

WEBINAR

onecause[®]
POWERFUL FUNDRAISING SOLUTIONS

A faint, light blue target icon with a white arrow pointing towards the center is located in the upper left quadrant of the image, partially overlapping the teal gradient.

Optimize Your Donor Lifecycle

DATE: 8/22/2018; 1:00pm ET | 10:00am PT

A young woman with a colorful patterned scarf is smiling and looking down at a small, colorful notebook she is holding in her hands. The background is a blurred indoor setting with warm lighting.

Agenda

- Donor Lifecycle 101
- Donor Acquisition
- Donor Retention
- Donor Upgrades
- Lifecycle & Technology
- Q&A

Session Hosts



Kelly Velasquez-Hague
VP of Content Marketing & Engagement
OneCause



Bradley Martin
Sr. Director of Customer Acquisition
Kindful



Donor management software that helps nonprofits organize their data and manage their donors better, so they can make a greater impact on the world.

To learn more or to schedule a demo, go to kindful.com or email hi@kindful.com

onecause

POWERFUL FUNDRAISING SOLUTIONS



\$1 Billion+
Raised



1 Million+
Donors
Engaged



13,000+
Events



DONOR LIFECYCLE 101

WHAT IS DONOR LIFECYCLE



1

ACQUISITION



2

RETENTION



3

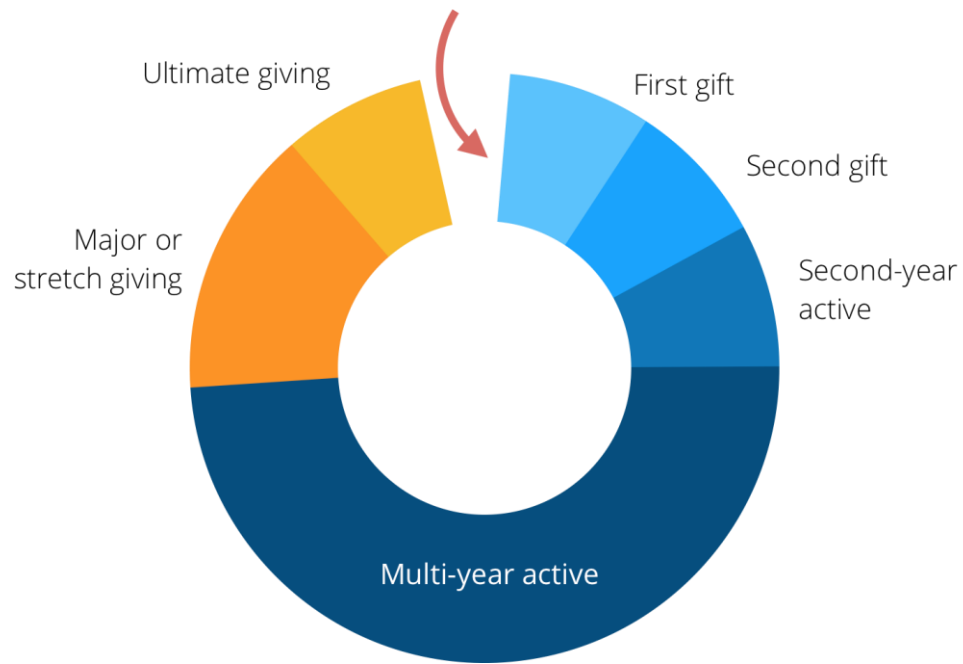
UPGRADE

The levels of engagement your donors or supporters go through as they deepen their relationship with your nonprofit.

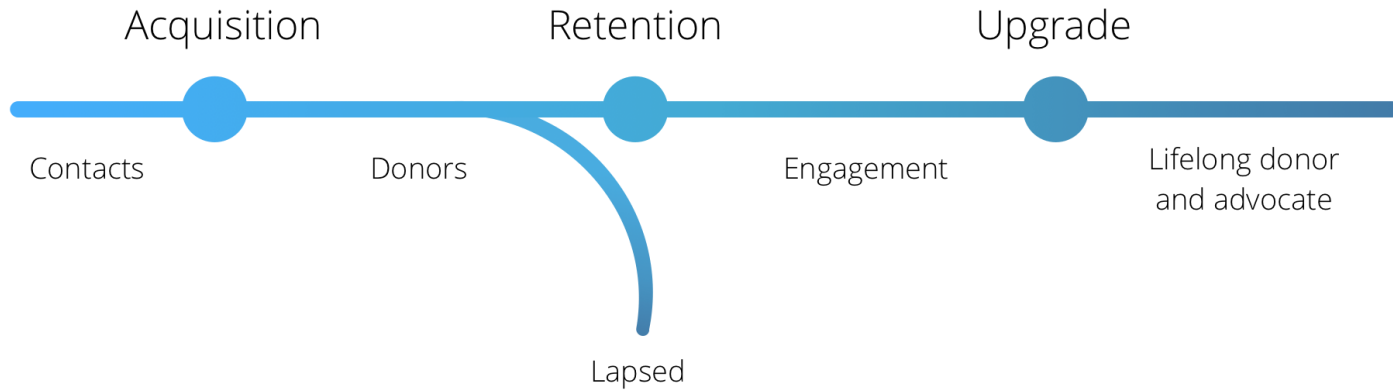
POLL TIME!

How confident are you that you are tracking all three stages of the donor lifecycle?

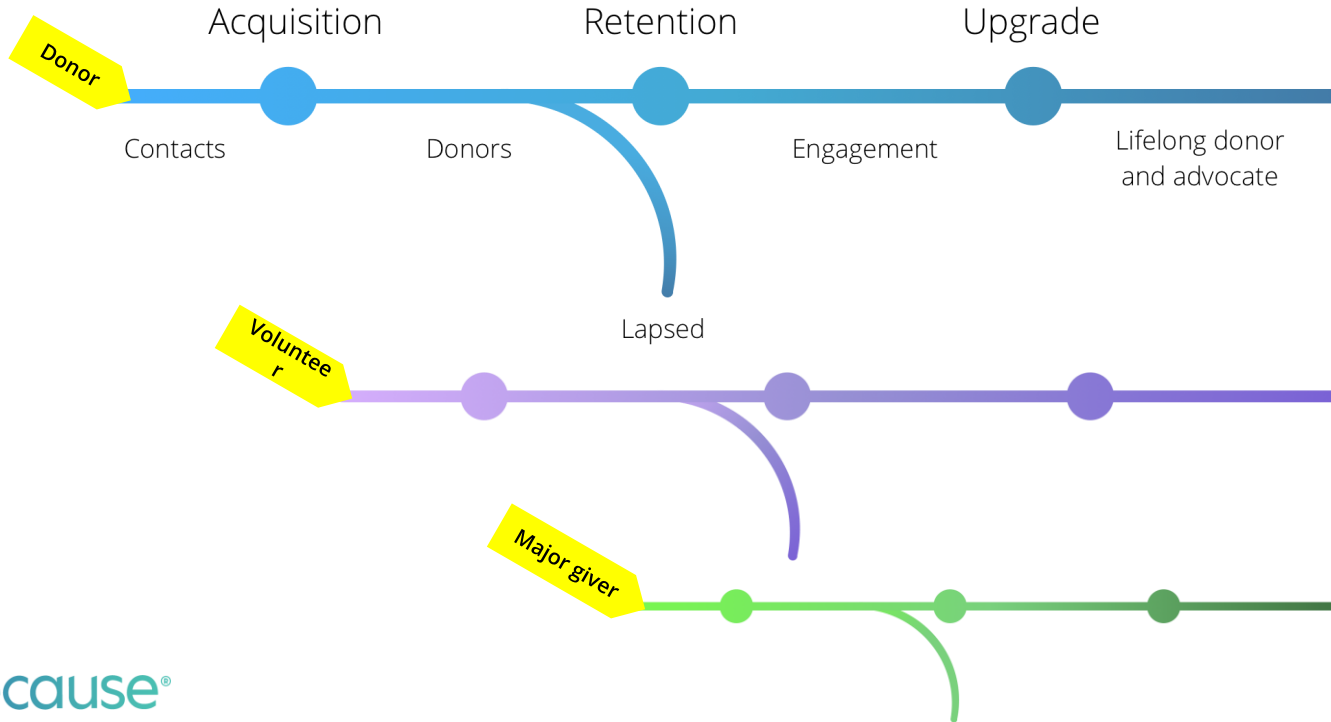
TRADITIONAL VIEW



LINEAR VIEW



LINEAR VIEW



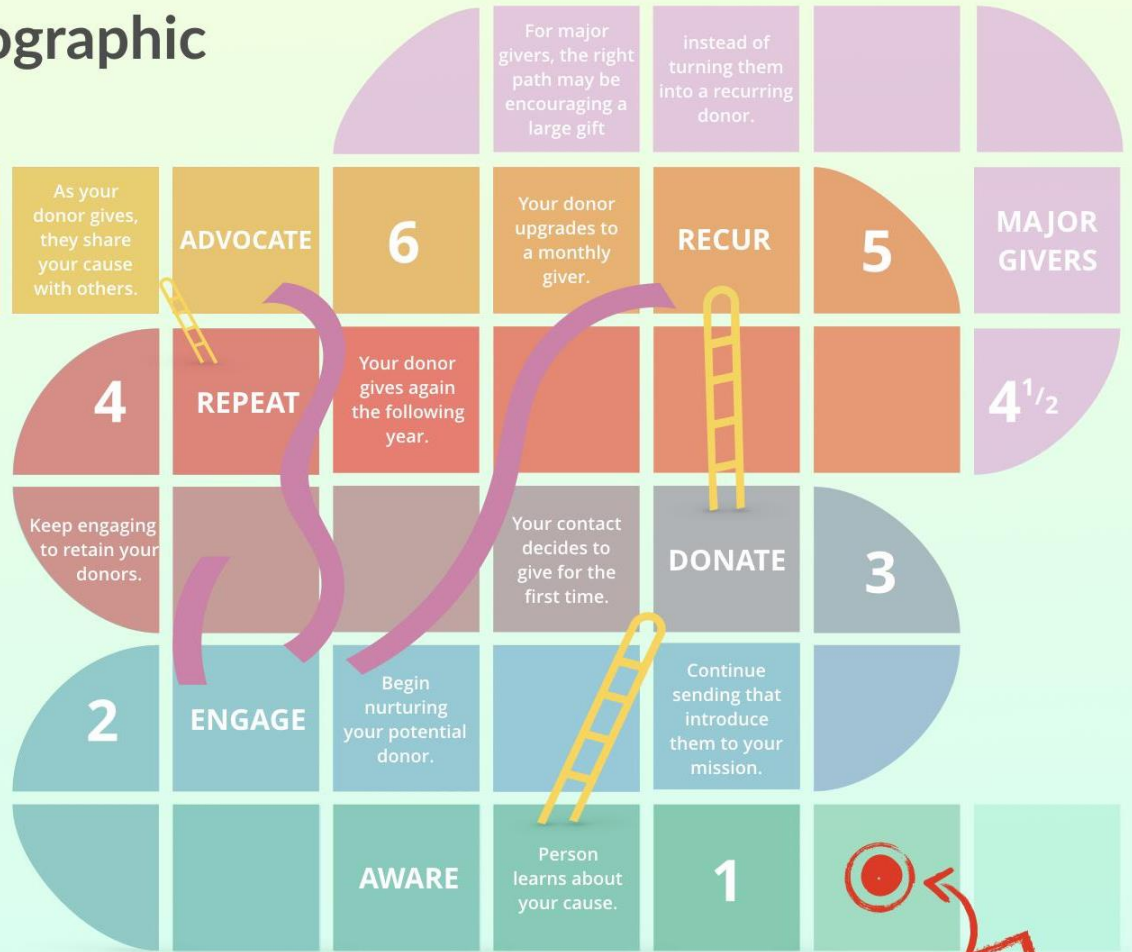
DONOR LIFECYCLE BENEFITS



1. More targeted in your messaging yielding greater ROI
2. Easier to identify the “why” in your appeals and messaging
3. Greater trust with you constituents leading to less attrition

Donor Lifecycle Infographic

WITH CHUTES AND LADDERS



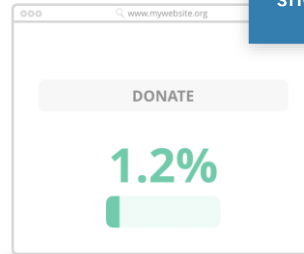


DONOR ACQUISITION

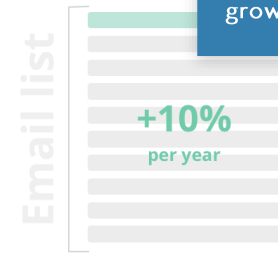
ACQUISITION STATS



On average, 1.1% of website visitors should join your email list.



On average, 1.2% of website visitors should donate.



The average nonprofit's email list grows 10% per year.



The average conversion rate for fundraising emails is .04%.



ACQUISITION STRATEGIES

1. Ensure your website has an easy way to both donate AND to sign up without donating (i.e. Email Newsletter, Downloadable Guide, Sign a Petition.)
2. Consider adding all your constituents to your database even if they haven't given yet.
3. Use crowdfunding, peer 2 peer, or advocate strategies to take advantage of your current constituents networks.

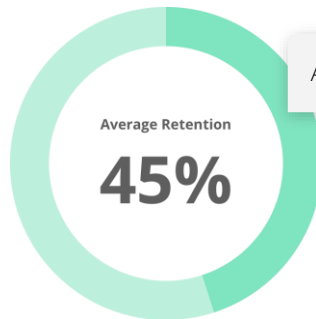


DONOR RETENTION



RETENTION

- WHAT IS IT
- STATISTICS



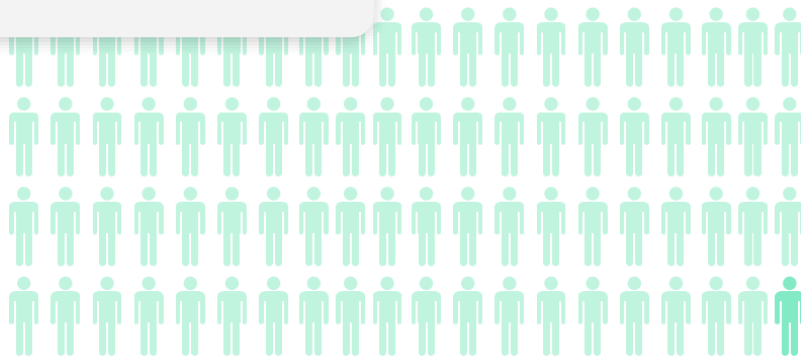
Average retention is at 45%.

10 Years



Over the last 10 years, donor retention average has consistently stay under 50%.

For every 100 donors gained, typically 99 are lost due to attrition.



RETENTION STRATEGIES

1. Ensure you're tracking your retention trends on a rolling 12 months vs just year over year.
2. When asking for another donation make sure you're sharing the impact their first donation made and your vision for their next donation.
3. When using email make sure your strategy includes multiple emails instead of just one.

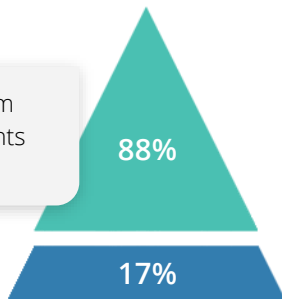
A blurred city street scene, likely Times Square in New York City, with tall buildings and a crowd of people. A teal rectangular overlay is positioned on the left side of the image, containing the text "DONOR UPGRADES" in white, uppercase, sans-serif font.

DONOR UPGRADES

UPGRADE

- WHAT IS IT
- STATISTICS

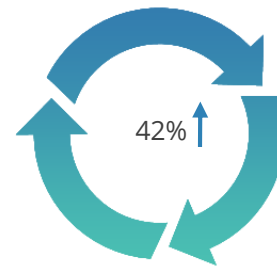
88% of total dollars raised comes from 12% of donors. Monthly giving accounts for 17% of all online revenue.



12% of donors

Monthly online giving

On average, a recurring donor gives 42% more per year than one-time donors.



\$27 is the average monthly donation.



2018
Monthly
Giving

onecause®





UPGRADE STRATEGIES

1. Offer donors the options to donate on a recurring basis rather than all at once.
2. Use personalization to remind donors how much they gave last year and make it easy for them to give more this year.
3. Make sure you have a strategy to acknowledge ALL donors who upgrade.

A woman with long brown hair is sitting at a wooden table in a cafe. She is wearing a dark jacket and is looking down at a smartphone in her right hand. On the table in front of her is a white cup of coffee on a saucer. To her right is an open silver laptop. The background shows a stone wall and a wooden chair. A semi-transparent teal banner is overlaid on the left side of the image, containing the text 'LIFECYCLE & TECHNOLOGY' in white, uppercase letters.

LIFECYCLE & TECHNOLOGY

DONOR LIFECYCLE & TECHNOLOGY

top 3 Reasons for Donor Technology

1. **Tracking** - Knowing the right information about each of your donors is incredibly important when it comes to building meaningful donor relationships.
2. **Automation** - The right technologies can save loads of time by automating tasks that you may have employees or volunteers managing today.
3. **Reporting** - Being able to spot trends and understand key segments (i.e. donor lifecycle stages) will help you know what steps to take with your donors.



DONOR LIFECYCLE & TECHNOLOGY

4 Technology Categories

1. **Fundraising** - The right fundraising software will help you track giving history and trends and help you track specific campaign or program giving.
2. **Email Marketing** - Utilizing best in class email marketing software can help you segment your audience into key groups and gauge individual interest through opens and click data.
3. **Payment Processing** - Choosing the right payment processor can ensure you're collecting your donors giving history and can allow you to offer things like recurring donations to upgrade your donors.
4. **Donor Management** - A donor management platform can help you bring all your data into one place and ensure you have the full picture of all your donors, their giving history, and lifecycle stage.



Lifecycle Roadmap

1. MAP YOUR STRATEGY
2. TARGET DONOR ACQUISITION
3. ENSURE RETENTION
4. TARGET YOUR UPGRADES
5. LEVERAGE TECHNOLOGY

Questions?

Raise

September 24-25, 2018

Chicago, IL

HOTEL PALOMAR

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