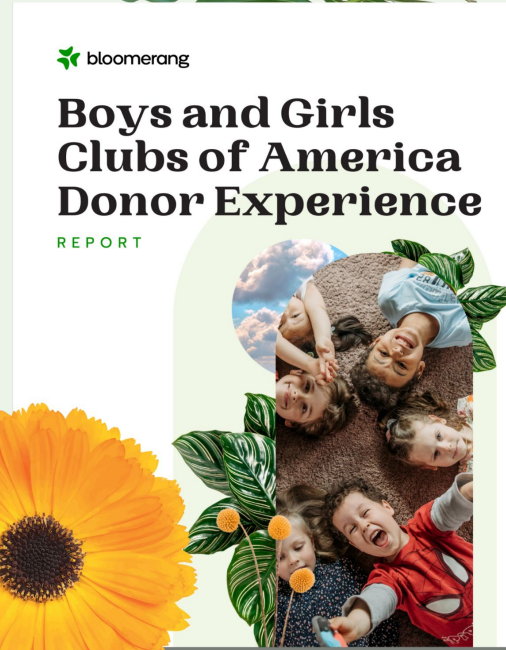


# Free eBook & Slides





# Harness the Power of Storytelling to Shape Your Club'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?



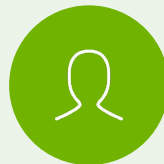
# Average Donor Retention Rates

As of Jan 2022



**18.6%**

First Time  
Donors



**41.6%**

Average  
Donors



**60.7%**

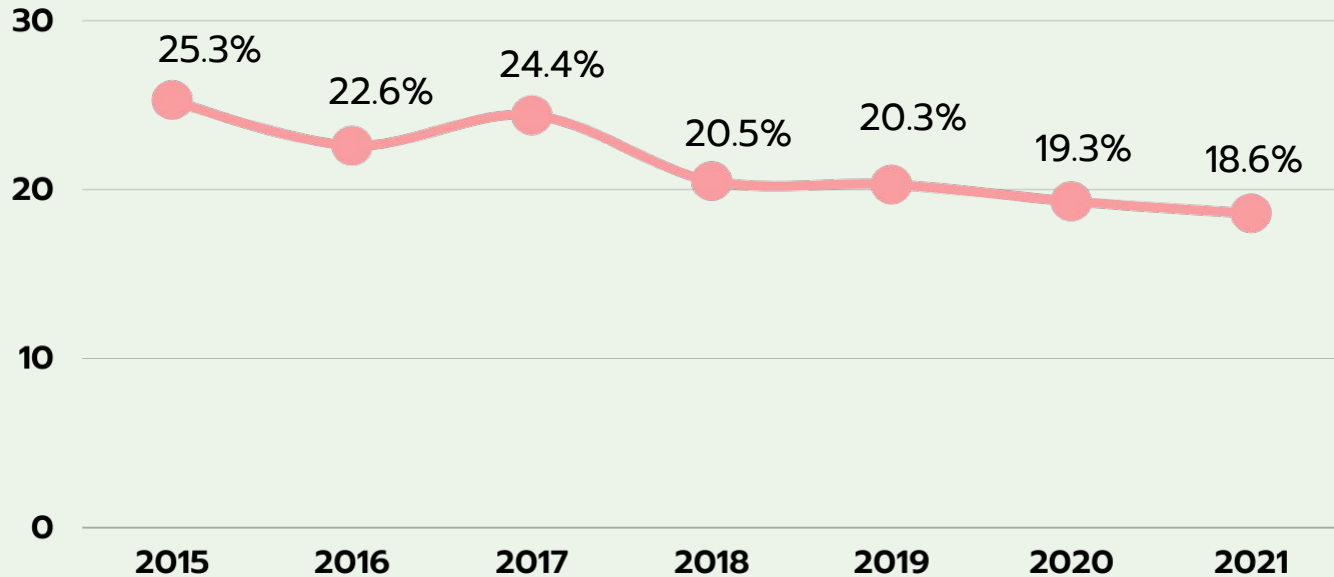
Repeat  
Donors





# First-Time Donor Retention Rates

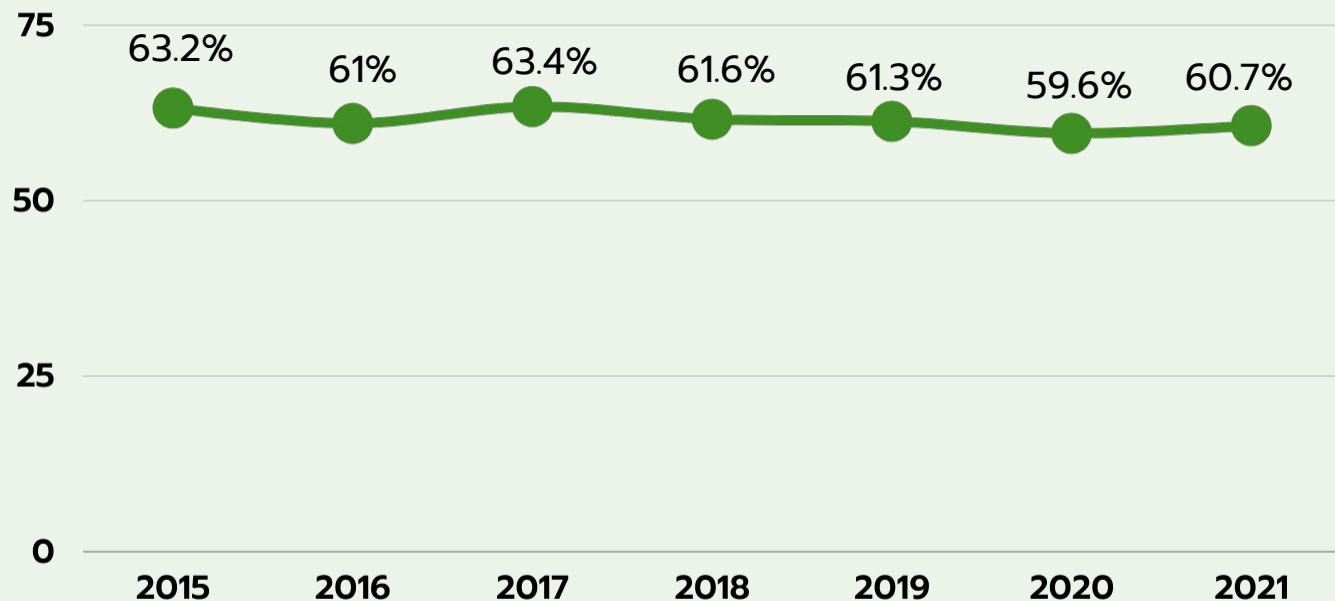
Over the past few years



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

# Repeat Donor Retention Rates

Over the past few years



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

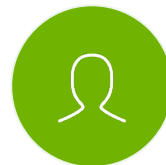
# Cost of Donor Retention

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



# 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. Much like we all watch our favorite movies or read our favorite books -over and over again. If they can retain the story- you can retain the donor.



# 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.**



# 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



# 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





# Paint a story for your donors via your donation page.



## Donate

### HELP US BUILD GREAT FUTURES

Donate to day to make a positive impact on our youth!



\$25 can provide 25 Crayon sets for elementary school club kids!



\$50 can get 50 composition notebooks for middle school-aged club kids!



\$100 provides 50 Club kids with a #2 pencil and paper to help get their homework done or continue learning outside of school.



\$250 provides 250 binders for 250 students and club kids.



\$500 allows 55 youth the ability to have backpacks for carrying school books!

### THANKS FOR YOUR SUPPORT

Every gift helps empower and inspire Alaska's diverse youth to reach their full potential. Thank you for your support!



**BOYS & GIRLS CLUBS**  
ALASKA



# 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,



Your recent donation of **\$25.00** on **January 10, 2023** is a wonderful investment in the **11,622** children we serve at the Club. Your gift provides support for the trades while enrolled in the Career Works program at the Club. While he was feeling “kind of stuck-in-the middle,” Kaden now knows he wants to pursue a career as a mechanic. At the Club, he’s developed excellent leadership skills and was a finalist in this year’s Youth of the Year competition. He is developing his bright future by working with Club mentors in many areas.

I cannot express how much your gift means to all of us in the Club. Our children will be able to form positive relationships with quality youth development professionals and enjoy proven programs that promote healthy lifestyles, academic success, and good character and citizenship. They will have the career readiness training and emotional support they need. Thank you, again, for your partnership and friendship to the Boys & Girls Clubs of Central Wyoming. Your caring support is a game changer for youth.

Sincerely,

A handwritten signature in blue ink, appearing to read "Ashley Bright".

Ashley Bright  
Chief Executive Officer

*\*This letter may act as a receipt. We state that no goods or services are offered or furnished from this contribution. Tax ID 23-7060727 - Consider making a more lasting impact with a gift in your will or with a beneficiary designation.*

**P.S. - Consider making a more lasting impact with a gift in your will or with a beneficiary designation.**

# 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](mailto:happytails@whs4pets.org)!

[Click Here to Donate](#)



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[Click Here to Donate](#)



# 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!

# 4 tips for stewarding each segment



Develop message themes for each segment



Develop communication tracks



Mix things up



Get your board & CEO involved



# 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)



# The Personal Touch Works

Personal emails + video

Hi Steven,

Thank you so much for becoming a monthly donor! You and your family give Outreach the ability to bring hope to homeless youth. I have made a quick 2min video for you to share what your monthly gift does for the mission of Outreach – [click here to view](#)

Thank you again, Eric, and I are truly humbled to have your support in the mission of Outreach.

Mike Elliott | Director of Development  
[2416 E. New York St Indianapolis, IN 46201](#)  
Direct: [317-653-1545](#) Mobile: [317-600-9561](#)



**OUTREACH**  
Hope for homeless youth

outreachindiana.org  
317-951-8886



# 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.



Our clients would not have the services needed to end their homelessness without the generosity and support from people like you. Thank you for making them a priority so that they may know the comfort of **home**.

With gratitude,

A handwritten signature in blue ink that reads "Katie Smith".

Katie Smith  
Annual Giving Director

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



# 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



# 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?

[emily.kelly@bloomerang.com](mailto:emily.kelly@bloomerang.com)

