

The Current State of Donor Retention and How Bloomerang Can Help



About Presenter »

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Author: Robots Make Bad Fundraisers

Contributor: Fundraising Principles and Practice: Second Edition

Member: Fundraising Effectiveness Project (FEP) Project Work Group, AFP Center for Fundraising Innovation (CFI), Study Fundraising Steering Group at the Hartsook Centre for Sustainable Philanthropy at Plymouth University

Fun facts:

- 1st job: producing fundraising videos
- prefers tea to coffee
- allergic to rhubarb
- won the David Letterman scholarship



The current state of donor retention? »



<http://afpfep.org>

Donor retention »

AVERAGE

45.1%



FIRST-TIME

20.3%



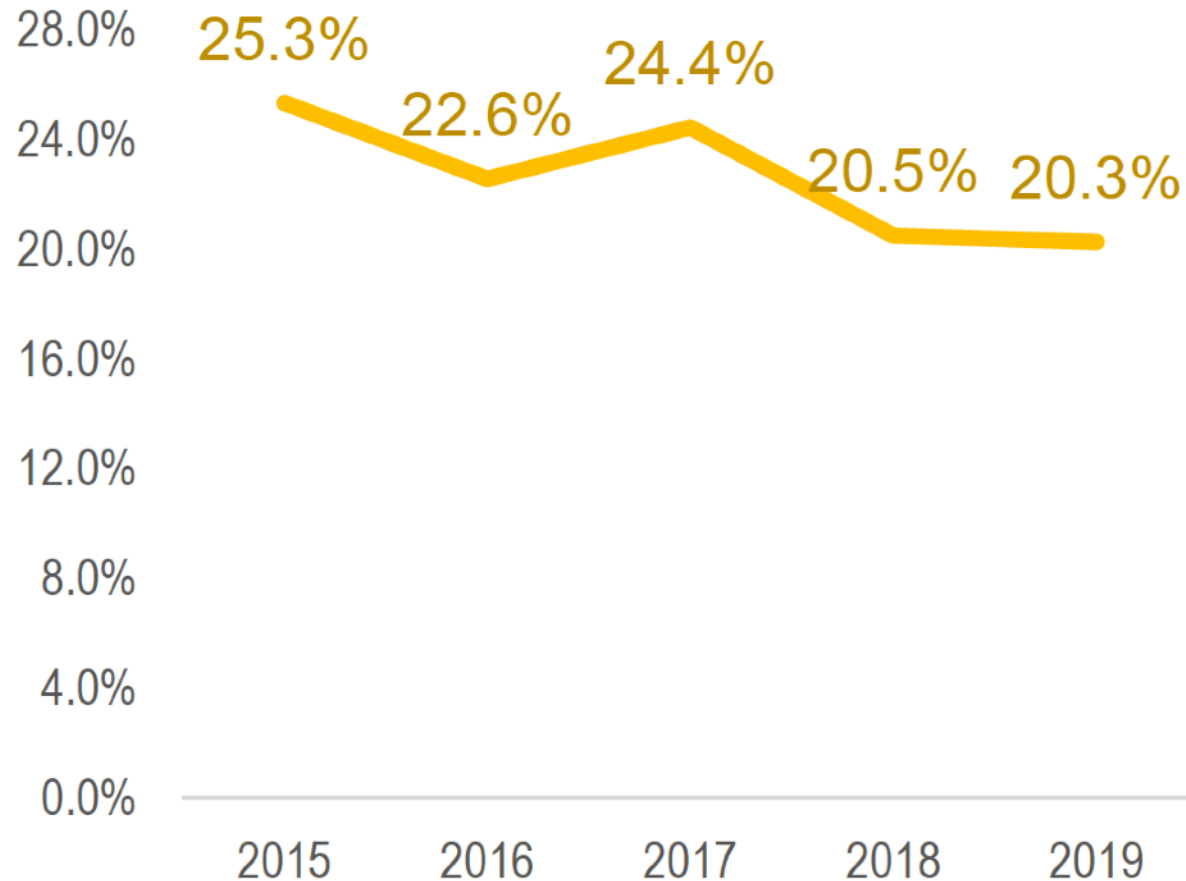
REPEAT

61.3%



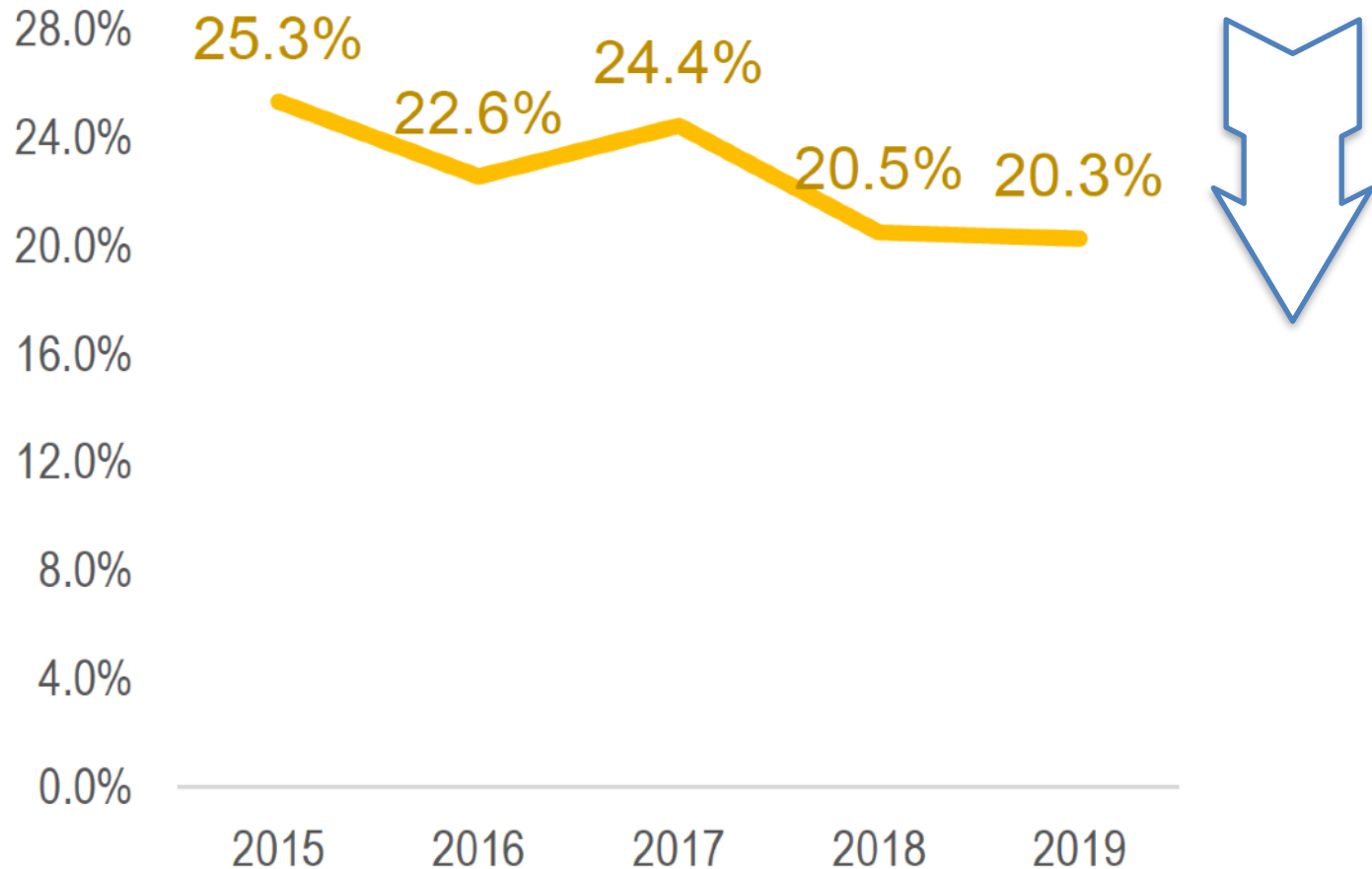
Source: Fundraising Effectiveness Project <http://afpfep.org>

New donor retention over the years »



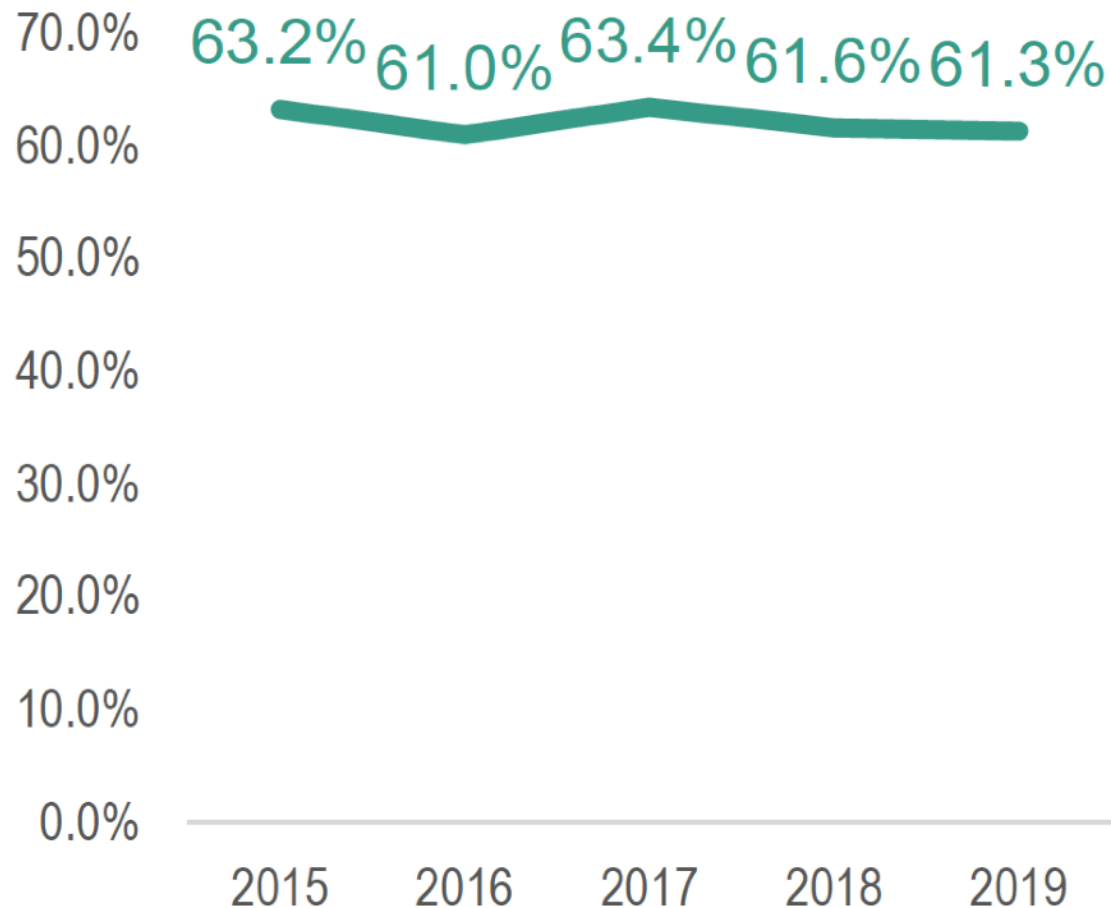
Source: Fundraising Effectiveness Project <http://afpfep.org>

New donor retention over the years »



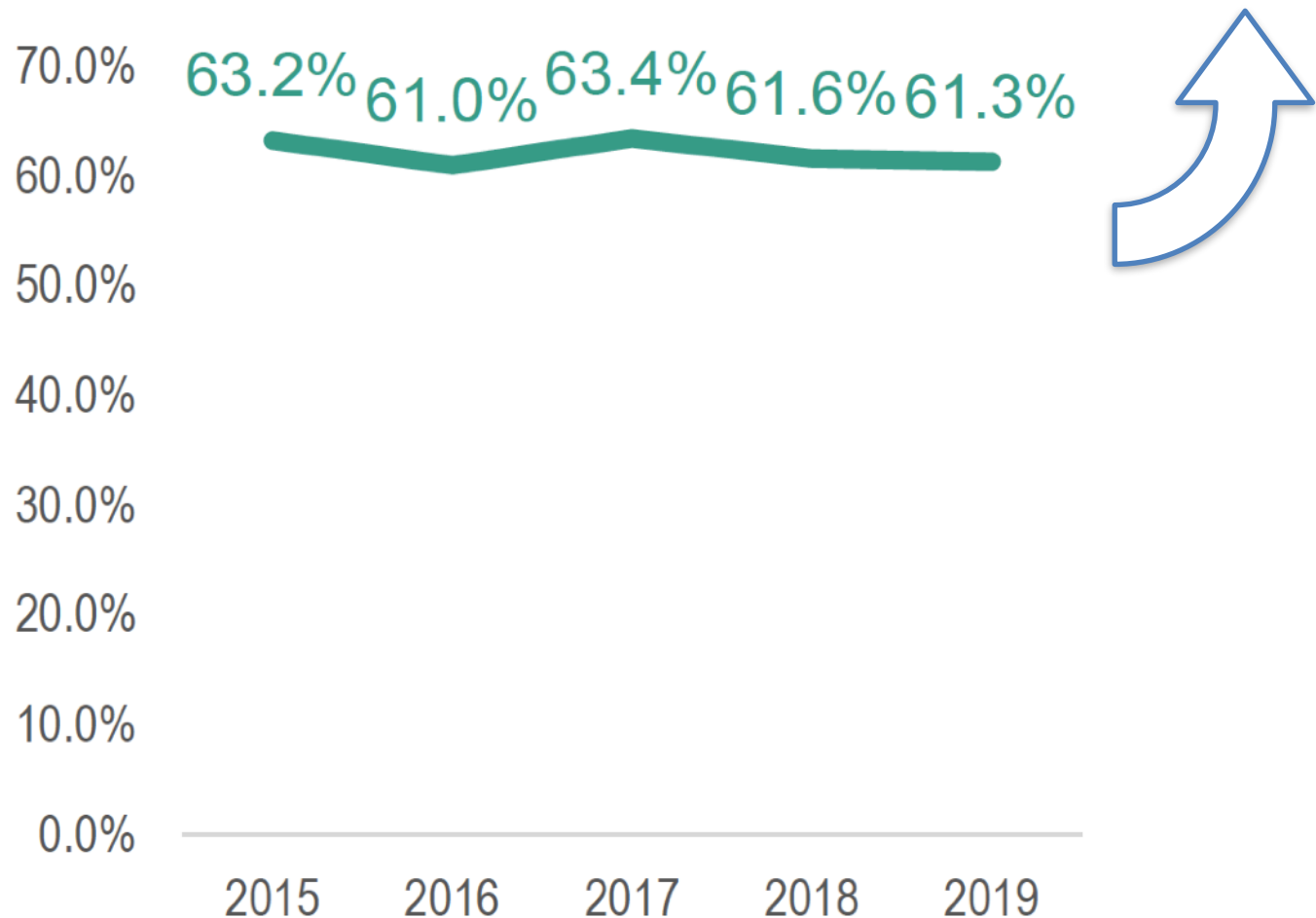
Source: Fundraising Effectiveness Project <http://afpfep.org>

Repeat donor retention over the years »



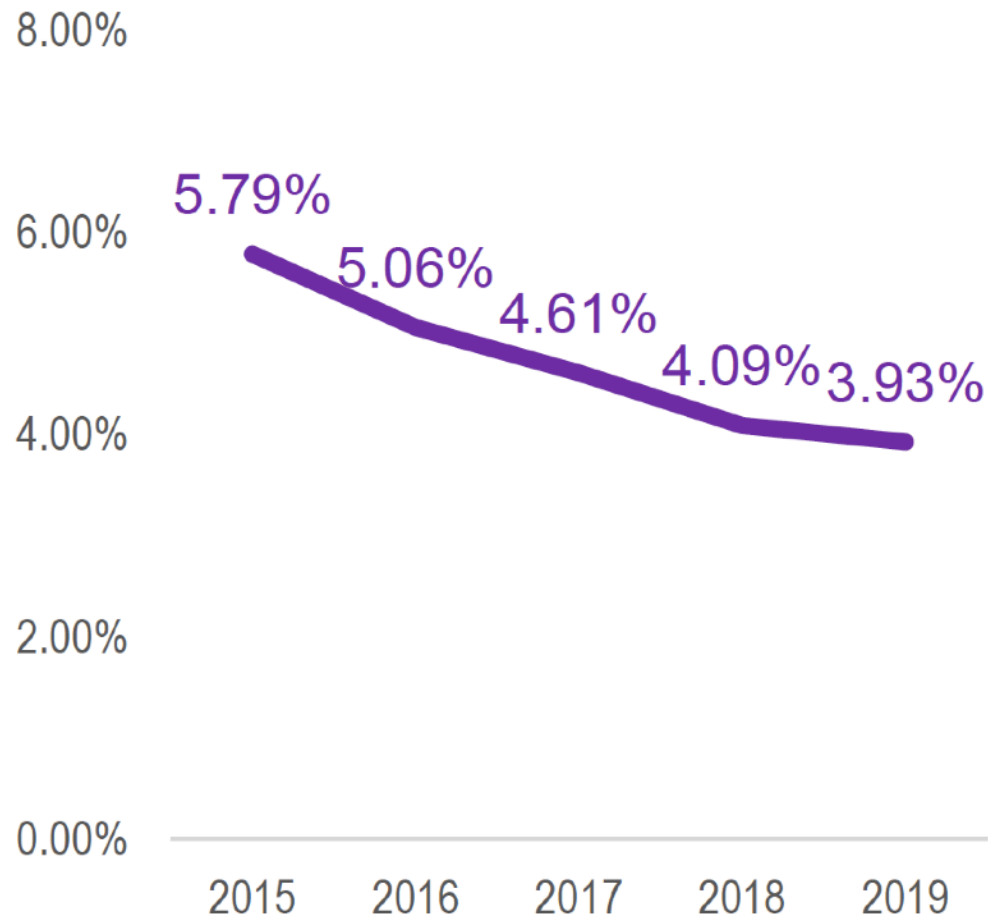
Source: Fundraising Effectiveness Project <http://atptep.org>

Repeat donor retention over the years »



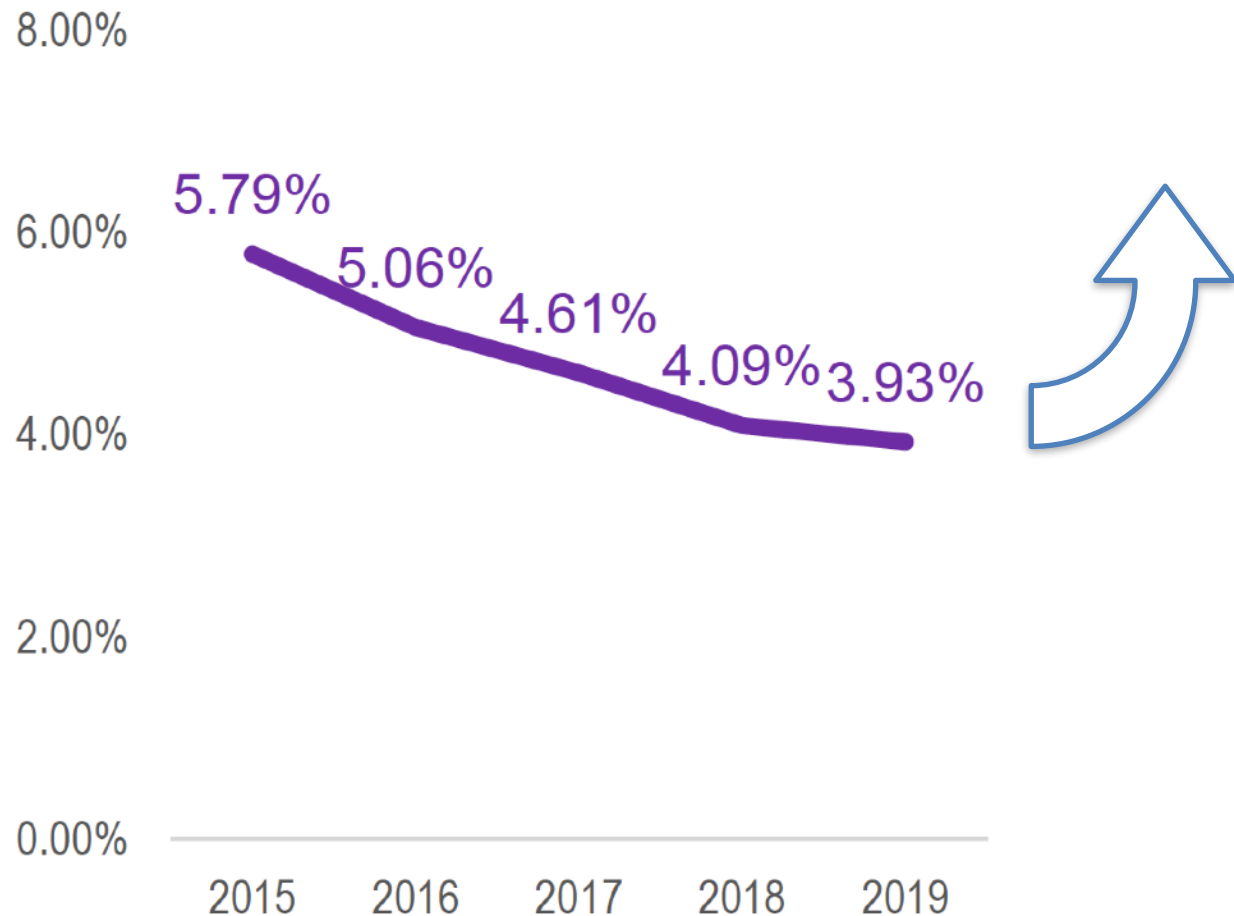
Source: Fundraising Effectiveness Project <http://atptep.org>

Recapturing lapsed donors is even harder »



Source: Fundraising Effectiveness Project <http://afpfep.org>

Recapturing lapsed donors is even harder »



Source: Fundraising Effectiveness Project <http://afpfep.org>

2020 Data »

- Reductions in average and new donor rates
- Increases in overall donors and new donors
- Increase in recaptured donors
- Huge increase in gifts under \$250

Source: Fundraising Effectiveness Project <http://afpfep.org>

Key drivers of donor commitment »

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

<http://www.thedonorvoice.com/national-donor-commitment-study-and-proof-of-link-between-donor-attitudes-and-behavior/>



Miranda and the team at Peace Community Center transformed an in-person event into a virtual experience via a multi-touch email campaign that raised over \$118k.

SEE HOW



Amy and Wendy from the Naperville Education Foundation created a special COVID-19 fundraising appeal campaign that resulted in over \$100k donated, despite an event cancellation.

SEE HOW



Karen and the team at the Ada Jenkins Center created a special COVID-19 fundraising appeal campaign that resulted in nearly \$100k donated, despite an event cancellation.

SEE HOW



Gracie from B.E.A.M. (Beaches Emergency Assistance Ministry) kept their constituents frequently updated and didn't shy away from fundraising, resulting in nearly six-figures raised.

SEE HOW



Katie and the team at Boys & Girls Club of Boone County pivoted their programs in light of the coronavirus outbreak, and generated the funding necessary to make it happen.

SEE HOW



Laurel and the team from Maggie's Place maintained a steady stream of support while the COVID-19 crisis changed how they provide services and take donations.

SEE HOW



Julia and the team from CommUnity shattered their pre-COVID-19 fundraising goals through individual donor support despite operating in one of the hardest-hit communities in their state.

SEE HOW



Not in human services? No problem. Sara and the team from the Willamette Humane Society generated a 227% increase in donor support compared to the same period last year.

SEE HOW

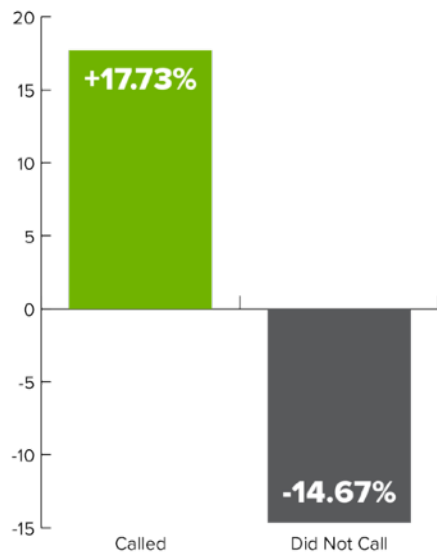
<https://bloomerang.co/covid19/success>

Bloomerang research »

Percent Change in Revenue (compared to Spring 2019)

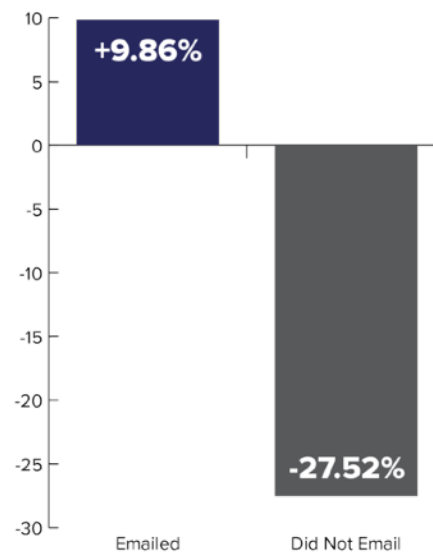
Customers are grouped based on whether or not they recorded any interactions through each channel between March 1st and May 31st.

Phone Calls



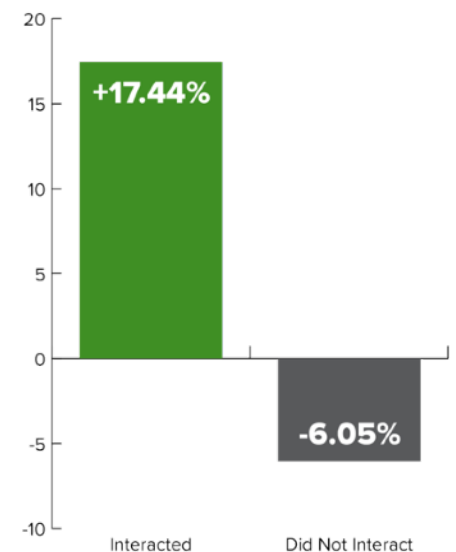
Phone Calls	Customers	%
Called	1,085	26%
Did Not Call	3,015	74%

Personal Emails



Personal Emails	Customers	%
Emailed	2,360	58%
Did Not Email	1,740	42%

In-Person Interactions

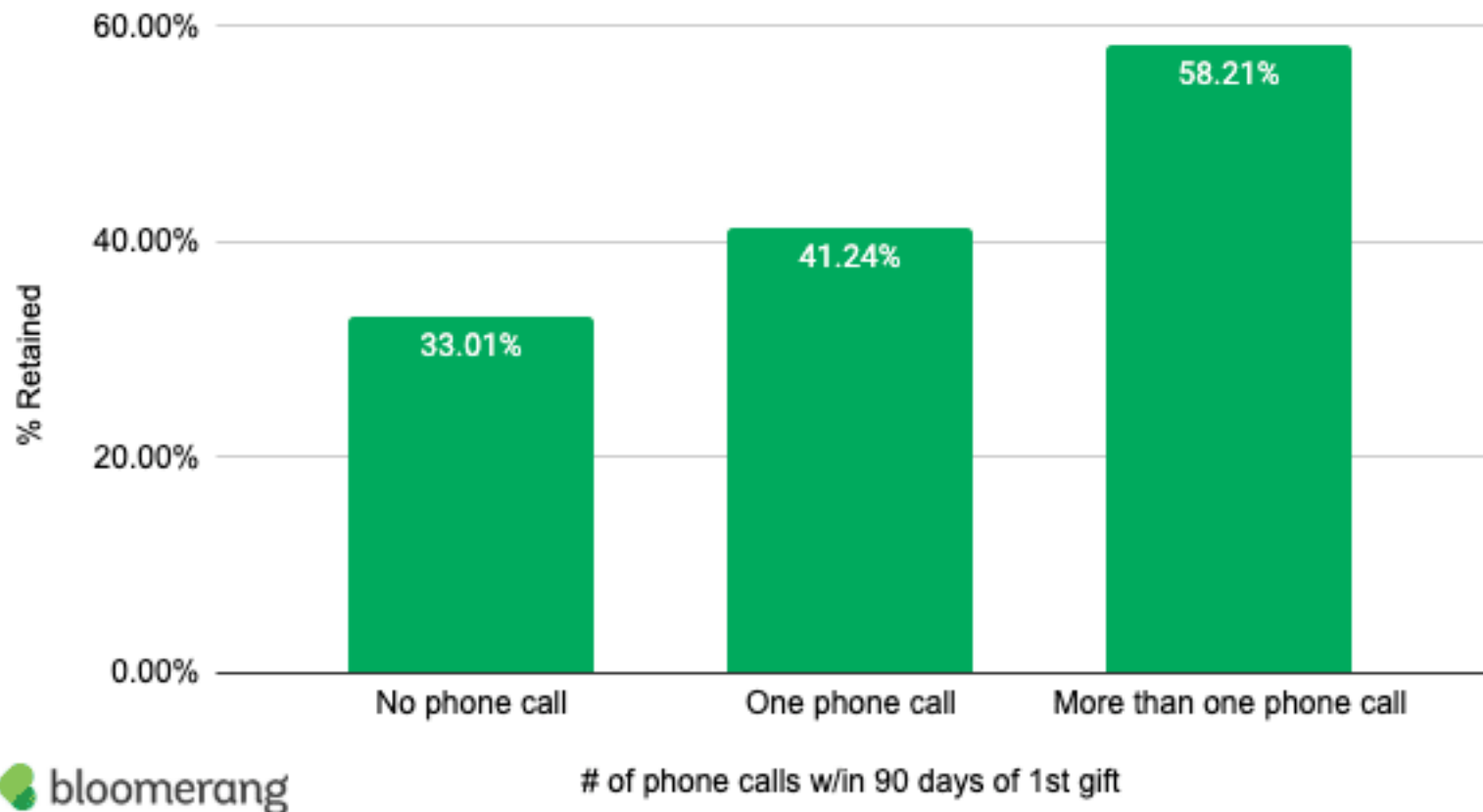


In-Person	Customers	%
Interacted	729	18%
Did Not Interact	3,371	82%

<https://bloomerang.co/covid19/success>

Bloomerang research »

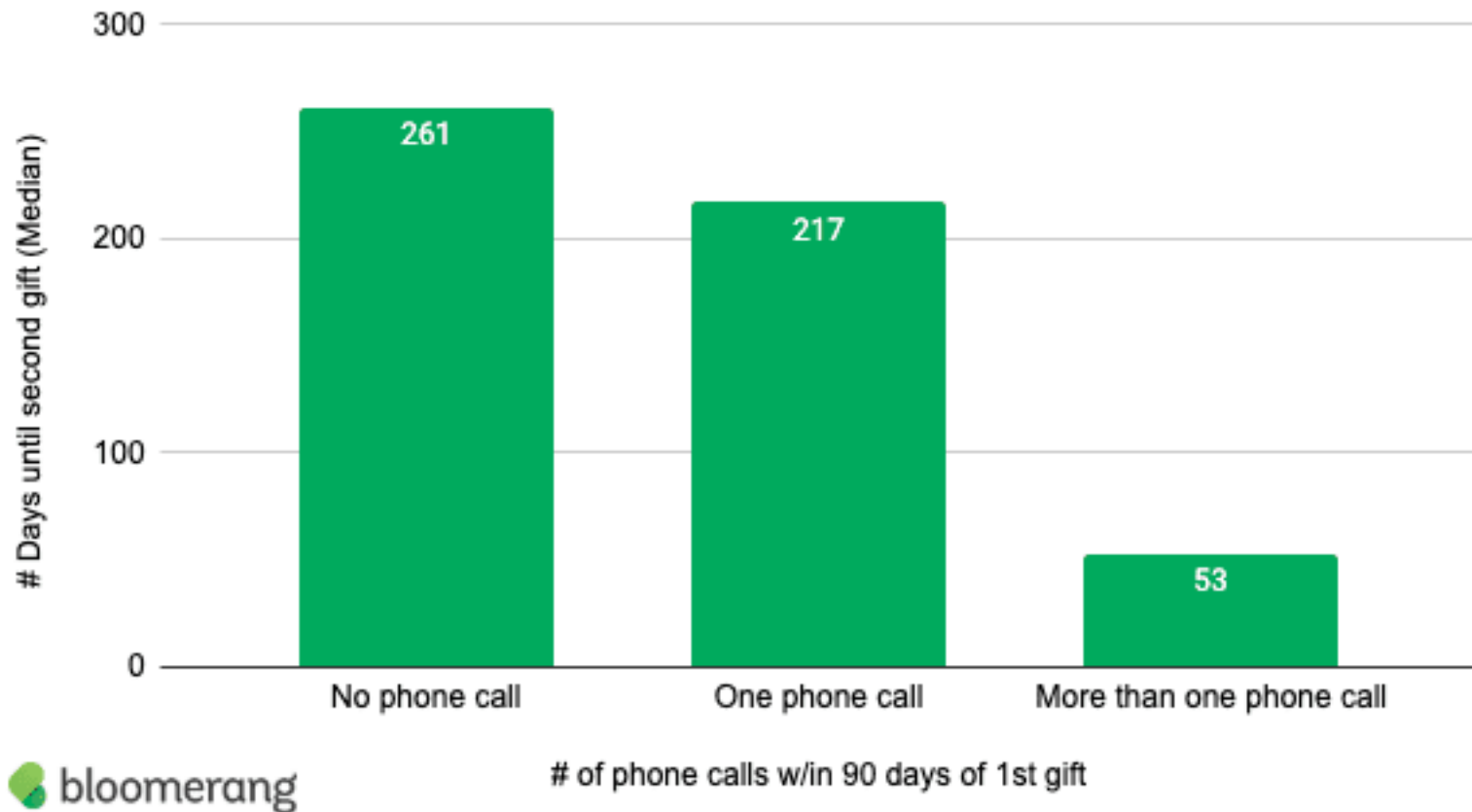
Impact of phone calls on 1st-time donor retention



<https://bloomerang.co/blog/actually-calling-donors-to-thank-them-does-make-them-more-likely-to-give-again-and-give-more/>

Bloomerang research »

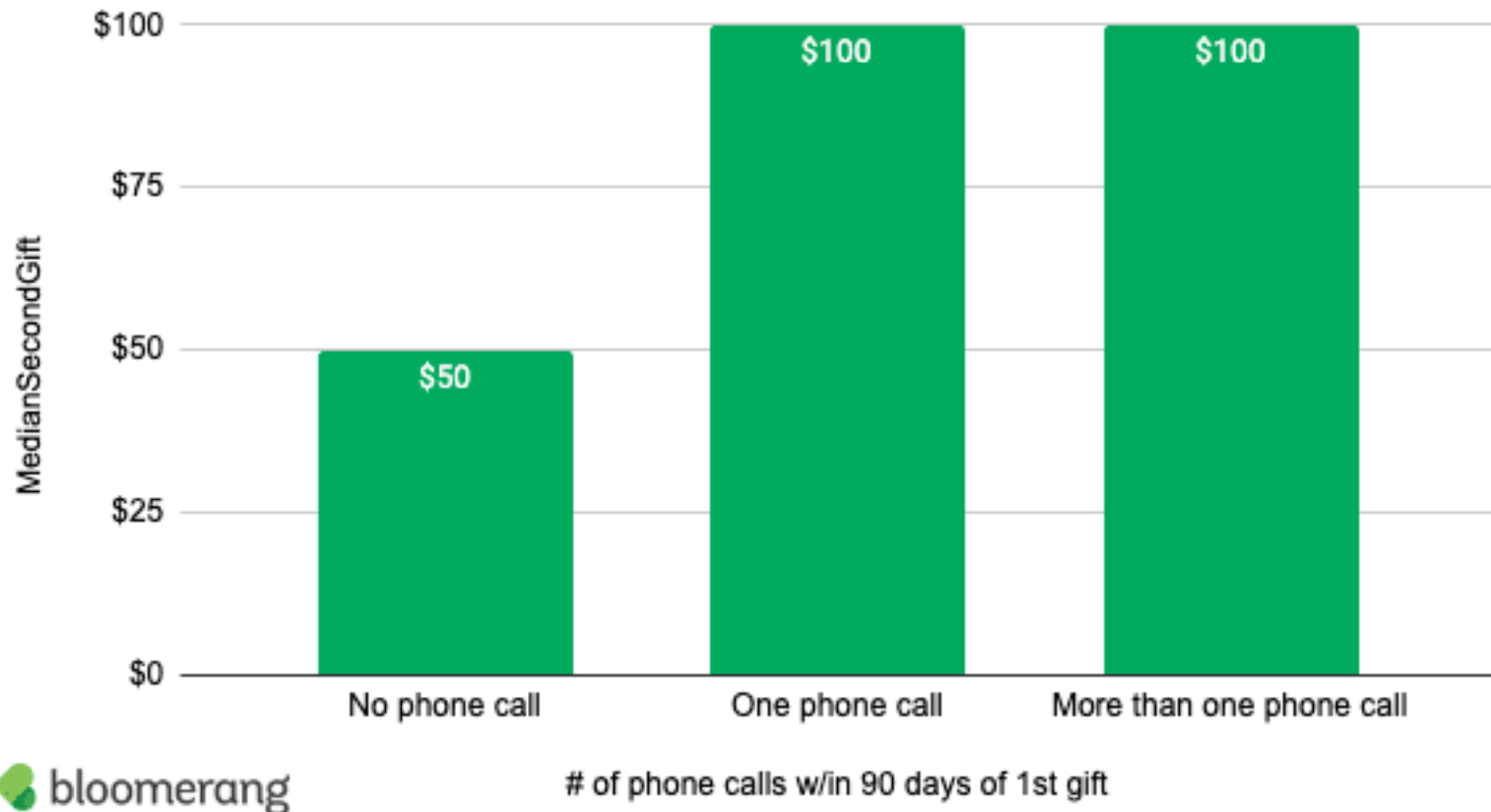
Impact of phone calls on speed of second gift



<https://bloomerang.co/blog/actually-calling-donors-to-thank-them-does-make-them-more-likely-to-give-again-and-give-more/>

Bloomerang research »

Impact of phone calls on second gift size

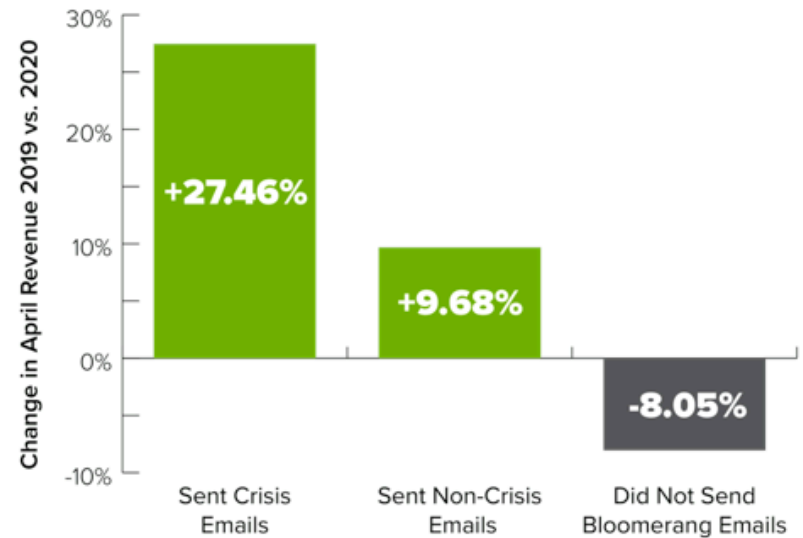
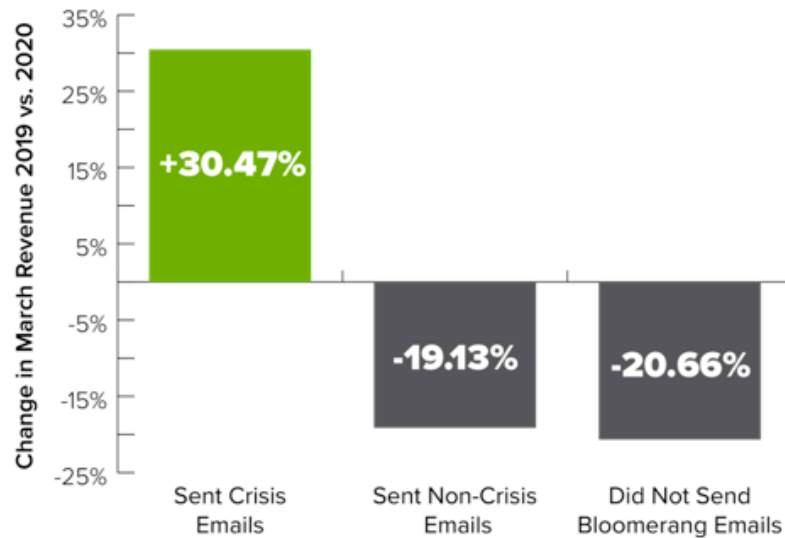


<https://bloomerang.co/blog/actually-calling-donors-to-thank-them-does-make-them-more-likely-to-give-again-and-give-more/>

New Donor **Cultivation Timeline** (First 90 Days)



Bloomerang research »



<https://bloomerang.co/covid19/success>

Bloomerang research »

Dear "([Informal Name])",

Are you going stir crazy? Adjusting to a whole new routine? Channel all that energy into changing an animal's life today!

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!

That's where you will make the biggest impact. [Give today.](#) Together we will be ready.

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.



Dear "([Informal Name])",

Thank you for being a 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.

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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.

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Give, or increase your monthly giving amount, today.

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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

[Click Here to Donate](#)



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<https://bloomerang.co/covid19/success>

Hi *{{Informal Name}}*,

I know everything feels upside down right now. We are all living in a state of uncertainty as we begin our journey through uncharted waters.

And yet, the strongest theme I see in communications and social posts is a message of hope.

I'm hearing "we'll get through this together" and it hits home every time, because I know we will.

How? Because **I know this world is full of people like you**. People who care and extend their love out to their community and its members, both furry and non.

On that note, I wanted to share something that I am grateful for right now.

Overhead costs are becoming financial hardships for a lot of nonprofits right now. And while we are *far* from a financial panic, I do know that as a monthly donor, you are the first line of defense against challenging social and economic times.

You remove that worry from Willamette Humane Society because together, **the 432 members of the Golden Hearts Club donate enough to cover all of the shelter's monthly utilities**.

You are *literally* keeping the lights on and the animals cared for as we navigate new shelter operation plans and a chaotic few months.

YOU, our Golden Hearts Club members, are what give us hope.

If you didn't see our email update yesterday, read about shelter changes and covid-19 updates [here](#).

From the animals, staff, and volunteers of Willamette Humane Society, **thank you** for always keeping us on solid ground. You have our hopes for a healthy and safe spring.



<https://bloomerang.co/covid19/success>

How to increase retention »

- Focus on first-time and above-average donors
- Thank quickly + personally
- Go overboard with appreciation
- Donor-centric tone (more “you” than “we”)
- Illustrate that you know who the donor is
- Tell them how gifts are used / will be used
- Tell them what comes next
- Solicit feedback
- Keep lines of communication open
- Prioritize monthly giving



Donor management software
nonprofits actually love to use.

WATCH A VIDEO DEMO

<https://bloomerang.co/demo/video>

FREE ABSOLUTELY RESOURCES

All of our fundraising knowledge at your fingertips!

- Daily blog post
- Weekly webinars
- eBooks/guides
- Templates
- Case Studies
- Research

<https://bloomerang.co/resources>

Questions?

steven.shattuck@bloomerang.co

@StevenShattuck

Free eBooks »



<https://bloomerang.co/resources/guides/>