

Evolve Your Donor Journey Workflows with Storyboarding

Direct your supporters toward lifelong connection





Welcome!

I'm Julia Gackenbach

DonorPerfect Communications Manager

10+ years in the field as a nonprofit development director

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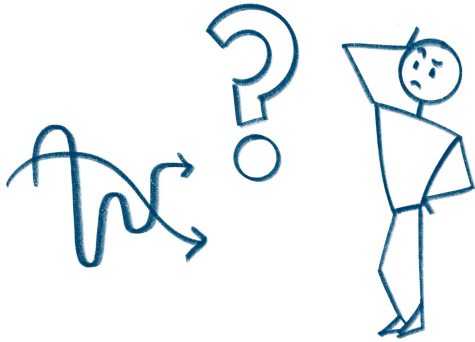
www.donorperfect.com



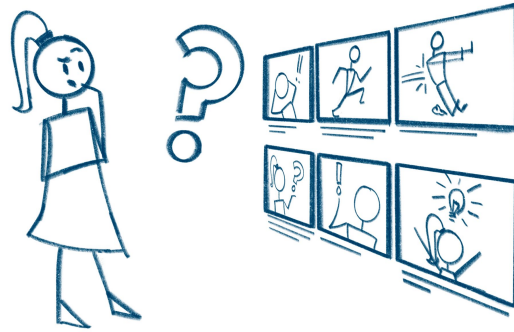
[linkedin.com/juliagackenbach](https://www.linkedin.com/company/donorperfect)



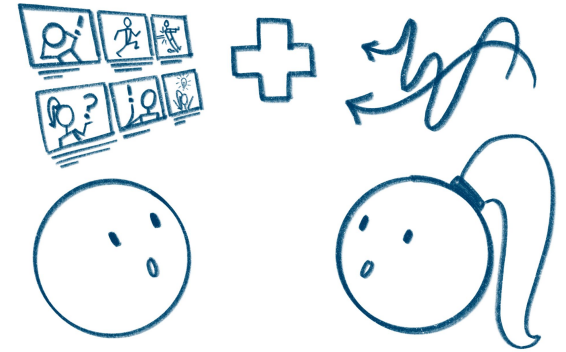
Agenda



What is a donor journey?

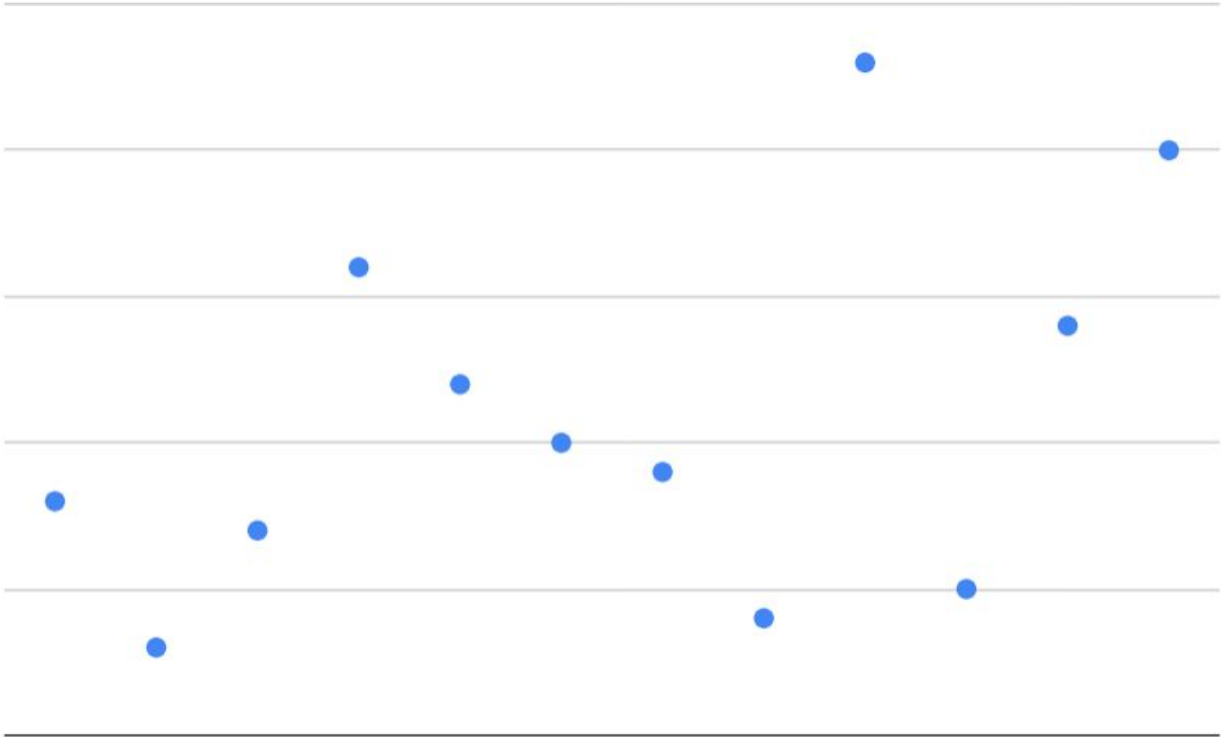


What is a storyboard?

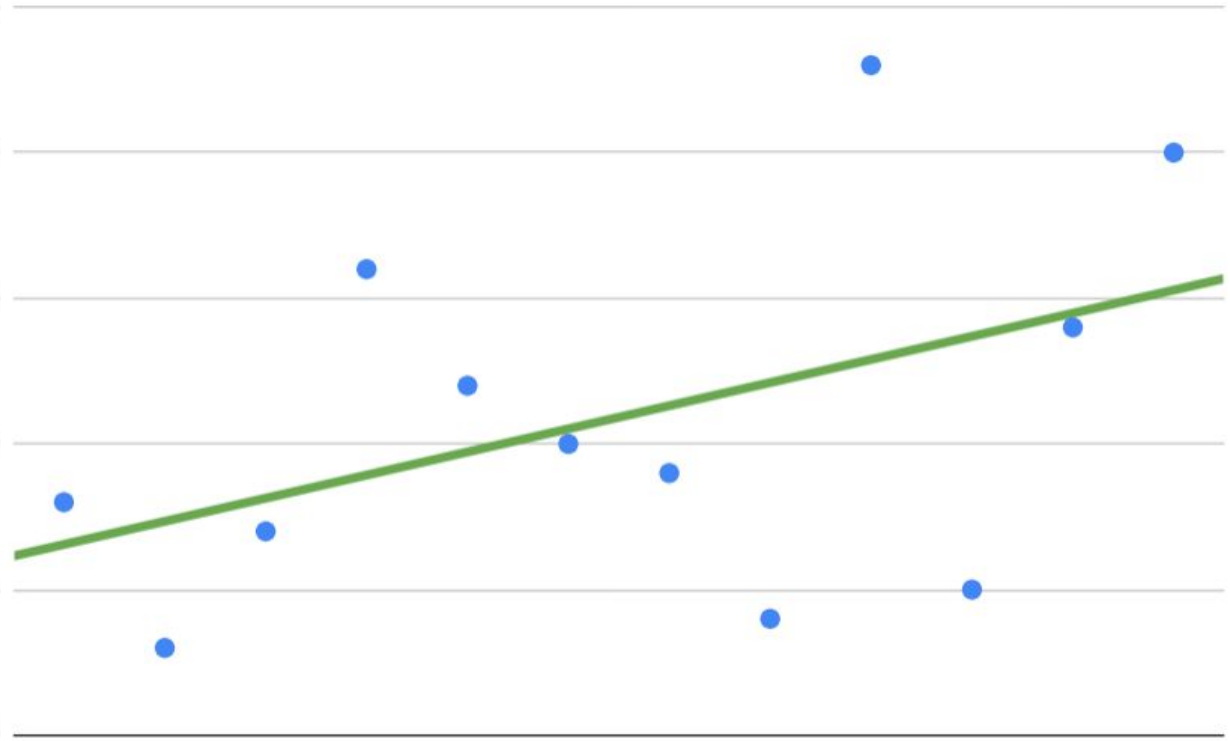


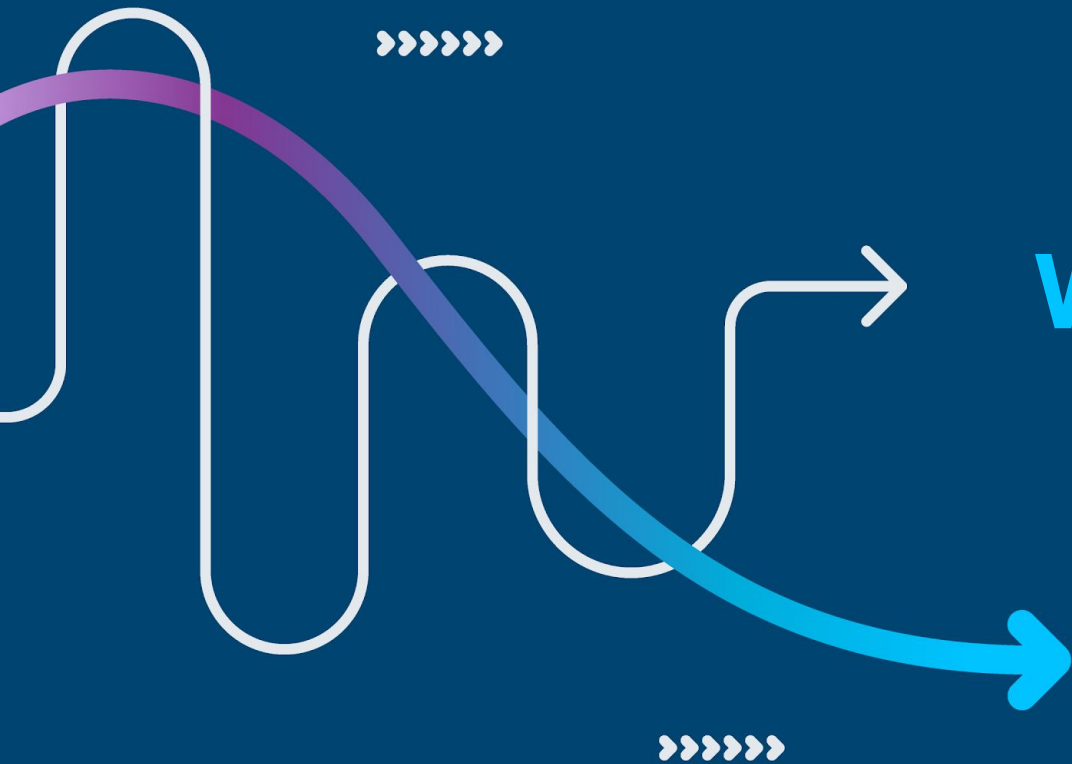
**How can we use
storyboarding
techniques to create
donor journeys?**

My journey with donor journeys



My journey with donor journeys





**What is a donor
journey?**

Why create donor journeys?



- Donor journeys give:
 - **Guardrails** for your fundraisers
 - **Big-picture overviews** for leadership
 - **Celebratory milestones** for your supporters



New Donor Journey

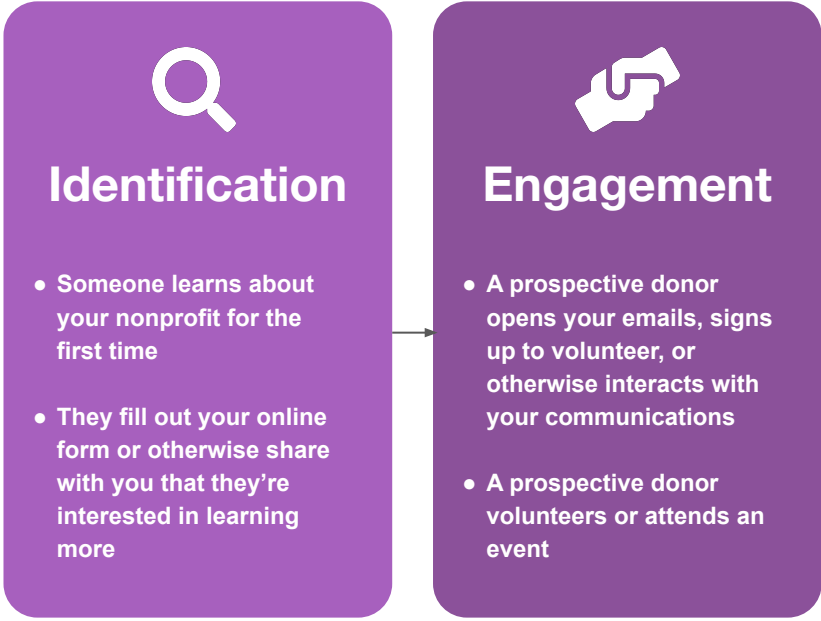


Identification

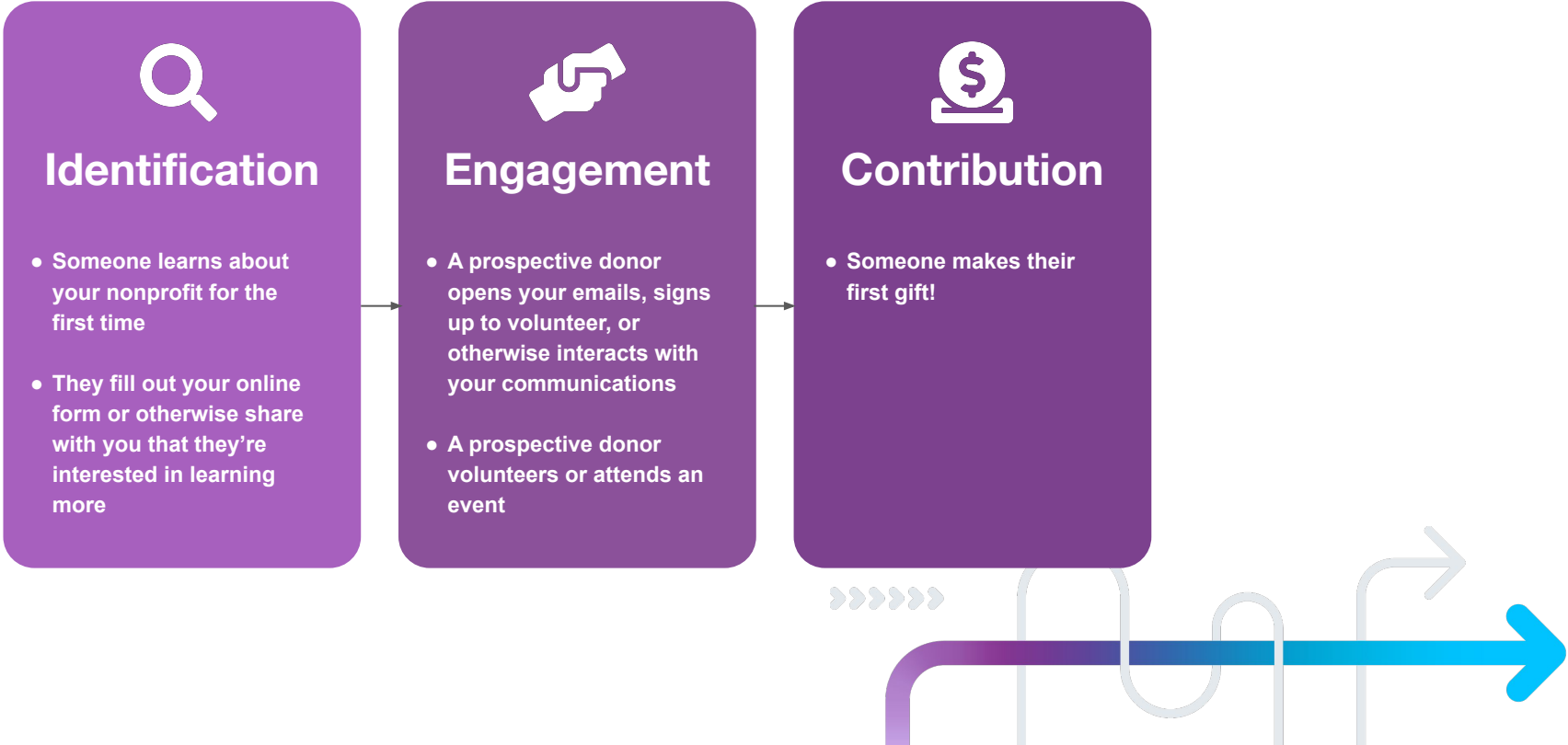
- Someone learns about your nonprofit for the first time
- They fill out your online form or otherwise share with you that they're interested in learning more



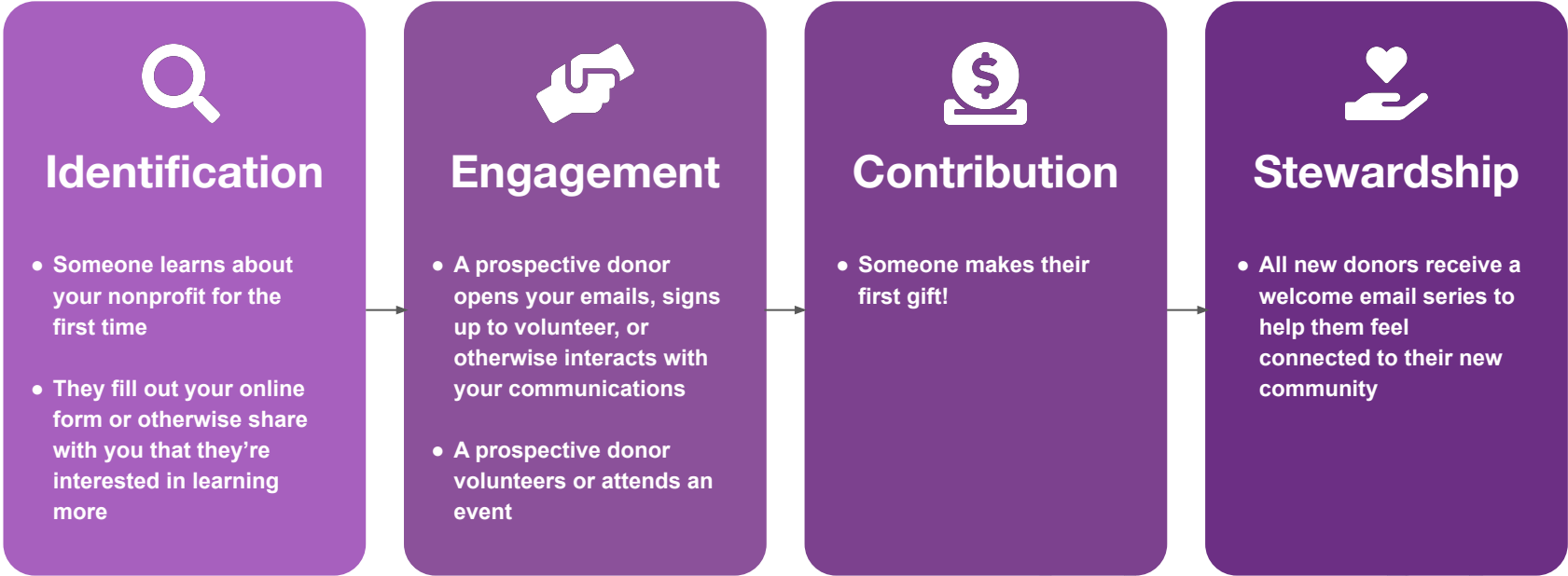
New Donor Journey



New Donor Journey



New Donor Journey



Types of donor journeys



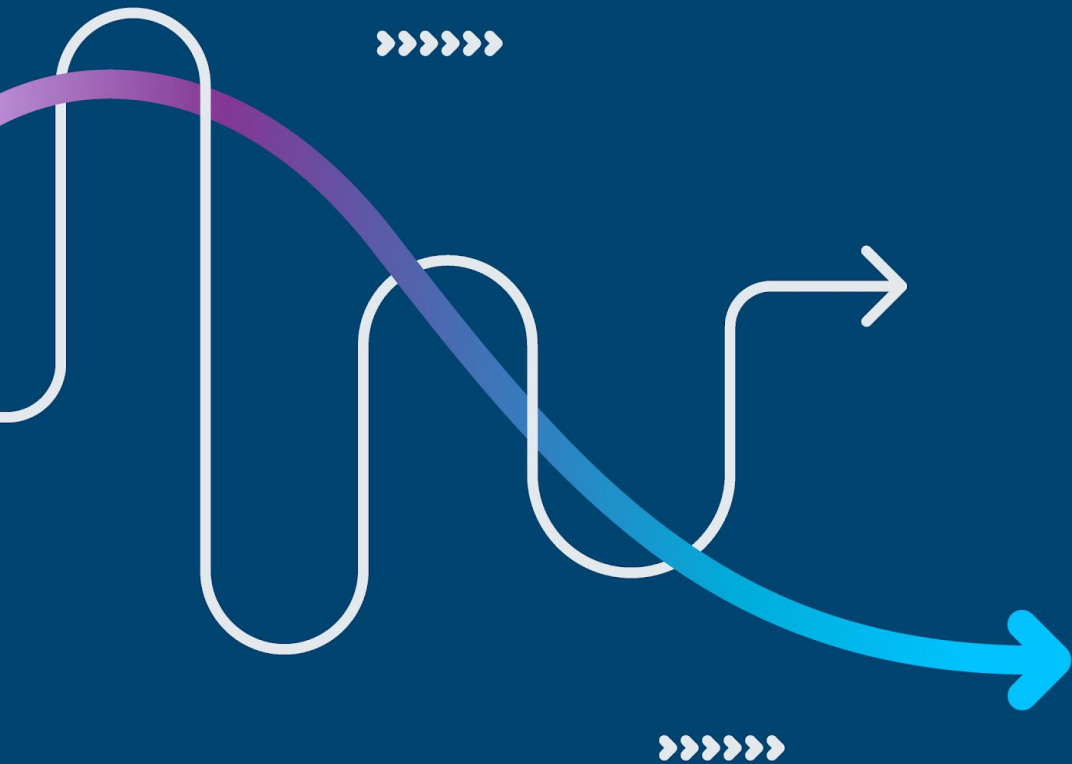
General fundraising

- New donors
- Donor retention and upgrades
- Lapsed donor reactivation
- Planned givers

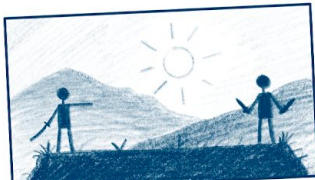
Specific audience

- Alumni
- Young professionals
- Grateful patients
- Giving societies





What is a storyboard?



Dramatic silhouette shot showing
sun setting over mountains
Swordsman challenging rogue



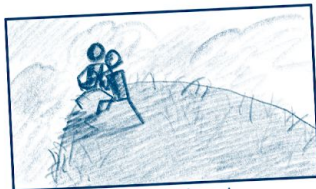
Dramatic upshot as
swordsman readies his blade



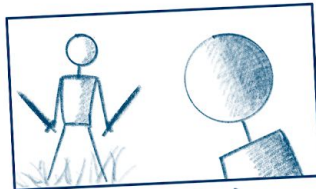
Rogue charges forward
strong forward leaning to
emphasize speed



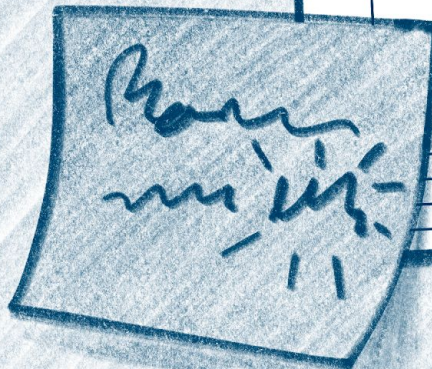
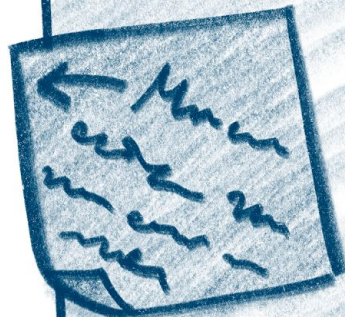
les CLASH

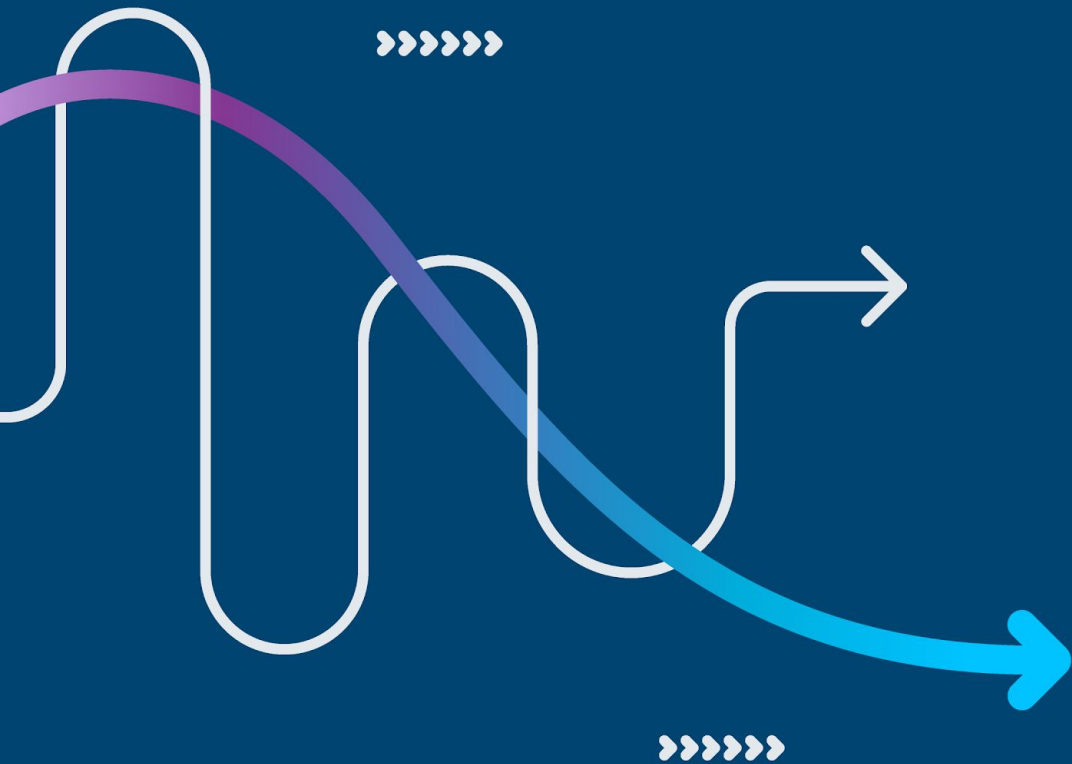


Tension at cliff edge
dense fog fills the void
Swordsman pushes rogue back



Standstill moment for
exchange of words





What a
storyboard is
not

Storyboard Exercise



- **Step one:** Determine who is going on this particular donor journey
- **Step two:** Imagine the moments that signal the start and end of the journey
- **Step three:** Sketch out a handful of key moments that happen between the first and final step of the journey
- **Step four:** Organize the key moments and map them out in order using arrows to indicate the actions that trigger each step



Storyboard Exercise



Step one: Determine who is going on this particular donor journey



Storyboard Exercise



Step two: Imagine the moments that signal the start and end of the journey

Start



End



Storyboard Exercise



Step two: Imagine the moments that signal the start and end of the journey

Start

Donor Name	Total Donated
Aiden Akamara	\$5,000
Sofia Castillo	\$3,500
Elio Bianchi	\$2,700
Zachary Ahmed	\$2,300
Riley Patel	\$1,600
Freyja Nilsson	\$1,500
Omair Hussein	\$1,150

End

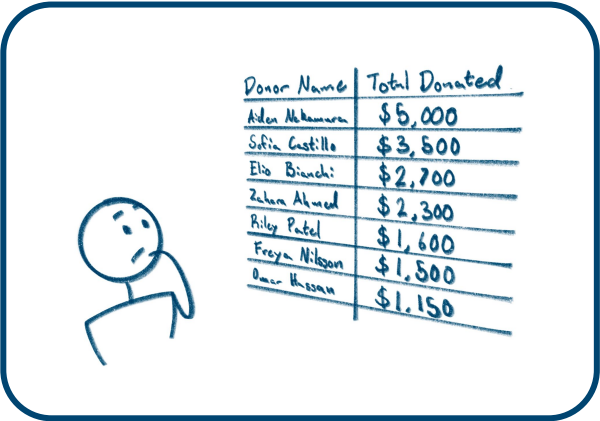


Storyboard Exercise

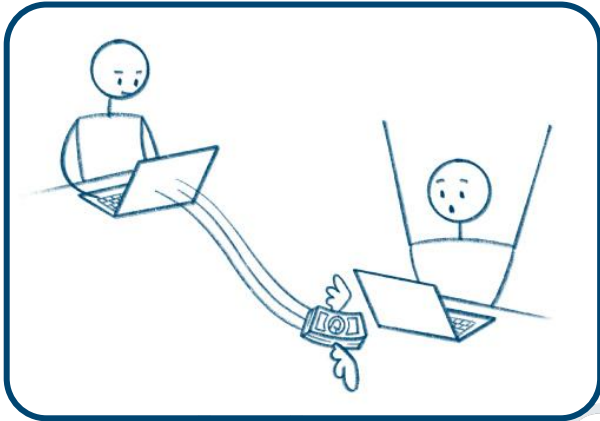


Step two: Imagine the moments that signal the start and end of the journey

Start



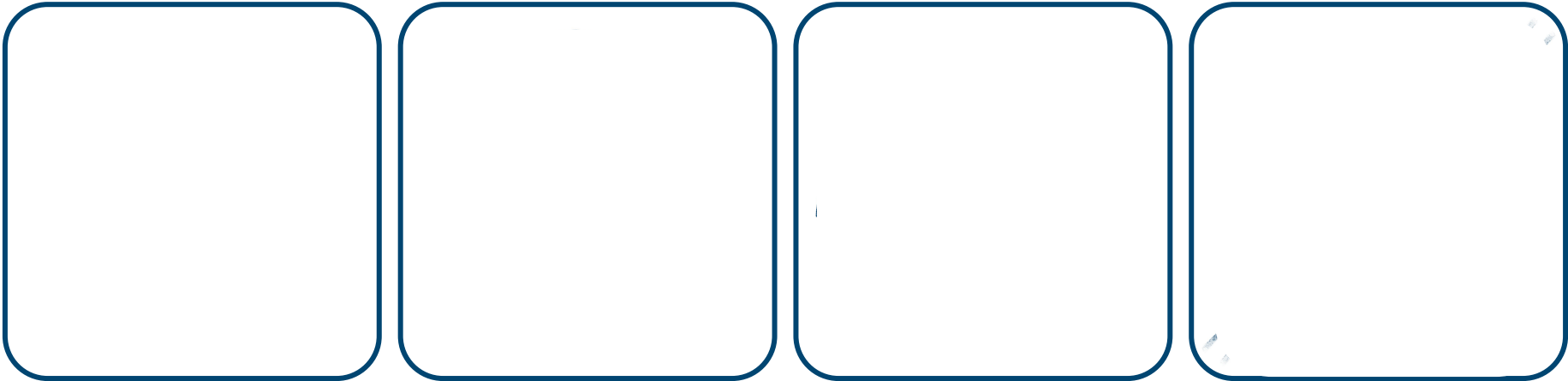
End



Storyboard Exercise



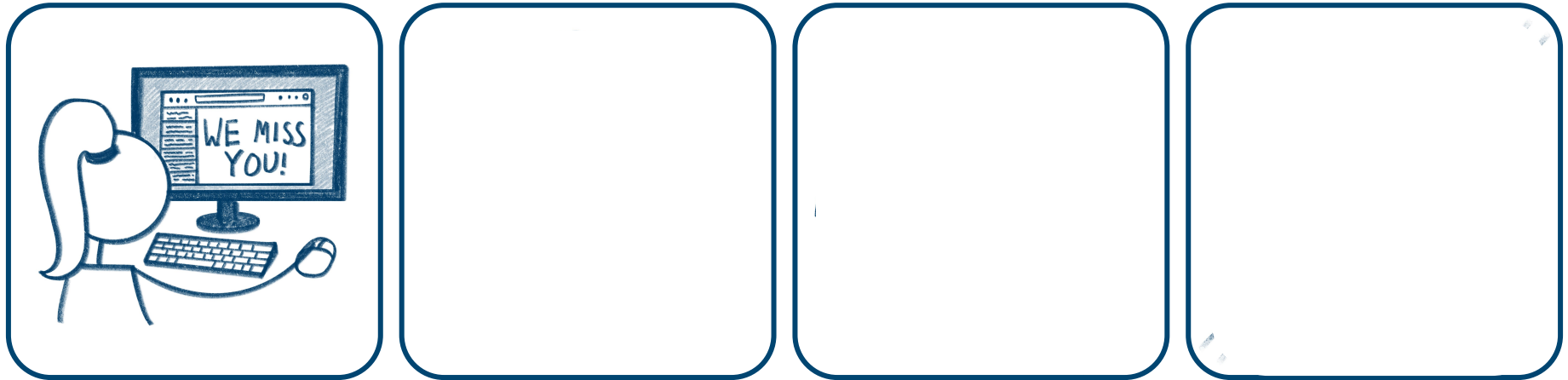
Step three: Sketch out a handful of key moments that happen between the first and final step of the journey



Storyboard Exercise



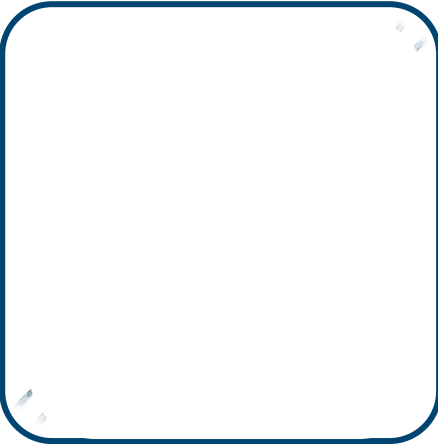
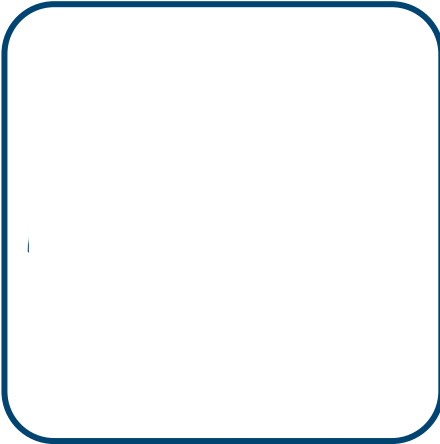
Step three: Sketch out a handful of key moments that happen between the first and final step of the journey



Storyboard Exercise



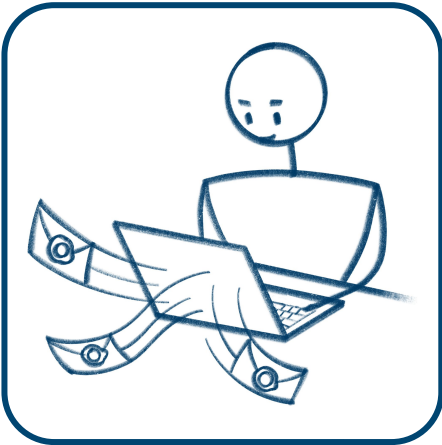
Step three: Sketch out a handful of key moments that happen between the first and final step of the journey



Storyboard Exercise



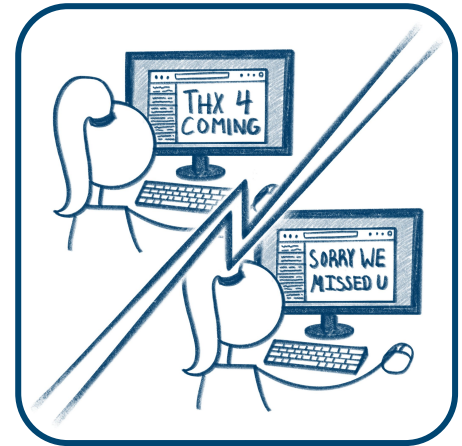
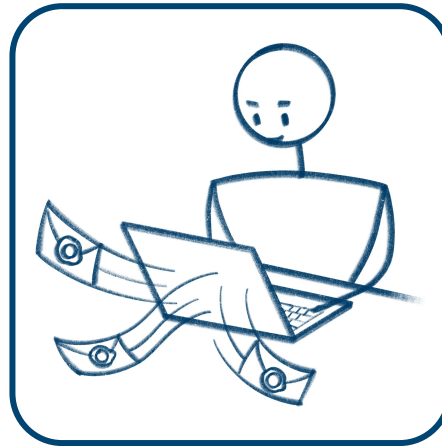
Step three: Sketch out a handful of key moments that happen between the first and final step of the journey



Storyboard Exercise

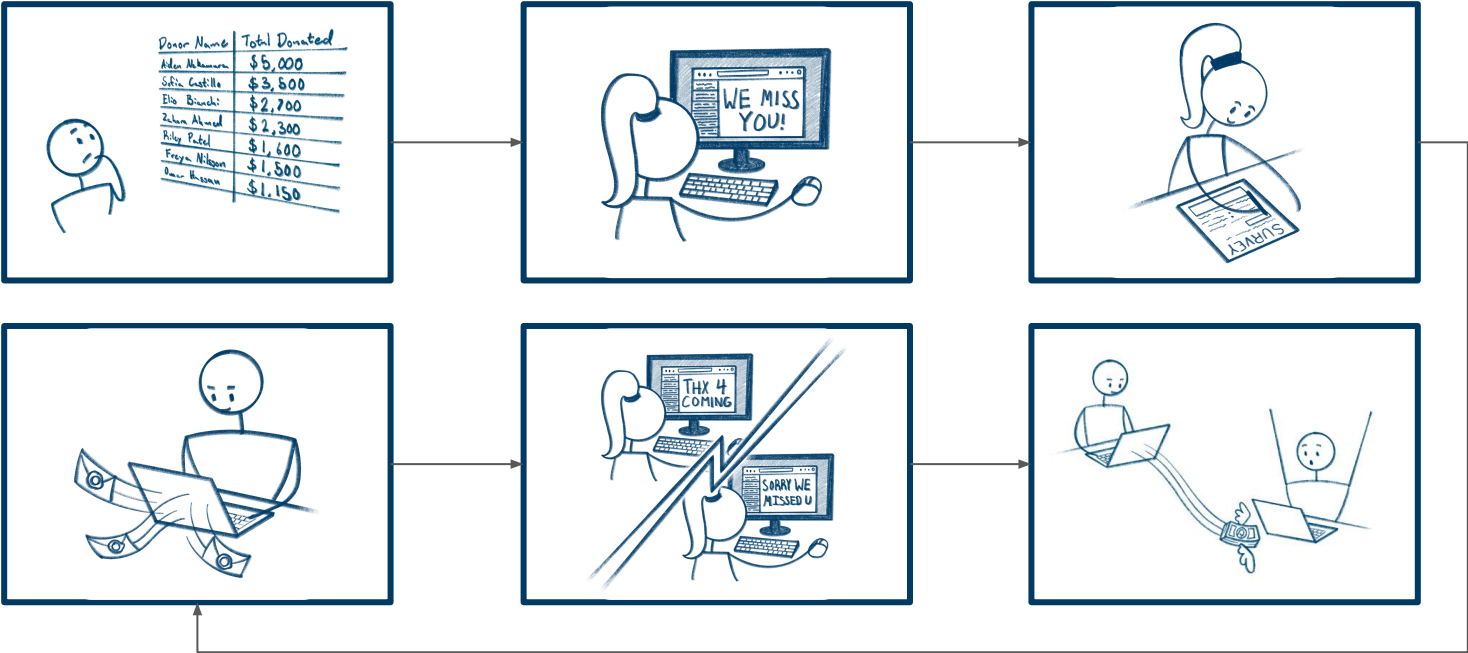


Step three: Sketch out a handful of key moments that happen between the first and final step of the journey



Storyboard Exercise

Step four: Organize the key moments and map them out in order using arrows to indicate the actions that trigger each step





**Intentionally designed
donor journeys drive
fundraising results**



»»»»»»

Thank you for joining!

The Donor Journey

Your Roadmap to New Donor Acquisition, Donor Retention, and Lapsed Donor Reactivation

By Cherian Koshy and DonorPerfect

»»»»»»

GET YOUR
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