



Donor Retention Isn't Speed Dating

8/27/15

1pm Eastern

The presentation will begin shortly.

Before We Get Started

This presentation is being recorded!

The recording and slides will be emailed to you
later this afternoon.

Please chat in any questions for our guest.
We will answer them in the formal Q&A session
at the end of the presentation.

See for yourself at
bloomerang.co/features



*Discover the secret to
fundraising success*

Our guest presenter »

Lynne Wester

A frequent conference speaker and well known resource for donor relations and fundraising expertise. She has been featured in The Washington Post, CURRENTS magazine, The Chronicle of Philanthropy and other industry publications. On her blog, she shares her expertise, opinions, and collections of samples on a variety of topics with the greater development world and hosts a monthly webinar series.



Donor Retention isn't Speed Dating

@donorguru



LYNNE WESTER

DONOR RELATIONS GURU





Do you know your retention rate?

In our surveys, less than
45% of fundraisers
knew their current
donor retention rate.





The 2013 results are in »

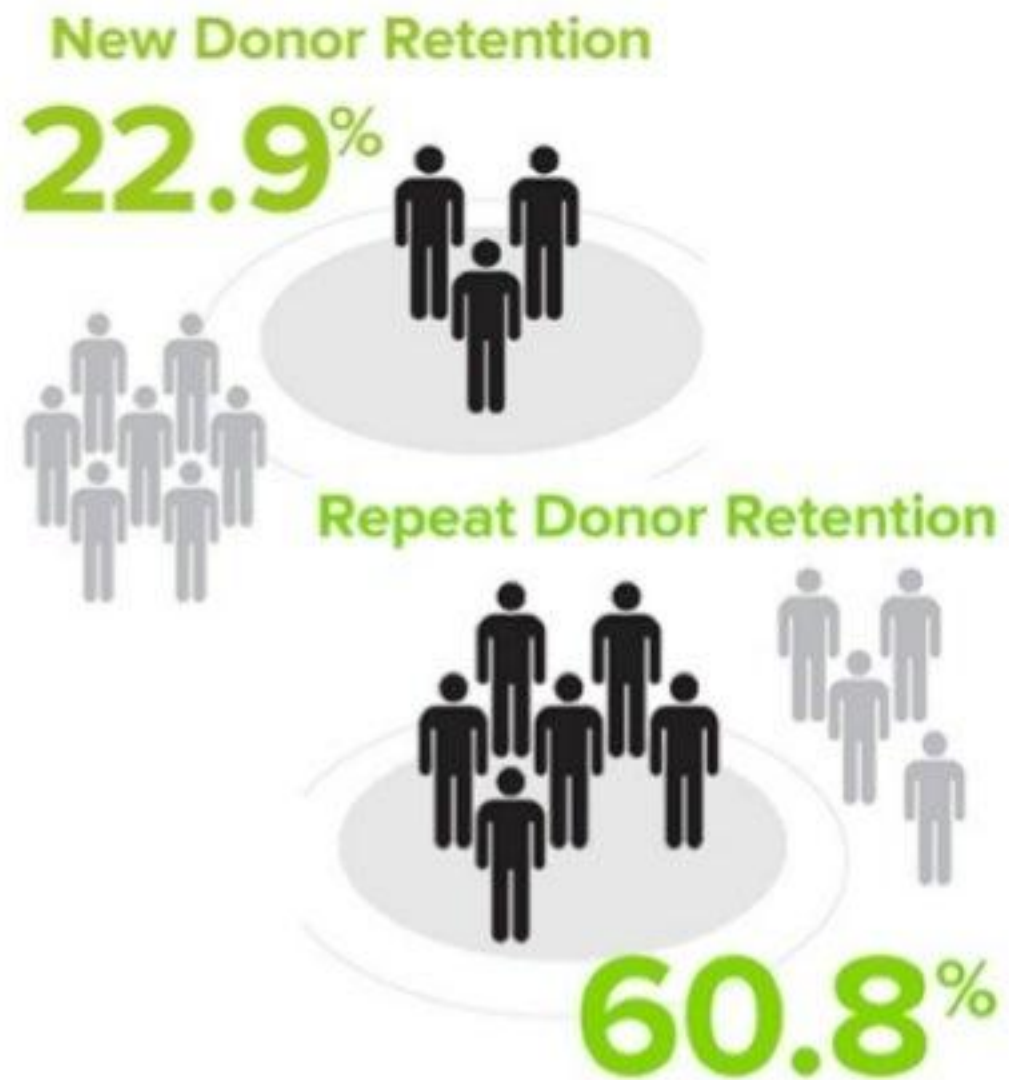
Nonprofit Donor
Retention is **39%**

Attrition is **61%**
(dollars given)



6 out of every 10 donors do not give again!

New donor retention is even worse »



Costs vs. ROI for New/Renewing Donors



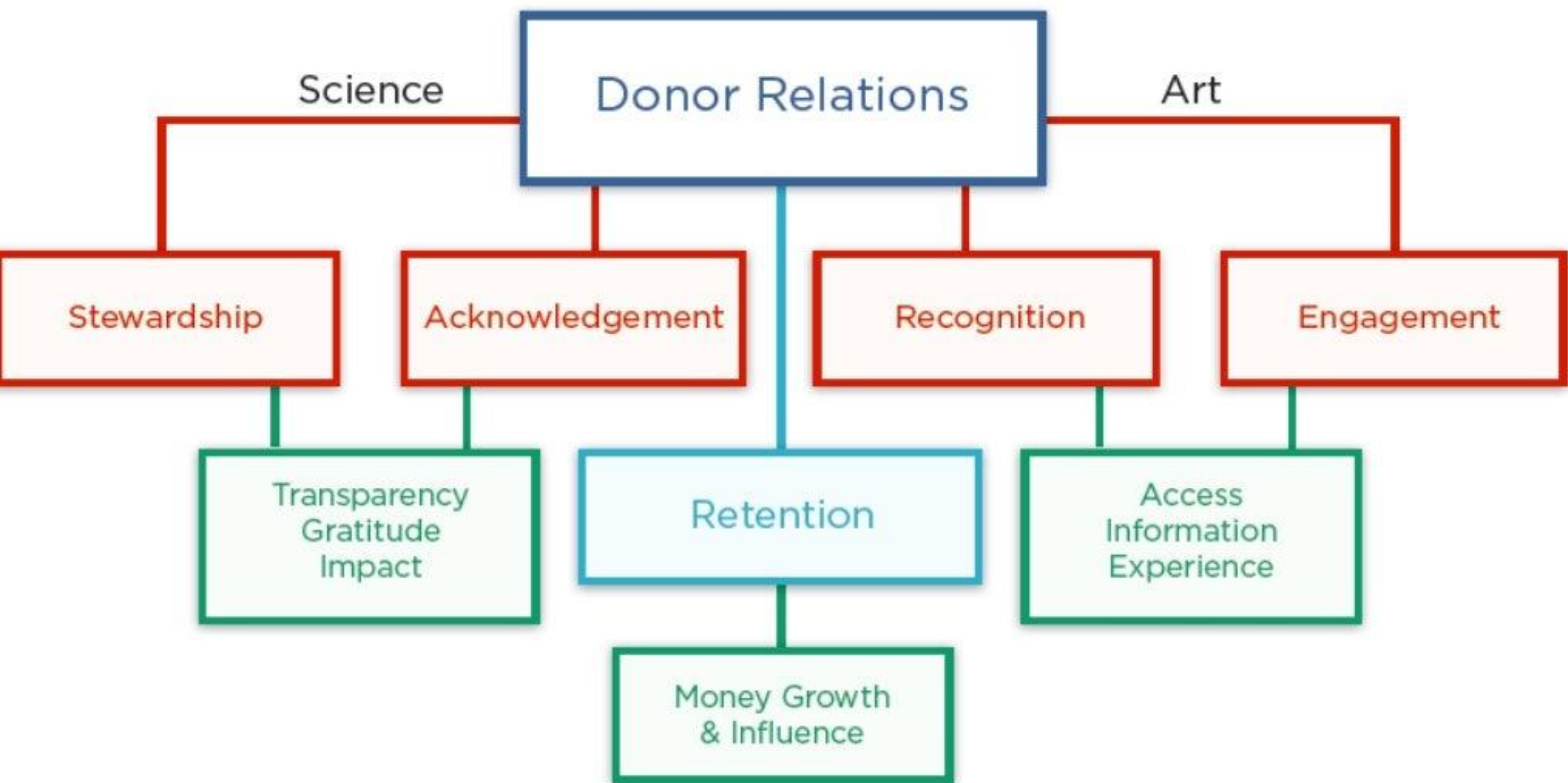
Treat Behavior not
Transactions!!

- It's about the
DONOR not YOU.



YOU HAD ONE JOB





LYBUNT and SYBUNT doesn't CUT it!

Reports you need to have:

1. Giving Pyramid Report
2. Consecutive Donor Report
3. First-Time Donor Report
4. Donor Retention Report
5. Donor Giving Channel Report
6. Lapsed Donor Reacquire Report
7. Donor Increase Report





WHAT WE THINK DONORS WANT

\$16

Receive a 32oz.
YMCA Sport Bottle
with Straw Cap



\$60

Receive a YMCA
Drawstring
Backpack with
Shoe Pockets



\$160

Receive a
Commemorative
YMCA T-Shirt. SIZES:
YOUTH XL, SMALL, MEDIUM,
LARGE, X-LARGE, 2X-LARGE



\$260

Receive an
engraved 4"
Pewter Box,
perfect for anything
from paperclips to jewelry



- Gifts
- Plaques
- Certificates
- Donor Honor Roll
- Fancy Events

WHAT DONORS REALLY WANT



Access

Information

Experiences

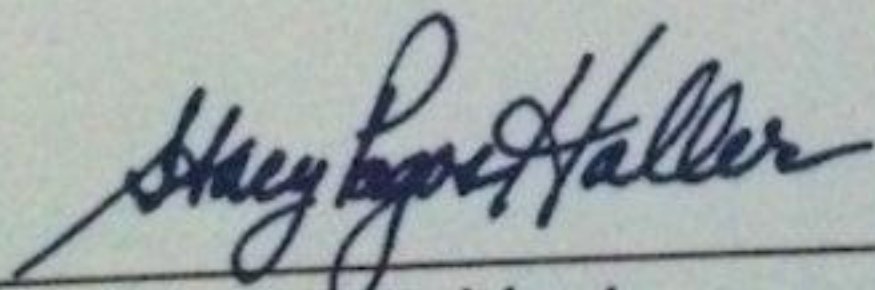
Decision Time



2015 ANNUAL FUND SUPPORTER

Ms. Lynne M. Wester

is helping friends and neighbors in
North Carolina and across the nation
in the fight to defeat macular degeneration.



President



**Macular
Degeneration
Research**

www.brightfocus.org/macular