

## Successes and Challenges Among Colleagues in Donor Travel

Top successes in donor travel: What's working well?

- Great tour operators
- Great outcomes (gifts and feedback)
- High demand
- High interest
- High impact
- Raising money with major gifts
- Word of mouth referrals (lots of interest in program)

Top challenges in donor travel: What's not working well?

- Time and capacity (money and human resources)
- Time constraints and timeline for developing trips
- Staff burnout
- Managing expectations (internal and external)
- Confusion about who gets credit for the gift
- Gift-officer buy in
- Metrics
- Having a small constituency
- Unable to meet very specific requests
- Very unique constituents
- Prince points and inclusions are expensive
- Other departments doing donor travel

Panel remarks

- Importance of leaning on your operators to take off the workload
- Need to plan 18-24 months in advance – cannot pull off a trip in 3 months
- Need leadership to prioritize based on bandwidth (i.e. “We can run 5 custom donor trips in 2024. Which 5 do you want us to do?”)
- Trips are very high-touch and very customized – need to assess your bandwidth and timelines in advance
- Need to build strong relationships with gift officers to establish a process for prioritizing donor requests, suggesting trip requests and approving trips.
- Need to clarify from leadership: what are the goals? Is it to raise money, or brand awareness, or create a pipeline for the board?