

An Exclusive Session

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# The Biggest Challenge Facing Nonprofits Today: Executable Strategies for Increasing Donor Acquisition



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# Agenda

- Welcome & Introductions
- Let's Hear From You
- The Biggest Challenge Facing Nonprofits Today
- Ideas & Strategies for Increasing Donor Acquisition
- Leveraging the Right Partner and Technology!
- Questions & Answers

# Welcome & Introductions



David Blyer

Co-Founder and CEO  
Arreva



Chris Fink

Chief Operating Officer  
Arreva

**Do you feel donor acquisition  
is getting easier or harder  
year-after-year?**

slido



**Does your current software help you increase donor acquisition?**

ⓘ Start presenting to display the poll results on this slide.

# The Biggest Challenge Facing Nonprofits Today

❖ Donor Acquisition   ❖ Donor Engagement   ❖ Donor Retention

# The Biggest Challenge Facing Nonprofits Today

**19.2%**

Decline in the number of new donors in US in 2023 (thru Q1)

**42.6%**

The national average rate for donor retention

**3.4%**

Year-over-year decline in total donors nationally

Source: Fundraising Effectiveness Project

The Challenge has never been greater for nonprofits.

Solving the challenge requires understanding and addressing it from the perspective of three key areas that are essential to sustaining, and growing, your nonprofit and achieving your mission:

- ❖ Donor Acquisition
- ❖ Donor Engagement
- ❖ Donor Retention

Today, we'll focus on:

**New Approaches to Donor Acquisition**



# Donor Acquisition

**Donor Acquisition** is all about identifying and engaging with new potential donors to grow your donor base, not only to sustain your operations, but to expand your impact.

## Key Statistic



- Increased competition for donor's attention and changing demographics contribute to this national decline in donor acquisition.
- Acquiring new donors is imperative to sustaining your nonprofit organization for long-term success.
- Not surprisingly, donor retention/stewardships and leveraging data were also in top 3 challenges.

Source: CSS Fundraising Report



# A Few Reasons Why Some Nonprofits Struggle with Donor Acquisition

## Economic Conditions

- Challenging economy.
- Not addressing the economic challenges with new strategies.

## Donors

- Intense competition for donor's attention.
- Changing donor demographics & preferences.

## Communications

- Not personalizing communications and campaigns.
- Not effectively communicating on the impact of their donations and the importance of the organization's work.
- Not consistently and promptly expressing gratitude to donors.

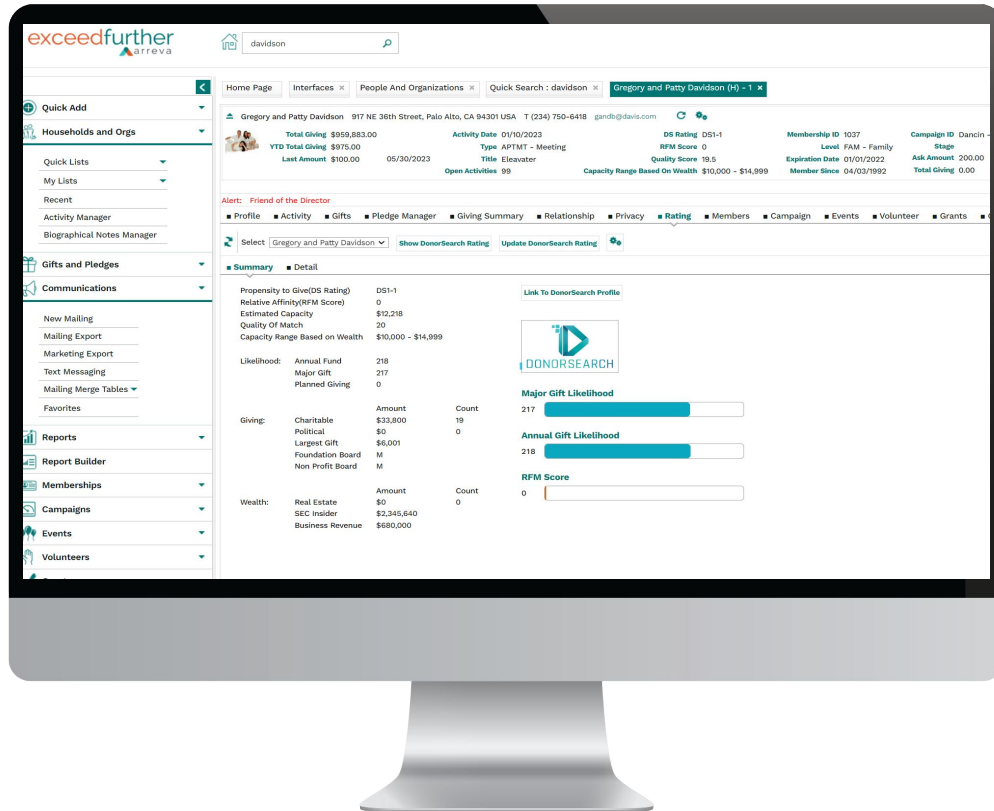
## Fundraising and Donor Relationship Management

- Multiple, siloed fundraising software solutions & applications.
- Not effectively capturing and analyzing data and segmenting donors in a fully integrated donor relationship management database.
- Lack of strategies to execute in identifying and reaching new donors, and providing them with multiple ways to engage, support, and give year-round.



# Ideas and Strategies for Increasing Donor Acquisition

# Identify, Reach, and Acquire New Donors with Targeted Marketing Campaigns



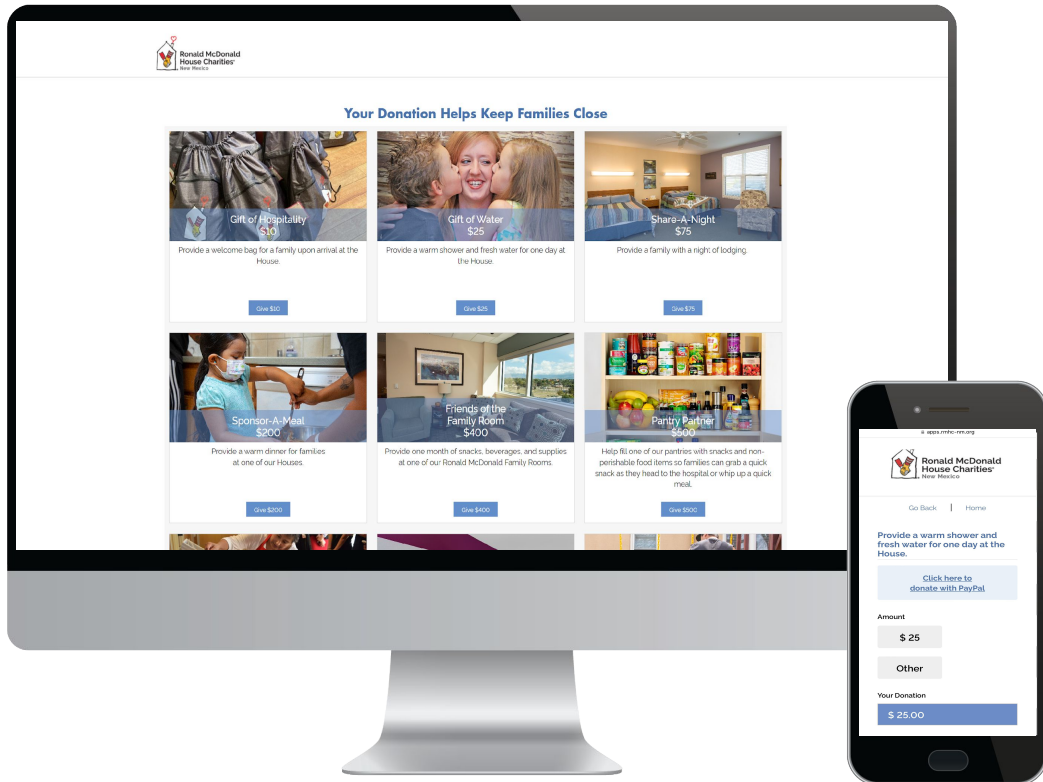
- **Research and Define Your Target Audience:** Identify the characteristics of your ideal donor demographics, interests, values, and giving capacity (leverage prospect research tools – e.g., DonorSearch AI)
- **Data Analysis and Segmentation:** Analyze existing donor data to identify patterns and segment your audience based on their interests, giving history, and engagement level. Look for common traits, giving patterns, and preferences among your existing donors.
- **Create Compelling Targeted Marketing Campaigns that Resonate with the Right Audience:** Develop compelling content to communicate your mission, impact, and the importance of donor support. Personalize communications and tailor the message to the specific needs, interests, and values of the specific target audience.
- **Digital Marketing Channels:** Leverage these channels to engage with your target audience. Use social media platforms, email marketing, and online advertising to raise awareness about your organization and drive traffic to your websites.
- **Collaborate with Influencers & Partners:** Explore co-branded campaigns with partners that align with your cause. This will help you expand your reach and acquire new donors.

# Communicate Your Story with Impact



- **Develop a Compelling Value Proposition:** Clearly communicate the unique value and impact of your organization's work. Articulate why potential donors should choose to support your cause over others. **Highlight the positive change their contribution can make.**
- **Compelling Storytelling:** Techniques to **convey your mission, impact**, and the individuals or communities you serve. Share personal stories that highlight the challenges faced, the journey, and the positive outcomes achieved.
- **Visual Content:** Capture donors' attention and convey your message with impact through **videos, images, and infographics that showcase the impact your organization is making and the good you're doing**, to engage potential donors emotionally and inspire them to take action.

# Implement a Multi-Channel Marketing Strategy & Make it Easy to Give in Multiple Ways



61% of donors worldwide prefer giving online.

- **Build an Engaging Online & Offline Multi-Channel Presence:** Have a well-designed, user-friendly website that effectively communicates your mission, programs, and impact across multiple channels.
- **Make it Easy to Give in Multiple Ways:** Provide donors with multiple ways to give across channels, including your website, unlimited online donation pages, events, peer-to-peer fundraising, text-based donations, social media, email marketing, direct mail, and partnerships. Each channel should be integrated to create a consistent message. Make the donation process user-friendly, secure, and mobile responsive.
- **Clear Call to Action:** Visually appealing donation buttons or links on your website, emails, and online donation pages. Make it easy for donors to find the donation button and guide them through a simple, intuitive process. Set customized donation levels that align with donor giving level capacity.

# Multiple Ways to Give: Tribute and Memorial Gifts

**Blue Door Club: Monthly Giving**  
Your monthly investment immediately allows our program to serve the kids of today... and have a plan to serve the kids of tomorrow. By pledging a monthly donation, you can spread your support out over the year and increase the impact of your gift.

**Memorial or Tribute Gifts**  
We offer a thoughtful and meaningful way to honor or remember an important person in your life and, in the process, contribute to our mission "To empower all young people, especially those who need us most, to reach their full potential as productive, caring, responsible citizens."

**Your Donation**  
\$ 250.00  Anonymous Gift

Make this a recurring gift  
 Make this a Tribute Gift

Special Tribute  
In memory of: James  
\* Tribute Date: 06/12/2023  
\* Honoree First Name: James  
\* Honoree Last Name: Smith

Sentiment Message  
Thinking of Dad today and how much this organization meant to him. He was so generous with his support of the Club and all the good they do. We just close the same and make a gift in memory of him. -D

Send a Tribute/Memorial notification

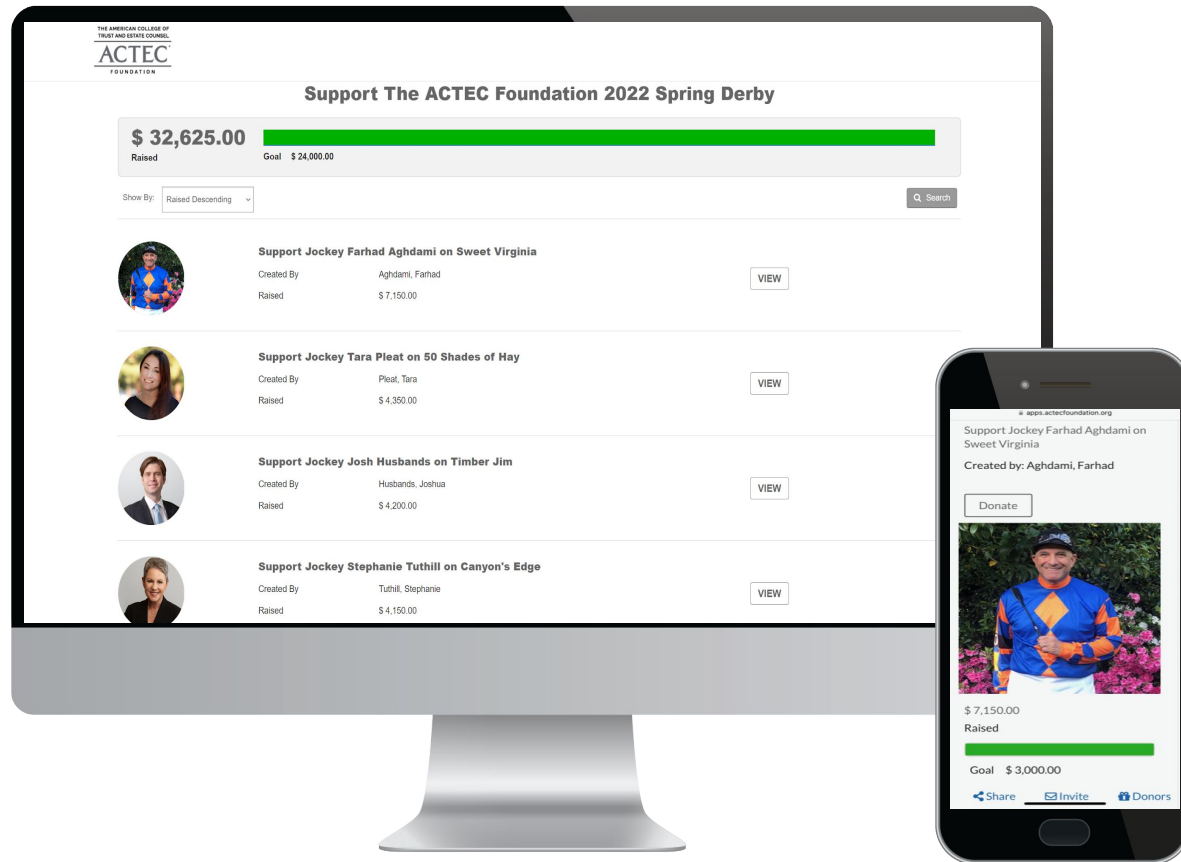
Recipient Title: Mr.  
Recipient First Name: Mary  
Recipient Last Name: Smith  
Recipient Email: msj@nhd.com  
Country: USA  
Address 1: 123 Main St  
City: Orlando  
Address 2:

**33% of donors worldwide give tribute gifts.**

Acquire new donors and engage existing donors who are motivated to make their gifts more meaningful by contributing to honor a loved one.

- **Enable Donors to Make any Type of Donation a Tribute or Memorial Gift on Your Online Donation Pages:** Automatically send notification to inform a family member or friend of the tribute gift, and easily share through email and social media.
- **Online Tribute Walls:** Create online tribute walls on your website or dedicated online platform where donors can make a tribute gift (in honor of or in memory of ) and leave a message honoring their loved ones.
- **Personalized Certificates:** Provide a personalized, visually-appealing certificate to the donor making the tribute gift.
- **Living Memorials:** Encourage donors to contribute to a specific program or project in memory of, or in honor of, their loved one.
- **Social Media Tributes:** Create a hashtag or campaign on social media to encourage donors to share their tribute stories.
- **Express Recognition and Gratitude:** Offer recognition and gratitude through automatic acknowledgement and thank-yous to the donor, and notifications to the individual, and your staff.

# Multiple Ways to Give: Peer-to-Peer Fundraising

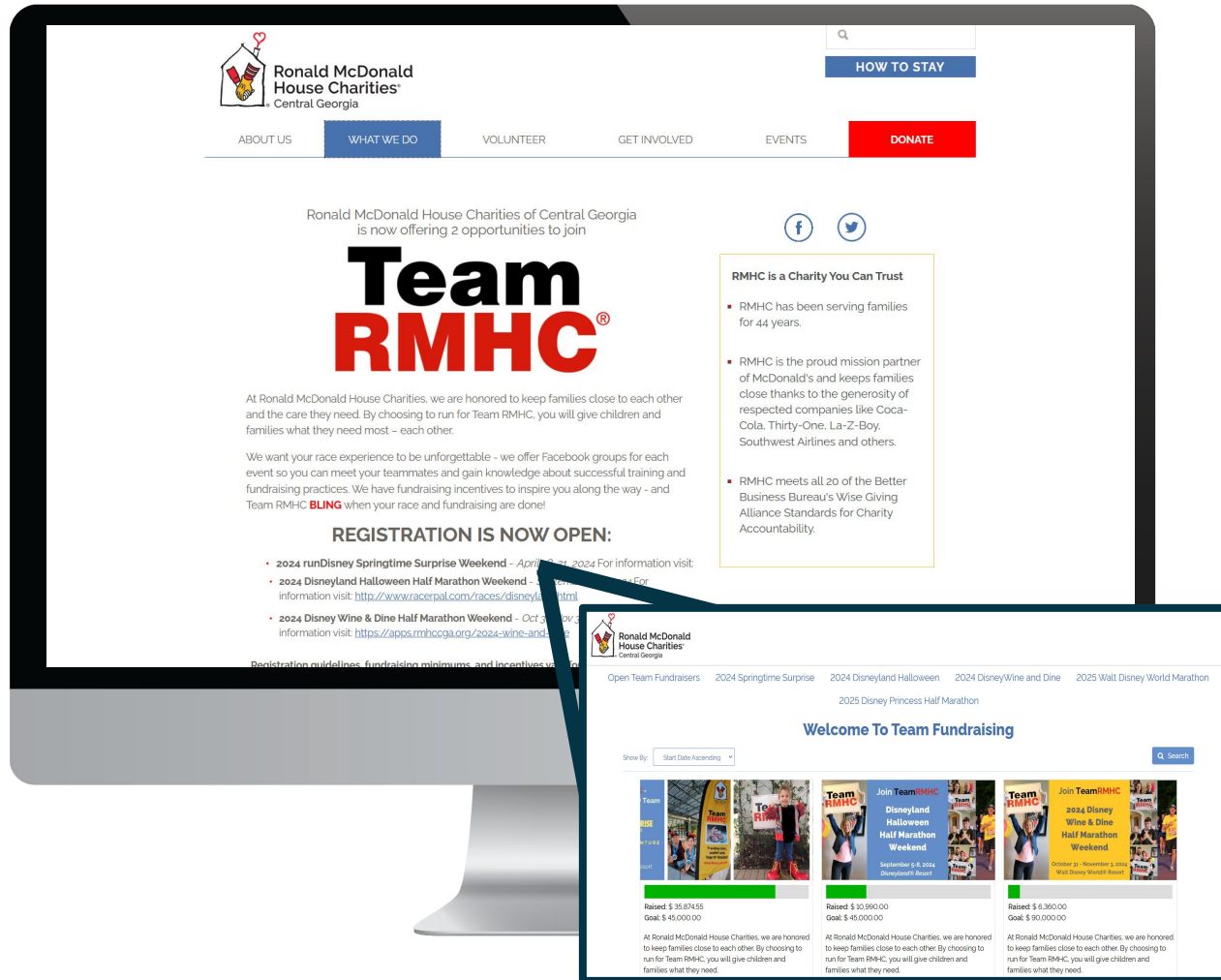


On average, more than 20%  
of donors refer another donor

Peer-to-Peer Fundraising Campaigns have proven to be highly successful in acquiring new donors

- **Develop Engaging Peer-to-Peer Fundraising Campaigns for Your Organization:** Expand your reach, impact, and engagement as you empower your Board members, donors, and supporters to easily participate in your organization's campaigns to raise money on your behalf through their personal and professional networks.
- **Encourage and Enable Supporters to Create Personal Fundraisers for Your Cause:** Provide supporters with tools and resources to create their own personal fundraising pages, with creative themes that are directly integrated with your platform.
- **Team Challenges:** This is team-based peer-to-peer fundraising encouraging supporter to form teams with their friends, family, and colleagues to engage in friendly competition to raise money through their networks and achieve fundraising goals.
- **Fundraising Events:** Encourage supporters to host their own fundraising events on behalf of the organization.
- **Social Media Campaigns:** Provide pre-written posts, images, messaging, and videos that participants can share on their social media channels.

# Raise More from Community Fun Runs & Walk-a-Thons with Team Fundraising

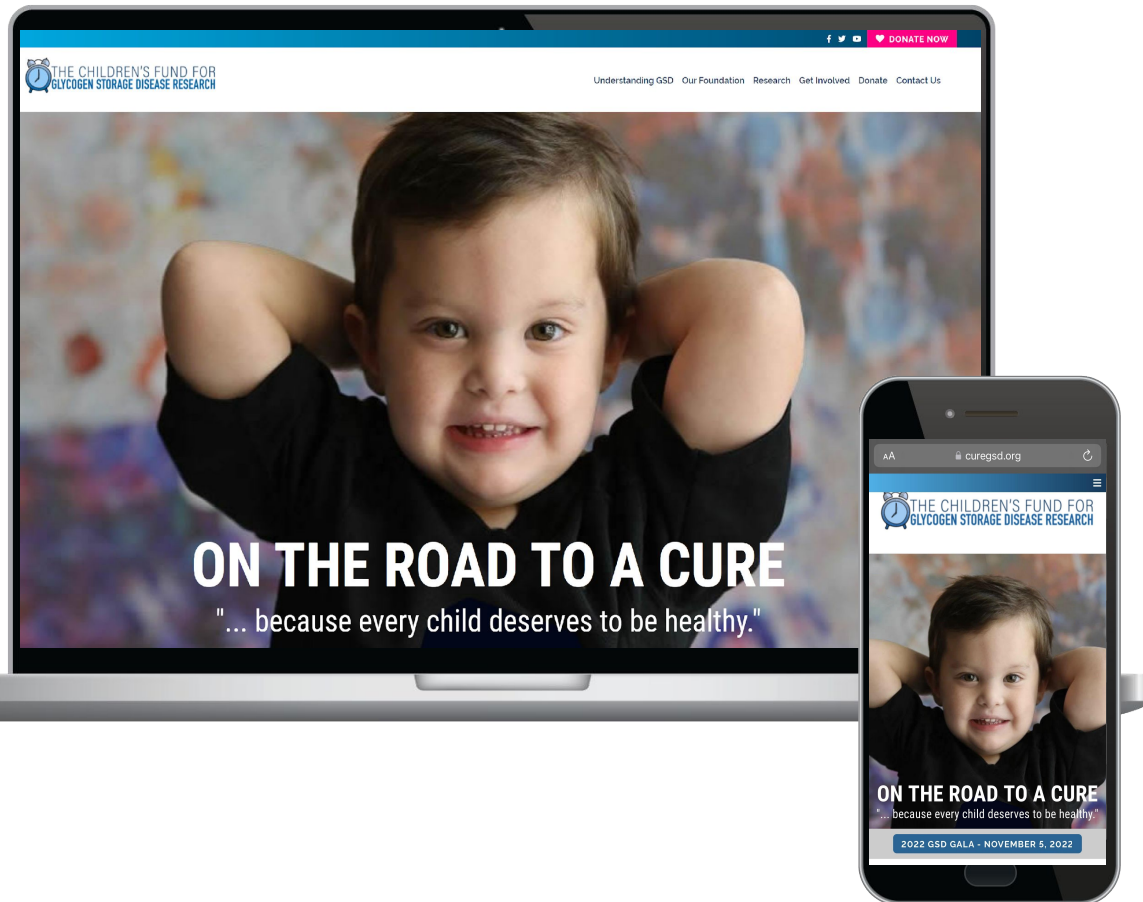


- **Team Fundraising:** Empower groups of people to work together to raise funds centered an event. Setup a Team Fundraising event, virtual and/or live, invite your supporters to register, create a team or join an existing team and raise funds together.
- **Cultivate Increased Donor Involvement:** With Team Fundraising, your current donors transform into ambassadors. They can create their own teams, join friends' teams, or contribute as individual participants. With personalized fundraising pages, donors express why your missions resonates so deeply with them and invite their networks to contribute, increasing donor acquisition.
- **Gamification with Real-Time Leaderboards:** With Team Fundraising, fundraising becomes more than just a transaction—it becomes an experience. Participants can track their own and their friend's progress via leaderboards, progress meters, and thermometers.
- **Customize to Your Unique Needs:** Create an unlimited number of team fundraisers. Customize features and functionality to align with your specific goals. Host an event across multiple locations contributing to one fundraiser, your Team Fundraiser can be configured to help you raise more for your mission.



# Donor Acquisition Success Story

## Cure GSD Case Study



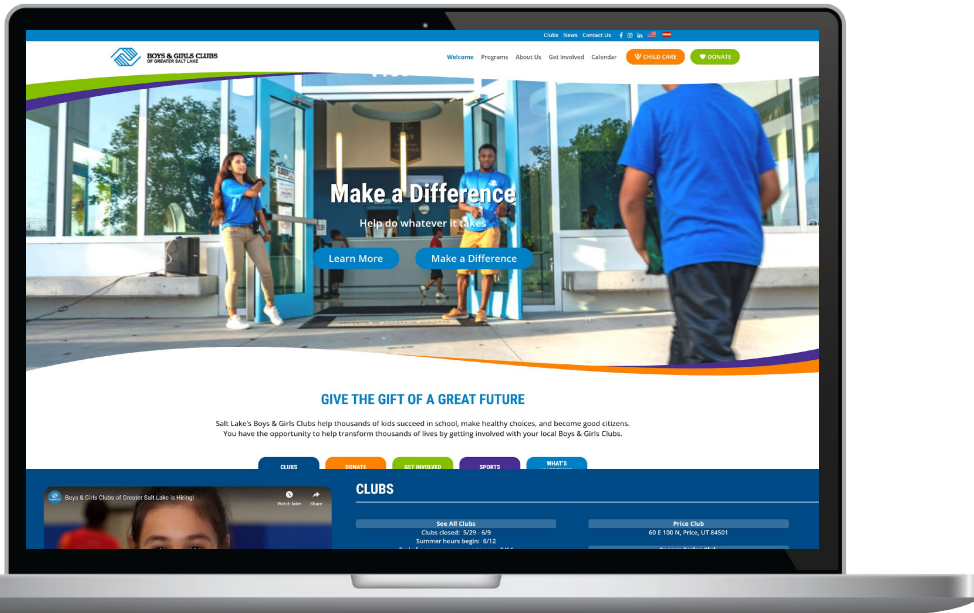
**Challenge:** Raise \$8 million to fund the research to cure GSD Type 1, as an organization with limited staff (all volunteers).

**Solution:** Created the “**Gift from the Heart Campaign**,” re-engaging 20-years worth of donors and volunteers, which encouraged their supporters to donate in multiple ways, even during the Pandemic, so that the important research could continue.

**Results:** They exceeded their goal by 66% with this campaign and email marketing outreach. They continue to be very innovative in their fundraising, using **peer-to-peer fundraising, email marketing campaigns, and year-round events to acquire new donors**, as well as **engage and retain** their existing donors to exceed their fundraising goal to help cure this disease.

# Client Success Story

## Boys & Girls Clubs of Greater Salt Lake



### Challenges:

- The data conversions into DonorPerfect then Bloomerang left missing pieces preventing them from having as a complete view of their donor history and unable to pull accurate reports.
- Time consumed working in separate platforms, ie. Auction software, campaign management software, Peer-to-Peer fundraising software, grant software, Excel spreadsheets, hardcopy files, and handwritten notes. Faced duplication of efforts and redundancies in their day-to-day.
- Decline in donor acquisition and retention.

**Solution:** Transfer all donor data from multiple solutions including Bloomerang and DonorPerfect into ExceedFurther to have a completely all-in-one, online fundraising, donor relationship management, and auction software platform.

### Results:

- Ability to have multiple applications in one unified database to manage donor relationships, online fundraising, campaigns, grants, and auctions in one place.
- The organization grew from 5 Clubs to now 7, 5,000 members to now 7,000, and 1,200 daily club visitors.

# Leveraging the Right Technology For Increasing Donor Acquisition (and Donor Engagement & Retention)

# The Challenges

## Organizations

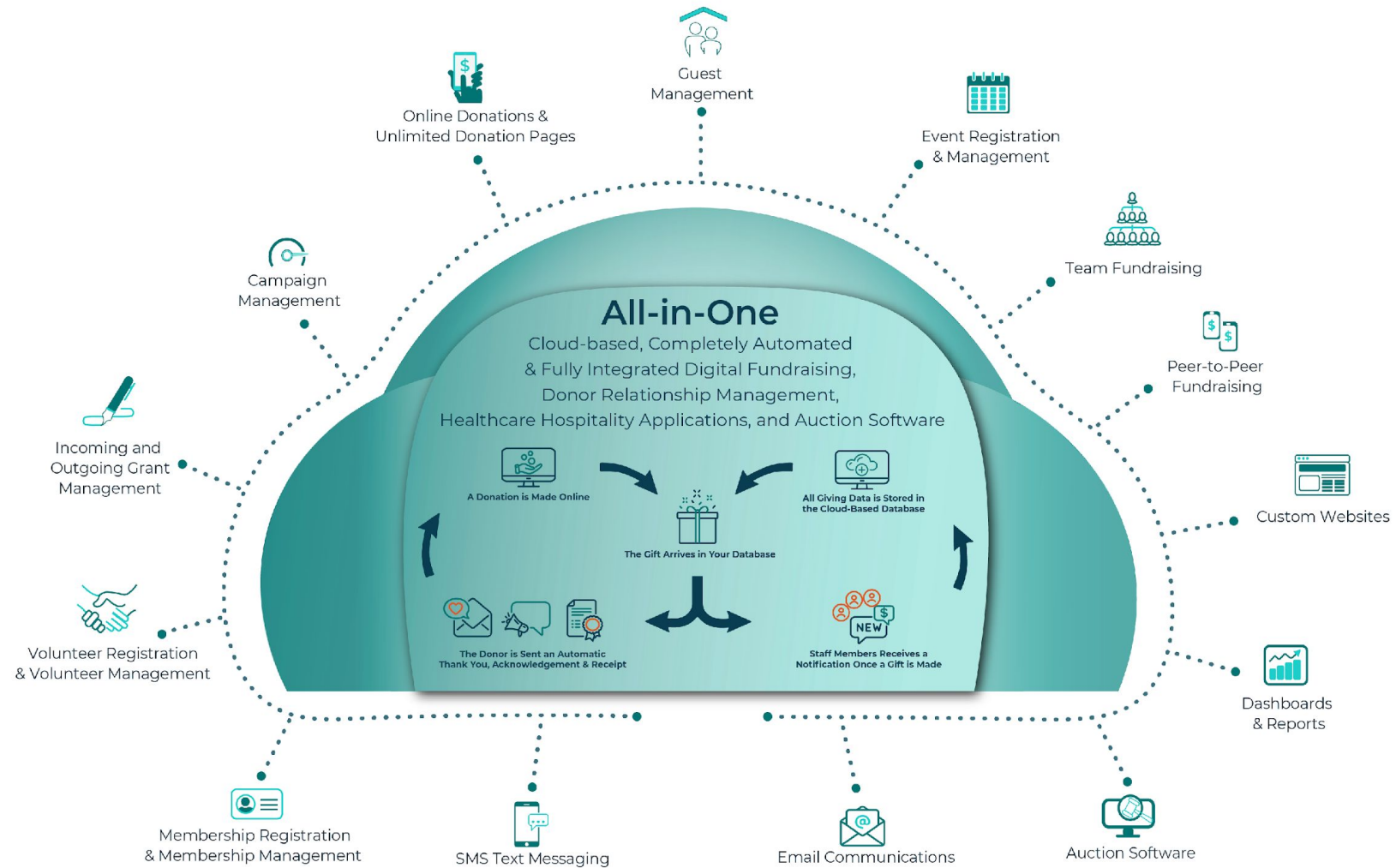
- Current software providers offer point solutions
- Limited or no integration
- Applications not automated
- Costly to manage, train and maintain

## Donors

- Limited communication between donors and organizations
- Inconsistent donor engagement and experience
- Looking for a more efficient way to engage with organizations virtually
- Prioritizing trust with donors must be a top priority



# The ExceedFurther Solution





# arreva

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**Many Applications. One Solution. One Database.**

For Over 30 Years, We've Helped Nonprofits Build Donor Relationships, Increase Donor Acquisition, Retention, Fundraising, and Site Engagement.

