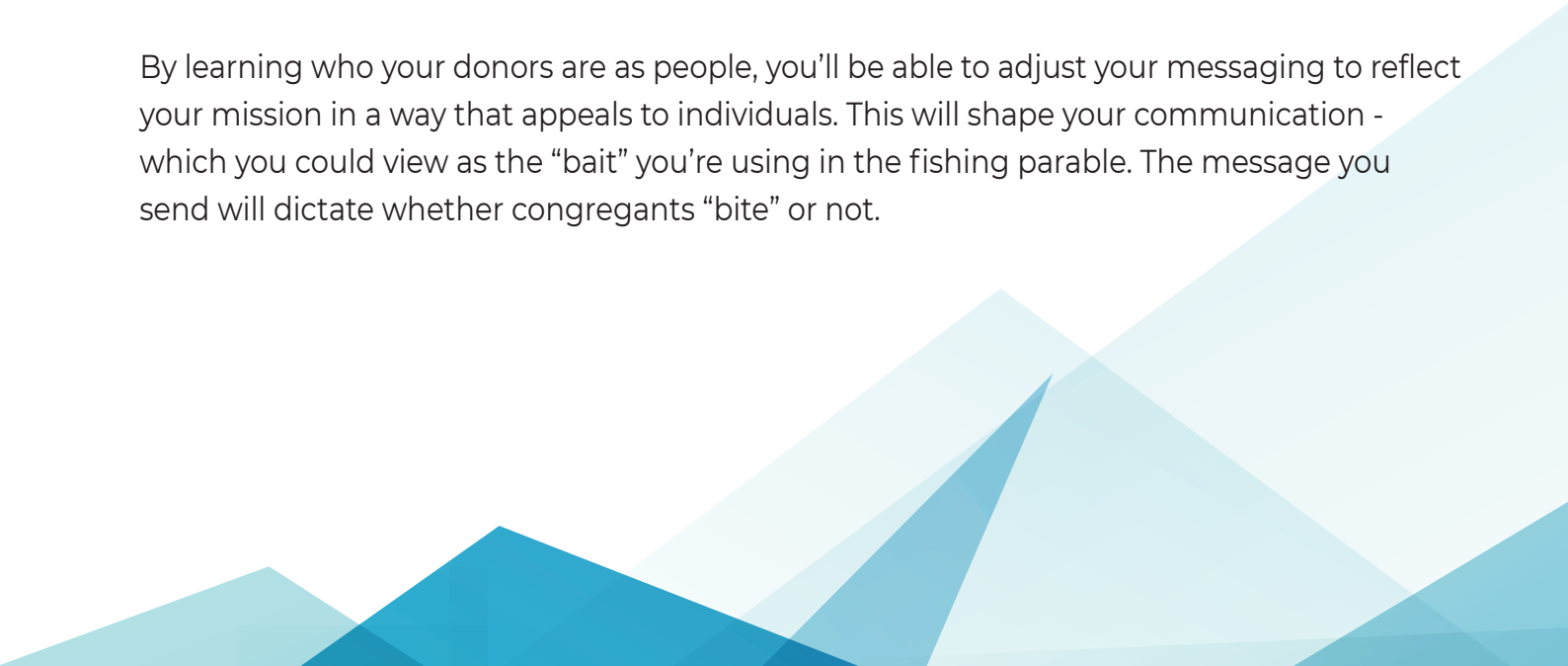
Steps to Donor Centricity


In order for your ministry to become truly donor-centric, there are a few important steps that cannot be overlooked.

The first primary step is ***clarifying your mission***.

This is a significant part of donor centricity since those who give to your church need to know what they're giving to. They need to know your mission. "Doing the work of God" is obviously a great focus, but parishioners who continuously give joyously and bountifully are going to want more.

By learning who your donors are as people, you'll be able to adjust your messaging to reflect your mission in a way that appeals to individuals. This will shape your communication - which you could view as the "bait" you're using in the fishing parable. The message you send will dictate whether congregants "bite" or not.





We'll go more into this in upcoming lessons, but the key takeaway is that your mission needs to be clear in order for donors to care.

The second primary step is ***alignment with your donors.***

Clarifying your mission can go a long way, but if you're not aligned with your donors regarding what's important to them, the clearest messaging will mean little. This is the moment where you need to really care about who your donors are as people. Find out what's important to them and align yourself with those values.

Fortunately, most churches are already aligned with donors even if they don't know it. Your work with the homeless, for instance, will appeal to individuals who care about social justice, helping children, getting people off the streets, and more. Once again, this will all come down to how you convey your messaging.

The third primary step is ***getting your team on board.***

You could create the perfect donor messaging strategy by simply clarifying your mission and aligning your work to donor values, but if you don't have buy-in from important parties, you'll have difficulty succeeding in your goals.

Everyone from church leadership to volunteers should be committed to the new way of doing things. You will be better able to accomplish this by explaining the numerous benefits of the Donor Centric Communication Framework.

We've discussed a few of these benefits here, but you'll gain even more valuable insight in our upcoming lessons.

