They are usually a mere 10 to 15 percent of your donor file. Yet they can represent as much as 60 percent or more of your annual fundraising income. They want to support your organization. But you can’t approach them the same way as your regular donors. They want to hear from you. But you have to communicate with them on their terms.

They’re your major donors. These are the contributors who can give significant sums — $1,000, $5,000, $10,000, even $50,000 or more — in one donation. These are the contributors who have the resources to provide the support that few others can. These are the contributors who have demonstrated, through their generosity, the greatest commitment to your organization and its mission — something that’s especially important in tough economic times.

Contacting and cultivating these donors in ways that they respond to is what Donor Elite is all about.
Creating Relationships

Donor Elite, the unique donor communications program from TrueSense® Marketing, consists of our team of Donor Relations Specialists who make more than 120,000 personal donor contacts each year. They do the high-touch, high-involvement work that builds warm, respectful relationships with your high-dollar donors. And because our Specialists are assigned to specific charities, they get to know the charity and the donors in depth. By reaching out to donors in this way, Donor Elite brings significant benefits to you and your organization, enabling you to:

**FORM PERSONAL TIES WITH DONORS.** Donors are often surprised and pleased that a charity is contacting them personally to thank them for their generosity and ask about their giving. This personal contact is invaluable in cultivating strong, lasting donor relationships that lead to consistent and generous funding.

**OPEN TWO-WAY COMMUNICATION.** Most fundraising efforts talk at donors, bombarding them with appeals. But Donor Elite creates the added personal contact that leads to two-way communication with your most valued donors, revealing how and when they prefer to give. Donors appreciate the dialogue and respond with greater generosity.

**REINFORCE YOUR MAJOR GIVING EFFORTS.** Donor Elite works with your major giving program and enhances this important fundraising function by creating greater affinity for your organization among high-dollar donors.

**GENERATE MORE PLANNED-GIVING LEADS.** Donor Elite specialists often uncover an interest in planned giving during their donor contacts. We forward these valuable leads to you.

**INCREASE YOUR SCHEDULED-GIVING DONORS.** This program also reveals those donors who are interested in joining Donor Design, our innovative program that invites donors to select the frequency and amount of their scheduled gifts. The donors who do join, our testing proves, will give regularly and often give more, providing consistent funding for your organization.

**UNCOVER STORIES FOR NEWSLETTERS AND APPEALS.** Because a key part of our conversations with donors is asking donors about their giving, many donors tell engaging stories about their experiences with the charity, and these stories often form the basis for future appeals and newsletter articles.
The Four Ways Donor Elite Cultivates Donors

The Donor Elite program approaches your high-dollar contributors in four ways, each intended to bring these donors closer than ever to your organization.

1 SOFTWARE. While Donor Elite focuses on high-touch fundraising, we don’t exclude high-tech. So when the software that we needed didn’t exist, we created it ourselves. This proprietary software enables our Donor Relations Specialists to manage all aspects of their donor contacts. It highlights those donors who should be contacted, captures donor information, updates existing donor records, and records prayer requests, testimonials, and other details about the donor and his or her charitable giving. It’s the framework on which we build solid donor relationships.

2 PHONE CALLS AND NOTES. This is the heart of the program — personal contact. Our Specialists call your elite major donors to thank them for their generosity, and when we can’t reach them by phone, we send warm, handwritten notes. But we don’t stop there. We follow up with donors at 8- and 13-month intervals with phone calls and notes, reminding them how important their gifts are and how much good they are doing.

We also ask donors about their charitable giving. During these conversations, donors often talk about getting too much mail — like this donor, who said, “It’s nice to have a charity do something about all the mail. I know when I want to give.” Others want more choice and more control over their giving. One donor told us, “No one has ever asked me before how I want to give!” For these donors, we can respond by explaining our Donor Design scheduled-giving program, and we also have an in-bound 800 number to enroll donors into the program.

Still other donors relate stories about how the charity has touched their lives, how they appreciate being contacted, or what motivates them to give. All of these insights are invaluable, providing useful information about how, when, and why donors prefer to give — information we pass onto you and use in crafting fundraising strategy and creative.

3 HANDWRITTEN CREATIVE. Our Donor Elite Specialists create a range of high-touch, handwritten communications, such as handwritten notes and appeals. These pieces reinforce the personal nature of our donor contacts and serve as a reminder to your elite major donors that your fundraising is a personal, heartfelt, one-to-one endeavor focused on furthering your organization’s mission.
ANALYSIS. Results analysis and strategic benchmarking keep the Donor Elite program on track for your organization, producing documented outcomes that drive your fundraising forward. You receive weekly reports detailing the activity of our Donor Relations Specialists, along with information that we’ve gathered in speaking with your elite major donors. You also receive a complete donor gift report, a special Donor Health Index that shows giving trends, and an Annual Report that discusses program performance and future activity. So you know that Donor Elite is connecting with your elite major donors and convincing them of the value and necessity of their generous support.

**Donor Elite** reaches donors one at a time. It’s not a pre-packaged, mass-produced solution but a highly personal fundraising strategy that even in tough economic times can create deep, lasting relationships with donors. And that’s important for a very simple reason — creating relationships fosters an atmosphere in which donors feel comfortable with your charity, confident about its mission, and compelled to give more and to give more often. With support like that, you’re in a strong position to make an even greater difference for the ones you serve.

TrueSense® Marketing is an award-winning, full-service direct marketing agency with idea centers in Freedom, PA *((Pittsburgh’s north suburbs))*, and Pasadena, CA, offering exclusive donor-preference strategies; personal donor communications; relevant, convincing creative; multichannel integration; analysis and growth planning; database management; and cost-saving end-to-end production. All in support of our innovative donor-focused philosophy of direct response fundraising.

Behind the creative capabilities are complete back-room services, such as letter shop, printing, trucking, logistics, and fulfillment, powered by dedicated team members with state-of-the-art equipment, producing more than 300 million pieces of mail each year.

TrueSense Marketing is strategy, creative, and production — **all working together, all working for you.**