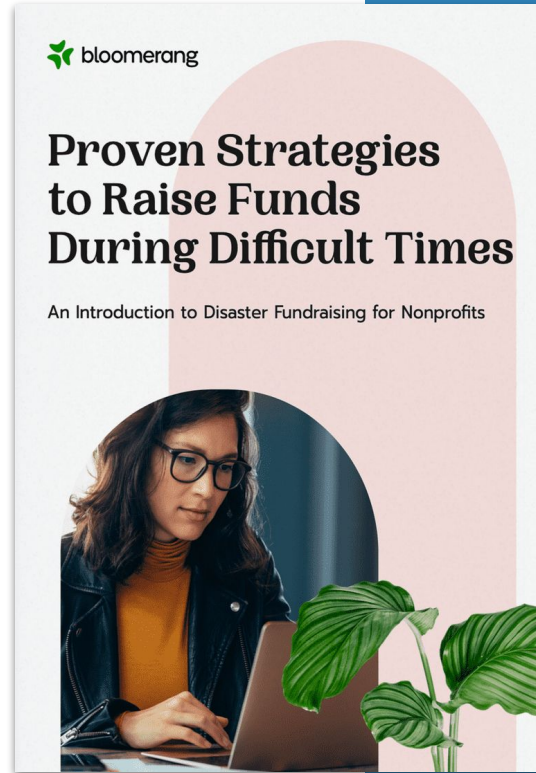


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What 2020–2021 Giving Trends Tell Us About 2022 and Beyond

Josh Meyer, VP of
Demand Generation

Welcome!



Josh Meyer

VP, Demand Generation
Bloomerang

Raise[®]
2022

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**Join at slido.com
#5791950**

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

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.

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

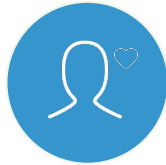
2021 Donations Held Steady

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



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

3% of total donors



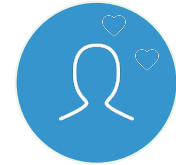
Small Donors
(Under \$101-\$500)
-6.1% YoY

6.5% of total donors



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

17% of total donors

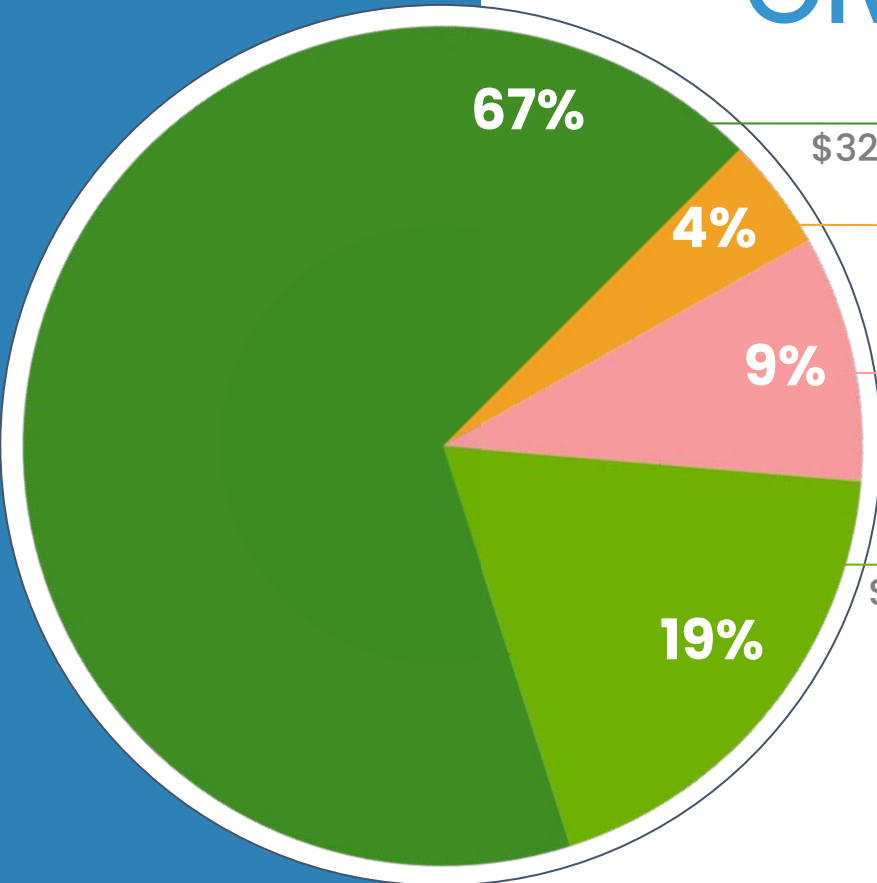


Major + Supersize Donors
(\$5k-\$50K+)
-0.2% YoY

73.5% of total donors

Supersize is 47.4% of
total donors

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

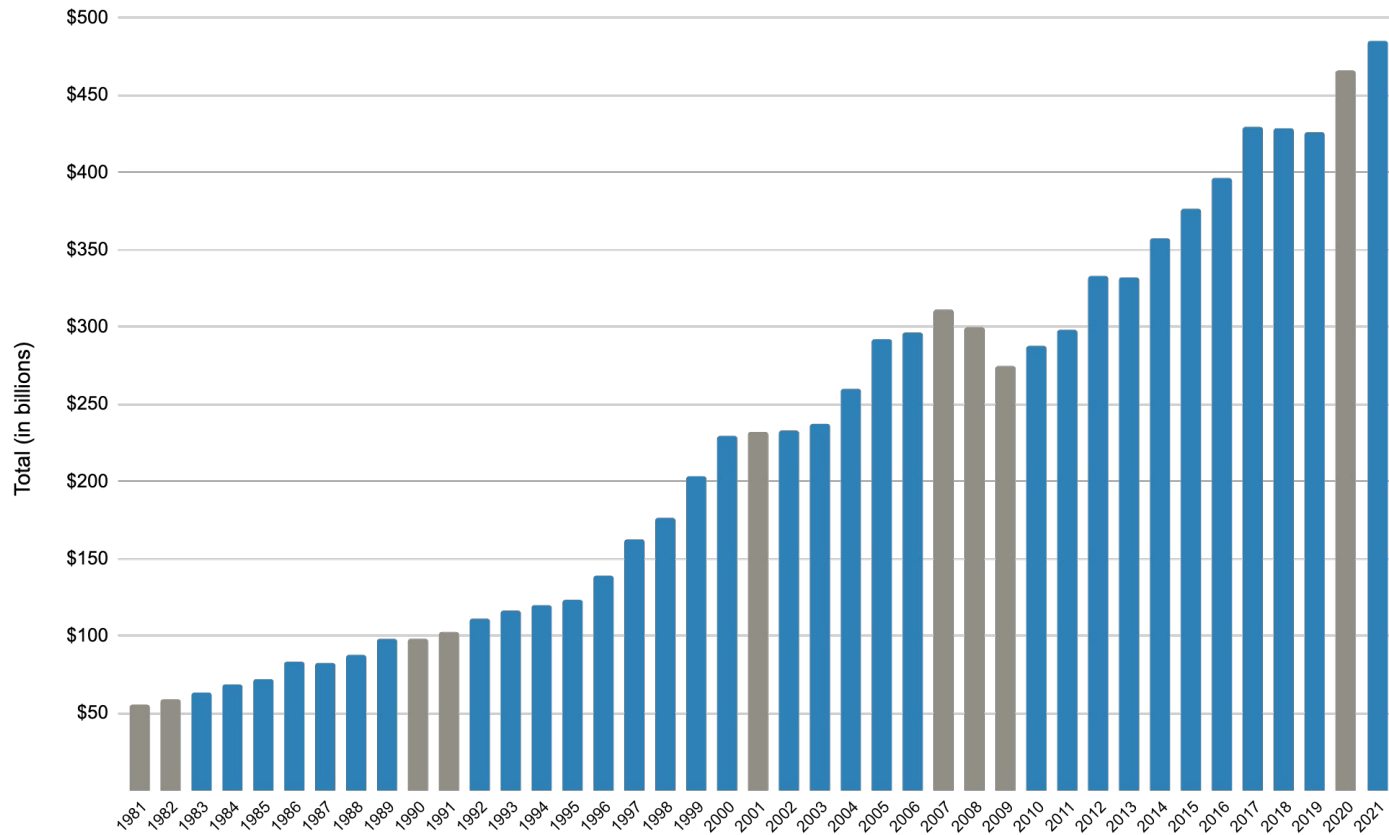


Individuals - \$11.74B
+1.8% - 2% of Total Contributions

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

Total Giving 1981 - 2021

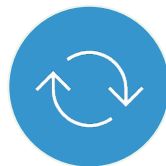
\$484.85B



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

Trends

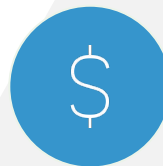
Mostly stable, a continuation
of 2020 generosity
(but some challenges exist)



Donors

2020 vs 2021

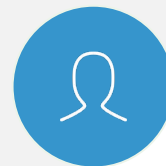
-5.7% YOY Change



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

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.

Source: Fundraising Effectiveness Project





The Pulse on Fundraisers

SURVEY

What are your biggest challenges as a fundraiser?

slido



What are your biggest challenges as a fundraiser?

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

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

SURVEY

Do you know your donor retention rate?

slido



Do you know your donor retention rate?

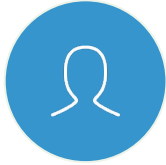
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Average Donor Retention Rates

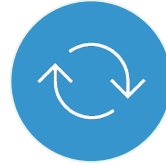
As of January 2022



18.6%
First Time
Donors



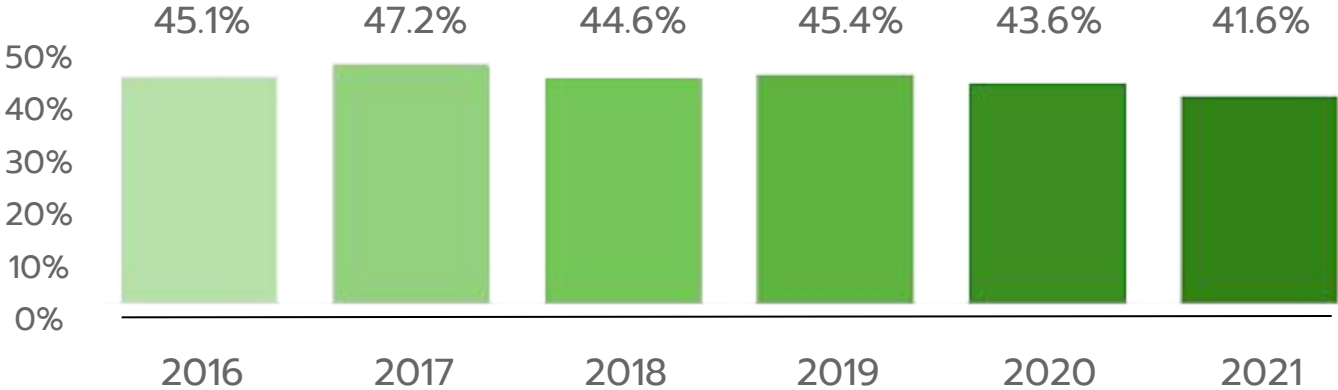
41.6%
Average
Donors



60.7%
Repeat
Donors

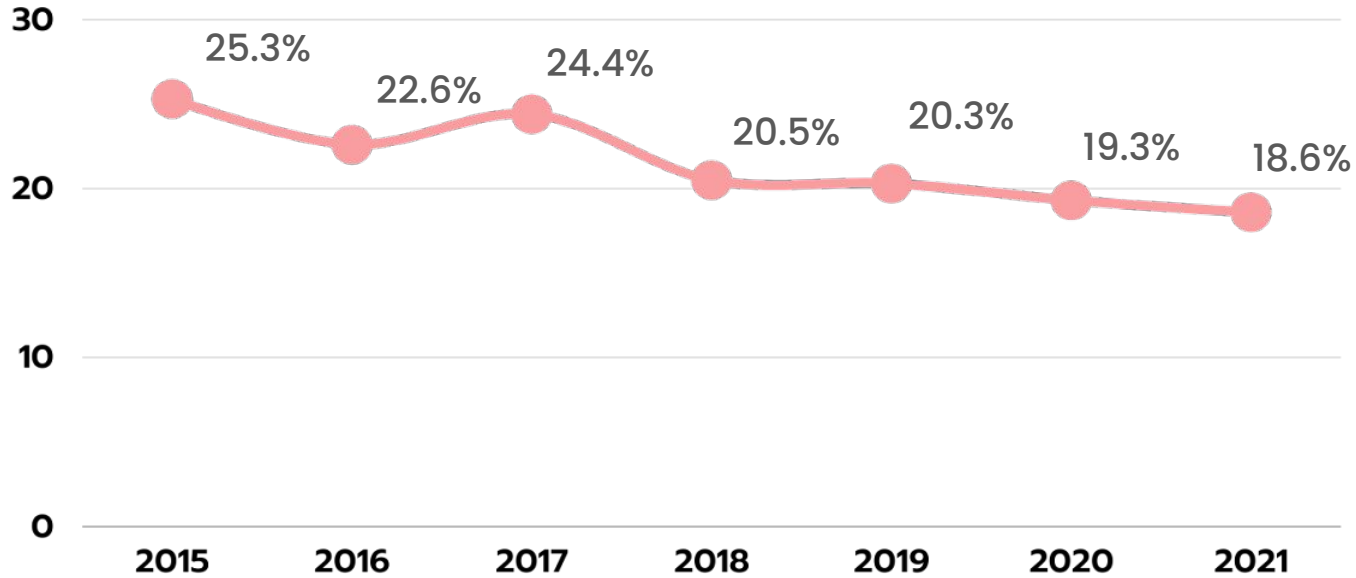
Average Donor Retention Rates

Over the past few years



First-Time Donor Retention Rates

Over the past few years

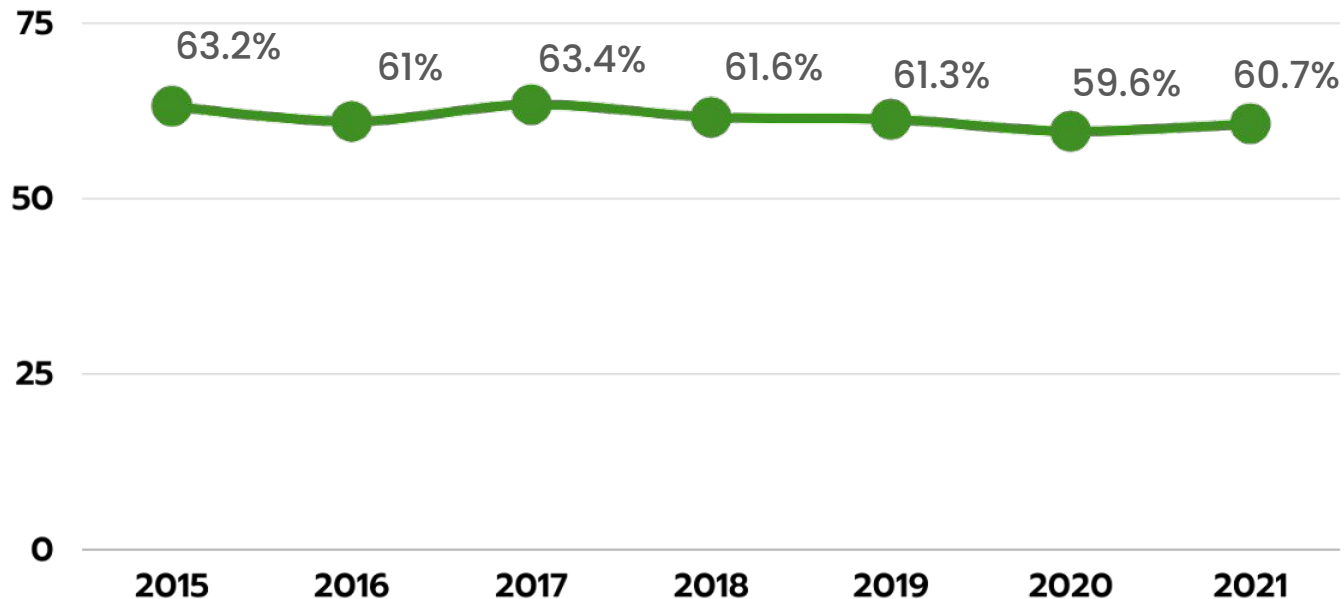


INSIGHT: acquisition cost is higher than the initial gift.
FB, P2P make it easier than ever to donate

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

Original Retention Rate: 41%

Improved Retention Rate: 51%

Year	Donors	Avg. Gift*	Total	Year	Donors	Avg. Gift*	Total
Start	5,000	\$ 200.00		Start	5,000	\$ 200.00	
2	2,050	\$ 220.00	\$ 451,000	2	2,550	\$ 220.00	\$ 561,000
3	841	\$ 242.00	\$ 203,401	3	1,301	\$ 242.00	\$ 314,721
4	345	\$ 266.20	\$ 91,734	4	663	\$ 266.20	\$ 176,558
5	141	\$ 292.82	\$ 41,372	5	338	\$ 292.82	\$ 99,049
6	58	\$ 322.10	\$ 18,659	6	173	\$ 322.10	\$ 55,567
7	24	\$ 354.31	\$ 8,415	7	88	\$ 354.31	\$ 31,173
8	10	\$ 389.74	\$ 3,795	8	45	\$ 389.74	\$ 17,488
9	4	\$ 428.72	\$ 1,712	9	23	\$ 428.72	\$ 9,811
10	2	\$ 471.59	\$ 772	10	12	\$ 471.59	\$ 5,504
11	—	—	—	11	6	\$ 518.75	\$ 3,088
12	—	—	—	12	3	\$ 570.62	\$ 1,732
13	—	—	—	13	2	\$ 627.69	\$ 972
14	—	—	—	14	1	\$ 690.45	\$ 545

Grand Total: \$820,859

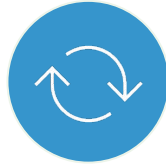
Grand Total: \$1,277,208



Additional Revenue: \$456,349

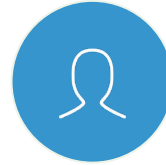
Cost of Donor Retention

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

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 most of these reasons.

Source: 2001 study by Adrian Sargeant

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
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?

Source: 2011 study by DonorVoice

What Subscription-based Donors Tell Us

Preferred communication and content from nonprofit organizations they support

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

INSIGHT: Stories, heartfelt thank yous and impact-based communication lead the way!

How to Improve Donor Retention

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

ACTION: Pick one or two to start.



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

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!

[Click Here to Donate](#)



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Donor Programs Manager

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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.

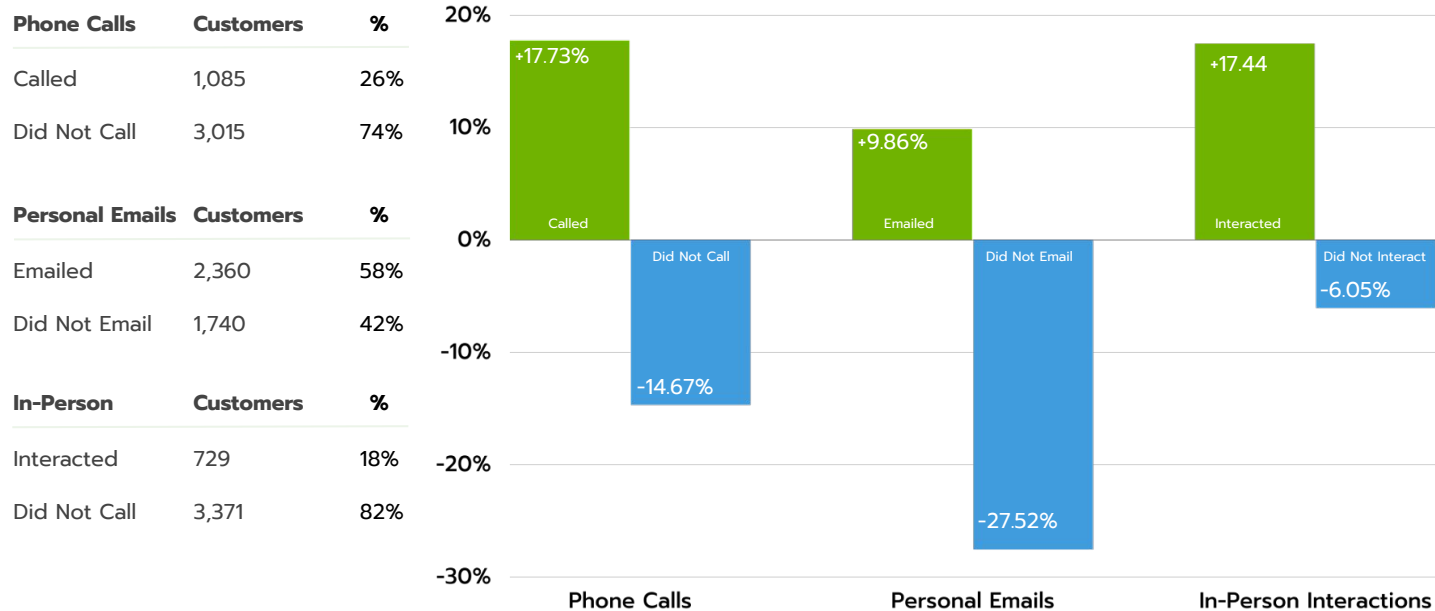
If you didn't see our email update yesterday, read about shelter changes and covid-19 updates [here](#).

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



Do phone calls work?

Research into the efficacy of phone calls to first-time donors



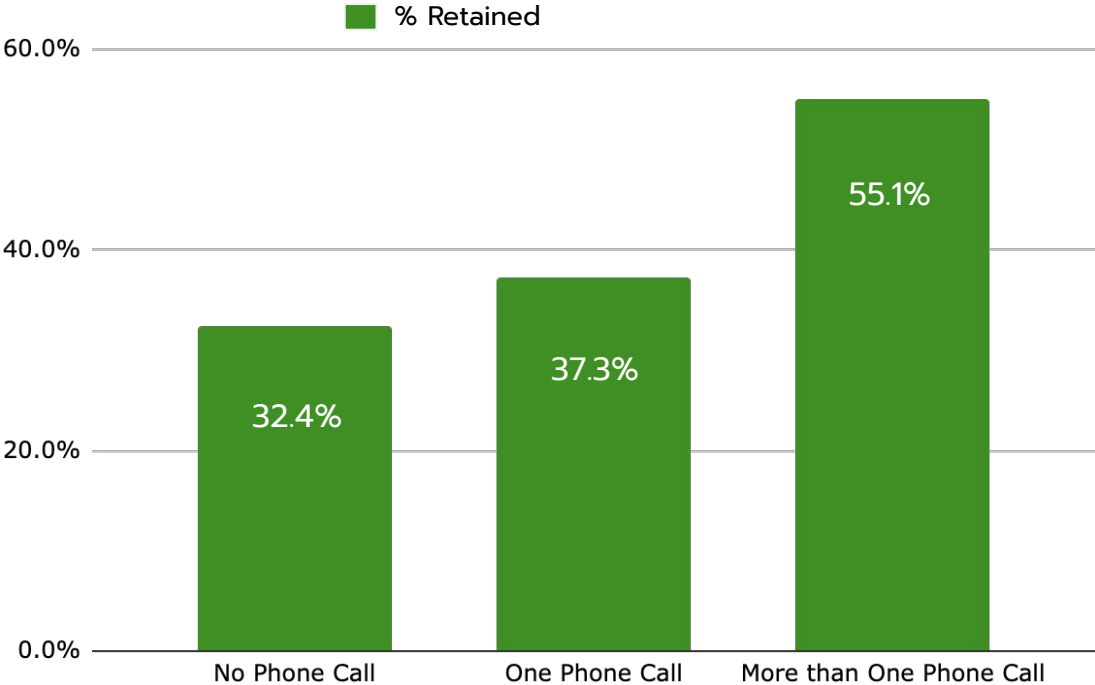
First-time donors who get a personal thank you within 48 hours are 4x more likely to give a second gift. (McConkey-Johnston International UK)



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)

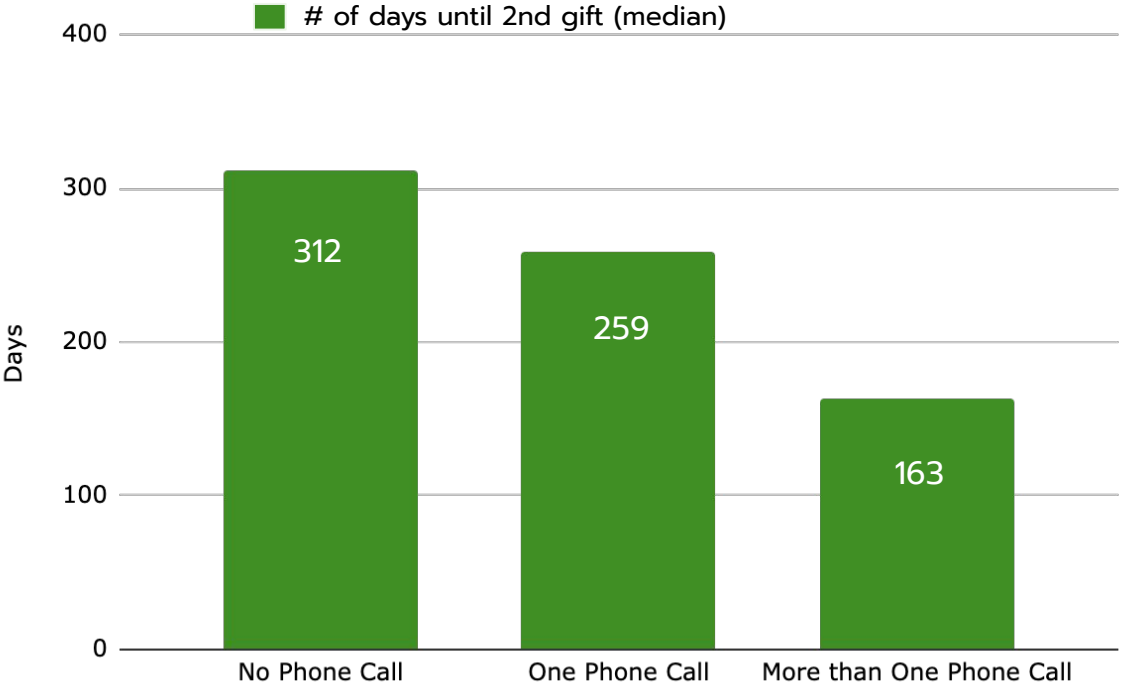
Phone Calls to First-time Donors

Increases retention



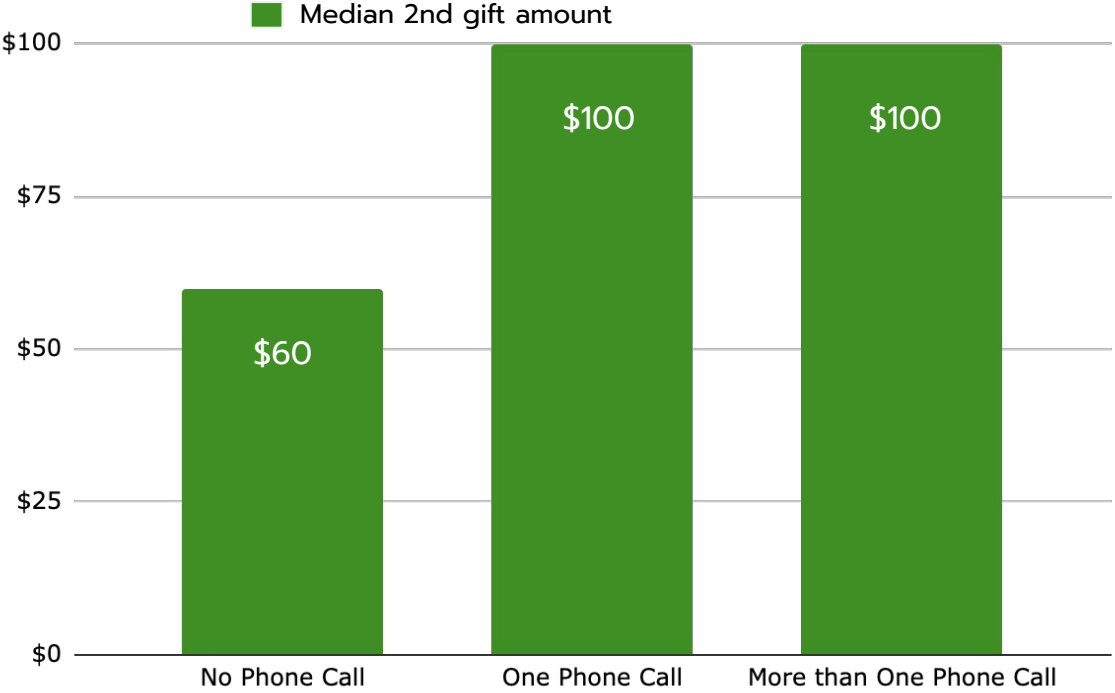
Phone Calls to First-time Donors

Increases speed-to-second-gift



Phone Calls to First-time Donors

Increases second gift amount



Source: Bloomerang, June 2022

The Personal Touch Works

Personal emails + video

Hi Steven,

Thank you so much for becoming a monthly donor! You and your family give Outreach the ability to bring hope to homeless youth. I have made a quick 2min video for you to share what your monthly gift does for the mission of Outreach – [click here to view](#)

Thank you again, Eric, and I are truly humbled to have your support in the mission of Outreach.

Mike Elliott | Director of Development
[2416 E. New York St Indianapolis, IN 46201](#)
Direct: [317-653-1545](#) Mobile: [317-600-9561](#)



OUTREACH
Hope for homeless youth

outreachindiana.org

317-951-8886

The Personal Touch Works

Personal emails + video



[GMAIL](#) [COPY LINK](#) [f](#) [in](#) [t](#)

Thank you Steven!



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
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

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?

Learners to Leaders: Onward



In-person ideas are good, but...

Impact reporting and storytelling works in many formats

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,

A handwritten signature in black ink that reads "L. Denice Randle".

L. Denice Randle
Executive Director

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!

In-person ideas are good, but...

Impact reporting and storytelling works in many formats

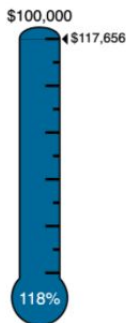
Dear ,

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



Wrap Up

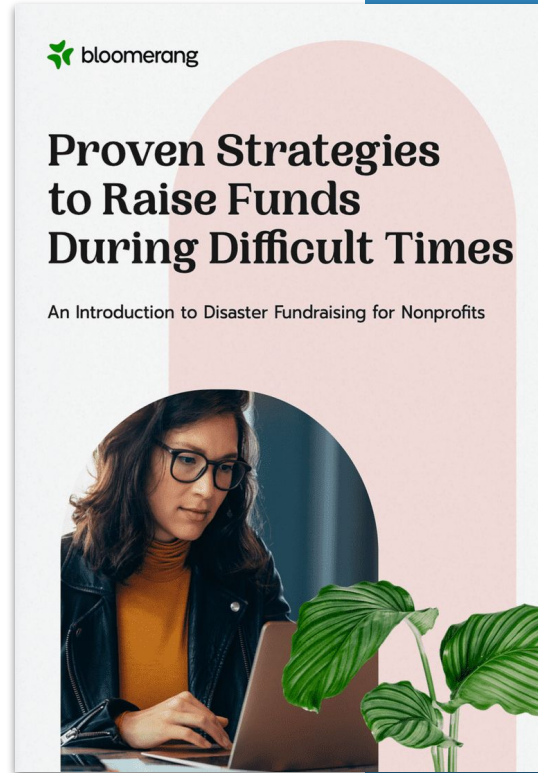
1. Make retention a priority
2. Have a second gift strategy
3. Emphasis on thanking and reporting
4. Don't decide for donors
5. Address the elephant in the room
6. Segment your appeals
7. Say thanks before asking
8. Pick up the phone
9. Are donors really fatigued?

Download Slides + Bonus eBook

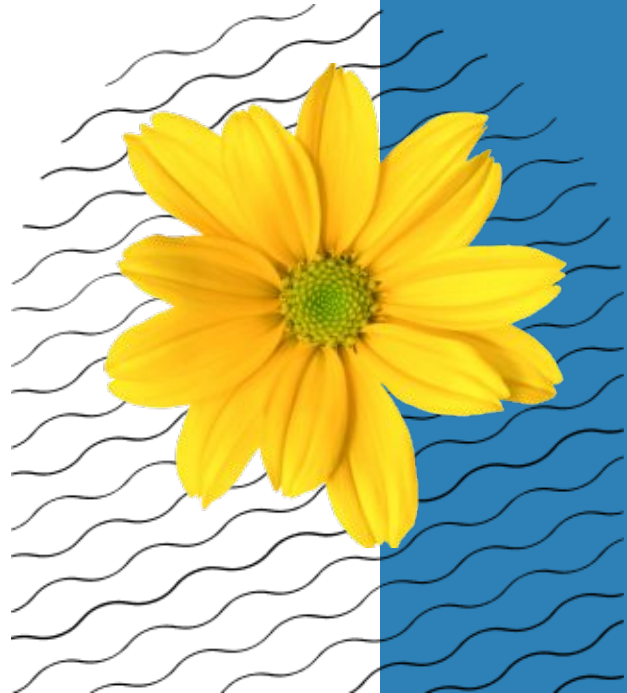


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Raise[®]
2022



Questions



Section Slide

SUBHEADER PHRASE

The point of using Lorem Ipsum is that it has a more-or-less normal distribution of letters, as opposed to using 'Content here, content here', making it look like readable English.



Section Slide

SUBHEADER PHRASE

The point of using Lorem Ipsum is that it has a more-or-less normal distribution of letters, as opposed to using 'Content here, content here', making it look like readable English.

“This is a placeholder for a really strong quote. Choose wisely!”

JOHN SMITH, CEO CHICAGO FUNDRAISING SOCIETY



TIP: Add an image on top of this blue screen and then increase the transparency of it to around 90% for that Raise effect while making it your own!

Content Title

“It is a long established fact that a reader will be distracted by the readable content of a page when looking at its layout.”

SECTION SUBTITLE

Basic Content Slide

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.

- Bullet point 1
- Bullet point 2
- Bullet point 3

TRY IT OUT!

Interactive Activity

Raise[®]
2022



Content Title

“It is a long established fact that a reader will be distracted by the readable content of a page when looking at its layout.”

A blue-tinted photograph of three women smiling and laughing together. The woman on the left is wearing a light-colored, textured sweater. The woman in the center is wearing a dark, long-sleeved top. The woman on the right is wearing a dark, patterned top. A thin yellow horizontal line is positioned above the text.

QUESTIONS?

Now's my time
to hear from
you!

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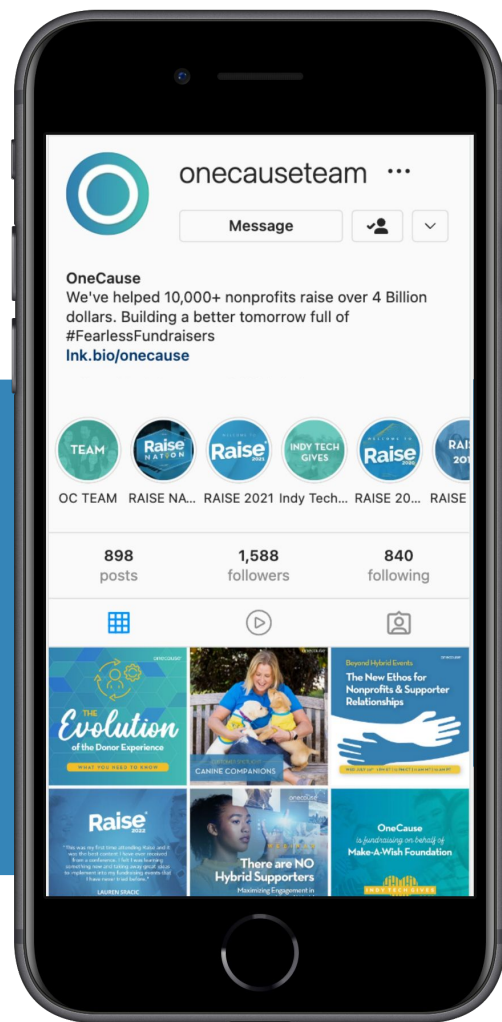
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