

Free eBook & Slides





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



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



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 and bottom-left corners of the slide.

A study of first-time donor retention



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



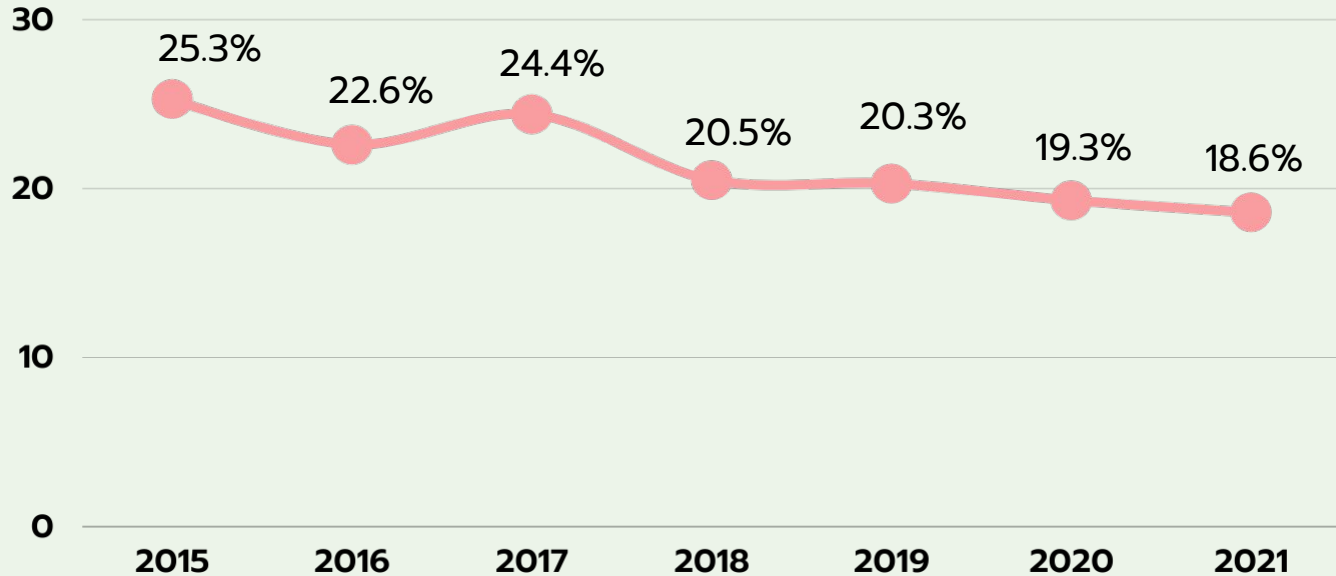
60.7%

Repeat
Donors



First-Time Donor Retention Rates

Over the past few years

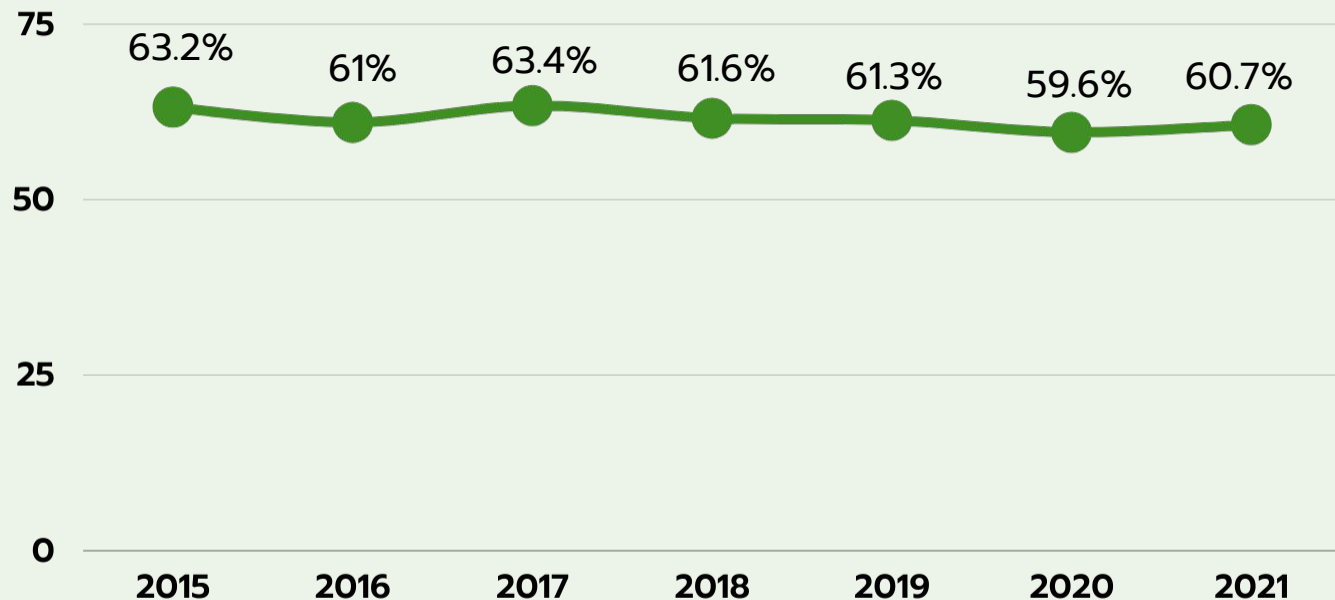


INSIGHT: acquisition cost is higher than the initial gift.
FB, P2P make it easier than ever to donate

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!

Source: Fundraising Effectiveness Project

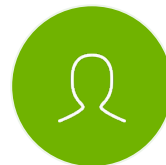
Cost of Donor Retention

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.



Some examples of how your donation can help a resident in need:

Treats for a resident \$5.00	Toys for a resident \$10.00	Food for a resident \$25.00
Medicine for a resident \$50.00	Vet visit for a resident \$100.00	Surgery for a resident \$250.00

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,

You give hope to pets like Dallas!

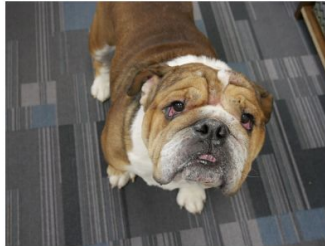
Dallas, a two-year-old English Bulldog, arrived with dry, itchy, and irritated skin. Though his family loved him dearly, they could no longer manage his severe allergies. To ensure Dallas received the medical attention he needed, they did one of the hardest things for any pet owner – surrender him to HSPPR.

The veterinary team quickly assessed Dallas. His allergies were causing a lot of scabbing around his many wrinkles. They knew he needed a special diet, medicated baths, and wound cleaning for him to feel better. Despite all this, he was still the happiest little meatball, making friends with everyone he met.

Because of you, Dallas received everything he needed to succeed!

After ten days of individualized care at HSPPR, Dallas was transferred to a rescue partner experienced with his breed and medical conditions. He's living a wonderful life, getting special food to manage his allergies and prevent any more scabbing, as well as lots of love and attention.

With your generous gift, Dallas and so many other animals receive the individualized support they need to thrive. Thank you for stepping up to help animals in our community. Today, the world is a little brighter because you cared!



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](#)



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

Thank you for being a 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 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](#)



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](#)



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)

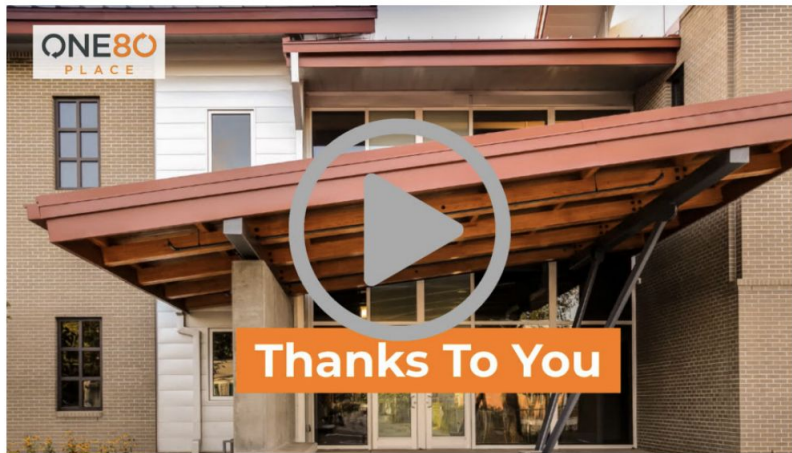


The personal touch works

Personal emails + video

Did you know?

Bloomerang has native integrations with Gravid 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,



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?

james.goalder@bloomerang.com

