



CHARITY VIEWS

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TIPS & TRICKS



- *The non-profit sector isn't exactly shy about putting the holiday lights up early. The giving season is a busy time for our industry, for good reason—the warmth and spirit compels many to donate to the less fortunate.*

*In this issue of Charity Views, we've gathered best practices on how to make the most of these 39 days—from the day after Thanksgiving to the last day of the year. We're excited to have some updated data and fresh benchmarks to consider in our guide, **Timing Is Everything: Marketing a Car Donation Program During the Holiday Season**. Given that car donations increase by 27.9% during the holiday-giving season, your marketing campaign during this time period is key to the overall success of your car donation program.*

However, the reality is that thousands of other charities have the same idea in mind, and will be moving swiftly to secure their donors. So how will you break through the noise? How do you produce content strong enough to compete against other organizations during this time period? As we accelerate toward this time of year, I want to emphasize the need to move purposefully. The risk of donor fatigue is high, and we all need to be mindful of how to counteract their exhaustion and keep them passionate about your cause.

Regards,

COREY KUSABA
NATIONAL SALES DIRECTOR

the Spirit of the Season

► The holiday-giving season is one of the busiest times of the year—often both personally and professionally. Between fighting through crowds to pick up presents and a plethora of office parties, many of us in the non-profit sector also have to coordinate marketing blasts in this crucially important window of time.

That's where we can be of some assistance. With decades of experience handling car donations, we've compiled a report with the most important dates and benchmarks designed to help you be as efficient as possible over this hectic period. If you've read our holiday giving guide [Timing is Everything: Marketing a Vehicle Donation Program During the Holiday Season](#) in previous years, you're in for a treat: we have some fresh insight to share.

13.1% of all giving occurs during the holiday giving season

48.1% of vehicle donations are generated via online channels during the holiday season

On Giving Tuesday, daily average vehicle donations increase by 66.4%

Want the rest? Our updated report will be released soon via email. Stay tuned!

Revitalizing Your Donors

- ▶ You understand the importance of your organization's mission. Your donors understand the importance of your organization's mission. But sometimes, the chatter of a hundred calls-to-action can leave those donors tired of the continual asks. Especially as the holiday-giving season ramps up, your donor's charitable spirit may be feeling a bit weary of your appeals.

At the end of the day, nobody wants to feel like an ATM. When it comes to donor fatigue, here's what to watch for.

Spot the Signs

You can—and should—be watching for signs of donor fatigue long before a donor decides to cut off contact.

Any type of reduction in donation frequency or amount is a warning sign, as is subsequent unresponsiveness to calls or emails. It may be counterintuitive, but the best thing to do in this situation would be to take a step back.

What should you do in that cool-down time period?
Let's take a closer look at your communication methods.





EXAMINE **WHY**

If you're at risk of losing a significant donor, you may need to delve into their habits to see if there's a way you can salvage the relationship. For instance, some people open every email you send them, while others prefer a personal phone call.

While it seems like a daunting task, it's certainly possible to customize your communication efforts to your donors' preferences, whether you find this information from a survey or from a menu of options they can choose from the first time they give you their contact information.

There may be a lot of reasons why a donor may be taking a step back. You can't control personal life changes, but you can control the frequency and tone of your marketing materials.

Tips And Tricks

Once you've ironed out these details, the next thing you should emphasize is the tone of those communications. It's frustrating to be asked to give constantly, with nothing received in return. So, here are some recommendations that will keep your donors coming back.

KEEP IT KIND

It may seem like a no brainer, but between CTAs on your website, weekly emails, newsletters and direct mail, your donor may be a bit exhausted from multiple emotional appeals. A little kindness goes a long way toward making your donor understand that their support is needed and appreciated.

WHAT'S IT WORTH

Charitable organizations are scrutinized for their transparency, and at the end of the day, donors just want to know whether their support made a difference. When a car donation fetches \$1,000 toward supporting a child with cancer and their family, communicating these details helps the benefactor understand the tangible impact of their gift.

THE FRESHER THE BETTER

A barrage of bland marketing materials can render a donor bored and unreceptive. Continually presenting new ideas, visuals and messages keeps your donor up-to-date with the work you do and keeps them thinking toward the future.



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