

DIRECT MARKETING AND DONOR ENGAGEMENT STRATEGIES FOR

Enhancing Community Impact and
Support



PRESENTED BY:



Arjun Trivedi



Rhea Shah

CORE DIRECT MARKETING

PRINCIPLES

GLOW PRINCIPLE

01



- GRATITUDE
- LISTENING
- OPTIMISM
- WARMTH

BUILDING PERSONAL BONDS (HIPES)

- HOME & LIFE
- INTERESTS
- PROFESSION
- EXPERIENCES
- SOCIAL CAUSES



02

POSITIVE ATTITUDE

03



- FRIENDLY DEMEANOR
- STAY COMPOSED
- MAINTAIN HIGH ENERGY

SMART PLANNING

- SPECIFIC
- MEASURABLE
- ACHIEVABLE
- RELEVANT
- TIME-BOUND GOALS



04

Key Engagement Strategies

STRUCTURED APPROACH

FRIENDLY OPENING

Use a warm, inviting tone to ease into conversations, building rapport from the start.

IMPACTFUL STORY

Share stories of CCEL's successful projects to establish credibility and emotional connection.

CLEAR PRESENTATION

Highlight community needs and CCEL initiatives, explaining how donor support can make a difference.

MOTIVATING CLOSE

Encourage immediate contributions by emphasizing the urgency and impact of their support.

GRATEFUL RECAP

Ensure donors understand their impact and feel appreciated through personalized follow-ups



Key Engagement Strategies



EFFECTIVE COMMUNICATION

CONCISE MESSAGING

Deliver brief and clear messages to respect the donor's time while conveying CCEL's mission.

ACTIVE LISTENING/ASKING QUESTIONS

Engage donors by responding to their interests and concerns, fostering trust and dialogue.

PERSONALIZATION TECHNIQUES

OBSERVE, RELATE, RELAX (O.R.R.)

Adapt conversations to donor interests, building genuine connections in a relaxed manner.

CUSTOM ENGAGEMENT

Tailor interactions based on donor preferences, utilizing data insights to personalize communication.

Key Engagement Strategies

ENGAGEMENT FILTERS

PRIORITIZE QUALITY INTERACTIONS

Focus on donors showing genuine interest, redirecting efforts to maximize engagement efficiency.

HANDLING OBJECTIONS:

ACKNOWLEDGE CONCERNS

Recognize and respect donor objections, addressing them with empathy and solutions.

PROACTIVE SOLUTIONS

Anticipate potential concerns and address them before they arise to maintain control of the conversation.





Generational Donor Engagement



Baby Boomers:

- Prefer traditional communication (direct mail, phone calls)
- Value personal connections and detailed information



Generation X

- Use a mix of traditional and digital channels
- Appreciate concise communication and impact reporting



Millennials

- Highly digital, prefer social media and mobile-friendly content
- Driven by causes and values



Generation Z

- Digital natives, prefer authenticity and visual storytelling
- Engage through social media challenges and gamification



DONOR ENGAGEMENT BY INCOME LEVELS



High-Income Donors

- Value exclusivity and personalized engagement
- Strategies: Exclusive events, legacy giving opportunities



Middle-Income Donors

- Interested in direct impact and flexible giving
- Strategies: Recurring giving programs, impact-focused communication



Lower-Income Donors:

- Motivated by community commitment, prefer small contributions
- Strategies: Micro-donations, inclusive community events

Multi-Method Engagement Campaign



IN-PERSON CAMPAIGN

CCEL Community
Day with
workshops and
cultural
performances.



INSTAGRAM CAMPAIGN

Faces of CCEL
showcasing
personal stories.



EMAIL CAMPAIGN

CCEL Impact
Newsletter with
success stories
and donation
appeals



FACEBOOK CAMPAIGN

CCEL Heroes
highlighting
volunteers and
donors



THANK YOU



Arjun Trivedi

✉ atrivedi8@fordham.edu



Rhea Shah

✉ rshah86@fordham.edu



Appendix (a)

IN-PERSON CAMPAIGN

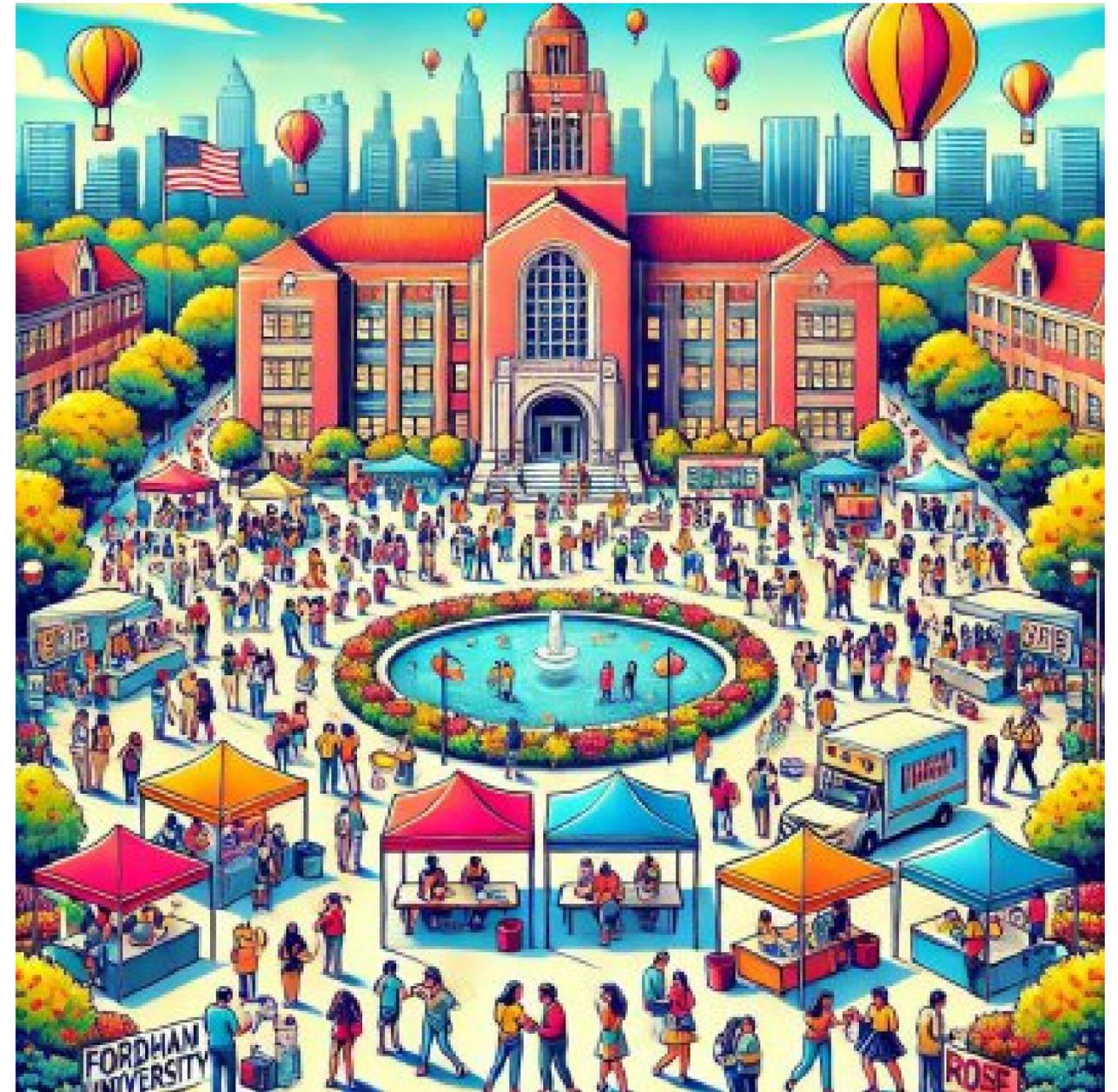
CCEL COMMUNITY DAY: BRIDGING THE GAP TOGETHER

Objective: Engage the local Bronx community and Fordham students in a day of enriching activities, highlighting CCEL's mission and encouraging donations for the upcoming CCEL community center in the Bronx.

Expected Impact:

1. Increase community awareness of CCEL's initiatives.
2. Engage over 500 community members and students.
3. Raise \$10,000 in donations during the event.
Collect 1,000 pounds of food for local food banks.

**VENUE: FORDHAM UNIVERSITY ROSE HILL
CAMPUS, BRONX, NY**



**** DETAILED CAMPAIGN IN SPEAKER NOTES**

Appendix (b)

INSTAGRAM CAMPAIGN

FACES OF CCEL: STORIES OF IMPACT

Objective: Showcase personal stories of individuals who have benefited from CCEL programs, encouraging followers to donate for the new community center in the Bronx.

Expected Impact:

1. Reach 10,000 Instagram users.
2. Engage 1,000 users through likes, comments, and shares.
3. Raise \$5,000 in donations through Instagram.

FORMAT: ONLINE, DIGITAL – SOCIAL MEDIA
(INSTAGRAM)

** DETAILED CAMPAIGN IN SPEAKER NOTES



Appendix (c)

EMAIL CAMPAIGN

CCEL IMPACT NEWSLETTER: BE THE CHANGE

Objective: Provide detailed updates on CCEL's impact and encourage donations for the new community center in the Bronx through a compelling email series.

Expected Impact:

1. Open rate of 25%. The click-through rate of 10%.
2. Raise \$7,500 in donations through email campaigns.

FORMAT: ONLINE, DIGITAL – EMAIL

**** DETAILED CAMPAIGN IN SPEAKER NOTES**



Appendix (d)

FACEBOOK CAMPAIGN

CCEL HEROES: EVERYDAY CHAMPIONS

Objective: Highlight the efforts of volunteers, donors, and community leaders, encouraging followers to become CCEL Heroes through donations for the new community center in the Bronx

Expected Impact:

1. Reach 15,000 Facebook users.
2. Engage 1,500 users through likes, comments & shares.
3. Raise \$10,000 in donations through Facebook.

FORMAT: ONLINE, DIGITAL – SOCIAL MEDIA (FACEBOOK)

**** DETAILED CAMPAIGN IN SPEAKER NOTES**



Center for Community Engaged Learning

Sponsored

We feature our volunteers & donors on this page weekly - JOIN NOW!



CCEL HEROES: EVERYDAY CHAMPIONS

[HTTPS://WWW.FORDHAM.EDU/ABOUT/LIVING-THE-MISSION/CENTER-FOR-COMMUNITY-ENGAGED-LEARNING/](https://www.fordham.edu/about/living-the-mission/center-for-community-engaged-learning/)

CCEL HEROES: EVERYDAY CHAMPIONS

Become a CCEL Hero! Your donation helps us create lasting change in the Bronx community. Click here to donate and join our mission.

Donate Now