

DONORTRENDS

TRUEGIVERS™

Relief to Reconstruction Toolkit



Natural disasters and emergencies demand that you focus your attention on the immediate. We have no doubt that you're doing that right now.

But we also know that the influx of new donors has dwindled and your challenge is shifting from focusing on immediate to longer term strategies.

Thinking back to emergencies of recent past, ask yourself: what did we do with our new, lapsed reactivated, and upgraded donors once media attention turned away? How did we cultivate these donors to ensure that they weren't just one-time givers, never to be heard from again?



DONORTRENDS

They found you once. What did you do to ensure they stayed?

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With previous emergencies you may have wanted to put an action plan into place to get the most out of your new and lapsed reactivated donors, but didn't know what that plan would be, where to turn for the right solution, or how much time it would take. Now you do know where to turn. This time you'll have the DonorTrends Relief to Reconstruction Toolkit, which can be the foundation of your emergency donor conversion strategy.

TRUEGIVERS™

Relief to Reconstruction Toolkit

TrueGivers™ is the fast and affordable screening solution you need for actionable insight and intelligence on your disaster donors.

Identify, determine, and uncover what you need to know to give you a critical head-start on new and existing donor identification, stewardship and upgrading with:

Actionable Insight and Intelligence

Target your post disaster conversion strategy using data that gives you insight into:

- What other organizations are your donors giving to?
- What types of gifts are your donors giving to other organizations?
- What size gifts are your donors giving to other organizations?
- What's the affinity of your donors – what types of organizations do they support and how does this inform your conversion strategy?

The Rest of the Story

Profile the leaders on your file through TrueGivers™ and acquire critical business intelligence:

Industry Identification

- Connect prospects and to evaluate your giving performance within industries.
- Diversify your donor portfolio so that you are not hurt when one or two industries experience a downturn.
- Focus on people who are in industries that are doing well.

Title Level Identification

- Target executives that will provide a leadership pool that will not only have potential for personal gifts but also to help you secure gifts from others.
- Identify prospects for leadership positions within your fundraising organization such as board members and members of key committees.

Working with Your Results

With DonorTrends TrueIntelligence Platform™ (TIP), search, sort, analyze and export TrueGivers™ results on a state-of-the art web-based collaborative platform.

Some things never change. The emotional reaction of people to help in the shadow of a disaster remains constant. How your organization cultivates that response is up to you. Now is the time to learn from previous disasters and **act swiftly** to build a strong conversion strategy based on **known** donors.

With the insight you'll get with the TrueGivers™ Relief to Reconstruction, you'll be able to focus your budget on cultivating proven donors and maximizing fundraising potential.

Get started right now with a **FREE** summary analysis of your file visit
www.DonorTrends.com/Haiti

Call us at **1.866.948.9363** or visit www.donortrends.com/haiti

