

Online Donors: Why They Leave and How to Win Them Back

Nonprofit 911

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Today's Agenda

- Who's giving
- How fickle are they?
- What we can do better
- Dos and don'ts of online cultivation

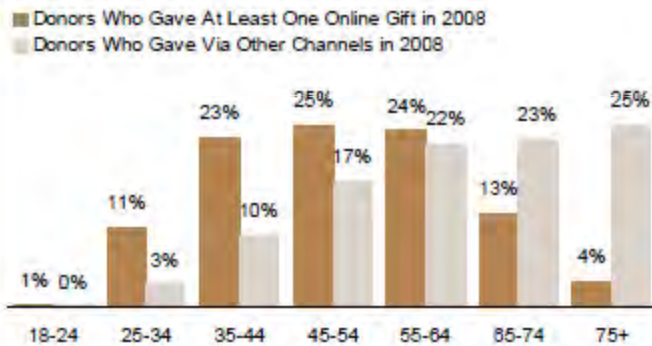
The Young and the Generous



Flickr: Overseas Development Institute

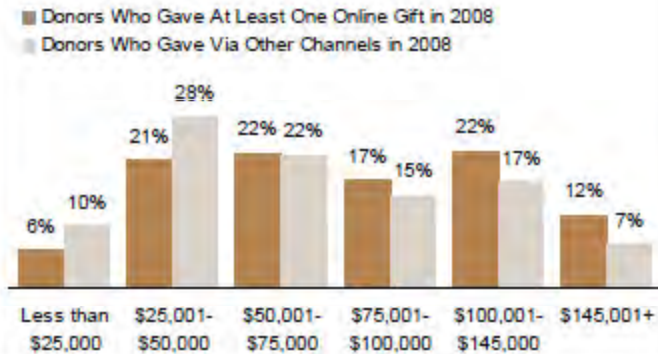
Who are these donors?

Fig. 4: 2008 Median Donors by Age as Percentage of Total File
Group 1 Organizations



Note: percentages for non-online and online donors will not necessarily add up to 100%, as each is a median of the percentages of the 12 participating organizations.

Fig. 5: 2008 Median Donors by Income as Percentage of Total File
Group 1 Organizations



Note: percentages for non-online and online donors will not necessarily add up to 100%, as each is a median of the percentages of the 12 participating organizations.

How much are they giving?

Overall

Giving Outlet	2006	2007	2008	2009
Nonprofit's own site		\$128	\$131	\$118
Giving Portal	\$146	\$104	\$88	\$102
Partner sites (including Causes)			\$52	\$63

Disaster

Giving Outlet	Average Gift
Employer match	\$125
Nonprofit's own site	\$117
Corporate giving site	\$72
Social network (i.e. Facebook)	\$30
Mobile	\$10



To whom are they listening?

The messenger matters!

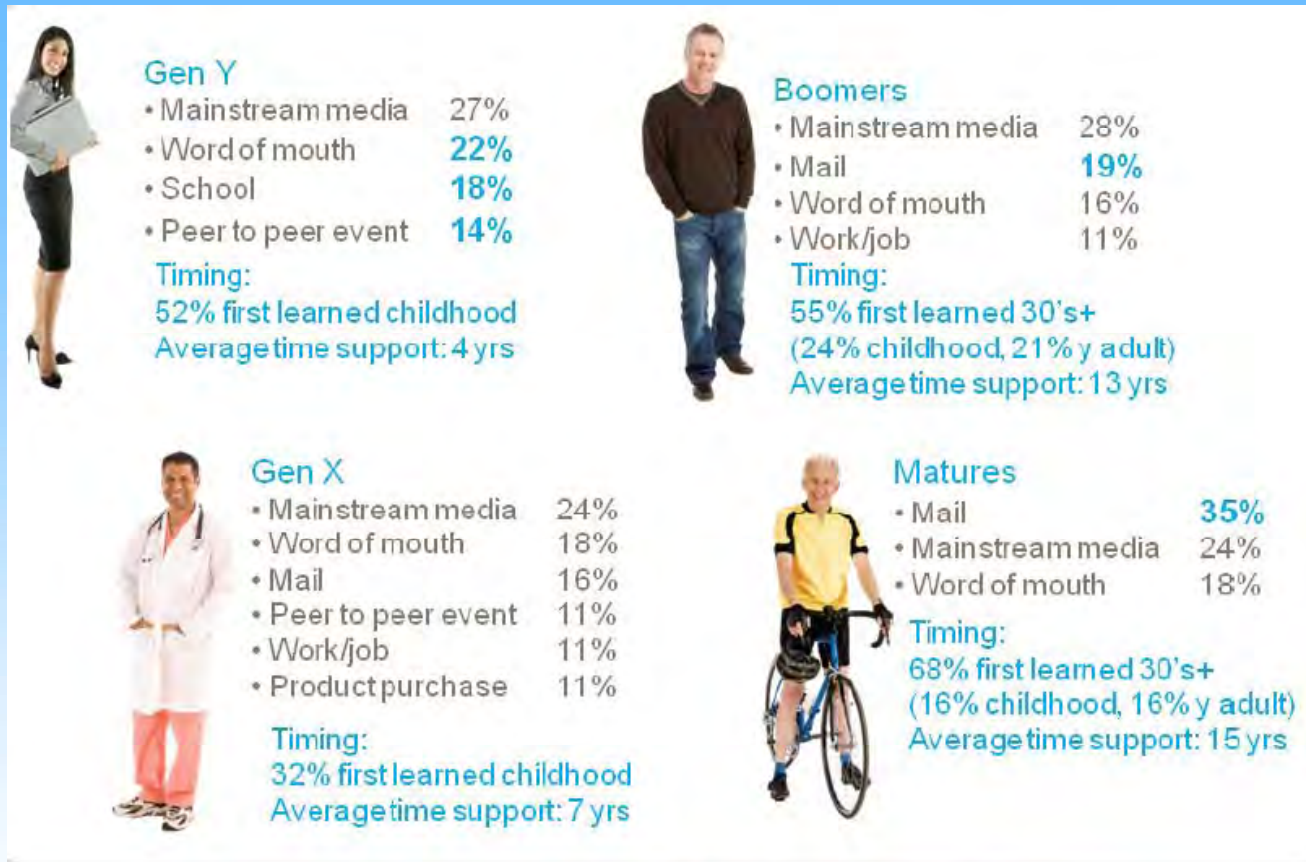


Figure 9: How Donors Learned About Their Top Charity (Top Channel Cited Above)
 (blue numbering represents statistically significant difference)

How does donor age affect giving?

Average giving data has to be coupled with the size of the donor population in each generational group to understand the attractiveness of each segment. In Figure 3, we extrapolate the survey results to the general population to estimate the distribution of individual (non major gift) contributions by generation. We see that Boomers, Gen X and Y all represent larger potential donor pools than Matures, substantially so in regards to Boomers and Gen X. Matures represent just 21 percent of the total donor universe, and 28 percent of contributions.

	Estimated Population	Estimated % Giving	Estimated Number of Donors	Average Contributions/Year \$	Estimated Annual Contributions
Matures	39.0M	79%	30.81M	\$1066	\$32.7B
Boomers	78.0M	67%	52.26M	\$901	\$47.1B
Gen X	62.0M	58%	35.96M	\$796	\$28.6B
Gen Y (ages 18-29)	51.0M	56%	28.56M	\$341	\$9.7B
	230.0M	64%	147.59M		\$118.2B

Figure 3: Estimated Donors and Contributions by Age Segment

It's networks and technology, not dollars

As Figure 11 depicts, giving money is the primary way donors engage with their top charity across generations, but younger generations are more likely to show their support in other ways. When asked how you can make the most difference with your top charity, giving money was a smaller piece of the equation for Gen Y and X donors, offset mostly by spreading the word, fundraising for the charity and volunteering.

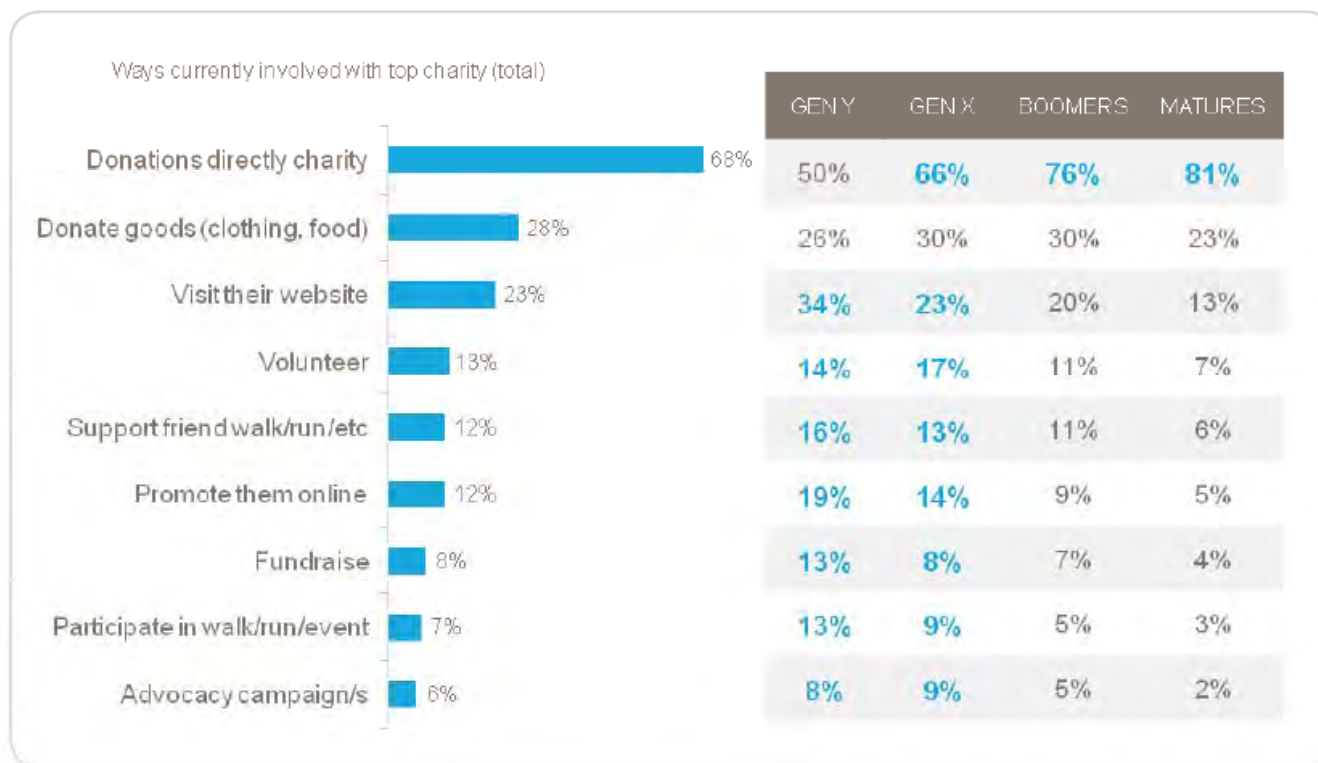


Figure 11: First Form of Engagement
 (blue numbering represents statistically significant difference)



How much are they giving?

- Overall average donation amount down, volume up:
 - Average donation in 2009 **decreased 22% to \$92 from \$112** in 2008
 - Number of donations processed **up 92%**
- Nonprofits' own sites' donation amount increased 17%

Where are they giving?

- Websites
- Social networks
- Giving portals
- Embedded giving
- (Mobile)

But—more importantly—why?

Disaster

[Home](#) > [Help Survivors of Quake in Haiti](#)



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FOR NONPROFITS

FOR DONORS

FOR PARTNERS

ABOUT US

Total 2009 Donations: \$113 Million!

Help Survivors of Quake in Haiti

Help earthquake victims in Haiti by providing funds for critical aid including water, food, shelter, and medical care. Your donation will support organizations providing emergency relief.

A massive 7.0 earthquake struck near Port-au-Prince, Haiti on January 12, 2010. Three million people have been affected by the quake and its aftermath. Reports estimate that over one hundred thousand Haitians are dead. Nearly all of Port-au-Prince is either damaged or destroyed, including much needed hospitals and facilities to house the injured. Emergency supplies such as food, water, medical supplies and clothing are desperately needed. The organizations below need your help now to be able to provide assistance in the days, weeks, and months ahead.

To ensure your contribution goes to Haiti relief funds, please remember to designate your gift to "Haiti Earthquake".

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DONATE WITH CONFIDENCE

This is a safe and secure website approved by the BBB; 500,000 donors have contributed \$360 million dollars.

[Learn More](#)

MONTHLY GIVING

Charities need your support in the months ahead; choose monthly giving to spread your donation out over the year.

[Learn More](#)

[Check for Employer Match >>](#)

HEP Development Services has a database of companies matching Haiti relief donations. Click the button above to find out if and how your employer will match your gift.

Friends

Support me as I Step Out to Fight Diabetes!

Diabetes is a thief. Here's what it stole from me...

This picture was taken at the American Diabetes Association's walk in DC on November 4, 2006. Paul and I spent the morning walking as part of ADA's national office team. Since the cold morning turned into a beautiful fall day, we decided to spend the afternoon in DC enjoying some museums.

We started with the Smithsonian Museum of Natural History, and Paul asked me what I wanted to see when we got there. I shrugged my shoulders. He looked at me with a mischievous grin and said, "You like things that sparkle, let's visit the Gem Collection first."

Never one to turn down perusing jewelry, I happily followed him to the exhibit. While admiring all 45 carats of the Hope Diamond, Paul said to me, "I'll never be able to afford that, but you need to tell me what you want in a diamond." I looked at him in total disbelief as he got down on one knee in front of dozens of tourists and asked me to marry him.

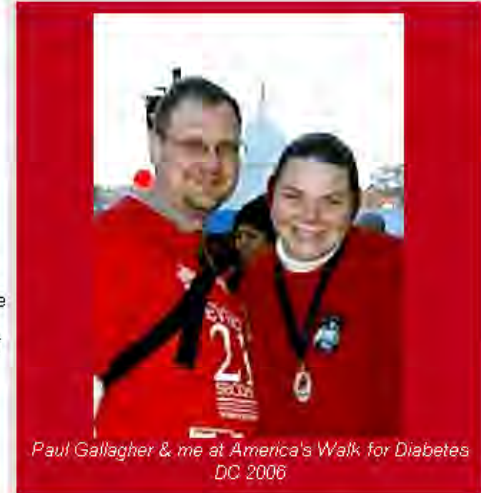
Three weeks later he was dead. Dilated cardiomyopathy caused by his type 1 diabetes.

I'm Stepping Out because the money I raise will help ADA stop diabetes by funding research, education and advocacy. Please support the ADA with a donation by selecting the "Click Here to Sponsor Me" button. Help me stop diabetes from stealing anyone else's happily ever after.

No matter how small or large, your generous gift will help improve the lives of the millions of Americans who suffer from diabetes and pre-diabetes, in the hope that future generations can live in a world without this disease. Together, we can all make a difference!

Thank you for making a generous contribution to this cause that is so important to me!

If you think this page contains objectionable content, please [inform the system administrator](#).



Paul Gallagher & me at America's Walk for Diabetes DC 2006

 [Click Here to Sponsor Me](#)

[ADA - Marcom Team page](#)

Ms. Bethany Ann Bauman



Goal: \$150.00
Achieved: \$340.00

Fundraising Honor Roll

Anonymous

Cliff Spitz

Donna Wilkins

[\[Stop\]](#) [\[Start\]](#)

TOGETHER WE CAN STOP DIABETES. ONE STEP AT A TIME.

It's easy

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Rebirth of the Cool



PHOTO: TRAVIS W. COOPER/ARTISTBYARTIST.COM

Featured Exhibit



Jazzin' Jammin' & Jivin': The History of Jazz on Film



Upcoming Events

02.11.10 - Artists Reception for African-American Expressions of the Soul San Francisco, CA 94115 - ... [MORE]



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Are they coming back?

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Study Shows First-Time Online Donors Often Do Not Return

By STEPHANIE STROM
Published: March 17, 2009


People who go online to donate to charity for the first time often do not return to the Internet to make later gifts, according to a new [study](#) examining the experience of 24 nonprofit groups.

The findings suggest that while the Internet can be a valuable fund-raising tool for charities, particularly in soliciting gifts after disasters like [Hurricane Katrina](#), it is not a replacement for direct mail or other forms of fund-raising.

“Online giving is higher than offline giving, and the demographics of online givers are more attractive — better educated, higher income,” said Tobias Smith, director of online communications at [CARE](#), which took part in the study and works on issues faced by poor women. “But how you get people to routinely give online is a nut no one has yet cracked.”

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[See why](#)

- SIGN IN TO RECOMMEND
- TWITTER
- SIGN IN TO E-MAIL
- PRINT
- REPRINTS
- SHARE

CRAZY HEART
NOW PLAYING
3 ACADEMY AWARD NOMINATIONS

Are they coming back?

- Only 25% of \$50-99 donors (versus 37% offline)
- Many (even a third!) switch channels or don't return

• * Donor Analytics DonorCentrics™ Internet Giving Benchmarking Analysis



Flickr: burningkarma

Are they coming back?

- 30% of donors gave more than once in the past 12 months
- 50% of donors on NPO sites give >1 time
- 15% of donors on social networks give >1 time in a year

Whose Fault is It?

It's easy to blame the donor:

- Crisis response (as noted in *NYT*)
- Switch to different giving channels
- Peer-to-peer request
- Young donors are just fickle... right?

LONDON'S QUALITY NEWSPAPER

TUESDAY

YOU ONLY
HAVE
YOURSELF*
TO BLAME

 **Bee**veing
Standard

www.beejoir.co.uk

* Nonprofits at least must *share* responsibility for lower retention

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What We Can Do Better

Now: Make it easy

Later: Follow up

Make it easy: Integrate



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[!\[\]\(1ec9c5991b6cfbe205eacf87caeef44f_img.jpg\) Donate Now](#)

How to Get Help

General Intake
(505) 244-1101

Donate Now and Make A Difference!

Your donation to Pegasus Legal Services for Children will give children and youth access to safe and stable homes, quality education and healthcare, and a voice in decisions that affect their lives.

* indicates required field

Recurring Donor?

 [edit settings](#)

Donation

Amount* \$25.00

\$50.00

\$100.00


\$150.00

Other

\$.00


Frequency I want to make a one-time donation

I want to make a recurring donation

-Select-  ?

Dedicated in behalf of in honor of in memory of



For Youth & Young Adults 





For Parents & Caregivers 



Make it easy: Highlight

Donate

Contributions from individuals and organizations are a vital resource for Fan Free Clinic's clients and services. Please review the various giving options presented on this page. If you have any questions or would like additional information, please feel free to contact a member of our development team.

Richard Corbett
Director of Development
 - (804) 358-6343  X 110

Online Giving

FFC uses Network for Good to securely process its online donations. This service enables us to accept most major credit cards as well as debit transactions through PayPal. You may use this online service for individual gifts as well as for recurring gifts.

Individual Gifts

You are welcome to make a monetary donation to FFC at any time throughout the year. You may make your gift securely online – or, if you'd prefer, by cash or check. Checks should be made payable to Fan Free Clinic. Our mailing address is P.O. Box 6477, Richmond, VA 23230. (Please do not send cash through the mail.)

Recurring Gifts

...individual gifts – but on a repeating schedule chosen by you. You may establish your recurring gift online or directly with FFC by contacting a member of our development



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Follow up: Use same medium

From: Facebook [mailto:notification+m24x42xn@facebookmail.com]
Sent: Tuesday, June 23, 2009 4:29 PM
To: Katya Andresen
Subject: Jackie Anderson Downing sent you a message on Facebook...

Jackie sent you a message.

Subject: Thank you!!

Hi Katya,
Thank you sooo much for donating to GSA Network in honor of John Kenyon's 44th birthday. That was so generous of you and our GSA youth leaders really appreciate it. Would you like me to send you our latest newsletter?
Thanks again!
Jackie

To reply to this message, follow the link below:

<http://www.facebook.com/n/?inbox/readmessage.php&t=1016392949235&mid=ab3829G2c25eb4eG2c58bcaG0>

@jbuchana Hey Jim, thank you for your support, really appreciate it :) #12for12k

9:32 AM Feb 1st from Seasmic in reply to @jbuchana

Follow up: Be timely

Flickr: Kaustav Bhattacharya



Follow up: Make it personal



Follow up: Include tangibility

Saving Shelter Pets would like to extend a heartfelt “thank you” to each and every one of you who donated and helped us to spread the word about our participation in the contest. We have made some new friends through this experience, and reconnected with some old ones too – and for this we are truly grateful.

\$5,186 of the 6 Degrees donations has already been used to save over 30 dogs & puppies from death row, including the ones pictured below. [Adorable photos of dogs were included.]

Follow up: Keep the conversation going in your thank you

THANK YOU FOR YOUR STEADFAST SUPPORT

The support of our donors and friends made our work in 2009 possible and will allow us to forge ahead in 2010 and beyond.



Dear Rebecca,

Happy New Year on behalf of everyone at Conservation International.

We begin this new decade with optimism and courage ready to fight for the monumental gains we must make together to protect our Earth.

Thanks to your support, we have a jumpstart. Last month, we exceeded our year-end Challenge goal. And we are now poised to meet the demanding, yet exciting opportunities ahead in 2010.

In the coming year, we'll be taking on some of the great issues of our lifetime including:

- working to secure a stable global climate;
- understanding and protecting the sources and flows of fresh water;
- ensuring nature's ability to provide food for human needs;
- minimizing environmental pressures on human health;
- valuing the role of nature in human cultures;
- safeguarding the unknown and as-yet-undiscovered option values that nature provides; and
- saving our oceans – which are threatened like never before by climate change, pollution and overfishing.

We need your help to continue these fights and we hope you will continue to stand by us. [To see some of our success stories from 2009 click here.](#)

Thank you again for your support. Here's to success in the New Year.

Sincerely,

A handwritten signature in black ink that reads "Beth Wallace".

Beth Wallace
VP, Marketing Communications and Membership

Photo credits:
© Clipphoto by Sterling Zumbrunn
© Clipphoto by Chen Qi



After Copenhagen

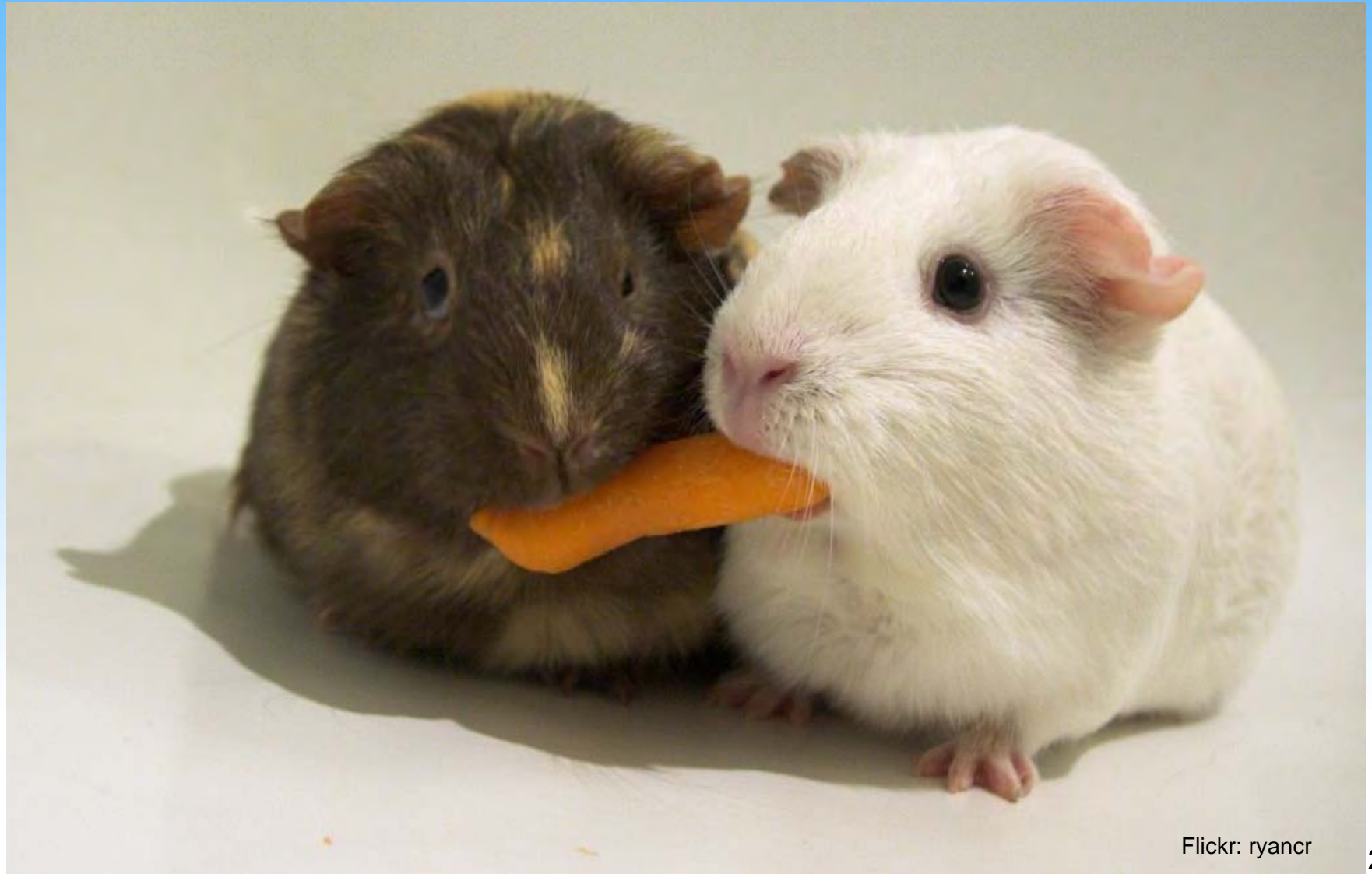
As you may know, last month our team made a strong showing at the United Nations Framework Convention on Climate Change.

Although a comprehensive climate treaty wasn't signed, we do see many positive indications for the future. CI's consistent call to make forest protection and restoration, alongside other sustainable land-use decisions, part of the climate change solution bore fruit, and rallied important developments on the international front. In 2010, we will carry that message forward – continuing to demonstrate how biodiversity delivers vital benefits—like climate regulation, watershed protection, pollination, and disaster prevention—to us all.

Dos and Don'ts



Do: Share Responsibility



Do: Consider Multiple Channels

“A multi-channel strategy – which may even include telemarketing in addition to Direct Mail and email – is the undisputed way to maximize donations.”

– Clint O’Brien, Care2

Do: Build Relationships

- Be donor-centric in follow-up (not “me, me, me”)
- Segment communications
- Follow up directly

Don't: Make Assumptions

- *Donors will automatically take advantage of a recurring giving option*
- *Receipts = thank-yous*
- *Donors are young and unpredictable – it's just a fact of life*

Don't: Be Discouraged

- Not all donors will come back
- Set goals
- Measure against goals – not ivory tower!



Next Steps: Connect with Us!



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rebecca.higman@networkforgood.org



kivi@ecoscribe.com