



Case Study

From Disjointed Appeals to a Donor Engagement Strategy That Delivered

CONTEXT

When I joined the fundraising team at a medium-sized human services nonprofit, giving hovered just below \$1 million annually. The mission was strong, the brand was highly recognizable—but the donor experience was missing.

Fundraising efforts were inconsistent and copy-heavy. Communications didn't align across channels or tell a cohesive story. There was no clear donor journey—and little effort to highlight the essential role donors played in fueling the work.



Behind the scenes, there was little automation. Stories were gathered on the fly. Social posts were written last-minute. Every piece of communication required reinvention, which made consistency almost impossible.



LET'S CONNECT

Struggling to keep up with donor outreach?

Let's simplify it—with a strategy that works for your mission and your team.

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WHAT WE BUILT

Over time, I transformed the approach from reactive to intentional. We created a donor experience rooted in connection, clarity, and consistency:

✉ A refreshed **welcome package** for first-time donors that highlighted their impact and offered meaningful next steps

📧 A new **digital newsletter** with bite-sized updates and feel-good impact stories

🔄 A revitalized **monthly giving program** with stronger messaging, targeted outreach, and tailored stewardship

📅 A clear, **multi-channel calendar** that coordinated appeals, gratitude, and updates across the year

And behind it all, we **automated everything** we could—within existing platforms or by introducing simple new tools. That allowed a small, hardworking team to maintain a high-quality experience without burning out.

THE RESULTS

Giving more than doubled over three years—from under \$1 million to **\$2.5 million annually**. Donor retention increased from **41% to 56%** with returning donor giving larger and larger gifts over time.

But the bigger win was sustainability. The team had a strategy they could believe in, tools that saved time, and donor communications that felt personal, not generic.