



COMMUNITY CONFERENCE **SPARK**





The Four Pillars of Donor Retention



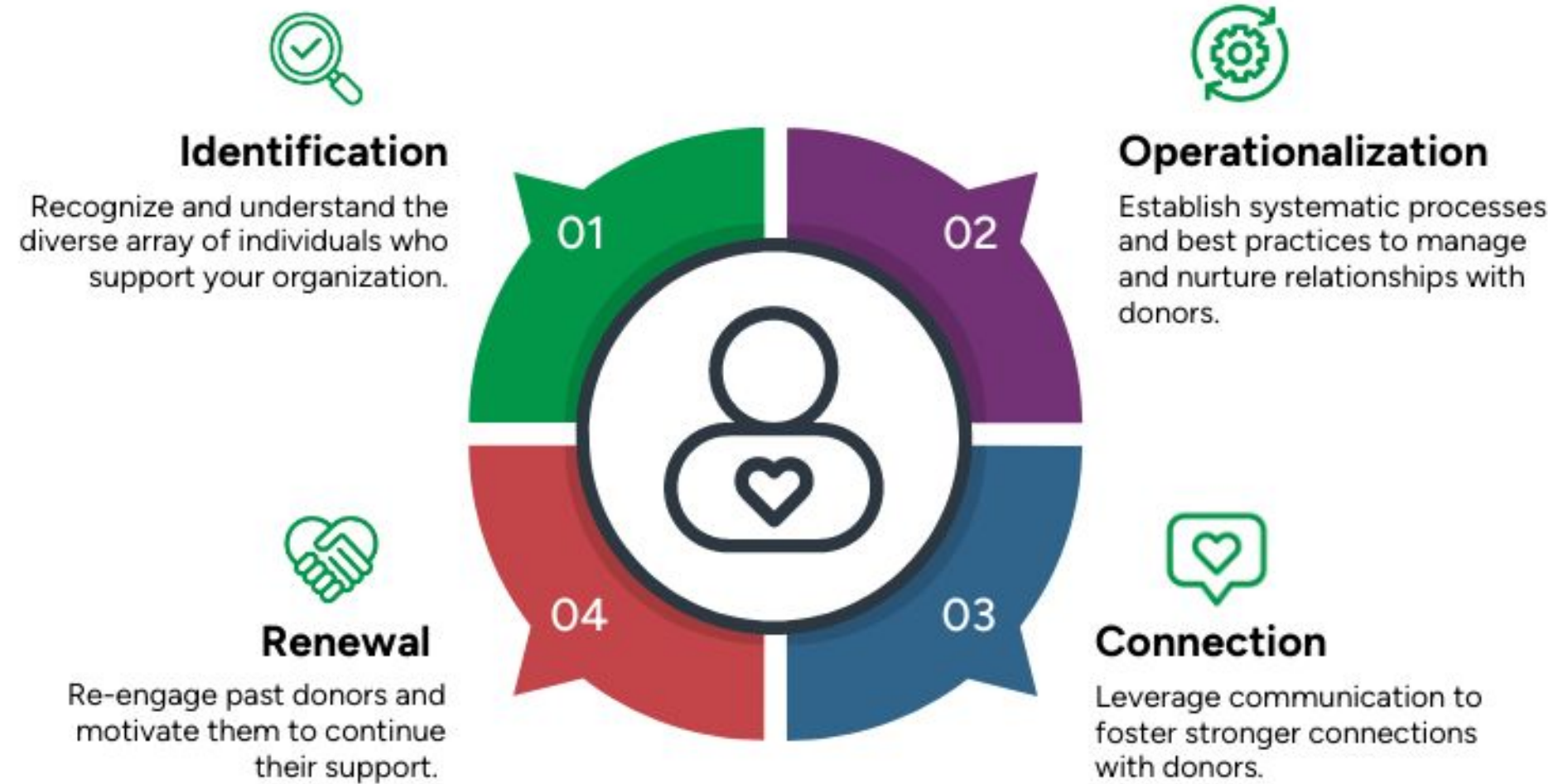
The Four Pillars of Donor Retention

Lynne Wester & Madelyn Jones



DRG
DONOR RELATIONS GROUP

FOUR PILLARS OF Donor Retention



Pillar One: Identification

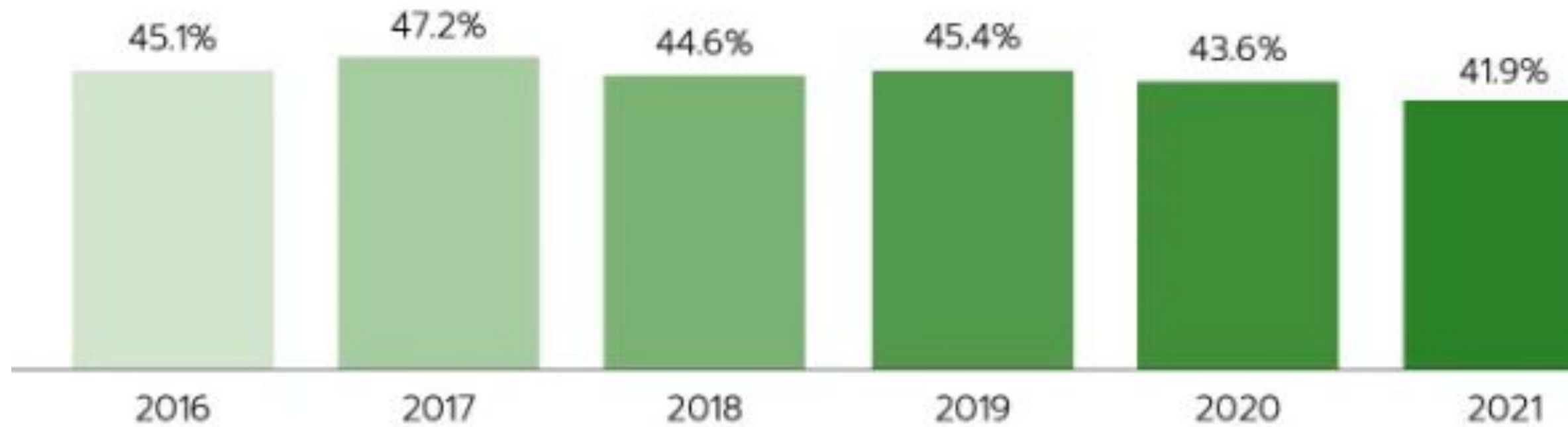


A pair of brown-rimmed glasses is resting on a notebook with handwritten notes. The notes are in cursive and include phrases like "The Fundraising Effectiveness Project", "Helping nonprofits increase giving at a faster pace by providing critical tools for tracking and evaluating their annual growth in giving.", and "©2024 DRG LLC".

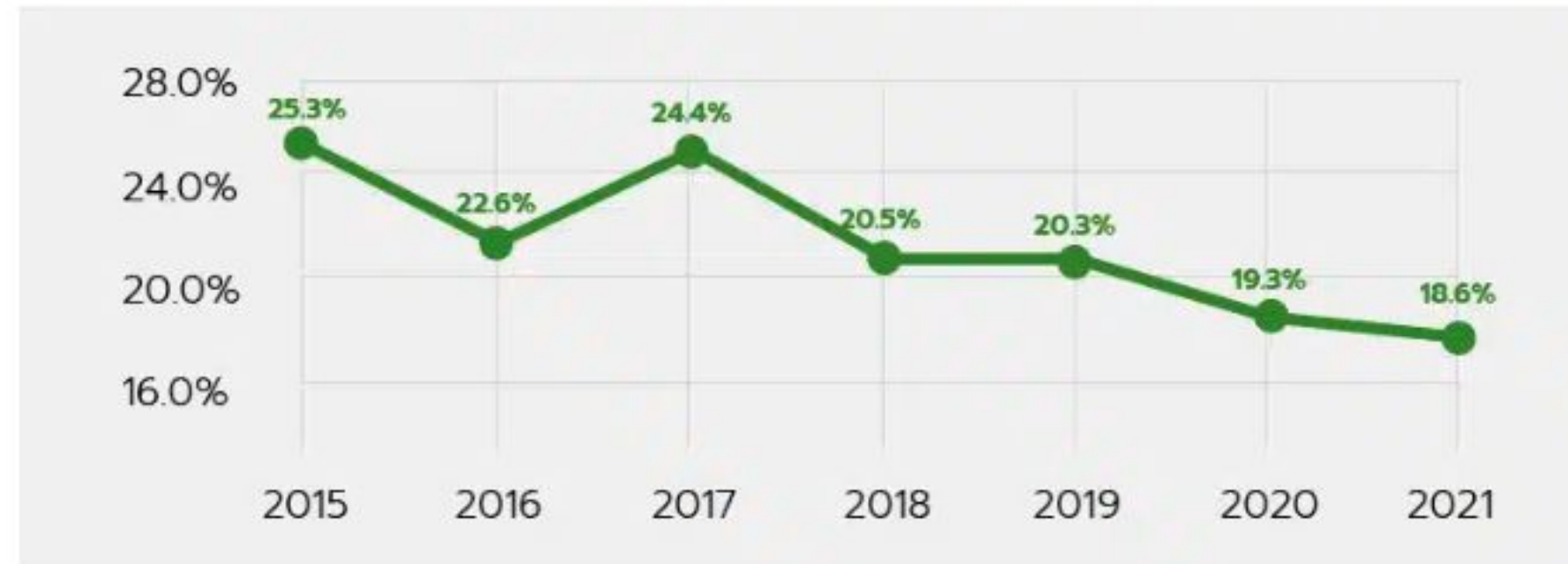
The Fundraising Effectiveness Project

Helping nonprofits increase giving at a faster pace by providing critical tools for tracking and evaluating their annual growth in giving.

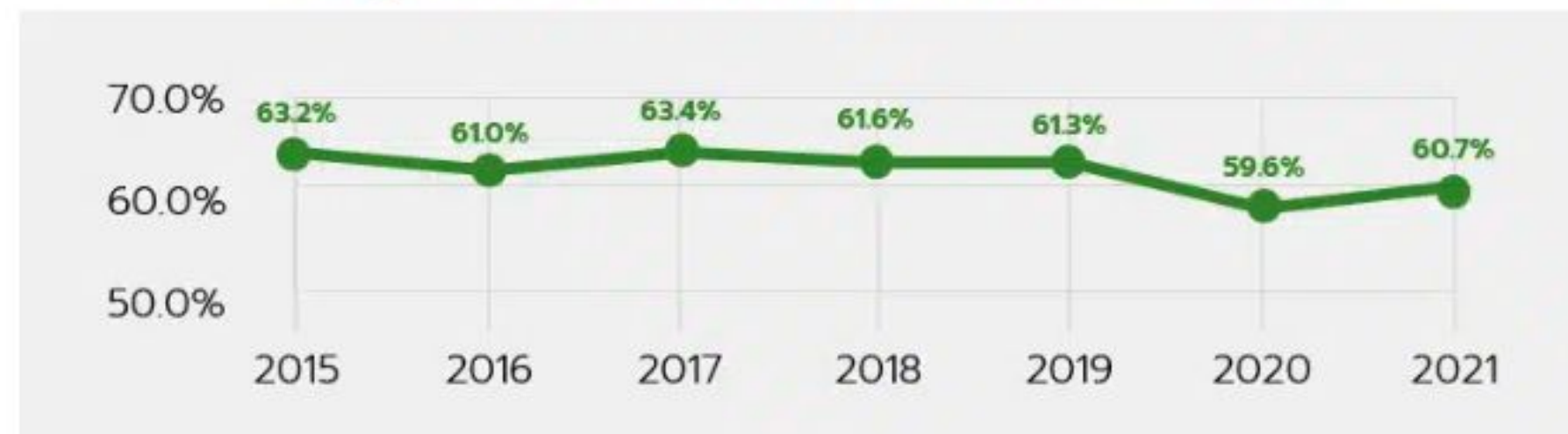
Overall Donor Retention YoY



New Donor Retention Rate YoY



Repeat Retention Rate YoY





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



WHICH IS YOUR STRATEGY?

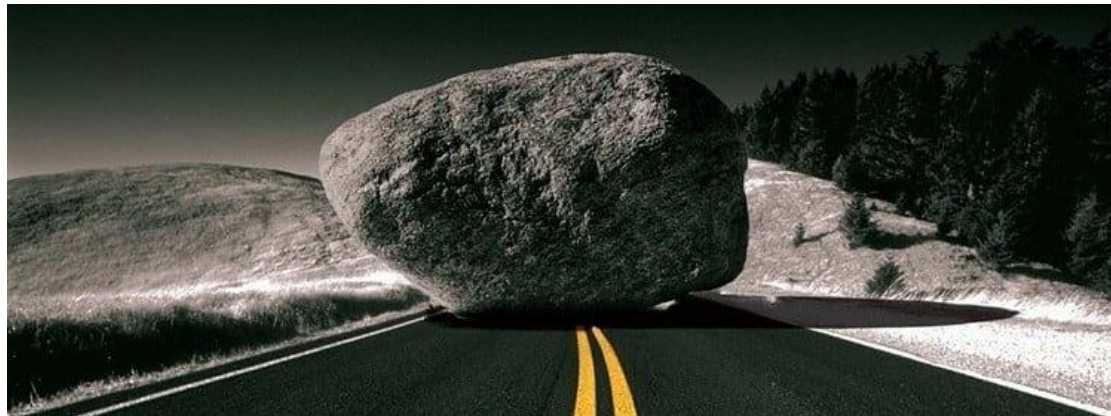
**ACQUISITION
DRIVEN**

vs

**RETENTION
DRIVEN**



What you **can** control



- Asking patterns
- Existing communications
- Channel of communications
- Renewal asks
- Data hygiene

Identifying which donors you want to retain

- Who to “bless and release”
- Who to fight for
- How to think long term value strategy vs short term gains
- The envelope story

What is the average recapture rate for lapsed donors?



<5%

Pillar Two: Operationalization



Strategy

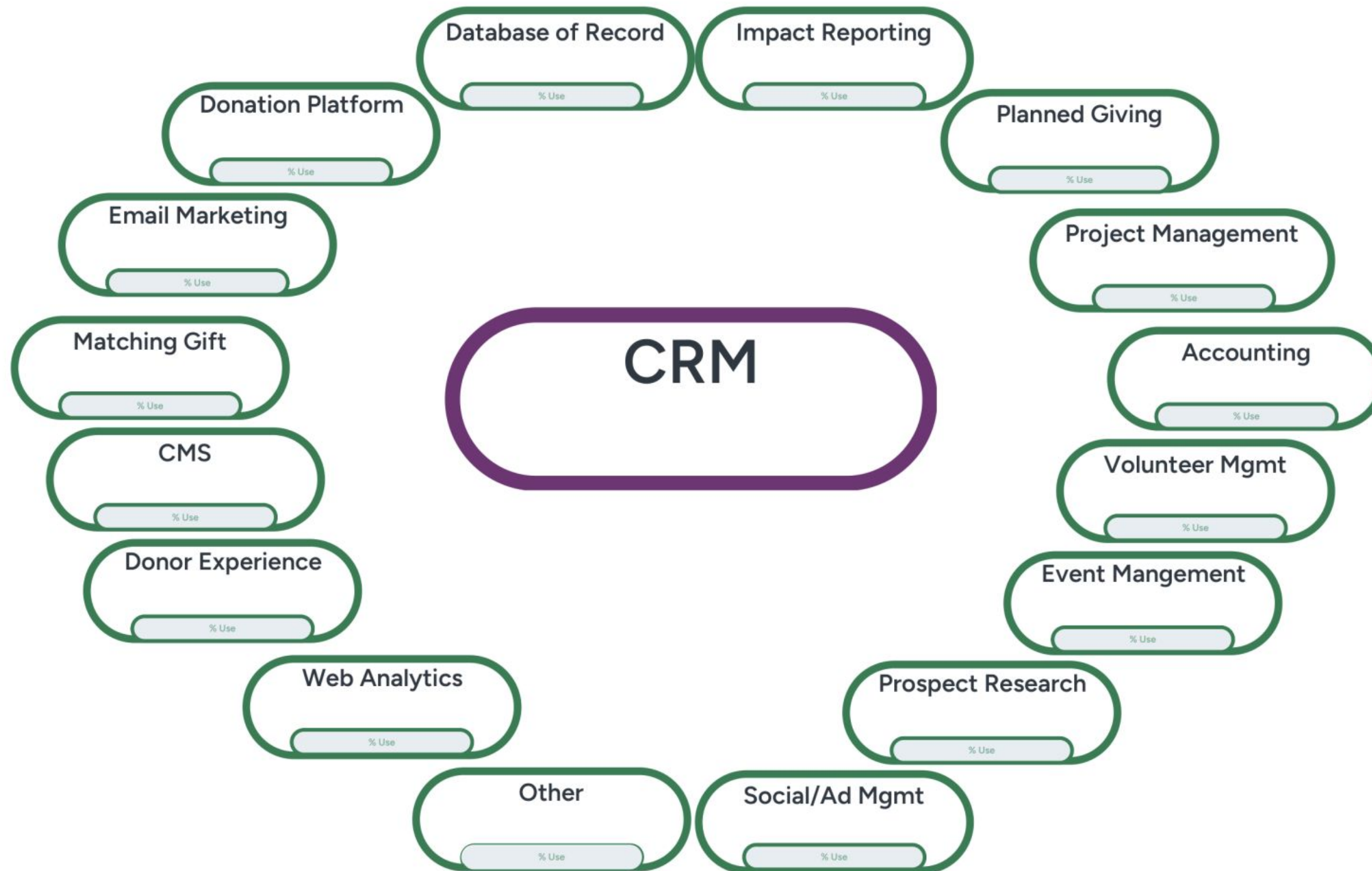


The Change

1. Understanding
2. Acceptance
3. Action

Tactics: Infrastructure that scales



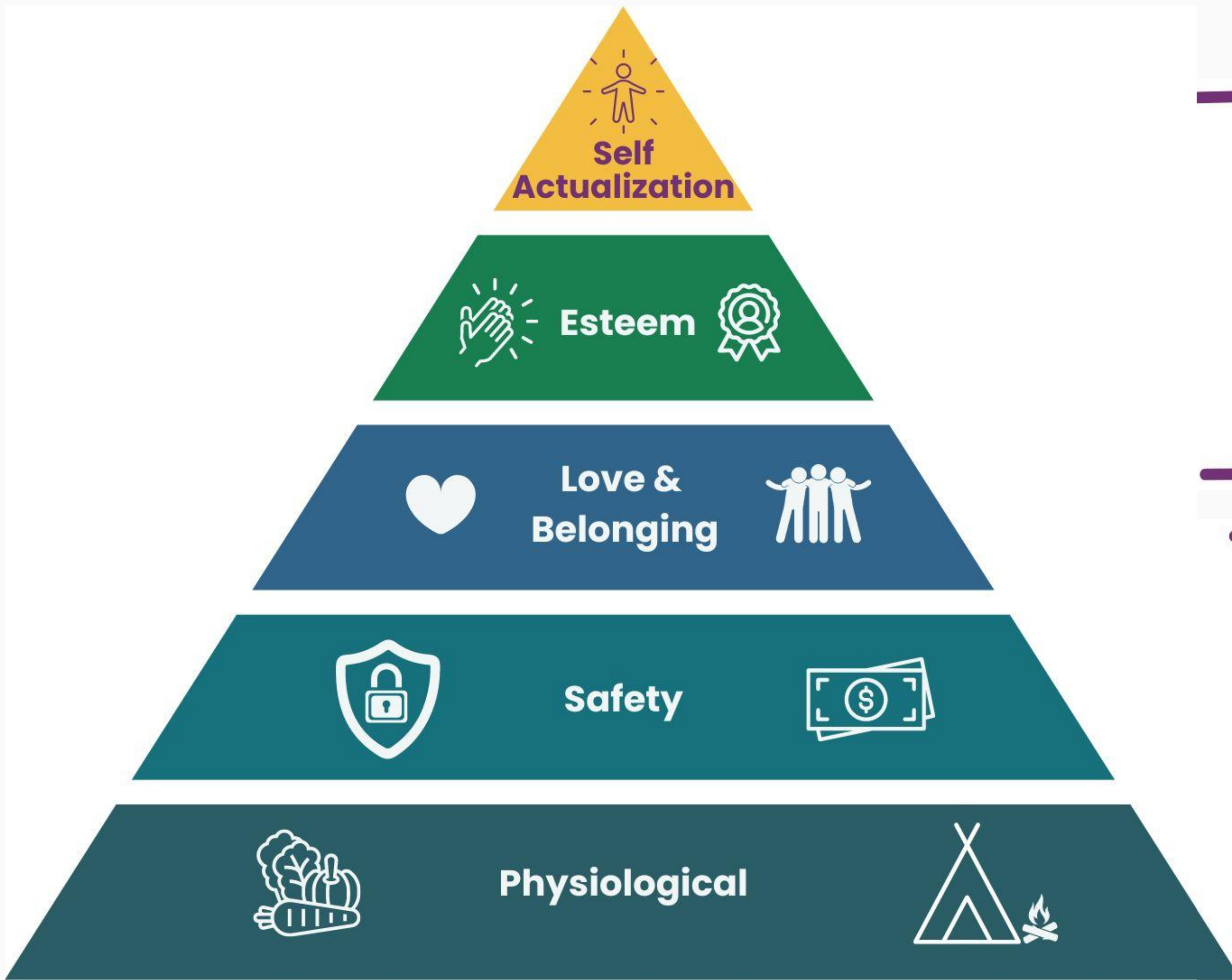


Pillar Three: Connection



Retention Mindset





**Donor
Focused**

**Cause
Focused**

How Shared Beliefs Fuel Loyalty

In Real-Time

1. Donor's aspirational identity
2. Organization shares beliefs
3. Donor reconciles
4. Donor renews

Shared Beliefs Fuel Loyalty



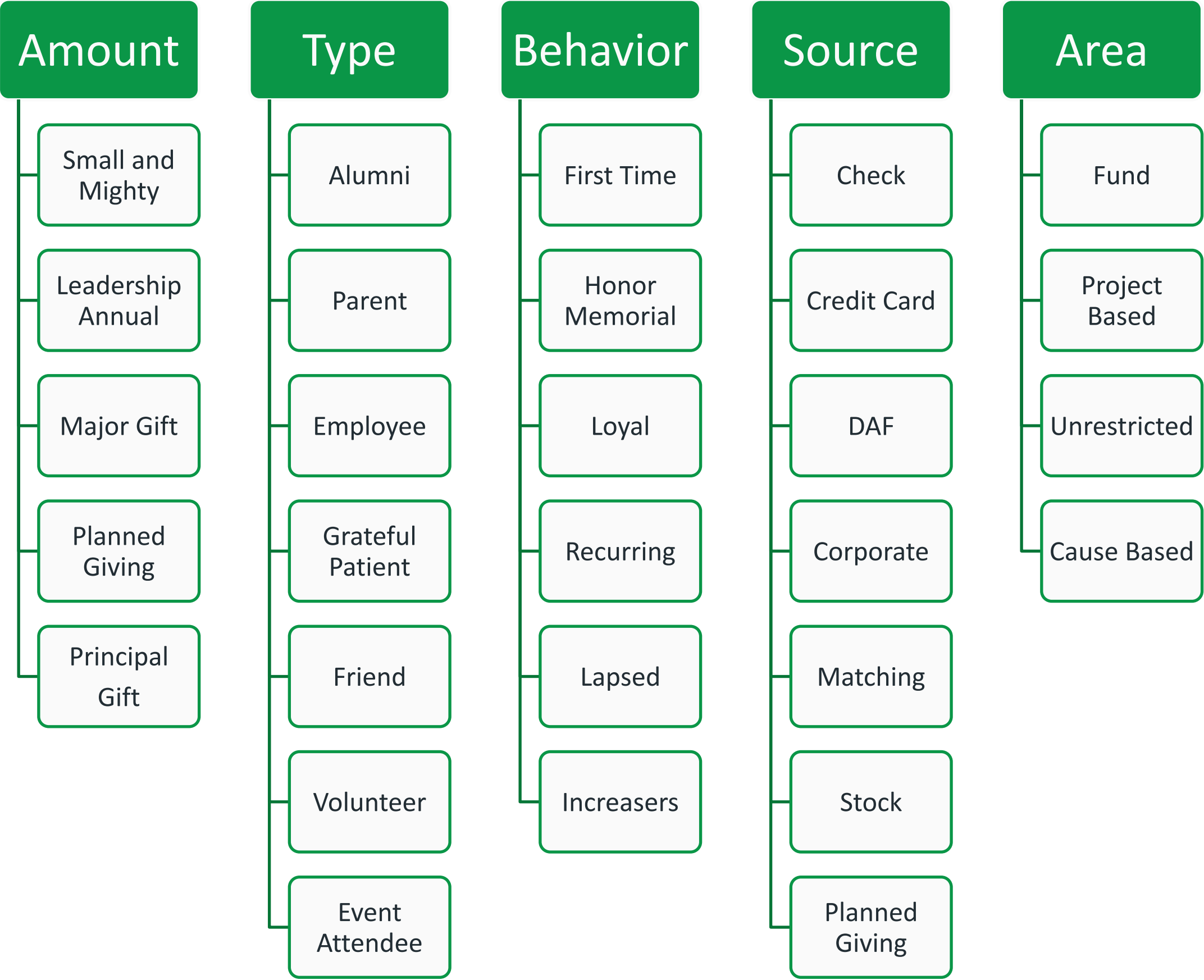
It Sounds Like

- Changemakers like you...
- Most people assume someone else will take care of it...but you're not most people.
- Like you, we believe better isn't good enough.
- Together, we know XXXX is a problem
- You care about people and are here to help

WHO

Conventional
Segmentation

Single Factor or Dimension

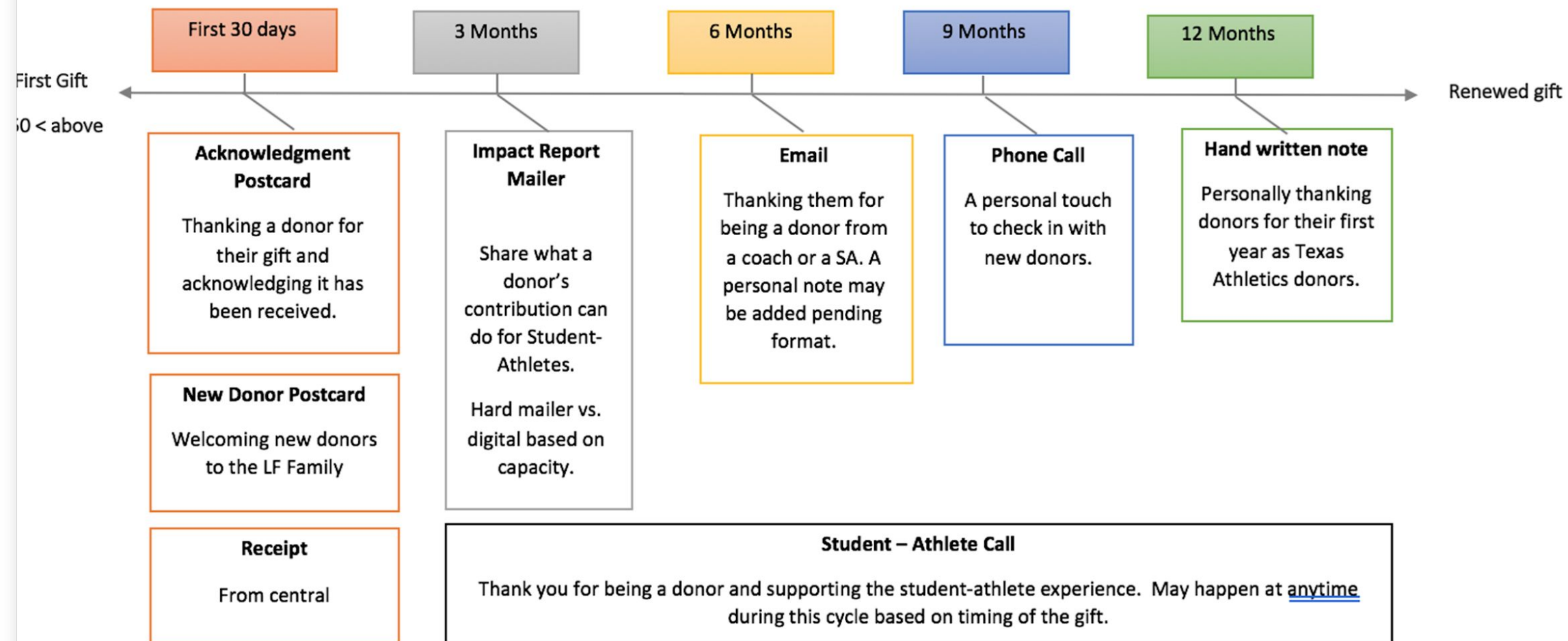


**SNACKS not
MEALS**



- **Acknowledgment Postcard**
- **New Donor Postcard** – ‘Welcome to the Family’
- **Receipt** – Confirmation of gift managed by central
- **Impact Report**– Distribution managed internally, hard mailer vs. digital based on capacity
- **Email** – Welcome video from a coach or SA, personalized note
- **Phone call** – Based on capacity, may be from a gift officer
- **Handwritten note** – Based on capacity
- **Student – Athlete Call** – Thank you for joining the Foundation

NEW DONOR STEWARDSHIP TIMELINE





Retention Killers

- Irrelevant
- Incorrect Info
- Lack of Trust
- Impersonal

Pillar Four: Renewal



Is it an Ask?



Thanks to the generous SCA community, we exceeded our Giving Tuesday goal of \$40,000 to help our crews plant more trees and revitalize more green spaces in urban areas around the country!

We are grateful and humbled when so many people choose to support conservation.

Even though Giving Tuesday is over, your gift today will STILL be doubled to support conservation efforts.

[MATCH MY GIFT](#)



[Donate](#)

January Newsletter

Thank you for your support in 2014!



2023 Impact Report



Lynne,

As I reflect on all that happened throughout 2023, I am distinctly proud of what we have been able to achieve together.

Thanks to you, SBP was able to shrink the time between disaster and recovery for hundreds of thousands of families across the U.S. and Caribbean in innovative, transformational, and scalable ways.

Across the country, far too many disaster-impacted people and communities were at risk of being pushed to their breaking point. **Your support provided a clear path forward. Thank you, Lynne!**

[READ SBP'S 2023 IMPACT REPORT](#)

Thank you for believing in SBP and the families we serve. I am honored to share this impact report with you, introduce you to some of the people whose lives you've touched, and show you the systems you've helped to change for the better.

Please let me know if you have any feedback or would like to learn more.

Best wishes,

Zack Rosenberg
Co-Founder and CEO

P.S. We would be happy to share a hard copy with you. Please request one by emailing Lily Hannigan at lhannigan@sbpusa.org with your name and mailing address.

[DOWNLOAD SBP'S 2023 IMPACT REPORT](#)

[DONATE](#)



A red envelope is shown with a tan-colored insert card. The card has the words "Thank you..." written in a black, cursive script. The word "Thank" is underlined. The envelope and card are set against a white background with green curved borders on the left and right sides.

Thank you...

The vast majority of donors who ever give again do so within the first 18 months

87% within 18 months

70% within first year

45% within first 6 months

Bloomerang

Solution?

Ask for monthly or recurring gifts!

RECURRING GIVING STATISTICS



of nonprofits prompt donors to make their one-time gift a recurring gift during the donation process.

Recurring donors give



more per year than one-time donors.



of organizations stop acknowledging recurring gifts by the third month.



of donors enrolled in a recurring giving program prefer to give on a monthly basis.

<https://360matchpro.com/fundraising-statistics/>

Impact and behavior recognition



Technology can aid renewal



Not like this....



1



2



3



4

Like this!



1



2



3



4



5

Thank you!



info@donorrelations.com
donorrelations.com