

BEYOND THE ONE TIME GIFT

Advanced Strategies for Donor Retention



Agenda:

1. Donor Retention Statistics
2. Best Practices for Recruiting New Donors
3. Challenges & Opportunities
4. Tips & Strategies
5. Impact Reporting
6. Building Strong Donor Relationships
7. Trends & Best Practices
8. Takeaways
9. Q&A





Bryna Dilman

VP of Growth & Marketing, Keela

- *20 years of nonprofit experience*
- *Expert in:*
 - *Nonprofit Leadership*
 - *Fundraising Strategy Development*
 - *Nonprofit Research*



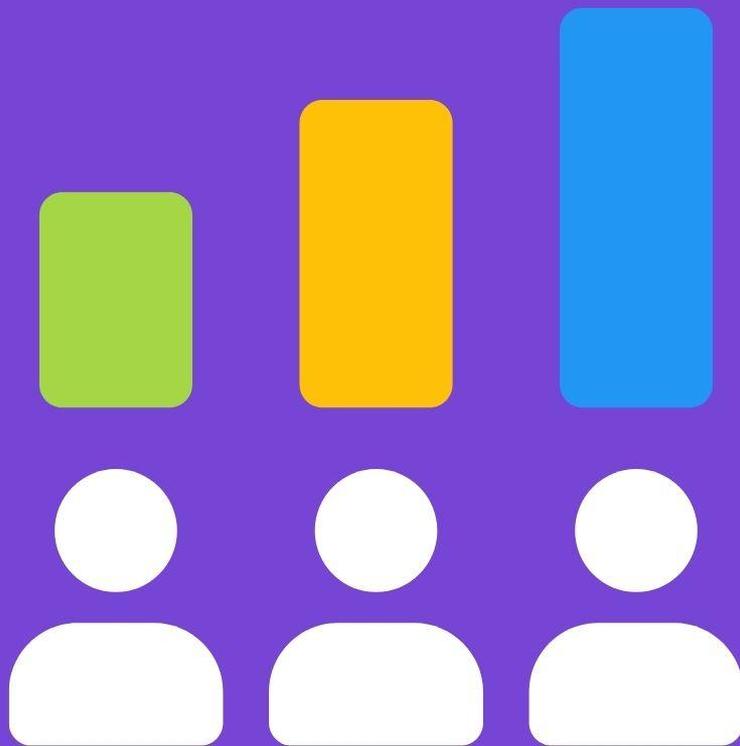
Meredith Gray

Head of Marketing, Keela

- *10 Years of Nonprofit Experience*
- *Expert in:*
 - *Diversifying Revenue Streams*
 - *Building a Fundraising Pipeline*
 - *Peer-to-Peer Strategy Development*

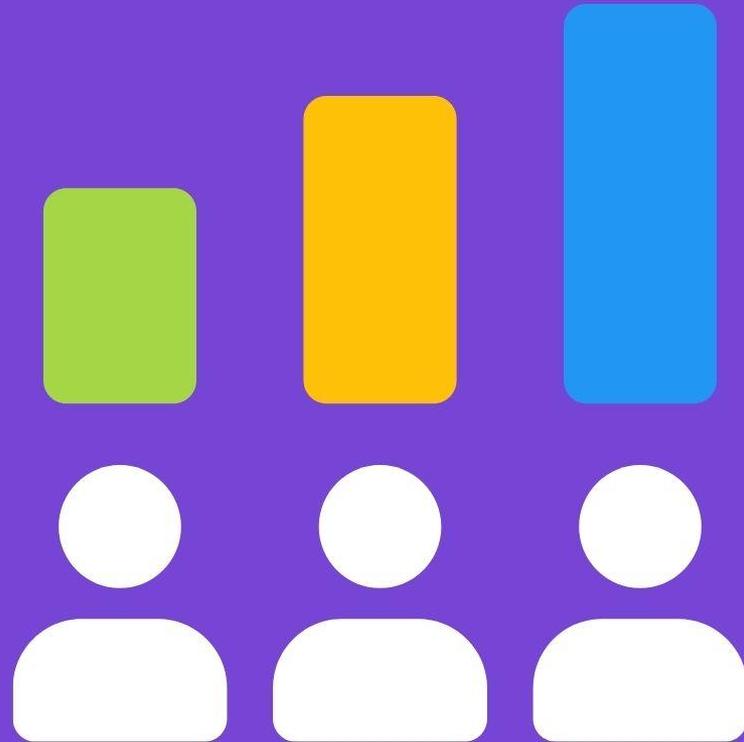
POLL: What is Your Donor Retention Rate?

- 0-20%
- 21% - 40%
- 41% - 60%
- 61%-80%
- 81%-100%

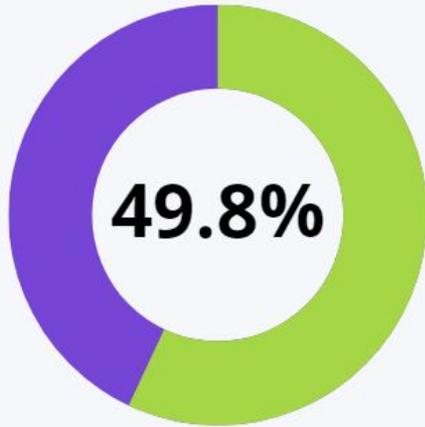


POLL: Challenges with Donor Retention?

- Team capacity
- Limited Budget
- Communication
- Competing Causes



Donor Retention Statistics



Loss of donors each
year



10% ↑ in donor
retention boosting
lifetime value



Donor acquisition is 5x
more expensive

Why It Pays to Keep Your Donors



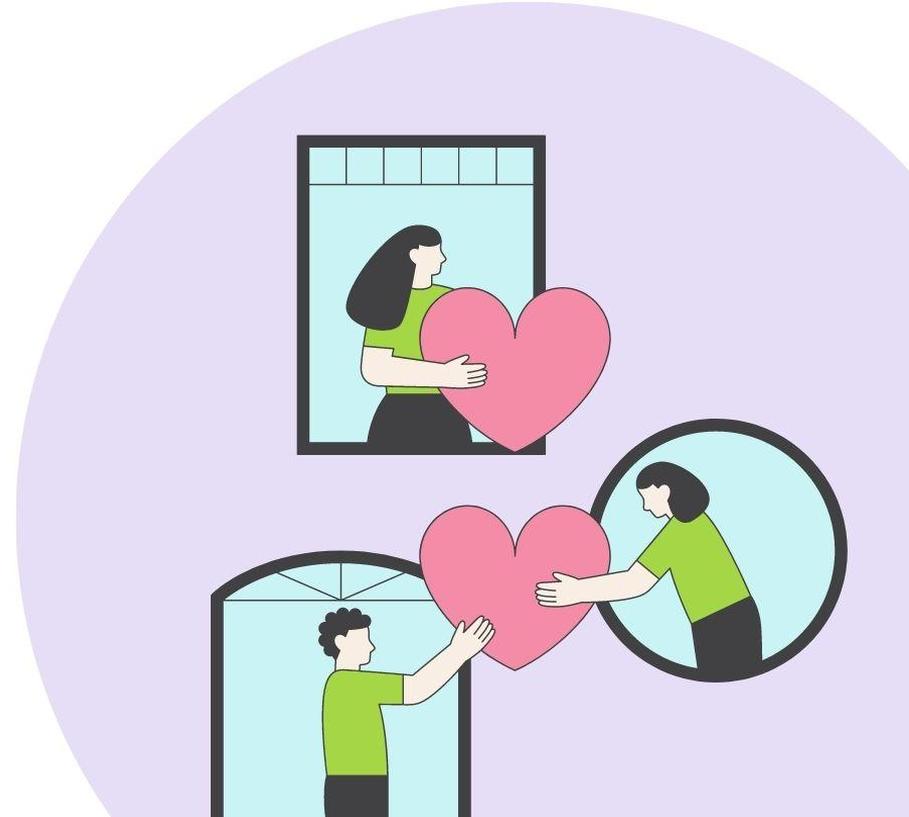
- **Save marketing and ad costs.**
- **Gain larger donations.**
- **Acquire sustainable funding.**

Why Do Donors Leave?

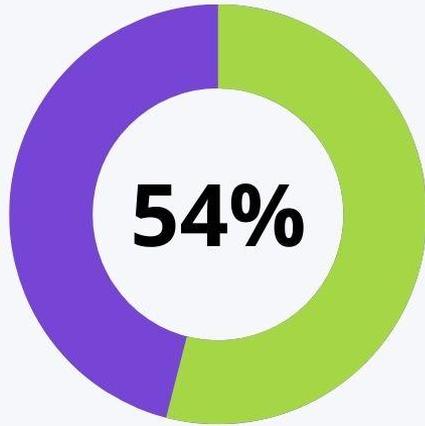
Too Many Solicitations

Poor Communication

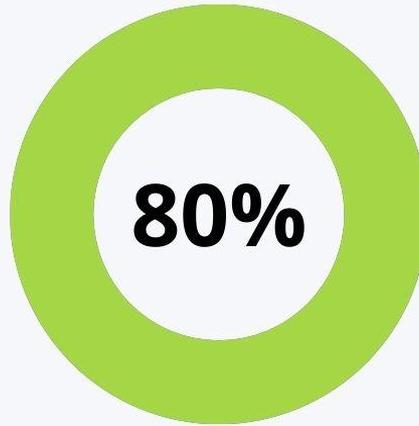
Donor Fatigue



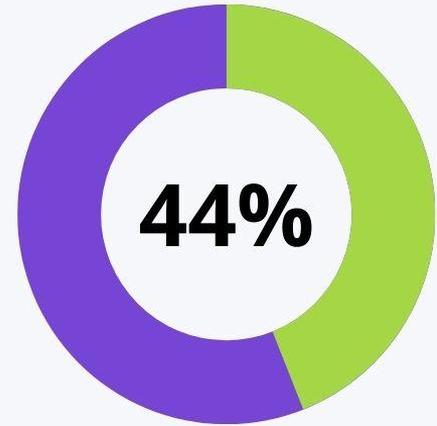
How Do You Get Donors to Stay?



**Retain donors with
a donor retention
plan**



**More likely to give
with personalized
thank yous**



**Donors stop giving
because they don't
feel appreciated**

Tips for a Strong Donor Retention Strategy

Set Specific Goals

Segment Donors

Communicate

Use Data



Impact Reporting



Show donors tangible outcomes.

Increase transparency and accountability.

Use stories, photos and video.

Building Strong Donor Relationships

Express Gratitude

Engage Beyond Fundraising

Be Transparent



Trends & Best Practices



Automate Donor Retention

Micro-Donations

CSR Partnerships

POLL: Exciting Donor Retention Trends

- Automation
- Micro-Donations
- CSR Partnerships



Takeaways

Plan and Set Goals

Segment Donors

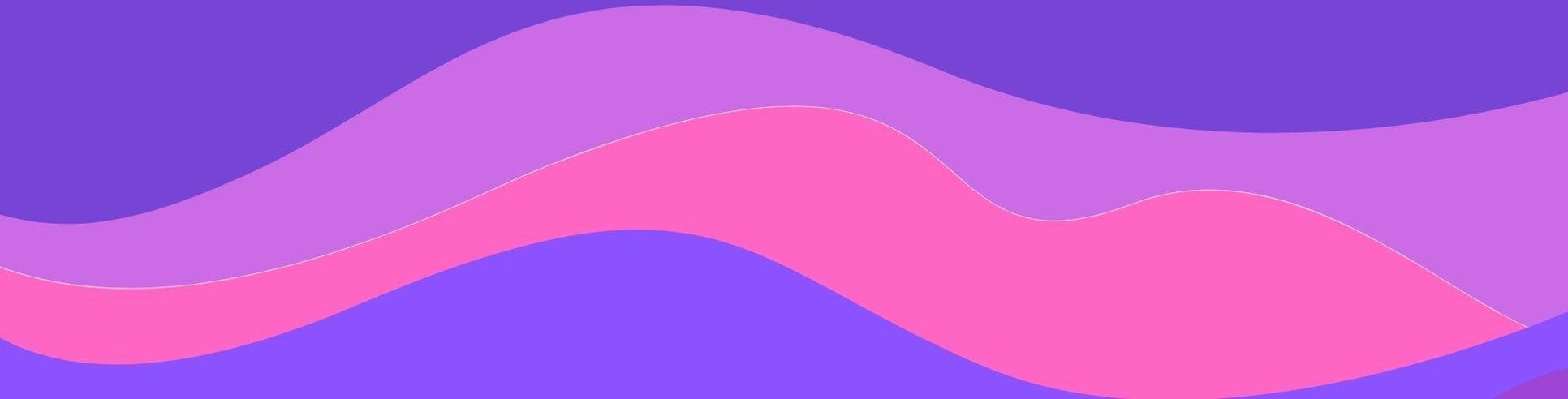
Use Data & Analytics

Engage Beyond Fundraising

Impact Reporting



Q&A

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Thank you!



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