



# Turning Emergency Campaign Donors Into Long Term Donors

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## Idea

- **Emergency campaigns attract new donors and infuse existing donors with new energy and reasons to upgrade their gifts.**

## Goals

- **Using stewardship (our magic wand!), Federations can turn first-time emergency donors into long-term donors.**
- **In addition, through intentional stewardship, Federations may also inspire existing donors to maintain an increased level of philanthropic support.**
- **This guide will help:**
  - Inspire loyalty in first-time emergency donors to sustain their generosity over time
  - Guide first-time emergency donors to join our community through emergency campaigns
  - Remind us not to neglect first-time emergency donors for down-the-line opportunities
  - Divide tasks into a continuum of stewardship
  - And steward donors who increase their gifts to sustain higher level of giving



## Timeline

### Donor Gives An Emergency Gift:



#### **RIGHT AWAY**

Thank donor and explain donor's critical role in context of the community at-large.



#### **ONE WEEK LATER**

Tell donor what, specifically, their gift made possible.



#### **LONG TERM**

Steward donor to feel responsible for the community.  
Place donor on local pipeline for further giving.

- **Right Away**

- **Acknowledge, acknowledge, acknowledge!** Say thank you to emergency campaign donors right away. This thank you should include a lot of gratitude. The initial thank you email should show how every single act of kindness makes a difference and how in times of emergency, these gifts impact the community right away.\*
- We know that emergency campaign donors give from a place of emotion and urgency, and we can customize our acknowledgement for them in this way. Share with them the story of NOW. Convey the overarching work of Federation: paint a picture of what Federation does as a whole and the ability for Federation to respond on a dime in times of crises because Federation prepares the day before. (For example, how Jewish community organizations can receive guidance for SBA Loans right away.)
- **If possible, these responsive donors can also be contacted by a Board member or lay leader with a message of gratitude, especially if the gift is above \$1000.**



- **Suggestion:** Slow down and take time before dropping first-time emergency campaign donors into an annual campaign bucket. **Acknowledge and celebrate the role they are playing in helping to meet urgent needs of today.**
- \* If someone gave to a specific area or agency, the email should also include what that specific area or agency is doing.
- **One Week After First Gift**
  - Email the donor about the pivotal role, work and impact of the Federation pre pandemic, during pandemic, and future.
  - Be as specific as possible and Report on the utilization of the emergency funds and how they have been administered so far.\* The Federation should do this reporting anyway and communicate this to all donors and constituents.
  - \* If someone gave to a specific area or agency, the email should also include what that specific area or agency is doing.
- **Long Term Goals**
  - Create a strategy that moves emergency campaign donors along the continuum of giving. Do not let them fall off the radar. Steward emergency campaign donors to feel responsible for the community.
  - Create an public honor roll acknowledging these “first responders” without neglecting recognition of loyalist donors.
  - Screen emergency campaign donors to find out who may have a higher giving capacity. Put these donors on a pipeline for major giving down the road and determine the best pathway forward for deepening relationships and loyalty to the work of the federation.





- **What To Do Throughout This Process**

- Have a call-to-action for existing lay leaders to understand why people make first-time gifts to emergency campaigns.
- Deploy lay leaders to make thank you phone calls.
- Prepare lay leaders to tell the story of how Federation can respond during crises on a dime and answer questions.

### Note:

An emergency campaign may or may not work well in your community at this time. We encourage you to make that determination based on your knowledge of the trends and feelings prevalent in your community. Use this guide for help if you decide to launch an emergency campaign.