



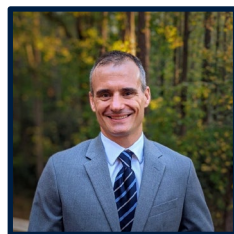
**2023 RNL NATIONAL
DONOR ENGAGEMENT
WORKSHOP** July 26-27

WELCOME



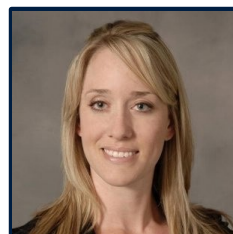
RNL Leadership Giving Powered By RNL Engage

Sean Shaikun



VP, Product
Strategy

Sarah (Patterson) Glitsch



AVP, Client
Success, Software

1



**Numbered Section
Divider Text Goes Here**

The question

- Can we use RNL Engage for more than just the engagement center?
- Can we tailor the experience for a giving officer
- Can those officers use all the RNL Engage tools to :
 - Discover
 - Cultivate
 - Renew
 - Steward... From ANYWHERE?



\$50000

\$15000

\$5000

\$3000

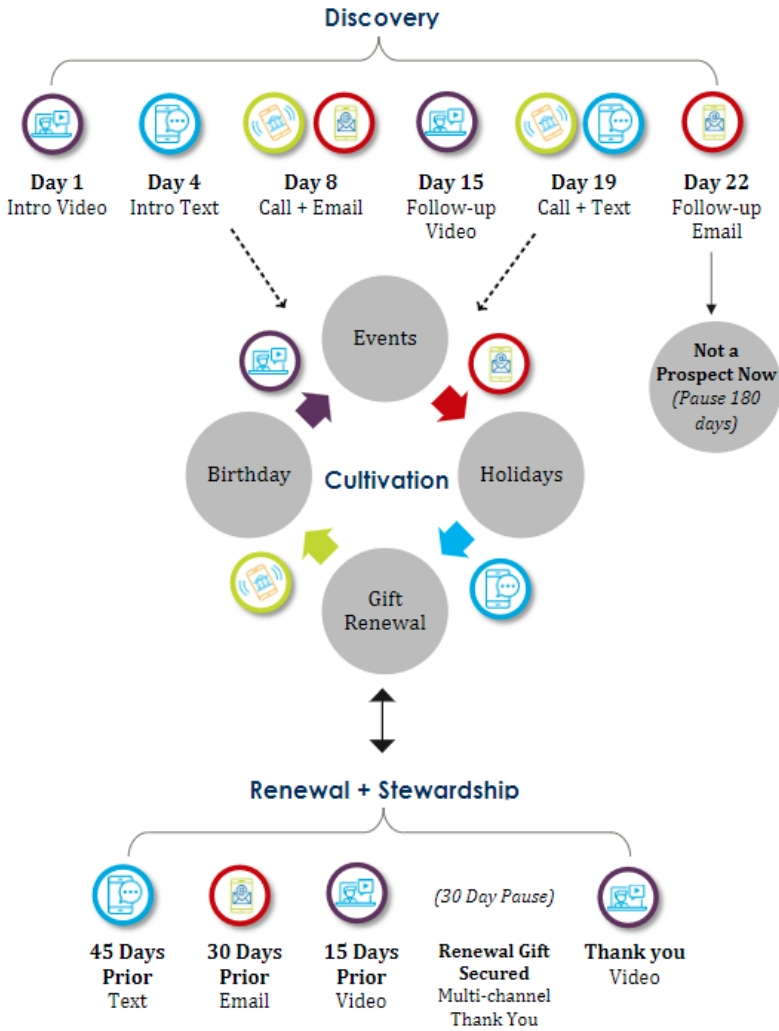


We built it together

- How should we communicate?
- When should we communicate?
- When do we make an ask?
- When do we rest?
- Are we engaging?
- Are we building the relationship?

Strategy and Cadence

- Utilize proven best practices
 - Discovery
 - Cultivation
 - Renewal
 - Stewardship
 - Qualification
- Build touchpoints and strategies
- Tailor your outreach and channels





RNL Leadership Giving Powered by RNL Engage

- RNL Engage is safe and secure
 - DSS PCI Compliant
- Turnkey – Ready to go!
- Omni channel
 - Email, Text, Personalized Video, Phone
- RNL provided setup and data management
- Automated cadences/Officer Prompting
- Donor Modeling



How **RNL Engage** Transforms Major Gift Outreach

Before

Oct. 2022

Sarah sends a generic email to a lapsed donor.

Since there is no cadence plan or tech, outreach stops.

After

1/29 Sarah sent an initial Thankview message (no response from donor).

1/31 Sarah sent a follow-up email (no response from donor).

2/08 Sarah sends a text message (donor respond to call back).

2/09 Sarah speaks with the donor on the phone. Meeting scheduled at the Law School.

2/15 Sarah and the Law School Gift Officer donor met, which yielded a substantial gift.

Result



\$50,000 gift

to establish an endowed scholarship

Using the software

As simple as point and click!



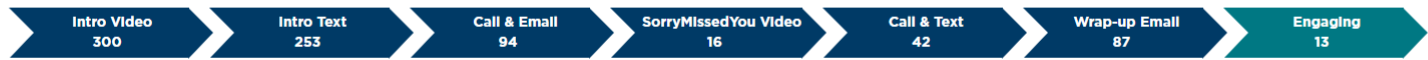
- Favorites
- RNL TXT Live
 - Journey Management
- Donor Engagement
- Project Setup
- Site Admin
- System

Journey Management

Project Search

Project Search Active Training

[Refresh Journey](#)



[Start Journey](#)

Stage	Records	Contacts	Visit Scheduled	Gift Secured	Dollars Secured	Average Gift
Intro Video	300	15	5	2	\$200.00	\$100.00
Intro Text	253	30	5	3	\$1,500.00	\$500.00
Call & Email	94	30	9	7	\$7,000.00	\$1,000.00
SorryMissedYou Video	16	0	1	1	\$200.00	\$200.00
Call & Text	42	17	5	9	\$27,000.00	\$3,000.00
Wrap Up Email	87	8	2	1	\$500.00	\$250.00
Engaging	13	12	9	9	\$45,000.00	\$5,000.00
Total	805	196	36	32	\$81,400.00	\$2,543.75

[Setup](#)

Using the software

As simple as point and click!

- Journey-specific results that drive your cadences

The screenshot displays the RNL software interface for a prospect named Mr. Mark Smith (12/18/1980). The interface includes a sidebar with navigation options like 'Auto Hangup', 'Actions', 'Completes', 'Incompletes', 'RNL TX', 'Scripts', 'Summary', 'Previous', 'Engage', and 'Supervisor'. The main area shows the prospect's information, including contact history, gift history, and education. Two pop-up windows are visible: 'Completes' and 'Incompletes', each with a table of actions.

Completes

Not a Prospect Now	Disqualified	Unreachable
Deceased	Completed	

Incompletes

Intro Video	Intro Text	Call & Email
Video Follow-up	Call & Text	Email Follow-up
Text Follow-up	Personal Callback	Engaging
Visit Scheduled	Cultivating	Gift Secured
Solicitation		

Contact History

Date	Talked With
7/5/2023	

Prospect Gift History

Gift Date	Amount
1/1/2009	\$100.00

Prospect Education

Grad. Date	School
1980	COLI

RNL Leadership Giving Setup

Keep it Simple

- RNL TXT Integration

Rnl Txt Live

Project Search

Project Search Active Training

Prospect Search Criteria

Prospect Id/Interface Id Phone Number Last Name First Name

Prospect Messages

Prospect Name	Last Employee	Last Result	Last Message
Sean Shaikun	sas1	Text INC	Hi Sean! Thank you for your ...
Lucian Goodman	CCDBA	Spec Pldg	Hi Lucian! Thank you for you...
Griffin Howell		Spec Pldg	Hi Griffin! Thank you for you...
Tarik Fischer		Spec Pldg	This should send regardless ...
Rupert Smith		Spec Pldg	this is the test send 50 \$
Plato Goff		Spec Pldg	This should send regardless ...
Jere Woods	ES1	Spec Pldg	Hello Jere, this is Emily from...
Taylor Tencate	sas1	Spec Pldg	Hello Taylor, this is Emily fro...
Clifford Green	AES1	Spec Pldg	Hello Clifford, this is Emily fr...
Robert Green	AES1	Spec Pldg	Hello Robert, this is Emily fr...

< Prev **1** 2 3 4 5 6 .. 50 Next > Page 1 of 50

Text Messages - Sean Shaikun

2023-05-03 13:35:17 CDT
Hi Sean! Thank you for your gift of \$50.00

2023-05-31 06:59:41 CDT
Hi Sean! Thank you for your gift of \$505.00

2023-05-31 08:20:20 CDT
Boom!

2023-05-31 08:20:46 CDT
Boom back!

2023-05-16 09:03:13 CDT
Hi Sean! Thank you for your gift of \$500.00

Select a Template (706) 254-8625 (US) - ...

RNL Leadership Giving Setup

Keep it Simple

• Integrated
Personalized
Video!

Mr Sean Shaikun (2000)

Project: Test Project - New
Segment: Donors Calling Pool: Sean Reversal Test
Preferred Phone: Not Specified

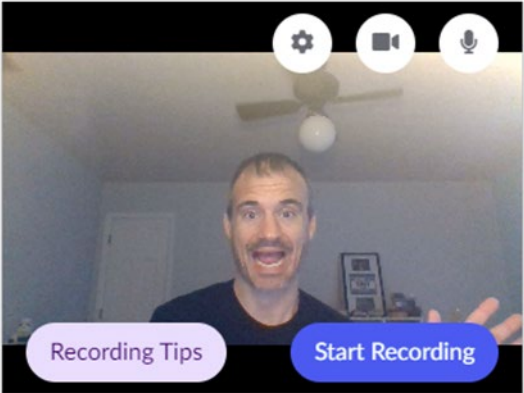
Personalized Video

Select Email: sean.shaikun@ruffaloni.com - Prospect Email Edit

Select Campaign: Select Campaign

Select Video: Select Video

Add New Video



Recording Tips Start Recording

Have trouble recording your video? [Try these potential solutions](#)

Thank You

Questions?



**2023 RNL NATIONAL
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DONATE

CLICK

click here for more information