

THE 2020

SMALL NONPROFIT

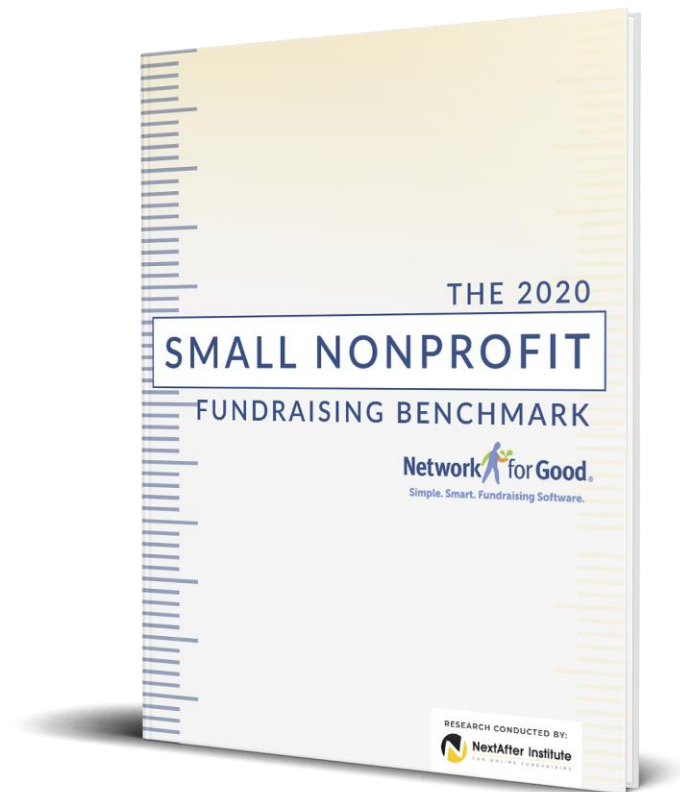
BENCHMARK



COMING SOON

THOUGHTS, FEELINGS, STRATEGIES, AND DATA FROM OVER 2,700 SMALL NONPROFITS.

SMALLNONPROFITBENCHMARK.COM



Today

Agenda

- Why do the study?
- Snapshot of small nonprofit fundraising
- Key findings & how small nonprofits can improve their fundraising
- Questions & discussion

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- Why do the study?
- Snapshot of small nonprofit fundraising
- Key findings & how small nonprofits can improve their fundraising
- Questions & discussion

Caveats

- Unless I say otherwise, I'm talking about small nonprofits
- Small does not mean bad, big does not mean good
- No judgement, just optimization
- Some of the key findings may seem repetitive but until things change they bear repeating
- Focused on online and direct response (no grants, major gifts, etc.)

QUESTIONS PLEASE

brady@nextafter.com

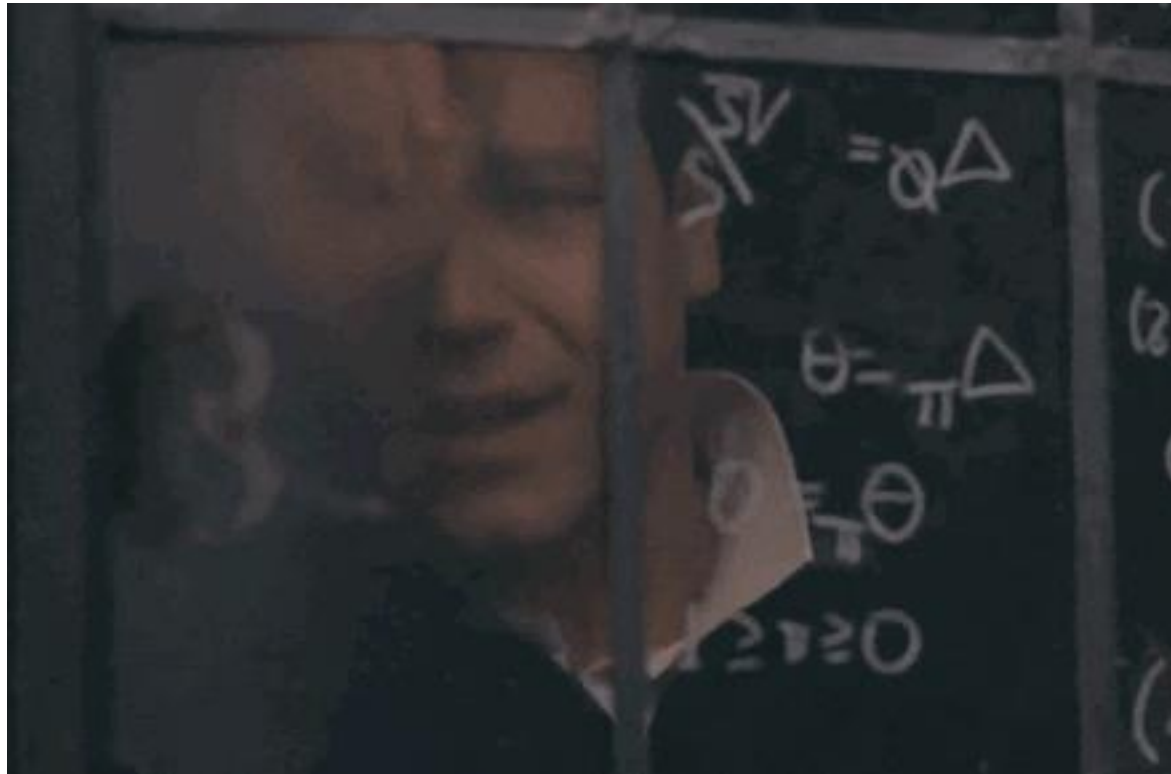
[linkedin.com/in/bradyjosephson](https://www.linkedin.com/in/bradyjosephson)

Why do the study?

The Small Nonprofit Fundraising Benchmark Study

The need.

What It Can Feel Like...



I Know!

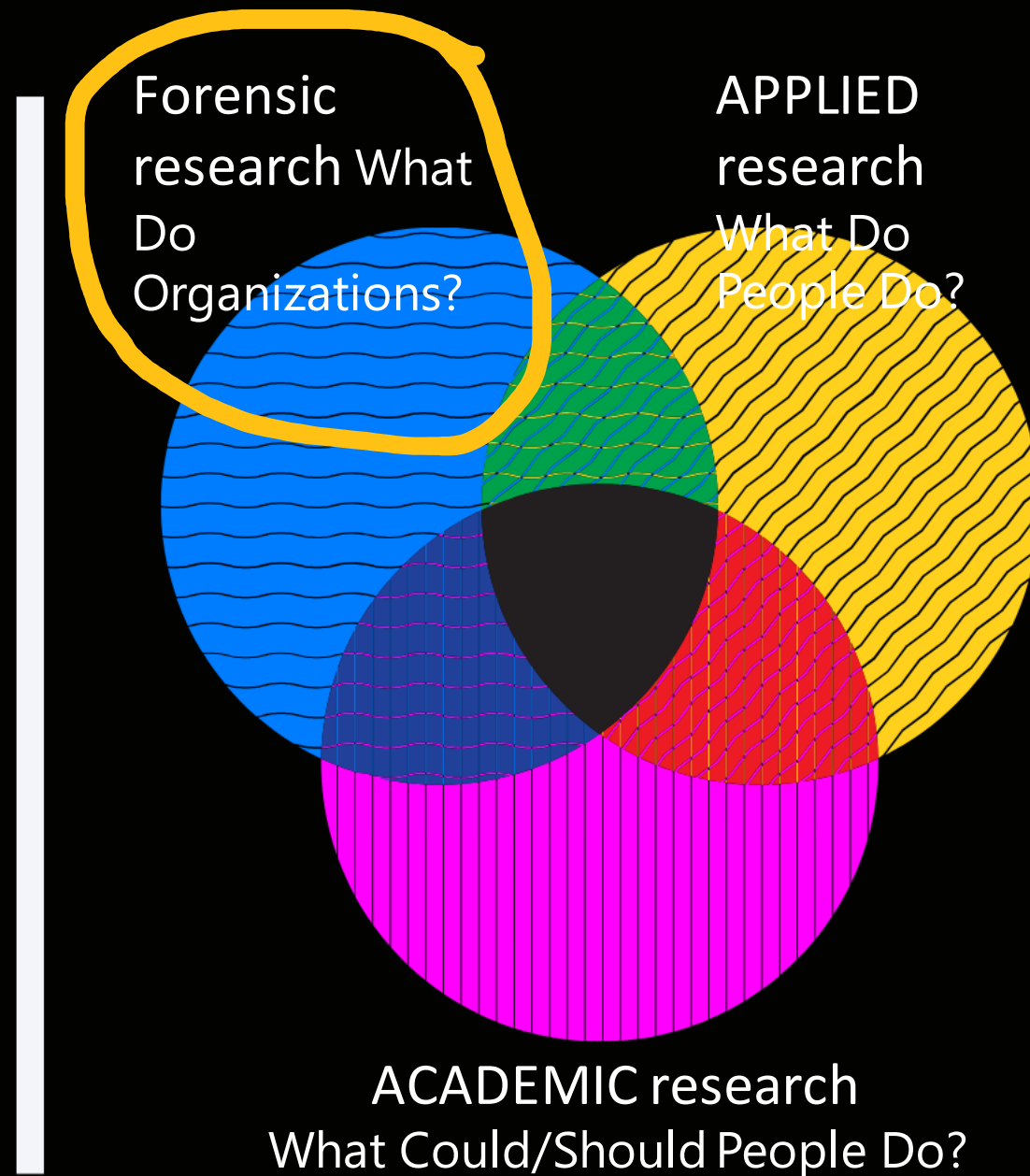


1. How am I **doing**?
2. How do I **compare**?



**DECODE
WHAT WORKS IN
FUNDRAISING
AND MAKE IT
ACCESSIBLE TO
AS MANY
NONPROFITS AS
POSSIBLE.**

OUR MISSION



CORONAVIRUS NONPROFIT FUNDRAISING RESPONSE TOOL.

[NEXTAFTER.COM/NONPROFIT-CORONAVIRUS-RESPONSE/](https://nextafter.com/nonprofit-coronavirus-response/)
[NEXTAFTER.COM/CANADIAN-CHARITY-COVID19-RESPONSE,](https://nextafter.com/canadian-charity-covid19-response/)

Coronavirus *Nonprofit Fundraising Response*



Nonprofit Fundraising Data to Help You Respond During the COVID-19 Crisis

"How should our organization respond to the coronavirus?"

This has been one of the most common questions being asked by nonprofit fundraisers and marketers. But the truth is that *no one truly knows what the "correct" response is.*

The good news is that data can give us new fundraising and marketing insights to test during this time.

In the charts below, you'll find the latest

- Nonprofit **web traffic** trends
- COVID-19 related **email volume** and examples
- **Resources** to help you improve your fundraising

What would you like to see?

Web Traffic Trends

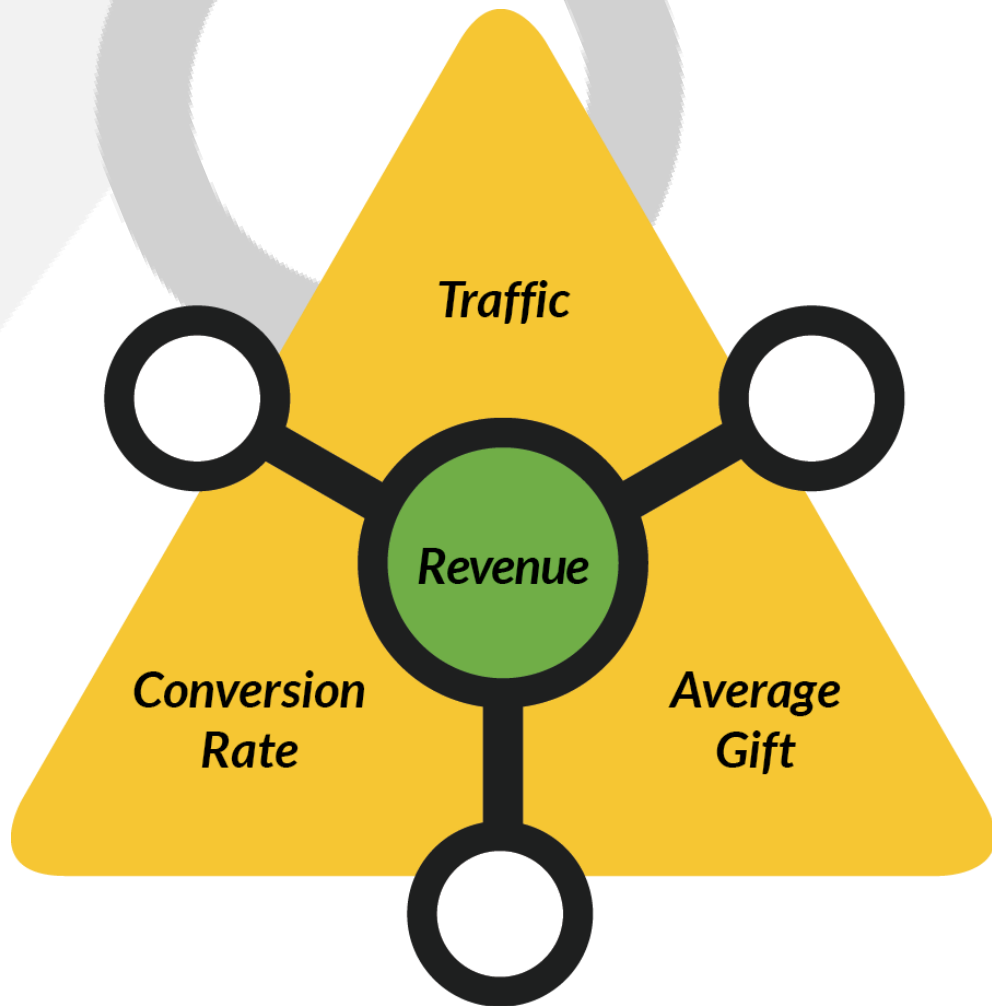
Email Trends &
Examples

Resources

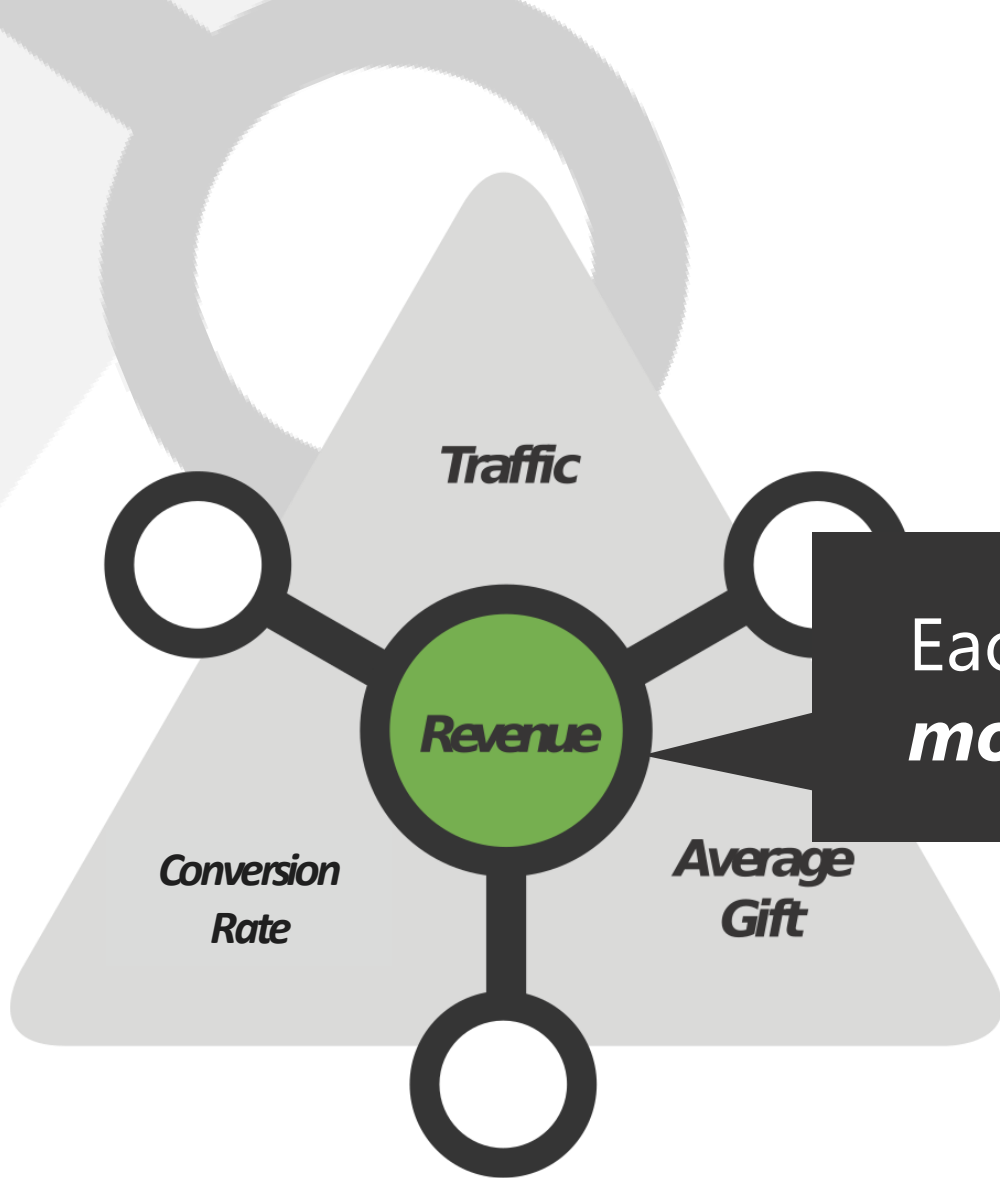
Get Updates on
Response Trends



Nonprofit Website Traffic Trends



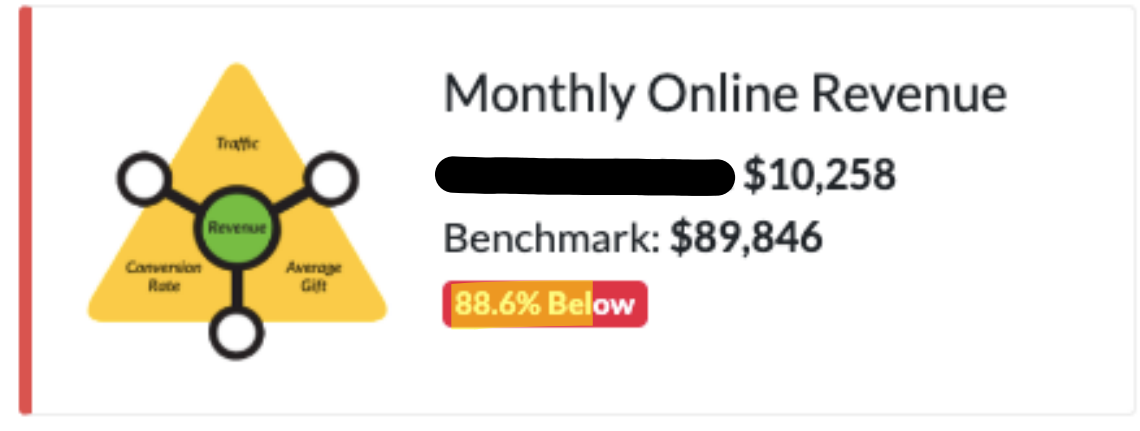
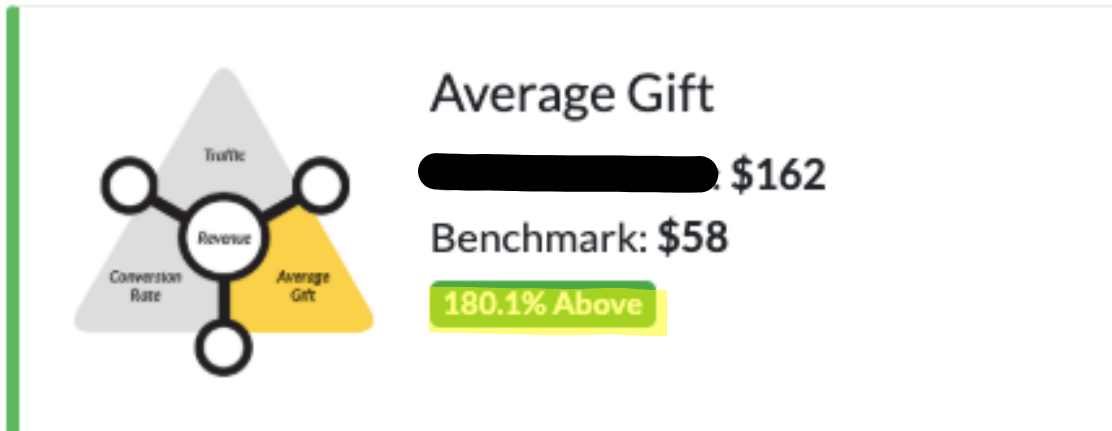
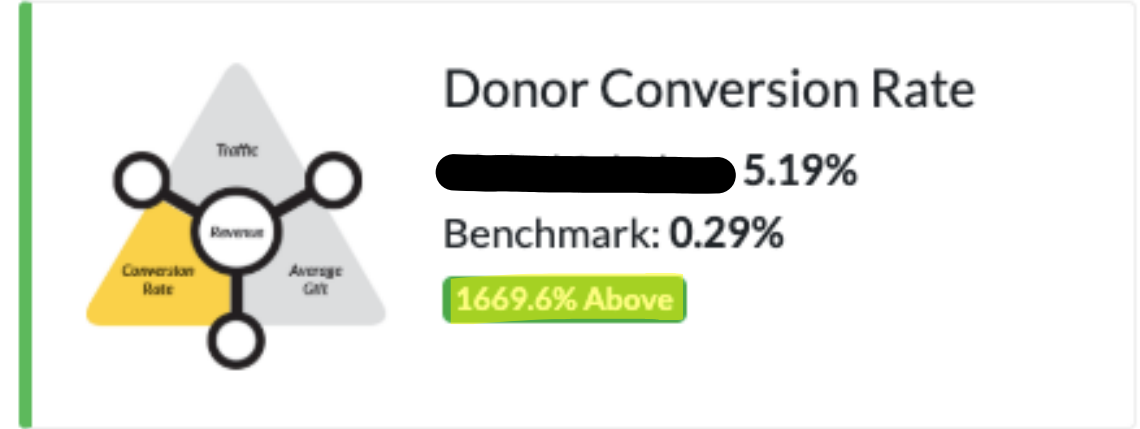
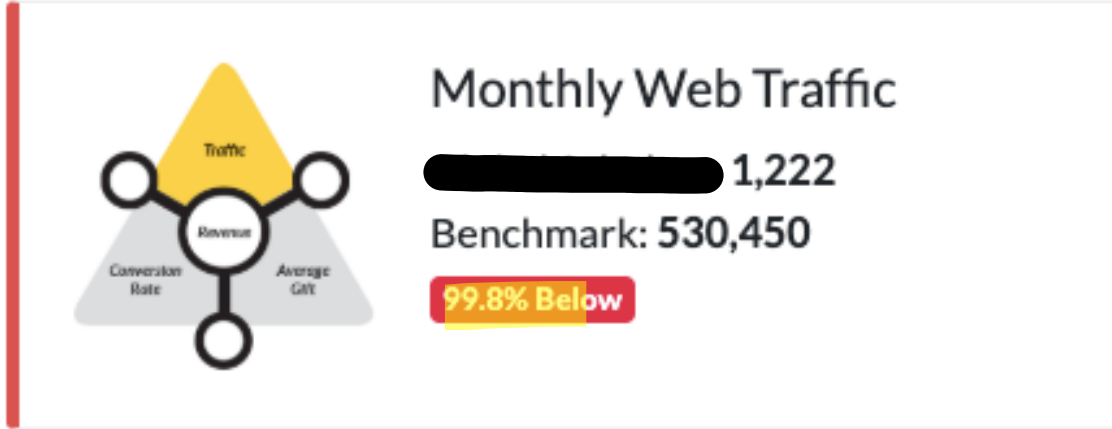
Keep it simple and start by looking at **3 key metrics**.



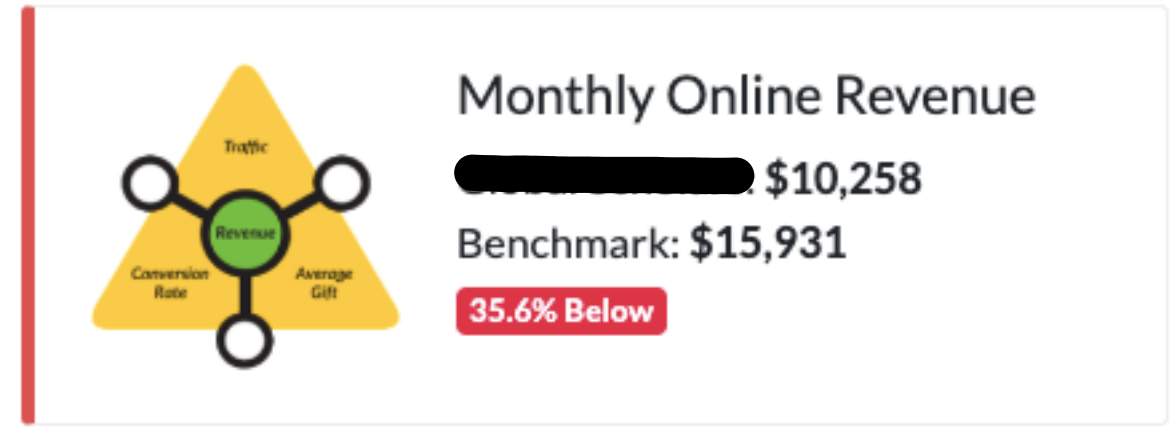
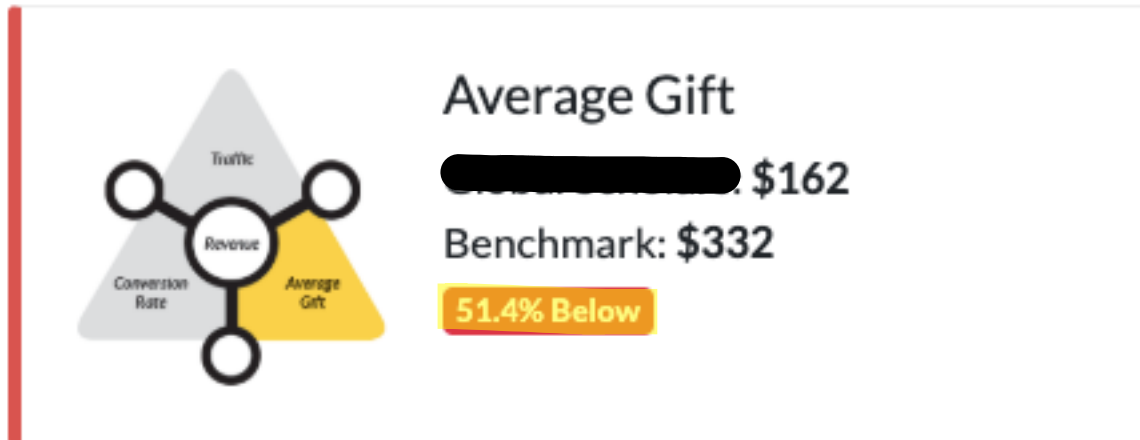
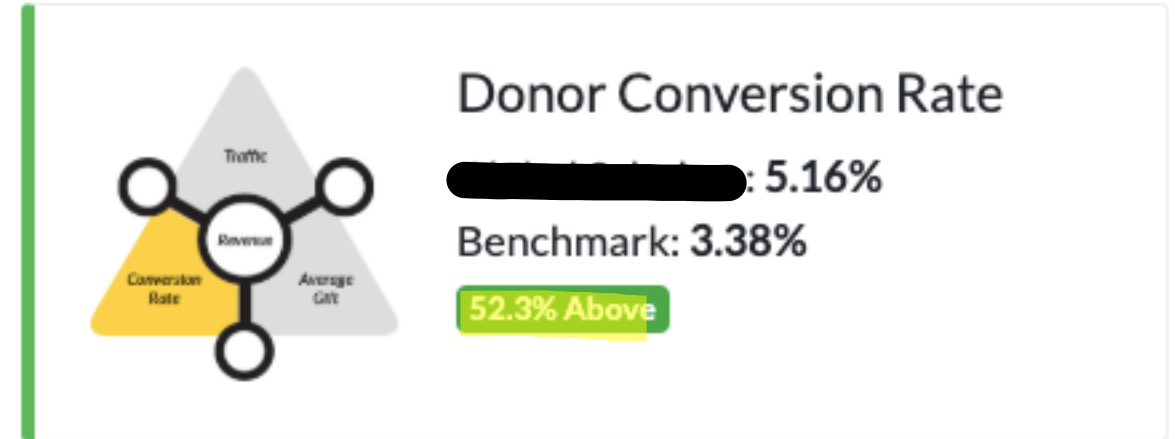
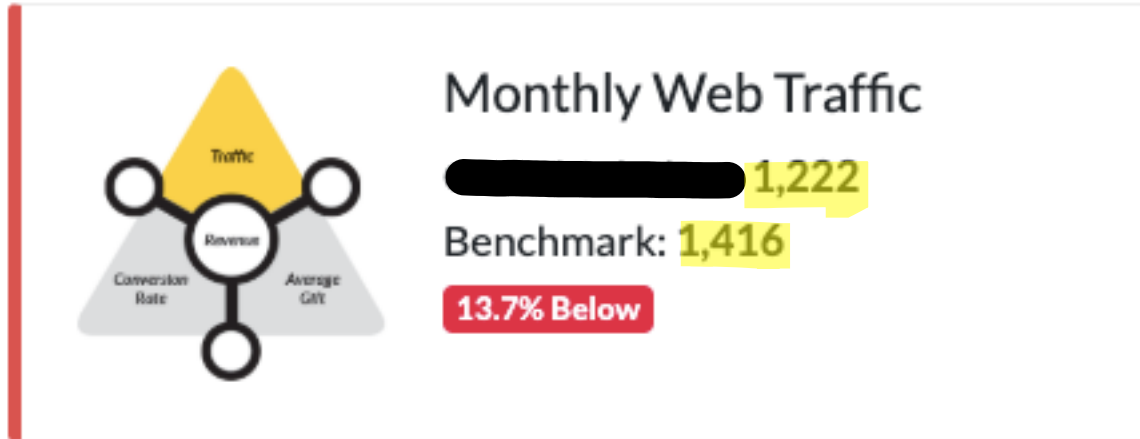
Each one of these metrics influences the ***most important metric***: revenue.

The problem.

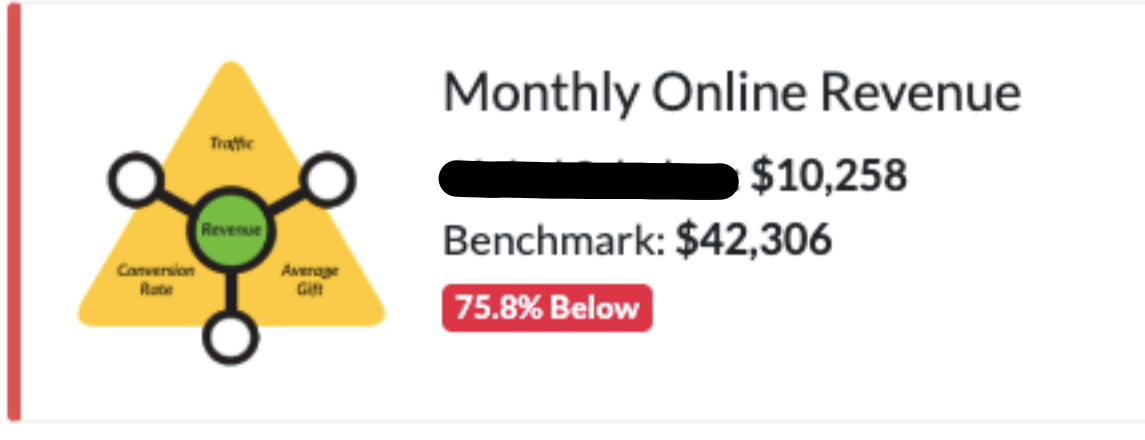
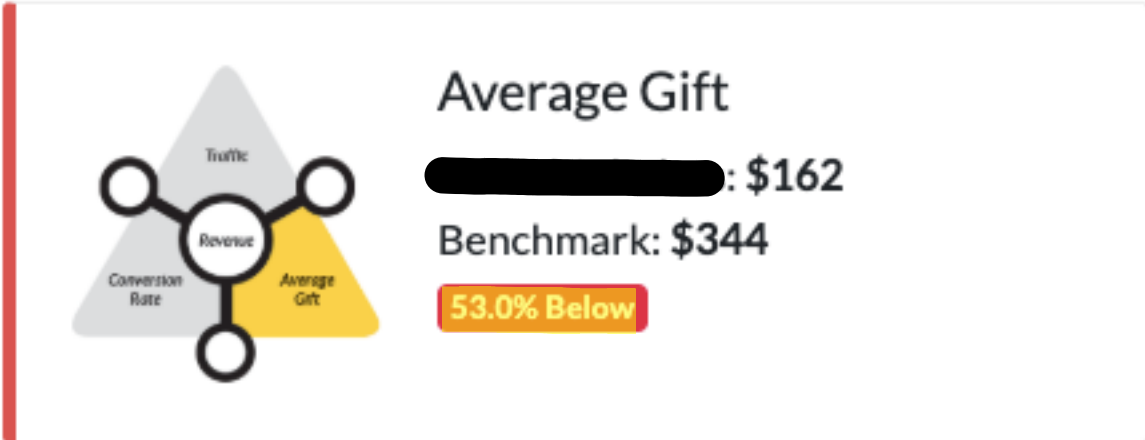
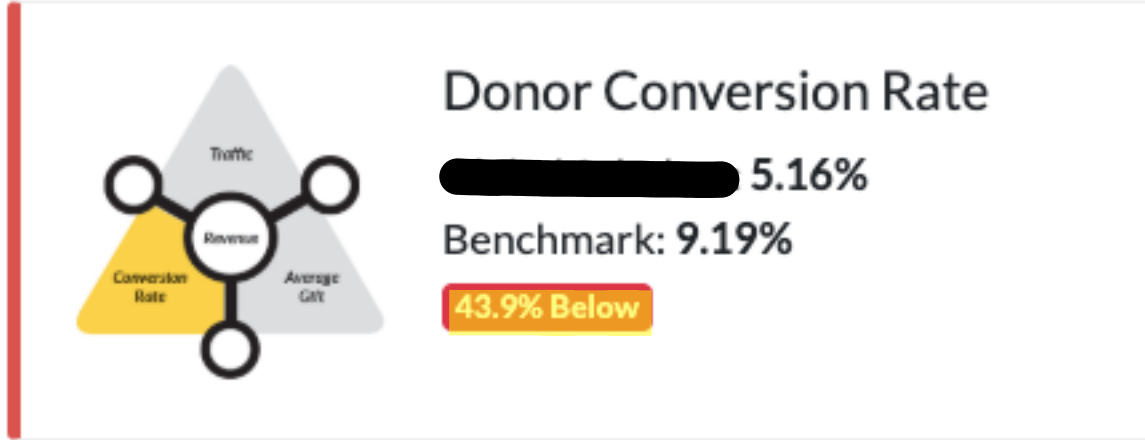
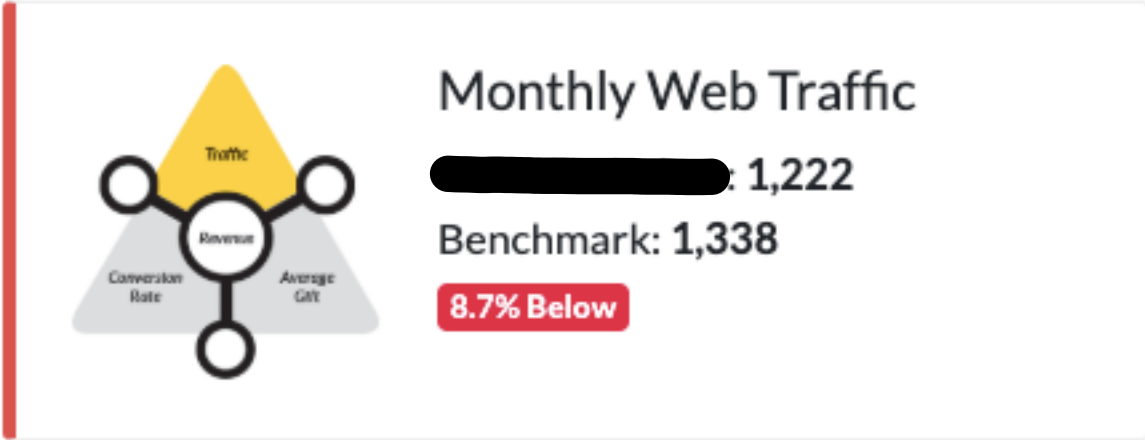
ORGANIZATION FCORM Metrics Compared to Overall Benchmark



ORGANIZATION Compared to <5,000 Visit Traffic Segment

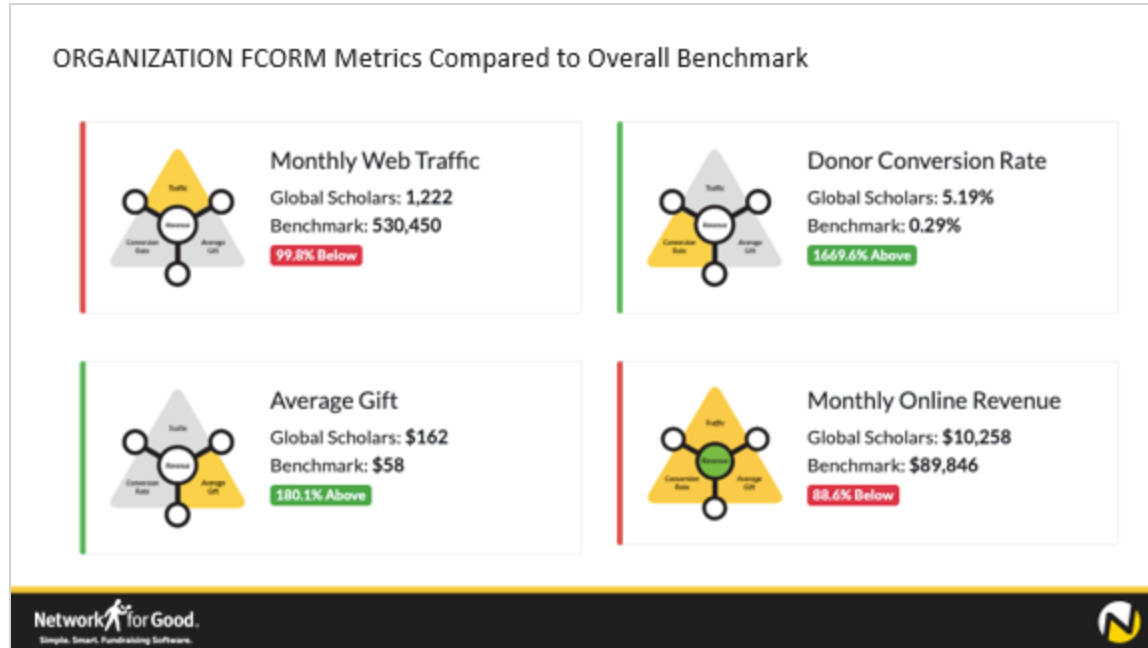


ORGNAIZATION Compared to <5,000 Visit Traffic Segment AND Christian Ministries

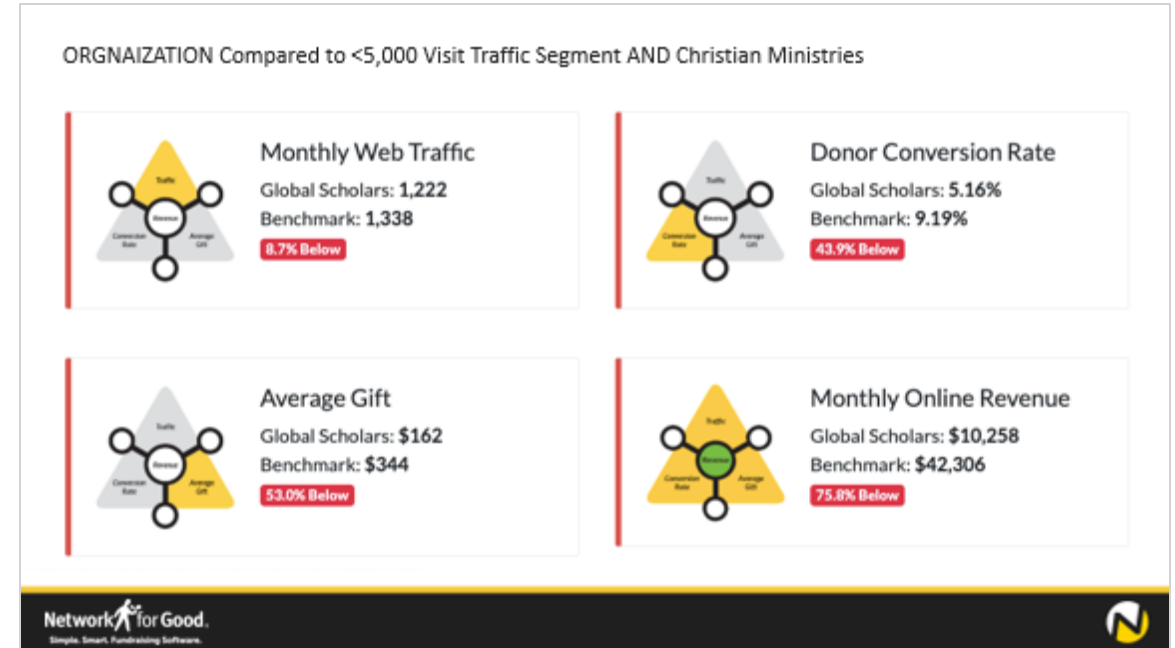


Who You Compare Yourself With Matters for Performance and Strategy

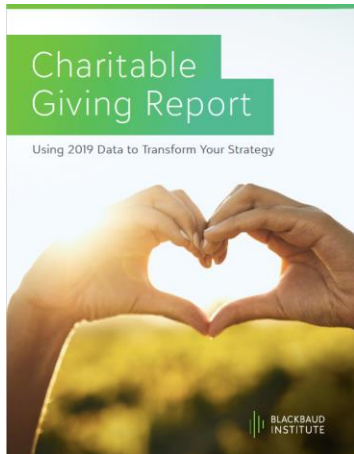
NOT THIS



BUT THIS



Other Great Benchmarks



2019 FUNDRAISING EFFECTIVENESS SURVEY REPORT

FUNDRAISING EFFECTIVENESS project

9/5/2019 A project of the Growth in Giving Initiative

The 2019 Fundraising Effectiveness Project report summarizes data from 10,640 non-profit organizations covering year to year fundraising results for 2017-2018.

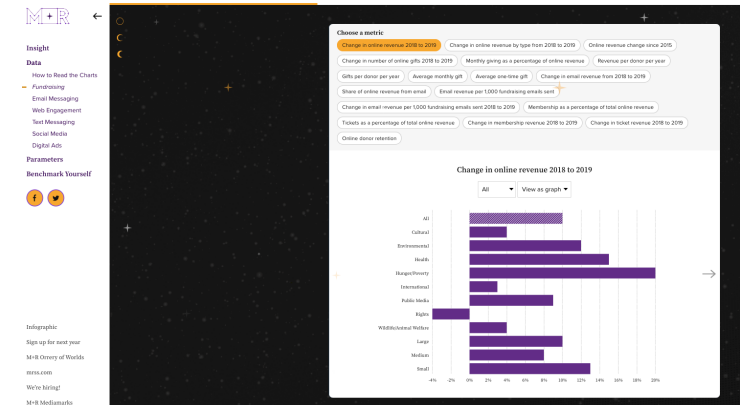
Written by: Bill Lewis, Manager, Fundraising Effectiveness Project, Ben Miller, DonorTrends, and Cathlene Williams, Association of Fundraising Professionals
Contributors by: Cary Craver, DonorTrends, and Jim Greenfield, ACTRE.

donorCentrics™ Sustainer Summit Learnings

► Deb Ashmore
April 3, 2019

DMFA Direct Marketing Fundraisers Association

blackbaud



Other Great Benchmarks



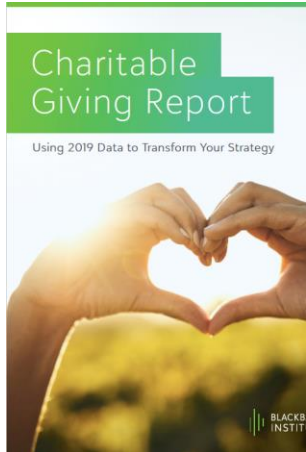
Insight

Data

- How to Read the Charts
- Fundraising
- Email Messaging
- Web Engagement
- Text Messaging
- Social Media
- Digital Ads

Parameters

Benchmark Yourself



Charitable Giving Report

Using 2019 Data to Transform Your Strategy

BLACKBAIRD
INSTITUTE

Infographic

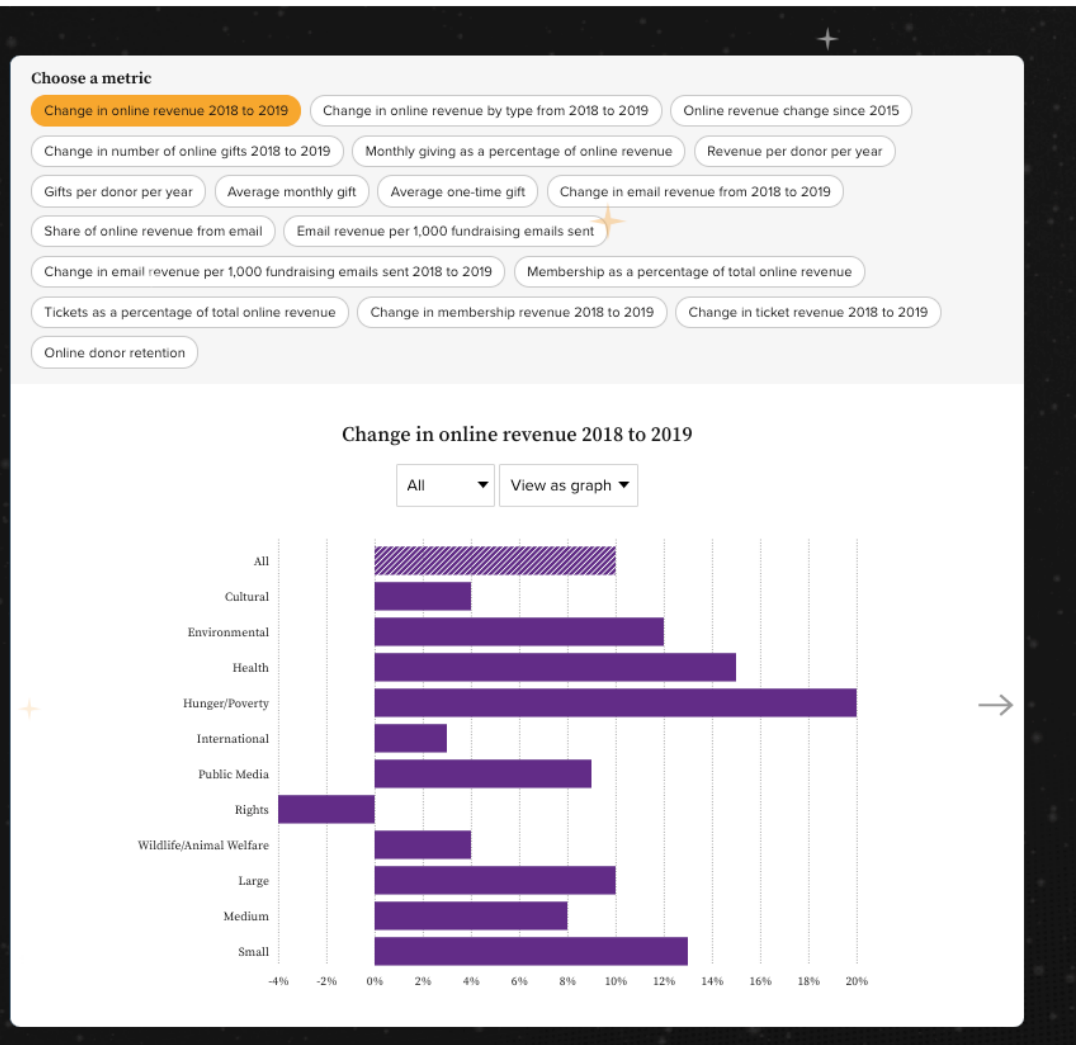
Sign up for next year

M+R Orrery of Worlds

mrss.com

We're hiring!

M+R Mediamarks



Online Revenue Attribution

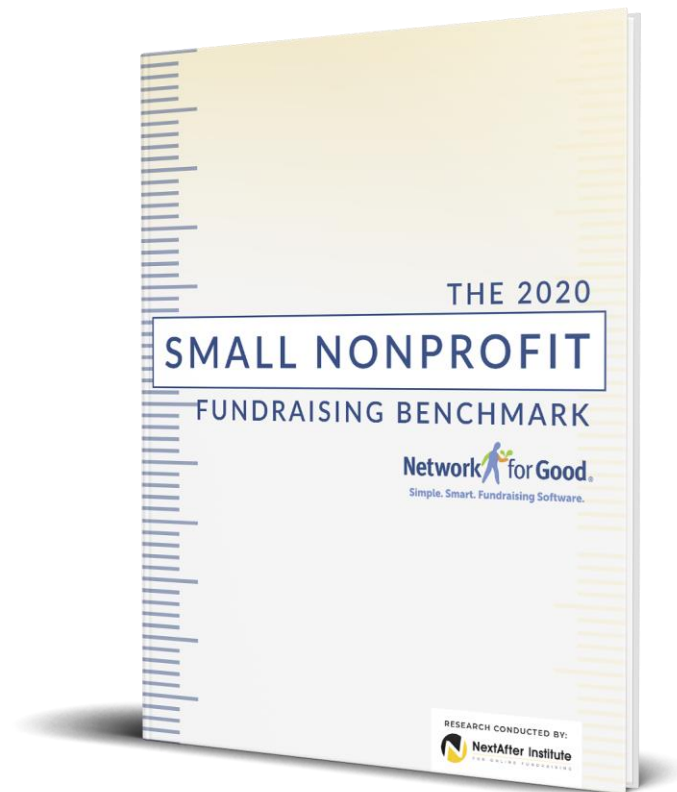
The best and easiest indicator of channel value is revenue, but very few organizations (all sizes) have Google Analytics Ecommerce set up and set up properly.

Default Channel Grouping	Acquisition			Behavior			Conversions eCommerce		
	Users ? ↓	New Users ?	Sessions ?	Bounce Rate ?	Pages / Session ?	Avg. Session Duration ?	Ecommerce Conversion Rate ?	Transactions ?	Revenue ?
	8,673,638 % of Total: 100.00% (8,673,638)	8,463,957 % of Total: 100.13% (8,452,696)	23,058,004 % of Total: 100.00% (23,058,004)	42.09% Avg for View: 42.09% (0.00%)	3.15 Avg for View: 3.15 (0.00%)	00:03:31 Avg for View: 00:03:31 (0.00%)	0.00% Avg for View: 0.00% (0.00%)	0 % of Total: 0.00% (0)	CA\$0.00 % of Total: 0.00% (CA\$0.00)
1. Organic Search	4,977,295 (51.55%)	4,429,182 (52.33%)	14,276,256 (61.91%)	38.19%	3.58	00:03:54	0.00%	0 (0.00%)	CA\$0.00 (0.00%)
2. Direct	2,751,452 (28.50%)	2,678,780 (31.65%)	4,844,264 (21.01%)	44.22%	2.16	00:02:35	0.00%	0 (0.00%)	CA\$0.00 (0.00%)
3. Referral	728,747 (7.55%)	442,731 (5.23%)	1,645,916 (7.14%)	39.85%	3.80	00:04:54	0.00%	0 (0.00%)	CA\$0.00 (0.00%)
4. Social	596,810 (6.18%)	521,655 (6.16%)	900,534 (3.91%)	76.25%	1.59	00:01:16	0.00%	0 (0.00%)	CA\$0.00 (0.00%)
5. (Other)	310,876 (3.22%)	177,335 (2.10%)	774,346 (3.36%)	53.36%	2.43	00:02:55	0.00%	0 (0.00%)	CA\$0.00 (0.00%)
6. Paid Search	133,271 (1.38%)	105,710 (1.25%)	194,007 (0.84%)	49.80%	3.08	00:02:39	0.00%	0 (0.00%)	CA\$0.00 (0.00%)
7. Boosted Post	85,960 (0.89%)	71,660 (0.85%)	100,291 (0.43%)	95.17%	1.06	00:00:12	0.00%	0 (0.00%)	CA\$0.00 (0.00%)
8. Email	68,967 (0.71%)	35,856 (0.42%)	320,835 (1.39%)	50.56%	2.39	00:03:12	0.00%	0 (0.00%)	CA\$0.00 (0.00%)
9. Display	1,186 (0.01%)	1,048 (0.01%)	1,555 (0.01%)	73.89%	1.44	00:01:29	0.00%	0 (0.00%)	CA\$0.00 (0.00%)

The idea.

THOUGHTS, FEELINGS, STRATEGIES, AND DATA FROM OVER 2,700 SMALL NONPROFITS.

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Collect Data Specific to Nonprofits <\$1M

How are small nonprofit's feeling?

- Survey responses from 1222 people, 926 were from 'small' nonprofits
- Responses from early February to early March 2020
- "Small" defined as <\$1M total revenue

How are small nonprofit's doing?

- Actual data from 2832 Network for Good customers, 1865 were 'small' nonprofits
- Data is calendar year (Jan – Dec) and covers 2017, 2018, 2019
- Median total revenue from IRS for "small" was \$100k - \$500k

Collect Data Specific to Nonprofits <\$1M

How are small nonprofit's feeling compared to big nonprofits?

- Survey responses from 1222 people, 926 were from 'small' nonprofits (296 were 'big')
- Responses from early February to early March 2020
- "Small" defined as <\$1M total revenue

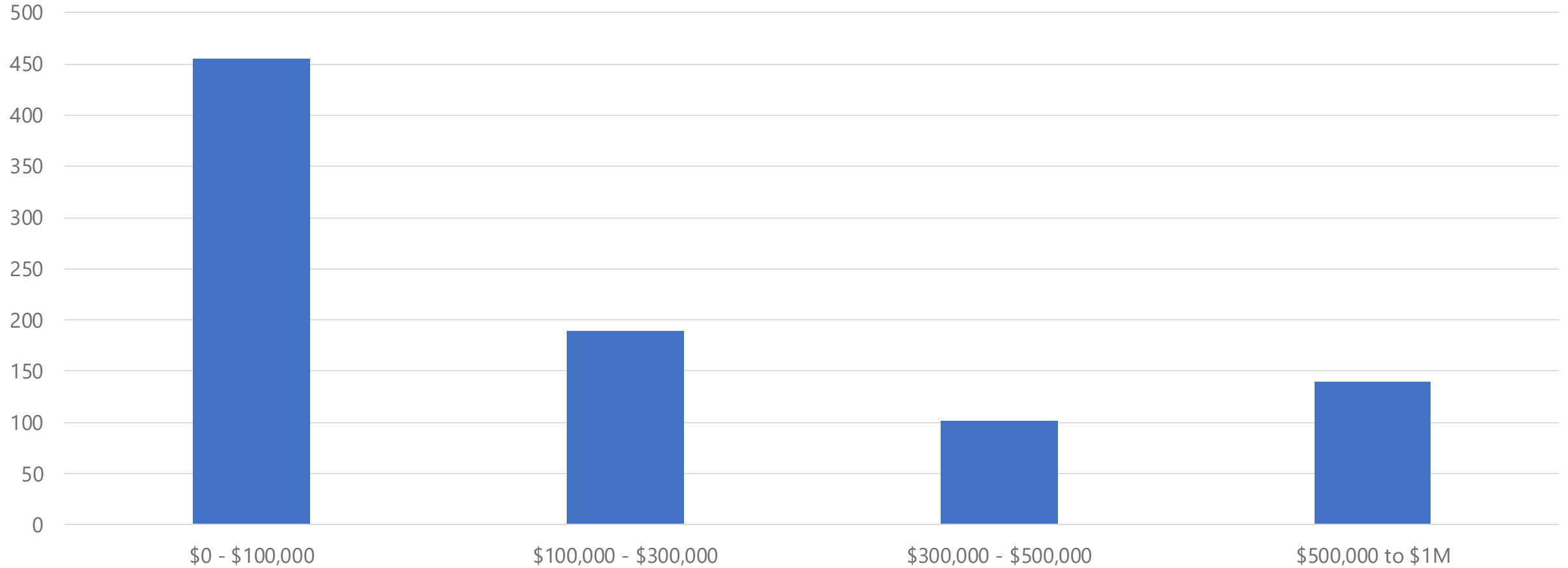
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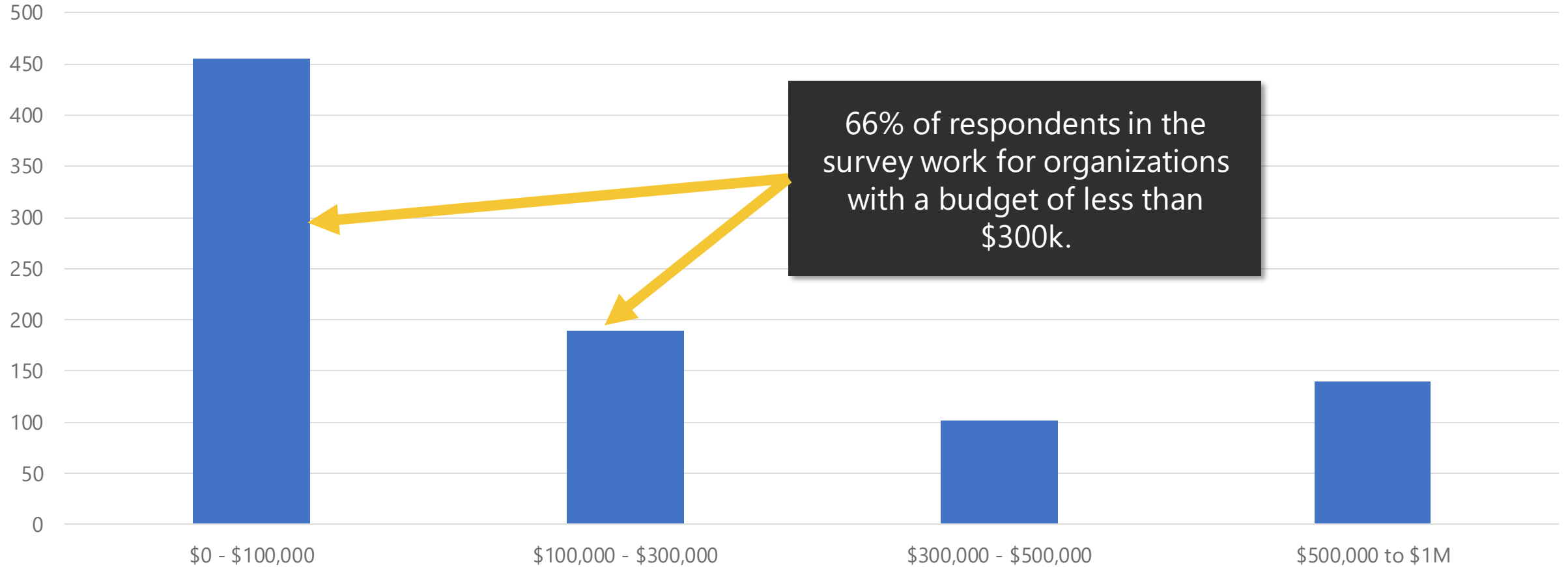
Where is the data coming from?

The Small Nonprofit Fundraising Benchmark Study

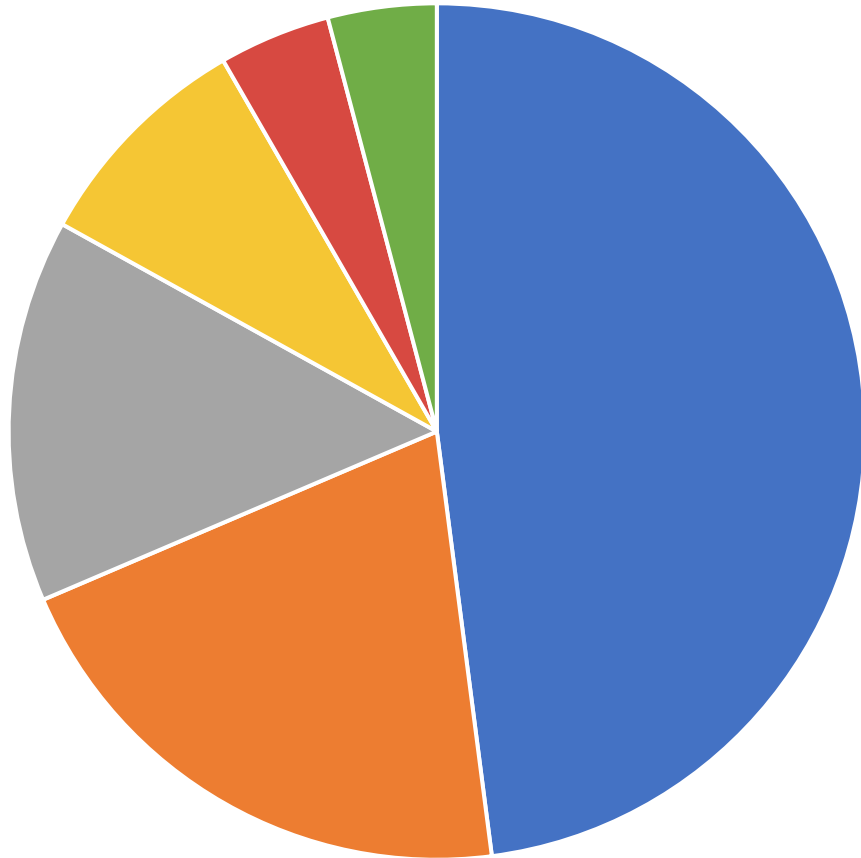
Who Took the Survey (size range)



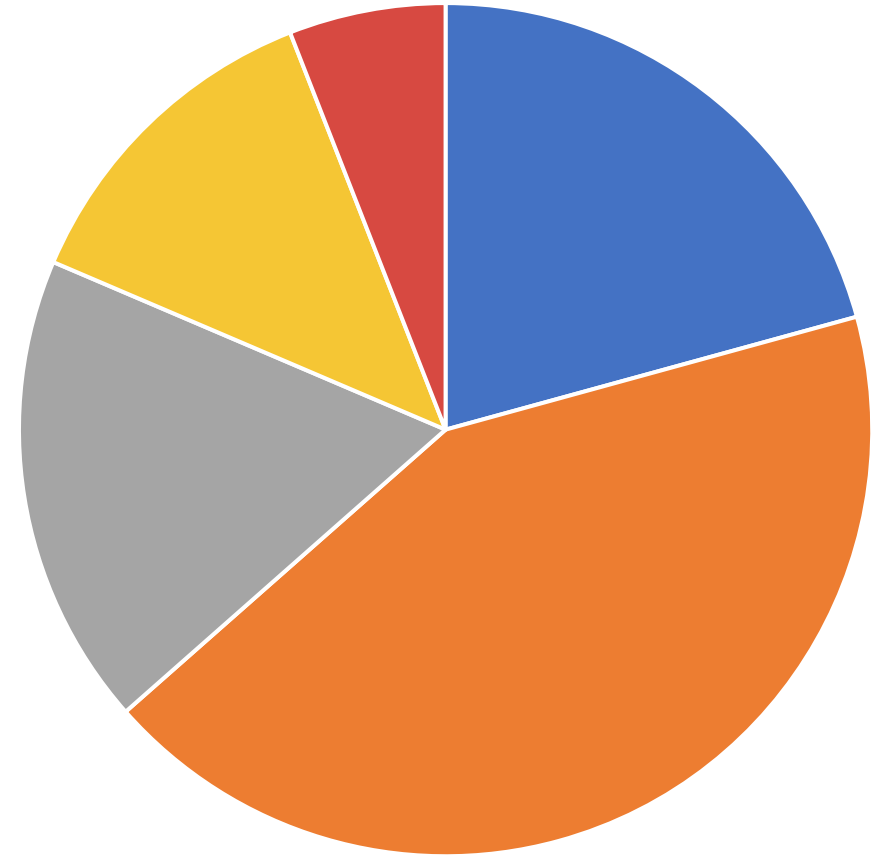
Who Took the Survey (size range)



Who Took the Survey (role & tenure)

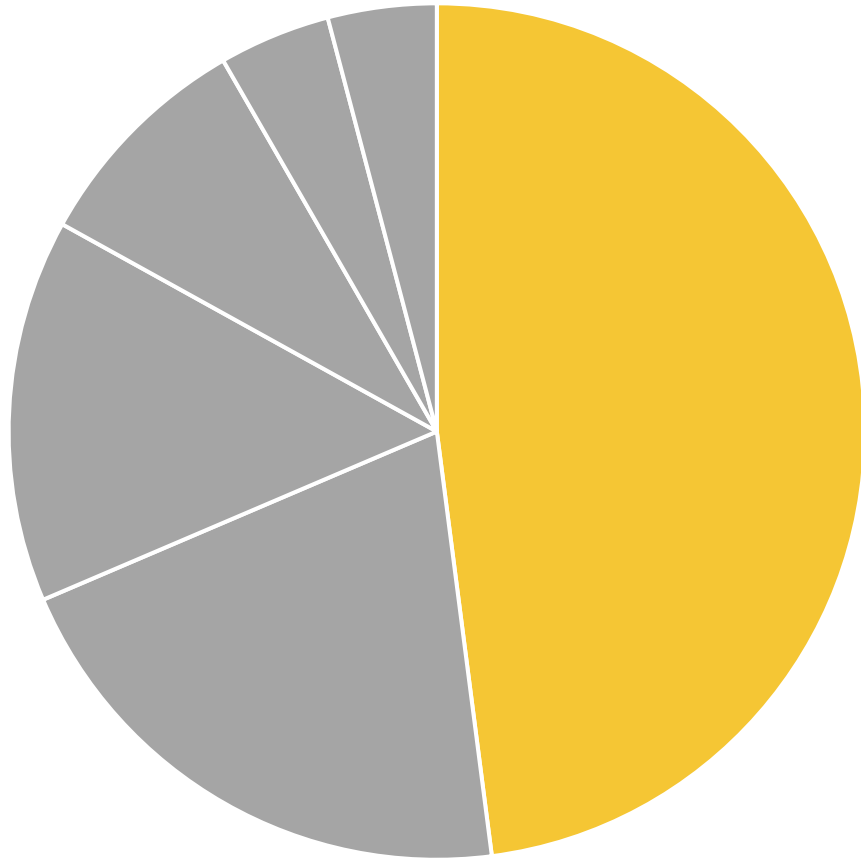


■ Executive ■ Practitioner ■ Manager ■ Board Member ■ Other ■ Everything

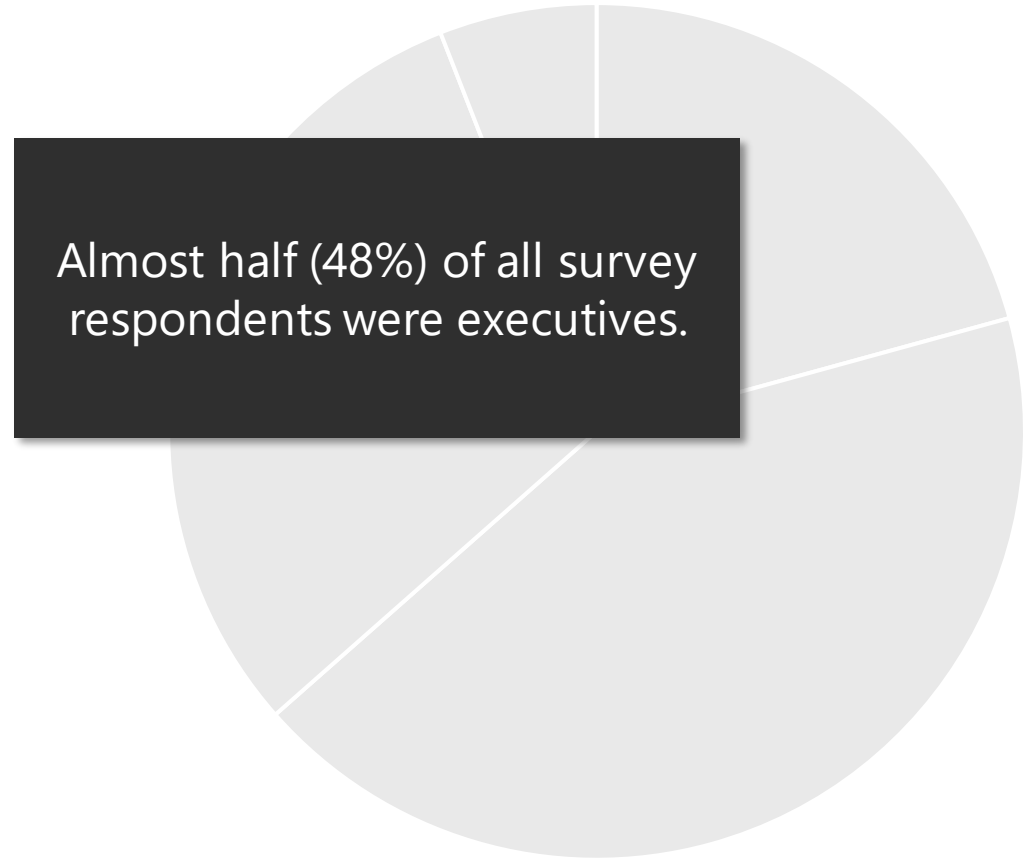


■ Less than 1 Year ■ 1 to 5 Years ■ 5 to 10 Years ■ 10 to 20 Years ■ More than 20 Years

Who Took the Survey (role & tenure)

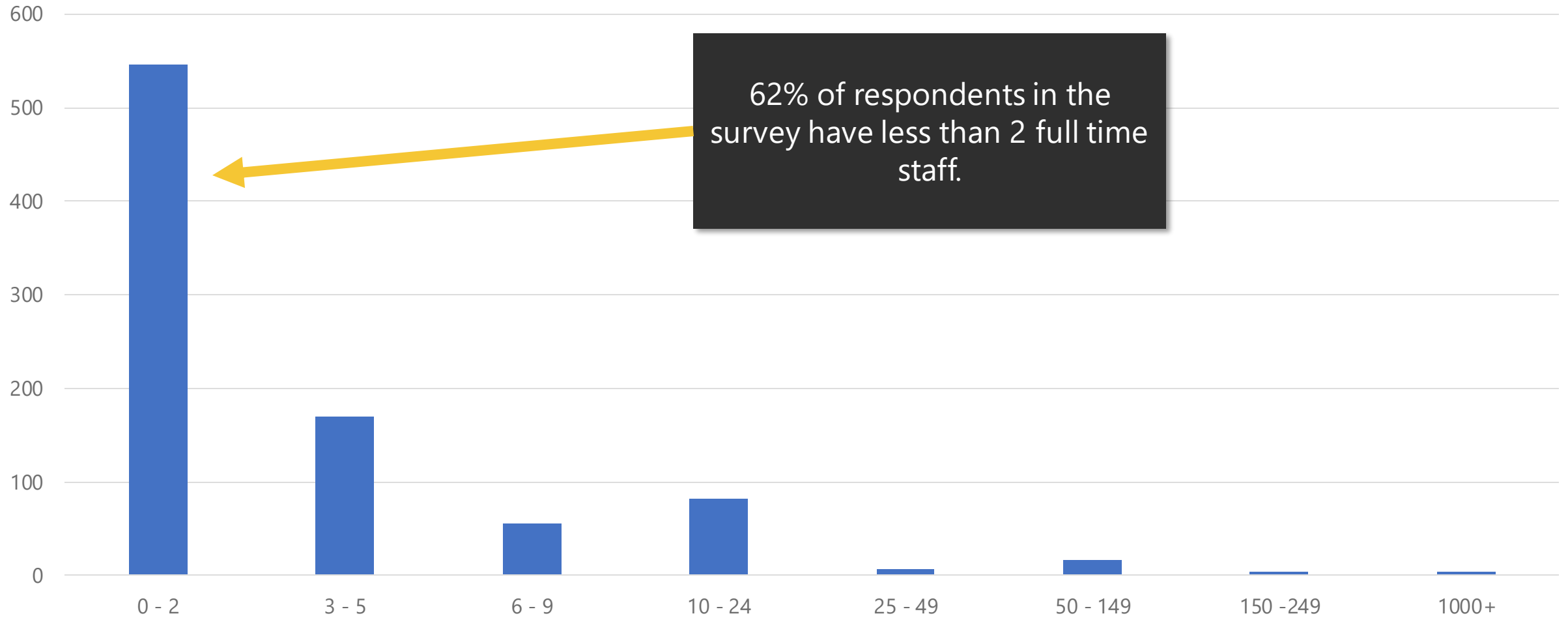


■ Executive ■ Practitioner ■ Manager ■ Board Member ■ Other ■ Everything

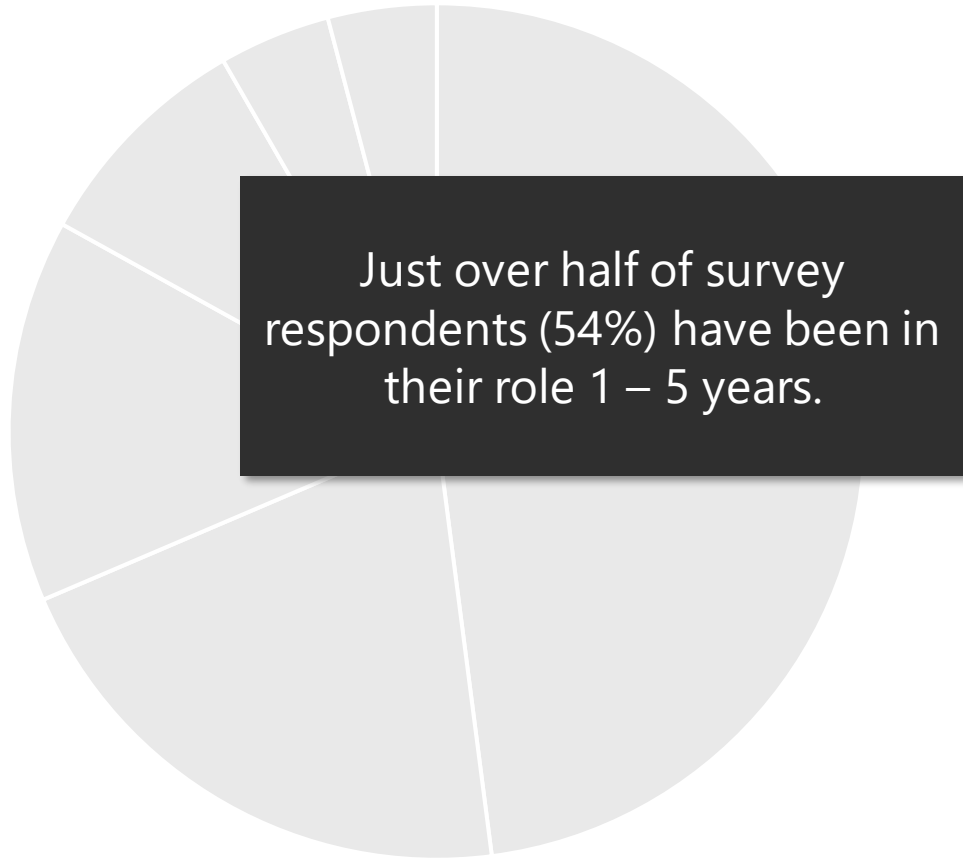


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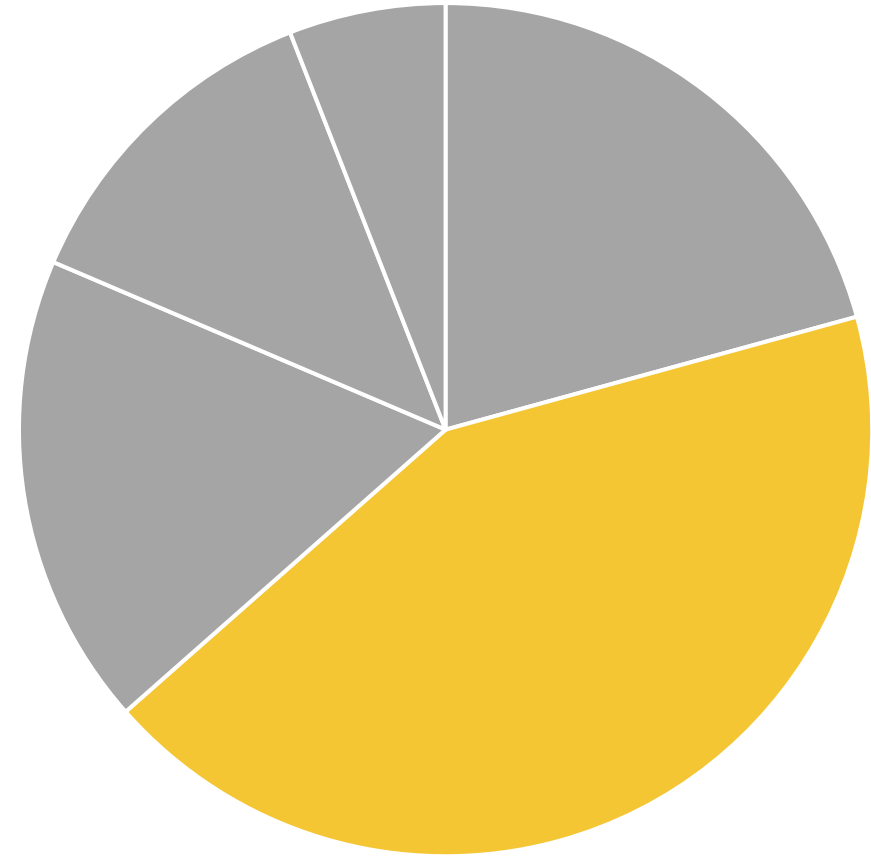
Who Took the Survey (FTEs)



Who Took the Survey (role & tenure)

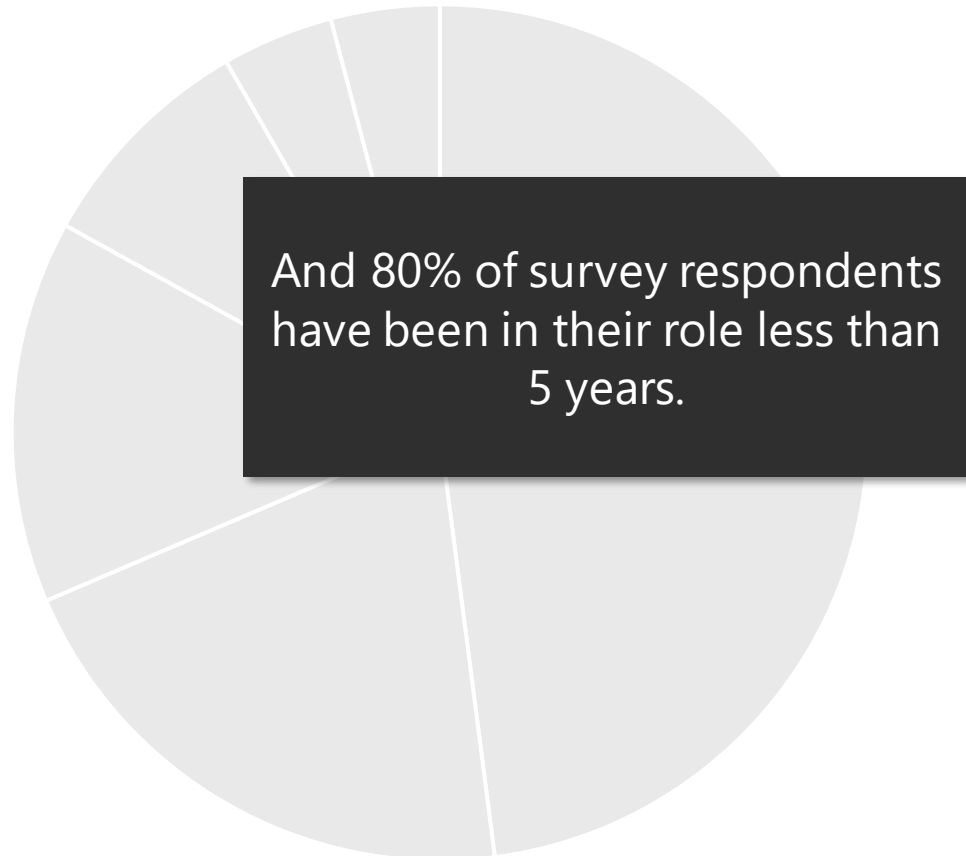


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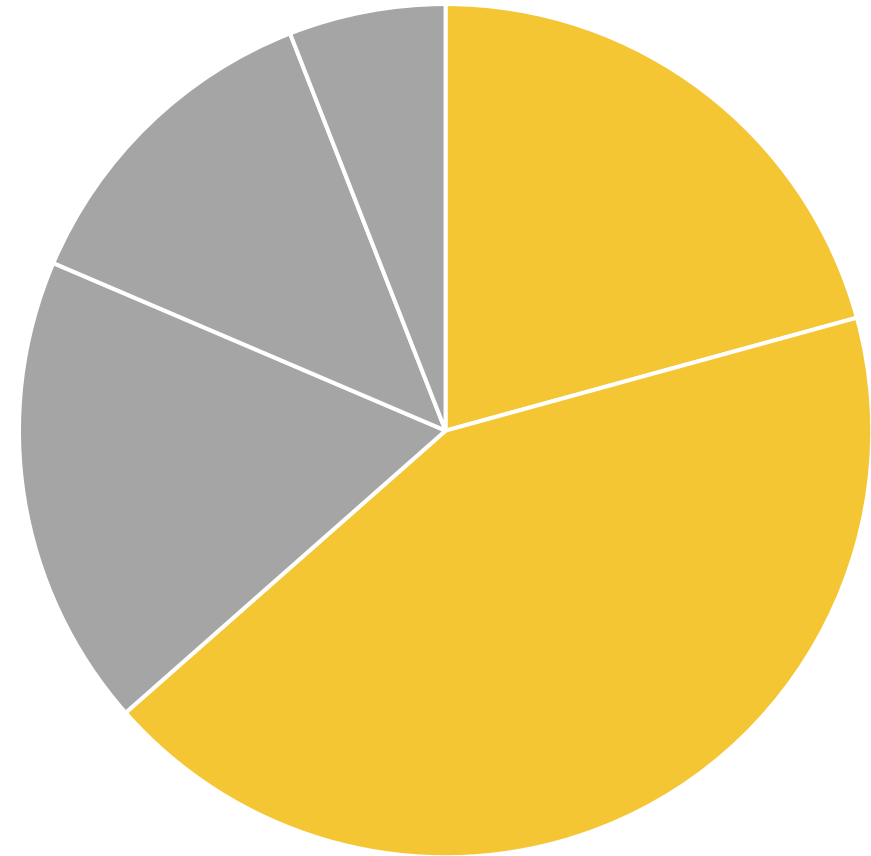


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Who Took the Survey (role & tenure)

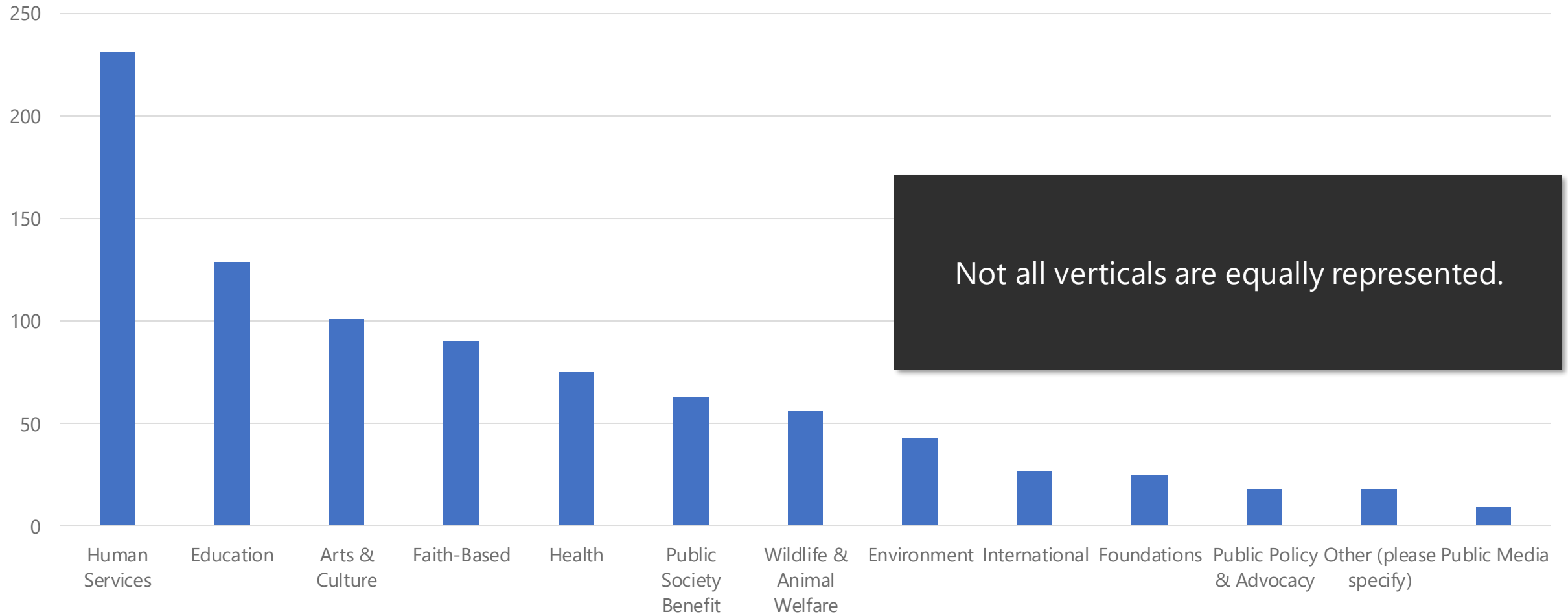


■ Executive ■ Practitioner ■ Manager ■ Board Member ■ Other ■ Everything



■ Less than 1 Year ■ 1 to 5 Years ■ 5 to 10 Years ■ 10 to 20 Years ■ More than 20 Years

Who Took the Survey (vertical)



Where Is the Data Coming From?

Survey Data

- Cleaned responses on a question by question basis
 - Removed 0's or outliers for just that question but kept person in for other questions
- All responses are self reported

Fundraising Data

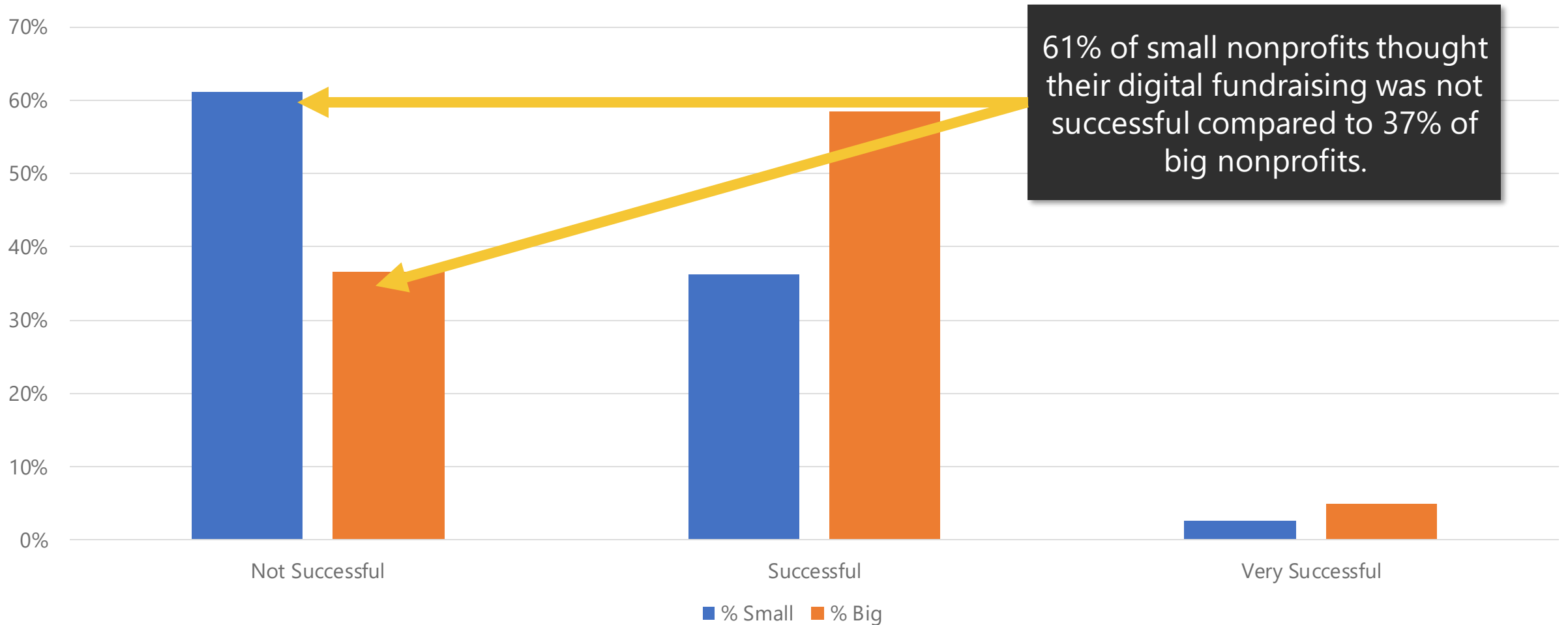
- Organizations use Network for Good as a CRM
- Received at least 1 donation in 2017, 2018, 2019
- Most values are median (middle) and on a per organization basis
- Online includes PayPal, Square, etc. and only what we KNOW was online

Snapshot of small nonprofit fundraising.

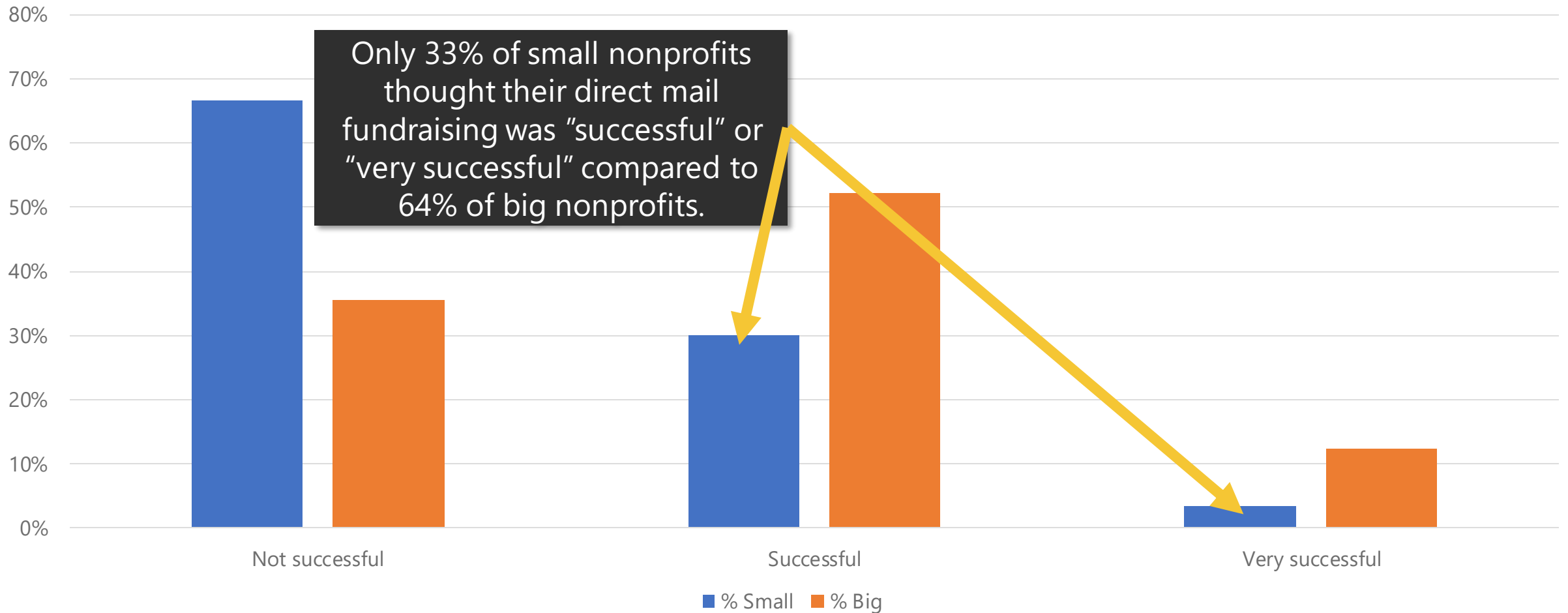
The Small Nonprofit Fundraising Benchmark Study

Small nonprofits **don't feel like they are being successful** in their fundraising.

How would you rate the success of digital fundraising?



How would you rate the success of direct mail fundraising?

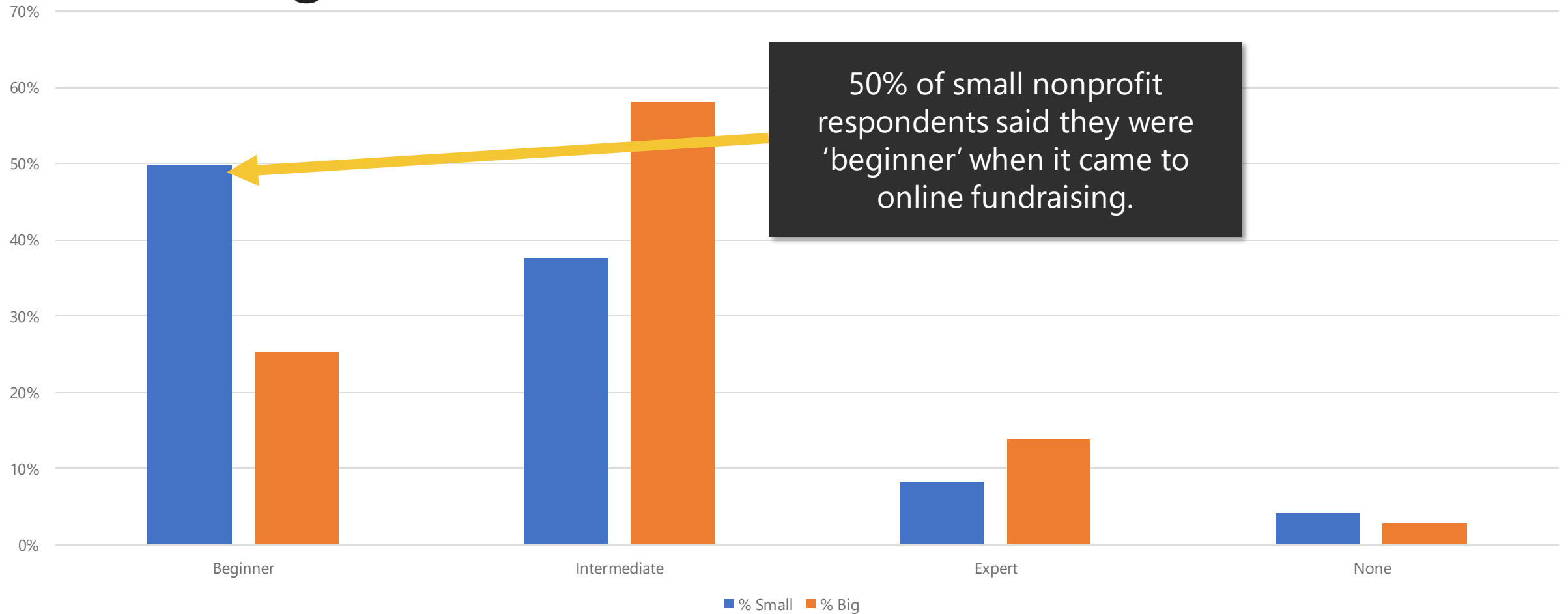


How would you rate the success of your year-end campaign?



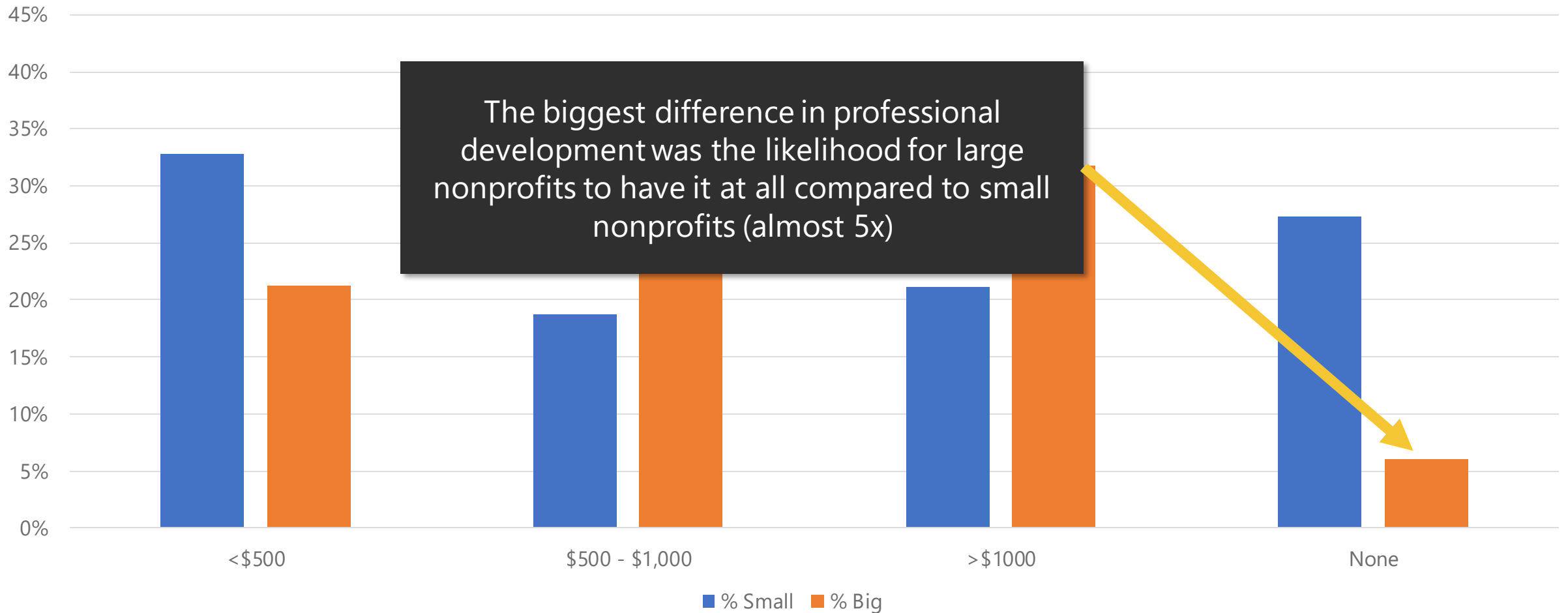
For online fundraising, people working at small nonprofits feel like beginners.

What level of expertise do you have in online fundraising?

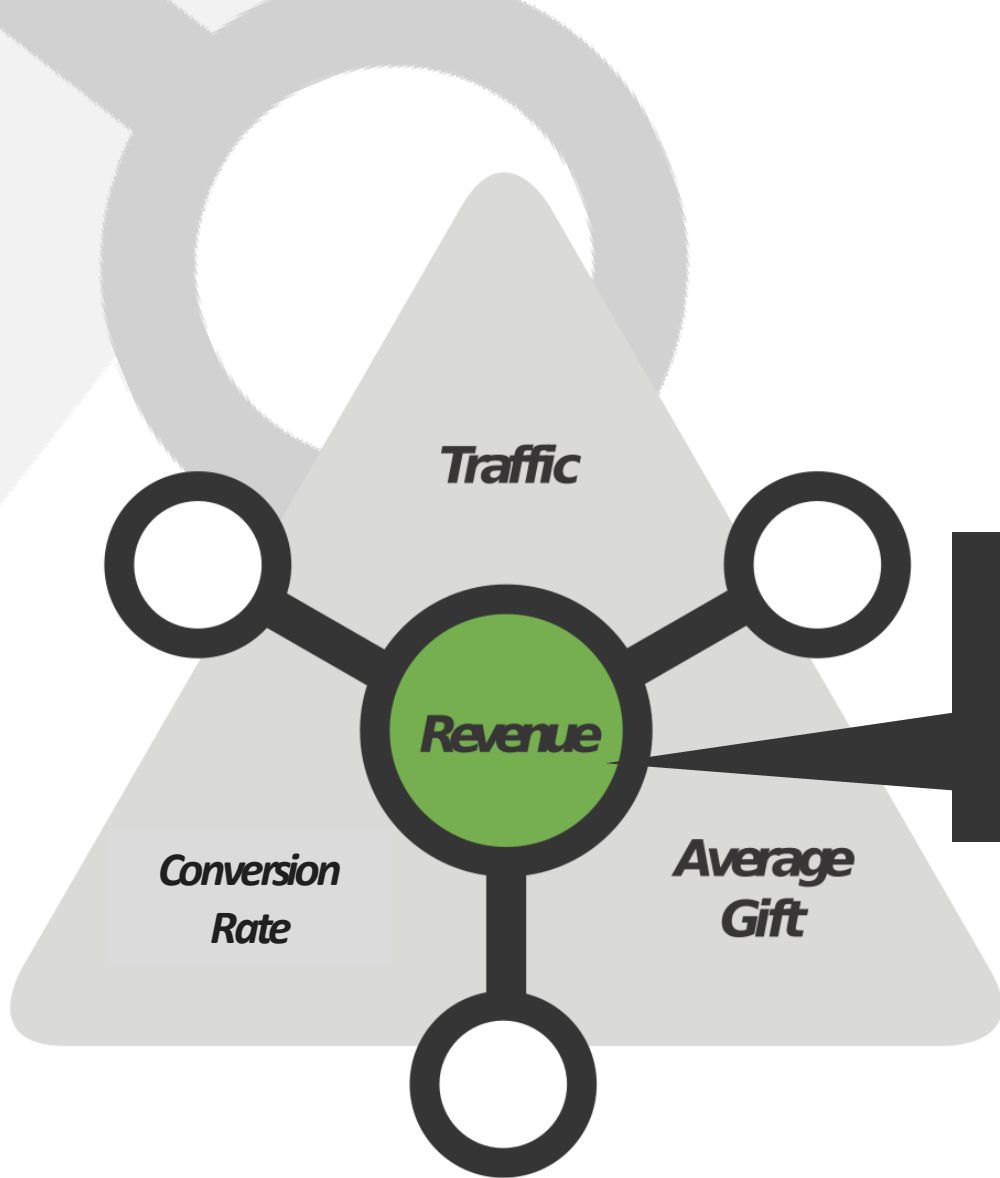


And small nonprofits don't get as much professional development investment.

What is your approximate professional development budget?



Overall, when it comes to online fundraising, **small nonprofits aren't (usually) raising a lot of money.**



The average small nonprofit raised \$4,100 online in 2019.

Small Nonprofits Fundraising Snapshot

- Small nonprofits feel like they aren't succeeding
- Small nonprofits have less expertise in online fundraising
- Small nonprofits have smaller professional development budgets (if they have one at all)
- Small nonprofits aren't raising a lot of money online

It's not all **bleak**...

Overall 2019

REAL DATA

104
Donors

-15%

13%
Recurring

+48%

54%
Online*

+21%

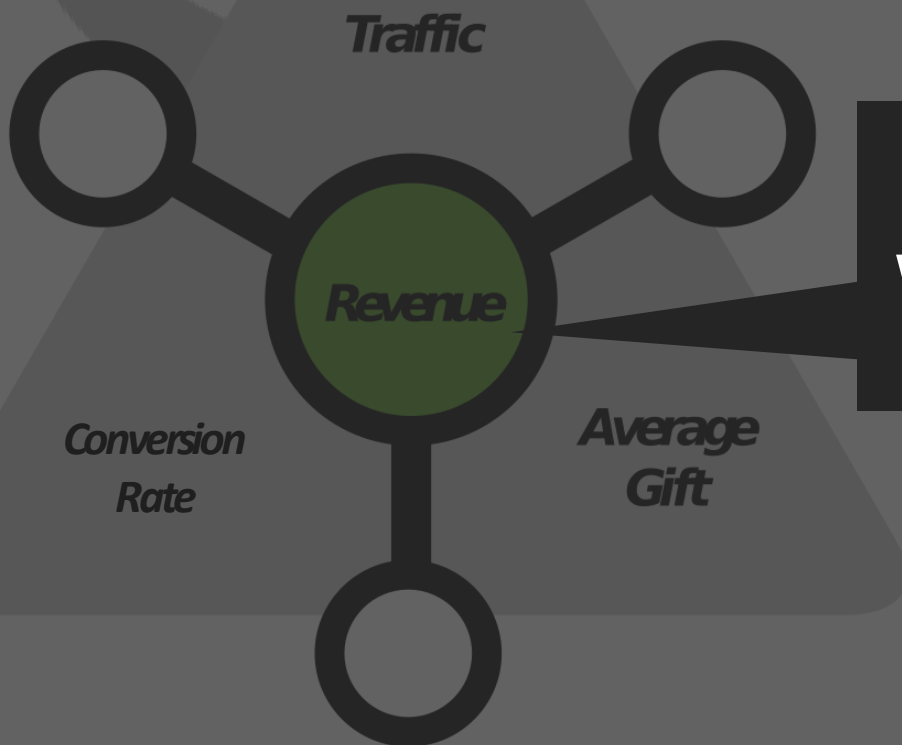
49%
Retention

+2%

Key findings & how small nonprofits can improve their fundraising.

The Small Nonprofit Fundraising Benchmark Study

Small nonprofits don't generate a lot of traffic to their websites.



The average small nonprofit raised
WHY? \$4,000 online in 2019.

3 Key Online Fundraising Metrics in 2019

REPORTED

2010
Traffic

-2036%

1.8%
Conversion
Rate

+157%

37
Gifts

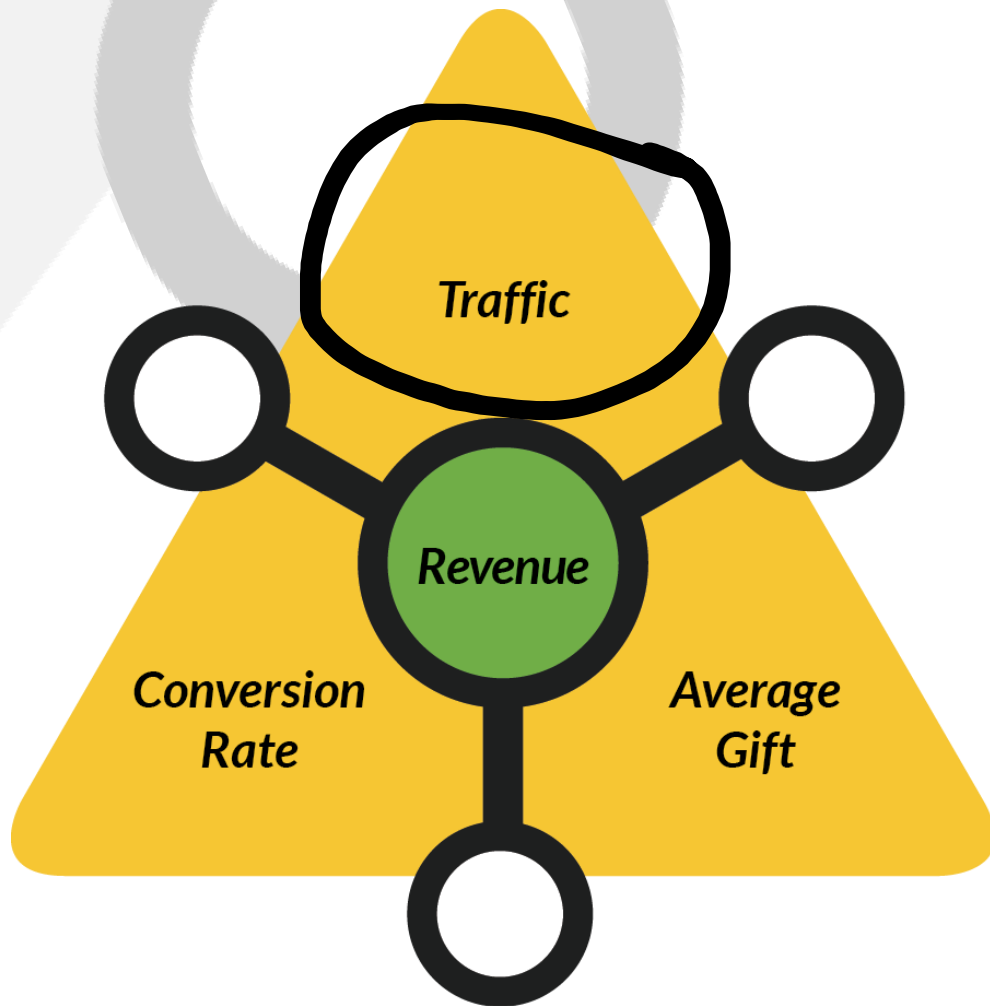
-714%

\$1110.81
Avg Gift

-82%



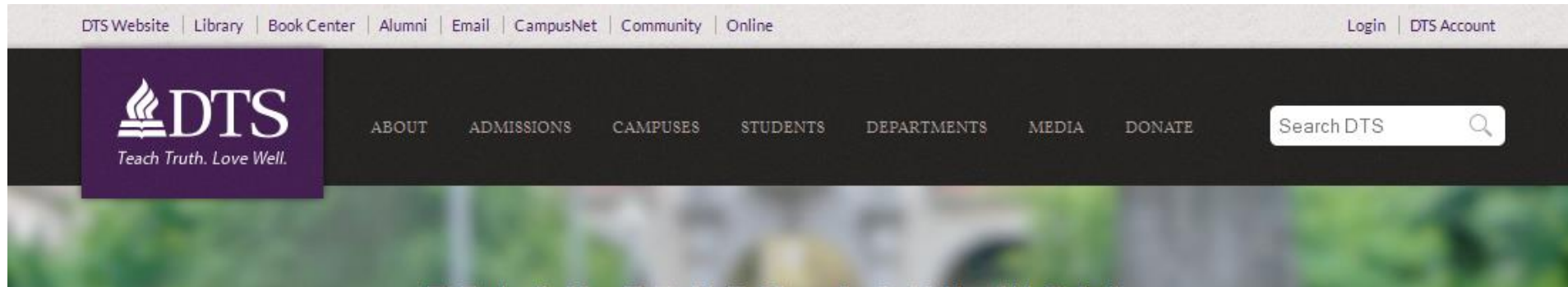
Why is this **important**?



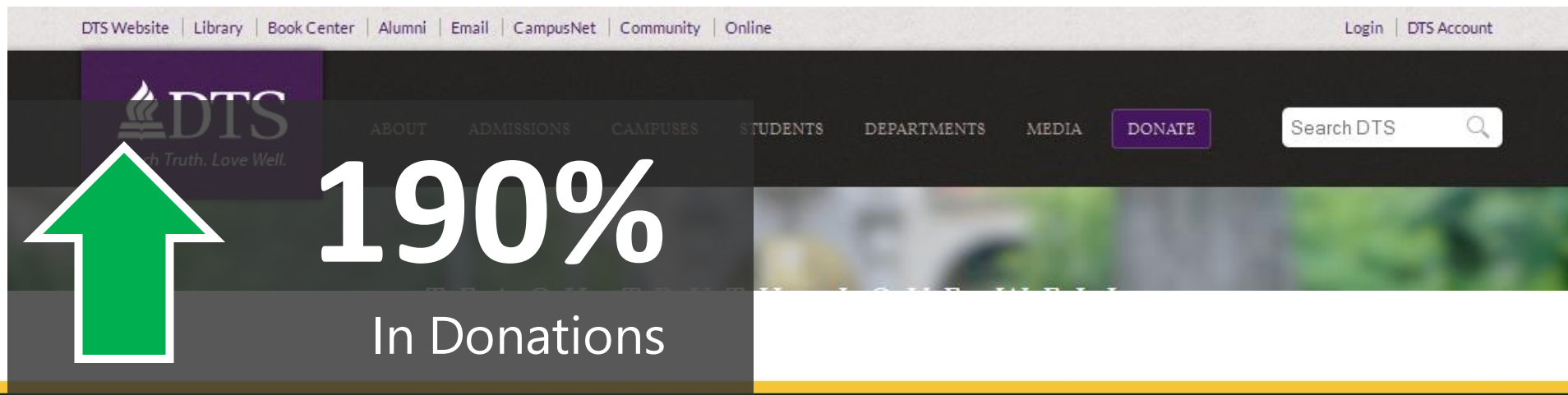
Keep it simple and start by looking at **3 key metrics**.

Experiment #1698

ORIGINAL



CHALLENGER



How To Get Traffic?

Earn It

- Organic SEO
- Direct (media, mentions)
- Email
- Social

Buy It

- Paid SEO
- Paid media
- List swaps & rentals
- Paid social

The average small nonprofit spends
\$1,000 on online advertising in a year.

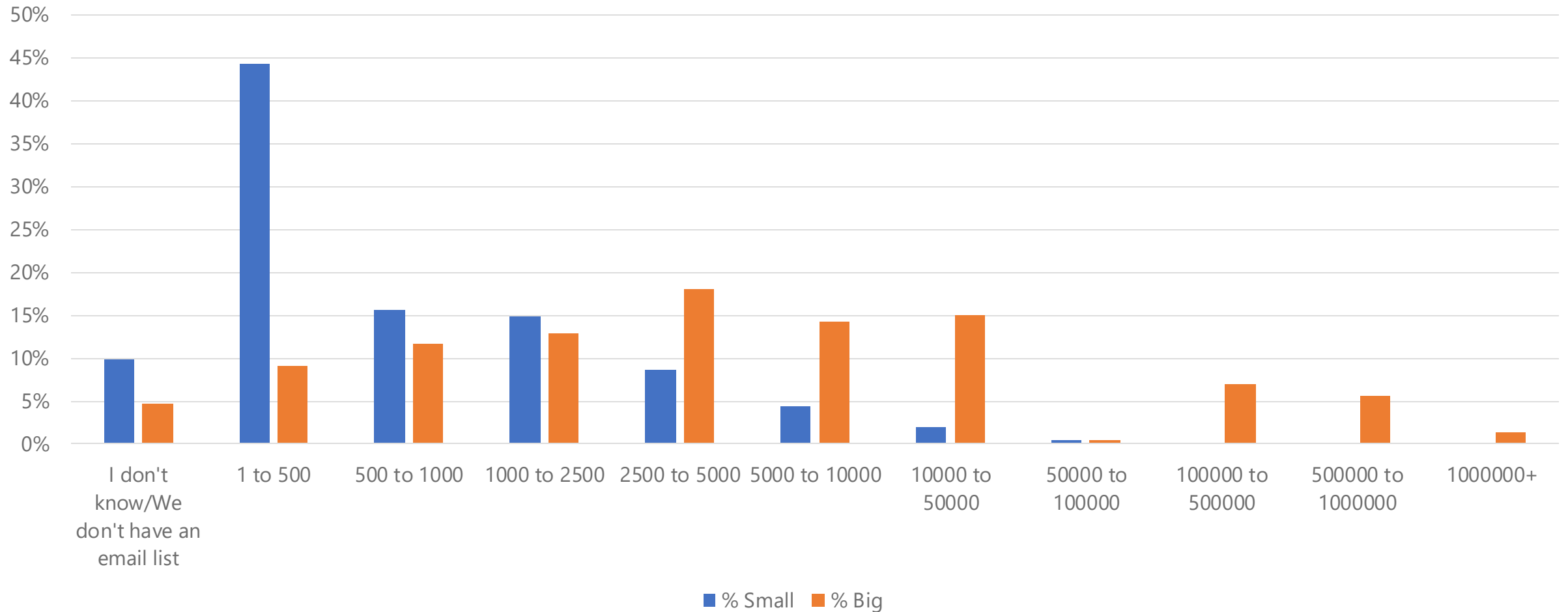
Only 10% of small nonprofits have the
Google Ad Grant.

Grow Your Traffic Checklist

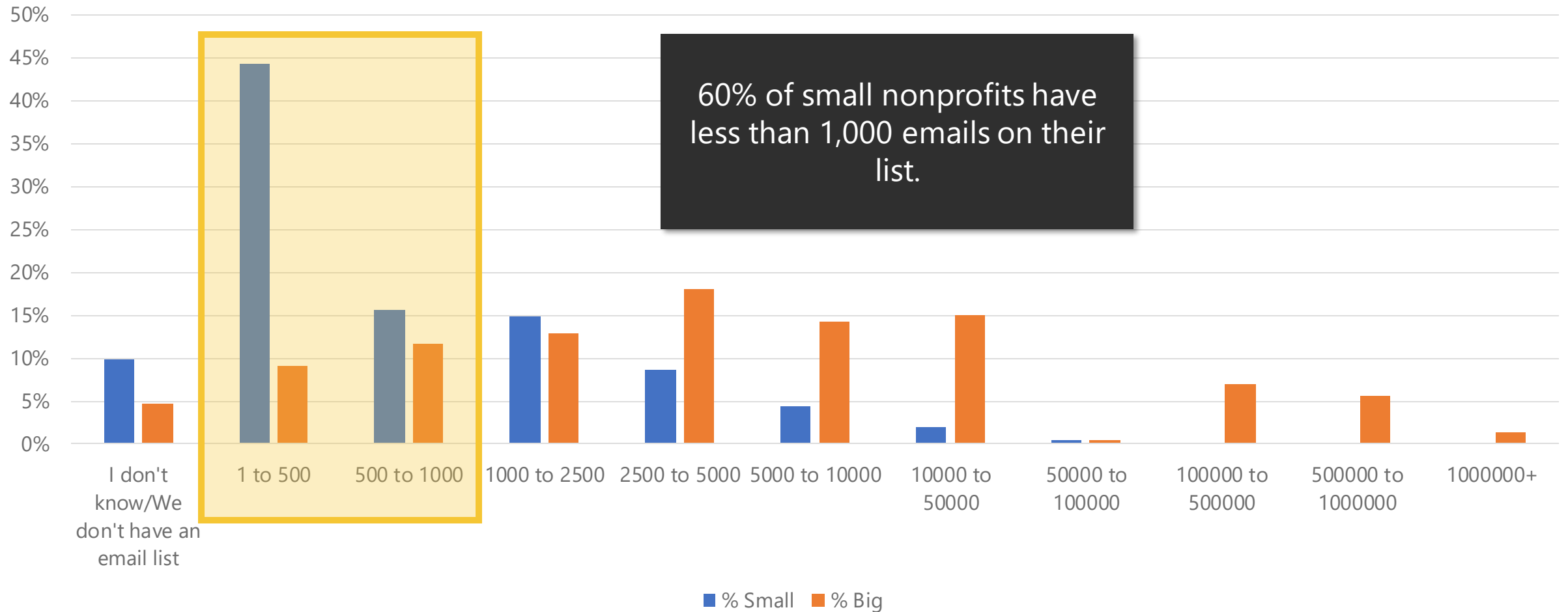
- Is it easy for people to find where to give on your website?
 - How can you get more people to your website and then to your donation page?
- Do you have a Google Ad Grant?
 - Consider outsourcing the management of it to take full advantage (or at least set up)
- Are you using any paid advertising to drive traffic with a purpose?
 - Paid ads cost, yes, but you can be specific and attract the right people to your site
 - Consider using ads to drive to content that requires an email as opposed to newsletter or donation

Small nonprofits send fewer emails
to fewer people.

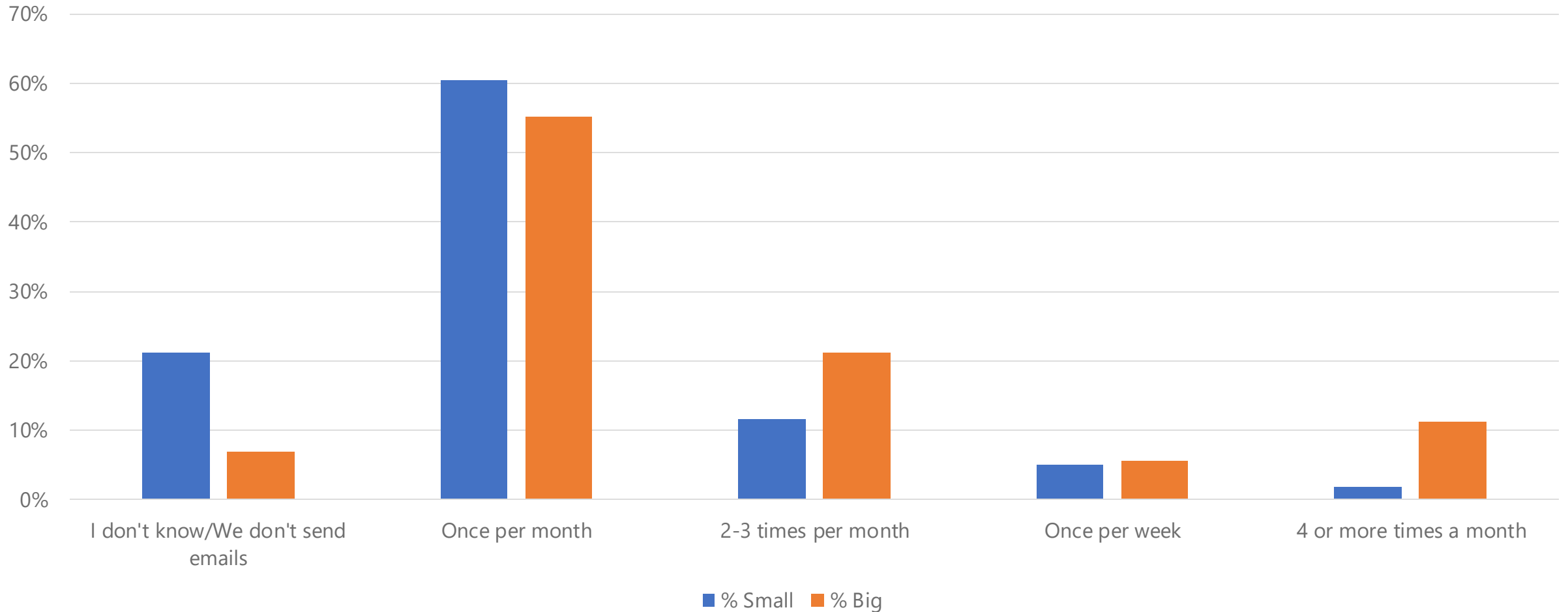
How large is your email list?



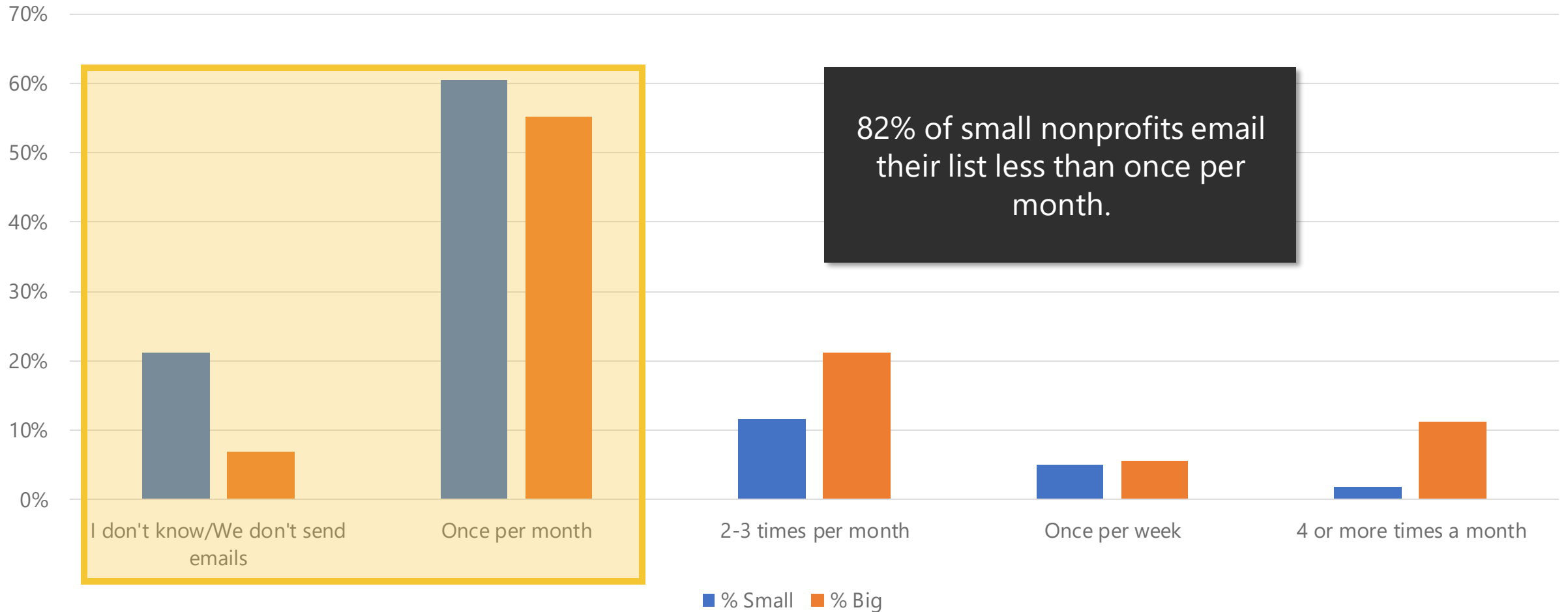
How large is your email list?



How often do you email your list?



How often do you email your list?

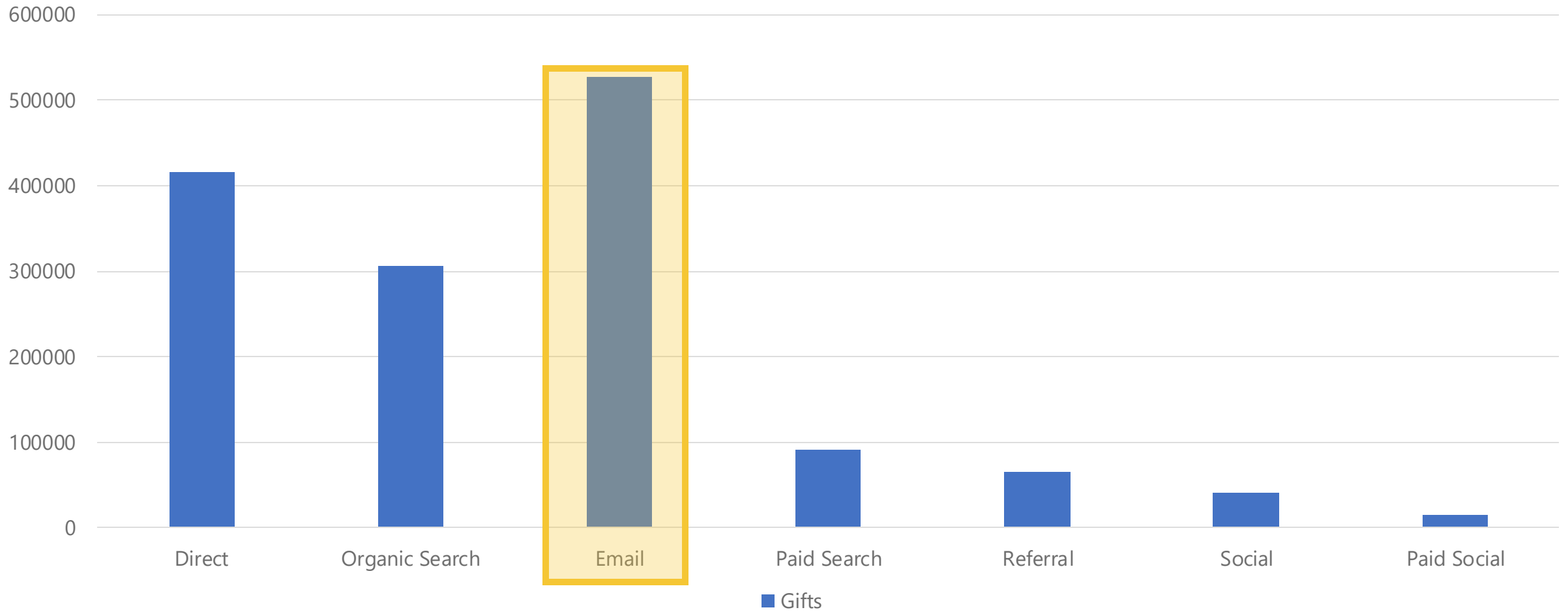


Why is this **important**?

Generally speaking... the more (good) emails you send to more (engaged) people the **more money you'll raise online.**

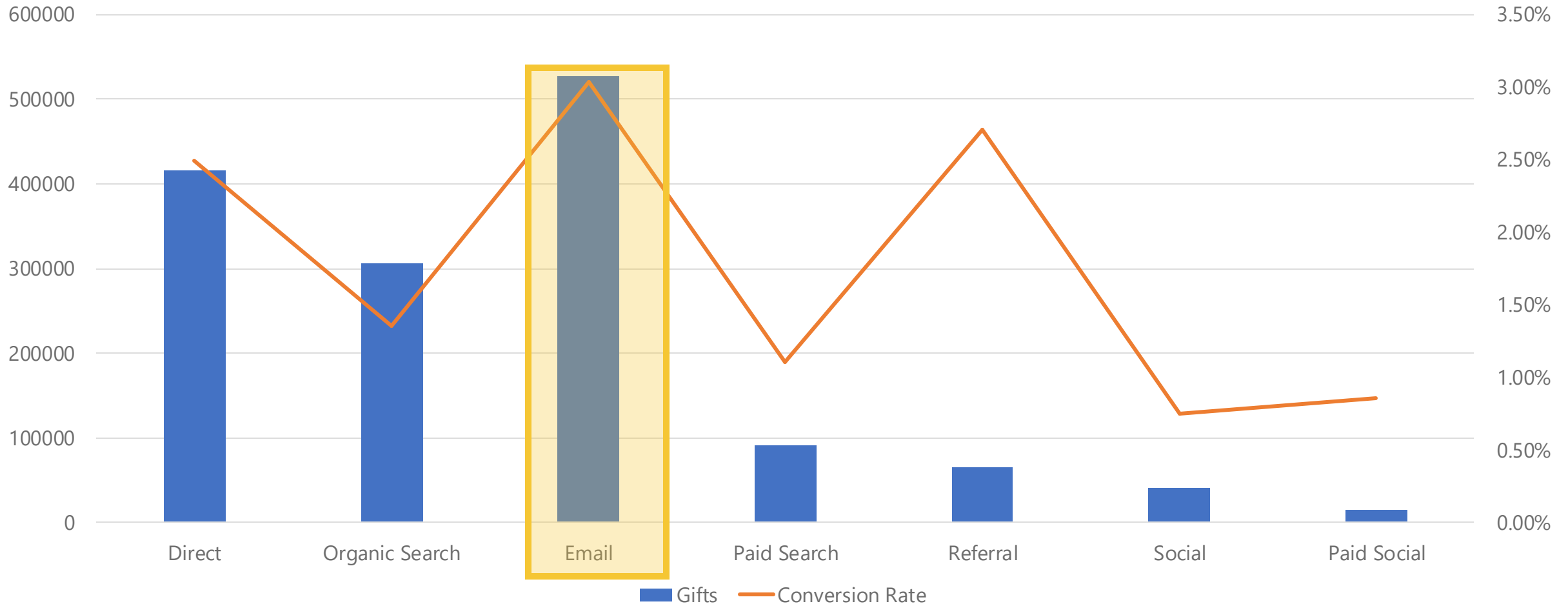
2019 Gifts & Conversion Rate by Channel

NOT SMALL



2019 Gifts & Conversion Rate by Channel

NOT SMALL



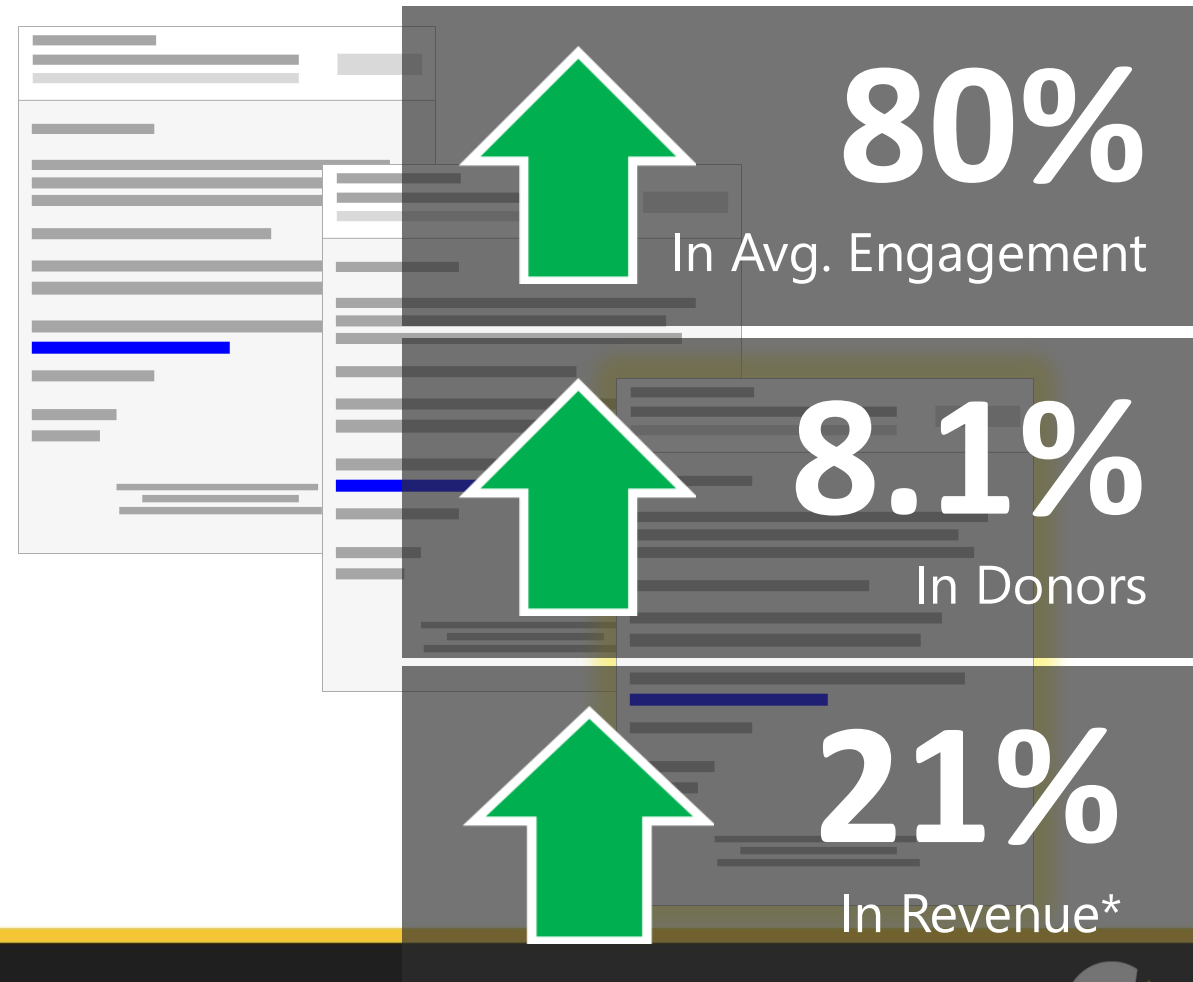
But it's **not** just about asking.

How Increasing Cultivation Impacts Revenue

CONTROL



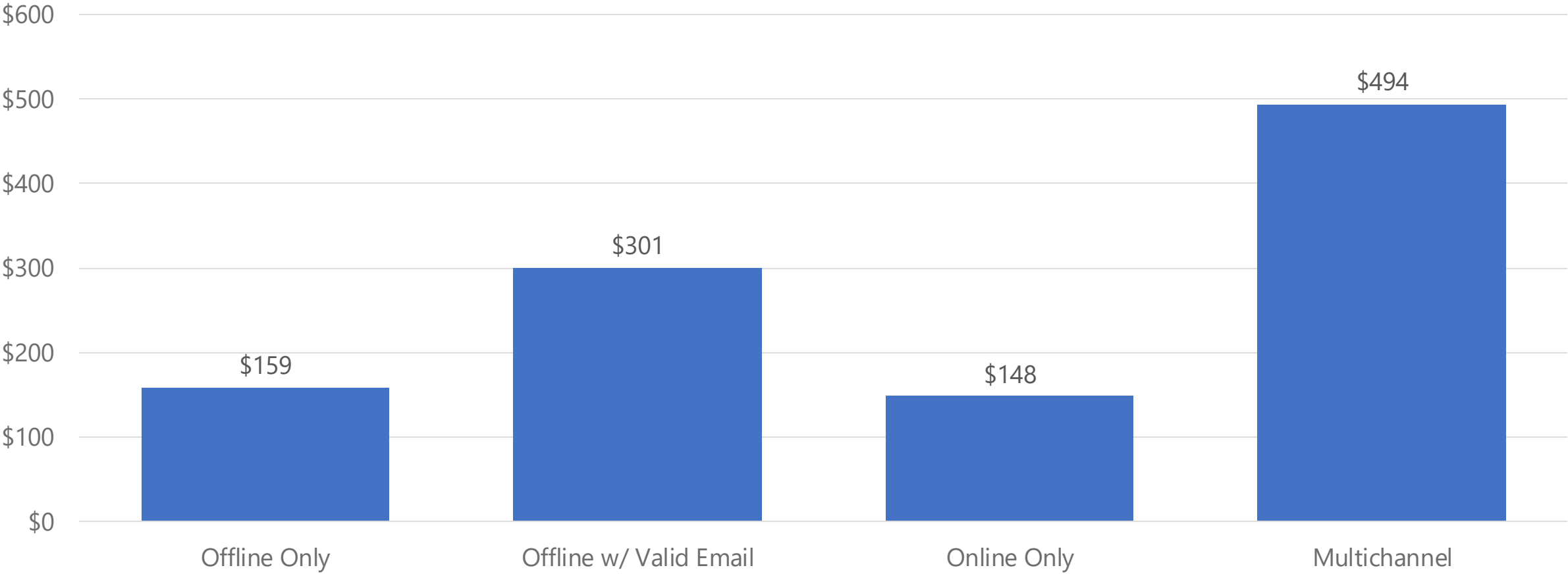
TREATMENT



Or just about **online.**

NOT SMALL

Average Revenue per Donor by Channel Cohort



NOT SMALL

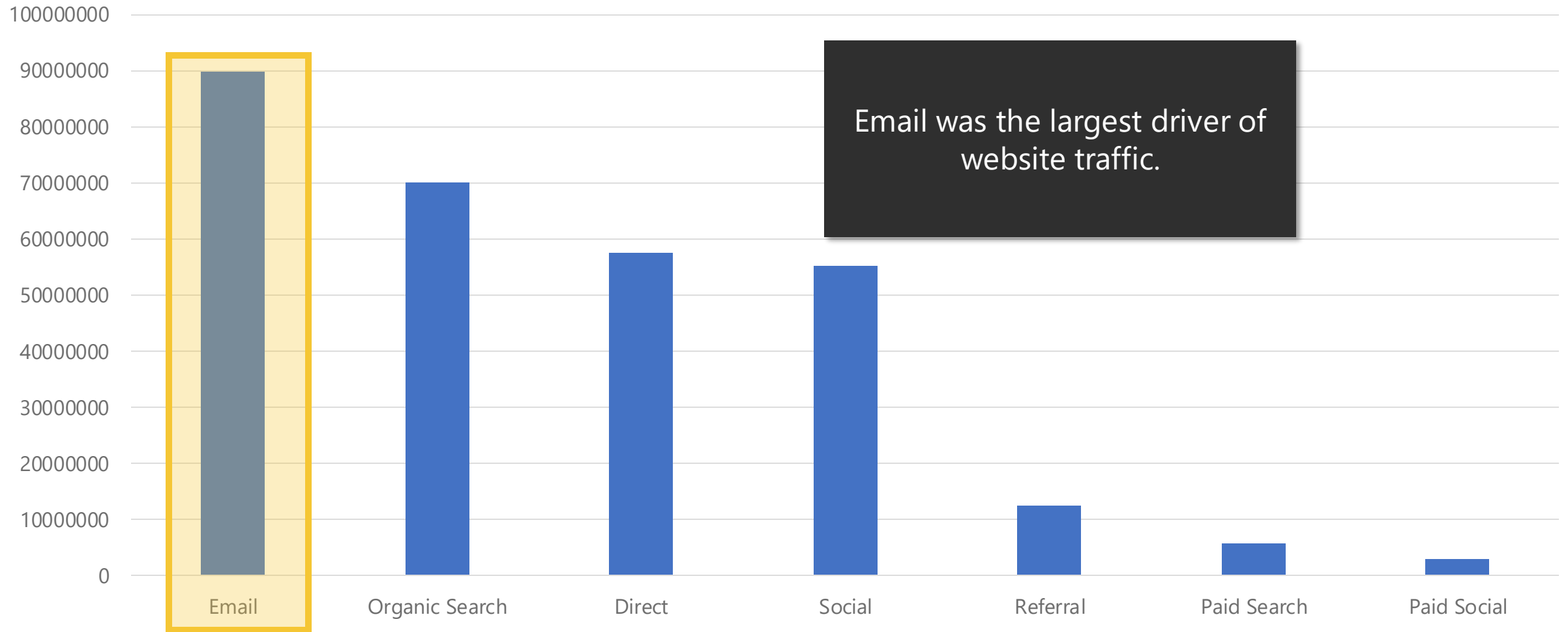
Average Revenue per Donor by Channel Cohort



Oh and also...

2019 Website Visits by Channel

NOT SMALL



Email Checklist

- Are you collecting emails online, offline, and wherever possible?
 - Get a clear opt-in and send at least 1 welcome email to keep good email list hygiene
- Are you offering something of value or positioning your newsletter in a value oriented way in exchange for people's emails?
 - Why should I sign up for your email list as opposed to another one or not at all?
- Are you sending out emails frequently to engage, provide updates, and report on impact (not just ask)?
 - Consider sending more emails with fewer things in them for people to read or do

A multi-channel fundraising strategy is almost non-existent among small nonprofits.

Do you take a multi-channel approach with direct mail donors (meaning you communicate to both online and offline donors in other channels)?

- No
- Yes, we send email communication to direct mail donors AND we send direct mail to online donors
- Yes, we send email communication to direct mail donors
- Yes, we send direct mail to online donors
- I don't know

Do you take a multi-channel approach with direct mail donors (meaning you communicate to both online and offline donors in other channels)?



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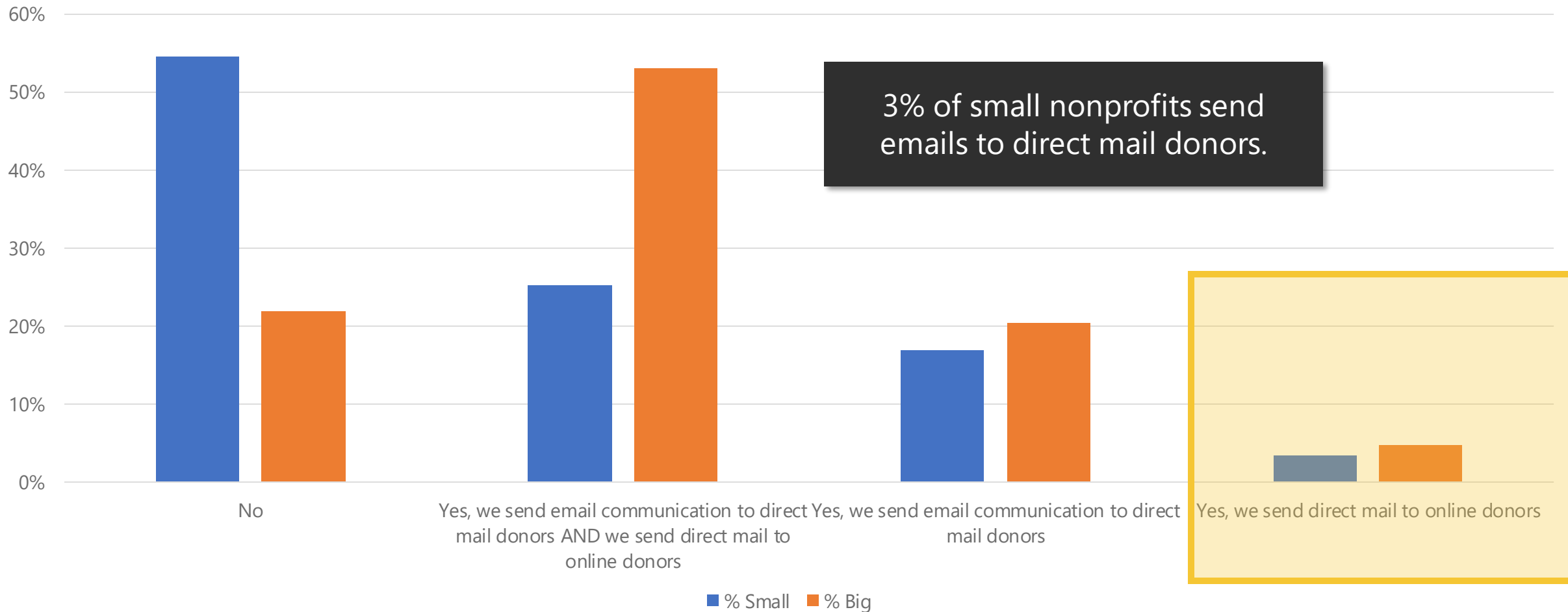


NOT SMALL

Average Revenue per Donor by Channel Cohort



Do you take a multi-channel approach with direct mail donors (meaning you communicate to both online and offline donors in other channels)?



NOT SMALL

Likelihood to Become a Multi-Channel Donor by Cohort

OFFLINE TO MULTI-CHANNEL

0.47%

Multi-Channel Conversion Rate

OFFLINE W/ EMAIL TO MULTI-CHANNEL

2.15%

Multi-Channel Conversion Rate

ONLINE TO MULTI-CHANNEL

9.32%

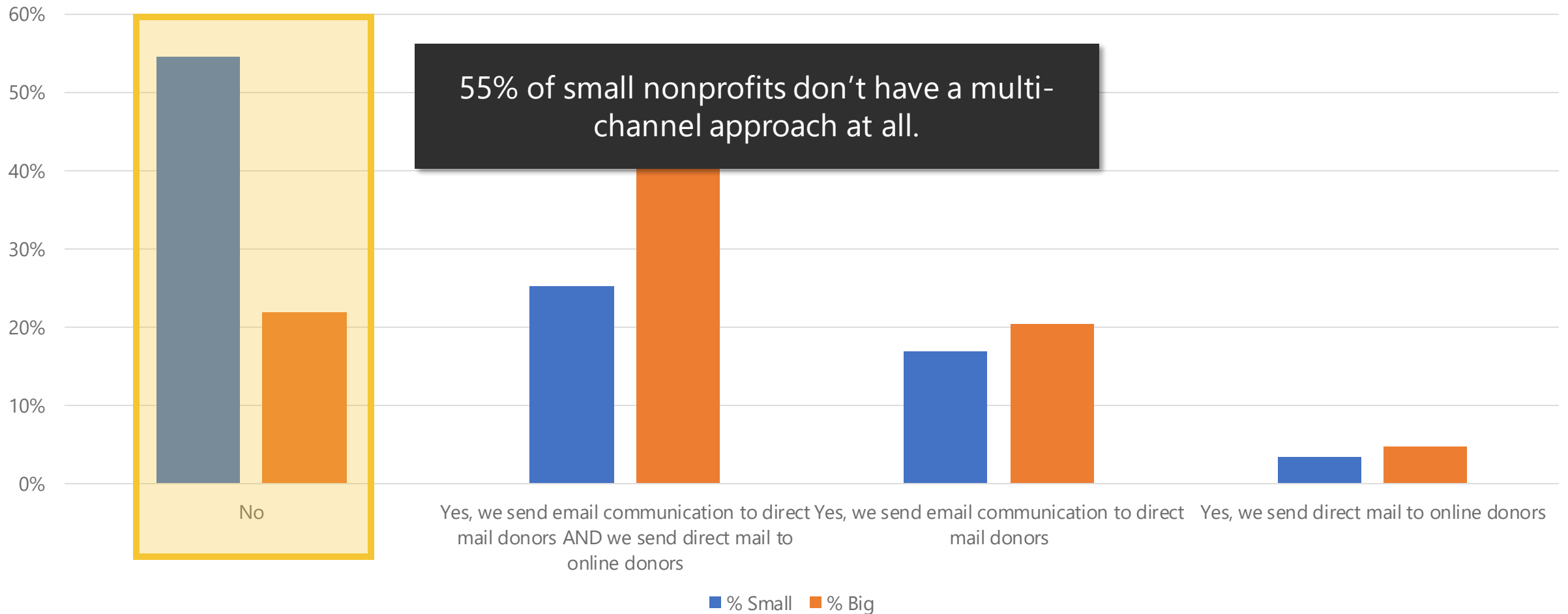
Multi-Channel Conversion Rate

1883%

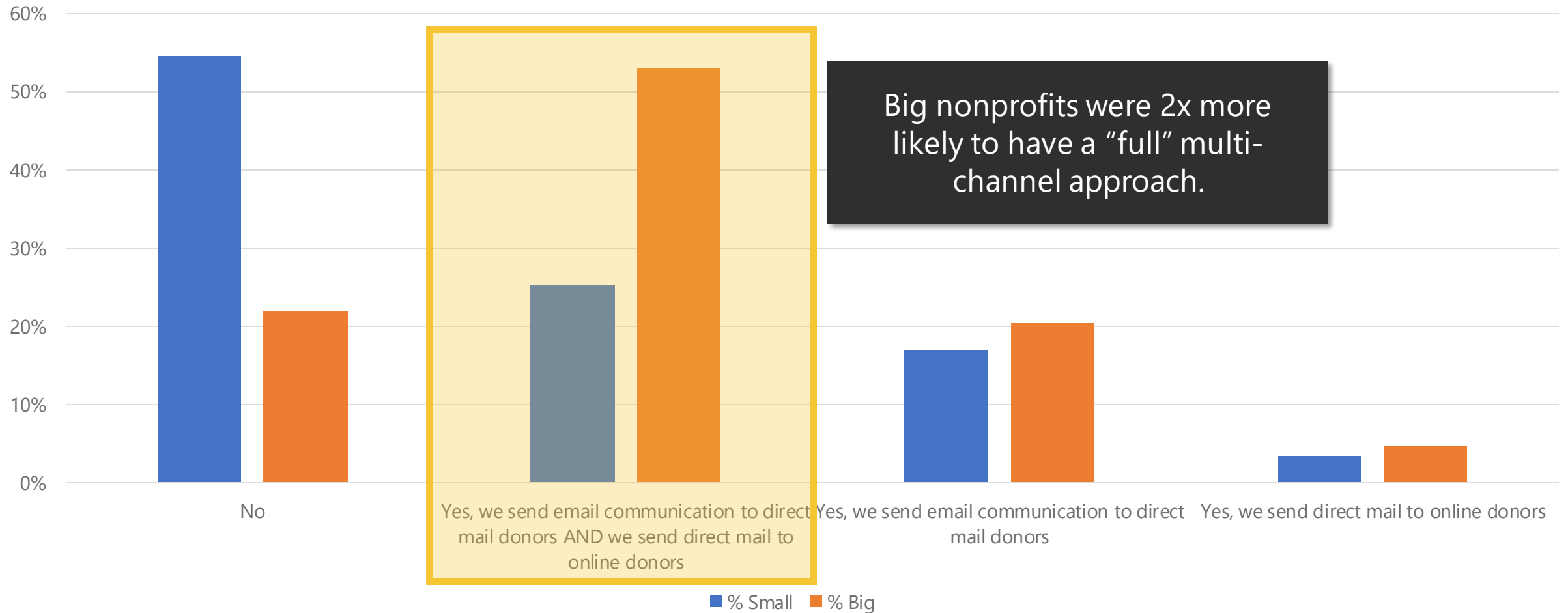
In Multi-Channel Conversion Rate



Do you take a multi-channel approach with direct mail donors (meaning you communicate to both online and offline donors in other channels)?

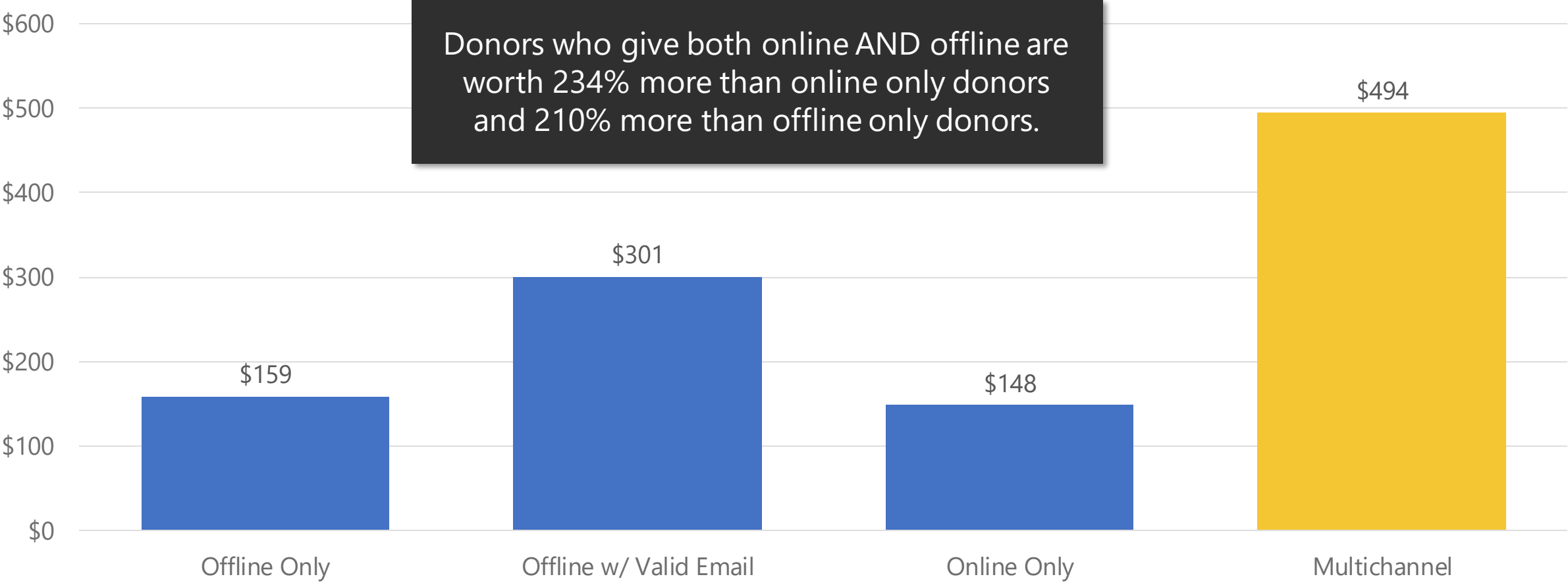


Do you take a multi-channel approach with direct mail donors (meaning you communicate to both online and offline donors in other channels)?



NOT SMALL

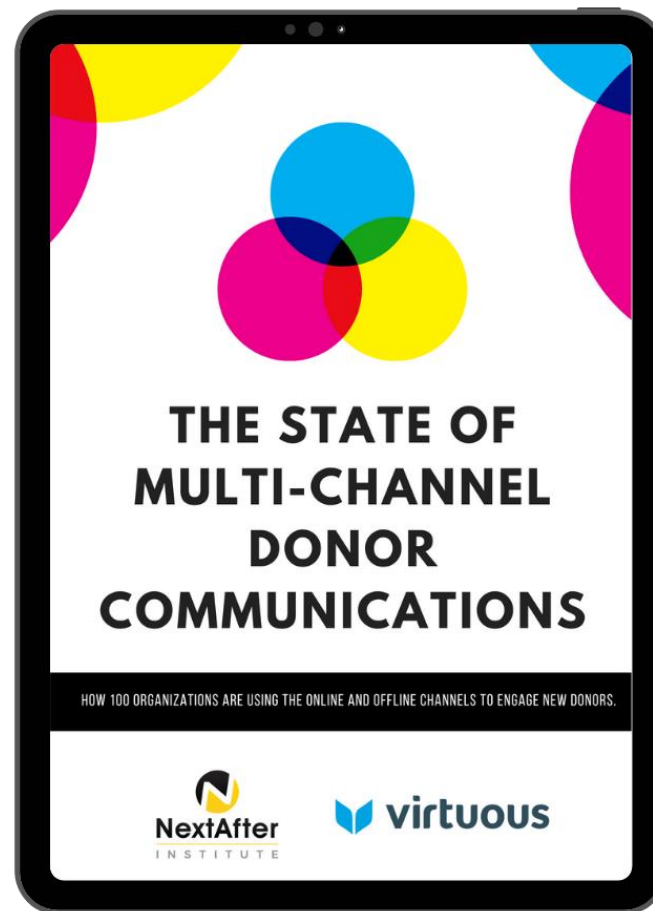
Average Revenue per Donor by Channel Cohort



Or so **they say**...

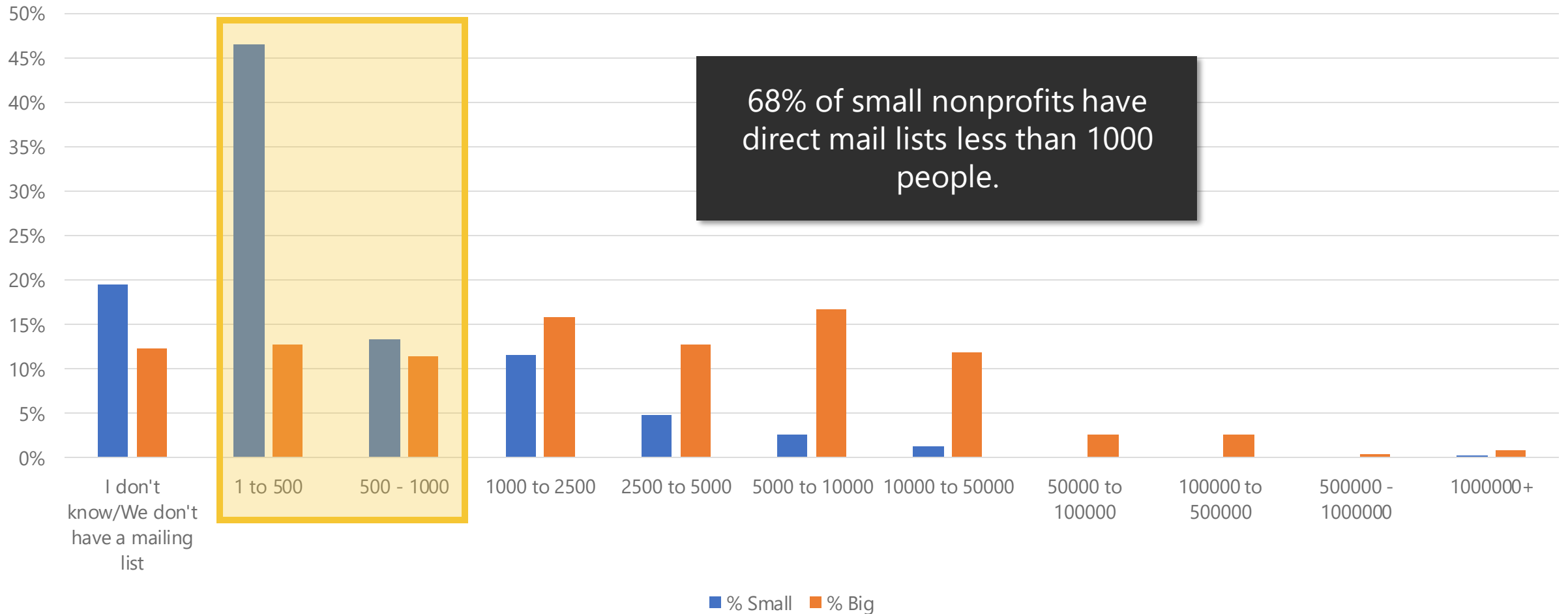
IN PROGRES

We made offline donations to 120 nonprofits at the end of March and after 3 weeks, 101 of the checks have been cashed and **14 organizations** have emailed us.



What about size and
frequency of **direct mail**?

How often do you mail your donors?



89% of small nonprofits either don't know how often they send direct mail or send less than twice a year.

So... between email and direct mail, at most, a donor to an average small nonprofit gets 14 touch points in a year for over 80% of small nonprofits.



I THINK WE'RE
IN A BIT OF A **BIND**

Multi-Channel Checklist

- Don't assume that the channel they give in is the channel they want to get communications in and will respond in the future
 - Try, ask, and test
- Try front-loading communications soon after a gift in multiple channels
 - Focus on appreciation, impact of their gift, and how it's making a difference
 - Don't shy away from an ask but make sure you thank and update first
- Send direct mail mail donors emails
 - Try showing direct mail donors online ads

Recurring giving is valuable for small nonprofits but underutilized.

Overall 2019

REAL DATA

104
Donors

-15%

13%
Recurring

+48%

Survey respondents said recurring giving only accounted for 4% of their revenue.

9%

+21%

+2%



Recurring Giving By Donor Type

REAL DATA

\$35

New

\$40

Recaptured

\$43

Retained

\$42

Overall Avg.
Gift

Retention 2019

REAL DATA

49%
Overall

42%
One-Time

58%
Repeat

92%
Recurring

Retention 2019

REAL DATA

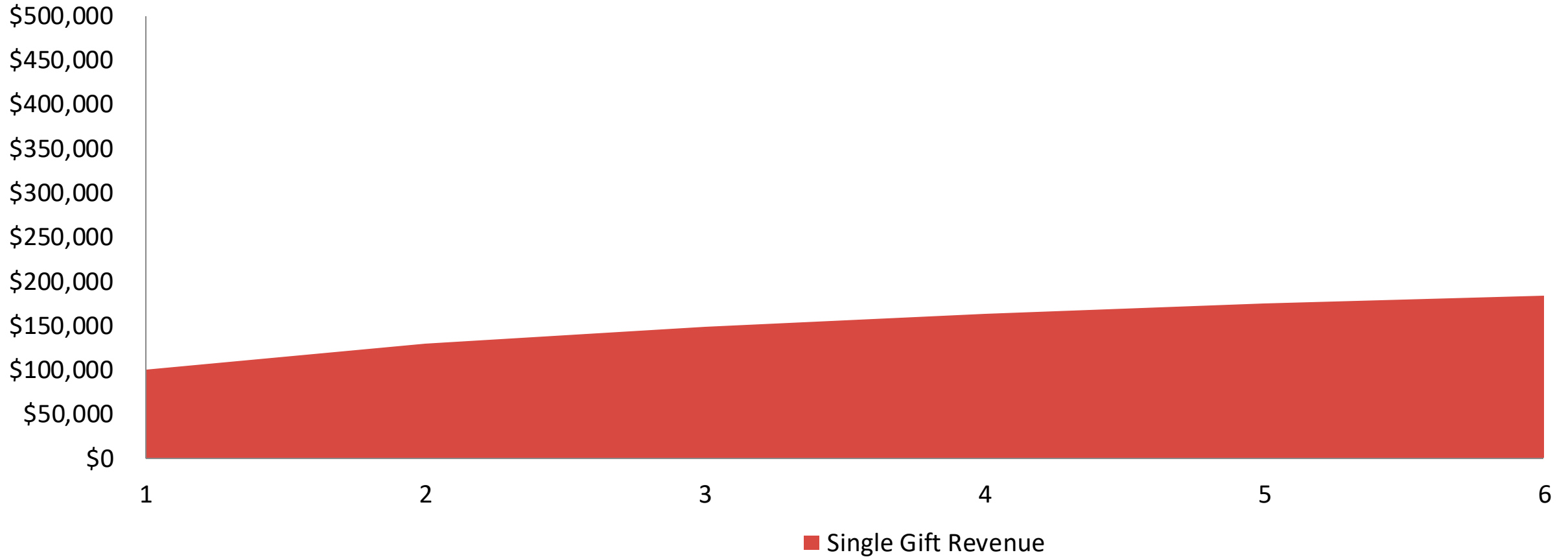
49%
Overall

Survey respondents said they had a 50% recurring donor retention rate.

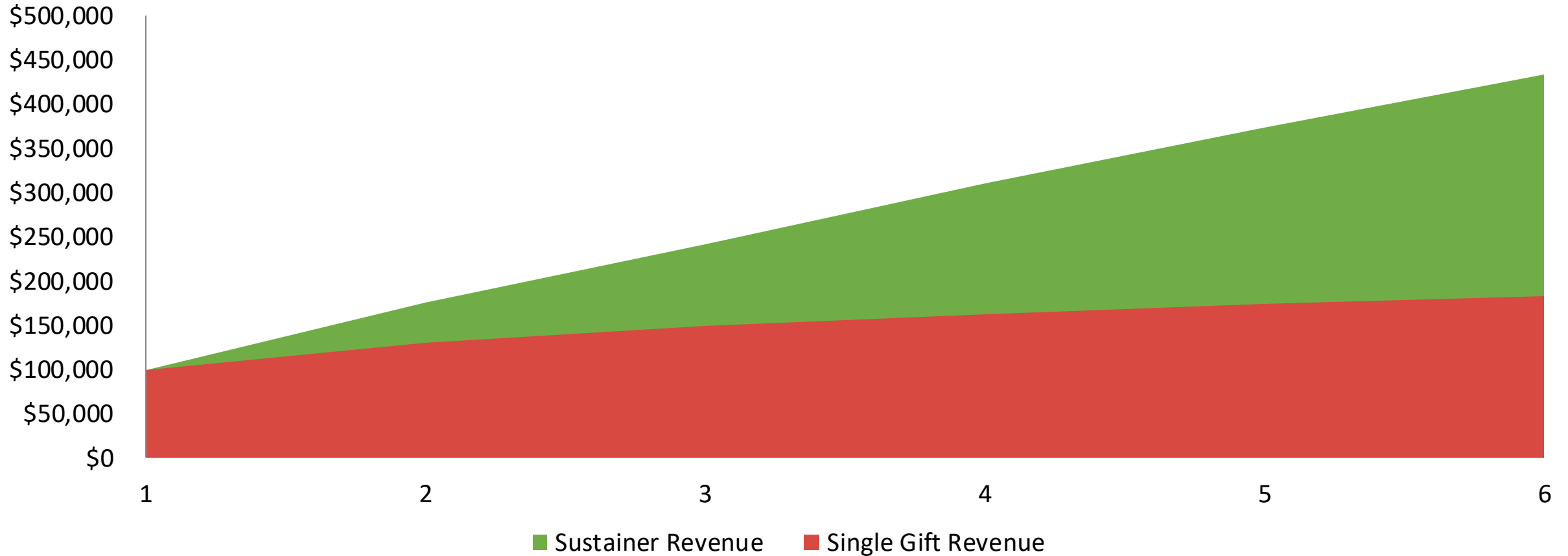
58%
Repeat

92%
Recurring

6 Year Value of 1,000 Donors



6 Year Value of 1,000 Donors



Cumulative Revenue per 1,000 Donors After 5 Years

RECURRING DONORS ARE EVEN MORE VALUABLE FOR SMALL AND MEDIUM SIZED ORGANIZATIONS.



And yet...

Only **51%** of small nonprofits have a recurring giving program compared to **78%** of big nonprofits.

donorCentrics Sustainer Summit

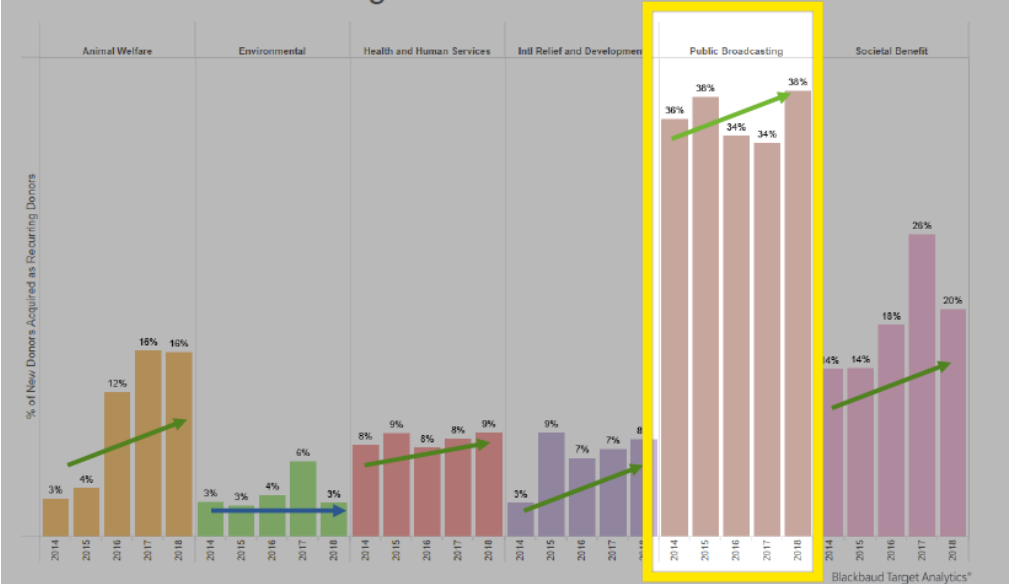
Key Acquisition Take-Aways



- The organizations with the greatest share of recurring gift donors are hyper-focused: the sustainer message is the primary ask in all sources.
- Continued growth in digital acquisition is expected. Is your website optimized to encourage recurring giving? Is recurring giving the primary ask throughout? Is it the pre-selected option on your donation form? Do your ask amounts change based on the donors selection of recurring vs single (Is your starting ask to donors choosing “give monthly” \$100 or \$10 or \$15?)
- Expansion of canvassing – those who are already canvassing have no plans to stop and many are considering launching a program.

blackbaud

Trends for Share of New Donors Acquired as Sustainers are mixed but are increasing over time for most sectors.





blackbaud

Sierra Club Testing

Defaulting to Recurring Gift

CONTROL – ONE-TIME

EXPLORE, ENJOY, AND PROTECT THE PLANET 




Protect Endangered Species

Endangered species face far too many threats – the impacts of climate change on their delicate ecosystems, development by the fossil fuel industry, and relentless efforts to dismantle the Endangered Species Act. Help us continue to protect wildlife on the brink of extinction. Make your donation today!

Select Your Gift

Make my gift monthly.

93,528 donors have already signed up to give monthly - join them today

Your Information 

First Name

Last Name

Email

Street Line 1


Street Line 2

City State

Postal Code

Country


Payment Information


 I'd like to cover the 3% transaction fee.

Card Holder Name

Card Number

TREATMENT - MONTHLY

EXPLORE, ENJOY, AND PROTECT THE PLANET 



Wildlife and wild places need you. Become a Monthly Donor today.

Monthly giving is an easy way to make a difference every day. Your gift provides the resources to sustain long-term campaigns that lead to the permanent protection of our most precious resources.

Please choose your monthly giving amount below:

93,528 donors have already signed up to give monthly - most are giving \$20 right now.


Thank You for Taking Action!


Now, our natural world — the clean air, safe drinking water, wildlife and wild places we love — are under attack and we need you now more than ever.

Become a monthly donor and get all the regular benefits of membership and much more! Become a monthly donor today and we will send you our Eco-Chic Reusable Bag Set. You will also receive:

- Subscription to SIERRA magazine
- Best-selling Sierra Club Wilderness Wall Calendar
- Special access to webinars, calls, and events with conservation leaders
- Wilderness Guardian newsletter
- Members-only ecotravel opportunities
- Automatic membership in your local chapter
- Exclusive discounts on products and services to help you explore, enjoy and protect the planet

With your help, we will keep fighting around the clock to protect and preserve our environment for generations to come.



Your Information 

First Name

Last Name


Email

Street Line 1

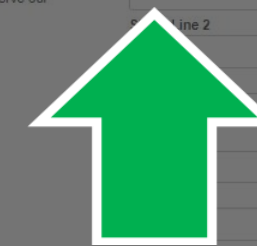
Street Line 2

State

Payment Information

 I'd like to cover the 3% transaction fee.

Card Holder Name



\$200K to \$1M
In Recurring Revenue
Over 2 Years

How Communicating The Impact Of A Recurring Gift Can Increase Conversion With New Visitors

EXPERIMENT ID: #18659

CONTROL



Home > Give > Give Online

QUICK GIVING OPTION

Urgently share the Gospel with a world in need of Hope. Your gift will be used where most needed in the work of the Billy Graham Evangelistic Association.

Buttons for \$25, \$50, \$100, and \$250. A text input field contains "\$ 50". Radio buttons for "One-time Gift" (selected) and "Monthly Gift". A blue "GIVE NOW" button.

OR GIVE TO SPECIFIC AREAS

Where Most Needed

TREATMENT



Home > Give > Give Online

QUICK GIVING OPTION

Urgently share the Gospel with a world in need of Hope. Your gift will be used where most needed in the work of the Billy Graham Evangelistic Association.

Buttons for \$25, \$50, and \$100. A text input field contains "\$ 50". Radio buttons for "One-time Gift" and "Monthly Gift". A blue "GIVE NOW" button.



48.4%

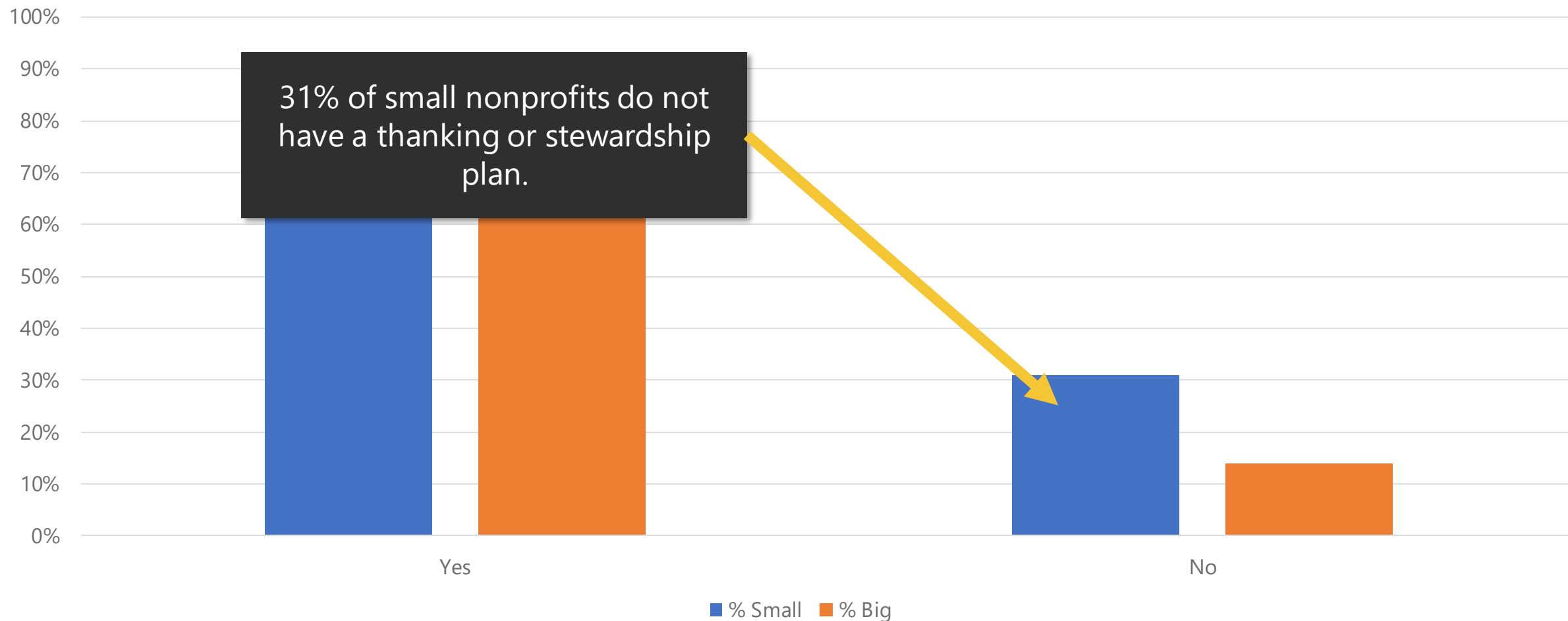
In New Recurring Donors

Recurring Giving Checklist

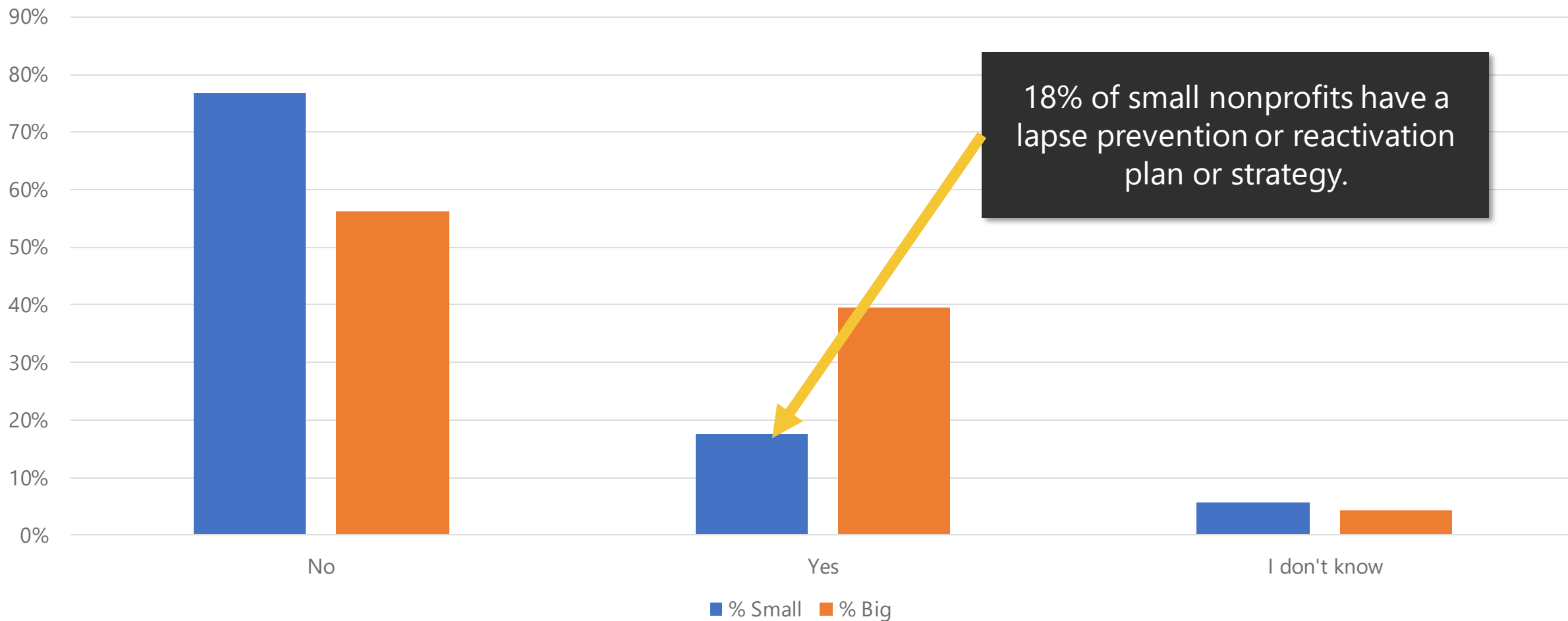
- Make recurring a priority and focus for you and your team and then it will show in your website, strategies and communications
 - Set a goal, make a plan, and go for it
- Make sure you give donors a reason to give monthly
 - In your emails but also on your donation page itself
- Consider defaulting to monthly or use a strong 'nudge' on your donation page to encourage more monthly giving
 - Try to get direct debit or ACH giving set up if you can

Small nonprofits are less prepared to thank donors and much less prepared to try and win them back if/when they stop giving.

Do you have a stewardship or thank you plan or strategy? (This is a specific strategy and process to thank and communicate to donors after they have given.)



Do you have a lapse or reactivation plan or strategy? (This is a specific strategy used to engage and get lapsed donors to give and give again.)



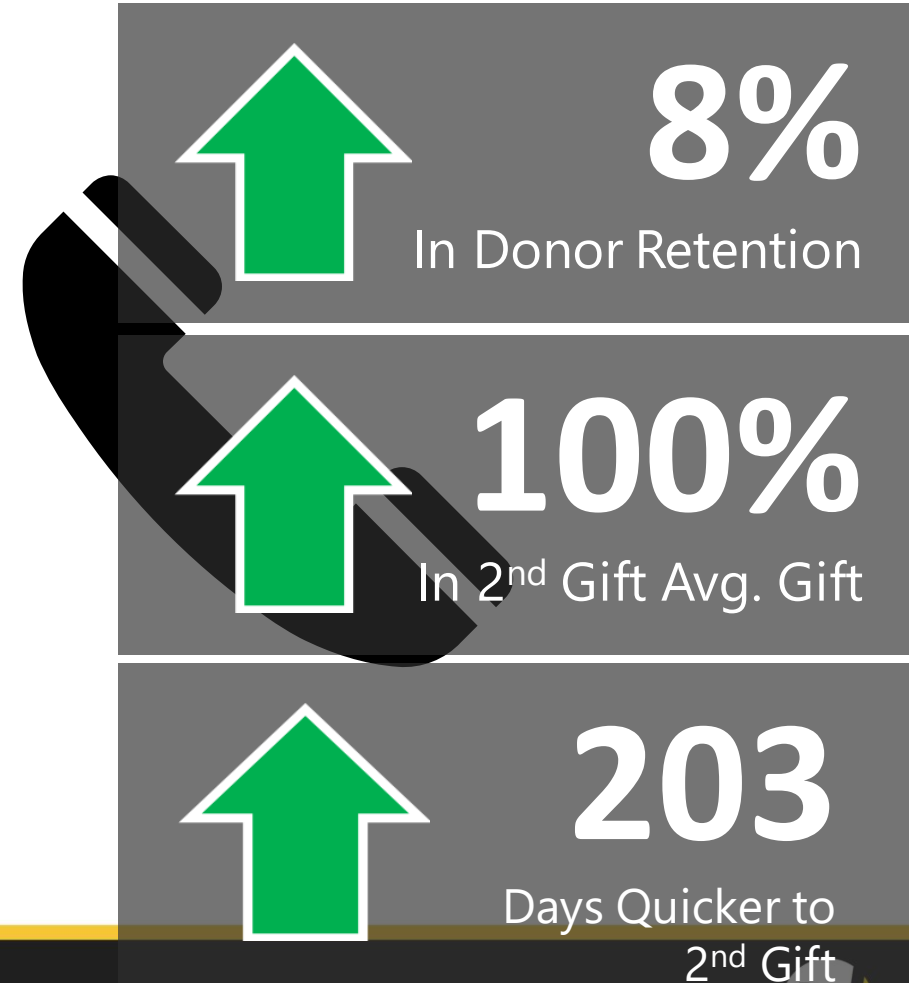
Why it matters.

Analysis of Thank You Calls Within 90 Days of 1st Gift

NO THANK-YOU CALL



ONE THANK-YOU CALL





I don't have **time**...

I don't have **money**...

6 FUNDRAISING HACKS YOU CAN USE TO GROW REVENUE THIS YEAR

[NEXTAFTER.COM/RESOURCES](https://nextafter.com/resources)



Sly Broadcast + HubSpot + Zapier

When this happens ...

1. New Contact in List in HubSpot

Choose App & Event

Choose Account

Customize Contact

Contact List (required)

Webinar Registrants Total - March 12, 2020

The list you want to check for new contacts.

Refresh Fields

Done Editing

2. Start New Campaign Using an Audio File

Customize Voice Mail

Campaign Name

March 2020 Research Webinar

Name of your campaign. This is optional.

Audio File (required)

March 2020 Research Webinar Thanks

Destination Number(s) (required)

1. Phone Number: 4108489413

Phone number or numbers you wish to send a voice message to. Multiple phone numbers should be separated by a comma. (Examp... more)

Caller ID (required)

7789949311

Phone number that you want the voice mail to come from. This number will appear within the recipient's voice mailbox.

Campaign Start Time (required)

now

Time will be automatically converted into EST.

Send To Mobile Phones Only (required)

1

Webhook URL

Type or insert...

URL that will receive call status post backs. Must be URL encoded.

Refresh Fields

slybroadcast

Dashboard Manage Audio Manage Lists Reporting FAQ

New Campaign

Campaign Dashboard

View Original Dashboard

All Scheduled Completed Running

Remaining Delivery Credits 162

Scheduled Messages 3

Recharge Account

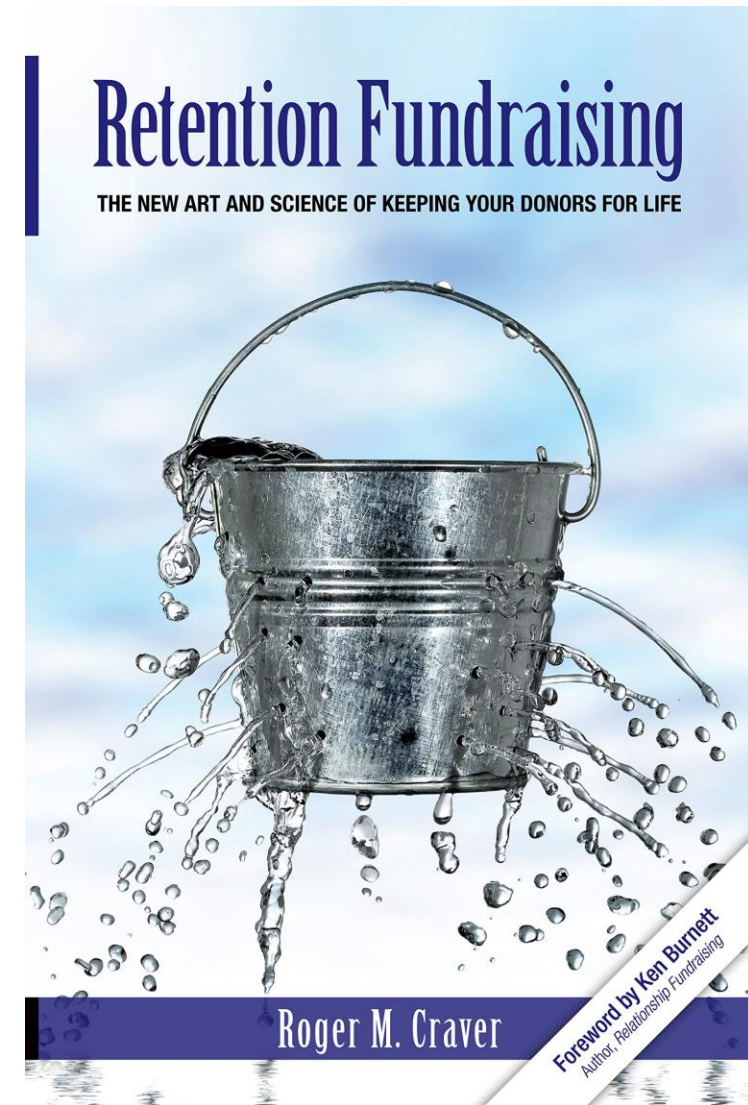
Create a New Campaign

Upload or Create New Recording

Time	Status	Recipients	Phone Number	List
7:13 pm - 3/10/20 ET	Completed	1 Recipient(s)	7789949311	No List
7:13 pm - 3/10/20 ET	Completed	1 Recipient(s)	7789949311	No List
6:58 pm - 3/10/20 ET	Completed	1 Recipient(s)	7789949311	No List
6:58 pm - 3/10/20 ET	Completed	1 Recipient(s)	7789949311	No List
6:54 pm - 3/10/20 ET	Completed	1 Recipient(s)	7789949311	No List
6:54 pm - 3/10/20 ET	Completed	1 Recipient(s)	7789949311	No List
6:52 pm - 3/10/20 ET	Completed	1 Recipient(s)	7789949311	No List
6:52 pm - 3/10/20 ET	Completed	1 Recipient(s)	7789949311	No List
6:43 pm - 3/10/20 ET	Completed	1 Recipient(s)	7789949311	No List
6:43 pm - 3/10/20 ET	Completed	1 Recipient(s)	7789949311	No List
6:36 pm - 3/10/20 ET	Completed	1 Recipient(s)	7789949311	No List
6:36 pm - 3/10/20 ET	Completed	1 Recipient(s)	7789949311	No List

What do we *say*?

- Saying thank you is easy retention win #1.
- It should be timely and confirm the donation was received
- Should focus on
 - Why the gift is appreciated
 - Why the gift matters and
 - How the gift was put to work.



Thanking & Engagement Checklist

- Make sure donors are thanked well and more than once in the first few weeks
 - Consider multi-channel (phone)
- Focus on the impact that their gift will make and how it is being put to use in addition to your thanks
 - Frame it in what the donor has done, not you
- Try front-loading communications soon after a gift in multiple channels
 - Focus on appreciation, impact of their gift, and how it's making a difference

Quick recap.

Key Findings Summary

1. Small nonprofits don't generate a lot of traffic to their websites.
2. Small nonprofits send fewer emails to fewer people.
3. A multi-channel fundraising strategy is almost non-existent among small nonprofits.
4. Recurring giving is valuable for small nonprofits but underutilized.
5. Small nonprofits are less prepared to thank donors and much less prepared to try and win them back if/when they stop giving.

Key Findings

1. Small nonprofits
2. Small nonprofits
3. A multi-channel nonprofit.
4. Recurring giving
5. Small nonprofits try and win their



es.

among small

ized.

less prepared to

What Can You Do Based on the Key Findings?

Grow Your Traffic Checklist

- Is it easy for people to find where to give on your website?
 - How can you get more people to your website and then to your donation page?
- Do you have a Google Ad Grant?
 - Consider outsourcing the management of it to take full advantage (or at least set up)
- Are you using any paid advertising to drive traffic with a purpose?
 - Paid ads cost, yes, but you can be specific and attract the right people to your site
 - Consider using ads to drive to content that requires an email as opposed to newsletter or donation



Email Checklist

- Are you collecting emails online, offline, and wherever possible?
 - Get a clear opt-in and send at least 1 welcome email to keep good email list hygiene
- Are you offering something of value or positioning your newsletter in a value oriented way in exchange for people's emails?
 - Why should I sign up for your email list as opposed to another one or not at all?
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Recurring Giving Checklist

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QUESTIONS IN A MINUTE...

brady@nextafter.com

[linkedin.com/in/bradyjosephson](https://www.linkedin.com/in/bradyjosephson)

Go deeper.

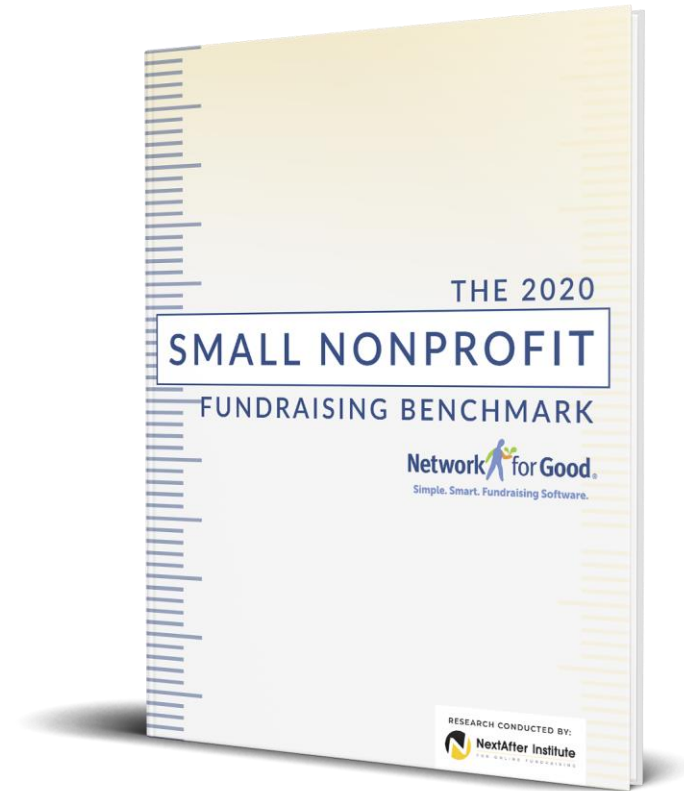
Be the First to Get the Full Report

FREE

The 2020 Small Nonprofit Fundraising Benchmark Report

- Get all the data and stats
- See the key findings
- Access resources to help your fundraising
- And more!

smallnonprofitbenchmark.com



NOT FREE

TAKE AN ON-DEMAND ONLINE FUNDRAISING CERTIFICATION COURSE. [COURSES.NEXTAFTER.COM](https://courses.nextafter.com)



NOT FREE

**BECOME A MEMBER TO
ACCESS ANY & ALL
COURSES ALL YEAR
(AND OTHER COOL
THINGS).**

NEXTAFTER.COM/MEMBERSHIP



THANKS AND GOOD LUCK!

QUESTIONS PLEASE

brady@nextafter.com

[linkedin.com/in/bradyjosephson](https://www.linkedin.com/in/bradyjosephson)