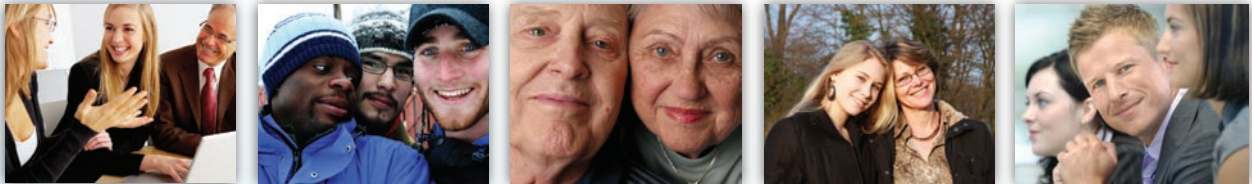


Donor Value Mapping[®]

Vital insights in the relentless pursuit of donor delight!



Donor Value Mapping[®] (DVM) is a research-based process that can help charities to retain their donors by identifying unique key drivers that motivate them to give to that particular cause. It also offers specific recommendations on how to integrate such key drivers in the fundraising plans and materials for increased donor loyalty and financial support.

DVM is carried out through a quantitative survey, the main elements of which were developed by Larry F. Johnston, the President of McConkey • Johnston international, during his doctoral research.

The process that led to the development of DVM entailed qualitative research (*in-depth interviews with 50 major donors and several focus groups with major donors and senior staff of different charities*) followed by quantitative research (*mail surveys*) involving several thousand major donors (*and in one case, investors*) to five very diverse Christian charities.

The main purpose of these efforts was to identify and test 28 distinct value dimensions (*aspects donors use to evaluate organisations*) known from earlier research to be drivers of donor satisfaction and loyalty.



To start a free exploratory discussion about **Donor Value Mapping[®]**
e-mail: info@mcconkey-johnston.co.uk or **call** Redina on: 0777 558 2696
www.mcconkey-johnston.co.uk

Donor Value Mapping® provides

- Valuable insights into the key drivers of donor satisfaction and loyalty.
- Ranking of the factors most important to donors' giving which can be used by the charity to secure future donations.
- Satisfaction scores with various aspects of charity's work showing where improved performance translates to greater donor loyalty and lifetime value
- Demographics and communications preferences that can enable a charity to cultivate stronger relationships with its supporters.
- Insights into donors' perceptions of organisational strengths and weaknesses.
- Individual donor data for improved segmentation and targeted communications
- Recommendations for significantly improving fundraising performance based on a deeper understanding of donor's motives for giving and attitudes towards the charity.

What do our supporters really think about this charity? Why do they give? Why do they stop giving? Donor Value Mapping was a critical first step to understanding how our supporters feel and what they want out of their relationship with us.

Bob Sanford, Director for Marketing, Christian and Missionary Alliance

Steps for conducting Donor Value Mapping®



Prior to finalizing the DVM survey for a charity we consult with the fundraising officers and key staff including the CEO, to determine which aspects of the survey need to be customized to fit the charity's unique mix of projects or services. The quantitative survey is prepared by us, and approved by the charity, prior to graphic design and printing.

DVM Survey - The main purpose of this survey is to identify the factors most important in donor satisfaction, loyalty, retention and thus lifetime value.

Components and schedules include:

- Mail Survey Package - a four page survey printed on an A4 format with some attractive graphics. This is mailed in an A5 window envelope with a covering letter. A postage paid envelope is generally included to facilitate return to us for data entry.
- Reminder Postcard (optional) - Ten days after the survey has been mailed, a postcard can be sent reminding recipients to respond and to thank them if they have already done so.

Response rates

In order to facilitate decision-making regarding sample sizes, it is helpful to know that response rates to date have ranged from 30% to 70%. A minimum of 100 responses is required to develop a meaningful picture of satisfaction drivers for a given list or segments thereof. Thus, at a conservative 30% response rate, the charity would need to mail 350 donors.

Analysis

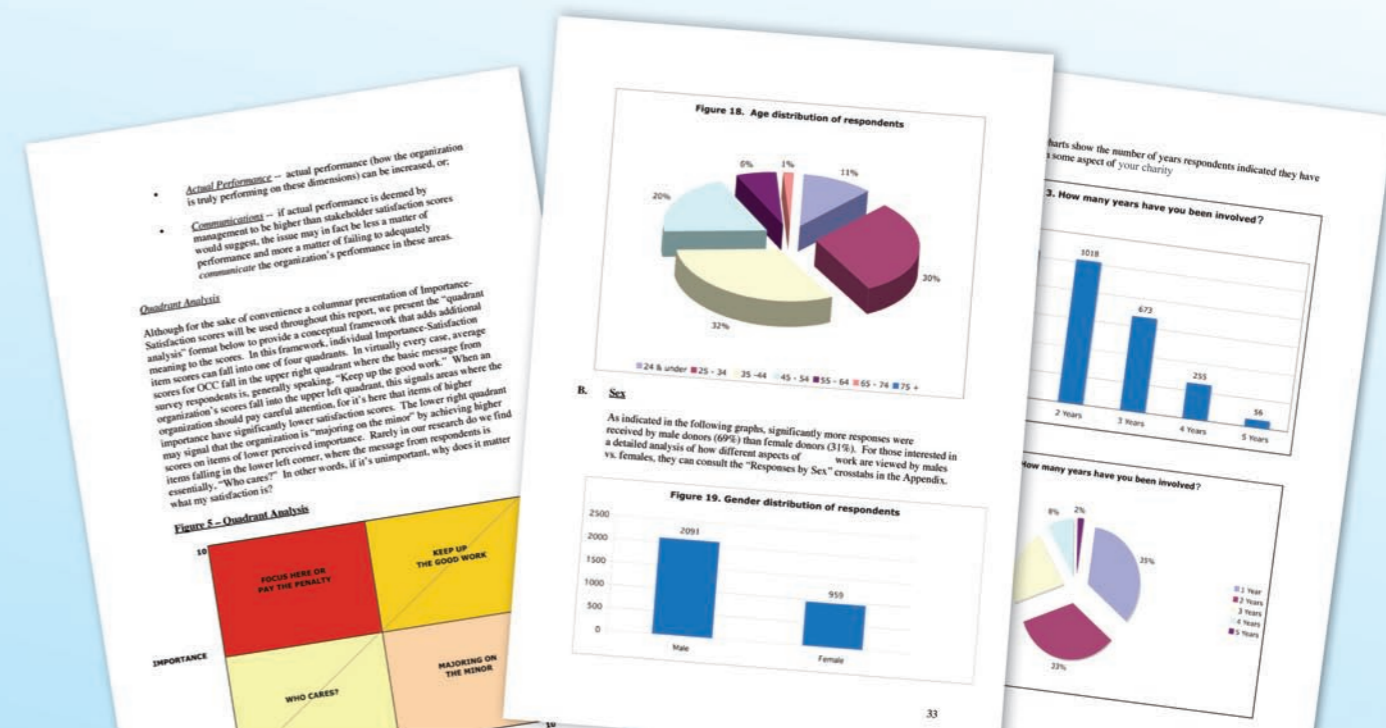
A range of analytical options are available based on the pricing options agreed with the charity.

Standard analysis provides:

- Importance-Satisfaction scores on a quadrant map.
- Basic statistical descriptors of responses to questions (e.g., means, frequencies, etc).
- Ranking of responses on fixed sum analysis.

Advanced analysis provides:

- All elements included in Standard analysis.
- Factor analysis - to identify root value dimensions actually evaluated by donors.
- Regression analysis - a multivariate statistical technique to determine the relative importance of satisfaction drivers.
- Cluster analysis - to determine the existence of any distinct 'benefits clusters' among various donor segments.
- Crosstabulation analysis - to compare donor responses based on different variables.



Benefits of using Donor Value Mapping®



The primary benefits of Donor Value Mapping® lie in the ability of this research process to determine which factors (*e.g., aspects of your work, types of communications, the way you implement your programmes in practice*) are most important to donors making them feel satisfied with your work and motivate them to keep giving.

The final product of this process is a report with strategic recommendations that can help you make the adjustments needed in your charity's communications and programmes to effectively align messages and services around known 'key drivers' of donor loyalty, retention, and lifetime value.

Also, when donors self-identify (*e.g., they choose not to remain anonymous*), important data from individual surveys can be appended to a donor's individual record for more precise database relationship marketing.

Here is how one charity representative that used DVM described the benefits from this research:

No term can describe better what Donor Value Mapping® did for Partners International than 'blowing away the fog'. Having operated for so long on hunches and assumptions, it was such a powerful shift to know clearly what interests and motivates our donors the most.

Without doubt, the full value of Donor Value Mapping® for us will last far into the future as we reap the benefits of a 'win-win' communications strategy that is not only more satisfying to our donors by also more cost effective for our charity.

Jon Lewis, President, Partners International, USA

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