

Free eBook & Slides





Harness the Power of Storytelling to Shape Your Habitat's Year-End Success



Your Presenter

Emily Kelly

National Accounts Manager, Bloomerang

Fun facts:

- ★ I love music! I have seen The Dave Matthews Band at least **150 times**...and I got to see Prince perform purple rain in the rain at the super bowl.
- ★ Indiana Native. Grew up in Jasper, Indiana
- ★ 3 children (14, (15 tomorrow!) 13, and 9), 2 dogs
- ★ Graduated from The University of Kentucky with a degree in Individual and Family Development..



Agenda

1. A study of first-time donor retention
2. Why donors lapse and how storytelling can impact this
3. How to use empathy and emotions to connect to your audience and drive them to make their second gift
4. The importance of segmenting your communications and employing the personal touch
5. Real-world storytelling examples



How can storytelling improve your communication strategy?

FUN FACT: Stories are remembered 22x more easily than data, facts, and stats.

1. Make your organization more memorable
2. Create stronger relationships and increase loyalty.
3. Cut through bias by communicating various perspectives and voices.
4. Prompt action from your audience.



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

A study of first-time donor retention

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

SURVEY

Do you know your
donor retention rate?



Average Donor Retention Rates

As of Jan 2022



18.6%

First Time
Donors



41.6%

Average
Donors



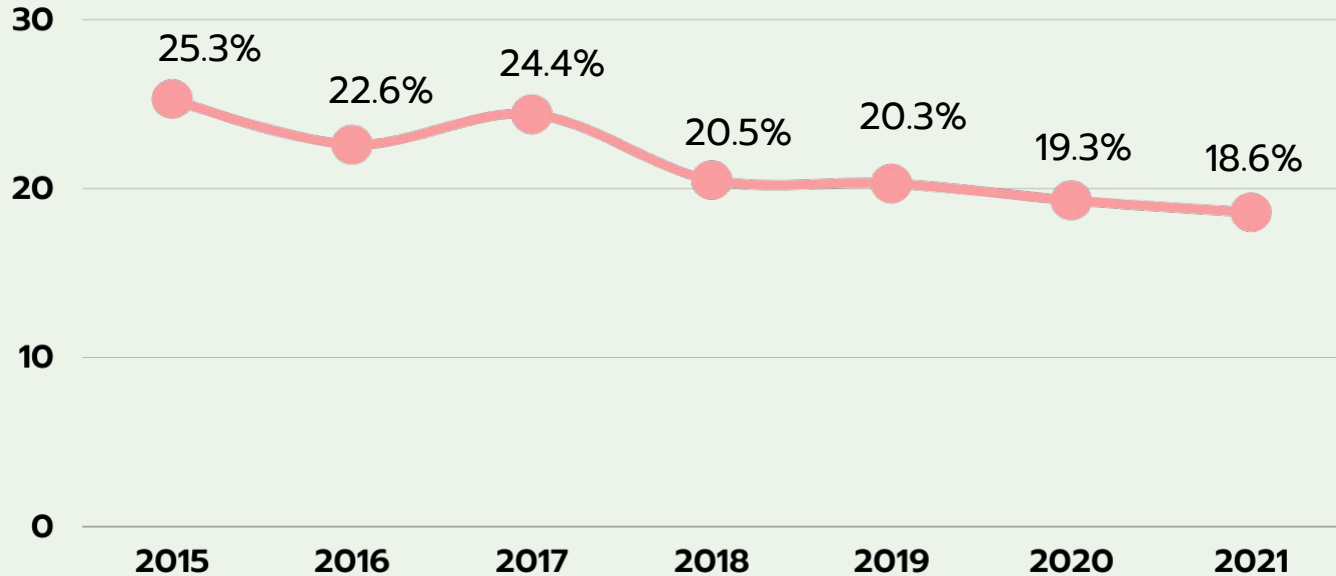
60.7%

Repeat
Donors



First-Time Donor Retention Rates

Over the past few years

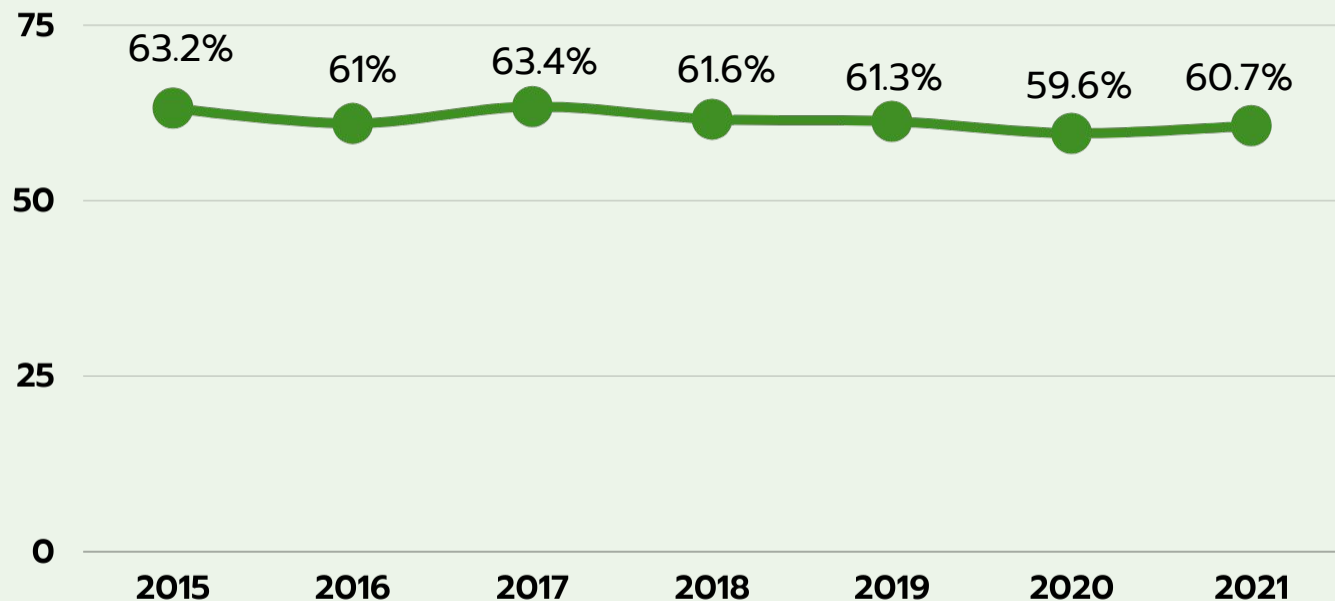


INSIGHT: acquisition cost is higher than the initial gift.
FB, P2P make it easier than ever to donate

Source: Fundraising Effectiveness Project

Repeat Donor Retention Rates

Over the past few years



INSIGHT: Once you get a 2nd gift, you're in much better shape!

Why Donor Retention is Important

Higher lifetime value = higher revenue

Original Retention Rate: 41%

Year	Donors	Avg. Gift*	Total
Start	5,000	\$ 200.00	
2	2,050	\$ 220.00	\$ 451,000
3	841	\$ 242.00	\$ 203,401
4	345	\$ 266.20	\$ 91,734
5	141	\$ 292.82	\$ 41,372
6	58	\$ 322.10	\$ 18,659
7	24	\$ 354.31	\$ 8,415
8	10	\$ 389.74	\$ 3,795
9	4	\$ 428.72	\$ 1,712
10	2	\$ 471.59	\$ 772
11	—	—	—
12	—	—	—
13	—	—	—
14	—	—	—

Grand Total: \$820,859

Improved Retention Rate: 51%

Year	Donors	Avg. Gift*	Total
Start	5,000	\$ 200.00	
2	2,550	\$ 220.00	\$ 561,000
3	1,301	\$ 242.00	\$ 314,721
4	663	\$ 266.20	\$ 176,558
5	338	\$ 292.82	\$ 99,049
6	173	\$ 322.10	\$ 55,567
7	88	\$ 354.31	\$ 31,173
8	45	\$ 389.74	\$ 17,488
9	23	\$ 428.72	\$ 9,811
10	12	\$ 471.59	\$ 5,504
11	6	\$ 518.75	\$ 3,088
12	3	\$ 570.62	\$ 1,732
13	2	\$ 627.69	\$ 972
14	1	\$ 690.45	\$ 545

Grand Total: \$1,277,208

Total Savings: \$456,349

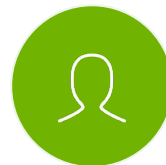
Cost of Donor Retention

It's **easier** and **cheaper** to retain a donor than it is to acquire one



Cost Per Acquisition

5X
Cost per renewal



Cost Per Acquisition

2-3X
Initial donation amount



Renewal Response Rates

20-30X
Higher than acquisition response rates



How Storytelling Can Impact Donor Retention



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 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?



What Subscription- based Donors Tell Us

Source: IU Lilly School of Philanthropy

Preferred communication and content from nonprofit organizations they support

INSIGHT: Stories, heartfelt thank yous and impact-based communications lead the way!

52% - Stories and experiences shared by the people my gifts have helped

32% - Frequent updates about organization's programs and services

32% - Emails with my donations impact and heartfelt thank you(s)

25% - Educational and interactive webinar series related to the organization's mission and impact areas

What storytelling, segmentation, and fundraising tips can we use.



Success Factors

What we saw work

Effective storytelling and segmentation played a big role in the organizations that saw success.



1. Don't stop fundraising
2. Segment your communications
3. Double down on stewardship
4. Employ the personal touch
5. You don't need events to tell stories

How to use empathy and emotions to connect to your audience and drive people to make their second gift



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?



Connect to current donors through emotional storytelling

Emotion and retention go
hand-in-hand

1. Create empathy
2. Make the audience relatable
3. Identify connections



Paint a story for your donors via your donation page.

Donate to Wichita Habitat

Wichita Habitat for Humanity does not store payment information. Thank you for your support! Together, we are building homes, communities and hope.

\$25

The amount it costs to purchase a hammer and nails for a future homeowner to help build their own home.

\$50

Lighting to help young students focus on homework.

\$100

The amount it costs to provide a window for a child to look out and wish upon a star.

\$250

Yard where children can run and play.

\$500

The cost of a kitchen stove where nutritious family meals can be cooked.



The importance of segmenting your communications and employing the personal touch

“

Without segmenting your donors, it's very difficult to retain your donors. It's not impossible, but it is very difficult.”



Double down on stewardship

Say thank you before/during/after
asking



Dear James,

Thank you for your donation of \$25.00 on 1/12/2023 to Habitat for Humanity of Summit and Wasatch Counties. Your support allows Habitat for Humanity of Summit and Wasatch Counties to change lives and strengthen families through affordable housing in our community.

Because of generous donors like your our goal of building neighborhoods and not just single-family homes, is in the works! Our first home in Silver Creek Village is complete and we're hard at work on our next home nearby. What we are most excited about, however, are the 14 townhomes we have scheduled to start building this year - the beginning of a true neighborhood of year-round residents who work in Summit County. We invite you to see firsthand what your donation dollars are creating, and will send an invitation your way shortly.



Thank you for all you do for our local Habitat for Humanity and the community!

Best Wishes,



Shellie Barrus
Executive Director
Habitat for Humanity of Summit and Wasatch Counties

Segment your communications

Avoid a one-size-fits-all approach.

Dear *{{(Informal Name)}}*,

Thank you for being a monthly donor to Willamette Humane Society (WHS). It's inspiring to know you care about shelter pets and are committed to keeping them safe, especially during this difficult period we are all experiencing together.

It's true the future is uncertain. We are facing the potential of limited staff coping with a possible increase in need as we are unable to offer spay and neutering services for the time being. We may also be called to help more pets whose families are financially affected by closures and quarantines.

With people limiting their time in public, animals like Blue, Courage, Tyson, and Norma may have to stay with us a little longer, too, but we are committed to making sure they will continue to receive love, and shelter as long as they need to because you care!

We don't know what is headed our way, but we're working hard to prepare for whatever it is. And you can help!

Give, or increase your monthly giving amount, today.

Costs are increasing as we adjust to different working routines, stock up on essentials, and respond to the rapidly changing needs of our shelter animals and the community we serve. We also moved to appointment-only pet adoption and animal intake appointments to ensure our staff, pets, and visitors stay safe while we continue towards our mission. You can find more information [here](#).

Thank you for caring. And know that we care about you too. Together, we will get through this! You have our best wishes for health and safety.



Sara Masser
Donor Programs Manager

P.S. We want to see how you and your pets are social distancing...together. Send your photo to happytails@whs4pets.org!

[Click Here to Donate](#)



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
Sara Masser
Donor Programs Manager

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[Click Here to Donate](#)



Ask questions, send surveys

What inspired you to be a milk donor?  Inbox 



Jada Ford <jford@themilkbank.org>

Thu, Jul 20, 10:36 AM



to me 

Hi Kristen ,

I hope you and your family are doing well! My name is Jada, and I am reaching out to mamas who have been milk donors for The Milk Bank. We are so grateful for all that you have done in ensuring little babies are well fed and I am so eager to hear your story if you're willing to share! I am beyond moved by some of the stories that our milk donors have shared with us like:

- "I used donor milk while my baby was in the NICU, but when my milk came in, I learned that I was an overproducer and I had to share the love!"
- "I felt so grateful to have been able to provide my baby boy with enough milk, but my freezer was getting full, so I was happy to donate for other babies."
- "I saw how donor milk helped my nephew when he was in the NICU and when I had my little girl; I wanted to give back to other babies in need too."

Your milk donations have been an invaluable resource for parents navigating the complexities of infant health and parenthood and if you are interested sharing your story with us you can click this link: <https://app.willotalent.com/common/4c048966fae740f5ba2a7557a1eafc4a> . We use an app, called Willo, and it does most of the work for you. If you have any questions, please don't hesitate to call or text me!

Warmly and with a heartfelt gratitude,
Jada

Ask questions, send surveys

Thank you + Kristen, I'd love your input!  Inbox x



Jada Ford <jford@themilkbank.org>

to me ▾

Fri, Jul 14, 10:35 AM



Hi Kristen,

I hope you are doing well today! I just wanted to reach out and thank you again for our being a recurring financial donor at The Milk Bank. Also, I hope you received the card that I sent in the mail?! 😊

Kristen, I've got a few small perks that I'd like to send out to you in the coming months, so please be on the lookout for that! In the meantime, my team members and I have been stuck on a name for our recurring donor community (those who give monthly or quarterly) and I've listed them below, but what do you think? Are they too cheesy? I'd love to hear your feedback or, if you dislike all of these names, I would love to hear what you come up with!

1. Cradle Club
2. The Nurture Circle
3. The Healing Heroes
4. MAGIC - Monthly/Annual Giving Impact Champs
5. The Liquid Gold Guild
6. Ounce Counters
7. The Bottle Boosters
8. The Tiny Tummy Team

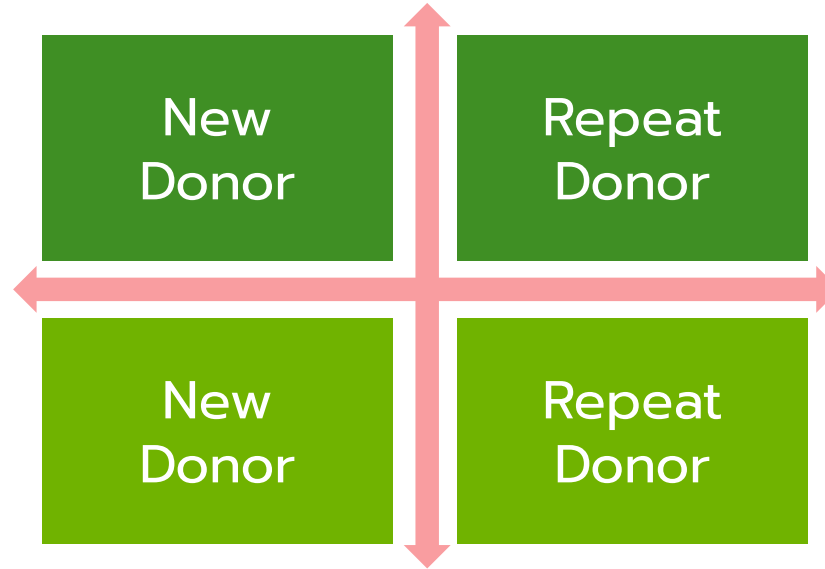
I hope you hear from you soon, Kristen.

Happy Friday!

Where to Start with Communication Segments



Above average gift amount



70% of survey respondents who gave \$10K to one organization also made a \$100 gift to another organization. (Penelope Burk)

At or **below average** gift amount

New donors rarely give at capacity!



Our favorite 7 donor segments

While there is an almost infinite number of ways to segment or organize your donors into smaller groups, consider these 7 segments as an easyway to get started.

1. First-time donors
2. Monthly donors
3. Lapsed donors
4. Volunteers who have never donated
5. Donors who have shared feedback, positive or negative
6. Social media followers who interact with you
7. Long-term donors



4 tips for stewarding each segment



Develop message themes for each segment



Develop communication tracks



Mix things up



Get your board & CEO involved

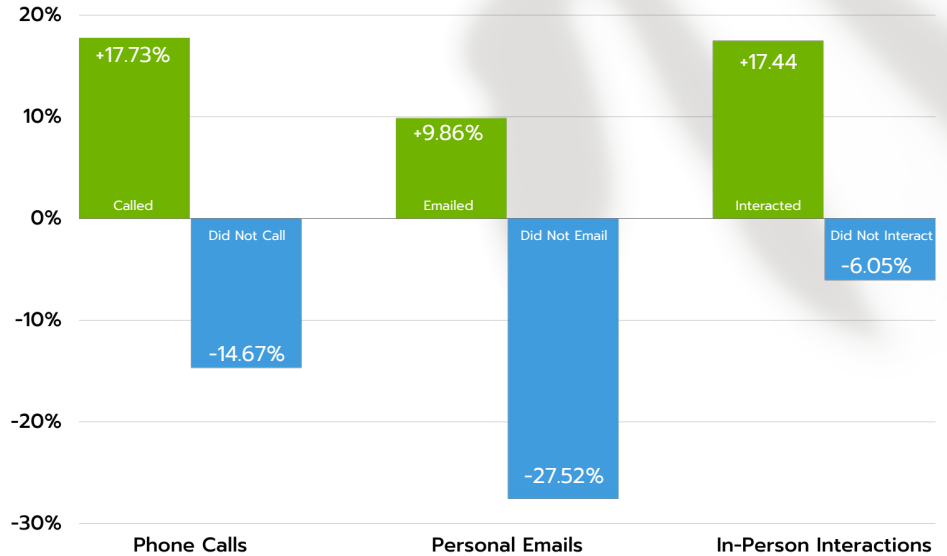


Personal Touch Increases Growth

Phone Calls	Customers	%
Called	1,085	26%
Did Not Call	3,015	74%

Personal Emails	Customers	%
Emailed	2,360	58%
Did Not Email	1,740	42%

In-Person	Customers	%
Interacted	729	18%
Did Not Call	3,371	82%



Do phone calls work?

Research into the efficacy of phone calls to first-time donors



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)

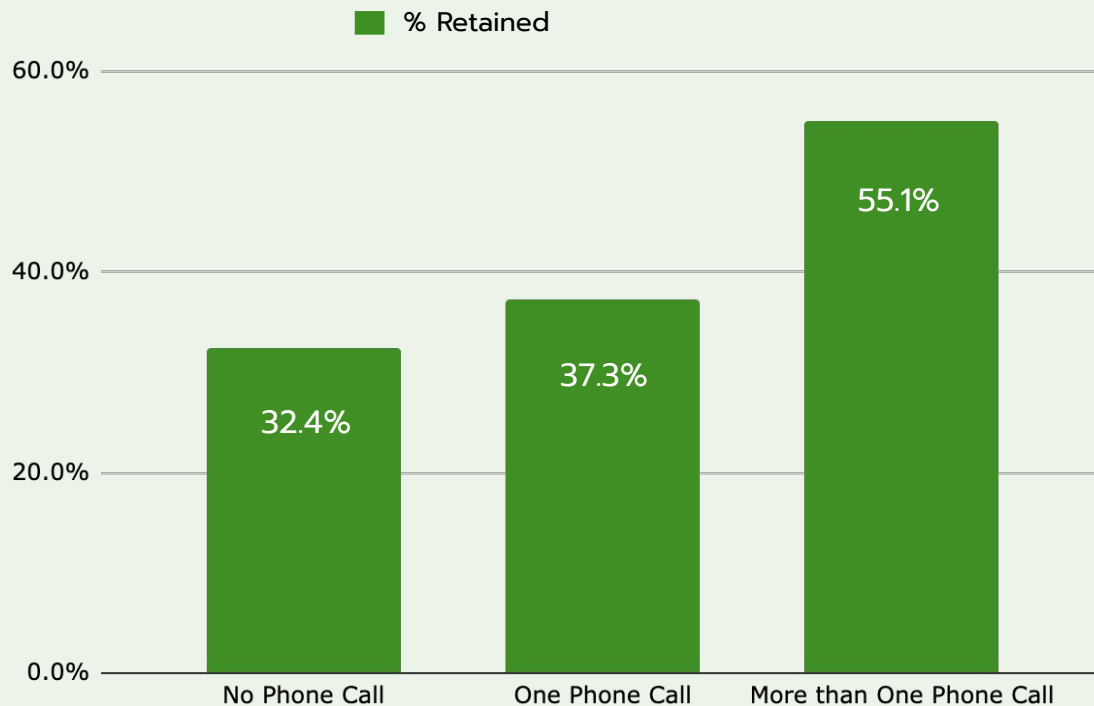


A thank-you call from a board member to a newly acquired donor within 24 hours of receiving the gifts will **increase their next gift by 39%**. (Penelope Burk)

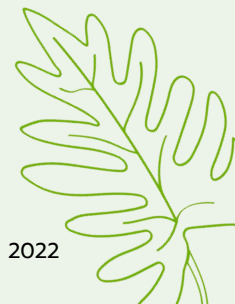


Phone Calls to First-time Donors

Increases retention

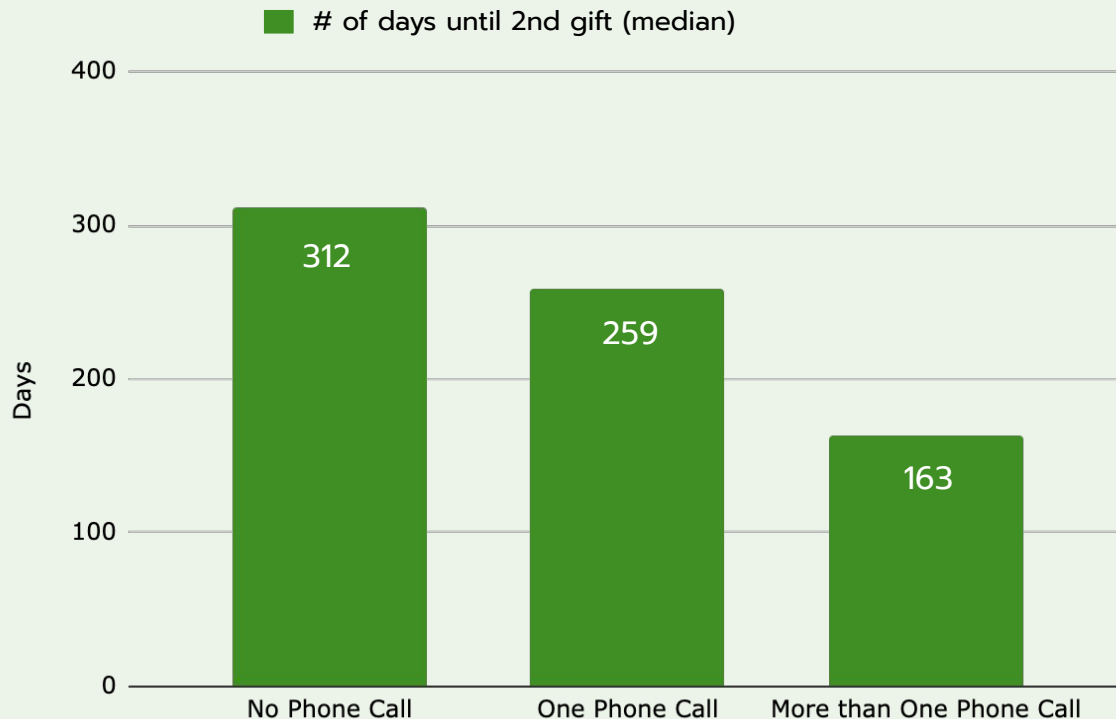


Source: Bloomerang, June 2022



Phone Calls to First-time Donors

Increases speed-to-second-gift



Phone Calls to First-time Donors

Increases second gift amount



The personal touch works

Personal emails + video

Did you know?

Bloomerang has native integrations with Gratavid and Thankview to help nonprofits add a personal touch.



 GMAIL  COPY LINK   

Thank you Steven!



The personal touch works

Personal emails + video

Did you know?

Bloomerang has native integrations with Gravid and Thankview to help nonprofits add a personal touch.



You don't need events to tell stories: Real-world storytelling examples



In-person events are good, but...

Impact reporting and storytelling
works in many formats



In-person ideas are good, but...

Impact reporting and storytelling works in many formats

Learners to Leaders: Onward



Dear ,

As the Executive Director of Peace Community Center, I want to thank you for your support of this year's Learners to Leaders event. In response to Governor Inslee's guidelines limiting large events, **Peace is moving forward with its annual benefit dinner with a first ever virtual Learners to Leaders.**

Now more than ever, our students, community and organization need your support. While this event will not be held at the Tacoma Convention Center, **please keep March 27th on your calendars because Peace is still Leveling Up with the goal to raise \$100,000 to invest in the incredible students and families we serve.** Please stay tuned for additional information in the coming weeks on how you can make a meaningful investment in your community, and thank you for standing with us.

In partnership,



L. Denice Randle
Executive Director



In-person ideas are good, but...

Impact reporting and storytelling
works in many formats

You can support students like Imahni
today!



[CLICK HERE](#) or on the video to hear from Imahni!

Today is the day: March 27th. The original plan was for all of us to gather at the Tacoma Convention Center tonight to celebrate students like Imahni and their countless achievements. While you are missing out on this tasty dinner and fun evening, Hilltop students are missing out on so much more.

Thank you to everyone who has already shown their support and taken a stand with Hilltop students when needed most. If you have not yet made your gift, today is the day to take action! **YOU can have a critical impact on Hilltop students as they face many unknowns and new ways of learning to finish their school year.**

Your dollar today will make an even bigger impact than ever before. In this last plea, **we are asking one more time for your support to help Hilltop students like Imahni reach their full potential.** You can join your community in supporting incredible students.

Thank you for standing with us and investing in a brighter future!

In-person ideas are good, but...

Impact reporting and storytelling works in many formats



THANK YOU for Your Commitment to Our Community!!



[CLICK HERE](#) or on the video to hear from our Executive Director, L. Denice Randle!

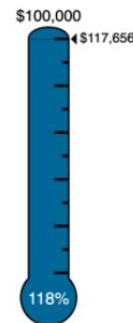
Dear ,

I am excited to share that, collectively, we raised nearly \$118,000 to support the educational achievements of our Hilltop scholars!!

As an organization, we are incredibly grateful for the generosity shown by our community via Peace's first virtual Learners to Leaders campaign. While it is not the platform we were anticipating, it was important that this current crisis didn't waiver our spirits in achieving our goal for our students. The outcomes of our event could not be possible without the generosity of our faithful community.

Your investment in our organization affirms the value you place, on education, our children, our young adults and our families. There is no greater return on investment than the investment in talented and hardworking children and young adults who are passionate about leading lives of purpose and serving their communities.

I literally cannot thank each of you enough. Because of you, Peace Community Center will be able to continue our investment in the academic growth of our students; one-on-one coaching; tutoring; STEAM focused enrichment and so much more. I am honored and grateful to have each of you as partners in this great work. As an entire organization, we THANK YOU!!



Diversify Your Communication



Wrap Up



1. Make retention a priority
2. Have a second gift strategy
3. Emphasis on thanking and communicating
4. Use empathy and emotions to foster authentic relationships
5. Segment your appeals
6. Say thanks before asking
7. Pick up the phone

Free eBook & Slides



Questions?

josh.meyer@bloomerang.com

