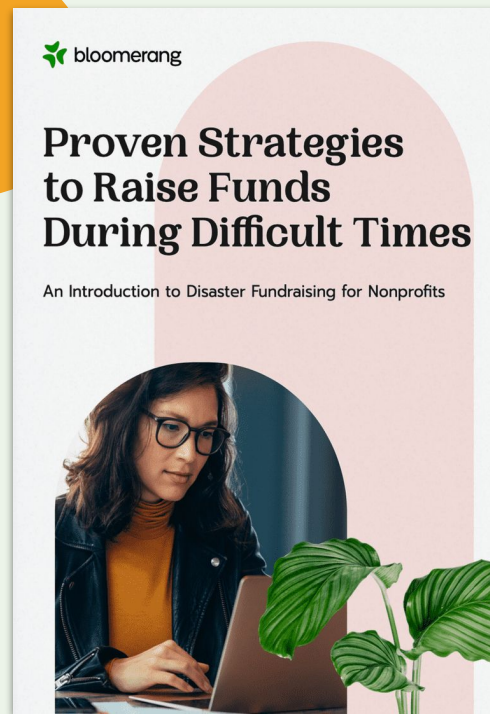


# Free eBook & Presentation Slides



[www.bloomerang.com/nam-22/](http://www.bloomerang.com/nam-22/)





# What 2020-2021 Giving Trends Tell Us About 2022 and Beyond

**Nonprofit Summit of the Midlands**

**November 10, 2022**



# Your Presenter



**Joshua Meyer**  
VP, Demand Generation  
Bloomerang  
[he/him]

# Good morning, Jan!

What's happening with %Organization Name% today

Last updated 03/31/22 7:42pm [Update](#)

## RECENT CONSTITUENTS

Tobias Funke

Betsy Johnson

Dick Grayson

Kori Ander Douglass

Alexander McQueen

[Add new Constituent](#)

## AMOUNT RAISED

This week

**\$523**

4 transactions  
\$43.61 avg

This month

**\$4,267**

36 transactions  
\$102.52 avg

This fiscal year

**\$25,363,000**

1,542 trans  
\$27.83 avg

## DONOR RETENTION



92 out of 200 donors retained

## DONOR CALLS

**Julia Thorson**

\$2,500 Donation  
1/7/2022

1ST TIME

**Elijah Marsden**

\$500.00 Recurring Donation  
12/8/2021

1ST TIME

*Martia Brantley*

*username@email.com is following up*

1ST TIME

**Sam Prastinani Family Trust**

\$20,000.00 Pledge  
1/7/2022

1ST TIME

**Amanda Kayson**

\$350.00 Donation  
2/12/2022

1ST TIME

## RECENT REPORTS

### RECENT

[Top Donors - Lifetime Raised and Most ... →](#)

[Open Pledges - Payment Status →](#)

[No Activity - Constituents with Zero En... →](#)

[Mailing List - Name Formatting and Ad... →](#)

## CAMPAIGNS

[View all](#)

### Annual Campaign

Fiscal Year



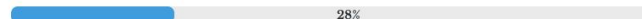
82%

View transactions

GOAL: \$900,000

### Golf and Gala

End Date: MM/DD/YY



28%

View transactions

GOAL: \$190,000

### Summer Camp

## TASKS

**ALL**

MY

### OVERDUE

Send pledge payment reminder

MON DD

email to accounts with an...

# Key Takeaways

1. How donations shifted in 2021
2. Why donors give (or not)
3. Ideas you can apply today
4. What it means for 2022 and beyond



# Giving Trends

What happened in 2021...



# 2021 Donations Held Steady

Even though 2020 was an outlier year, **donations still increased by 2.7% in 2021.**

*FEP: 9,652 organizations, 18M donors, \$10B*



## The Donor Universe

-5.7% YoY

18M donors in 2021



## Donations

+2.7% YoY

\$10B in 2021



## New Donors

-15.1% YoY

41.8% of total donors



## Recaptured Donors

-14.2% YoY

Represent 13% of total donors

# 2021 Held Relatively Flat

Thanks to mid and large donors. Small and micro donors raised less.



Micro Donors  
(under \$200)  
-9.3% YoY

3% of total donors



Small Donors  
(Under \$101-\$500)  
-6.1% YoY

6.5% of total donors



Mid-Level Donors  
(\$500-\$5K)  
0.4% YoY

17% of total donors



Major + Supersize Donors  
(\$5k-\$50K+)  
-0.2% YoY

73.5% of total donors

Supersize is 47.4% of  
total donors

**QUESTION:** What is your major  
donor and major gift strategy?



# Trends

Mostly stable, a continuation of 2020 generosity (but some challenges exist)



Donors

2020 vs 2021

**-5.7% YOY Change**



Dollars

2020 vs 2021

**2.7% YTD Change**



Retention

2020 vs 2021

**-4.0% YTD Change**

---

2019 - 2021

**-0.8% YOY Change**

2019 - 2021

**11% YTD Change**

2019 - 2021

**-7.9% YTD Change**

# Giving USA: 2021 Data

## Giving by Individuals

\$326.87 billion | +4.9% increase

## Giving by Corporations

\$21.08 billion +23.8% increase

## Giving by Bequest

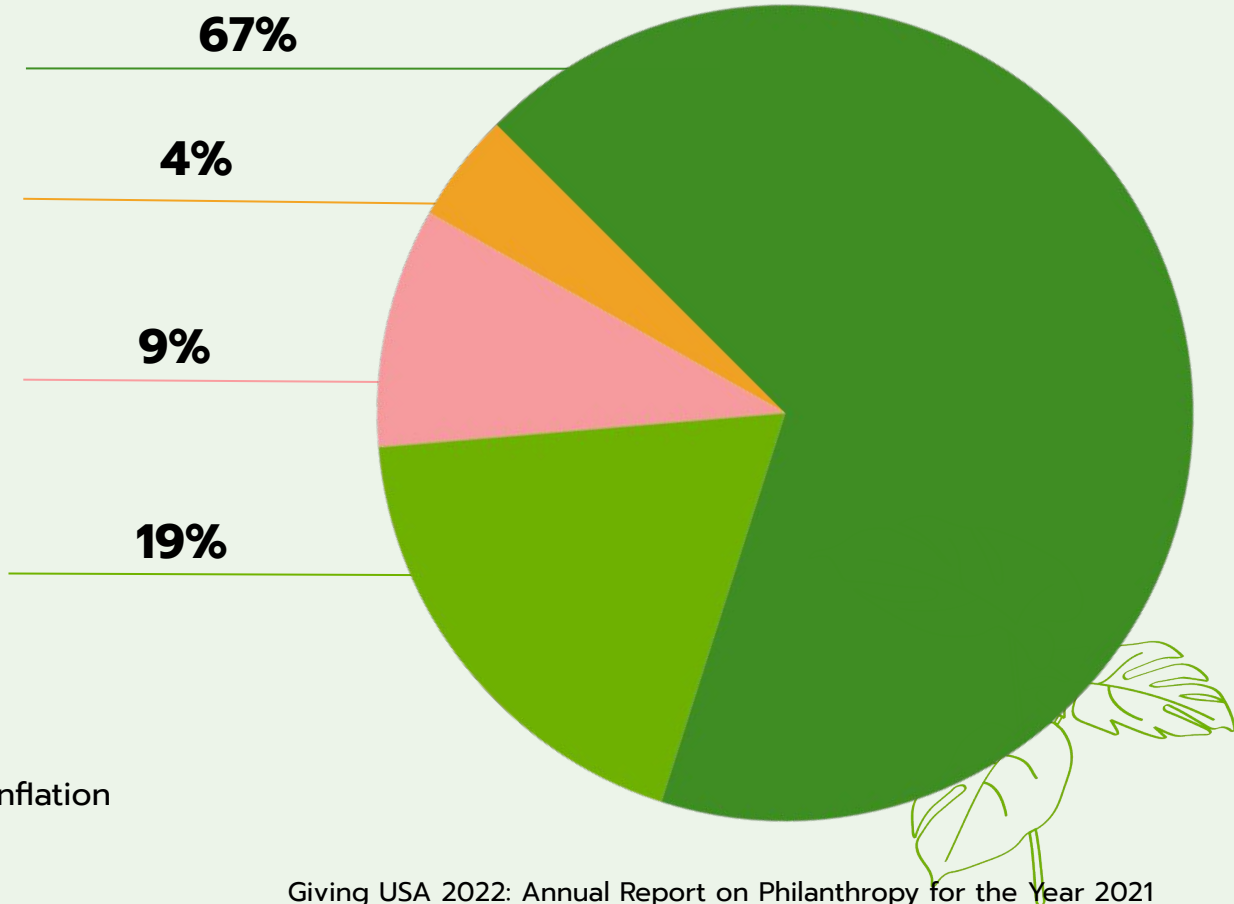
\$46.01 billion -7% decrease

## Giving by Foundations

\$90.88 billion +3.4% increase

## Total: \$485 billion

4% increase, remains flat after inflation



# Giving USA 2021 by Sector



**Religion** - \$135.78B  
+5.4% - 27% of Total Contributions



**Education** - \$70.79B  
-2.8% - 14% of Total Contributions



**Human Services** - \$65.33B  
+2.2% - 13% of Total Contributions



**Foundations** - \$64.26B  
+9.3% - 13% of Total Contributions



**Public Society Benefit** - \$55.85B  
+23.5% - 11% of Total Contributions



**Health** - \$44.58B  
+7.7% - 8% of Total Contributions



**International Affairs** - \$27.44B  
=0% - 5% of Total Contributions



**Arts, Culture, & Humanities** - \$23.5B  
+27.5% - 5% of Total Contributions

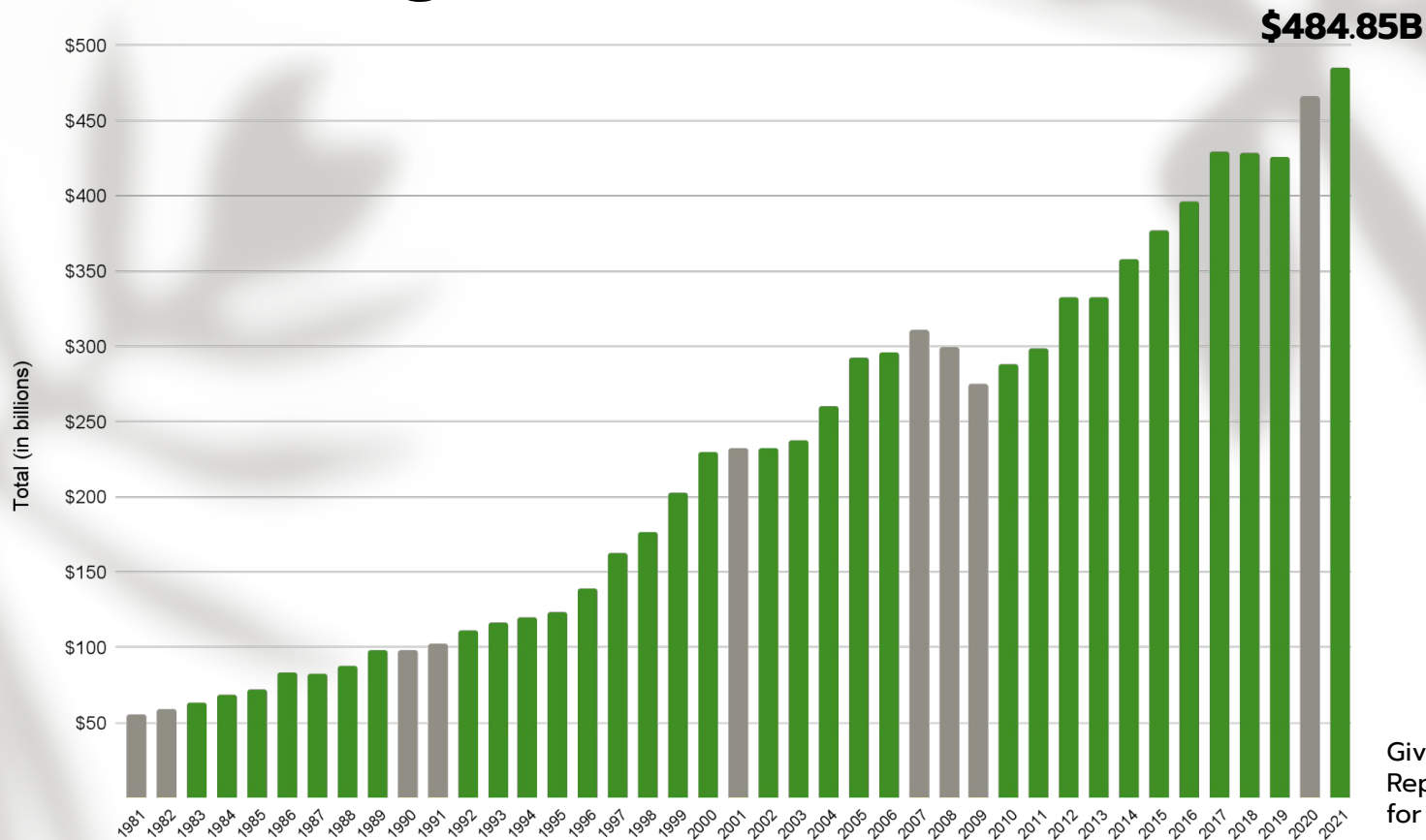


**Environment/Animals** - \$16.32B  
+11% - 3% of Total Contributions



**Individuals** - \$11.74B  
+1.8% - 2% of Total Contributions

# Total Giving 1981-2021



Giving USA 2022: Annual Report on Philanthropy for the Year 2021

# Biggest Takeaways

Fundraising Effectiveness Project (FEP) 2021 analysis

1. Large and sticky donors retained from 2020 helped **keep dollar growth positive** through 2021.
2. New and small donors were not being acquired or recaptured, **driving down donor counts**.
3. Large and highly committed donors stuck around—but **small, infrequent, and new donors were left behind**.

**ACTION:** Review your fundraising mix.  
Diversification in fundraising may help weather economic uncertainty.

Source: Fundraising Effectiveness Project



# The Pulse on Fundraisers



## **SURVEY**

**What are your biggest challenges?**



# Greatest Fundraising Challenges

Respondents overwhelmingly focused on these areas:

- 1.** Lack of staff, staff retention and/or lack of time to reach fundraising goals
- 2.** Difficulty in building, developing and/or continuing relationships with donors because of the pandemic
- 3.** Uncertainty and pessimism because of the pandemic
- 4.** Finding new donors and expanding the organization's donor base
- 5.** Donor fatigue/donors engaged elsewhere/too many other causes



# Future Fundraising Priorities

The top 3 areas from a list of 11 choices

- 1. Donor Retention:** more than 6 in 10 respondents (62.0%) selected it as a priority over the next three months, 56.9% as a priority over the next six months, and 56.5% as a priority over the next 12 months
- 2. Major Gifts:** selected as a priority over the next three months by 54.5%, over the next six months by 59.5%, and over the next 12 months by 61.0%.
- 3. Direct Mail:** just 26.5% of respondents selected direct mail as a priority for the next three months, 30.2% over the next six months, and 35.2% over the next 12 months.





# Insight on Donors and Retention



# A Study of Donor Retention



## SURVEY

Do you know your  
donor retention rate?



**Return Donors in  
Year #2**



**All Donors in  
Year #1**



**Donor  
Retention  
Rate**

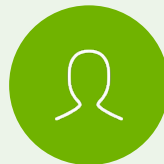
# Average Donor Retention Rates

As of Jan 2022



**18.6%**

First Time  
Donors



**41.6%**

Average  
Donors



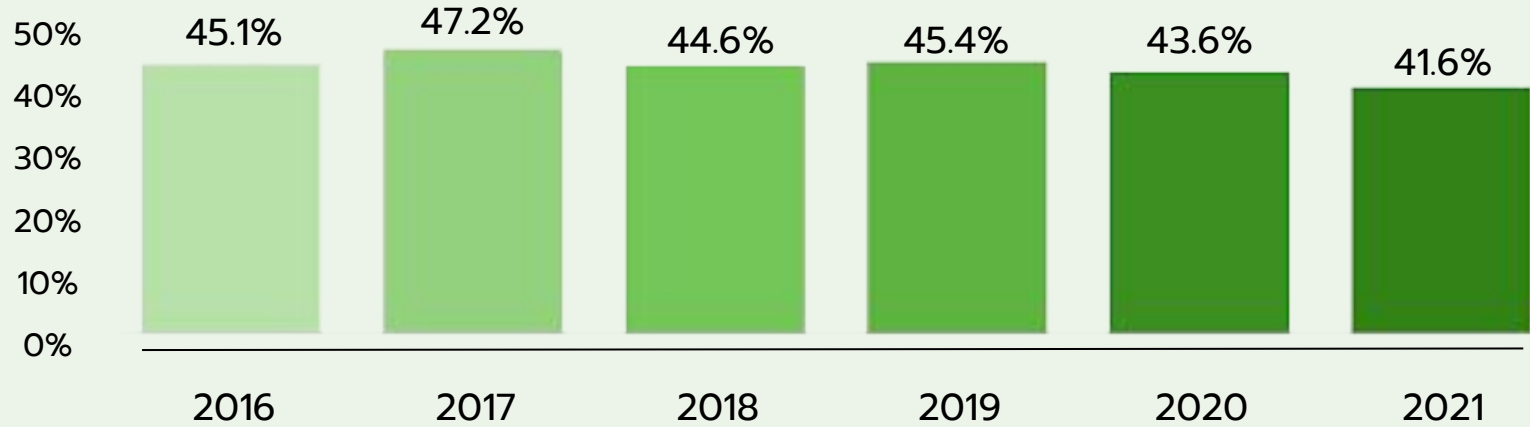
**60.7%**

Repeat  
Donors



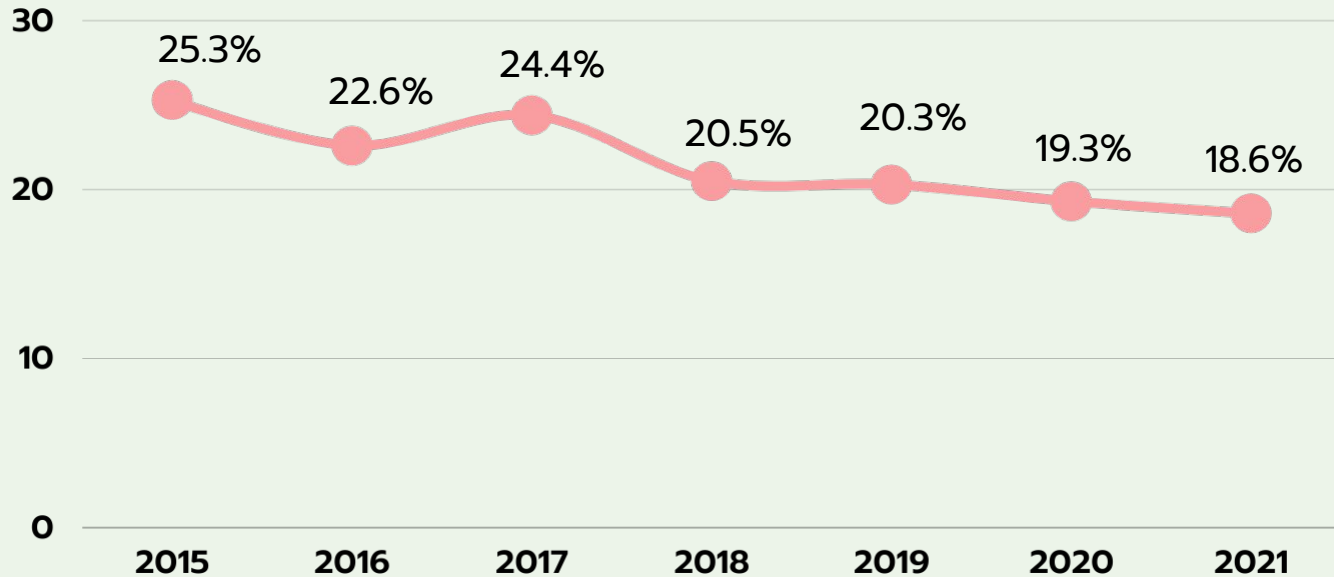
# Average Donor Retention Rates

Over the past few years



# First-Time Donor Retention Rates

Over the past few years



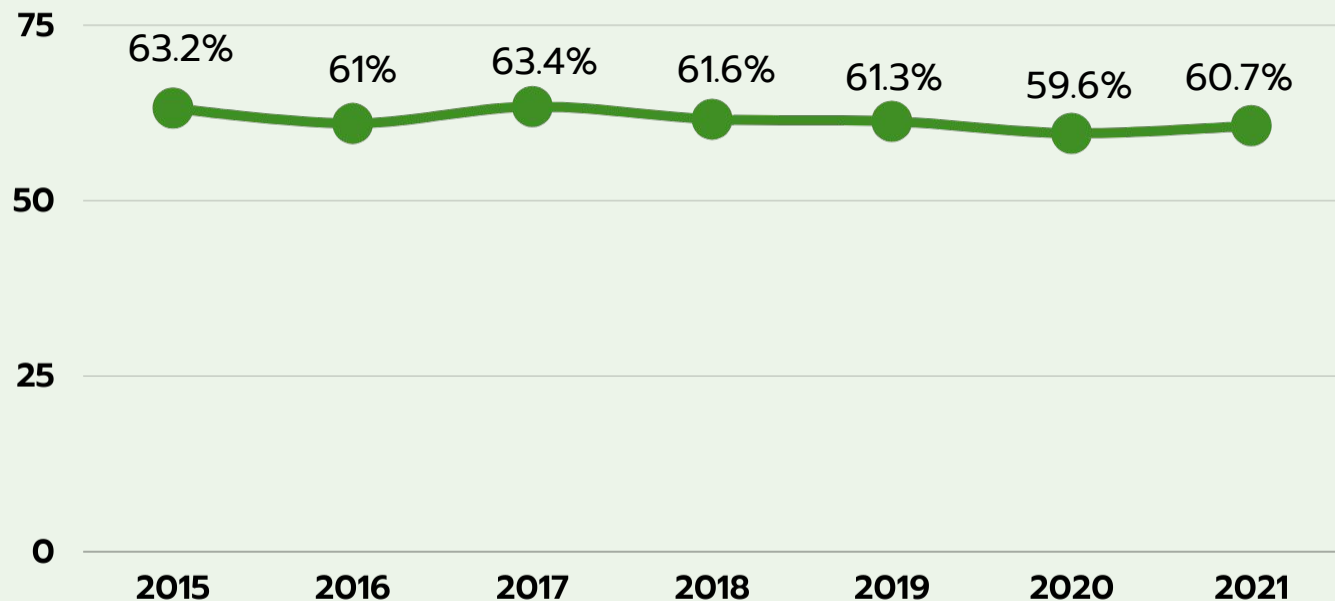
**INSIGHT:** acquisition cost is higher than the initial gift.  
FB, P2P make it easier than ever to donate

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!

# Why Donor Retention is Important

Higher lifetime value = higher revenue

Original Retention Rate: 41%

Year	Donors	Avg. Gift*	Total
Start	5,000	\$ 200.00	
2	2,050	\$ 220.00	\$ 451,000
3	841	\$ 242.00	\$ 203,401
4	345	\$ 266.20	\$ 91,734
5	141	\$ 292.82	\$ 41,372
6	58	\$ 322.10	\$ 18,659
7	24	\$ 354.31	\$ 8,415
8	10	\$ 389.74	\$ 3,795
9	4	\$ 428.72	\$ 1,712
10	2	\$ 471.59	\$ 772
11	—	—	—
12	—	—	—
13	—	—	—
14	—	—	—

Grand Total: \$820,859

Improved Retention Rate: 51%

Year	Donors	Avg. Gift*	Total
Start	5,000	\$ 200.00	
2	2,550	\$ 220.00	\$ 561,000
3	1,301	\$ 242.00	\$ 314,721
4	663	\$ 266.20	\$ 176,558
5	338	\$ 292.82	\$ 99,049
6	173	\$ 322.10	\$ 55,567
7	88	\$ 354.31	\$ 31,173
8	45	\$ 389.74	\$ 17,488
9	23	\$ 428.72	\$ 9,811
10	12	\$ 471.59	\$ 5,504
11	6	\$ 518.75	\$ 3,088
12	3	\$ 570.62	\$ 1,732
13	2	\$ 627.69	\$ 972
14	1	\$ 690.45	\$ 545

Grand Total: \$1,277,208

Total Savings: \$456,349

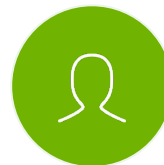
# Cost of Donor Retention

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 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

# How to Improve Donor Retention

**ACTION:** Pick one or two to start.

1. Thank quickly + personally
2. Illustrate that you know who the donor is
3. Segment communications
4. Tell them how gifts are used / will be used
5. Tell them what comes next
6. Be curious about donor motivation and solicit feedback
7. Prioritize monthly giving





# What can we learn from 2020 and what to carry forward



# Success Factors

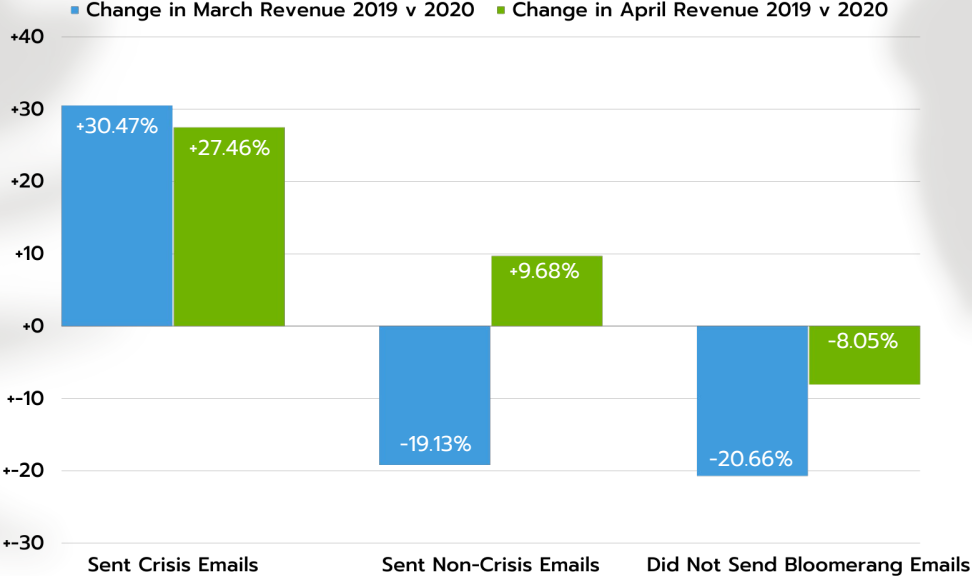
What we saw work in 2020-2021



- 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

# Keep fundraising!

Don't decide for donors.



# Segment your communications

Avoid a one-size-fits-all approach.

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.

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!

**Give, or increase your monthly giving amount, today.**

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.



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](mailto:happytails@whs4pets.org)!

[Click Here to Donate](#)



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[Click Here to Donate](#)



# Double down on stewardship

Say thank you before/during/after  
asking



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](#).

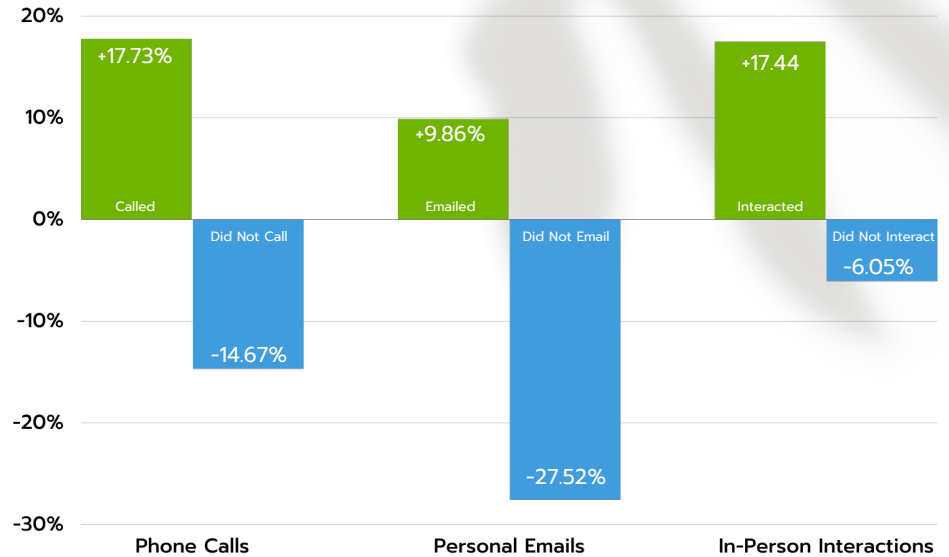
From the animals, staff, and volunteers of Willamette Humane Society, **thank you** for always keeping us on solid ground. You have our hopes for a healthy and safe spring.



# Personal Touch Increases Growth

Stewardship buoyed customer growth in March & April 2020 compared to 2019

Phone Calls	Customers	%
Called	1,085	26%
Did Not Call	3,015	74%
Personal Emails	Customers	%
Emailed	2,360	58%
Did Not Email	1,740	42%
In-Person	Customers	%
Interacted	729	18%
Did Not Call	3,371	82%



# 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)

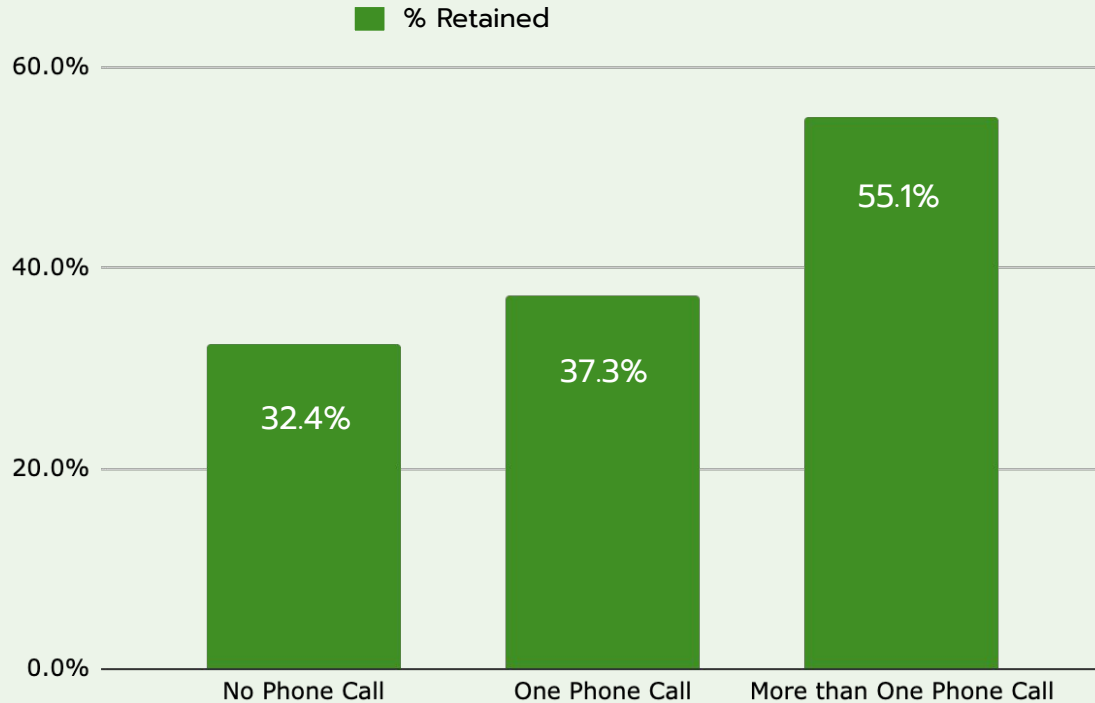


A thank-you call from a board member to a newly acquired donor within 24 hours of receiving the gifts will **increase their next gift by 39%**. (Penelope Burk)

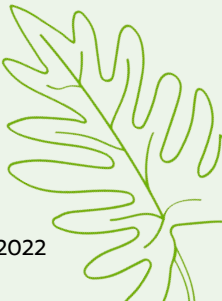


# Phone Calls to First-time Donors

Increases retention



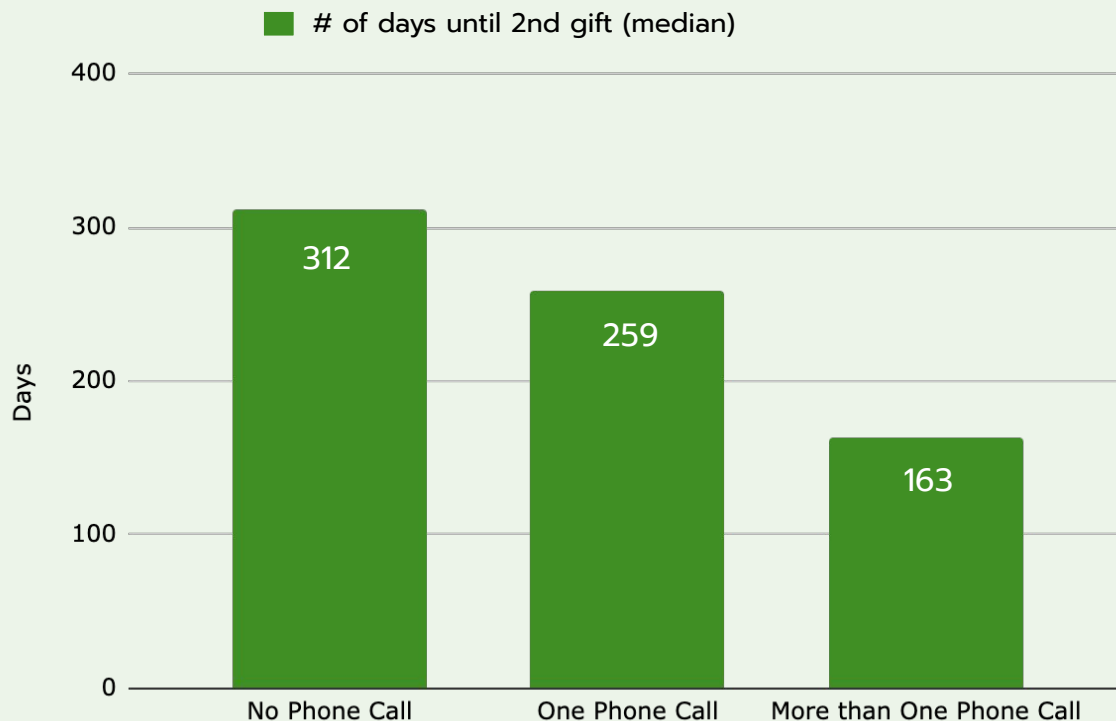
Source: Bloomerang, June 2022





# 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

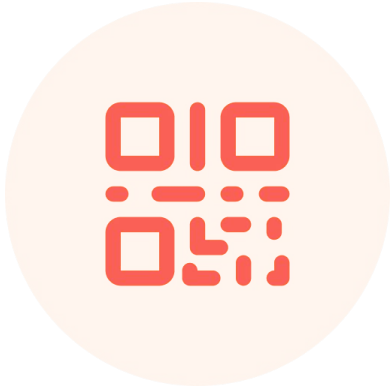


 GMAIL  COPY LINK   

Thank you Steven!



slido



**Join at [slido.com](https://slido.com)  
#3259975**

① Start presenting to display the joining instructions on this slide.

# Why donor 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
6. Donor feels his or her involvement is appreciated
7. Donor receives info showing who is being helped

# Donor Receives Opportunity to Make Views Known

Surveys



## We can't do this without you!

Dear ,

Your support for our mission means so much more than we can convey with just, "Thank you". Without you, [fill in outcome] would not be possible.

There's something else you can give that's equally important - your opinion. Your real, honest opinion. Would you mind taking 2 minutes of your time to tell us how we can make you feel more connected to [fill in organization name]? It would mean so much!

Sincerely,  
Executive Director

[Begin Survey](#)

# Survey Question Ideas

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

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

Impact reporting and storytelling works in many formats





# 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



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

Impact reporting and storytelling  
works in many formats

You can support students like Imahni  
today!



[CLICK HERE](#) or on the video to hear from Imahni!

Today is the day: March 27th. The original plan was for all of us to gather at the Tacoma Convention Center tonight to celebrate students like Imahni and their countless achievements. While you are missing out on this tasty dinner and fun evening, Hilltop students are missing out on so much more.

Thank you to everyone who has already shown their support and taken a stand with Hilltop students when needed most. If you have not yet made your gift, today is the day to take action! **YOU can have a critical impact on Hilltop students as they face many unknowns and new ways of learning to finish their school year.**

Your dollar today will make an even bigger impact than ever before. In this last plea, **we are asking one more time for your support to help Hilltop students like Imahni reach their full potential.** You can join your community in supporting incredible students.

Thank you for standing with us and investing in a brighter future!

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

Impact reporting and storytelling works in many formats



## THANK YOU for Your Commitment to Our Community!!



[CLICK HERE](#) or on the video to hear from our Executive Director, L. Denice Randle!

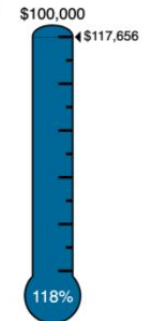
Dear ,

I am excited to share that, collectively, we raised nearly \$118,000 to support the educational achievements of our Hilltop scholars!!

As an organization, we are incredibly grateful for the generosity shown by our community via Peace's first virtual Learners to Leaders campaign. While it is not the platform we were anticipating, it was important that this current crisis didn't waiver our spirits in achieving our goal for our students. The outcomes of our event could not be possible without the generosity of our faithful community.

Your investment in our organization affirms the value you place, on education, our children, our young adults and our families. There is no greater return on investment than the investment in talented and hardworking children and young adults who are passionate about leading lives of purpose and serving their communities.

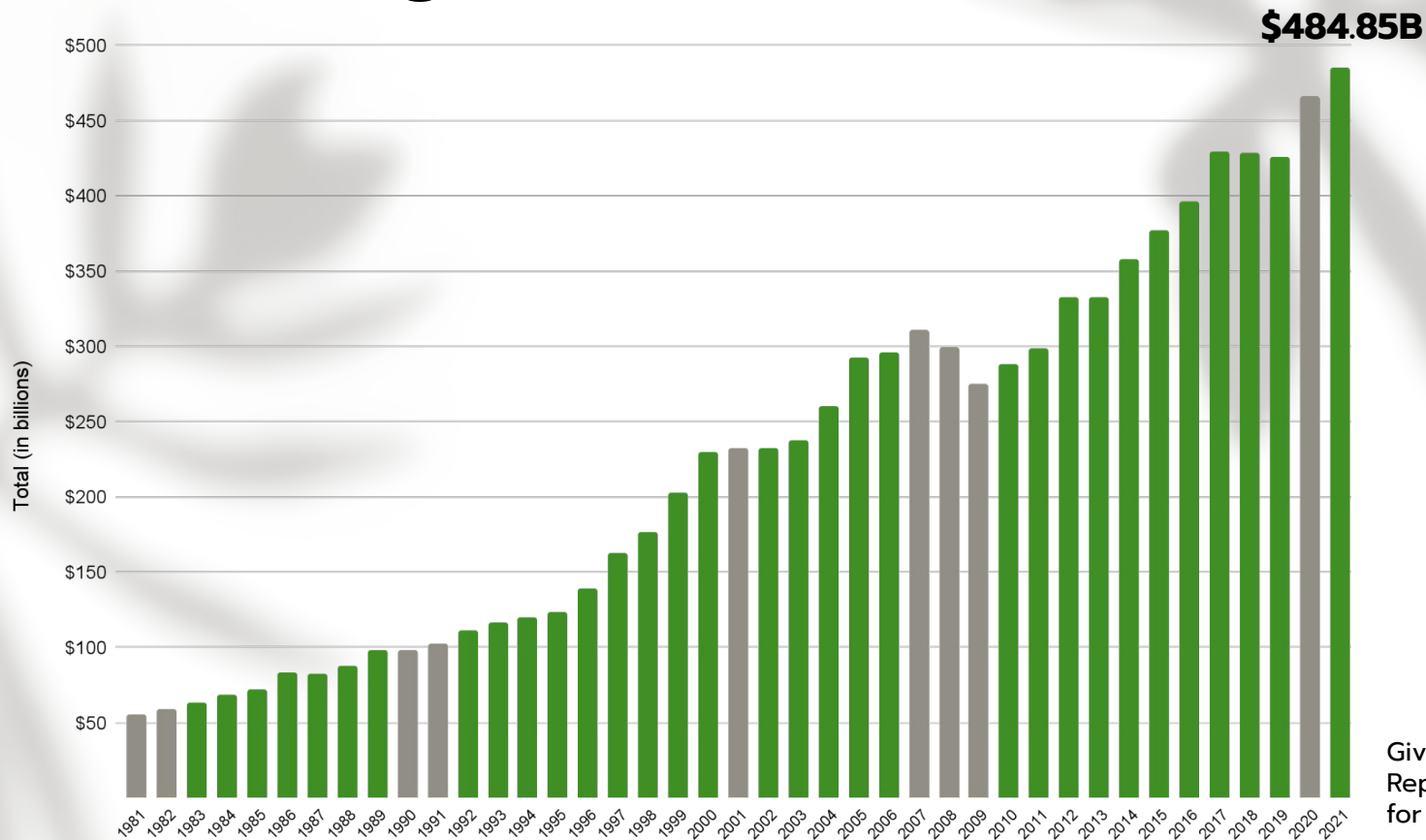
I literally cannot thank each of you enough. Because of you, Peace Community Center will be able to continue our investment in the academic growth of our students; one-on-one coaching; tutoring; STEAM focused enrichment and so much more. I am honored and grateful to have each of you as partners in this great work. As an entire organization, we THANK YOU!!



# Diversify Your Communication



# Total Giving 1981-2021



Giving USA 2022: Annual Report on Philanthropy for the Year 2021

# Wrap Up



1. Make retention a priority
2. Have a second gift strategy
3. Emphasis on thanking and reporting
4. Don't decide for donors
5. Address the elephant in the room
6. Segment your appeals
7. Say thanks before asking
8. Pick up the phone
9. Are donors really fatigued?



# Free eBook & Presentation Slides



[www.bloomerang.com/nam-22/](http://www.bloomerang.com/nam-22/)

