

# Engaging Donors

## Even in the Off-Season

Margaretta Andrews  
Executive Director  
Community Foundation for Nantucket  
Nantucket, MA

George Donnelly  
Director of Development & Communication  
The Maria Mitchell Association  
Nantucket, MA



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# **THE PROBLEM:**

**Here Today. Gone Tomorrow.**



**POOF!**

The image features the word "POOF!" in a bold, blue, 3D-style font. Each letter has a thick black outline and a slight gradient, giving it a popping, three-dimensional appearance. The text is centered within a light blue, cloud-like shape with a thick black border. Radiating lines extend from the left and right sides of the cloud, suggesting motion or a burst of energy. The overall style is playful and cartoonish.

# **THE PROBLEM:**

**Here Today. Gone Tomorrow.**

Defining the Problems of Off-Season Fundraising



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Defining the Problems of Off-Season Fundraising

**Retaining personal relationships with donors.**



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## Defining the Problems of Off-Season Fundraising

Retaining personal relationships with donors

**Communicating efficiently and effectively to your donors.**



# **THE PROBLEM:**

**Here Today. Gone Tomorrow.**

## Defining the Problems of Off-Season Fundraising

Retaining personal relationships with donors

Communicating efficiently and effectively to your donors.

**Keeping up with an ever-changing database.**







What Other Problems Do You Encounter  
With Off-Season Fundraising Efforts?





**SOLUTIONS**





**SOLUTIONS**

# Retaining Personal Relationships With Donors





**SOLUTIONS**

## **Retaining Personal Relationships With Donors**

Know who your top donors are and where they live.





**SOLUTIONS**

## **Retaining Personal Relationships With Donors**

Know who your top donors are and where they live.

Know how to contact them.





**SOLUTIONS**

## **Retaining Personal Relationships With Donors**

Know who your top donors are and where they live.

Know how to contact them.

Visit your top donors at their winter home, or plan a donor event in their hometown.





# SOLUTIONS

## Retaining Personal Relationships With Donors

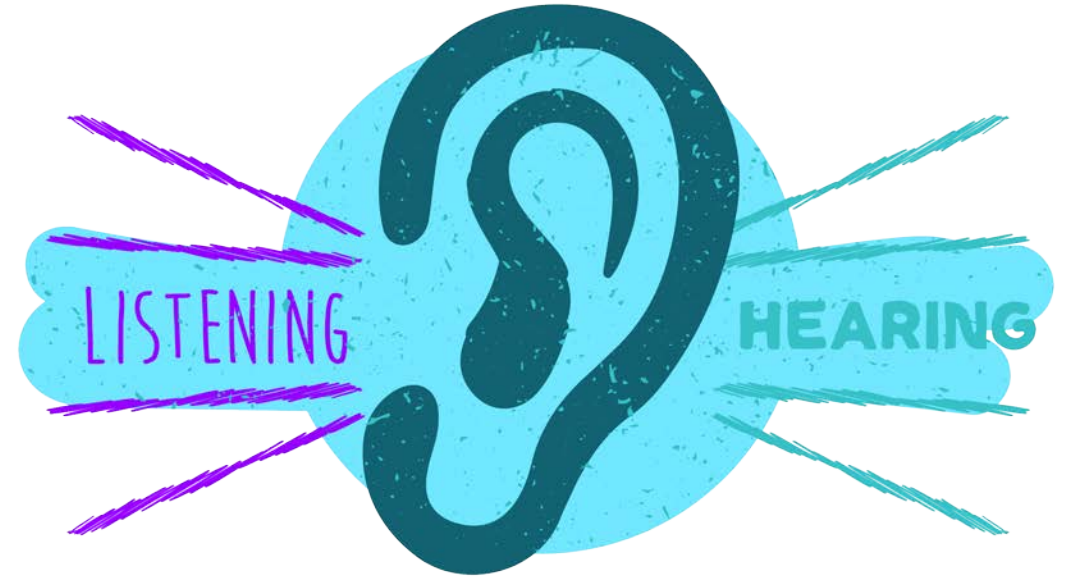
Know who your top donors are and where they live.

Know how to contact them.

Visit your top donors at their winter home, or plan a donor event in their hometown.

Send hand-written notes.





# How Do You Retain Personal Relationships With Donors?







**SOLUTIONS**

# **Communicating Your Message Efficiently and Effectively to Your Seasonal Donors**





**SOLUTIONS**

# **Communicating Your Message Efficiently and Effectively to Your Seasonal Donors**

Social Media





**SOLUTIONS**

# **Communicating Your Message Efficiently and Effectively to Your Seasonal Donors**

Social Media

Newsletters





**SOLUTIONS**

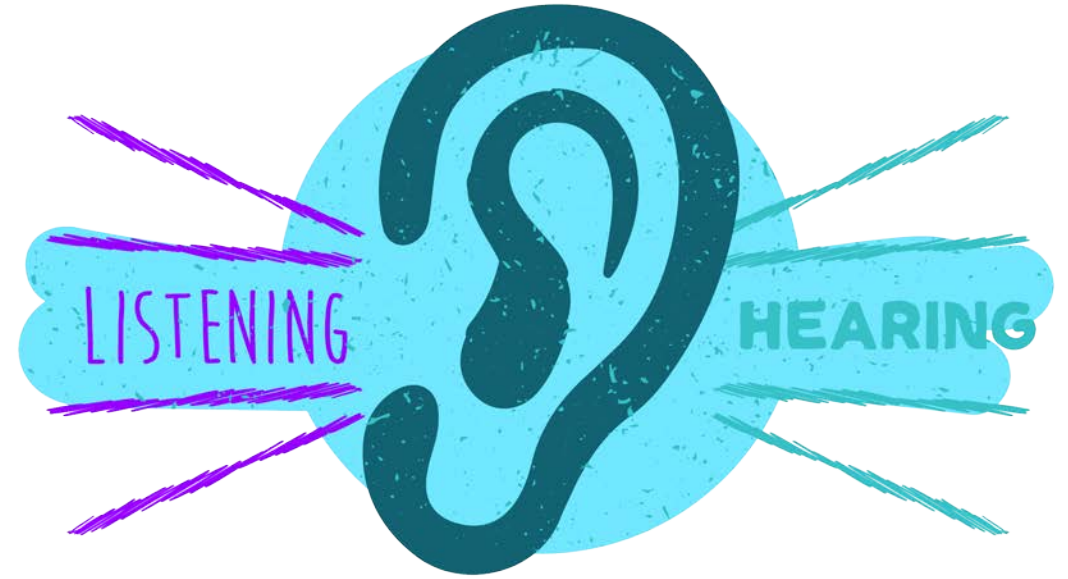
# **Communicating Your Message Efficiently and Effectively to Your Seasonal Donors**

Social Media

Newsletters

Public Relations/News Placement





## **How Do You Communicate With Your Donors After They Leave The Cape and Islands?**





**SOLUTIONS**

# Keeping Up With An Ever-Changing Database





**SOLUTIONS**

# Keeping up with an ever-changing database

Knowledge is power.





**SOLUTIONS**

## Keeping up with an ever-changing database

Knowledge is power.

Summer address vs. winter address and multiple email addresses.







# SOLUTIONS

## Keeping up with an ever-changing database

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Keep track of classes, programs, and personal interests of your donors.





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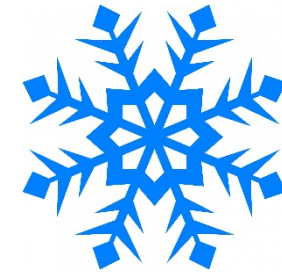




## How Do You Manage Your Database and Donor Contact Information?

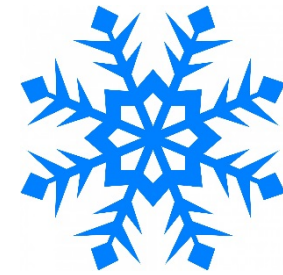


# Engaging Donors Even in the Off-Season



# Engaging Donors

## Even in the Off-Season



# Thank You

