



DONOR-CENTERED FUNDRAISING

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More money can be raised (sometimes) by acquiring more donors, but more *profit* can only be made by improving the retention rate and average gift value of existing donors.

WHAT IS HAPPENING WITH DONOR RETENTION?

First-gift to second-ask attrition
has risen from 50% to 65%

By the fifth campaign, fewer
than 10% of donors are still
giving to the not-for-profit that
acquired them

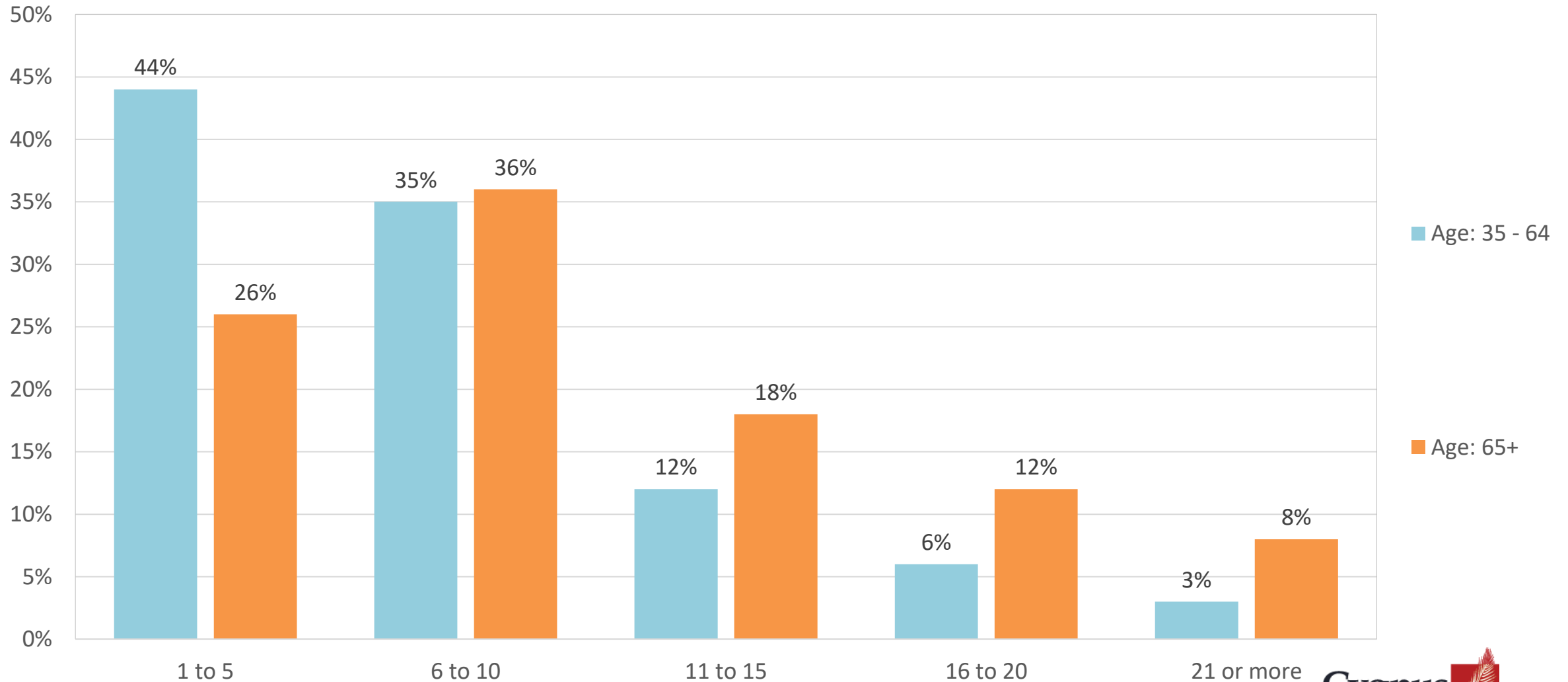
Why Donors Stop Giving

Not knowing whether
the gifts they already
made have
accomplished
something worthwhile

Over-solicitation

Number of Causes Supported in 2020

middle-age versus older donors



THE THREE ESSENTIAL COMPONENTS OF DONOR-CENTERED FUNDRAISING

1

Offering prompt, meaningful gift acknowledgement

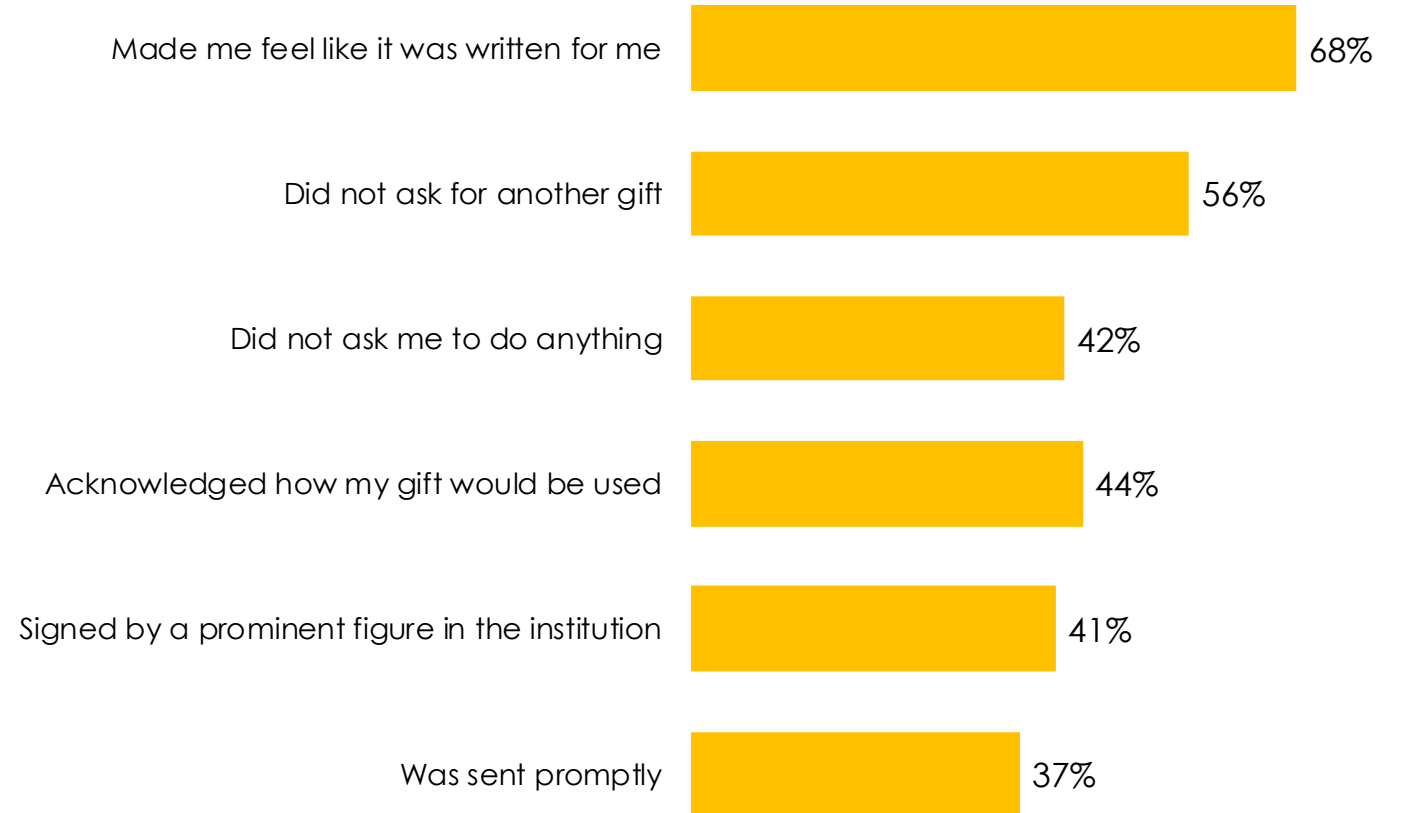
2

Designating (restricting) each gift to a program, service or project more narrow in scope than the mission or brand, regardless of the gift's value or length of time donor has been giving,

3

Providing measurable results on the last gift before asking for another one

WHAT MAKES A THANK YOU LETTER EXCEPTIONAL?



HOW TO WRITE A THANK YOU LETTER THAT IMPROVES RENEWAL AND INSPIRES MORE GENEROUS GIFTS

- ➡ Be concise
- ➡ Grab your donor's attention in the opening line
- ➡ Convey your gratitude and inner warmth

COMMON MISTAKES IN CRAFTING THANK YOU LETTERS

- Referring to a donor as “friend” or “supporter” rather than by name
- Focusing on the gift rather than the person who made it
- Going on too long — thank you letters longer than one paragraph tend to revert to sales copy
- Sending the same great letter more than once to a donor

Your Board of Directors

...an unmatched fundraising advantage
when they play their role in Donor-Centered
Acknowledgement

THE POWER OF PERSONAL THANKS!

FROM THE ORIGINAL DCF
RESEARCH STUDY

- **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 give again the next time they were asked
- **84%** would definitely or probably make a larger gift

Evidence that thank you calls sustain donor loyalty and inspire more generous gifts

From The Burk Donor Survey

- 34% of Burk Donor Survey respondents who received a thank you call said their decision to give again was wholly or partly because of the call they received
- 21% of those who gave again said their decision to give more generously than before was inspired by the thank you call they received

ARE MESSAGES LEFT ON VOICEMAIL EFFECTIVE?

Yes, they are just as effective as reaching donors in person.

Among respondents who listened to a thank you message on voicemail, 33% said the message either inspired an unsolicited gift afterwards or influenced their decision to give again the next time they were asked.

Acquisition versus Renewal

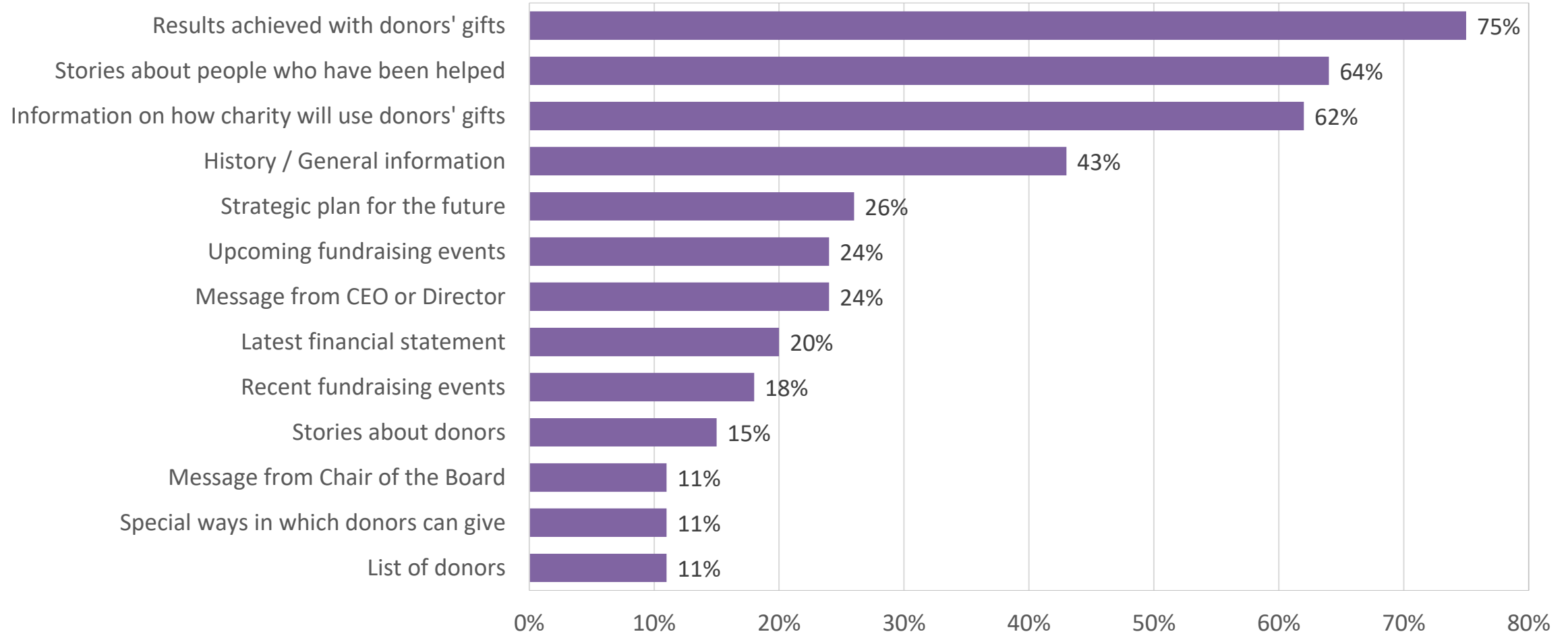
Understanding the different sensibilities of prospective donors and those who have already given to your not-for-profit in order to maximize renewal and increase average gift value

- A prospect is an interested observer on the outside who can be convinced to give your not-for-profit a try with an appeal that showcases your brand or mission statement (though a specific appeal featuring a compelling, narrow case produces better results)
- As soon as the prospect gives, regardless of gift value, he or she becomes an investor in your organization
- All investors seek return on investment
- In philanthropy, return on investment = measurable results
- Measurable results can only be proven if they are attached to a specific program or service

COMMUNICATION IS THE ASK

Communication powers the philanthropic spirit and readies donors for the next ask

HOW COMMUNICATIONS CONTENT INFLUENCES GIFT RENEWAL



What Donors Need to Know

- Evidence of results achieved or progress towards those results
- News
- Information from “the right person”

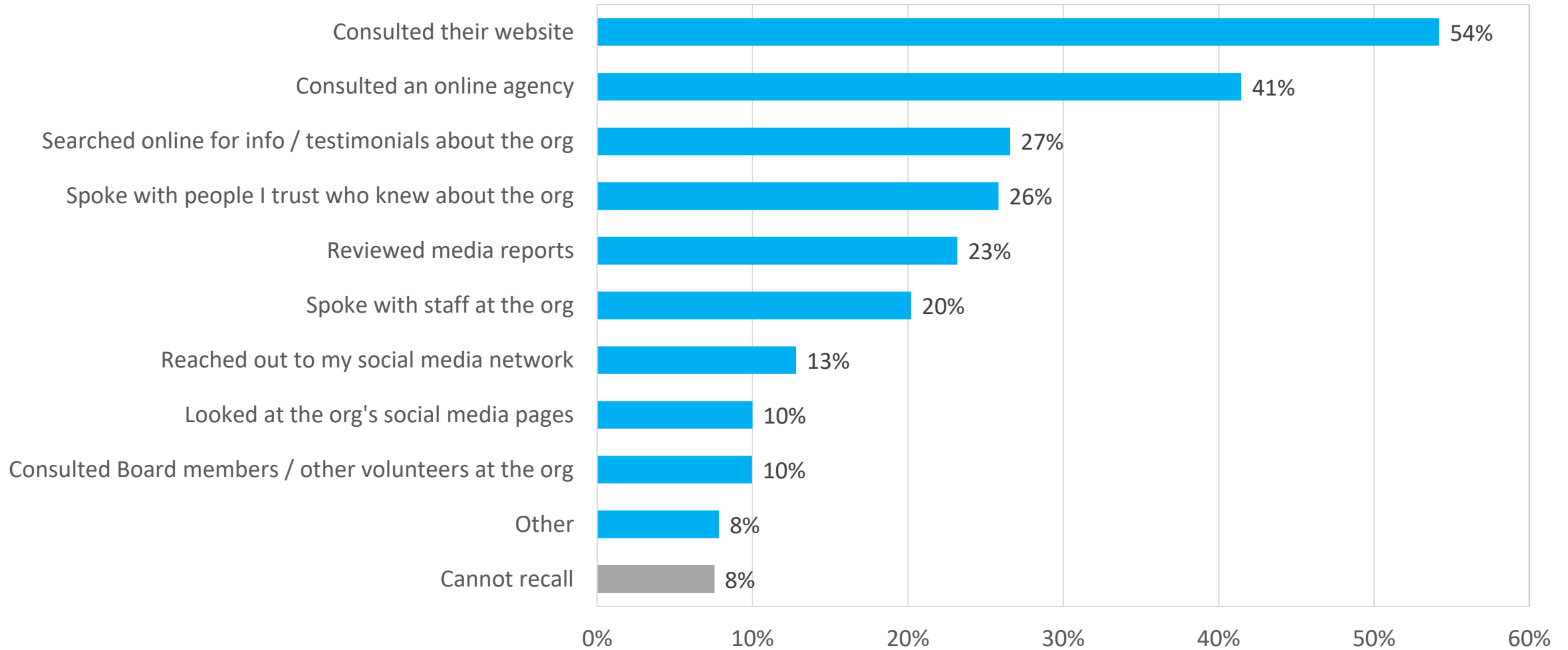


How to communicate with donors in
ways that improve Open/Read
Rates and Renewal while inspiring
More Generous Gifts

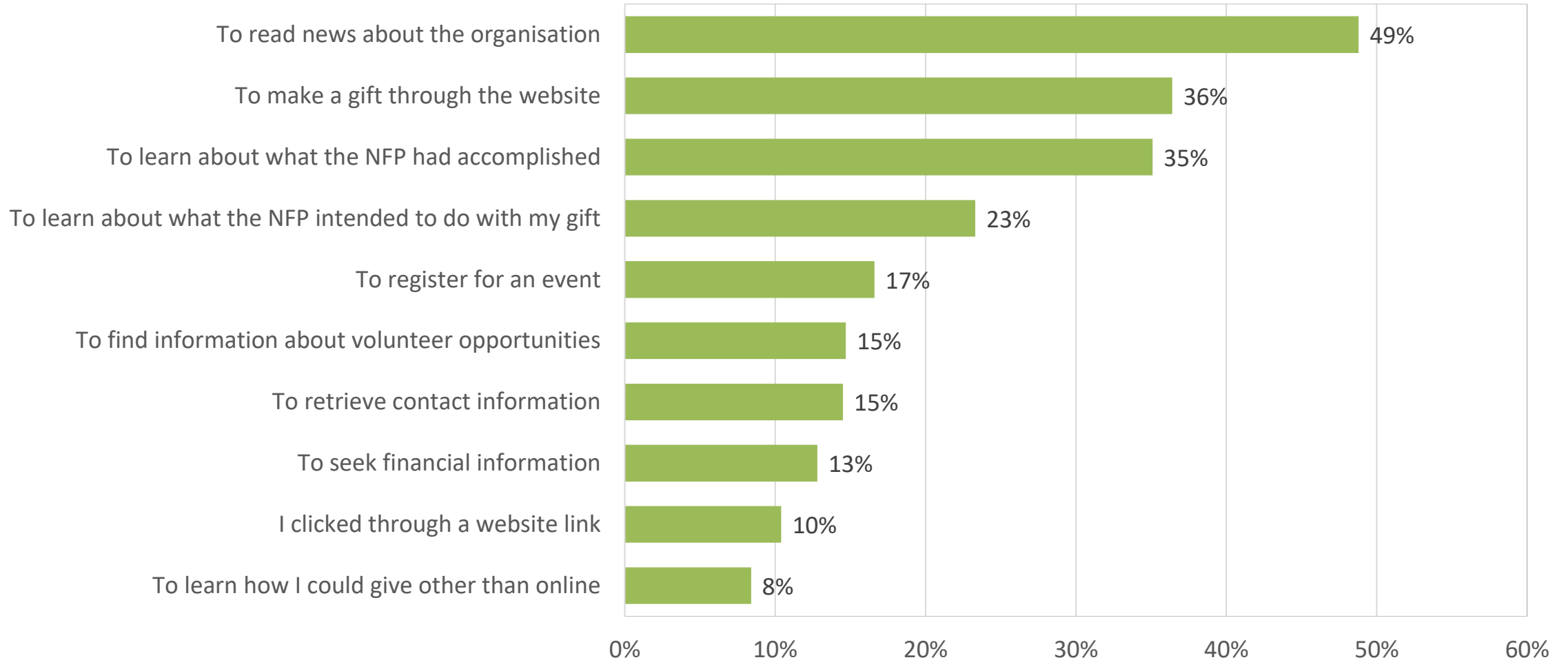
Characteristics of Donor-Centered Communications

- Brevity
- They drive donors to your website
- Tone and copy are never dumbed down
- Information is expressed vividly allowing donors to see themselves in the solution
- Imaginative layout, presentation
- Content, not calendar, dictates communications frequency

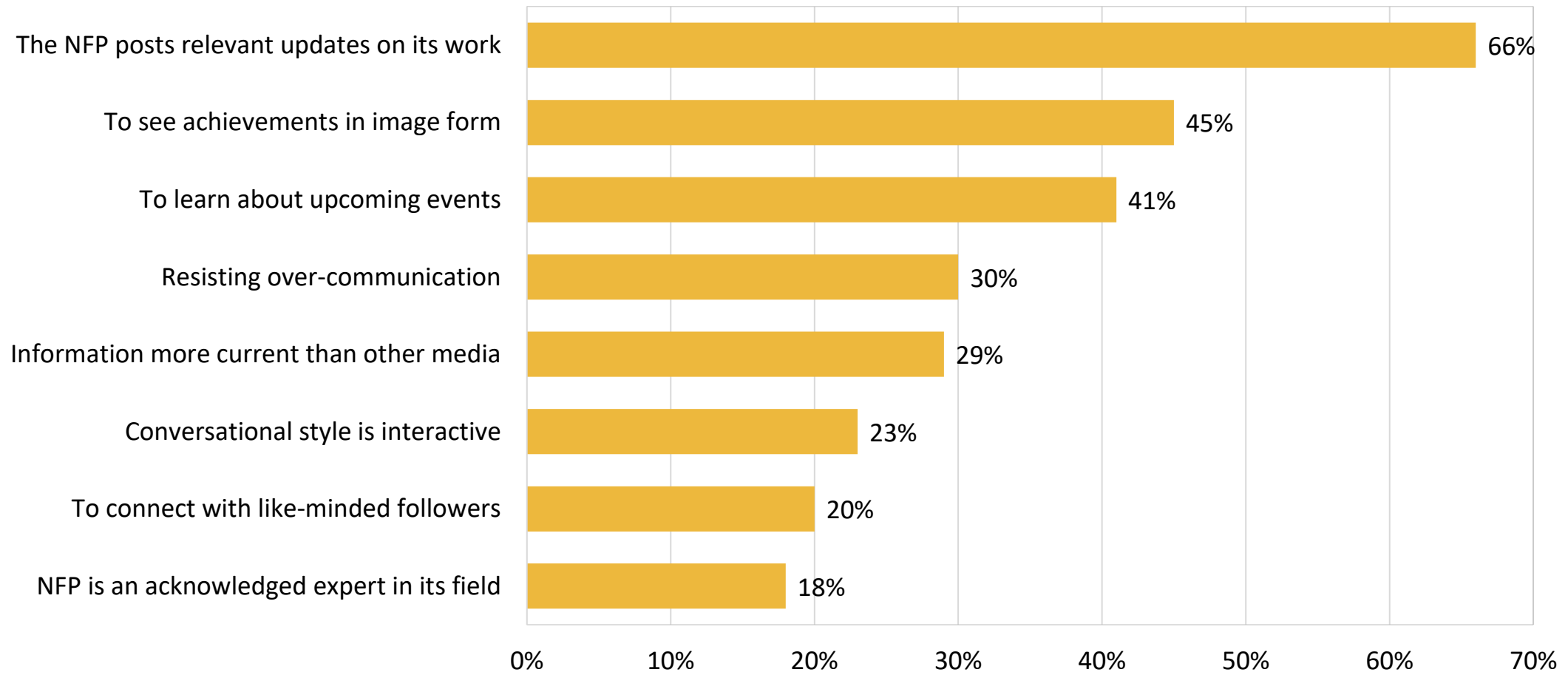
How Respondents Made Their Most Recent Assessment of a Cause Under Consideration for Support



MOTIVATIONS FOR VISITING A NOT-FOR-PROFIT'S WEBSITE



WHY DONORS FOLLOW NFPs THROUGH SOCIAL MEDIA



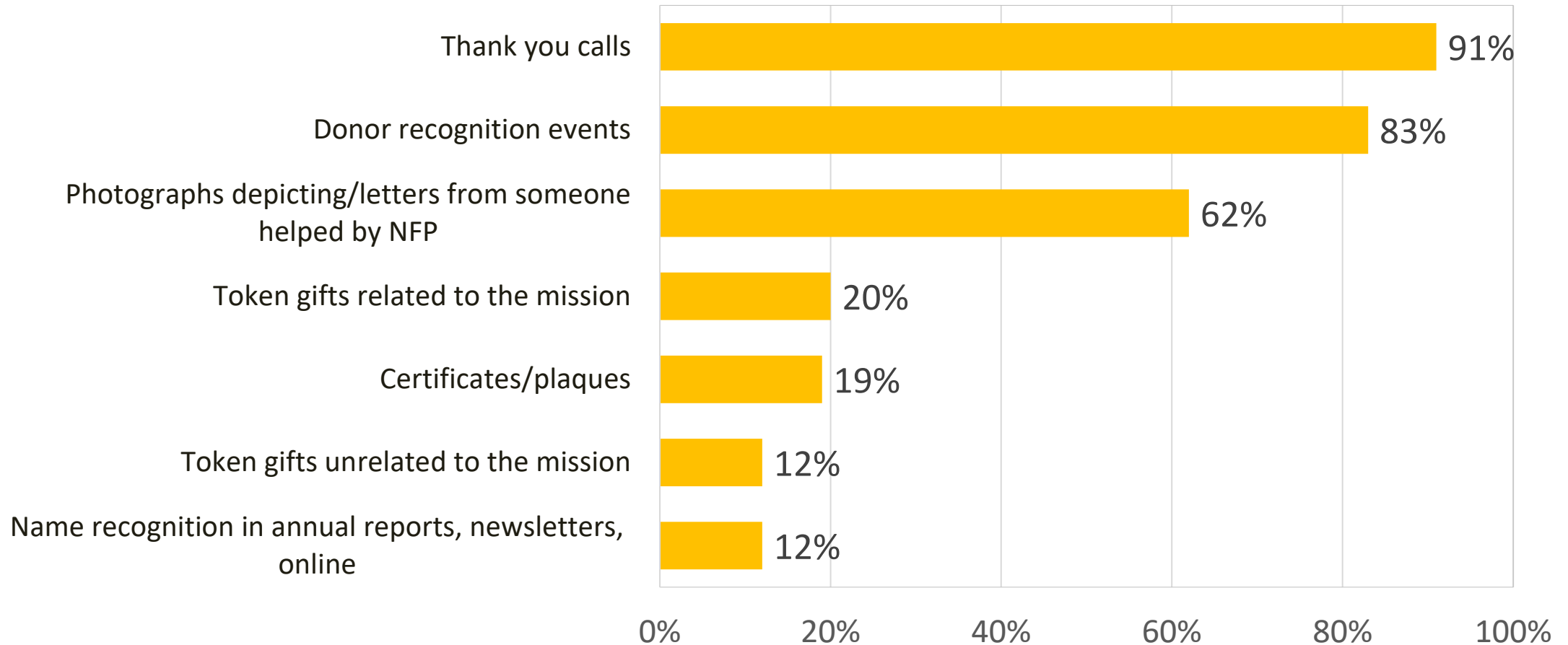
Percentage of Donors Influenced to Give by Typical Recognition Practices*

(from The Burk Donor Survey)

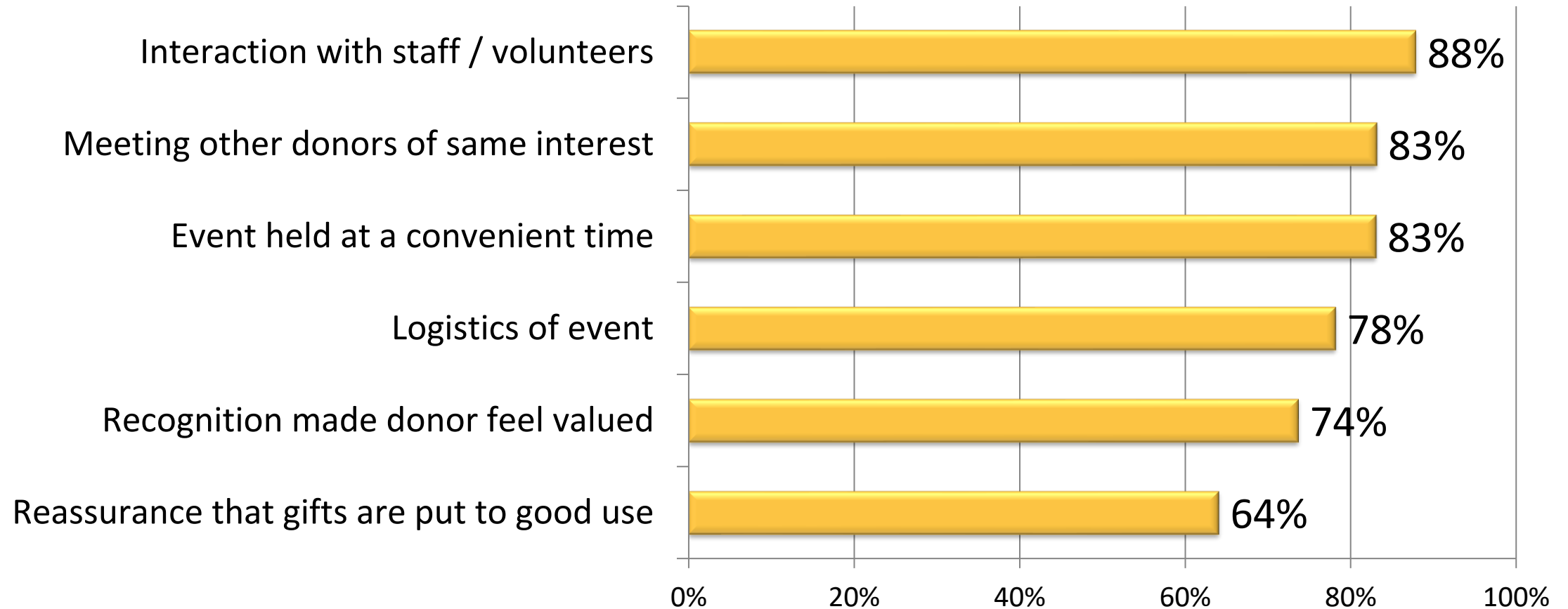
- **8%** - Publishing donors' names in newsletters, and annual reports (down from 32% in our original research)
- **11%** - Publishing donors' names by gift amount or category (down from 25% in our original research)
- **86%** - Donor recognition events

Meaningful Versus Counterproductive Recognition

(from The Burk Donor Survey)



What Makes Donor Recognition Events Such Satisfying Experiences?



Attending Recognition Events Impacts Future Giving

- 87% - attendees who said the donor recognition event they attended most recently influenced their decision to give again
 - 31% - attendees who made an unsolicited gift after the event
 - 36% - attendees who gave again when asked
 - 20% - event attended recently; not yet been asked to give again but intend to do so when asked

Donors' Views on Recognition Gifts

- 20% of individual donors and 79% of corporate donors say recognition gifts are always inappropriate
- 21% of individual donors say that gifts are OK for very significant contributors; 17% say OK if they are clearly inexpensive
- 86% of individual donors and 100% of corporate donors express negative views about token gifts like address labels

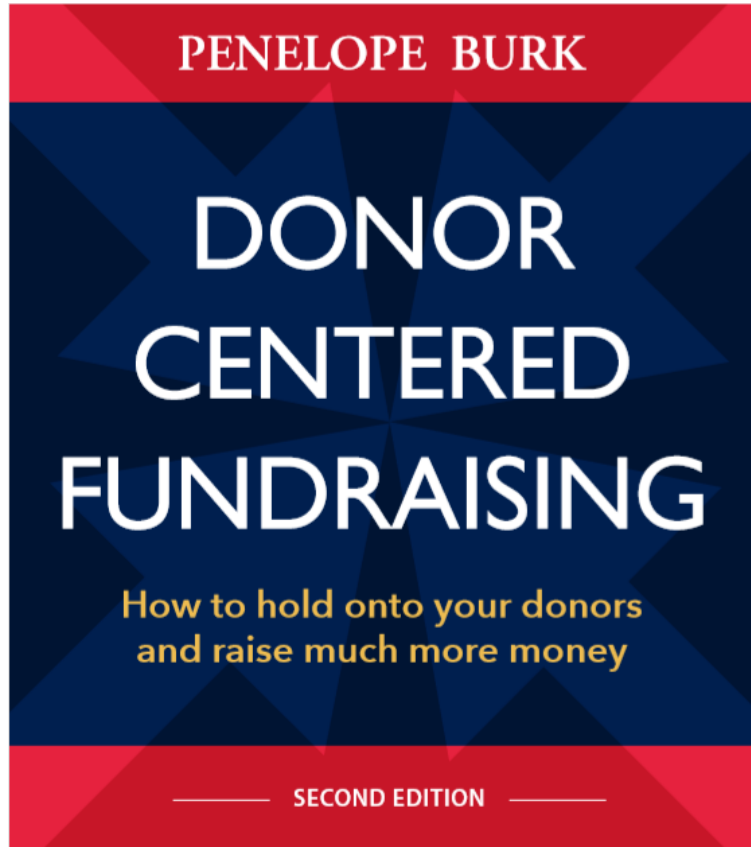
Donor-Centered Recognition is different because it is both active and inclusive. Not-for-profits that adjust their recognition programs to align with this philosophy send a critical message that they are grateful for what their supporters have already done.

Gratitude for past performance in no way diminishes expectation for much more generous giving in the future; in fact, Donor-Centered Recognition makes those conversations possible.

There is more money out there for not-for-profits that offer a fully donor-centered experience

31% of donors in the 2021 edition of *The Burk Donor Survey* said they could have given more last year. Among young donors under the age of 35, **47%** said they held their philanthropy back.

Donor-Centered Fundraising – Second Edition



FULLY UPDATED AND
SUBSTANTIALLY EXPANDED

\$85.00

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