



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)
- 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 YMCAs.

Exploring The Donation Experience

We Donated **\$25 To 50 YMCAs** 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?**

A graphic featuring the text "Takeaway Tip" in a serif font, enclosed within a thin green arched border. To the right of the text is a branch with several pink flowers and green leaves, including a large, dark green monstera leaf and a cluster of small green succulent-like leaves.

**Takeaway
Tip**

What We Studied



Donation Experience



Landing Page



Receipting Email



Thank You Process



Follow Up Activities



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**

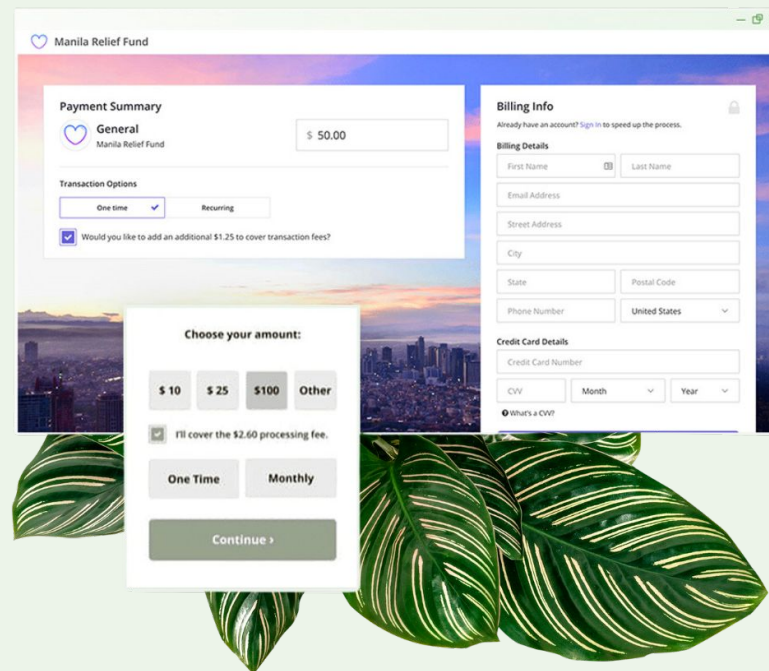


Ask To Cover Fees Vs. Require To Cover Fees

Things To Consider:

- Don't Alienate Your Donors
- Transparency Is Critical

Great To Do



The image shows a donation form for the Manila Relief Fund. The form is divided into two main sections: "Payment Summary" and "Billing Info".

Payment Summary:

- Organization: General Manila Relief Fund
- Amount: \$ 50.00
- Transaction Options: One time (selected), Recurring
- Checkbox: Would you like to add an additional \$1.25 to cover transaction fees?

Billing Info:

- First Name, Last Name, Email Address, Street Address, City, State, Postal Code, Phone Number, United States (Country)
- Credit Card Details: Credit Card Number, CVV, Month, Year
- CVV? [What's a CVV?](#)

Choose your amount:

- Buttons: \$ 10, \$ 25, \$ 100, Other
- Checkbox: I'll cover the \$2.60 processing fee.
- Buttons: One Time, Monthly
- Continue >

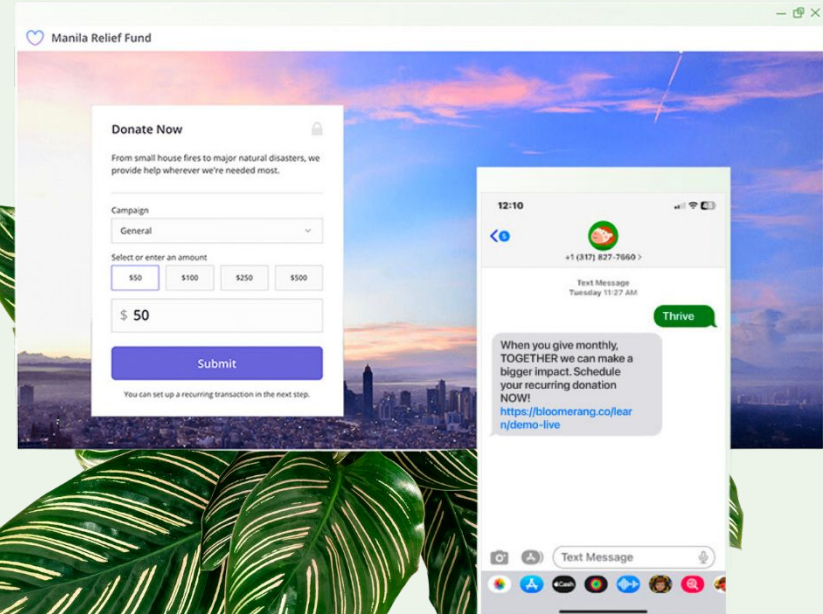
The form is overlaid on a background image of a city skyline at sunset. There are decorative green leaves at the bottom of the form.

Payment Options (Apple/Google/Venmo)

Things To Consider:

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

Very Important

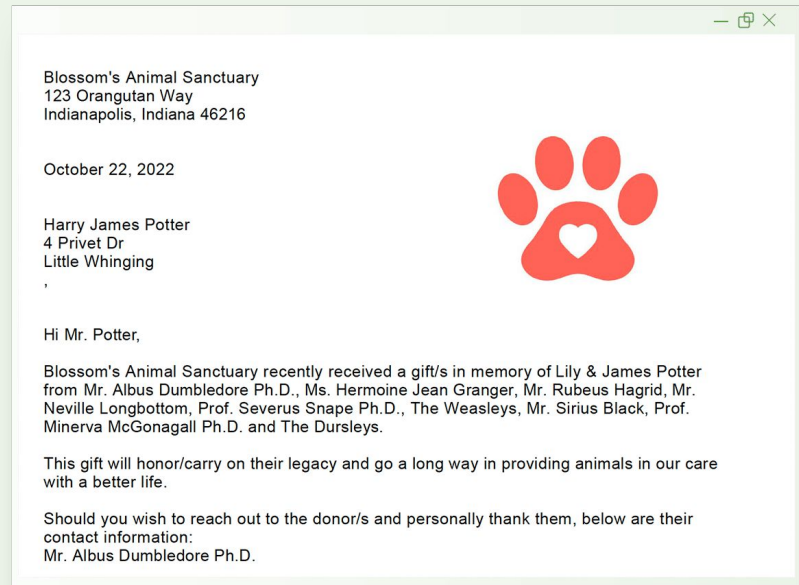


Designate Fund & Tribute/Memorial Gifts

Things To Consider:

- Emotional Connection
- Transparency

Very Important

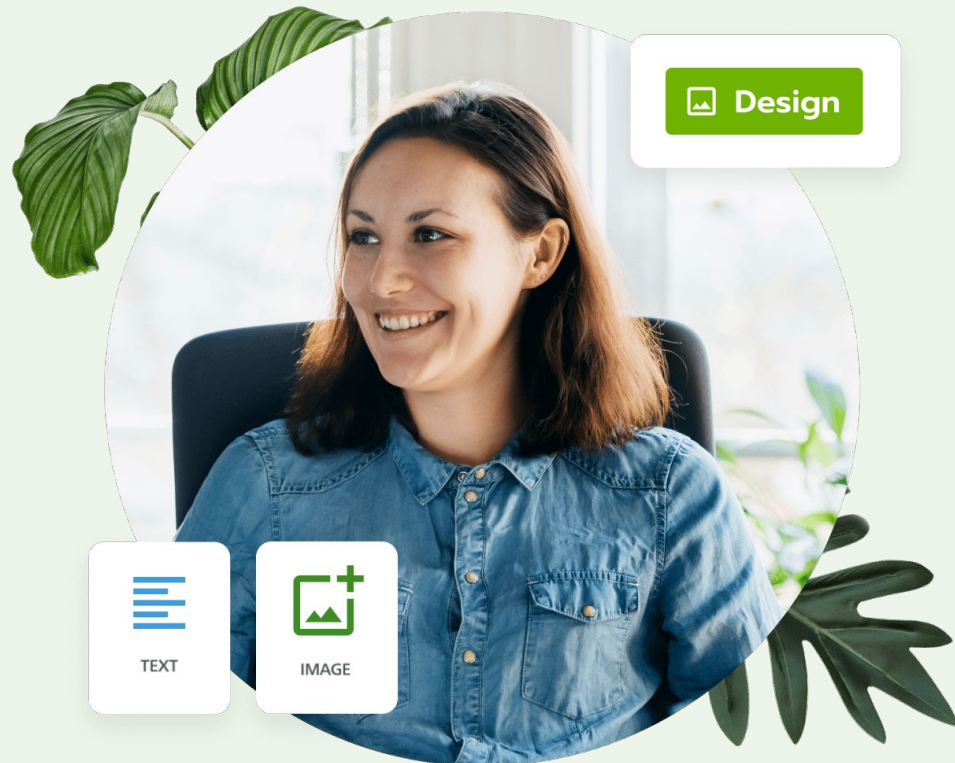


Newsletter

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**



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



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?**



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 You Offered Them A Way To Engage Further With Your Cause?

Very Important



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



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?

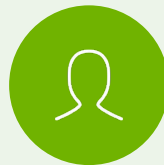
How Can Your Nonprofit Raise More Online

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



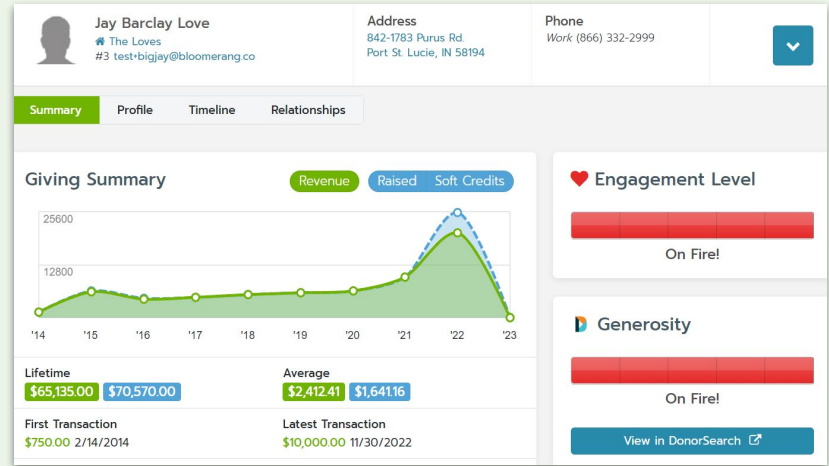
Tell Stories Of Impact

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**



Let's Wrap Up

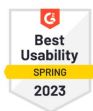
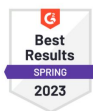
Small changes, big results.

- 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