



How to Use Storytelling to Drive Recurring Donors- Part II

July 21, 2022 | Kacie Cysewski | Professional Services Consultant | Neon One



Hi, my name is Kacie Cysewski!

- **Neon One:** 1 year (Professional Services Consultant)
- **7 years Nonprofit experience** - Development & Fundraising, Peer to Peer Programming
- **Product Expertise:** CRM
- **Personal Causes:** Mental Health Advocacy, Health Equality, Childhood Cancer Research



Housekeeping

1

This is being recorded. Our webinars are all recorded for future reference and placed into our Resources section of the Neon One website with slides and transcript. It'll be there tomorrow at the latest!

2

We will be taking questions. We want this to be an actionable resource for your organization, so please use the Q&A! We will address them either in our agenda or at the end of the presentation.

3

Why PART 2? We are starting to provide group trainings to put large concepts into practice. This way great information won't be lost but help each organization find success.

4

We have tons of resources for you. You will receive a copy of the deck which will include related resources, and you will also receive a follow-up email which will include further training options.

Part 1 Webinar Review

- \$63 is the average monthly recurring gift amount
- To build Impact Storytelling you need to
 - Understand the interests and motivations of your current donor audience
 - Create a plan and use the appropriate communications to mobilize people around your organization's mission
- To attract new recurring donors
 - Online recurring donation form
 - Monthly newsletter or quarterly updates
 - Share quotes and testimonials on social media
 - Call to Action - ignite the spark!

Agenda

1. Review Part 1
2. Evaluate Current Donors
3. Communication Strategy
4. Automation
5. Q&A

Neon CRM

Let's Quickly Dive in!

Q & A

Further Resources to Learn Neon CRM!

[Neon Academy](#) provides courses and learning paths to get to know Neon better

[Support Center](#) provides guides and videos to get step by step instructions on specific subjects

Professional Services Consulting is personalized one-on-one training on any topic for \$150/hour

