

# Pardot Post-COVID: How Nonprofits Can Use Pardot to Turn One-Time Donors into Recurring Donors

Intermediate | Admin



**Catherine Moore, CCMP**

Digital Transformation Practice Lead, Heller Consulting





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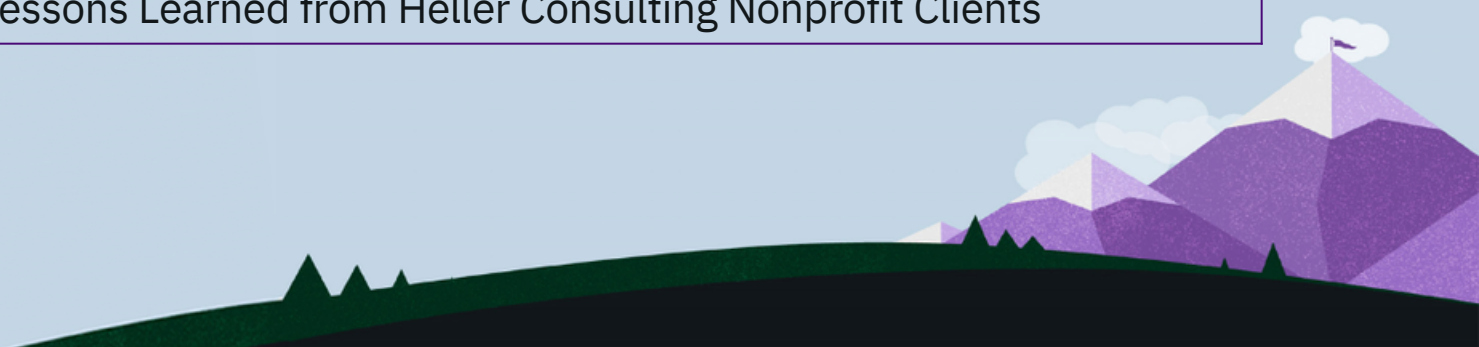
# Today's Agenda

## Agenda

Why should we care about these one-time donors?

How to get started with nurturing one-time donors

Lessons Learned from Heller Consulting Nonprofit Clients



# The Power of a Recurring Donor

Donation	Frequency	Annual Total	5 Year Total	10 Year Total
100	1	100	500	1000
5	12	60	500	600
10	12	120	500	1200
20	12	240	500	2400

# The Power of a Recurring Donor

**Volunteer**

**Family  
Involvement**

**Corporate  
Opportunities**

**Lifetime  
Engagement**

# Basic First Time Donor Welcome Series

Set up a welcome series using Pardot engagement journey

- 3 email messages
- 4-7 days apart
- Call to action in each email



# Message 1:

- Thank you for your donation
- Thank you for being there for those in need
- Thank you for saving lives



# Message 2:

- Tell us more about yourself
- Help us get to know you







# San Antonio Food Bank Example

We're here for you Email not displaying correctly?  
View it in your browser.

## Manage Your Email Preferences

Thank you for being part of the San Antonio Food Bank community. Get the most relevant and interesting content by telling us what YOU want to read. It only takes a few seconds and will make your inbox more inviting.

-  **Food Bank Happenings**  
Get a first glance at all the exciting events happening at the Food Bank and with our partners.
-  **Volunteer Opportunities**  
Receive special opportunities to volunteer and updates around the community.
-  **Special Fundraising**  
Stay up to date with new fundraising avenues.
-  **Garden Series**  
Learn gardening tips and tricks and available classes from our master gardeners.
-  **Nutrition, Health, and Wellness**  
A guide to feeding your well-being with food & nutrition experts, physical activity specialists, and certified chefs.

As always, thank you for supporting the San Antonio Food Bank. If you have any feedback for us, please feel free to reach out.

-The San Antonio Food Bank Team

[UPDATE EMAIL PREFERENCES](#)



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# Message 3:

- Increase your impact through monthly giving
- We need your continued support



# Other ways to engage your new donors

- Convert to volunteers
- Convert to advocates
- Convert to event participants
- Get your friends, family and co-workers involved



# San Antonio Food Bank Example



**San Antonio FOOD BANK** [Donate](#)



1 in 4 children face hunger in our community.

### Catherine – Big Give is here!

We are very excited for this year's Big Give! If you haven't heard, the biggest giving day of the year is today. Our entire city will take part in a 24-hour day of giving where donors can contribute to causes that make a difference.

Last year, we were able to collect enough donations to provide more than 296,000 meals because of supporters like you! As we prepare for the cold winter months, we ask that all of our donors reach out to a friend who has never given and ask them to consider sending the gift of a meal to the San Antonio Food Bank.

**We challenge you to help us gain new supporters who can help us meet the need of our community.** Share this with a friend today and let them know we are good stewards of their donation of food, time and money. **Challenge your friends today to Give Big for the Big Give!**

[Donate](#)

Make a donation and display your social media badge proudly!

If you make a donation to the San Antonio Food Bank for Big Give 2021 you will receive a digital badge to share on your social media accounts with pride.




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# San Antonio Food Bank Example


Early access to Turkey Trot 5K Run/Walk Email not displaying correctly? View it in your browser



Hi Catherine,


Thanks for subscribing to our Food Bank Happenings e-mail! This month's edition features early access to register for our annual Turkey Trot 5K Run/Walk, as well as a preview of our upcoming events. Be sure to take advantage of the early bird pricing below!

As always, thank you for your support.



Eric Cooper  
President & CEO  
San Antonio Food Bank

**Events**



**SAN ANTONIO FOOD BANK**  
**TURKEY TROT 5K**  
PRESENTED BY **UCCU** Helping Here

Date: November 25, 2021  
Time: Race starts at 8:30 am  
Location: King William District and Downtown San Antonio

Join the San Antonio Food Bank on Thanksgiving Day, for an appetite-inducing morning at our annual Turkey Trot 5K Run/Walk.

*Be sure to take advantage of early bird pricing!*

Now - October 31: \$30  
November 1 - November 24: \$35  
Race day (November 25): \$45

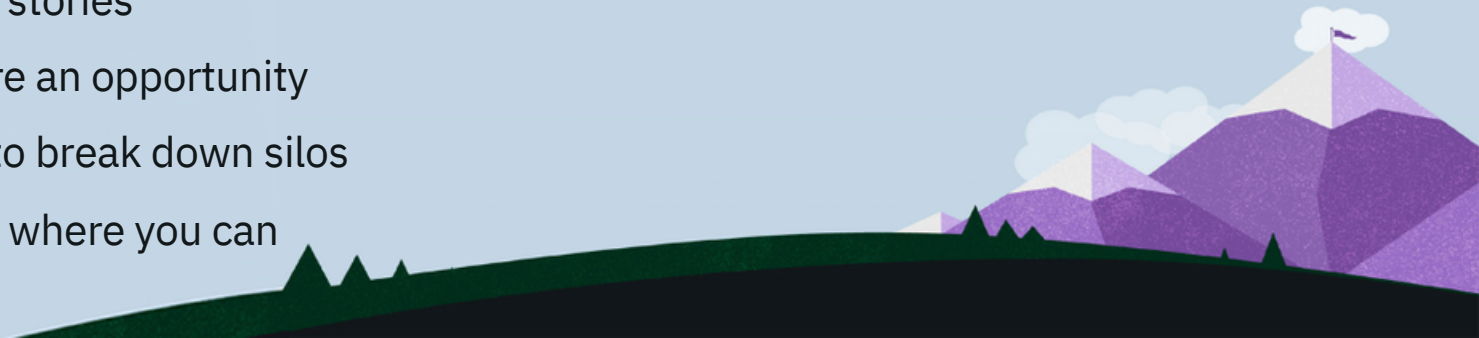
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# Lessons learned from our clients at Heller Consulting

## What I've seen work for other nonprofits

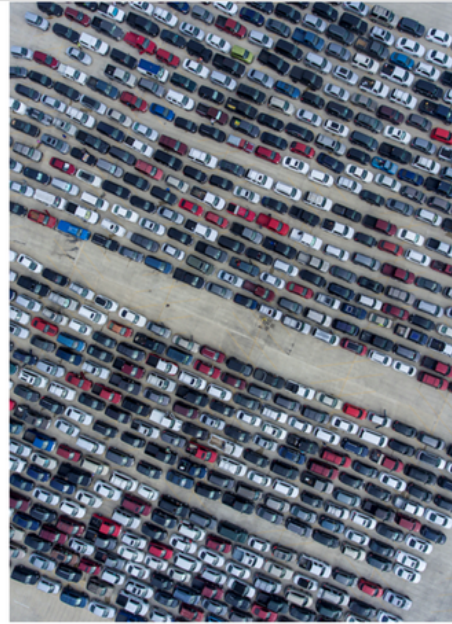
- Create flexible templates
- Don't wait too long
- Leverage media stories
- Anniversaries are an opportunity
- Leverage crisis to break down silos
- Use real images where you can



# Leverage Anniversaries: San Antonio Food Bank Example

The San Antonio Food Bank reflects over the past year's response to the COVID-19 crisis. [Email not displaying correctly? View it in your browser.](#)

## Responding to the COVID-19 Crisis: One Year Later



William Lufkin, San Antonio Express-News / Staff photographer

A year ago our world changed forever. We all have experienced loss. For many, the pandemic took away our loved ones- some for a while, some forever. For many more, the pandemic took away jobs and the ability to access food. We now provide food assistance for 120,000 of our neighbors every week. Many came to us for the first time.

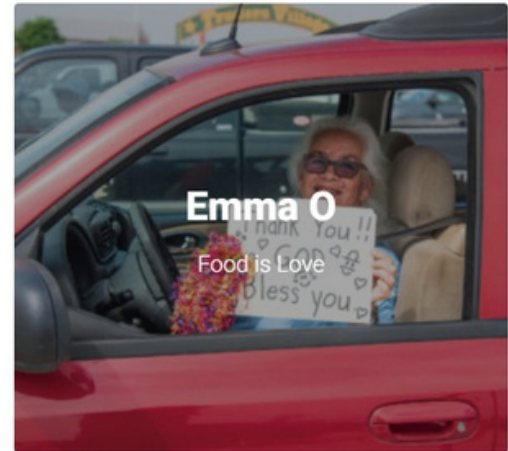
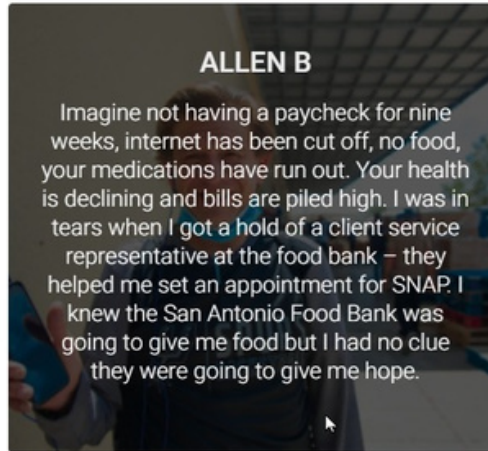
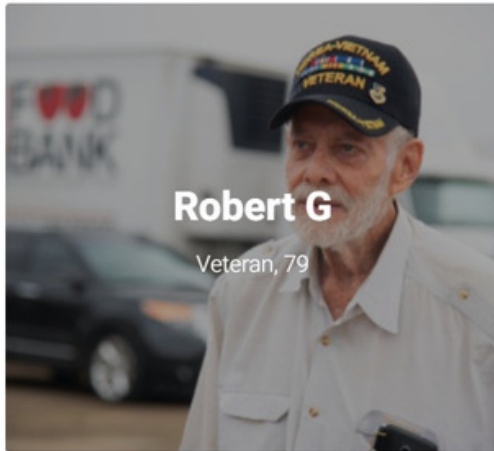
We have a responsibility to return and report our impact. This COVID-19 One-Year Impact Report is being provided in humility and transparency.

[See Our Impact Report](#)

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## Highlight real people with images and stories: San Antonio Food Bank Example





# Thanks for listening!



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directly at [cmoore@teamheller.com](mailto:cmoore@teamheller.com)**





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