



**REPORT**

# Multi-Chapter 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 multi-chapter nonprofits, 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 multi-chapter nonprofits. In this report, we not only shed light on some of the fundraising challenges faced by the average multi-chapter 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 multi-chapter 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 300 distinct multi-chapter 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 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 multi-chapter nonprofit.

**59%**

of multi-chapter nonprofits gave donors the option to cover transaction fees

**28%**

of multi-chapter nonprofits made the option to cover transaction fees the default option

**15%**

of multi-chapter nonprofits 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 their loved ones' lives in this special way, you can inspire continued support for your multi-chapter nonprofit.

**29%**

of multi-chapter nonprofits gave donors the option to contribute to a specific fund

**62%**

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

**23%**

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

**77% of multi-chapter 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 multi-chapter 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.





# Create a world inspired by giving.

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