



How To Raise More Online

Learn Best Practices And Tips To Drive More Online Giving

Emily Kelly
National Accounts Manager



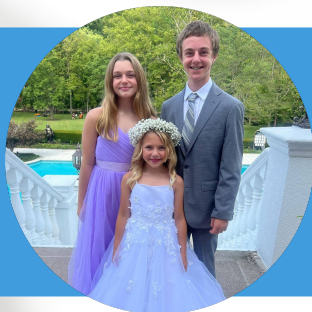
Your Presenter

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.
- I love to travel, cook and do anything outside... as long as it is above 60 degrees (run, cycle, garden; etc.)
- 3 kids (14, 13, and 9), 2 dogs (poodle and bernedoodle)
- Degree in Individual and Family Development from the University of Kentucky.



Agenda

What We Will Talk About Today!



What We Studied

What We Learned

Why It Matters

Practical Takeaways



What We Studied?

Exploring The Donation Experience Across 50 Library Foundations.

Exploring The Donation Experience

We Donated **\$25 To 50 Library Foundations** Across The US, One In Most States And Tracked The Giving Experience And The Thank You Results.



Review Your Donation Process

Check For:

- Broken Links
- Ease Of Use
- Engaging Content?

**Ask Yourself, If I Was A Donor Would I
Be Compelled To Give Here?**

A graphic featuring the text "Takeaway Tip" in a serif font, centered within a thin green arch. To the right of the text is a branch with several pink flowers and green leaves, including a large monstera leaf and a succulent.

**Takeaway
Tip**

What We Studied



Donation Experience



Landing Page



Receipting Email



Thank You Process



Follow Up Activities



What We Learned?

Key Insights From Analyzing 50 Library Foundations' Donation Experiences.

Donation Experience:

What Will Make A Difference To Your Donors?

- ❑ **Ask To Cover Fees**
- ❑ **Require Cover Fees**
- ❑ **Gifts In Tribute Or In Memorial**
- ❑ **Give Donor Option To Designate Fund**
- ❑ **Payment Options Other Than Ccd - Apple/Google/Venmo**
- ❑ **Ask To Add To Newsletter/Further Communications**

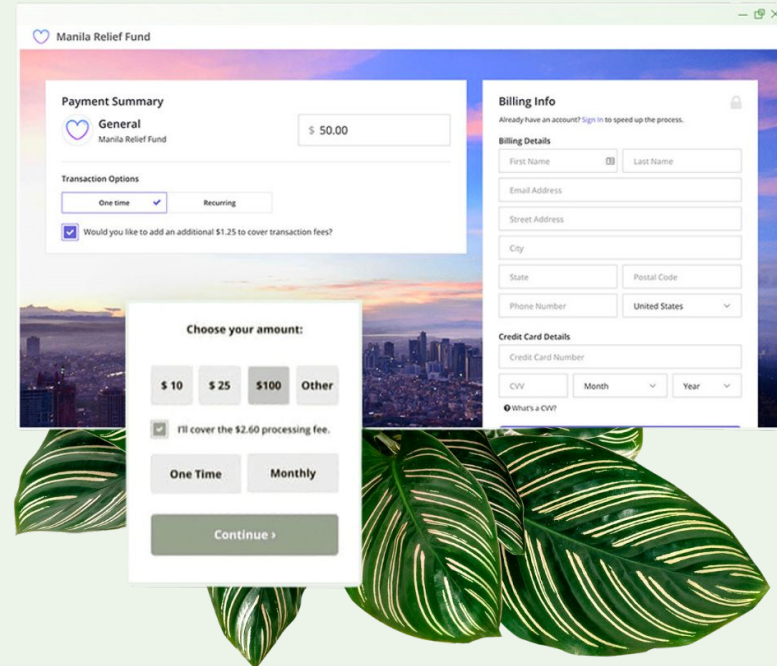


Ask To Cover Fees Vs. Require To Cover Fees

Things To Consider:

- Don't Alienate Your Donors
- Transparency Is Critical

Great To Do



The image shows a screenshot of a donation form for the Manila Relief Fund. The form is divided into several sections: "Payment Summary", "Transaction Options", "Billing Info", and "Credit Card Details". A modal window is overlaid on the form, titled "Choose your amount:", which offers four options: "\$ 10", "\$ 25", "\$ 100", and "Other". Below these options, there is a checkbox labeled "I'll cover the \$2.60 processing fee." and two buttons: "One Time" and "Monthly". At the bottom of the modal is a "Continue >" button. The background of the form features a cityscape at sunset. The Bloomerang logo is visible in the top right corner of the page.

Manila Relief Fund

Payment Summary

General Manila Relief Fund \$ 50.00

Transaction Options

One time Recurring

Would you like to add an additional \$1.25 to cover transaction fees?

Billing Info

Already have an account? Sign in to speed up the process.

Billing Details

First Name Last Name

Email Address

Street Address

City

State Postal Code

Phone Number United States

Credit Card Details

Credit Card Number

CVV Month Year

What's a CVV?

Choose your amount:

\$ 10 \$ 25 \$ 100 Other

I'll cover the \$2.60 processing fee.

One Time Monthly

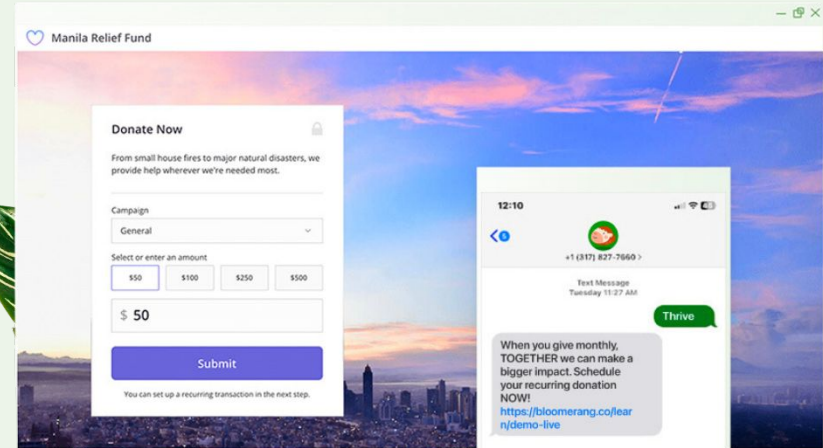
Continue >

Payment Options (Apple/Google/Venmo)

Things To Consider:

- Inclusive Giving
- Engage Younger Donor Population (Millennial/Genz)
- Ease Of Use

Very Important

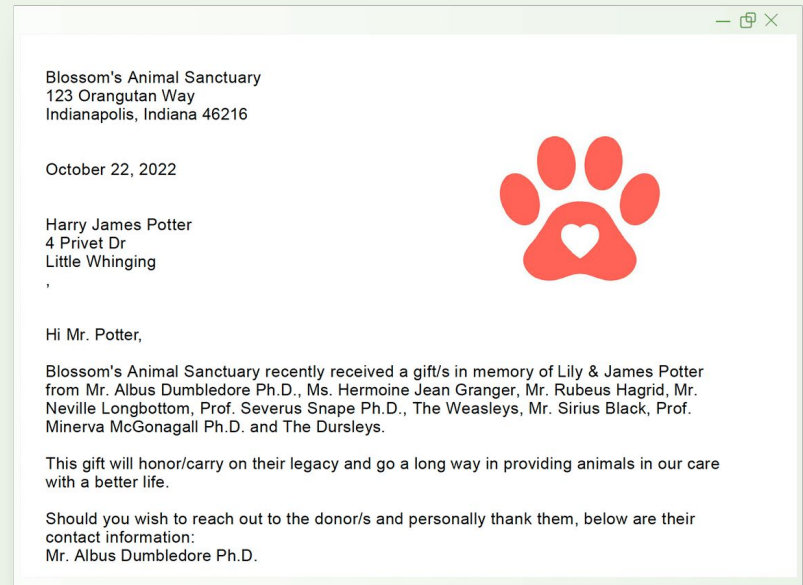


Designate Fund & Tribute/Memorial Gifts

Things To Consider:

- Emotional Connection
- Transparency

Very Important

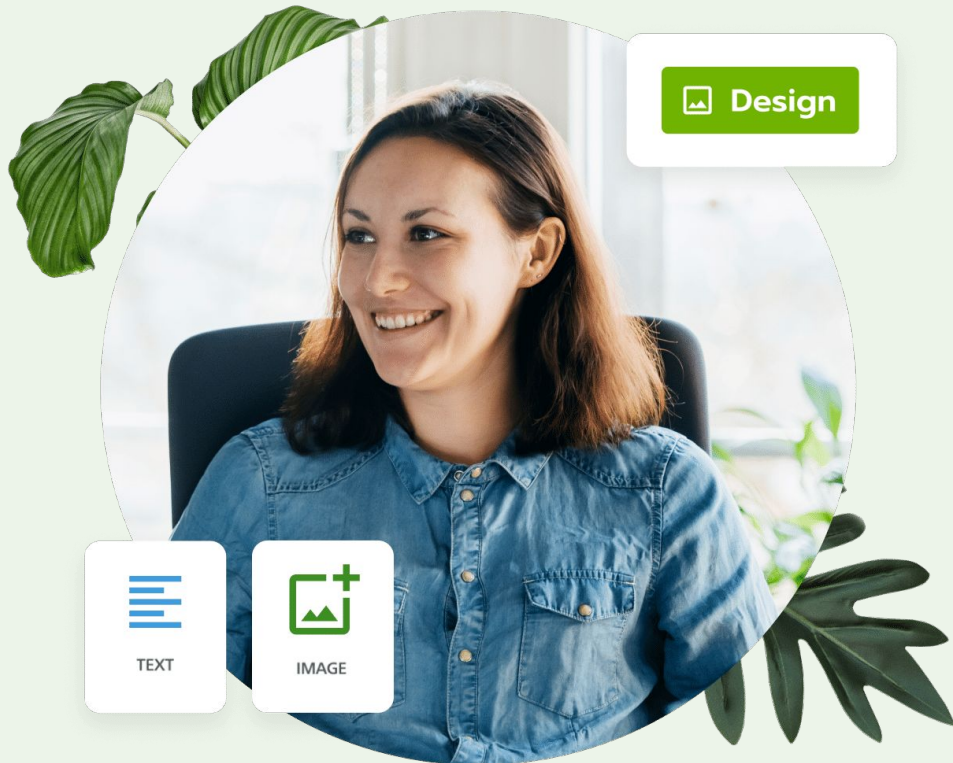


Newsletter

Things To Consider:

- Build Trust
- Share Impact

Great To Do



Landing Page:

What Will Make A Difference To Your Donors?

- ❑ **Make It Easy To Donate**
- ❑ **Engage Your Donors**
- ❑ **Continue The Relationship**



Make It Easy To Donate

Is The Landing Page On The Organization's Website?

Things To Consider:

- How Can You Make It Easy For People To Donate?
- What Does Your Donor Need To Know To Feel Confident About Giving?

Very Important



Engage Your Donors

Are There Engaging Videos And/Or Pictures On The Landing Page? Links To Volunteer Opportunities?

Things To Consider:

- How Do You Share Your Nonprofits Impact Here?
- How Do You Connect With Your Donor?
- What Other Opportunities Can You Offer Your Donor To Get Involved?

Very Important



Continue The Relationship

What Are You Sending Your Donors Post Donation?

Things To Consider:

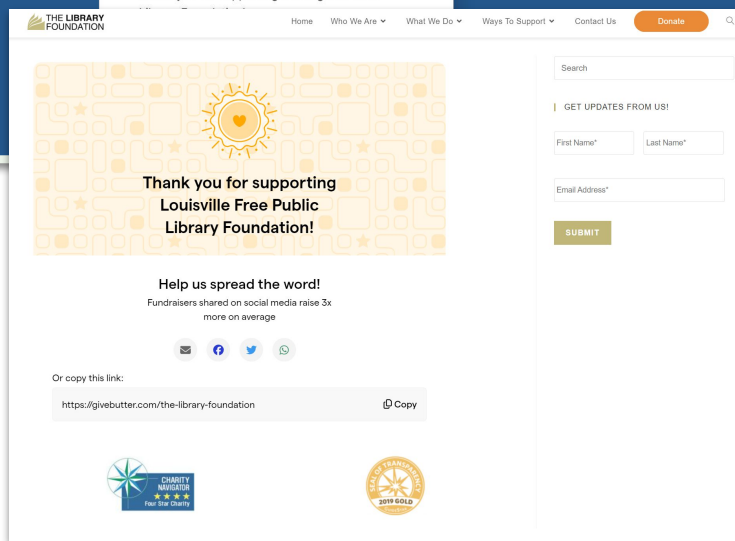
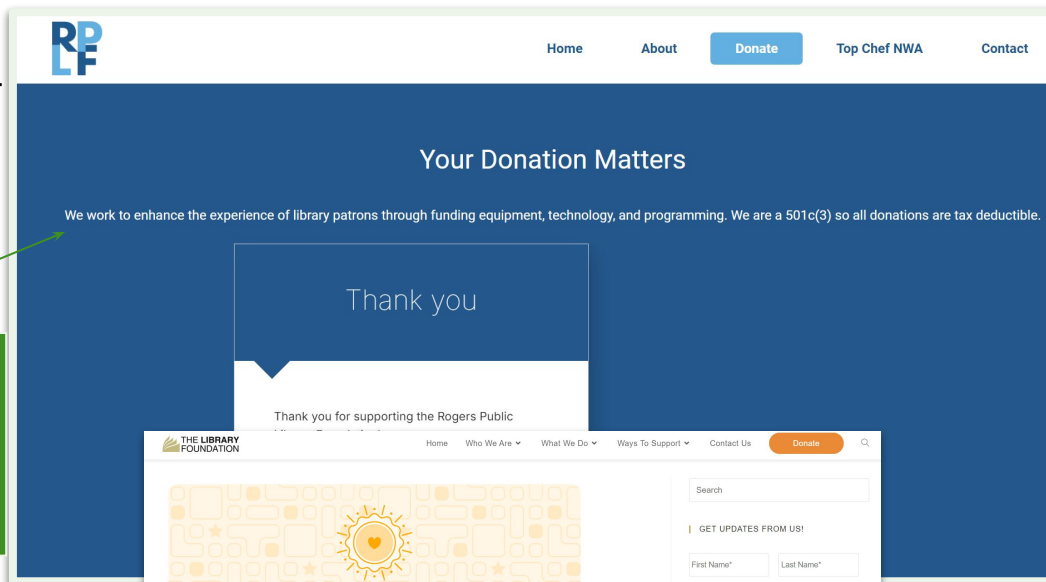
- Is There An Obvious Next Step For Them?
- Do They Know If Their Donation Was Received?
- Do They Know The Impact Of Their Donation?

Very Important



Real World Examples

Start By Saying Thank You!



Receipting Email:

What Will Make A Difference To Your Donors?

- ❑ **Was A Receipt Emailed?**
- ❑ **Was The Emailed Receipt Personalized/Customized?**
- ❑ **Did The Receipt Have Additional Information And/Or Links To Engage With?**



Communicate With Your Donors

Was An Receipt Emailed?

Things To Consider:

- Are There Legal Requirements Requirements You Need To Fulfill?
- How Can This Be A Meaningful Touch Point With Your Donor?

Very Important



Make An Impact

Was An Receipt Personalized? Was There A Next Step To Engage?

Things To Consider:

- How Can You Make Your Donor Feel Like An Important Part Of Your Cause?
- Have Your Offered Them A Way To Engage Further With Your Cause?

Very Important



Real World Examples

Start By Saying Thank You!



[ABOUT US](#) [GET INVOLVED](#) [MEMBERSHIP](#) [EVENTS](#) [CONTACT US](#) [YOUNG PROFESSIONALS](#) [READING CHALLENGE](#)



You're making a difference!

Thank you for supporting the Hartford Public Library! Your gift makes it possible to provide free programs to children and adults in Hartford community.

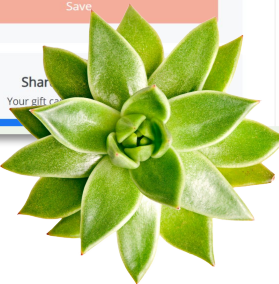
You will be receiving an acknowledge letter with tax information shortly.

Please contact groncari@hplct.org with any questions.

Our Contact Information
Hartford Public Library
c/o Gilda Roncari
Director of Donor Relations
[500 Main St](#)
[Hartford, CT 06103](#)
[860-695-6296](tel:860-695-6296)
<https://www.hplct.org/>

Receipt Information:
Date: 4/19/2024
Amount: \$25.00
Designation: Annual Fund

You are receiving this email as a confirmation of your online form submission. To manage other types of communication, click [Unsubscribe](#) or [Manage email preferences](#).



Thank you, James!
Your gift of \$25 will make a difference

 **Your Receipt**  Print
A copy will be emailed shortly.

Add a password to save your info for next time:

Create Password Optional

Re-enter Password Optional

Save

Share
Your gift on

Real World Examples



Dear James,

Thank you for supporting the work of the Library Foundation of Los Angeles and the Los Angeles Public Library!

Your generous contribution helps sustain the essential free resources offered to millions of children, teens, and adults at neighborhood libraries across the city. The Los Angeles Public Library is a cornerstone of democracy where all are welcome and have free and open access to quality information. [Learn more about what we fund here.](#)

Thank you for believing in the power of Libraries.

With appreciation,

Sarah Charleton
Membership Director

4/19/24, 1:26 PM

Bloomerang Mail - Thank you for Supporting HPL!



James Goalder <james.goalder@bloomerang.com>

Thank you for Supporting HPL!

1 message

Hartford Public Library <HartfordPublicLibrary@mailman.bloomerang-mail.com>
Reply-To: groncari@hplct.org
To: James Goalder <james.goalder@bloomerang.com>

Fri, Apr 19, 2024 at 1:25 PM



You're making a difference!

Thank you for supporting the Hartford Public Library! Your gift makes it possible to provide free programs to children and adults in Hartford community.

You will be receiving an acknowledge letter with tax information shortly.

Please contact groncari@hplct.org with any questions.

Our Contact Information
Hartford Public Library
c/o Gilda Roncari
Director of Donor Relations
500 Main St
Hartford, CT 06103
860-695-6296
<https://www.hplct.org/>

Receipt Information:
Date: 4/19/2024
Amount: \$25.00
Designation: Annual Fund

You are receiving this email as a confirmation of your online form submission. To manage other types of communication, click [Unsubscribe](#) or [Manage email preferences](#).



Receipt

Ref #4835128027
Apr 19, 2024 2:43 PM EDT

A MESSAGE FROM LOUISVILLE FREE PUBLIC LIBRARY FOUNDATION

Thank you for helping build a **stronger library for a stronger Louisville** through your recent donation to the Library Foundation.

To keep up to date with the Library Foundation, please join us by searching for "LFPL Foundation" on social media and signing up for our quarterly newsletter online at www.lfpfoundation.org.

With gratitude,

The Library Foundation

Thank You Process:

What Will Make A Difference To Your Donors?

- Receive Hard Copy Thank You Letter In 5 Days?**
- 15 Days?**
- 30 Days?**
- 30+ Days**
- Was There A Thank You Phone Call?**
- 2nd Thank You Phone Call?**
- Was There A Personalized/Customized Thank You Email?**



Say Thank You

Was A Thank You Letter Received?

Things To Consider:

- What Types Of Donors Appreciate A Thank You Letter?
- How Else Can You Also Thank Your Donors?

Very Important



Say Thank You

Was A Call Made To Your Donor?

Things To Consider:

- How Does Getting A Personal Thank You Call Feel?
- How Can You Use That Time To Connect Your Donors Back To Your Cause?
- Who On Your Team Can Help Make Calls (Hint: Volunteers, Board Members, Etc.)

Very Important



Start Calling Your Donors

Say Thank You And:

- Get Donor Motivation Information That Can Be Used In Subsequent Appeals
- Ask About Preferred Communication Methods
- Fill In Missing Contact Information

A graphic featuring the text "Takeaway Tip" in a serif font, centered within a thin green arch. To the right of the text is a branch with several pink flowers and green leaves, including a large, dark green, lobed leaf.

Takeaway
Tip

First-Time Donors Who
Get A **Personal Thank
You Within 48 Hours Are
4x More Likely To Give
A Second Gift.**

Source: Mcconkey-Johnston International Uk



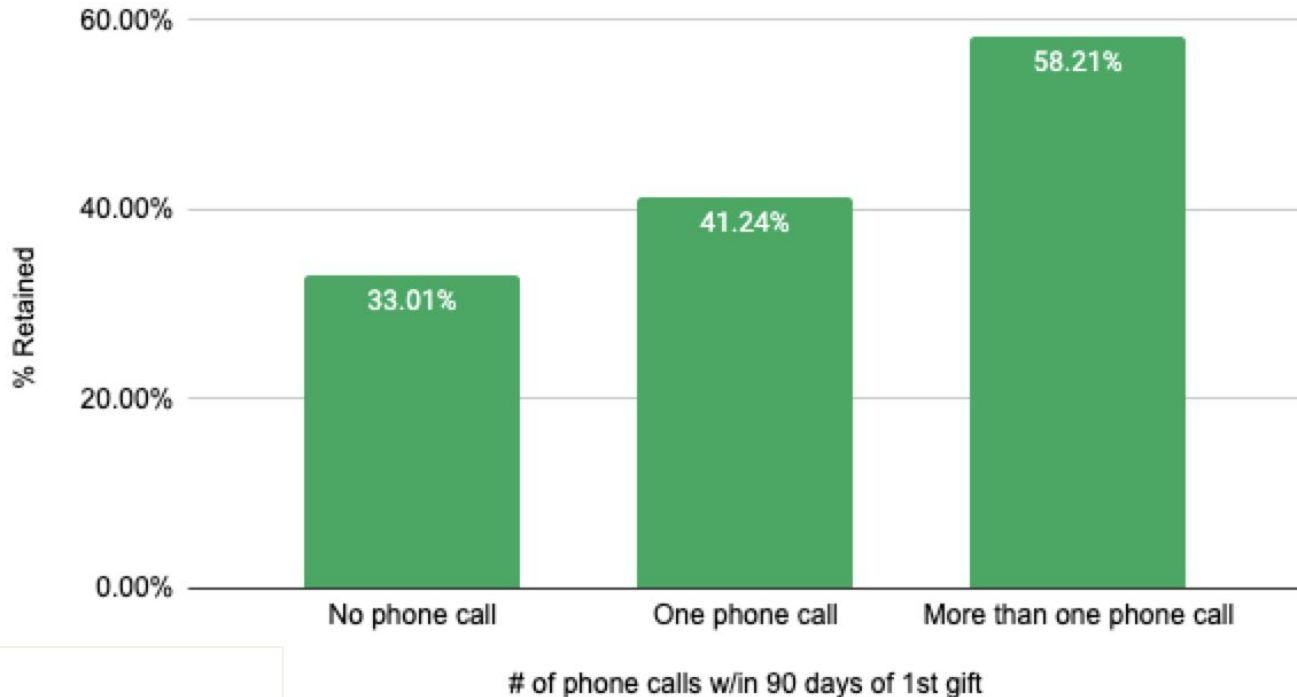
A Thank-You Call From A Board Member To A Newly Acquired Donor Within **24 Hours Of Receiving The Gifts Will Increase Their Next Gift By 39%.**

Source: Penelope Burk



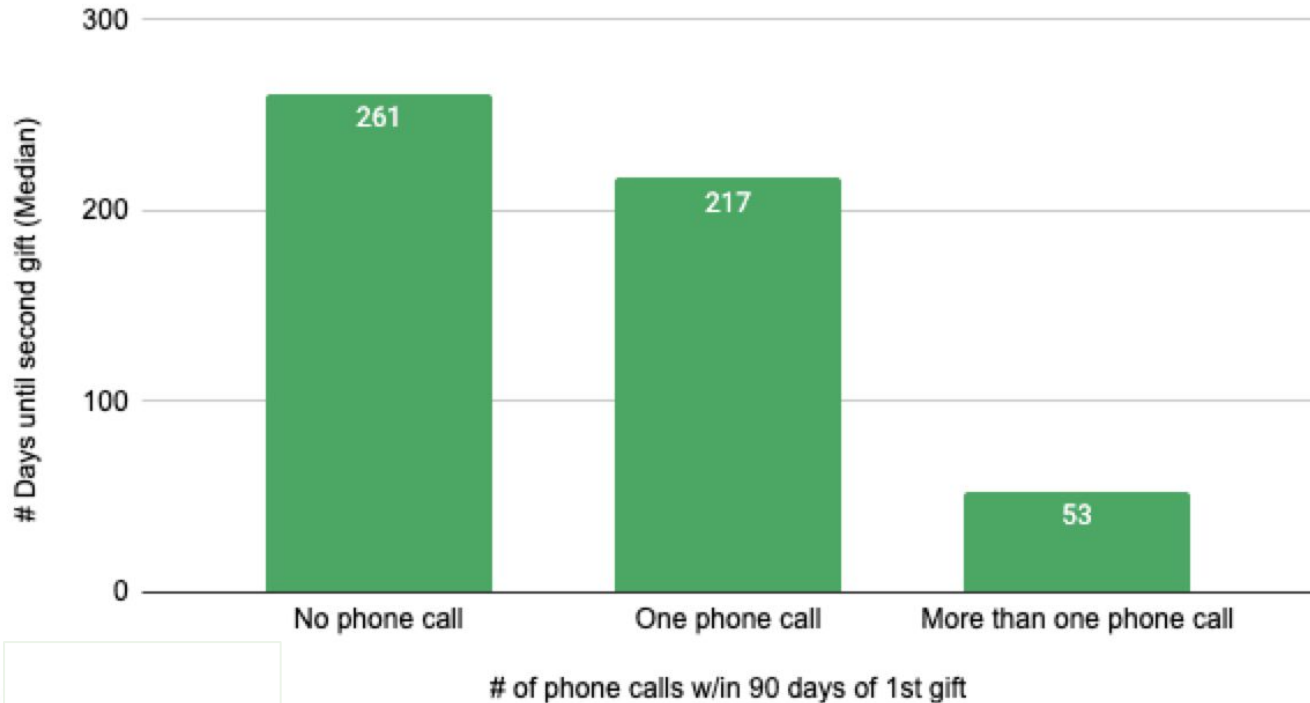
Phone Calls To First-Time Donors

Increases Retention, Speed-To-Second-Gift, And Average Gift Amount



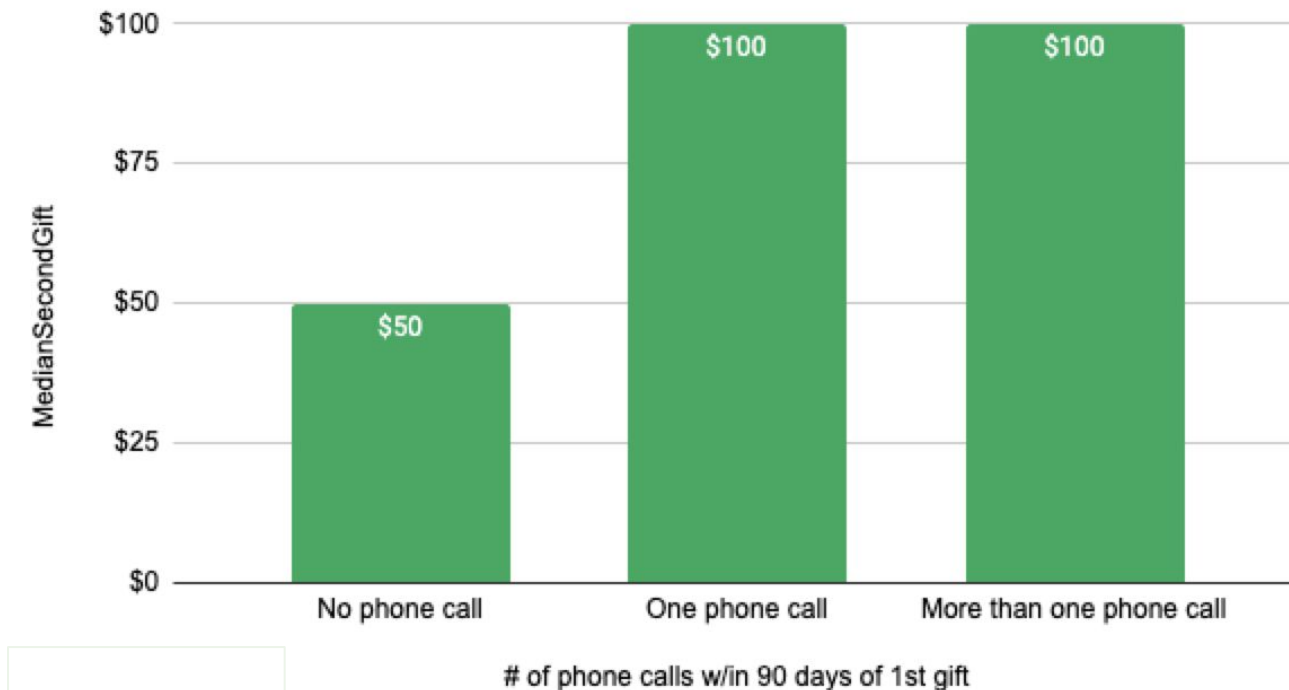
Phone Calls To First-Time Donors

Increases Retention, Speed-To-Second-Gift, And Average Gift Amount



Phone Calls To First-Time Donors

Increases Retention, Speed-To-Second-Gift, And Average Gift Amount



Say Thank You

Did You Send A Personalized Thank You Email?

Things To Consider:

- Do You Have The Tools To Easily (Or Automatically) Send Personalized Thank You Emails?
- How Are You Engaging The Donor In These Emails?

Very Important



Say Thank You

Did You Send A Personalized Thank You Email?


Things To Consider:

- Do You Have The Tools To Easily (Or Automatically) Send Personalized Thank You Emails?
- How Are You Engaging The Donor In These Emails?

Very Important




Real World Examples

 James Goalder <james.goalder@bloomerang.com>

Thank you for your donation to the Atlanta Fulton Public Library Foundation
1 message

jartigue@afplf.org <jartigue@afplf.org> Fri, Apr 19, 2024 at 2:03 PM
To: james.goalder@bloomerang.com


atlanta-fulton
public library
foundation

4/19/2024

James Goalder
2009 N. Main St.
Waynesboro, VA 22980

Dear James,


On behalf of the entire Board of Directors of the Atlanta - Fulton Public Library Foundation (AFPLF), I want to gratefully say your \$25.00 donation received on 4/19/2024. As the Board Chair of AFPLF, I am so proud of all us to accomplish this past year to support the Fulton County Library System.

Thanks to generous donors like you, we were able to fund essential library initiatives and services including strategic planning process for the Library System; the Summer Reading Program which keeps 11,000 children summer months; the inaugural One Book One Read program, bringing all of Fulton County together to read topics, as well as the Children's Book Festival at Central Library to kick off the Summer Reading Program. N happens without donor support and engagement.

Your gift supports crucial programming throughout the 34 branch Fulton County Library System, helping us to resources and services to our community. Every year AFPLF raises much - needed funds to help our library residents of Fulton County, and you are helping us achieve that goal.


Thank you for helping your friends, neighbors, and community. We are so grateful for your support.

With gratitude,




DeLano Ford
Board Chair

P.S. Want to make an even bigger impact? We think your employer might match your gift if they offer a corporate matching gift program. Contact your HR department for more information.

 James Goald

Thank you from the Boise Public Library Foundation
1 message

bpifoundation@outlook.com <bpifoundation@outlook.com>
To: james.goalder@bloomerang.com

 **BOISE PUBLIC LIBRARY
FOUNDATION**

Dear James,

The members of the Boise Public Library Foundation board would like to thank you for your donation. The library appreciates your generosity and will use your gift to benefit members of the Boise community for years to come.


As you know, the library has many needs that cannot be met by our regular budget. We, and all library patrons, greatly appreciate the generosity of people like you who provide support for the services that make our library special for the community.

Thank you again for your generosity and support of the library.

Sincerely,

Your Boise Public Library Foundation Board of Directors

*No goods or services were provided in exchange for this donation, State Tax Number: 82-0402811.

 James Goalder <james.goalder@bloomerang.com>

Thank you for your generous donation
1 message

Anne Arundel County Public Library Foundation <Foundation@aacpl.net> Fri, Apr 19, 2024 at 3:08 PM
To: James Goalder <james.goalder@bloomerang.com>

Dear James,

You are making your library better, thank you! Your donation supports and strengthens essential programs and services that engage life-long learning in person at all 16 branches plus virtually and digitally, online. Your generosity ensures that your library has critical funding to deliver services to everyone in our county. Your investment today allows the library to transform and expand to meet the needs of a growing community by providing endless possibilities, opportunities and resources for growth and enrichment for all. Thank you!

Your recent \$25.00 gift on 4/19/2024 makes possible services and resources that couldn't happen without your commitment. We are deeply grateful and salute you for your generosity!

It is truly an honor to have you as one of our very best supporters. Your enthusiasm, commitment, and dedication to making your library better is a significant part of the library's success.

With gratitude and best wishes,

Cathleen Sparrow, Executive Director

The Anne Arundel County Public Library Foundation (#20-5804064) is a charitable organization under section 501(c) (3) of the Internal Revenue Code. Your gift may be tax deductible as allowable by the IRS. Please consult your tax advisor for the tax deductibility of this gift. Please retain this letter for your records. No goods or services were exchanged for this financial contribution.

If you need a copy of e-receipt #Receipt number: 23917 click here: [eReceipt](#)

Your gift details:
Amount: \$25.00
Payment Method: Visa Credit card ending in 0517
Date: 4/19/2024
Designation: Area of Greatest Need

What Kind Of Follow Up Actions Were Taken:

What Will Make A Difference To Your Donors?

- ❑ **Email Newsletter In First 30 Days?**
- ❑ **Email Invitation For Tour And/Or Volunteer Activity?**
- ❑ **Call Invitation For Tour And/Or Volunteer Activity?**
- ❑ **2nd Donation Ask In First 30 Days?**
- ❑ **Recurring Donation Mention Or Ask In First 30 Days?**



Why It Matters?

What can you do to increase retention for your organization?

it starts with retaining the donors you have

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 = 20x30 higher than acquisition response rates

Average Donor Retention Rates

As of April 2023



19.1%
First Time
Donors



42.6%
Average
Donors



58.1%
Repeat
Donors



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?



Use **Emotional Connection** To
Drive Donations.

Harness The Power Of Storytelling To Show Your Impact.

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?



Telling your story

- Content is not king... clarity is.
- Make a statement to draw the audience in that compels them to help.
- Keep clear and concise to remain compelling
- Clearly articulate your problem
- 3 second rule- do not state the problem too late.
- Choose one call to action to maintain the story line.
- This allows them to become attached to someone or something.



Allow emotion/tension

- If you ease that emotion/tension they are less compelled to your call to action.
- Explain to them what is at risk.
- Inform them that if this positive action didn't take place, X could happen.
- Do this carefully and do not make them feel guilty- instead- make them feel like they are providing a solution.



Know your audience:

- Let your audience know that they are the guide to solving the problem in the story.
- Do not cast the wrong hero of the story. It is not the organization, is is not donor or supporter, it is the recipient of the gifts provided.
- Those who are moved by the problem want to see the beneficiaries as the hero as they will contribute to that success story.



Solving the Problem:

- You do not have to share everything you do. It is the start of a conversation with people so later you can share more.
- Less than 7% of people can tell in detail after a movie or book what problem has been solved.
- If you tell your story well, they will come back for more.
- If they can retain the story- you can retain the donor.



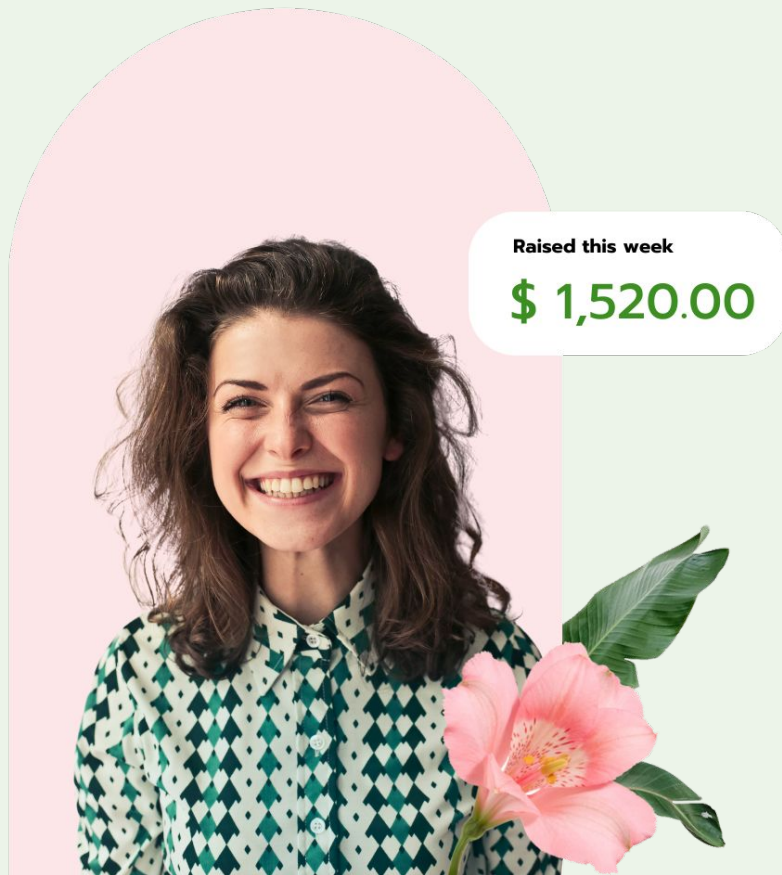
Tell Stories Of Impact

Did You Send A Newsletter To Your New Donors?

Things To Consider:

- What Stories Can You Share In Your Newsletter To Show The Impact Of Your Nonprofit?
- What Upcoming Events, Volunteer Opportunities, Etc. Can You Share?

Very Important



Practical Tips To Increase Online Giving

1. **Tell Stories That Matter**
2. **Give Donors Opportunities To Get Involved**
3. **Ask For Recurring Gifts**
4. **Use Segmentation To Give Meaningful Messages**



Let's Wrap Up

Small changes, big results.

- 1.) Make It Easy To Donate
- 2.) Provide Information
- 3.) Personalize Communication
- 4.) Make Phone Calls
- 5.) Invite Your Donors For Tours And Volunteer Activities
- 6.) Invite Donors To Make Recurring Gifts



Download Your Copy of the Libraries Donor Experience Report

Scan or visit bloomerang.co/guide/libraries-der/

The donor database that thousands of nonprofits trust



Donor management software that nonprofits actually love to use.



emily.kelly@bloomerang.com

Thank you