



NURTURING YOUR MONTHLY DONORS

Increase Donor Retention

ABOUT JEREMY REIS

- Sr. Director of Marketing at World Concern
- Author of *Magnetic Nonprofit* and *Raise More Money in Email*
- Advisory Council Member, Christian Leadership Alliance
- Host, Nonprofit Answers podcast
- nonprofitdonor.com



19%

**ONLY 4 OUT OF 5 FIRST TIME
DONORS GIVE A SECOND TIME**

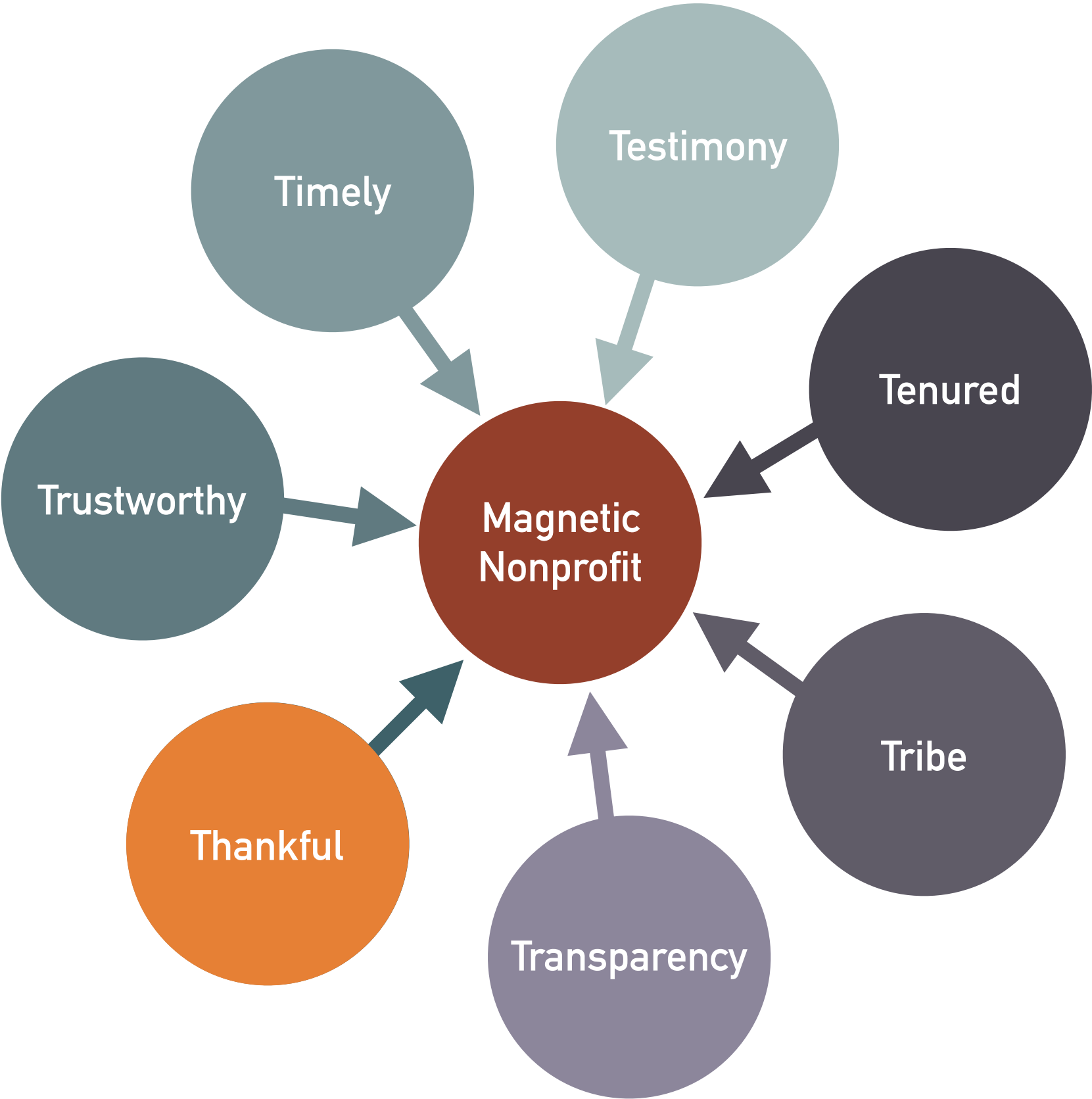
18-24 MONTH ROI

DONOR ACQUISITION IS EXPENSIVE

WHY IS RETENTION SO LOW?

- We aren't
 - delivering a “product” people want
 - thanking donors sufficiently
 - properly communicating with donors
 - aligning our communications with donors' interests
 - demonstrating impact

ATTRIBUTES OF A MAGNETIC NONPROFIT



90%

72% ORGANIZATION MADE DONOR
FEEL THEIR GIFT MADE A
DIFFERENCE

71% ORGANIZATION GAVE DONOR
INFORMATION ABOUT WHAT THE
GIFT HELPED ACCOMPLISH

Heart of a Donor Study

**WHAT DOES IT MEAN
TO BE A THANKFUL
NONPROFIT?**

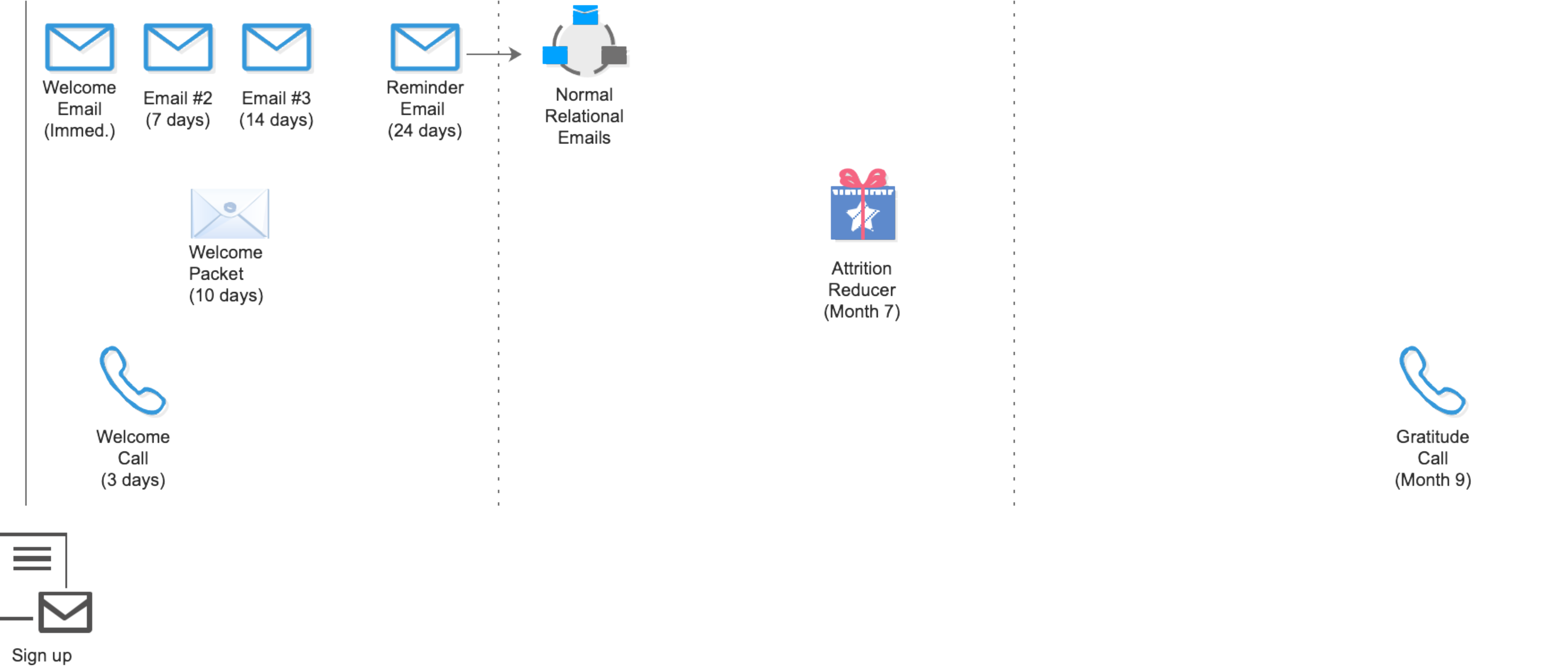
**TIMELY
IMPACT
APPRECIATE**

**NURTURING
DONORS WITH
GRATITUDE**

THANK DONORS AT THE POINT OF DONATION

- Thank You Email
 - Welcome Series for New Donors
- Notecard
- Phone Call
- Personalized Videos

MONTHLY DONOR FIRST YEAR COMMUNICATIONS



PERSONALIZED THANK YOU VIDEOS

- Technology Platforms (Like ThankView)
- Send Personalized Videos to Donors

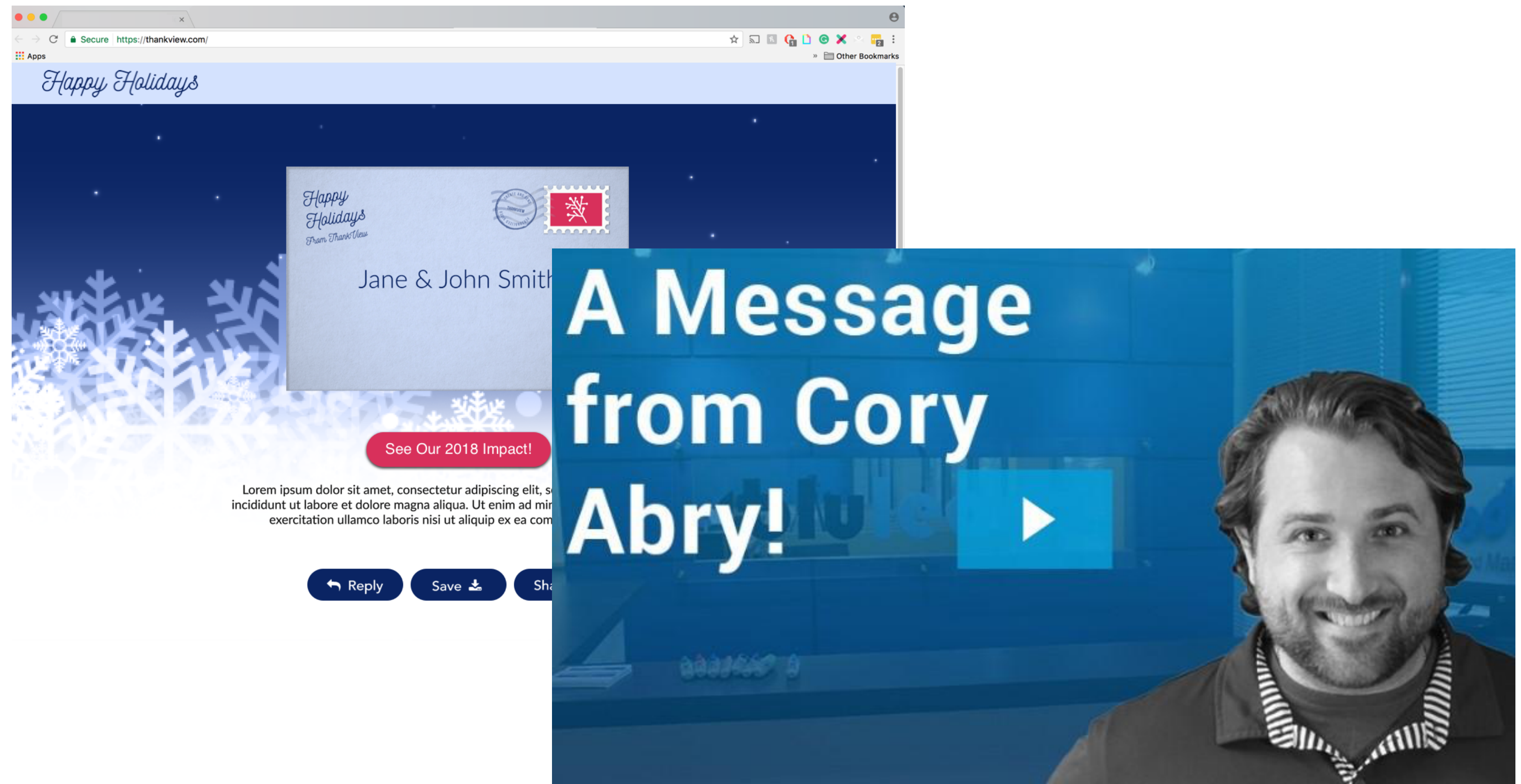


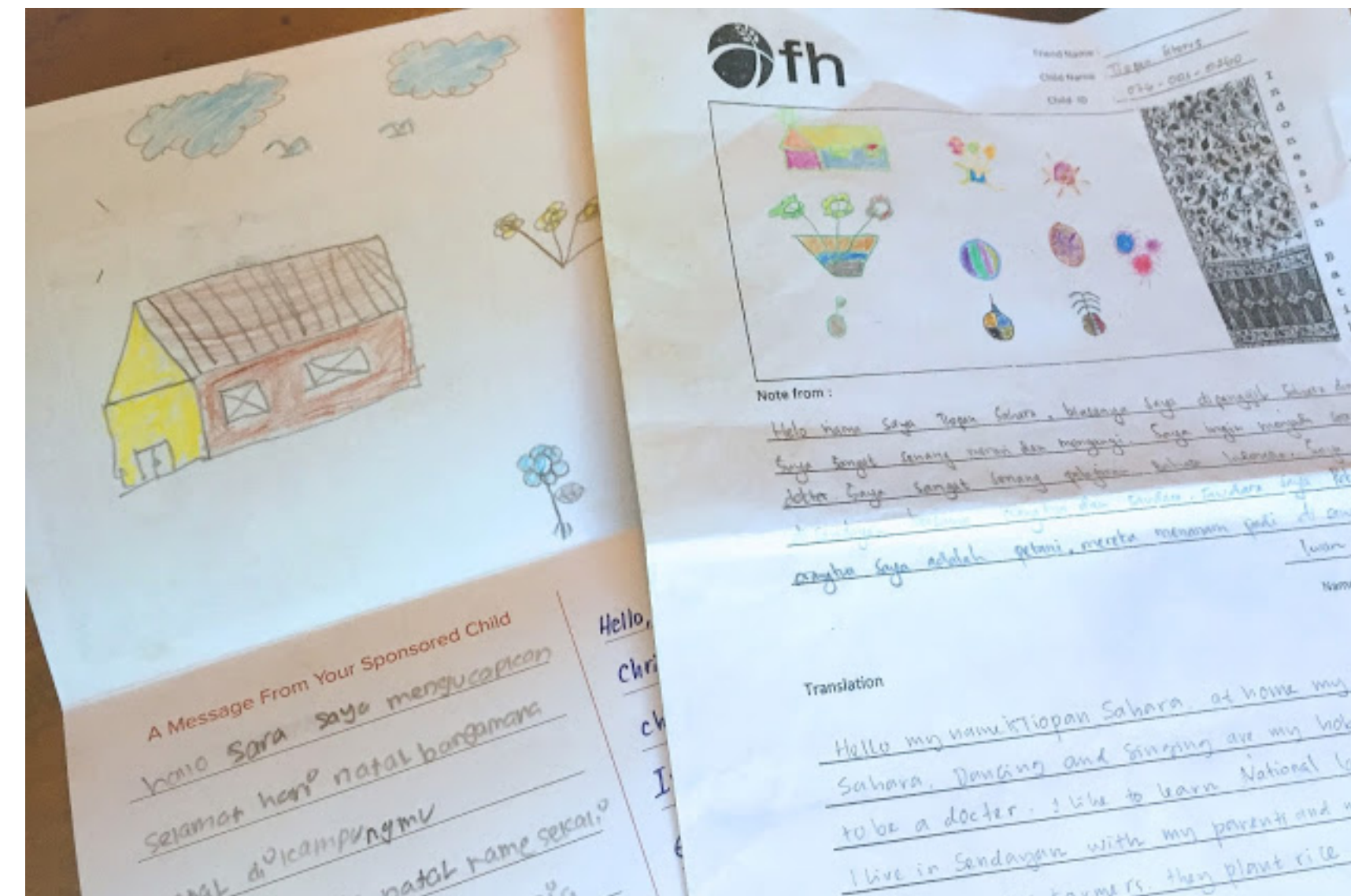
PHOTO BOOK FOR DONORS (AND OTHER PREMIUMS)

- Deepen Relationships
- When?
 - After a Campaign
 - For a Specific Occasion (Year End)
 - Point in Donor Journey



MEASURE POINTS OF ATTRITION

- Attrition is the Percentage of Donors Who Quit Each Year
- Specific Points Where You Might Lose Donors
- Take Action to Keep Donors
 - Phone Call
 - Handwritten Card
 - Premium
 - Event Invitation



47%

RIGHT NOW – PRAYER CALLS

- 47% Answer Rate (Normally <10%)
- Relationship Building
- Ask for Prayer Requests



**MERELY THANKING THE
DONOR IS THE BEST WAY
TO MOVE A DONOR TO A
SECOND GIFT AND BEYOND**