

**Northwest Indiana Community Action  
Donor Journey**

## Grow with Us | We are a Garden of Resources | Gardening is about Hope

1. **Sprout** (contains nutrients they need time to grow their first pair of leaves)
  - a. Donors giving us email, phone, address; attendance to event with online
  - b. Use Bloomerang (<https://youtu.be/JRreqWMZeDE?si=-oy0hRsfcNy8LOOA>) | giveeffect
  - c. Downloading form, attending webinar, understanding why we need donations
    - i. Levels of webinar
    - ii. Invitation of purpose
    - iii. How we can keep a two-way communication
    - iv. Video segment about NWICA and Housing Opportunities to inform the donors and if they have any questions about what has changed and not. (FB Live?)
  - d. Social Media Follow
  - e. Survey Responses
  - f. Event Attendance
  - g. Email talking about new/recent donors
2. **Budding** [Another word could be **Blooming**] (Full grown plants need extra phosphorus during the transition to the blooming stage)
  - a. How has progress within the organization been going?
  - b. Encourage Donors/Sponsors to volunteer
    - i. Meet with Andrew
3. **Flowering** (Potassium is essential for the development of healthy flowers and fruit)
  - a. Share Impact (Placement maybe move earlier??)
  - b. Call donors to share appreciation
  - c. Send out surveys for donor feedback
4. **Ripening** (As flowers or fruit reach full maturity the plants no longer need nutrients, just water)
  - a. Engage Donors from Board Members of appreciation
  - b. Feature major donors in newsletters and press releases
  - c. Shout-Out on social media
  - d. Have a donor wall displayed at events
5. **Harvesting** (The fruit is ready to be picked, AKA helping the community)
  - a. Share impact on social media
  - b. Send out surveys
  - c. Send out physical gifts?
6. **Protecting the Plant** (Keep the soil fertilized)
  - a. Repeat Donors/Sponsors
  - b. Host donor appreciation events (or virtual)
  - c. Fundraising through text? Send to physical mailbox
  - d. Be transparent on annual report

### Our Goal

Get into contact, engaging!

What kind of steps to keep moving forward with donations