



How To Raise More Online

Learn Best Practices And Tips To Drive More Online Giving

Emily Kelly
National Accounts Manager



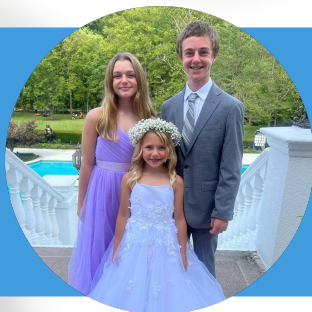
Your Presenter

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.
- I love to travel, cook and do anything outside... as long as it is above 60 degrees (run, cycle, garden; etc.)
- 3 kids (14, 13, and 9), 2 dogs (poodle and bernedoodle, 1 husband
- Degree in Individual and Family Development from the University of Kentucky.



Agenda

What We Will Talk About Today!



What We Studied

What We Learned

Why It Matters

Practical Takeaways



What We Studied?

Exploring The Donation Experience Across 50 Animal Welfare Nonprofits

Exploring The Donation Experience

We Donated **\$25 To 50 Animal Welfare Organizations** Across The US, One In Most States And Tracked The Giving Experience And The Thank You Results.



Review Your Donation Process

Check For:

- Broken Links
- Ease Of Use
- Engaging Content?

**Ask Yourself, If I Was A Donor Would I
Be Compelled To Give Here?**



Takeaway Tip

What We Studied



Donation Experience



Landing Page



Receipting Email



Thank You Process



Follow Up Activities



What We Learned?

Key Insights From Analyzing 500 Nonprofits' Donation Experiences.

Donation Experience:

What Will Make A Difference To Your Donors?

- ❑ **Ask To Cover Fees**
- ❑ **Require Cover Fees**
- ❑ **Gifts In Tribute Or In Memorial**
- ❑ **Give Donor Option To Designate Fund**
- ❑ **Payment Options Other Than Ccd - Apple/Google/Venmo**
- ❑ **Ask To Add To Newsletter/Further Communications**

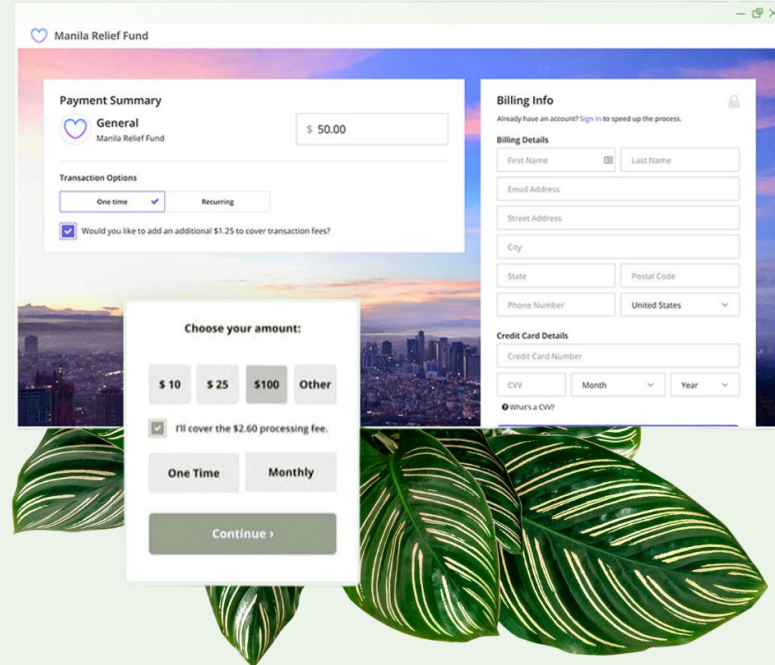


Ask To Cover Fees Vs. Require To Cover Fees

Things To Consider:

- Don't Alienate Your Donors
- Transparency Is Critical

Great To Do



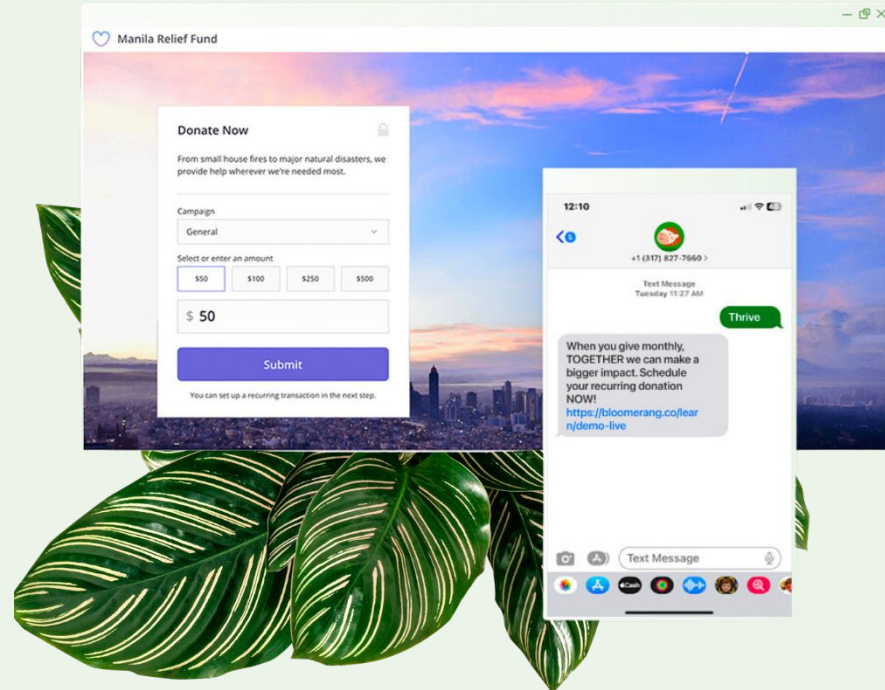
The screenshot displays a donation form for the Manila Relief Fund. The form is divided into several sections:
1. **Payment Summary**: Includes a heart icon, the text 'General Manila Relief Fund', a text input field containing '\$ 50.00', and a 'Transaction Options' section with 'One time' selected and 'Recurring' as an option. Below this is a checkbox labeled 'Would you like to add an additional \$1.25 to cover transaction fees?' which is checked.
2. **Billing Info**: A section with a lock icon and the text 'Already have an account? Sign in to speed up the process.' It contains fields for 'First Name', 'Last Name', 'Email Address', 'Street Address', 'City', 'State', 'Postal Code', 'Phone Number', and 'United States' (a dropdown menu).
3. **Credit Card Details**: Includes fields for 'Credit Card Number', 'CVV', 'Month', and 'Year'.
4. **Choose your amount:**: A modal window overlaying the bottom of the form, featuring buttons for '\$ 10', '\$ 25', '\$ 100', and 'Other'. It also has a checked checkbox for 'I'll cover the \$2.60 processing fee.', buttons for 'One Time' and 'Monthly', and a 'Continue >' button at the bottom.
The background of the form features a cityscape image at sunset. The entire form is overlaid on a green background with large, stylized leaves at the bottom.

Payment Options (Apple/Google/Venmo)

Things To Consider:

- Inclusive Giving
- Engage Younger Donor Population (Millennial/Genz)
- Ease Of Use

Very Important

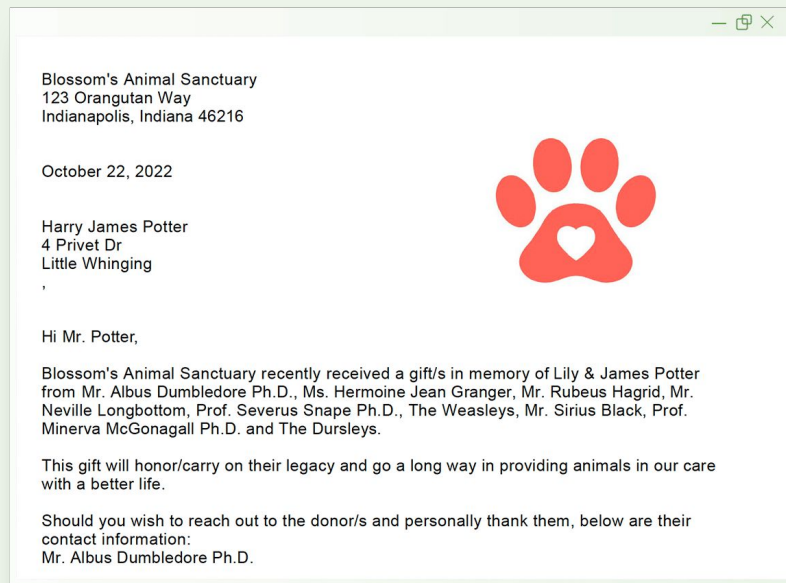


Designate Fund & Tribute/Memorial Gifts

Things To Consider:

- Emotional Connection
- Transparency

Very Important



Newsletter

Things To Consider:

- Build Trust
- Share Impact

Great To Do



Landing Page:

What Will Make A Difference To Your Donors?

- ❑ **Make It Easy To Donate**
- ❑ **Engage Your Donors**
- ❑ **Continue The Relationship**



Make It Easy To Donate

Is The Landing Page On The Organization's Website?

Things To Consider:

- How Can You Make It Easy For People To Donate?
- What Does Your Donor Need To Know To Feel Confident About Giving?

Very Important



Engage Your Donors

Are There Engaging Videos And/Or Pictures On The Landing Page? Links To Volunteer Opportunities?

Things To Consider:

- How Do You Share Your Nonprofits Impact Here?
- How Do You Connect With Your Donor?
- What Other Opportunities Can You Offer Your Donor To Get Involved?

Very Important



Continue The Relationship

What Are You Sending Your Donors Post Donation?

Things To Consider:


- Is There An Obvious Next Step For Them?
- Do They Know If Their Donation Was Received?
- Do They Know The Impact Of Their Donation?


Very Important



Real World Examples

Start By Saying
Thank You!





You just did something amazing!

Thank you for so generously supporting The Fund for the School District of Philadelphia. People like you make it possible for the public school children throughout our beautiful city to thrive and have the resources they need!

Thank you for making a difference!

Donation amount

\$25.00 per Month


To


The Fund for the School District of Philadelphia

Contact Information

James Goalder
james.goalder@bloomerang.com
2009 W Main St.
Waynesboro, VA 22980







Payment Method

 **** 1044




Thanks for donating \$25.00 USD to
Boys & Girls Club of New Britain Inc.

Increase your impact and ask your friends to match your donation

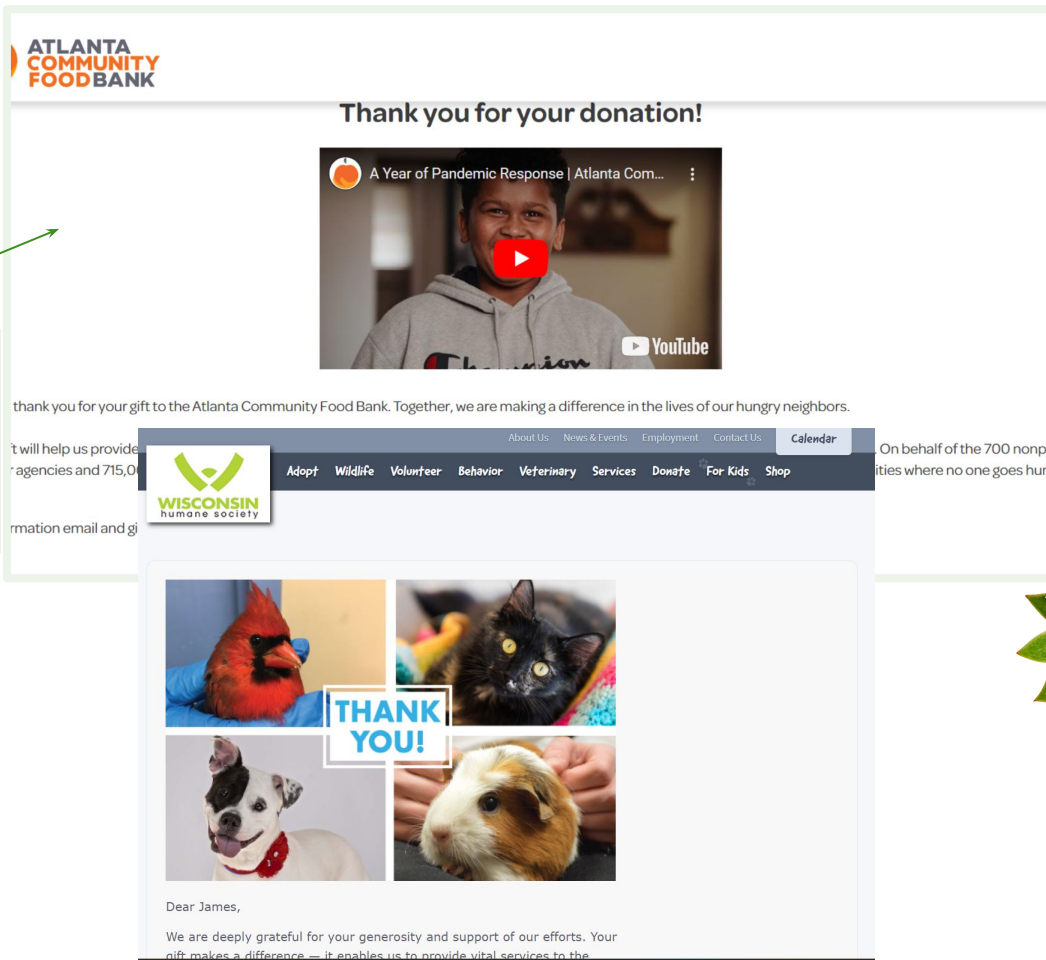
     

Transaction ID: 35G44911W3904735D



Real World Examples

Start By Saying
Thank You!



Receipting Email:

What Will Make A Difference To Your Donors?

- ❑ **Was A Receipt Emailed?**
- ❑ **Was The Emailed Receipt Personalized/Customized?**
- ❑ **Did The Receipt Have Additional Information And/Or Links To Engage With?**



Joy Roberts

🏠 The Roberts

#2 joy.roberts@email.com

Communicate With Your Donors

Was An Receipt Emailed?

Things To Consider:

- Are There Legal Requirements Requirements You Need To Fulfill?
- How Can This Be A Meaningful Touch Point With Your Donor?

Very Important



Make An Impact

Was An Receipt Personalized? Was There A Next Step To Engage?

Things To Consider:

- How Can You Make Your Donor Feel Like An Important Part Of Your Cause?
- Have Your Offered Them A Way To Engage Further With Your Cause?

Very Important



Real World Examples



James Goalder
2009 W Main St.
Waynesboro, VA 22980

Dear James,

Thank you for your gift! Your donation of \$25.00 on October 20, 2023 to the Foundation for Portland Public Schools makes an impact. There are many ways in which you could spend and invest your money, but you have chosen to spend it addressing unmet needs of Portland students, families and teachers.

You are making the work that the Foundation does possible! We are deeply grateful for your support. If you have any questions, or would like to talk to us about the impact of your donation, please reach out to Andi Weisman Summers at asummers@foundationforpps.org or Jeanine Bischoff at jbischoff@foundationforpps.org.

- Foundation for Portland Public Schools is a 501(c)3 nonprofit organization
- Federal Tax ID #22-3179738
- No goods or services were received in consideration of this gift

Foundation for Portland Public Schools • 353 Cumberland Avenue • Portland, ME 04101
207.842.4658 • info@foundationforpps.org • www.foundationforpps.org

M Bloomerang Mail - Thank you!

merang James Goalder <james.goalder@bloomera
you!
ers Food Bank <info@food-finders.org> Wed, Apr 26, 2023 at
info@food-finders.org
Goalder <james.goalder@bloomerang.com>



Thank you for your gift!

Your generosity will bring hope and assistance to so many families in our community. With \$0.96 of every dollar donated to the food bank going towards food and programming, your gift **will** make an impact.

Solving Hunger Today, Ending Hunger Tomorrow

Our motto showcases the work our team is doing across the spectrum to solve the **immediate** needs of the people we serve through our direct service programs: Mobile Pantry, BackPack, the Fresh Market Food Pantry and Agency Partners, along with the long-term approaches we are taking to *End Hunger Tomorrow*: Resource Coordination, Education, SNAP Outreach and Advocacy work.

Our strategy is to meet people's immediate need for food while connecting them to services such as healthcare, job training, employment opportunities, and educational programs that will enable them to move towards long-term stability.

Angela, a Fresh Market visitor, says, "**Here you get fresh fruits, fresh vegetables, meat, milk, bread and more. [It] helps you eat healthier so you have more energy. Thank you for all you do for the community.**"

Please feel free to contact our staff at (765) 471-0062 with questions about your gift, to schedule a tour of our facilities, or if you would like to chat. We would love to hear from you! For volunteer opportunities, please visit www.food-finders.org. To sign up for our newsletter [click here](#). Learn more about our monthly giving group, 365 Society, [here](#).

Sincerely,

Kier Crites Muller

Kier Crites Muller



MSMS FOUNDATION

October 20, 2023

James Goalder
2009 W Main St.
Waynesboro, VA 22980

Dear James:

Thank you so much for your generous donation of \$25.00 to the MSMS Foundation. We truly appreciate your commitment to the students at The Mississippi School for Mathematics and Science. Your support is helping preserve the excellence of MSMS for future generations. With your gift, we can continue to help students as they experience the unforgettable journey that is MSMS.

For more information on how your donation is making a difference for our students, we invite you to visit our website at www.msmsfoundation.com.

Thank You Process:

What Will Make A Difference To Your Donors?

- ☐ **Receive Hard Copy Thank You Letter In 5 Days?**
- ☐ **15 Days?**
- ☐ **30 Days?**
- ☐ **30+ Days**
- ☐ **Was There A Thank You Phone Call?**
- ☐ **2nd Thank You Phone Call?**
- ☐ **Was There A Personalized/Customized Thank You Email?**



Say Thank You

Was A Thank You Letter Received?

Things To Consider:

- What Types Of Donors Appreciate A Thank You Letter?
- How Else Can You Also Thank Your Donors?

Very Important



Say Thank You

Was A Call Made To Your Donor?

Things To Consider:

- How Does Getting A Personal Thank You Call Feel?
- How Can You Use That Time To Connect Your Donors Back To Your Cause?
- Who On Your Team Can Help Make Calls (Hint: Volunteers, Board Members, Etc.)

Very Important



Start Calling Your Donors

Say Thank You And:

- Get Donor Motivation Information That Can Be Used In Subsequent Appeals
- Ask About Preferred Communication Methods
- Fill In Missing Contact Information



Takeaway
Tip

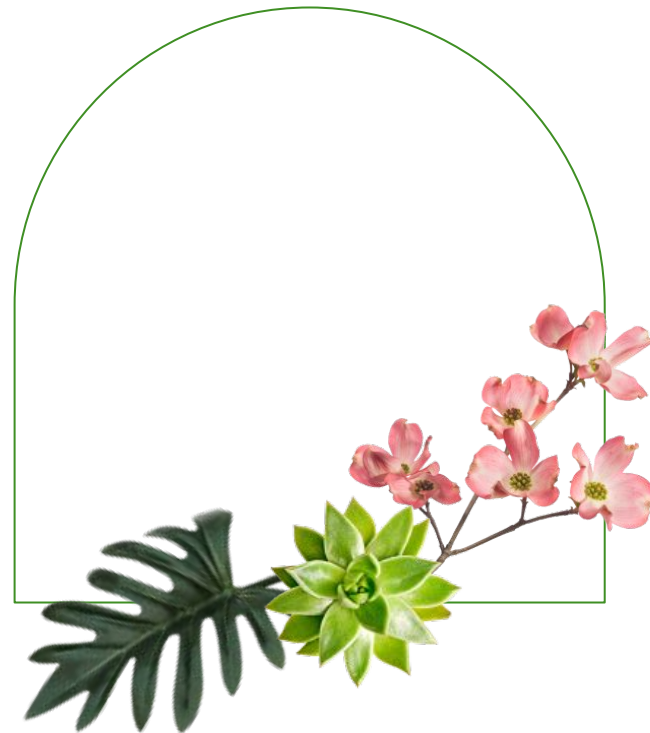
First-Time Donors Who
Get A **Personal Thank
You Within 48 Hours Are
4x More Likely To Give
A Second Gift.**

Source: Mcconkey-Johnston International UK



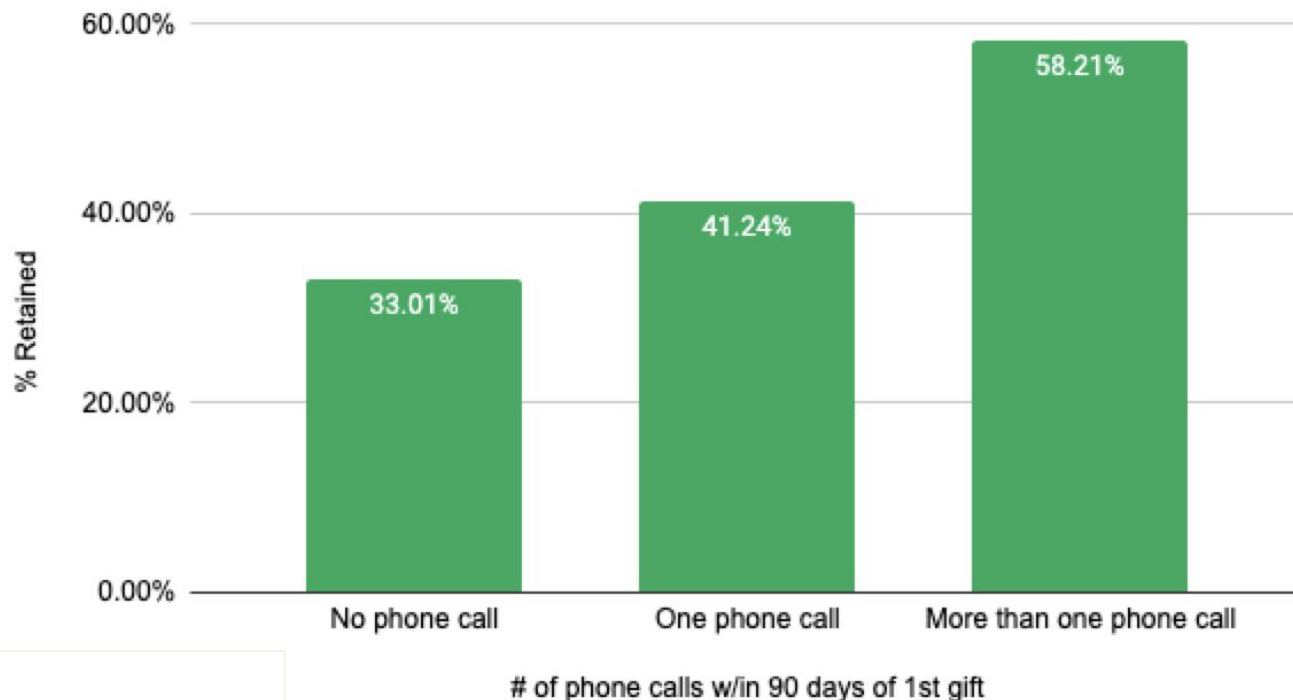
A Thank-You Call From A Board Member To A Newly Acquired Donor Within **24 Hours Of Receiving The Gifts Will Increase Their Next Gift By 39%.**

Source: Penelope Burk



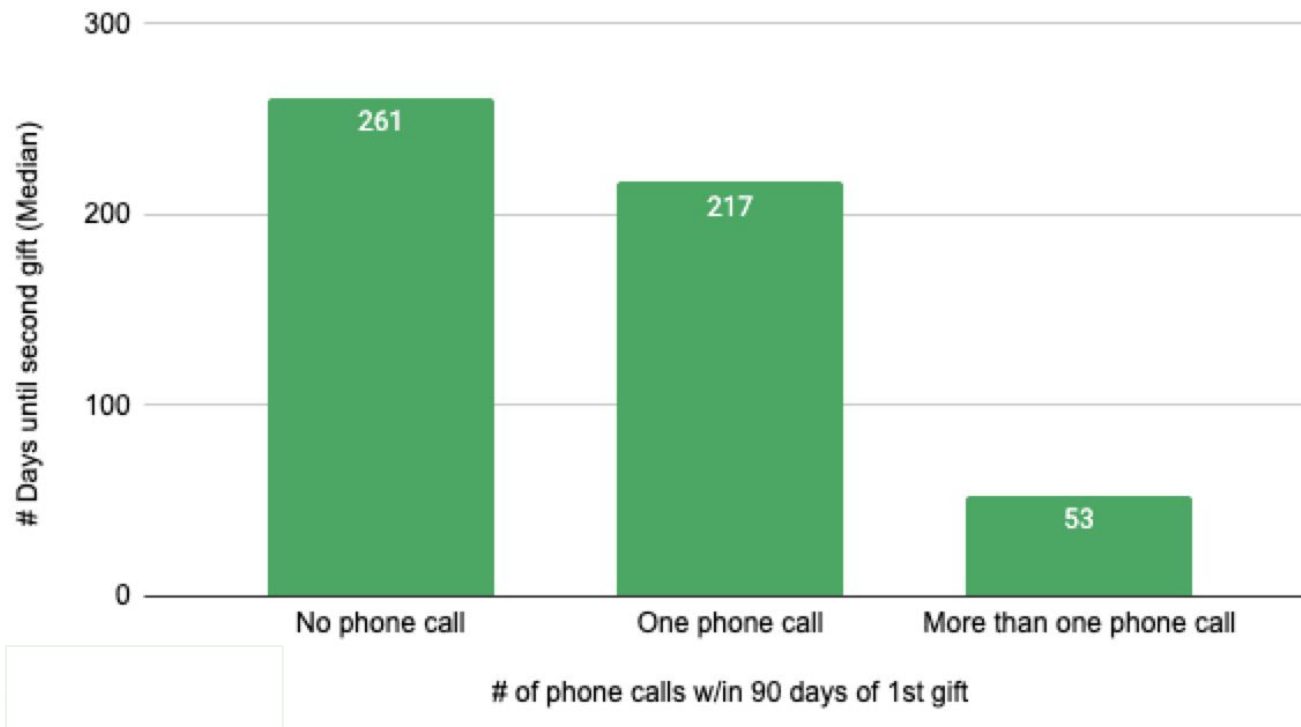
Phone Calls To First-Time Donors

Increases Retention, Speed-To-Second-Gift, And Average Gift Amount



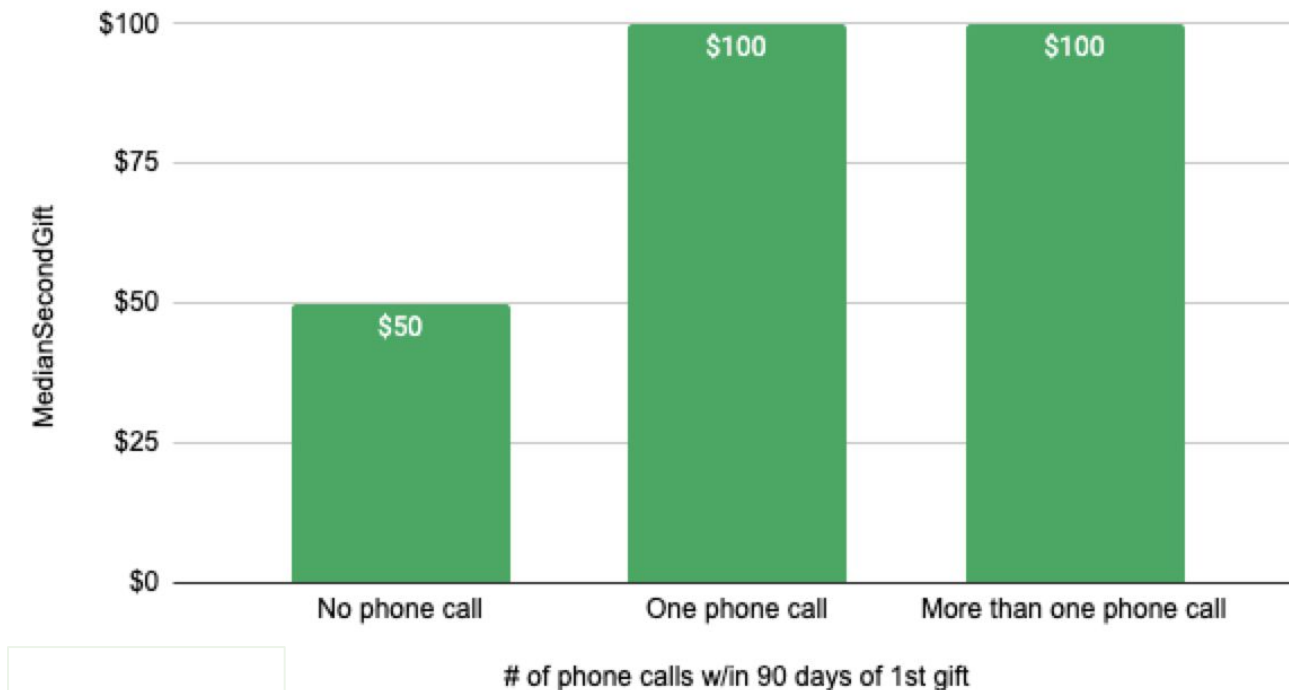
Phone Calls To First-Time Donors

Increases Retention, Speed-To-Second-Gift, And Average Gift Amount



Phone Calls To First-Time Donors

Increases Retention, Speed-To-Second-Gift, And Average Gift Amount



Say Thank You

Did You Send A Personalized Thank You Email?

Things To Consider:

- Do You Have The Tools To Easily (Or Automatically) Send Personalized Thank You Emails?
- How Are You Engaging The Donor In These Emails?

Very Important



Say Thank You

Did You Send A Personalized Thank You Email?


Things To Consider:

- Do You Have The Tools To Easily (Or Automatically) Send Personalized Thank You Emails?
- How Are You Engaging The Donor In These Emails?

Very Important




Real World Examples



Dear James,

I want to personally welcome you to our Fox Cities Habitat family. Through your partnership with Habitat, you are truly making a life-changing difference for families in the Fox Cities. We believe that every single one of us deserves the opportunity for a better future. No matter who we are or where we come from, we all deserve to have a safe and affordable place to call home. At Fox Cities Habitat, this is what unites us. Through Shelter, we empower.


Please take a moment to check out our recent stories on our blog and see how we are making an impact in the Fox Cities together! They put in the hard work and went through our Homebuyer program in 2009. This video follows up with Kat, Martin, Sebastian and Rebecca to see how a partnership with Fox Cities Habitat has changed their lives. Stories like these are possible when we commit to working together.



[View the Blog](#)

I am deeply grateful for your generosity. All of us at Fox Cities Habitat want to see the relationship with you - one where you have a voice and where you can make a difference in our community. Please reach out to me any time at 920-967-8891 or arianah@foxchh.org.

Sincerely,
Ariana Herbst
Development Coordinator



James Go


Thank you!
1 message

Ryon Wheeler <rwheeler@bgcsey.org>
To: "James.goalder@bloomerang.com" <james.goalder@bloomerang.com>

James-

Wanted to reach out and thank you for your donation to our Club. Just wanted to see what spurred you to support our mission and if I could answer any questions for you.

Thanks,
Ryon Wheeler
Executive Director
Boys & Girls Clubs of Seymour – Seymour, Brownstown, Jennings County
950 N O'Brien St | Seymour, IN 47274
812.522.2434 | rwheeler@bgcsey.org
www.bgcsey.org | www.bgcjennings.org
Follow us on Facebook!



James Goalder <james.goalder@bloomerang.com>

Thank you!
1 message


Susan Arias <Susan@bgcvista.com>
To: "James.goalder@bloomerang.com" <james.goalder@bloomerang.com>

Tue, Jan 10, 2023 at 5:11 PM

Hi James,

Thank you for being a first-time donor to the Boys & Girls Club of Vista. We appreciate your support.

Susan Arias
Vice President of Development
(760) 295-5967
410 W. California Ave. Vista, CA 92083
www.bgcvista.org



Whatever It Takes to Build Great Futures.

What Kind Of Follow Up Actions Were Taken:

What Will Make A Difference To Your Donors?

- ☐ **Email Newsletter In First 30 Days?**
- ☐ **Email Invitation For Tour And/Or Volunteer Activity?**
- ☐ **Call Invitation For Tour And/Or Volunteer Activity?**
- ☐ **2nd Donation Ask In First 30 Days?**
- ☐ **Recurring Donation Mention Or Ask In First 30 Days?**



Why It Matters?

How Can Your Nonprofit Raise More Online

it starts with retaining the donors you have

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

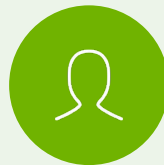
renewal response rates = 20x30 higher than acquisition response rates

Average Donor Retention Rates

As of April 2023



19.1%
First Time
Donors



42.6%
Average
Donors



58.1%
Repeat
Donors



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?



Use **Emotional Connection** To
Drive Donations.

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?



[Click here for an incredible example of storytelling and how can storytelling improve your nonprofit's communication strategy.](#)

Harness The Power Of Storytelling To Show Your Impact.

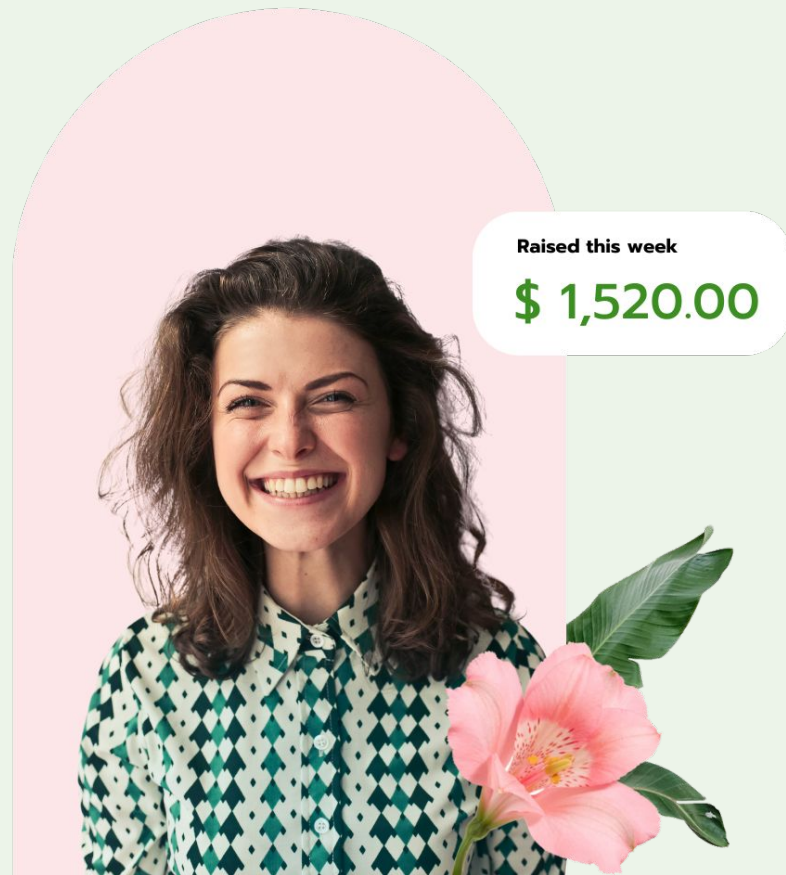
Tell Stories Of Impact

Did You Send A Newsletter To Your New Donors?

Things To Consider:

- What Stories Can You Share In Your Newsletter To Show The Impact Of Your Nonprofit?
- What Upcoming Events, Volunteer Opportunities, Etc. Can You Share?

Very Important



Tell Stories Of Impact

Have You Call Your Donors To Ask If They Want To Volunteer Or Take A Tour?

Things To Consider:

- What Experiences Can You Share With Your Donors First Hand?
- What Upcoming Events, Volunteer Opportunities, Etc. Can You Invite Them To?

Very Important



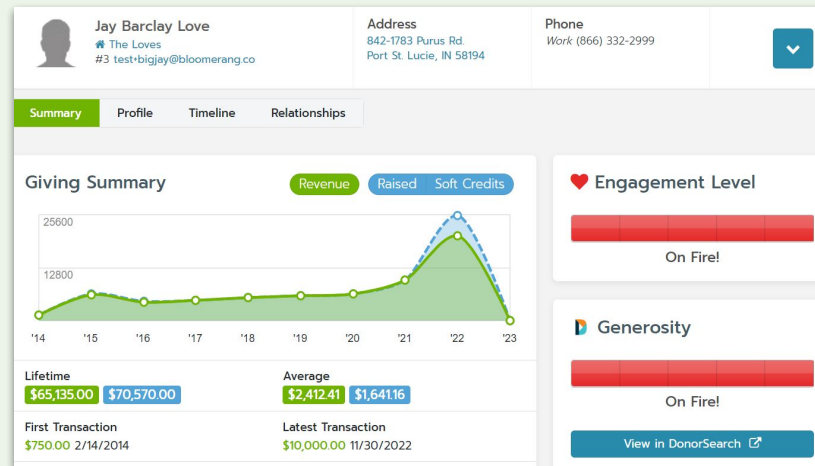
Tell Stories Of Impact

Who Are You Sending To And Why?

Things To Consider:

- What Is Your Segmentation For Communication?
- Do You Have The Tools To Segment In A Meaningful Way (Major Gifts, Volunteers, Etc.)?

Very Important

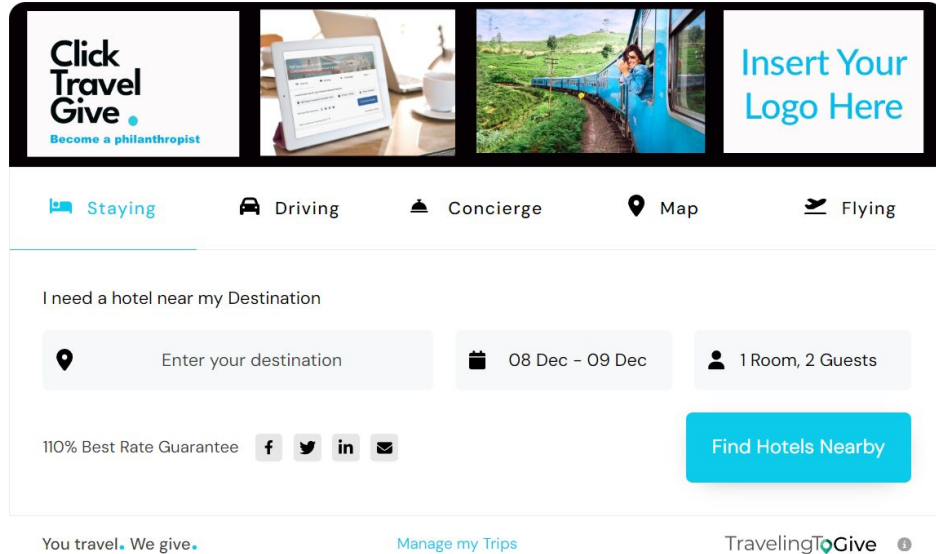


Practical Tips To Increase Online Giving

1. **Tell Stories That Matter**
2. **Give Donors Opportunities To Get Involved**
3. **Ask For Recurring Gifts**
4. **Use Segmentation To Give Meaningful Messages**



Americans spend **\$232 billion** on lodging for travel each year!
With TravelingToGive a portion of that can be turned into **DONATIONS!**
Combining **GIVING** and **TRAVELING** is a powerful force



Click Travel Give
Become a philanthropist

Insert Your Logo Here

Staying Driving Concierge Map Flying

I need a hotel near my Destination

Enter your destination 08 Dec - 09 Dec 1 Room, 2 Guests

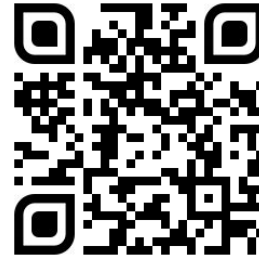
110% Best Rate Guarantee f t in e

Find Hotels Nearby

You travel. We give. Manage my Trips TravelingToGive

- Innovative way to **re-engage** and **retain** small and micro donors
- Provides a creative way for **corporate sponsors** to meet their commitments
- Completely **customizable** to your brand and messaging
- No cost to setup and use and a **25% of net revenues** go back to your non-profit

“Amazon Smile” of travel that gives 5X more back!



Check it out here:
<https://travelingtogive.com/bloomerang/>

Let's Wrap Up

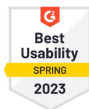
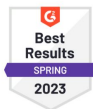
Small changes, big results.

- 1.) Make It Easy To Donate
- 2.) Provide Information
- 3.) Personalize Communication
- 4.) Make Phone Calls
- 5.) Invite Your Donors For Tours And Volunteer Activities
- 6.) Invite Donors To Make Recurring Gifts



Donor management
software that nonprofits
actually love to use.

The donor database that thousands of nonprofits trust



Learn More

Scan or visit bloomerang.com/seedemo

emily.kelly@bloomerang.com



Thank you