



GEORGIA
CENTER *for*
NONPROFITS

Community Foundation for the CSRA Nonprofit Summit

Donor Engagement

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Welcome!



Vic McCarty

- Founder & Managing Partner of McCarty Collaborative Consulting, LLC
- Chief Development Officer at Hemophilia of Georgia (HoG)
- 25 years of experience in nonprofit fundraising, event planning, and strategy development
- Concentration on youth programming and medical nonprofits
- Created events statewide for NPO



Donor Engagement

Learning Objectives

At the end of this class, you will be able to...

- Recognize the key factors that drive donor engagement and long-term retention.
- Practice crafting mission-aligned, donor-centered messages that strengthen connection.
- Explore ways to deepen relationships through personalized stewardship and authentic storytelling.
- Develop a simple action plan to enhance donor engagement strategies within their organization.



Donor Engagement

What is in it for the Donor/Stakeholder?

What is the BEAR for the donor?



Donor Engagement

- Partnerships create donor retention
 - It is all about the donor and less about the nonprofit
 - Listen more and talk less with your donor/stakeholder!
- Present ALL the opportunities and options.
 - Showcase the “entire” menu/array of programs, services, etc.



Mission Alignment

Why does
the
nonprofit
exist?

What
(& where)
is the
impact?

Why is this
so
important?

Donor Centered



- Passion, motivation, experiences, values, beliefs, and desired outcomes
- Do not “sell” the nonprofit to the donor, let the donor “purchase” the mission
- Tell the story - make it relevant, compelling, and memorable

Authentic Storytelling

Real people with
REAL voices



Focus more on PEOPLE and
less about PROGRAM
(Impact!)



Highlighting success and
discussing challenges



Situation (Problem) creates the
Challenge (Opportunity) to
achieve the Outcome (Support)

Stewardship with Donors When You Use Storytelling

Stewardship is **ONGOING**, not one and done!

Demonstrates the impact

Alignment with donor's values, beliefs, and commitments

Build trust, confidence, connection and will demonstrate transparency

Sense of belonging and a shared purpose

Mission Impact / Story Telling

- Know your programs, services, initiatives, etc.
- Direct relationship between donor/stakeholder engagement and the mission impact story
- Bring the donor into the mission/organization



Create & Implement a Donor Operations Plan



- Similar to a donor pipeline, prospecting – but MORE!
- The DOP aligns with the organization strategy and planning.
- Donor growth, moves management, increase in support/participation

DOP Example

Hemophilia of Georgia Jr. Board Development Operations Plan

Strategy	Goals	Target Audience	Description	Timeframe(s)	Deadline	Responsibility	Cost
1. T-Shirt	3.A. Raise \$500	Friends/Family	Jr. Board's annual campaign	9/12 to 10/12 2026	11/30/2026	Sheldon - serves as	
	3.B. Raise Awareness of Jr. Board and HoG	Staff/volunteers of HoG	Booster is vendor			Campaign Coordinator	
		HoG/HTC Staff	Teaser Advertisement	send out 8/10/26	8/10/2026	Morgan	
		Families of HoG clients	Research other Vendors	7/14/2026		Sheldon	
			Provide "Clickable" links on website, newsletter, etc.		8/28/2026	Morgan	
			Prepare Design Concept		8/28/2026	Sheldon	
2. Spin 4 Kids Event	4.A. Raise \$500	Previous event supporters	Donor Point of Event Event			Jr. Board	
	4.B. Raise Awareness of HoG and Jr. Board	HoG Staff	Outreach to Mark D. and Nick B.		7/22/2026	Sheldon	\$25 - registration
		Friends of current/previous supporters	Set up page on event website	By 7/31/26	7/24/2026	Anthony	\$200 - Fundraising
			Create a HoG Team	By 7/31/26	7/24/2026	Anthony	
			Promotion and links on collateral		7/31/2026	Morgan	
3. Trot to Clot - Atlanta	5.A. Raise \$500	HoG Family, Clients & Friends	Create a Team	Spring 2027	JB Retreat	JB Members	Cost = walker registration
	5.B. Outreach to Community (Non HoG community)	General Public (Community)	Create Marketing Plan	Spring 2027	1/31/2027	Morgan	
			Target HoG Providers	Spring 2027	1/31/2027	Elizabeth/Bryce	
			Team Captain	Spring 2027			
4. Pie in the Face Event	6.A. Raise \$1000	Camp Counselors	\$100 donation - auto pie	Camp 2027	08/01/27		Secure Donations
	6.B. Donation of all event supplies	Campers/Families of Camp Wannaklot	JB Members participate	List developed - 4/27	5/31/2027	Tyler	No Cost anticipated
		HoG Clients	HoG Staff. Nurses, Leadership				
	6.C. Promotion /Marketing	Same audience as above	Social Media and Newsletter, etc.	Begins May 2027		Morgan	



Reflection

How / Where does any of this information apply / work for you?



What are your success stories?



What is the barrier / obstacle?

Questions & Discussion

