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Modern Tips for Donor Acquisition

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Margie Worrell is the Curriculum Manager at Bloomerang. She serves on the board of the Peace Learning Center in Indianapolis, and has worked extensively with nonprofits as both a staff member and a lead volunteer. Her passions include education, theatre, her two children and her two small dogs.

What will we talk about today?

1. The Donor Journey
2. Donor Acquisition Tips
3. Creating a Donor Acquisition Strategy
4. Putting Your Donor Acquisition Strategy into Practice
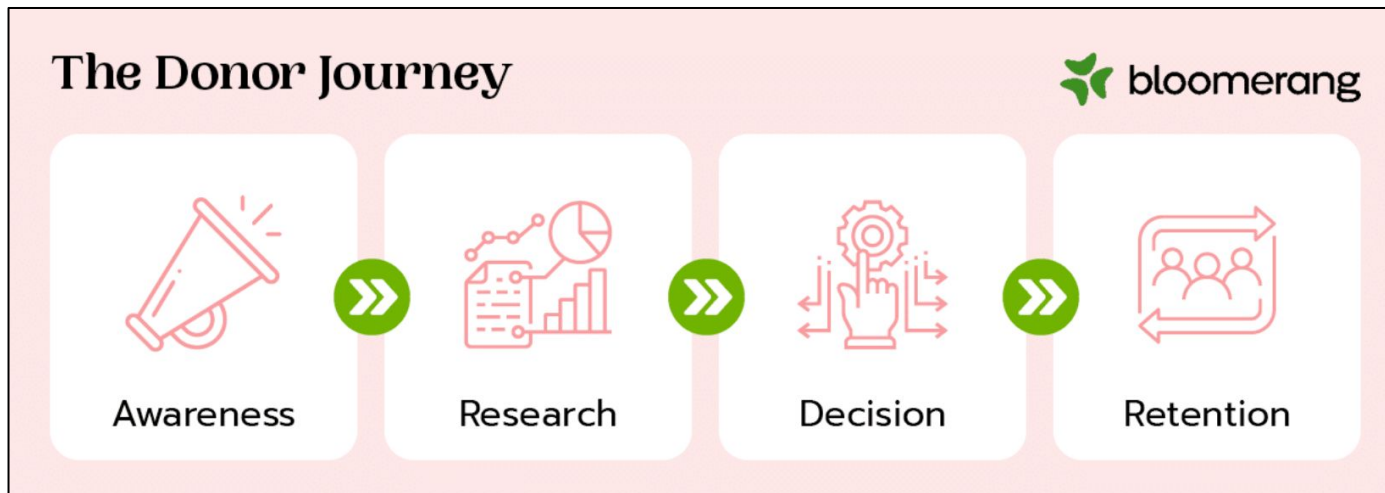
The Donor Journey

Contacts

Continue to introduce them to your organization, show them what impact you're making, and nurture them toward a first gift.

Donors

Continue to engage them with your organization to create lifelong donors and advocates.

The Donor Journey

Awareness: Make a positive 1st impression

- **Create targeted marketing campaigns**
  - [Google Ad campaigns](#)
  - Social media campaigns
  - Event promotions
  - Direct mail outreach
- **Personalized outreach**
  - [62% of consumers](#) who make online purchases said that a brand would lose their loyalty if it delivered a non-personalized experience

Research: Optimize your online platforms

- **Your website:**
  - Robust About page, community testimonials, annual reports and impact information
- **Your social media pages:**
  - 32% of donors say they are most inspired to give via social media, more than any other channel
  - Share information about events, volunteer opportunities, fundraising campaigns, history and current goals
- **Your email newsletters:**
  - Bring your mission to life with interviews of community members, volunteers and staff, photos and interesting stories of impact

Decision: Will they show their support?

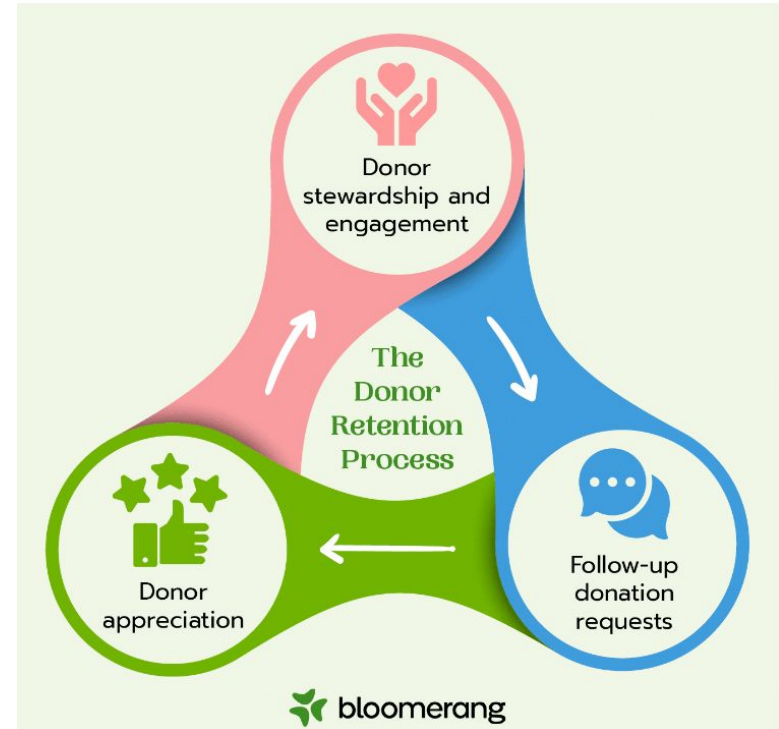Make it frictionless and easy to give!

- **An online donation page**
    - Include donation buttons/links that connect to online giving form
    - Keep it streamlined and simple
    - Offer recurring and fee-covering options
- **Direct mail**
    - Include a pre-addressed envelope for supporters to send in a check or cash donation
- **In-kind donation opportunities**
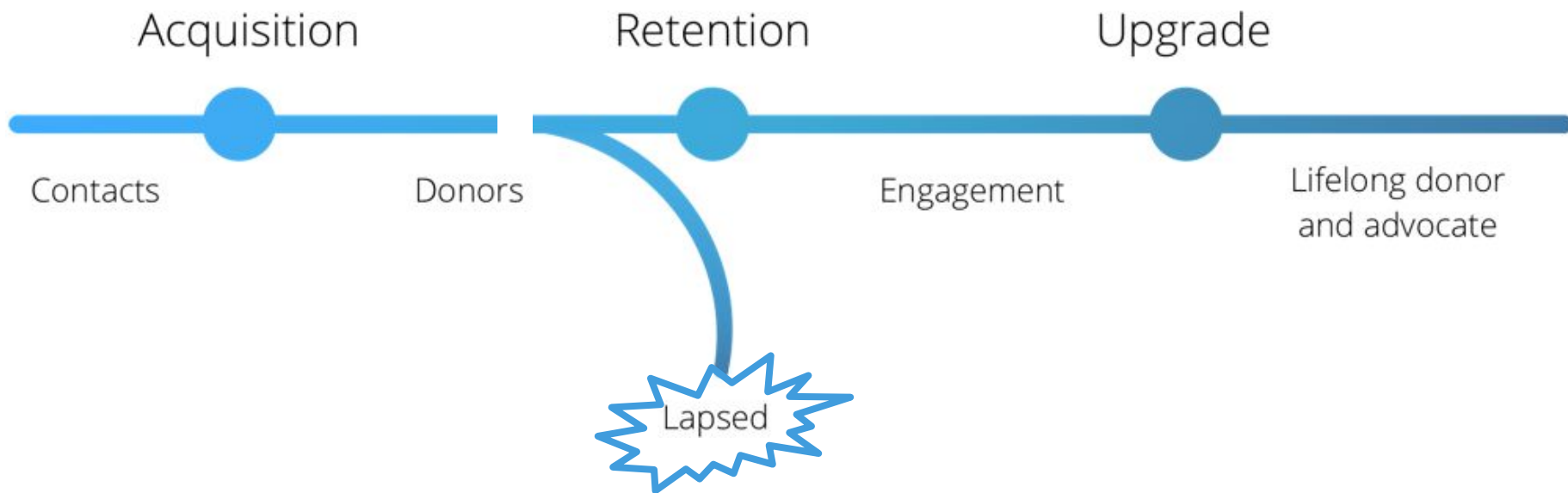   - When applicable, make sure these options are made clear

Retention: Now they are here...Will they stay?

Not our focus today, but here are the three aspects of the retention process:

- Donor appreciation
- Donor stewardship and engagement
- Follow-up donation requests

Donor Journey

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Acquisition

Retention

Upgrade

Contacts

Donors

Engagement

Lifelong donor
and advocate

Lapsed

Three Stages of the Donor Lifecycle

Donor Acquisition
Collecting contacts to cultivate into donors, and welcoming new donors to your organization

Donor Retention
Keeping donors engaged to prevent them from lapsing

Donor Upgrade
Continuing to cultivate your donor relationships and inspire recurring or major givers

It's important to remember to focus on all segments of your donor lifecycle!

Donor Acquisition Tips

Finding new donors...here are 5 ideas!

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1. Leverage your **existing supporter base**.

2. Invite prospective donors to **getting-to-know-you events**.

3. Use **social media**.

4. Compile a list of prospects based on **donors to other organizations**.

5. Conduct **prospect research**.

...AND five more!

6. Build **strategic partnerships** with other organizations.

7. Reach out to **one-time and lapsed donors**.

8. Build your **email list**.

9. Optimize your **website**.

10. Treat **volunteers** as potential donors.

Building Your Donor Acquisition Strategy

1. **Gather your metrics**
   - Contact acquisition rate
   - Donor acquisition rate
   - Donor conversion rate

2. **Consider your acquisition channels**
   - Events
   - Campaigns
   - Sources

3. **Develop your action plan**
   - Set SMART goals
   - Cultivation plan for new contacts & donors
   - Document, evaluate and revise

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Metrics

CONTACT ACQUISITION
How many new contacts are you adding month over month or year-over-year?

DAYS UNTIL FIRST GIFT

DONOR ACQUISITION
How long does it take for a new contact to become a first-time donor?

DONOR CONVERSION

$$\frac{\text{CONTACTS THAT BECAME DONORS}}{\text{TOTAL NUMBER OF CONTACTS}} \times 100$$

Acquisition Channels

Here are a few fundraising and participation channels you can analyze for your donor and contact conversion rates:

Events
- By event type (e.g. Spring Gala vs 5K)
- Time of year
- Audiences for an event
- Communications around your more successful events
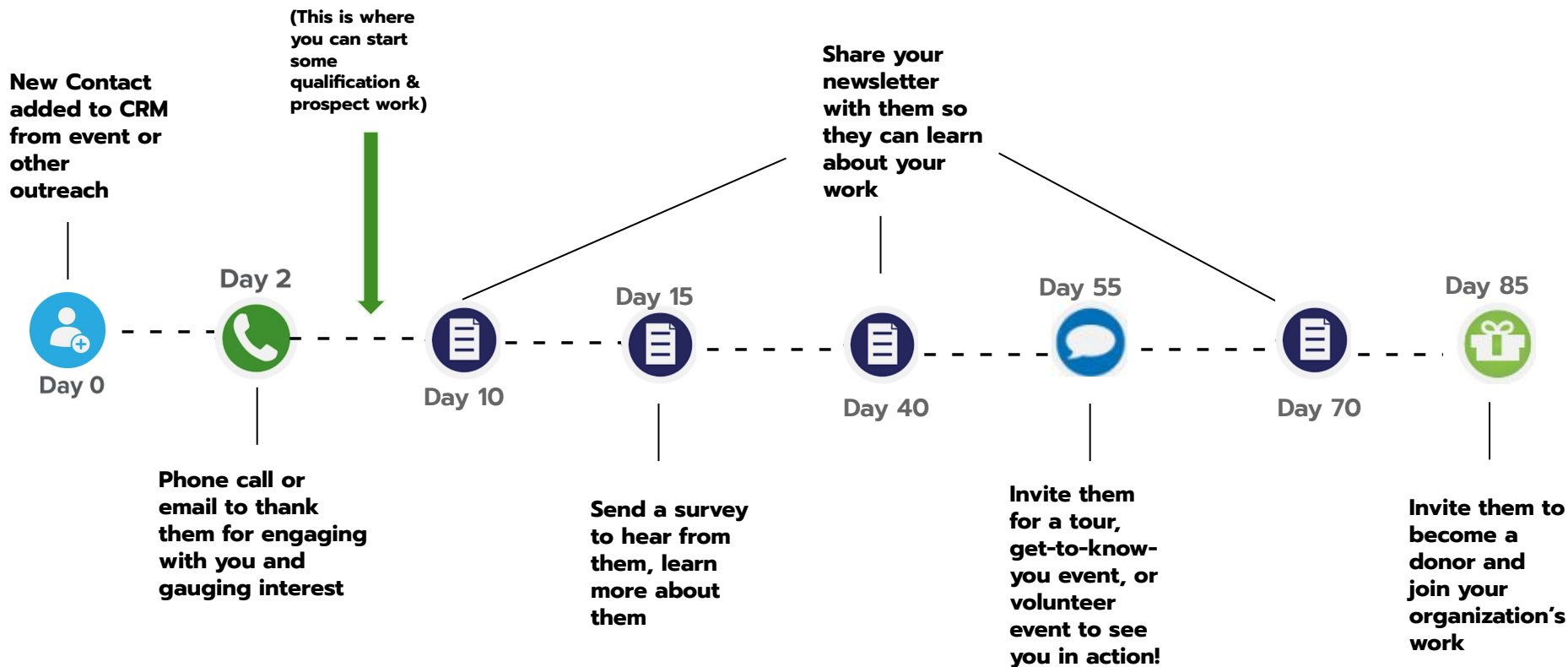
Campaigns
- Specific funds
- Membership
- Specific programs
- Recurring giving

Source
- In-person meetings
- Phone calls
- Events
- Direct mail
- Website
- Social media

How does your organization acquire new donors?

New Contact Cultivation Timeline

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New Contact added to CRM from event or other outreach

(This is where you can start some qualification & prospect work)

Share your newsletter with them so they can learn about your work

Day 0

Day 2

Phone call or email to thank them for engaging with you and gauging interest

Day 10

Day 15

Send a survey to hear from them, learn more about them

Day 40

Day 55

Invite them for a tour, get-to-know-you event, or volunteer event to see you in action!

Day 70

Day 85

Invite them to become a donor and join your organization's work

New Donor Cultivation Timeline (90 Days)

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Donation Received!
Day 0

Thank You Phone Call
Day 2
Research shows that retention rates improve if you call a new donor within 48 hours.

Thank You Note by Mail
Day 5
Send a signed thank you letter from the **CEO** or **ED**. (Bonus if it's handwritten)

Survey
Day 10
Get to know your donor while giving them a chance to offer feedback.

1st Email Newsletter
Assuming you send a monthly newsletter, they should receive 2-3 in the first 90 days.

Tour Invitation
Day 25
Give your donor an opportunity to see your operations firsthand and you give yourself an opportunity to talk to them more about your mission.

2nd Email Newsletter

Stewardship Mail Piece
Day 50
Send your donor mail informing them just how their gift was used; make it personal and share a story from your organization!

3rd Email Newsletter
Day 70

Stewardship Phone Call
Have a **staff member** or **volunteer** reach out to your donor and let them know what a difference they are making to you.

2nd Gift Appeal
The end of the first 90 days is your last, best chance to acquire a larger second gift.
Day 85

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Set your SMART Goals

Specific. Is the goal detailed enough to be useful?

Measurable. Can you assess whether you've reached the goal?

Attainable. Is the goal both ambitious and realistic?

Relevant. Does the goal relate to your nonprofit's mission?

Time-based. Is there a set deadline for achieving the goal?

Putting Your Strategy into Practice

Putting Your Strategy into Practice

1. **Start with a solid foundation of data**
   Data management & Reports

2. **Invest in Prospect Research**
   Wealth indicators & Philanthropic indicators

3. **Make the most of your CRM**
   Leverage your existing supporter base
   Segment and send personalized communications
   Use an online fundraising tool
   Record engagement activities & follow up
   Analyze data with reporting

Make the most of your CRM

Analyze data with reporting
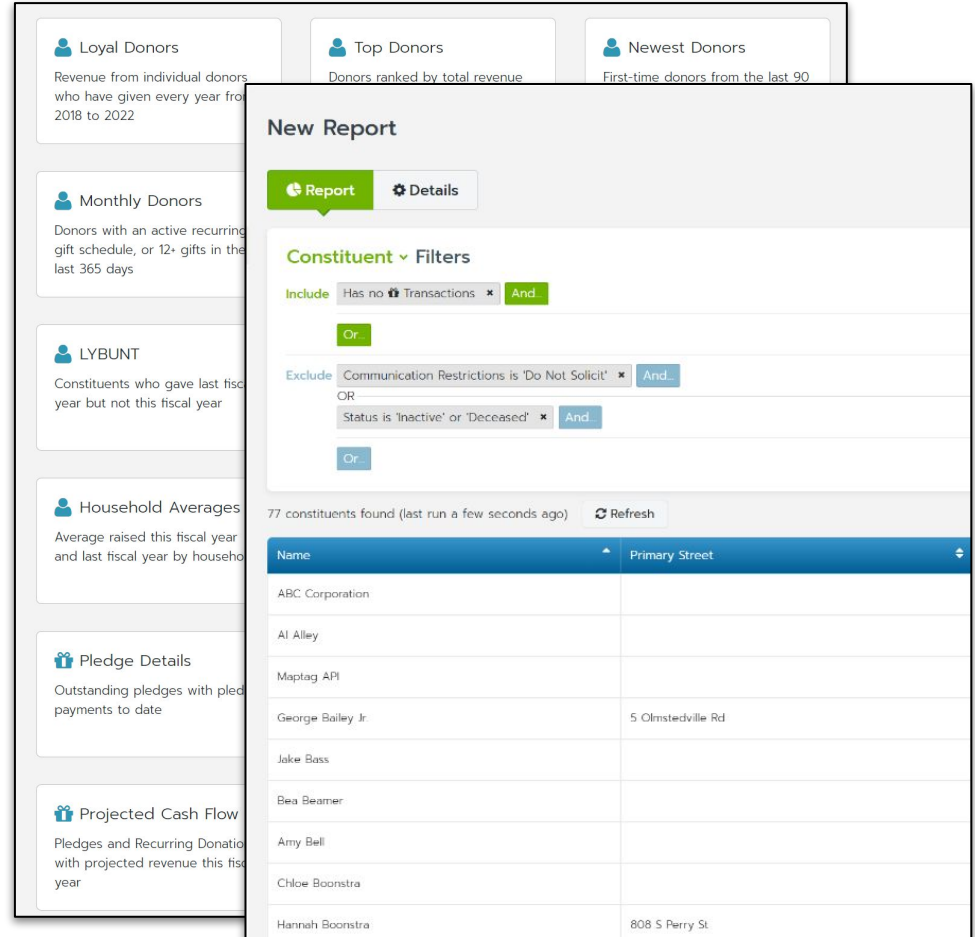
- How are you progressing toward your goals?
- Which campaigns yield the best results?
- Keep track of your donor acquisition and donor conversion rates.

To analyze your data, you will need a CRM that has robust reporting capabilities with flexible features for capturing data that matters to your organization. **Bloomerang has both**.

Start with a solid foundation of data

Data management & Reports

How much **revenue is hidden** in your donor database or in your donor's broader network today?

What are Wealth Insights?

Willing

Ready

Able

Engagement score

Generosity score

Predictive Giving
Insights

Wealth insights are data that helps fundraisers:

- **Identify and uncover potential new donors**
- Target donors who are **most likely to give**
- Develop effective fundraising strategies
- Build **stronger relationships** with donors

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What does it look like?

Engagement and generosity ratings show **you exactly which donors to focus on (within Bloomerang, at no additional cost!)**

+ **Built into donor profile and highlights how likely an individual will give** to your organization
+ **Engagement level automatically updates based on a donor's interaction** - such as attending an event or volunteering
+ Quickly **view additional information for a more in-depth** analysis
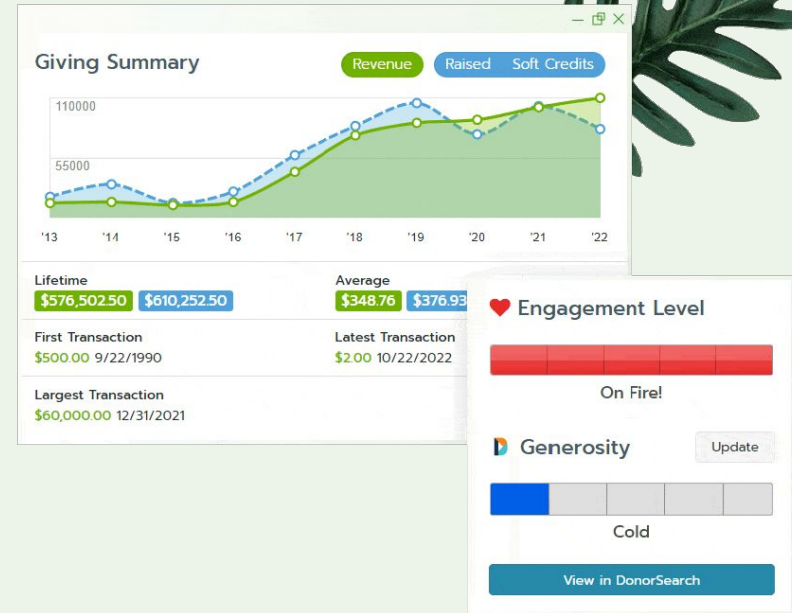
Innovative Take: DonorSearch AI

- Combines the **power of your donor data with wealth insights**
- Makes **predictions about individual prospects**
- Use predictive analytics to **improve the likelihood of a gift - every time you pick up the phone**

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How Does DonorSearch Ai Work?

Your Nonprofit's Donor Data

DonorSearch Data
▸ Giving patterns and behavior
▸ Wealth and giving capacity details
▸ Volunteering history and other engagement behavior
▸ Demographic characteristics
▸ Social media activity

DonorSearch Ai Predictive Modeling

Specific Predictions About Individual Prospects
▸ Use these insights to build strong relationships with your donors and prospects!

DONORSEARCH

SUCCESS STORY

Skidmore College

+ **Wrapped up 7-year fundraising campaign by exceeding target goals**

"

We did a demo for a [DonorSearch Batch Screen] and I was sold. We ended a seven-year campaign, but the last year because we had DonorSearch we were able to break our goal. I would highly recommend it to any shop who is looking to build pipeline.

Emily Marcason-Tolmle
Director, Prospect Research Operations and Prospect Development

Challenge

At the end of a long capital campaign, the college needed a refresh on their fundraising efforts to combat donor fatigue.

Solution

Skidmore college took advantage of DonorSearch's Batch Screen, a tool that uncovers wealth potential that already existed in their donor management database today.

Impact

At the end of their 7-year campaign, Batch Screen helped the college exceed their initial fundraising goals, ending the campaign stronger than initially predicted.

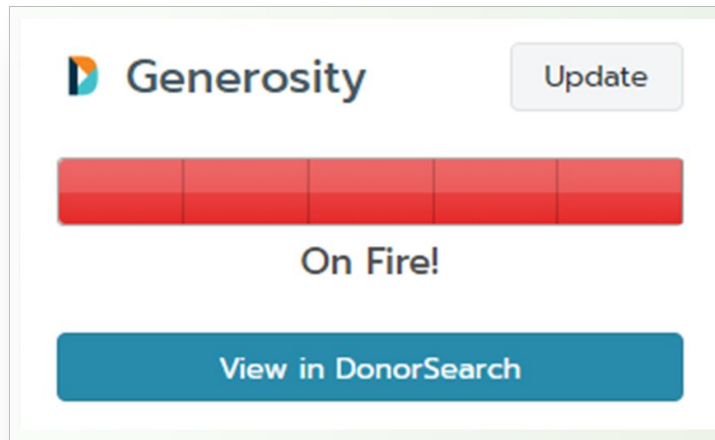# Invest in Prospect Research

DONORSEARCH

Wealth indicators

This data can help you estimate a prospect's financial capacity to give. Publicly available data including **real state ownership, stock holdings, business affiliations, and past political contributions**.

Philanthropic indicators

These markers can indicate a prospect's warmth or affinity towards your mission. Common philanthropic indicators include **past donations to and involvement with similar nonprofit organizations, as well as personal information like hobbies and interests**.

Prospect Research: The Source of Sustained Fundraising Success Guide

Bloomerang + DonorSearch

Generosity [Update]

On Fire!

View in DonorSearch

Generosity Details
- Largest Charitable Gift
- Wealth Capacity
- Has Business Affiliation
- Annual Fund Likelihood
- Major Gift Likelihood
- Organizations Supported

Make the most of your CRM

Leverage your existing supporter base

- Look for contacts who are highly engaged with your organization and haven't given yet.

  - Pair this information with prospect research data to see who is ready, willing and able to give!

- Reactivate lapsed donors

  - LYBUNT, SYBUNT reports

- Turn supporters into fundraisers

  - Report on relationships

  - Look at your volunteers

♥ Engagement Level

On Fire!

▶ Generosity

On Fire!

View Generosity Details

Make the most of your CRM

Segment and send personalized communications

- **CHANNELS:** What channels are you planning on using?

- **CADENCE:** How often are you sending communications?

- **CUSTOMIZE:** Can you personalize these to make them more relevant and meaningful?

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Make the most of your CRM

Use an online fundraising tool

- Recurring donation prompts
- Innovative donor-centric features
- Built-in AI to change default giving values dynamically based on donor giving data
- AI-generated emails
- Fundraising dashboard
- Powerful event management
- Dynamic peer-to-peer campaigns
- Streamlined text communication
- Robust auctions

INTRODUCING

Bloomerang + Qgiv: A Modern Giving Platform

For nonprofit leaders that need to raise more money and improve fundraising outcomes, Bloomerang + Qgiv is a modern giving platform putting relationships at the heart of fundraising.

Attract new donors	Cultivate relationships	Unlock giving potential
Impactful fundraising tools expand your outreach and leave lasting impressions on donors throughout their giving experience.	Automatically tap into supporters' strengths and passions to maximize their gifts and build lasting relationships with your donors.	Improve outcomes with the unification of data, people, and tools all in one place.

Nonprofits love <u>Bloomerang + Qgiv!</u>

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"Qgiv is our online giving solution, and we use Bloomerang for our CRM.... **All of our data automatically gets integrated into Bloomerang** and QuickBooks Online so it creates and updates constituents' profiles without us having to do anything... We get the best of both worlds!"
Kellie Phillips, Bonnet Springs Park

"We particularly love Qgiv's integration with Bloomerang! This helps streamline our fundraising processes and makes us more efficient, but most importantly **helps us focus our attention on our donor relationships and stewardship** within Bloomerang."
Joseph Maley Foundation

"We use Qgiv to export donations and donor data to our CRM, Bloomerang, every single day... Setting up this integration has **saved us hundreds of hours of manually entering data. We'd be lost without it**."
Angela Phinney, Bikes not Bombs

| Best Relationship SPRING 2023 | Best Results SPRING 2023 | Momentum Leader SPRING 2023 | Best Usability SPRING 2023 | Easiest To Use Mid-Market SPRING 2023 | Leader SPRING 2023 | Highest User Adoption SPRING 2023 |

94%
Customer Satisfaction Rating

93%
Renewal Rate
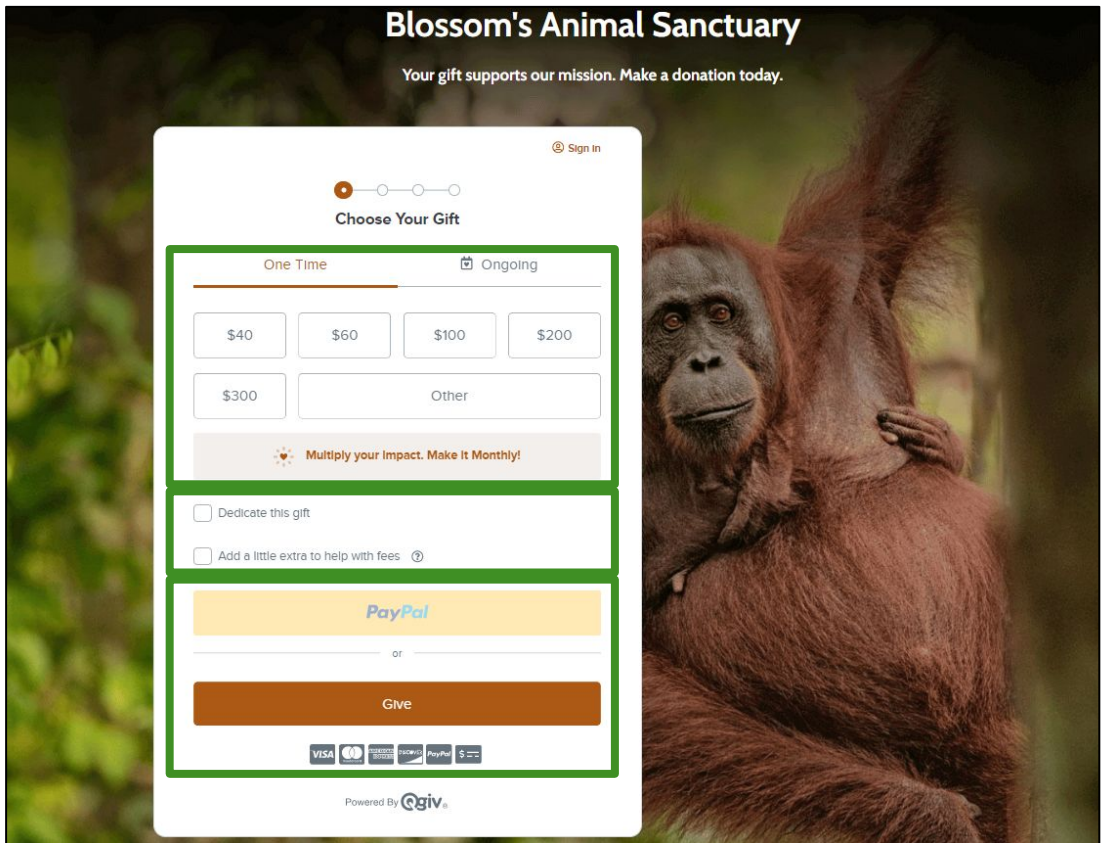
You can offer easy **donation options** like one time or ongoing donations, in a cadence which donors choose. *Smart Amounts* ensures that your asks hit the mark.

Allow your donors to make the gift **in honor or memory** of another as a tribute.

And give donors the opportunity to help **offset any processing fees**.

Do you do **events** to attract new donors? Make the process smooth and seamless every step of the way.

- flexible ticketing
- multi-attendee packages
- discount options
- QR code check-ins
- table seating

Provide key information so your guests know what to expect and feel comfortable being a part of your event and your mission.

Screencast your event goal progress in real-time to boost fundraising results.

Anyone can become a fundraiser for your mission with **peer-to-peer fundraising.** With one click, your potential donors can join or start a team! Great way to capture new donors!

Help teams and individuals view their fundraising progress with real-time tracking of funds raised.

Amplify the message with easy access social media networks. Your donors can help you acquire new donors!

Interested in seeing more? How about a [tour]() around?

Make the most of your CRM

Where else can you find new donors?

- Event attendance
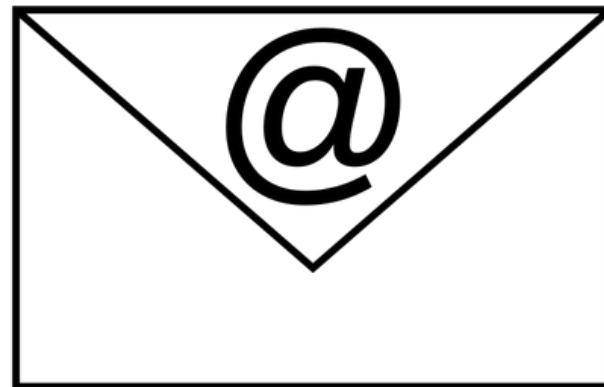
- Volunteer activities

- Communication channels

Take advantage of every opportunity to engage with your contacts. **Everyone** is a potential donor.

Event Attendance

After the event, email your new contacts to thank them and continue to nurture them

- Walk-a-thons
- Tours of your facility
- Volunteer activity that relates to your mission
- Meet-and-greet
- Auctions

Follow up with new contacts and share your stories of impact. Help them get closer to deciding to support your mission.

Tap into the giving potential of your volunteers.

**Tap Into Volunteers' Giving Potential**
Volunteer activity syncs to Bloomerang donor and updates the Engagement Meter to show you which volunteers to focus on.

Save Time with One Entry
Two-way sync keeps records up to date in both systems, regardless of where you made the update.

Sync Your Data on Your Terms
Use manual sync anytime you need instant updates for the freshest data, or automatic sync so you can set it and forget it.
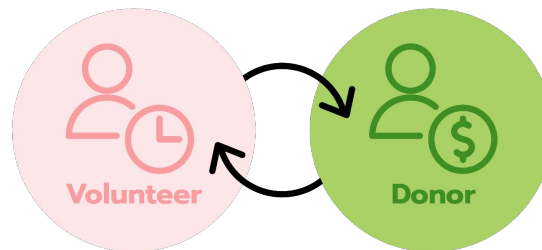
Volunteer Activities

Find new donors in your volunteer list; Bloomerang Volunteer can help

> "
It's worth the investment in your volunteers. Bloomerang Volunteer is worth every dollar to be able to streamline and better manage, communicate, organize your volunteers. It allows you and your volunteers to focus on what is really important.
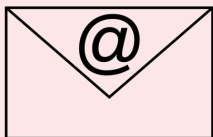Jaci Feinstein, Social Media Examiner

> "
Bloomerang Volunteer has made my life 100 times better compared to our previous volunteer management system.
Gini Douglas, Patient Experience
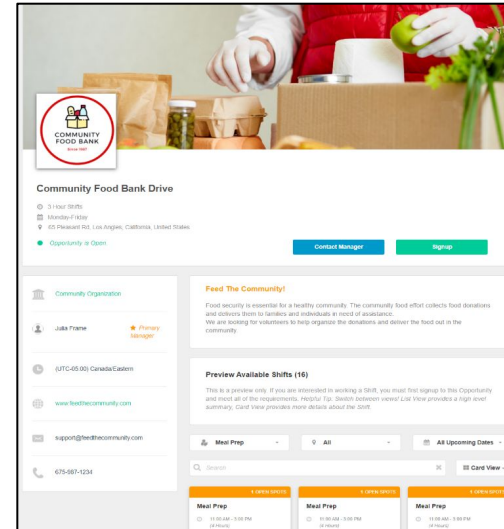
Communication channels

Who's looking at you? Let them know you see their interest!

Have your contacts opened an email? Clicked on a link? Email tracking reports help you have visibility into this. This gives you vital information on what speaks to them!
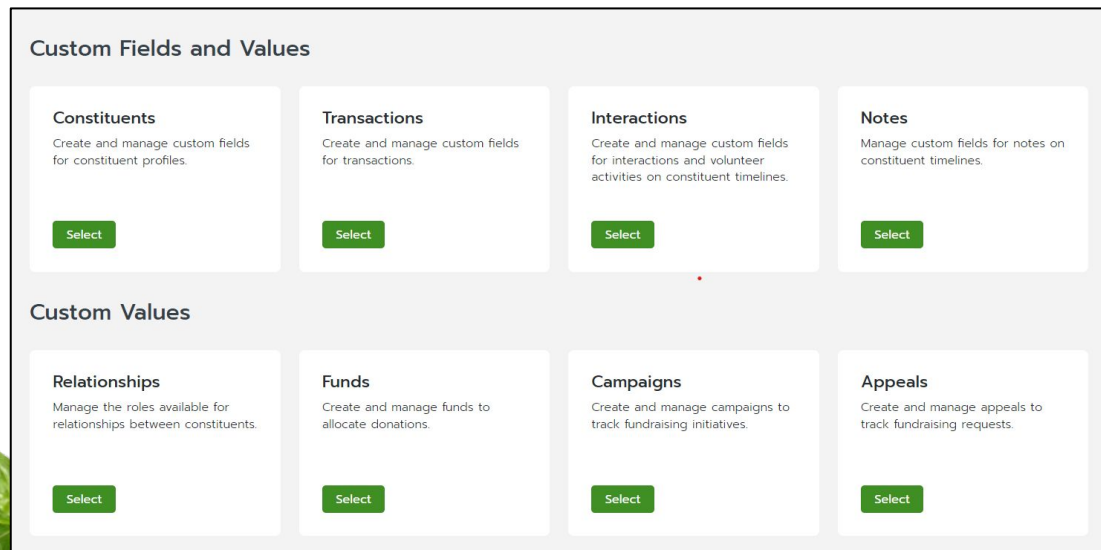
Are you getting likes on social media from folks who have not donated? Why not engage them in opportunities to connect?

New people visiting your website? What are they viewing? Are they interacting with you? More new potential donors!

Report on Event Success

With the combination of filter-based reporting and custom data fields, you can record and report on any data that matters to your organization. Gain the insights you need to make informed decisions.

Custom Fields and Values

Constituents
Create and manage custom fields for constituent profiles.

[Select]

Transactions
Create and manage custom fields for transactions.

[Select]

Interactions
Create and manage custom fields for interactions and volunteer activities on constituent timelines.

[Select]

Notes
Manage custom fields for notes on constituent timelines.

[Select]

Custom Values

Relationships
Manage the roles available for relationships between constituents.

[Select]

Funds
Create and manage funds to allocate donations.

[Select]

Campaigns
Create and manage campaigns to track fundraising initiatives.

[Select]

Appeals
Create and manage appeals to track fundraising requests.

[Select]

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How we do it

Filter-based reporting
Our easy-to-use, filter-based reporting system allows you to learn more about your contacts and donors. Use our templates to get a head start on creating your report.

Custom Data Fields
Want to record data but have no place to put it? Create a custom field so you can gather and report on that data!

Trend and comparison reports
Pull reports to see which contacts have become donors and which ones have not.. Create comparison reports and analyze which interactions influenced their giving.

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Take a powerful first step toward exceeding your fundraising goals.

POLL

Would you like a follow-up to learn more about how Bloomerang can help you and your organization acquire new donors?

Resources

- [[ASK AN EXPERT] What's A Good New Donor Acquisition Rate?](#)
- [Go MICRO And Improve Your Response Rates in New Donor Acquisition](#)
- [Acquire New Donors and Create an Engaging Donor Journey](#)
- [10 Ways to Find New Donors for Your Nonprofit Organization](#)
- [4 Ways to Acquire and Retain Millennial Donors](#)
- [4 Tips for Small Shops to Find Donor Prospects](#)
- [Where Do You Get Your Best Donors?](#)
- [How To Avoid A Catch-And-Release Acquisition Strategy And Create One That Retains New Donors](#)
- [3 Tips to Start A Donor Acquisition Program](#)
- [Finding New Donors Requires Creating a New Market](#)
- [Your Donor Love and Loyalty Plan](#) (downloadable PDF)

Thank you for attending!

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