



Donor Retention Trends for YMCAs and YWCAs

Emily Kelly
National Accounts Manager



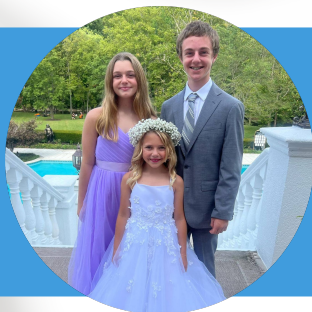
Your Presenter


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.
- Indiana Native. Grew up in Jasper, Indiana
- 3 children (14, (15 tomorrow!) 13, and 9), 2 dogs
- Graduated from The University of Kentucky with a degree in Individual and Family Development..



Large, vibrant green monstera leaves with characteristic holes, positioned on the left side of the slide.

A study of donor retention

A smaller monstera leaf in the bottom right corner, mirroring the design on the left.

SURVEY

Do you know your
donor retention rate?



**Return Donors in
Year #2**



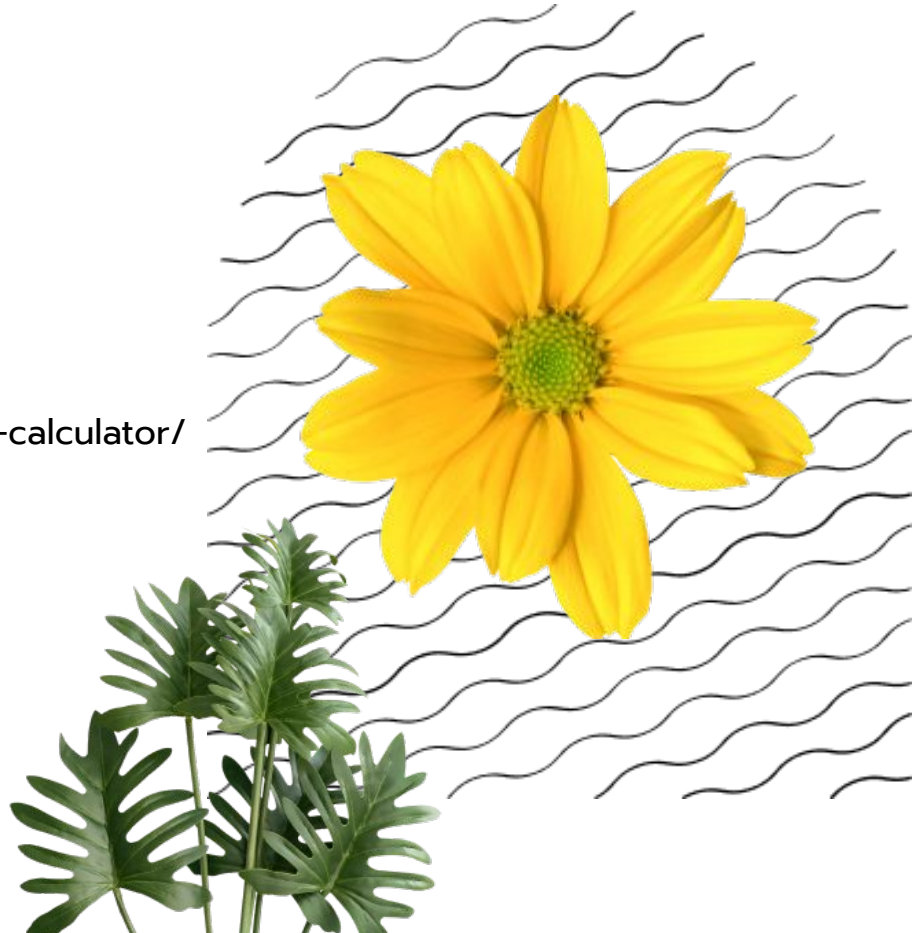
**All Donors in
Year #1**



**Donor
Retention
Rate**

Donor Retention Calculator

bloomerang.co/template/donor-retention-calculator/



Average Donor Retention Rates

As of April 2023



19.1%
First Time
Donors



42.6%
Average
Donors

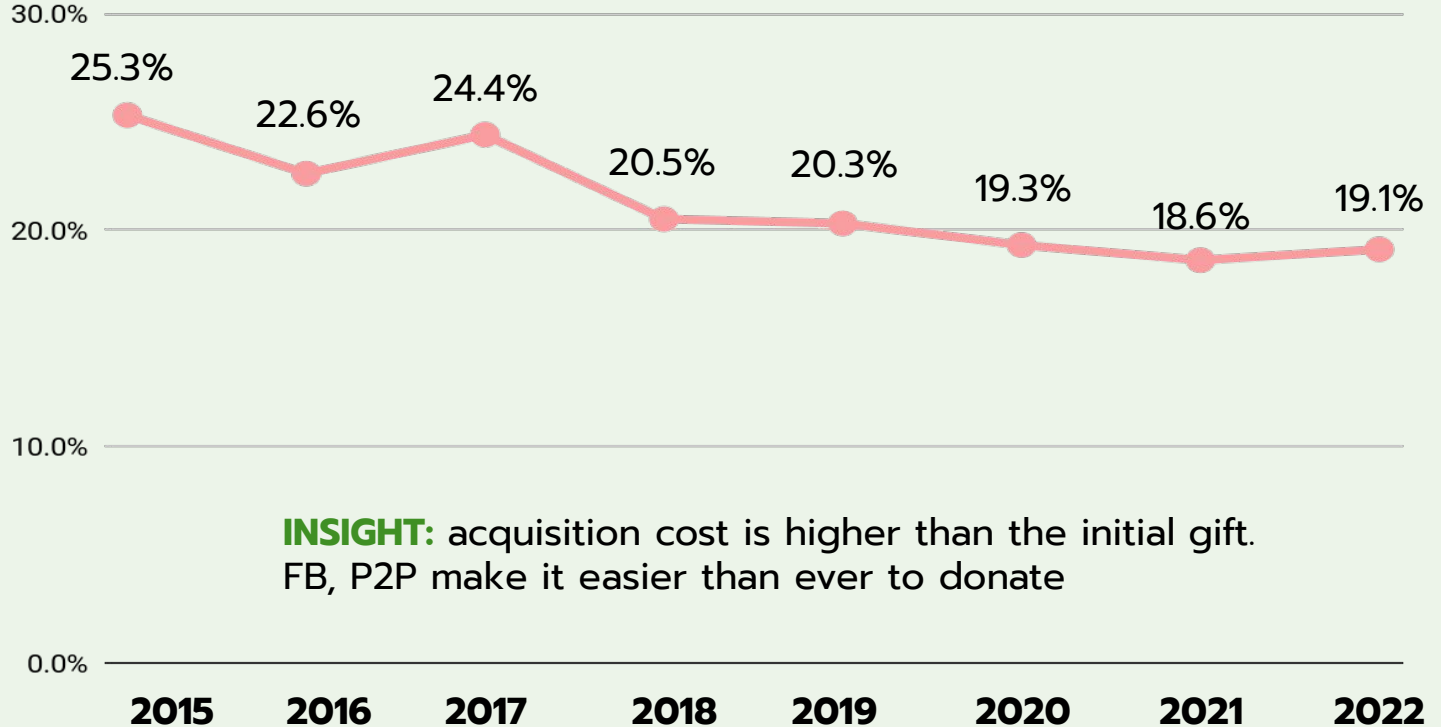


58.1%
Repeat
Donors



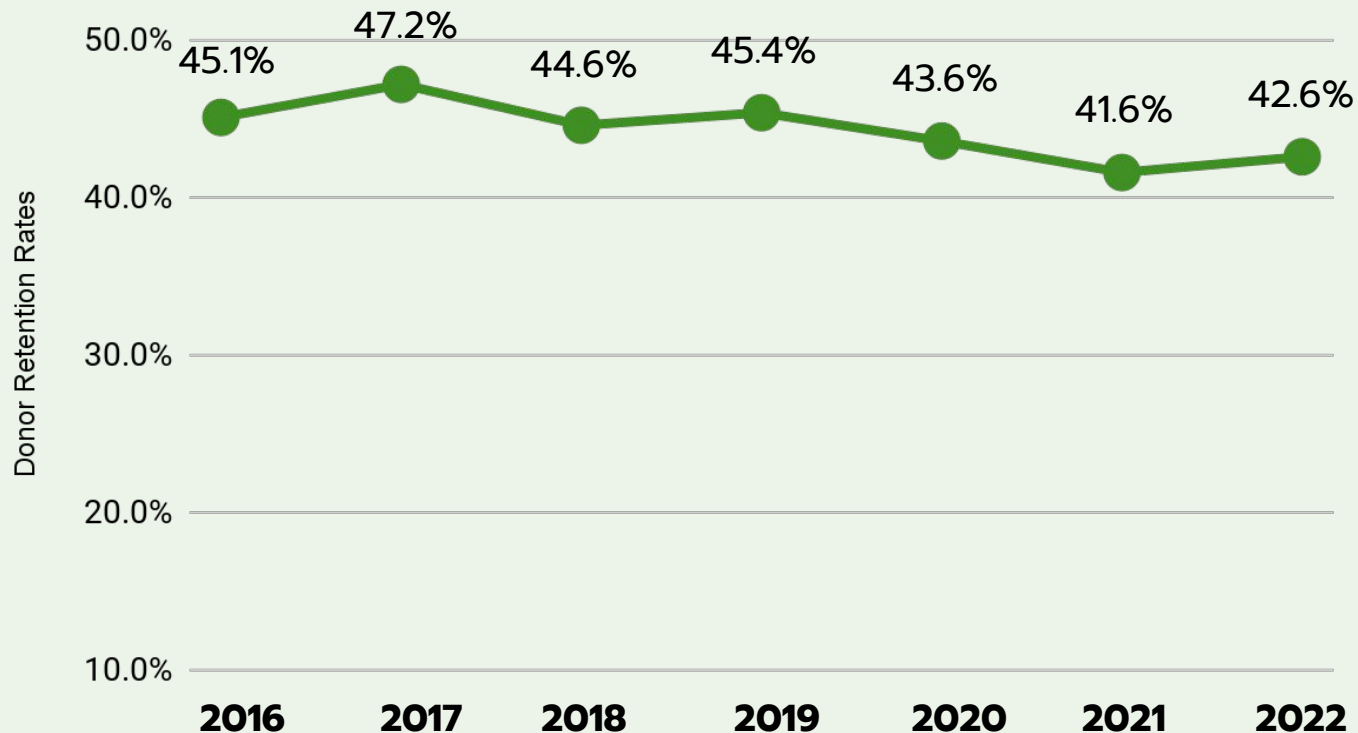
First-Time Donor Retention Rates

Over the past few years



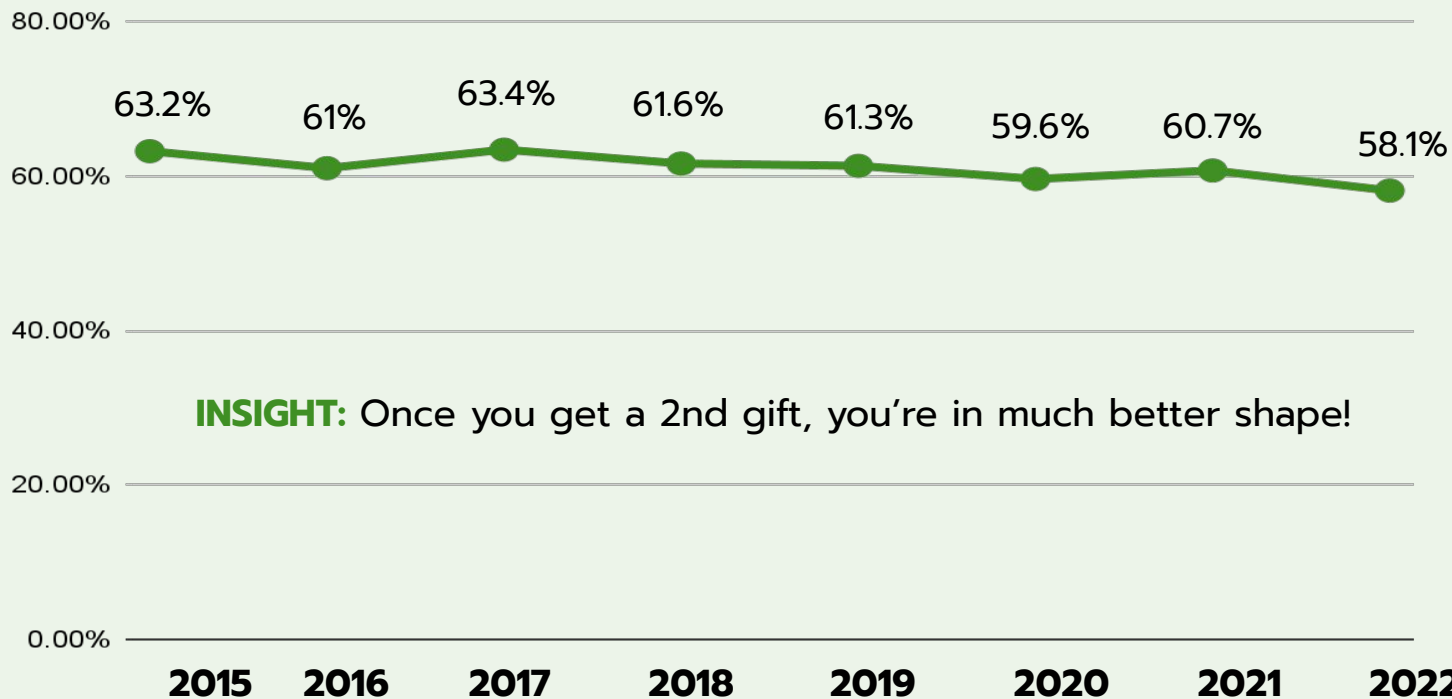
INSIGHT: acquisition cost is higher than the initial gift.
FB, P2P make it easier than ever to donate

Average Donor Retention Rates



Repeat Donor Retention Rates

Over the past few years

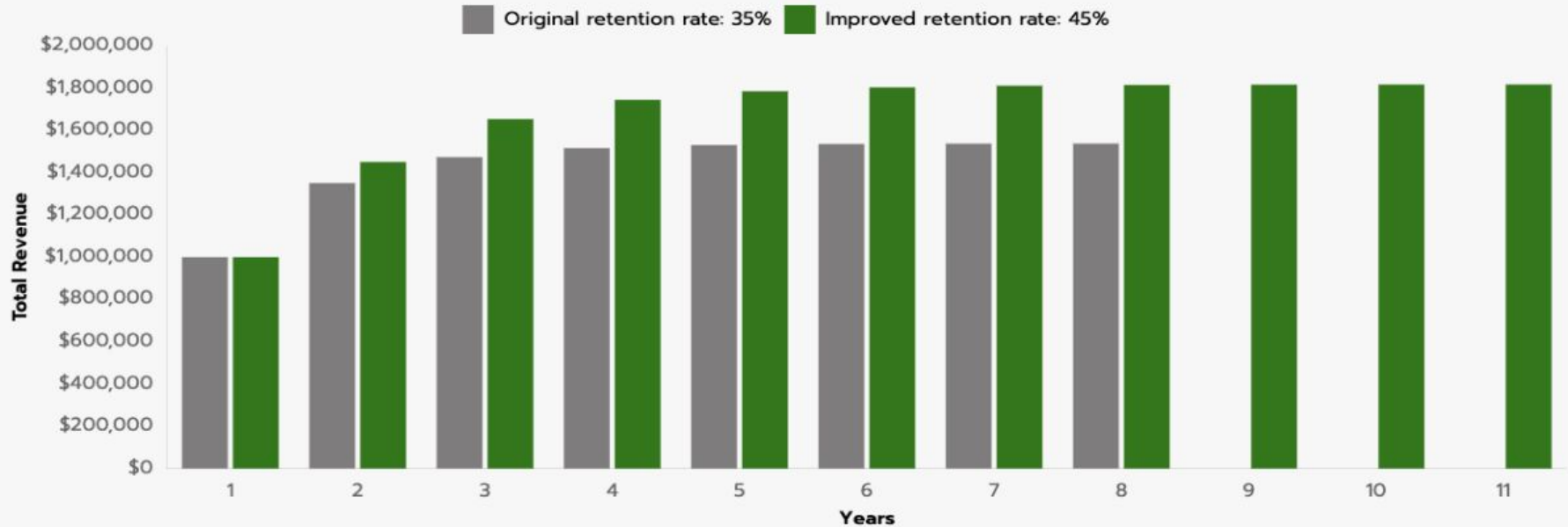


Impact of Donor Retention Rate

An Example

Donors	5000
Avg Gift	\$200
Current Retention Rate	35%
Improved Retention Rate	45%

Total revenue raised from retained donors



\$279,400
additional revenue by 10%+ retention

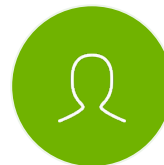
Cost of Donor Retention

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

20-30X
Higher than acquisition response rates



Why donors lapse



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 stay



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?



Donor Receives Opportunity to Make Views Known

Surveys



Getting to Know You

Hello!

We are so excited to have you as a part of our Refuge for Women community. Will you take 2 minutes to complete this survey and tell us a little more about yourself?

Thanks,
Nikki Instone
Executive Director of Operations
nikki.instone@refugeforwomen.org

Begin Survey

Please do not forward this email as its survey link is unique to you.
[Privacy](#) | [Unsubscribe](#)

Powered by  SurveyMonkey

Donor Receives Opportunity to Make Views Known

Surveys



Getting to Know You

1. How did you hear about us?

- Social Media
- Friends/Family
- Events
- Google
- Survivor Made
- Other (please specify)

2. How committed to our cause do you feel?

Not Very Committed Somewhat Committed Committed Very Committed Extremely Committed

Survey Question Ideas

- 1.** What prompted your gift today?
- 2.** Why are you interested in our cause?
- 3.** How did you hear about us?

How to Improve Donor Retention

ACTION: Pick one or two to start.

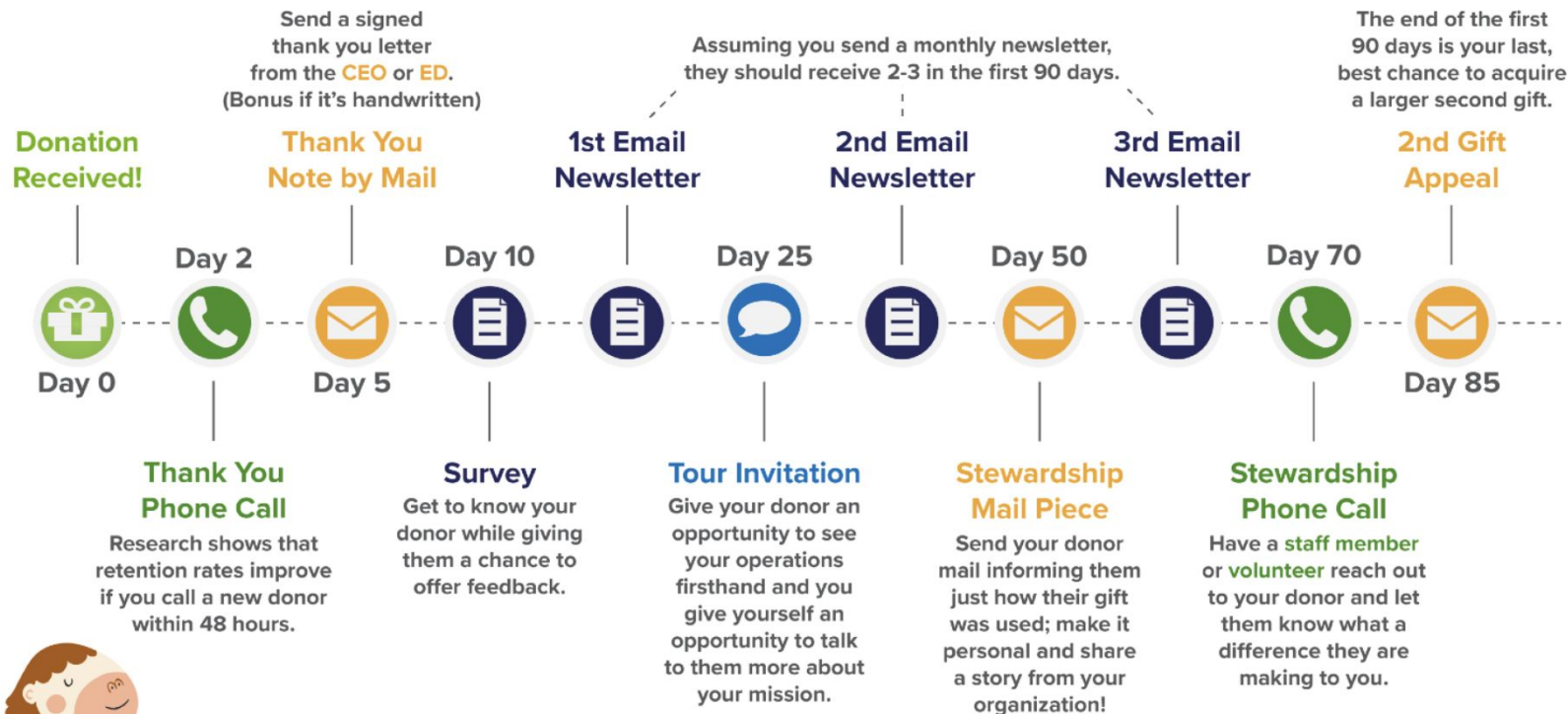
1. Thank quickly + personally
2. Illustrate that you know who the donor is
3. Segment communications
4. Tell them how gifts are used / will be used
5. Tell them what comes next
6. Be curious about donor motivation and solicit feedback
7. Prioritize monthly giving





Practical retention tips

Diversify Your Communication



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



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



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



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



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?



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



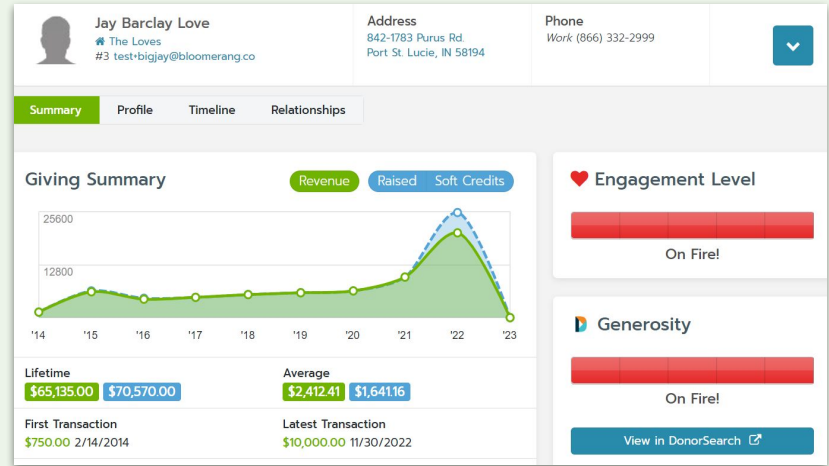
Tell Stories Of Impact

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



The power of segmentation

\$17,000 generated from one email campaign split three ways

Dear *{{(Informal Name)}}*,

Thank you for being a monthly donor to Willamette Humane Society (WHS). It's inspiring to know you care about shelter pets and are committed to keeping them safe, especially during this difficult period we are all experiencing together.

It's true the future is uncertain. We are facing the potential of limited staff coping with a possible increase in need as we are unable to offer spay and neutering services for the time being. We may also be called to help more pets whose families are financially affected by closures and quarantines.

With people limiting their time in public, animals like Blue, Courage, Tyson, and Norma may have to stay with us a little longer, too, but we are committed to making sure they will continue to receive love, and shelter as long as they need to because you care!

We don't know what is headed our way, but we're working hard to prepare for whatever it is. And you can help!

Give, or increase your monthly giving amount, today.

Costs are increasing as we adjust to different working routines, stock up on essentials, and respond to the rapidly changing needs of our shelter animals and the community we serve. We also moved to appointment-only pet adoption and animal intake appointments to ensure our staff, pets, and visitors stay safe while we continue towards our mission. You can find more information [here](#).

Thank you for caring. And know that we care about you too. Together, we will get through this! You have our best wishes for health and safety.



Sara Masser
Donor Programs Manager

P.S. We want to see how you and your pets are social distancing...together. Send your photo to happytails@whs4pets.org



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Click Here to Donate



Click Here to Donate



Click Here to Donate



Paint a story for your donors via your donation page.

Thank You for Your
Generosity and Solidarity!



Donation

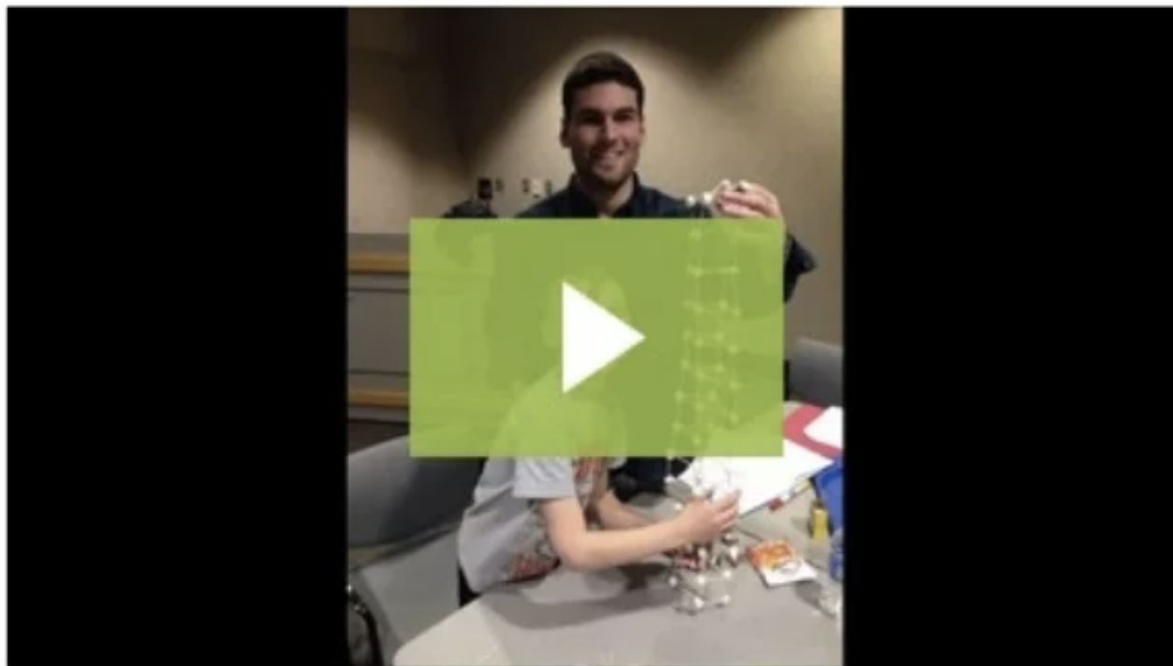
- \$40.00 - Covers tuition for one child for half the school year.
- \$100.00 - Sponsors a family for one month in the family sponsorship program.
- \$300.00 - Trains a group of adult survivors to protect children from slavery.
- \$500.00 - Equips 10 healthcare workers to respond to violence against women and girls.
- \$1,800.00 - Sponsors one family for the full 18-month family sponsorship program.
- Other

Show my support by making this a recurring donation

My donation is for *

thank you, steven!

Thank you for your generous gift! See what your dollars make possible.



Receipt [REDACTED]

\$5 2015 x



to me ▾

[REDACTED]centers.org via clickandpledge.cc

📧 5/21/15 ☆



Receipt

Important!

This payment will appear as "[REDACTED]" on your bank statement. We recommend that you print a copy of this receipt for comparison with your bank statement, as well as for your personal records.

Thursday, May 21, 2015 [1:33:31 PM]

[REDACTED]
[REDACTED]
Chicago, Illinois 60657

United States of America

Email : [sk\[REDACTED\]@g](mailto:sk[REDACTED]@g)

Phone : 77[REDACTED]

Donation acknowledgment

\$5 2015 x



Successful Donation noreply@mobilecause.com via mail134

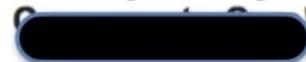
May 21 ☆



to me ▾



Thank you for your contribution to



Name: Steven Shattuck
Amount: \$5.00
Date: 05/21/2015
Credit Card: ending in 1717

This charge will appear on your credit card statement as 'Donation'.



Thank you for investing in College Mentors for Kids!



Your gift will help provide a caring college student mentor to a child in need. Through structured activities that take place on the college campus, kids learn about possibilities for their future and are encouraged to pursue their goals, no matter what their circumstances! You are helping kids unlock their potential, so they can have a brighter tomorrow. A tax letter with details of your gift will be sent to the address you provided next month. Thank you!

To keep up with what's happening at College Mentors and to see success stories YOU make possible, follow us on social media:



OneJustice: Thank you for your recent donation!



Inbox x



The OneJustice Team development@one-justice.org via bloomerang-mail.co
to me ▾

5:18 AM (1 minute ago) ☆



You brought Justice where it's needed!

Dear Steven,

You are making all the difference for those in need! Thank you!

We are so grateful for your gift of \$100.00 on 4/12/2016 to OneJustice. In fact, we think that makes you a justice hero!

This email serves to confirm we received your kind gift, and we will also mail you a hard copy thank you letter shortly. If for some reason you don't receive your acknowledgment by mail, or if you have any questions about our work or programs, please feel free to reach out to us at any time.

We look forward to keeping you informed about the vital legal services your investment brings to those facing pressing legal problems. We will keep you posted in 2016 about the legal help that your wonderful donation makes possible - and the people who are served because of your generosity.

Wrap Up

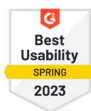
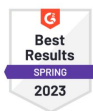


1. Make retention a priority
2. Have a second gift strategy
3. Make a major gifts plan
4. Emphasis on thanking and reporting
5. Segment your appeals
6. Say thanks before asking
7. Pick up the phone



Donor management software that nonprofits actually love to use.

The donor database that thousands of nonprofits trust



Learn More

Scan or visit

bloomerang.co/learn/ymca-learn-more/

Questions?

emily.kelly@bloomerang.com

