



# Feeding America Network Donor Experience

REPORT



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# Introduction

By creating a meaningful donor experience, nonprofit organizations such as Feeding America network members 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 Feeding America network members, 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 Feeding America network. In this report, we not only shed light on some of the fundraising challenges faced by the average Feeding America network, but also present practical solutions to overcome these obstacles.

Together we can create a world inspired by giving.





# What we researched and why?

We focused on two key areas: the process of giving and the 30 days following the donation. We examined factors like the ease of donating, the clarity of communication, and the perceived impact of the donation. We also analyzed factors like communication from the organization, receipt of acknowledgement, and follow-up engagement opportunities.

Our research study aimed to understand the donor experience when giving to Feeding America network members and how this impacts their likelihood to give.

## The following areas were reviewed:

- Was the donor given the opportunity to cover transaction fees?
- Were the transaction fees included without a choice?
- 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 50 distinct Feeding America network members**. Our aim was to examine the interactions we received as new donors and gain insights into the donor experience. Here are the key findings from our analysis.

## Donor Giving Experience

At times, we may overlook simple ways of meeting donors where they are. For example, giving donors the option to cover a fee or pay using their preferred method may not always be a high priority for busy nonprofits. However, choosing fundraising methods that cater to the diverse needs of your donor base can be a great way to demonstrate how much you value them. By doing so, you show that you're committed to making giving as easy and convenient as possible for them.

- 70%** of Feeding America network members gave donors the option to cover transaction fees
- 46%** of Feeding America network members made the option to cover transaction fees the default option
- 16%** of Feeding America network members offered more than one payment option





### Knowing the Impact

Giving donors the option to attribute their donation to a specific cause can have a significant impact on their overall giving experience. When donors can see the direct impact of their donation, it creates a stronger sense of connection to the cause and a greater sense of accomplishment. By gaining visibility into how their donation is being used, donors feel more informed and empowered to make a difference, leading to increased engagement and a deeper commitment to the cause.

### Creating Connection

Giving donors the option to make a tribute or memorial donation is a thoughtful way to honor a loved one's memory while also supporting a cause close to their heart. This can create a deeper emotional connection to the organization and help foster a sense of purpose and impact for the donor. In addition, it can increase the likelihood of continued giving and help sustain the organization's mission for years to come.

**14%**

of Feeding America network members gave donors the option to contribute to a specific fund

**82%**

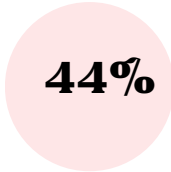
of Feeding America network members gave the option to give as a tribute or memorial





### Inviting Them Into Your Community

One effective way to connect donors to your cause is by providing them with 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.



of Feeding America network members 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.

**98% of Feeding America network members sent a donation receipt but only 70% of those were personalized.**



## The Power of Saying Thank You

You should also include a message of appreciation in that donation receipt email. This further inspires a sense of connection between the donor and your organization.

**12%**

of Feeding America network members thanked their donors in the first 15 days after their donation

**18%**

of Feeding America network members thanked their donors in the first 30 days after their donation

**This means that 82% of donors were not thanked by letter at all.**



# Summary

The 80% of Feeding America network members that did not send a thank you note within the first 30 days of a donation have a huge opportunity to retain their donors.

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.





# Create a world inspired by giving.

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