

Nonprofit 911:

Attract (and Keep!) More Donors and Raise More Money with Amazing Customer Service

with Kirt Manecke



**Audio for this event will be available beginning at 1 pm ET
via your computer speakers or headphones**

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About



Your Year-End Fundraising Secret Weapon!

Fundraising Fundamentals Premium Training:

- Exclusive templates to help you write your appeals
- Nonprofit strategy checklists and worksheets to keep you organized & on track
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Bonus: Subscribe by 12/17 and get an expert review of your nonprofit website!

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Today's Speaker



**Kirt
Manecke**

More about me...



KIRT MANECKE



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**ATTRACT (AND KEEP!)
MORE DONORS AND
RAISE MORE MONEY
WITH AMAZING
CUSTOMER SERVICE**



WHAT WE'LL BE TALKING ABOUT TODAY...

- Your nonprofit is a business with tons of competition. Differentiating yourself with amazing customer service is ***critical***.
- Changing your mindset from shopping with your pocketbook (or wallet) to your customers. People have plenty of money!
- How to answer the phone to **Wow!** your donors and prospects.
- Saying “Thank you” *much* more often – it’s the right thing to do and you will raise more money.
- How to train your staff in excellent customer service to attract more donations and raise more money.






THREE ACTIONABLE TAKEAWAYS

IMPLEMENT IMMEDIATELY (TODAY!)

- Answer the phone to **Wow!** your donors.
- Say (and write) **thank you** much more often.
- Train your staff and volunteers **BEFORE** they begin.

These MUST become business as usual.



**A man without a smiling face
must not open a shop.**

FAMOUS CHINESE PROVERB



Your nonprofit is a business

TREAT IT LIKE ONE

Your Competition



Credit: <http://blog.crowdspring.com/2009/11/small-business-logos-trademark-law/>



Credit: www.ezuca.com/retrospective-prospective-famous-logos/



WOMEN

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DROP EVERYTHING. SHOP LUXURY!

DOUBLE POINTS *on all luxury items.*

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Credit: Cabelas.com



Credit: www.suncadiaresort.com



Credit: <http://nonprofit.com/>



WHY AMAZING CUSTOMER SERVICE?

US companies lose \$83 billion
annually to poor customer service.



**There are no traffic jams
along the extra mile.**

ROGER STAUBACH



**The little things are
the BIG things.**

Wow!!!



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**People expect good
service but few are
willing to give it.**


ROBERT GATELEY



WHIIFM

What's in it for me?

This is all your donors care about.



**Maximize every
opportunity. You
simply can't afford
to leave any money
on the table.**

FEAR

False Evidence Appearing Real

- Help the customer buy what they need.
- Help your donor invest in (donate) what they care about.



Engage, Stand (no sitting)






**“I get overwhelmed
with all the
nonprofit causes.”**

Consumers get **MORE**
overwhelmed with all
the **FOR** profit choices.



**An objection is
not a rejection.**

DON'T GIVE UP



**It is not the employer
who pays the wages.
Employers only handle the
money. It is the customer
who pays the wages.**

HENRY FORD


BE LIKE THE MARINES: **Find a way to make it happen.**





MAKE IT EASY FOR DONORS TO DONATE AND BUY FROM YOU

- When a donor makes a reasonable request, reply with “Yes, I’d be happy to do that!”
- Never say “I can’t” or “I’m sorry, that’s our policy.” Instead, listen to the donor and do your best to help them and fulfill their request. Assume they wouldn’t be asking if the issue wasn’t important to them.
- If you can’t help the donor don’t have the authority to address their issue, locate someone who does. If you’re unable to do this immediately, take a message and tell them you’ll get back to them with an answer.
- **Remember:** Going the extra mile is a powerful way to surprise and delight your donors and build loyalty and respect for your business!



“Our coffee’s
not that great.”

HAVE YOU HEARD?



Recommend

15 people recommend this. Be the first of your friends.

ADD COMMENT

Like us on Facebook

follow us on Twitter

+1 us on Google Plus

Best of L.I. 2012
Results are in!

Cover Stories



Covert
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EVENTS

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2

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7-11 CEO Joe DePinto Undercover Boss on Long Island

By Long Island Press on February 21st, 2010

Joe DePinto, CEO of 7-Eleven, was featured on Sunday's episode of CBS' reality TV series *Undercover Boss*.

The series reveals what happens when CEOs go incognito as employees of their own companies. DePinto chose to show up as a new employee at several Long Island locations, including one in Southampton.

"He's amazed by the amount of coffee we sell," said Dolores, an 18-year employee of the franchise who knows every customer who walks through the door, has five children, is on dialysis—and has no idea her new hire is her boss undercover.

"That's why we're selling 2500 cups of coffee a day," said DePinto to the cameras. "Not because we have great coffee, but because we have people like Dolores."





Instead of saying no, figure out a way to say yes!

KIRT MANECKE (ME! 😊)



THROW OUT BAD POLICY

**I never had a policy;
I have just tried to do
my very best each
and every day.**

ABRAHAM LINCOLN



The Golden Rule

Treat people the way
you'd like to be treated

**“People don’t have
money to donate.”
Says who???**



Danbury Mall. CT

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COFFEE	\$1/\$2/\$3
CAFE LATTE	\$2/\$4/\$6
CAFE MOCHA	\$2/\$4/\$6
ESPRESSO	\$2/\$4/\$6
CAPPUCINO	\$2/\$4/\$6
IRISH COFFEE	\$1/\$2/\$3
ESPRESSO MARTINI	\$2/\$4/\$6

ESPRESSO MARTINI







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Ford Social

Support

Locate a Dealer

En Español

My Saved Items

More Ford

Search

CARS

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TRUCKS

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COMMERCIAL

ALL

TECHNOLOGY

SHOPPING TOOLS

2013 F-150

We Own Work

Gallery

Features

Specs

Models

Accessories

Pricing

Build & Price

Shopping Tools

Model: F-150 FX4

Change Model

Share



\$38,765 Starting MSRP¹

\$406/mo 30 months lease

\$4977 due at signing

*Security deposit waived

Prices for Nov 18, 2012

and ZIP **48390**

mpg²

14
city

19
hwy

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Model
Highlights

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Engine

Packages

Interior
Features

Exterior
Features

Power and
Handling

Safety

View All
Features



Change Your Thinking Takeaway

Realize people have **plenty**
of money to donate.





Credit: www.csmonitor.com/Business/new-economy/2010/1115/Five-sites-to-shop-for-Black-Friday-deals-before-Black-Friday



YOUR CALL IS VERY IMPORTANT
TO US. PLEASE HOLD WHILE
WE EVAPORATE ALL THE
GOODWILL CREATED BY OUR
EXPENSIVE ADVERTISING.





Photo courtesy SXC.hu



FIRST IMPRESSIONS

According to Malcolm Gladwell, author of *Blink*, **first impressions occur instantaneously or within two seconds.**



“Masters!”

ANSWER THE PHONE WITH A SMILE

1. Smile and say: “Good morning (or afternoon or evening)!”
Be sure to speak clearly.
2. State the complete name of your business, or say: “Welcome to _____ [your complete business name].”
3. Say: “This is _____ [your name].
How may I help you?”





PASTE THIS ON YOUR COMPUTER!!!

**Lack of gratitude is one of the
main reasons donors stop
contributing to a charity.**

KATYA ANDRESEN



SAY PLEASE

Say “Please” when you request something from a customer. For example, “May I please have your address?” or “Could you please tell me how many people in your family will be attending our event?”



SAY THANK YOU

- Say “Thank you” when a donor makes a purchase, when you’re finishing up a phone call with a donor, or any time it’s appropriate.
- Remember, donors are the reason you get paid. Graciously acknowledge this fact in all your dealings with them, whether in person, over the phone, or online.
- When a donor leaves your office, thank them for coming in. Simply say “Thank you!” in a warm and genuine manner. Or try “Thank you for coming in!” or “Thank you so much for stopping by – we look forward to seeing you again soon!”
- Keep it professional. Don’t say “Have a good one,” “Take care,” “See you next time,” or “Later.”



THANK YOU LETTERS

- Mailed the **SAME DAY** you receive the donation, at least within 24 hours. Enough said.
- Include a personalized note, with the specific program the donation will be used for, and the date and amount of their donation.
- **Every donor** should receive a personalized (*not* a generic postcard!) thank you letter no matter the size of their donation.



An E-mail is NOT a Text Message

It's your reputation at risk



Hi Jan,

Thank you. Do you know when my order will ship? I logged into my account but it's a bit unclear.

Thank you,

Kirt

Kirt Manecke

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Milford, MI

248-685-____


www.SmiletheBook.com

Visit us on Facebook for free customer service and sales tips:

www.facebook.com/SmileSellMorewithAmazingCustomerService

Create lifelong profitable customers or donors with our book, *Smile: Sell More with Amazing Customer Service*. It's a 60 minutes (or less) crash course!





We will be sending your
proof once it is created.
Jan

HOW IT SHOULD BE

Dear Kirt,

You are quite welcome! I'm happy to hear that you liked the digital proof. We will be shipping your hard copy proof this Wednesday and you should receive it this Friday.

Please let me know if you have any other questions, I'm happy to help!

Thank you,

Jan Smith
Book Creation
Detroit, MI 48324
313-800-0000
www.BookCreationNow.com
We help you create books that sell!



SAY “YOU’RE WELCOME”

- When a donor says “Thank you,” answer with a smile and a polite “You’re welcome.”
- Don’t answer with “Sure,” “No problem,” or “Yep.”
- Always treat your customer with the utmost respect.

Courtesy: *Smile: Sell More with Amazing Customer Service*

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TRAINING

You simply must train BEFORE anyone, volunteers or staff, start:

- Builds employee confidence
- Creates long-time, profitable donor relations
- Increases donations
- Decreases turnover
- Improves staff morale
- Decreases cost of fundraising





PREPARE

**Give me six hours
to chop down a tree and
I will spend the first four
sharpening the axe.**

ABRAHAM LINCOLN



TRAINING METHODS

- Role Playing
- FAQs
- Meetings
- Reading
- Audio
- Shadowing
- Mystery Shoppers (Donors)
to encourage staff





**Remember, people
give to people**




HIRE FOR ATTITUDE, TRAIN FOR SKILL.

- Hire people with for profit experience too.
- Former sales representatives (retired?)
- Persistence
- Outgoing, friendly, respectful



SUMMARY



**Donors don't give
to institutions. They invest
in ideas and people in
whom they believe.**

G.T. SMITH

October 15, 2012

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More Than 5 Million New iPhones Sold In Debut Weekend, Apple Says

Categories: [America](#)

12:50 pm

September 24, 2012

by EYDER PERALTA

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Don Emmert/AFP/Getty Images

Hazem Sayed exits the Apple store on Fifth Avenue after purchasing his new iPhone 5.

blog hosts



Mark Memmott



Eyder Peralta

What Is 'The Two-Way'?

This is NPR's news blog. It's a place to come for breaking news, analysis and for stories that are just too interesting — or too entertaining — to pass up.

It's also a place for conversation about the news; we're counting on you to keep us honest. But please read the [discussion rules](#) before diving in.

Learn More

You can find out more about The Two-Way, including the origin of its name, on the ["Welcome" page](#).

Contact 'The Two-Way'

You can drop us a line via [our contact form](#).

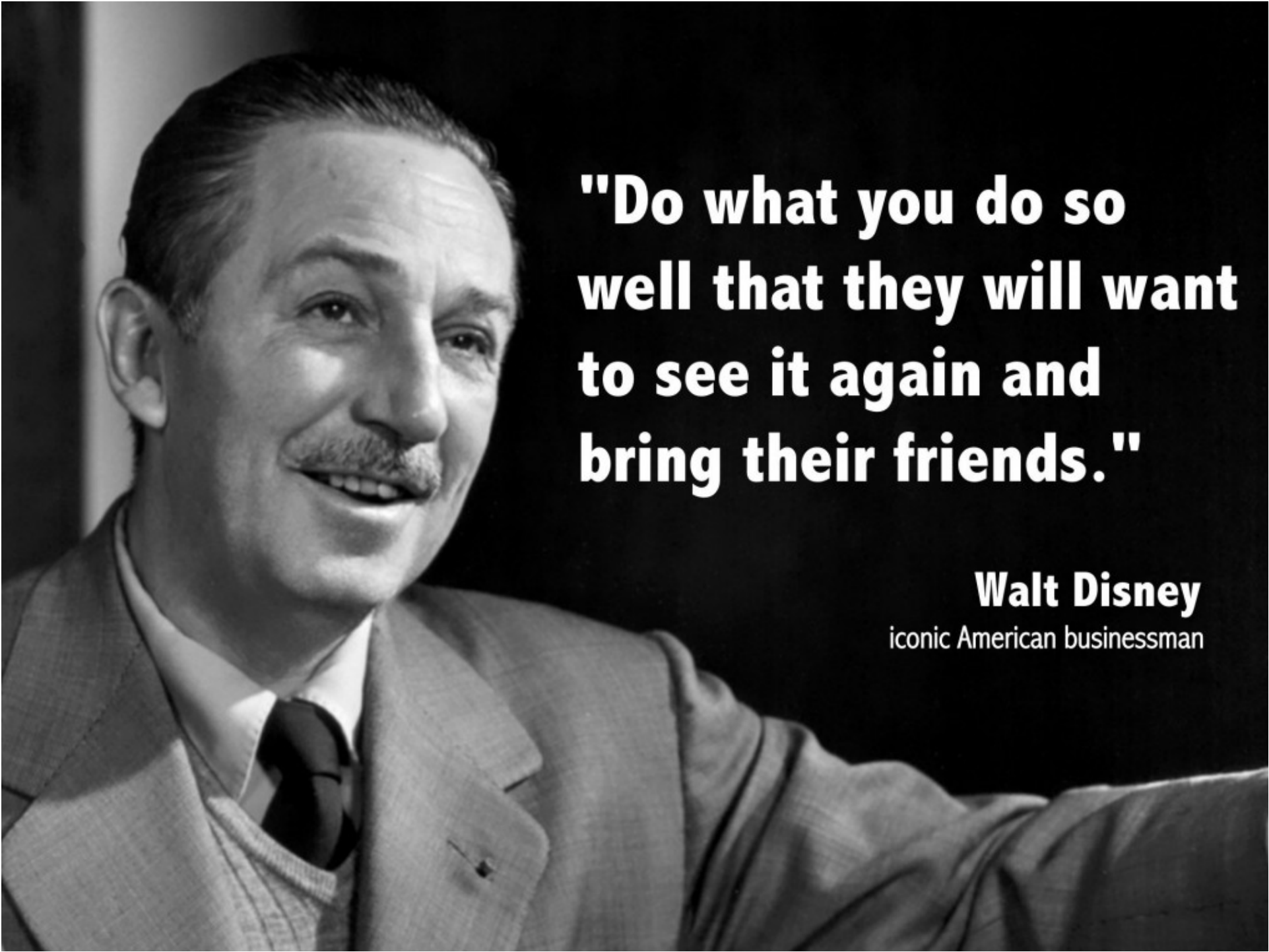
Podcast + RSS Feeds

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The Two-Way

Credit: NPR.org



A black and white portrait of Walt Disney, smiling and looking slightly to the right. He is wearing a suit jacket, a white shirt, and a dark tie. The background is dark and out of focus.

**"Do what you do so
well that they will want
to see it again and
bring their friends."**

Walt Disney

iconic American businessman

Q&A



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Have a wonderful holiday season!
Please check Nonprofit911.org for the 2013 Webinar
Schedule!

Links

♥♥ Upcoming Trainings: Nonprofit911.org

♥♥ [Fundraising Fundamentals Subscription Offer](#)

♥♥ 888.284.7978 x1

or

♥♥ Sales@networkforgood.org

♥♥ Interactive online community: TheNetworkforGood.org

♥♥ Online Learning Center: Fundraising123.org



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