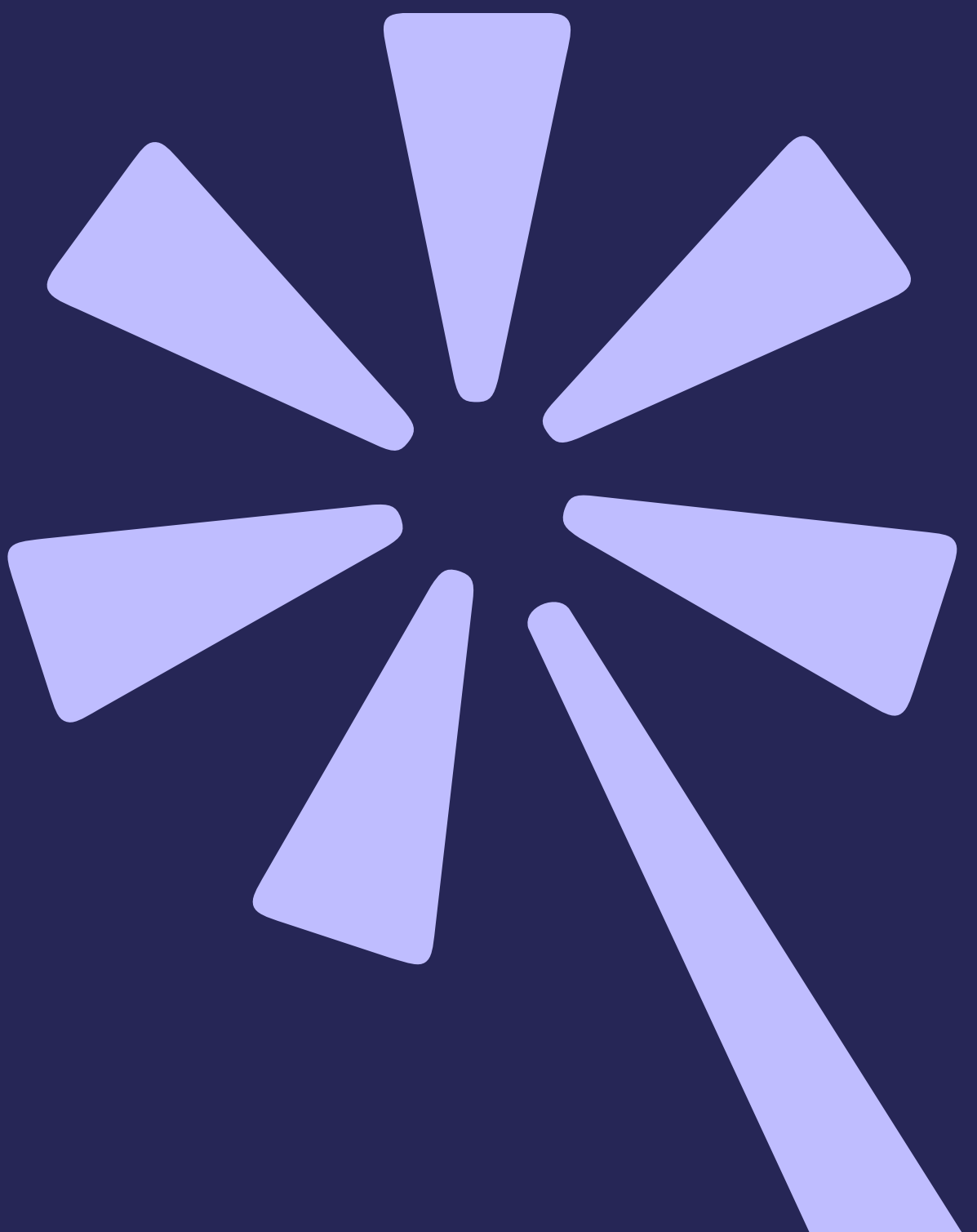


Rally Up

Methods
to convert
MGR data into
decisive action



Methods to convert MGR data into decisive action

01

Free Revenue Multipliers

- Impact: A 1:1 match doubles donations; a 2:1 match triples them.
- Actionable Rule
- Focus on the 20% of corporate partners with the highest match potential (e.g., tech firms).
- Action: Target these companies with tailored campaigns, like a “Tech Titans Match Challenge.”

🎯 **Dopamine Win:** Doubling funds from one campaign feels like hitting the jackpot.

02

Fundraising ROI on Autopilot

- Impact: Matching gifts cost less than traditional fundraising (e.g., galas).
- Actionable Framework: The Investment Multiplier
- Step 1: Invest in low-cost tools.
- Step 2: Track ROI (e.g., \$5,000 extra matched funds).
- Step 3: Reinvest savings into mission-driven programs.
- Action: Test a \$500 software trial to boost MGR by 5%.

📈 **Dopamine Win:** Seeing software pay for itself in weeks is a budget win.

03

Strengthens Donor Ecosystems

- Impact: Engages donors and companies, fostering loyalty.
- Actionable Method: The Gratitude Loop
- Thank matched donors with personalized emails (“Your \$50 became \$100!”).
- Recognize corporate partners in annual reports.
- Action: Automate thank-yous via CRM for instant donor goodwill.

👉 **Dopamine Win:** Positive donor feedback fuels motivation.

04

Pinpoints Growth Opportunities

- Impact: Low MGR signals specific fixes (e.g., donor education).
- Actionable Framework: The Diagnostic Drill
- If MGR < 15%: Focus on donor awareness (add website widgets).
- If submissions are low: Send follow-up emails.
- If fulfillment is low: Audit corporate policies.
- Action: Run a quarterly “MGR Health Check” to identify gaps.

🔍 **Dopamine Win:** Fixing one gap (e.g., 10 more submissions) feels like cracking a code.

05

Corporate Partnerships

- Impact: High MGR attracts sponsorships.
- Actionable Method: The Partnership Pipeline
- Stage 1: Identify top-matching companies.
- Stage 2: Engage CSR teams with impact reports.
- Stage 3: Pitch sponsorships or volunteer events.
- Action: Invite one company to a volunteer day to build rapport.

🚀 **Dopamine Win:** Landing a new sponsor feels like a strategic coup.