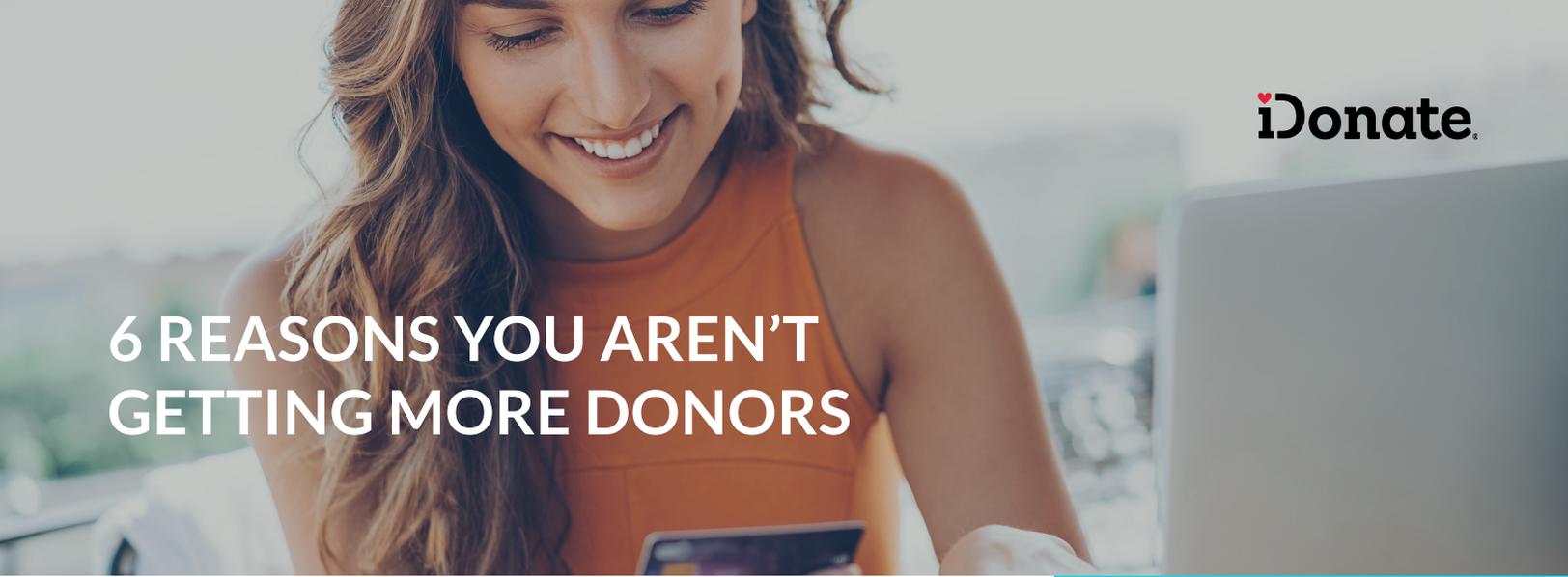


A close-up photograph of a woman with long, wavy brown hair, smiling warmly. She is wearing an orange sleeveless top and holding a dark credit card in her hands. The background is bright and out of focus, suggesting an outdoor setting.

iDonate.

6 Reasons You Aren't Getting More Donors



6 REASONS YOU AREN'T GETTING MORE DONORS

Acquiring new donors and keeping existing supporters is the number one issue facing nonprofits today¹. With all the time and attention that nonprofits put towards these efforts, why aren't they finding success?

UNDERSTANDING TODAY'S DONOR

In every walk of life – from finding new music, picking a restaurant, or booking a vacation – consumers now have unsurpassed control over the experience. They dictate the terms and then tell the world how it went. Consumers have come to expect a level of access, professionalism, and convenience that only a short time ago did not exist.

Today's donors are today's consumers, expecting that same level of convenience and transparency from the causes they support. In short, they expect more from your organization.

Here are the six most problematic disconnects that nonprofits have with today's donors, as well as how to easily fix the problem.

1. GIVING SHOULD BE AS EASY AS BUYING FROM AMAZON

Donors are looking for a quick and easy donation experience – don't force them to create yet another login to register, make an account or go through multiple pages to make a gift. The "friction" this causes often prevents your donors (who may come to the page highly motivated) from completing the process.

If your giving experience is not as effortless as buying a song on iTunes, most donors will simply move on.

A study by Mobile For Good found that donors gave **6 times** more money to nonprofits who had an embedded donation form on their own website. Forcing

¹Decision Analyst Study, 2015

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♥ About iDonate

iDonate® is the leading digital donor engagement solution to empower enterprise-level nonprofit organizations to build and personalize relationships with today's donors through cutting-edge SaaS technology, superior giving experiences, omnichannel fundraising, and growth services.

iDonate's mission is to transform charitable giving and drive growth for our partners so they can make bigger impacts on the world.

donors to go to a third-party site to complete a gift — as most giving forms do — increasing uncertainty that they and their gift are in the right place. Make your giving process clean and streamlined with a giving interface that drops right into your website and looks like a seamless extension of your brand.

2. DONORS HAVE MUCH MORE TO GIVE THAN CASH — BUT YOU HAVE TO ASK FOR IT

Ninety percent of your donor's wealth is held in assets not cash, yet most organizations are only asking for cash. That is leaving the biggest part of an individual's net worth out of your fundraising plan. Let your donors know that they can give their assets to your organization and have a big impact.

Noncash may appeal to empty nesters who may want to downsize and travel, but also leave a legacy for their family and community. Uncertain about how much cash they need to preserve for retirement, they want to give out of the wealth they've accumulated in their assets. Their cars, used gold jewelry and even their house all have value as donations – just like cash.

At the other end of the spectrum, younger donors who are passionate about your cause but strapped for cash could be happy to discover other giving options, such as unused gift cards.

Despite the fact that \$43.6 billion in noncash gifts like cars, boats, and stocks are given to nonprofits each year,² accounting for about ten percent of annual charitable giving. Turning these gifts into cash for your organization won't be a headache if your giving platform manages all the details of liquidating noncash donations.

3. THE MAGIC OF IMPULSE GIVING

Charitable giving is an impulsive activity, as the majority of donors don't have a budget for giving. If you want to be the recipient of that impulse to be generous, be ready for donors to give easy ways to give when inspiration strikes. Text giving is perfect for allowing donors to give on the spot. Or if a donor gets an email from your organization and can't easily give from a

²IRS Publication, Statistics of Income Bulletin (Spring 2014)



If you're only asking for donations through credit cards and eChecks, you're leaving a lot of money on the table.

link in your email with their smartphone, you'll probably miss out on that gift. Digital giving options aren't just for younger donors: 67% of donors ages 40-59 said they gave a gift online last year.³

Your organization should have great giving experiences whether it's from a desktop computer, tablet or a smartphone. Donors don't want to switch to a different device to give a gift, so don't make them.

4. THE SECRET TO DONOR RETENTION

One of the top reasons why donors don't give to charity is because they fear the gift will not be used wisely⁴. Telling donors how their money is used for your cause is influential information to help them determine whether or not to make a donation to you. Organizations that have a track record of reporting back how and where donations were used will have a huge advantage. Donors want to be a part of the story—and especially the solution—so show them the role they play.

One easy way to do this is to list on your online giving form the impact of the gift next to each donation amount (i.e. "\$4 turns into 40 meals"). It helps donors immediately understand the difference they are making in the world through their gift. They want to have impact, so make that impact the focus of the giving process.

5. KEEP A CONSISTENT USER INTERFACE ACROSS ALL CHANNELS

It's a multi-channel world. If you already have a donor's information – for example, on your website – they expect you to have it when they interact with you in other avenues, like an event. They aren't concerned if the system you use to track their donations is different than the software you use to run your events.

Donors also want the same consistent interface any time they interact with you to give. Cobbled together giving solutions from half a dozen vendors (like text giving, your online donation form, peer-to-peer fundraising, etc.) that don't talk to each other and present different user interfaces for each type of giving make things utterly confusing for donors. Having data silos and various unconnected systems only makes it harder to deliver the kind of experience your donors are expecting. If you don't know that they are a monthly donor when they show up for an event, it erodes the trust they have in the organization and your ability to accomplish your mission.

Your various fundraising, marketing, CRM/DMS and other software platforms need to be integrated and working together to instill that confidence that you know what you are doing and are going to get the job done.

³Study by Dunham & Company

⁴U.S. Trust study of high net worth philanthropy



If a donor gets an email from your organization and can't easily give from their smartphone, you'll probably miss out on that gift.

6. MAKE EVERY DONOR A VIP

The old database-centric model of simply blasting out impersonal emails and direct mail to your whole list is a relic of the past. Donors have a preference of how they want to be communicated with and what they care about. Knowing their behaviors and tailoring subsequent experiences to those preferences and motivations is part of the new paradigm of donor expectation. Without that kind of personalization, it's impossible for you to make your entire donor base feel known and appreciated.

Your donors are not ATM machines. They are people, and you need to treat them as such.

Sixteen percent of donors say they will give MORE to charities that treat them well after they give a donation. The best way to stand out in a crowded field of great causes is to make donors feel more appreciated than any other nonprofits do. Make sure that receipt letters are sent within 48 hours of a gift being given. Take the time to call donors who give larger gifts to thank them personally. The more personalized you can make the communication to your constituents, the better.

Your fundraising platform should assist you in this process of personalization and marketing automation. Put yourself in your donors' position by testing your own giving process and communication series. Are you treating them the way you would want to be treated?

SUMMARY

It's time to stop thinking that fundraising equals asking for money. Today's donors have specific needs and things to offer. They don't support organizations, they support causes. They are impulsive. They think locally. They're social. They expect you to make it easy to give when, where, and however they want to give.

Now, that's something you can deliver.



16%
of donors say
they will give
more to charities
that treat them
well after they
give a donation.

**Learn how to get more
donors and increase
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