Donor-Centered Fundraising

...how to raise more money in a changing giving environment
How Donors Are Changing the Ways They Give
Number of Causes Supported in 2018
Middle-Age versus Older Donors

- **1 to 5**
  - Age: 65+: 28%
  - Age: 35-64: 46%

- **6 to 10**
  - Age: 65+: 34%
  - Age: 35-64: 33%

- **11 to 15**
  - Age: 65+: 15%
  - Age: 35-64: 11%

- **16 to 20**
  - Age: 65+: 10%
  - Age: 35-64: 5%

- **21 or more**
  - Age: 65+: 13%
  - Age: 35-64: 5%
7 Ways to Inspire More Generous Giving

- Compelling case for extraordinary need: 31%
- Stop sending unwanted gifts/trinkets: 28%
- A reduction in admin/fundraising expense: 21%
- Matching gift opportunity: 19%
- Reduce volume of appeals: 19%
- If someone I respected asked me to give: 17%
- Better information on results: 15%
Do Donors Research Not-for-Profits Before Giving?

- Yes, with all causes I consider: 55.5%
- Yes, with some: 22.7%
- No, tend to give based on info in appeals: 17.8%
- Unsure / Don't recall: 4.1%
How Donors Assess Not-for-Profits

- Consulted their website: 54.2%
- Consulted an online agency: 41.5%
- Searched online for info / testimonials about the org: 26.6%
- Spoke with people I trust who knew about the org: 25.8%
- Reviewed media reports: 23.2%
- Spoke with staff at the org: 20.2%
- Reached out to my social media network: 12.8%
- Looked at the org’s social media pages: 10.0%
- Consulted Board members / other volunteers at the org: 10.0%
- Other: 7.8%
- Cannot recall: 7.5%
What Inspires Donors to Stay Loyal Longer and Make More Generous Gifts
The Three Essentials of Donor-Centered Fundraising

• Prompt, meaningful gift acknowledgment

• Designation of every gift, regardless of its value or the length of time the donor has been giving, to a program, service or project more narrow in scope than the not-for-profit’s overall mandate

• Measurable results on the last gift before asking for another one
Donor-Centered Acknowledgment
Qualities of Exceptional Thank You Letters

- Made me feel like it was written for me: 68%
- It did not ask for another gift: 56%
- It did not ask me to do anything else: 42%
- It acknowledged how my gift would be used: 44%
- Sent by a prominent figure in the institution: 41%
- It was sent promptly: 37%
The Power of Personal Thanks

• **95%** of respondents would be very appreciative if a member of the Board of Directors called them within a few days of receiving their gift just to say thank you.

• **93%** would definitely or probably give again the next time they were asked.

• **84%** of those who would give again would definitely or probably make a larger gift.

• **74%** of those who give again would continue to give indefinitely.
Do Thank You Calls Make Money?

• Yes. One in three donors who received a call and later made a gift, credit the thank you call for their decision to give again. **21%** of those who gave again after getting a thank you call gave more generously.
Influence of Caller Status on Donors’ Future Giving Decisions

<table>
<thead>
<tr>
<th>Action Influenced by the Thank You Call</th>
<th>Caller</th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Fundraising Staff</td>
<td>Board Members/ Deans/ Physicians/ Presidents</td>
<td>Other Volunteers</td>
<td>Students</td>
</tr>
<tr>
<td>Gave again before being asked</td>
<td>6%</td>
<td>14%</td>
<td>6%</td>
<td>4%</td>
</tr>
<tr>
<td>Gave again when asked</td>
<td>26%</td>
<td>31%</td>
<td>23%</td>
<td>29%</td>
</tr>
<tr>
<td>Made a larger gift</td>
<td>21%</td>
<td>27%</td>
<td>16%</td>
<td>17%</td>
</tr>
</tbody>
</table>
Donor-Centered Communication
How Younger and Older Donors Manage Their Philanthropy Differently Today from 5 Years Ago

- **Prefer receiving information via email**
  - Under 35: 71%
  - 35 - 64: 55%
  - 65 years and over: 38%

- **More likely to reduce support if fundraising costs are high**
  - Under 35: 44%
  - 35 - 64: 65%
  - 65 years and over: 80%

- **More likely to reduce support when solicited too frequently**
  - Under 35: 44%
  - 35 - 64: 55%
  - 65 years and over: 66%

- **More likely to use social media to research not-for-profits**
  - Under 35: 44%
  - 35 - 64: 27%
  - 65 years and over: 10%
## Types of Information that Influence Repeat Giving

<table>
<thead>
<tr>
<th>Type of Information</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Results achieved by donors' gifts</td>
<td>75%</td>
</tr>
<tr>
<td>Stories about people who have been helped</td>
<td>64%</td>
</tr>
<tr>
<td>Information on how charity will use donors' gifts</td>
<td>62%</td>
</tr>
<tr>
<td>History / General information</td>
<td>43%</td>
</tr>
<tr>
<td>Strategic plan for the future</td>
<td>26%</td>
</tr>
<tr>
<td>Upcoming fundraising events</td>
<td>24%</td>
</tr>
<tr>
<td>Message from CEO or Director</td>
<td>24%</td>
</tr>
<tr>
<td>Latest financial statement</td>
<td>20%</td>
</tr>
<tr>
<td>Recent fundraising events</td>
<td>18%</td>
</tr>
<tr>
<td>Stories about donors</td>
<td>15%</td>
</tr>
<tr>
<td>Message from Chair of the Board</td>
<td>11%</td>
</tr>
<tr>
<td>Special ways in which donors can give</td>
<td>11%</td>
</tr>
<tr>
<td>List of donors</td>
<td>11%</td>
</tr>
</tbody>
</table>
Are Websites Effective in Addressing Donors’ Needs?

- Yes: 76%
- Somewhat: 21%
- No: 1%
Donor-Centered Recognition
Meaningful versus Counterproductive Recognition

- Thank you calls: 91%
- Donor recognition events: 83%
- Photographs depicting/letters from someone helped by NFP: 62%
- Token gifts related to the mission: 20%
- Certificates/plaques: 19%
- Token gifts unrelated to the mission: 12%
- Name recognition in annual reports, newsletters, online: 12%
Influence of Name Recognition on Giving

- **Leadership (Facility/Room Naming)**: 51% would have made a gift at the same level with or without recognition, 35% would have made a less generous gift, and 13% would not have given without recognition.
- **Major (Donor Wall)**: 64% would have made a gift at the same level with or without recognition, 23% would have made a less generous gift, and 9% would not have given without recognition.
- **Supporting (Annual Report/Newsletter/Online)**: 86% would have made a gift at the same level with or without recognition, 8% would have made a less generous gift, and 3% would not have given without recognition.
Influence of Token Gifts on Giving Decisions

More likely to support campaigns including token gifts
- Under 35: 21%
- 35 - 64: 6%
- 65+: 4%

Less likely to support campaigns including token gifts
- Under 35: 10%
- 35 - 64: 17%
- 65+: 18%

Token gifts have no impact on giving decisions
- Under 35: 68%
- 35 - 64: 73%
- 65+: 72%

Stop giving to NFPs that send token gifts
- Under 35: 2%
- 35 - 64: 5%
- 65+: 6%
Donors’ Satisfaction with Recognition Events

• **85%** of donors who have attended an event have expressed satisfaction with their experience

• Factors that create a satisfying event experience:
  
  • **87%**: Interaction with staff / volunteers
  • **83%**: Meeting other donors of same interest
  • **83%**: Event held at a convenient time
  • **78%**: Logistics of event
  • **75%**: Reassurance that gifts are put to good use
  • **73%**: Recognition made donor feel valued

• Lack of interest (**48%**) and Not being available (**37%**) were most often cited reasons among donors who chose not to attend an event to which they were invited
Donor-Centered Fundraising – Second Edition

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