



How To Raise More Online

Learn Best Practices And Tips To Drive More Online Giving

James Goalder
Partnerships Manager



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 300 Nonprofit Organizations

Exploring The Donation Experience

We Donated **\$25 To 300 Organizations**
Across The Us, 6 In Every State 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, centered within a thin green arch. 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



What We Learned?

Key Insights From Analyzing 300 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**

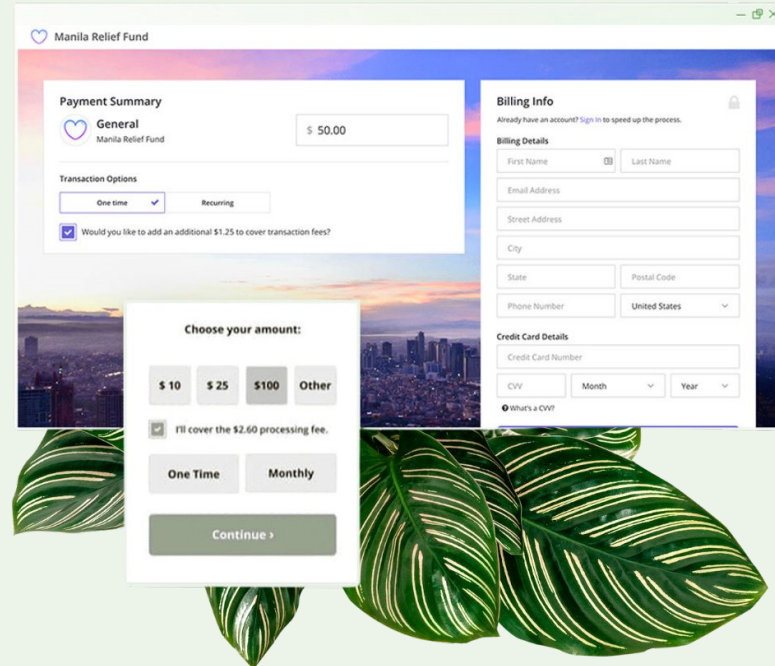


Ask To Cover Fees Vs. Require To Cover Fees

Things To Consider:

- Don't Alienate Your Donors
- Transparency Is Critical

Great To Do



The 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:

- Text: Already have an account? Sign in to speed up the process.
- Fields: First Name, Last Name, Email Address, Street Address, City, State, Postal Code, Phone Number, United States (dropdown), Credit Card Number, CVV, Month, Year.
- Text: 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
- Button: Continue >

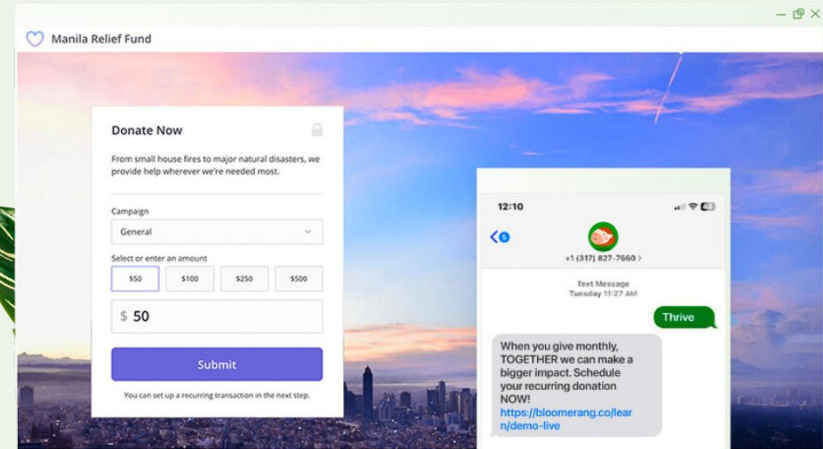
The form is overlaid on a background image of a city skyline at sunset. There are decorative green leaves at the bottom of the form.

Payment Options (Apple/Google/Venmo)

Things To Consider:

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

Very Important

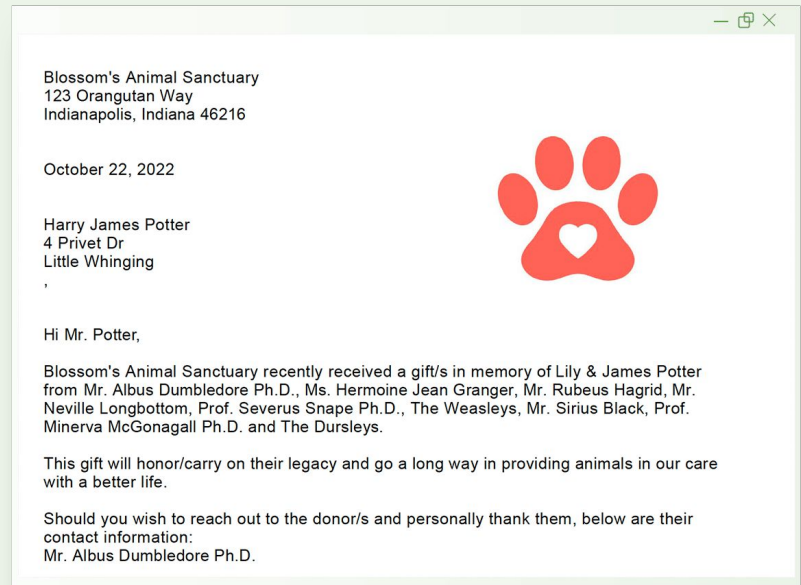


Designate Fund & Tribute/Memorial Gifts

Things To Consider:

- Emotional Connection
- Transparency

Very Important

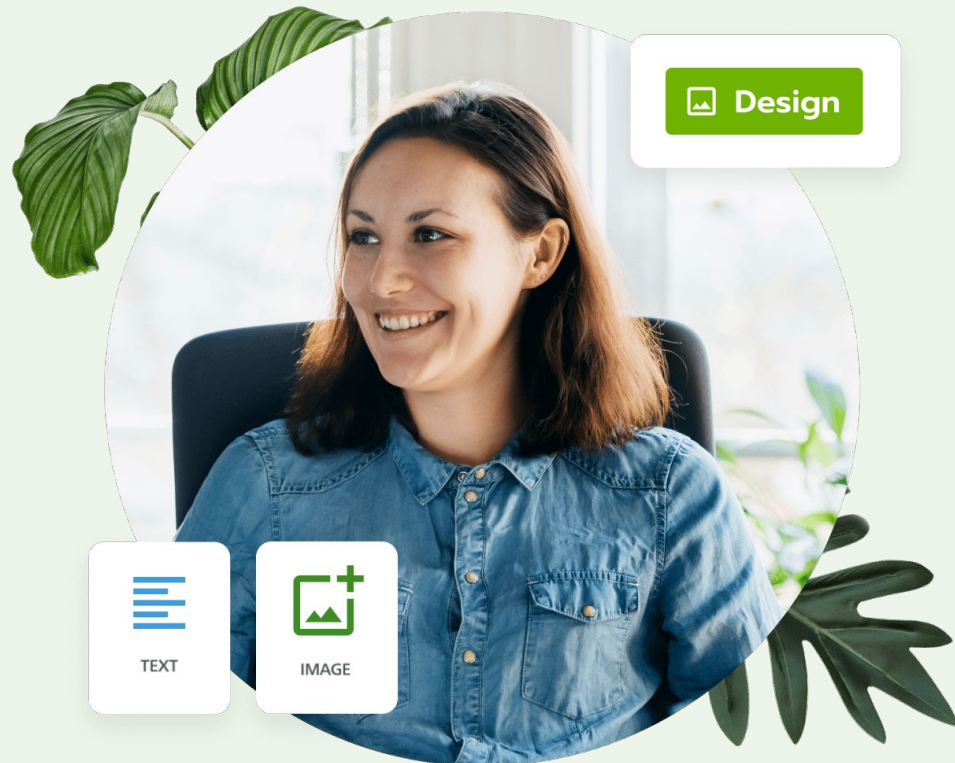


Newsletter

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**



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!



Thank you for your order!

You may print this receipt page for your records.

Order Information

Merchant: Truckee Meadows Habitat for Humanity Online
Description:
Date/Time: 11-Jan-2023 13:11:39 PST
Customer ID:

Billing Information

James Goalder
5724 Birtz Rd
Indianapolis, IN 46216
USA
james.goalder@bloomerang.com
Phone: 804-304-5455

Shipping Information

Item	Description	Qty	Taxable	Unit Price	Item Total
1	DONATE Customer specified amount	1	N	\$25.00 (USD)	\$25.00 (USD)

Total: \$25.00 (USD)

Visa ****5294

Date/Time:
Transaction ID:
Auth Code:
Payment Method:



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

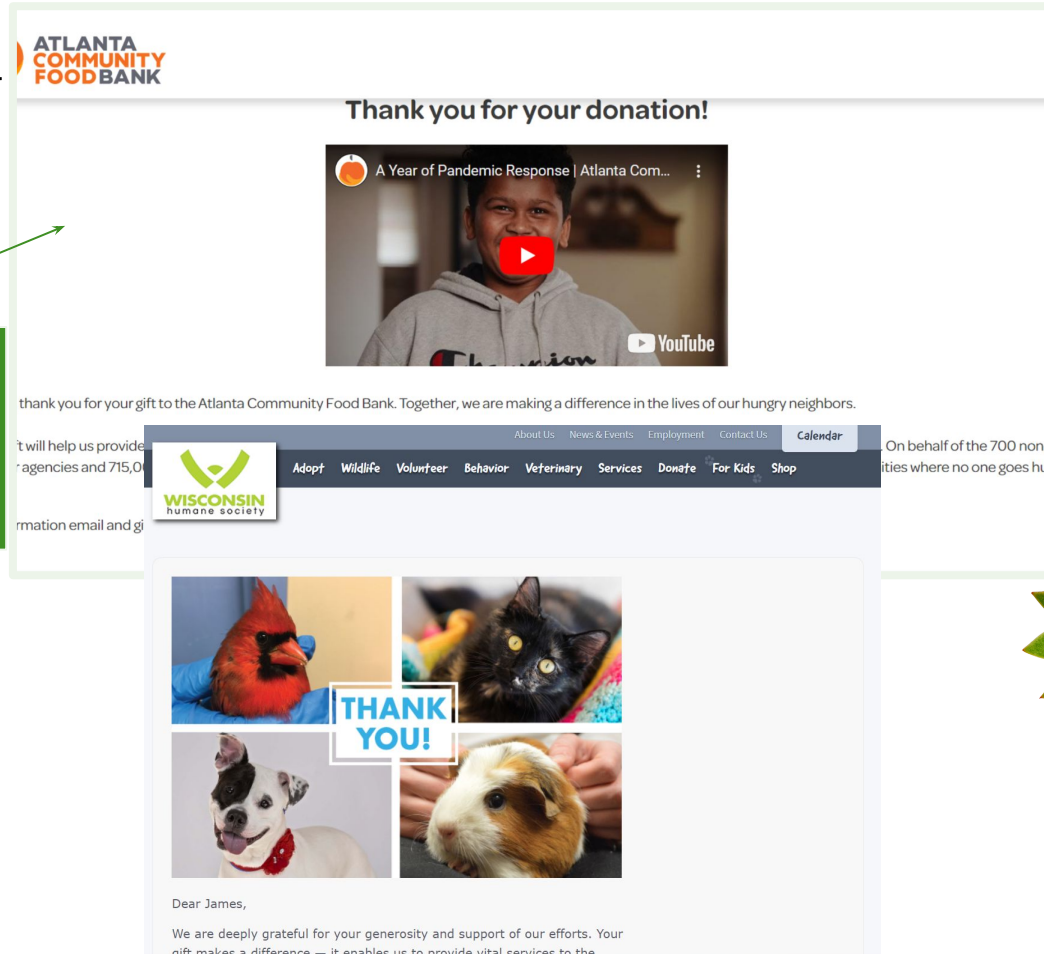


Transaction ID: 35G44911W3904735D



Real World Examples

Start By Saying Thank You!



The screenshot shows a thank you page from the Atlanta Community Food Bank. At the top left is the logo for Atlanta Community Food Bank. The main heading reads "Thank you for your donation!". Below this is a video player showing a young boy smiling, with a red play button in the center. The video title is "A Year of Pandemic Response | Atlanta Com...". Below the video, there is a paragraph of text: "thank you for your gift to the Atlanta Community Food Bank. Together, we are making a difference in the lives of our hungry neighbors." Below the text is a navigation bar with links: "About Us", "News & Events", "Employment", "Contact Us", and "Calendar". To the left of the navigation bar is the logo for Wisconsin Humane Society. Below the navigation bar is a grid of four images: a red cardinal, a black cat, a white dog with a black face, and a guinea pig. A "THANK YOU!" sign is overlaid on the images. Below the images is a personalized message: "Dear James, We are deeply grateful for your generosity and support of our efforts. Your gift makes a difference — it enables us to provide vital services to the".



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?**



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 <james.goalder@bloomerang.com>

Thank you for your donation!
1 message

Boys & Girls Clubs of the Valley <caranda@bgcmp.org> Fri, Jan 6, 2023 at 12:48 PM
Reply-To: caranda@bgcmp.org
To: James Goalder <james.goalder@bloomerang.com>



Dear James,

Thank you for your gift of \$25.99. During these complicated times, we are grateful for your generosity and hope you take great pride in the important difference that your gift makes.

Gift to Boys & Girls Clubs of the Valley, Inc.	\$25.00
Processing support *	\$0.99
Total	\$25.99

Bloomerang Mail - Thank you!

merang James Goalder <james.goalder@bloomerang.com>

rou!

rs Food Bank <info@food-finders.org> Wed, Apr 26, 2023
tfo@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

James Goalder <james.goalder@bloomerang.com>

Thank you for your support, James!
1 message

development@habitatncc.org <development@habitatncc.org> Wed, Jan 11, 2023 at 12:45 PM
To: james.goalder@bloomerang.com

Transaction Date: 01/11/2023



Dear James,

Thank you for your recent gift to Habitat for Humanity of New Castle County (HFHNCC). Your support means the world to us and those whose lives are transformed as a result, and we want to express our love and appreciation for you and your contribution. Your gift is providing shelter for a struggling single mother of six, a place to gather for meals for a close-knit family, and a loving community for those served through Habitat.

With your support, we are changing lives and landscape here in New Castle County.

Sincerely,

Kevin Bratt

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



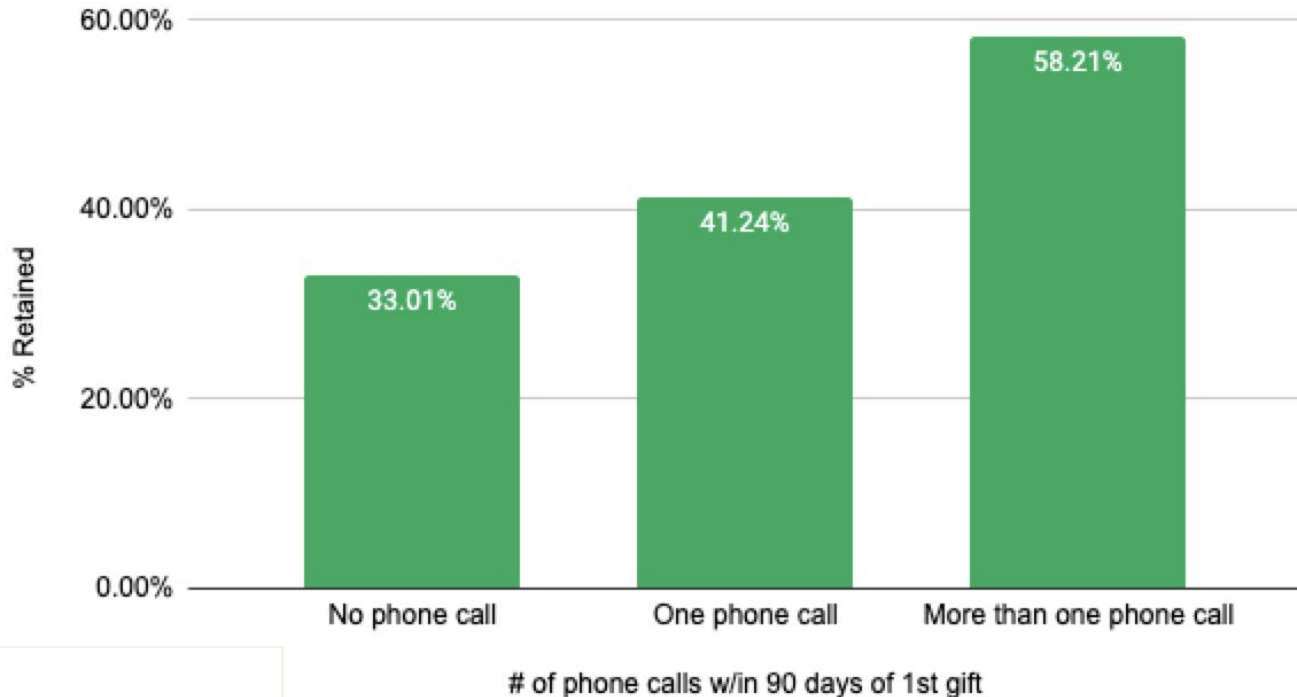
A Thank-You Call From A Board Member To A Newly Acquired Donor Within **24 Hours Of Receiving The Gifts Will Increase Their Next Gift By 39%.**

Source: Penelope Burk



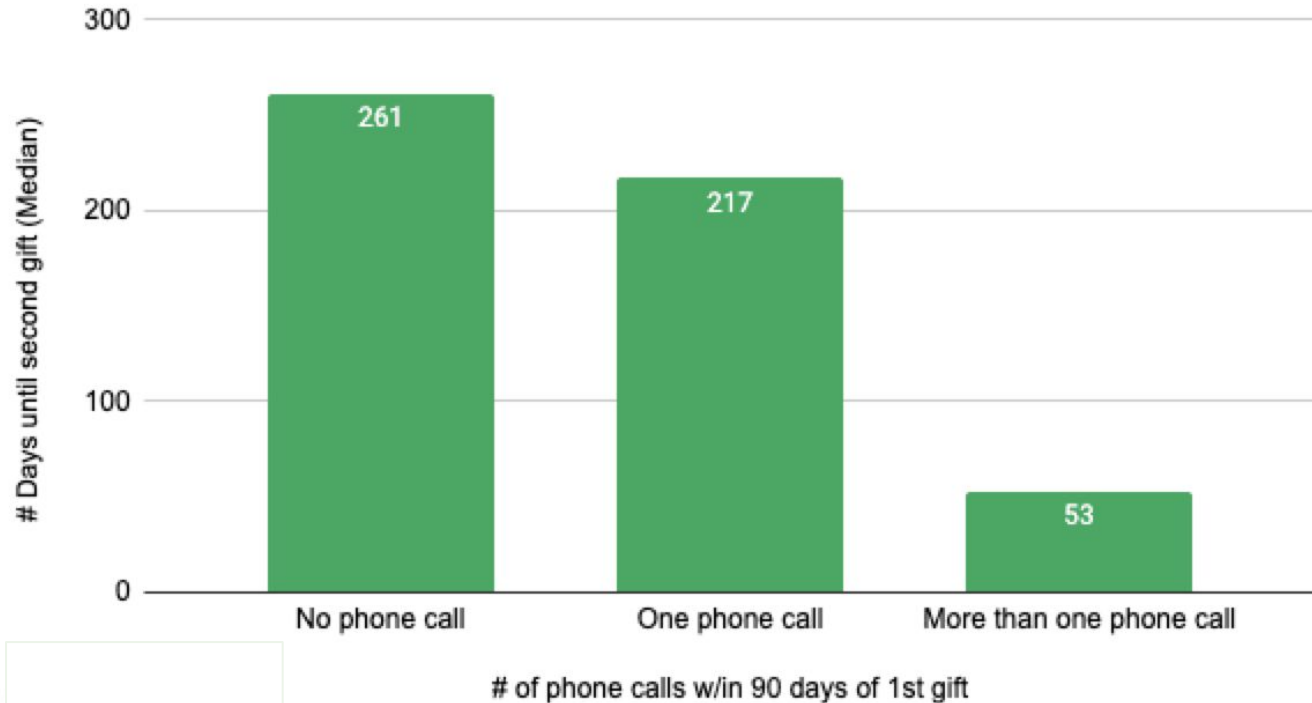
Phone Calls To First-Time Donors

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



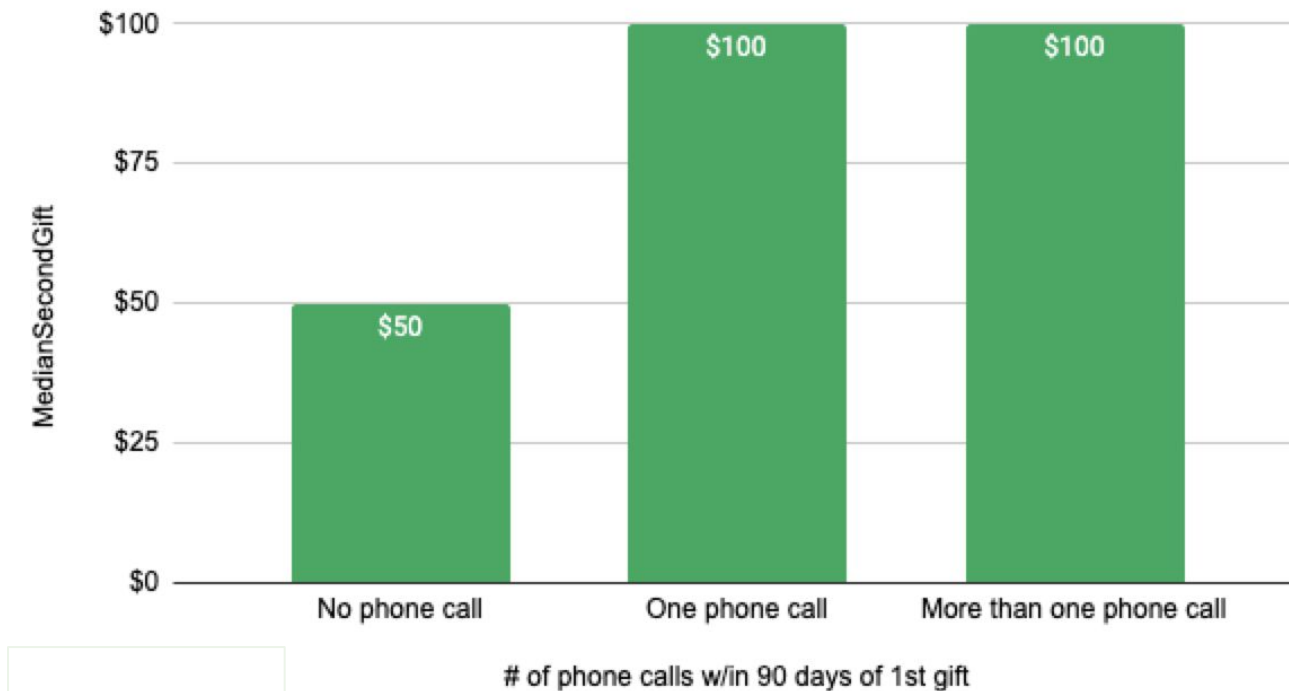
Phone Calls To First-Time Donors

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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



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 b relationship with you - one where you have a voice and where you can make a community. Please reach out to me any time at 920-967-8891 or arianah@foxc.

Sincerely,
Ariana Herbst
Development Coordinator



James Goa

Thank you!
1 message

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

Thank you!
1 message


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



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?



Harness The Power Of Storytelling To Show Your Impact.

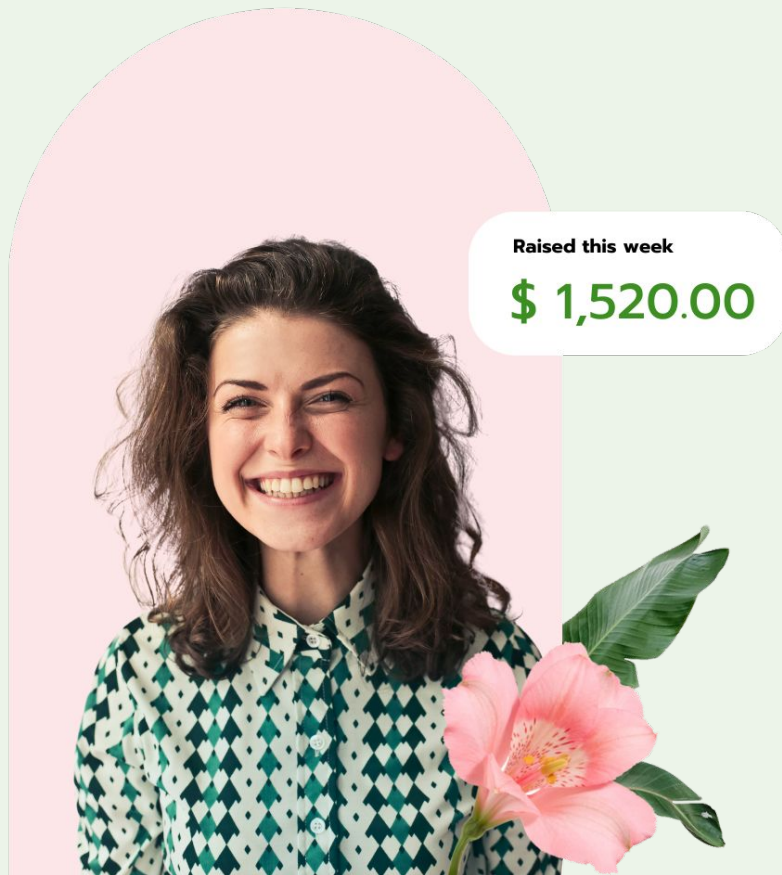
Tell Stories Of Impact

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



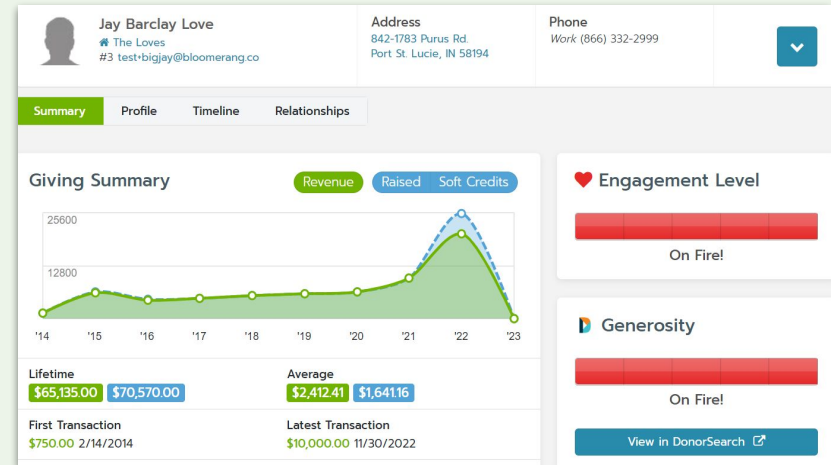
Tell Stories Of Impact

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

james.goalder@bloomerang.com



Thank you