



# 19 Things Your Donors Told you During the Pandemic

Sam Laprade, CFRE

T. Clay Buck, MFA, CFRE

# Agenda

1. Introductions/Welcome
2. How Donors Think
3. The 19 Things
4. Closing



# Welcome



## Sam Laprade, CFRE

- 30 years experience, \$25M+ Raised
- Specialize in donor database analytics and stewardship
- Radio Host, ‘The Sam Laprade Show’
- International Speaker on Philanthropy
- Columnist, ‘Philanthropy in Ottawa’, OBJ

# Welcome



## T. Clay Buck, MFA, CFRE

- Started Fundraising in 1990
- Founder/Principal TCB Fundraising
- Specialize in individual giving – particularly “low” and “mid-range”
- Master Trainer, Certificate in Philanthropic Psychology (with Distinction)
- Dog Dad



CARING

HELPFUL

COMPASSIONATE

TRUSTWORTHY

FAIR

GENEROUS

FRIENDLY

HARDWORKING

KIND

MOST COMMONLY CITED TRAITS OF A MORAL PERSON



**Find Out What they Said!**



#1  
GOOD NEWS.  
THERE WILL ALWAYS BE DONORS WHO CARE.

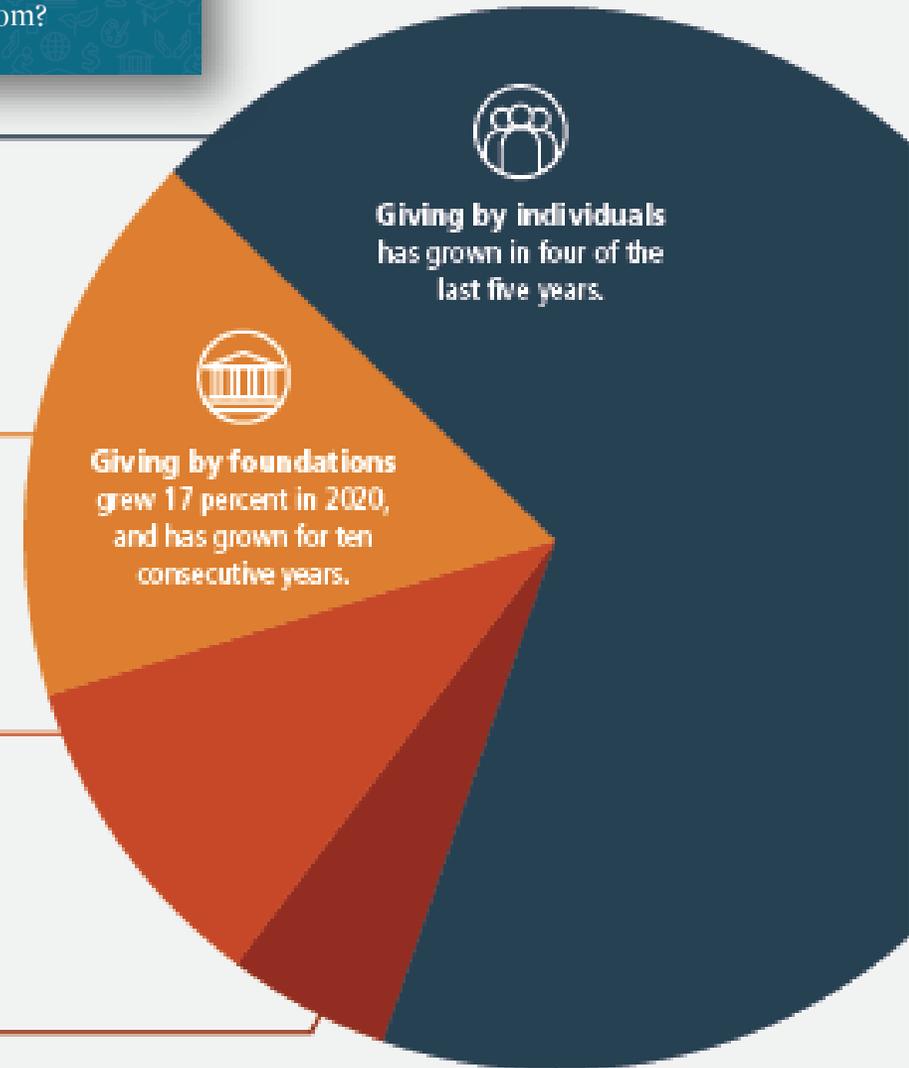


**Giving by Individuals**  
\$324.10 billion **69%** ↑ 2.2%  
increased 2.2 percent over 2019.

**Giving by Foundations**  
\$88.55 billion **19%** ↑ 17.0%  
increased 17.0 percent over 2019.

**Giving by Bequest**  
\$41.91 billion **9%** ↑ 10.3%  
increased 10.3 percent over 2019.

**Giving by Corporations**  
\$16.88 billion **4%** ↓ 6.1%  
declined 6.1 percent from 2019.



## Fundraising Statistics: Charitable Donations

### Key Fundraising Statistics:

- Overall giving grew 4.1% over the past year, the 6th consecutive year of growth.
- Online giving grew by 12.1% over the past year.
- 45% of worldwide donors are enrolled in a monthly giving program.
- 41% of worldwide donors give in response to natural disasters.
- Missions related to international affairs experienced a 19.2% increase in overall donations over the past year. Environmental issues and medical research were the next most popular causes with donors.
- 31% of offline-only first-time donors are retained for over a year, versus 25% of online-only first-time donors.

Overall  
giving grew  
**4.1%**



over the  
past year,  
the **6th**  
**consecutive**  
**year** of  
growth.

[doublethedonation.com](https://doublethedonation.com)



**Double the Donation**  
matching gifts made easy



#2

YOU HAVE TRUE BELIEVERS YOU DO NOT  
EVEN KNOW ABOUT – YET!



#3

DONORS WANT TO KNOW  
WHAT IS GOING ON

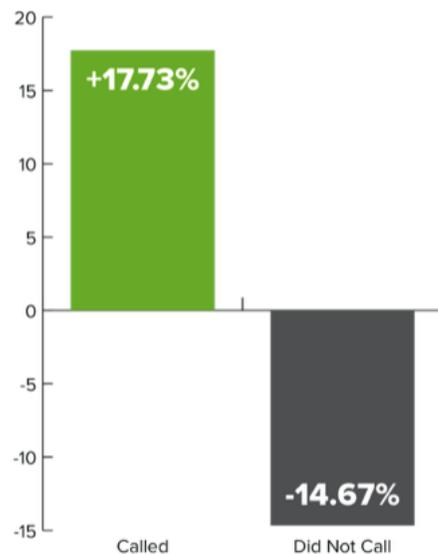
Those trends continued on in May 2020:

## Percent Change in Revenue (compared to Spring 2019)



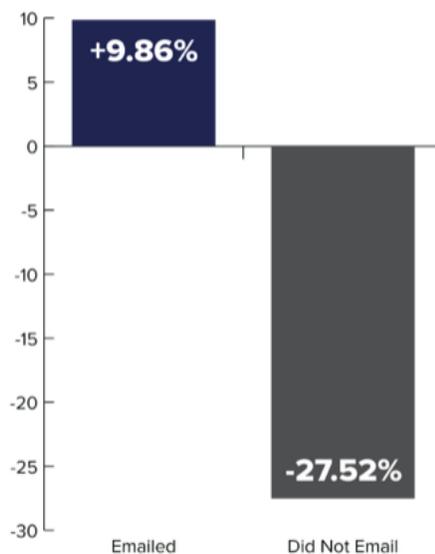
Customers are grouped based on whether or not they recorded any interactions through each channel between March 1st and May 31st.

### Phone Calls



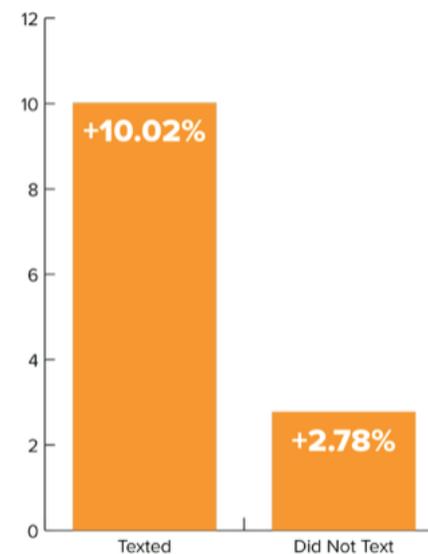
Phone Calls	Customers	%
Called	1,085	26%
Did Not Call	3,015	74%

### Personal Emails



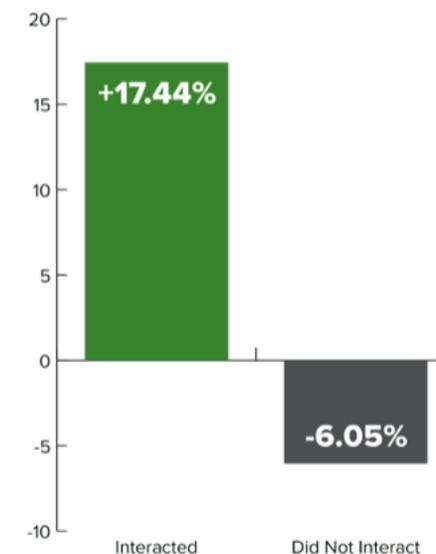
Personal Emails	Customers	%
Emailed	2,360	58%
Did Not Email	1,740	42%

### Text Messages



Text Messages	Customers	%
Texted	234	6%
Did Not Text	3,866	94%

### In-Person Interactions



In-Person	Customers	%
Interacted	729	18%
Did Not Interact	3,371	82%



#4

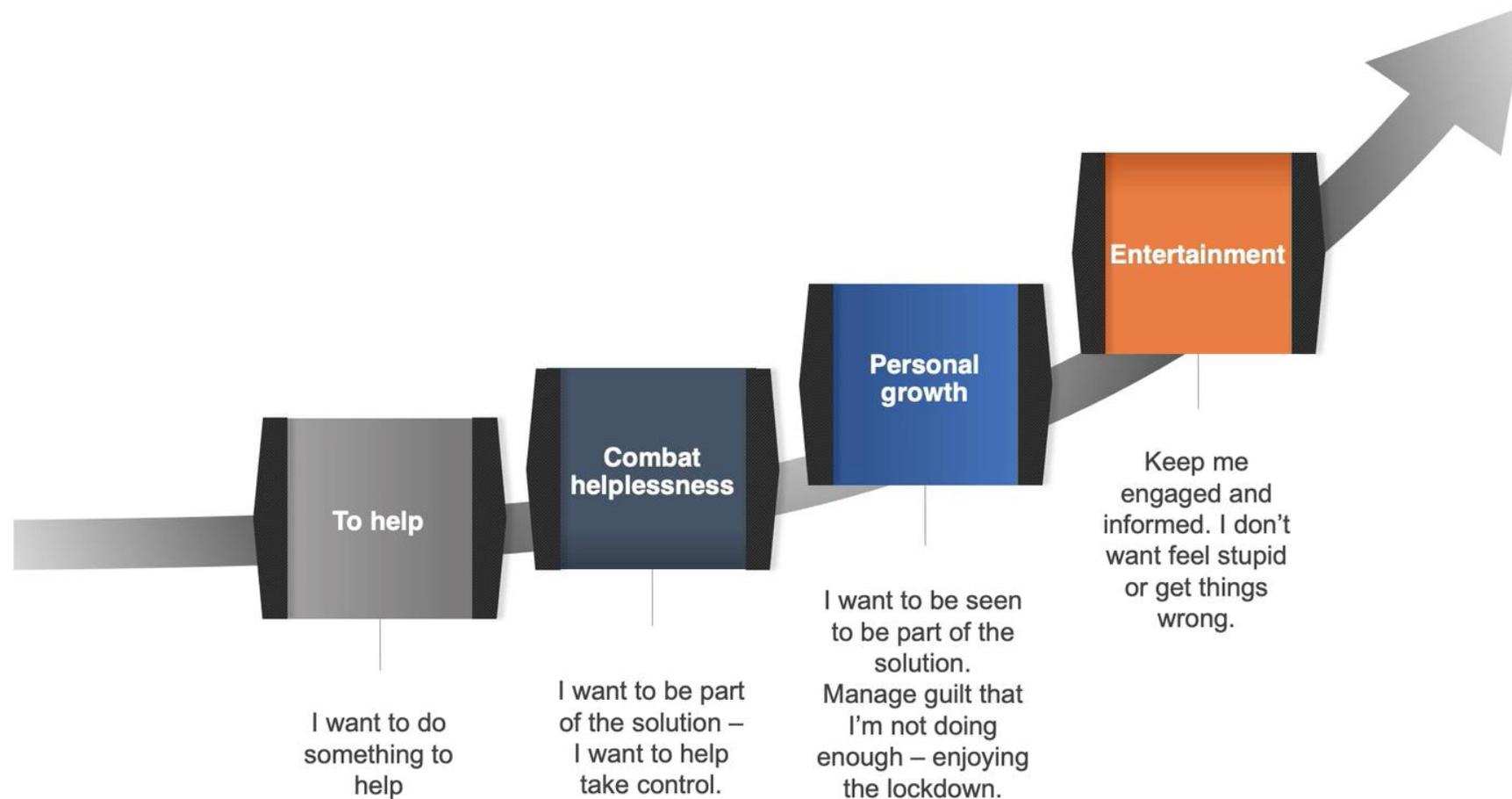
THEY WANT TO BE NEEDED AND  
INVOLVED NOW



#5

YOUR DONORS WANT YOU TO  
COMMUNICATE

# Coronavirus need states





#6

DONORS WANT TO FEEL SECURE IN A  
CHALLENGING TIME

## Quarterly Fundraising Report™

Year-to-Date Nonprofit Sector Trends 01/01/2020–12/31/2020



### Highlights

Overall giving increased by 10.6% in 2020 as compared to 2019, spurred by an increase in new and reactivated donors. However, donor retention continued to decline in 2020, dropping 4.1%.

- Donations remain the highest in 5 years.
- Annual sum given by each donor increased during 2020.
- The number of new donors has increased, but retention is still an issue across the sector.



**Donors**  
(Year-to-date) **107.3%**

↑ **+7.3%**  
YTD Change



**Donations**  
(Year-to-date) **110.6%**

↑ **+10.6%**  
YTD Change



**Donor Retention<sup>1</sup>**  
(Year-to-date) **43.6%**

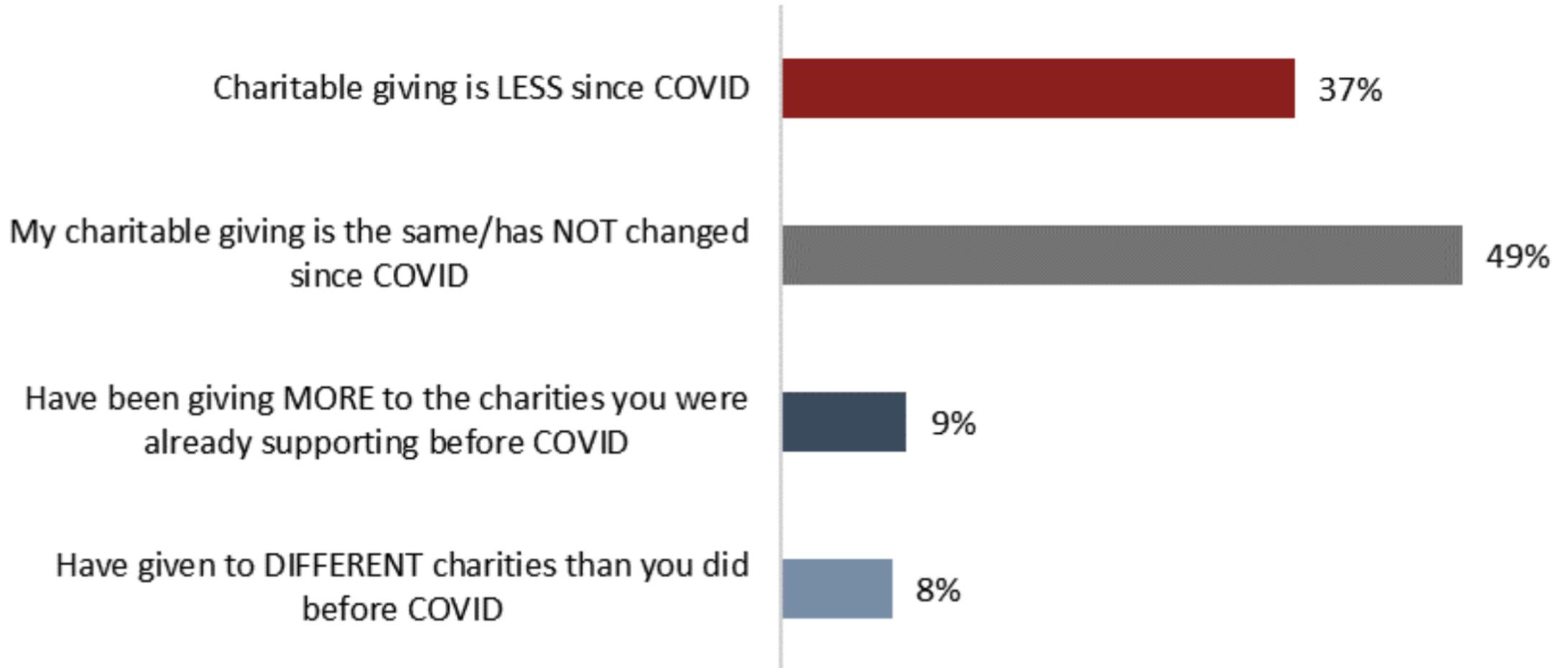
↓ **-4.1%**  
YTD Change

Revenue and retention metrics report on year-to-date (YTD) performance compared against the prior year total based on a panel\* of organizations selected from the Growth in Giving Database of 176 million transactions from more than 20,000 organizations and **\$80 billion in donations** since 2005.



#7  
DONORS ARE WORRIED  
AND STRESSED TOO.

**In the past six months, has your charitable giving changed?  
(Among those who donated to at least one charity since 2018, n=1,359)**





#8  
TOUGH SITUATIONS MAKE  
PEOPLE CARE



#9

DONORS CARE ABOUT YOUR  
BENEFICIARY – NOT YOUR  
ORGANIZATION



#10  
GOOD DATA  
MANAGEMENT IS KEY



#11

YOUR MONTHLY GIVING DONORS  
WANT TO DO MORE



#12

DONORS WANT TO GIVE YOU  
A SECOND GIFT –  
SOONER THAN YOU THINK



#13

DONORS WILL SURPRISE YOU



**\$2.47 billion**  
was given in the United States on GivingTuesday 2020 — a 25% increase from 2019 — adding to the \$503M raised online in the U.S. alone earlier in the year on #GivingTuesdayNow



**75 country movements**  
inspiring generosity worldwide on December 1



**More than 60K**  
tuned into the GivingTuesday livestream on December 1

**13.6 million conversations**  
on social media



Social media activity was present in every country and territory in the world



13% of the US adult population participated in GivingTuesday.



#14  
SMALL GIFTS MATTER MOST

## Donations

Year-to-Date Nonprofit Sector Trends 01/01/2020–09/30/2020



### Highlights

Leading the charge, general donors giving less than \$250 have come out in a huge way during the pandemic. Most impacted by the economic instability, these donors outperformed the Major donors giving \$1,000 or more.

Across the board we see donors coming together during this crisis.

Year-to-date response and retention metrics indicate how new single gift, existing, and elapsed donors are responding.



**General Donor**  
(Under \$250)  
(YTD) **5.9%**

↑ **+17.1%**  
YTD Change



**Mid-Level Donor**  
(\$250–\$999)  
(YTD) **4.8%**

↑ **+6.0%**  
YTD Change



**Major Donor**  
(\$1,000+)  
(YTD) **59.2%**

↑ **+6.9%**  
YTD Change

Third Quarter Revenue (As % 2019 Total)



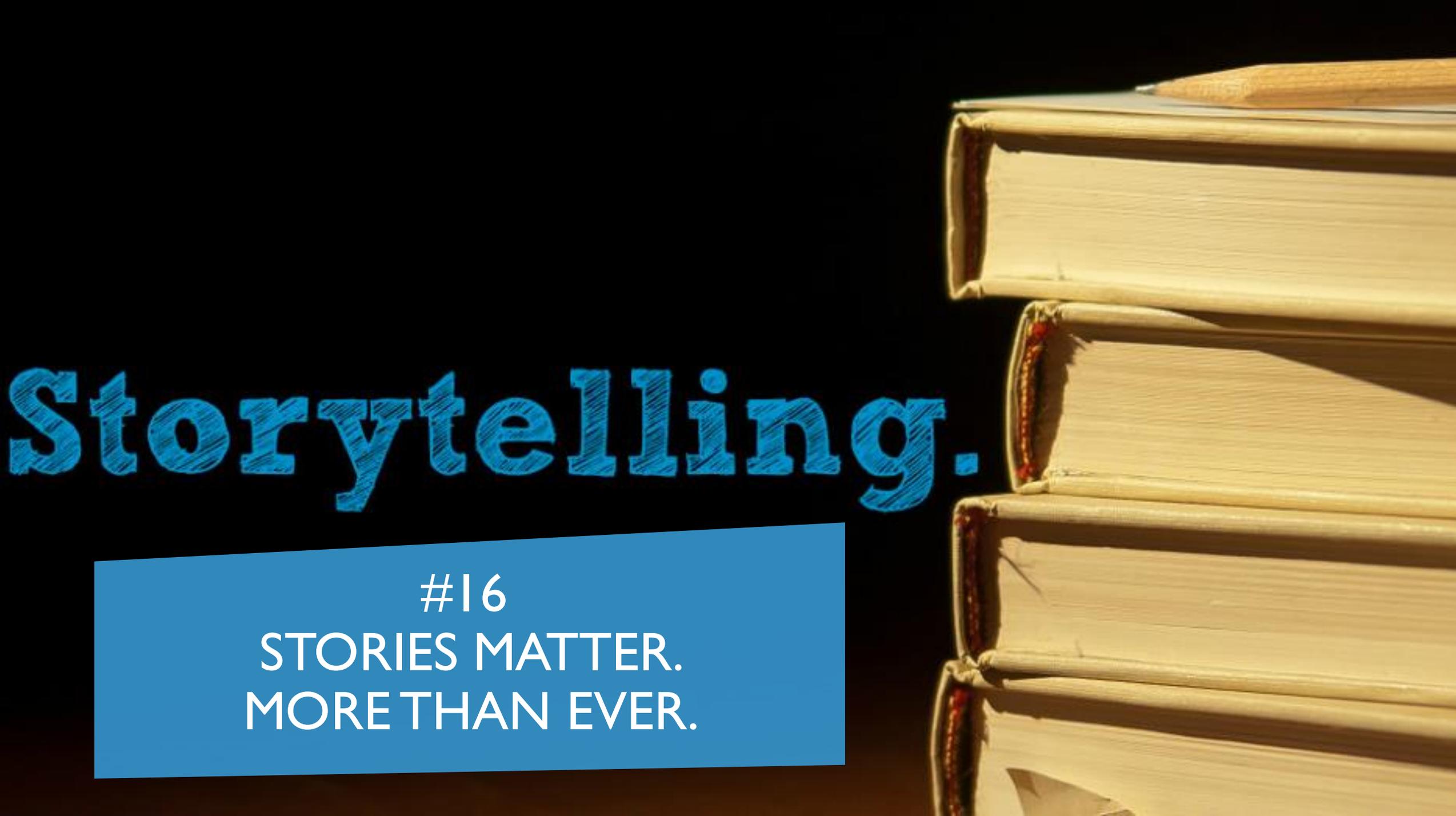
A photograph of a man and a woman in a forest, both hugging a large tree trunk. The man is on the left, looking towards the tree with his hands on its bark. The woman is on the right, smiling and hugging the tree. The background shows other trees and a bright sky.

#15  
DONORS WANT TO  
LEAVE A LEGACY GIFT

**I love my daughter.  
I also love trees.**

You can have it both ways. Support a charity in your Will and the





# Storytelling.

#16  
STORIES MATTER.  
MORE THAN EVER.

# #15 PEOPLE GIVE TO PEOPLE

hommage à son père, Wallace Franklin Robinson, qui a fièrement servi ...See More



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Créez votre coquelicot...  
Not affiliated with Facebook

DONATE NOW

The Legion National Foundation - ...  
La Fondation nationale de la Légion  
Sponsored · 🌐

Joan Smyth dedicated her Digital Poppy to her uncle, FI/Lt. Andrew Boyd Ketterson, a spitfire pilot who died in WWII..



MYPOPPY.CA  
Create your Digital Poppy.  
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DONATE NOW

👍 🗨️ 🙏 888 25 Comments 70 Shares

Légion  
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Grace Lewis dedicated her Digital Poppy in memory of her mother-in-law, Lilly Lewis who served in the Air Force during WW2.



Légion  
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Last year, the #MomentOfSilence reached a new audience - video game streamers. Please join us again in a ...See More





#18

YOUR LOYAL DONORS LOVE YOU

# OVERALL GIVING TRENDS

Overall giving in 2020 grew 2.0% on a year-over-year basis for the 8,833 nonprofit organizations in the analysis. This is the ninth consecutive year where the *Charitable Giving Report* has reported an increase in giving.

2%

Overall Giving  
Growth YOY

20%

Percentage of Contributions  
in December

5.3%

Three-Year Increase in  
Overall Giving

\$737

Average Donation  
Amount



#19

DONORS WISH THEY  
COULD DO MORE

**NEXT  
STEP?**





Communications Plan

Stewardship Plan

Fundraising Plan

Case for Support

Strategic Plan

## Planning essentials

- Regain the fundraising initiative – how will you become the donor's valued vehicle of change?
- Prepare for the recession!
- Donors are thinking about charities they support in four ways
  1. Do I value your work?
  2. Are you relevant?
  3. Do you need my support?
  4. Do I feel good that I have given to you?
- Direct debits where there is a low / no relationship at risk as money will move to organisations donors want to actively support.
- Less anger about asking – giving is part of the *new normal*.

## Two Lessons from 2020

Steven | December 22, 2020

If you look at the “story about fundraising” told by organizations that succeeded this year, here are some of the beliefs you’ll see again and again:

- We believe many of our donors would love to give second, third and fourth gifts
- We believe that regardless of what else is happening in the world, our cause is urgent, it matters, and we’re going to fundraise like it
- We believe that fundraising is a form of leadership, and we can’t lead if we go silent for long periods of time
- We believe that demographics are in our favor this year: if the average age of a donor is 69, that means more than half of donors didn’t have a job to lose, had investments that performed incredibly, had fewer places to spend their money this year, and would love to help
- We believe that our donors are adults and have no problem deciding when to give or not give
- We believe that giving makes a donor feel great

**Raise**<sup>®</sup>  
2021

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QUESTIONS?

Now's my our time  
to hear from you!

Sam – [Samantha@gryphonfundraising.com](mailto:Samantha@gryphonfundraising.com)

Clay – [clay@tcbfundraising.com](mailto:clay@tcbfundraising.com)



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**#RAISE2021**



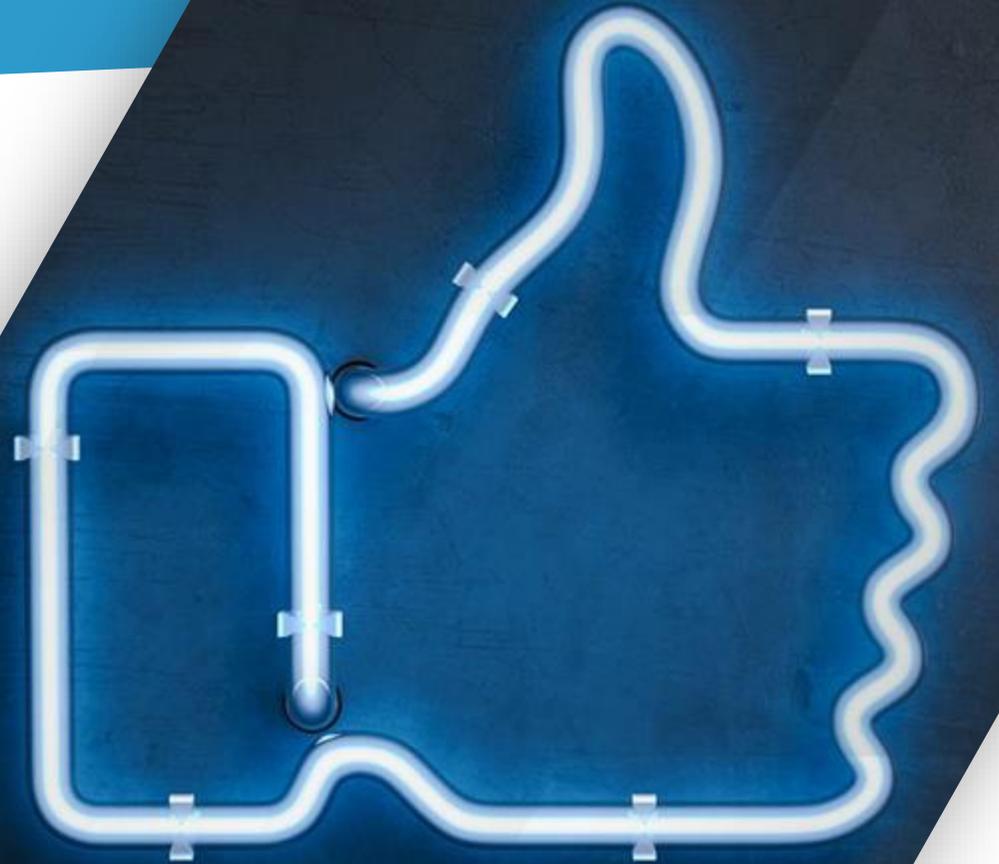
[fb.com/onecause](https://fb.com/onecause)



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