



**REPORT**

# Meals On Wheels Donor Experience



# Contents

- 3** Introduction
- 4** What we researched and why
- 5** What did the data show?
- 9** Summary



# Introduction

By creating a meaningful donor experience, nonprofit organizations such as Meals on Wheels 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 Meals on Wheels, 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 Meals on Wheels. In this report, we not only shed light on some of the fundraising challenges faced by the average Meals on Wheels, 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 Meals on Wheels 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?

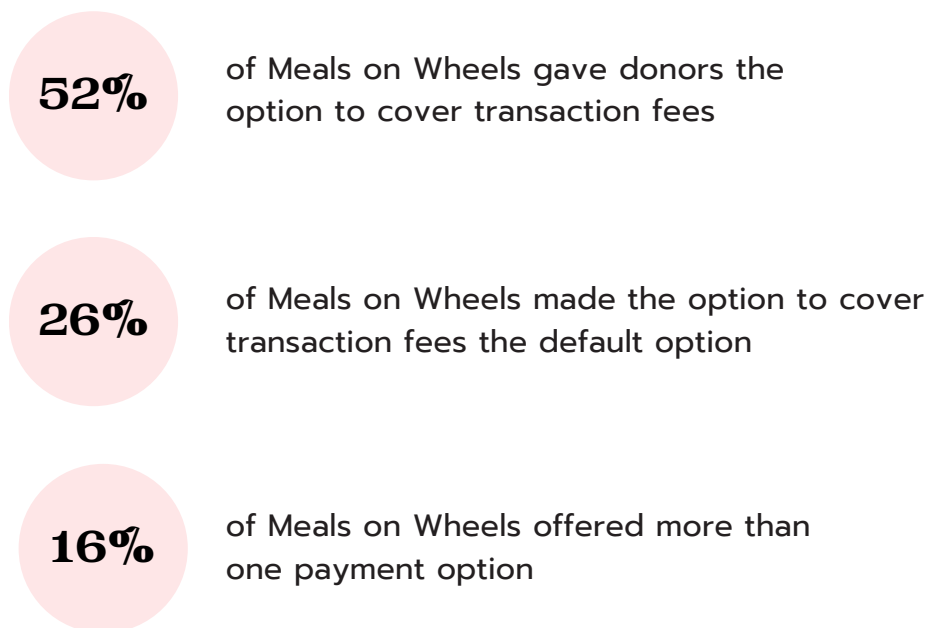


# What did the data show?

In this study, we donated **\$25 to 50 distinct Meals on Wheels 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 Meals on Wheels.



## 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

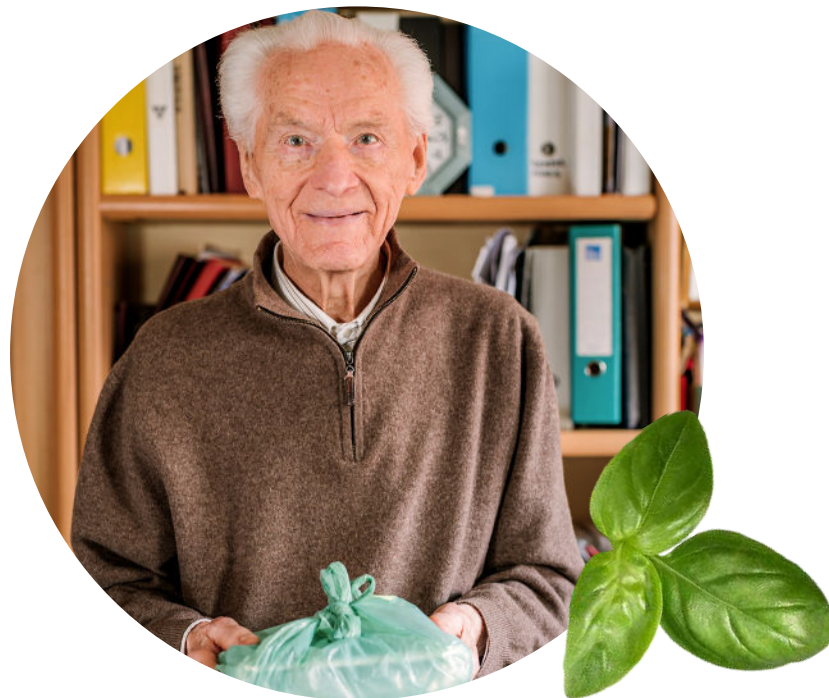
Offering a memorial or tribute gift is a meaningful way to empower your donors to pay tribute to the cherished memories of their loved ones. By commemorating their loved ones' lives in this special way, you can inspire continued support for your Healthcare Nonprofit.

**36%**

of Meals on Wheels gave donors the option to contribute to a specific fund

**58%**

of Meals on Wheels 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 Meals on Wheels 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 Meals on Wheels sent a donation receipt but only 44% 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.

**8%**

of Meals on Wheels thanked their donors in the first 15 days after their donation

**18%**

of Meals on Wheels thanked their donors in the first 30 days after their donation

**82% of Meals on Wheels donor are not being thanked within 30 days of a contribution.**



# Summary

**82% of Meals on Wheels 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](#)

© 2023 Bloomerang® All rights reserved.

[Bloomerang.com](https://Bloomerang.com)

   
@BloomerangTech

   
@Bloomerang

317.296.8100  
9120 Otis Avenue  
Indianapolis, IN 46216