

Fix the Friction, Keep Your Donors: *Mapping Digital Journeys That Convert*

Presented by Jen Newmeyer, CFRE

AFP Members Only Webinar - September 24, 2026

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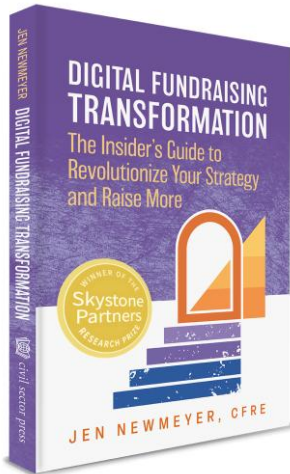
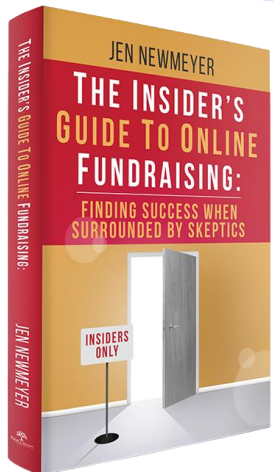
Jen Newmeyer, CFRE

Sr. Director, Digital Fundraising Strategy, PBS
Owner/Founder, CharityJen Consulting

Author

Digital Fundraising Transformation: The Insider's Guide to Revolutionize Your Strategy and Raise More
(2026 Skystone Prize Winner)

The Insider's Guide to Online Fundraising: Finding Success When Surrounded by Skeptics

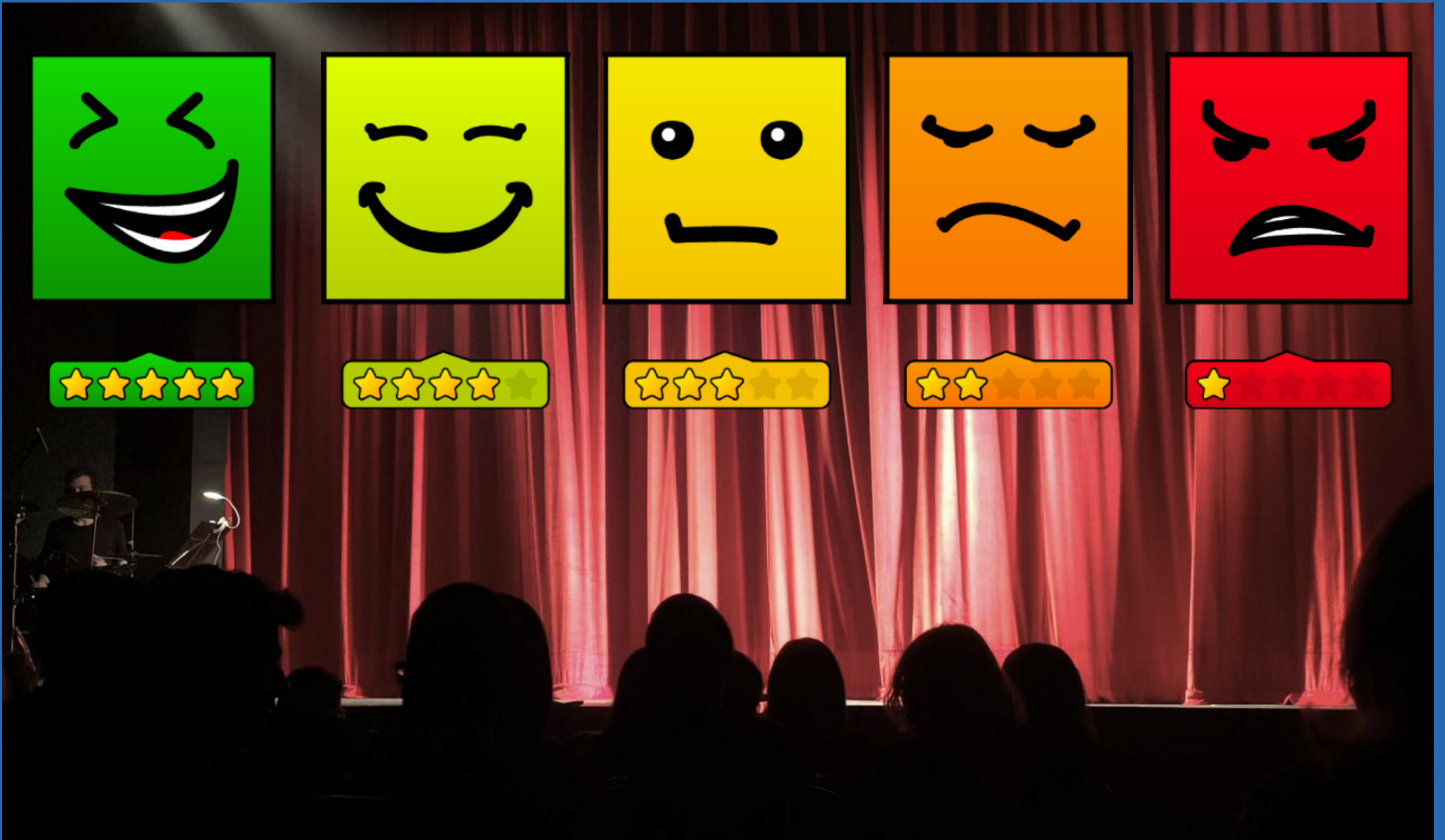
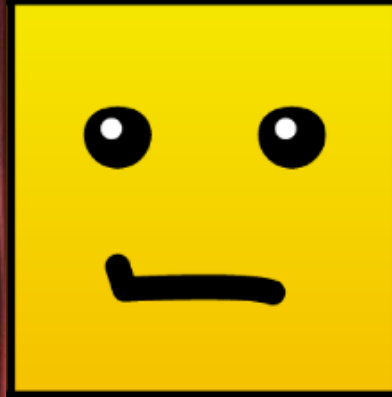


Podcast Host

*From the Nest with CharityJen:
Where Fundraising Takes Flight*

Resource Catalogue

Articles, guides, webinars
www.charityjen.com





A conceptual image featuring a black, winding road with white dashed lines that curves through a landscape of green grass and pink wildflowers. In the background, a range of jagged, snow-capped mountains rises under a cloudy sky. A green rectangular sign with rounded corners and a white border is positioned on the left side of the road. The sign has the word 'INTRODUCTION' in white, bold, sans-serif capital letters. Two small white dots are located above and below the text on the sign.

INTRODUCTION



INTRODUCTION

**ENGAGEMENT
CULTIVATION**

A conceptual image showing a winding road through a mountainous landscape. Three green road signs are placed along the road, each with a small white dot above and below the text. The signs are labeled 'INTRODUCTION', 'CONVERSION', and 'ENGAGEMENT CULTIVATION'. The background features snow-capped mountains and a field of pink flowers.

INTRODUCTION

CONVERSION

**ENGAGEMENT
CULTIVATION**

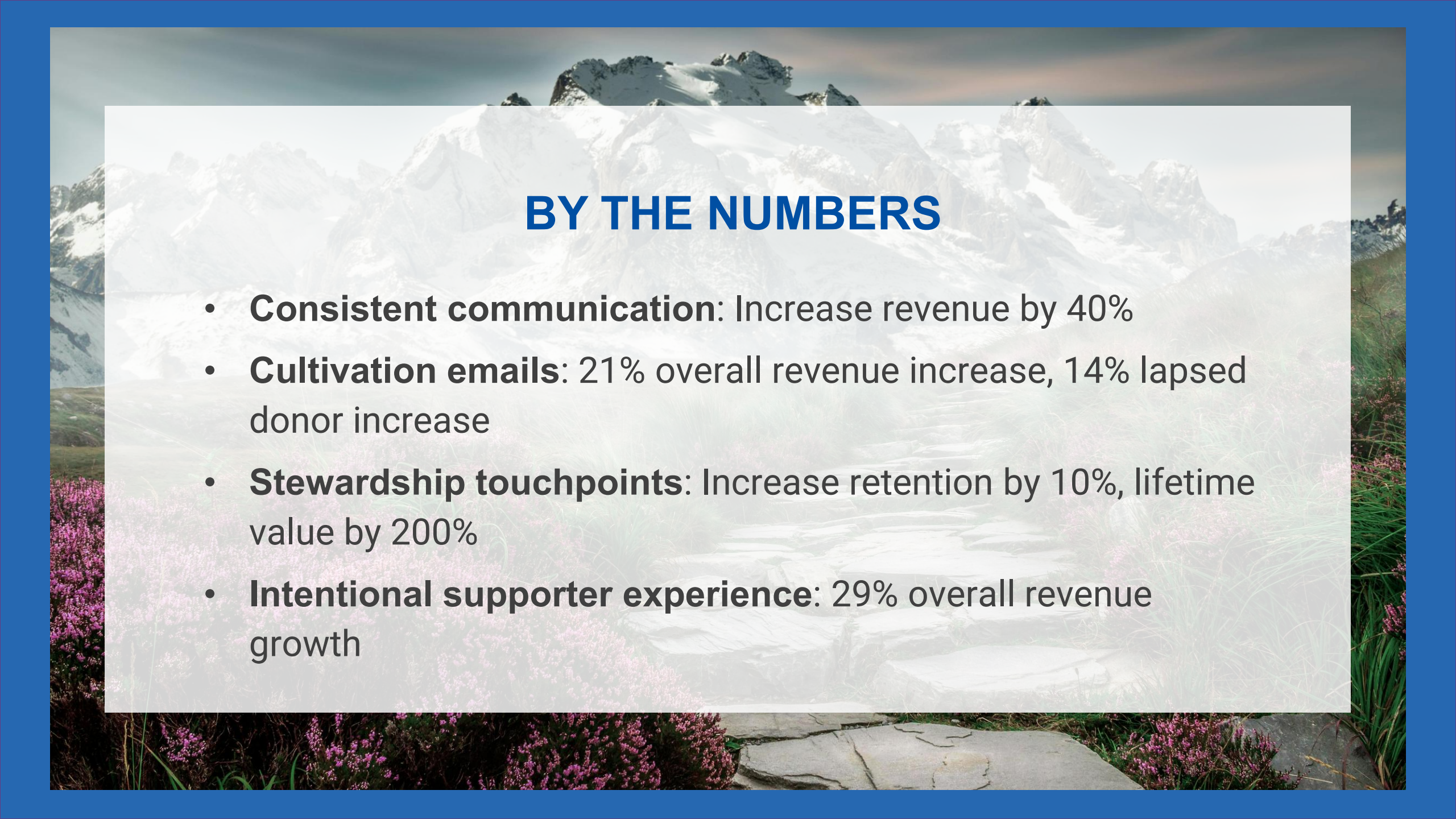


INTRODUCTION

CONVERSION

**ENGAGEMENT
CULTIVATION**

STEWARDSHIP



BY THE NUMBERS

- **Consistent communication:** Increase revenue by 40%
- **Cultivation emails:** 21% overall revenue increase, 14% lapsed donor increase
- **Stewardship touchpoints:** Increase retention by 10%, lifetime value by 200%
- **Intentional supporter experience:** 29% overall revenue growth

USER JOURNEY SELF AUDIT

- **Website:** Donate Button Location
- **Steps** to Donation Form
- **Form:** Optimized for Mobile
- **Form:** Compelling Language
- **Form:** Unnecessary Fields
- **Form:** Distracting Links
- **Form:** Completion Time
- **Post** Donation Experience



POST DONATION EXPERIENCE

Landing Page and Email Receipt:

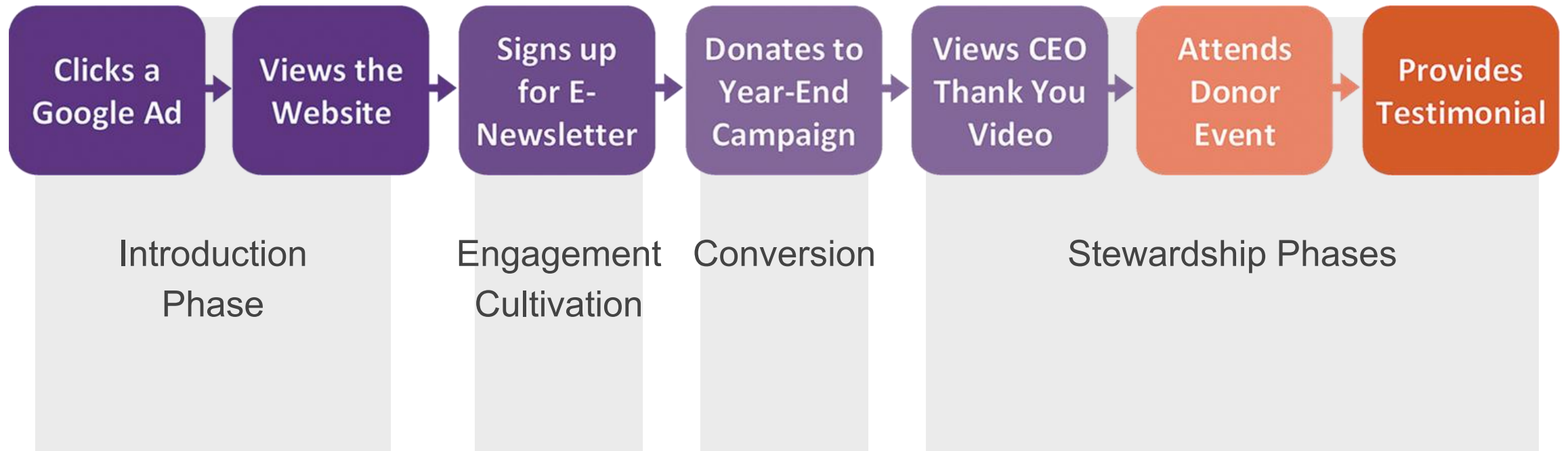
- Express gratitude
- Signed by a person
- Engagement step (event link, social media, survey)

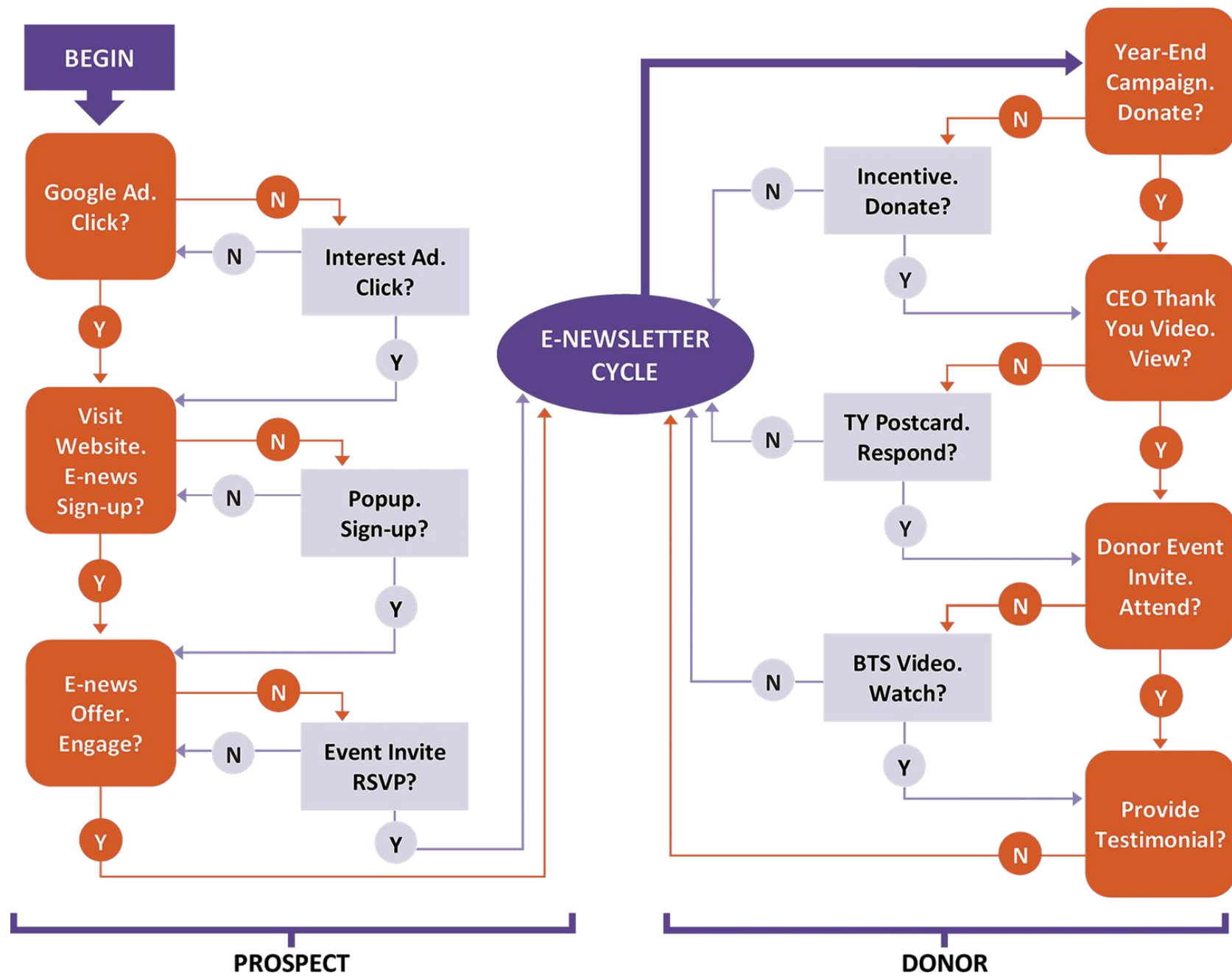
Stewardship:

- New donor welcome series
- Thank you postcard or annual report
- Even invitations

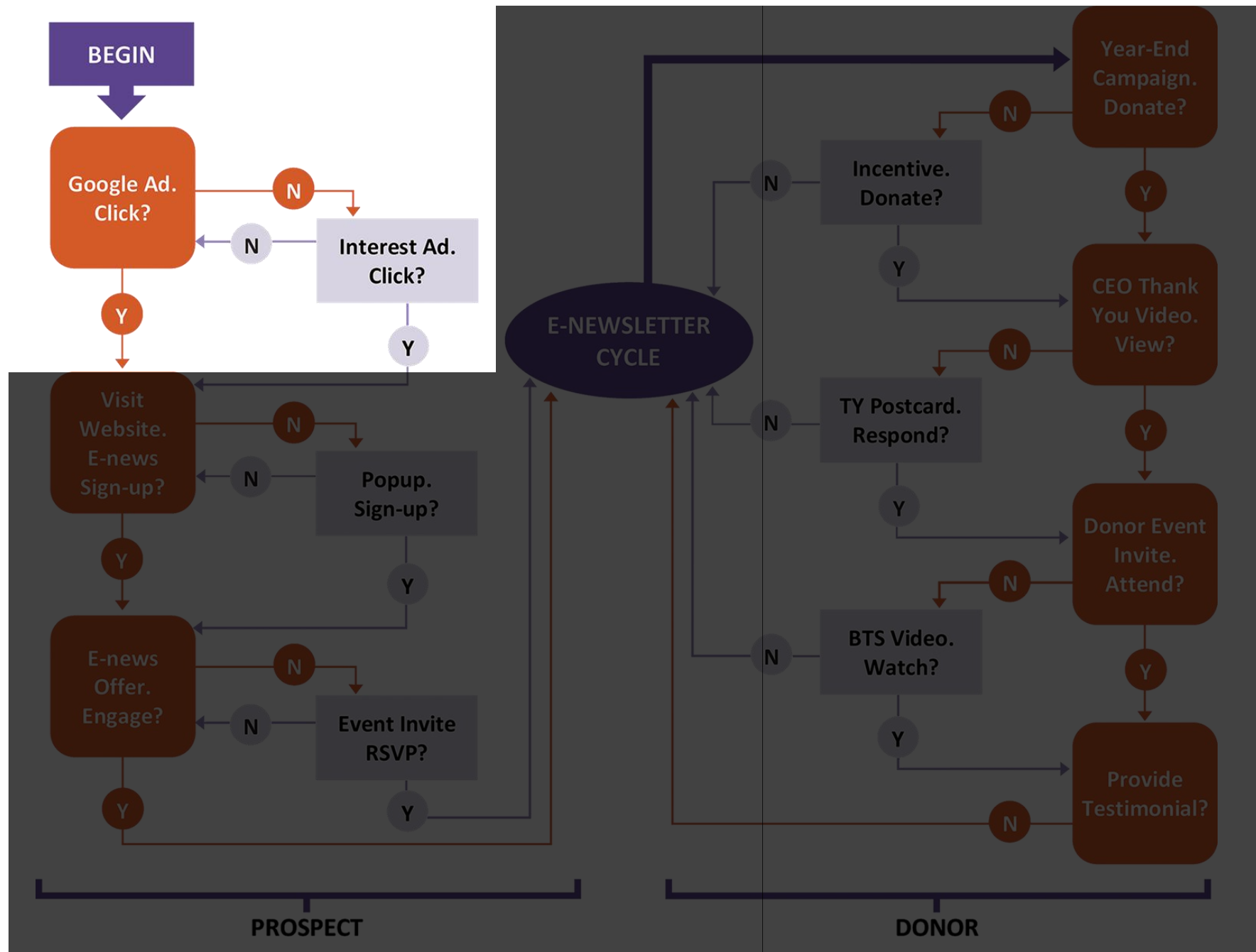


SIMPLE USER JOURNEY

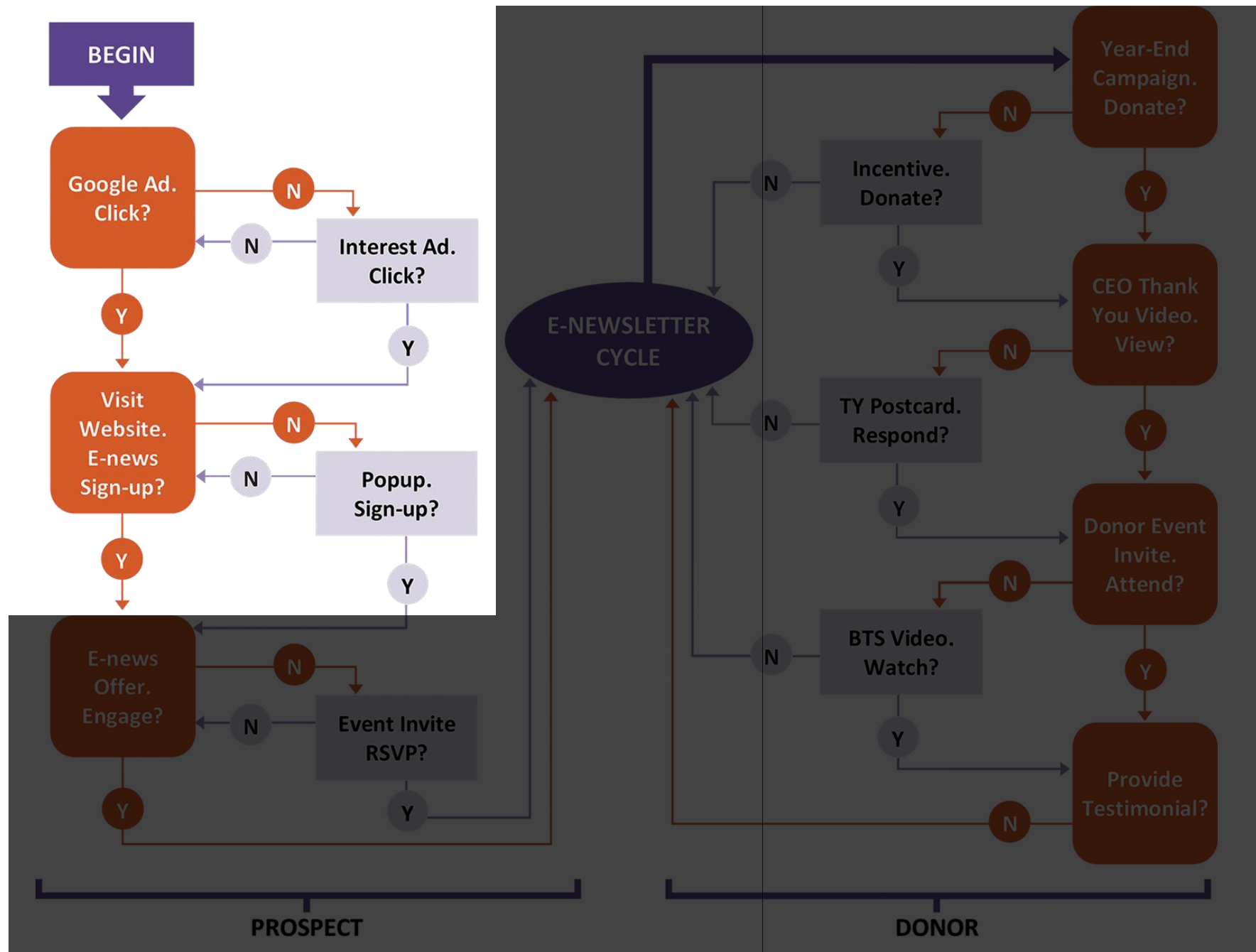




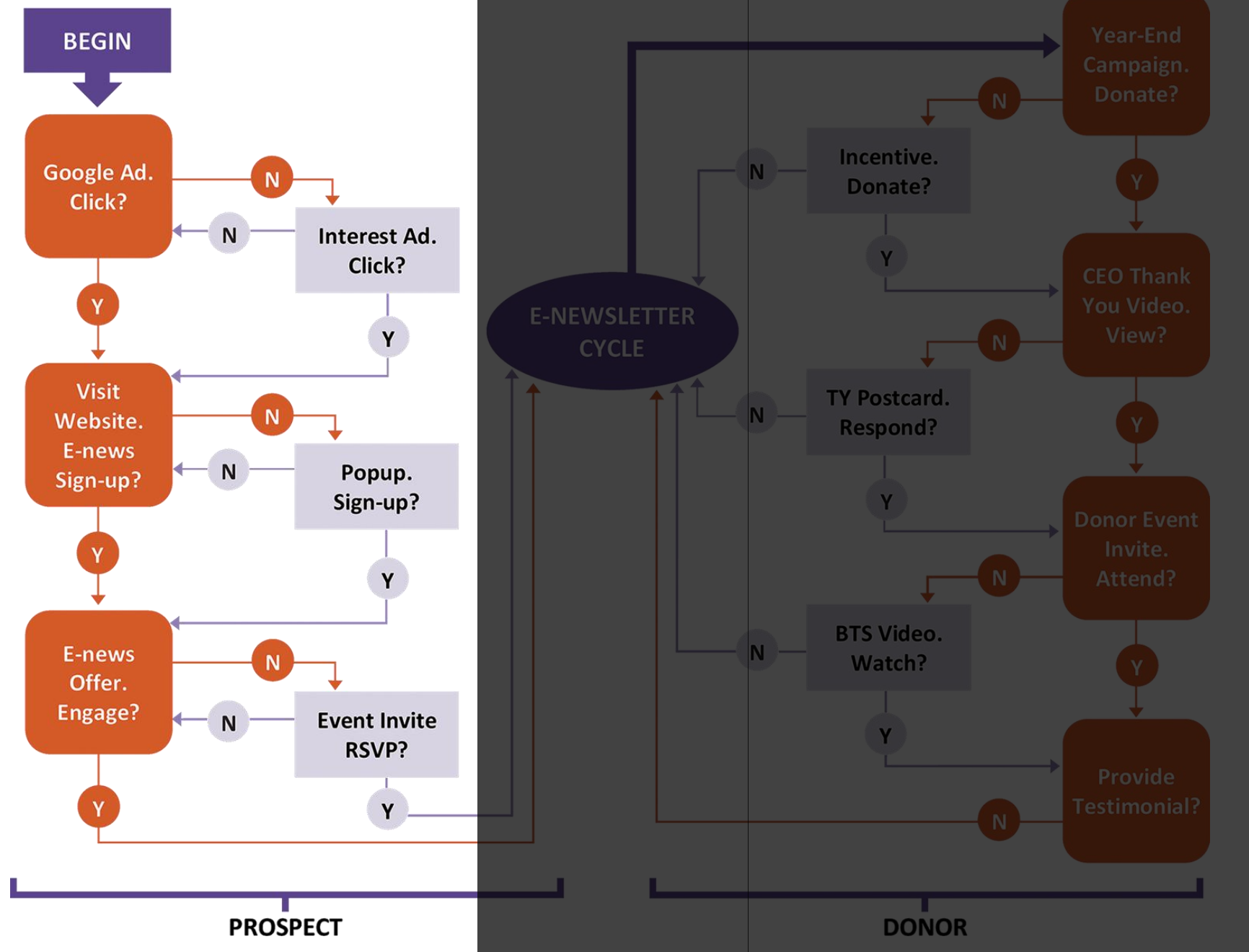
DECISION TREE JOURNEY



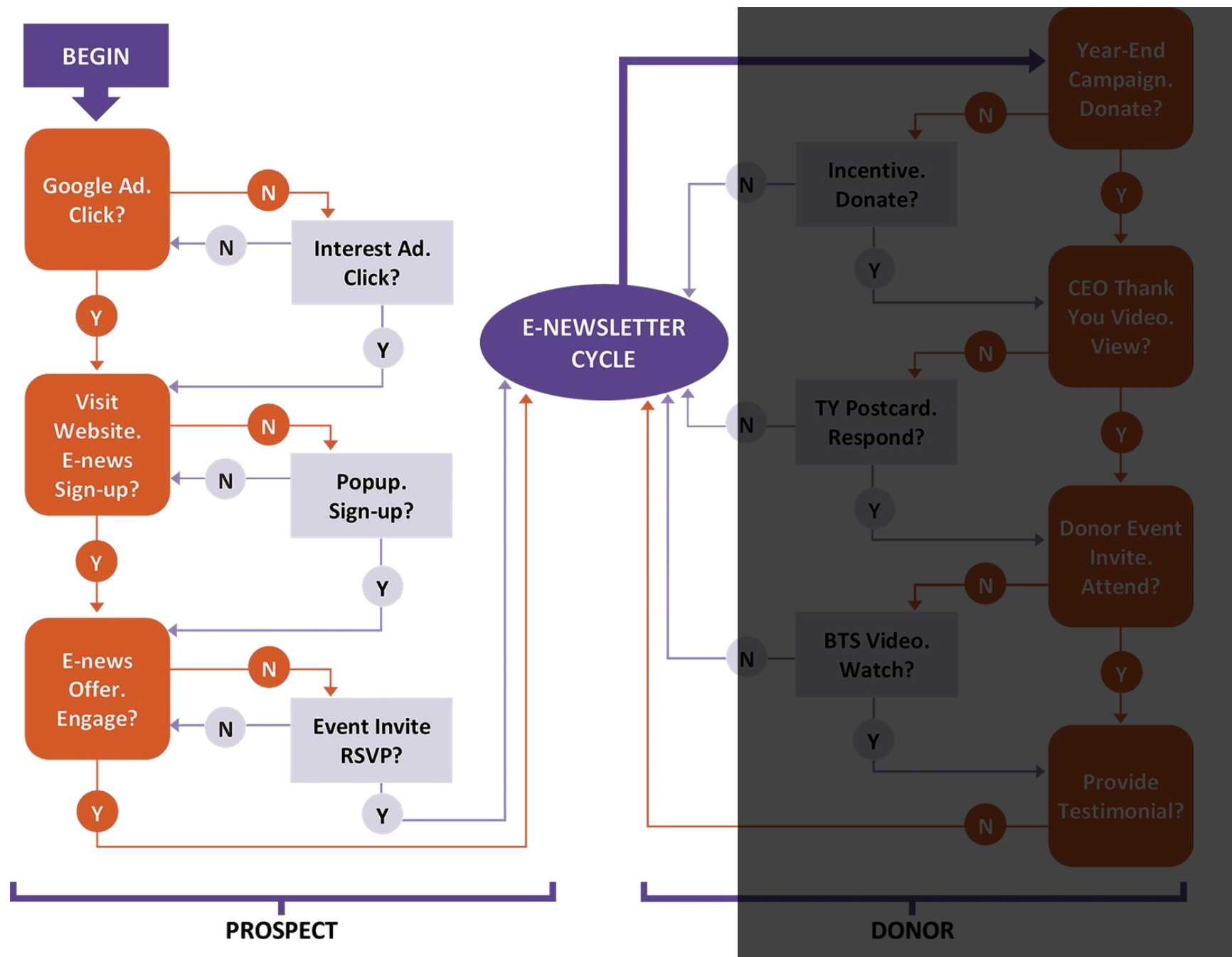
DECISION TREE JOURNEY



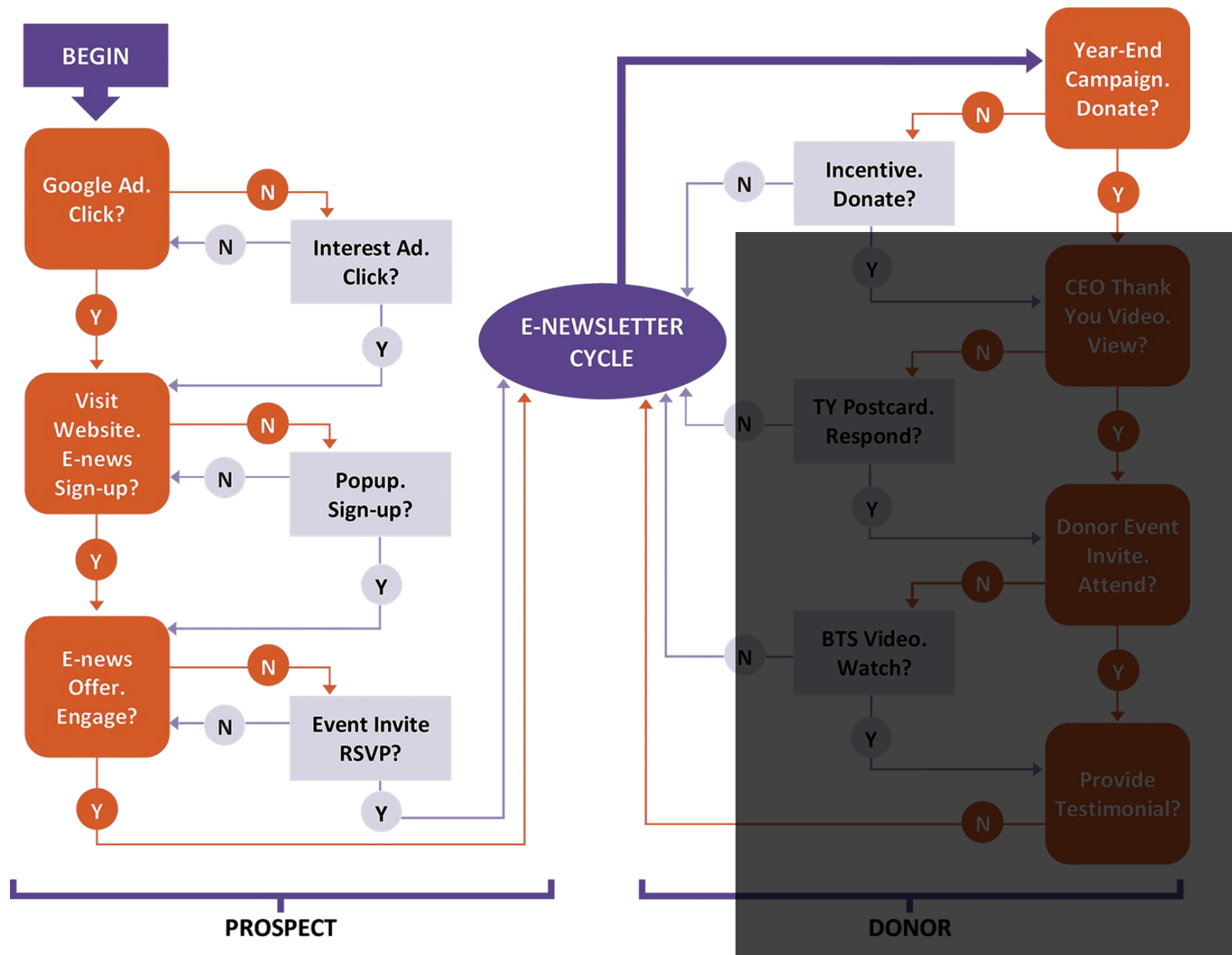
DECISION TREE JOURNEY



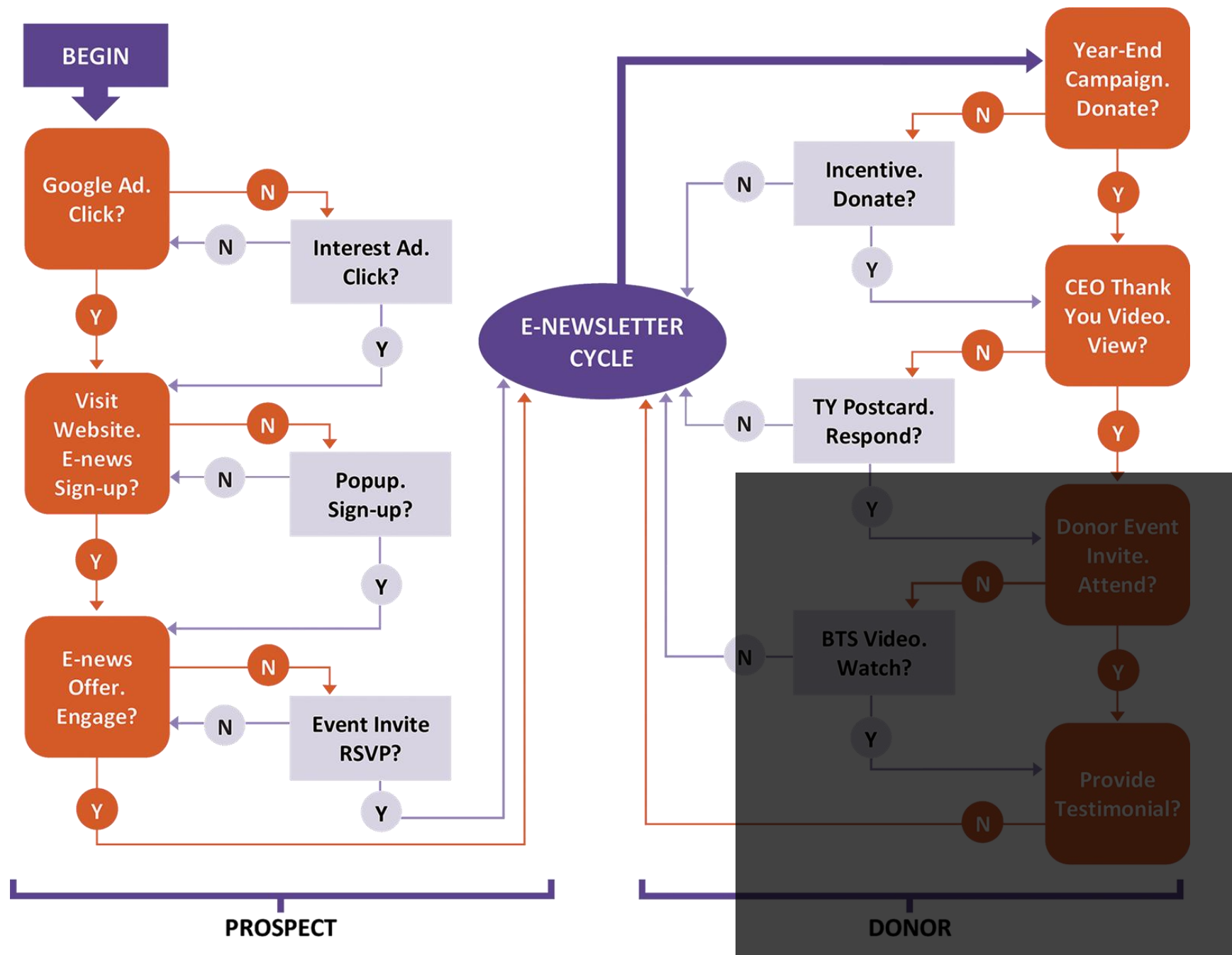
DECISION TREE JOURNEY



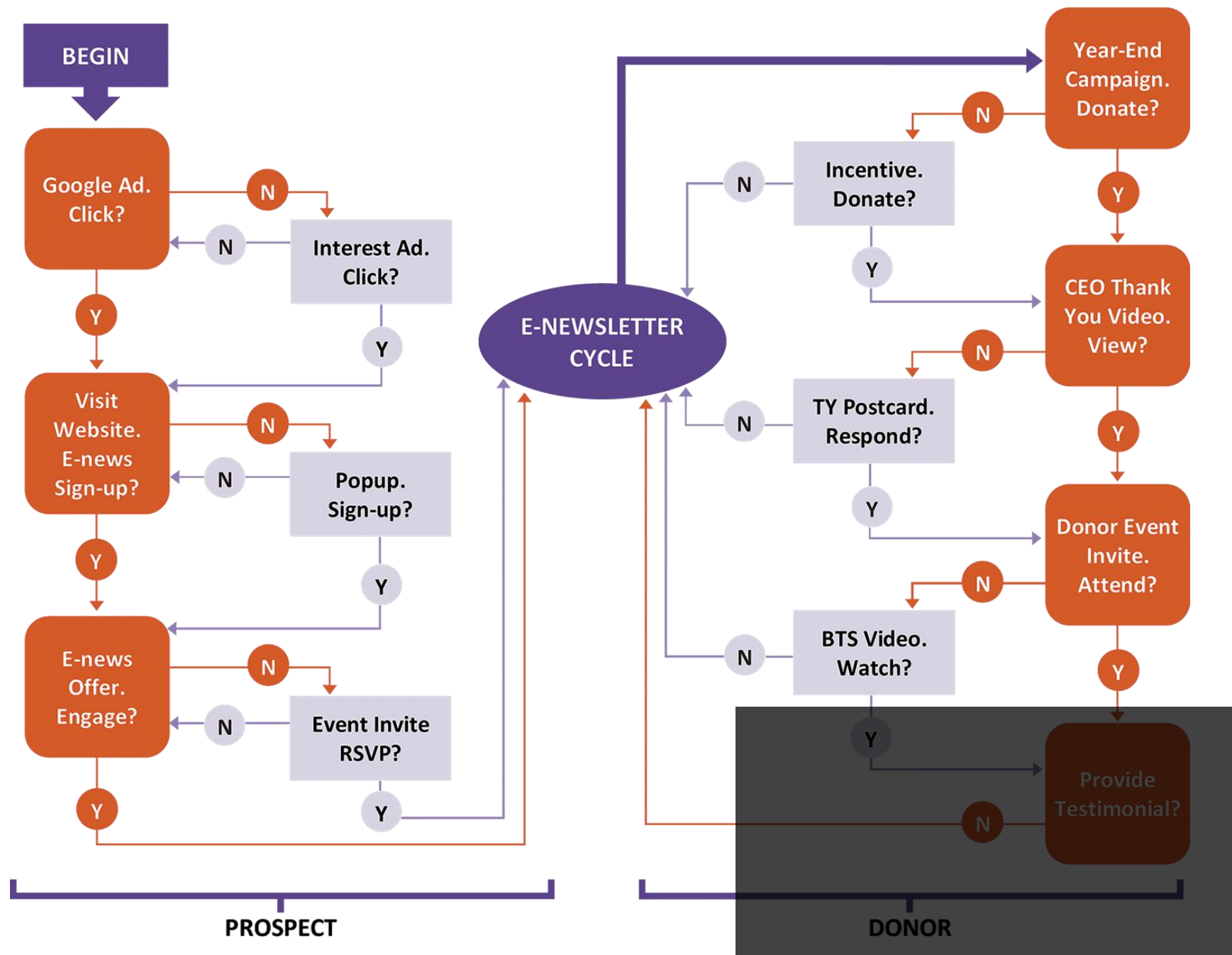
**DECISION TREE
JOURNEY**



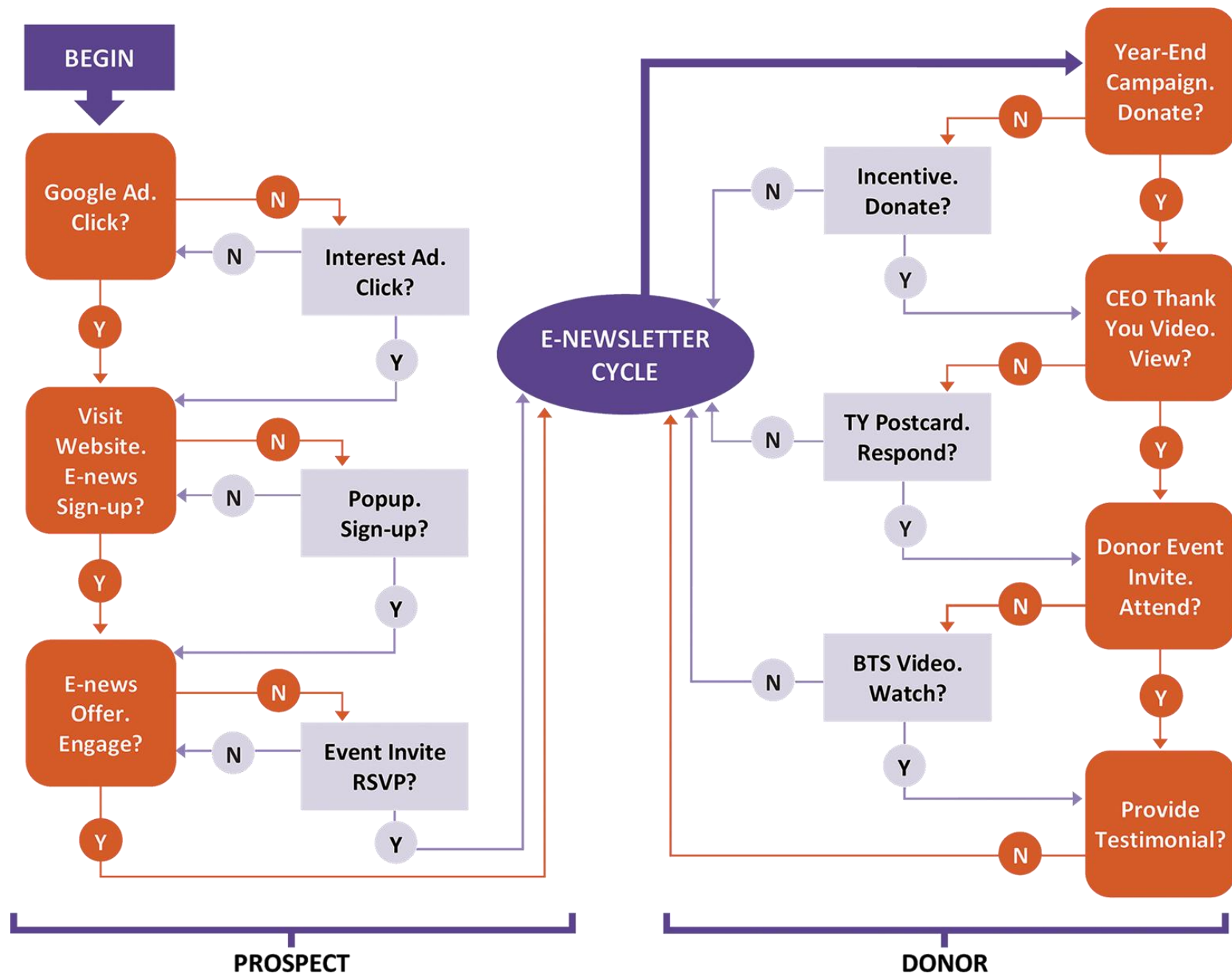
DECISION TREE JOURNEY



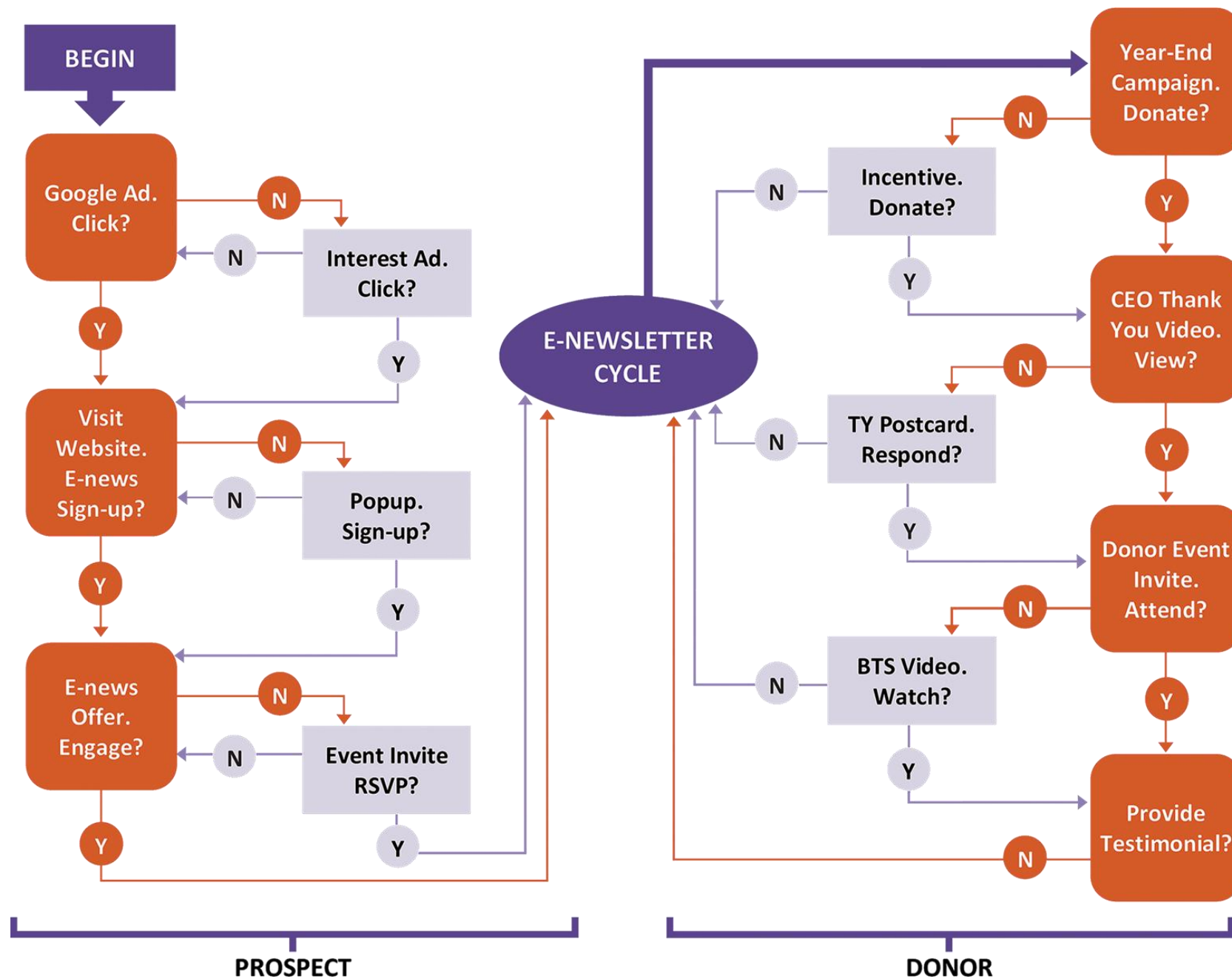
DECISION TREE JOURNEY



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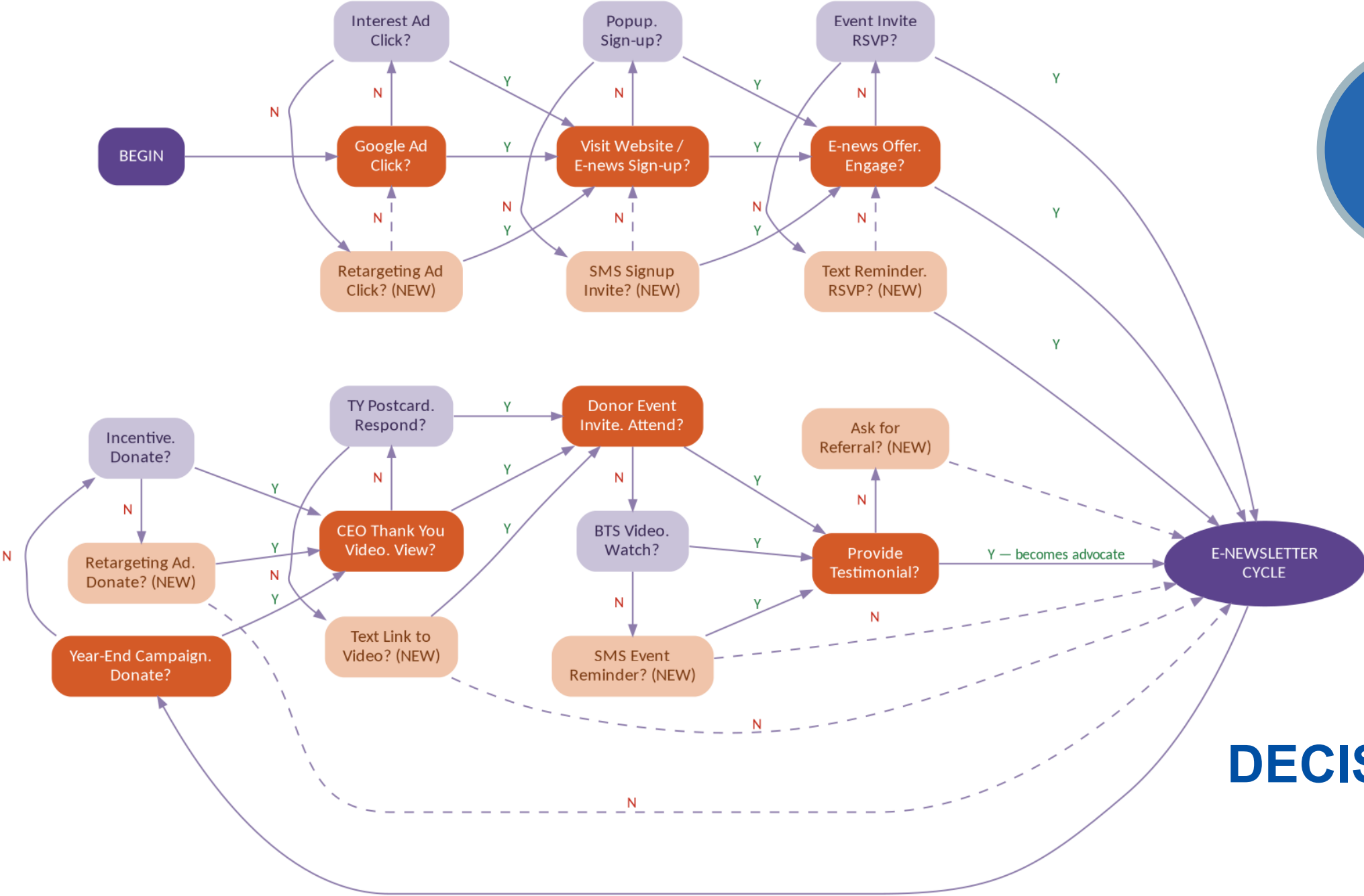


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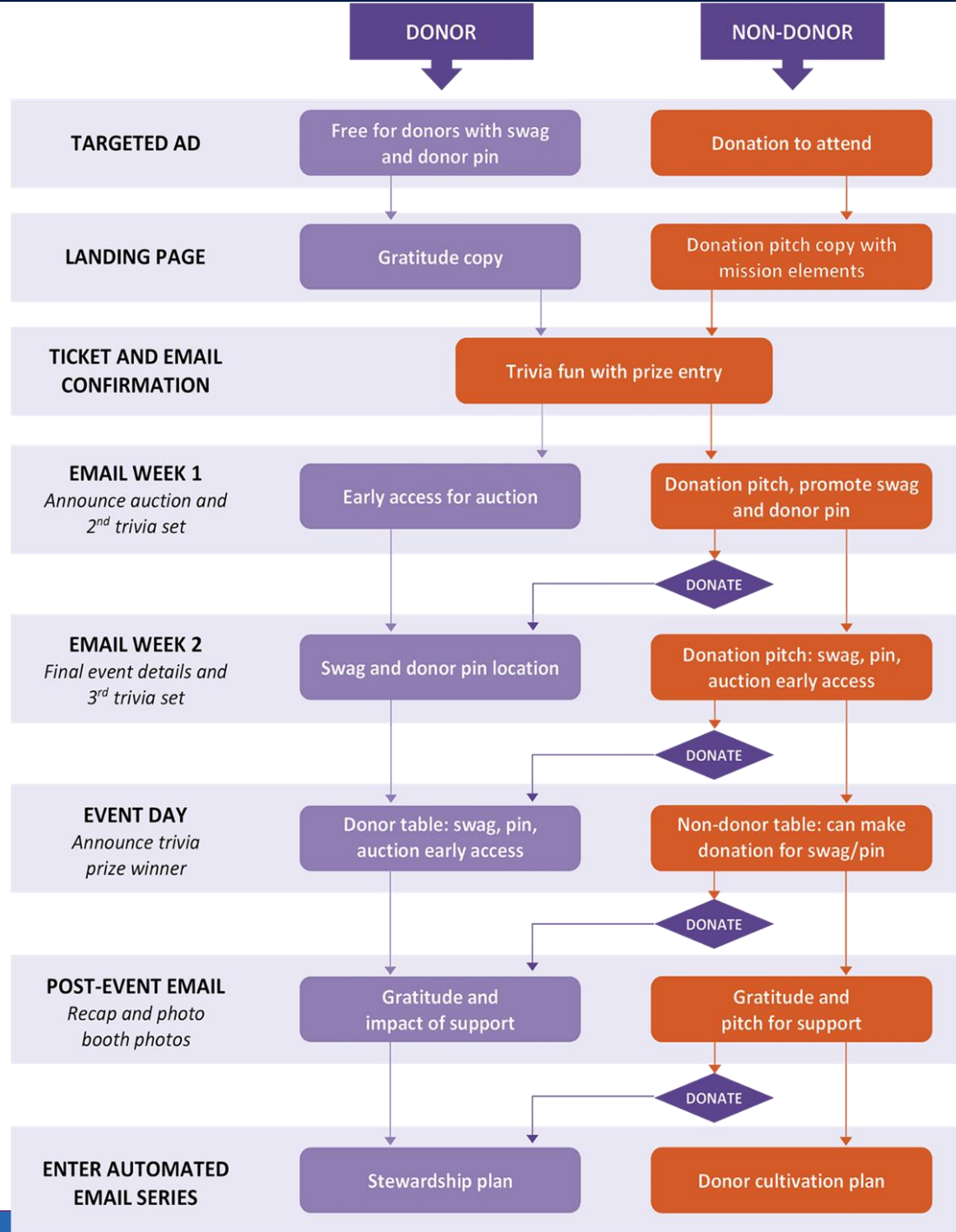
DECISION TREE
JOURNEY

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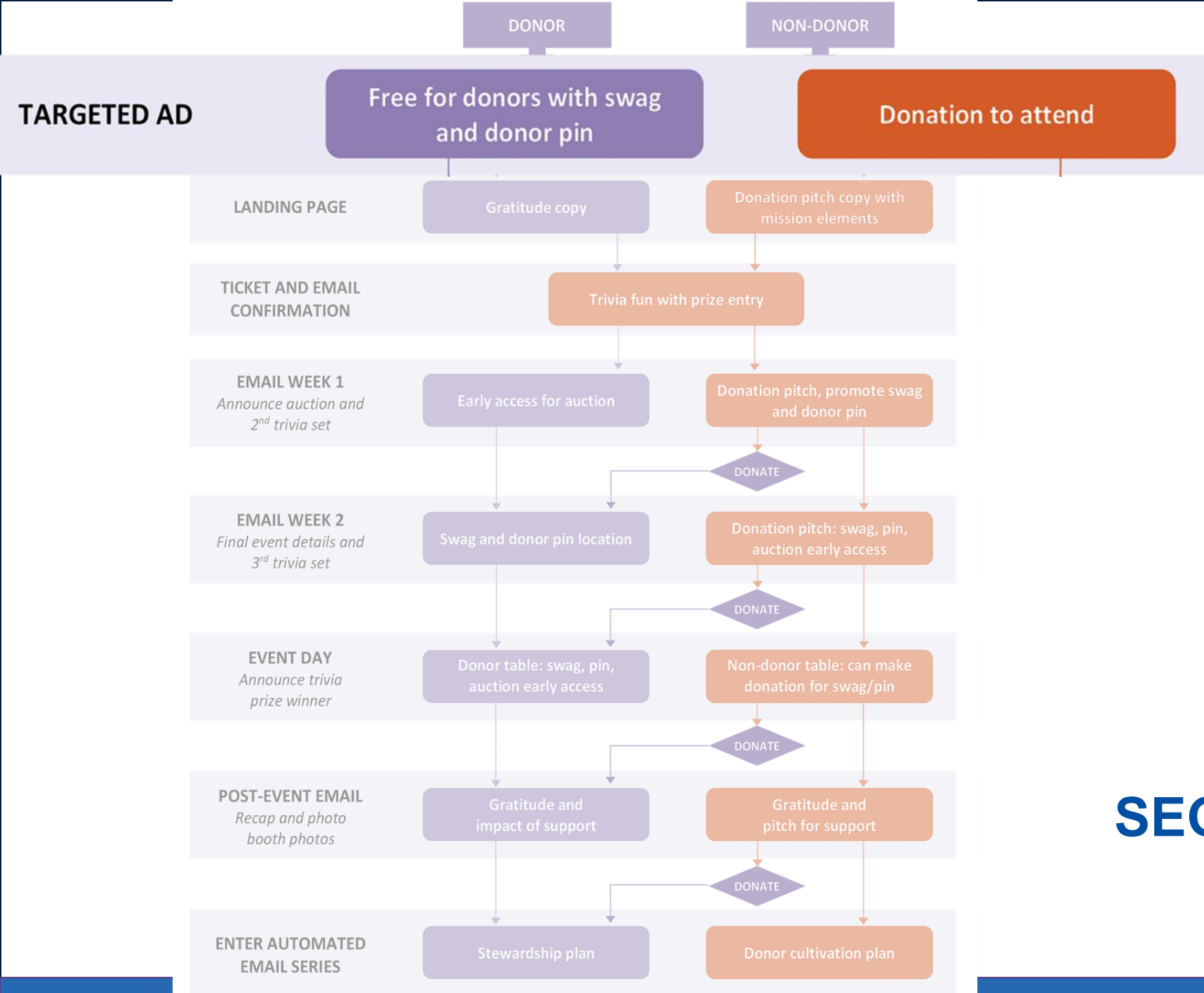
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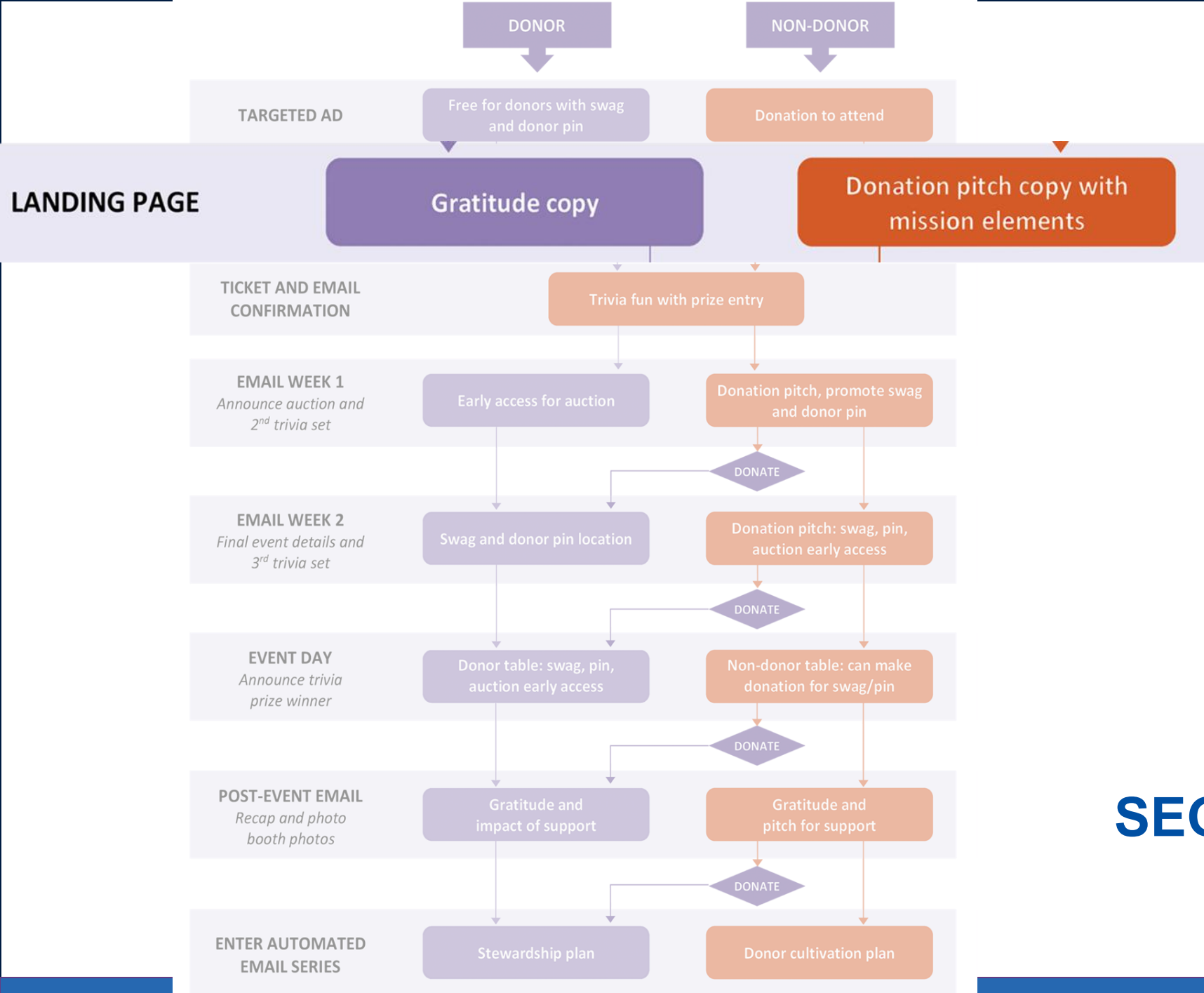
DECISION TREE JOURNEY



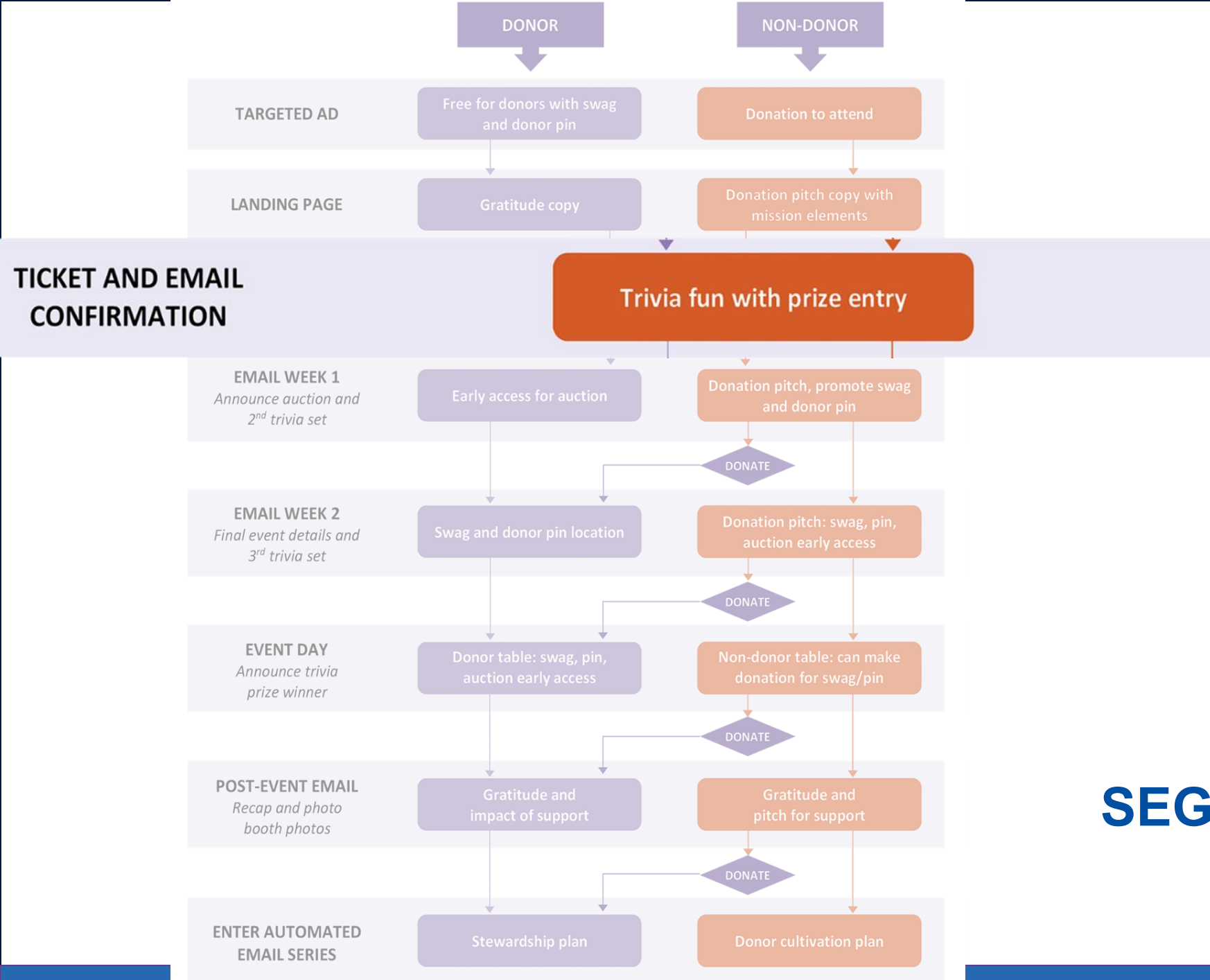
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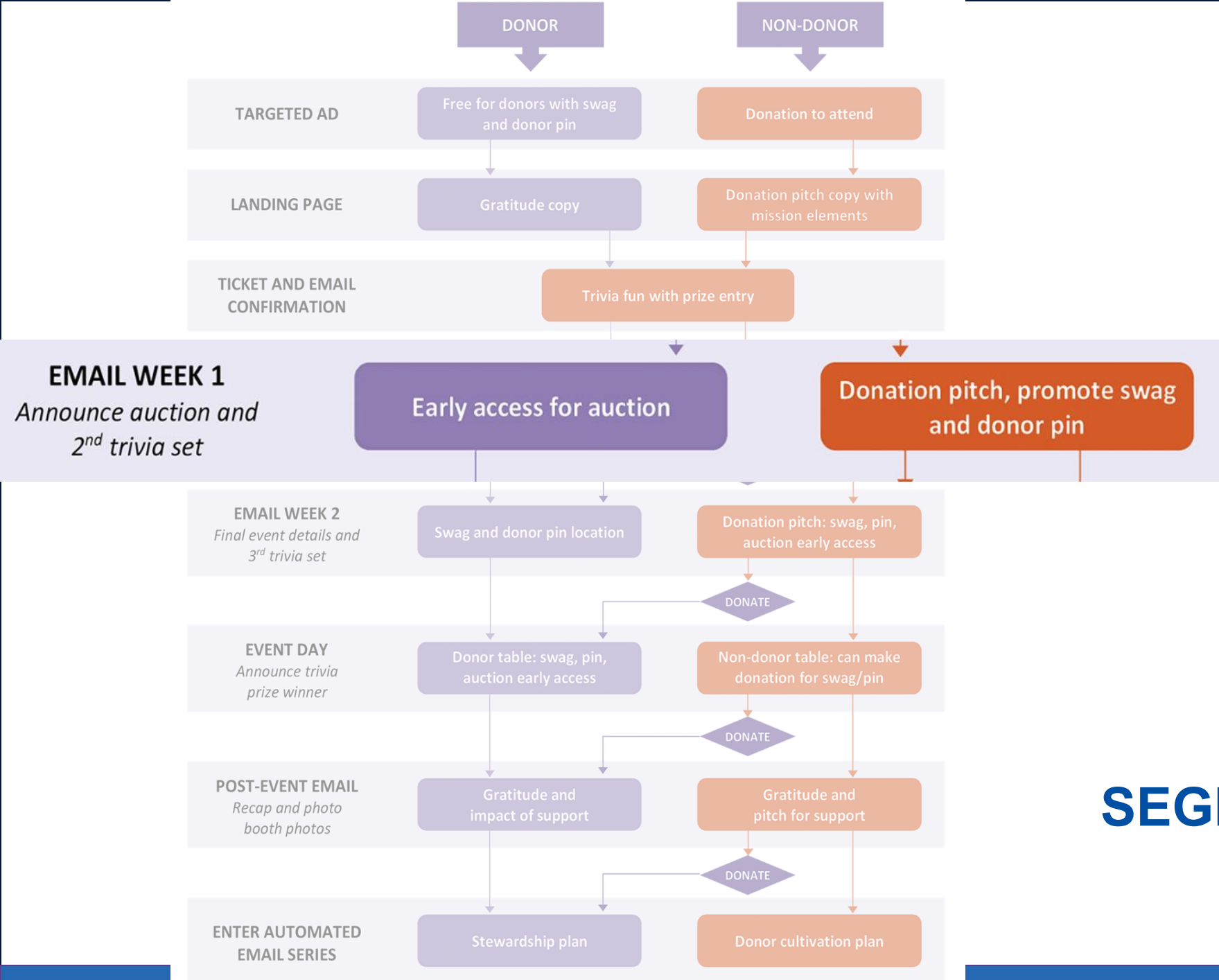
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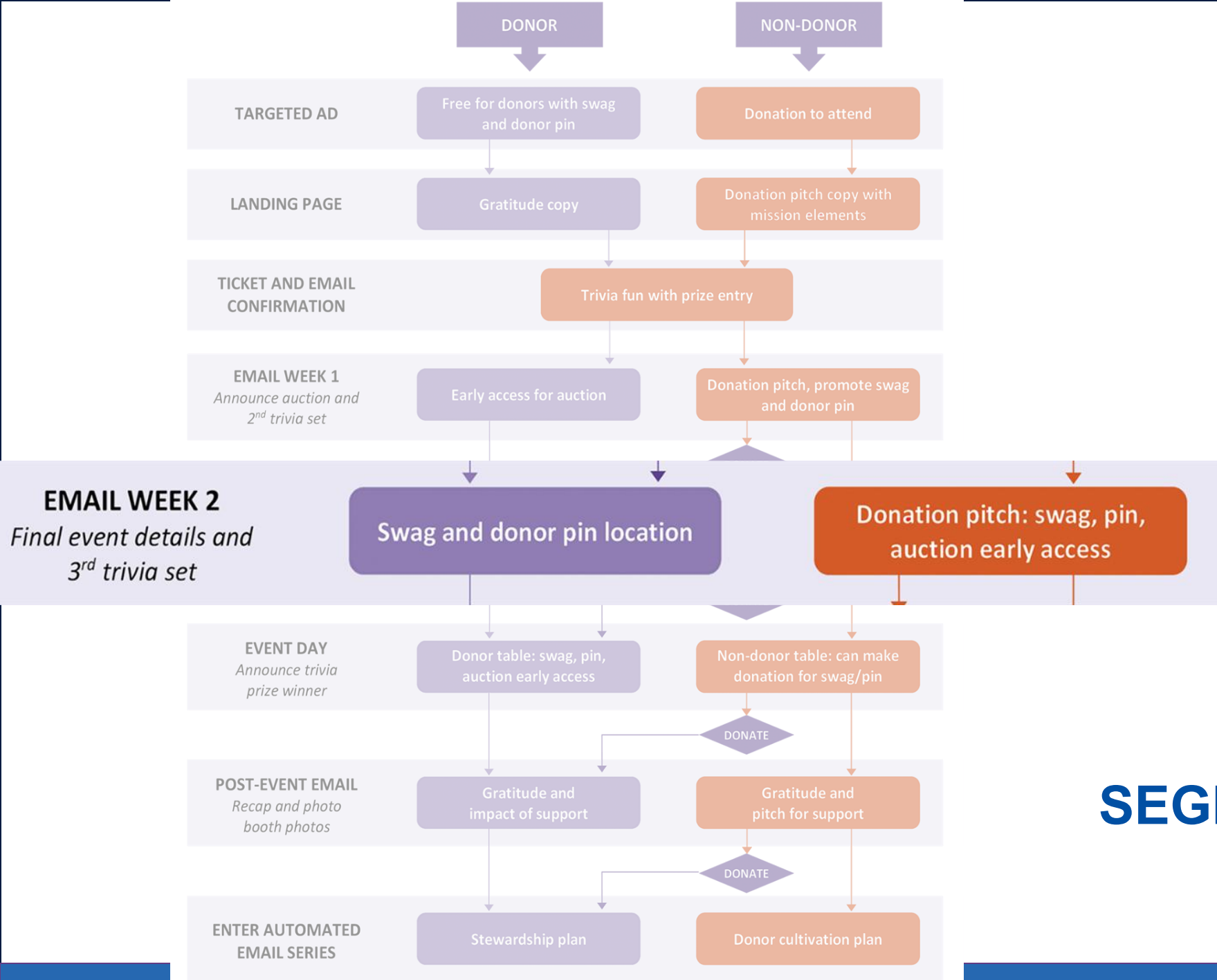
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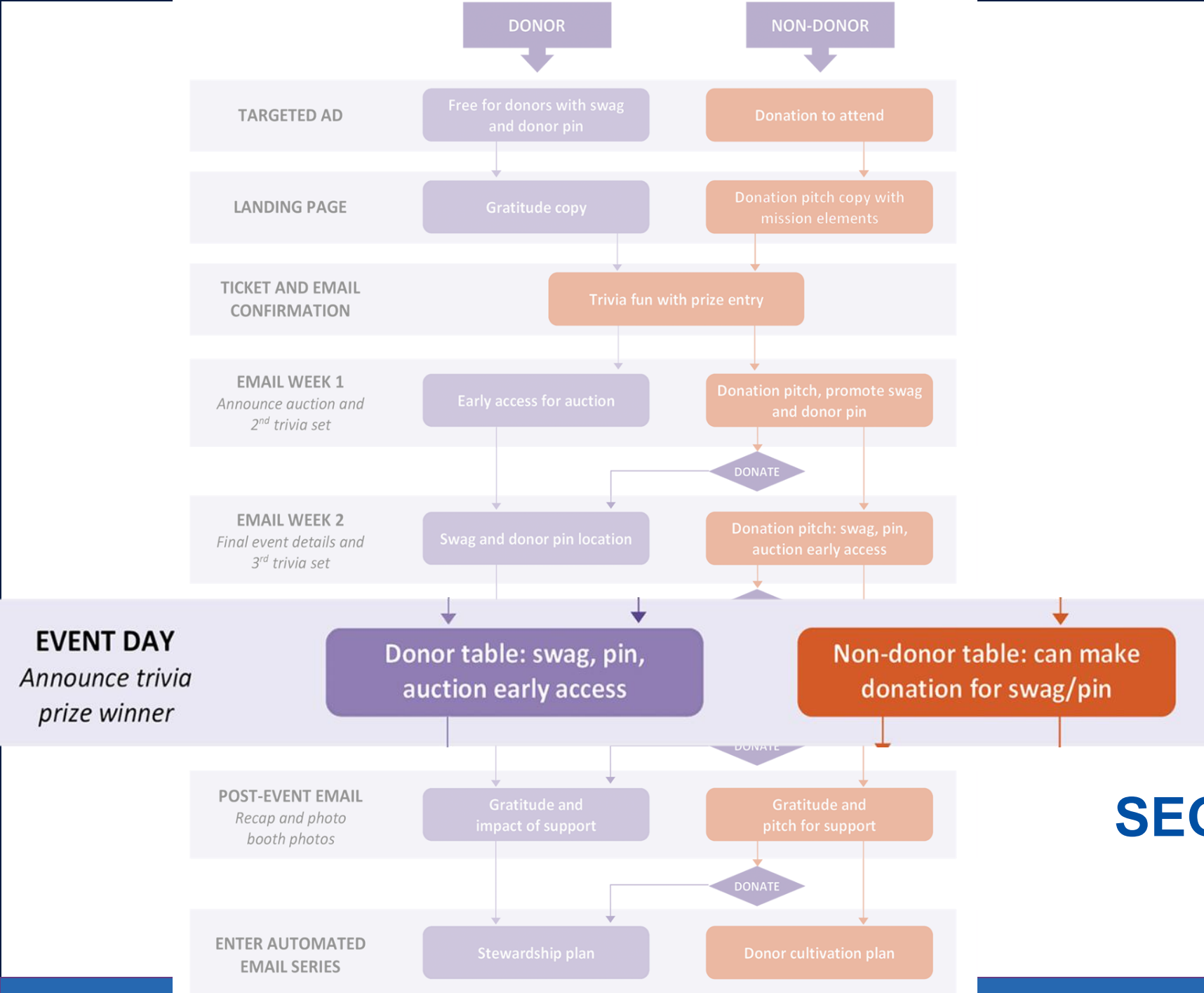
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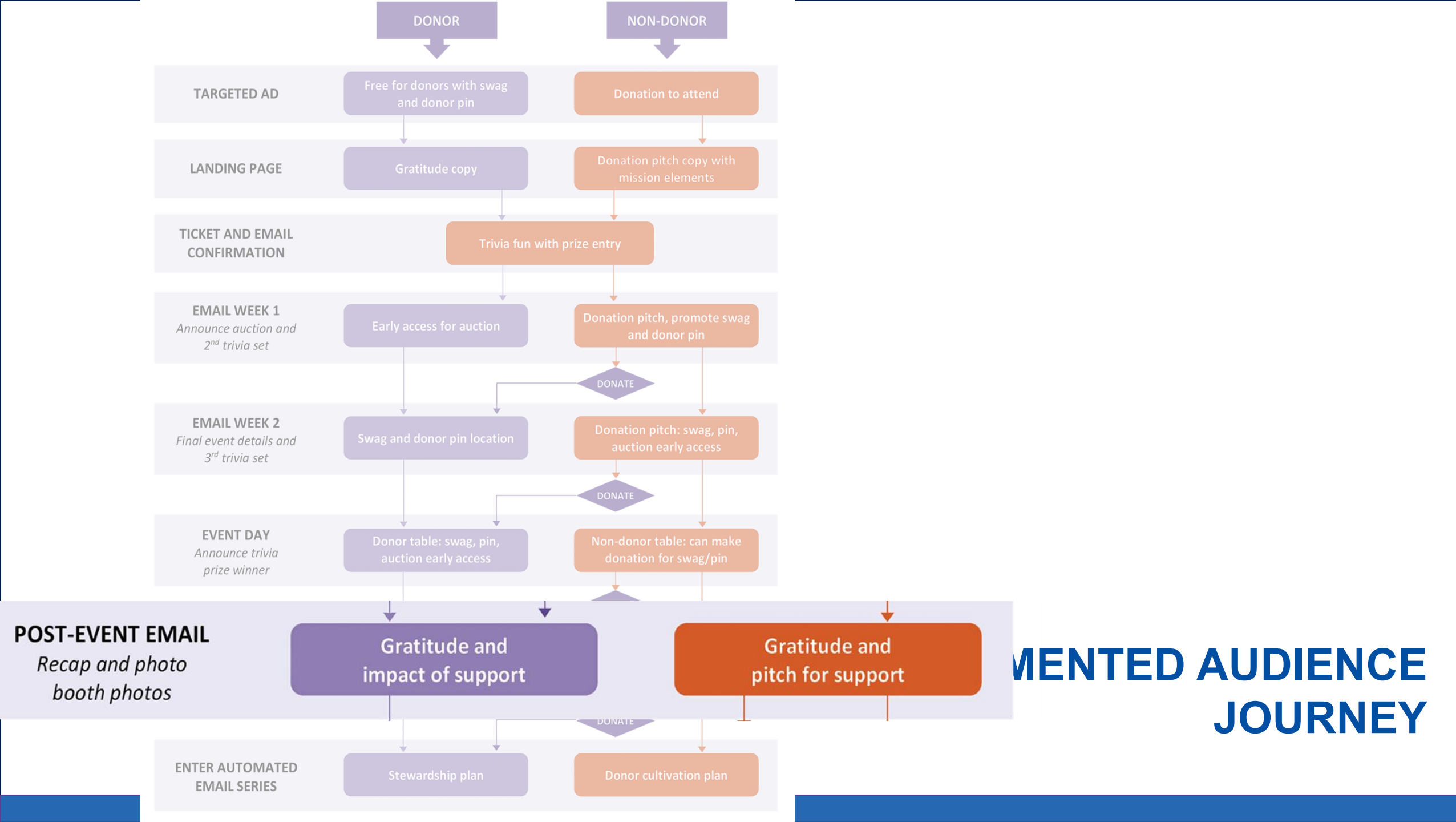
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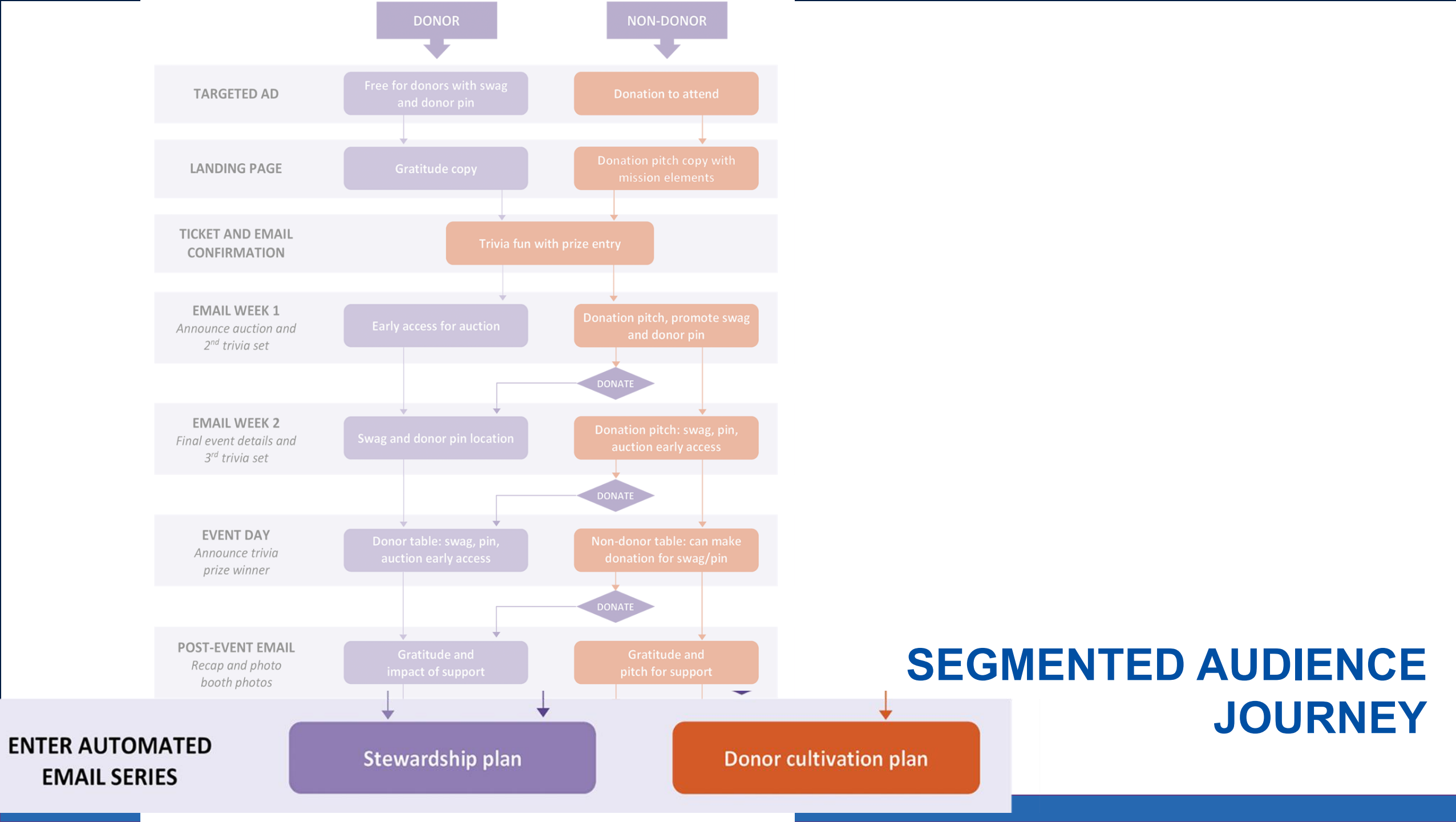


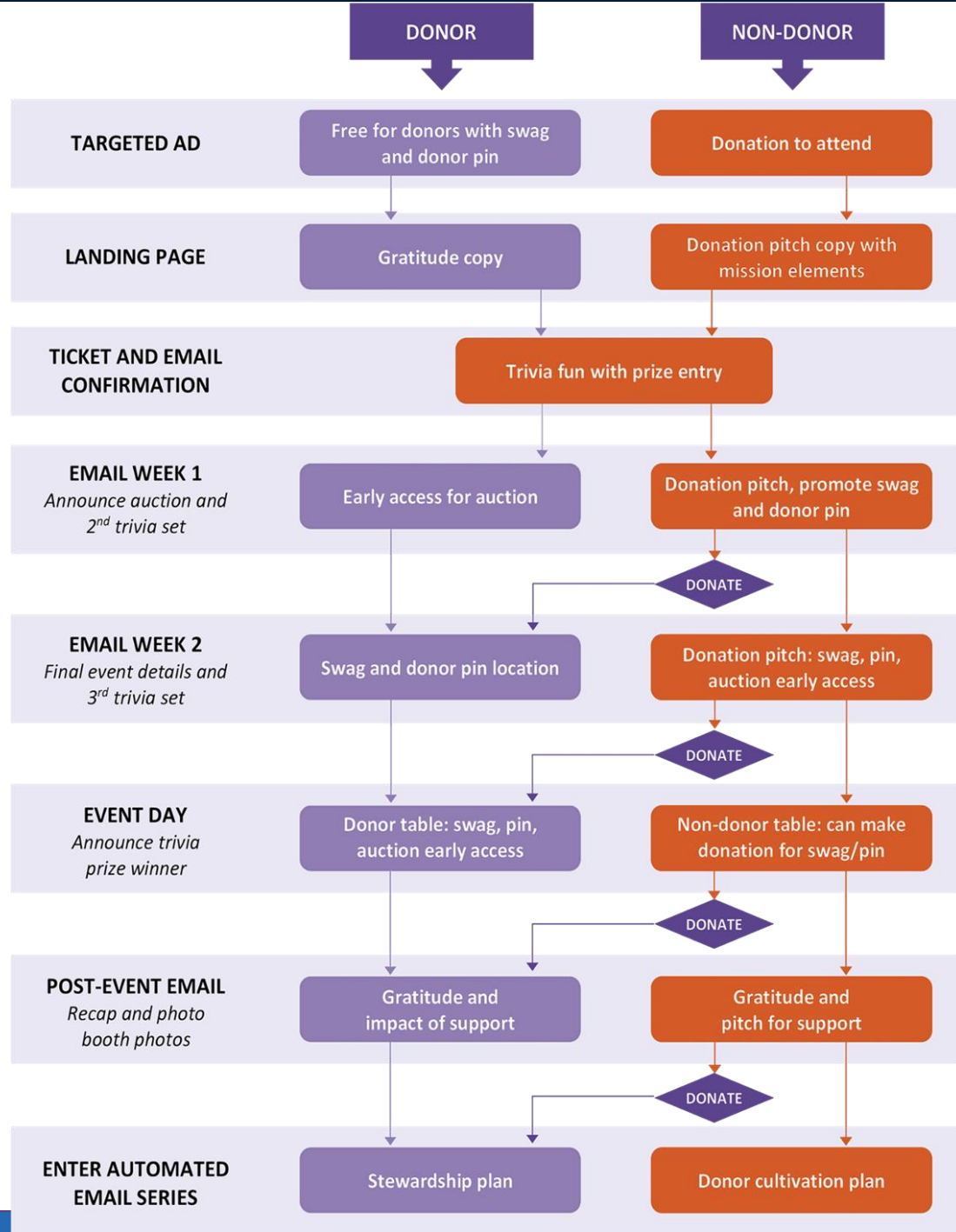
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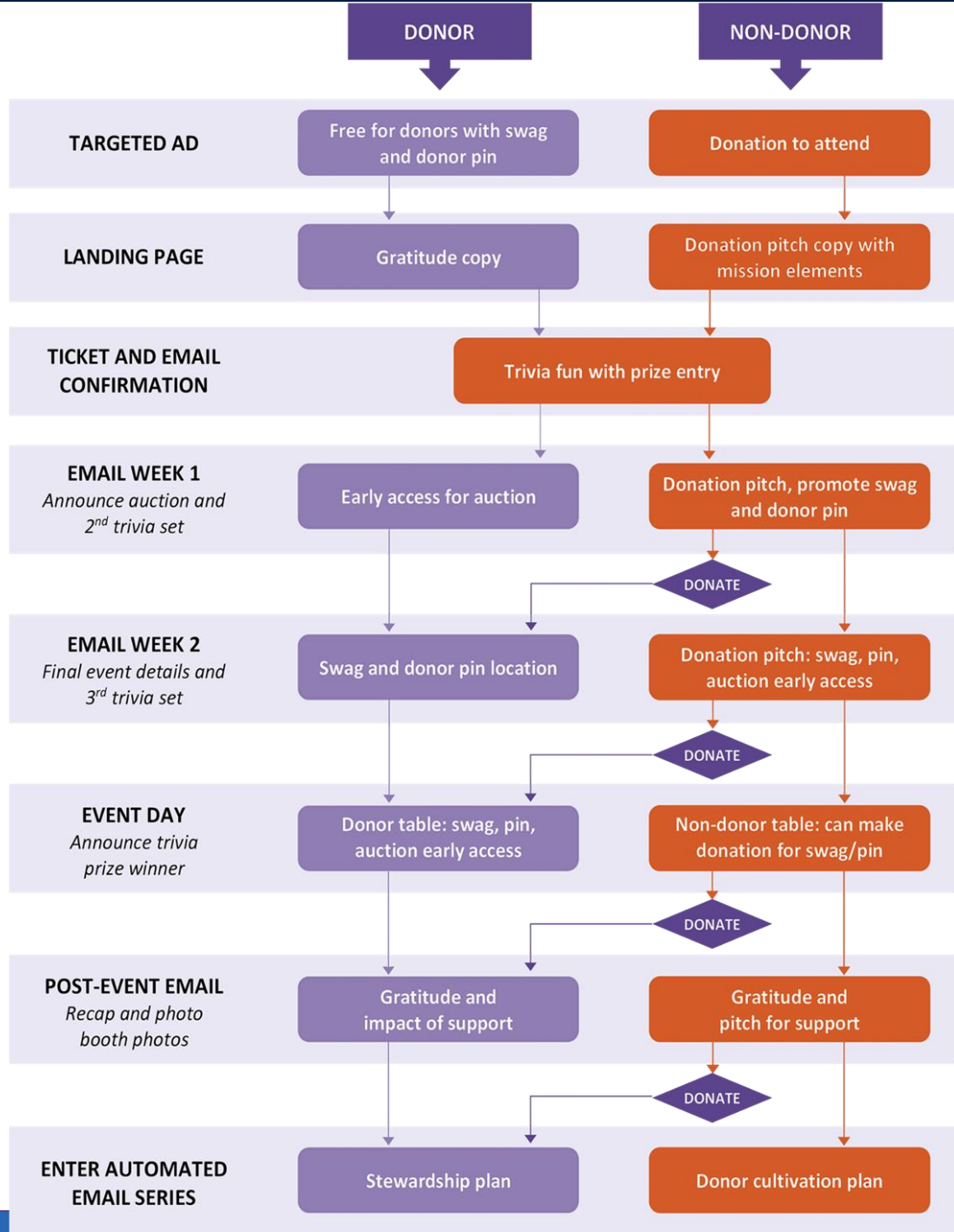
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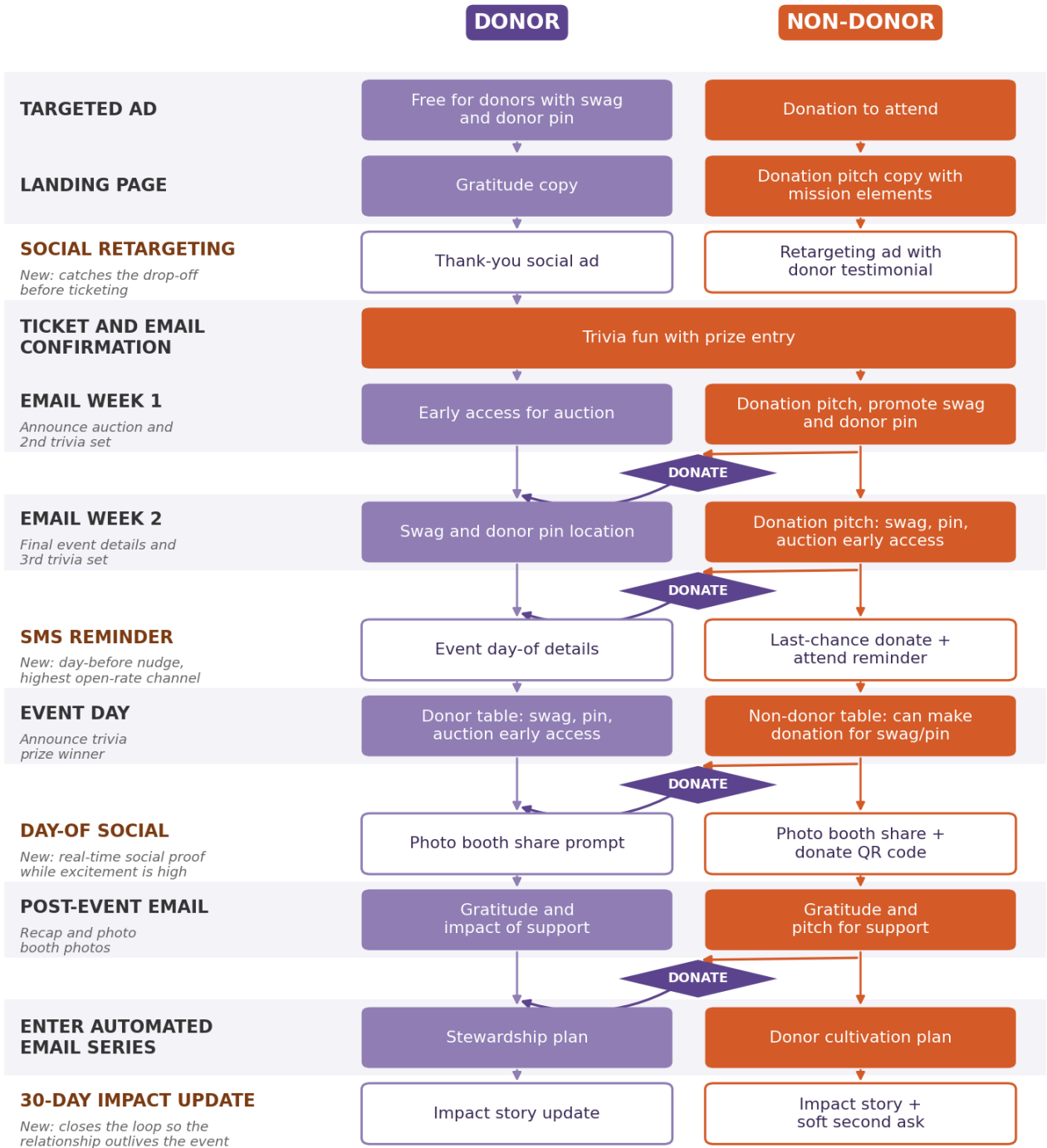




SEGMENTED AUDIENCE JOURNEY



SEGMENTED AUDIENCE JOURNEY



SEGMENTED AUDIENCE JOURNEY



ACQUISITION TACTICS

- Digital ads: search, social, video
- Website popups, home page ads
- Free public events: virtual or in-person
- Downloadable guides, tips, lists
- Blogs, press releases, broadcast spots
- Partnerships: retail, libraries, museums
- Social media engagement
- Direct mail



ENGAGEMENT TACTICS

- Trivia, contests, giveaways, special offers
- Surveys, polls, quizzes
- Text-to-engage
- Email newsletters
- Automations (welcome series)
- Member benefits, donor discounts
- Donor events: classes, tastings, bingo
- Social media, livestreaming



CONVERSION TACTICS

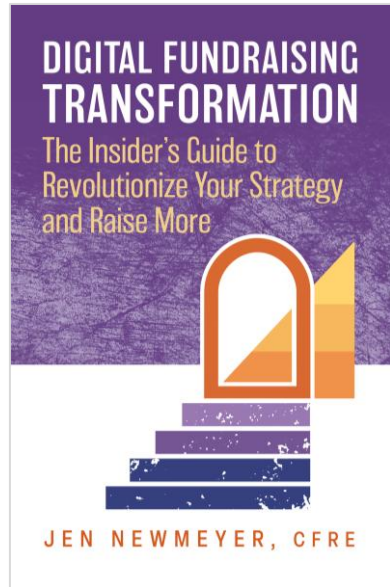
- Streamlined donation form
- Custom gift amounts (ask strings)
- A/B testing and optimization
- Impact statements
- Peer-to-peer campaigns
- Auctions
- Credit card recapture
- Renewal, lapsed or upgrade efforts



STEWARDSHIP TACTICS

- Member or donor newsletters
- Exclusive event or tour invitations (nametags)
- Impact reports, client stories
- CEO updates
- Testimonials, donor spotlights
- Donor portals
- Thank-you gifts: donor pins, stickers
- Donor giveaways

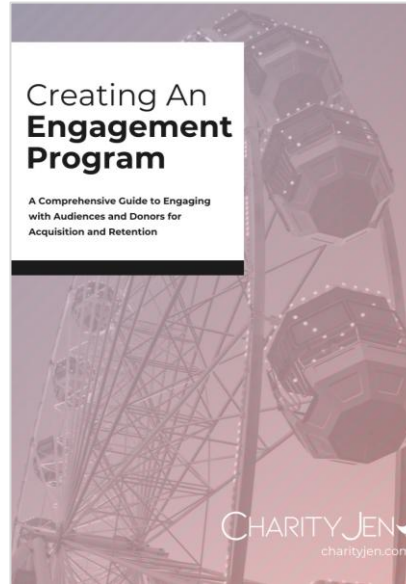
GOODY BAG: FREEBIES FOR YOU!



Chapter 1: Digital Fundraising Transformation

Fixing the broken pyramid
Fundraising models and the role
of digital

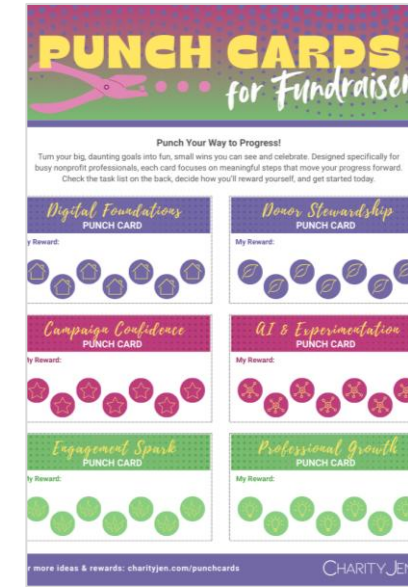
charityjen.com/freechapter



Engagement Program Planning Guide

Roadmap for a robust plan
Templates, metrics, and 25+ fresh
ideas

charityjen.com/engagement

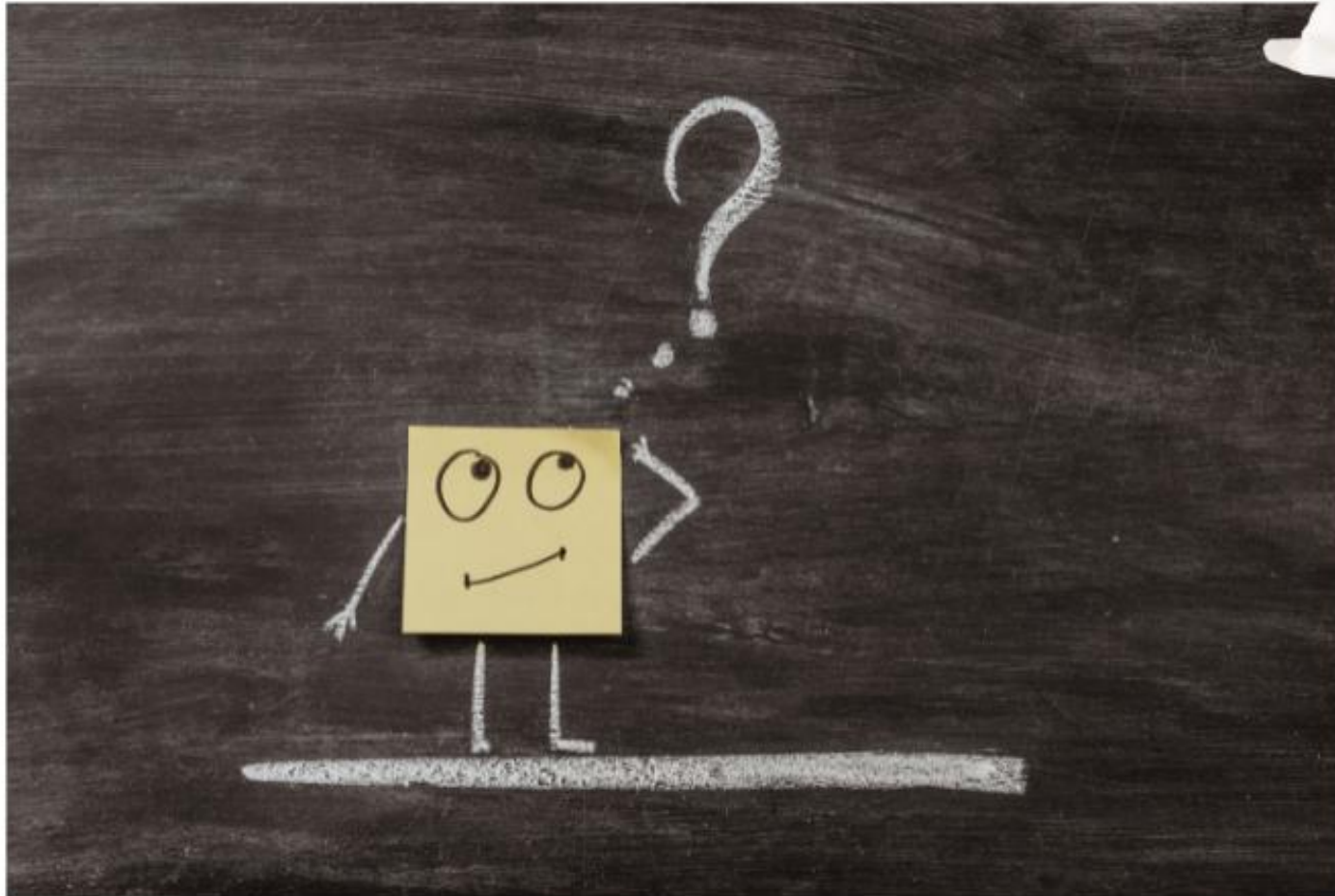


Punch Cards for Fundraisers

Small steps, big impact
Six cards with 42 tasks for
fundraising growth

charityjen.com/punchcards

QUESTIONS?



THANK YOU!



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