




Welcome to Bloomerang Academy

Thank you for joining us!

Please tell us where you are joining us from and what the weather is like where you are....drop it in the CHAT!



Housekeeping

Live Transcript

We all know what we want to do is spend
administration and more time Doing the w

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Subtitle Settings...



Chat



Raise Hand



Q&A



Live Transcript

Share ideas

Ask questions

Housekeeping

Our dial-in number in case you should need it: **+1 669 900 6833**

We will share the slides and recording of this session with you via email later today.

Any questions we are not able to answer live or in the Q&A will be addressed after the session via a follow-up.

If you need further assistance, please reach out to support@bloomerang.com. Our support team is amazing!

Margie Worrell

Curriculum Manager, Product Marketing

Margie Worrell is the Curriculum Manager at Bloomerang. She serves on the board of the Peace Learning Center in Indianapolis, and has worked extensively with nonprofits as both a staff member and a lead volunteer. Her passions include education, theatre, her two children and her two small dogs.



Increase Retention for Giving Tuesday Donors



Agenda

1. Giving Stats and Future Forecasts
2. Why do donors lapse, leave or stay loyal?
3. What is typical donor communication for Giving Tuesday?
4. What could we be doing and how can we do it?
5. Final thoughts



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

What is Donor Retention Rate?

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

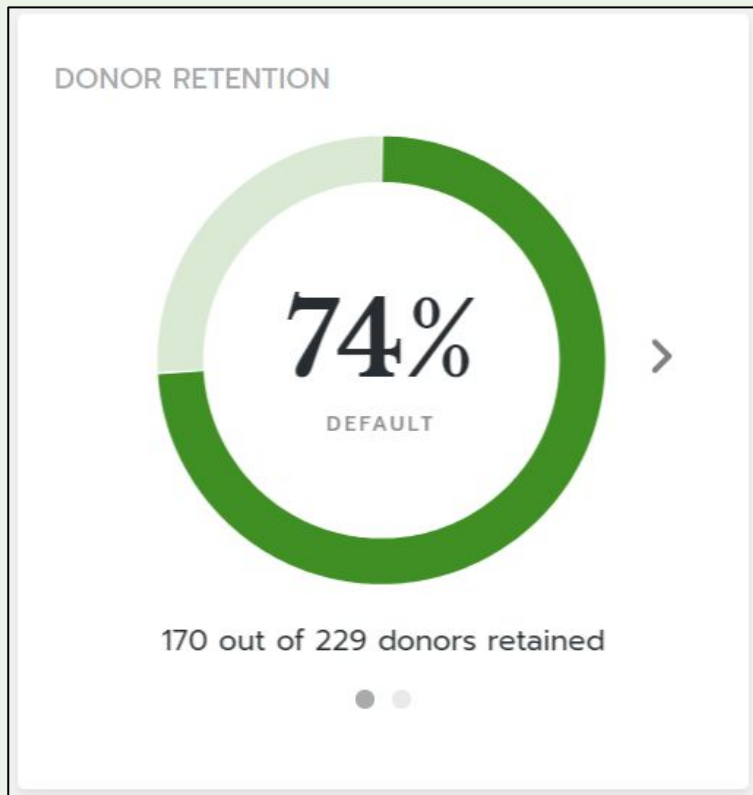
**Return Donors in
Year #2**



**All Donors in
Year #1**




**Donor
Retention
% Rate**




We place it front and center on your dashboard.

WHY?

Because it is important to keep in mind!

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

POLL IN THE CHAT:
**Why is Donor Retention
Important?**

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

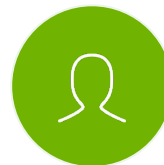
Cost of Donor Acquisition vs. Donor Retention

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



Why Donor Retention is Important

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

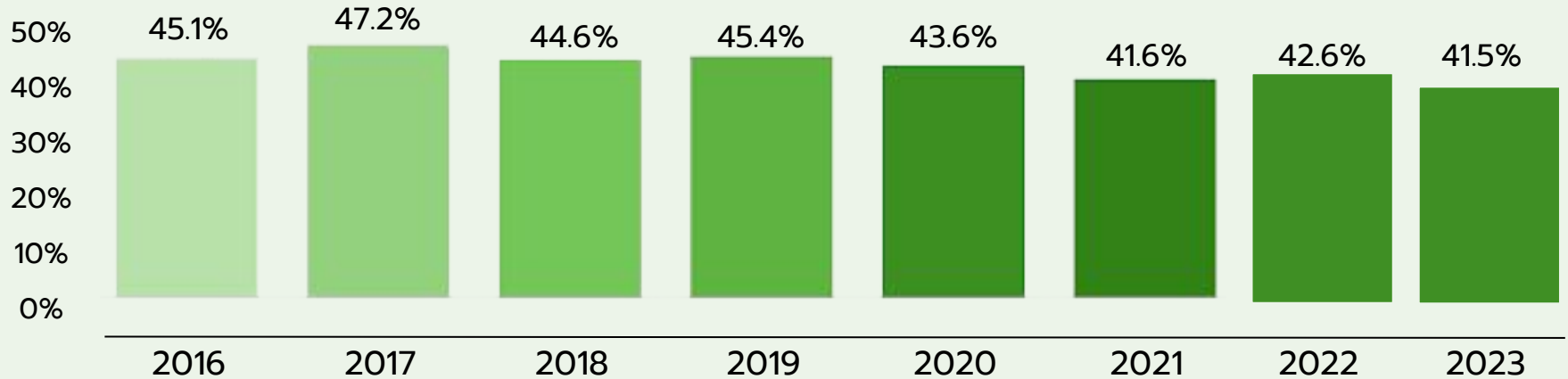
Grand Total: \$820,859

Grand Total: \$1,277,208

Difference: \$456,349

Average Donor Retention Rates

Over the past few years



***Bloomerang** overall average retention rate is 42.5%.

Average Donor Retention Rates

Report on 2023 data



*Bloomerang average for first-time donor retention rates is 24%, 28% higher than industry average.



Retention Numbers Across Dimensions of Giving

Metric	Group	Retention % YOY Change
Donation Count	One-time	-3.6%
	Twice	-5.6%
	3-6	-4.4%
	7+	-3.4%
Donor Size	\$1 - \$100	-4.2%
	\$101 - \$500	-5.1%
	\$501 - \$5,000	-5.4%
	\$5,001 - \$50,000	-6.0%
	\$50,000+	-5.6%
Donor Type	Recaptured	-8.7%
	New-Retained	-6.5%
	Repeat Retained	-6.0%
	New	-7.5%

Large, vibrant green Monstera leaves with characteristic holes, positioned on the left side of the slide.

Why Donors Lapse, Leave or Stay Loyal

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

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?



Large, vibrant green Monstera leaves with characteristic holes, positioned on the left side of the slide.

**What could we be doing
to retain donors and how
can we do it?**

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

How to Improve Donor Retention

ACTION: Pick one or two to start.

1. Thank quickly + personally
2. Illustrate that you know who the donor is
3. Segment communications
4. Tell them how gifts are used / will be used
5. Tell them what comes next
6. Be curious about donor motivation and solicit feedback
7. Prioritize monthly giving



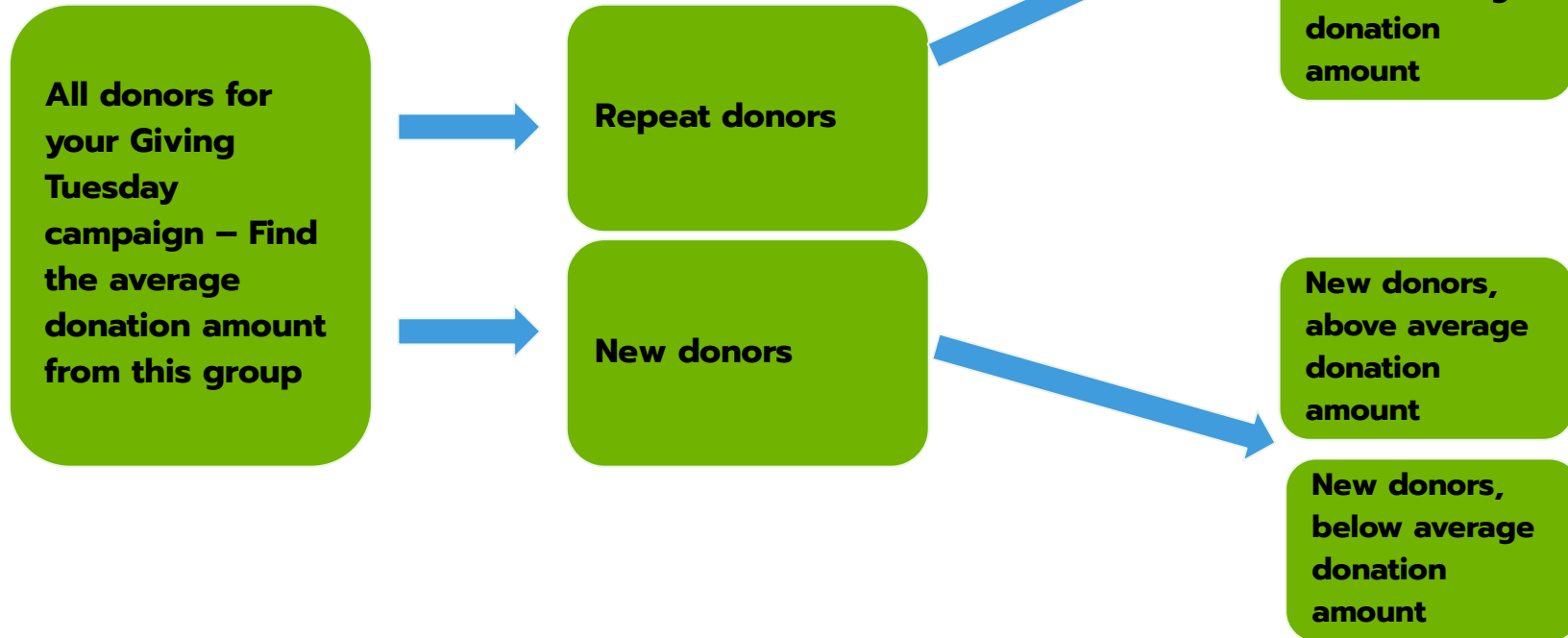
Three things you can do now to increase your retention from Giving Tuesday

1. Segment and communicate promptly with gratitude
2. Engage your donors
 - a. **Phone calls** to first time donors
 - b. Send a **survey** to get their input
 - c. Share **impact storytelling** to emphasize the importance of their donation
3. Ask for second gift AFTER you have done these things. Make a plan now and set up what you can prior to your campaign.



Consider segmenting your donors

New donor and repeating donor



Consider segmenting your donors

After you segment, create different follow-up plans

Consider calling them? This could start to build a new relationship. A three-minute phone call will boost 1st year retention by 30%.

**New donor –
above average
donation
amount**

**Repeat donor –
above average
donation
amount**

Do something special? Consider sending a video thank you. Recognize that they have gone above and beyond. Consider follow-up for recurring giving.

Acknowledge their first gift and explain how it will be used. Tell a story and set stage for what will come next.

**New donor –
below average
donation
amount**

**Repeat donor –
below average
donation
amount**

Acknowledge their gift with gratitude. Consider reaching out to get feedback.

Consider phone calls for first-time donors

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)

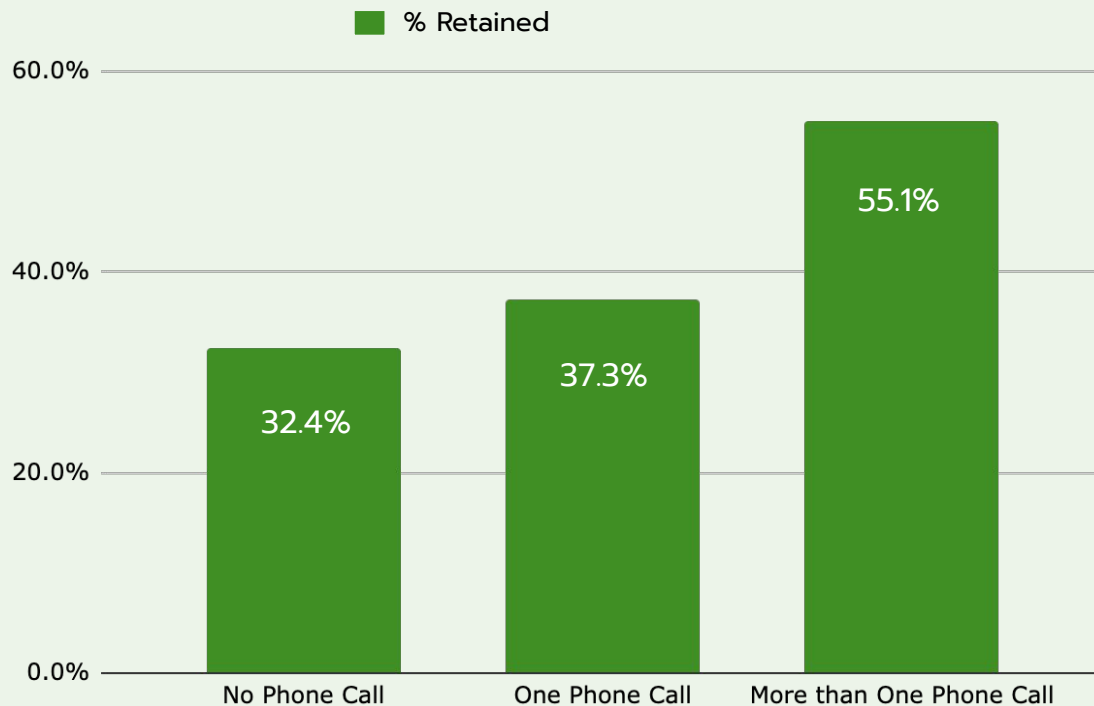
Thank-you calls to first-time donors increases:

- the retention rate
- speed to second gift
- the amount of the second gift

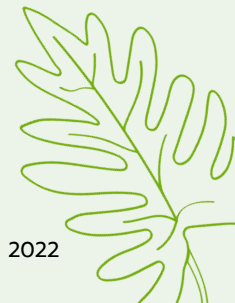


Phone Calls to First-time Donors

Increases **RETENTION**

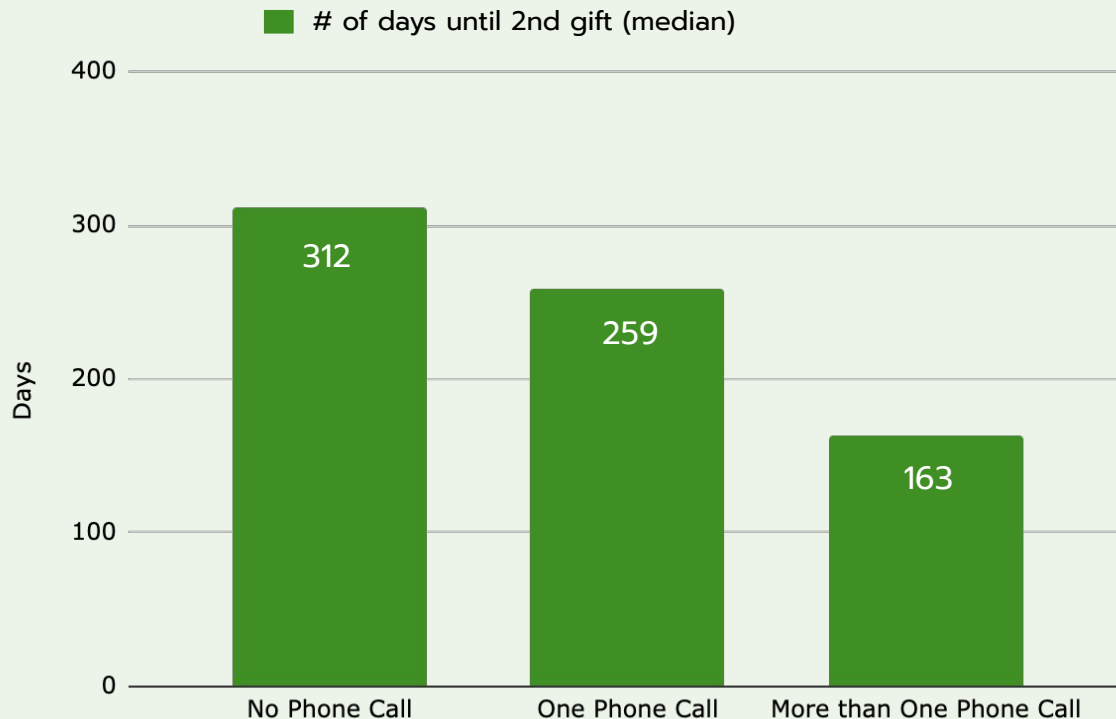


Source: Bloomerang, June 2022



Phone Calls to First-time Donors

Increases **SPEED**-to-second-gift



Phone Calls to First-time Donors

Increases second gift **AMOUNT**



Survey your donors



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](#)

You can support students like Imahni today!

Use impact storytelling to help donors understand the importance of their gift



[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

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



THANK YOU for Your Commitment to Our Community!!



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

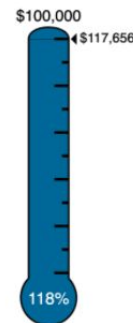
Dear ,

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!!




Putting all the pieces together





Demo these four in Bloomerang

1. Phone calls to first time donors
 2. Segment and communicate promptly
 3. Send a survey to get their input
 4. Share impact storytelling to emphasize the importance of their donation
- 

Wrap Up



1. Make retention a priority.
2. Segment your communications.
3. Say thanks thoughtfully before asking.
4. Pick up the phone.
5. Ask for their input.
6. Tell stories of impact.
7. THEN...ask for a second gift. Repeat donors are more likely to be **RETAINED** donors.

GIVING+

Modern, User-Friendly Donation Forms

Delight your donors and your development team with beautifully designed donation forms that make the giving experience quick and simple. It really is possible to make everyone happy!

Create unlimited, customizable donations forms branded to your organization

Get unlimited support and training with our award-winning Customer Experience Team

- Accept one-time and recurring donations
- GiftAssist to offset processing fees
- Conditional fields
- Add images and impact statements
- Campaign thermometers





GIVING+

How can Qgiv donation forms help your mission?

30%

higher overall donation page conversion rates

\$108

The recurring gift average on the Qgiv platform, 4x the industry average.

\$180

One-time gift average on the Qgiv platform, 50% higher than the industry average

25%

increase in recurring donor conversion rate

Poll



Resources

Knowledgebase

[Donor Retention Wheel Basics](#)

[First-time Donor Call Basics](#)

[The Fundraiser's Guide to Loving Lapsed Donors](#)

[Donor Engagement Surveys Basics](#)

[Send or Schedule Emails](#)



Bloomerang Academy

[Recapture Lapsing Donors](#)

[Giving Tuesday: Designing Engaging Emails](#)

[List Segmentation](#)



Resources

Other resources

[Donor Retention Calculator](#) (article with active donor retention calculator)

[What's The Impact of Improving First-Time Donor Retention?](#) (article)

[What Is Donor Retention?](#) (article)

[The Art and Science of Retaining Digital Donors](#) (downloadable ebook)

[Personalized Communications: The Key To Donor Retention](#) (video with transcript)

[A Guide to Donor Retention](#) (article)

[5 Ways to Build Relationships and Increase Donor Retention](#) (webinar)

Reports


[The Giving Bridge & The Giving Pulse](#)

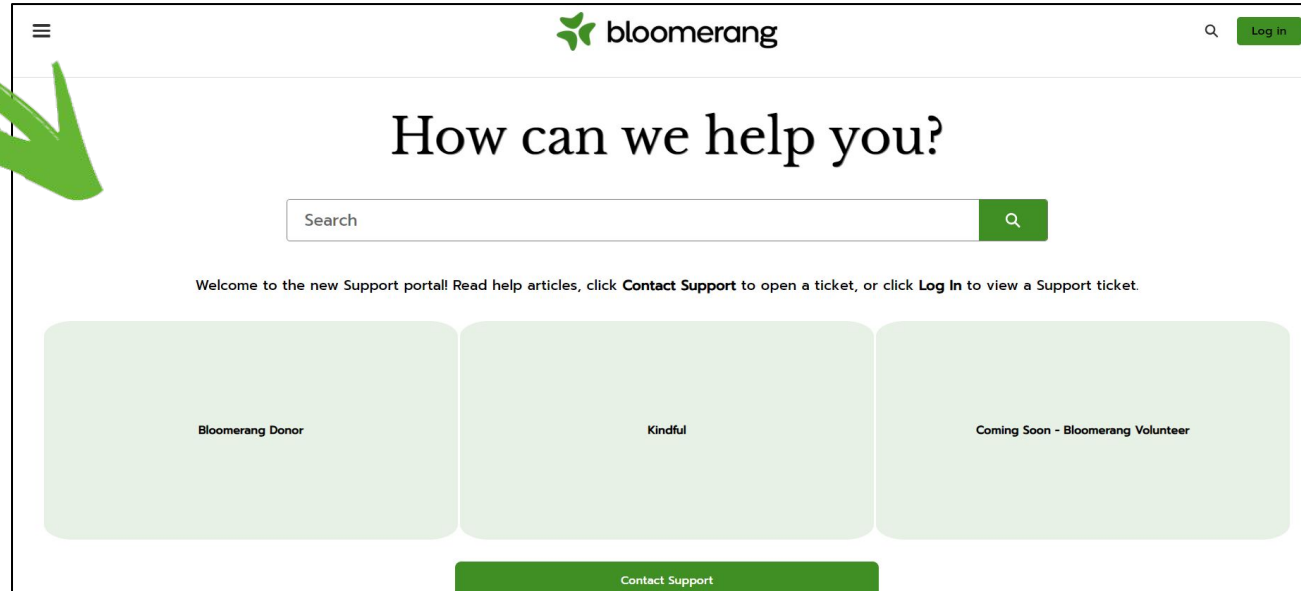
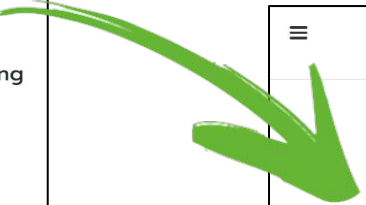
[Fundraising Effectiveness Project 2023 Q3 Report](#)



Resources

Bloomerang Knowledgebase and Support Portal

-  Help & Videos
- Bloomerang Learning
- Features Portal
- Email Support
- Refer a Friend



The screenshot shows the Bloomerang Support Portal homepage. At the top, there is a navigation bar with the Bloomerang logo, a search icon, and a 'Log In' button. The main heading reads 'How can we help you?'. Below this is a search bar with the placeholder text 'Search' and a search icon. A welcome message states: 'Welcome to the new Support portal! Read help articles, click **Contact Support** to open a ticket, or click **Log In** to view a Support ticket.' The page features three light green rectangular cards: 'Bloomerang Donor', 'Kindful', and 'Coming Soon - Bloomerang Volunteer'. At the bottom, there is a prominent green button labeled 'Contact Support'.

Resources

Bloomerang Learning – our new on-demand learning platform

?

Help & Videos

Bloomerang Learning

Features Portal

Email Support

Refer a Friend


bloomerang

Contact Support Upgrade My Account Visit our website Search MW


Welcome to Bloomerang Learning

Home Dashboard Learning Paths Catalog Events

Content by Product



Donor Database
Access learning for your Bloomerang Donor Management System



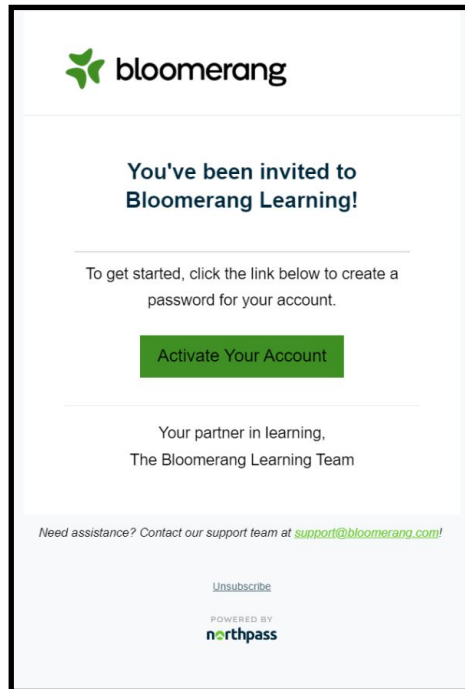
Fundraising
Access learning for your fundraising tools within Bloomerang Donor



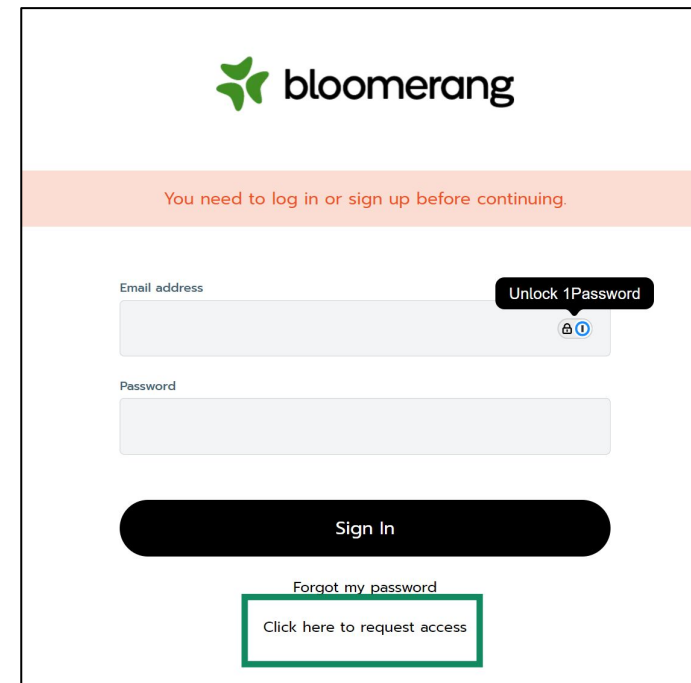
Volunteer Management
Access learning for your Bloomerang Volunteer System

Resources

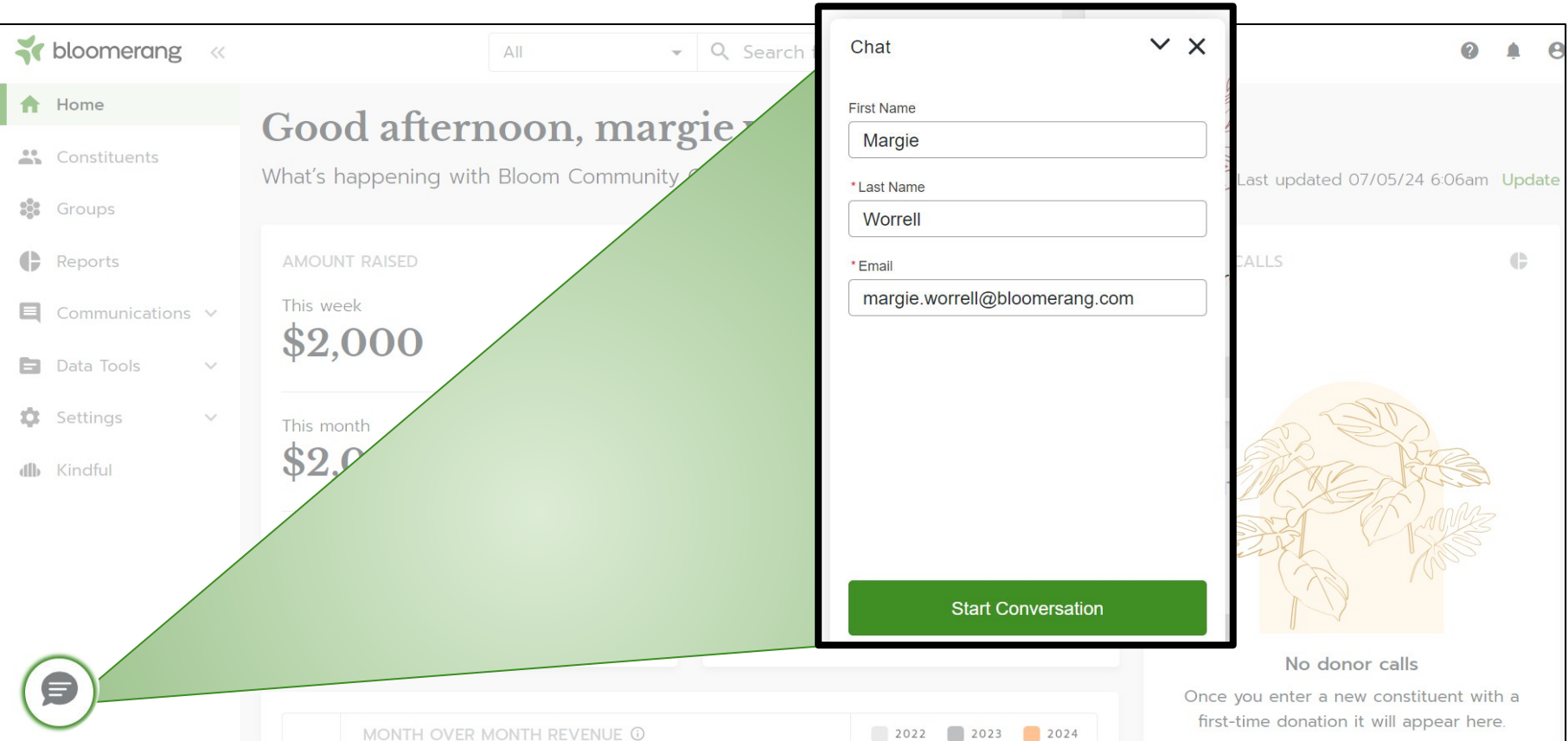
Bloomerang Learning – our new on-demand learning platform



If you did not receive this email to activate your Bloomerang Learning account, please click on the Bloomerang Learning link and request access. You will receive the activation email shortly after submitting!



Live Chat to get online assistance immediately



The image shows a screenshot of the Bloomerang dashboard with a chat window overlay. The dashboard includes a sidebar with navigation options: Home, Constituents, Groups, Reports, Communications, Data Tools, Settings, and Kindful. The main content area displays a greeting "Good afternoon, margie" and a section for "AMOUNT RAISED" showing "This week \$2,000" and "This month \$2,000". A search bar and a dropdown menu are visible at the top. The chat window, titled "Chat", contains a form with the following fields: "First Name" (filled with "Margie"), "*Last Name" (filled with "Worrell"), and "*Email" (filled with "margie.worrell@bloomerang.com"). A green "Start Conversation" button is at the bottom of the chat window. Below the chat window, there is a section titled "No donor calls" with a note: "Once you enter a new constituent with a first-time donation it will appear here." A decorative illustration of a plant is also present.

Home

Constituents

Groups

Reports

Communications

Data Tools

Settings

Kindful

Good afternoon, margie

What's happening with Bloom Community

AMOUNT RAISED

This week
\$2,000

This month
\$2,000

Search

All

Chat

First Name
Margie

*Last Name
Worrell

*Email
margie.worrell@bloomerang.com

Start Conversation

CALLS

No donor calls

Once you enter a new constituent with a first-time donation it will appear here.


MONTH OVER MONTH REVENUE

2022 2023 2024



Thank you for attending!

Visit our website to see more upcoming
Bloomerang Academy webinars!



Large, vibrant green Monstera leaves with characteristic holes, positioned on the left side of the slide.

Items to Note from the Reports

[The Giving Bridge](#) & [The Giving Pulse](#)

[Fundraising Effectiveness Project 2023 Q3 Report](#)

Large, vibrant green Monstera leaves with characteristic holes, positioned on the bottom right side of the slide.

The Giving Bridge & The Giving Pulse

What are some takeaways from these reports?

- Opportunities for nonprofits to **engage their current supporters more**
- **Unsolicited populations:** Many people who aren't being solicited are, in fact, open to giving
- **Volunteerism** is strongly correlated with loyal giving
- Overall giving declines; Informal donations hit hardest—**Recurring Donations** are stable
- In-Person donations fall; **Online/mobile giving** is stable



Recurring Donors Are Generous

Unlike other types of giving, **recurring giving is stable** among monetary donors this quarter.

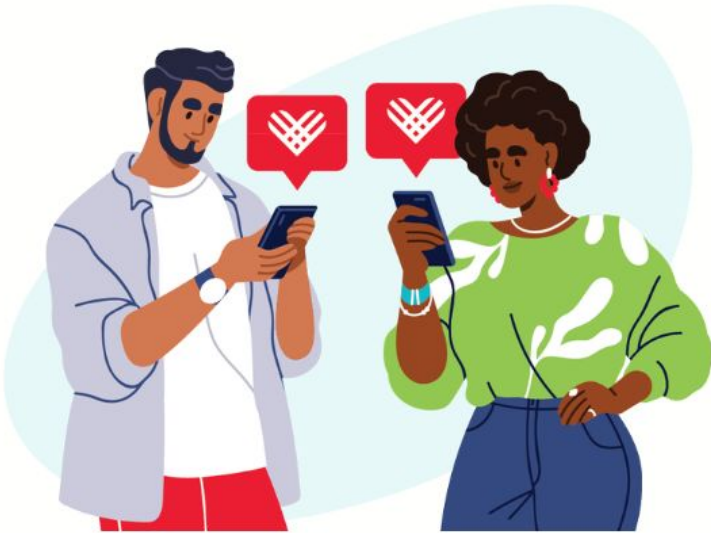
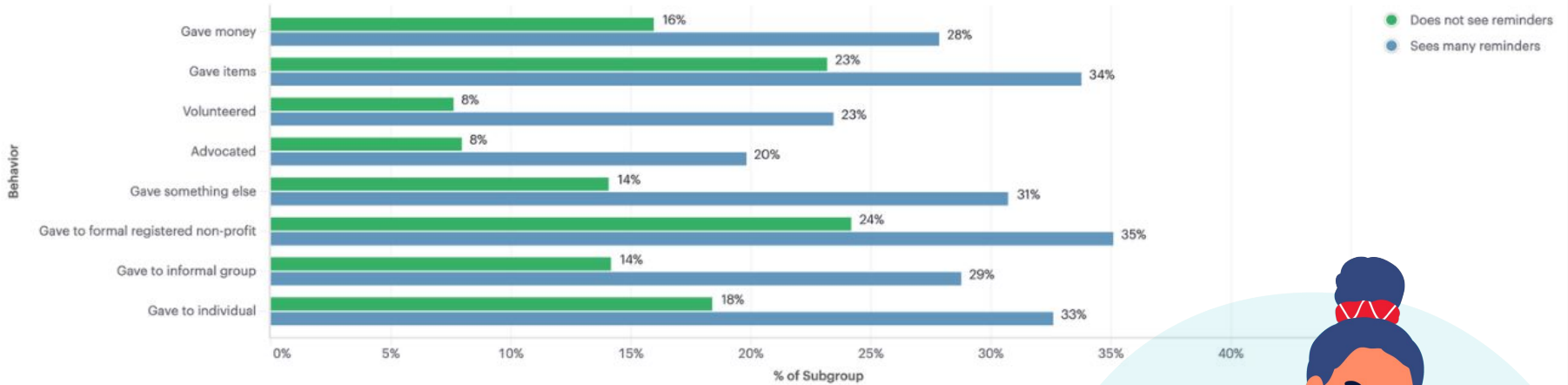


Fig 3.6: Giving patterns among recurring monetary donors

	If gave non-recurring...	If gave recurring...
...also gave money to registered nonprofit	58%	75%
...also gave money to unstructured group	31%	43%
...also gave money to individual	44%	40%

Fig 3.4: Giving among unsolicited respondents, by those who see reminders to give



Reminders are not bad

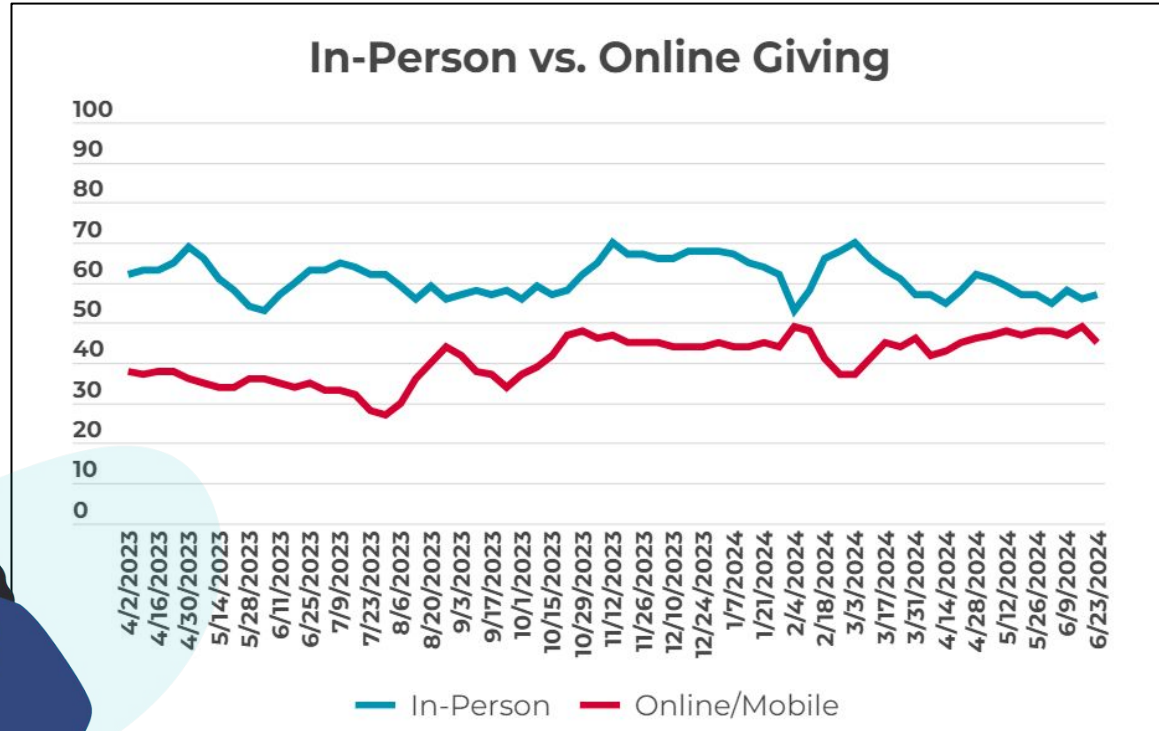
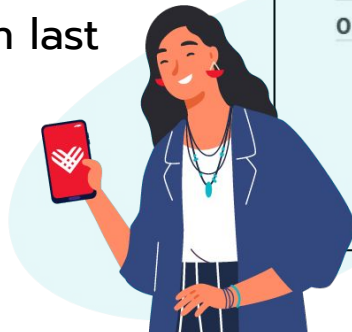
Reminders spurred action and engagement in all categories of giving.



Have a Strong Online Giving Program

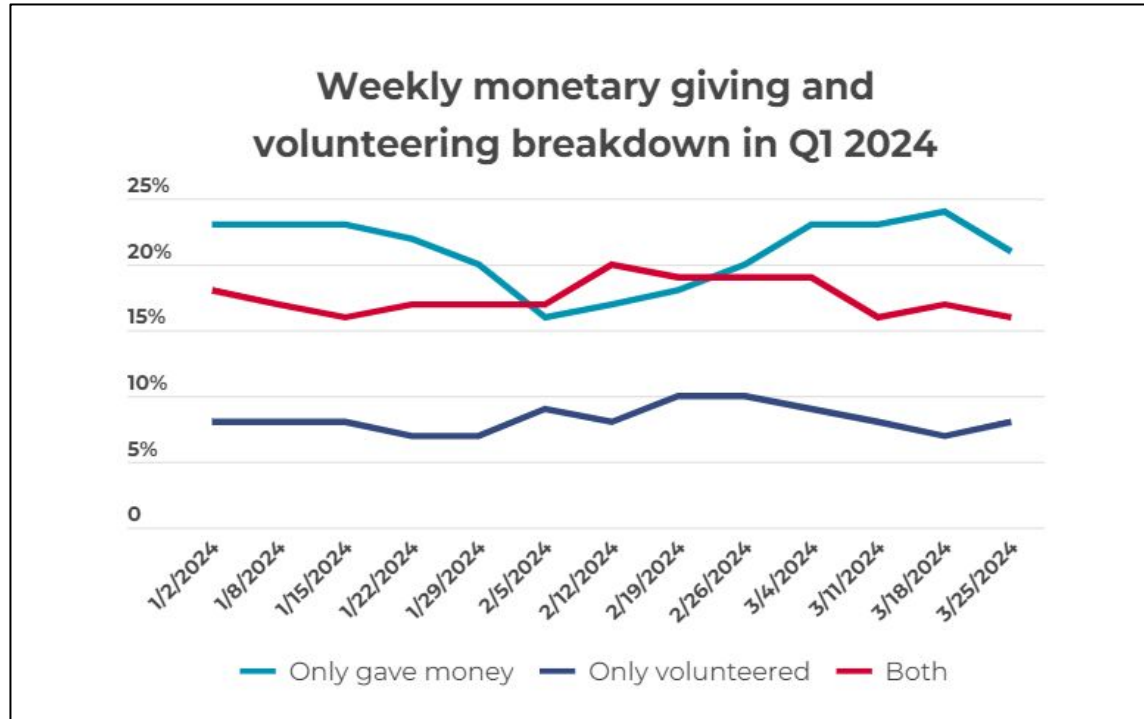
All forms of in-person giving dropped by 10% or more compared with last quarter, while giving online directly and indirectly saw more minimal changes.

Interestingly, giving via mail saw a dramatic increase of 36% compared with last quarter.



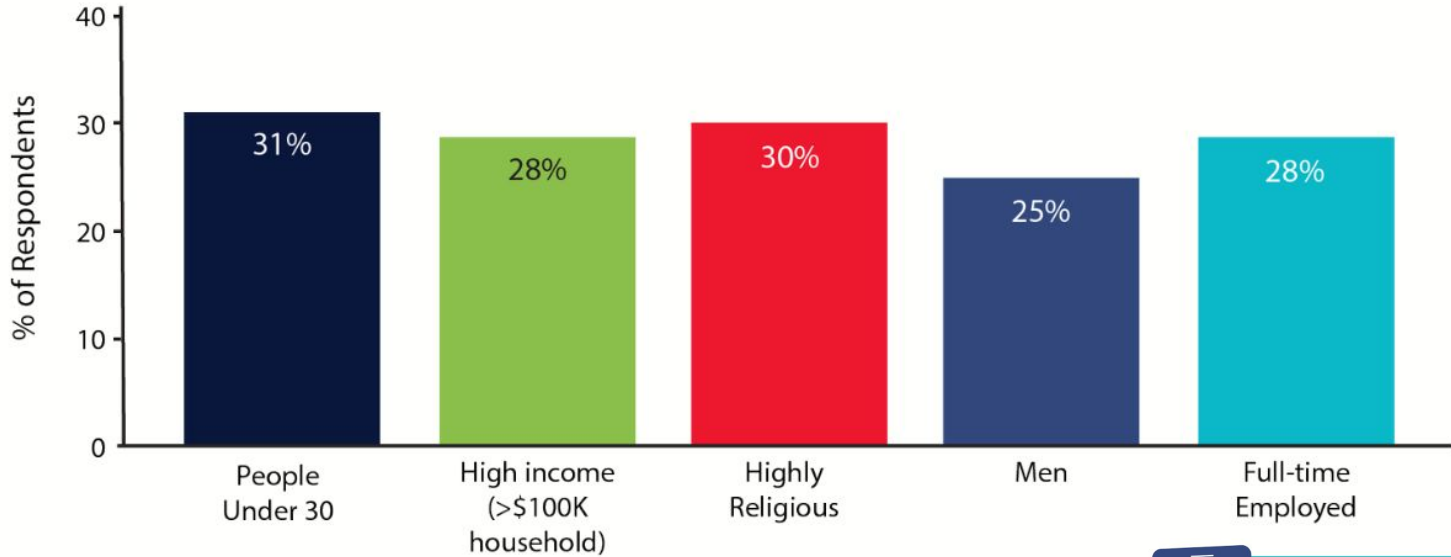
Volunteers are Loyal Donors

We see a key correlation between volunteering and giving. For the chart to the right, the report concludes that “when donation rates dwindle overall, those who volunteer maintain their giving behaviors and are more likely to be retained as monetary donors.”



Intention to Give in the Next 12 Months

Groups Intending to Give More in the Next 12 Months (GivingPulse, 2023)



21% of people in 2023 reported that they intend to give more money in the next 12 months than they did in the previous 12 months. The subgroups captured in the chart above reported a higher rate of intending to give more than their counterparts.