

How to Raise More Online: Learn Best Practices and Tips to Drive More Online Giving

Presented by: James Goalder, Bloomerang

Wednesday, September 20 | 2:00-3:00 p.m. EDT



Donation Forms | Event Registration
Text Fundraising | Peer-to-Peer | Auctions



A little housekeeping...



We're recording this webinar!

All registrants will receive an email containing a link to the recorded webinar AND a ton of other resources!



Feel free to ask questions!

Use the Q&A box to ask your questions. We will have a Q&A session at the end of the presentation.



FUNDRAISING TECH

Made for you



Designed with you in mind

Designed for fundraisers by fundraisers through customer-led development input



Time saving data tools

Save time, attract and retain donors, and raise more money with all of your fundraising data in one place



Powerful integrations

Easily integrate with your third-party CRM, email provider, and accounting software

Powerful Fundraising Technology + Nonprofit Service Provider

We know the value of relationships and are proud to connect you with Bloomerang, a member of our partner network.



Donation Forms | Event Registration
Text Fundraising | Peer-to-Peer
Auctions | Integrations & Data



Bloomerang helps nonprofits deliver a better giving experience so they can raise more funds and create lasting change.



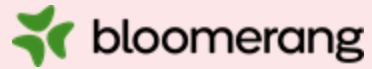
Donation Forms | Event Registration
Text Fundraising | Peer-to-Peer | Auctions

Today's Speaker



James Goalder
Partnerships Manager, Bloomerang

With almost 20 years of experience working in nonprofit technology and sales and relationship management, James brings the perfect blend of experience for his role as Partnerships Manager at Bloomerang. In addition to his work experience, James volunteers with Project Grows, a community farm in Virginia, serving on the Board and on Volunteer Nights with the organization.



How To Raise More Online

Learn Best Practices And Tips To Drive More Online Giving

James Goalder
Partnerships Manager



Agenda

What We Will Talk About Today!

What We Studied

What We Learned

Why It Matters

Practical Takeaways



What We Studied?

Exploring The Donation Experience Across 300 Nonprofit Organizations

Exploring The Donation Experience

We donated **\$25 To 300 Organizations** across the US--4 in every state--and tracked the giving experience and the thank-you results.



Review Your Donation Process

Check For:

- Broken Links
- Ease Of Use
- Engaging Content?

Ask Yourself, If I Was A Donor Would I Be Compelled To Give Here?

A graphic featuring the text 'Takeaway Tip' in a large, bold, black serif font. The text is enclosed within a thin green outline of a semi-circle. To the right of the text, there is a cluster of pink cherry blossoms and a green succulent plant with a dark green monstera leaf. The entire graphic is set against a white background.

**Takeaway
Tip**

What We Studied



Donation Experience



Landing Page



Receipting Email



Thank-You Process



Follow-Up Activities



What We Learned?

Key Insights From Analyzing 300 Nonprofits' Donation Experiences

Donation Experience:

What Will Make a Difference to Your Donors?

- Ask to Cover Fees**
- Require Cover Fees**
- Gifts In Tribute or In Memorial**
- Give Donor Option to Designate Fund**
- Payment Options Other Than CC - Apple/Google/Venmo**
- Ask to Add to Newsletter/Further Communications**

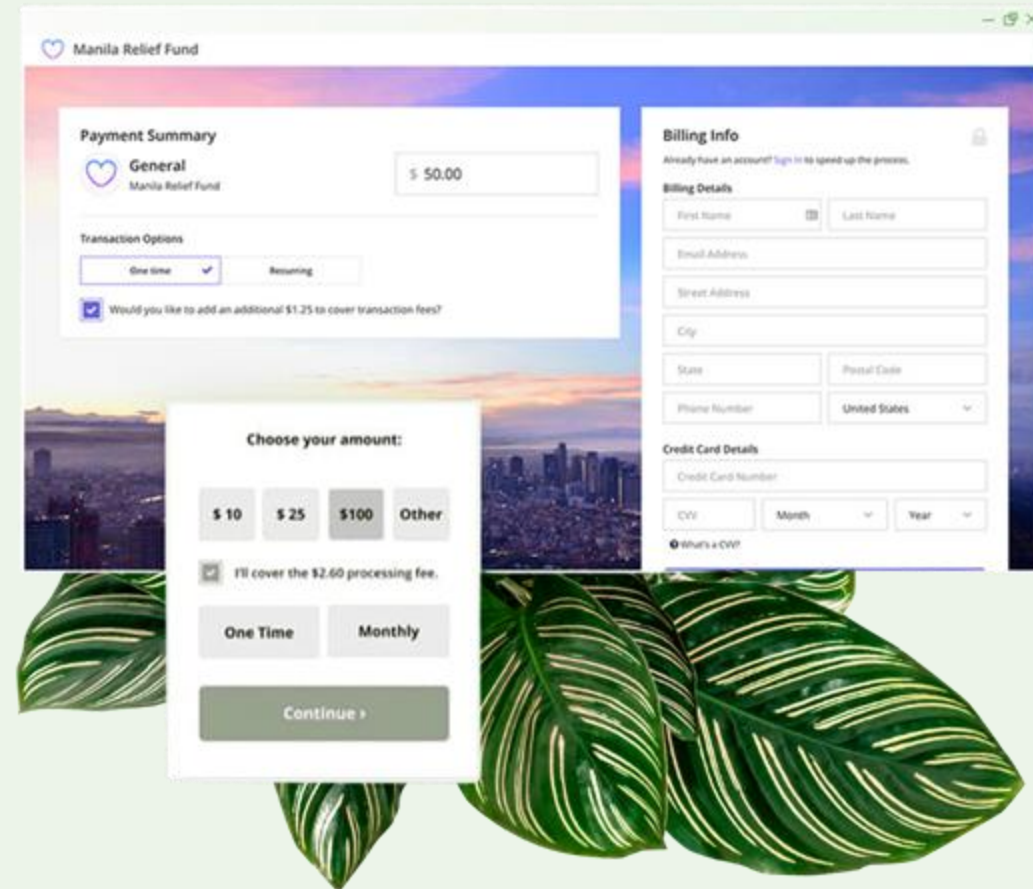


Ask to Cover Fees vs. Require to Cover Fees

Things to Consider:

- Don't Alienate Your Donors
- Transparency Is Critical

Great To Do



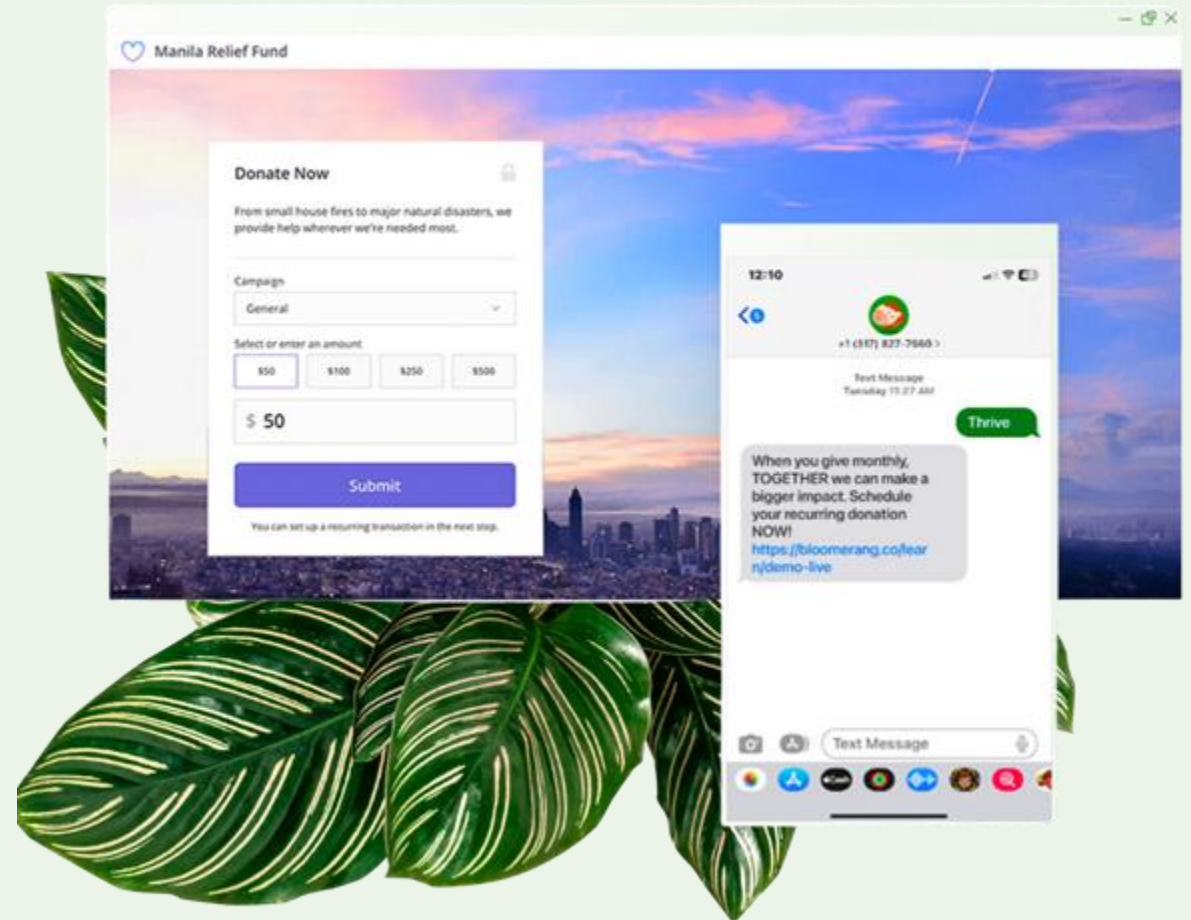
The image shows a donation form for the Manila Relief Fund. The form is divided into several sections: 'Payment Summary', 'Transaction Options', 'Billing Info', and 'Credit Card Details'. The 'Payment Summary' section shows a donation amount of \$ 50.00. The 'Transaction Options' section has a dropdown menu set to 'One time' and a checkbox checked for 'Would you like to add an additional \$1.25 to cover transaction fees?'. The 'Billing Info' section includes fields for 'First Name', 'Last Name', 'Email Address', 'Street Address', 'City', 'State', 'Postal Code', 'Phone Number', and 'United States'. The 'Credit Card Details' section includes fields for 'Credit Card Number', 'CVV', 'Month', and 'Year'. A modal window titled 'Choose your amount:' is overlaid on the form, showing options for '\$ 10', '\$ 25', '\$ 100', and 'Other'. Below these options is a checkbox checked for 'I'll cover the \$2.60 processing fee.' and buttons for 'One Time' and 'Monthly'. A 'Continue >' button is at the bottom of the modal. The background of the form features a cityscape at sunset.

Payment Options (Apple/Google/Venmo)

Things to Consider:

- Inclusive Giving
- Engage Younger Donor Population (Millennial/GenZ)
- Ease of Use

Very Important

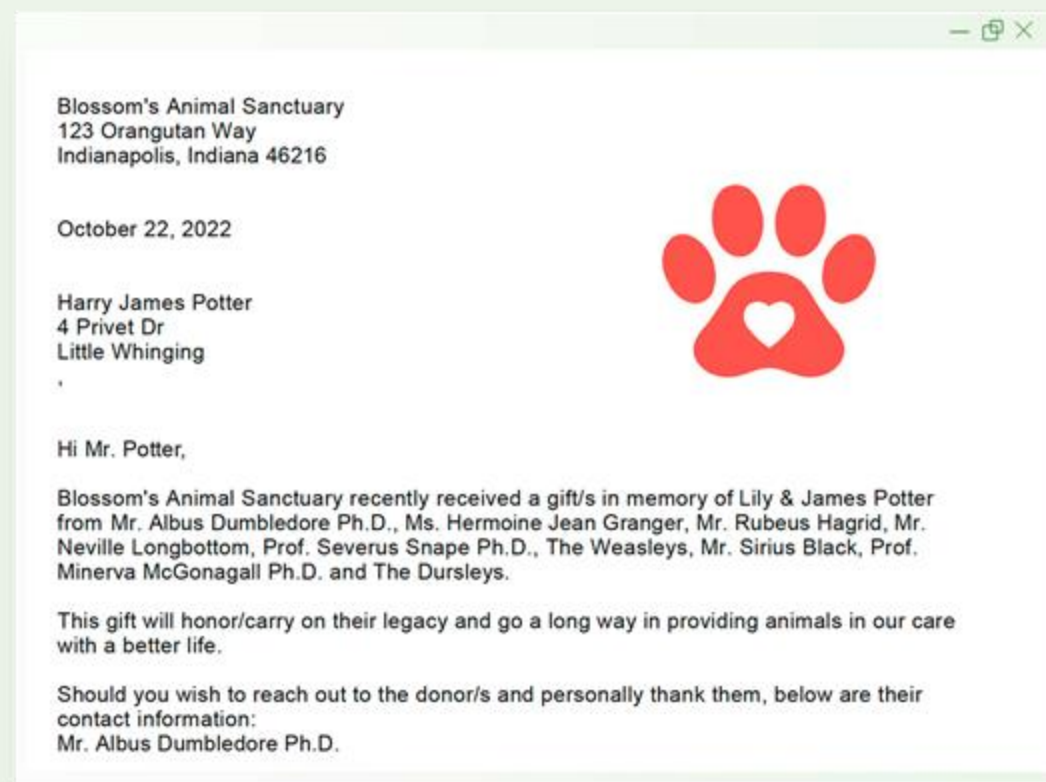


Designate Fund & Tribute/Memorial Gifts

Things to Consider:

- Emotional Connection
- Transparency

Very Important

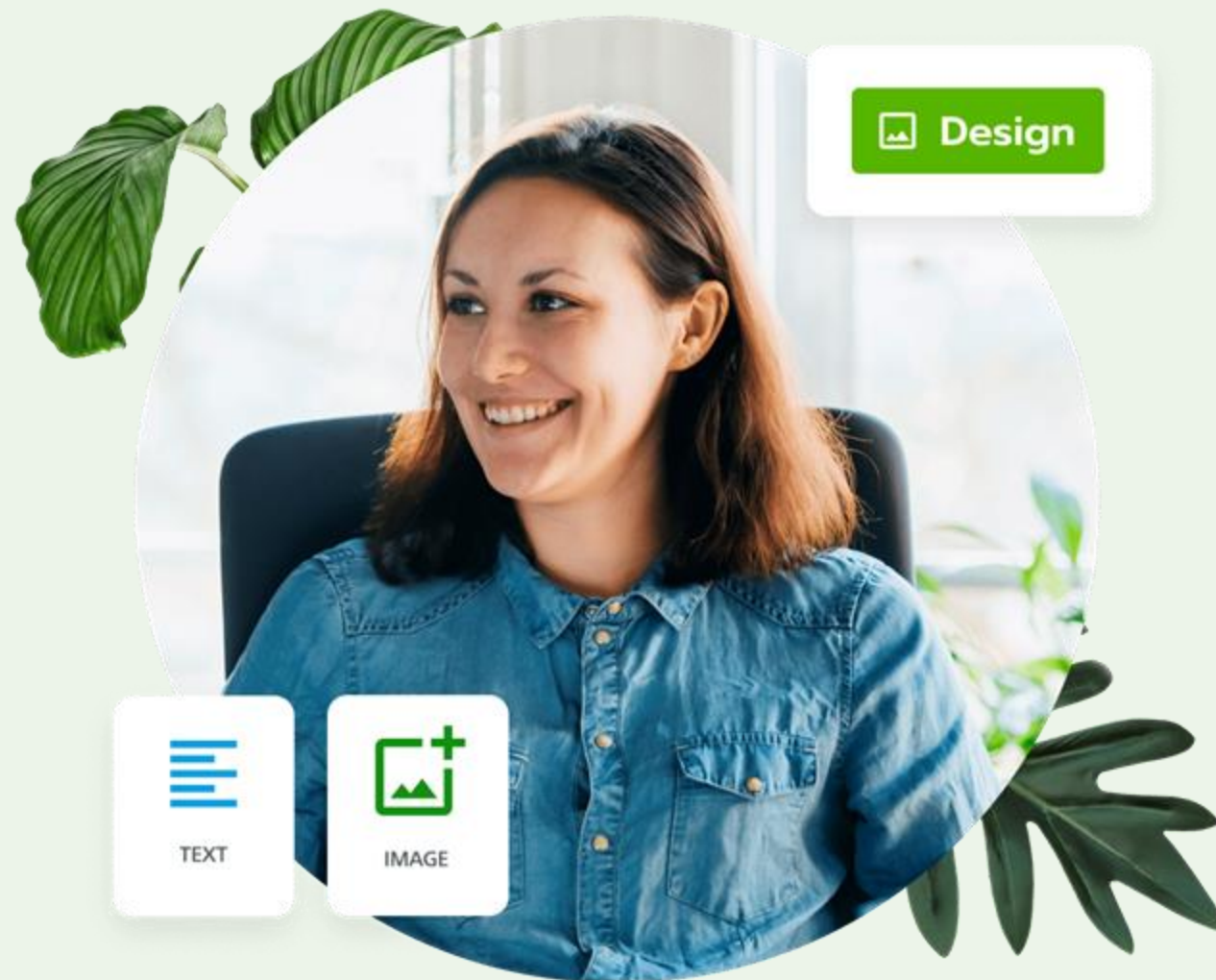


Newsletter

Things to Consider:

- Build Trust
- Share Impact

Great To Do



Landing Page:

What Will Make a Difference to Your Donors?

- Make It Easy to Donate**
- Engage Your Donors**
- Continue the Relationship**



Make It Easy to Donate

Is the Landing Page on the Organization's Website?

Things to Consider:

- How Can You Make It Easy for People to Donate?
- What Does Your Donor Need to Know to Feel Confident About Giving?

Very Important



Engage Your Donors

Are There Engaging Videos and/or Pictures on the Landing Page? Links to Volunteer Opportunities?

Things to Consider:

- How Do You Share Your Nonprofits' Impact Here?
- How Do You Connect With Your Donors?
- What Other Opportunities Can You Offer Your Donor to Get Involved?

Very Important



Real-World Examples

Start By Saying Thank You!

PayPal

Thank you for your order!

You may print this receipt page for your records.

Order Information

Merchant: Truckee Meadows Habitat for Humanity Online
 Description:
 Date/Time: 11-Jan-2023 13:11:39 PST
 Customer ID:

Billing Information **Shipping Information**

James Goalder
 5724 Birtz Rd
 Indianapolis, IN 46216
 USA
 james.goalder@bloomerang.com
 Phone: 804-304-5455

Item	Description	Qty	Taxable	Unit Price	Item Total
1	DONATE Customer specified amount	1	N	\$25.00 (USD)	\$25.00 (USD)
Total:					\$25.00 (USD)

Payment Information

Transaction ID: 35C4491W390A735D

Transaction ID: 35C4491W390A735D

Transaction ID: 35C4491W390A735D



Thanks for donating \$25.00 USD to Boys & Girls Club of New Britain Inc.

Increase your impact and ask your friends to match your donation

[Facebook](#) [Twitter](#) [LinkedIn](#) [Instagram](#) [YouTube](#) [TikTok](#)

Transaction ID: 35C4491W390A735D



Continue The Relationship

What Are You Sending Your Donors Post Donation?

Things to Consider:

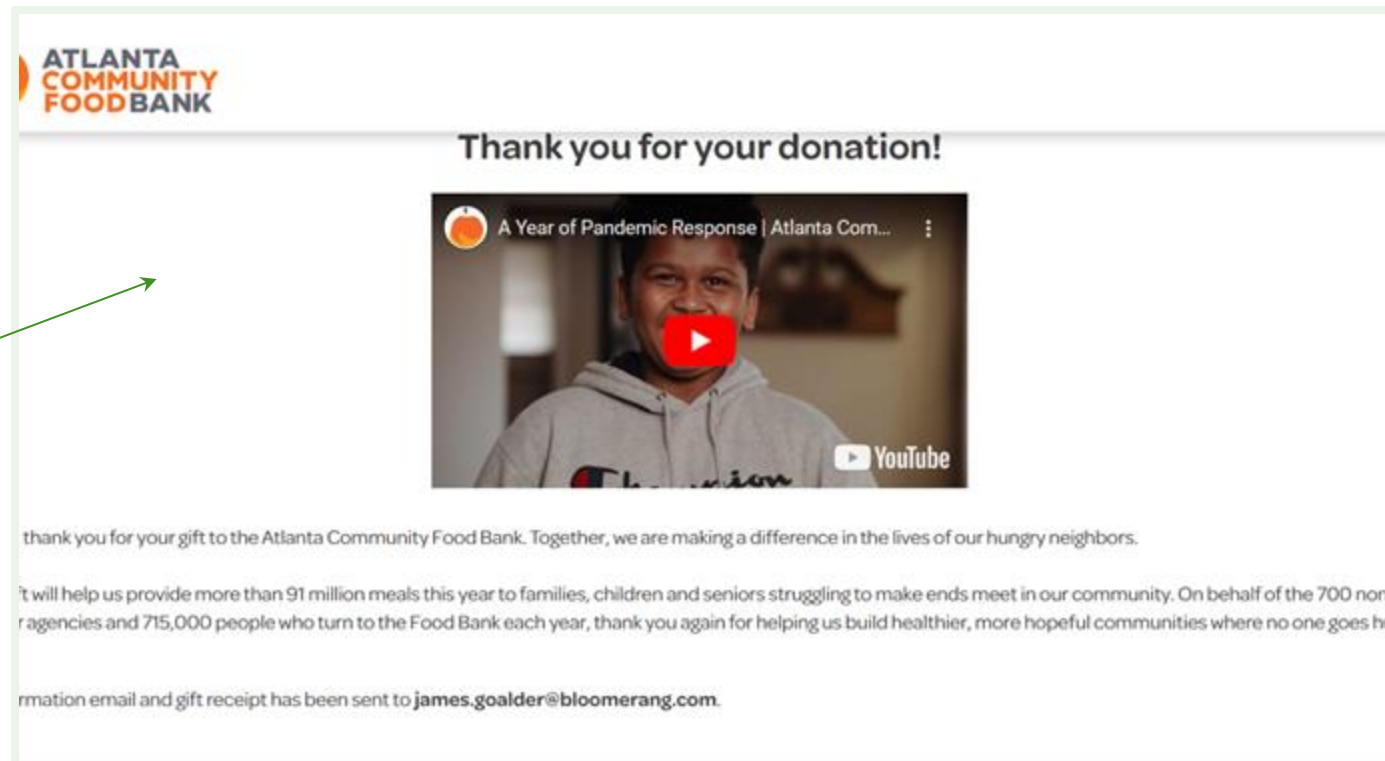
- Is There an Obvious Next Step for Them?
- Do They Know If Their Donation Was Received?
- Do They Know the Impact of Their Donation?

Very Important



Real-World Examples

Start By Saying
Thank You!



ATLANTA
COMMUNITY
FOOD BANK

Thank you for your donation!

A Year of Pandemic Response | Atlanta Com...
YouTube

thank you for your gift to the Atlanta Community Food Bank. Together, we are making a difference in the lives of our hungry neighbors.

It will help us provide more than 91 million meals this year to families, children and seniors struggling to make ends meet in our community. On behalf of the 700 nonprofit agencies and 715,000 people who turn to the Food Bank each year, thank you again for helping us build healthier, more hopeful communities where no one goes hungry.

Information email and gift receipt has been sent to james.goalder@bloomerang.com.



Receipting Email:

What Will Make A Difference to Your Donors?

- Was a Receipt Emailed?**
- Was the Emailed Receipt Personalized/Customized?**
- Did the Receipt Have Additional Information and/or Links to Engage With?**



Communicate With Your Donors

Was a Receipt Emailed?

Things to Consider:

- Are There Legal Requirements You Need to Fulfill?
- How Can This Be a Meaningful Touch Point With Your Donor?

Very Important



Make an Impact

Was a Receipt Personalized? Was There a Next Step to Engage?

Things to Consider:

- How Can You Make Your Donor Feel Like an Important Part of Your Cause?
- Have You Offered Them a Way to Engage Further With Your Cause?


Very Important



Real-World Examples

Thank you for your donation!
1 message

Boys & Girls Clubs of the Valley <caranda@bgcmp.org> Fri, Jan 6, 2023 at 12:48 PM
Reply-To: caranda@bgcmp.org
To: James Goalder <james.goalder@bloomerang.com>



Dear James,

Thank you for your gift of \$25.99. During these complicated times, we are grateful for your generosity and hope you take great pride in the important difference that your gift makes.

Gift to Boys & Girls Clubs of the Valley, Inc.	\$25.00
Processing support *	\$0.99
Total	\$25.99

Bloomerang Mail - Thank you!

James Goalder <james.goalder@bloomerang.com>

Food Finders Food Bank <info@food-finders.org> Wed, Apr 26, 2023
info@food-finders.org
Goalder <james.goalder@bloomerang.com>



Thank you for your gift!

Your generosity will bring hope and assistance to so many families in our community. With \$0.99 of every dollar donated to the food bank going towards food and programming, your gift will make an impact.

Solving Hunger Today, Ending Hunger Tomorrow

Our motto showcases the work our team is doing across the spectrum to solve the immediate needs of the people we serve through our direct service programs: Mobile Pantry, BackPack, the Fresh Market Food Pantry and Agency Partners, along with the long-term approaches we are taking to End Hunger Tomorrow: Resource Coordination, Education, SNAP Outreach and Advocacy work.

Our strategy is to meet people's immediate need for food while connecting them to services such as healthcare, job training, employment opportunities, and educational programs that will enable them to move towards long-term stability.

Angela, a Fresh Market visitor, says, "Here you get fresh fruits, fresh vegetables, meat, milk, bread and more. [It] helps you eat healthier so you have more energy. Thank you for all you do for the community."


Please feel free to contact our staff at (765) 471-0062 with questions about your gift, to schedule a tour of our facilities, or if you would like to chat. We would love to hear from you! For volunteer opportunities, please visit www.food-finders.org. To sign up for our newsletter [click here](#). Learn more about our monthly giving group, 365 Society, [here](#).

Sincerely,
Kier Crites Muller
Kier Crites Muller

Thank you for your support, James!
1 message

development@habitatncc.org <development@habitatncc.org> Wed, Jan 11, 2023 at 12:45 PM
To: james.goalder@bloomerang.com

Transaction Date: 01/10/2023



Dear James,

Thank you for your recent gift to Habitat for Humanity of New Castle County (HFNCC). Your support means the world to us and those whose lives are transformed as a result, and we want to express our love and appreciation for you and your contribution. Your gift is providing shelter for a struggling single mother of six, a place to gather for meals for a close-knit family, and a loving community for those served through Habitat.

With your support, we are changing lives and landscape here in New Castle County.

Sincerely,
Kool Smith

Thank-You Process:

What Will Make A Difference to Your Donors?

- Receive Hard Copy Thank-You Letter in 5 Days?**
- 15 Days?**
- 30 Days?**
- 30+ Days**
- Was There a Thank-You Phone Call?**
- 2nd Thank-You Phone Call?**
- Was There a Personalized/Customized Thank-You Email?**



Say Thank You

Was a Thank-You Letter Received?

Things to Consider:

- What Types of Donors Appreciate a Thank-You Letter?
- How Else Can You Also Thank Your Donors?

Very Important



Say Thank You

Was a Call Made to Your Donor?

Things to Consider:

- How Does Getting a Personal Thank-You Call Feel?
- How Can You Use That Time to Connect Your Donors Back to Your Cause?
- Who on Your Team Can Help Make Calls (Hint: Volunteers, Board Members, Etc.)

Very Important



Start Calling Your Donors

Say Thank You and:

- Get Donor Motivation Information That Can Be Used in Subsequent Appeals
- Ask About Preferred Communication Methods
- Fill In Missing Contact Information

A graphic featuring the text "Takeaway Tip" in a large, bold, black serif font. The text is enclosed within a thin green outline that forms a semi-circle at the top and a rectangle at the bottom. To the right and bottom of the text, there are several pink cherry blossoms and a green succulent plant with a dark green monstera leaf.

**Takeaway
Tip**

First-Time Donors Who
Get A **Personal Thank
You Within 48 Hours**
Are **4x More Likely To
Give A Second Gift.**

Source: Mcconkey-Johnston International Uk



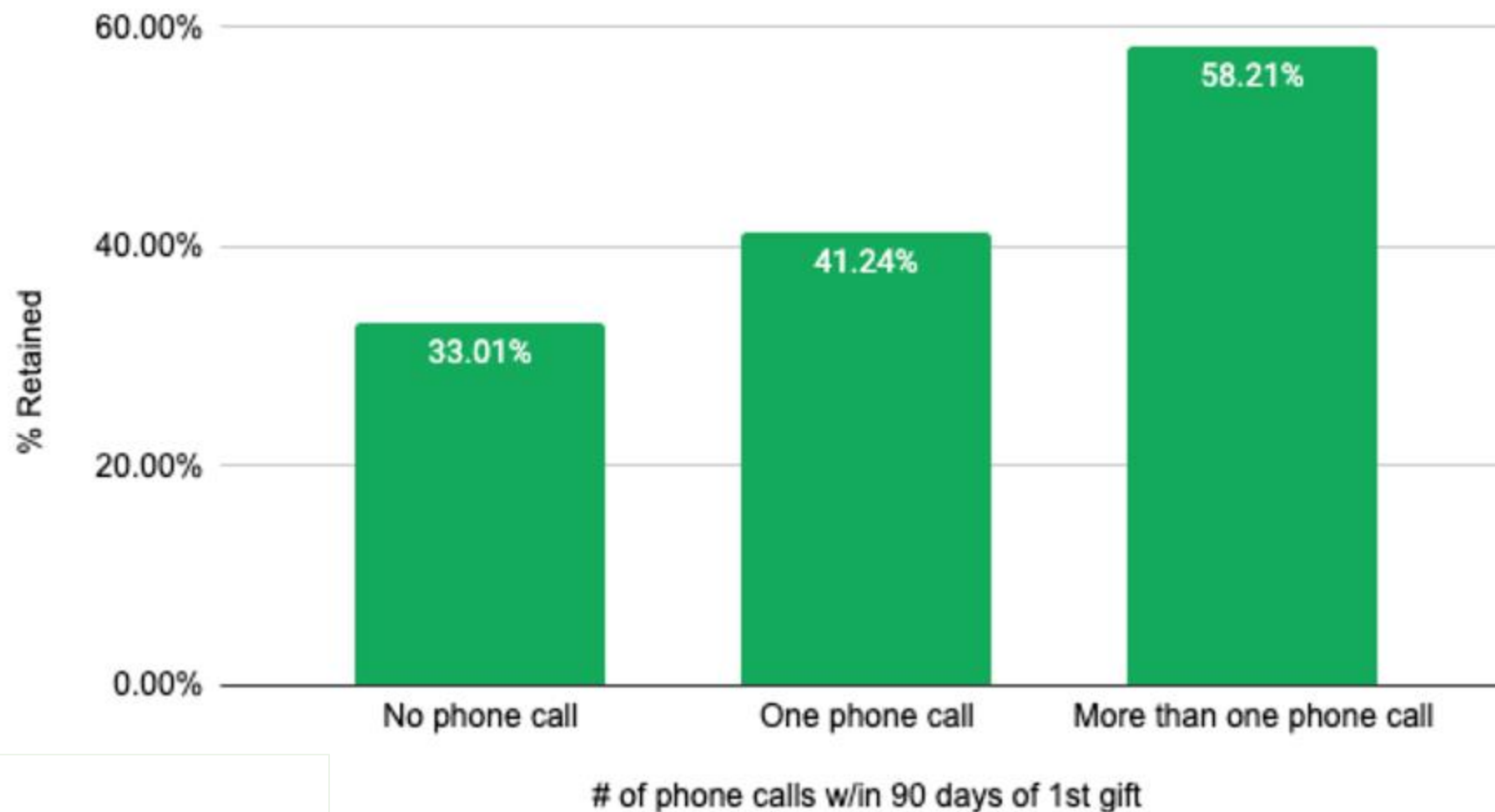
A Thank-You Call From a Board Member to a Newly Acquired Donor Within **24 Hours of Receiving the Gifts Will Increase Their Next Gift by 39%.**

Source: Penelope Burk



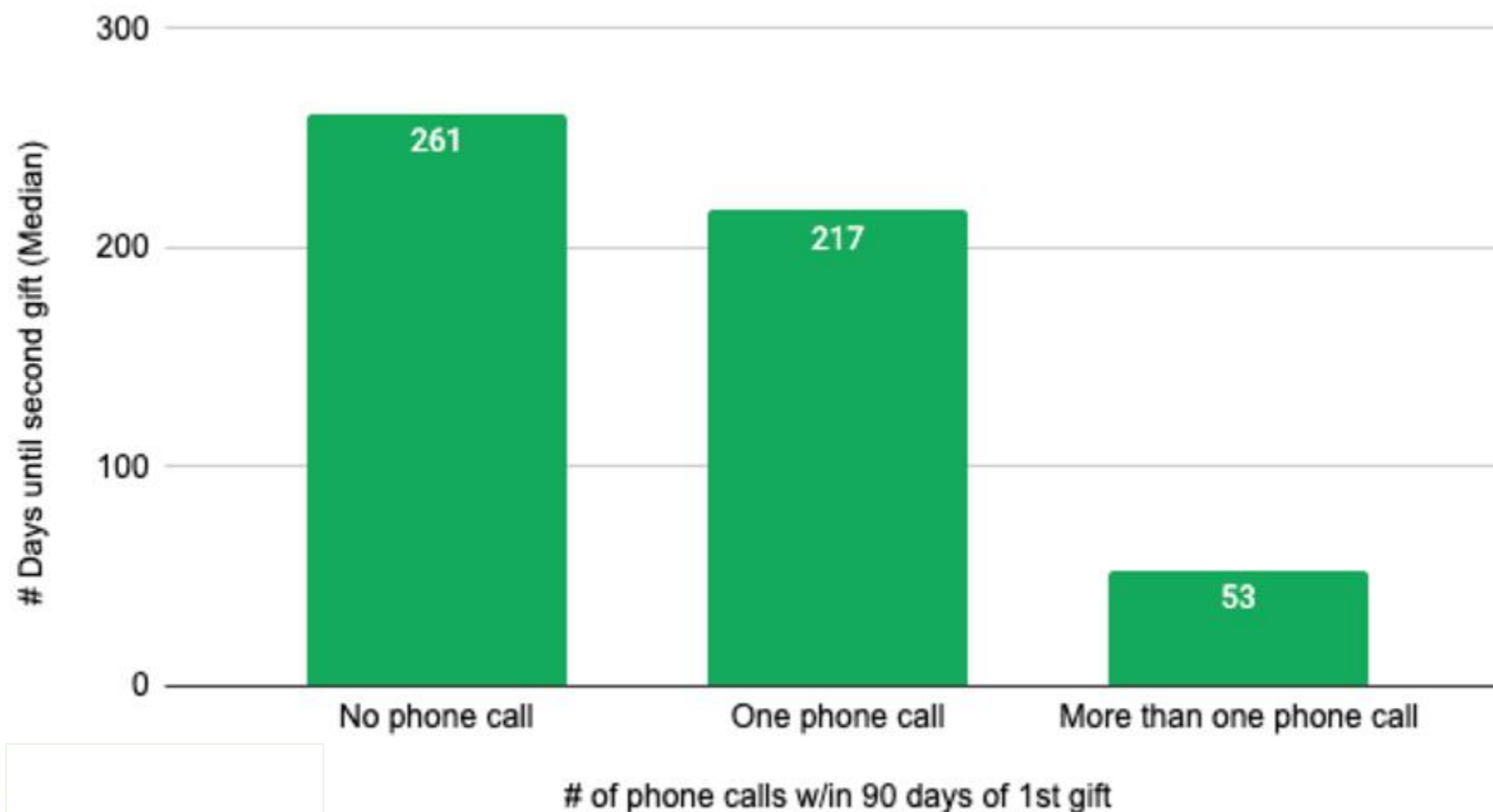
Phone Calls to First-Time Donors

Increases Retention, Speed-to-Second-Gift, and Average Gift Amount



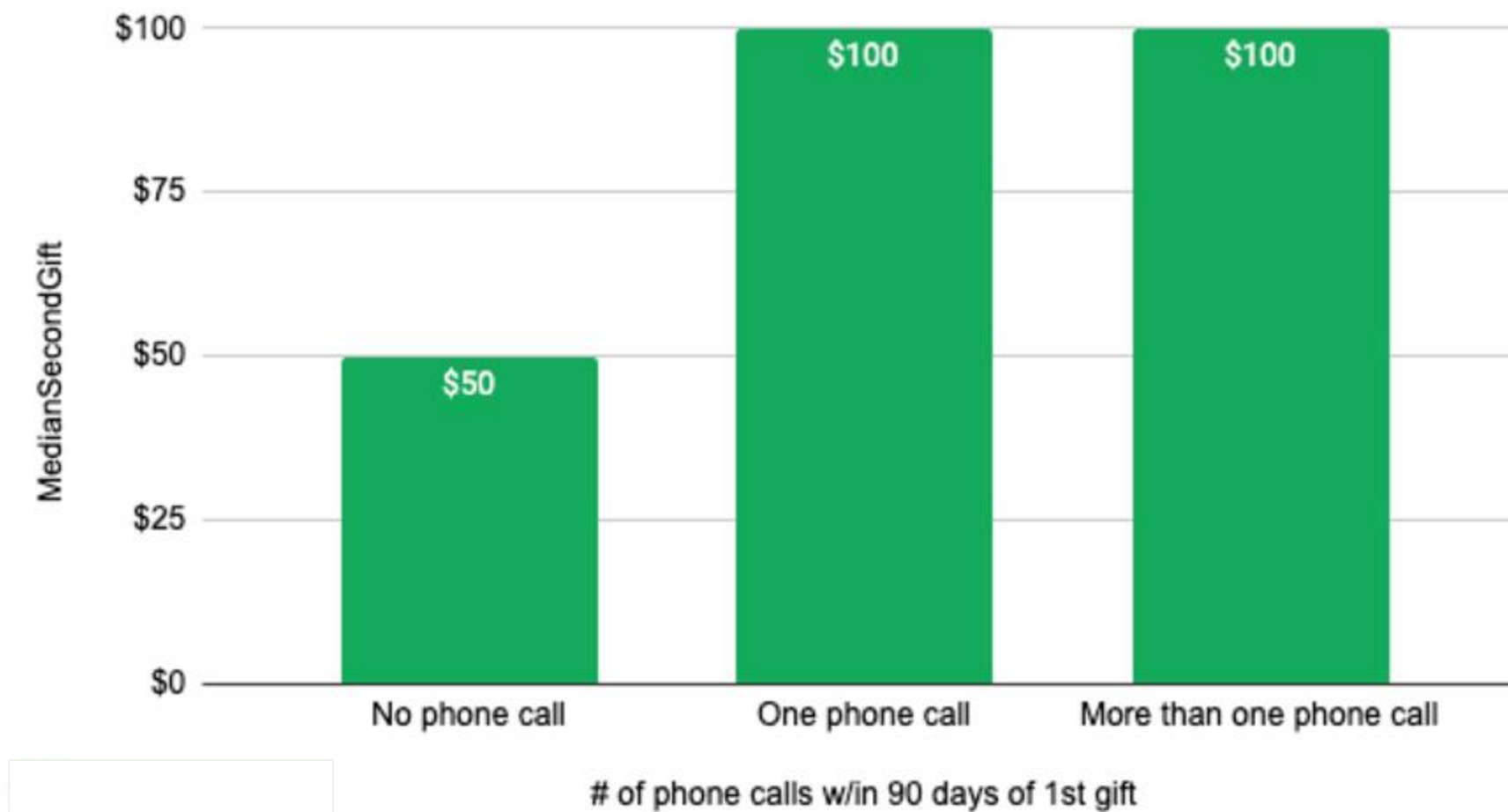
Phone Calls to First-Time Donors

Increases Retention, Speed-to-Second-Gift, and Average Gift Amount



Phone Calls to First-Time Donors

Increases Retention, Speed-to-Second-Gift, and Average Gift Amount



Say Thank You

Did You Send a Personalized Thank-You Email?

Things to Consider:

- Do You Have the Tools to Easily (Or Automatically) Send Personalized Thank-You Emails?
- How Are You Engaging the Donor in These Emails?

Very Important



Real-World Examples

Greater Fox Cities Area Habitat for Humanity®

Dear James,

I want to personally welcome you to our Fox Cities Habitat family. Through your partnership with Habitat, you are truly making a life-changing difference for families in the Fox Cities. We believe that every single one of us deserves the opportunity for a better future. No matter who we are or where we come from, we all deserve to have a safe and affordable place to call home. At Fox Cities Habitat, this is what unites us. Through Shelter, we empower.

Please take a moment to check out our recent stories on our blog and see how we are making an impact in the Fox Cities together! They put in the hard work and went through our Homebuyer program in 2009. This video follows up with Kat, Martin, Sebastian and Rebecca to see how a partnership with Fox Cities Habitat has changed their lives. Stories like these are possible when we commit to working together.



[View the Blog](#)

I am deeply grateful for your generosity. All of us at Fox Cities Habitat want to build a relationship with you - one where you have a voice and where you can make a difference in our community. Please reach out to me any time at 920-967-8891 or arianah@foxo

Sincerely,
Ariana Herbet
Development Coordinator

bloomerang James Goal

Thank you
1 message

Ryon Wheeler <rwheeler@bgcsey.org>
To: "james.goalder@bloomerang.com" <james.goalder@bloomerang.com>

James-

Wanted to reach out and thank you for your donation to our Club. Just wanted to see what spurred you to support our mission and if I could answer any questions for you.

Thanks,
Ryon Wheeler
Executive Director
Boys & Girls Clubs of Seymour – Seymour, Brownstown, Jennings County
950 N O'Brien St | Seymour, IN 47274
812.522.2434 | rwheeler@bgcsey.org
www.bgcsey.org | www.bgcjennings.org
Follow us on Facebook!

bloomerang James Goalder <james.goalder@bloomerang.com>


Thank you!
1 message

Susan Arias <Susan@bgcvista.com> Tue, Jan 10, 2023 at 5:11 PM
To: "james.goalder@bloomerang.com" <james.goalder@bloomerang.com>

Hi James,

Thank you for being a first-time donor to the Boys & Girls Club of Vista. We appreciate your support.

Susan Arias
Vice President of Development
(760) 295-5967
410 W. California Ave. Vista, CA 92083
www.bgcvista.org



Whatever It Takes to Build Great Futures.

What Kind of Follow-Up Actions Were Taken:

What Will Make a Difference to Your Donors?

- Email Newsletter in First 30 Days?**
- Email Invitation for Tour and/or Volunteer Activity?**
- Call Invitation for Tour and/or Volunteer Activity?**
- 2nd Donation Ask in First 30 Days?**
- Recurring Donation Mention or Ask in First 30 Days?**



Why It Matters?

How Can Your Nonprofit Raise More Online

It Starts with Retaining the Donors You Have

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

Average Donor Retention Rates

As of April 2023



19.1%
First-Time
Donors



42.6%
Average
Donors



58.1%
Repeat
Donors



Why Donors Stop Giving

2001 study by Adrian Sargeant

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 the above reasons!



Why Donors Keep Giving

2011 study by DonorVoice

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?



Emotional Connection to Drive Donations.

4 Key Ingredients to A Compelling Story

1. **Character:** Who Is the Story About?
2. **Conflict:** What Is Your Character Struggling With?
3. **Goal:** What Are They Working Toward and Why?
4. **Change Over Time:** What Is the Result?



Harness the Power of Storytelling to Show Your Impact.

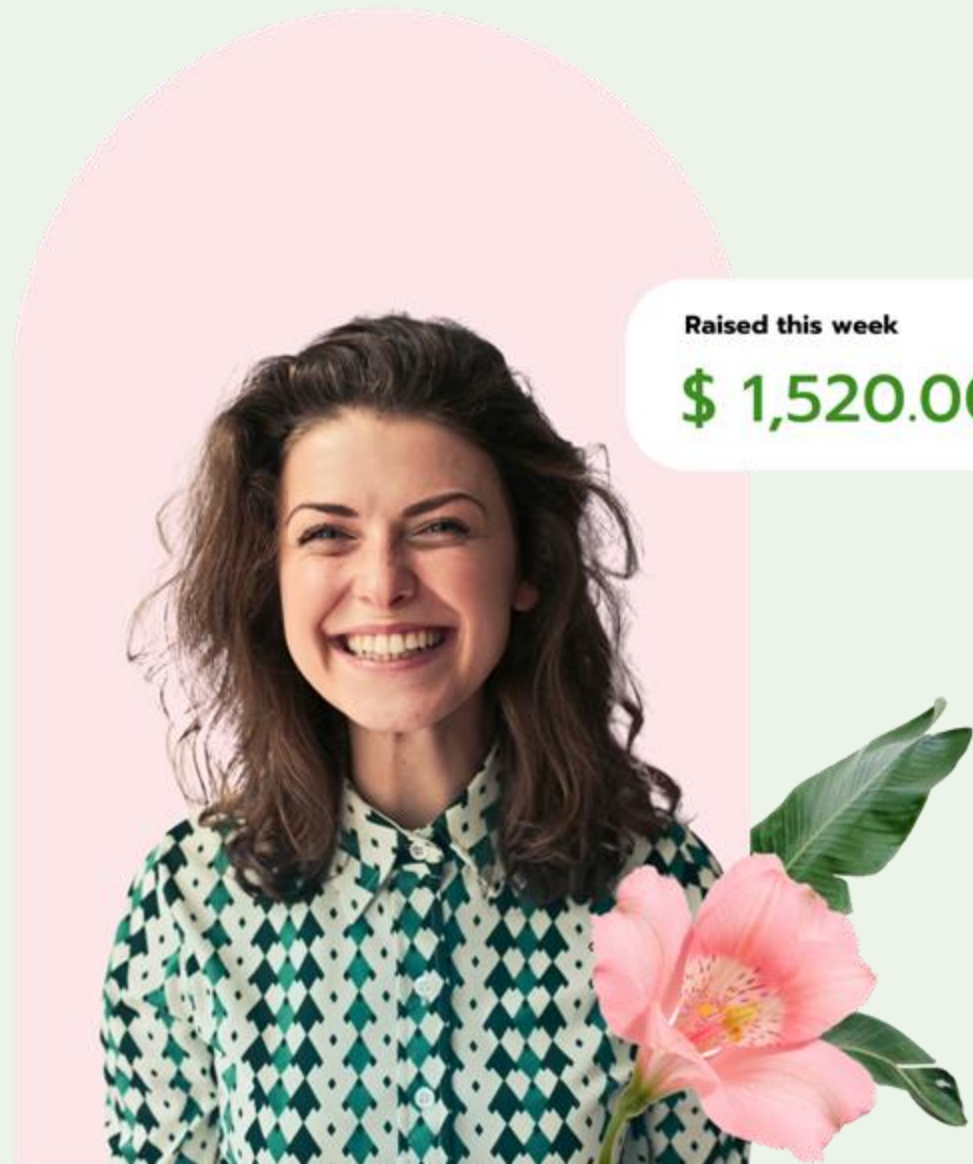
Tell Stories of Impact

Did You Send a Newsletter to Your New Donors?

Things to Consider:

- What Stories Can You Share in Your Newsletter to Show the Impact of Your Nonprofit?
- What Upcoming Events, Volunteer Opportunities, Etc. Can You Share?

Very Important



Tell Stories of Impact

Have You Called Your Donors to Ask If They Want to Volunteer or Take a Tour?

Things to Consider:

- What Experiences Can You Share With Your Donors Firsthand?
- What Upcoming Events, Volunteer Opportunities, Etc. Can You Invite Them To?

Very Important

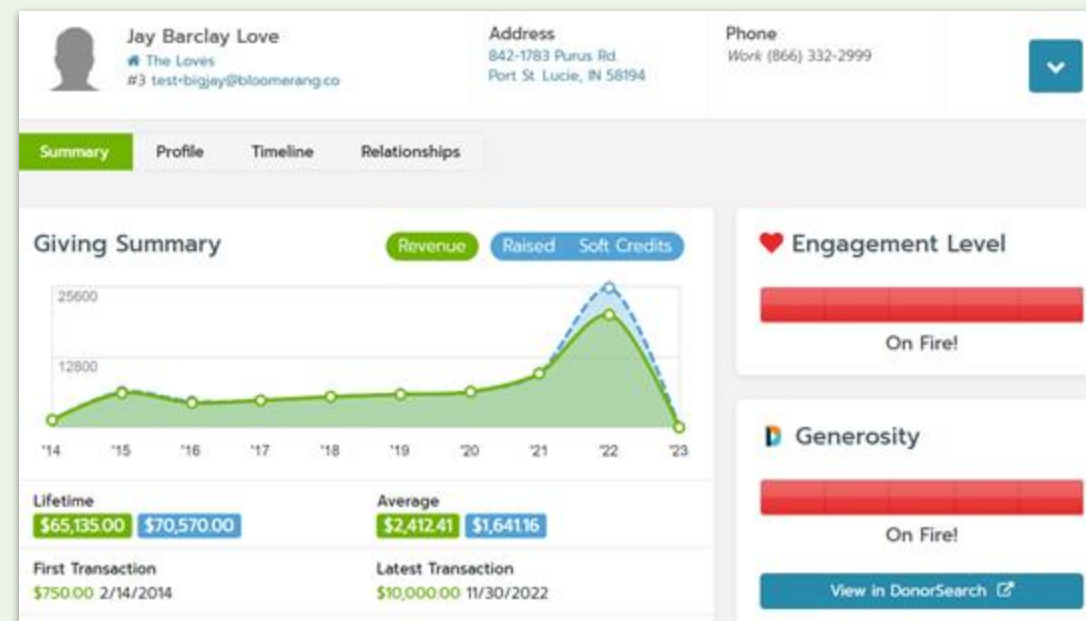


Tell Stories of Impact

Who Are You Sending To and Why?

Things to Consider:

- What Is Your Segmentation for Communication?
- Do You Have the Tools to Segment in a Meaningful Way (Major Gifts, Volunteers, Etc.)?



Very Important

Practical Tips to Increase Online Giving

- 1. Tell Stories That Matter**
- 2. Give Donors Opportunities to Get Involved**
- 3. Ask for Recurring Gifts**
- 4. Use Segmentation to Give Meaningful Messages**



Let's Wrap Up

Small changes, big results.

1. Make It Easy to Donate
2. Provide Information
3. Personalize Communication
4. Make Phone Calls
5. Invite Your Donors for Tours and Volunteer Activities
6. Invite Donors to Make Recurring Gifts

james.goalder@bloomerang.com



Thank you

Questions?



Donation Forms | Event Registration
Text Fundraising | Peer-to-Peer | Auctions

Thank you for joining!

For more information on Qgiv's fundraising platform, contact:

+ contactus@qgiv.com

+ 888-855-9595

For more information on Bloomerang, please contact:

+ James.goalder@bloomerang.com



This webinar program qualifies for 1 point of continuing education toward maintaining the Certified Fundraising Executive Management (CFRE) credential.