#### Nurturing an Attitude of Gratitude

@donorguru



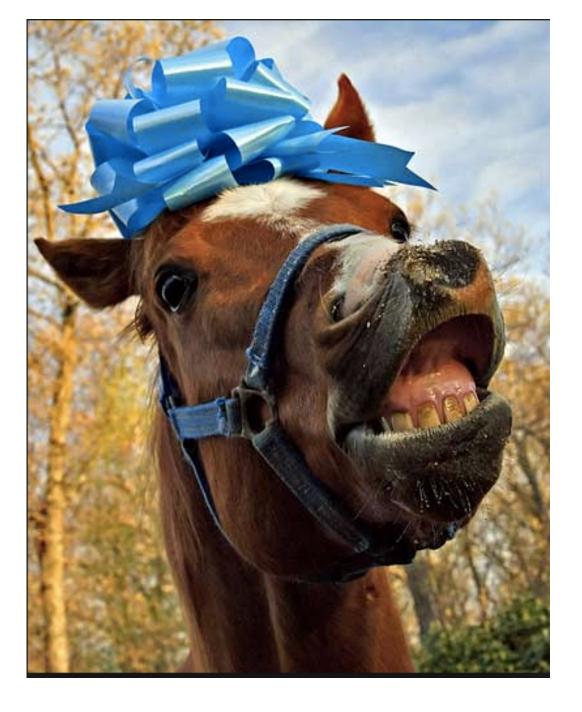
LYNNE WESTER

DONOR RELATIONS GURU



























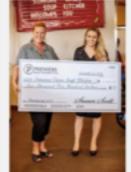














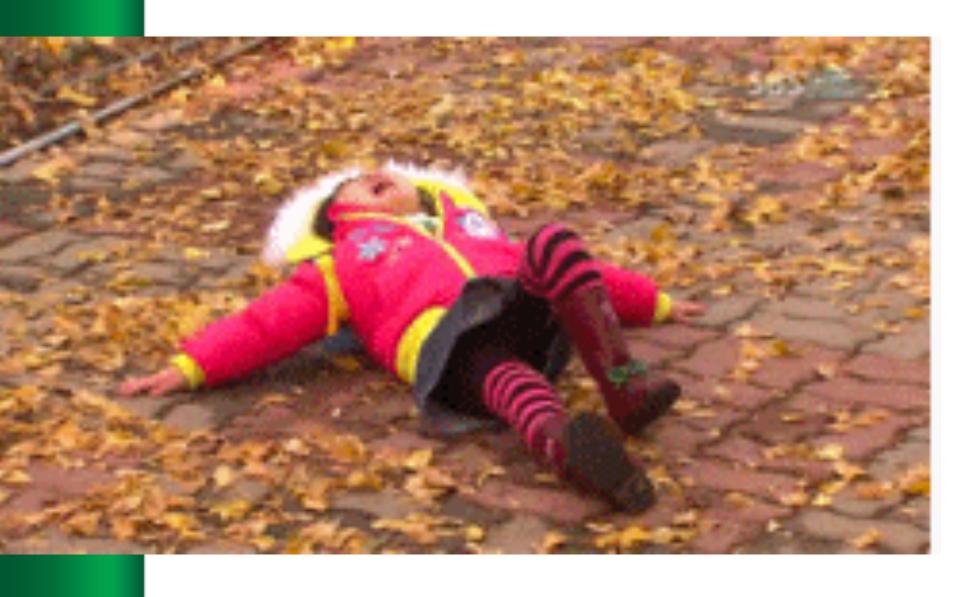














#### **Heritage Club Giving Levels**

Opaz: \$500-\$999

Peridot: \$1,000-\$2,499

Amethyst: \$2,500-\$4,999

Pearl: \$5,000-\$9,999

Ruby: \$10,000–\$24,999

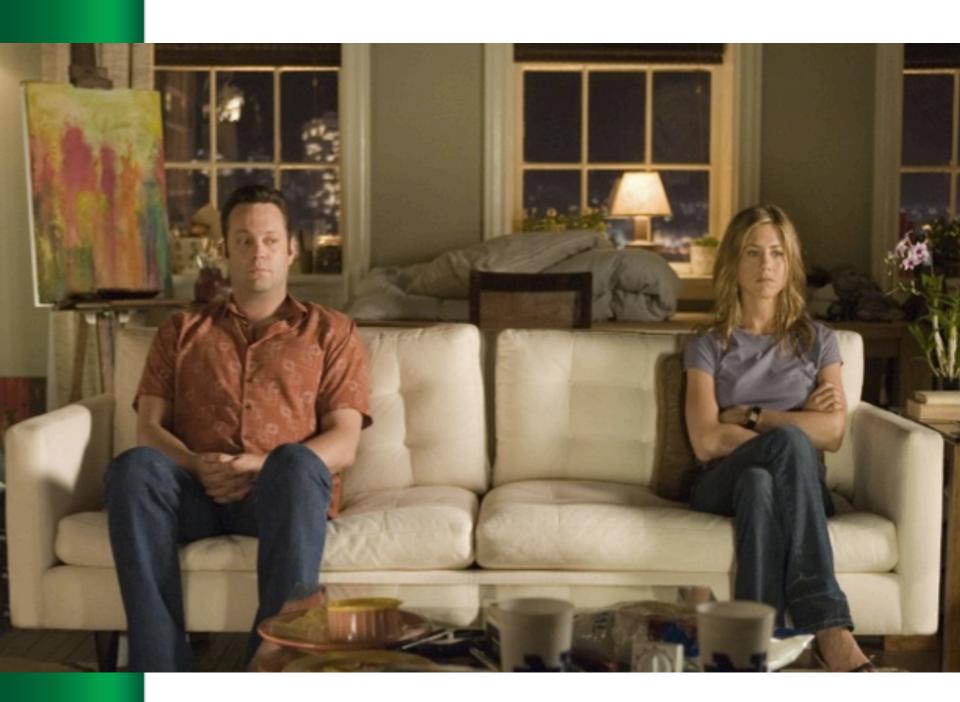
Emerald: \$25,000—\$49,999

Sapphire: \$50,000-\$99,999

Diamond: \$100,000+













- 1. Make Eye Contact and Smile
- 2. Greet and Welcome Each and Every Guest
- 3. Seek Out Guest Contact
- 4. Provide Immediate Service Recovery
- 5. Display Appropriate Body Language at All Times
- 6. Preserve the "Magical" Guest Experience
- 7. Thank Each and Every Guest



### The Harold C. Ripley '29 Society



For the first time ever, charitable giving exceeded the \$400 billion mark in 2017, spurred by growth from all four sources of giving.

### \$410.02 billion

Where did the generosity come from?\*

learn more and to order your copy of

Giving USA 2018: The Annual Report

on Philanthropy for the Year 2017.

Giving to arts was the second-fastest growing subsector, with an 8.7 percent increase over the previous year to a total of \$19.51 billion in 2017.

to foundations increased 15.5 percent in 2017, the largest gain of any subsector, far outpacing the growth in total giving.

#### Where are all of the charitable dollars going?

(as a percentage of the total



\$20.77 billion

increased 8.0 percent (5.7 percent when inflationadjusted) over 2016

🚅 31% Religion 🎧 \$127.37 billion 🞓 14% Education 🎧 \$58.90 billion The 6 largest subsectors all 12% Human Services 🕜 \$50.06 billion grew in 2017, but growth rates ranged 11% To Foundations ( \$45.89 billion widely from 2.9 ♦ 9% Health ♠ \$38.27 billion to 15.5 percent. § 7% Public-Society Benefit 
♠ \$29.59 billion 6% International Affairs ( \$22.97 billion 3% Environment/Animals (1) \$11.83 billion **iii 2%** To Individuals 🔱 \$7.87 billion

Giving USA Foundation™. The Giving Institute, and the Indiana University Lilly Family School of Philanthropy are pleased to continue their partnership in providing the most comprehensive, longest-running, and most rigorously researched resource on U.S. charitable giving, Giving USA: The Armual Report on Philanthropy. It is a privilege to report on Americans' generosity and related historical trends on U.S. charitable giving.



## Nonprofit Organizations In the United States

2,201,946

Total Nonprofit Universe\*

1,800,000+

Active Nonprofit Organizations

#### Top 5 Over 100K

#1: California

#2: Texas

#3: New York

#4: Florida

#5: Pennsylvania













P

Just like that, with the click of a button,

your generosity is changing a life.





#### COMING TO YOUR MAILBOX SOON.



You have mail arriving soon.

View all mail on dashboard >



#### Millennials Get 27 Messages From Nonprofits a Week, Report Says

By Timothy Sandoval

Title: "Cutting Through the Noise: How Much Mail and Email Donors Receive and Read"

Organizations: Grey Matter Research and Opinions4Good

Summary: Charities appear to be chasing millennial donors by showering them with mail and email communications, according to a study of 1,000 donors who reported their interactions with nonprofits.



Average number of mailings donors get from non-profits each week:



Average number of e-mails donors get from non-profits each week: 9.9



## NUMBER OF YEARS IT TOOK FOR EACH PRODUCT TO GAIN 50 MILLION USERS:







## ONLINE GIVING BY GENERATION

Donors 66 and older are now just as likely to make their contributions to charity online as younger donors, according to a US Dunham+Company/Campbell Rinker study.



**59%** 

of donors 66+ give online

> Only 29% said they gave online in 2010

60%

of donors <65 give online

60% said they gave online in 2010



SHOWING **GRATITUDE IS ONE** OF THE SIMPLEST YET MOST **POWERFUL THINGS HUMANS CAN** DO FOR EACH OTHER.

**RANDY PAUSCH** 



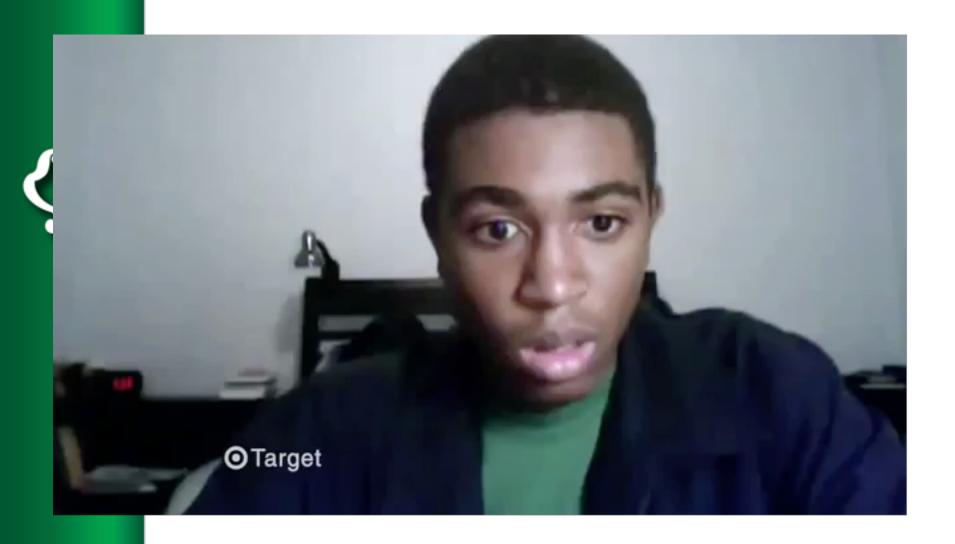
### BE

# THOUGHTFUL ABOUTBEING THANKFUL

Lynne Wester

@donorguru







#### Thank YOU-Reach out to Me:

- Lynne M. Wester
- @donorguru
- www.donorrelationsguru.com
- lynne@donorrelationsguru.com

