



# How To Raise More Online

Learn Best Practices And Tips To Drive More Online Giving

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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.
- I love to travel, cook and do anything outside... as long as it is above 60 degrees (run, cycle, garden; etc.)
- 3 kids (14, 13, and 9), 2 dogs (poodle and bernedoodle, 1 husband
- Degree in Individual and Family Development from the University of Kentucky.





BOYS & GIRLS CLUB

# Agenda

What We Will Talk About Today!



 bloomerang



What We Studied

What We Learned

Why It Matters

Practical Takeaways

# What We Studied?

Exploring The Donation Experience Across 50 Boys & Girls Clubs

# Exploring The Donation Experience

We Donated **\$25 To 50 Boys & Girls Clubs** Across The US, One In Most States 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, enclosed within a thin green arched border. To the right of the text is a branch with several pink flowers and green leaves, including a large monstera leaf and a succulent.

**Takeaway  
Tip**

# What We Studied



Donation Experience



Landing Page



Receipting Email



Thank You Process



Follow Up Activities



# What We Learned?

Key Insights From Analyzing 500 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**



# Landing Page:

What Will Make A Difference To Your Donors?

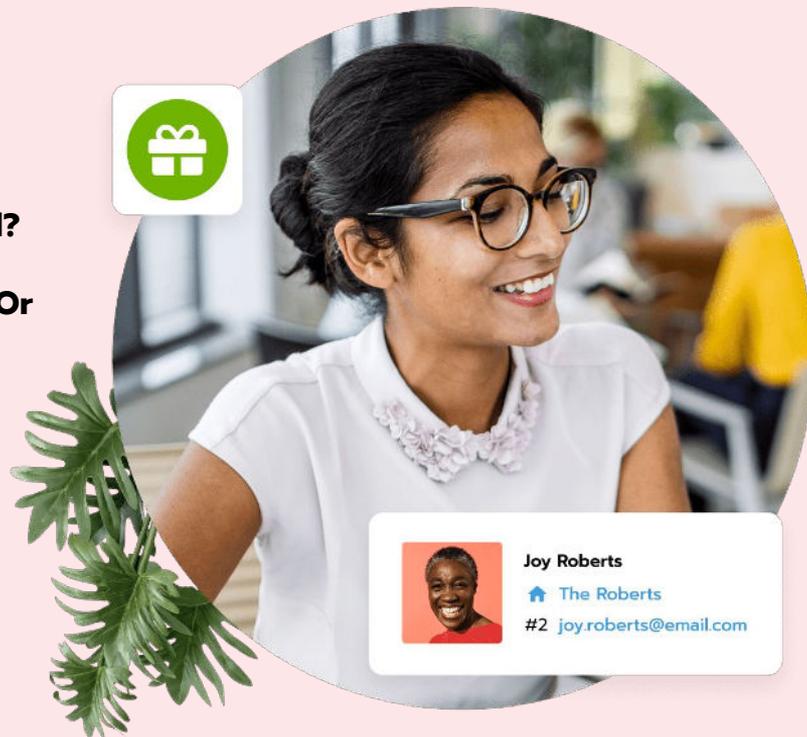
- ❑ **Make It Easy To Donate**
- ❑ **Engage Your Donors**
- ❑ **Continue The Relationship**



# 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?**



# 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?**



# 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.

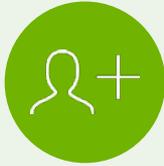
**cost per acquisition** = 5x cost per renewal

**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?



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?



[Click here for an incredible example of storytelling and how can storytelling improve your nonprofit's communication strategy.](#)

# **Harness The Power Of Storytelling To Show Your Impact.**

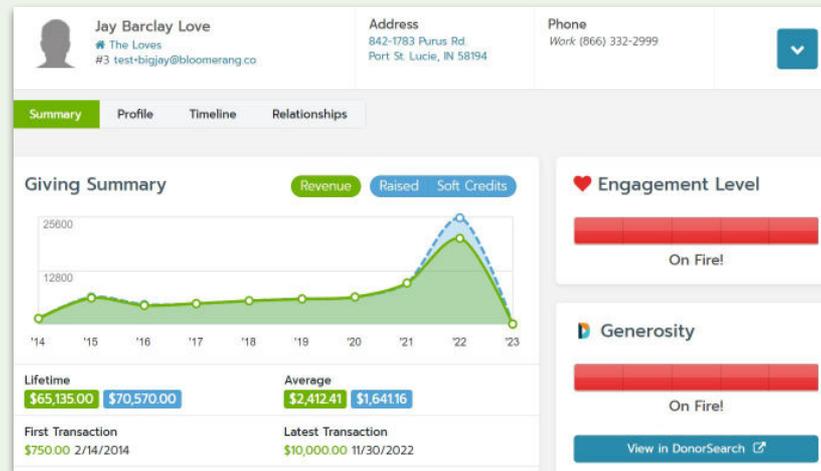
# Tell Stories Of Impact

## 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



Donor management software that nonprofits actually love to use.

The donor database that thousands of nonprofits trust



Learn More

Scan or visit [bloomerang.com/seedemo](https://bloomerang.com/seedemo)



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**Thank you**