

If you already know this, please discard or forward. Just a reminder that you're receiving this email because you have expressed an interest in donor communications. Don't forget to add a2bmail@aol.com to your address book so we'll be sure to land in your inbox!

You may [unsubscribe](#) if you no longer wish to receive our emails.

Love Thy Reader | About Donor Communications | *from Tom Ahern*



If you had more money ... you *could* do more good.
If you do better communications ... you *will* have more money.

Like what you're reading? **Receive** your very own free copy!



On the gender front lines
Don't live YR label
Thanks to Madeleine Joyaux [niece], for leading me to this mind-altering YouTube [video](#), produced by Pantene Philippines.

From the counterintuitive trenches...
Does social media improve your bottom line?
A recent study of "Slacktivist" behavior found that those who did something quick like sign a petition were not great donors in the long run.

It's that time of year
Annual reports you can learn from
I have 2 annual reports (ARs) for your consideration. The first comes from the ever-foremost [Fairfield County Community Foundation](#). Sallie Mitchell makes this publication always surprising. Next? The [AR](#) from The Children's Center in Detroit. Think this city is going nowhere? Think again.

Online fundraising help
30 tips (enuf?)
Struggling to make your

Dr. Adrian Sargeant, explorer! - **Part 1**

7 principles of donor loyalty

Charities that get straight A's in 7 things reap the rich rewards of contented donors.

Dr. [Adrian Sargeant](#) is a marketing professor specializing in charities. In his groundbreaking research, he uncovered 7 chief reasons why donors will sometimes stay with a charity for years.

Most new donors don't stay, you know.

Somewhere between 70% to 80% of first-time donors NEVER make a second gift, multiple studies confirm.

Is that abysmal retention rate a tragedy ... or a farce?
It's safe to say it's lousy, compared to customer satisfaction rates in the commercial world. In the

online giving work? Care2 asked 30 online fundraising experts to answer one question: *What should today's nonprofit fundraiser focus on?* There are incredible gems of fresh wisdom in this [free, illustrated PDF](#).

[More free advice](#)

Experts have my back

Lisa Sargent on "How to bring new donors onboard the right way," Mazarine Freyz on creating a donor retention calendar, Nancy Schwartz on 5 solid steps for an outstanding newsletter, Marc Koenig, Simone Joyaux, Roger Craver, Claire Axelrad, Harvey McKinnon ... altogether 14 truly TOP fundraising consultants are gathered into this fun and free [PDF](#) from Blackbaud.

[From 101 Fundraising...](#)

10 best blog posts of 2013

[Go here](#). Learn "How not to kill a donor," "Why asking and thanking donors is all wrong," "We are animals: the case for empathy" ... and more.

[Canadian CASE District 8..](#)

"Quest for Best" wins Bow Valley top mktg. laurels

Call it a refutation of traditional Canadian humility. Bow Valley's "Quest for Best" campaign took its title from the discovery that this Calgary-based community college ranked among the very best in North America in two important metrics: (1) percentage of incoming students who ultimately graduate and (2) percentage of graduates who quickly land good jobs. I researched and wrote the draft case. BVC's gifted internal team edited, improved and brought it to full bloom. And the 2014 CASE District VIII Communication Awards competition just gave [the thing](#) gold.

commercial world, a 70-80% loss rate would say one thing loud and clear: *new customers aren't falling in love with us*. Something's wrong with our product. Something's wrong with our service.

And orders would come down the pipe: "We're hemorrhaging new customers! Quick: do a survey. Find out what's wrong."

I'm going to give you **my personal interpretations** of all 7 principles. This is merely how I view them.

I asked Adrian's permission to share his findings with the world, and he said, "Of course." Some people might set out to trademark the 7 principles and put an electric fence around them, with a pay to play policy. Not Adrian.

If you have a minute, thank him. Here's why:

Dr. Adrian Sargeant's well-researched advice, taken to heart, can double or triple your annual take within a year or two. Promise. I've seen it happen a number of times.

Loyalty reason #1. Your "customer service" is good

Wiki-definition: "Customer service is a series of activities designed to enhance the level of customer **satisfaction....**" [emphasis added]

Donors are fundraising's customers. And only *satisfied* customers *remain* customers. Put that in needlepoint and hang it in the staff bathroom.

A lot of good customer service is easy stuff.

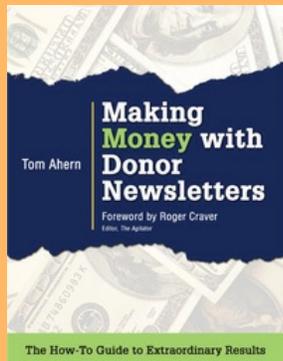
Call it irrational, but donors routinely wonder, for instance: "Did you actually get my gift?"

Methinks how to live 101..

Mark TWAIN says

"Only when a republic's life is in danger should a man uphold his government when it is wrong. There is no other time." The federal gov't, symbolized by the NSA, is wrong right now, I think. The fact that I'm ever so slightly scared to say that speaks wonders about US citizens and their overseers.

It's here!



Heavily revised and illustrated 2nd edition. From [Emerson & Church](#).

EZ to replicate

Steal this "thank you" video

All you need is a video camera, a tripod, a big blackboard, chalk and some basic editing know how ... and you can come close to this utterly beguiling [thank you](#) for Constant Contact customers.

Next time you worry that the future is passing you by....

"Online advertising is a scam"

Did you know that more than half the click-throughs generated by online ads are actually caused by robots not humans? Me, neither. Read this refreshing and impolite [attack](#) on the "morons and crooks" behind the online advertising industry. Enjoy this straight talk ad [blog](#) by [Ad Contrarian](#), Bob Hoffman. Thanks, Jim, for the tip.

A book I used this issue..

Unofficial words

That's one reason you send a "thank you" so quickly ... a "thank you" that is obscenely enchanting; something a prime minister would send to a duchess. (Need help with that? Engage someone like Lisa [Sargent](#). Watch Downton Abbey maybe.)

And don't stop there!

Then you send a *second* thank you, just to be sure they know you have *indeed* logged their gift, it's already at work ... and that you *deeply, profoundly, authentically, charmingly, personably rather than robotically appreciate* it.

Trust me on this: a second thank you, research shows, will be *richly* worth it. (Bless you, [Angel Aloma](#).)

Another obvious donor question? "Does giving really matter to this mission?" Or how about one of the most often overlooked questions I encounter, "Do you really need charity?" (See how Princeton U., America's most successful higher ed fundraiser, [answers](#) this question.)

When you anticipate common questions and answer them eagerly up front, you're doing far more than most charities. So, who does do just such things extremely well?

[AARP](#) - America's most sophisticated marketer to people over 55. Fifty-five, as it happens, is exactly the average age of people entering their prime donating years in the US, according to good research. Do you know what a person at that age wants to hear? AARP does. Study.

Loyalty reason #2. They share your beliefs

In 2008, the Barack Obama presidential campaign showed just how remunerative shared beliefs can be if you're a charismatic leader with a simple message.

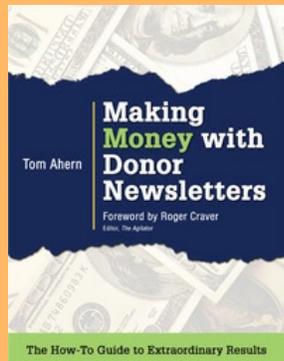
The [Oxford Dictionary of Slang](#), edited by John Ayto.

Word of the moment...

Luculent

"Clear in thought or expression." Use it with a friend this week. The "c" is hard. Lü-ke-lent.

And here, too!



Heavily revised and illustrated 2nd edition. From [Amazon](#).

Joinme?

¶ [Linked In](#): 969 connections

¶ [Twitter](#): 1,213 followers

Handle: thattomahern

¶ [E-news](#): 7,848 subscribers

¶ [Facebook](#): 210 friends

Working on....

A new book: the donor communications multiple-choice exam.

What's new on [SOFII](#)?

Need a good idea **RIGHT NOW?**

Then review this freshly updated [list](#) of SOFII's **latest** exhibits. SOFII stands for the *Showcase of Fundraising Innovation and Inspiration*. This big-hearted, mostly volunteer, London-based nonprofit collects and annotates examples of **SUCCESSFUL** donor communications from around the world ... and then gives you **FREE** access. I'm there often.

Could they take the heat? Well, they came into my kitchen...

Enter a **GALLERY** of **FRANK** critiques ... solely for your error-avoiding, idea-stealing

Alas: that describes so few charities. Most are neither charismatic nor simple.

What can "mere" shared beliefs do? They can win the White House for the first African-American president. Why did so many US households donate unusually large amounts to Barack Obama's 2008 campaign?

People who donate hope to win a meaningful fight, Yale economist [Dean Karlan](#) learned. Prof. Karlan studied giving to Barack Obama's 2008 campaign. Karlan's key finding: middle America elected Barack Obama.

Shared beliefs win.

Well, campers, those are all the principles I can comfortably squeeze into one issue of the newsletter. The rest of Dr. Sargeant's 7 principles of donor loyalty will appear in subsequent issues.

Back issues of this newsletter? [Here...](#)

NEW "DonorComms" collection



Wear your heart on/near your sleeve

Writer-wear©. Advice-wear®. Reminder-wear™. **We do message. You customize! PICK your colors, sizes and styles ... huge range!** Statement T-shirts (and the occasional iPhone sleeve) for the wordy wise.

pleasure

For a bunch of years, brave people sent me samples of their donor comms, for a **free, nitty-gritty** - and **public** - critique. Find out exactly what they did wrong or right, and learn from their mistakes or victories.

Available as

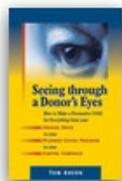
[downloadable PDFs](#)

with pop-up comments.

People still ask for critiques.

I stopped because it had become repetitive. The very mistakes I'd criticized early on were being made years later by people asking for critiques. *OK, that didn't work....*

[Click here to see for yourself!](#)



How to write a case for support.
Think the Kool-Aid.

[See what Amazon reviewers say...](#)



How to write fundraising materials your donors will love.

[See what Amazon reviewers say...](#)

Joyaux Associates

International expertise at down-to-earth prices. Fund development, board development, strategic planning. [Lots of free resources](#), too!

Where will Tom speak next?

Check upcoming events on Tom's international [speaking CALENDAR!](#)



[Ourhouseinfrance.com](#)

[My blog](#)

[My website](#)

'Til next time...
donor communications
true believers!

