



Blackbaud<sup>®</sup> + Food Banks  
+ hjc

July 21 – July 23



# Finding Mid-level + High Impact Gifts

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2021 FOOD BANK SUMMIT

# HOUSEKEEPING

- This webinar will be broadcast entirely through your computer.
- We recommend that you turn your volume all the way up and close out any additional browser windows.
- Please take a look at the widgets at the bottom of your screen.
- The Q&A widget can be used throughout the call to ask the presenters questions.



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# #FoodBankSummit



# Today's Speakers



Michael Johnston

Founder & President

hjc



Kimberley Souliere

Director of Development

Mississauga Food Bank



# Kimberley Souliere

Mississauga Food Bank



# The Mississauga Food Bank



# The Mississauga Food Bank



Population: 828,854 (2017)

The Mississauga Food Bank is the central food bank in Mississauga. We distribute food to a network of over 50 agencies including: neighbourhood food banks, pantries, meals & snack programs and other emergency food programs.

1,900  
individuals  
served  
FB2H

4.28M lbs  
of food  
distributed

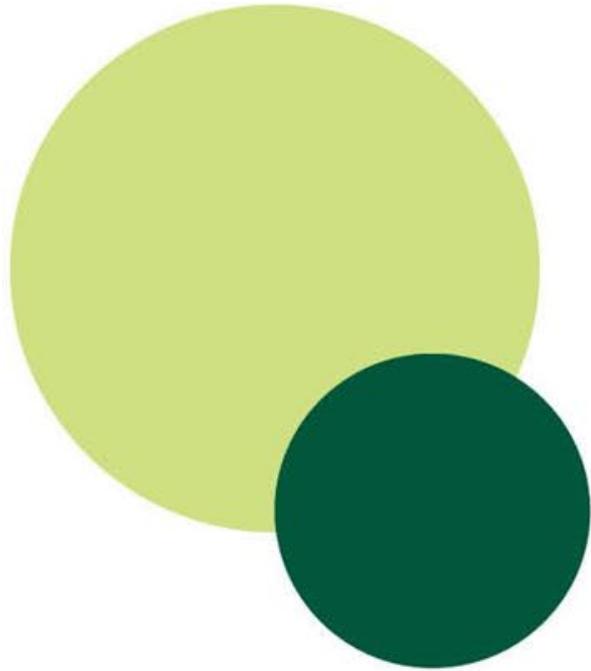
162,472  
of food  
bank visits

14.7% of people in Mississauga are living in low income (105,250 people)



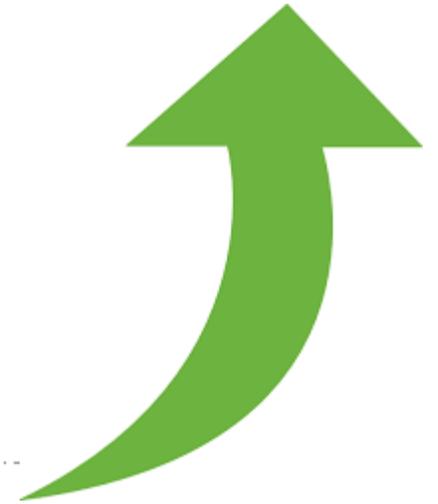


# How We've Grown!



<b>Monthly Donors</b>	<b>FY 2018/19</b>	<b>FY 2020/21</b>	<b>PC</b>
Donors	670	1,180	76%
Revenue	\$197,488	\$456,904	131%

<b>Mid Level Donors</b>	<b>FY 2018/19</b>	<b>FY 2020/21</b>	<b>PC</b>
Donors	115	412	258%
Revenue	\$158,598	\$615,081	288%





# Monthly Donors

- Welcome donor series
- Thank you calls
- Special COVID quarterly stewardship report
- Meghan Minute
- Monthly upgrade appeal
- Donor survey

**WONDERING HOW YOU CAN  
HELP EVEN MORE PEOPLE  
IN MISSISSAUGA?**



Join the Helping Hands Club today!



COVID-19 UPDATE - MAY 2020

Your generosity has fed so many families during the COVID-19 pandemic.

Thank you for stepping up to provide urgent support to our most vulnerable neighbours who are struggling to afford food during this crisis. Here is how your support has been at work.

Your generosity got food to our neighbours who need us more than ever!

### Because of YOU:

**975,000+**  
healthy meals for 15,000 neighbours can be made with the food we've distributed.

**5,290+**  
children have been given healthy and nutritious meals and snacks.

**765+**  
seniors have been provided access to healthy groceries.

### You're helping to build capacity in Mississauga's food bank system.



Your generosity has not just supported The Mississauga Food Bank; you've helped the 44 agencies that TMFB works with daily to provide food programming and other crucial and emergency support for vulnerable families across the entire city.

With your support, The Mississauga Food Bank has provided our network of agencies increased communication support to help build capacity and financial resources to ensure the network can keep up with the large increase in client usage.

Thanks to you, we distributed \$115,000 in grants to these organizations.



▶ Play Video



## THE MEGHAN MINUTE

*Meghan Nicholls*

We've made it through another year, Friend! 🎉👏

And we're looking to break the recent cold snap with a few words of love. ❤️❤️❤️

During love month, we wanted you to know how important you are to feeding hungry neighbours in Mississauga.

Since March of last year, your generosity and support have helped respond to the increasing needs of helping twice as many neighbours. That's the equivalent of providing 4 million meals!

[This month's Meghan Minute is all about you! Check it out!](#)

▶ Play My Video

## Mid Level Donors

\$1,000 - \$4,999

Newly full-time position - Individual Giving Officer who will oversee annual giving program including managing an assigned portfolio of middle donors



### Donor segmentation

- Identify prospects
- Segmented by capacity, affinity and readiness (CAR)
- Introduce moves management
- Consultative selling approach

## Mid Level Donors



Collaborating with our annual giving vendor on a program audit with the following objectives:

- Increase revenue from middle donors by 10%
- Convert 5% of annual donors to middle giving
- Identification of 25 major donor prospects

Delivery of personalized touch points (engagement events, impact reporting, solicitation package, targeted asks, story telling)

Creating a pipeline for major and legacy donors



**Thank you!**  
Any questions?



# Michael Johnston

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# Financial and Demographic Comparisons

+2%

Insignificant difference  
assets of mid-level to  
major giving prospects

57

Median age of both  
groups

12

Average length of  
residence for both  
groups

*Finding Value in the Middle: An Examination of Mid Level Giving*  
<https://hello.blackbaud.com/12334-Analytics-MidLevelGiving.html>

# Financial and Demographic Comparisons

<3%

Insignificant difference  
real estate value of mid-  
level to major giving  
prospects

13%

Difference (+) in  
discretionary spending,  
income and net worth for  
major giving prospects

19%

Difference (+) in size of  
investment portfolio



So...

# Setting the scene

- **The Big Picture** - What is going on in the world that impacts middle donor, planned giving and major gifts? What did our survey tell us? What one Food Bank's MG fundraising looks like – and what about yours
- **The Channel Picture** – What is digital's place with other channels for big gifts?
- **The Little Picture** – What are the right questions to ask?
- **The Whole Picture** – How do you build the right role for technology in uncovering big gifts?

# The Big Picture



life insurance



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# The Big Picture

12%



Victoria General Hospital Foundation Donor Survey

**Thank you for participating in the 2020 Victoria General Hospital Foundation Donor Survey!**

Thank you for your unwavering support of The Vic Foundation. You are one of our key supporters, and we would like to thank you for being part of our team, and we want to learn more about your interests, priorities and thoughts around advancing healthcare in our community.

Your opinion and recommendations matter to us. The survey will take approximately 10 minutes to complete. Your answers will be kept strictly confidential, and will provide us with valuable insight to help us shape our future activities and investments to create healthier futures for us all.

This survey is organized into 5 sections:

- (1) Your relationship with Us
- (2) Donor Impact
- (3) Donor satisfaction
- (4) Communications
- (5) Optional Information

We appreciate you taking the time to complete this survey!

In appreciation for your time, participants who complete the survey on or before September 1, 2020 may enter to win a free iPad from The Vic Foundation. Please complete your details in the "Optional Information" in the last section of this survey, and thank you again for completing this survey!



# The Big Picture

zeit·geist

/tsīt, gīst, 'zīt-/

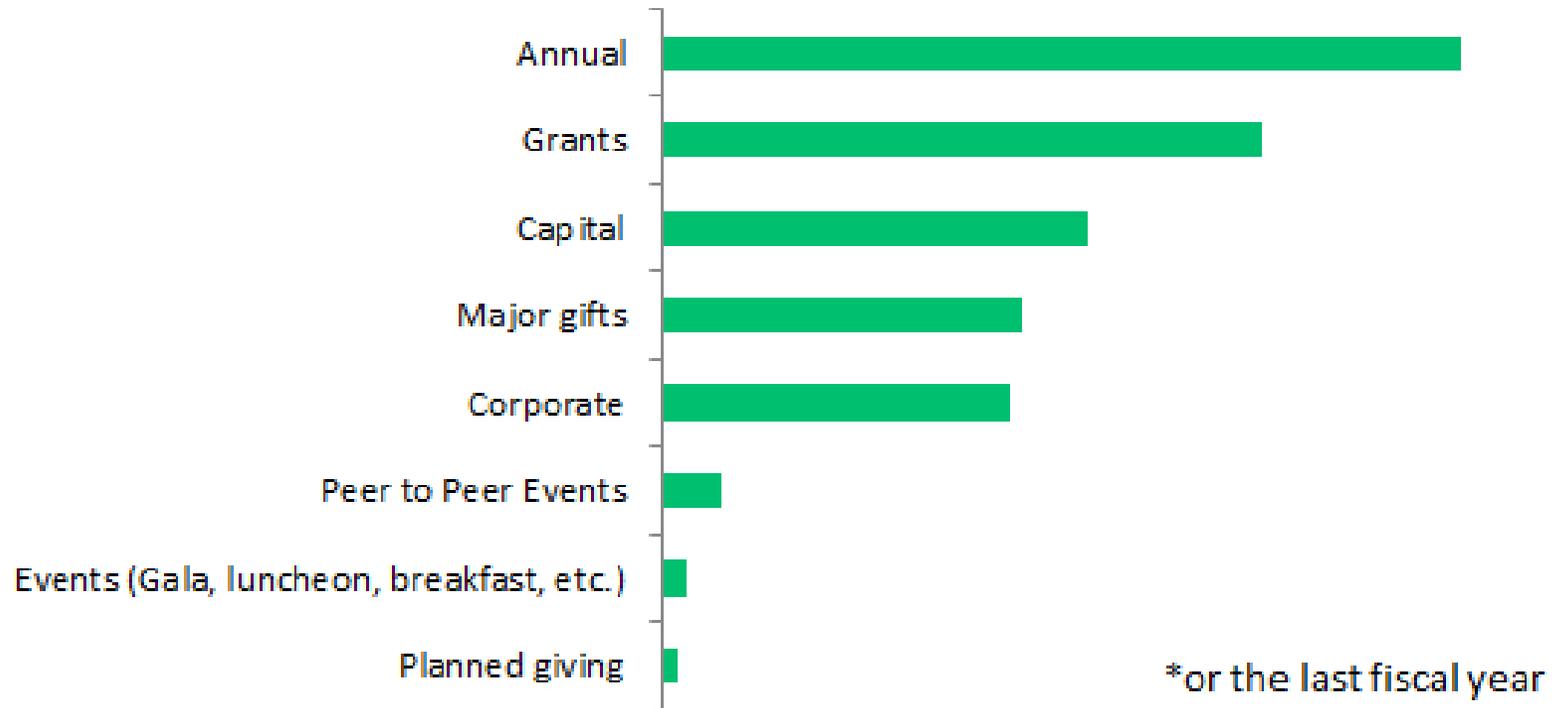
*noun*

the defining spirit or mood of a particular period of history as shown by the ideas and beliefs of the time.

"the story captured the zeitgeist of the late 1960s"

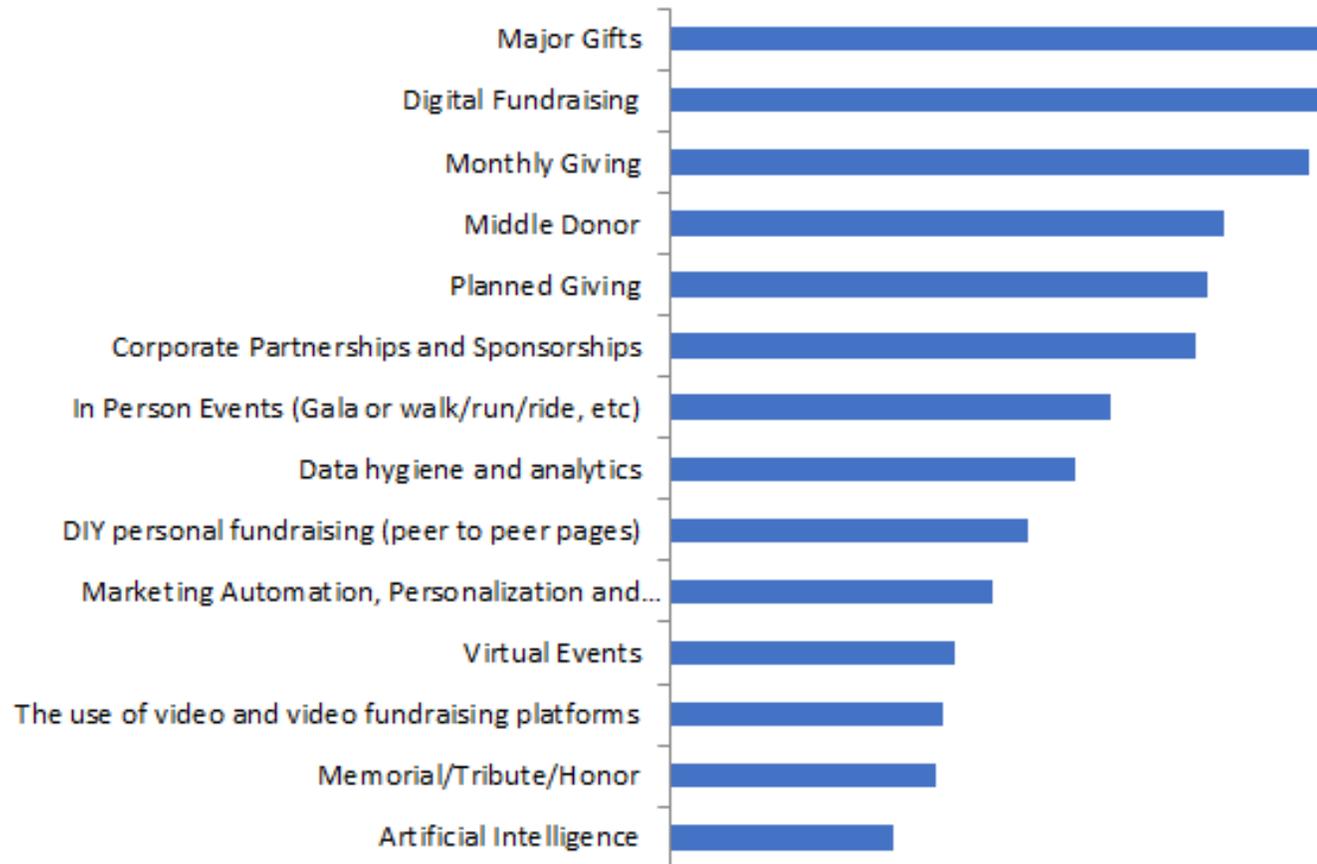
# Fundraising Revenue

Relative fundraising revenue by category  
in 2020\*

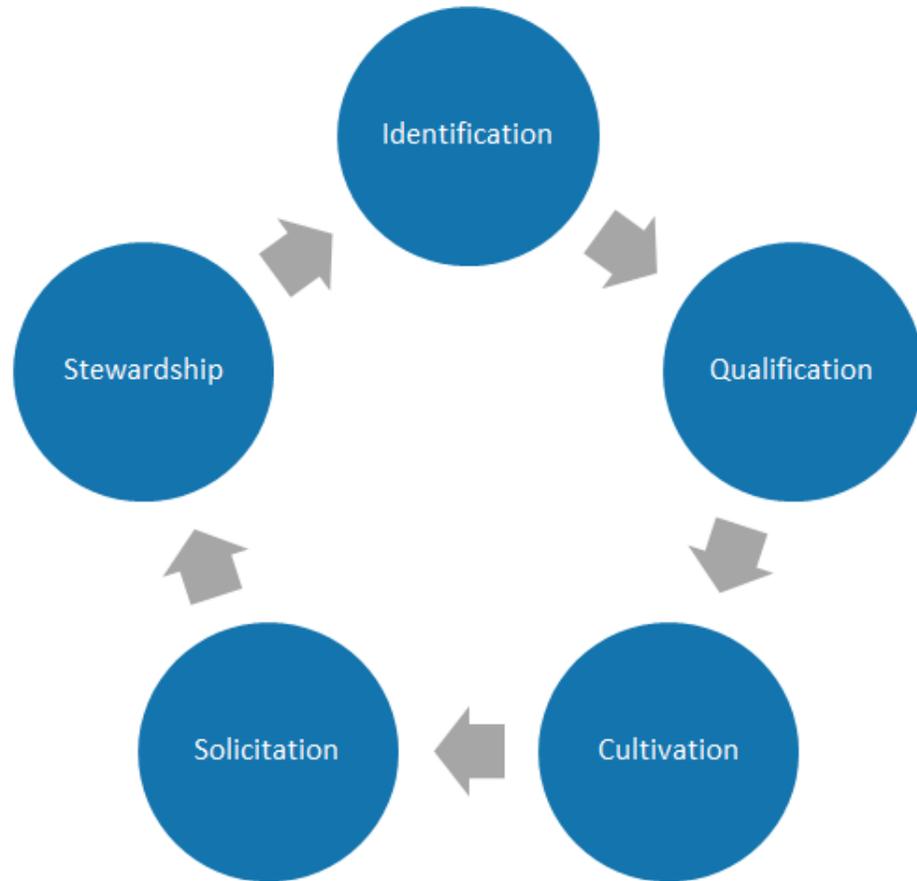


# Fundraising Opportunities

Please rank what you think are the biggest fundraising opportunities for you in the next three years?



# LA Regional Food Bank



- 268 major donors (individuals) for a total \$23.5MM
- Hired 2 new major gift officers
- Formalized Prospect Management and Tracking Process

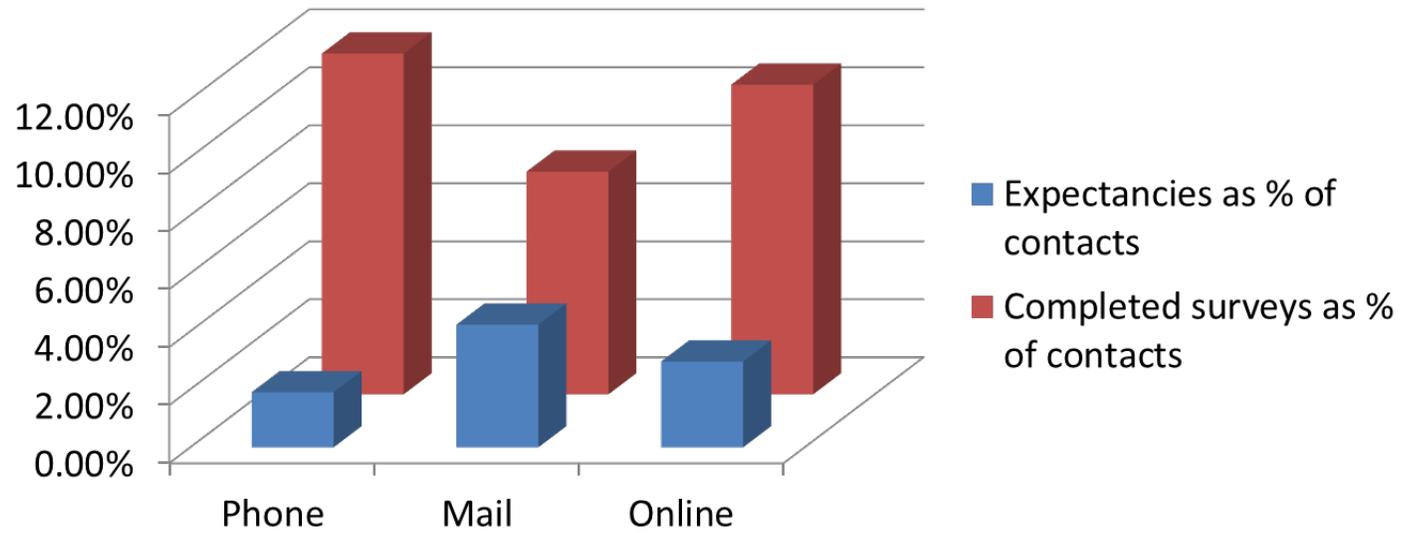
# Share Now (using Q&A)

1. Type in your approximate major gift revenue in the last year (fiscal or calendar)
2. Type in the number of full-time major gift officers you have – or the percentage of one position for major gift fundraising...

# The Channel Picture



# Experiment with big gifts and channels @ your Food Bank



# We began to experiment with channels and big gifts

Survey Method	Cost per Contact	Cost per Planned Gift Survey Completed	Cost per Planned Gift found
Phone	\$25.99	\$25.99	\$1,367
Mail	\$2.38	\$30.94	\$731
<b>Online</b>	<b>\$0.94</b>	<b>\$8.89</b>	<b>\$300</b>



78 legacies found @ \$32,000 = \$2,496,000

# A Pivotal Digital Moment for Big Gifts

The Hospital for Sick Children Foundation kicked it off with this digital survey.

- 3 key segments: Monthly, Active + Lapsed
- **5,530** responses (**11%** response rate)
- Reactivated **30+** donors
- Found **85** expectancies, **141** middle and major donor leads and **292** planned giving leads



Dear %Salutation%,

At SickKids Foundation we value your opinion of our work. Your participation in this survey will help us communicate better with you, as well as help us find more likeminded supporters who want to make a difference in the lives of sick children.

This straight forward survey will give you a chance to tell us some of the most important reasons you support SickKids, as well as the areas of our work that are of most interest to you.

Here, at SickKids, we're determined to treat our donors as we would want to be treated – especially when it comes to communicating to you the importance of your donations. Your feedback is private and confidential. It will not be shared or used in any way inappropriate.

[PLEASE TAKE A FEW MINUTES TO COMPLETE THIS SURVEY →](#)

When you're finished, I can tell you it will be of great help in our efforts to improve our care for sick children.

Thanks so much in advance,

[Signature Image]

Signee, Title

P.S. We would appreciate your response before April 8th to aid us in our planning!

Copyright © 2011 SickKids Foundation  
525 University Avenue, 14th Floor • Toronto, ON • M5G 2L3  
tel: 416.813.8166 • fax: 416.813.5024  
Charitable Business Number: 10808 4419 RR0001

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Malcolm Berry, now CDO  
of St Louis Children's  
Hospital Foundation

**\$22 million**  
in total gifts realized  
over time

# Then – 13 years ago ...

The digital survey also uncovered:

People will ‘strip naked’ and tell you a lot about themselves and their connection to your mission – ***surveymonkey to CRM***

A **LinkedIn strategy** for younger donors for gifts of stock and gifts of life insurance

A **welcome series** that served up a larger gift set of questions



Dear %Salutation%,

At SickKids Foundation we value your opinion of our work. Your participation in this survey will help us communicate better with you, as well as help us find more likeminded supporters who want to make a difference in the lives of sick children.

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Charitable Business Number: 10888 4419 RR0001

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# Another digital survey

89

201

47

10



**UNIVERSITY OF  
CALGARY**

# The little picture – questions to ask



Do you think there are improvements that can be made to Methodist Hospital of Southern California?

Yes/no

**If you were given \$1,000,000 to make improvements to Methodist Hospital of Southern California, what would you do?**

Did Methodist Hospital make a difference in your life?

Yes/no

# The little picture – questions to ask



You can often ask about a planned gift first – and shaping the question right can greatly reduce false positives (which the phone is great at getting!)

If someone says NO to a planned gift then we've found an immediate question on 'leaving more now' uncovers a larger, immediate gift. We've seen it in focus groups and in quantitative work

# The little picture – questions to ask

Over a decade ago we did our first test on a more personalized digital journey



And you can ask about people's interest and details connected to your mission

It can be a powerful way to prepare large gift asks – and to shape marketing automation, personalization, segmentation and gift ask sequences

# The little picture – questions to ask

Over a decade ago we did our first test on a more personalized digital journey



- Personalized messaging to donor segments with cat/dog segmentation data performed **300% better** than neutral messaging to donor segments without segmentation data.
- Personalized messaging to non donor segments with cat/dog segmentation data performed **170% better** than neutral messaging to donor segments without segmentation data.
- Open Rates among recipients with advanced segmentation data were **140% to 220% higher** than those without advanced personalization data.
- That is all relevant to larger gift donors too!

# The Whole Picture: Physically Map the Big Gift Journey

- Create a mid-level, major or planned giving persona
- Get a cross functional team together to map how to move someone from a smaller gift to something bigger – now is the time to do it at your food bank!

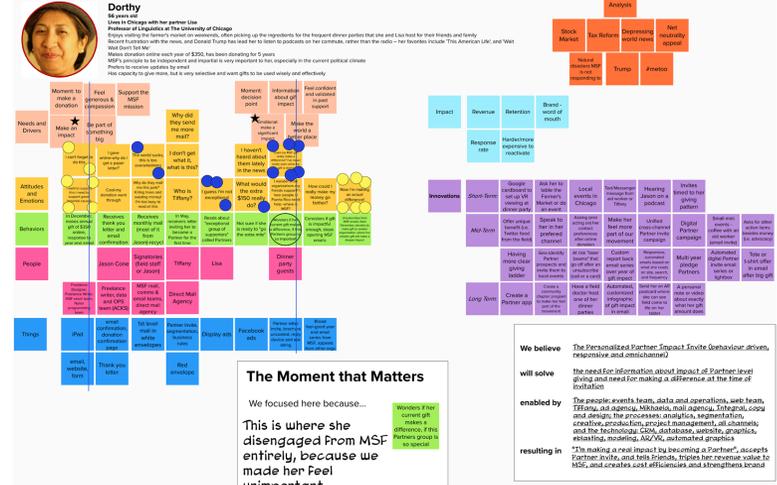


**Josephine (Jo)**  
66 years old, recently retired  
Legacy Prospect

Donating to MSF for 13 years, after attending an event she is inspired to include a bequest to MSF in her will, however a change in the communications left her confused and disappointed, diminishes her annual gift, and bequest is at risk

Issues Identified: Data Management

## Upgrade from First Level



# large gift journeys within Luminate Online

- Decide what information to gather
- Decide how to use that information for bigger gifts in a multi-channel journey (email, SMS, social)
- Wait periods (cadence)
- **Decision trees – efficiently leading to a visit/zoom/call**



# The Whole Picture: Big Gift Journey Mapping

- Decide on your big gift profiles, map it on paper first
- Then get into the platform and lay it out!
- It should include survey response triggers interest-based content
- Follow ups that make the most sense to secure a large gift



# Thank You!

Please download your FOOD BANK BIG GIFT LAUNCH document here: [\*\*https://tinyurl.com/y6pcgeeh\*\*](https://tinyurl.com/y6pcgeeh)



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Q + A



**Session 1: Turn Single Donors Into Forever Donors**  
TODAY at 12pm ET



**Session 2: Bring It All Together**  
TODAY at 2pm ET



**Session 3: Virtual Food Drives, Virtual Events and So Much More**  
July 22 at 12pm ET



**Session 4: It's all about the Data and Analytics**  
July 22 at 2pm ET



**Session 5: Finding Mid-level and High Impact Gifts**  
July 23 at 12pm ET

**Session 6: Nostradamus and The Virus**  
July 23 at 2pm ET

# #FoodBankSummit





thank  
you!