

dp donorperfect

COMMUNITY CONFERENCE  
**SPARK**





## Hello, my name is Sean Potero

“ Never gonna give you up. Never gonna let you down. Never gonna run around and desert you”

- Rick Astly

### CONNECT WITH ME:



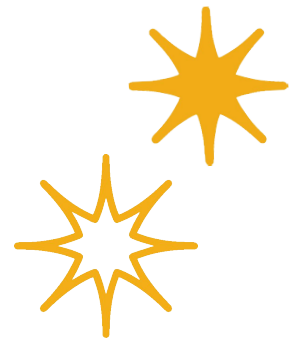
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# Spark Loyalty

Creating a Culture of Gratitude!







# Donor Retention Rates

## AVERAGE DONOR RETENTION



## DONORS THANKED THE SAME DAY



## MONTHLY DONORS



\*GivingUSA.org

# Agile Acts of Acknowledgments

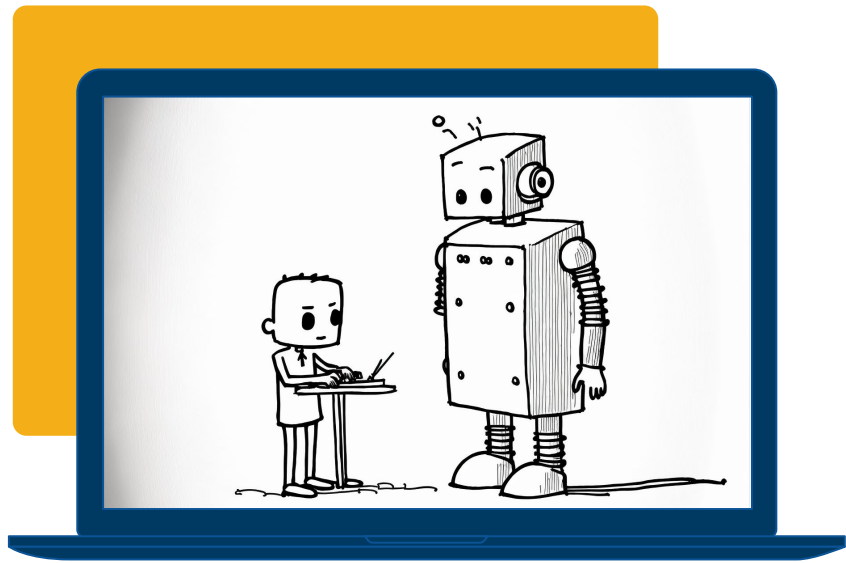
Your recipe to spark loyalty from constituents:





# Fact Actin' SmartActions

Data entry robots that do what you tell them!



# SmartActions... Data Entry Robots!

Ingredients:



Results:

Unique treatment of **2nd time donors**





## Welcome to the DonorPerfect Fundraiser Bot

Turn off your brain!

**Let the DonorPerfect Fundraiser Bot do the thinking for you!**

# The Fundraiser Bot

- Save time
- Better engage audience
- Strengthen relationships
- Motivate supporters to act
- Get volunteers involved



**SCAN TO  
TRY IT NOW!**

A white laptop mockup is shown against a dark blue background. The screen displays the 'DonorPerfect Fundraiser Bot' interface. The interface has a white background with a blue header bar. The title 'DonorPerfect Fundraiser Bot' is in the top left. Below it is the section 'About You & Your Organization'. There are four input fields: 'Organization Name \*' with the value 'DonorPerfect Conference 24', 'Author Name \*' with the value 'Sean Potero', 'Website URL \*' with the value 'https://www.donorperfect.com/fundraising', and 'Author's Persona \*' with a dropdown menu set to 'Other'. Below the dropdown is a button labeled '\*Please Specify' and a text input field containing 'Training Specialist'. At the bottom of the form are three progress indicators: a blue circle, a blue circle with a checkmark, and a blue circle with a checkmark. To the right of the progress indicators is a 'CLEAR ALL' button and a 'NEXT ->' button. The laptop is decorated with yellow starburst graphics and a blue plus sign on the right side.

**DonorPerfect Fundraiser Bot**

**About You & Your Organization**

Organization Name \*  
DonorPerfect Conference 24  
Your nonprofit's name

Author Name \*  
Sean Potero  
The writer's name

Website URL \*  
https://www.donorperfect.com/fundraising  
Your nonprofit's web address

Author's Persona \*  
Other  
\*Please Specify Training Specialist  
The writer's role

CLEAR ALL

NEXT ->



## Recap & Takeaways

- Gratitude strengthens loyalty
- Automation saves time
- Personalized communications fosters connection



# Q&A

***Thank You!***



# RESOURCES BELOW

