



# Case Study

## No Wrong Door: Building a Giving Hub for Every Donor

### CONTEXT

At many of the organizations I've supported, there has been one consistent challenge: **each nonprofit lacked a clear, centralized place for donors or potential donors to explore the full range of giving opportunities.**

In some cases, legacy giving was buried in third-party platforms with generic language and limited visibility. In others, options like stock gifts, Donor Advised Fund (DAF) contributions, and Qualified Charitable Distributions (QCDs) were missing altogether.

Equally limiting was the lack of internal clarity. Staff were often unfamiliar with how these gift types functioned, how to speak about them with confidence, or even how to appropriately acknowledge them when they were received.



From understanding the mechanics of QCDs and DAFs to navigating the technical and stewardship aspects of recurring gifts and bequests, there were significant gaps in both knowledge and infrastructure.

As a result, donors were left without guidance, and organizations missed opportunities to deepen relationships and diversify revenue.



## WHAT WE BUILT

Drawing on my expertise in specialized gift types, I created a central **Ways to Give** hub that helped each organization present a clear, comprehensive, and accessible set of giving options.

For each type of gift—Qualified Charitable Distributions, Donor Advised Fund gifts, appreciated stock, monthly giving, and bequests—I developed an individual landing page that combined:

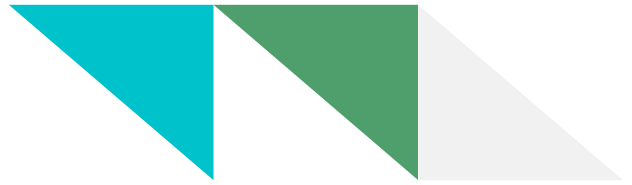
- Tax and processing guidance with plain-language explanations
- Motivating messaging focused on donor impact and fit
- Clean, branded design to make giving feel approachable and intentional

The hub served as a go-to resource for both staff and donors, reducing reliance on third-party tools for legacy giving and enabling each organization to maintain ownership of its voice and message.

Once built, the content was woven into:

- Newsletters (digital and print)
- Segmented campaigns (e.g., QCDs to donors aged 70+)
- Targeted emails and social outreach

It became more than a web page—it became the backbone of a more strategic, inclusive fundraising approach.



## THE RESULTS

With a clear, centralized system in place, each organization was able to launch more strategic, targeted campaigns that highlighted high-impact giving opportunities.

That included:

- Direct mail about legacy and stock gifts
- Segmented appeals to donors 70+ for QCDs
- Broader education around DAFs and monthly giving

The hub gave teams confidence and clarity—no more vague third-party links or one-size-fits-all asks. Donors had better access. Staff had better tools. And giving became a more personal, intentional experience.

## LET'S CONNECT

Let's build a structure that supports every kind of generosity.

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