

The New Donor Playbook: Fuel your **FUNDRAISING** **FUNNEL**

Housekeeping



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Agenda

- 1 WELCOME**
- 2 THE CHALLENGE**
- 3 THE NEW DONOR STORY**
- 4 THE SOLUTION**
- 5 STORIES**
- 6 Q&A**

Meet the Speakers



Katie Gaston (she/her)
Director, Product Marketing



Diana Otero (she/her)
Sr. Product Marketing Manager

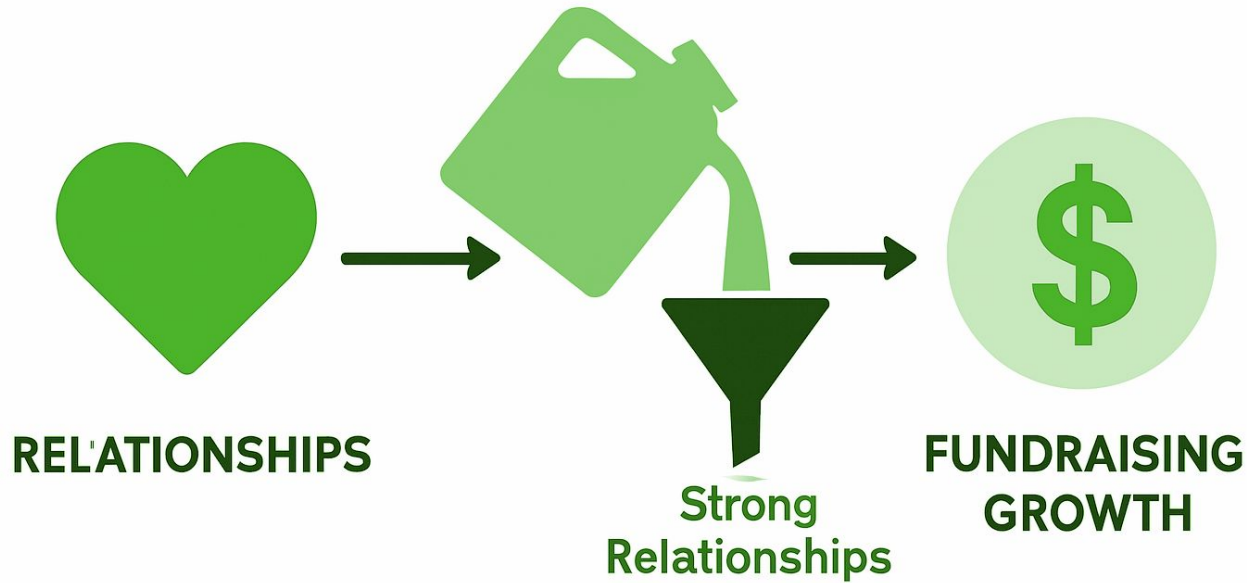


Caleb Jeffries (he/him)
Manager, Solution Consultant



Tiara Stephan (she/her)
Associate, Product Marketing

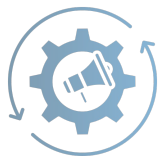
Strong relationships fuel growth



Donors today expect
seamless, personalized
experiences – and **fewer are
giving every single year.**

The nonprofit reality

Teams using 10 - 15 different tools, creating friction and missed opportunities.



Marketing



Grants



Auctions



Volunteer



Texting



Accounting



Membership

10-15

*# of software tools the average nonprofit
uses in their day-to-day operations.*

Donors connected with your mission's
impact are more likely to give, give
again, and give more.

Disconnected Journey



**Asks for
gift**



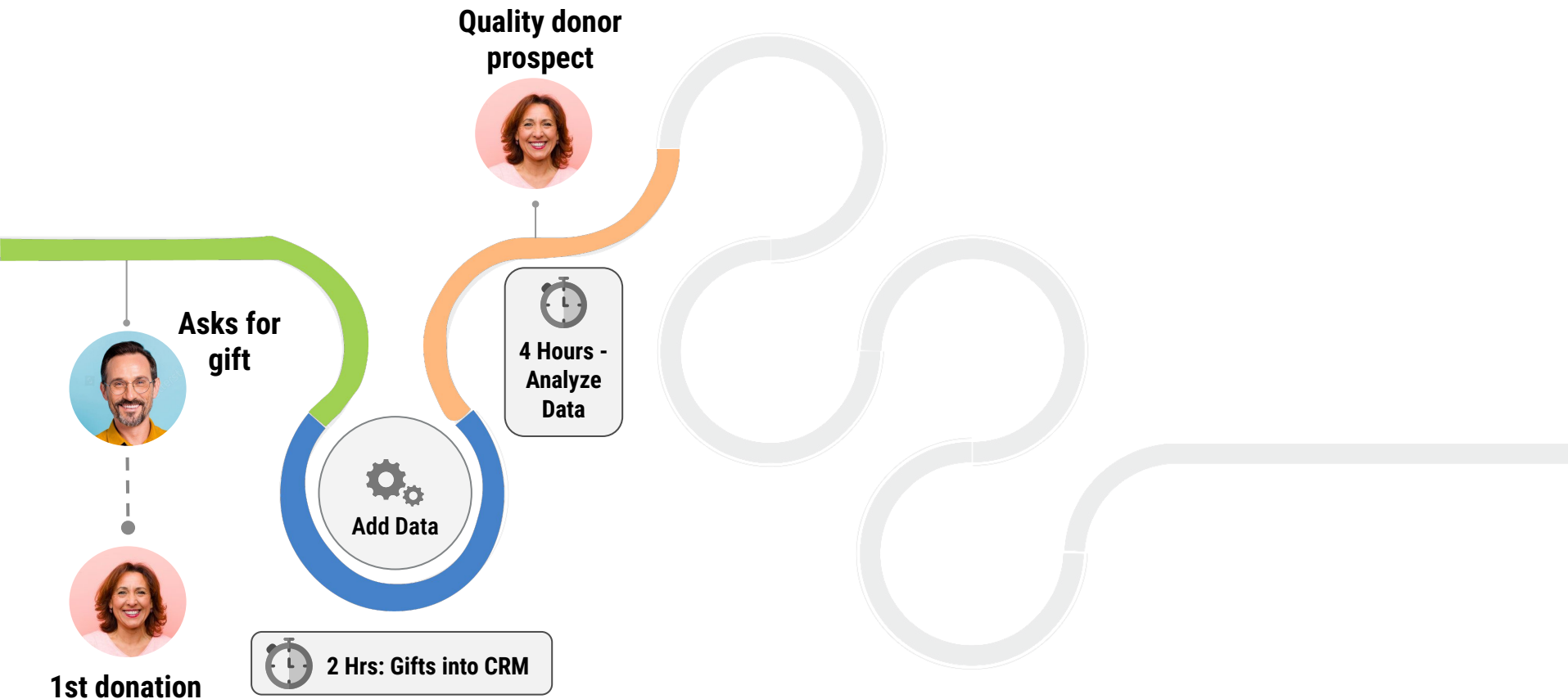
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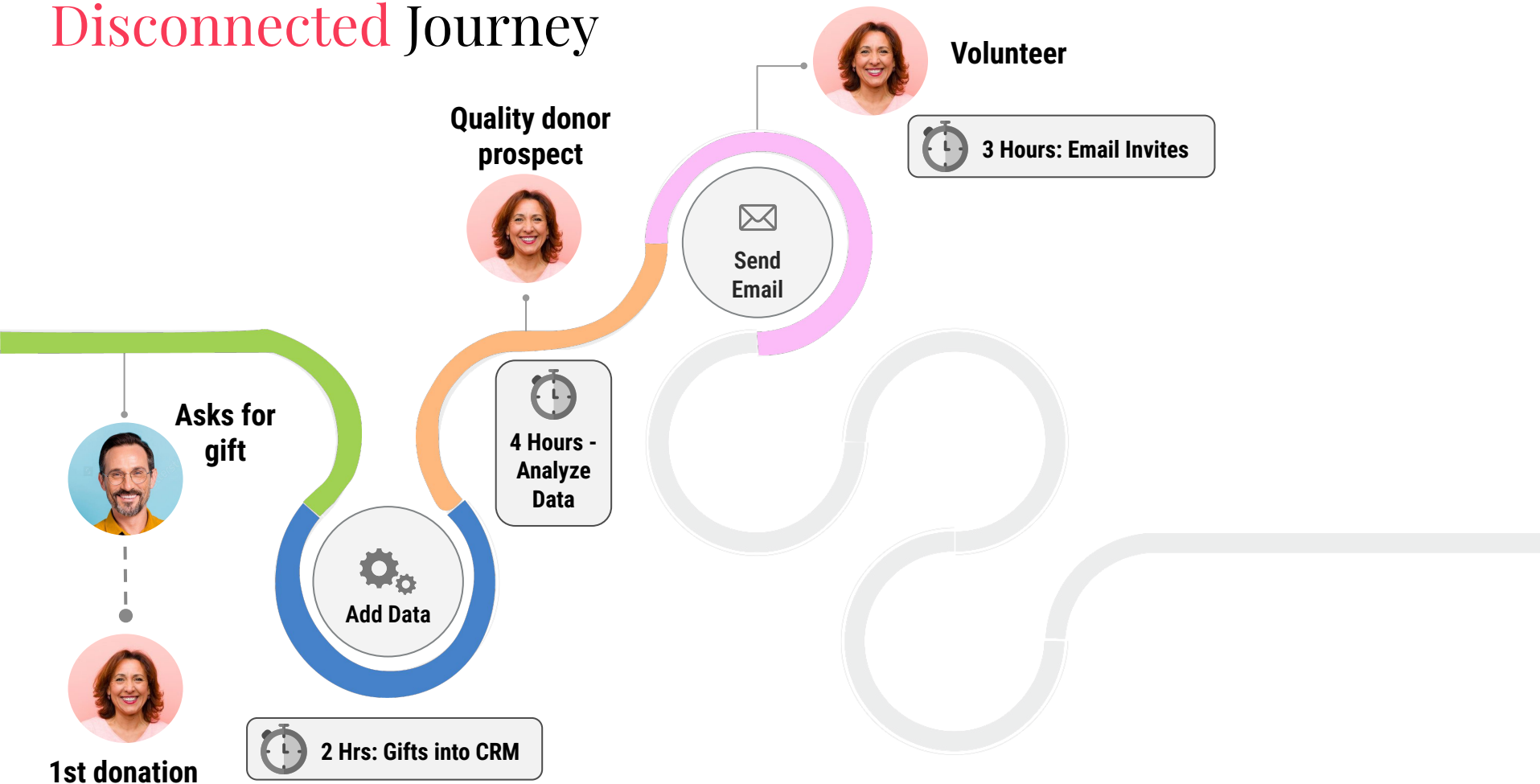
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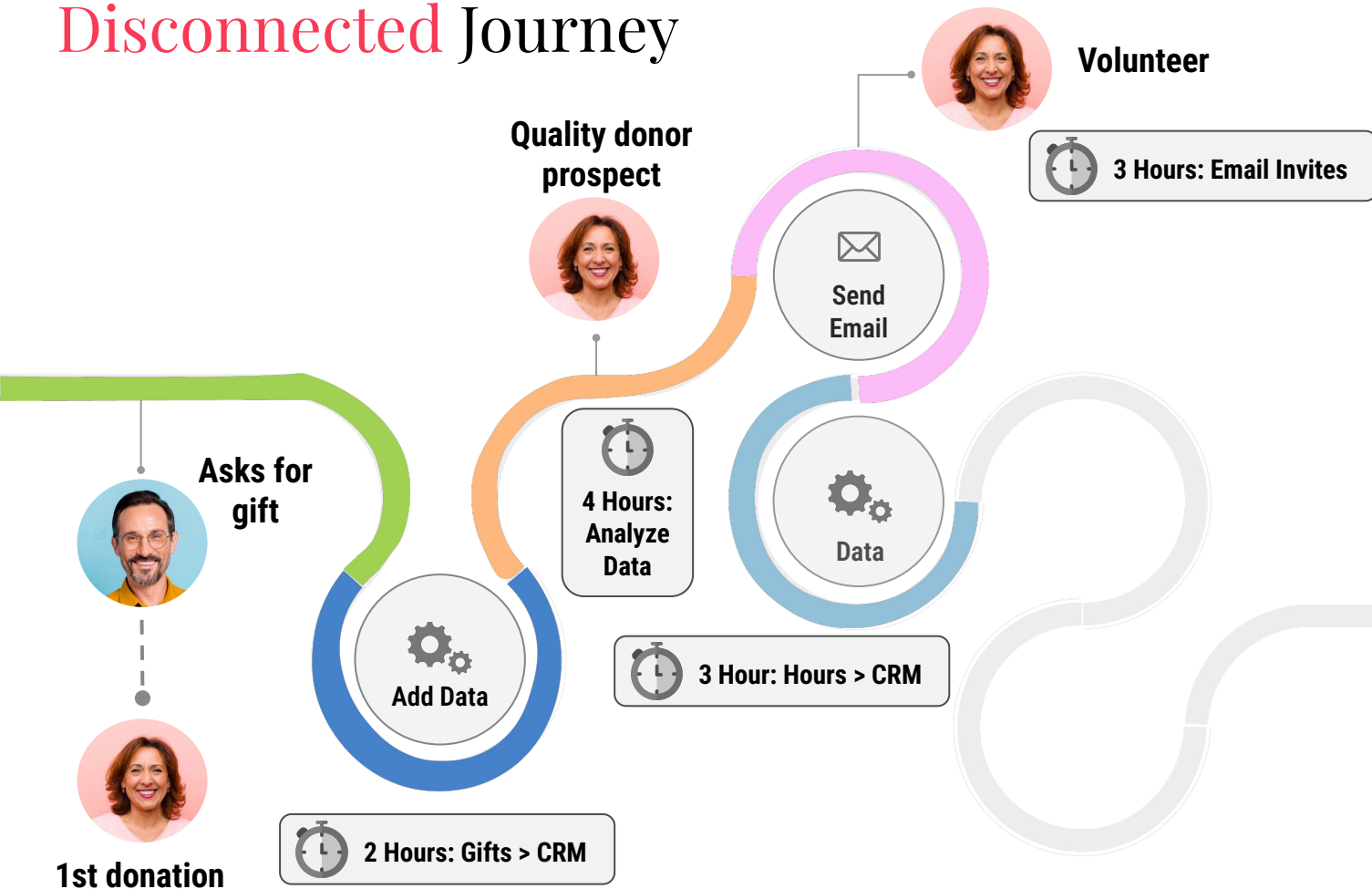
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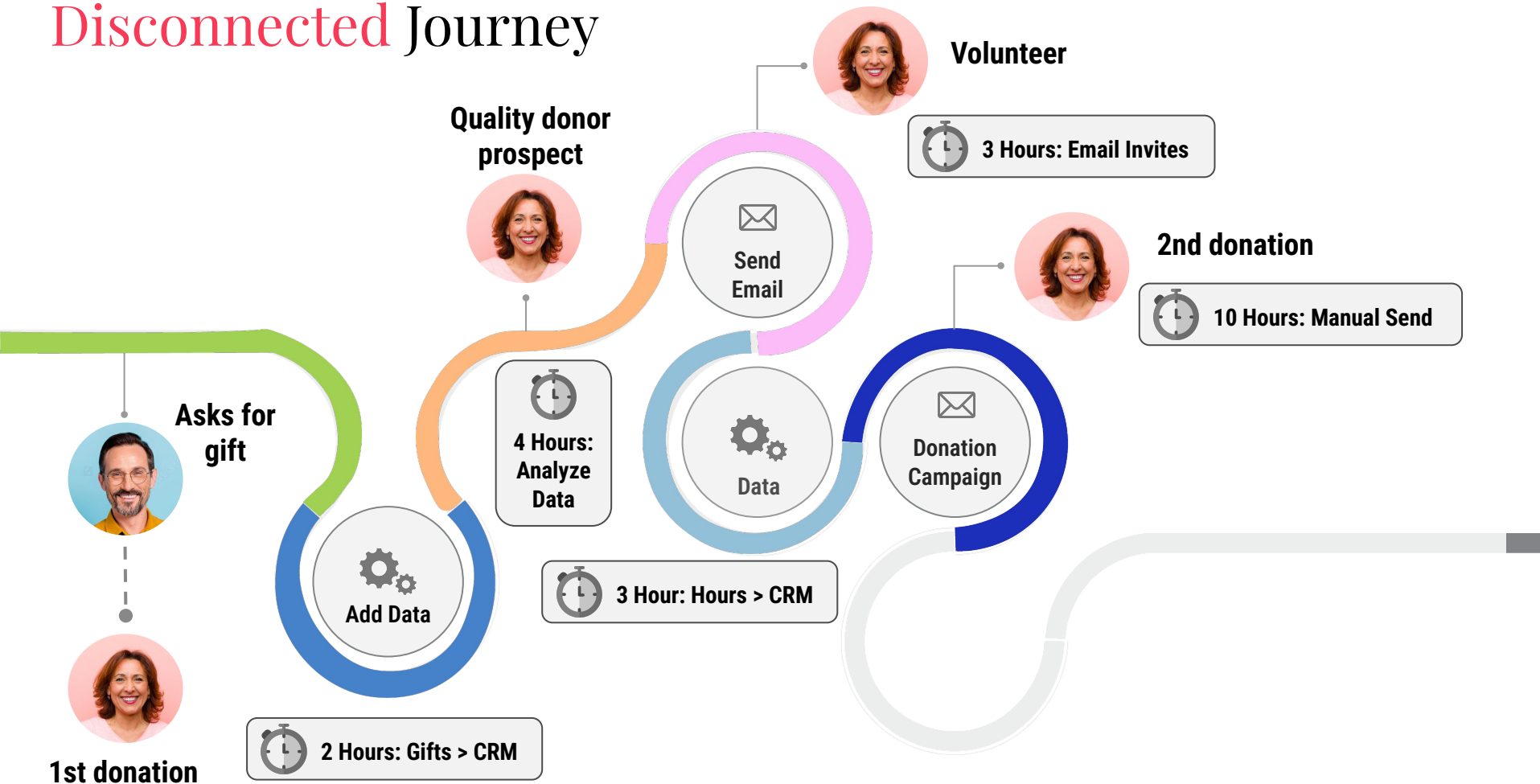
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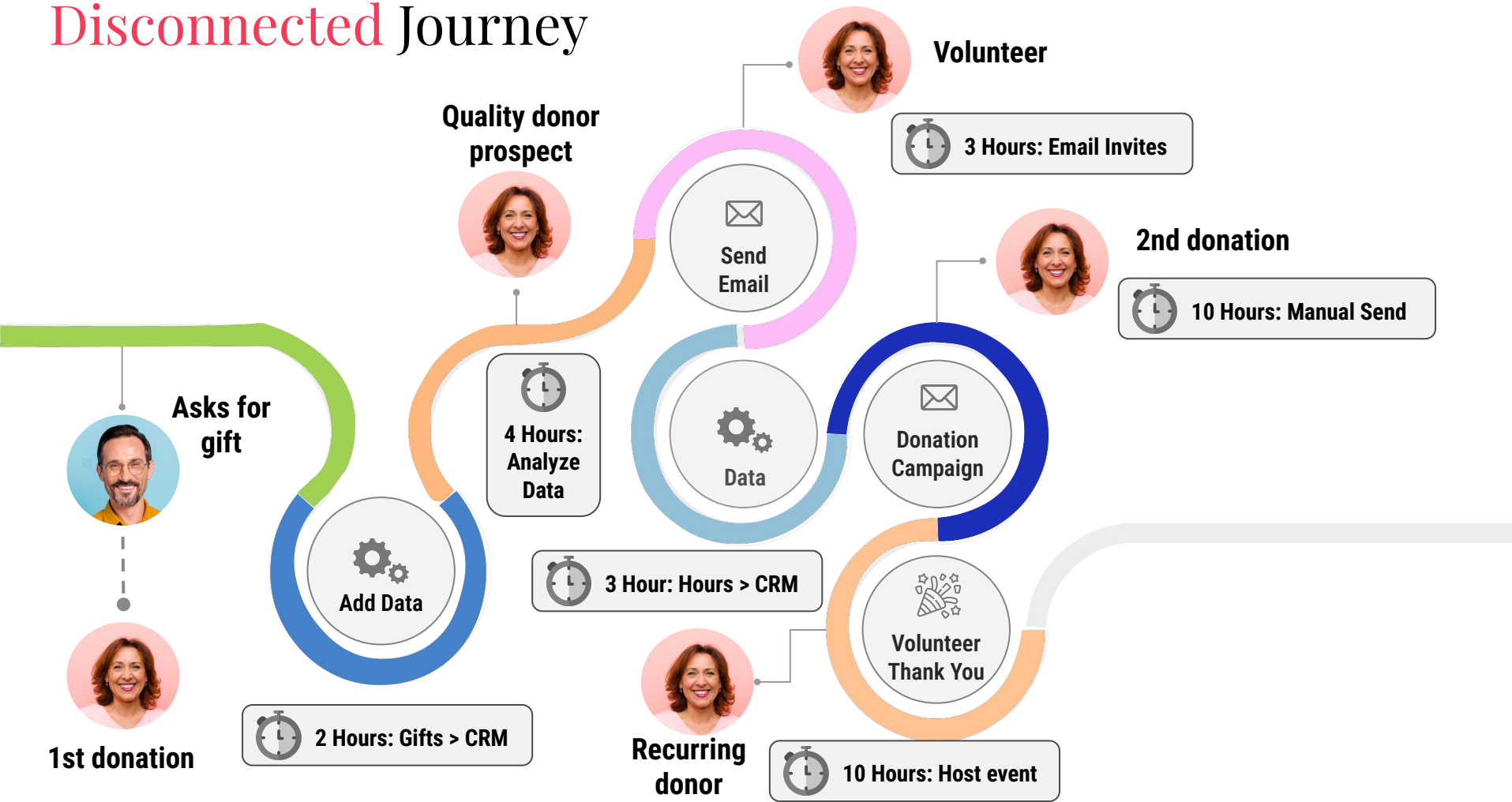
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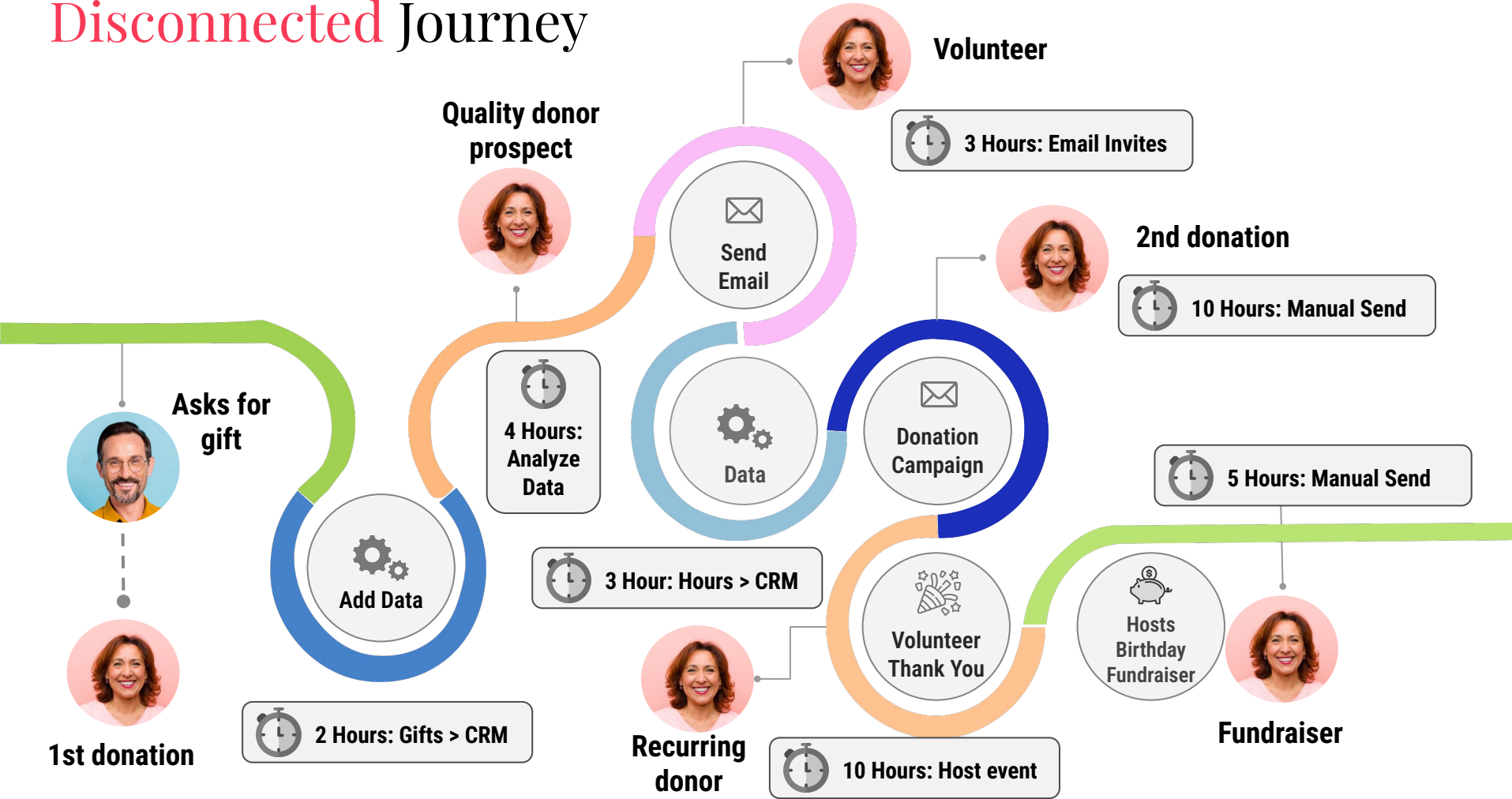
Disconnected Journey



Disconnected Journey

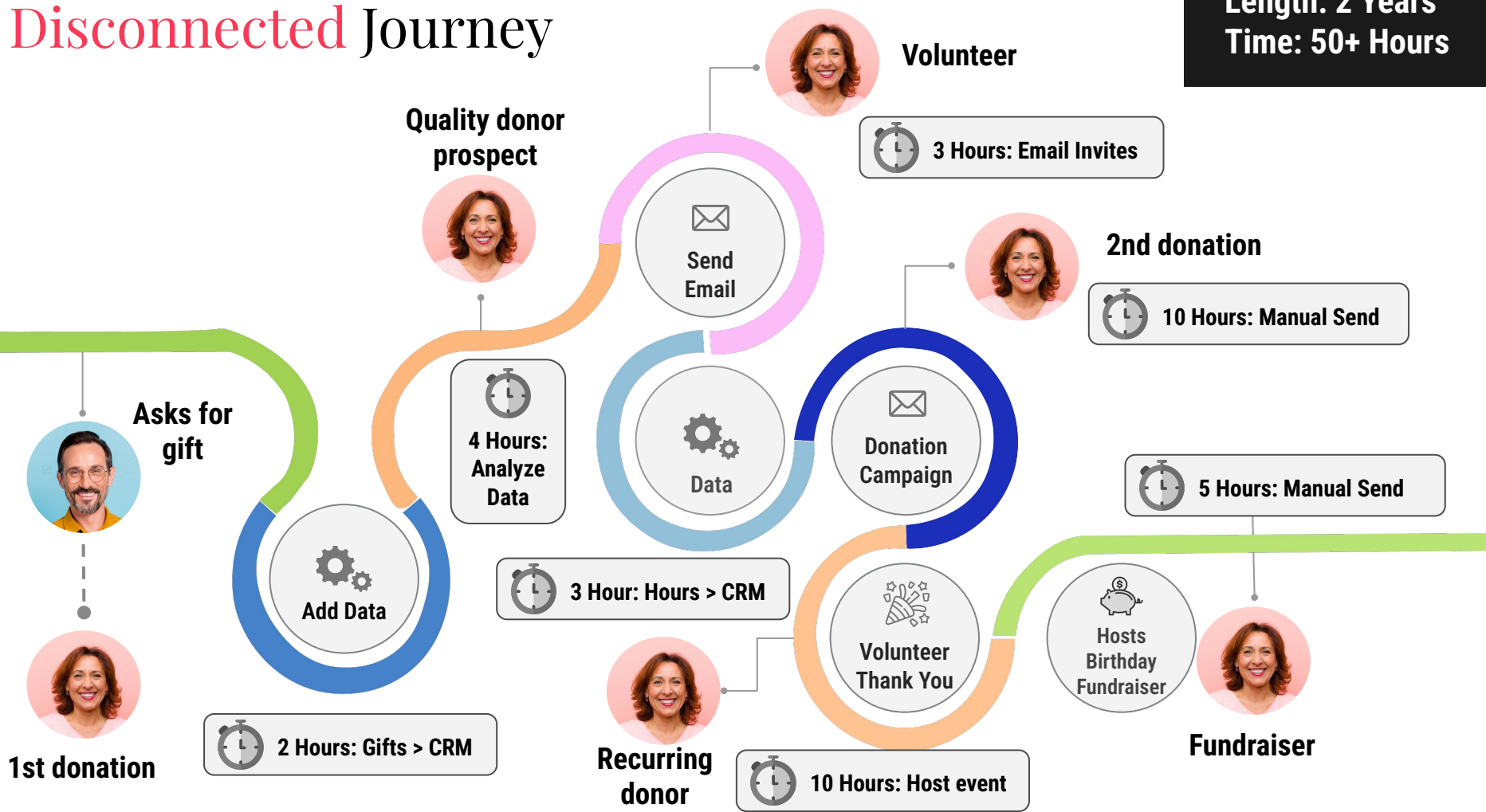


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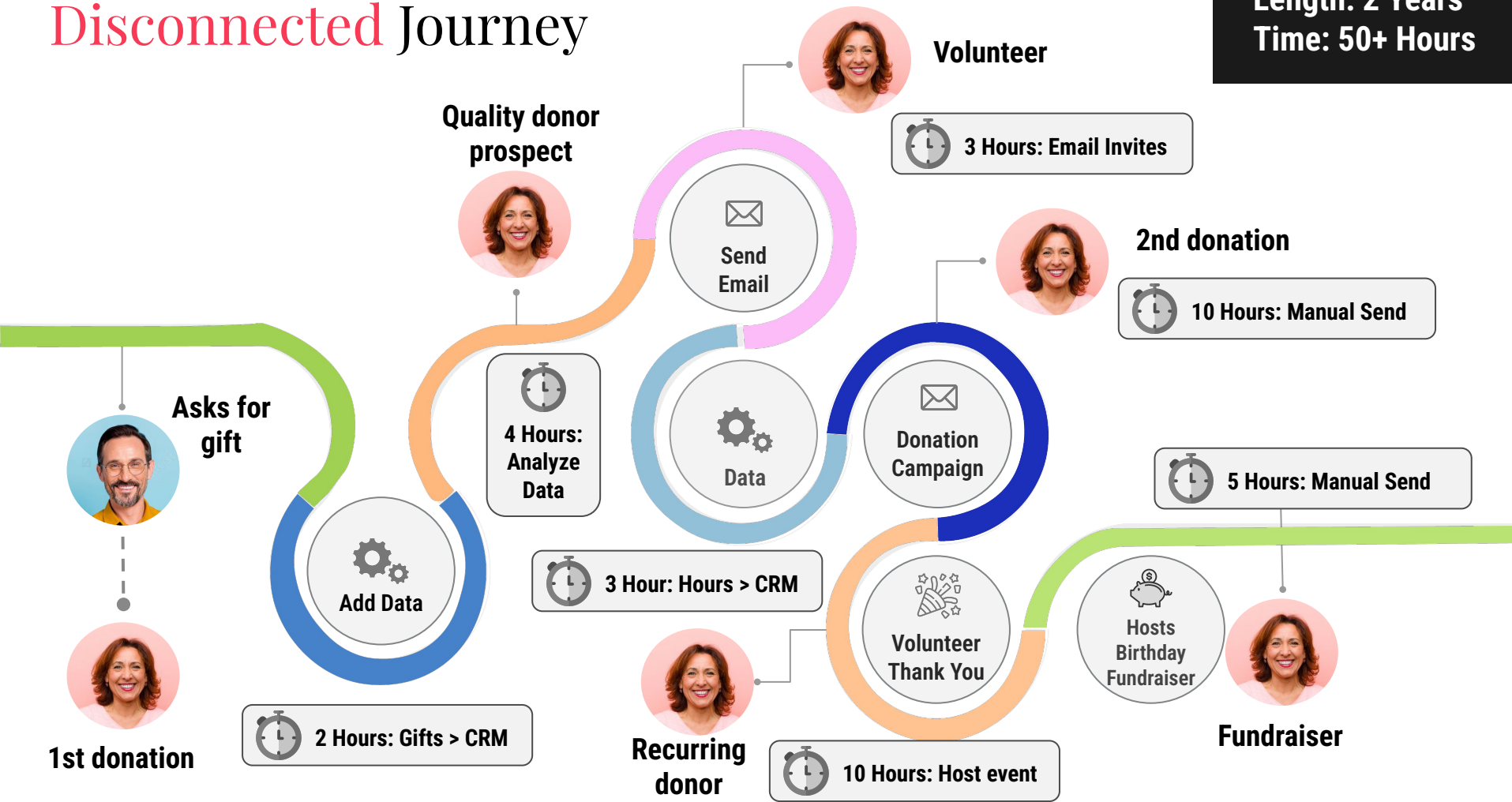
Disconnected Journey

Length: 2 Years
Time: 50+ Hours

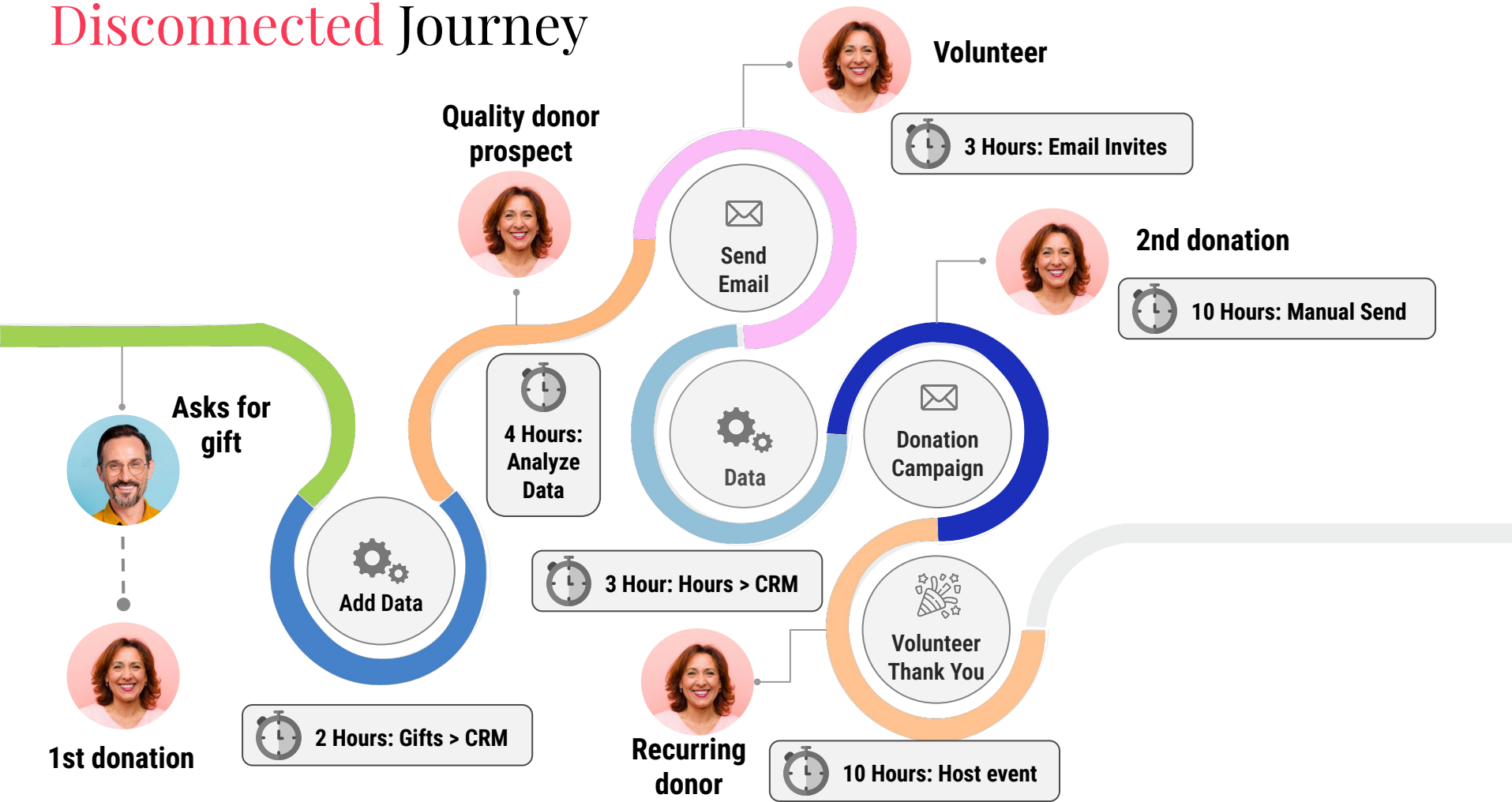


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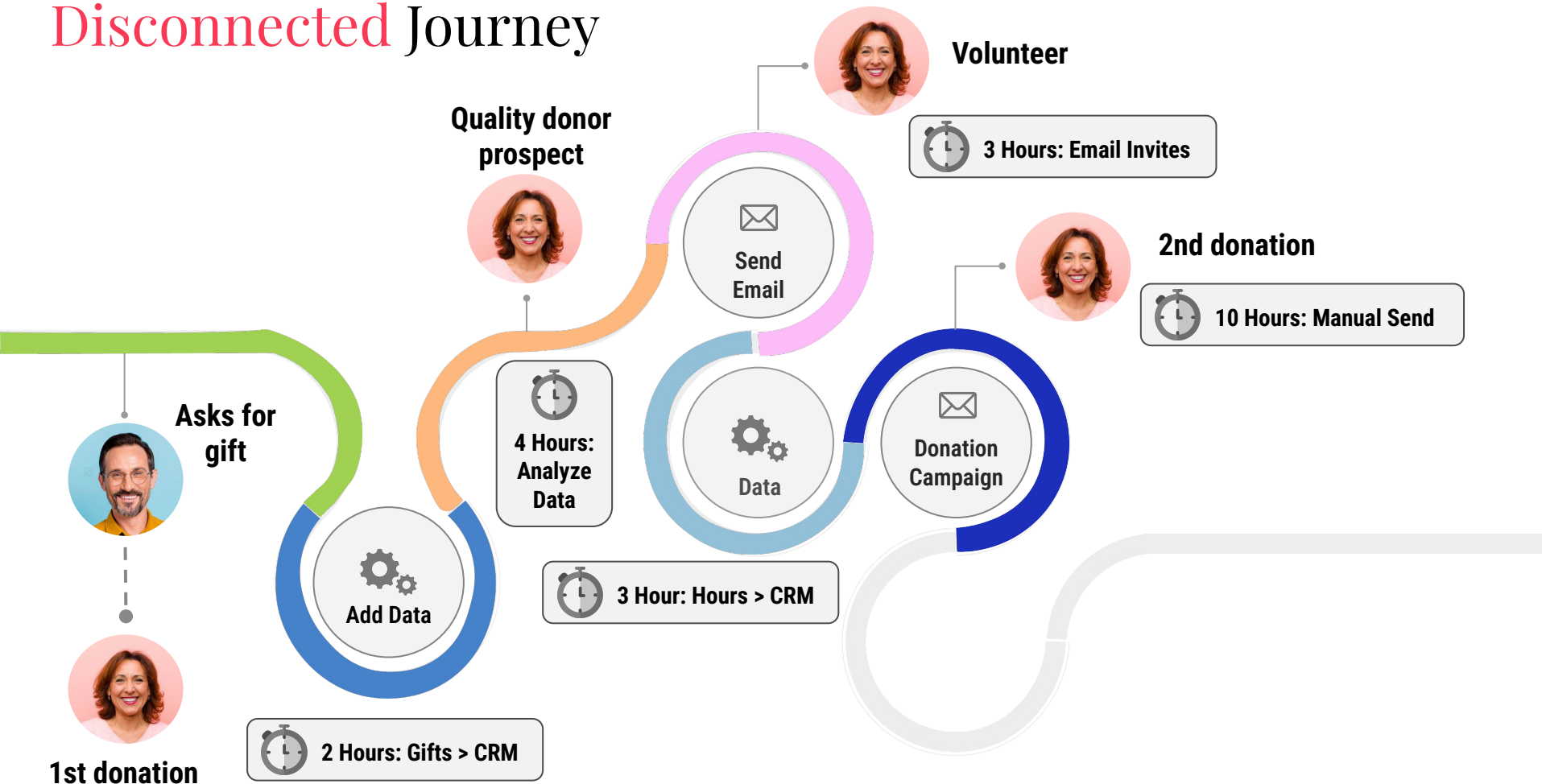
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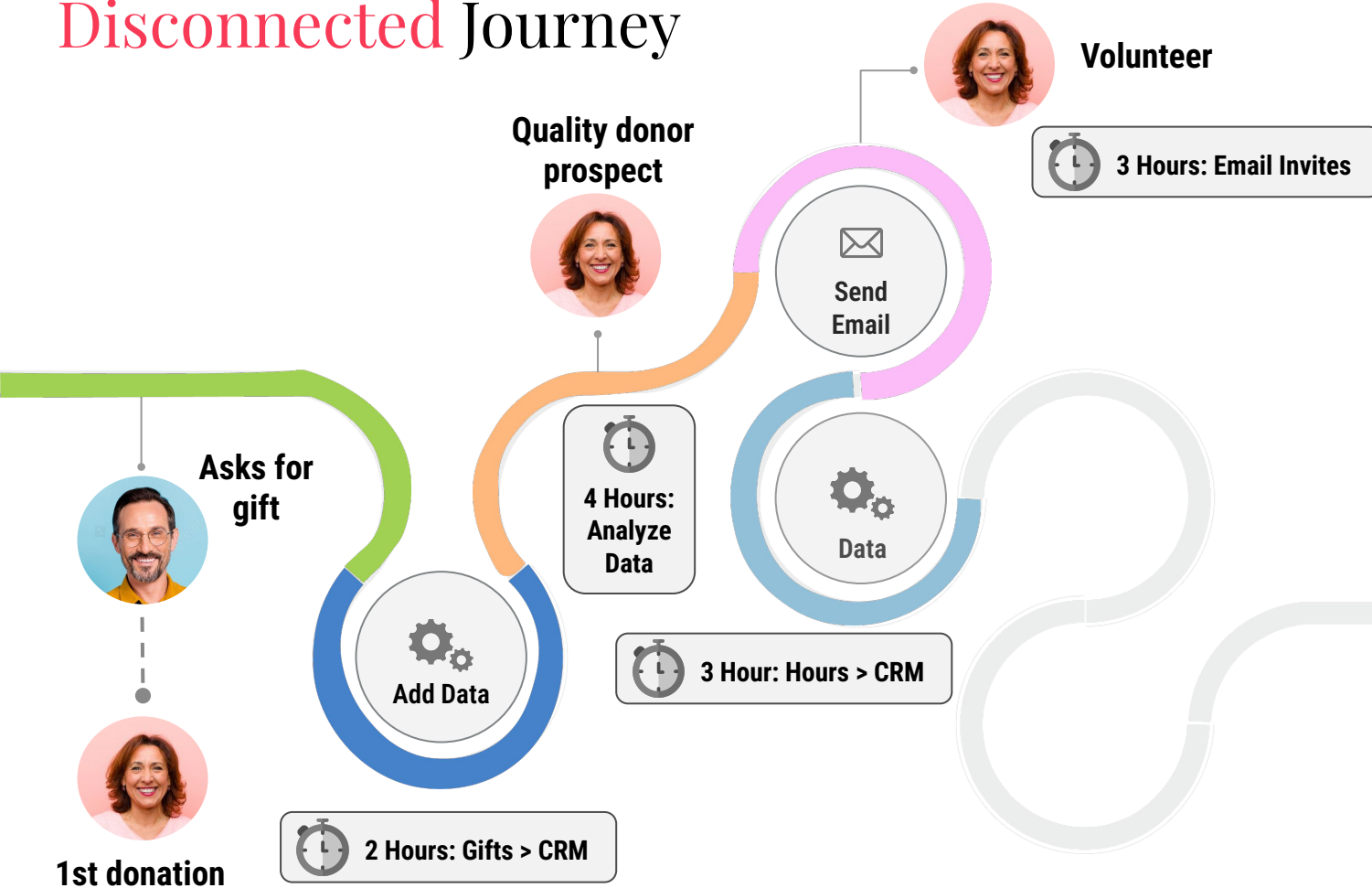
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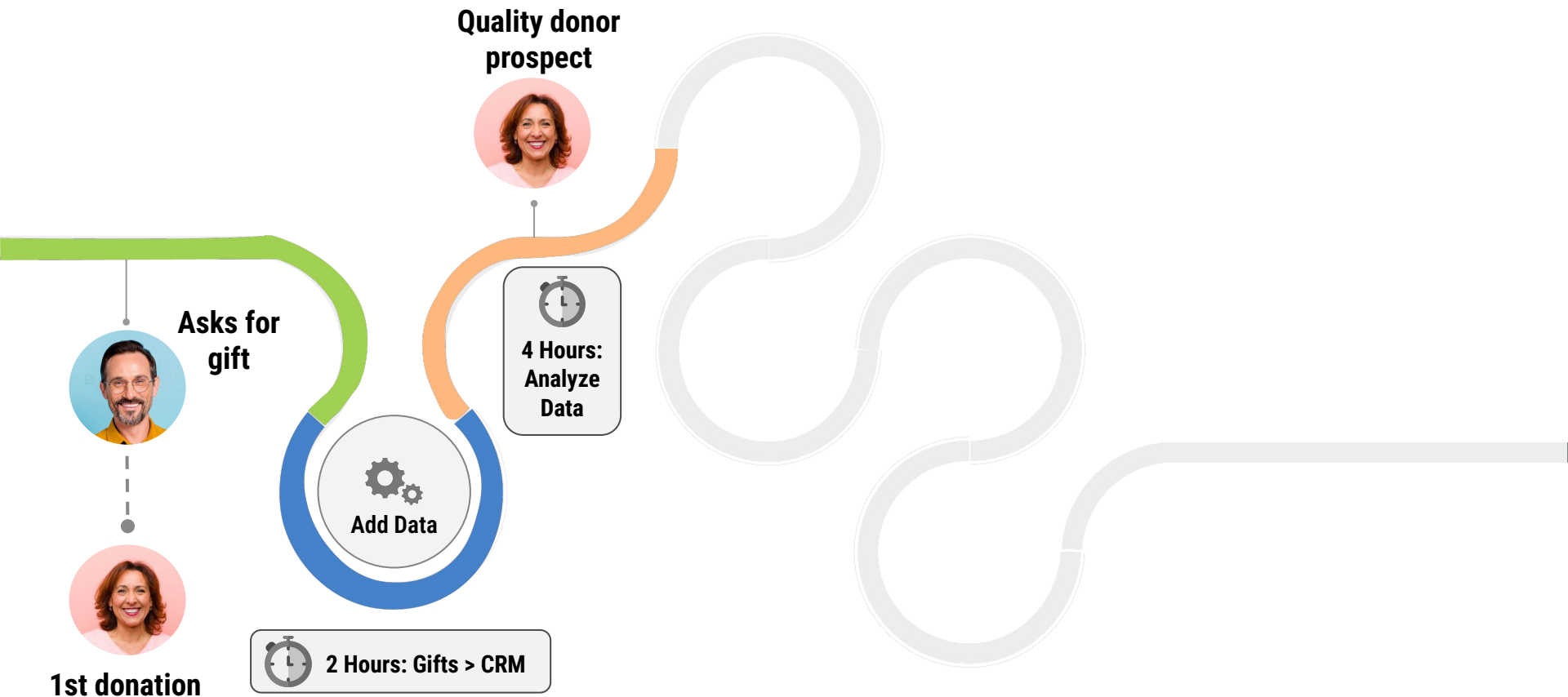
Disconnected Journey



Disconnected Journey



Disconnected Journey

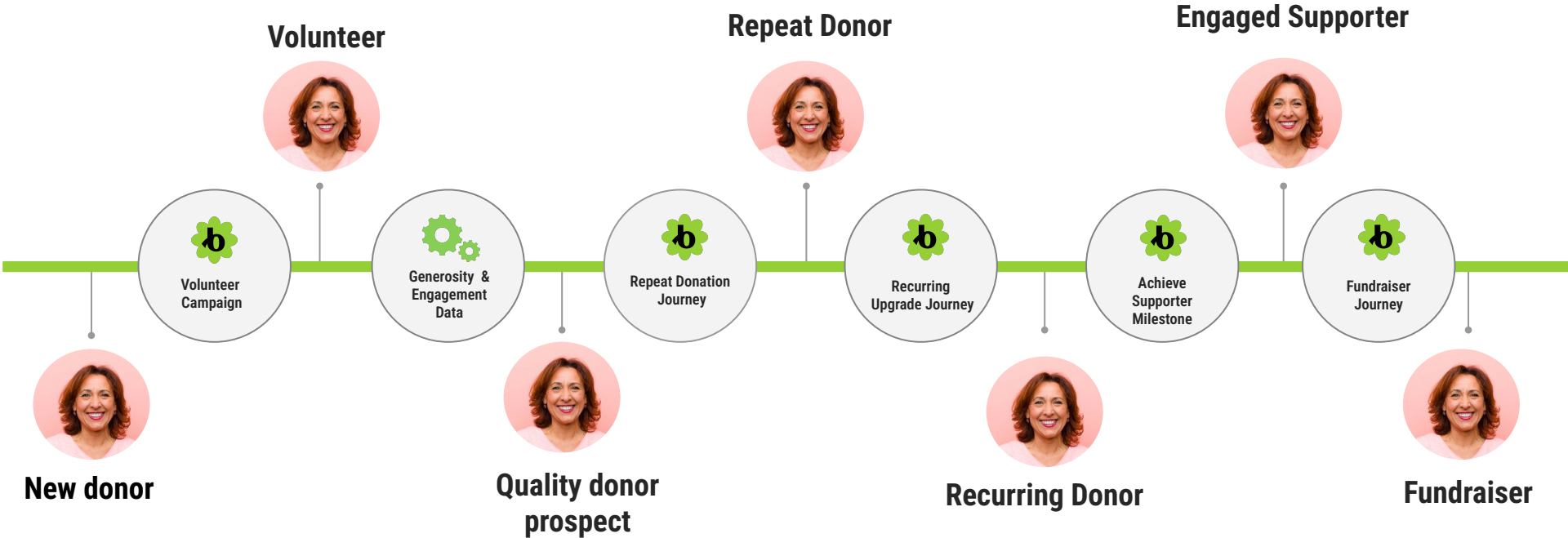


Disconnected Journey



There is a better way.

Connected Donor Journey



The ultimate Giving Platform

Fuel next-level impact

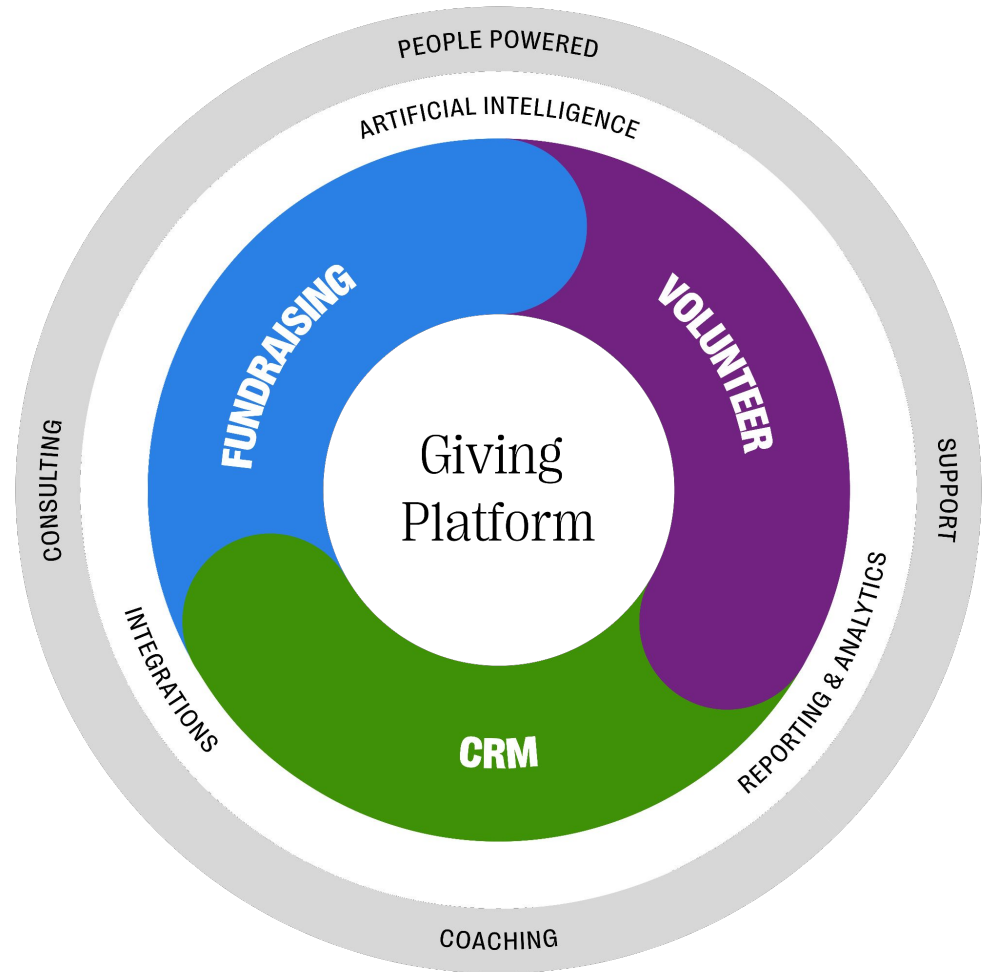
Imagine if every event, gift, and interaction made your fundraising smarter. With the unified platform, every action helps you raise more, retain more, and turn momentum into meaningful growth.

Less guesswork, more growth

Uncover your most promising supporters by connecting the dots between every interaction - so you can act at the right time, every time.

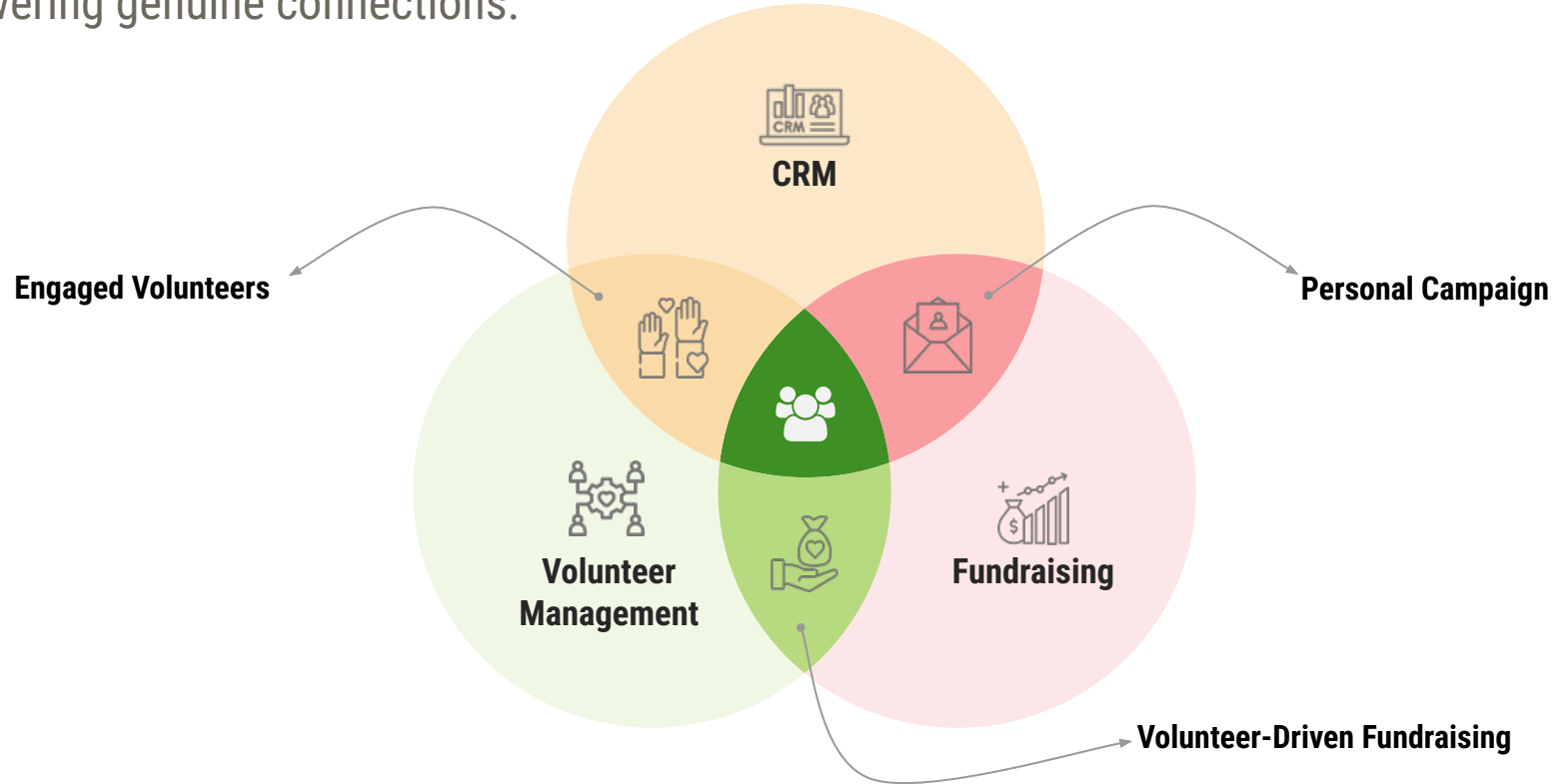
Built for purpose, just like you.

The Giving Platform amplifies what you do best - inspiring generosity and deepening connections-without overhauling your process.



Unified Giving Platform

Powering genuine connections.



Bring your **NEW DONOR PLAYBOOK** to life

Activate your network

Turn your current supporters into your best ambassadors

Launch peer-to-peer campaigns. Empower your most passionate supporters to share their personal stories and reach new audiences.

Provide a social sharing toolkit. Make it easy for supporters to spread the word with pre-written posts, images, and links to share.

Recognize and reward your advocates. Create a simple ambassador program. Acknowledge top supporters to encourage continued support.



Activate supporters through **peer-to-peer fundraising**. **Unified data** reveals your top supporters, and **communication tools** make it easy to celebrate them.



Engage across generations

Connect with every donor by tailoring your approach

Craft generation-specific messages.

Gen Z and Millennials - social impact and transparency.

Gen X and Boomers - long-term results and legacy-building opportunities.

Diversify your giving channels.

Mobile-friendly donation pages and text-to-donate for digital natives.

Mail-in forms and event-based giving for established supporters.

Highlight different ways to contribute.

Volunteer opportunities and digital advocacy for newer generations.

Planned giving and major gifts for long-term impact.



Tailor messages and giving options to every generation with **built-in communication** and **robust fundraising tools**.



Show, don't tell

Inspire confidence by showing your mission in action

Share authentic stories. Feature real experiences of those you serve. A personal story creates an emotional connection.

Visualize your impact. Use infographics, photos, and short videos to show tangible results. Translate data into a compelling narrative.

Keep your narrative alive. Continue to share your story as it unfolds to foster a deeper connection and keep your supporters engaged.



Tell your story with beautifully crafted **emails** and guide supporters through their experience with **Journey Automation**.



Simplify giving

Make giving easy to turn interest into impact

Optimize for mobile. Ensure your donation forms are simple and easy to complete to prevent donor drop-off.

Offer multiple payment options. Accept credit cards, digital wallets (like Apple Pay and Google Pay), and bank transfers.

Simplify the checkout process. Reduce the number of fields and clicks. The faster and easier it is, the more likely donors are to complete their gift.



Bloomerang Fundraising supercharges your online fundraising with higher conversion rates, higher average donation, higher one-time gift amounts.



Leverage tech for growth

Use the right tools to work smarter, not harder

Automate your outreach. Set up automated email journeys to welcome new donors, thank them, and keep them engaged without manual effort.

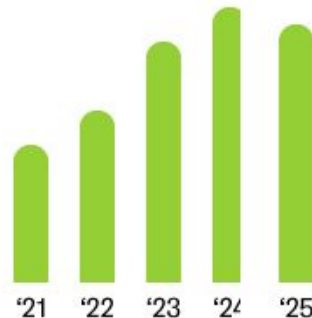
Centralize your data. Use a unified giving platform to give you a complete view of your supporters.

Analyze and identify opportunities. Use data to uncover trends and identify potential major donors or recurring givers.

Incorporate AI. Use AI tools to predict donor behavior, personalize outreach, and optimize campaign performance.



Giving Summary



Engagement Level



On fire!

Generosity



Hot

[View in DonorSearch](#)

Let's see it in action

See how Bloomerang makes the new donor journey simple, connected, and scalable.

Bloomerang Giving Platform



Attract new supporters with **high-converting forms** and **peer-to-peer** campaigns.



Design and implement personalized journeys with **Journey Automation**.

Welcome **new donors**, steward **major donors**, celebrate **milestones** and more.



Get a holistic view of your supporters with **unified data**.

Discover who's ready, willing, and able to give with **Engagement** and **Generosity**.



Activate supporters in multiple ways—become a **volunteer**, **recurring donor**, or **peer-to-peer fundraiser**.

“We're a very small development shop with just four staff members. So having something like Journey Automation to automate communication with donors is immensely helpful in scaling our operations and cultivation strategies.”

Lucas Land
Director of Development
The Delores Project

Challenge

Small development team **faced significant federal fundraising obstacles**. Expanding donor engagement was critical.

Solution

Replaced marketing automation via Mailchimp with Journey Automation. **Built email and task flows for new donors and flows to help cultivate strategic donor** relationships.

Impact

Gained over 500 new donors in 6 months of using Bloomerang and saved one to three hours per week—without any more staff.



- + 500+ new donors in 6 months
- + 1-3 hours saved per week

“Bloomerang is wonderful because we can do all those really customized reports. We really appreciate that it’s not only very detailed data you’re getting out of it, but it’s very customizable. I’ve worked in databases before that are hard to navigate, and we find Bloomerang very intuitive to give us what we’re looking for in an easy-to-digest way.”

Leah Craig Chumbley
Executive Director
Brother Wolf Animal Rescue

Challenge

A change in leadership led to a need for **better data hygiene**. Post-Hurricane Helene, **emergency funding** was needed to rebuild their shelter and recover lost assets.

Solution

Used a Bloomerang giving form to launch an emergency response fundraising campaign. **Created clear data entry rules and ran custom reports** to identify overlooked donors.

Impact

Raised over \$1,100,000 and gained 5,500+ new donors during their hurricane relief campaign and customized the giving experience to increase engagement, resulting in a **61% donor retention rate**.



- + **5,500+ new donors**
- + **61% donor retention rate**

What's Next



Donor cultivation playbook: smarter touches, stronger results

Wednesday, November 19 | 12 P.M. ET

[Register now](#)



Where strategic planning and fundraising meet

Thursday, November 6 | 2 P.M. ET

[Register now](#)



Contact info cleanup: practical prep for year-end outreach

Tuesday, November 11 | 12 P.M. ET

[Register now](#)

Q&A

Thank you for
GIVING your time!

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