



Unlocking Donor Loyalty: Proven Strategies to Boost Nonprofit Retention

Ryan Thomas, CEO, Oneicity

November 20, 2024



A little housekeeping...



We're recording this webinar!

All registrants will receive an email containing a link to the recorded webinar AND a ton of other resources!



Feel free to ask questions!

Use the Q&A box to ask your questions. We will have a Q&A session at the end of the presentation.

Fundraising Tech Made for you



Designed with you in mind

Designed for fundraisers by fundraisers through customer-led development input.



Time saving data tools

Save time, attract and retain donors, and raise more money with all of your fundraising data in one place.



Powerful integrations

Easily integrate with your third-party CRM, email provider, and accounting software.





Put relationships at the heart of your fundraising.

Bring together the best of fundraising, volunteer, and donor relationship management with a unified giving platform! Connect with your donor community to raise more donations and build support for your world-changing work.

- + Attract new donors to support your cause and leave lasting impressions throughout their giving experience.
- + Level up your fundraising results and unlock future giving potential by unifying your donor data and tools.
- + Build meaningful relationships with deeper donor insights and time saving tools.



Powerful Fundraising Technology + Nonprofit Service Provider

We know the value of relationships and are proud to connect you with Oneicity, a member of our partner network.



Oneicity was born from our desire and passion to serve small- and medium-sized ministries and non-profits with affordable fundraising and marketing.

Today's Speaker



Ryan Thomas, Oneicity

In his role as CEO of his marketing and advertising agency, Oneicity, Ryan develops and executes fundraising campaigns of all kinds. Through direct mail, email, social media, digital ads, and holiday campaigns, his clients are seeing successful results and ROI year after year.

Who Am I?

Boutique ad agency on Bainbridge Island, Washington

Specialize in fundraising and marketing for nonprofits

Helped clients raise ~\$40million in 2023

Lead agency with partner, lead omnichannel strategy for a few clients

What are we going to cover?

What are we going to cover?

What donor retention is

Why you should care (a lot) about donor retention

What a good retention rate is

5 ways to improve your donor retention

What is donor retention, anyway?

What is donor retention?

Definition: “Measure of how many donors continue to donate to your organization.”

There's a lot of metrics. Why should I care about this one?

Why you should care about retention

Tells you if you're adding or losing donors

Not donor count

Donors are cheaper to keep than acquire

What is a good retention rate?

All About Retention Rates

Not always a simple calculation—multi-year, newly acquired, major donors, etc.

Focus on “all-up retention” instead

Benchmarks aren't easy to find

All About Retention Rates

Fundraising Report Card = 34.9%

Qgiv = 40-45%

Oneicity client average = 62.8%

Lowest 58%

Highest 67%

(Not small donor bases)

5 Ways to Improve Your Retention Rate

5 Ways to Improve Your Retention Rate

Validate, don't thank

Report back on donor's impact

Don't always ask for money

Talk to donors like you know them

When you ask, ask for the right amount

Validate, Don't Thank

Validate, Don't Thank

After the gift, thanking isn't enough

You want the donor to give again (and again, and again...)

Give them the warm fuzzy feelings again

Validate them and their decision to partner with you by telling them what their gift did

Faster, the better

Report Back on Donor's Impact

Report Back on Donor's Impact

Annual report, newsletter article, etc.

Give the donor a summary of their (and all other donors') impact this year

Social proof, warm fuzzies, no Mission: Accomplished banner

Don't Always Ask for Money

Don't Always Ask for Money

We all have that person in our life

They're a donor, not an ATM

Still communicate—tell stories, volunteer opportunities, find ways to relate to them

Nicely educate

Talk to Donors Like You Know Them

(Because you do)

Talk to Donors Like You Know Them

“We know you” language

Creates a relationship

Most concrete thing you know about them is what they gave to

Not the easiest thing, but *very* important

Can be done even without a complicated database

When You Ask, Ask for the Right Amount

When You Ask, Ask for the Right Amount

I'm a \$25 donor, but your asks are focused on \$100

Donor-specific ask amounts are ideal

More effort without database, but doable
(And the extra time is much cheaper than acquisition)

tl;dr

Too Long; Didn't Read

Donor retention is how many donors you keep year-to-year, and it matters because that shows if your organization has a healthy donor file or are “churning” donors

Don't just thank them for their gift—let them know what their money did for the cause they care about

Talk to them relationally, and when you do ask for money, don't make them feel too small to help

Thank you for joining!

For more information on Qgiv's fundraising platform, contact:

+ contactus@qgiv.com

+ 888-855-9595

For more information on Oneicity, please contact:

+ <https://www.oneicity.com>

+ howdy@oneicity.com

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This webinar program qualifies for 1 point of continuing education toward maintaining the Certified Fundraising Executive Management (CFRE) credential.