



# Humane Society Donor Experience

REPORT



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# Introduction

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

Together, we can create a better future for pets and their people.





# 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, clarity of communication, and perceived impact of donating. We also analyzed factors like communication from the organization, receipt of acknowledgement, and follow-up engagement opportunities.

Our research study focused on understanding the donor experience at Humane Society 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 Humane Society 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 the nonprofit.

- 54%** of Humane Society nonprofits gave donors the option to cover transaction fees
- 28%** of Humane Society nonprofits made the option to cover transaction fees the default option
- 22%** of Humane Society 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 pet memorial or tribute gift is a meaningful way to empower your donors to pay tribute to the cherished memories of their beloved companion. By commemorating their pets' lives in this special way, you can inspire continued support for your Humane Society.

**40%**

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

**52%**

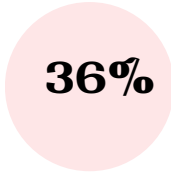
of Humane Society nonprofits gave the option to give as a tribute or memorial





### 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.



of Humane Society 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.

**98% of Humane Society nonprofits sent a donation receipt but only 36% 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 Humane Society nonprofits thanked their donors in the first 15 days after their donation

**16%**

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

**This means that 84% of donors were not thanked by letter in the first 30 days.**

# Summary

The 84% of Humane Society nonprofits that did not send a thank you note within the first 30 days of a donation have a huge opportunity to better 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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