5 Steps to Transition Donors to Support a New Care Model
Why this?
Five steps to transition donors
Five steps to transition donors

1. Share your learning about family-based care
Five steps to transition donors

① Segment and map donors with empathy
Five steps to transition donors

1. Identify and share your most potent stories
Five steps to transition donors

1. 
2. 
3. 
4. Build your donor communication plan
Five steps to transition donors

1. 
2. 
3. 
4. 
5. Change your fundraising ask and calls to action
Get the guide: bit.ly/2YinFhU

Transitioning Donors
Bringing your supporters on the journey to a new model
① Share your learning about family-based care
It’s about changing mindsets
<table>
<thead>
<tr>
<th>Step</th>
<th>Description</th>
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<tbody>
<tr>
<td>Learn how other organizations changed their model</td>
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<tr>
<td>Gather research, articles, videos, about family-based</td>
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<td>Collect positive stories about other organizations</td>
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<td>Talk with leaders who have already transitioned</td>
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<td>Visit a site that has already transitioned</td>
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Prepare donors for change

- Educate with one-on-one meetings
- Tell your donors what you are doing/thinking
- Answer donor questions about transition
- Provide access to research
- Share family reunification stories
When talking with donors

**Explain**
- Explain why kids go to the orphanage

**Share**
- Share stories about kids want to be in families

**Talk**
- Talk about “what's the best thing for the child?”

**Practice**
- Practice saying, “I don’t know how this will work yet.”

**Update**
- Update emails/social media with family-based care stories
Change the stories you highlight

**Celebrate**
Celebrate children going back to their families or family reunification

**Highlight**
Highlight a child going to live with a loving relative (kinship care)

**Share**
Share how your work might help keep more families together
Tony’s story

Tony’s aunt and uncle were eager to have him live with them with help from sponsors.

The family was excited to have Tony and to see her after such a long time.

Tony has been very excited to go and stay with his uncle and aunt. We have visited and talked to him a lot to prepare him. It took a long time to find them, but we are so thankful that a couple of months ago it came to our attention that they existed and were eager to have Tony come and live with them. It is a very different way of life than what he has known with us for the past two years, but we know he will adjust quickly.

We are thankful for their willingness to welcome him and with the help of his sponsors, we will be able to ensure he attends school and receives some nutritional and medical support so he can continue to thrive while he is home with family. We have enjoyed the past two years we have had with him — he is such a genuinely sweet and kind little boy. He went to his Jesus Storybook Bible, two toys he picked to take with him, and his clothes. From the first day Tony was content with his family and cousins. That is a huge answer to the prayers at Neema House in what he has known for the past two years.

We had a party yesterday for him and he was very happy to have his own “goodbye” cake. God writes the very best stories and we are so privileged to watch Him work. At Neema House, we take every opportunity to celebrate, as he has made his way for Tony to be in a family. God surprised us with this reuniﬁcation being a possibility and it reminds us to keep trying even for the cases which seem impossible to solve.

Tony’s aunt and uncle were eager to have him live with them with help from sponsors.
(2) Segement and map donors with empathy
Steps to segment donors

1. Review your donor list and recent giving
2. Identify champions in your donor base
3. List the donors to target first
4. Give special consideration to major donors
5. Group donors based on their comfort level
“We are not thinking machines that feel; rather, we are feeling machines that think.”

Antonio Damasio, Neuroscientist
University of Southern California
Connect with donor emotions
But Brian, isn’t empathy obvious?

We use our own bias and preference (thinking it is donor empathy)

How to build an empathy map for your donors
How to build an empathy map for your donors

Principles in action:
Understand how they think/feel to know what stories matter
Identify and share your most potent stories
How to identify and tell your most potent stories

STEP 1: BRAINSTORM (PEOPLE, PLACES, THINGS)
STEP 2: SUMMARIZE YOUR STORIES
STEP 3: CATALOG YOUR STORIES
STEP 4: CHOOSE STORIES BASED ON YOUR AUDIENCE
Story themes used to help transition donors

- Family reunification stories
- Child has family
- Keeping families together story
- Foster care stories
- Why kids went orphanage
- Specific project stories
We had a party last night for Peter and then he left early this AM with a group of our staff who were headed to a training class in Nairobi. Yesterday he was so happy about his own cake, shouting “birthday of Peter! birthday of Peter!” because the kids associate cakes with birthdays. He didn’t stay with us long enough to celebrate a birthday, but we are happy about that. So thankful for the time we got with this sweet and unique little soul.

Yesterday Peter packed up his new “piki piki,” a couple of his favorite toys, and some clothes and he was on his way this morning. Our staff dropped him off with his auntie, Peter will be living with his aunt and uncle, and two older cousins. They are all very excited to welcome Peter into their family. This is what we pray for every one of our kids and we are so thankful that Peter is now knit back into a family that will be his for life! God is great!

Annie, Missionary
Keep a Family Together story
④ Build your donor communication plan
What is a donor communication plan?

It provides the who, what, where, when, and why for donor communications and fundraising campaigns.
Step 1: Begin with the **why**

- Why is your model changing?
- Why is this better for kids?
- How will this model continue to fulfill your core purpose?
Step 2 Focus on **who** with segments

- MAJOR DONORS
- LAPPED DONORS
- MONTHLY DONORS
- ONLINE DONORS
- POTENTIAL DONORS
- VOLUNTEERS
Step 3 Craft messaging for each segment

What will you say?

Where will you communicate?

When will you say it?
Decide **what** you want to say

- Write down ideas and stories you will communicate
- How might you engage donors differently?
- Organize content
Determine **where** you will communicate
Schedule **when** you will say it in your calendar

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<th>Month</th>
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Get the calendar template here: [bit.ly/2H91fZn](bit.ly/2H91fZn)
Help supporters feel part of the story

From the standpoint of success
- This is working
- This is taking off
- We have seen this child flourishing
- We helped reunify this child
Messaging is not a cookie cutter thing.

Impact Perspective: “How do we reach a lot more children?”

Emotional Perspective: what would you want for your child?

Economic Perspective: Make the business case.
Change your ask and calls to action
What’s a call to action?

A CTA is the request you want the recipient to do as a result, such as “give today,” “call now,” “click here”
Help donors understand need for more support

• Securing appropriate transition coaching
• Hiring specialized staff
• Social worker training
• Retraining current staff to fill new roles
• Doing case management
• Travel costs for family retracing / locating biological families
• Developing new handbooks, manuals, and policies
• Remodeling facilities for new use
Focus on messaging and use words they say

Source: https://www.nextafter.com/research/2015/05/how-donor-centric-language-increased-conversion-rate-by-36-7/
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Create new calls to action for family-based care

- Ask donors to redirect their gift to family-based work
- Please help us reach more children
- Help this child and support this family
- Help sustain this family
Help children be in families
From child sponsorship to family reunification
Family sponsorship

Source: https://www.bethany.org/global/family-sponsorship
Five steps to transition donors Summary
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Summary

①

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②
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1. [Image 1]
2. [Image 2]
3. [Image 3]
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5. Change your fundraising ask and calls to action
Thank you

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brian@markempa.com
Please complete a brief evaluation form by visiting:

www.CAFO2019.org/SURVEY