


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

# Welcome to Bloomerang Academy

Thank you for joining us!

Please tell us where you are joining us from and what the weather is like where you are...drop it in the CHAT!

Large, vibrant green Monstera leaves with characteristic holes, positioned on the right side of the slide.

# Housekeeping

**Live Transcript**

We all know what we want to do is spend  
administration and more time Doing the w

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Subtitle Settings...



Chat



Raise Hand



Q&A



Live Transcript

**Share ideas**

**Ask questions**

# Housekeeping

Our dial in number in case you need it today: **+1 669 900 6833**

We will share the slides and recording of this session with you via email later today.

Any questions we are not able to answer live or in the Q&A will be addressed after the session via a follow-up.

If you need further assistance, please reach out to [support@bloomerang.com](mailto:support@bloomerang.com). Our support team is amazing!

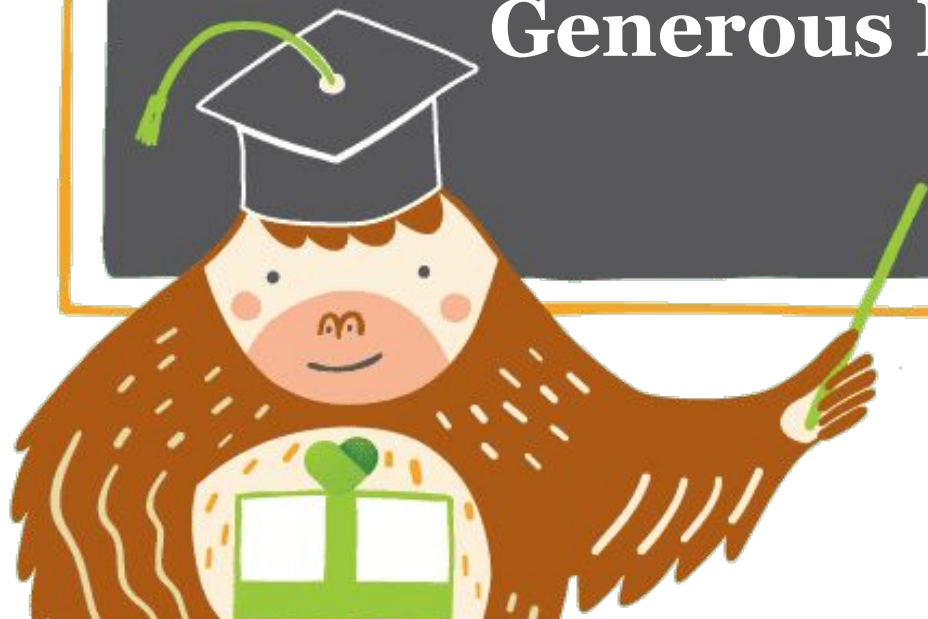
# Katie Gaston

Sr. Product Marketing Manager

Katie joined the Bloomerang Team after more than 13 years supporting the growth of various software organizations. She lives in Boise, Idaho with her two cats, two dogs, and loving husband. She is passionate about giving back and currently serves as a Warhawk Wing Girl for an organization celebrating veterans.



# Enhance Donor Growth: Transform Volunteers into Generous Donors



# What we'll cover today

- 1 Current financial donor landscape
- 2 The state of volunteers
- 3 Super supporters
- 4 Tips to bring back





# Super Supporter

a person who generously gives  
both time and money

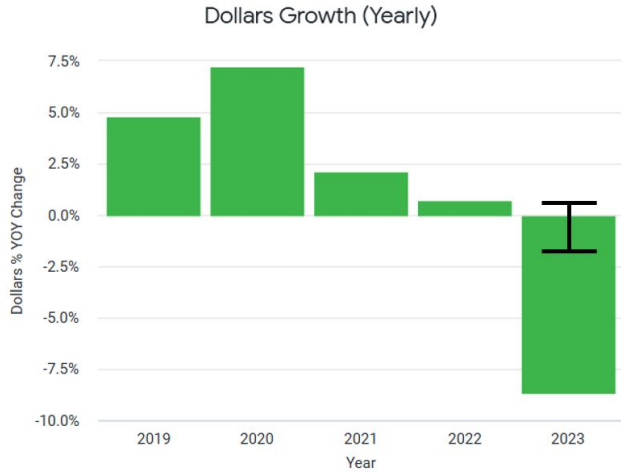


# The Landscape on Financial Donors



# Donations are down

Trend continues - fundraising dollars decreased 8.7% in Q123



## Dollars by Donor Size

Year-to-Date Nonprofit Sector Trends  
Q1 2023 (JAN 1, 2023 - MAR 31, 2023)



-13.0%  
YOY Change

3.1%  
% of total dollars



-6.1%  
YOY Change

7.0%  
% of total dollars



-4.7%  
YOY Change

16.9%  
% of total dollars



-7.1%  
YOY Change

26.0%  
% of total dollars



-10.9%  
YOY Change

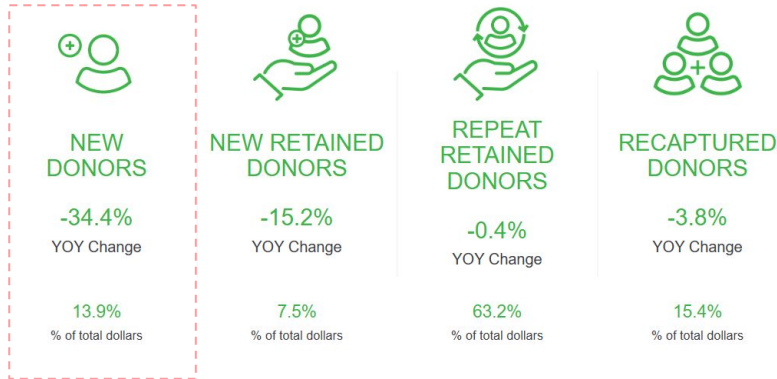
47.0%  
% of total dollars

# Donations are down

New donors were the largest driver of overall decrease in dollars donated in Q123

## Dollars by Life Cycle

Year-to-Date Nonprofit Sector Trends  
Q1 2023 (JAN 1, 2023 - MAR 31, 2023)



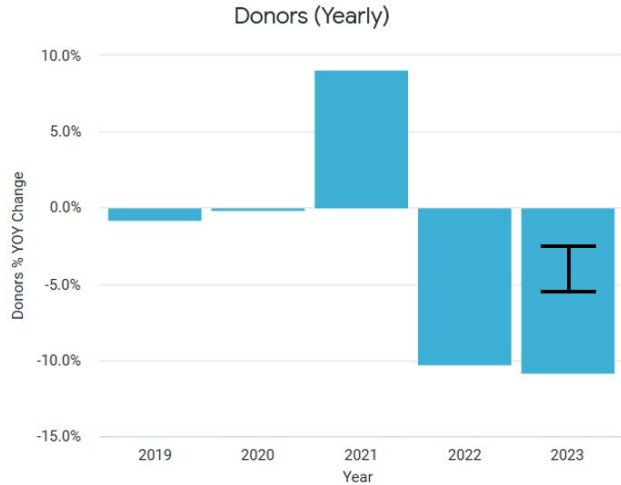
## Dollars by Donation Count

Year-to-Date Nonprofit Sector Trends  
Q1 2023 (JAN 1, 2023 - MAR 31, 2023)



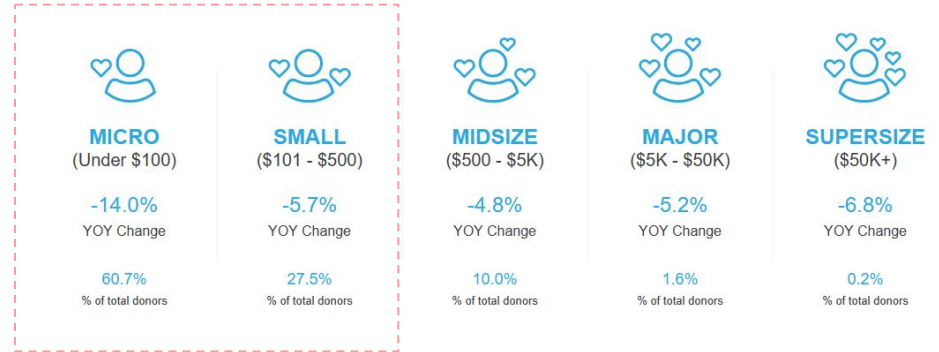
# Drop in donor participation

Drop largely caused by losses of donors contributing \$500 or less.



## Donors by Donor Size

Year-to-Date Nonprofit Sector Trends  
Q1 2023 (JAN 1, 2023 - MAR 31, 2023)

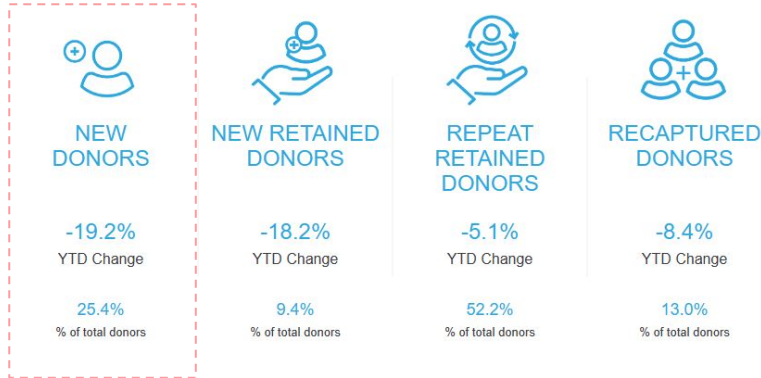


# Drop in donor participation

New donors dropped 19.2% in Q123 and drove 50% of overall decline

## Donors by Life Cycle

Year-to-Date Nonprofit Sector Trends  
Q1 2023 (JAN 1, 2023 - MAR 31, 2023)



## Donors by Donation Count

Year-to-Date Nonprofit Sector Trends  
Q1 2023 (JAN 1, 2023 - MAR 31, 2023)



# The Super Supporter Landscape





**How often do you use  
volunteers at your  
organization?**

# US Volunteer Statistics in 2021

**60.7M**

23.2% of USA

**Formal volunteers  
with an nonprofit  
organization**

**124.7M**

51% of USA

**Informal volunteers  
within the community**

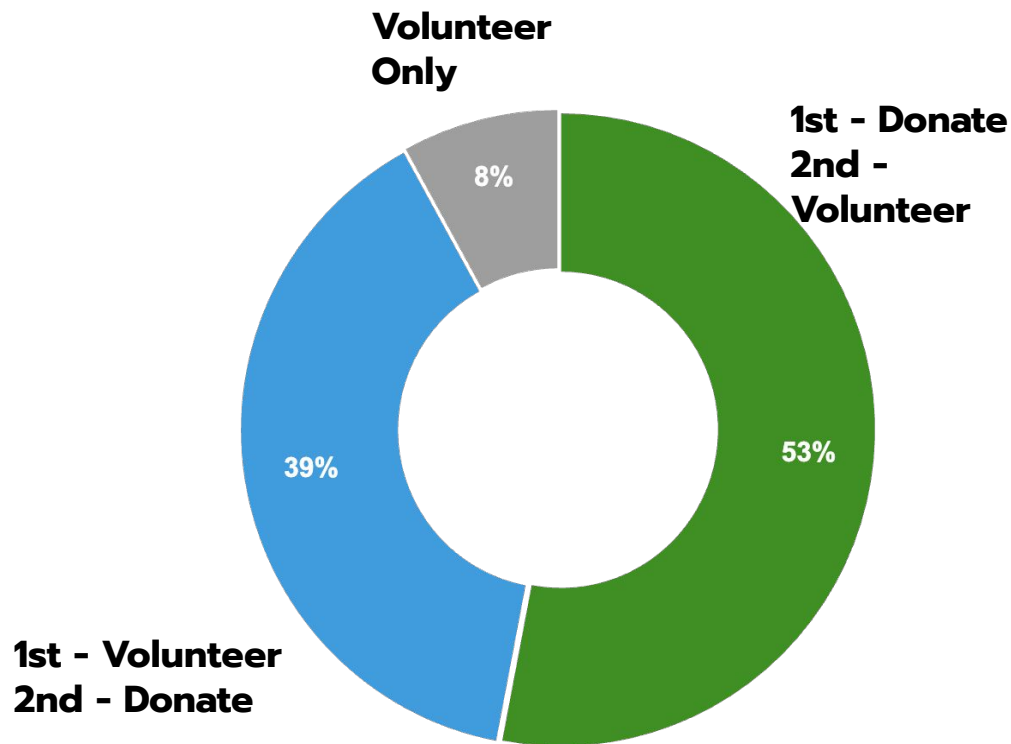
**\$122.B**

USD

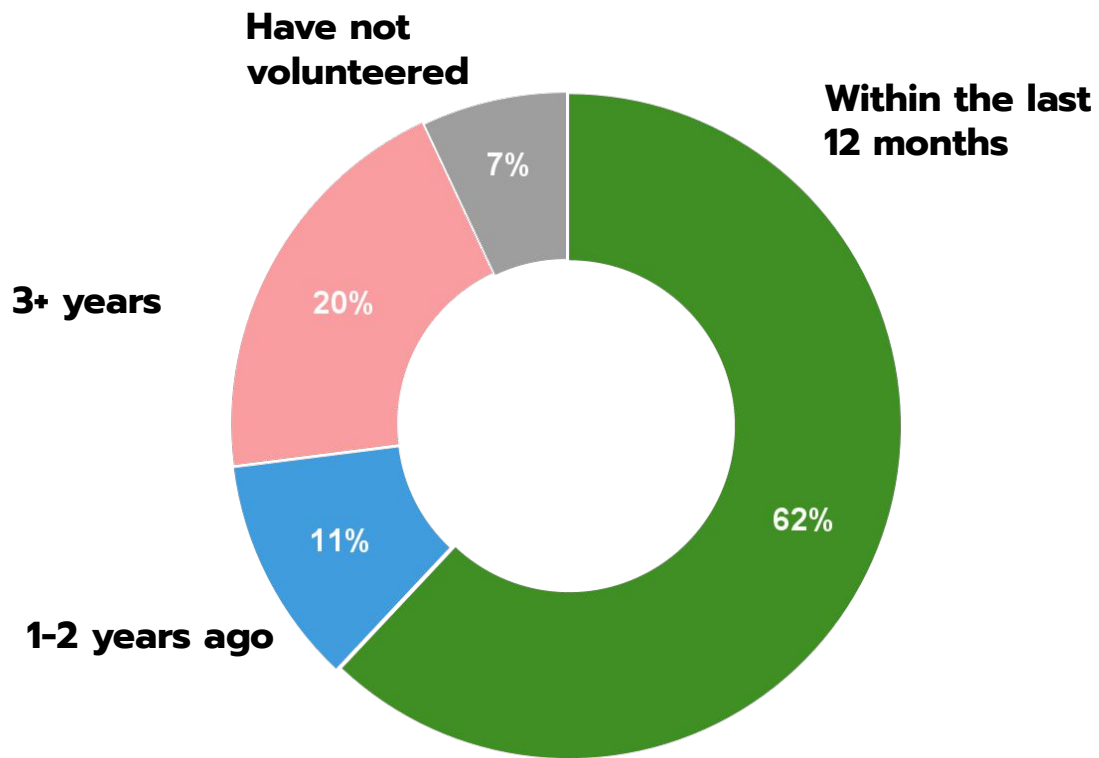
**Economic impact  
volunteers have in  
2021**



**92% of  
volunteers will  
donate to your  
organization**



# When super supporters last volunteered



# Executive support with super supporters





**Does your leadership see  
the connection between  
volunteers and donors?**

Nonprofit leaders were surveyed about the significant impact volunteers have on their organizations.

|  | 2019 | 2022 | Change |
|--|------|------|--------|
| Improve services levels  | 58%  | 79%  | +21%   |
| Extend orgs reach  | 56%  | 74%  | +18%   |
| Provide cost savings   | 58%  | 74%  | +16%   |
| Increase quality of services & programs                                  | 58%  | 72%  | +14%   |
| Extend the organizations budget  | 58%  | 68%  | +10%   |
| Bring more energy to mission than staff alone are able to bring          | 21%  | 62%  | +41%   |
| Bring the organization into contact potential donors                     | n/a  | 36%  | n/a    |
| Provide access to specialized legal, financial, mgmt, or tech experience | 21%  | 28%  | 7%     |

# Generational differences in volunteering





**Do you see generational differences with how you manage volunteers?**

*Write your thoughts in the chat!*



# Volunteer involvement by generation

FORMAL

20%

22%

27%

24%

18%

Gen Z

Millennials

Gen X

Baby  
Boomers

Greatest

INFORMAL

34%

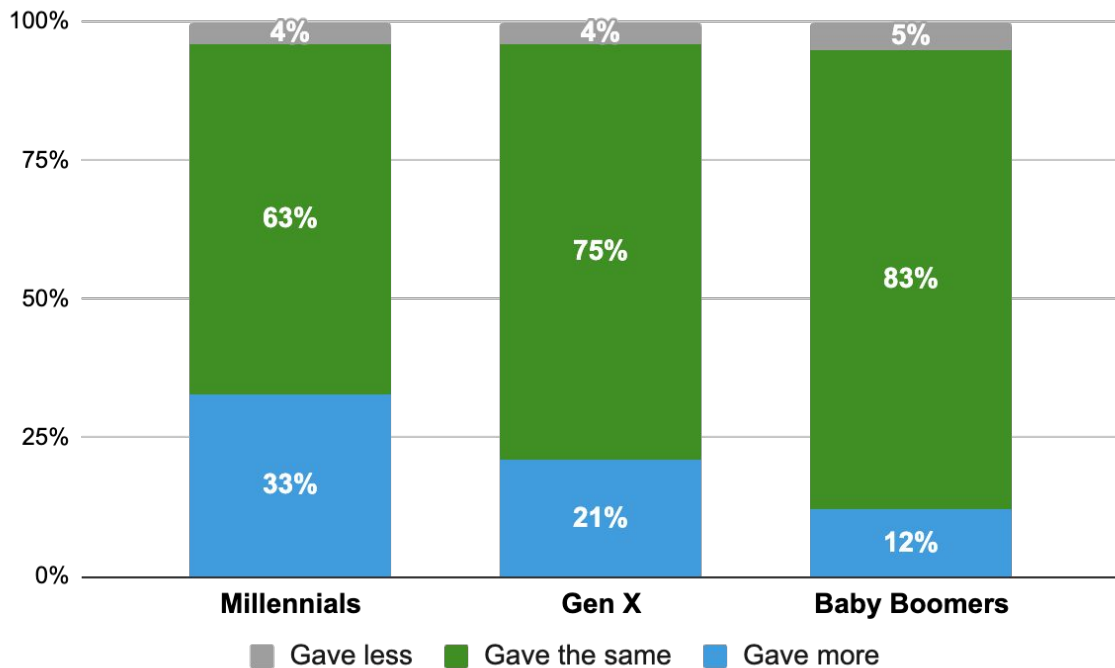
47%

56%

59%

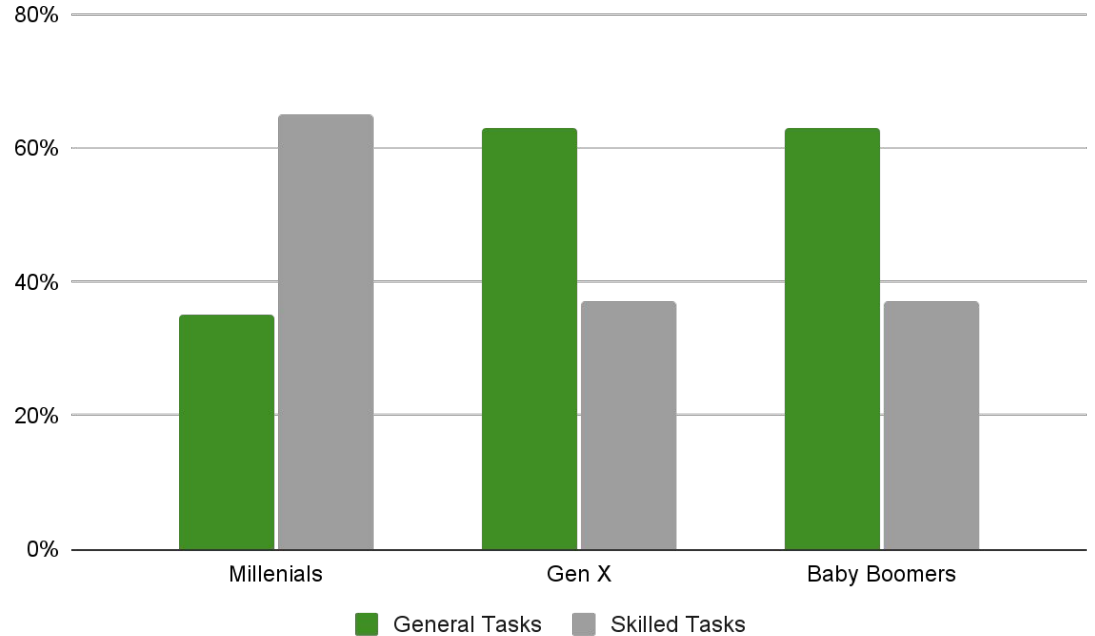
53%

# Volunteerism impact on financial support by generation



# Volunteer activities types

by generation



# Volunteer motivations

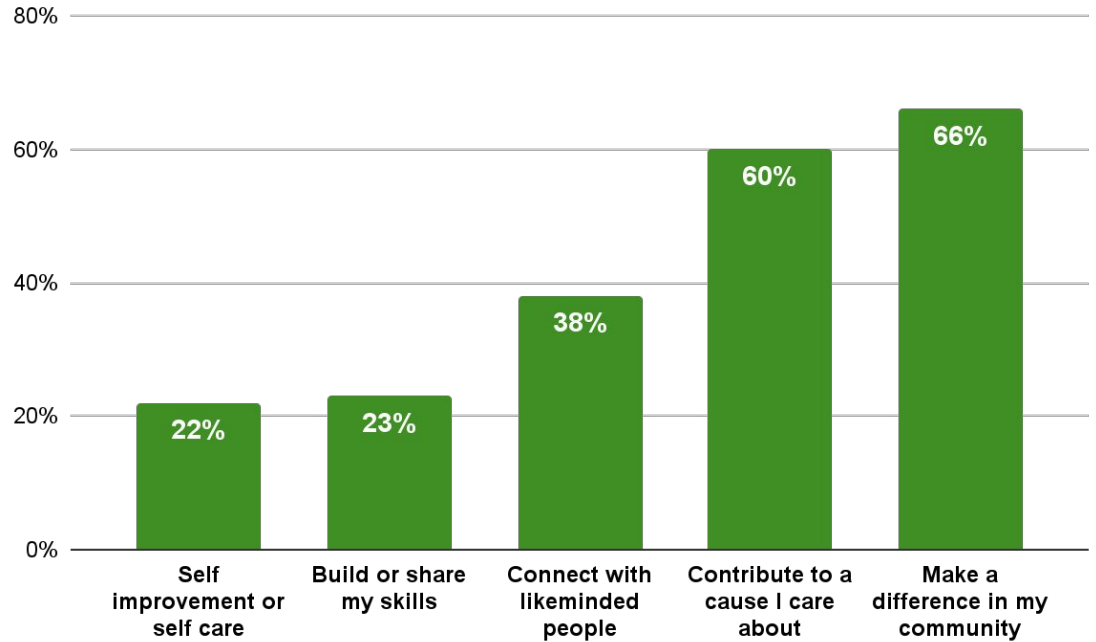


# Why donors keep giving

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

# Why motivates people to volunteer



# Ways to motivate volunteers



1. Treat volunteers just like donors by: **learning about their interests and tell them the impact** of their work
2. **Brag about them** to their peers, boss, and/or family members
3. **Have fun** with them
4. Give them **special privileges** or incentives
5. Share **regular feedback, rewards** and recognition



# Actions to Take



# Next Steps

- 1 Plan to steward your volunteers
- 2 Gain transparency around volunteers
- 3 Make the ask!



# Have a stewardship and retention plan

[Donate](#)[Volunteer](#)

Thank you!

Dear Jeannine,

Thank you for volunteering with Feed My Starving Children on Thursday, June 29, 2023 from 11:30 a.m. to 01:15 p.m.! The meals you packed will feed kids, feed spirits and empower communities around the world.

Don't stop now. Will you take the next step?

- **Donate today.** If you haven't yet made a donation to help cover the costs of the meals you packed, please consider making an [online gift](#) now.

|   |  |   |                                  |
|---|--|---|----------------------------------|
| <b>\$106</b><br>Feeds a child for a<br>year | <b>\$424</b><br>Feeds a family for a<br>year | <b>\$2,255</b><br>Feeds a classroom<br>for a year | <b>Other</b><br>Everything helps |
|---|--|---|----------------------------------|

- Join a community dedicated to providing reliable meals and hope — month after month. [Join Something Greater »](#)
- [Volunteer again.](#) We hope to see you again soon so we can keep feeding kids.
- [Shop FMSC MarketPlace.](#) Purchasing handcrafted items supports our artisan partners and funds FMSC meals.
- [Stay connected. Read stories of hope on the FMSC blog.](#)
- Looking for a way to use your skills to end hunger? Join our team. We're hiring! [fmsc.org/careers](https://fmsc.org/careers)

On behalf of children around the world, thank you!

We hope you enjoyed your volunteer experience. Please share your thoughts and comments by [taking our survey](#).

Mark Crea,  
Executive Director/CEO  
Feed My Starving Children



# Have a stewardship and retention plan



Donate

Volunteer



Your meals are  
feeding kids

Dear Jeannine,

The meals you packed at our Coon Rapids, MN location on June 29, 2023 arrived in Guyana on September 04 to help kids fed by [Food for the Poor](#).

Precious children are eating a nourishing meal because of you. Thank you. You've made an incredible difference.

**Did you know?** Meals usually take between two weeks and six months to travel to their destination. It all depends on where in the world they go and how hard it is to get there. They cross the ocean by ship or plane and wait in line to clear customs. Then they journey by car, bike, canoe or even donkey to reach our partners. Many hands carry these meals to children and families in need.

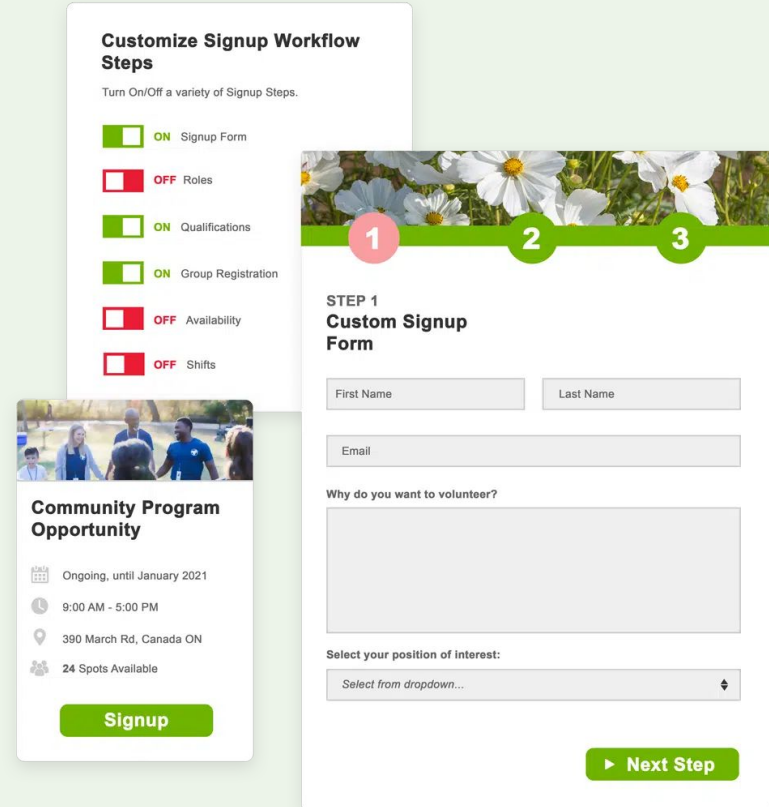
Volunteer again >

Fund the meals you packed >

# Connect Volunteers with Donor Database

Bloomerang Volunteer  
**includes valuable tools like:**

- + Recruitment workflows
- + Scheduling tools
- + Personalized outreach
- + End-to-end reporting
- + Mobile app
- + **Donor database integration**



**Customize Signup Workflow Steps**

Turn On/Off a variety of Signup Steps.

- ON** Signup Form
- OFF** Roles
- ON** Qualifications
- ON** Group Registration
- OFF** Availability
- OFF** Shifts

**Community Program Opportunity**

Calendar icon Ongoing, until January 2021

Clock icon 9:00 AM - 5:00 PM

Location pin icon 390 March Rd, Canada ON

Group icon 24 Spots Available

**Signup**

**STEP 1 Custom Signup Form**

1 2 3

First Name  Last Name

Email

Why do you want to volunteer?

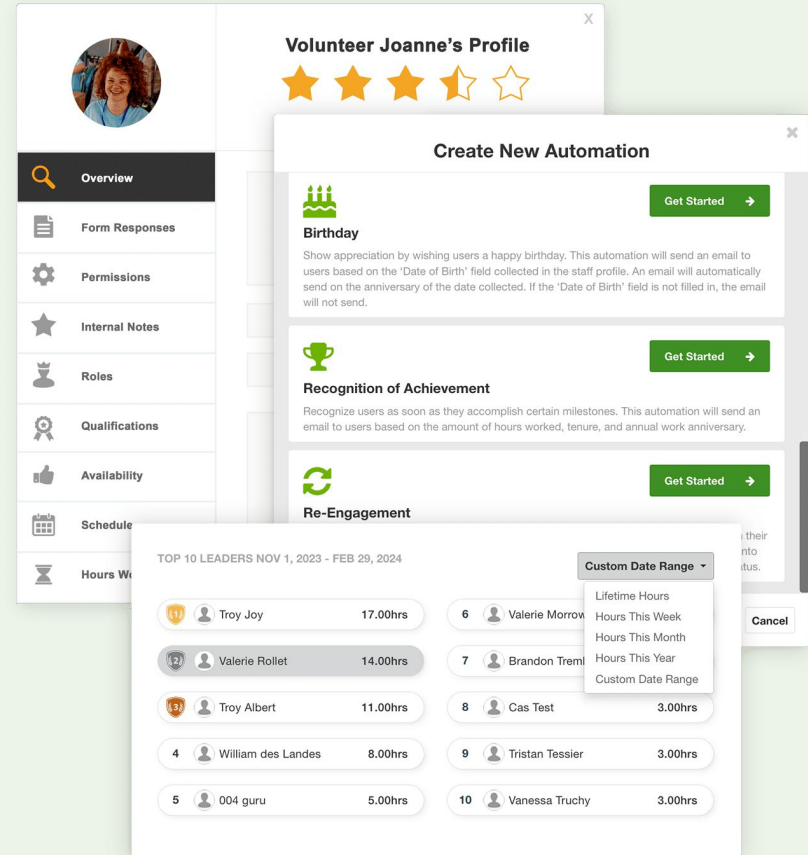
Select your position of interest:

**Next Step**

# Connect Volunteers with Donor Database

Bloomerang Volunteer  
**includes valuable tools like:**

- + Recruitment workflows
- + Scheduling tools
- + Personalized outreach
- + End-to-end reporting
- + Mobile app
- + **Donor database integration**



The screenshot displays the Bloomerang interface. On the left is a sidebar menu with options: Overview, Form Responses, Permissions, Internal Notes, Roles, Qualifications, Availability, Schedule, and Hours Worked. The main content area shows 'Volunteer Joanne's Profile' with a star rating of 4.5 and a 'Create New Automation' dialog box. The dialog box lists three automation types: Birthday, Recognition of Achievement, and Re-Engagement, each with a 'Get Started' button. Below the dialog box is a 'TOP 10 LEADERS' table for the period of Nov 1, 2023 - Feb 29, 2024. A 'Custom Date Range' dropdown menu is open over the table.

| TOP 10 LEADERS NOV 1, 2023 - FEB 29, 2024 |                            |
|---|----------------------------|
| 11  | Troy Joy 17.00hrs          |
| 12  | Valerie Rollet 14.00hrs    |
| 13  | Troy Albert 11.00hrs       |
| 4   | William des Landes 8.00hrs |
| 5   | 004 guru 5.00hrs           |
| 6   | Valerie Morrow 3.00hrs     |
| 7   | Brandon Tremblay 3.00hrs   |
| 8   | Cas Test 3.00hrs           |
| 9   | Tristan Tessier 3.00hrs    |
| 10  | Vanessa Truchy 3.00hrs     |

## SUCCESS STORY

# Idaho Youth Ranch

- + **Long-time supporter gave over \$10,000!**



### Scenario

Long-time volunteer Lola regularly supported by working at the local Idaho Youth Ranch thrift shop. She continued to get more engaged but hadn't given.

### Solution

Idaho Youth Ranch engaged with Lola more actively and asked her to contribute a small amount. After continuing to nurture the relationship, Lola became a major donor for the organization.

### Impact

The ability to see volunteers in the Donor Management tool was a massive opportunity so the organization could identify potentially valuable volunteers.






# Poll





**Thank you for attending!**

Visit our website to see more upcoming  
Bloomerang Academy webinars!



# Resources

## Knowledgebase

[Donations](#)

[Add or Edit Donations](#)

[Transaction Methods](#)

[Fund, Campaign, & Appeal Basics](#)

[Custom Field Basics](#)

[Edit Categories, Custom Fields, and Values](#)

[Add or Edit Soft Credits](#)

[How do I handle gifts of stock?](#)

[Tributes](#)

## Bloomerang Academy

Bloomerang Gift-Entry and Reporting  
Foundations

All About Pledges

The Complete Recurring Giving Roadmap

Creating and Managing a Recurring Gifts  
Program

Loving Your Recurring Donors

Keeping Your Recurring Donors

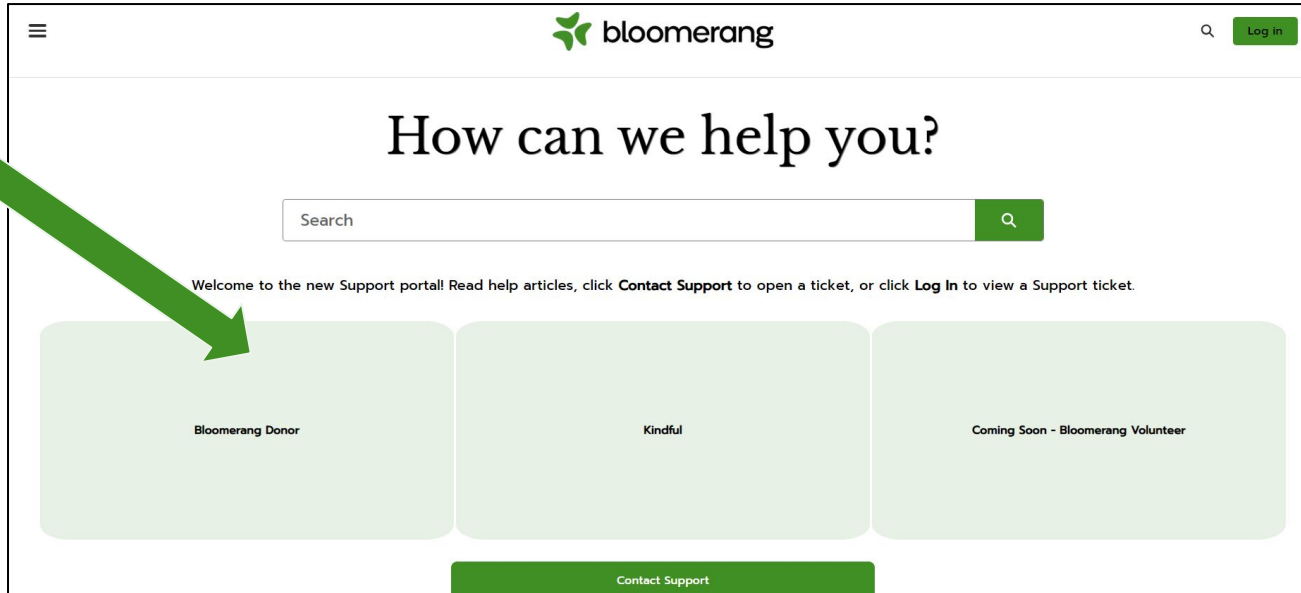
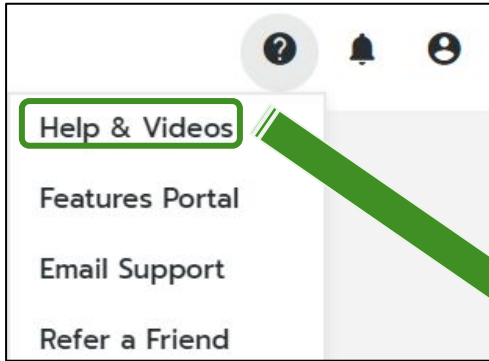
Upgrading Your Recurring Donors

Create and Track a Matching Gifts Program

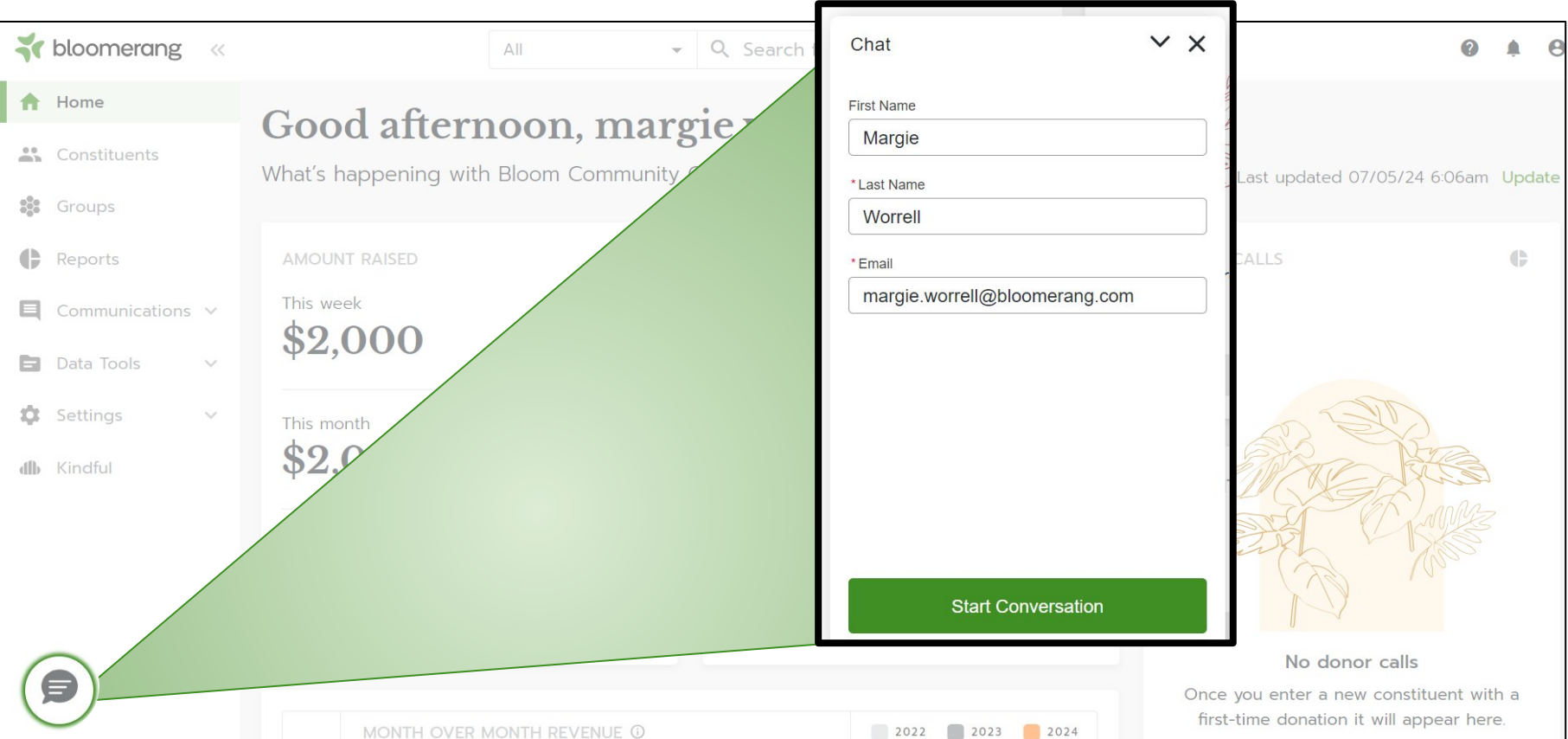


# Resources

## Bloomerang Knowledgebase and Support Portal



# Live Chat to get online assistance immediately



The image shows a screenshot of the Bloomerang dashboard with a chat window overlay. The dashboard includes a sidebar with navigation options: Home, Constituents, Groups, Reports, Communications, Data Tools, Settings, and Kindful. The main content area displays a greeting "Good afternoon, margie" and a section for "AMOUNT RAISED" showing "This week \$2,000" and "This month \$2,000". A search bar and a dropdown menu are visible at the top. The chat window, titled "Chat", is positioned in the center and contains a form with the following fields: "First Name" (filled with "Margie"), "\*Last Name" (filled with "Worrell"), and "\*Email" (filled with "margie.worrell@bloomerang.com"). A green "Start Conversation" button is located at the bottom of the chat window. The background of the dashboard is partially obscured by a green triangle pointing towards the chat window. At the bottom right, there is a section titled "No donor calls" with a note: "Once you enter a new constituent with a first-time donation it will appear here." Below this text is a bar chart showing "MONTH OVER MONTH REVENUE" for the years 2022, 2023, and 2024.