

REPORT

Free Clinics Donor Experience



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Introduction

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

Together, we can change lives, with hope and health.





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, receiving acknowledgment for the donation, and opportunities for continued engagement.

Our research study focused on understanding the donor experience at Free Clinics 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 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 Free Clinics organizations**. Our aim was to examine the interactions we received as new donors and gain insights into the experience of giving for the first time. Here are the key findings from our analysis.

Donor Giving Experience

Providing multiple payment options for a donor can have a significant positive impact as it allows them to choose a method that is most convenient and comfortable for them, leading to increased donations and overall satisfaction with your free clinic.

60%

of Free Clinics gave donors the option to cover transaction fees

36%

of Free Clinics made the option to cover transaction fees the default option

6%

of Free Clinics 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.

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 these lives in this meaningful way, you can inspire continued support for your Free Clinic.

22%

of Free Clinics gave donors the option to contribute to a specific fund

58%

of Free Clinics 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.

14%

of Free Clinics 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 Free Clinics sent a donation receipt but only 48% 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 is simple things like ensuring that your donors are thanked in a timely manner that can increase your nonprofits impact.

14%

of Free Clinics thanked their donors in the first 15 days after their donation

24%

of Free Clinics thanked their donors in the first 30 days after their donation

76% of Free Clinics donor are not being thanked within 30 days of a contribution.



Summary

76% of Free Clinics 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.





Create a world inspired by giving.

Donor Management

Online Fundraising

Volunteer Management

Email Marketing

Reporting & Analytics

Take a Tour

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