

Webinar

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Decoding Donors

Unpacking Donor Psychology
and Mastering Outreach to
Engage Every Generation



Panel of Experts



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Agenda

- The Fundamentals of Donor Psychology
- Donors by Generation
- Relationship Building with Diverse Donors
- Donor Retention Best Practices
- Q&A





Learning Objectives

- Uncover the motivations and preferences driving donor behavior
- Gain valuable insights to help you tailor your outreach efforts
- Understand the distinct characteristics of each generation
- Gather ideas for year-round strategies that resonate with donors of all ages
- Acquire tools needed to build lasting relationships and drive results



Poll

What is the #1 reason why donors give to your organization?



- Asks and/or appeals
- Connections to your mission
- Personal motivations
- Financial motivations (i.e. taxes)
- Other



The Fundamentals of Donor Psychology



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Common Donor-Related Hardships

Limited Resources

Competition

Access to Technology

Donor Fatigue

Adapting to Change

Establishing Trust



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Donor Psychology

What motivates donors to give?

1. They believe in the mission.
2. They have a connection to the mission.
3. They feel a need to make a difference.
4. They feel personal satisfaction after giving.
5. They were asked to give.
6. They want tax benefits.



Techniques to Build Connections



Storytelling



**Multi-Channel
Marketing**



Engagement



Segmentation



Stewardship



Transparency

4.5

is the average
number of
charities each
person supports



Donors by Generation



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Poll

Which generation(s) make up the majority of your active donor base?
You can select more than one.



- Boomers (1946 – 1964)
- Gen X (1965 – 1979)
- Millennials (1980 – 1994)
- Gen Z (1995 – 2012)
- Unsure





The Silent Generation

Born Between 1925 and 1945

Need-to-Know:

- **88%** give to charity
- Account for **26%** of total giving in the US
- Loyal to the causes they support
- Attend in-person events
- Giving via bequests and legacy gifts

Preferences:

Voice
Calls

Direct
Mail



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Baby Boomers

Born Between 1946 and 1964

Need-to-Know:

- Highest amount of disposable income
- Responsible for **43%** of total giving in the U.S.
- **71%** volunteer locally
- **58%** attend fundraising events
- **24%** say they were prompted to give online because of direct mail
- Prefer to send check donations via mail

Preferences:

Voice
Calls and
Texts

Direct
Mail and
Email

Online
Giving



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Gen X

Born Between 1965 and 1980

Need-to-Know:

- **64%** volunteer locally
- **56%** attend fundraising events
- See charitable giving as a part of their identity
- Prefer to give online using mobile device
- Email prompted **31%** of donations made by Gen X

Preferences:

Voice
Calls and
Texts

Email
and Social
Media

Online
Giving



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Millennials

Born Between 1981 and 1996

Need-to-Know:

- Heavy users of technology
- More selective than other generations, likely to bounce between causes
- Make up **11%** of total U.S. giving
- **40%** are enrolled in a monthly giving program
- **46%** donate to peer-to-peer campaigns

Preferences:

Text
Messages

Social
Media

Online
Giving



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Gen Z

Born Between 1997 and 2012

Need-to-Know:

- **32%** have already donated money
- **3X** more likely to advocate for an organization
- **59%** are inspired to donate by a message or image they saw on social media
- Prefer contributing online via mobile device
- Likely to interact online through videos, petitions, and other channels

Preferences:

Social
Media

Online
Giving



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Tailoring Messages by Generation



Silent Generation + Baby Boomers

Via Mail

"I hope this letter finds you in good health. **NAME** is dedicated to **MISSION**. Your support is vital to achieving our **GOAL**. Your contribution, no matter the amount, can truly make a difference. Please consider making a donation today. Thank you for your generosity."



Gen X

Via Email

"I hope this message finds you well. **NAME** is committed to **MISSION**. Your support is crucial to achieving our **GOAL**. Your contribution, regardless of the size, can bring about positive change. Kindly consider making a donation today. Thank you for your generosity."



Millennials

Via Text Message

"**NAME** is out here doing some incredible things. We're all about **MISSION**. Join the movement and help us reach our **GOAL**. Ready to make a difference? Click the link and be a hero today."



Gen Z

Via Social Media

"We're on a mission to make a real difference. Our vibe at **NAME** is all about **MISSION**. Imagine being a game-changer and helping us **GOAL**. Link in bio to send some support our way."



Relationship Building with Diverse Donors



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Relationship Building with Diverse Donors

Donor Segmentation



Giving Level



Giving Frequency



Previous Gift Type



Previous Activity or Engagement



Demographics



Location

66%
of charities are
worried they
will miss
opportunities
for digital
fundraising.



Resonate with Donors



Build a Year-Round Plan

- Communication in and out of events
- Build long-lasting relationships



Understand and Utilize Tech

- Social media channels
- Fundraising and events platforms
- A/B testing



Automated Fundraising

- Donate buttons and embedded forms
- Recurring giving
- Payment options



AI-Driven Personalization

- Take advantage of free tools
- Save time and resources
- Customizable





Year-Round Giving

For Sustainability and
Ongoing Connections
with Donors

Need-to-Know Stats

- A nonprofit runs an average **4** fundraising activities each year
- **January-March** and **July-September** are slower times for fundraising and donor engagement
- Donors tend to respond to a call to action (CTA) within **24-48 hours**
- Diverse fundraising activities tailored for different audiences can reduce or avoid **donor fatigue**

Year-Round Giving Averages



Donor Retention Best Practices



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Poll

What is your organization's average donor retention rate?



- 0 - 25%
- 25 - 50%
- 50 - 75%
- 75 - 100%
- Unsure



Donor Retention



6 in 10

nonprofits don't know
their donor retention
rate.



The cost of getting a
new donor is

5X

greater than retaining
an existing one.



44%

is the average donor
retention rate for
nonprofits.





Top 3 Reasons Donors Don't Give Again

1. They were **never thanked** for their contribution.
2. They were **not asked** to give again.
3. They received **no follow-up information** regarding how their contribution made an impact.





The Impact of Donor Experience on Revenue

Make it easy to give by offering:

- Easy to find donate buttons
- Diverse engagement opportunities
- Interactive fundraising campaigns
- Multi-channel marketing outreach
- Diverse payment options
- Recurring donation programs
- Matching gift programs
- Fast, easy checkout experiences



Poll

Would you like to learn more about GiveSmart?



- I would like to see GiveSmart in action.
- I am interested in fundraising and accounting solutions.
- No, thank you.



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Make your mission a **movement**

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Questions?



Thank You

