

**EXCITING NEWS!**

# Upcoming Meals on Wheels Partnership!





# How to Steward Your Donors to Boost Your Fundraising - Tips for Hunger Relief Organizations



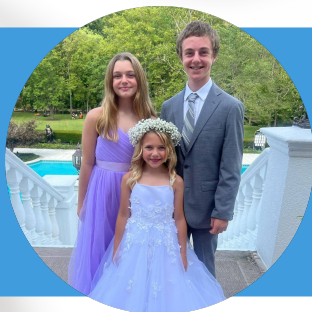
# Your Presenter

**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..



# Agenda

1. A study of first-time donor retention
2. Why donors lapse and how storytelling can impact this
3. How to use empathy and emotions to connect to your audience and drive them to make their second gift
4. The importance of segmenting your communications and employing the personal touch
5. Real-world storytelling examples



# How can storytelling improve your communication strategy?

**FUN FACT:** Stories are remembered 22x more easily than data, facts, and stats.

1. Make your organization more memorable
2. Create stronger relationships and increase loyalty.
3. Cut through bias by communicating various perspectives and voices.
4. Prompt action from your audience.



Large, vibrant green Monstera leaves with characteristic splits, positioned in the top-left corner of the slide.

# A study of first-time donor retention

A smaller Monstera leaf, partially visible, located in the bottom-right corner of the slide.



## SURVEY

Do you know your  
donor retention rate?



# Average Donor Retention Rates

As of Jan 2022



**18.6%**

First Time  
Donors



**41.6%**

Average  
Donors



**60.7%**

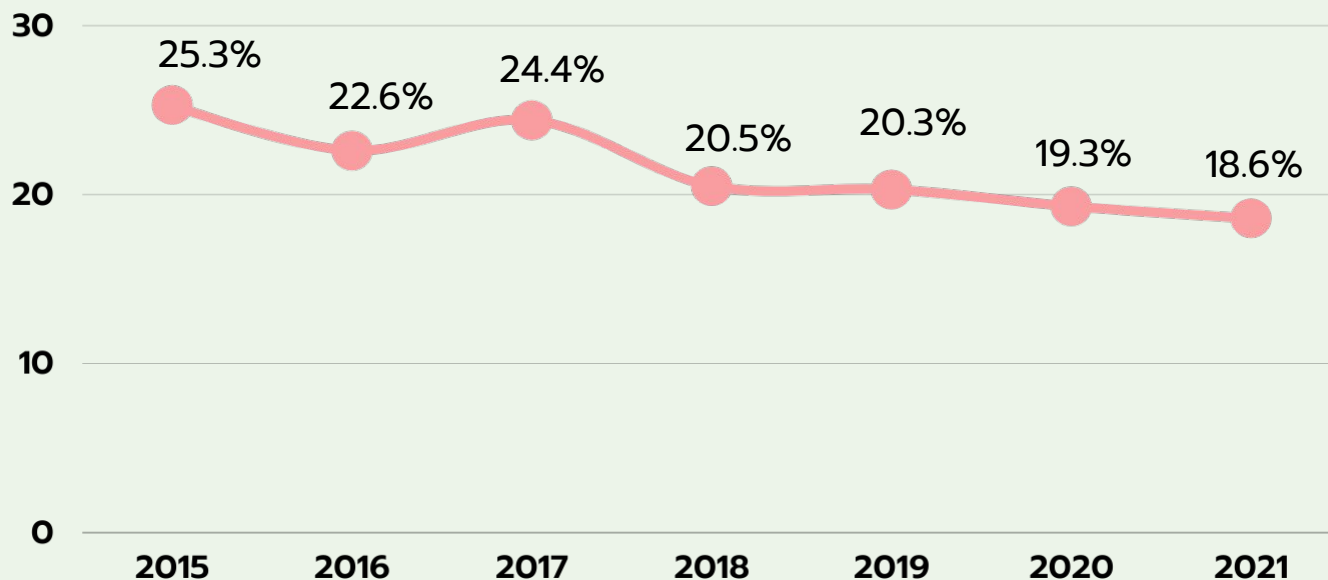
Repeat  
Donors





# First-Time Donor Retention Rates

Over the past few years

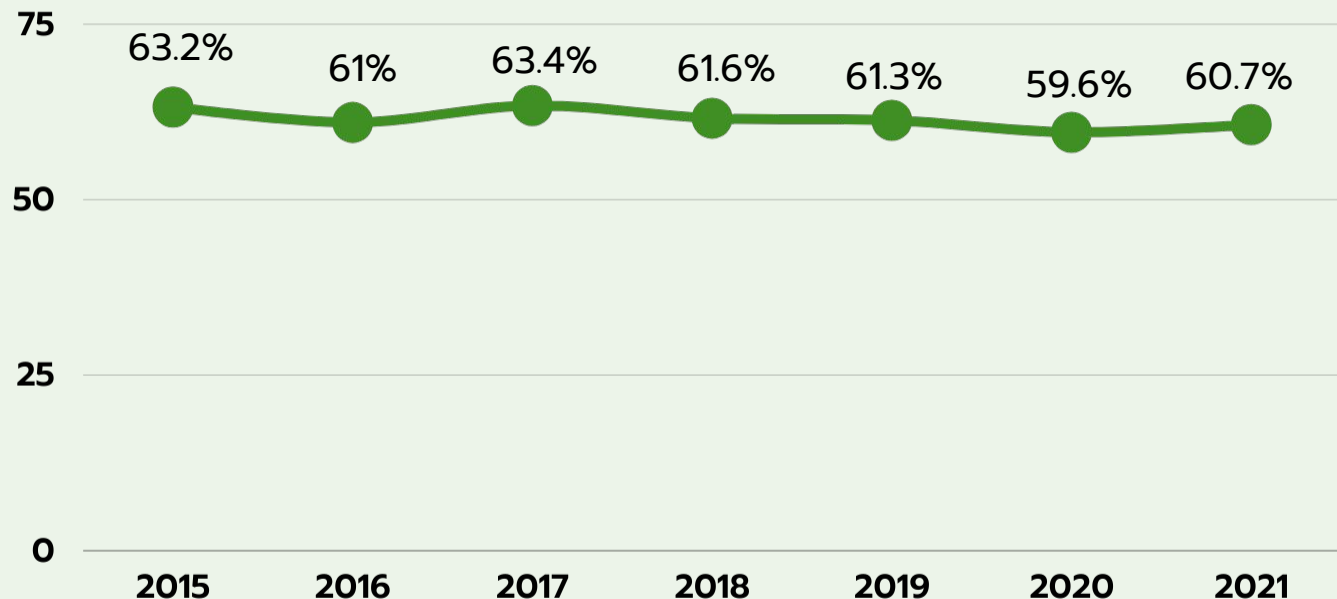


**INSIGHT:** acquisition cost is higher than the initial gift.  
FB, P2P make it easier than ever to donate

Source: Fundraising Effectiveness Project

# Repeat Donor Retention Rates

Over the past few years



**INSIGHT:** Once you get a 2nd gift, you're in much better shape!

Source: Fundraising Effectiveness Project

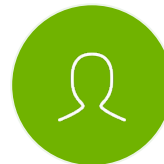
# Cost of Donor Retention

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



# How Storytelling Can Impact Donor Retention



# 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?



## Telling your story

- Content is not king... clarity is.
- Make a statement to draw the audience in that compels them to help.
- Keep clear and concise to remain compelling
- Clearly articulate your problem
- 3 second rule- do not state the problem too late.
- Choose one call to action to maintain the story line.
- This allows them to become attached to someone or something.



## Allow emotion/tension

- If you ease that emotion/tension they are less compelled to your call to action.
- Explain to them what is at risk.
- Inform them that if this positive action didn't take place, X could happen.
- Do this carefully and do not make them feel guilty- instead- make them feel like they are providing a solution.





## Know your audience:

- Let your audience know that they are the guide to solving the problem in the story.
- Do not cast the wrong hero of the story. It is not the organization, is is not donor or supporter, it is the recipient of the gifts provided.
- Those who are moved by the problem want to see the beneficiaries as the hero as they will contribute to that success story.



## Solving the Problem:

- You do not have to share everything you do. It is the start of a conversation with people so later you can share more.
- Less than 7% of people can tell in detail after a movie or book what problem has been solved.
- If you tell your story well, they will come back for more.
- If they can retain the story- you can retain the donor.



# 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?



# What Subscription- based Donors Tell Us

Source: IU Lilly School of Philanthropy

Preferred communication and content  
from nonprofit organizations they  
support

**INSIGHT:** Stories, heartfelt  
thank yous and impact-based  
communications lead the way!

**52%** - Stories and experiences shared by the people  
my gifts have helped

**32%** - Frequent updates about organization's  
programs and services

**32%** - Emails with my donations impact and heartfelt  
thank you(s)

**25%** - Educational and interactive webinar series  
related to the organization's mission and impact areas

**What storytelling, segmentation, and fundraising tips can we use.**

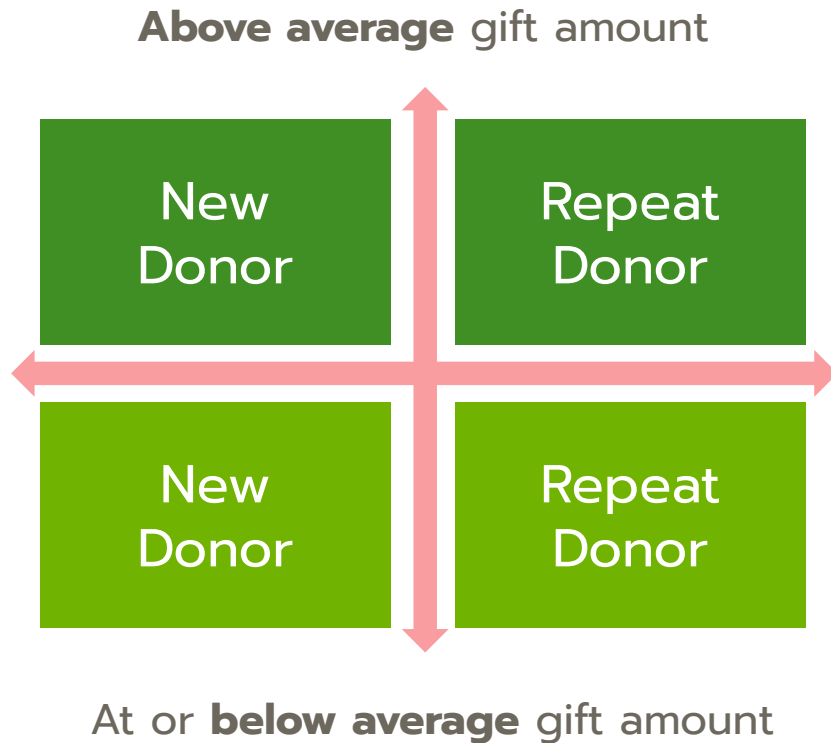


# Where to Start with Communication Segments



70% of survey respondents who gave \$10K to one organization also made a \$100 gift to another organization. (Penelope Burk)

**New donors rarely give at capacity!**





# Our favorite 7 donor segments

While there is an almost infinite number of ways to segment or organize your donors into smaller groups, consider these 7 segments as an easyway to get started.

1. First-time donors
2. Monthly donors
3. Lapsed donors
4. Volunteers who have never donated
5. Donors who have shared feedback, positive or negative
6. Social media followers who interact with you
7. Long-term donors



# Success Factors

## What we saw work

Effective storytelling and segmentation played a big role in the organizations that saw success.



1. Don't stop fundraising
2. Segment your communications
3. Double down on stewardship
4. Employ the personal touch
5. You don't need events to tell stories

**How to use empathy and emotions to connect to your audience and drive people to make their second gift**



# Paint a story for your donors via your donation page.



**HELP US DELIVER OUR  
NEXT 20 MILLION MEALS**

**One time**  **Monthly**

Your most generous donation

\$1,000 \$500 \$250  
\$100 \$50 **\$25**

\$ **25** USD ▾

☐ Dedicate this donation

[Add comment](#)

**Donate and Support**

# The importance of segmenting your communications and employing the personal touch

“

Without segmenting your donors, it's very difficult to retain your donors. It's not impossible, but it is very difficult.”



# Double down on stewardship

Say thank you before/during/after  
asking



**YOUR HOMEBOUND  
ELDERLY NEIGHBORS  
THANK YOU**



Dear James,

Thank you very much for your generous gift of \$25.00. Your thoughtfulness in caring for the city's homebound elderly is greatly appreciated.

Your support helps people like 95-year-old Dora whose vision is deteriorating rapidly. With her fading eyesight, Dora feels her world shrinking too. It has grown even smaller with the loss of her support network — her long-time companion, Raphael, passed away several years ago followed closely by her only son. While Dora has grown used to her increased isolation, that has not made it any easier. With Citymeals, Dora has gained an invaluable connection to the outside world. Her deliverer, Christian, always arrives with a smile and asks how she's feeling.

# 4 tips for stewarding each segment



Develop  
message  
themes for  
each segment



Develop  
communication  
tracks



Mix  
things up



Get your  
board & CEO  
involved





# Do phone calls work?

Research into the efficacy of phone calls to first-time donors



First-time donors who get a personal thank you within 48 hours are **4x more likely** to give a second gift. (McConkey-Johnston International UK)

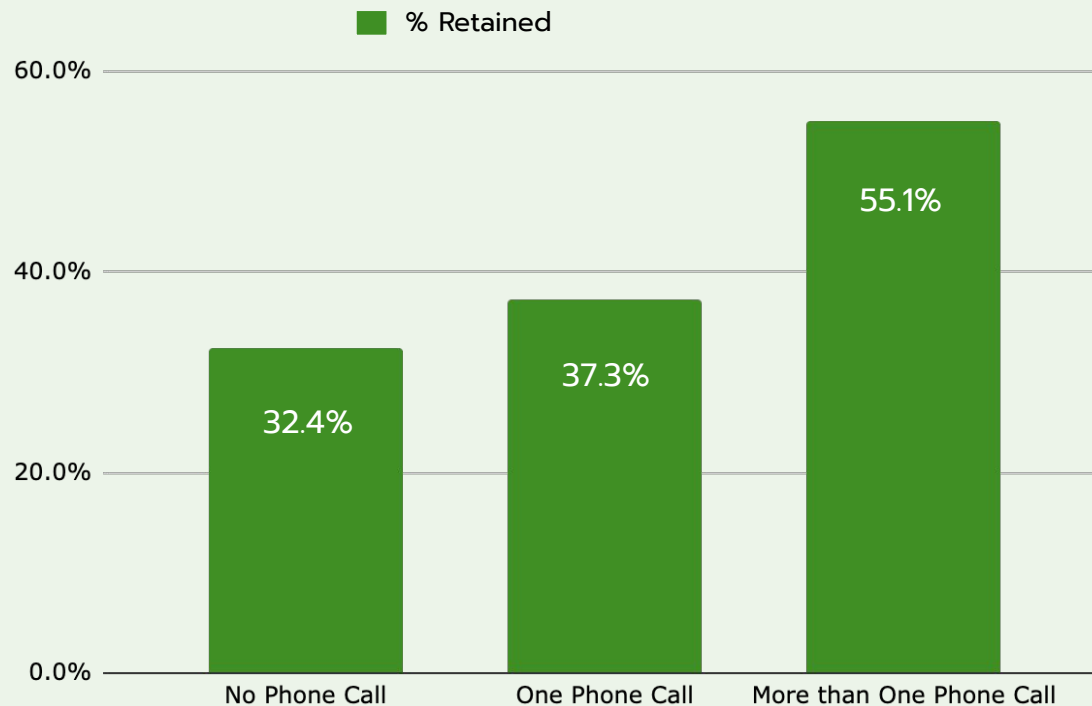


A thank-you call from a board member to a newly acquired donor within 24 hours of receiving the gifts will **increase their next gift by 39%**. (Penelope Burk)



# Phone Calls to First-time Donors

Increases retention

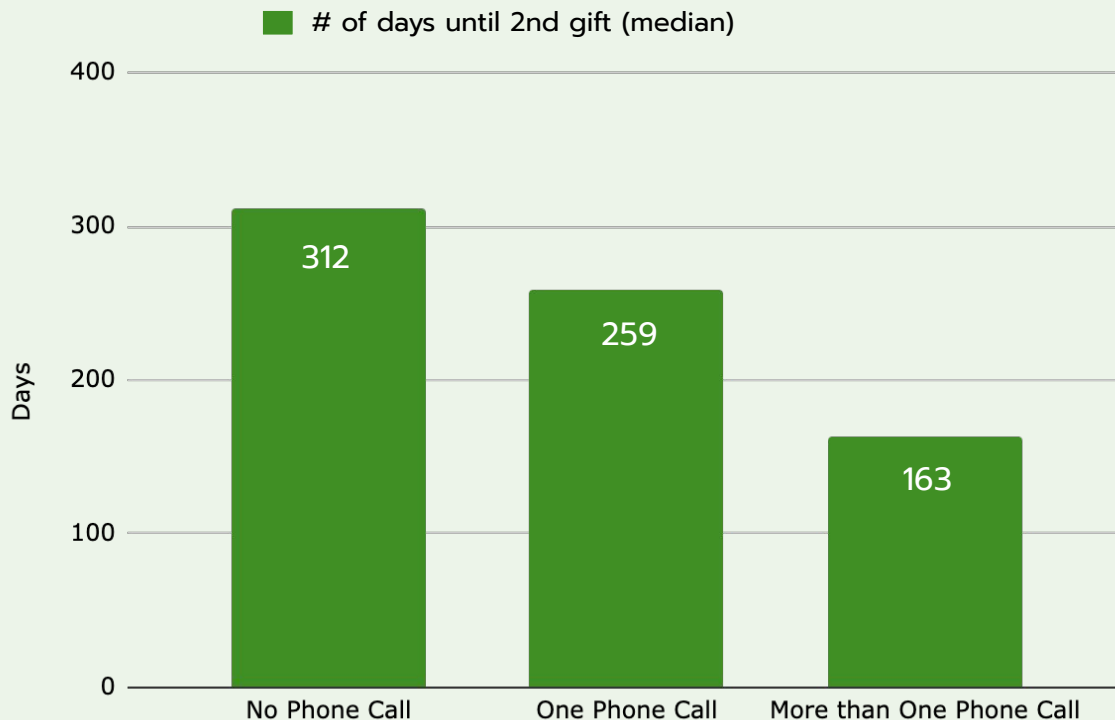


Source: Bloomerang, June 2022



# Phone Calls to First-time Donors

Increases speed-to-second-gift



# Phone Calls to First-time Donors

Increases second gift amount



# The personal touch works

Personal emails + video

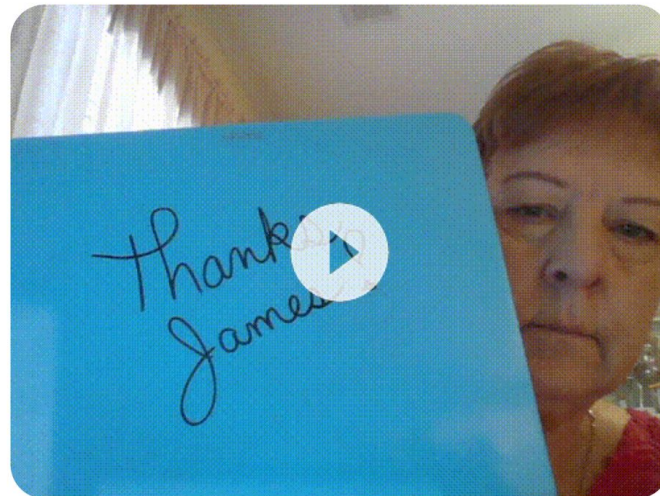
## Did you know?

Bloomerang has native integrations with Gratavid and Thankview to help nonprofits add a personal touch.



Meals on Wheels of New Mexico

Thank you, James! We appreciate all you do for Meals on Wheels of New Mexico.



# **You don't need events to tell stories: Real-world storytelling examples**



# In-person ideas are good, but...

Impact reporting and storytelling  
works in many formats

## Learners to Leaders: Onward



Dear ,

As the Executive Director of Peace Community Center, I want to thank you for your support of this year's Learners to Leaders event. In response to Governor Inslee's guidelines limiting large events, **Peace is moving forward with its annual benefit dinner with a first ever virtual Learners to Leaders.**

Now more than ever, our students, community and organization need your support. While this event will not be held at the Tacoma Convention Center, **please keep March 27th on your calendars because Peace is still Leveling Up with the goal to raise \$100,000 to invest in the incredible students and families we serve.** Please stay tuned for additional information in the coming weeks on how you can make a meaningful investment in your community, and thank you for standing with us.

In partnership,



L. Denice Randle  
Executive Director





# Diversify Your Communication



# Wrap Up



1. Make retention a priority
2. Have a second gift strategy
3. Emphasis on thanking and communicating
4. Use empathy and emotions to foster authentic relationships
5. Segment your appeals
6. Say thanks before asking
7. Pick up the phone

# Questions?

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