



# Volunteers = Donors

**James Goalder, Bloomerang  
Partnerships Manager**

**Bloomerang National Account Webinar  
April 2024**



# Your Presenter

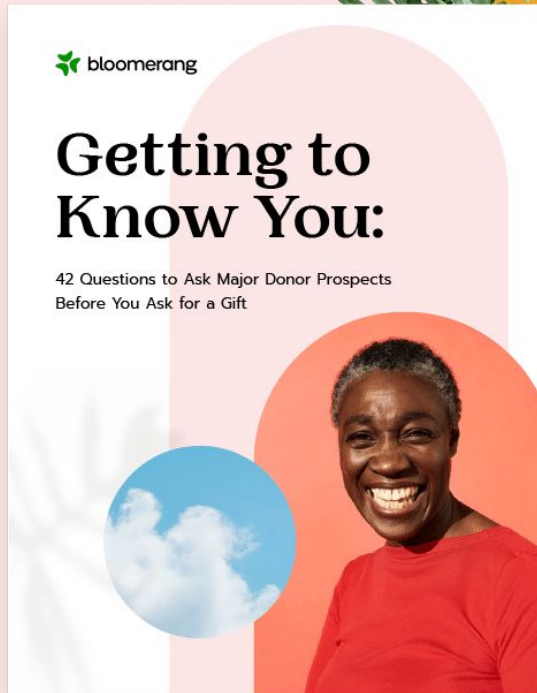
**James Goalder** (@Goaldeje)

Partnerships Manager, Bloomerang

## Fun facts:

- 1st job: McDonald's Drive-Thru
- **LOVES** to travel
- 4 kids, 4 cats, 1 dog
- Degrees in English and Art History from James Madison U
- Married 27 years this May





# 42 Questions to Ask Major Donor Prospects

Major gifts happen when there's a match between the values your organization enacts and the values your donor and you share. Download this report to learn tips for maximizing your relationship-building with major donors..



## Download

Scan or visit

[bloomerang.co/guide/42-questions-to-ask-major-donor-prospects/](https://bloomerang.co/guide/42-questions-to-ask-major-donor-prospects/)

# Key Takeaways

1. Volunteers are down, Donors are down, need replacements
2. Time to stop looking at them as separate groups
3. Focus on Retention - both kinds!
4. Storytelling is critical



# 2021 Donations Held Steady, but dropped in 2022

Even though 2020 was an outlier year, **donations still increased by 2.7% in 2021.**

In 2022, donations were essentially flat but this does not account for inflation (6.5% raise)

*FEP: 9,652 organizations, 18M donors, \$10B*



## The Donor Universe

-5.7% YoY (2021)

-10% YoY (2022)



## Donations

+2.7% YoY (2021)

Essentially flat (2022)



## New Donors

-15.1% YoY (2021)

-18% YoY (2022)

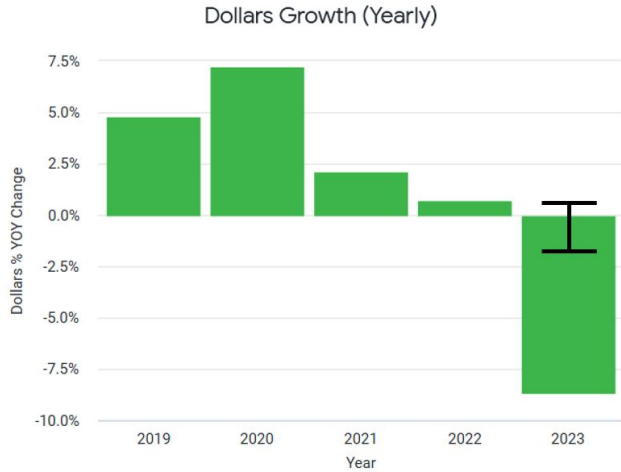


## Recaptured Donors

-14.2% YoY

# Donations are down

Trend continues - fundraising dollars decreased 8.7% in Q123



## Dollars by Donor Size

Year-to-Date Nonprofit Sector Trends  
Q1 2023 (JAN 1, 2023 - MAR 31, 2023)



-13.0%  
YOY Change

3.1%  
% of total dollars



-6.1%  
YOY Change

7.0%  
% of total dollars



-4.7%  
YOY Change

16.9%  
% of total dollars



-7.1%  
YOY Change

26.0%  
% of total dollars

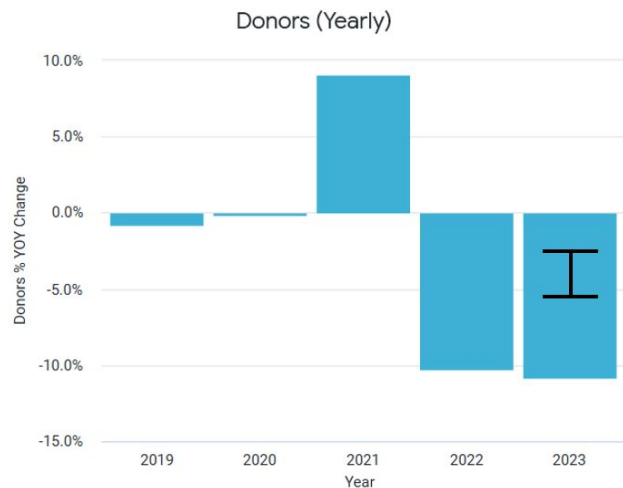


-10.9%  
YOY Change

47.0%  
% of total dollars

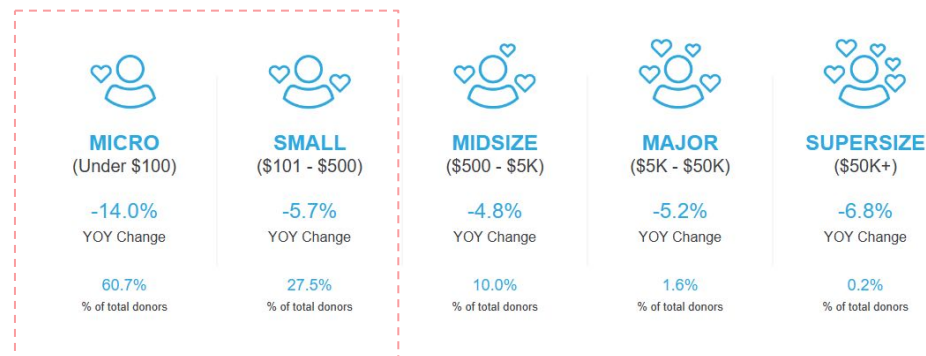
# Drop in donor participation

Drop largely caused by losses of donors contributing \$500 or less.



## Donors by Donor Size

Year-to-Date Nonprofit Sector Trends  
Q1 2023 (JAN 1, 2023 - MAR 31, 2023)



# Biggest Takeaways

Fundraising Effectiveness Project (FEP) 2022 analysis

1. Large and sticky donors retained from 2020 helped **keep dollar growth positive** through 2022. 2023 Q1 suggests Donor Fatigue may be setting in.
2. New and small donors were not being acquired or recaptured, **driving down donor counts**.
3. Large and highly committed donors stuck around—but **small, infrequent, and new donors were left behind**.

**ACTION:** Review your fundraising mix.  
Diversification in fundraising may help weather economic uncertainty.

Source: Fundraising Effectiveness Project





# Volunteerism in decline

Population is growing while volunteerism stays flat and formal volunteering has been declining

- Despite two decades of population growth, the 60.7 million who report they volunteer is only 1M more than the number who did in 2002, and volunteer less frequently - while demand for services is increasing.
  - Causes: pandemic, aging baby boomers, delayed family formation, less religious population
  - There have been some signs of improvement: in the last quarter of last year and the beginning of this year, nonprofit volunteer screenings increased.
- Formal volunteering rate dropped seven percentage points—from 30 percent in 2019 to 23 percent in 2021.
  - Largest change since AmeriCorps and the US Census began collecting this data in 2002.




# Recruitment is biggest challenge

Strategies used pre-pandemic no longer work


## Top 5 Challenges – 8-Year Trends

2016	2017	2018	2019	2020	2021	2022	2023
Recruitment (25%)	Recruitment (24%)	Recruitment (31%)	Recruitment (33%)	Recruitment (30%)	Supervision (18%)	Recruitment (28%)	Recruitment (33%)
Support & Buy-In (9%)	Respect & Reliability (16%)	Respect & Buy-In (14%)	Respect & Buy-In (13%)	Respect & Buy-In (13%)	Retention (16%)	Change Management (13%)	Time (14%)
Time (9%)	Roles & Matching (9%)	Retention (13%)	Retention (9%)	Time (11%)	Recruitment (16%)	Supervision (11%)	Respect & Buy-In (10%)
Financial Investment (7%)	Retention (8%)	Roles & Matching (10%)	Roles & Matching (9%)	Roles & Matching (10%)	Roles & Matching (12%)	Retention (10%)	Roles & Matching (10%)
Retention (6%)	Time (8%)	Time (8%)	Time (7%)	Retention (9%)	Change Management (9%)	Respect & Buy-In (9%)	Supervision (7%)

Technology enables organizations to capture more volunteers

Large, vibrant green Monstera leaves with characteristic holes, positioned in the top-left corner of the slide.

**Trends for both Donors  
AND Volunteers tell very  
similar stories. We need  
to change the way we  
think about Volunteers.**

A smaller portion of a Monstera leaf, located in the bottom-right corner of the slide.



**We're moving in the  
right direction  
stewarding our donors.**

**How are we stewarding  
our  
Volunteers?**

# Why Do People Volunteer?

- It's good for you
- It strengthens your community
- You get a chance to give back
- It encourages civic responsibility



**Your volunteers are with you because they want to impact their community and see your organization as one of the best tools to do so.**

**Just like your donors.**



# Why Donors Keep Giving

2011 study by DonorVoice

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

**ACTION:** What is your thank you turnaround time?



That begs  
the  
question...

Why do  
**Donors**  
stop giving?



# Why Donors Stop Giving

2001 study by Adrian Sargeant

**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

**INSIGHT:** We can make a meaningful impact on the above reasons!



# Why do Volunteers **STOP** Volunteering?

*“**72.2%** of nonprofit leaders felt that volunteers improve the quality of services or programs provided to a great extent, but only **25.2%** of funders agreed; and while **65.6%** of nonprofit leaders report volunteers provide more detailed attention to people served to a great extent, only **29.3%** of funders agreed.”*

- University of MD Study, 2022

# Why do Volunteers **STOP** Volunteering?

*"60% of charitable organizations and one-third of congregations with social-service programs said they had paid staff working on volunteer coordination. Among this pool, however, half reported spending less than 30% of their time on the management of volunteers. Based on the results, the report concludes that additional resources devoted to volunteer management would generate more productivity from volunteers, thereby justifying the investment of additional resources."*

- Urban Institute Study, 2004

# Why do Volunteers **STOP** Volunteering?

*"This suggests that the common method of estimating the value of volunteer labor using a standardized value does not tell the true story of the benefits derived by organizations from volunteers."*

- University of Florida Study, 2011

Newest estimate is about \$29/hour - that is the amount the govt estimates one volunteer hour is worth, without considering impact or anything else.

# To Sum Up...

**Funders don't recognize the impact volunteers are having**

**Volunteers feel poorly managed**

**Volunteers don't recognize the impact they're having**

**Donors  
Stop Giving  
because  
they don't  
see the  
impact**

**Volunteers  
stop giving  
their time  
because they  
don't see the  
impact**

A cluster of large, vibrant green Monstera leaves with characteristic holes, positioned in the top-left corner of the slide.

**Donors and  
Volunteers  
are in the  
SAME  
POOL**

A cluster of large, vibrant green Monstera leaves with characteristic holes, positioned in the bottom-right corner of the slide.

# Donor Acquisition Vs Volunteer Recruitment





# Donor Acquisition

- Events
- Direct Mail
- Existing Donor Network
- Social Media

# New Volunteer Recruitment Ideas

- Identify highly-engaged donors who have not volunteered
- Find what motivates donors and ask them to volunteer in that space
- Re-engage lapsed donors by asking them to volunteer
- Engage first-time event donors by asking them to volunteer

**Whether we're acquiring donors  
or recruiting volunteers, we need  
to use empathy and emotions to  
connect to your audience and  
drive engagement**



# 4 key ingredients to a compelling story

1. **Character:** Who is the story about?
2. **Conflict:** What is your character struggling with?
3. **Goal:** What are they working toward and why?
4. **Change Over Time:** What is the result?





# Double Down on Storytelling!



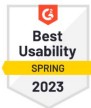
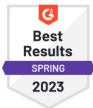
# Diversify Your Communication





Donor management software that nonprofits actually love to use.

The donor database that thousands of nonprofits trust



Learn More

Scan or visit [bloomerang.com/seedemo](https://bloomerang.com/seedemo)

# Questions?

[james.goalder@bloomerang.com](mailto:james.goalder@bloomerang.com)

