

# Leveraging Technology to Improve Donor Rates



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***Capitol Hill Arts Workshop (CHAW)***  
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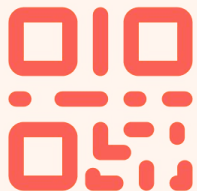
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# Key Takeaways

1. Giving trends data analysis
2. Insight on Donors and Retention
3. Why donors give (or not)
4. Capitol Hill Arts Workshop



# Giving Trends

What the past few years can tell us about the future.



# 2022 State of Fundraising

New donor decrease drove 60% of the topline donor drop

New and newly retained donors account for most of the YoY change.

Dollars from large donors are down, plays significant role to the decrease in \$ raised



## The Donor Universe

-10.0% YoY

7.4M donors in 2022



## Donations

-1.7% YoY

\$9.6B in 2022



## New Donors

-18.1% YoY (was -15.1% in '21)  
38.8% of total donors



## Recaptured Donors

-3.5% YoY (was -14.2% in '21)  
14.3% of total donors

# 2022 Donor Mix



## Micro Donors

(under \$200)

-13.3% YoY

2.7%

of total donations



## Small Donors

(\$101-\$500)

-7.7% YoY

6.2%

of total donations



## Mid-Level Donors

(\$500-\$5K)

-3.9% YoY

16.8%

of total donations



## Major Donors

(\$5k-\$50K+)

-3.6% YoY

26%

of total donations



## Supersize Donors

(\$50K+)

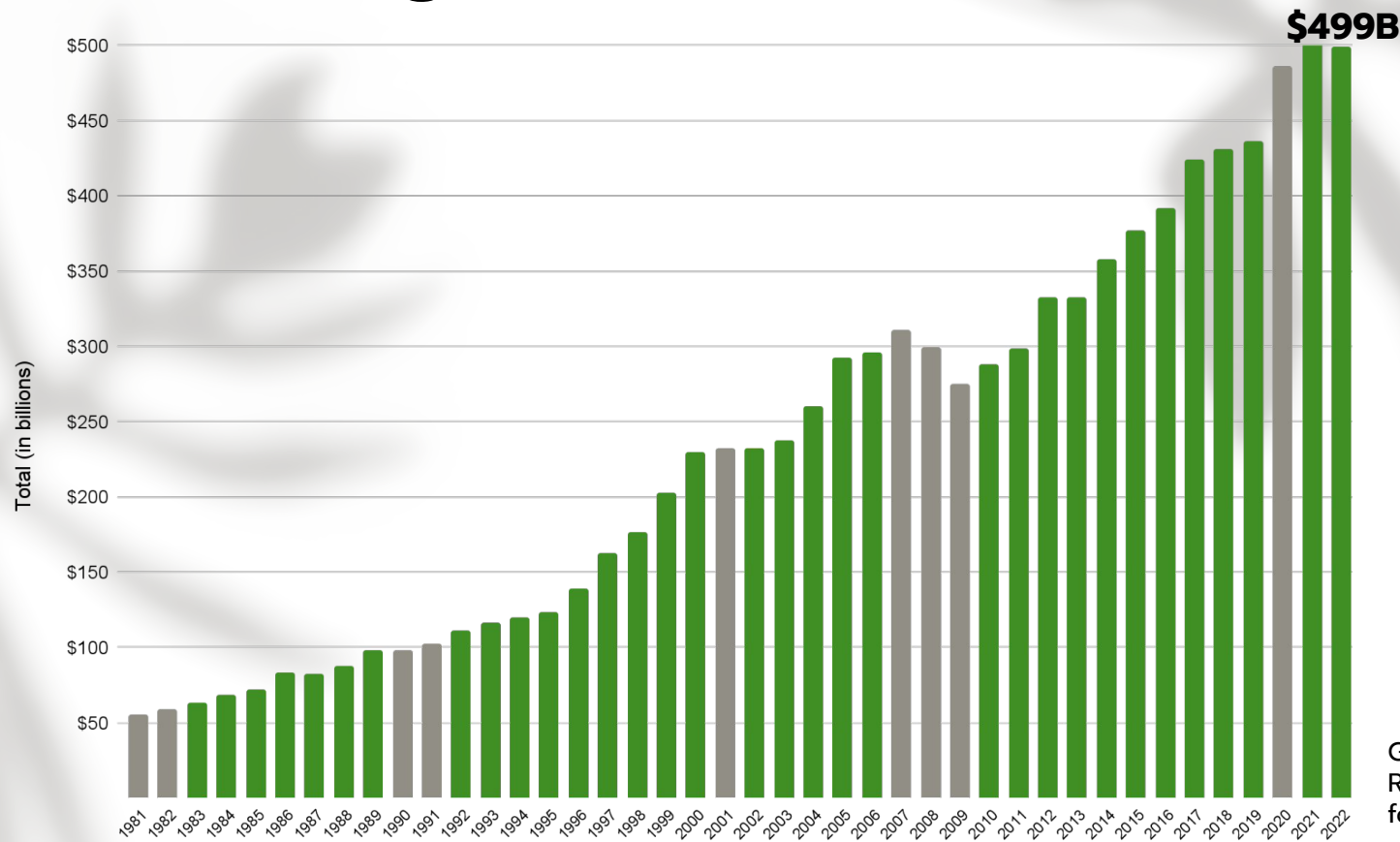
-4.6% YoY

48.3%

of total donations

Responsible for almost all of the  
decrease in donation

# Total Giving 1981-2022



Giving USA 2023: Annual Report on Philanthropy for the Year 2022

Large, vibrant green monstera leaves with characteristic splits, positioned on the left side of the slide.

# Insight on Donors and Retention

A smaller green monstera leaf with splits, located in the bottom right corner of the slide.



# Why Donors Give (or not)



## SURVEY

Do you know your  
donor retention rate?



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# Do you know your donor retention rate?

① Start presenting to display the poll results on this slide.

**Return Donors in  
Year #2**



**All Donors in  
Year #1**



**Donor  
Retention  
Rate**

# Average Donor Retention Rates

As of April 2023



**19.1%**  
First Time  
Donors



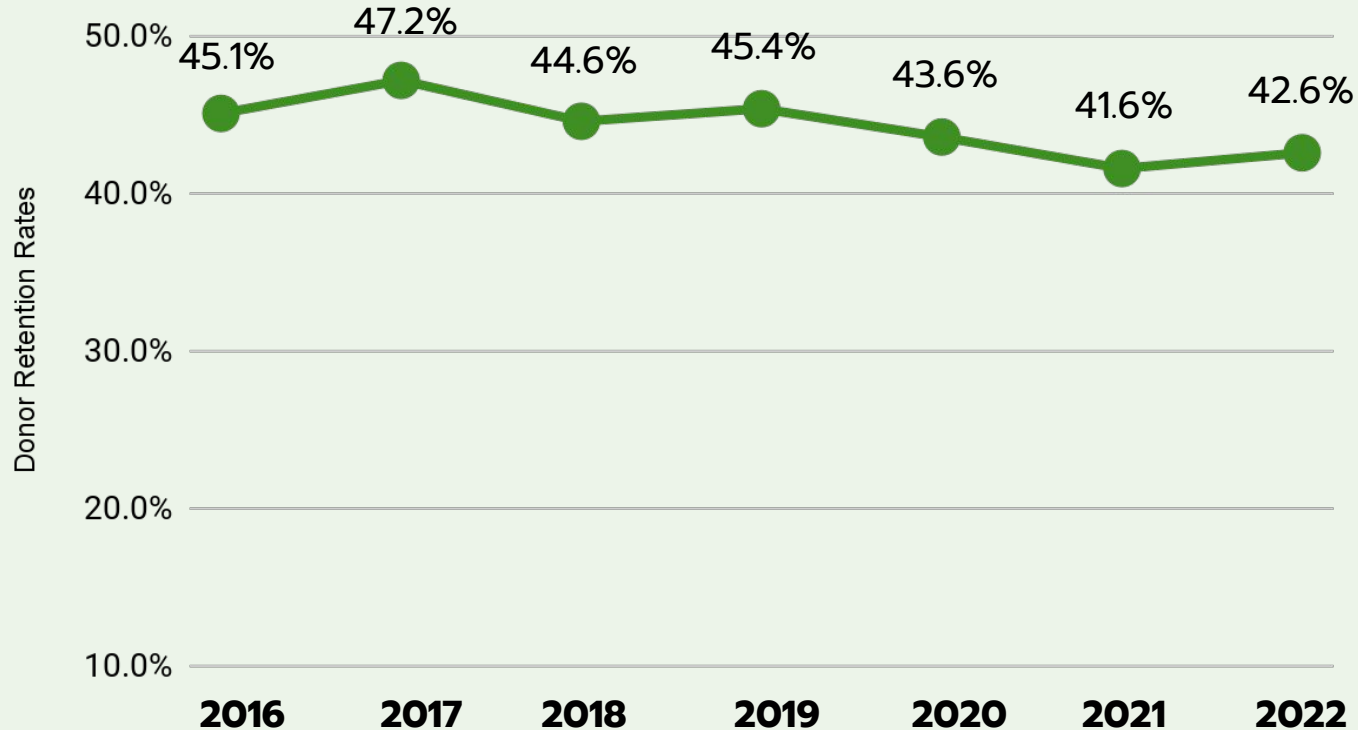
**42.6%**  
Average  
Donors



**58.1%**  
Repeat  
Donors

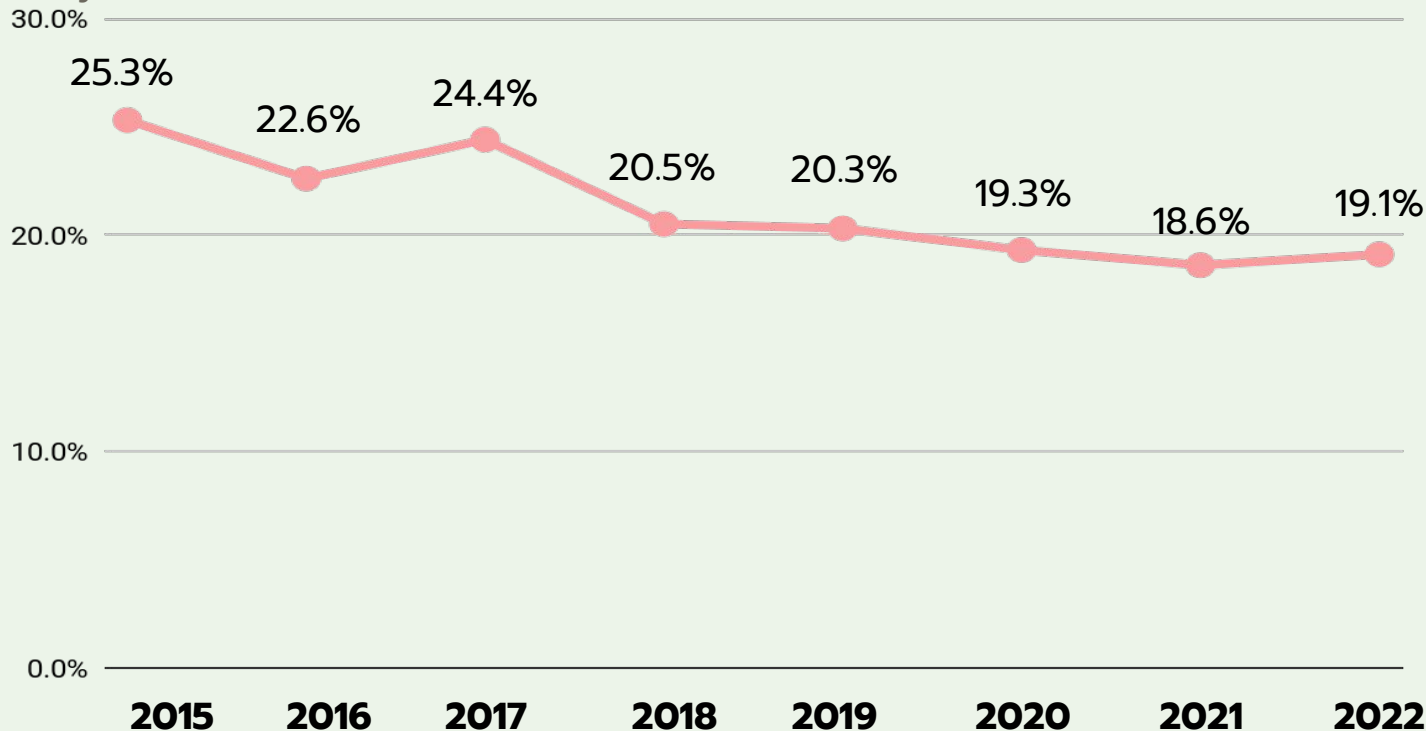


# Average Donor Retention Rates



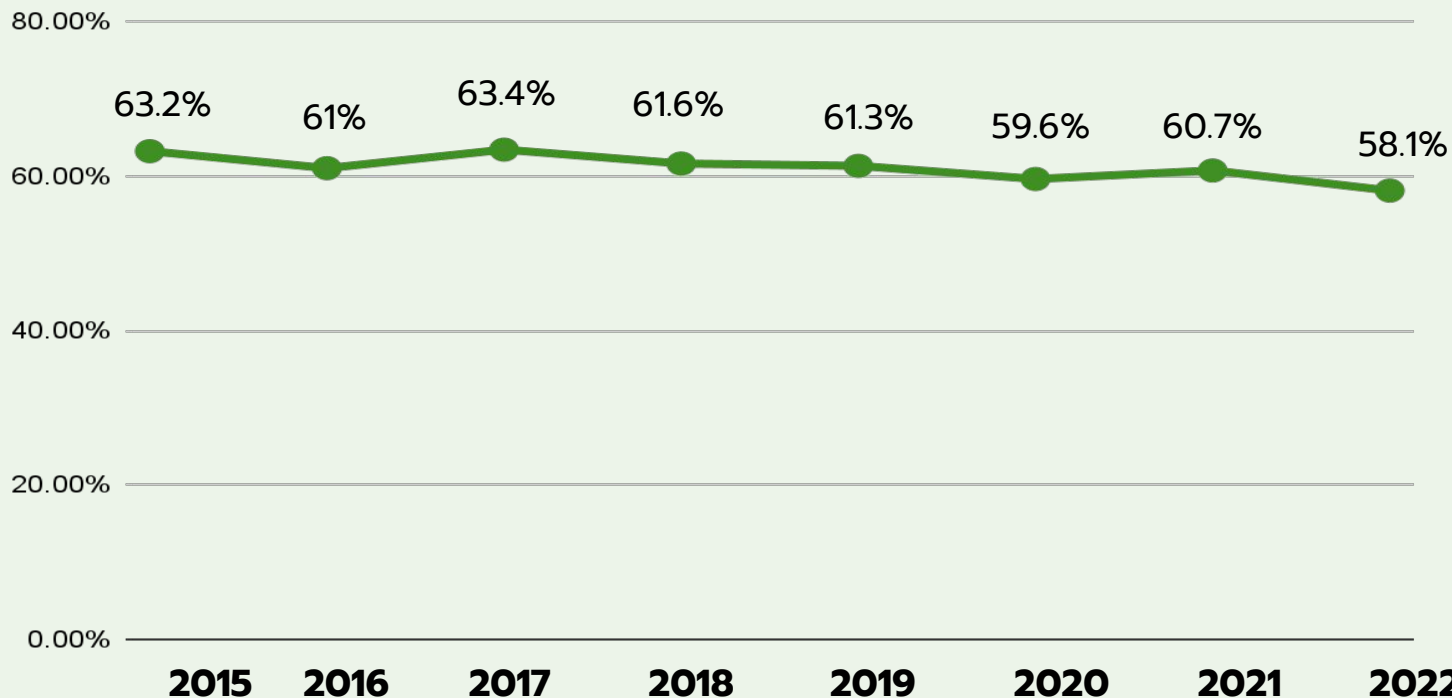
# First-Time Donor Retention Rates

Over the past few years



# Repeat Donor Retention Rates

Over the past few years

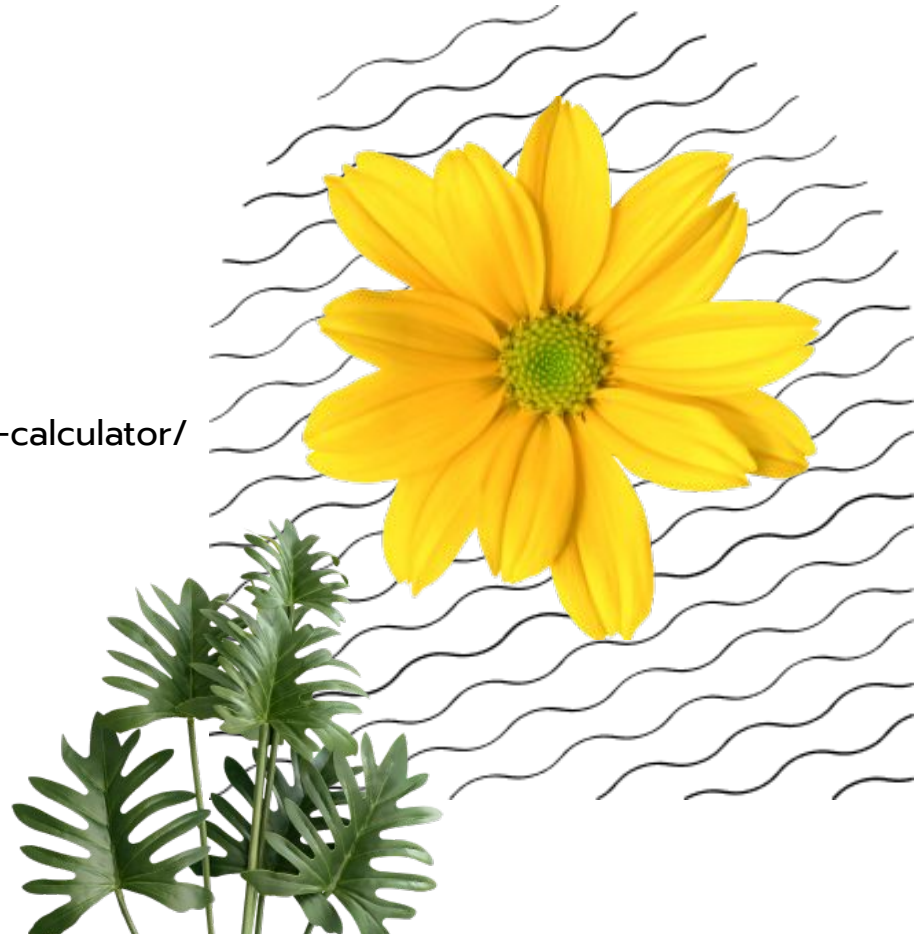


Source: Fundraising Effectiveness Project



# Donor Retention Calculator

[bloomerang.co/template/donor-retention-calculator/](https://bloomerang.co/template/donor-retention-calculator/)



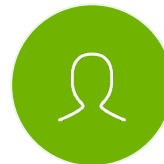
# Cost of Donor Retention

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

# Why Donors Lapse



# 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 can we learn from the data?



# Capitol Hill Arts Workshop (CHAW)



**Number of Donors:** 413 donors in the past 365 days  
(Bloomerang data!)

**Annual Revenue:** \$1.18 million

**Founded** in 1972

## **Programming:**

- Youth Arts Classes & Camps in all media, from drawing, painting, and collage to clay, photography, movement, and music (Pre-K through middle school, with internship opportunities for middle & high schoolers)
- Adult Arts Classes in visual & performing arts, beginner through advanced
- Artist Commissions, Residencies, and Exhibitions
- Music Performance & Instruction for all ages
- Community Outreach, Partnerships, and Resource-Sharing



# Real Life Story



2023
\$1,122
16 new email signups (segmentation!)



# CHAW Town Hall Event

Before The Event	During The Event	After The Event
Segmentation - figure out who's invited	Short overview of Annual Report & Strategic Plan + public unveiling of new Fund Operating as an Endowment	Sent personalized follow-ups
Staffing	People could engage with ED and Board (opportunities to ask questions + share thoughts/feedback directly)	Segmented attendees vs non-attendees, targeting giving to fund operating as an endowment
Prep reminder emails	Took notes on comments and added data into CRM / Bloomerang	
	Understanding stories, why they give	

# Segmentation: Attendees vs Non-Attendees

Personal thank you notes to first time donors and everyone who is giving an amount that feels meaningful based on the data from DonorSearch integration.



## Segmenting Tips:

- Use the same letter, but find opportunities to customize to segment.
- Show the donor you recognize them for who they are - loyal, new, important, etc.
- Make donors feel good, feel needed.
- Customize the ask based on their giving.

# 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)



# How CHAW Uses Phone Calls

Utilize board members for stewardship and solicitation

- Stewardship / Thank yous – utilize the board
- Use data from DonorSearch and TrueGivers



# Why donors keep giving

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
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# How CHAW Uses Surveys

- Uses separate JotForm surveys for class takers and donors
- Use impact metrics to tell donors how their money is being spent
- Engage class takers to consider how CHAW has been important in their lives (encourages giving!) + improve programming + gather stats on impact



## 2 Minute CHAW End-of-Year Survey

Please help us be the best CHAW we can be by responding to the following survey questions. If you are a parent or caretaker, please complete using student information. All information is confidential.

Age of Student \*

e.g., 23

Zip code \*

# Survey Question Ideas

1. What prompted your gift today?
2. Why are you interested in our cause?
3. How did you hear about us?

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**What is one thing you'll do after today's session to better use data to weather a challenging economy?**

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## FEATURING:

Rachel Muir  
Sherry Quam Taylor  
Kristal Frazier  
Chad Barger

## VIRTUAL CONFERENCE

# Fundraisers Focus Week

Aug 21 - 24, 2023



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fundraiser-focus-week/](https://bloomerang.com/webinars-events/fundraiser-focus-week/)

# Free eBook & Presentation Slides



[bloomerang.com/bridge-2023](https://bloomerang.com/bridge-2023)



## The Buyer's Guide to Donor Management Software



# Next Up!

## Choose Another Session!

2:10 PM – 2:45 PM

- Automation vs. Artificial Intelligence: What's What?
- Breaking Through Resistance: Strategies for Successfully Implementing Technology Innovation in Nonprofits
- Case Study: How a Nonprofit Drove Omnichannel Storytelling Through Strategic Partnerships



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