

THE DONOR JOURNEY BLUEPRINT™ WORKSHEET



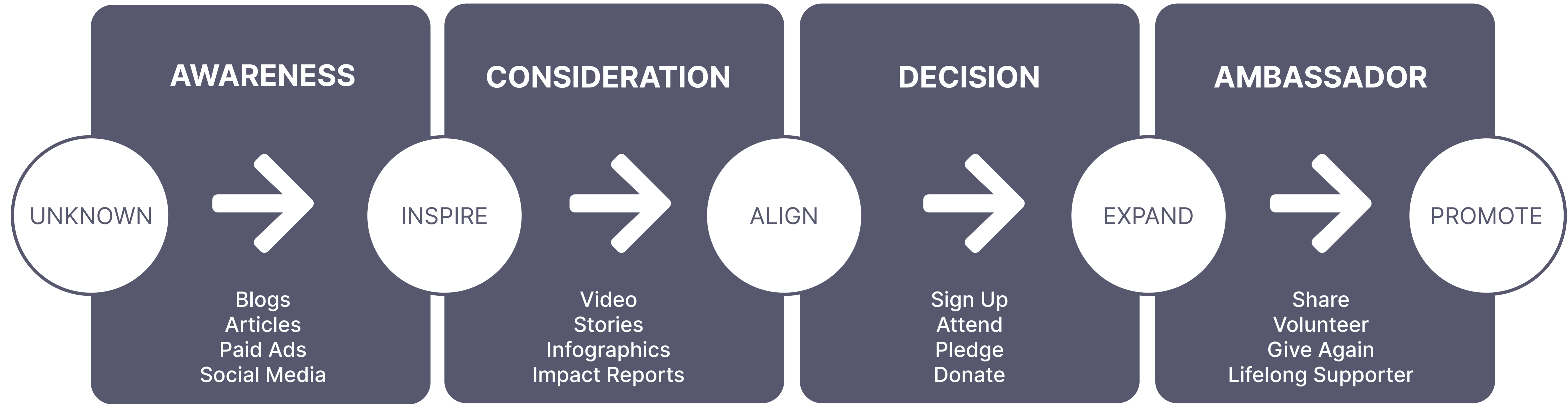
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NOTES

A large grid of small dots for taking notes.



THE DONOR JOURNEY BLUEPRINT™



Where do we reach people?

- Facebook
- Instagram
- Youtube
- LinkedIn
- _____
- Google
- Events
- Partnerships

What do we want our donors to think?

- Intrigue
- Reason
- Clarity
- _____
- Understanding
- Security
- Accessible

How do we want our donors to feel?

- Emphathetic
- Inspired
- Delighted
- _____
- Safe
- Excited
- Committed

How do we want our donors to feel?

- Give
- Subscribe
- Show Up
- _____
- Share a post
- Follow/Like
- Comment

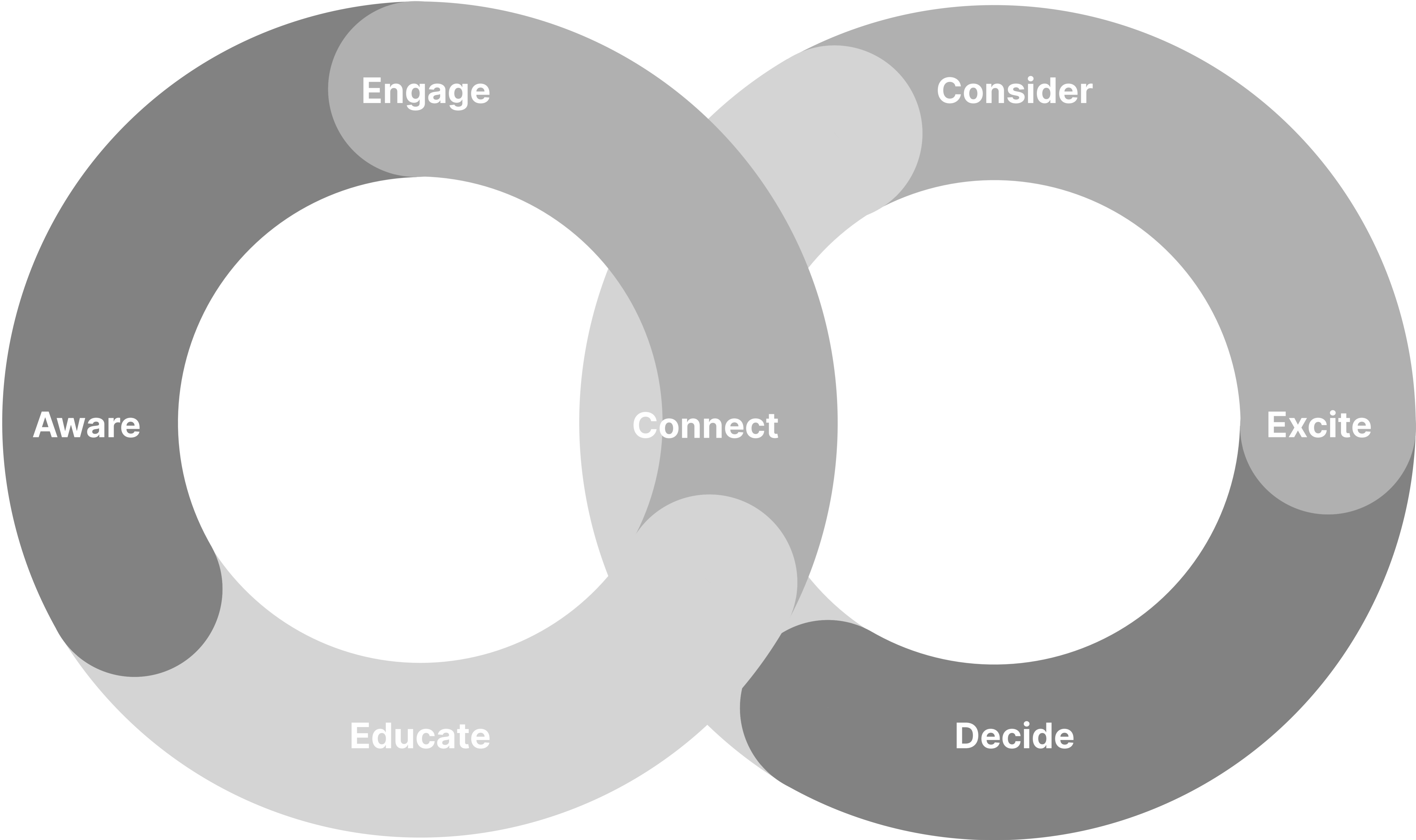
Key Activities

| | | | |
|---------|---------|--------|---|
| Attract | Enggage | Retain | Efficiency: -CPM/CTR -Click/CPC -Acquisition Cost (CAC) -Sign Ups -Interactions -Open rates -Reply rates -Time to donate -Time to 2nd gift -Referrals -Gift size -Lifetime value (DTV) -Next Steps |
|---------|---------|--------|---|

Channels

| | Volume | Reply Rate | Donations | Effectiveness | | Volume | Reply Rate | Donations | Effectiveness |
|-------------|----------------------|---|--|---|---------|----------------------|---|--|---|
| Postal Mail | <input type="text"/> | <input style="width: 20px;" type="text" value="%"/> | <input style="width: 20px;" type="text" value="\$"/> | <input style="width: 20px;" type="text" value="/"/> | Social | <input type="text"/> | <input style="width: 20px;" type="text" value="%"/> | <input style="width: 20px;" type="text" value="\$"/> | <input style="width: 20px;" type="text" value="/"/> |
| Email | <input type="text"/> | <input style="width: 20px;" type="text" value="%"/> | <input style="width: 20px;" type="text" value="\$"/> | <input style="width: 20px;" type="text" value="/"/> | Texting | <input type="text"/> | <input style="width: 20px;" type="text" value="%"/> | <input style="width: 20px;" type="text" value="\$"/> | <input style="width: 20px;" type="text" value="/"/> |

The Donor Journey | Nonlinear



ADDITIONAL RESOURCES

| | |
|--|--|
| <p>[Course] How to Use Text Messaging to Engage & Retain Donors</p> | <p>Staying in touch with past donors is a real challenge. This course will share how to use conversational text messaging to forge a robust and authentic relationship with your donors. The result will be supporters who feel connected and give more. Signup free at rallycorp.com</p> |
| <p>[Webinar] 5 Things to Consider Before Texting Donors</p> | <p>Join us as we share five things you should consider before you text donors — especially for the first time. We discuss techniques for building a vibrant opt-in list, crafting the ideal message, working with existing donor workflows, and staying compliant (avoiding steep penalties and fines). Watch now at rallycorp.com/webinars</p> |
| <p>#TextGen Free Training and Nonprofit Leader Facebook Group</p> | <p>We will provide free training and resources using technology to acquire, engage, and retain donors from time to time. You will also get an invite to a private Facebook Group of Nonprofit Leaders. Signup at rallycorp.com/TextGen</p> |



NOTES

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NOTES

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THE NEXT STEP

Need help implementing text messaging to increase donor engagement?

Have a specific fundraising campaign or event in mind?
We've got you covered:

- Get answers to your questions.
- We'll show you how our platform features will accomplish your specific goals.
- Together, we'll craft a plan you can take back to your team or board for discussion and approval.

Pick a date on the calendar or [contact us](#) for more options.



<https://rily.cc/consult>
or Send **RALLY** to **24-365** and
select option #2





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