



REPORT

Nonprofit Donor Experience



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Introduction

By creating a meaningful donor experience, nonprofit organizations have the opportunity to nurture a committed and passionate community of supporters.

This report was created to gain a deeper understanding of the donor experience at nonprofit organizations, starting from the moment a donation is given and extending throughout the following 30 days.

Our goal was to explore the current donation journey within various nonprofits. In this report, we not only shed light on some of the fundraising challenges faced by the average nonprofit, but also present practical solutions to overcome these obstacles.

Together, we can change lives.





What we researched and why

We narrowed our attention to two important aspects: the process of donating and the 30-day period that follows. We took a closer look at factors such as how easy it is to make a donation, how clear the communication is, and how donors perceive the impact of their contribution.

Additionally, we examined factors like communication from the organization, donation acknowledgment receipt, and opportunities for continued engagement.

Our research study focused on understanding the donor experience at nonprofits and how it influences their likelihood of giving.

The following areas were reviewed:

- Was the donor given the opportunity to cover transaction fees?
- Were the transaction fees included as the default option?
- Did the donor have options to pay with various payment types (Google/Apple/Venmo)?
- Was there an option to pay towards a designated fund?
- Was there an option to give as a tribute or memorial?
- Was there an option to join a newsletter or other email communication?
- Did the donor receive a receipt for their donation via email?
- Did the donor receive a personalized or customized donation receipt?
- Did the donor receive a thank-you letter in the first 5, 15, and 30 days after their donation?
- Did the donor receive a thank-you call after their donation?
- Did the donor receive a personalized thank-you email?
- Did the donor receive a newsletter in the first 30 days?
- Did the donor receive an ask to become a recurring donor?



What did the data show?

In this study, we donated **\$25 to 500 distinct nonprofit organizations**. Our aim was to examine the interactions we received as new donors and gain insights into the first-time donation experience. Here are the key findings from our analysis.

Donor Giving Experience

Providing multiple payment options has been shown to reduce donor checkout friction, build trust by allowing donors to choose a method that is most convenient and comfortable for them, and increase unplanned gifts by 32%, repeat donations by 79%, and ultimately lead to overall satisfaction with your nonprofit.

59%

of nonprofits gave donors the option to cover transaction fees

28%

of nonprofits made the option to cover transaction fees the default option

15%

of nonprofits offered more than one payment option



Knowing the Impact

A DonorVoice survey found that one of the top seven drivers of donor commitment is that the donor receives information showing who is being helped. Giving donors the option to attribute their donation to a specific cause can have a significant impact on their overall giving.

Create Meaningful Connection

Offering a memorial or tribute gift is a meaningful way to empower your donors to pay tribute to the cherished memories of their loved ones. By commemorating their loved ones' lives in this special way, you can inspire continued support for your nonprofit.

29%

of nonprofits gave donors the option to contribute to a specific fund

62%

of nonprofits gave the option to give as a tribute or memorial



Inviting Them Into Your Community

One effective way to connect donors to your cause is by offering them the option to join a newsletter. Make it easy for donors to sign up by including an option to subscribe on the donation page or form.

21%

of nonprofits gave donors the option to sign up for a newsletter

Personalizing Appreciation

Personalizing communication with your donors is key to making them feel valued and appreciated. This starts with the donation receipt you send them. This is the perfect opportunity to show a donor that you care about them on an individual level.

**96% of nonprofits
sent a donation receipt, but
only 51% of those were personalized.**



The Power of Saying Thank You

[According to Guidestar](#), sending a thank-you message within the first 48 hours after a donation increases the likelihood of the donor giving again by four times. It's simple things like ensuring that your donors are thanked in a timely manner that can increase your nonprofit's impact.

15%

of nonprofits thanked their donors in the first 15 days after their donation

23%

of nonprofits thanked their donors in the first 30 days after their donation

77% of nonprofit donors are not being thanked within 30 days of a contribution.

Recommended donor appreciation timeline

Enhance your donor experience by following this timeline for expressing gratitude and fostering connections that lead to repeat contributions.



Day

1

Donation Received OR Volunteer Activity Completed

2

Thank-You Phone Call

Research shows that retention rates improve if you call a new donor within 48 hours.

5

Thank-You Note By mail

Send a signed thank-you letter from the CEO or ED (bonus if it's handwritten).

10

Survey

Get to know your donors while giving them the chance to provide feedback.

25

Tour Invitation

Give your donor an opportunity to see your operations firsthand, while giving yourself an opportunity to talk to them more about your mission.

50

Donor Stewardship Mail Piece

Send your donor mail about how their gift was used. Make it personal and share a story from your organization.

70

Stewardship Phone Call

Have a staff member or volunteer reach out to your donor and let them know the impact they're making for your organization.

85

Second Gift Appeal

The end of your first 90 days is your last best chance to acquire a larger second gift.

In The First 90 days: Email Newsletter

Assuming you send a monthly newsletter, they should be added to the newsletter email list.



Summary

77% of nonprofits are not sending a thank-you letter within 30 days of a contribution. A thank you is a huge opportunity to communicate impact, create emotional connections, and engage donors with your cause.

By creating a donor experience that goes beyond one transaction, you can inspire a sense of connection that will impact your mission for years to come.





All-in-one giving platform

Donor Management

Volunteer Management

Online Fundraising

Event Management

Peer-to-Peer Fundraising

Auction Fundraising

Payment Processing

Email Marketing

Reporting & Analytics

Integration Hub

Take a Tour

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