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Track Donor Engagement and Boost Your Fundraising Efforts

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Agenda

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What is "Donor Engagement"?

It's not just donating

Measures all of the things that make up a complete donor profile
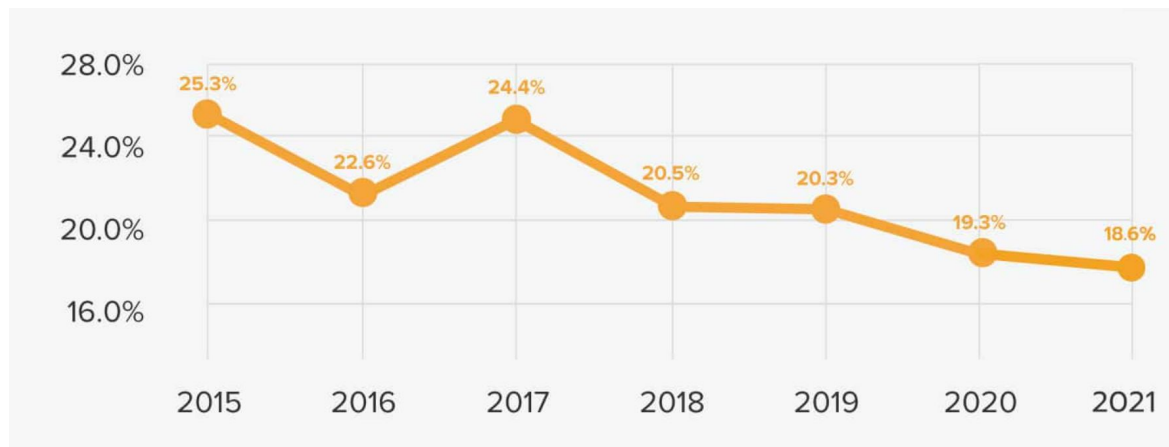
Powerful data for fundraisers

Why is engagement so important?

Donor Engagement ➝ Donor Retention

Cultivate and retain the donors you already have

Nurture long term donors

Why is engagement so important?

New Donor Retention Rate

(2015: 25.3%, 2016: 22.6%, 2017: 24.4%, 2018: 20.5%, 2019: 20.3%, 2020: 19.3%, 2021: 18.6%)

Repeat Donor Retention Rate

(2015: 63.2%, 2016: 61.0%, 2017: 63.4%, 2018: 61.6%, 2019: 61.3%, 2020: 59.6%, 2021: 60.7%)

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POLLS

What are you currently tracking about your donors? (multiple choice)

- Giving History
- Email Opens/Clicks
- Volunteer Hours
- Event attendance
- Other (put it in the chat)

How do you currently track donor engagement? (multiple choice)

- Spreadsheets
- Multiple software platforms
- Our CRM tracks things for me automatically
- I'm not sure. Where do I start?

Benefits of Tracking Engagement

6 Benefits of Tracking Engagement

Divide your donor database into meaningful and **actionable segments**.

Create more personalized acknowledgments and solicitations that **resonate with donors**.

Identify potential **major donors**.

Identify potential **volunteers**, **influencers**, and **advocates**.

Head off **potential lapses**.

Measure your **progress**.

Engagement Signals

Donor Engagement Signals

Donor Engagement	Recency or pattern of giving	Years given	Donation method	Recent upgrade or downgrades
Events attended	Hours volunteered	Stated communication preference	Matching gift eligibility	Survey responses
Website visits	Email subscription status	Email open rate	Email click-through rate	Social media following status

Donor engagement signal examples

⚐ Lapse Risk Signals

Unsubscribed from
email newsletter $+$ Has not donated in
a few months

◆ Major Prospect Signals

Recently submitted
a survey response $+$ Upgraded their annual
donation amount to $5k

10 Donor Engagement Strategies

10 Donor Engagement Strategies

1. Invite donors to events.

2. Encourage donors to volunteer.

3. Share impact.

4. Call donors to express your appreciation.

5. Send out surveys asking for donor feedback.

6. Reach out via email.

7. Get connected on social media.

8. Engage board members in donor appreciation.

9. Feature major donors in newsletters or press releases.

10. Feature supporters on a donor wall (virtually!)

The Ultimate Donor Engagement Guide + Top Strategies

5 questions to ask yourself...

1. Are you focusing on your donors' **preferred communication channels?**

2. Is your **style and tone** appropriate for your targeted audience?

3. Does your donor engagement reflect and respond to the **donors' perspective** or to your organization's internal operations?

4. Are you using terms that are familiar within the nonprofit industry or **speaking to your donors** in the way non-fundraisers ("humans") communicate?

5. Does your donor engagement elicit an **emotional response** or is it just a broadcast message explaining your needs?

POLLS

What are you currently tracking about your donors?
(multiple choice)
- Giving History
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- Volunteer Hours
- Event attendance
- Other (put it in the chat)

How do you currently track donor engagement?
(multiple choice)
- **Spreadsheets**
- **Multiple software platforms**
- Our CRM tracks things for me automatically
- I'm not sure. Where do I start?

Issues with using Spreadsheets

What issues have you found with using spreadsheets to track donors?

- Not scalable
- Prone to error
- Info is buried–hard to search or filter
- Hard to see historical data for a donor
- The more fields, the more difficult to use

KEY TAKEAWAY:
Spreadsheets are a good starting point, but they don't allow for growth or in depth data analysis.

Your First Donor Database: Common Questions and Answers

Issues with multiple software platforms

What issues have you see with multiple platforms to gather data?

- Tools do not "talk" to one another—data entry needed
- Higher cost for you
- Limited insights and missed opportunities
- Collaboration difficulties
- Data security risks

KEY TAKEAWAY:
Paying for and maintaining multiple software platforms is inefficient, challenging and creates more cost for your organization.

The Nonprofit's Guide To Choosing A Modern Giving Platform

Solution? A best-in-class UNIFIED giving platform

- It will allow for **streamlined donor management**

- It will have the **tools you need to engage donors** as a part of the package (email, events, volunteer, etc.)

- It will have a **payment processing system** which is simple and fully integrated

- It will have **solid reporting and analytics**, allowing you to see and know your donors

Bloomerang customers retain donors at a higher rate than the industry average.

According to research from the Fundraising Effectiveness Project, as of 2022:

The industry average first-time donor retention rate:	Bloomerang nonprofit customers retained first-time donors:	For the top 20% of their first-time donors, Bloomerang customers' retention rate:
18.6%	**22.2%**	**29.4%**
A decrease from the 2020 and the 2019 retention rates.	*3.6 point increase over the industry average*	*10.8 point increase over the industry average*
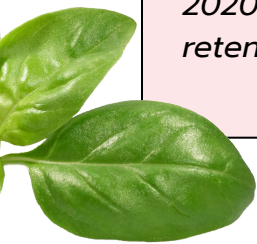
Donor Engagement Success Stories

The challenge

Initially, the organization grappled with **donor data management**, a gap that hindered fundraising and donor engagement capabilities. "We wanted to **integrate everything into one solution**."

The solution

Securing funding for **Bloomerang, a comprehensive donor and volunteer management solution**, streamlined Mujeres Latinas' operations. Justus spearheaded the use of **Bloomerang Online Giving Tools** to boost event management efficiencies.

The results

"With Bloomerang, we've seen a significant improvement in our fundraising events, **increasing our fundraising totals by more than 50% over the past two years**. It's not just about tracking donations; it's about **understanding our donors and building lasting relationships**." The organization's ability to organize and analyze data has led to more effective campaigns and a deeper connection with the community, helping to **double the number of community sponsorships** for its Fall Fundraiser.

MUJERES
LATINAS EN ACCIÓN
EMPOWERING LATINAS AND THEIR FAMILIES
EST. 1973

KEY TAKEAWAYS:

50% increase In total **fundraising revenue**

2X more **Sponsorships** at Fall Fundraisers

2X increase **In donations** from Voces Unidas Gala

Donor Engagement Success Stories

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The challenge

"When I joined, **everything was on spreadsheets, and all fundraising had been reactive**." This approach limited broader community engagement and impact. "We needed a **unified system to manage donor and prospect information** with an integrated wealth screening tool that was intuitive and user-friendly."

The solution

The Foundation selected **Bloomerang and DonorSearch** (data enrichment that enhances the Bloomerang platform by delivering data-driven insights into each donor's generosity and engagement). "There are **limitless opportunities with Bloomerang**. It's affordable, yet it still has all the capabilities to help you accomplish your goals."

The results

"We knew six-figure gifts were likely, but there were some great surprises with Bloomerang. One of our donors who was **originally assessed at $10,000 ended up contributing $150,000** for the campaign," Swarm shared. "Having the data from Bloomerang and DonorSearch on whether we should be asking for $5,000 or $25,000 is hugely helpful."

- Raised nearly **$3 million for its capital campaign**
- Increased the **annual fundraising average from $200,000 to $300,000**
- Not just monetary; from **30 annual donors to nearly 5,000 donors** in three and a half years

KEY TAKEAWAYS:

"I'm so excited because we've just scratched the surface of what Bloomerang can do for us and how it can help us."

CHRISTINE SWARM
Executive Director

50% increase In **annual fundraising**

5200% increase In **first-time annual donors**

Demo

Donor Engagement Journey

Volunteer

Nancy starts out **volunteering** for our organization because a friend asked her to join them.
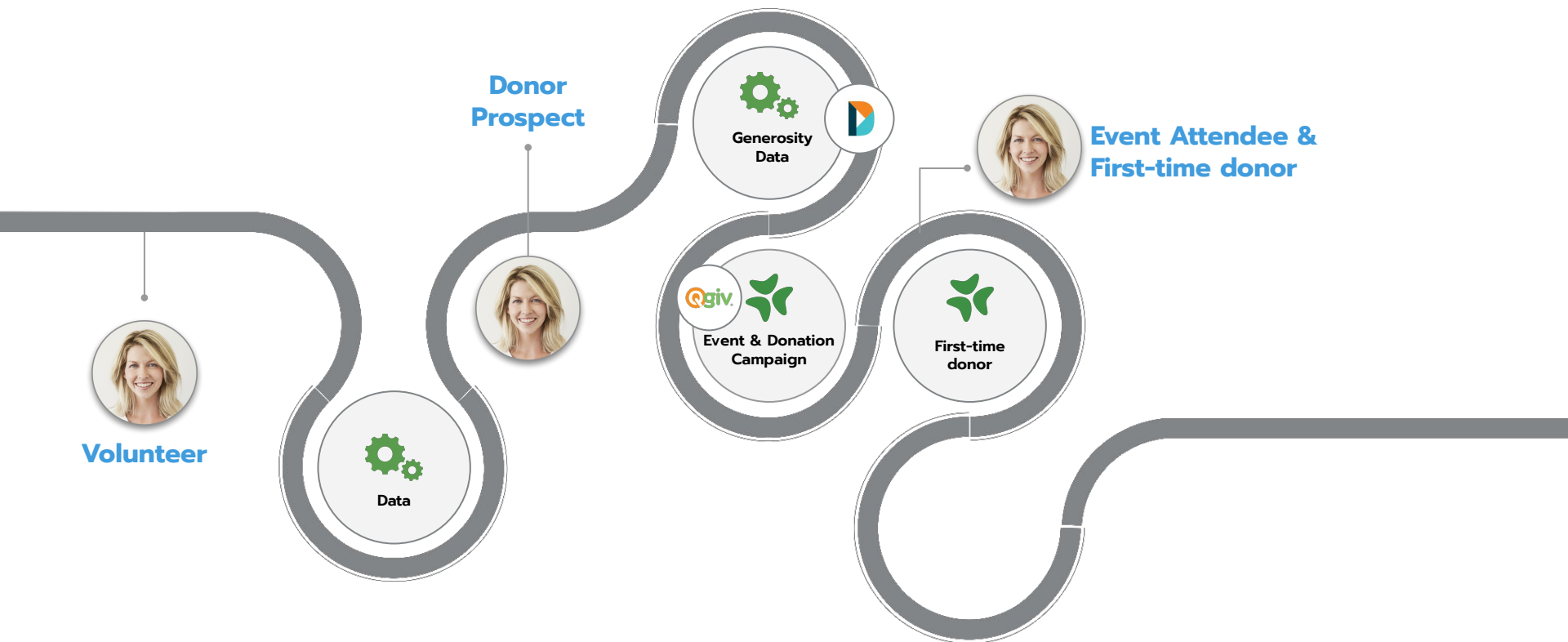
As she volunteers with us, she sees the work we are doing firsthand and feels inspired. We gather some **key pieces of information** from Nancy that will help us understand her better.

Immediately after she volunteers, we send her an **email thanking her for volunteering** using our integrated Bloomerang email tool. We share what her work meant to the impact we create.

Connected Donor Journey

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Volunteer

Data and outreach

Donor Prospect
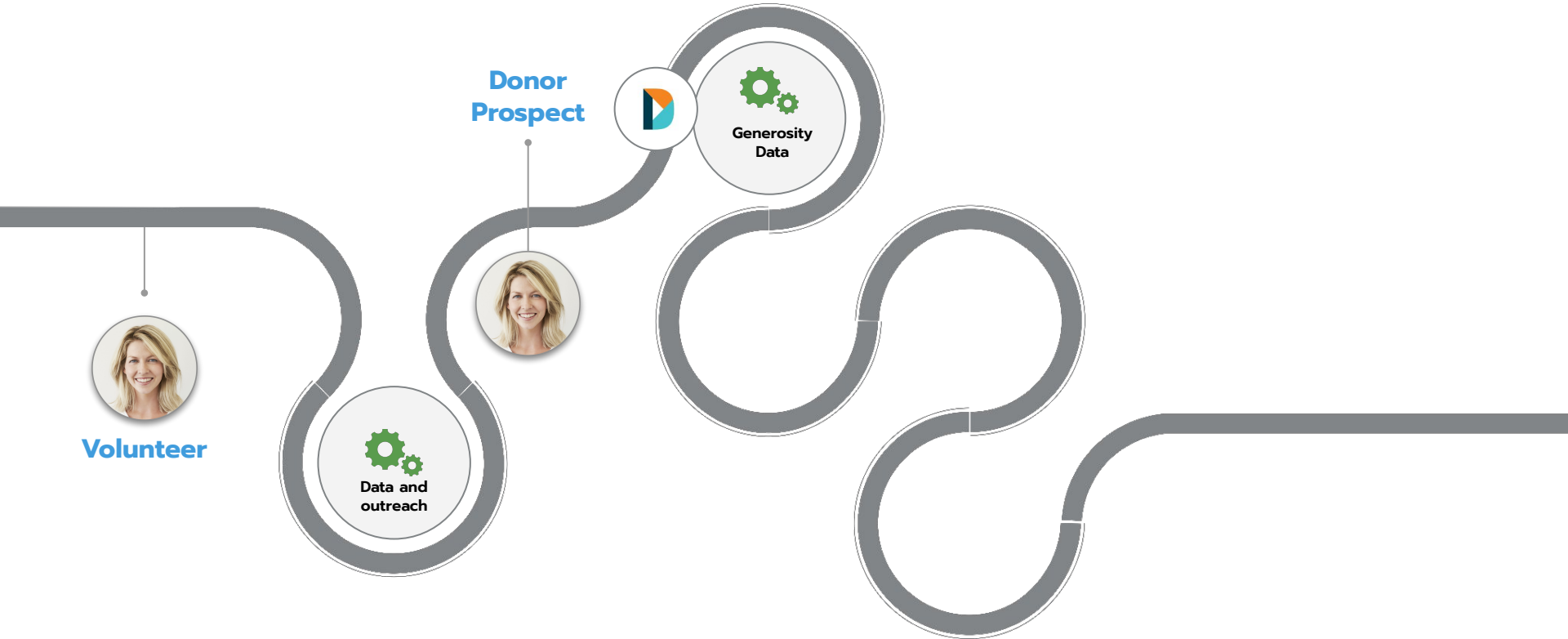
Generosity Data

Connected Donor Journey

Volunteer

Data

Donor Prospect

Generosity Data

Event & Donation Campaign

First-time donor

Event Attendee & First-time donor

Connected Donor Journey

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Volunteer

Data

Donor Prospect

Generosity Data

Event & Donation Campaign

First-time donor

Event Attendee & First-time donor

Recurring Donor

Volunteer Recognition Invitation
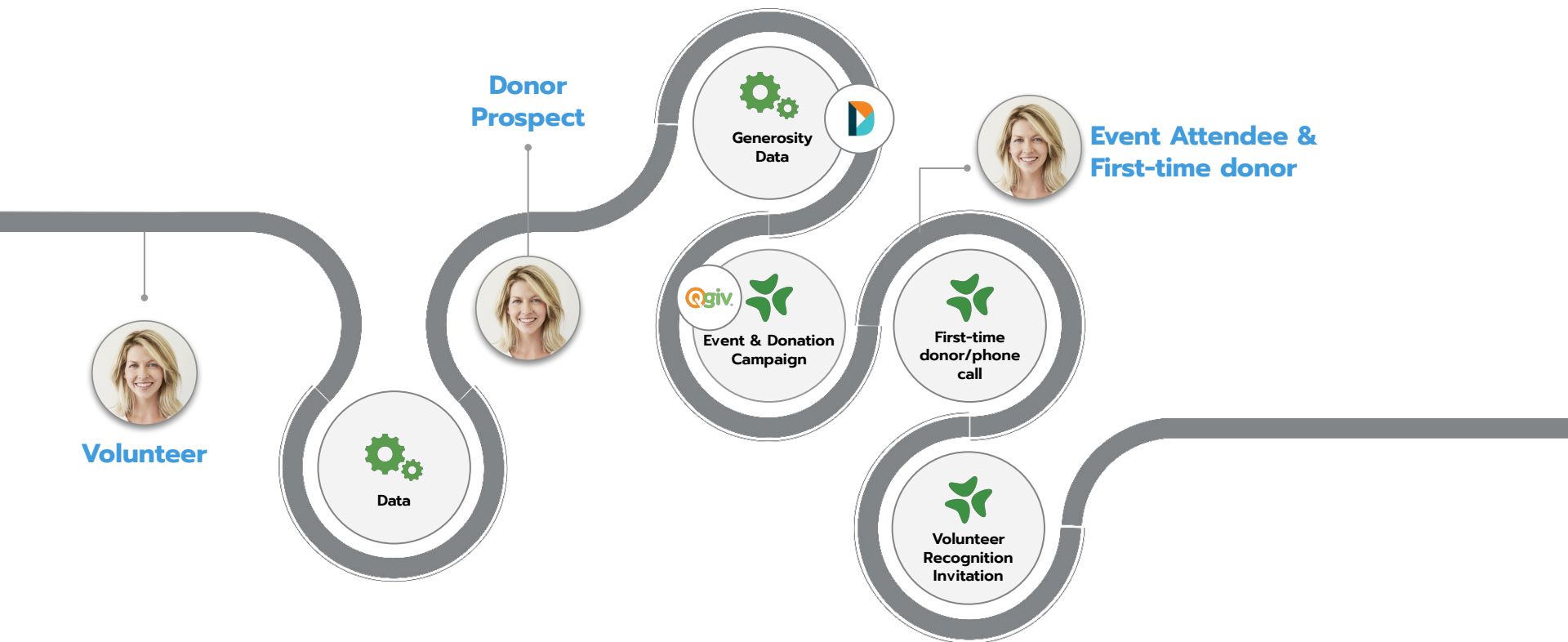
Recurring Upgrade Journey

Connected Donor Journey
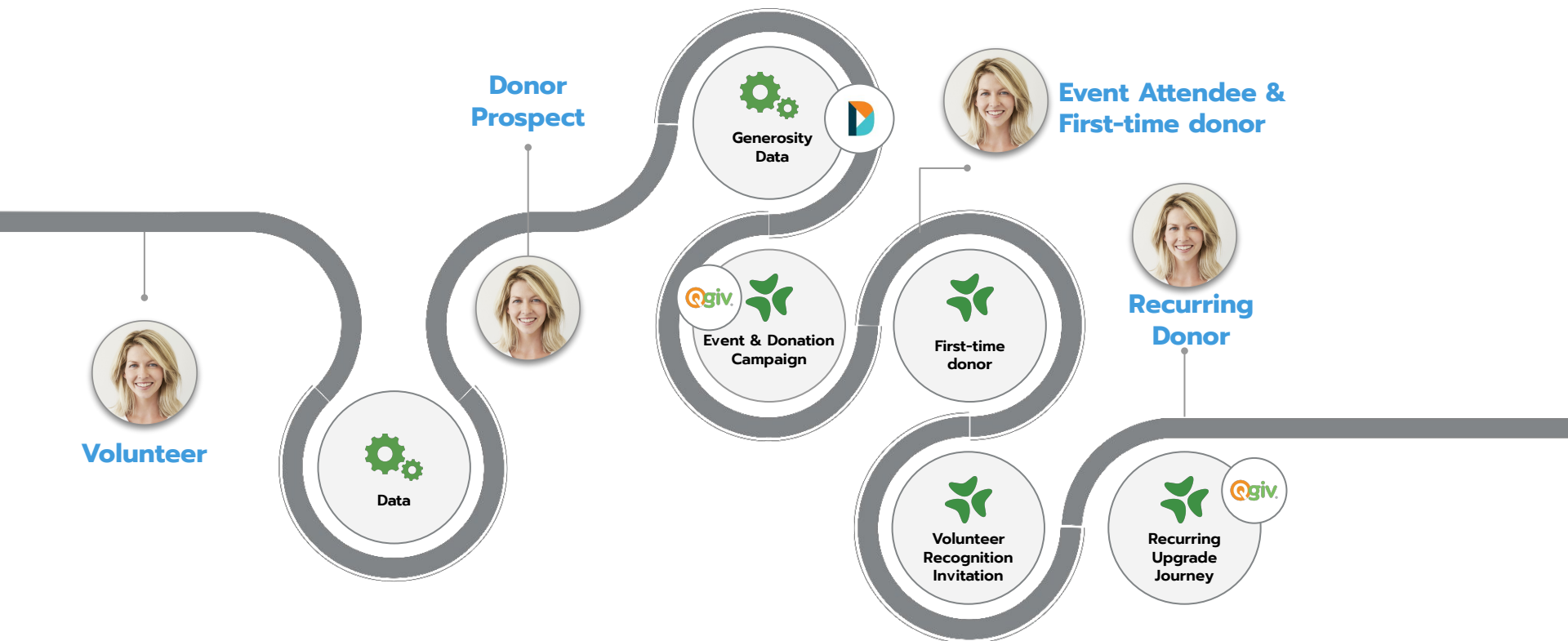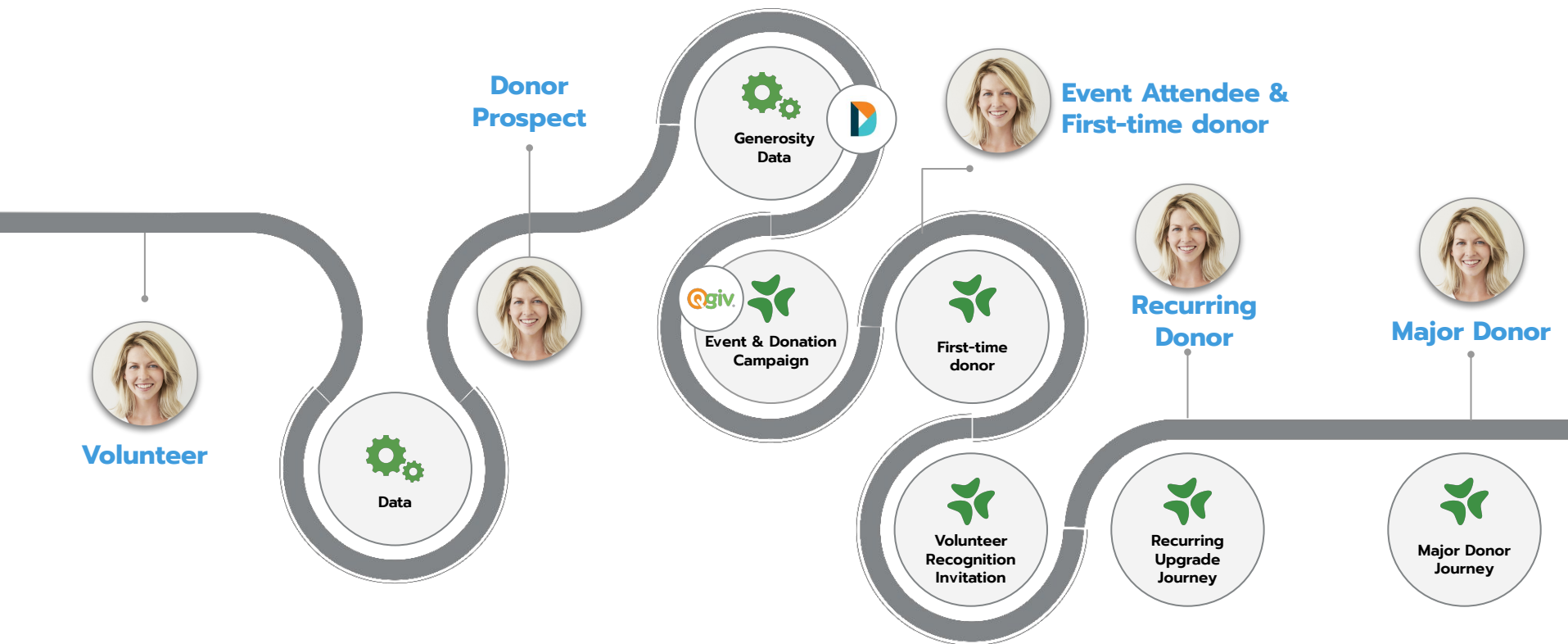
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Volunteer

Donor Prospect

Data

Generosity Data

Event & Donation Campaign

First-time donor

Event Attendee & First-time donor

Recurring Donor

Major Donor

Volunteer Recognition Invitation

Recurring Upgrade Journey

Major Donor Journey

POLL

Would you like a follow-up from a team member to learn more about how Bloomerang can help your organization?

Resources

- [The Ultimate Donor Engagement Guide + Top Strategies](#)
- [A Guide to Donor Retention](#)
- [Bloomerang's free donor retention calculator](#) (Interactive calculator)
- [Win Them Back: The Fundraiser's Guide to Re-Engaging Lapsed Donors](#) (free ebook)
- [Donor Stewardship: Expert Tips To Build Strong Relationships](#)
- [The Heart of Giving: Authentic Donor Engagement](#) (webinar)
- [Taking Action: Fundraising Trends And Best Practices From Bloomerang's 'Fundraising Planning and Climate Report'](#)
- [[STUDY] The 2023 Fundraisers Outlook: 6 Strategic Themes to Drive Fundraising Success](#)

Thank you for attending!

<u>AND</u> thank you for all you do for your communities!