

3 Ways to Retain Donors After the Year-End Giving Season

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“ Retention is the single most important thing for growth.”

— Alex Schulz, VP Growth, Facebook.com



45%

And it's getting worse...

AVERAGE

45%



FIRST-TIME

23%



REPEAT

60%



MONTHLY

90%



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

Today We'll Talk About...

- How to use the 2019 Year-End Fundraising Campaigns as a Catalyst to 2020
- What To Do After December 31st



“Now let’s talk about money. Do we have any? How much would we like? Does anyone know where we can get some?”

1

Fundraising is
a Year-Round
Marathon
Not a
Year-End Sprint

Limited
Staff
Bandwidth



75% of donors
use information
about a
nonprofit's
impact in their
giving decisions.



“ Fundraising under-performance, therefore,
is actually a failure to communicate. ”

—Penelope Burk, *Donor-Centered Fundraising*

- ✓ Your impact
- ✓ How they made a difference
- ✓ Social issues you are addressing
- ✓ Information that is new, important, concise, and compelling



Build A Plan for Meaningful Donor Communications



Prompt,
meaningful gift
acknowledgment



Designation of gift to
a program, service
or project more
narrow in scope than
the charity's overall
mandate



Measurable results
on the last gift
before being asked
for another one

2

Know
How to
Prioritize
Your Time
and Focus



What did you learn from YE 2019?

Did you thank quickly and meaningfully?



Who didn't renew their support? AND Who upgraded/downgraded?

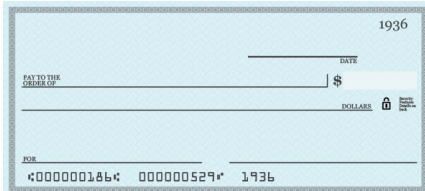


What did you learn from YE 2019?

Who made a first-time gift?

Event attendee?	Social Media follower/newsletter subscriber?	Network of Board member?	Lapsed donor reactivated?
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How did donors make their gifts?

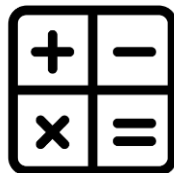


What's Your Fundraising Temperature?



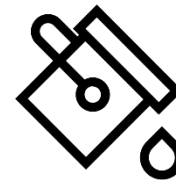
Cost to Raise a Dollar (CTRD)

How much are you spending versus raising?



Average Gift

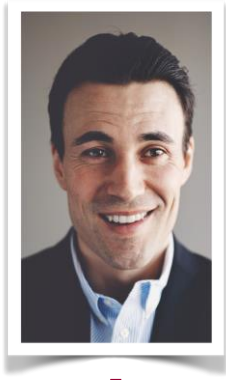
- Increase means growing engagement by donors.
- Raise average gift by focusing on larger annual donors.



Donor Retention

- How many of your current donors are you keeping?
- How many first-time donors give a second gift?
- What upgrading/downgrading trends do you see?

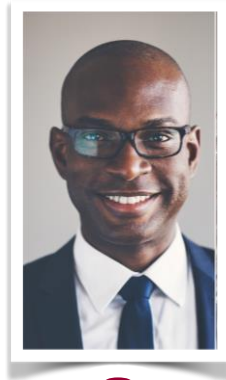
Prioritize Your Donor Groups



1.

Current Donors

- Largest over their lifetime as donors
- Longest donors
- Lower-level donors who have deeper capacity



2.

New Donors

- Largest New donors
- Potential capacity
- Passion for organization



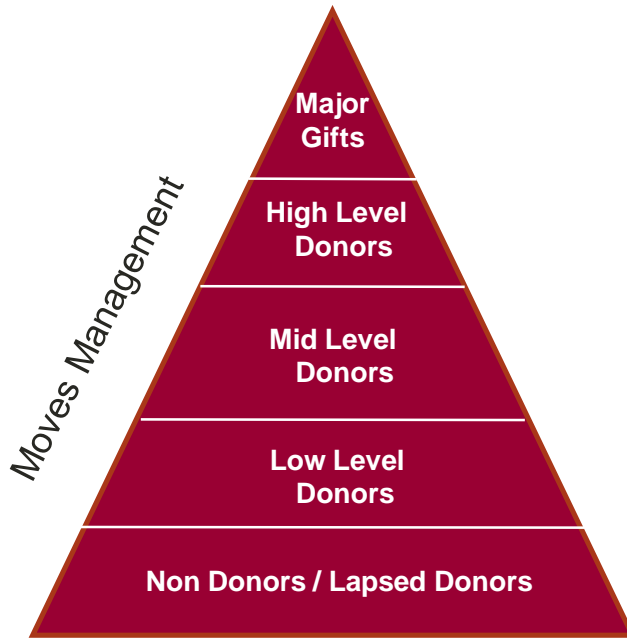
3.

Lapsed Donors

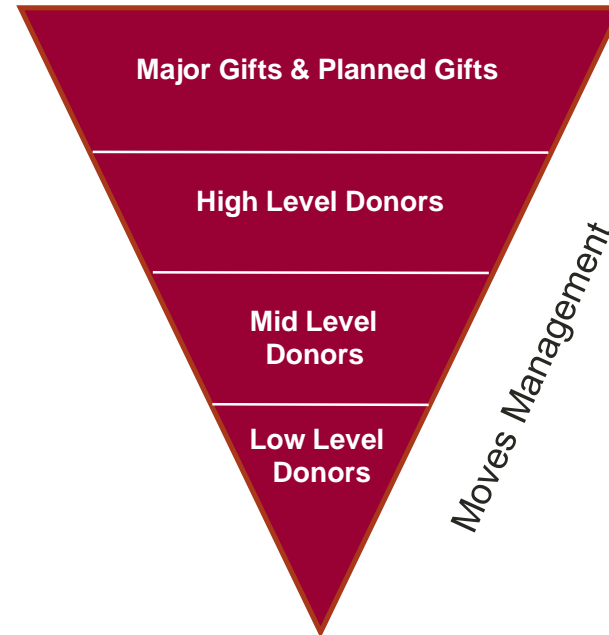
- Length of giving
- Cumulative Giving to you
- Screened capacity

Prioritize Your Time—Build Your Pipeline

10-20% of Donors = 80-90% of \$



Donor Pyramid



\$ Pyramid

3

Intentionally Focus on Donor Retention

Regular Multi-Channel Fundraising Builds Donor Engagement

Your story from the perspective of your audience's values and what's important to them.



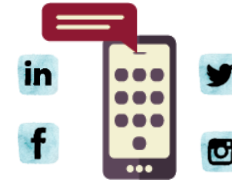
Print—Direct Mail
and Newsletters



E-communications
Mobile / Online
E-newsletters,
e-appeals, videos

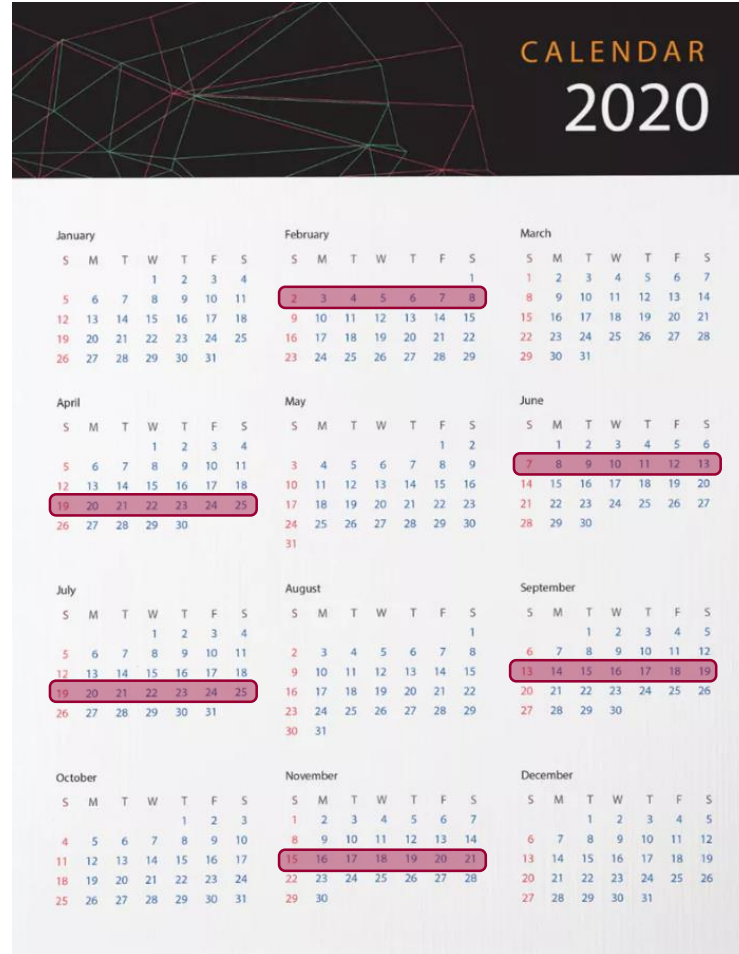


In Person
Site visits, 1:1 meetings,
cultivation events



Social Media
Facebook,
Instagram,
Google all accept
donations

What's the right cadence?



At least 4 to 6 solicitations/year

AND throughout the year, create meaning for your donors through communications that show they made a difference

Personal “thank you’s” with stories of impact and results

Share video updates about your programs

In-person visits by staff/executive leadership

Invitation to events

Celebrate your donors—feature profiles in your e-newsletters

Offer periodic webinars with CEO

Research reports

Invitation to volunteer

Get to Know Your Current Donors



Why Us?

How Was It Making A Gift?

What Do You Expect As A Donor?

What About Us Do You Like Most?

Show Your Donors With #DonorLove



Call just to say “thanks.”

- Great job for board members.
- Script them and expect to leave a voice-mail.

Show your donors you “see” them.

- Anniversary notes recognizing their first gift.
- Send information about programs/events you know they like.

Send thank you videos.

- From beneficiary or program/executive staff.
- Quick impact updates.
- Photos/report by mail as alternative.

Hold On to First-Time Donors

First 30 Days

Within 48 hours
Board

Thank you call



Within 7 days
Dev staff

Thank you letter



Within 10 days

Welcome Packet



Within 30 days

Stewardship Packet



“A first donation is not money. It’s attention.”

—Tom Ahern

Hold On to First-Time Donors

31+ Days

Within 45 Days

Invitation to Tour



Within 90 Days

Appeal



Newsletter
Annual Report

Ongoing Communications



Reengage Your Lapsed Donors

Who lapsed?

Were they one-time donors?

Long-time donors who
stopped?

Monthly who cancelled?

Why did they stop giving?

Is their info still correct? NCOA and
Deceased Suppression to clean list.

Survey to ask their feedback. “We
miss you. What happened?”

**Make personal call/email for larger
lapsed donors.**

Boards Influence Donor Retention

93%

- They would “definitely or probably give again the next time they were asked”
-

84%

- They would “make a larger gift.”
-

74%

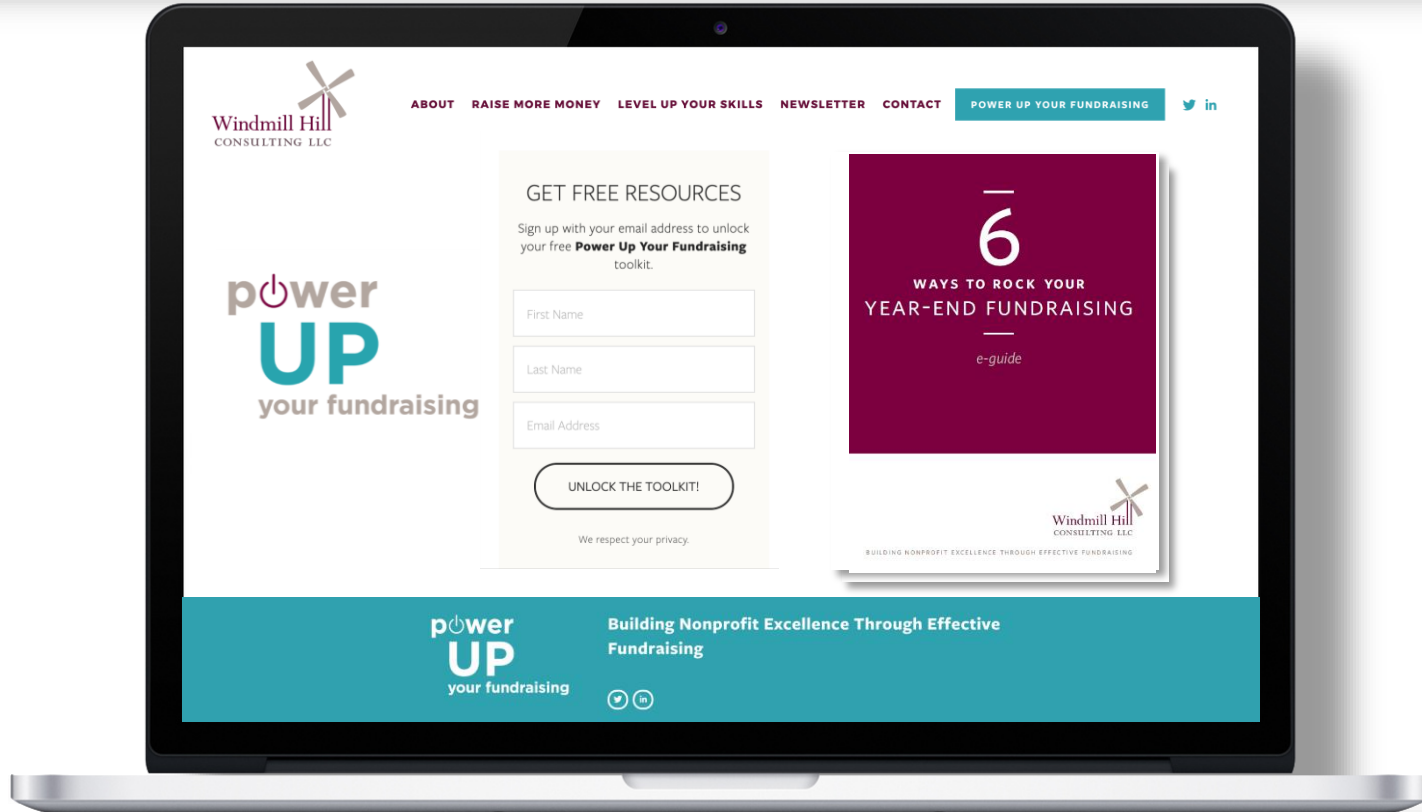
- They would “continue giving indefinitely”

Remember...



- ✓ Look at year-end as part of your bigger fundraising plan
- ✓ Don't send blanket asks...ever
- ✓ Segment and personalize your asks to encourage upgraded giving
- ✓ Get to know who your donors are—build your annual plan on engagement
- ✓ Sharpen your signal to lead with your “why”

www.whillconsulting.com



Let's Stay Connected

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