

onecause® | WEBINAR

How *to* Use Data & Segmentation to Retain *More* Donors



Wednesday, May 10, 2023



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Bloomerang



Josh Meyer

Vice President Demand Generation
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Learn more about the ALL NEW OneCause Fundraising Platform

HOSTS



Dawn Lynn Lego (she/her)

Director, Brand Engagement &
Channel Marketing
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Josh Meyer (he/him)

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Partner Marketing Manager
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Agenda

1. Current State of Donor Retention
1. Why Segmentation matters
1. Data segmentation 101
1. Examples



Current State of Donor Retention



2022 State of Fundraising



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 donors



Small Donors
(\$101-\$500)
-7.7% YoY
6.2%
of total donors



Mid-Level Donors (\$500-\$5K)
-3.9% YoY
16.8%
of total donors



Major Donors
(\$5k-\$50K+)
-3.6% YoY
26%
of total donors



Supersize Donors
(\$50K+)
-4.6% YoY
48.3%
of total donors

Responsible for almost all of the
decrease in donation

Do you know your donor retention rate?

POLL

- YES, we check it often
- MAYBE, that sounds familiar
- NO, what's donor retention?

**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



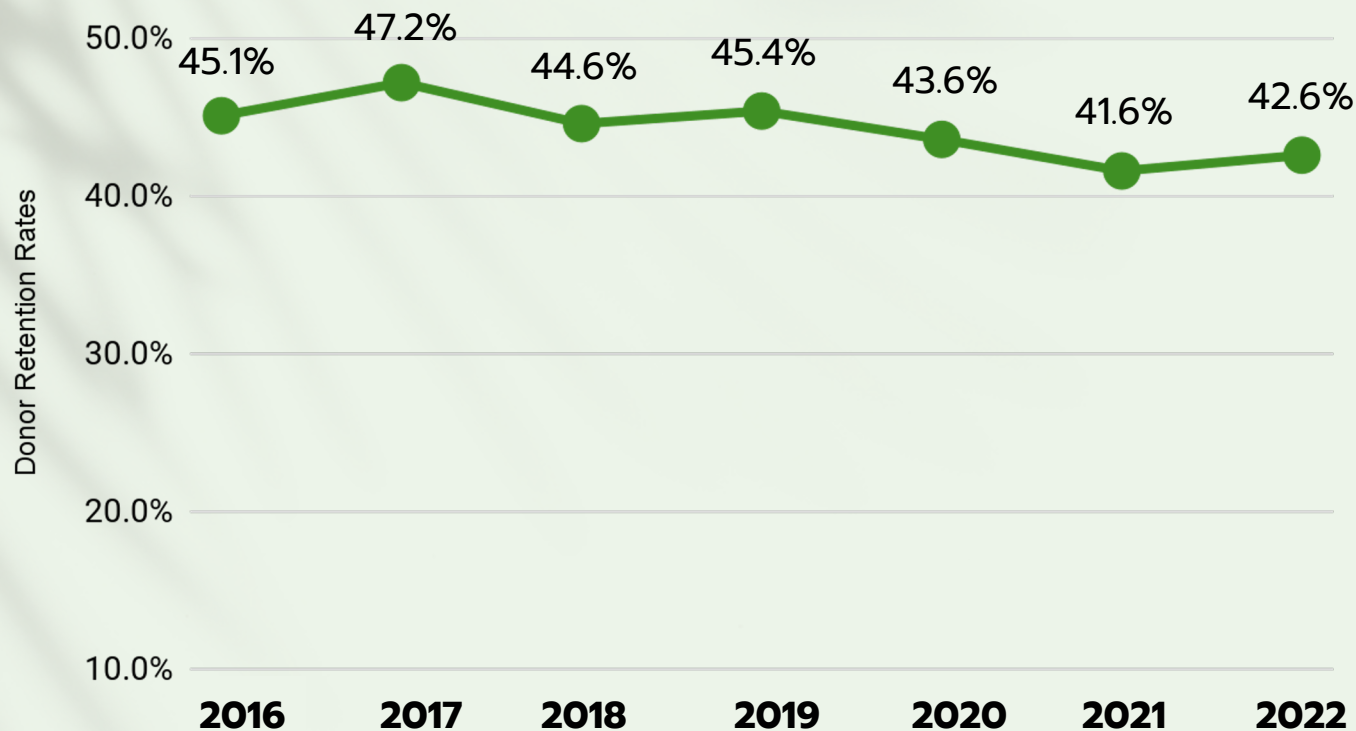
42.6%
Average
Donors



58.1%
Repeat
Donors

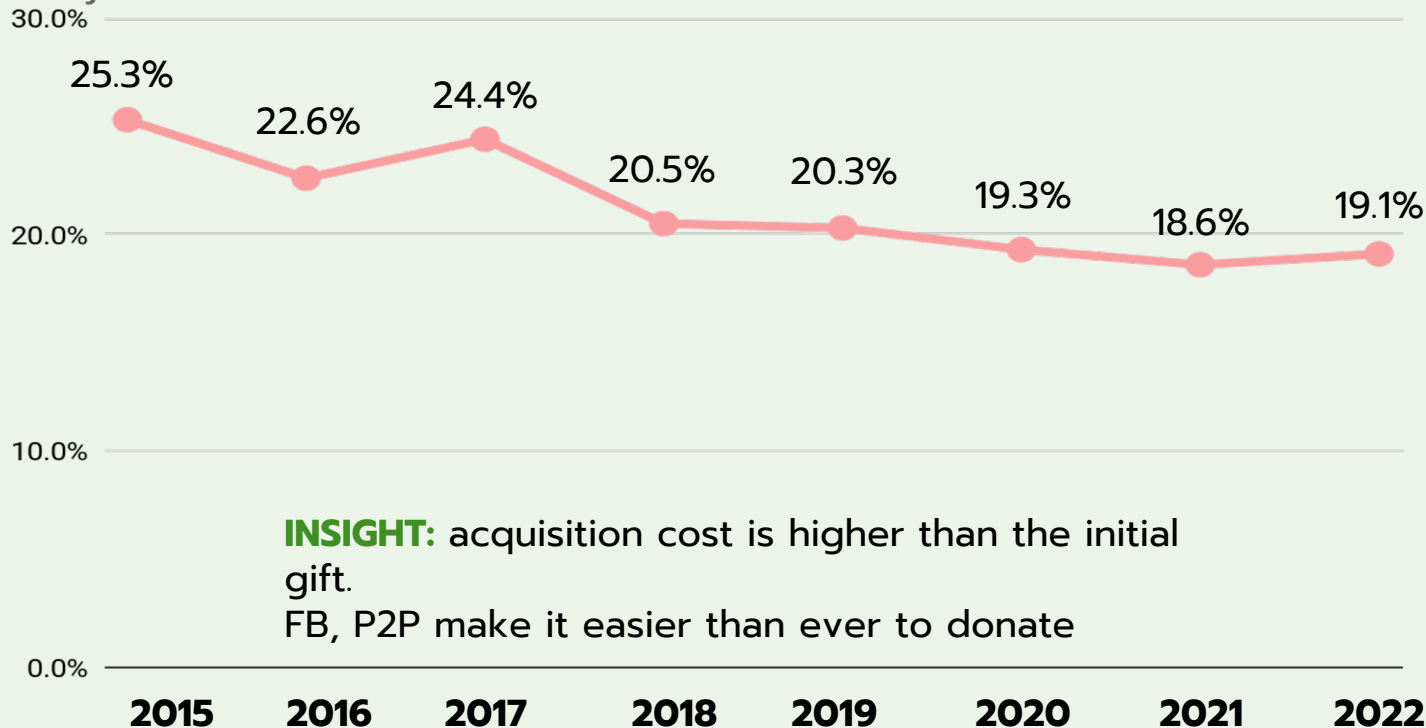


Average Donor Retention Rates



First-Time Donor Retention Rates

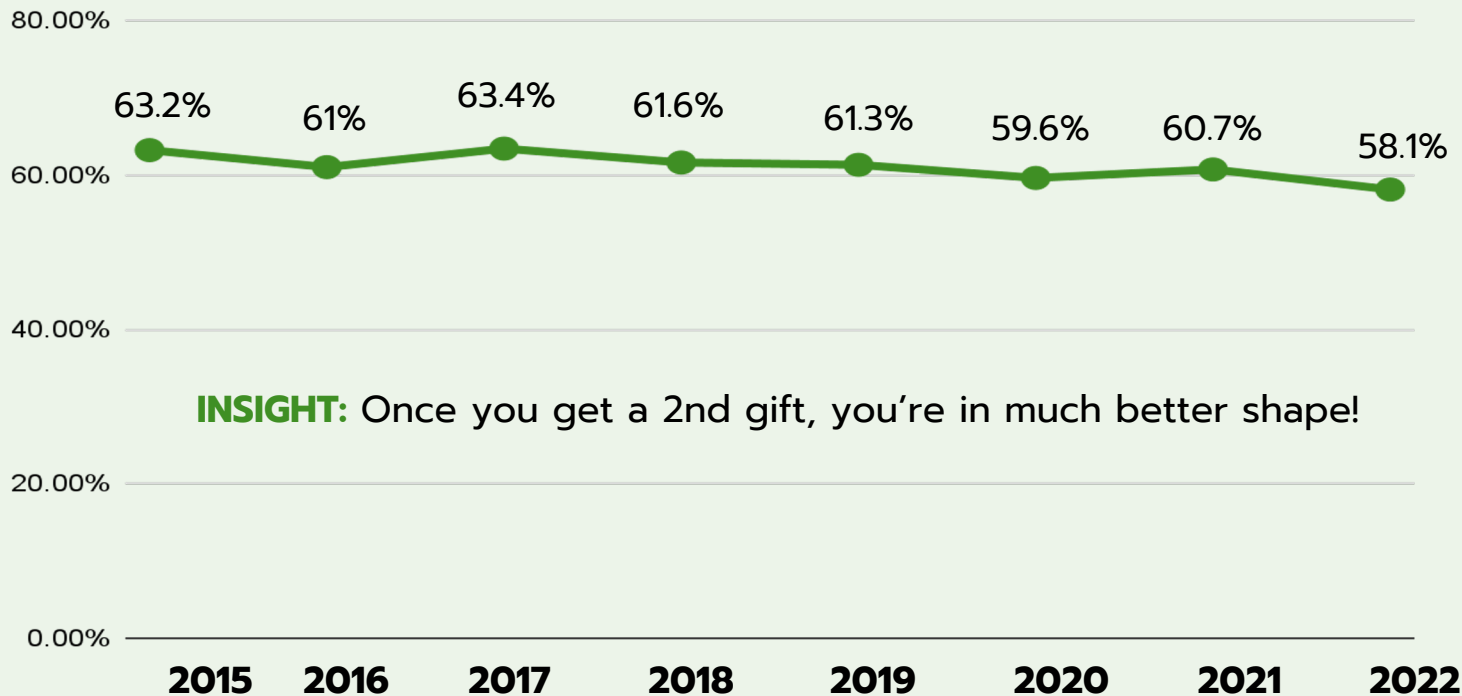
Over the past few years



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

Repeat Donor Retention Rates

Over the past few years



Why Segmentation Matters



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)

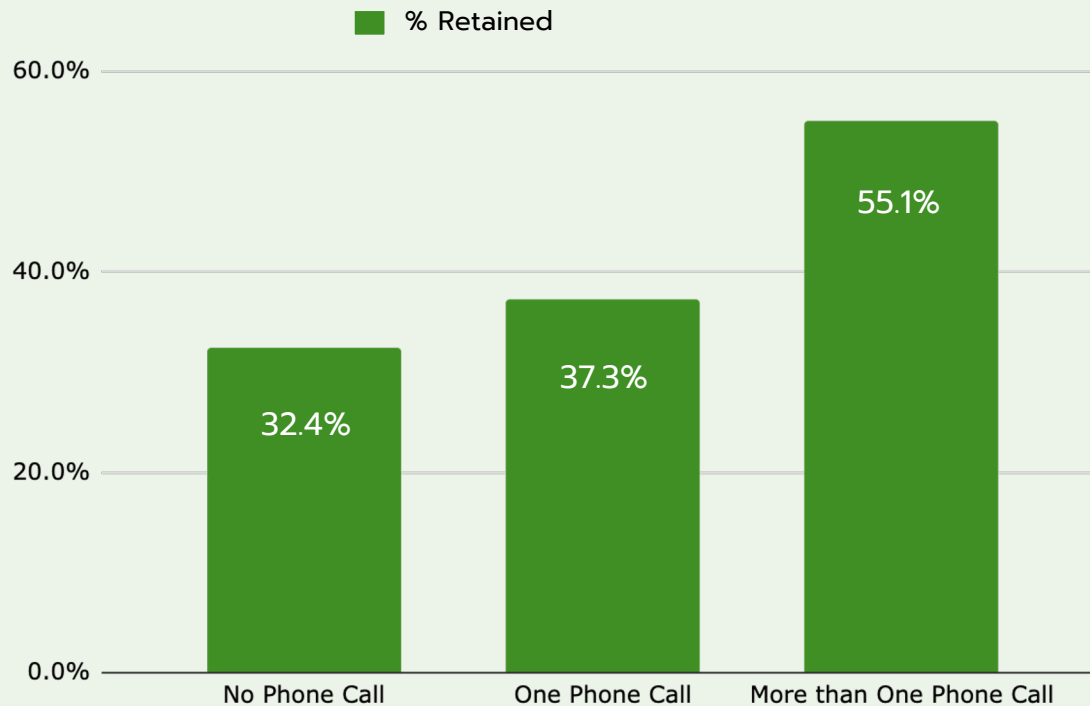


A thank-you call from a board member to a newly acquired donor within 24 hours of receiving the gifts will **increase their next gift by 39%**. (Penelope Burk)



Phone Calls to First-time Donors

Increases retention

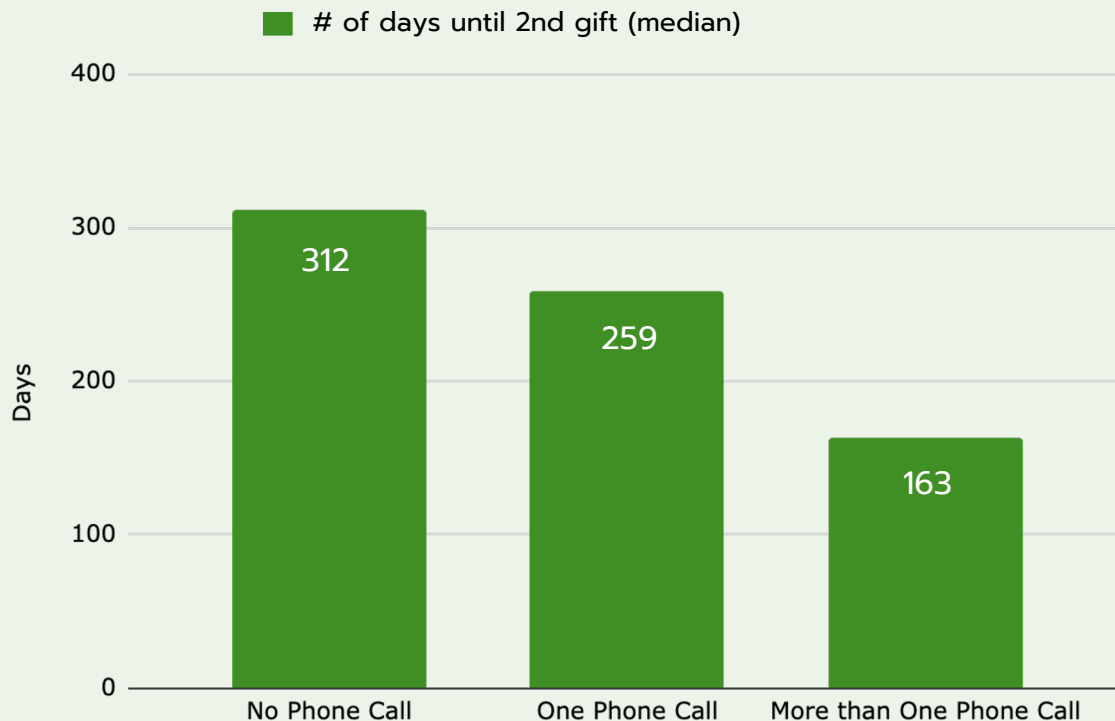


Source: Bloomerang, June 2022



Phone Calls to First-time Donors

Increases speed-to-second-gift



Phone Calls to First-time Donors

Increases second gift amount



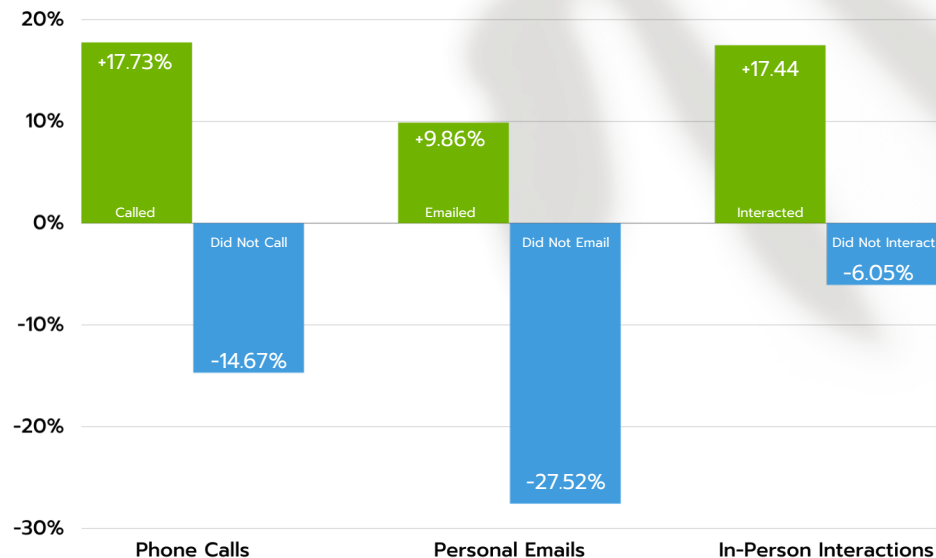
Personal Touch Increases Growth

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

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

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

In-Person	Customer	%
	S	
Interacted	729	18%
Did Not Call	3,371	82%



Data segmentation 101: Tips for success



Are you currently segmenting your data?

POLL

- YES, we personalize and segment when we can
- SOMETIMES, we do segment when we have time
- NO, tell me more about segmentation



Data Health

1. Document your data needs
2. Determine your data gaps
3. Standardize data entry
4. Append and augment when possible
5. Get a data quality assessment of your donor data

ACTION: Once you have clean data it's time to create a plan and start segmenting





Our favorite 10 donor segments

1. First-time donors
2. Monthly donors
3. Lapsed donors by date
4. Donors by gift size
5. Volunteers who have never donated
6. Donors who have shared feedback
7. Preferred communication channel
8. Long-term donors
9. Event donors
10. Crisis donors





How you determine success?

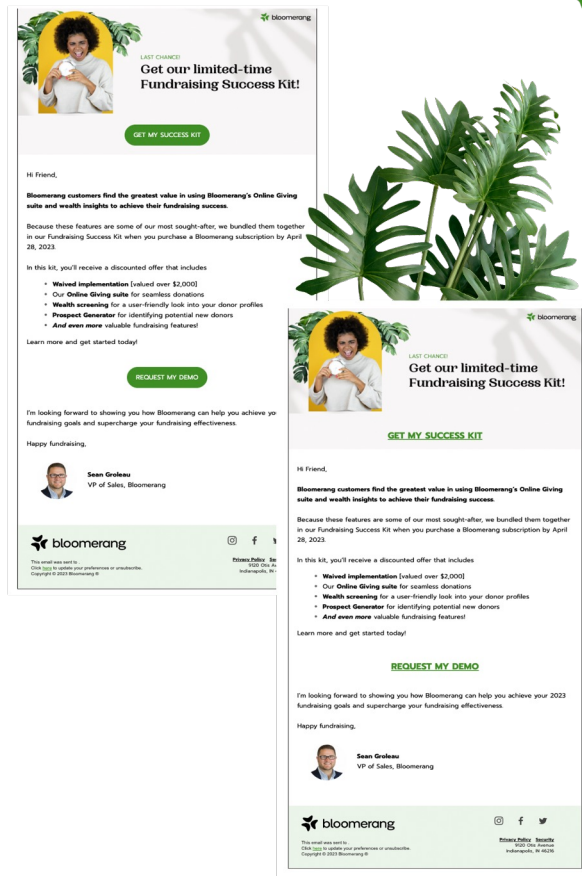
BENCHMARKING

- Open rate (email)
- Click through rate (email)
- Response rate (email and mail)
 - Average gift size
 - Number of gifts



Improve conversion rate with testing?

- Envelope
- Subject Line
- Images
- Colors
- Email Buttons
- Buttons vs. Link (email)
- Signer/Signature
- Size of piece
- Timing (Day/Month/Hour)

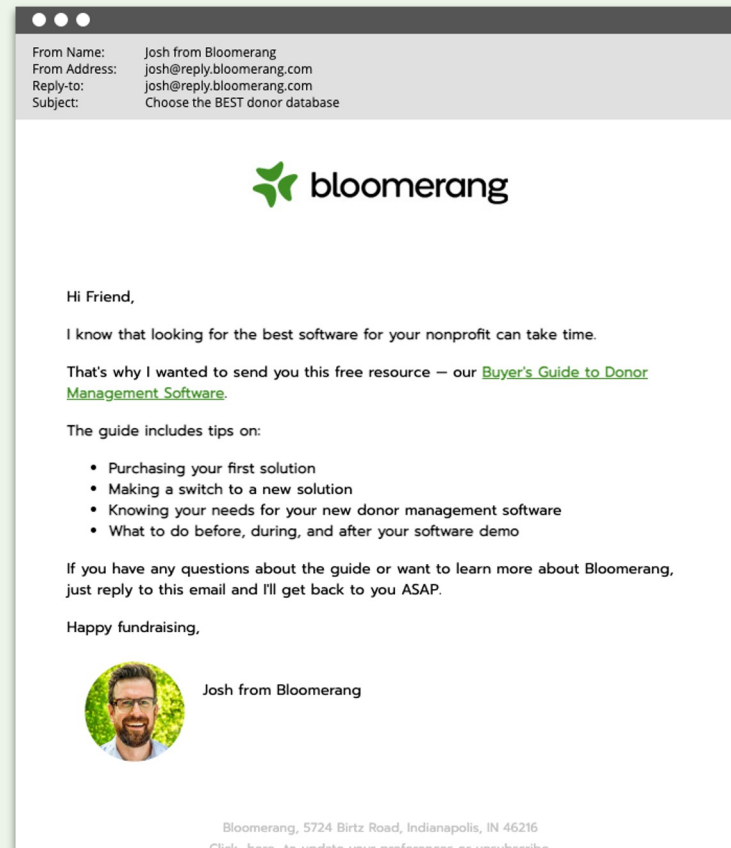


Segmentation in action



Bloomerang Example

	Open	Clicked to Open Rate
Bloomerang	50.3%	5.8%
Average	17%	2.31%



Real Life Story



2017
\$155,000
949 donor records

Year-End 2022 Segmentation

Segment	Current	Lapsed
Long-Term Donors	made a gift in 2022 & 2021 (or longer) but hasn't made a gift since Oct 1, 2022	made a gift in 2021 & 2020 (or longer) but not this calendar year
First-Time Donors	made their first & only gift this calendar year (Jan 1 to Oct 31)	made their first & only gift in 2021 but hasn't renewed in 2022
Lapsed Donors		everyone else defined by giving \$25 or more in the past 3 years but hasn't made a gift this year
5K Event Participants	participated in Halloween Hustle 5K in October but didn't donate	

Year End Segmentation: Long Term Donors

Dear Josh,

Your loyal support means the world to us and is making an impact in helping kids with serious illnesses. I'm hoping I can count on you again with this important ask to help ensure families struggling to care for their medically complex child have the resources they need.

WE'RE GRATEFUL FOR YOUR LOYAL SUPPORT!

Yes, I will help! Please use my gift to provide support and care to medically complex children and their families and to support all the work of Better2gether RVA.

Enclosed is my gift of:

- ☐ \$500 to support a family ☐ \$550 to support a family ☐ \$600 to support a family
☐ \$ _____ to help as much as possible

See reverse for gift payment options.

Donor Josh
Address
City, State Zip

Better2gether

PO Box 29351 • Henrico, VA 23242
804-482-1584 • Better2getherRVA.org

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.

Year End Segmentation: Results

Measure	2021	2022	% change
Mailed Appeals	250	263	+5.2%
Households Donating	33	38	+15%
Response Rate	13.2%	14.4%	+9%
Avg. Gift Size	\$392	\$419	+7%

4 tips for stewarding each donor segment



Develop
message
themes for
each segment



Develop
communication
tracks



Mix
things up



Get your
board & CEO
involved



Segment Your Onboarding



Wrap Up

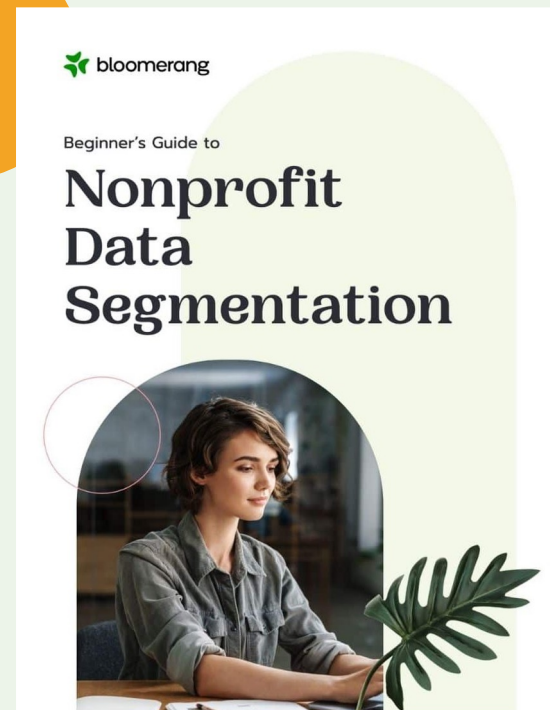
1. Ensure you have clean donor data
2. Segment your appeals
3. Use empathy and emotions in your storytelling
4. The personal touch works



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bloomerang.com/onecause-2023-webinar



onecause®

Secrets to **Event Success** Guest Experience 2.0

Wednesday, May 24, 2023



Samantha Swaim
Strategic Director, Swaim Strategies





Raise Nation Radio

The Podcast for Fearless Fundraisers



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