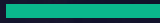


10



07



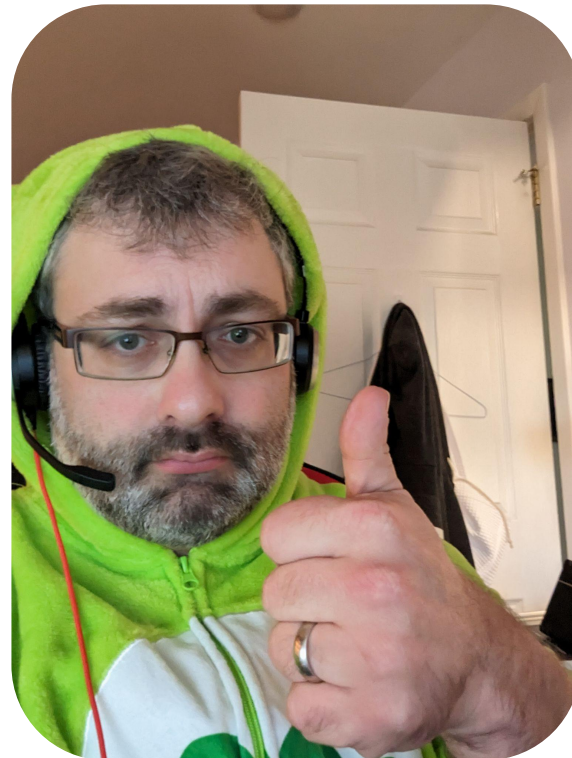
When Donors Ghost

How To Stop Disappearing Supporters



Tim Sarrantonio

- 14+ years in the nonprofit tech industry
- Passionate about empowering folks like you with the resources that allow you to design magical generosity experiences
- Writer, speaker, and director with Neon One; father and husband to budding artists and lover of the Adirondacks outside of work
- Chair of the Fundraising Effectiveness Project



Agenda

1. Welcome & Session Format
 - a. How the next 60 minutes will go
2. The Generosity Experience
 - a. New Donor Insights
 - b. Motivational Behavior
3. Tricks and Treats
 - a. Donation Sparkline
 - b. Four Tricks and Treats
4. Making The Magic
 - a. Live Demo of Neon CRM's Workflows
 - b. Giveaways!





Part One: Welcome & Session Format

Let's learn about you

1

Who are you?

2

Where do you work and what do you do?

3

How are you working with your first time donors right now?



Session Principles

Let's align on a shared understanding about how this session will operate. That ensures there are no differing interpretations or opinions on the most important basics.

Questions are ALWAYS welcome and we can amend anything that isn't working for the group.

Examples:

- Put your phones away, you'll get the slides
- Participate in the chat
- Write thoughts down on paper



Parking Lot

Whenever there is a point raised or questions asked that don't directly relate to the subject or session, I'll flag it as something to go in the parking lot of our time together.

We'll work to address these at the end of the session as well as continue in a follow up.



A Spooktacular Giveaway

There will be a treat at the end!

I've loaded in all the names of the registrants into the Wheel of Generosity and we'll give away some GX swag!

I'll also have a special opportunity to win one of Al Sarrantonio's books. He's an award winning horror author (and my dad!)





Part Two: The Generosity Experience

Let's get the basics covered

In this part of our session, we'll explore:

- What data from the Fundraising Effectiveness Project tells us about how we're scaring away our new supporters
- Why first-year stewardship is about emotions, not algorithms
- How to design for motivation and stop the ghosting from occurring in the first place

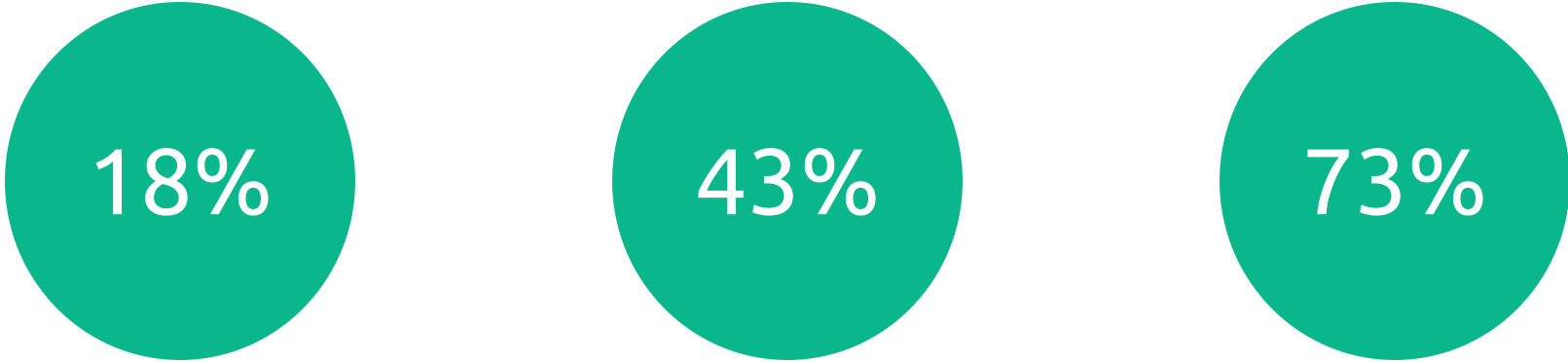
Please join in by utilizing the chat and sharing your own experiences and thoughts throughout our time together.



Poll Time



On average, what percentage of new donors give again the next year?



18%

43%

73%

Source: 2024 Fundraising Effectiveness Project Data Panel

On average, how much does it cost to raise \$1.00 from a new donor?



\$0.75

\$1.00

\$1.25

Source: AFP Fundraising Fundamentals, Second Edition

The Generosity Experience



Can feel like this



Should feel like this

Sample Motivational Characteristics



Benefit

To ensure personal enjoyment by funding an arts program



Reputation

To network with like-minded people



Narrative

To help a cause that has affected you personally



Local

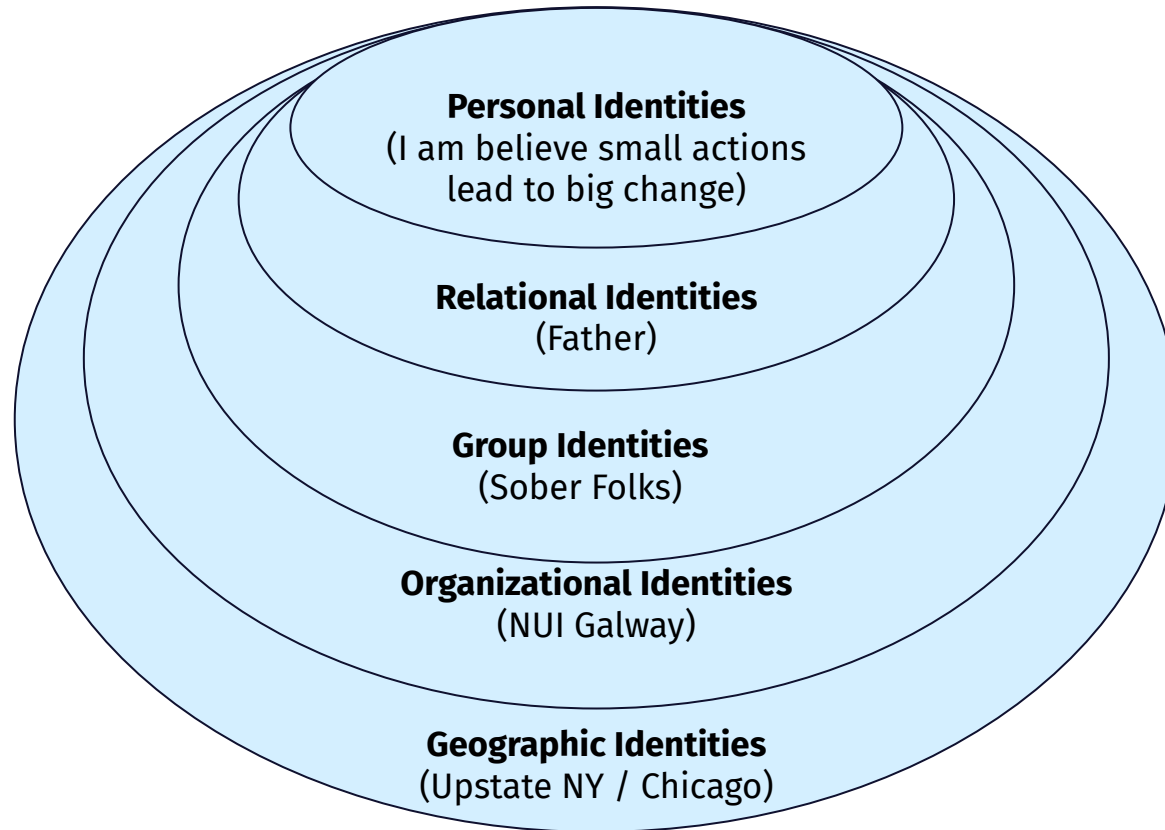
To foster a thriving community where you live



Global

To fight inequalities wherever they may occur

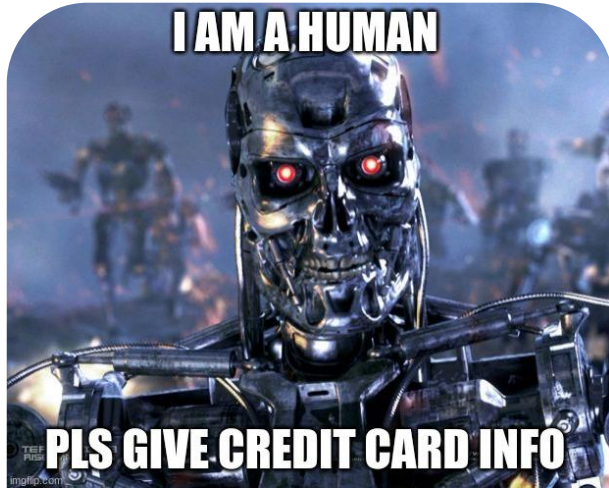
Building Trust - Personal Motivational Profile



Moral Identity
(I am a kind and caring person)



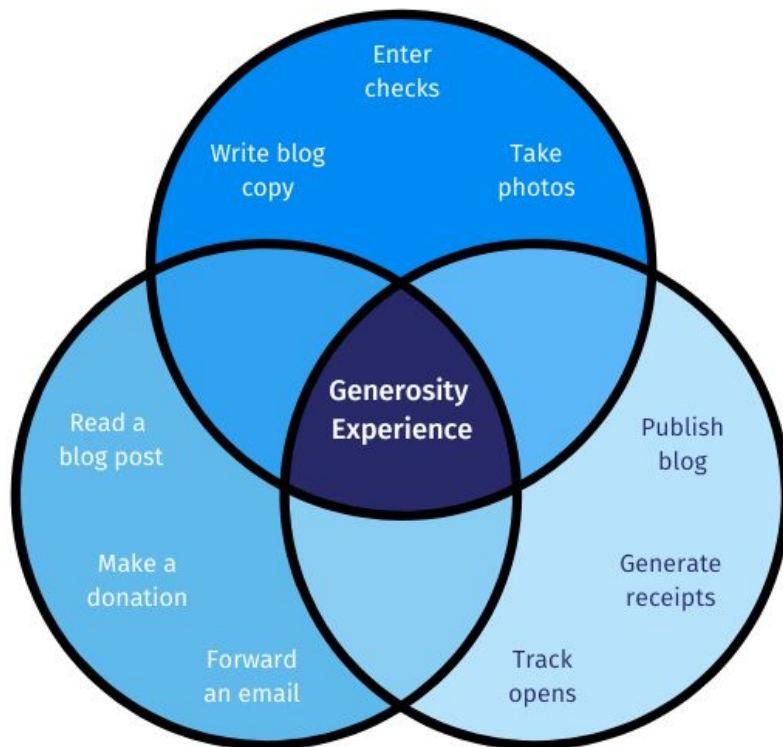
Most of our tech is designed for this:



Staff

Supporters

Technology





Part Three: Tricks and Treats

Giving Moments

In this section of our session, we are going to focus on the concept of Giving Moments and how they relate to first time donor relationships.

We will learn:

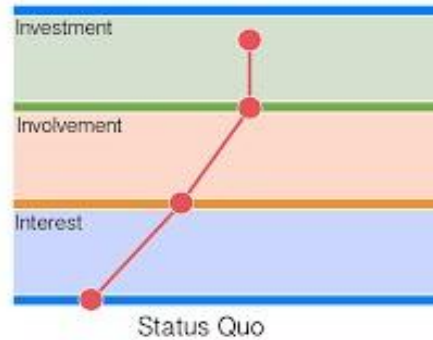
- Introduction to the Donation Sparkline
- Understanding the Donor Journey
- Four Tricks and Treats for New Donors
- Applying this to your current tech stack



Where do most new donors come from?



Donation Sparkline



Tricks and Treats



**Engaging
Storytelling**



**Showcasing
Impact**



**Providing a
Personalized
Experience**

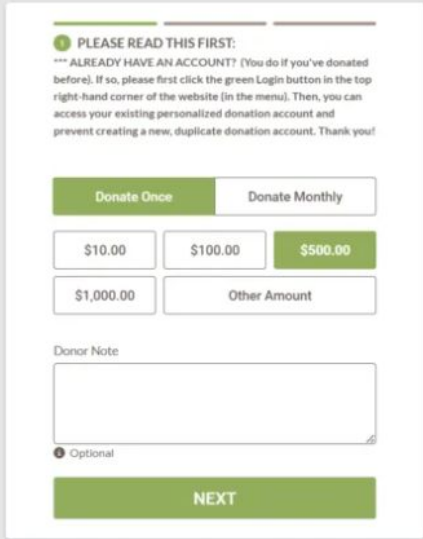


**Ending on a
High Note**

Engaging Storytelling

Audience design can help guide who you are appealing to

- Go into this process embracing that **every page** should have a CTA
- Make these calls to action **clear** for the audience you are appealing to
- **Don't make every CTA about money**, embrace a people-centric approach as much as possible!
- Design elements can help here, such as a **rotating carousel** of images with a CTA included



1 PLEASE READ THIS FIRST:
*** ALREADY HAVE AN ACCOUNT? (You do if you've donated before). If so, please first click the green Login button in the top right-hand corner of the website (in the menu). Then, you can access your existing personalized donation account and prevent creating a new, duplicate donation account. Thank you!

Donate Once Donate Monthly

\$10.00 \$100.00 \$500.00

\$1,000.00 Other Amount

Donor Note

Optional

NEXT

Because of your generosity, our ministry has reached thousands, but even more need our help to repair their relationship with God and their families.

Friends - your increased commitment will help us overcome the new challenges we are facing - more expenses, economic pressures, and reduced support from grants, and other philanthropic resources.

We are grateful for your commitment to restoring our incarcerated parents and their families.

Give today.

Contributions are solicited with the understanding that Lifeline Global Ministries has complete discretion and control over the use of all donated funds. [Click here](#) to see our full disclosure statement.



Support Lifeline Global

Showcasing Impact

This small but mighty design element will be one of the most important choices you make

- Make the button **prominent and colorful**
- Plainly state **Donate** or **Donate Now** for the button text
- **Link directly** to your online donation page - or better yet, have a **lightbox form** appear!



AMOUNT

Donate Once	Donate Monthly	
\$25.00	\$50.00	\$100.00
\$250.00	\$500.00	\$1,000.00
Other Amount		
☐ Dedicate my donation in honor or in memory of someone		
Next		

More people than ever have come to rely on Alzheimer's San Diego, seeking guidance from our dementia experts and support for caregivers. Help keep our life-changing services free for years to come and provide relief to those impacted by Alzheimer's disease and other dementias. As always, **100% of your gift will stay local** to help the community we know and love.



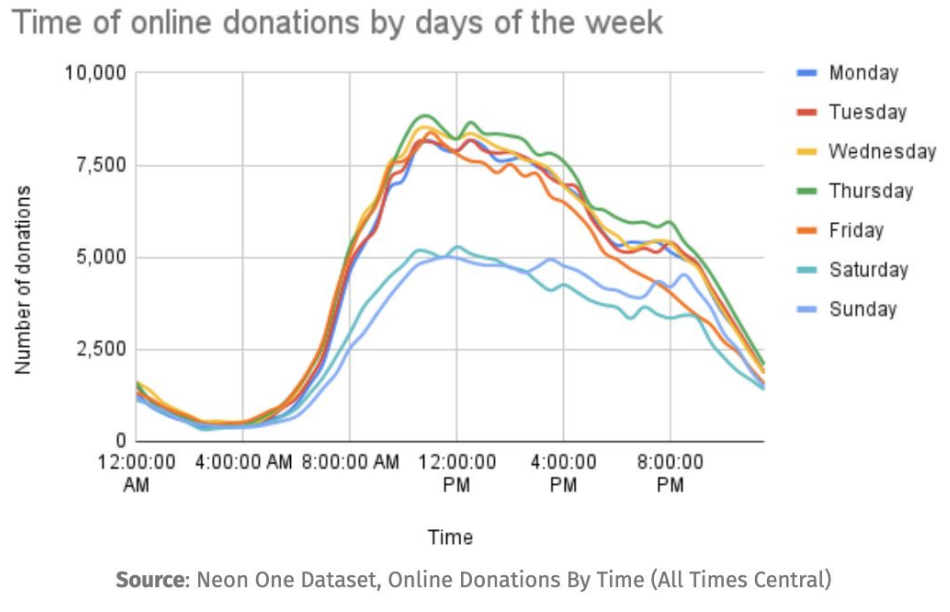
CHANGE LIVES

Free support for people living with dementia and those who care for them.

Personalized Giving Experience

Understanding when your donors give during the week will help you time your appeals. Check this out:

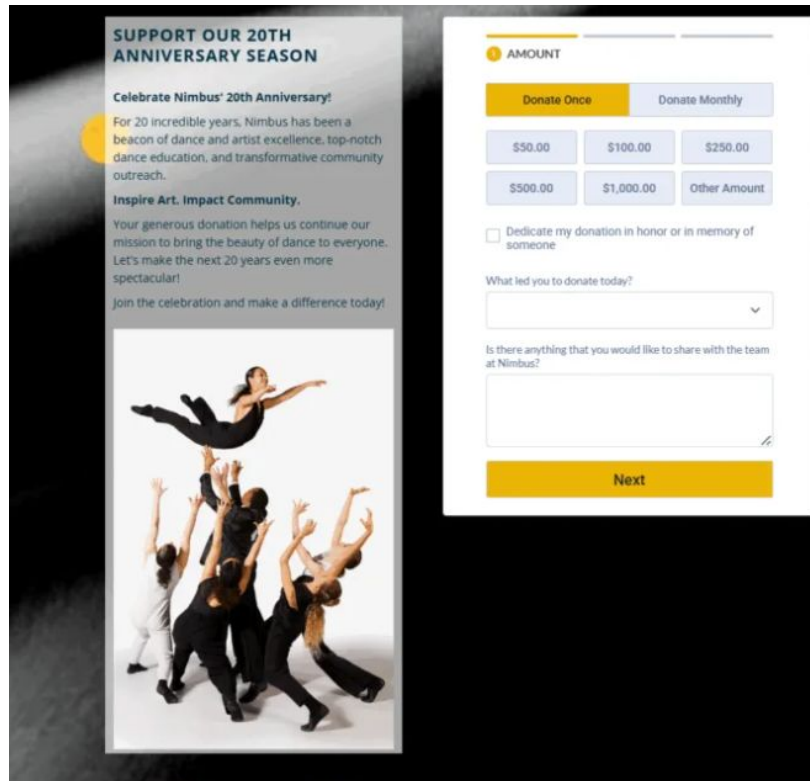
- Donors are most likely to give **during the week**
- Most transactions are processed in the **late morning/early afternoon**
- Our data revealed that the “golden hour” for donations is 11:30 a.m. on Thursdays. **What's yours?**



Personalized Giving Experience

Adjust website and appeal content based on what you know of donors' giving preferences

- Donors are most likely to give on **weekdays during the early afternoon**
- December is an indisputably important month of the year for fundraisers: continue to focus on **creating high-quality campaigns** for the end of the year
- Take advantage of giving days, cause awareness days and months, and **other important giving moments** throughout the year



The screenshot shows a donation page for Nimbus' 20th Anniversary Season. The page is divided into two main sections: a text-based announcement on the left and a donation form on the right.

Left Section:

- SUPPORT OUR 20TH ANNIVERSARY SEASON**
- Celebrate Nimbus' 20th Anniversary!**
- For 20 incredible years, Nimbus has been a beacon of dance and artist excellence, top-notch dance education, and transformative community outreach.
- Inspire Art. Impact Community.**
- Your generous donation helps us continue our mission to bring the beauty of dance to everyone. Let's make the next 20 years even more spectacular!
- Join the celebration and make a difference today!

Right Section:

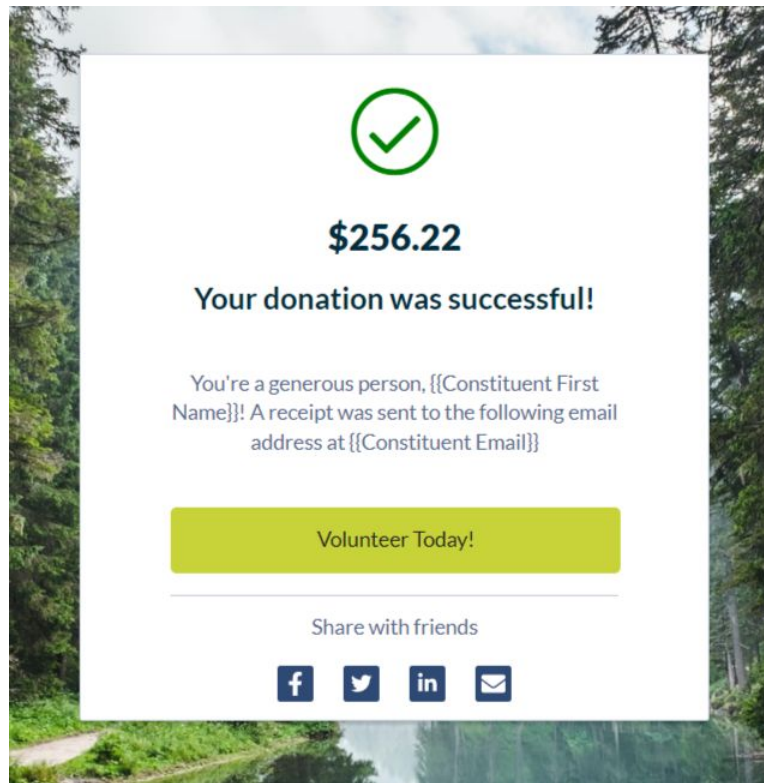
- AMOUNT**
- Donate Once** (selected) **Donate Monthly**
- Buttons for donation amounts: \$50.00, \$100.00, \$250.00, \$500.00, \$1,000.00, and Other Amount.
- ☐ Dedicate my donation in honor or in memory of someone
- What led you to donate today? (dropdown menu)
- Is there anything that you would like to share with the team at Nimbus? (text area)
- Next** button

At the bottom of the left section, there is a photograph of a group of dancers in black and white costumes performing a contemporary dance move, with one dancer in the air being supported by others on the ground.

End On A High Note

Got the gift? The experience is just beginning!

- Insert **dynamic merge tags** to reference their name and other transaction details
- **Add social sharing buttons** to give the option to spread the love
- Add a further call to action, such as a **volunteer opportunity**



Giving Moment Essentials

We've covered how to get a donor ready to give. What is going into an optimized donation experience once they are ready to actually give?

- **Brand and Storytelling**

Does your unique WHY come through in your experience? Can people tell it is for your nonprofit?

- **Call To Action**

Are the campaign goals clear when someone visits your donation page?

- **Donation Fields**

Are the amounts and information you are asking relevant to the donor and the experience you are creating?

- **Donation Payments**

Are you offering focused options when giving? Credit cards, digital wallets, ACH, and PayPal





Part Four: Making The Magic

Live Demo

Let's see how to set up a first time donor workflow in Neon CRM

October 15-16

Generosity Xchange Free Virtual Conference



Make the generosity experience feel like this!

