



**FROM FIRST
GIFT TO
FOREVER**

HOW TO BUILD LOYAL DONORS THROUGH CONVERSATION-FIRST FUNDRAISING

Every lasting donor relationship begins with a meaningful moment. A phone call isn't just a transaction — it's a chance to connect, listen, and invite someone into a movement.

In a world flooded with emails and ads, voice still cuts through the noise.

WHY PHONE WORKS ACROSS THE DONOR LIFECYCLE

ACQUISITION

Start strong with a warm, values-driven welcome call. Phone calls introduce your mission with clarity and care — creating emotional buy-in from day one.

MONTHLY CONVERSION

OTG donors are far more likely to convert to monthly through a personalized ask. At Keys, we've seen monthly conversion rates as high as 22% when using tailored, agent-led scripts.

UPGRADE & RETAIN

Retention isn't luck — it's relationship-building. Phone calls create the space to thank, update, and invite deeper engagement. Our clients consistently see higher upgrade rates and lower attrition.

REACTIVATION

Lapsed donors aren't lost. They're waiting for the right message at the right time — and a real person to deliver it.

LEGACY GIVING

Legacy donors want to be heard. Compassionate, planned giving calls create space for reflection and commitment — in their words, not ours.

SMARTER CALLS BETTER RESULTS

We don't just talk. We listen – deeply.



SPEECH ANALYTICS

Track tone, intent and keywords to improve scripts and donor experience.



QUALITY ASSURANCE

Live call monitoring and coaching to ensure your brand voice is always protected.



CUSTOM SCRIPTS

Every script is built with your goals, your language and your audience in mind.

INTEGRATED FUNDRAISING = GREATER IMPACT

Phone is strongest when combined with:



DIRECT MAIL

Drive response with coordinated timing.



DIGITAL CAMPAIGNS

Follow up a click with a call.



CRM SYNC

Work in harmony with your database, not around it.

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LET'S CHAT.

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