



Board Management Simplified.

WEBINAR:

**You Worked Hard for End-of-Year Donors – Here's How to
Keep Them in 2020!**

About Steven

Chief Engagement Officer, Bloomerang

Co-founder/ED, Launch Cause

Contributor: Fundraising Principles and Practice: Second Edition

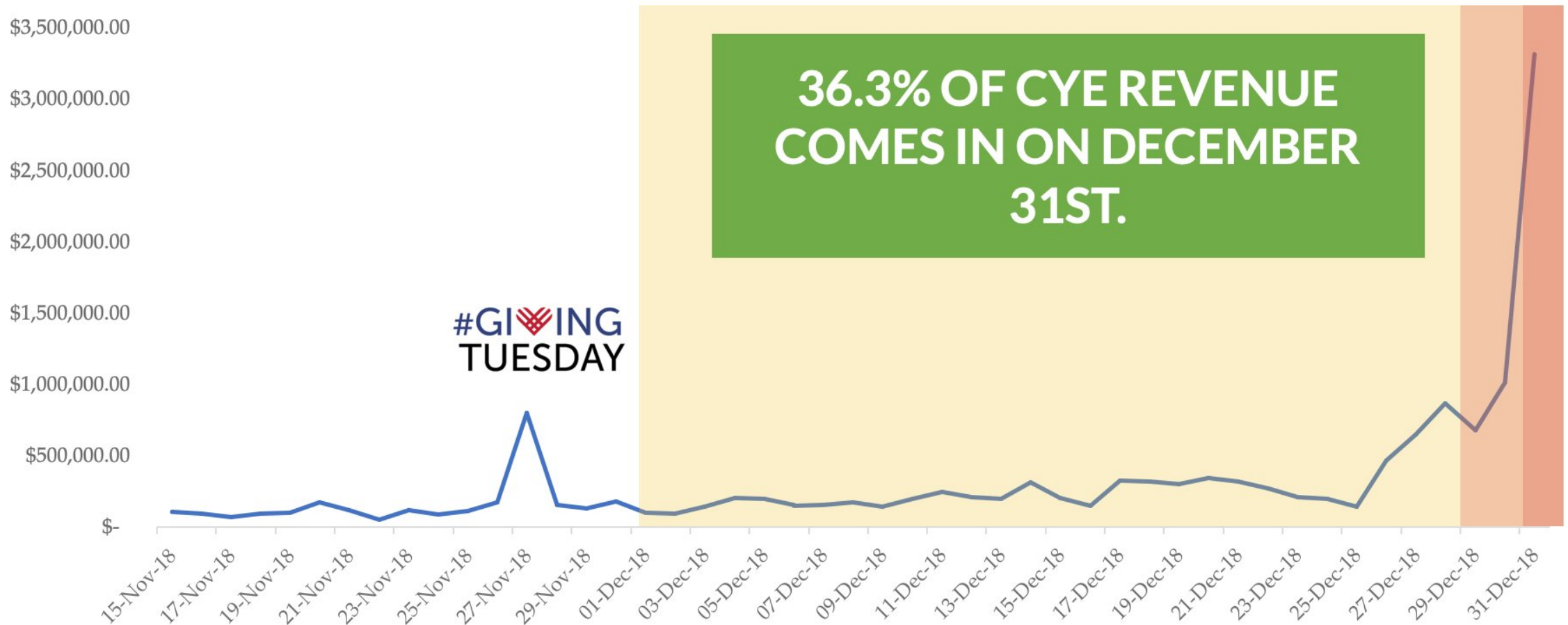
Member: Fundraising Effectiveness Project (FEP) Project Work Group, AFP Center for Fundraising Innovation (CFI)

Fun facts:

- 1st job: producing fundraising videos
- Prefers tea to coffee
- Allergic to rhubarb
- Won the David Letterman scholarship



The Year-End Crunch Curve



<https://www.nextafter.com/blog/givingtuesday-stats-2019/>

What's the current state of donor retention?

⇒ FUNDRAISING
EFFECTIVENESS
project



<http://afpfep.org>

Donor Retention

AVERAGE

43.4%



FIRST-TIME

20.2%



REPEAT

61%



MONTHLY

90+%



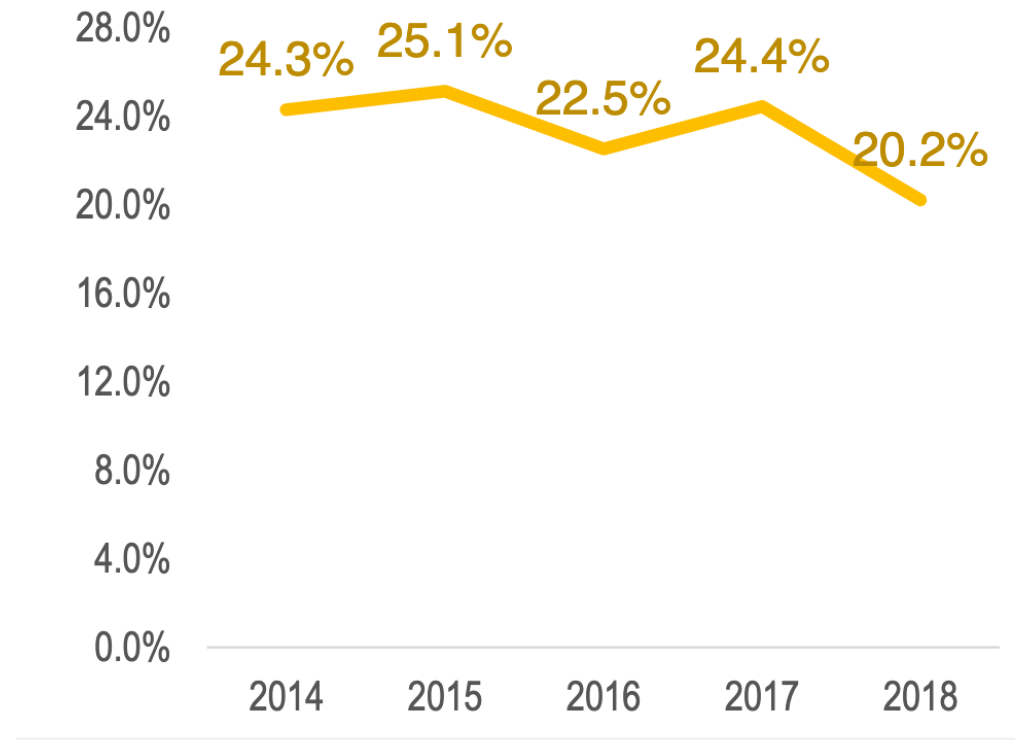
Source: Fundraising Effectiveness Project <http://afpfep.org>

Donor Retention Over the Decades

Year	Overall Gift Retention Rate	Overall Donor Retention Rate
2005	46.4%	49.7%
2006	44.5%	46.2%
2007	48.1%	46.7%
2008	43.3%	45.2%
2009	43.0%	40.5%
2010	45.1%	42.7%
2011	45.0%	41.5%
2012	43.4%	43.2%
2013	47.4%	42.8%
2014	47.2%	45.7%
2015	48.0%	45.9%
2016	47.8%	45.5%
2017	48.0%	45.5%
2018	47.0%	43.4%
Average	46.0%	44.6%

New Donor Retention Over the Years

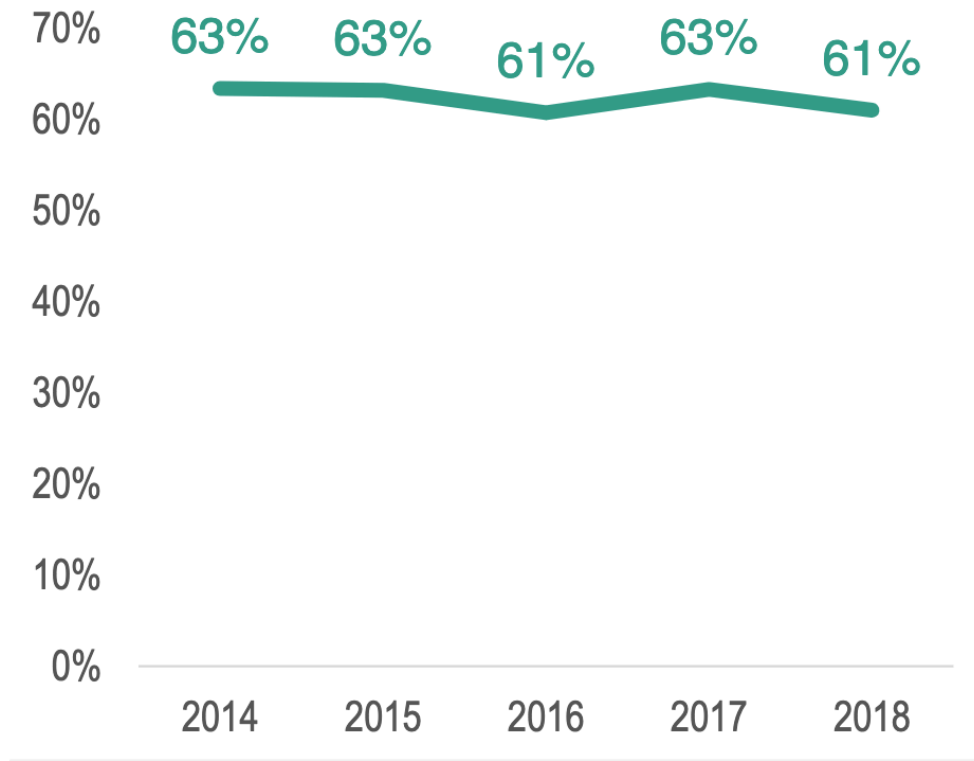
New Donor Retention Rate YTD



Source: Fundraising Effectiveness Project <http://afpfep.org>

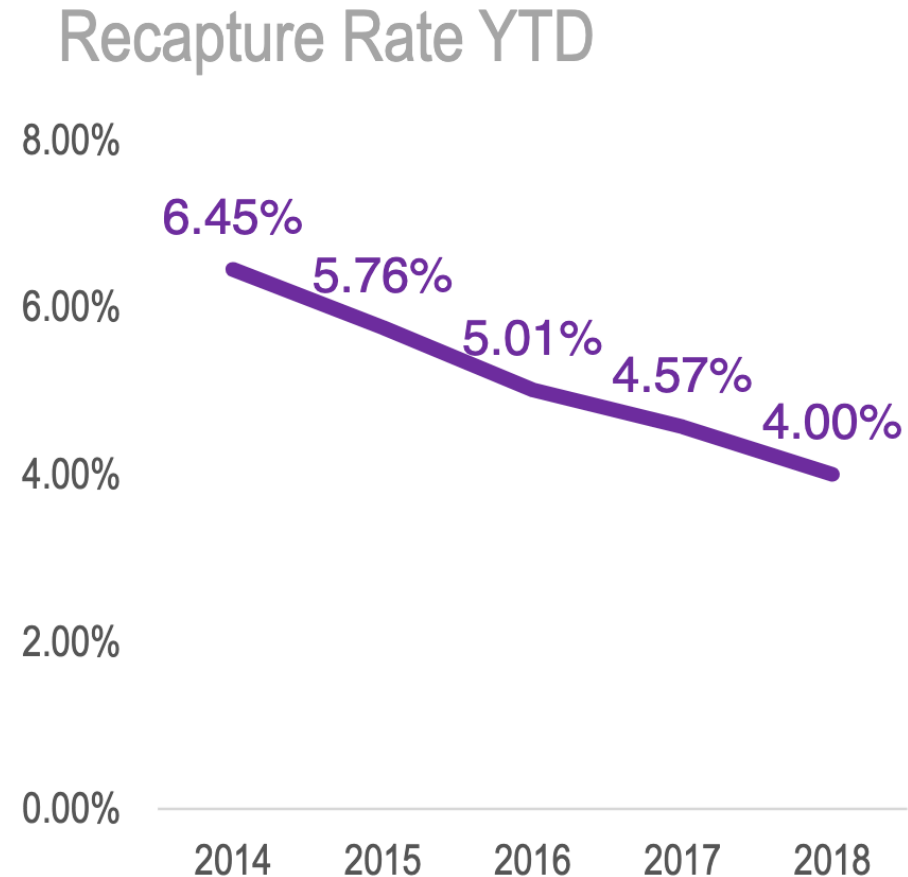
Repeat Donor Retention Over the Years

Repeat Retention Rate YTD



Source: Fundraising Effectiveness Project <http://afpfep.org>

Recapturing lapsed donors is even harder.



Source: Fundraising Effectiveness Project <http://afpfep.org>

So what?

Donor Attrition Over Five Years						
# of Donors	Attrition Rate	Donors Remaining After 1 Year	Donors Remaining After 2 Years	Donors Remaining After 3 Years	Donors Remaining After 4 Years	Donors Remaining After 5 Years
1,000	20%	800	640	512	410	328
1,000	40%	600	360	216	130	78
1,000	60%	400	160	64	26	10

<https://bloomerang.co/resources/downloadables/donor-retention-math-made-simple>

Donor Retention Math

Original Retention Rate: 41% **Improved Retention Rate: 51%**

Year	Donors	Avg. Gift*	Total	Year	Donors	Avg. Gift*	Total
Start	5,000	\$ 200.00		Start	5,000	\$ 200.00	
2	2,050	\$ 220.00	\$ 451,000	2	2,550	\$ 220.00	\$ 561,000
3	841	\$ 242.00	\$ 203,401	3	1,301	\$ 242.00	\$ 314,721
4	345	\$ 266.20	\$ 91,734	4	663	\$ 266.20	\$ 176,558
5	141	\$ 292.82	\$ 41,372	5	338	\$ 292.82	\$ 99,049
6	58	\$ 322.10	\$ 18,659	6	173	\$ 322.10	\$ 55,567
7	24	\$ 354.31	\$ 8,415	7	88	\$ 354.31	\$ 31,173
8	10	\$ 389.74	\$ 3,795	8	45	\$ 389.74	\$ 17,488
9	4	\$ 428.72	\$ 1,712	9	23	\$ 428.72	\$ 9,811
10	2	\$ 471.59	\$ 772	10	12	\$ 471.59	\$ 5,504
11	—	—	—	11	6	\$ 518.75	\$ 3,088
12	—	—	—	12	3	\$ 570.62	\$ 1,732
13	—	—	—	13	2	\$ 627.69	\$ 972
14	—	—	—	14	1	\$ 690.45	\$ 545

Grand Total from Original Donors: **\$ 820,859**

Grand Total from Original Donors: **\$ 1,277,208**

Total Savings: \$ 456,349

Who are the best prospects?

- Length of giving to your organization (5+ years of regular giving)
- Giving to you over a long period of time (Giving may not be year after year - but gifts have been made over a long, extended period of time)
- Frequency of Giving (monthly credit card donors, multiple gifts within a year)
- Is an active volunteer (at one time or now a board member, or a volunteer in some manner)
- The family has been involved in some way in the organization (best if there is a long-time association)



Why do donors leave?

Why Nonprofit Donors Leave

- 2001 study by Adrian Sargeant
- Survey to lapsed donors of 10 major U.S.-based nonprofits
- Respondents were asked to check each reason for stopping their contributions



http://www.campbellrinker.com/Managing_donor_defection.pdf

Why Nonprofit Donors Leave

- 5% - thought charity did not need them
- 8% - no info on how monies were used
- 9% - no memory of supporting
- 13% - never got thanked for donating
- 16% - death
- 18% - poor service or communication
- 36% - others more deserving
- 54% - could no longer afford

http://www.campbellrinker.com/Managing_donor_defection.pdf

Why do donors stay?

Key Drivers of Donor Commitment



- 2011 study
- Survey of 1,200 recent (last 12 months), frequent (more than 2 gifts to cause-based charities) donors from over 250 nonprofit organizations
- Donors were given a list of 32 reasons why they might continue giving
- Asked to rank them by order of importance

<http://www.thedonorvoice.com/national-donor-commitment-study-and-proof-of-link-between-donor-attitudes-and-behavior/>

Key Drivers of Donor Commitment

1. Donor perceives organization to be effective
2. Donor knows what to expect with each interaction
3. Donor receives a timely thank you
4. Donor receives opportunities to make views known
5. Donor feels like they're part of an important cause
6. Donor feels his or her involvement is appreciated
7. Donor receives info showing who is being helped

<http://www.thedonorvoice.com/national-donor-commitment-study-and-proof-of-link-between-donor-attitudes-and-behavior/>

How to Increase Retention

- Focus on first-time and above-average donors
- Thank quickly + personally
- Go overboard with appreciation
- Donor-centric tone (more “you” than “we”)
- Illustrate that you know who the donor is
- Tell them how gifts are used / will be used
- Tell them what comes next
- Solicit feedback
- Keep lines of communication open
- Prioritize monthly giving

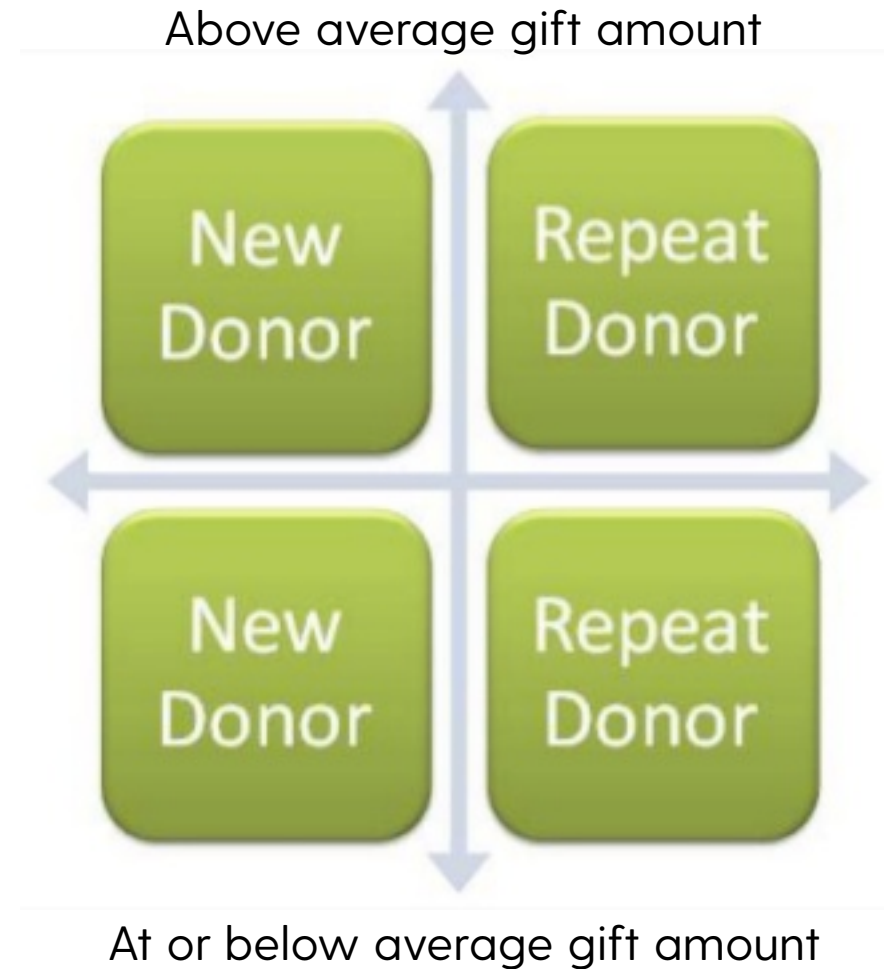
An overhead view of a meeting around a large white table. Several people are seated around the table, their heads and hands visible. On the table are two laptops, several smartphones, two coffee cups, and various documents and papers. One document in the bottom left shows a bar chart and the text 'data from'. The image is dimmed with a blue tint, and the text 'How do we do this for year-end donors?' is overlaid in the center in white.

**How do we do this for
year-end donors?**

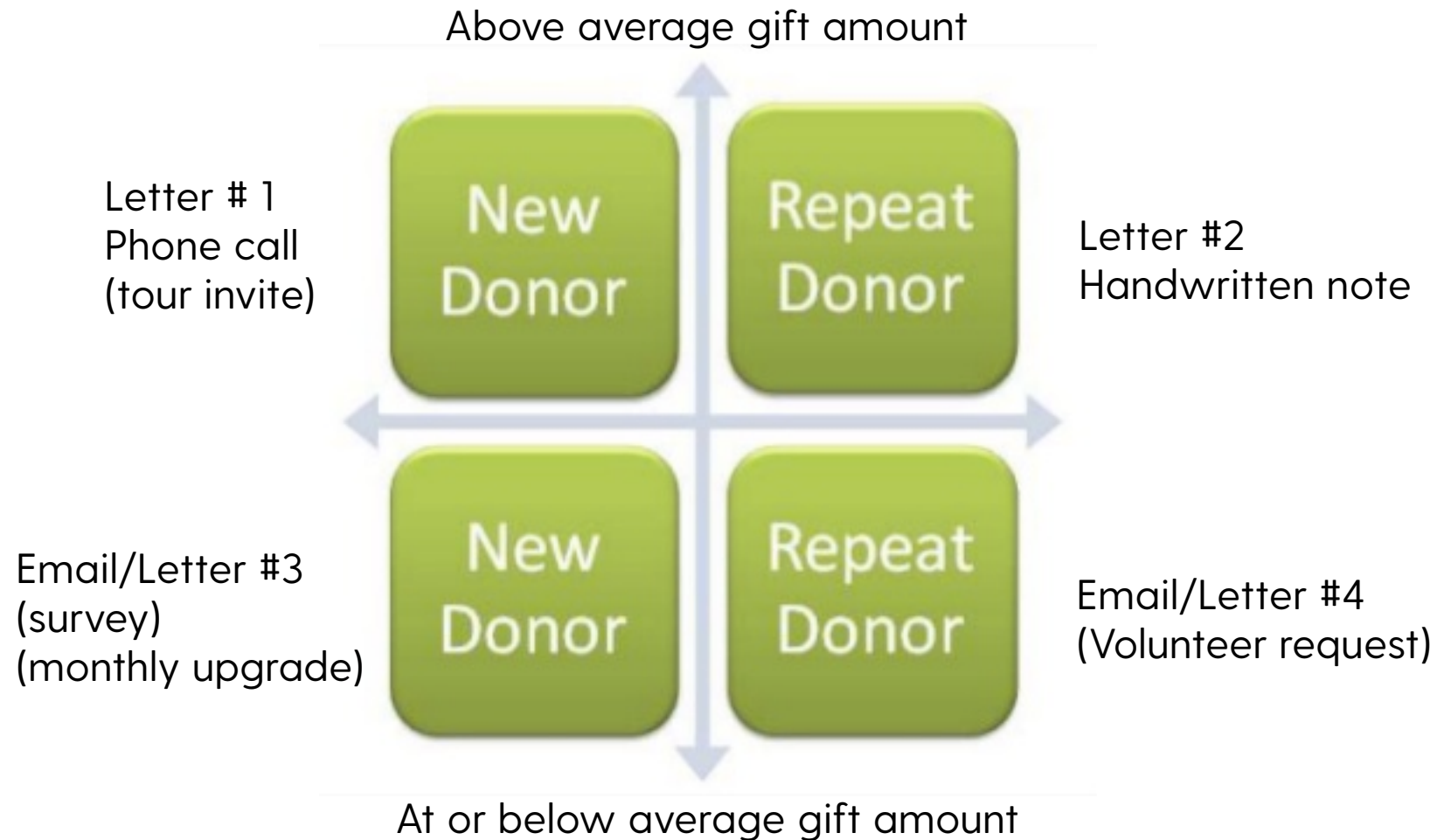
Who are your year-end donors?

- Frequency:
 - First gift?
 - Second gift?
 - Signed-up for monthly giving?
- How did they give:
 - Direct mail?
 - Online?
 - Giving Tuesday?
 - Event?
 - Peer-to-Peer?
- How much did they give?
- Why did they give / what do they care about?

Communications Segmenting



Differentiate the Acknowledgement



	Given Above Average Gift Size	LYBUNT*	SYBUNT*	Never Given
Current Parents	Segment 1 (9/35)	Segment 2 (37)	Segment 4 (54)	Segment 6 (675)
Non-Parents	Segment 1 (26/35)	Segment 3 (64)	Segment 5 (150)	Segment 7 (150 staff + 340 send/870)

	Never Given	Given Once (Over a Year Ago)	Given Once (Last Year)	Given Multiple Times
Above Average Gift Size	Segment 1	Segment 2	Segment 4	Segment 6
At or Below Average Gift Size	Segment 1	Segment 3	Segment 5	Segment 7

	Never Given	Has Given
Current Parent	Segment 1	Segment 3
Non-Parent	Segment 2	Segment 4

Heather Carroll

Executive Director at Skaneateles Education Foundation



Segments

- 1st-time donors
- donors who have given for 3-5+ consecutive years
- monthly donors
- volunteers who have not yet donated (including board members, fundraisers)
- donors who complain directly or answer surveys negatively / donors who answer surveys positively
- current / former service recipients
- out-of-town donors, not from P2P or memorial (if you are a local org)
- donors who give you updated contact info (unprompted)
- donors who upgrade
- donors who submit matching gifts from their employer
- adult children (especially daughters) of parents who give surviving relatives of deceased long-time donors
- aging, childless donors
- donors who just had their first child
- contact person at a company that sends volunteers
- employees of a corporate sponsor
- donors who use check, vs credit card
- donors who use American Express, vs Visa/Mastercard

Sample Timeline for Donor Retention

Stewardship plans should move your donors from the *left to the right* on the donor engagement continuum.

Unaware → Aware → Interest → Experience → Knowledge → Participation → Ownership & Significant Relationship

First year Sample Donor Retention Communication Plan

First Gift	Thank Call	Thank Letter/Note	Report/ Updates	Invite	Appeal for 2nd Gift	Thank Letter/Note	Report/ Updates	Survey	Report/ Updates
Timing	3 days	1 week	monthly	6 weeks	2.5 - 3 months	1 week	monthly	6 weeks	Monthly Ongoing
Who	Board	Staff	Staff	Volunteer, Staff, Donor	Staff or Board	Staff or Board	Staff	Staff	Staff
Format	Call	Mailing	Enews or Newsletter	Mailing OR Call	Email, mail or event	Mailing	Enews or Newsletter	Email or mail	Enews or Newsletter

The fast, personal touch.

- first-time donors who get a personal thank you within 48 hours are 4x more likely to give a second gift.
(McConkey-Johnston International UK)
- a thank-you call from a board member to a newly acquired donor within 24 hours of receiving the gifts will increase their next gift by 39%.
(Penelope Burk)

<http://www.guidestar.org/rxa/news/articles/2010/how-to-increase-donations-by-39-percent.aspx>

THANK YOU
for your *first* gift!



first DAY



first CHAPEL



first MEMORIES



first FIELD TRIP

Here at The Oaks, relationships come first.
We welcome you into our family of donors,
partners, volunteers and supporters.

Every day is a great day to visit The Oaks Academy.
To see your gift at work through a personal visit or tour,
please contact:

advancement@theoaksacademy.org | 317.931.3687

Monthly Giving Welcome

Steven Shattuck,

Welcome to our monthly giving program, and thank you for investing in a world where everyone has clean water!

100% of your recurring \$10.00 donation will fund clean water projects every month. Along the way, we're going to send you updates on where your money goes and who it helps. Get ready for a whole lot of good news!

GOOD NEWS LIKE...

- ♥ stories of women [like Helen](#) who feel beautiful because of clean water
- ♥ real-time data about [water flow](#) from our remote sensors in Ethiopia
- ♥ stats to demonstrate water functionality and disease reduction in the communities served

We also want to continue to improve your experience, so to help us do that, please tell us more about yourself in this [quick survey](#).



We're also working to grow The Spring community and would love your help sharing our film.

Thanks again for supporting our work!



TWEET



SHARE

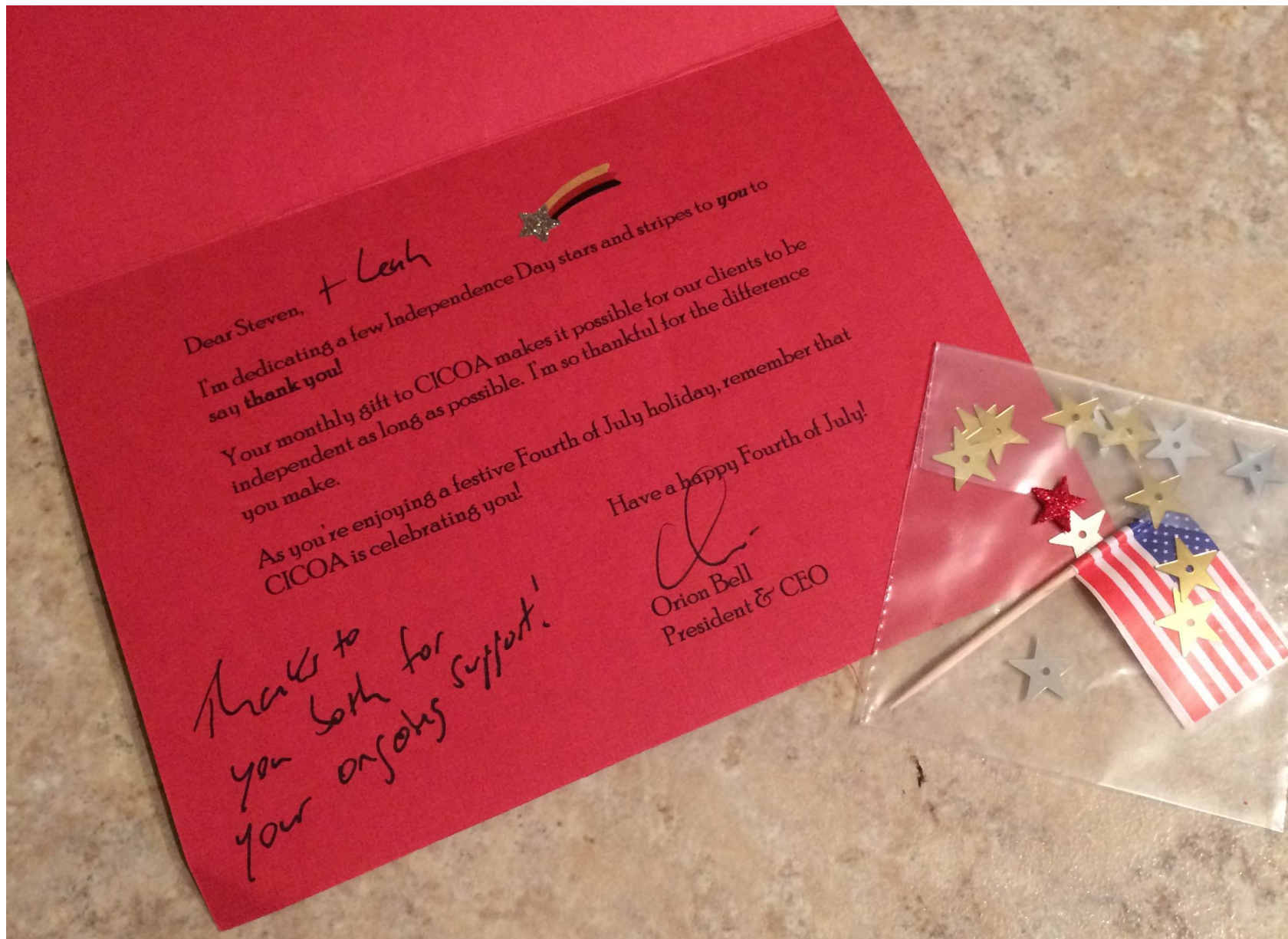
Communicate their value on ongoing basis.

WE HAVE AN UPDATE ON YOUR DONATION

CAMPAIGN YOU GAVE TO	AMOUNT DONATED	WHERE YOUR MONEY WENT
Activism: Caring and making a difference	\$10.00 x2	Niger

You donated to bring clean, safe drinking water to Niger. We want to update you
on the work in progress!

WATCH THE VIDEO





May 14, 2015

Dear Ross,
(first name)

Greetings! We hope this letter finds you well and that you enjoyed your time in Des Moines for the 30th Annual Mid America Conference on Fundraising. In the spirit of the conference, we would like to present our sincere thanks in the form of a Mad Lib.

On behalf of the 2015 Mid America Conference planning committee, please know how much we appreciate the role you played as a SPONSOR AND EXHIBITOR. We
(role)
are so grateful for your SUPPORT, FRIENDLINESS, and KNOWLEDGE.
(noun) (noun) (noun)

The event was a HUGE success and we could not have done it
(adjective)
without you! We are especially appreciative because we know you could have been spending your time GOLFING on the COURSE instead of joining
(verb) (noun)
us in Des Moines.

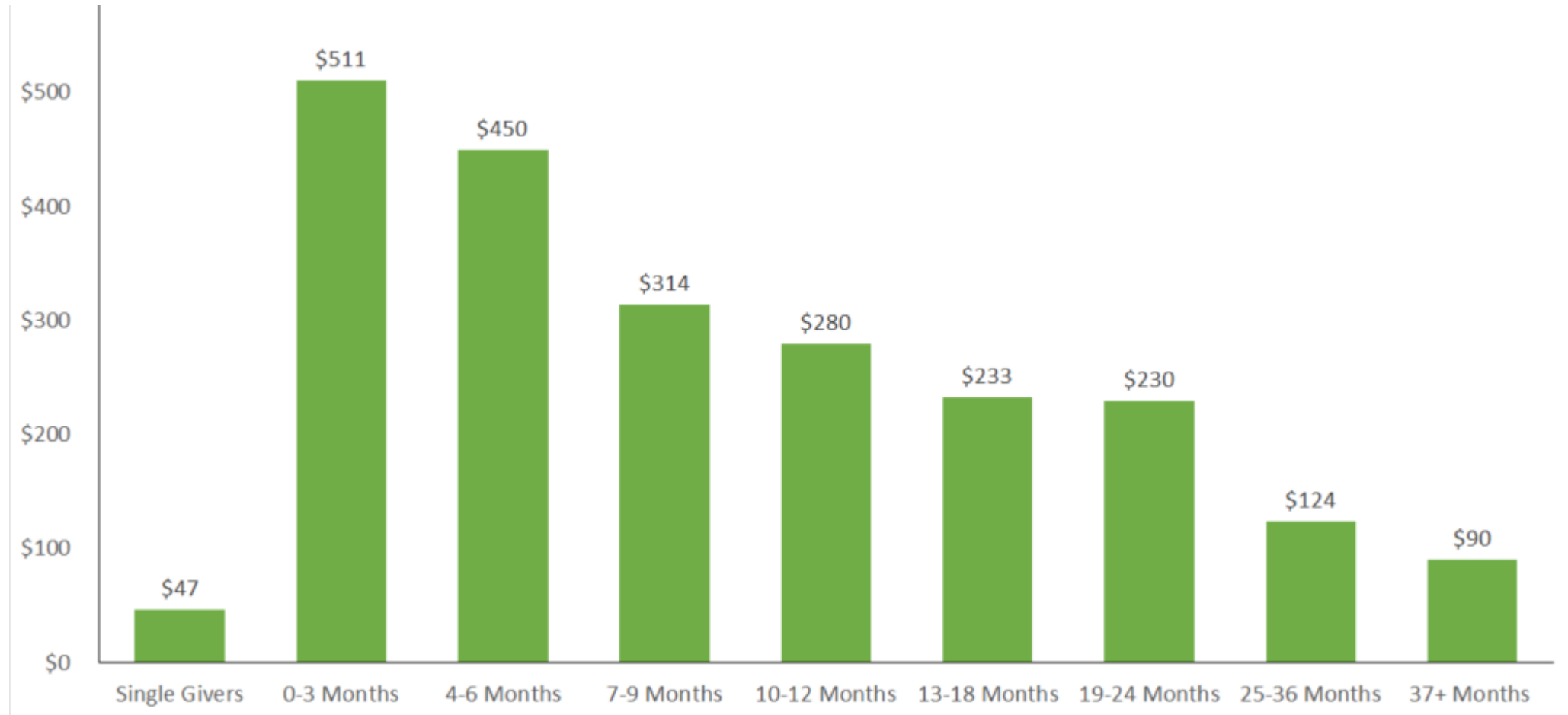
Thanks, again, for all you do to support ME and the fundraising profession.
(noun)

Best Regards,

[Signature]
(committee member)
[Signature]
(committee member)

[Signature]
(committee member)
[Signature] & [Signature]
(committee member) (committee member)

The Exponential Importance of Second Gift Timing



<http://www.analyticalones.com/the-exponential-importance-of-second-gift-timing/>

Donor Retention by Age/Channel

AGE	ONLINE	OFFLINE	BOTH
18-24	18%	29%	63%
25-34	20%	31%	61%
35-44	21%	29%	59%
45-54	21%	27%	59%
55-64	23%	30%	60%
65-74	26%	33%	60%
75+	24%	31%	64%

Source: Target Analytics, a division of Blackbaud

http://www.huffingtonpost.com/entry/3-truths-and-1-lie-about-online-donors_us_595cf48de4b0326c0a8d13fb?



THANK YOU FOR YOUR DONATION!

[RESEARCH.](#) [EDUCATE.](#) [ADVOCATE.](#) [MOBILIZE.](#)

Join the Conversation



DONATE ♥

MENU

THANK YOU

YOU'VE JUST CHANGED LIVES

Your investment in the Greater Chattanooga Community is already being put to work to build a stronger, smarter, safer future for your neighbors in need. We send our endless gratitude to you, our Partner.





to me ▾

[redacted]centers.org via clickandpledge.cc

5/21/15 ☆



Receipt

Important!

This payment will appear as "[redacted]" on your bank statement. We recommend that you print a copy of this receipt for comparison with your bank statement, as well as for your personal records.

Thursday, May 21, 2015 [1:33:31 PM]

[redacted]

[redacted]

Chicago, Illinois 60657

United States of America

Email : [sky \[redacted\]@g](#)

Phone : [77 \[redacted\]](#)

Receipt 21999-992416

Spam x



st [redacted] m
to me ▾

5:43 AM (56 minutes ago) ☆



This message may not have been sent by:

st [redacted] m [Learn more](#) [Report phishing](#)



Anti-virus warning - 1 attachment contains a virus or blocked file. Downloading this attachment is disabled. [Learn more](#)



Receipt 21999-99...

Blocked file

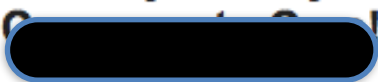


Successful Donation noreply@mobilecause.com via mail134-
to me

May 21



Thank you for your contribution to



Name: Steven Shattuck
Amount: \$5.00
Date: 05/21/2015
Credit Card: ending in 1717

This charge will appear on your credit card statement as 'Donation'.

Thank you for your donation!

\$5 2015 x



[Redacted] <info@m[Redacted].e.org>

5/21/15 ☆



to me ▾



Dear Steven Shattuck,

Thanks for your generous gift of \$5.00 to help provide our boys and girls the safety, guidance and opportunities they deserve. The impact of your generosity can never be measured. Because no goods, services or other things of value were furnished in consideration of your kind support to [Redacted], you may use this email as a receipt of tax purposes.

Please find the details of your donation below.

RECEIPT OF DONATION

Transaction Date: May 21, 2015
Transaction Number: [7197370034](#)
Donation Amount: \$5.00

Thanks,



Thank you for investing in College Mentors for Kids!



Your gift will help provide a caring college student mentor to a child in need. Through structured activities that take place on the college campus, kids learn about possibilities for their future and are encouraged to pursue their goals, no matter what their circumstances! You are helping kids unlock their potential, so they can have a brighter tomorrow. A tax letter with details of your gift will be sent to the address you provided next month. Thank you!

To keep up with what's happening at College Mentors and to see success stories YOU make possible, follow us on social media:





The OneJustice Team development@one-justice.org via bloomerang-mail.co
to me ▾

5:18 AM (1 minute ago) ☆



You brought Justice where it's needed!

Dear Steven,

You are making all the difference for those in need! Thank you!

We are so grateful for your gift of \$100.00 on 4/12/2016 to OneJustice. In fact, we think that makes you a justice hero!

This email serves to confirm we received your kind gift, and we will also mail you a hard copy thank you letter shortly. If for some reason you don't receive your acknowledgment by mail, or if you have any questions about our work or programs, please feel free to reach out to us at any time.

We look forward to keeping you informed about the vital legal services your investment brings to those facing pressing legal problems. We will keep you posted in 2016 about the legal help that your wonderful donation makes possible - and the people who are served because of your generosity.

Survey

- Send a donor info survey to 1st-time donors
- Send a donor satisfaction survey to repeat donors
- Boosts retention even if they don't respond
 - Respondents signify high-engagement
- Email receipt is a great place to include
 - Google Forms / SurveyMonkey / Formstack

<https://bloomerang.co/blog/23-questions-to-ask-donors-and-prospects/>

Key Drivers of Donor Commitment

1. Donor perceives organization produces outcomes
2. Donor knows what to expect with each interaction
3. Donor receives a timely thank you
4. Donor receives opportunities to make views known
5. Donor feels like they're part of an important cause
6. Donor feels his or her involvement is appreciated
7. Donor receives info showing who is being helped

<http://www.thedonorvoice.com/national-donor-commitment-study-and-proof-of-link-between-donor-attitudes-and-behavior/>

We can't do this without you!

Dear ,

Your support for our mission means so much more than we can convey with just, "Thank you". Without you, [fill in outcome] would not be possible.

There's something else you can give that's equally important - your opinion. Your real, honest opinion. Would you mind taking 2 minutes of your time to tell us how we can make you feel more connected to [fill in organization name]? It would mean so much!

Sincerely,
Executive Director

[Begin Survey](#)

Our Contact Information

Blossom's Orangutan Rescue
5724 Birtz Road
Indianapolis, IN 46216
8663322999
www.bloomerang.co

3. I trust Blossom's Orangutan Rescue to deliver the outcomes it promises for its beneficiaries

1	2	3	4	5	6	7
---	---	---	---	---	---	---

Strongly Disagree

Strongly Agree

4. I was thanked appropriately for my gift to Blossom's Orangutan Rescue

1	2	3	4	5	6	7
---	---	---	---	---	---	---

Strongly Disagree

Strongly Agree

5. Overall I am very satisfied with how Blossom's Orangutan Rescue has treated me as a new donor

1	2	3	4	5	6	7
---	---	---	---	---	---	---

The Donor Commitment Survey

On a scale of 0 to 10, please indicate how much you agree with each statement with "10" being "strongly agree" and "0" being "strongly disagree".

	Strongly Disagree, 0	1	2	3	4	5	6	7	8	9	Strongly Agree, 10
I am a committed Audubon donor	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I feel a sense of loyalty to Audubon	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Audubon is my favorite charitable organization	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

130% more net revenue
over 36 month period!

DonorVoice
The Experience and Relationship Company

Lapsed Donors

- Isolate donors who haven't given in 2+ years
 - Remove from direct mail sends
 - Send a lapsed donor survey
 - Invest in data services:
 - NCOA (they moved)
 - Deceased Suppression Processing (they died)

2 Common “One-and-Dones”

2 Common “One-and-Dones”

- Memorial donors
 - Thank (if you can), then isolate
- Peer-to-peer donors
 - Have first gift acknowledgement come from fundraiser, not benefiting org
 - (Re)introduce the charity
 - Explain why fundraiser supports it
 - Ask for donor to continue support

<https://bloomerang.co/blog/3-tips-for-improving-p2p-donor-retention/>

Final Thoughts

- Don't treat all of your year-end donors the same!
 - Segmentation!
- Dec 31st might deserve more attention than Giving Tuesday.
 - Humanize your online giving automation.
 - Donate to yourself to see.
- Concentrate on first-time donors.
 - Lowest donor retention rates!
 - Get that second gift early in 2020.
 - Be curious, get to know them.
- Recognize monthly donors who make an extra ("13th) year-end gift.

FREE ABSOLUTELY

RESOURCES

All of our fundraising knowledge at your fingertips!

- Daily blog post
- Weekly webinars
- eBooks/guides
- Templates
- Bloomerang TV
- Research

<https://bloomerang.co/resources>



Donor management software nonprofits actually love to use.

WATCH A VIDEO DEMO

<https://bloomerang.co/demo/video>

Questions?

steven.shattuck@bloomerang.co

@StevenShattuck

Free eBooks »



<https://bloomerang.co/resources/guides/>

Coming Up Next at  boardable

**January 22nd at 2PM ET:
Kelly Velasquez-Hague**

- **2020 Board Trends and Ambassador Fundraising**
- Exclusive analysis of the 2nd Annual Board Engagement Survey from Boardable and OneCause
- Actionable tips for engaging board members in peer-to-peer fundraising campaigns



Kelly Velasquez-Hague,
VP of Marketing, OneCause

Q & A Time

Take our 2nd Annual Board Engagement Survey

Survey takes just three minutes. Link in replay.

You receive:

- **Exclusive results report**
- **Premium digital content pack from sponsors**
- **A chance to win one of TWO iPads**



An overhead view of a meeting table with several people sitting around it. There are laptops, tablets, coffee cups, and papers on the table. The image is dimmed with a blue overlay.

Thank you for joining us!

Watch for a replay email soon.

Visit us at boardable.com

Visit Bloomerang at: <https://bloomerang.co>



boardable